



**ARKANSAS**  
THE NATURAL STATE



# ARKANSAS TOURISM



# ARKANSAS TOURISM DIVISION



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Welcome  
Centers



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2% TAX  
APRIL 1989

# 2017 ANNUAL REPORT



- **OVER \$7 BILLION IN ECONOMIC IMPACT**
- **NEARLY 30 MILLION VISITORS**
- **66 THOUSAND JOBS**
- **\$1.4 BILLION WAGES**
- **\$550 MILLION STATE & LOCAL TAXES**





# MARKETING TEAM

BUDGET OF \$15 MILLION  
CJRW/MILES PARTNERSHIP

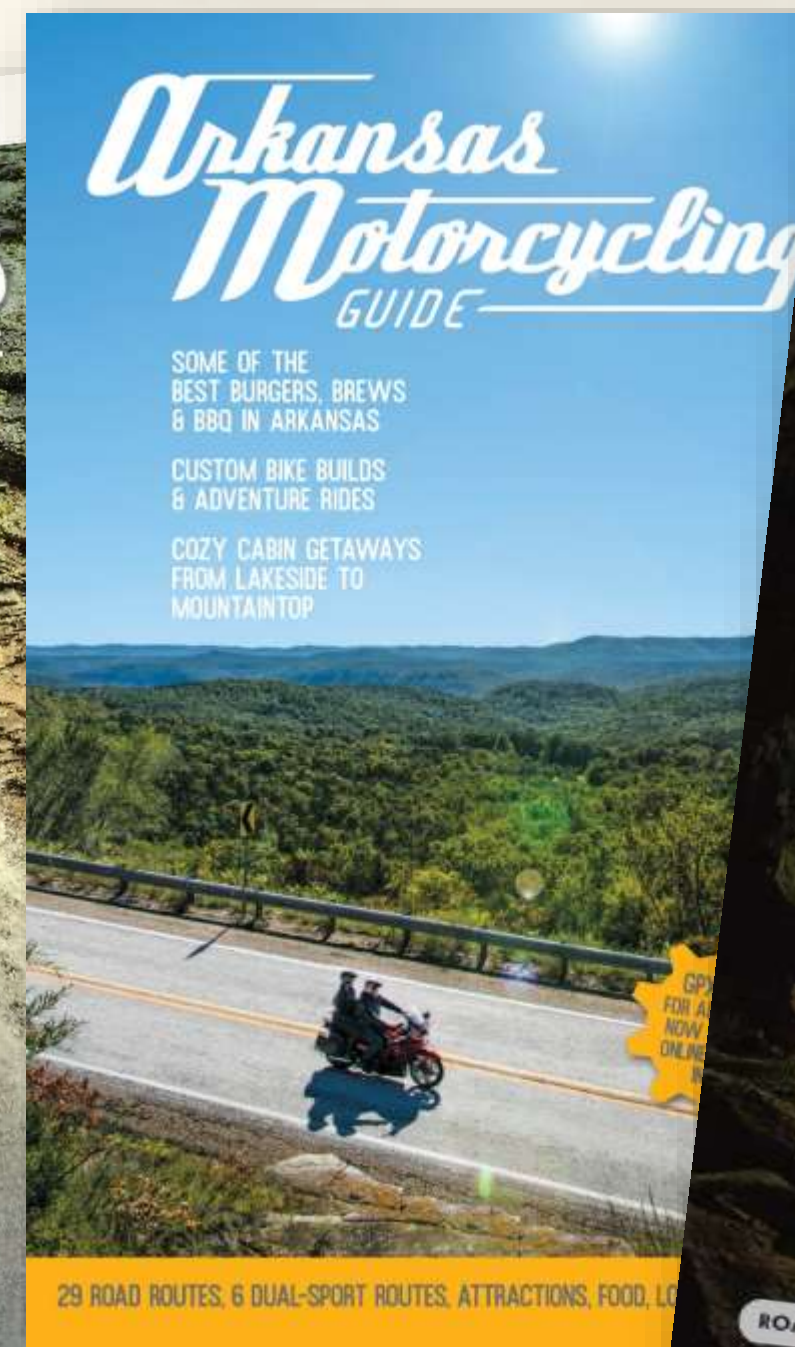
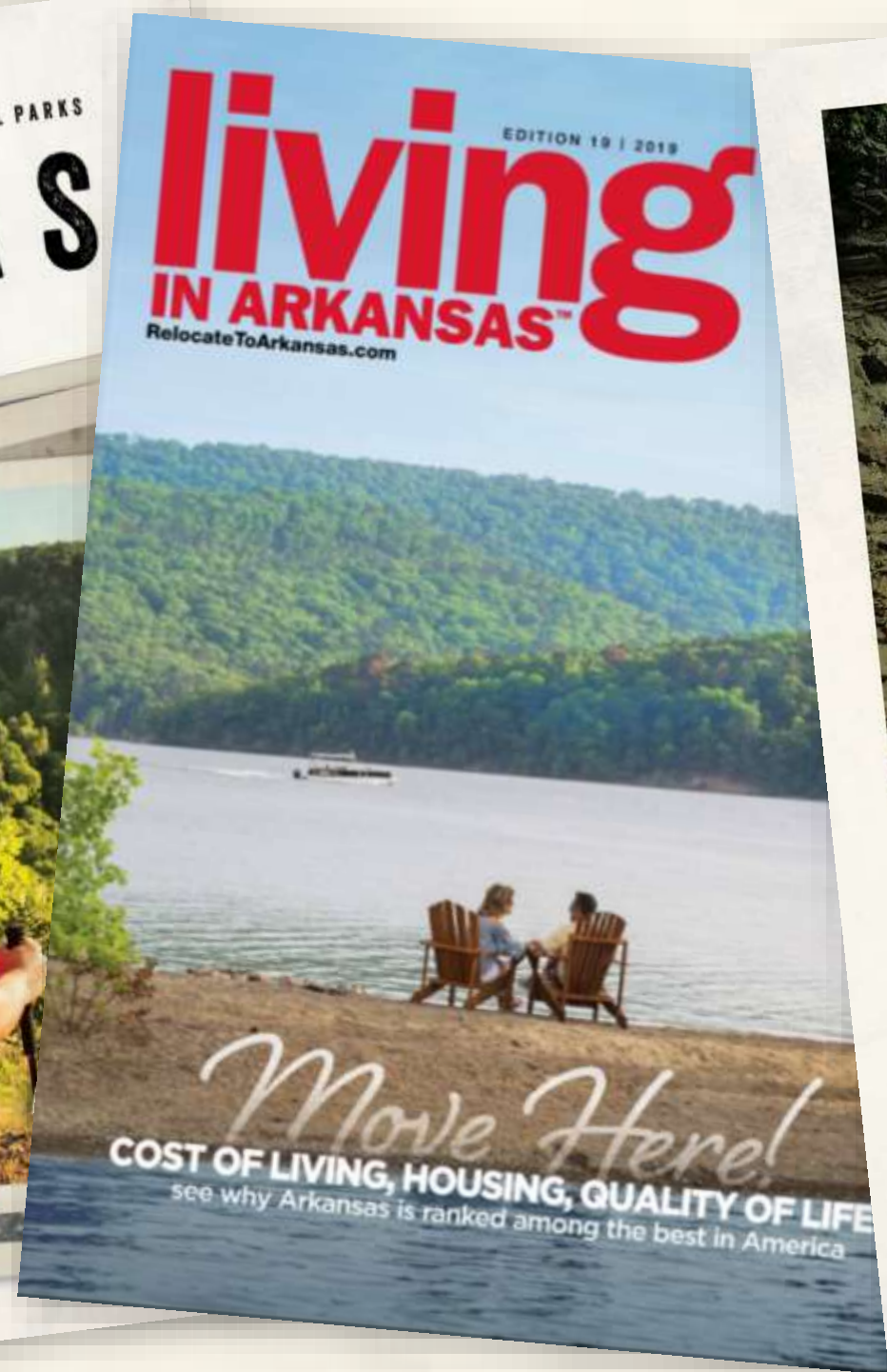
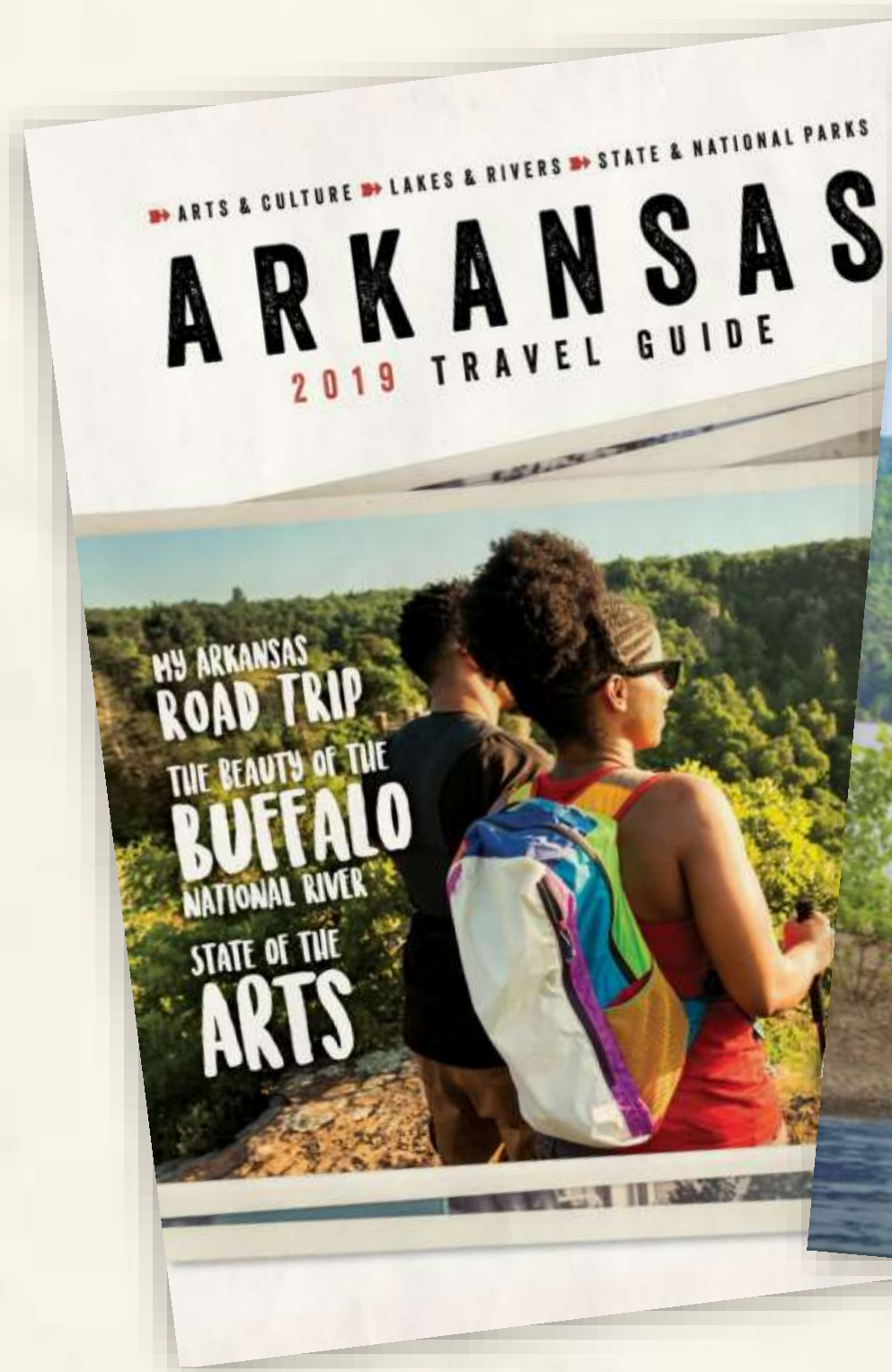


