AHA CIVIC INTELLIGENCE • NONPARTISAN

ARKANSAS DELTA BYWAYS

HOSPITALITY CIVIC FOOTPRINT

ARKANSAS • CHICOT • CLAY • CRAIGHEAD • CRITTENDEN • CROSS • DESHA • DREW • GREENE • LEE • MISSISSIPPI • MONROE • PHILLIPS • POINSETT • ST. FRANCIS

8,991	$1.20B	$258.8M	12
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
700	**121**	**~7,630**	**52**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 403,694
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~306,500
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 220,821
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 132,901
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 42,901
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

13.1%	POPULATION
12.8%	VOTING-AGE POP.
11.2%	GENERAL VOTERS
11.9%	PRIMARY VOTERS
12.5%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

2	HEART OF ARKANSAS	15,737
3	**ARKANSAS DELTA BYWAYS**	**8,991**
4	DIAMOND LAKES	8,877
5	WESTERN ARKANSAS	3,763

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 35

GENERAL ELECTION | CRITTENDEN + CROSS | OPEN

Jessie McGruder (D) **4,814**
Robert Thorne Jr. (R) **4,691**

123 VOTES • 1.3 PTS

HOUSE DISTRICT 62

GENERAL ELECTION | SIX DELTA COUNTIES

Mark McElroy (R) - incumbent **4,845**
Dexter Miller (D) **4,185**

660 VOTES • 7.3 PTS

HOUSE DISTRICT 63

GENERAL ELECTION | CRITTENDEN + ST. FRANCIS | OPEN

Lincoln Barnett (D) **4,218**
Tammi Northcutt Bell (R) **3,475**

743 VOTES • 9.7 PTS

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

SELECT CONTESTS	HD 34 CARR (R-INC) vs. MIDDLEBROOK (D) | HD 35 THORNE (R) vs. WILLIS (D), OPEN | HD 62 McELROY (R-INC) vs. MILLER (D) | HD 32 LADYMAN (R-INC) vs. ASKELAND (D) | ALSO HD 36
SENATE CONTESTS	SD 9 OPEN: JESSIE McGRUDER (D) vs. KENNY PHILLIPS (R) | SD 1 SPECIAL: HARRELL WILSON (R) vs. TOMEKA BUTLER (D)
SELECT UNOPPOSED	HD 33 MILLIGAN (R) | HD 38 TOSH (R) | HD 63 BARNETT (D) | HD 64 FERGUSON (D) | HD 65 BARNES (D) | SD 10 CALDWELL (R) | SD 21 WOOLDRIDGE (R)

REGIONAL NOTE. Senate Districts 8, 19, 20 and 22 are not on the 2026 ballot.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.

AHA CIVIC INTELLIGENCE • NONPARTISAN

ARKANSAS' GREAT SOUTHWEST HOSPITALITY CIVIC FOOTPRINT

HEMPSTEAD • HOWARD • LAFAYETTE • LITTLE RIVER • MILLER • NEVADA • SEVIER

1,863	$294.7M	$60.8M	5
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
163	33	~2,080	12
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 114,830
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~87,800
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 68,076
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 41,383
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 13,038
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

3.7%	POPULATION
3.7%	VOTING-AGE POP.
3.5%	GENERAL VOTERS
3.6%	PRIMARY VOTERS
2.6%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

