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.