# NEWS HABITS



MEDIA SOURCE	2016	2017	2018
Television	57%	50%	48%
Online	38%	43%	43%
Radio	25%	25%	25%
Newspaper	20%	18%	16%

# PUBLICATIONS







# ARKANSAS ACCOLADES





ARKANSAS.COM



## WE'RE OPEN

VISIT ARKANSAS

CHECK HERE FOR MORE INFORMATION

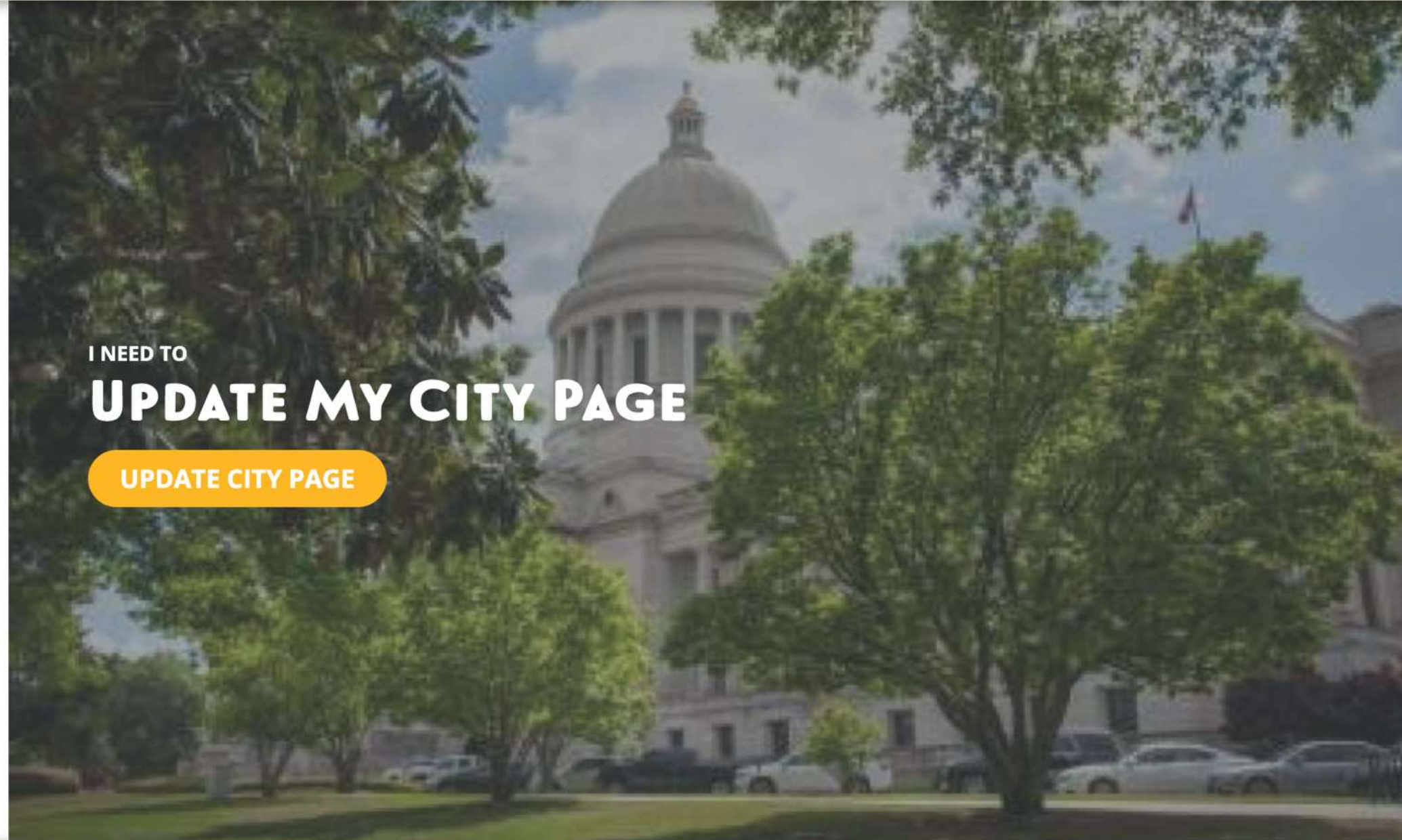




FREE GUIDES | ENEWSLETTER SIGNUP | SEARCH

THINGS TO DO | PLACES TO STAY | EVENTS | MAPS

DISCOVER ARKANSAS



I NEED TO  
**UPDATE MY CITY PAGE**

UPDATE CITY PAGE



I NEED TO  
**UPDATE BUSINESSES IN MY CITY**

UPDATE BUSINESS LISTINGS

ORDER YOUR FREE TRAVEL GUIDE >

FOLLOW US



RESOURCES

Arkansas.gov

Arkansas State Parks

Keep Arkansas Beautiful

Group Travel

Relocate

Español

FOI

Media

Industry

Arkansas Outdoor Grants

Arkansas Trails Council

Strategic Plan

PARTNERS





# THE NATURAL STATE



# ARKANSAS THE NATURAL STATE



- **52 STATE PARKS**
- **3 NATIONAL FORESTS**
- **7 NATIONAL PARKS**
  - **BUFFALO RIVER**
  - **HOG FARM**
  - **DARK SKY NATIONAL PARK**



# PLUGGED IN



**TRAVELERS ARE FINDING THEIR INSPIRATION, DOING THEIR PLANNING & BOOKING TRIPS ONLINE MORE EACH YEAR**

**VITAL FOR DESTINATIONS TO HAVE A WEBSITE THAT PROVIDES INFORMATION FOR TRAVELERS – DON'T HAVE TO HAVE APP BUILT - IMPORTANT TO HAVE PRESENCE**

- **PRINTED MATERIAL:**

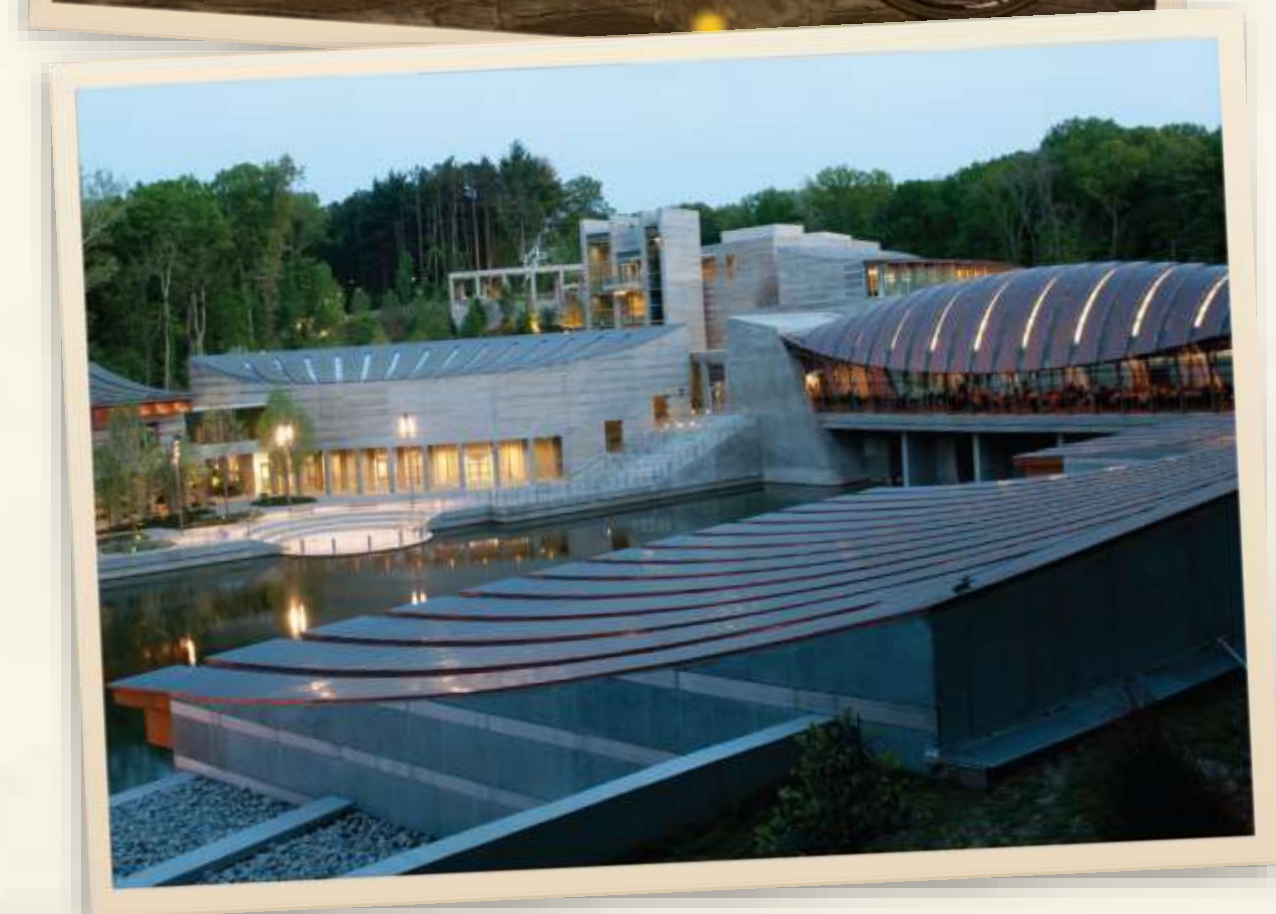
- GOOD IDEA TO HAVE BROCHURES VIEWABLE ONLINE

- **SMALL ATTRACTIONS & DESTINATIONS:**

- FACEBOOK PAGE MAY SUFFICE AS LONG AS IT'S ACTIVE, ACCURATE & ENGAGING

- **NO ONE WANTS TO FEEL LIKE THEY ARE SHOUTING INTO THE VOID:**

- IMPORTANT FOR TRAVELERS TO BE ABLE TO EMAIL OR FACEBOOK EASILY. RESPONSE TO QUESTIONS GIVEN **WITHIN 24 HOURS** AT THE VERY LONGEST.