9	OZARK GATEWAY	2,048
10	RIVER VALLEY TRI-PEAKS	1,904
11	**GREAT SOUTHWEST**	**1,863**
12	LAND OF LEGENDS	1,334

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 88

GENERAL ELECTION | HEMPSTEAD + PARTS HOWARD/MILLER | OPEN

Dolly Henley (R) **6,246**
Tammy L. Goodwin (L) **2,491**

3,755 VOTES • 43.0 PTS

HOUSE DISTRICT 86

GENERAL ELECTION | INCLUDES HOWARD

John Maddox (R) - incumbent **11,181**
Bill Bradshaw (D) **1,550**

9,631 VOTES • 75.6 PTS

HOUSE DISTRICT 99

GENERAL ELECTION | INCLUDES LAFAYETTE + MILLER

Lane Jean (R) - incumbent **10,630**

UNOPPOSED

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

CONTESTED	HD 100 CAROL DALBY (R-INC) vs. CALVIN THOMASON (D) | INCLUDES MILLER
OPEN + UNOPPOSED	HD 99 BETH BAKER (R)
UNOPPOSED INCUMBENTS	HD 86 MADDOX | HD 87 VAUGHT | HD 88 HENLEY | HD 89 GONZALES | HD 98 ANDREWS (ALL R)

REGIONAL NOTE. Senate Districts 3 and 4 are not on the 2026 ballot; no regular Senate contest lies in the region's core.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.

AHA CIVIC INTELLIGENCE • NONPARTISAN

ARKANSAS' LAND OF LEGENDS HOSPITALITY CIVIC FOOTPRINT

CLEVELAND • GRANT • JEFFERSON • LINCOLN

1,334	$181.4M	$41.1M	3
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
124	**22**	**~1,390**	**22**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 102,453
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~81,300
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 58,583
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 36,613
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 13,445
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

3.3%	POPULATION
3.4%	VOTING-AGE POP.
3.1%	GENERAL VOTERS
3.7%	PRIMARY VOTERS
1.9%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

9	OZARK GATEWAY	2,048
10	RIVER VALLEY TRI-PEAKS	1,904
11	GREAT SOUTHWEST	1,863
12	**LAND OF LEGENDS**	1,334

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 96
GENERAL ELECTION | INCLUDES CLEVELAND
Sonia Barker (R) - incumbent **8,990**
Robin Roark (D) **3,358**
5,632 VOTES • 45.6 PTS

HOUSE DISTRICT 92
GENERAL ELECTION | INCLUDES GRANT
Julie Mayberry (R) - incumbent **11,425**
David Murray (D) **2,049**
9,376 VOTES • 69.6 PTS

HOUSE DISTRICT 93
GENERAL ELECTION | FOUR-COUNTY DISTRICT
Mike Holcomb (R) - incumbent **10,851**
UNOPPOSED

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

CONTESTED	NO CONTESTED GENERAL-ELECTION LEGISLATIVE RACE IDENTIFIED IN THE CORE REGIONAL DISTRICTS
SPECIAL SENATE	SD 1 HARRELL WILSON (R) vs. TOMEKA BUTLER (D) | NOVEMBER 3
OPEN + UNOPPOSED	HD 92 DAWN CREEKMORE (R)
UNOPPOSED INCUMBENTS	HD 64 FERGUSON (D) | HD 65 BARNES (D) | HD 93 HOLCOMB (R) | HD 96 BARKER (R) | SD 2 STONE (R) | SD 7 CLARK (R)

REGIONAL NOTE. Senate District 8 is not on the 2026 ballot.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.

AHA CIVIC INTELLIGENCE • NONPARTISAN

ARKANSAS RIVER VALLEY TRI-PEAKS HOSPITALITY CIVIC FOOTPRINT

CONWAY • JOHNSON • LOGAN • PERRY • POPE • YELL

1,904	$290.5M	$57.2M	4
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
226	**31**	**~1,950**	**26**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 164,265
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~126,700
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 93,317
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 61,366
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 19,069
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

5.3%	POPULATION
5.3%	VOTING-AGE POP.
5.2%	GENERAL VOTERS
5.3%	PRIMARY VOTERS
2.6%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

9	OZARK GATEWAY	2,048
10	RIVER VALLEY TRI-PEAKS	1,904
11	GREAT SOUTHWEST	1,863
12	LAND OF LEGENDS	1,334

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 54
GENERAL ELECTION | PERRY + POPE + YELL

