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.