# TREND #1: NEW URBANISM



**TODAY**

**54% OF POPULATION  
LIVING IN CITIES**

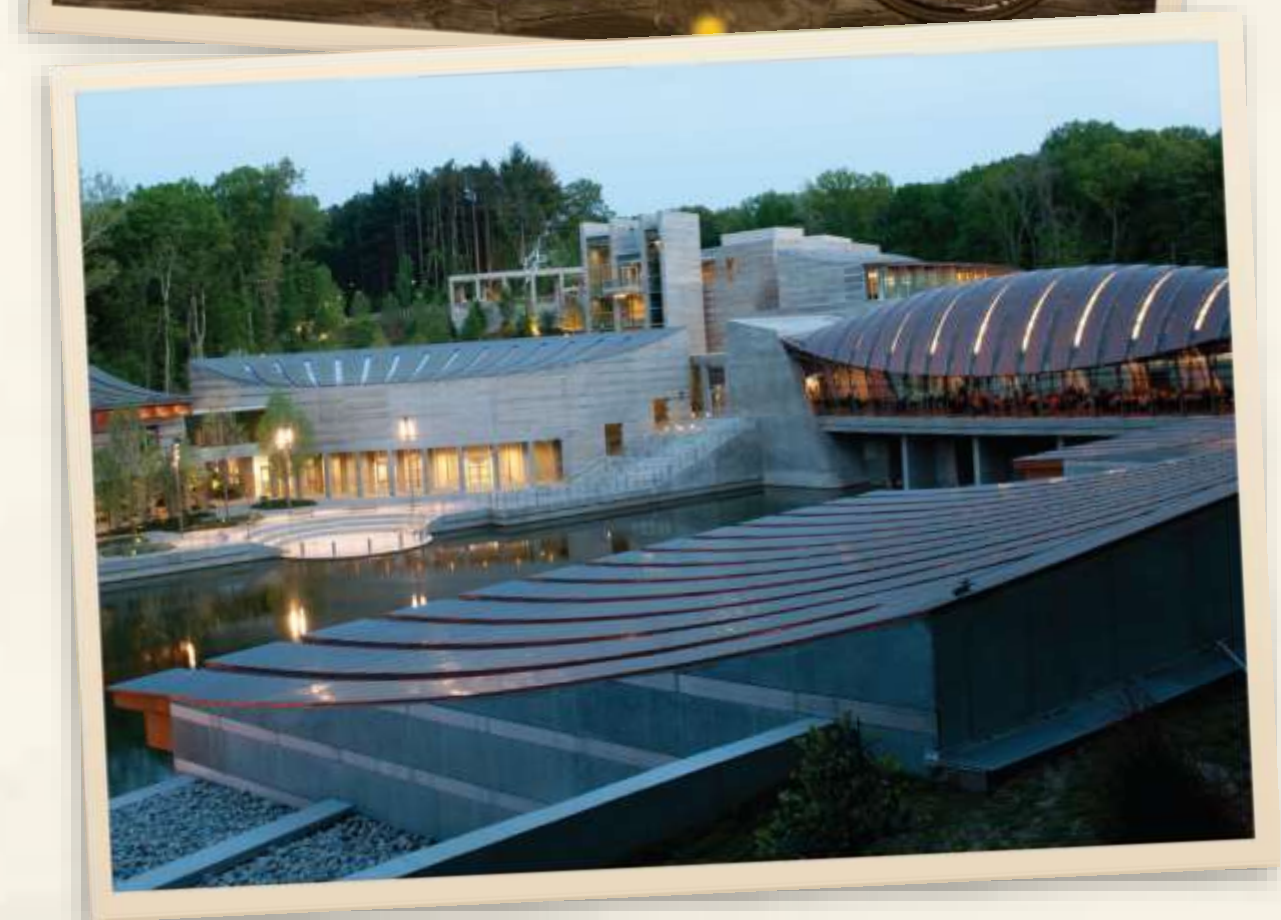
**2050**

**75% OF POPULATION  
LIVING IN CITIES**

**“WE’RE IN THE BIGGEST PERIOD OF PARK EXPANSION AND DEVELOPMENT SINCE THE WPA (WORKS PROGRESS ADMINISTRATION) ERA OF THE 1930S”.**

