AHA CIVIC INTELLIGENCE • NONPARTISAN

NORTHWEST ARKANSAS HOSPITALITY CIVIC FOOTPRINT

BENTON • CARROLL • MADISON • WASHINGTON

19,739	$2.41B	$599.6M	4
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
1,223	**158**	**~9,960**	**104**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 634,583
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~483,900
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 369,537
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 246,587
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 65,783
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

20.5%	POPULATION
20.3%	VOTING-AGE POP.
20.7%	GENERAL VOTERS
18.2%	PRIMARY VOTERS
27.5%	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 9
GENERAL ELECTION | WASHINGTON COUNTY

Diana Gonzales Worthen (D) **2,662**
DeAnna Hodges (R) - incumbent **2,188**

474 VOTES • 9.8 PTS

HOUSE DISTRICT 15
GENERAL ELECTION | INCLUDES BENTON

John Carr (R) - incumbent **5,510**
Stephanie Funk (D) **4,221**

1,289 VOTES • 13.2 PTS

HOUSE DISTRICT 13
GENERAL ELECTION | BENTON COUNTY

Scott Richardson (R) - incumbent **6,170**
Ashley Sheys (D) **4,394**

1,776 VOTES • 16.8 PTS

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

SELECT CONTESTS	HD 9 WORTHEN (D-INC) vs. GOFF (R) | HD 13 RICHARDSON (R-INC) vs. SMITH (D) | HD 19 UNGER (R-INC) vs. ATKINSON (D) | ALSO HD 10, 11, 14, 15, 16 + 25
NOV. 3 SPECIAL	HD 8 KARA ARMAS (R) vs. PARKER STOHLTON (D) | REMAINDER OF THE 2025-26 TERM
OPEN + UNOPPOSED	HD 8 BRIAN ARMAS (R) | HD 20 MAX DEITCHLER (D) | SD 30 DENISE GARNER (D)
UNOPPOSED SENATE INCUMBENTS	SD 28 BRYAN KING (R) | SD 31 CLINT PENZO (R) | SD 32 JOSHUA BRYANT (R) | SD 35 TYLER DEES (R)

REGIONAL NOTE. Senate Districts 29, 33 and 34 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.