Mary Bentley (R) - incumbent **9,453**
Doug Corbitt (D) **4,120**

5,333 VOTES • 39.3 PTS

HOUSE DISTRICT 53
GENERAL ELECTION | POPE

Matt Duffield (R) - incumbent **6,763**
Amie Gates (D) **2,452**

4,311 VOTES • 46.8 PTS

HOUSE DISTRICT 45
GENERAL ELECTION | JOHNSON + POPE

Aaron Pilkington (R) - incumbent **8,722**
Whitney Freeman (D) **2,639**

6,083 VOTES • 53.5 PTS

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

CONTESTED	HD 53 DUFFIELD (R-INC) vs. LEWTER (D) | HD 54 BENTLEY (R-INC) vs. CORBITT (D)
OPEN + UNOPPOSED	HD 46 TONYA FLETCHER (R) | HD 52 BRENT MONTGOMERY (R)
UNOPPOSED INCUMBENTS	HD 43 RICK BECK | HD 44 BILL TEETER | HD 45 AARON PILKINGTON | SD 28 BRYAN KING (ALL R)

REGIONAL NOTE. Senate Districts 5, 25 and 26 are off-cycle; Brad Simon (R) won the March 2026 SD 26 special election.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. *Tourism totals follow Arkansas Tourism's official west/east split of Logan County; civic and BLS establishment totals include all of Logan County. Do not sum the regional BLS counts statewide.* Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.

AHA CIVIC INTELLIGENCE • NONPARTISAN

ARKANSAS' SOUTH HOSPITALITY CIVIC FOOTPRINT

ASHLEY • BRADLEY • CALHOUN • COLUMBIA • DALLAS • OUACHITA • UNION

2,103	$327.8M	$59.1M	6
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
187	**29**	**~1,830**	**22**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 119,401
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~92,800
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 78,311
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 46,884
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 11,877
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

3.9%	POPULATION
3.9%	VOTING-AGE POP.
3.9%	GENERAL VOTERS
3.3%	PRIMARY VOTERS
2.9%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

7	GREERS FERRY	2,383
8	**ARKANSAS' SOUTH**	2,103
9	OZARK GATEWAY	2,048
10	RIVER VALLEY TRI-PEAKS	1,904

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 94
GENERAL ELECTION | INCLUDES BRADLEY

Jeff Wardlaw (R) - incumbent **6,385**
Annette Taylor (D) **3,356**
3,029 VOTES • 31.1 PTS

HOUSE DISTRICT 97
GENERAL ELECTION | UNION

Matthew Shepherd (R) - incumbent **7,881**
O'Dell Carr (D) **3,459**
4,422 VOTES • 39.0 PTS

HOUSE DISTRICT 96
GENERAL ELECTION | SIX-COUNTY DISTRICT

Sonia Barker (R) - incumbent **8,990**
Robin Roark (D) **3,358**
5,632 VOTES • 45.6 PTS

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

CONTESTED	NO CONTESTED GENERAL-ELECTION LEGISLATIVE RACE IDENTIFIED IN THE CORE REGIONAL DISTRICTS
SPECIAL SENATE	SD 1 HARRELL WILSON (R) vs. TOMEKA BUTLER (D) | NOVEMBER 3
OPEN + UNOPPOSED	HD 94 JOHN KYLE DAY (R) | HD 97 JIM ANDREWS (R) | HD 99 BETH BAKER (R)
UNOPPOSED INCUMBENTS	HD 95 HOWARD BEATY | HD 96 SONIA BARKER | HD 98 WADE ANDREWS | SD 2 MATT STONE (ALL R)

REGIONAL NOTE. Senate District 3 is not on the 2026 ballot.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.

