



# Arkansas Tourism Ticker



January-October 2025



sponsored by the Arkansas Hospitality Association & the Arkansas Department of Parks, Heritage and Tourism



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Following are recent reports  
from Arkansas' tourism industry.

## Hotel deals

Two four-story, 121-room hotels and one three-story, 101-room hotel all along Interstate 49 in Washington County recently changed hands for a combined \$21 million. The purchase price equals \$61,224 per room. (Jan. 29)

## Travel numbers

Northwest Arkansas National Airport (XNA) in Benton County exceeded enplanements, or passengers flying out, at Clinton National Airport in Little Rock six years faster than previously projected. In 2025, XNA had 1.26 million enplanements, compared with Clinton National's 1.16 million. (Jan. 28)

## Soccer match

Fayetteville will host a major international soccer event in March that will feature men's and women's matches at 72,000-seat Donald W. Reynolds Razorback Stadium. The Club América Golden Clash 2026 will take place March 28. The match will include Liga MX rivals Club América and Club Tigres. (Jan. 28)

## Tourism leader

Steve Arrison, longtime CEO of Visit Hot Springs and one of Arkansas' most influential tourism leaders, is set to be inducted into the Arkansas Tourism Hall of Fame during the 53rd Arkansas Governor's Conference on Tourism and Outdoor Recreation, scheduled for Feb. 22-24, 2026, in Little Rock. (Jan. 25)

## Casino revenue

The three casinos in Arkansas generated almost \$116 million in tax revenue in 2025, with the three counties and towns in which the operations are located receiving a combined almost \$32 million. (Jan. 24) **TBP**

# Arkansas Tourism Ticker: Tax revenue shows slower growth in tourism sector

Arkansas' 2% tourism tax revenue between January and October was \$23.003 million, down 0.35% compared with \$23.085 million in the same period of 2024. The decline through October was less than the 1.82% dip through August.

The October revenue of \$2.661 million set a new record for the month. A record for monthly 2% collections was set in June with \$2.857 million.

The 2025 numbers are compared against a healthy 2024 in which the tourism tax totaled \$26.66 million, up 4.77% compared with 2023 collections. The 2024 revenue set a new annual record.

January-October hospitality tax collections among 17 cities surveyed for the Arkansas Tourism Ticker were up almost 4% compared with the same period in 2024.

The Arkansas Tourism Ticker is managed by Talk Business & Politics, and sponsored by the Arkansas Hospitality Association and the Arkansas Department of Parks, Heritage and Tourism. The ticker uses the following three measurements to review the health of the state's tourism industry.

- Hospitality tax collections — prepared food tax and lodging tax — of 17 Arkansas cities (cities listed below along with collections for each city);
- Tourism sector employment numbers as reported by the U.S. Bureau of Labor Statistics; and
- Collections of Arkansas' 2% statewide tourism tax. **TBP**

## Results for the January-October 2025 Tourism Ticker report are:



**3.8% increase**

Hospitality tax revenue in January-October 2025 among 17 Arkansas cities reviewed for the Arkansas Tourism Ticker compared with the same period in 2024.



**0.35% decline**

Collections of Arkansas' 2% statewide tourism tax in January-October 2025 compared with the same period in 2024.



**1.7% increase**

The monthly average of Arkansas' tourism industry jobs in January-October 2025 compared with the same period in 2024.

# Hospitality tax revenue in 17 cities up through October

The combined hospitality tax collections in the 17 cities totaled \$60.94 million in January-October 2025, up 3.8% compared with \$58.701 million in the same period of 2024.

Restaurant (prepared food tax) tax collections among the 17 cities totaled \$45.691 million in January-October 2025, up 4.4% compared with \$43.754 million in the same period of 2024. Hotel tax collections among the 17 cities totaled \$15.249 million in January-October 2025, up 2% compared with \$14.947 million in the same period of 2024.

Of the 17 cities surveyed for the Arkansas Tourism Ticker, nine posted hospitality tax revenue increases in January-October 2025 compared with the same period in 2024. Percentage changes ranged from Bentonville up 7.7% and Springdale down 12.5%. **TBP**

## Following are the past 15 years of 2% tax collections.

**2024:** \$26.661 million

**2023:** \$25.446 million

**2022:** \$24.049 million

**2021:** \$20.544 million

**2020:** \$13.61 million

**2019:** \$17.608 million

**2018:** \$16.428 million

**2017:** \$15.897 million

**2016:** \$15.461 million

**2015:** \$14.815 million

**2014:** \$13.677 million

**2013:** \$12.716 million

**2012:** \$12.405 million

**2011:** \$12.025 million

**2010:** \$11.492 million



# Travel and tourism sector jobs up almost 2% through October

Monthly average tourism sector jobs in January-October 2025 totaled 131,100, up 1.7% compared with 128,890 in the same period of 2024. In the first 10 months of 2025, the sector posted a record of 135,100 in October. Sector jobs have fully recovered from the early days of the COVID-19 pandemic when job numbers fell to an estimated 74,200 in April 2020.

