



*NORTH Little Rock Tourism*  
ARKANSAS  
**2024 ANNUAL REPORT**



# CONTENTS

LETTER FROM THE PRESIDENT & CEO KAREN TREVINO.....	3
MISSION, VISION & STRUCTURE .....	4
ADVOCACY & RECOGNITION.....	6
ECONOMIC IMPACT OF TOURISM.....	9
2024 A&P TAX COLLECTIONS .....	10
HOTEL & ACCOMODATIONS .....	12
DOWNTOWN RIVERSIDE RV PARK.....	14
ARGENTA PLAZA .....	17
MARKETING.....	18
PUBLIC RELATIONS .....	20
SALES.....	22
2024 TOTAL SOLAR ECLIPSE .....	24
COMMUNITY ENGAGEMENT .....	26
LOOKING AHEAD .....	27

*Photos by:*

*North Little Rock Tourism, Arkansas State Tourism, Brent Walker, Casey Crocker, Jamie Lee.*

*This report was prepared by North Little Rock Tourism.*

# LETTER FROM THE PRESIDENT & CEO KAREN TREVINO

As we look back on 2024, we can proudly say it was a season of discovery, celebration, and connection. From record-setting visitor numbers to unforgettable cultural moments, this year reminded us why tourism is one of the most vibrant, people-powered industries in the world.

North Little Rock comes alive like never before. Travelers from across the country and around the globe explored our scenic landscapes, dined on local flavors, and immersed themselves in experiences that were anything but ordinary. From the excitement of downtown festivities, to the serenity of our natural escapes - there was truly something for everyone.

One of the standout events this past year was the Solar Eclipse, which drew both national and international visitors to our community. It was a once-in-our-lifetime moment that brought people together and showcased our city at its very best - alongside a full calendar of sports, music, arts, and cultural celebrations.

Throughout the year, our team focused on six key priorities that guided our progress:

- **Innovation and Digital Transformation** - We expanded our use of technology to enhance tourism experiences, improve mobile access, and use data to better understand and serve our visitors.
- **Cultural Preservation and Heritage Promotion** - We remained committed to celebrating and protecting local traditions, arts, history, and community identity - elements that make our destination truly unique.
- **Community Engagement and Economic Development** - Tourism supported local businesses, created jobs, and empowered neighborhoods, ensuring that growth remained inclusive and community driven.
- **Visitor Experience and Hospitality Excellence** - From infrastructure upgrades to staff training, we worked to elevate the quality of every interaction and ensure every visitor felt welcomed and valued.
- **Resilience and Recovery** - Building on the challenges of recent years, we focused on maintaining a resilient tourism sector, responsive to both opportunities and uncertainties.
- **Accessibility and Inclusivity** - Our goal remains to promote a tourism environment that is open and enjoyable for all - regardless of background, age, or ability.

And of course, none of this would have been possible without our incredible community. Local businesses, hotels, restaurants, attractions, volunteers, and civic leaders were the heart and soul of everything we accomplished. Tourism isn't just about place - it's about people. And the people of North Little Rock are truly special.

As we look ahead to the future, we're not slowing down. We are dreaming bigger, thinking bolder, and working to create even more unforgettable experiences for every traveler. Strong partnerships have allowed us to diversify our offerings, expand into new markets, and lay a foundation for long-term success.

Sincerely,



**KAREN TREVINO, TMP, CCTP, CTDP**

**President & CEO**

# MISSION, VISION & STRUCTURE

North Little Rock Tourism serves as the destination marketing organization (DMO) under the direction of the Advertising and Promotion Commission. According to Destinations International, a destination marketing organization is defined as:

“...an entity responsible for promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, they strengthen the economic position and provide opportunities for people in their community”

## MISSION

To develop, market and advocate to drive tourism in North Little Rock.

## VISION

To create and promote an inclusive environment for people to make vibrant memories in North Little Rock.



