AHA CIVIC INTELLIGENCE • NONPARTISAN

OZARK GATEWAY

HOSPITALITY CIVIC FOOTPRINT

FULTON • INDEPENDENCE • IZARD • JACKSON • LAWRENCE • RANDOLPH • SHARP • STONE

2,048	$290.0M	$60.1M	6
2025 DIRECT TOURISM JOBS	VISITOR SPENDING	LABOR INCOME	ARKANSAS STATE PARK SYSTEM SITES
207	**20**	**~1,260**	**15**
RESTAURANT LOCATIONS	HOTEL PROPERTIES	EST. HOTEL ROOMS	AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 148,115
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~116,300
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 85,381
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 55,840
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 17,556
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

4.8%	POPULATION
4.9%	VOTING-AGE POP.
4.7%	GENERAL VOTERS
4.9%	PRIMARY VOTERS
2.8%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

8	ARKANSAS' SOUTH	2,103
9	**OZARK GATEWAY**	2,048
10	RIVER VALLEY TRI-PEAKS	1,904
11	GREAT SOUTHWEST	1,863

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 27

REPUBLICAN PRIMARY | INCLUDES IZARD + STONE

Steven Walker (R) - incumbent **3,042**
Timmy Reid (R) **1,992**

1,050 VOTES • 20.9 PTS

HOUSE DISTRICT 30

REPUBLICAN PRIMARY | INCLUDES LAWRENCE

Frances Cavenaugh (R) - incumbent **1,584**
Coty Powers (R) **773**

811 VOTES • 34.4 PTS

HOUSE DISTRICT 28

GENERAL ELECTION | FOUR-COUNTY DISTRICT

Bart Schulz (R) - incumbent **11,288**

UNOPPOSED

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

CONTESTED	HD 3 STETSON PAINTER (R-INC) vs. CARRIE HUDDLESTON (D)
OPEN + UNOPPOSED	HD 1 MARK NICHOLS (R) | HD 30 JOSH LONGMIRE (R)
UNOPPOSED INCUMBENTS	HD 2 TREY STEIMEL | HD 27 STEVEN WALKER | HD 28 BART SCHULZ | HD 39 WAYNE LONG | HD 40 SHAD PEARCE | HD 41 ALYSSA BROWN | SD 10 RON CALDWELL | SD 24 MISSY IRVIN (ALL R)
PRIMARY WINNER	SD 21 JEREMY WOOLDRIDGE (R) - UNOPPOSED NOVEMBER 3

REGIONAL NOTE. Senate Districts 22 and 23 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.