Of the seven metro areas in or connected to Arkansas, the U.S. Bureau of Labor Statistics provides tourism employment data on five. All five posted employment gains compared with the same period in 2024. Following is the average monthly employment during the first 10 months of 2025 for the metro regions. **TBP**

## Monthly employment averages



### Northwest Arkansas

January-October 2025: **32,020**  
(up 3.1% compared with the same 2024 period)  
January-October 2024: **31,060**  
January-October 2010: **18,070**

### Fort Smith

January-October 2025: **9,300**  
(up 0.8% compared with the same 2024 period)  
January-October 2024: **9,230**  
January-October 2010: **8,450**

### Central Arkansas

(Little Rock-North Little Rock-Conway)  
January-October 2025: **36,100**  
(up 1% compared with the same 2024 period)  
January-October 2024: **35,730**  
January-October 2010: **29,670**

### Memphis-West Memphis

(Arkansas-Tennessee-Mississippi)  
January-October 2025: **62,890**  
(up 0.3% compared with the same 2024 period)  
January-October 2024: **62,690**  
January-October 2010: **64,950**

### Texarkana

(Arkansas-Texas)  
January-October 2025: **6,800**  
(up 2.1% compared with the same 2024 period)  
January-October 2024: **6,660**  
January-October 2010: **5,720**

# Tourism Tax Collections (among 17 cities)

CITY	January-October 2025	January-October 2024	% CHANGE
<b>Bentonville</b> <small>(hotel and restaurant tax)</small>	\$3.893 million	\$3.614 million	<b>up 7.7%</b>
<b>Conway</b> <small>(hotel and restaurant tax)</small>	\$5.142 million	\$5.463 million	<b>down 5.9%</b>
<b>El Dorado</b> <small>(hotel tax)</small>	\$385,045	\$418,489	<b>down 8%</b>
<b>Eureka Springs</b> <small>(hotel and restaurant tax)</small>	\$1.481 million	\$1.656 million	<b>down 10.5%</b>
<b>Fayetteville</b> <small>(hotel and restaurant tax)</small>	\$8.676 million	\$8.52 million	<b>up 1.8%</b>
<b>Fort Smith</b> <small>(hotel tax)</small>	\$996,718	\$1.084 million	<b>down 8.1%</b>
<b>Harrison</b> <small>(hotel and restaurant tax)</small>	\$815,737	\$830,593	<b>down 1.8%</b>
<b>Hot Springs</b> <small>(hotel and restaurant tax)</small>	\$8.65 million	\$8.535 million	<b>up 1.3%</b>
<b>Jonesboro</b> <small>(hotel and restaurant tax; 2% restaurant tax implemented Jan. 1, 2024)</small>	\$6.506 million	\$6.469 million	<b>up 0.6%</b>
<b>Little Rock</b> <small>(hotel and restaurant tax)</small>	\$16.068 million	\$15.659 million	<b>up 2.6%</b>
<b>North Little Rock</b> <small>(hotel and restaurant tax)</small>	\$8.555 million	\$8.456 million	<b>up 1.2%</b>
<b>Pine Bluff</b> <small>(hotel and restaurant tax)</small>	\$1.8 million	\$1.821 million	<b>down 1.2%</b>
<b>Rogers</b> <small>(hotel tax)</small>	\$1.427 million	\$1.399 million	<b>up 2%</b>
<b>Russellville</b> <small>(hotel tax)</small>	\$368,512	\$363,208	<b>up 1.5%</b>
<b>Springdale</b> <small>(hotel tax)</small>	\$498,350	\$569,732	<b>down 12.5%</b>
<b>Texarkana</b> <small>(hotel and restaurant tax)</small>	\$1.199 million	\$1.19 million	<b>up 0.8%</b>
<b>Van Buren</b> <small>(hotel and restaurant tax)</small>	\$718,832	\$735,662	<b>down 2.3%</b>





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