– ADRIAN BENEPE, DIRECTOR OF CITY PARK DEVELOPMENT FOR THE TRUST FOR PUBLIC LAND –

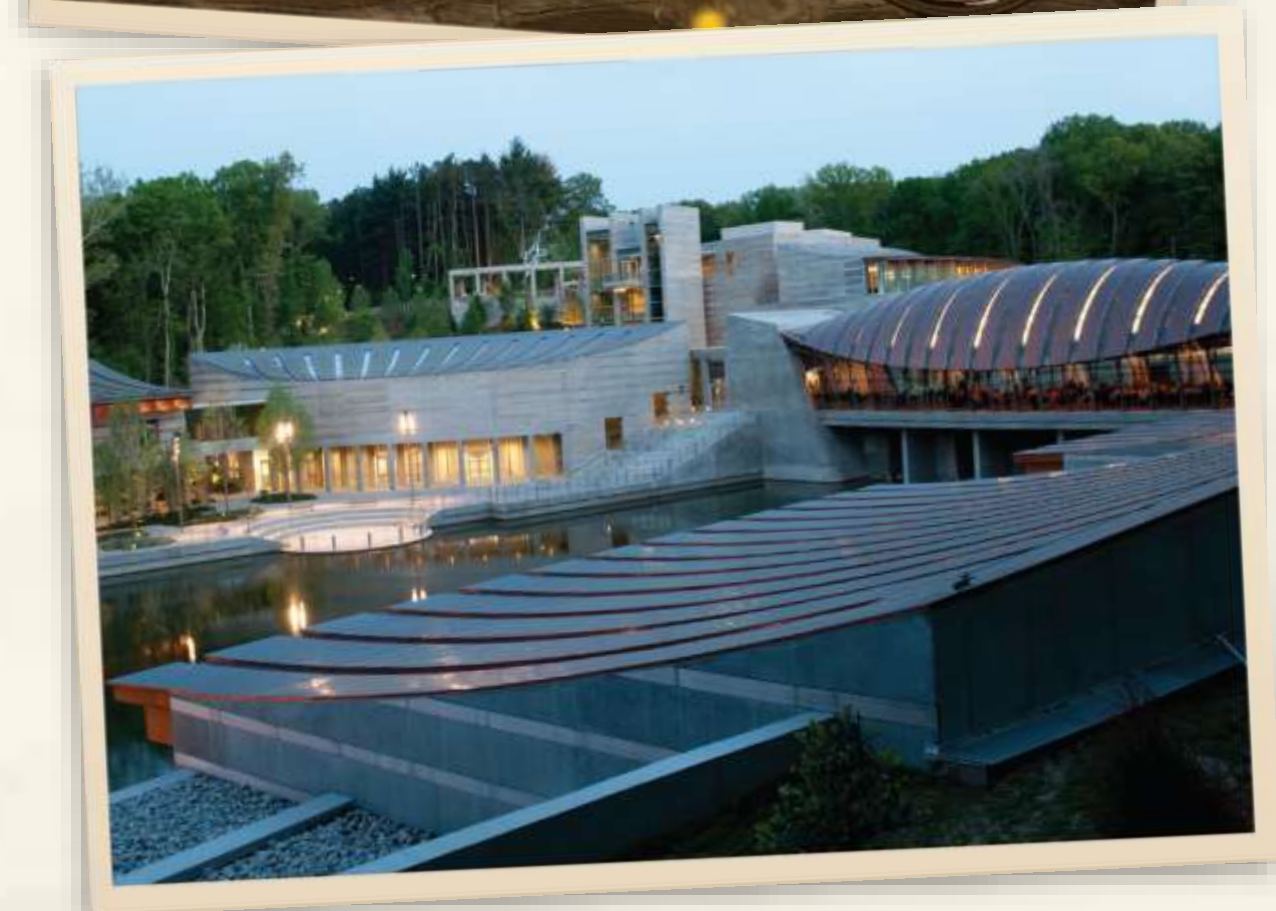
OCTOBER 2016



# TREND #2: TRAILS AS TOURISM



- REGIONS ACROSS U.S. WORKING TOWARDS INCREASING TRAILS TOURISM
- LINK TRAILS, **TRAIL USERS AND ADJOINING TOWNS** TO CREATE MEMORABLE TRAIL EXPERIENCES & ENHANCE LOCAL ECONOMY
- **STATES WORKING WITH LOCAL GOVERNMENT TO CREATE "TRAIL TOWNS"**
  - GUIDE TRAIL USERS INTO LOCAL COMMUNITIES, CONVENING TRAIL TOWN COMMUNITIES ON A REGULAR BASIS, & DOCUMENTING HOW TRAILS CONTRIBUTE TO LOCAL PROSPERITY
- AMONG MN TOURISTS, NEARLY **50% PARTICIPATE IN OUTDOOR ACTIVITIES** (2014)
- STRATEGIC INVESTMENTS IN **WALKING & BIKING INFRASTRUCTURE GIVE PLACES A COMPETITIVE EDGE**



# TREND #3: INFLUENCED & REVIEWED



**WORD-OF-MOUTH IS THE MOST POPULAR METHOD FOR FINDING A BUSINESS OR DESTINATION – RESEARCH AGREES**

- **SOCIAL MEDIA INFLUENCERS**

- MANY PEOPLE WITH A RESPECTABLE NUMBER OF FOLLOWERS WHO GIVE THEIR OPINIONS ON PRODUCTS THEY'VE USED & PLACES THEY VISITED
- PEOPLE TEND TO **FOLLOW INFLUENCERS WITH SIMILAR INTERESTS** TO THEIR OWN
- MANY DESTINATIONS ARE FINDING INFLUENCERS & PROVIDING THEM WITH WONDERFUL EXPERIENCES



# SATELLITE MEDIA TOUR



## U.S. CIVIL RIGHTS TRAIL SATELLITE TOUR

**TOTAL ESTIMATED VALUE: \$722,195**

**COORDINATION COST: \$30,000**

- BROADCAST TV & RADIO**

- AUDIENCE IMPRESSIONS: 3 MILLION**

# TREND #4: MAINSTREAMING RECREATION



## BUREAU OF ECONOMIC ANALYSIS OUTDOOR RECREATION IN 2018:

- \$412 BILLION & GROWING

### • LOVE FOR THE OUTDOORS:

- NEAR-UNIVERSAL AMERICAN VALUE

- 93% LOVE TO BE OUTDOORS *(2006 ECOAMERICA AMERICAN ENVIRONMENTAL VALUES SURVEY)*

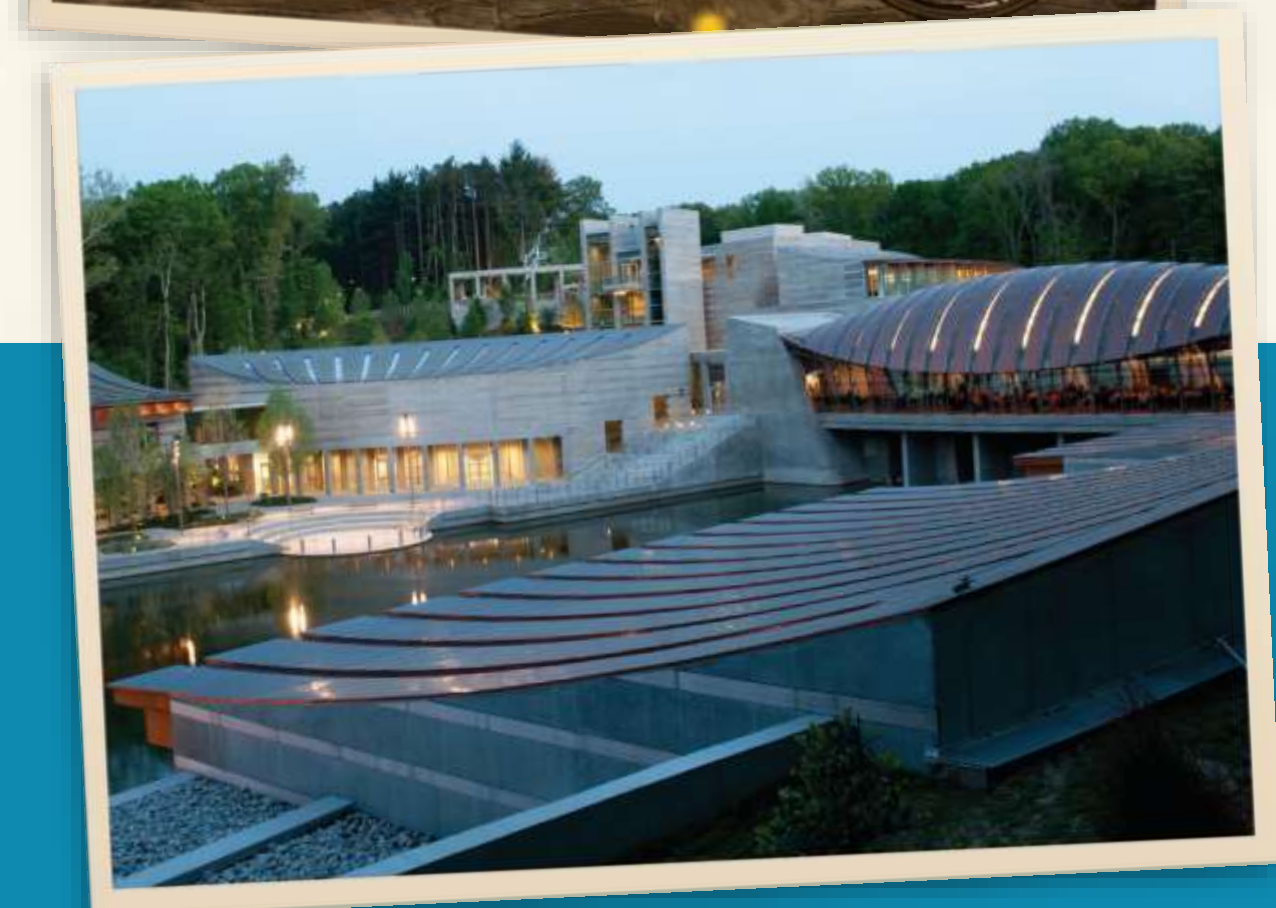
### • TRENDING AWAY FROM "TRADITIONAL" OUTDOOR ACTIVITIES:

