ARKANSAS
THE NATURAL STATE
ARKANSAS TOURISM
2% TAX
APRIL 1989
• 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

<table>
<thead>
<tr>
<th>MEDIA SOURCE</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>57%</td>
<td>50%</td>
<td>48%</td>
</tr>
<tr>
<td>Online</td>
<td>38%</td>
<td>43%</td>
<td>43%</td>
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<tr>
<td>Radio</td>
<td>25%</td>
<td>25%</td>
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<tr>
<td>Newspaper</td>
<td>20%</td>
<td>18%</td>
<td>16%</td>
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</tbody>
</table>
PUBLICATIONS

ARKANSAS 2010 TRAVEL GUIDE

living IN ARKANSAS

WATER & WOODS

Arkansas Motorcycling Guide

ARKANSAS CYCLING GUIDE

Arkansas MOUNTAIN BIKING GUIDE
ARKANSAS ACCOLADES
WE'RE OPEN
VISIT ARKANSAS
CHECK HERE FOR MORE INFORMATION
THE NATURAL STATE
Arkansas the Natural State

- 52 State Parks
- 3 National Forests
- 7 National Parks
  - Buffalo River
  - Hog Farm
  - Dark Sky National Park
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
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 (CNN)

- 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.
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
According to Walton Foundation research:

$137 million in economic benefit to Northwest Arkansas in 2017
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
ARGENTA

- SHOPS
- APARTMENTS
- VISITOR CENTER
- MARKET/PARK
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

Congrats Searcy, AR
Winner of Season 4!
FORT SMITH

- UNEXPECTED FESTIVAL
501 Cities – 501 Stories

Fort Smith
- United States Marshals Museum
Paris

- Eiffel Tower Park
THIS IS MY ARKANSAS MUSIC
ARKANSAS
THE NATURAL STATE