

The impact of Arkansas Advertising & Promotion Commissions (A&Ps) and Convention & Visitors Bureaus (CVBs) goes FAR beyond paid advertising. These organizations are valuable community assets.

Arkansas Tourism Agencies

A&Ps/CVBs IMPACT

Quality of Life

- Supports local festivals & events
- Generates funding for parks & recreation programs
- Supports local visual arts, museums and performing arts organizations
- Promotes cultural exchange between visitors and residents
- Visitor spending ensures sustainability of businesses and services within a destination providing more options to the local resident (dining, entertainment, shopping, events, activities)

Economic Impact

- Tourism is Arkansas's #2 economic industry
- The tourism industry puts 69,000 Arkansans to work
- 2019 visitor spending in Arkansas totaled \$7.68 Billion
- In 2019 travel generated over \$100 Million in local, state and federal tax revenues
- Tax revenue generated by visitors increase government revenues and reduce residents' tax burdens

Visitor Recruitment

- Retains a sales staff dedicated to recruiting local, regional and national meetings, conventions and sports competitions – some of the highest spending visitors
- Recruits leisure visitors via public relations, media and advertising efforts
- Provides visitor services that enhance the experience, extend the length of stay, increase spending and the likelihood of return visits

Brand Image and Management

- Leads collaboration efforts for the local tourism industry
- Serves as the marketing arm for the city
- Manages local, statewide and national public and media relations
- Promotion through advertising, marketing and social media for all visitor sectors
- Creates consistent messaging for the destination brand
- Generates positive word of mouth and positive perceptions of the destination laying the groundwork for economic development efforts

Product Development

- Involved, along with city governments, in overall destination development throughout the city
- Services debt service for major tourism related infrastructure projects including convention centers, performing arts theaters, museums/attractions, parks, sports facilities, etc.
- Manages public event facilities including convention centers and performance theaters