**NORTH LITTLE ROCK**  
A & P COMMISSION

## 2024 ADVERTISING AND PROMOTION COMMISSIONERS



**CHARLIE HIGHT**



**MICHAEL MARION**



**BRAYAN MCFADDEN**



**MANOJ PATEL**



**TOM ROY**



**MAURICE TAYLOR**



**MELODY WILLIFORD**



## NORTH LITTLE ROCK TOURISM STAFF



**KAREN TREVINO, TMP, CCTP, CTDP**  
President & CEO  
karen@northlittlerock.org



**SHANNON HARRIS, TMP**  
Guest Experience Manager  
sharris@northlittlerock.org



**JANIS ALEXANDER**  
Chief Operations Officer  
janis@northlittlerock.org



**JILL LOCKARD**  
Operations Specialist  
jill@northlittlerock.org



**HEATHER KOUNS, PDM, CDME**  
Vice President of Strategic Sales  
heather@northlittlerock.org



**PETE UNWER, PDM**  
Events Specialist  
pete@northlittlerock.org



**EVERETT GAITHER, PDM**  
Senior Marketing Manager  
everett@northlittlerock.org



**LOURDES JONES**  
Administrative Specialist  
lourdes@northlittlerock.org



**SHELBEY MORRIS, CTS, STS, TMP**  
Senior Manager of Sales & Partnerships  
shelbey@northlittlerock.org



**SHEILA BULLERWELL**  
Manager, RV Park  
rvpark@northlittlerock.org



**CINDY CHANNELL**  
Senior Database & Research Analyst  
cindy@northlittlerock.org



**DEB CROW**  
Manager, RV Park  
rvpark@northlittlerock.org

# ADVOCACY & RECOGNITION

North Little Rock Tourism staff attended conferences, completed certifications and secured board positions in 2024 to improve skills and represent North Little Rock to the larger travel and tourism industry.

- Karen Trevino served as Chairman of the Board for Southeast Tourism Society.
- Karen Trevino served as President for Skål International USA.
- Karen Trevino inducted into the Arkansas Tourism Hall of Fame.
- Karen Trevino voted at one of the Top Ten Arkansans by *Arkansas Money and Politics*.
- Karen Trevino received the Above the Barre 2024 award at Ballet Arkansas' Turning Pointe Gala.
- Heather Kouns awarded Arkansas Tourism's 2024 Rising Star award.





- North Little Rock Tourism earned a Readers' Choice Award from *Convention South*.
- North Little Rock Tourism recognized as Best CVB in the Southeast by *Convention South*.
- North Little Rock Tourism recognized as Small Business of the Year by North Little Rock Chamber of Commerce.
- North Little Rock Tourism chosen as one of the 2024 Most Admired Businesses by *Arkansas Money and Politics*.
- North Little Rock Tourism recognized as the Best Convention and Visitors Bureau in Arkansas by *Arkansas Money and Politics*.

To remain competitive, North Little Rock Tourism invests in ongoing education through certifications, webinars, and conferences, ensuring staff are prepared for evolving industry challenges.

- Destination International's Annual Convention
- Destination International's Visitor Services Summit
- Arkansas Governor's Conference on Tourism
- Sports ETA Conference
- Annual North American Travel Journalist Association Conference
- Public Relations Society of America's Travel & Tourism Conference
- Skali International's North American Congress and World Congress
- Southeast Tourism Society's Connections Conference
- Southeast Tourism Society's Domestic Showcase
- Heather Kouns received TMP certification from Southeast Tourism Society's Marketing College
- Southeast Tourism Society's Marketing College

# THE WORK OF A DESTINATION ORGANIZATION

## 1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

## 2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



## 4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

## 3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.



## WHEN THE TRAVEL INDUSTRY THRIVES, AMERICA THRIVES.

### 2024 NATIONAL DATA

**\$1.3 TRILLION**  
in Travel Spending

**\$2.9 TRILLION**  
in Economic Output

**2.5%**  
of National GDP

In 2024, TRAVEL SUPPORTED  
**15 MILLION+**  
American Workers & Directly Employed  
**8 MILLION**

With More Than  
**1 MILLION**  
Job Openings In Early 2025

Strengthened  
Communities Through  
**\$89 BILLION**  
in State and Local Tax Revenue

Each segment of travel plays an essential role in **boosting our economy**, contributing billions in travel spending.

DOMESTIC LEISURE  
**\$876 BILLION**  
(101% RECOVERED\*)

TOTAL BUSINESS  
**\$312 BILLION**  
(85% RECOVERED\*)

INTERNATIONAL INBOUND  
**\$181 BILLION**  
(83% RECOVERED\*)



TRANSIENT  
**\$186 BILLION**  
(87% RECOVERED\*)

MEETINGS & EVENTS  
**\$126 BILLION**  
(82% RECOVERED\*)



Travel is one of our largest  
**EXPORTS**,  
bigger than steel, aircraft or cars.

\*Percent recovered to 2019 is adjusted for inflation  
SOURCE: Tourism Economics, U.S. Travel Association and U.S. Department of Commerce

# ECONOMIC IMPACT OF TOURISM

## What is tourism?

Tourism encompasses businesses that regularly interact with out-of-town visitors, including lodging properties, restaurants, and attractions.