AHA CIVIC INTELLIGENCE • NONPARTISAN

DIAMOND LAKES

HOSPITALITY CIVIC FOOTPRINT

CLARK • GARLAND • HOT SPRING • MONTGOMERY • PIKE

8,877	$1.16B	$242.5M	5
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
360	**66**	**~4,160**	**62**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 172,672
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~139,000
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 107,076
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 70,673
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 21,959
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

5.6%	POPULATION
5.8%	VOTING-AGE POP.
5.9%	GENERAL VOTERS
6.1%	PRIMARY VOTERS
12.4%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

3	ARKANSAS DELTA BYWAYS	8,991
4	**DIAMOND LAKES**	8,877
5	WESTERN ARKANSAS	3,763
6	OZARK MOUNTAIN	3,234

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 84

GENERAL ELECTION | GARLAND

Les Warren (R) - incumbent **7,354**
Jill Summerford (D) **3,494**

3,860 VOTES • 35.6 PTS

HOUSE DISTRICT 85

GENERAL ELECTION | GARLAND

Richard McGrew (R) - incumbent **10,153**
Cortney Warwick McKee (D) **3,275**

6,878 VOTES • 51.2 PTS

HOUSE DISTRICT 86

GENERAL ELECTION | INCLUDES MONTGOMERY

John Maddox (R) - incumbent **11,181**
Bill Bradshaw (D) **1,550**

9,631 VOTES • 75.6 PTS

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

CONTESTED	HD 29 RICK McCLURE (R-INC) vs. DEONNA MORGAN (D) | INCLUDES HOT SPRING
UNOPPOSED INCUMBENTS	HD 84 WARREN | HD 85 McGREW | HD 86 MADDOX | HD 89 GONZALES | HD 90 WOMACK | HD 91 COZART | SD 7 CLARK (ALL R)

REGIONAL NOTE. Senate Districts 3, 5 and 6 are not on the 2026 ballot.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.

AHA CIVIC INTELLIGENCE • NONPARTISAN

GREERS FERRY LAKE / LITTLE RED RIVER HOSPITALITY CIVIC FOOTPRINT

CLEBURNE • VAN BUREN • WHITE • WOODRUFF

2,383	$339.0M	$67.9M	0
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
224	**28**	**~1,770**	**21**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 126,697
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~99,700
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 80,449
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 53,811
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 19,571
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

4.1%	POPULATION
4.2%	VOTING-AGE POP.
4.5%	GENERAL VOTERS
5.4%	PRIMARY VOTERS
3.3%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

6	OZARK MOUNTAIN	3,234
7	GREERS FERRY	2,383
8	ARKANSAS' SOUTH	2,103
9	OZARK GATEWAY	2,048

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 58

GENERAL ELECTION | WHITE

Les Eaves (R) - incumbent **8,776**
Trevor McGarrah (D) **2,844**

5,932 VOTES • 51.0 PTS

HOUSE DISTRICT 42

GENERAL ELECTION | CLEBURNE + VAN BUREN

Stephen Meeks (R) - incumbent **12,238**
Lauren Faulk (D) **3,050**

9,188 VOTES • 60.1 PTS

HOUSE DISTRICT 61

GENERAL ELECTION | INCLUDES WOODRUFF

Jeremiah Moore (R) - incumbent **7,698**
Garrett Sheeks (L) **2,198**

5,500 VOTES • 55.6 PTS

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

THIRD-PARTY CONTESTS	HD 58 EAVES (R-INC) vs. FRY (L) | HD 61 MOORE (R-INC) vs. SHEEKS (L)
OPEN + UNOPPOSED	HD 42 JEREMY RIDDLE (R)
UNOPPOSED INCUMBENTS	HD 39 WAYNE LONG | HD 40 SHAD PEARCE | HD 41 ALYSSA BROWN | HD 44 BILL TEETER | HD 57 CAMERON COOPER | HD 59 JIM WOOTEN | SD 10 RON CALDWELL | SD 24 MISSY IRVIN (ALL R)

REGIONAL NOTE. Senate Districts 18 and 22 are not on the 2026 ballot.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.