- HUNTING AND FISHING

### • IN FAVOR OF:

- "VIEWING AND PHOTOGRAPHING NATURE" *(USDA FOREST SERVICE)*

• 85% OF AMERICANS THINK EVERYONE SHOULD HAVE ACCESS TO NEARBY NATURE TRAILS *(2006 ECOAMERICA AMERICAN ENVIRONMENTAL VALUES SURVEY)*



**"SUCCESSFUL CITIES AROUND THE WORLD NOT ONLY HAVE GREAT ASSETS, THEY HAVE GREAT WAYS TO CONNECT THOSE ASSETS."**

HANK WEBBER, WASHINGTON U. EXECUTIVE VICE CHANCELLOR FOR ADMINISTRATION.

# TREND #5: ENVIRONMENTAL LITERACY



## • PAST TEN YEARS:

- EXPLOSION IN INTEREST IN CONNECTING YOUNG CHILDREN TO NATURE
- INVIGORATED ENVIRONMENTAL EDUCATION IN PRESCHOOLS & OTHER LEARNING CENTERS (NEEF 2015)

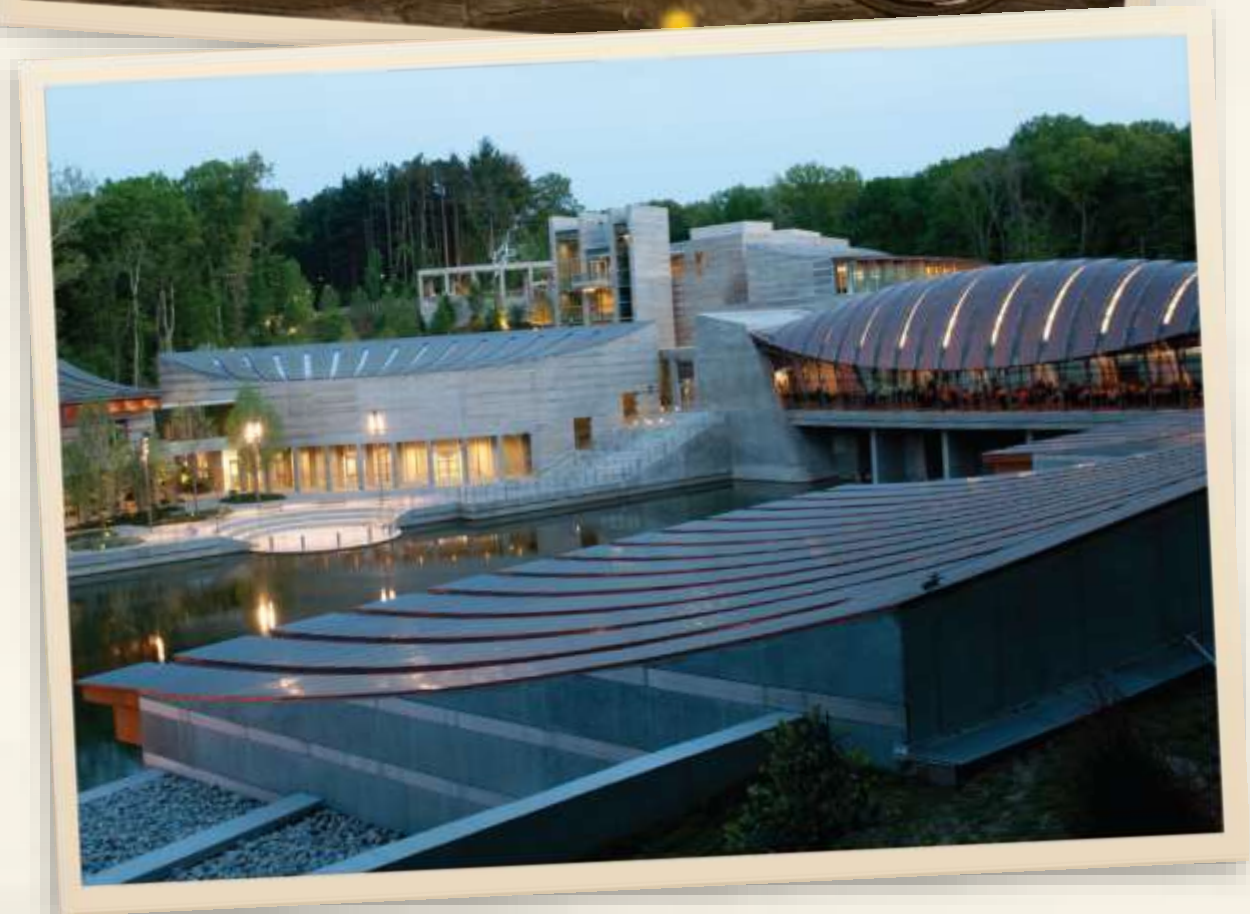
## • “NO CHILD LEFT INSIDE”:

- REVOLUTION TO GET CHILDREN AWAY FROM COMPUTERS & CELL PHONES AND INTO NATURE

## • CHILDREN HAVE ENJOYED GROWTH IN NEW ACCESS TO OPPORTUNITIES:

- NATURE CLUBS, NATURAL PLAY AREAS, SCHOOL & COMMUNITY GARDENS, & TRAIL PROJECTS (C&NN)

## • TRAILS ARE OUTDOOR CLASSROOMS



# TREND #6: WHO TRAVELS HOW?



## • GOING SOLO:

- NUMBER OF INDIVIDUALS TRAVELING AS AN INDIVIDUAL, RATHER THAN IN GROUPS, IS GROWING
- SEE ALSO: NICHE MARKETS & PERSONALIZATION