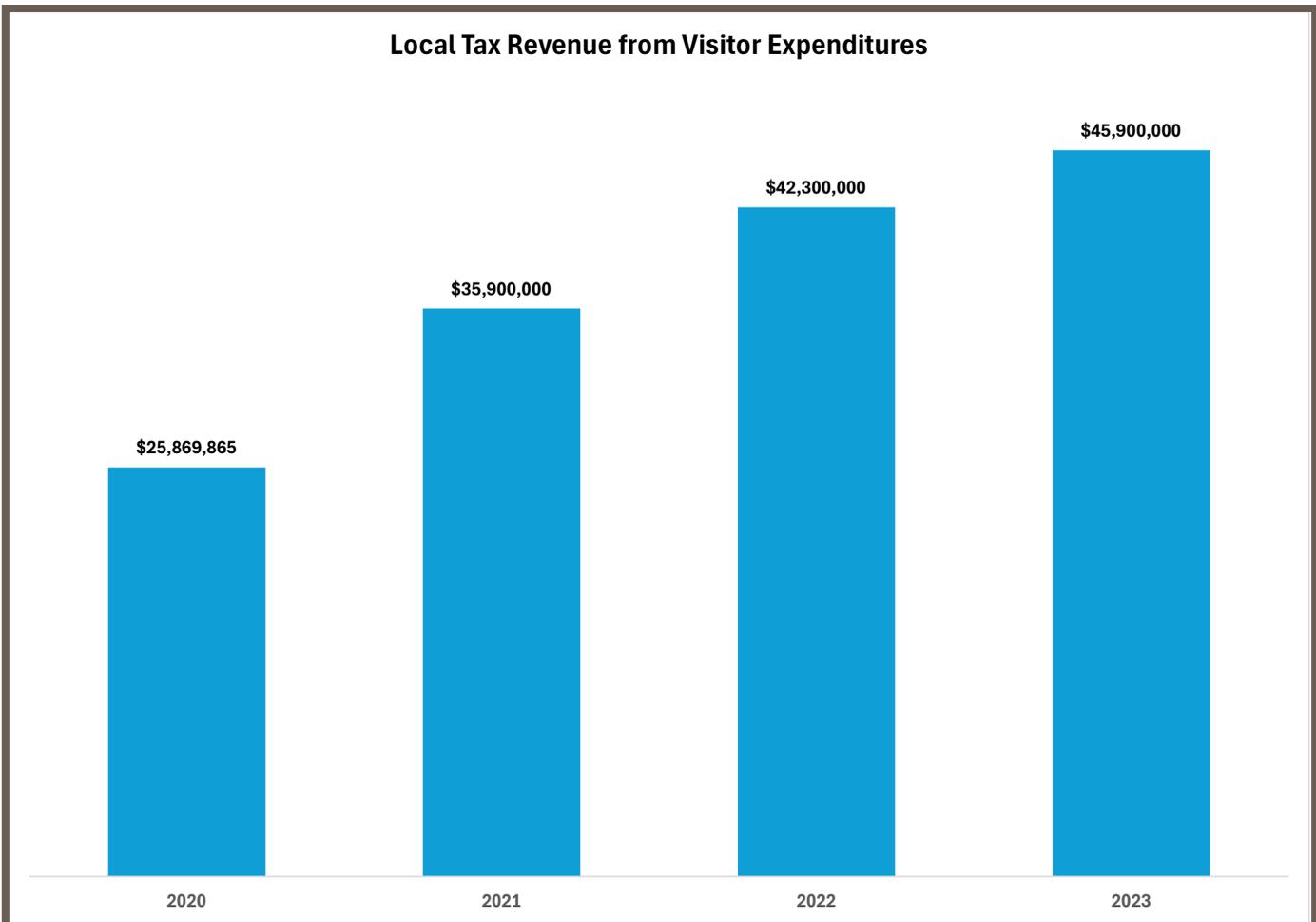
## Why is tourism important?

Tourism employs residents, generates revenue for local businesses and contributes to local and county taxes. For businesses that are recruiting, relocating, or expanding, North Little Rock Tourism’s assets contribute that something “extra” essential for quality of life: a beautiful, vibrant place to live, work, and play.

