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.