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.