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.