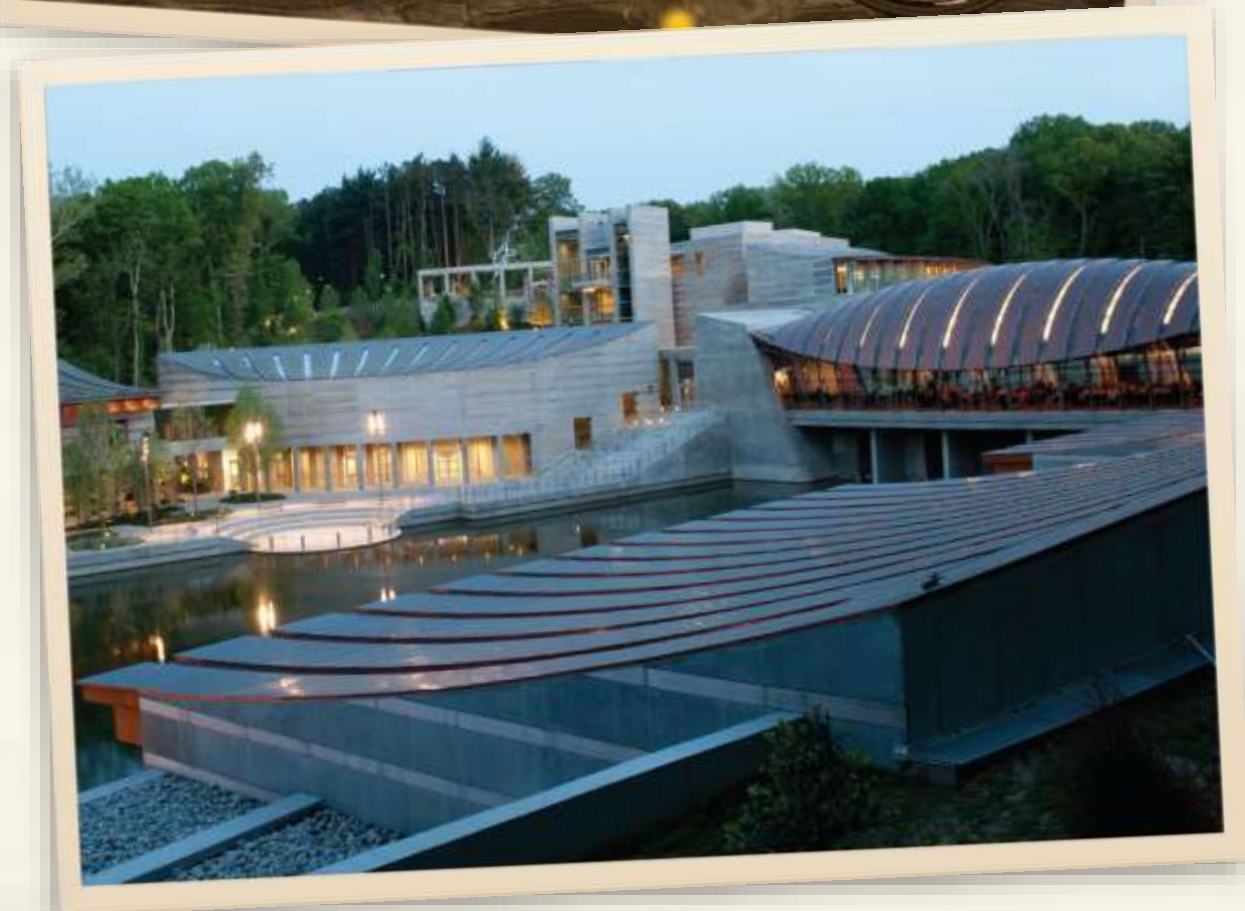
## • LAST MINUTE:

- TRAVELERS USED TO SPEND WEEKS PLANNING VACATIONS
- IN THE DIGITAL AGE, TRAVELERS MAY BOOK THE DAY BEFORE THEY LEAVE

## • BLEISURE TRAVELERS:

- INDIVIDUALS IN TOWN FOR BUSINESS
- STAY AN EXTRA DAY OR TWO TO ENJOY THEMSELVES

## • 3-5-7 DAY SUGGESTED ROAD TRIPS

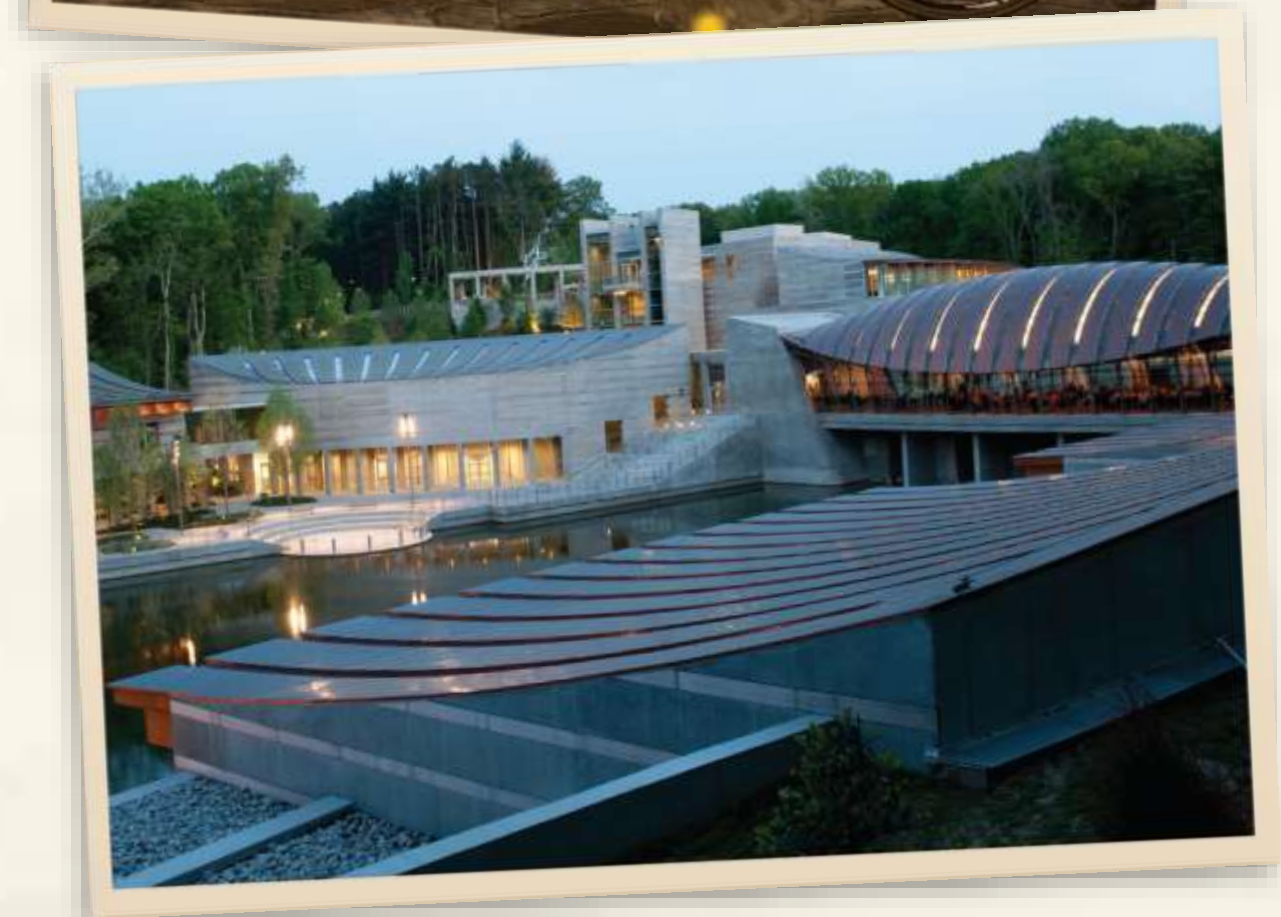


# TRIP SPECIFICS



- 4.2 DAYS: AVERAGE VISITOR
- **4.4 DAYS: SCENIC VISITOR**
  
- \$1,224: AVERAGE VISITOR
- **\$1,356: SCENIC VISITOR**

NOT ONLY DID SCENIC DRIVE VISITORS DO MORE ON THEIR TRIP, THEY **STAYED LONGER**. THIS ADDITIONAL LENGTH OF TRIP RESULTED IN SLIGHTLY HIGHER TRIP SPENDING.