AHA CIVIC INTELLIGENCE • NONPARTISAN

HEART OF ARKANSAS
HOSPITALITY CIVIC FOOTPRINT

FAULKNER • LONOKE • PRAIRIE • PULASKI • SALINE

15,737	$2.66B	$597.4M	5
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
1,448	**180**	**~11,350**	**282**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 748,396
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~577,000
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 457,395
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 301,939
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 89,819
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

24.2%	POPULATION
24.2%	VOTING-AGE POP.
25.4%	GENERAL VOTERS
24.9%	PRIMARY VOTERS
21.9%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

1	NORTHWEST ARKANSAS	19,739
2	**HEART OF ARKANSAS**	**15,737**
3	ARKANSAS DELTA BYWAYS	8,991
4	DIAMOND LAKES	8,877

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 70
GENERAL ELECTION | PULASKI
Carlton Wing (R) - incumbent **7,541**
Alex Holladay (D) **7,255**
286 VOTES • 1.9 PTS

HOUSE DISTRICT 67
GENERAL ELECTION | PULASKI
Karilyn Brown (R) - incumbent **6,550**
Andrew Cade Eberly (D) **5,991**
559 VOTES • 4.5 PTS

HOUSE DISTRICT 56
GENERAL ELECTION | FAULKNER
Steve Magie (D) - incumbent **5,959**
Kim Slaughter (R) **5,113**
846 VOTES • 7.6 PTS

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

SELECT CONTESTS	HD 56 MAGIE (D-INC) vs. BRANNAN (R) | HD 67 BROWN (R-INC) vs. EBERLY (D) | HD 70 HOLLADAY (D-INC) vs. RENSHAW (R) | HD 71 BRIGHT (R) vs. MAYES (D), OPEN | ALSO HD 55, 69, 75, 76 + 81
OPEN SENATE CONTESTS	SD 13 BRANDON ACHOR (R) vs. ALLISON SWEATMAN (D) | SD 16 RODNEY WRIGHT (R) vs. JOSHUA IRBY (D)
OPEN + UNOPPOSED	SD 15 TARA SHEPHARD (D) | HD 72 TALESHA DOKES (D) | HD 77 STEVEN PERSON (D) | HD 79 MICHAEL MASON (D)
SELECT UNOPPOSED SENATORS	SD 7 CLARK (R) | SD 10 CALDWELL (R) | SD 11 HILL (R) | SD 14 TUCKER (D) | SD 24 IRVIN (R)

REGIONAL NOTE. Senate Districts 6, 8, 12, 17 and 18 are not on the 2026 ballot.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.

AHA CIVIC INTELLIGENCE • NONPARTISAN

NORTHWEST ARKANSAS HOSPITALITY CIVIC FOOTPRINT

BENTON • CARROLL • MADISON • WASHINGTON

19,739	$2.41B	$599.6M	4
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
1,223	**158**	**~9,960**	**104**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 634,583
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~483,900
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 369,537
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 246,587
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 65,783
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

20.5%	POPULATION
20.3%	VOTING-AGE POP.
20.7%	GENERAL VOTERS
18.2%	PRIMARY VOTERS
27.5%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

1	NORTHWEST ARKANSAS	19,739
2	HEART OF ARKANSAS	15,737
3	ARKANSAS DELTA BYWAYS	8,991
4	DIAMOND LAKES	8,877

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 9
GENERAL ELECTION | WASHINGTON COUNTY

