AHA CIVIC INTELLIGENCE • NONPARTISAN

OZARK MOUNTAIN REGION HOSPITALITY CIVIC FOOTPRINT

BAXTER • BOONE • MARION • NEWTON • SEARCY

3,234 2025 DIRECT TOURISM JOBS	**$415.5M** VISITOR SPENDING	**$97.4M** LABOR INCOME	**1** ARKANSAS STATE PARK SYSTEM SITES
180 RESTAURANT LOCATIONS	**30** HOTEL PROPERTIES	**~1,890** EST. HOTEL ROOMS	**27** AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 114,098
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~91,900
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 79,966
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 53,828
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 17,936
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

3.7%	POPULATION
3.8%	VOTING-AGE POP.
4.5%	GENERAL VOTERS
5.0%	PRIMARY VOTERS
4.5%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

5	WESTERN ARKANSAS	3,763
6	**OZARK MOUNTAIN**	3,234
7	GREERS FERRY	2,383
8	ARKANSAS' SOUTH	2,103

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 4

REPUBLICAN PRIMARY | BAXTER + MARION

Jason Nazarenko (R) **3,426**
Rhonda “Tink” Albright (R) **1,377**

2,049 VOTES • 42.7 PTS

HOUSE DISTRICT 27

REPUBLICAN PRIMARY | INCLUDES BAXTER, NEWTON + SEARCY

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

1,050 VOTES • 20.9 PTS

HOUSE DISTRICT 6

GENERAL ELECTION | INCLUDES BOONE

Harlan Breaux (R) - incumbent **8,483**
Rick Delaney (D) **3,724**
Dakota Logan (L) **611**

4,759 VOTES • 37.1 PTS

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

CONTESTED	HD 3 STETSON PAINTER (R) - INCUMBENT vs. CARRIE HUDDLESTON (D)
OPEN + UNOPPOSED	HD 5 MIKE BISHOP (R) | HD 6 CODY ROGERS (R)
UNOPPOSED INCUMBENTS	HD 4 JASON NAZARENKO (R) | HD 27 STEVEN WALKER (R) | SD 24 MISSY IRVIN (R) | SD 28 BRYAN KING (R)

REGIONAL NOTE. Senate District 23 serves Baxter, Marion and part of Boone, but 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.