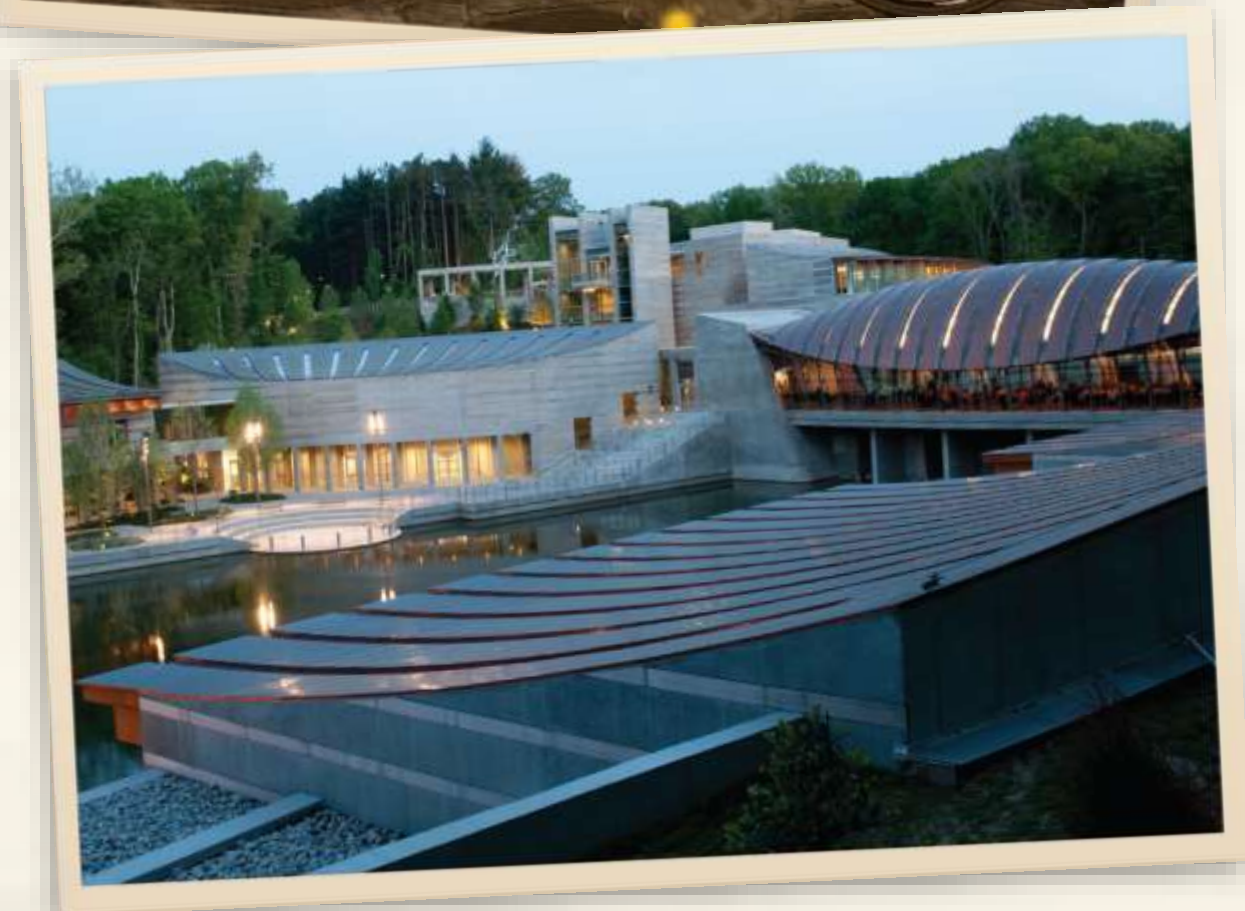
# PERSONALIZED



WITH THE SHEER AMOUNT OF DATA AVAILABLE ONLINE, CONSUMERS DESIRE A MORE PERSONALLY CURATED EXPERIENCE.

## • OFFERINGS FOR NICHE MARKETS

- BIKERS, MOM'S GETAWAY, SIMPLE LIST OF WHERE TO FIND LOCAL ATTRACTIONS POPULAR ON THE MARKET
- DISCOVER WHO YOUR NICHE MARKETS ARE AND WHO THEY COULD BE, THEN PLAN ACCORDINGLY



# MOUNTAIN BIKING TOURISM



**ACCORDING TO WALTON  
FOUNDATION RESEARCH:**

**\$137 MILLION  
IN ECONOMIC BENEFIT TO  
NORTHWEST ARKANSAS IN 2017**



# AUTHENTIC



THERE ARE SO MANY CHOICES AVAILABLE THAT MANY TRAVELERS ARE **LOOKING FOR SOMETHING UNIQUE.**

- **AUTHENTIC EXPERIENCE** RATHER THAN "TOURIST TRAP"
- EATING & EXPERIENCING THINGS **FOUND NOWHERE ELSE**
- **LOCAL CULTURE & LOCAL HISTORY**



# TODAY'S TRAVELER



**MUSEUMS:**

**\$385 MILLION  
ECONOMIC BENEFIT**



Johnny Cash Boyhood Home, Dyess

# OTHER NATIONAL TRENDS



- **DIVERSITY, INCLUSION, SOCIAL EQUITY**
- **MAINTENANCE PLANNING AND COSTS**
- **NEED FOR NATIONAL INDUSTRY VOICE**





# PROJECT 501

Connecting with Arkansas Cities

# 501 CITIES – 501 STORIES



## ARGENTA

- SHOPS
- APARTMENTS
- VISITOR CENTER
- MARKET/PARK



# 501 CITIES – 501 STORIES



## BATESVILLE

- MELBA THEATRE





# 501 CITIES – 501 STORIES



## SEARCY

### • RIALTO THEATRE



# 501 CITIES – 501 STORIES



## SEARCY

### • SMALL BUSINESS REVOLUTION

- SAVOR & SIP
- ZION CLIMBING CENTER
- NOOMALIFE
- EL MERCADO
- WHILMA'S FILIPINO RESTAURANT & ORGANIC WOODWORK



# 501 CITIES – 501 STORIES



## FORT SMITH • UNEXPECTED FESTIVAL



# 501 CITIES – 501 STORIES



## FORT SMITH

• UNITED STATES MARSHALS MUSEUM



# 501 CITIES – 501 STORIES



## PARIS

- EIFFEL TOWER PARK



A photograph of two young women standing in front of a large, ornate building with a covered porch. The woman on the left is wearing a red and blue plaid shirt and has a brown strap over her shoulder. The woman on the right is wearing a blue beanie and a dark blue jacket. The text 'THIS IS MY ARKANSAS MUSIC' is overlaid in large, white, bold, sans-serif font across the center of the image. The background shows a stone building with a porch, a bench, and some greenery.

THIS IS MY  
ARKANSAS  
MUSIC



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