Diana Gonzales Worthen (D) **2,662**
DeAnna Hodges (R) - incumbent **2,188**

474 VOTES • 9.8 PTS

HOUSE DISTRICT 15
GENERAL ELECTION | INCLUDES BENTON

John Carr (R) - incumbent **5,510**
Stephanie Funk (D) **4,221**

1,289 VOTES • 13.2 PTS

HOUSE DISTRICT 13
GENERAL ELECTION | BENTON COUNTY

Scott Richardson (R) - incumbent **6,170**
Ashley Sheys (D) **4,394**

1,776 VOTES • 16.8 PTS

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

SELECT CONTESTS	HD 9 WORTHEN (D-INC) vs. GOFF (R) | HD 13 RICHARDSON (R-INC) vs. SMITH (D) | HD 19 UNGER (R-INC) vs. ATKINSON (D) | ALSO HD 10, 11, 14, 15, 16 + 25
NOV. 3 SPECIAL	HD 8 KARA ARMAS (R) vs. PARKER STOHLTON (D) | REMAINDER OF THE 2025-26 TERM
OPEN + UNOPPOSED	HD 8 BRIAN ARMAS (R) | HD 20 MAX DEITCHLER (D) | SD 30 DENISE GARNER (D)
UNOPPOSED SENATE INCUMBENTS	SD 28 BRYAN KING (R) | SD 31 CLINT PENZO (R) | SD 32 JOSHUA BRYANT (R) | SD 35 TYLER DEES (R)

REGIONAL NOTE. Senate Districts 29, 33 and 34 are not on the 2026 ballot.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.

AHA CIVIC INTELLIGENCE • NONPARTISAN

OZARK GATEWAY

HOSPITALITY CIVIC FOOTPRINT

FULTON • INDEPENDENCE • IZARD • JACKSON • LAWRENCE • RANDOLPH • SHARP • STONE

2,048	$290.0M	$60.1M	6
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
207	**20**	**~1,260**	**15**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 148,115
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~116,300
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 85,381
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 55,840
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 17,556
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

4.8%	POPULATION
4.9%	VOTING-AGE POP.
4.7%	GENERAL VOTERS
4.9%	PRIMARY VOTERS
2.8%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

8	ARKANSAS' SOUTH	2,103
9	OZARK GATEWAY	2,048
10	RIVER VALLEY TRI-PEAKS	1,904
11	GREAT SOUTHWEST	1,863

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 27

REPUBLICAN PRIMARY | INCLUDES IZARD + STONE

Steven Walker (R) - incumbent **3,042**
Timmy Reid (R) **1,992**

1,050 VOTES • 20.9 PTS

HOUSE DISTRICT 30

REPUBLICAN PRIMARY | INCLUDES LAWRENCE

Frances Cavenaugh (R) - incumbent **1,584**
Coty Powers (R) **773**

811 VOTES • 34.4 PTS

HOUSE DISTRICT 28

GENERAL ELECTION | FOUR-COUNTY DISTRICT

Bart Schulz (R) - incumbent **11,288**

UNOPPOSED

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

CONTESTED	HD 3 STETSON PAINTER (R-INC) vs. CARRIE HUDDLESTON (D)
OPEN + UNOPPOSED	HD 1 MARK NICHOLS (R) | HD 30 JOSH LONGMIRE (R)
UNOPPOSED INCUMBENTS	HD 2 TREY STEIMEL | HD 27 STEVEN WALKER | HD 28 BART SCHULZ | HD 39 WAYNE LONG | HD 40 SHAD PEARCE | HD 41 ALYSSA BROWN | SD 10 RON CALDWELL | SD 24 MISSY IRVIN (ALL R)
PRIMARY WINNER	SD 21 JEREMY WOOLDRIDGE (R) - UNOPPOSED NOVEMBER 3

REGIONAL NOTE. Senate Districts 22 and 23 are not on the 2026 ballot.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.

AHA CIVIC INTELLIGENCE • NONPARTISAN

OZARK MOUNTAIN REGION HOSPITALITY CIVIC FOOTPRINT

BAXTER • BOONE • MARION • NEWTON • SEARCY

3,234 2025 DIRECT TOURISM JOBS	**$415.5M** VISITOR SPENDING	**$97.4M** LABOR INCOME	**1** ARKANSAS STATE PARK SYSTEM SITES
180 RESTAURANT LOCATIONS	**30** HOTEL PROPERTIES	**~1,890** EST. HOTEL ROOMS	**27** AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 114,098
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~91,900
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 79,966
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 53,828
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 17,936
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

3.7%	POPULATION
3.8%	VOTING-AGE POP.
4.5%	GENERAL VOTERS
5.0%	PRIMARY VOTERS
4.5%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

5	WESTERN ARKANSAS	3,763
6	**OZARK MOUNTAIN**	3,234
7	GREERS FERRY	2,383
8	ARKANSAS' SOUTH	2,103

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 4

REPUBLICAN PRIMARY | BAXTER + MARION

Jason Nazarenko (R) **3,426**
Rhonda “Tink” Albright (R) **1,377**

2,049 VOTES • 42.7 PTS

HOUSE DISTRICT 27

REPUBLICAN PRIMARY | INCLUDES BAXTER, NEWTON + SEARCY

Steven Walker (R) - incumbent **3,042**
Timmy Reid (R) **1,992**

1,050 VOTES • 20.9 PTS

HOUSE DISTRICT 6

GENERAL ELECTION | INCLUDES BOONE

Harlan Breaux (R) - incumbent **8,483**
Rick Delaney (D) **3,724**
Dakota Logan (L) **611**

4,759 VOTES • 37.1 PTS

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

CONTESTED	HD 3 STETSON PAINTER (R) - INCUMBENT vs. CARRIE HUDDLESTON (D)
OPEN + UNOPPOSED	HD 5 MIKE BISHOP (R) | HD 6 CODY ROGERS (R)
UNOPPOSED INCUMBENTS	HD 4 JASON NAZARENKO (R) | HD 27 STEVEN WALKER (R) | SD 24 MISSY IRVIN (R) | SD 28 BRYAN KING (R)

REGIONAL NOTE. Senate District 23 serves Baxter, Marion and part of Boone, but is not on the 2026 ballot.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.

AHA CIVIC INTELLIGENCE • NONPARTISAN

WESTERN ARKANSAS' MOUNTAIN FRONTIER HOSPITALITY CIVIC FOOTPRINT

CRAWFORD • FRANKLIN • LOGAN • POLK • SCOTT • SEBASTIAN

3,763	$641.5M	$125.4M	4
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
448	**57**	**~3,590**	**31**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 260,607
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~200,500
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 150,947
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 96,596
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 30,159
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

8.4%	POPULATION
8.4%	VOTING-AGE POP.
8.1%	GENERAL VOTERS
8.4%	PRIMARY VOTERS
5.2%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

4	DIAMOND LAKES	8,877
5	**WESTERN ARKANSAS**	3,763
6	OZARK MOUNTAIN	3,234
7	GREERS FERRY	2,383

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 50

GENERAL ELECTION | SEBASTIAN

Zack Gramlich (R) - incumbent **6,329**
Robin McCray (D) **3,567**

2,762 VOTES • 27.9 PTS

HOUSE DISTRICT 51

GENERAL ELECTION | SEBASTIAN

Cindy Crawford (R) - incumbent **9,032**
Jane-Ellen Udouj-Kutchka (D) **4,206**

4,826 VOTES • 36.5 PTS

HOUSE DISTRICT 24

GENERAL ELECTION | INCLUDES CRAWFORD | OPEN

Brad Hall (R) **10,036**
Ryan Intchauspe (D) **2,068**

7,968 VOTES • 65.8 PTS

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

CONTESTED	HD 24 FITE (R) vs. INTCHAUSPE (D), OPEN | HD 50 GRAMLICH (R-INC) vs. PEER (D) | HD 51 CRAWFORD (R-INC) vs. UDOUJ-KUTCHKA (D) | SD 27 BOYD (R-INC) vs. GUZMAN (D)
OPEN + UNOPPOSED	HD 46 TONYA FLETCHER (R) | HD 52 BRENT MONTGOMERY (R)
UNOPPOSED INCUMBENT	SD 28 BRYAN KING (R)

REGIONAL NOTE. Brad Simon (R) won the March 2026 SD 26 special election; SD 5 and SD 29 are not on the regular November ballot.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. *Tourism totals follow Arkansas Tourism's official west/east split of Logan County; civic and BLS establishment totals include all of Logan County. Do not sum the regional BLS counts statewide.* Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.