### Tourism Impact in Pulaski County

	2020	2021	2022	2023
Visitor Expenditures	\$1,178,903,632	\$1,677,021,114	\$1,945,000,000	\$2,122,800,000
Income (Wages)	\$291,443,912	\$395,160,831	\$442,900,000	\$474,500,000
State Tax	\$52,792,738	\$71,400,000	\$82,100,000	\$89,300,000
Local Tax	\$25,869,865	\$35,900,000	\$42,300,000	\$45,900,000
Employment (Jobs)	8,418	10,810	11,515	12,003

Source: Tourism Economics Economic Impact of Tourism study for Arkansas Department of Parks, Heritage and Tourism  
 Note: 2024 Economic Impact Report will not be available until late 2025.

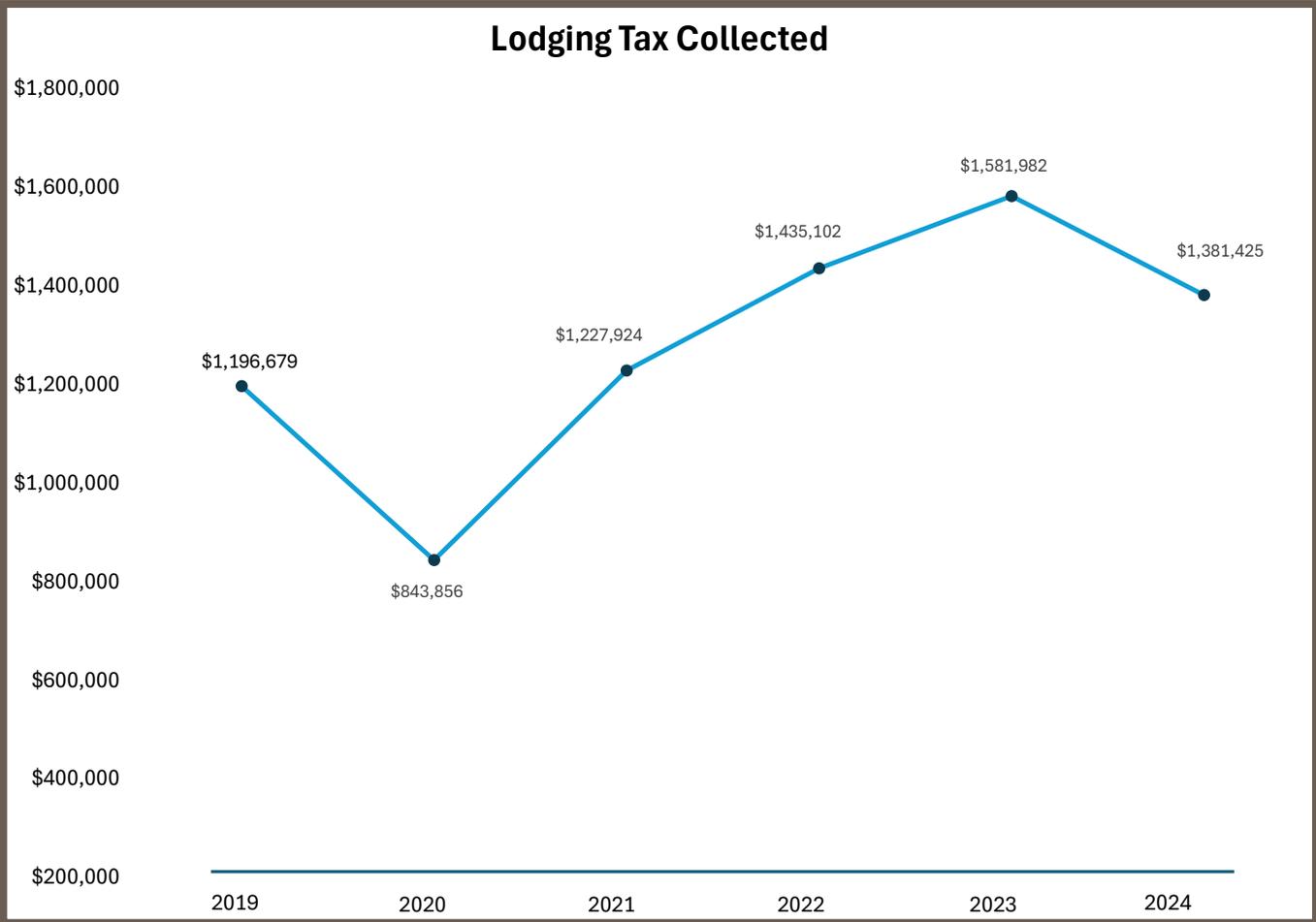


# 2024 A&P TAX COLLECTIONS

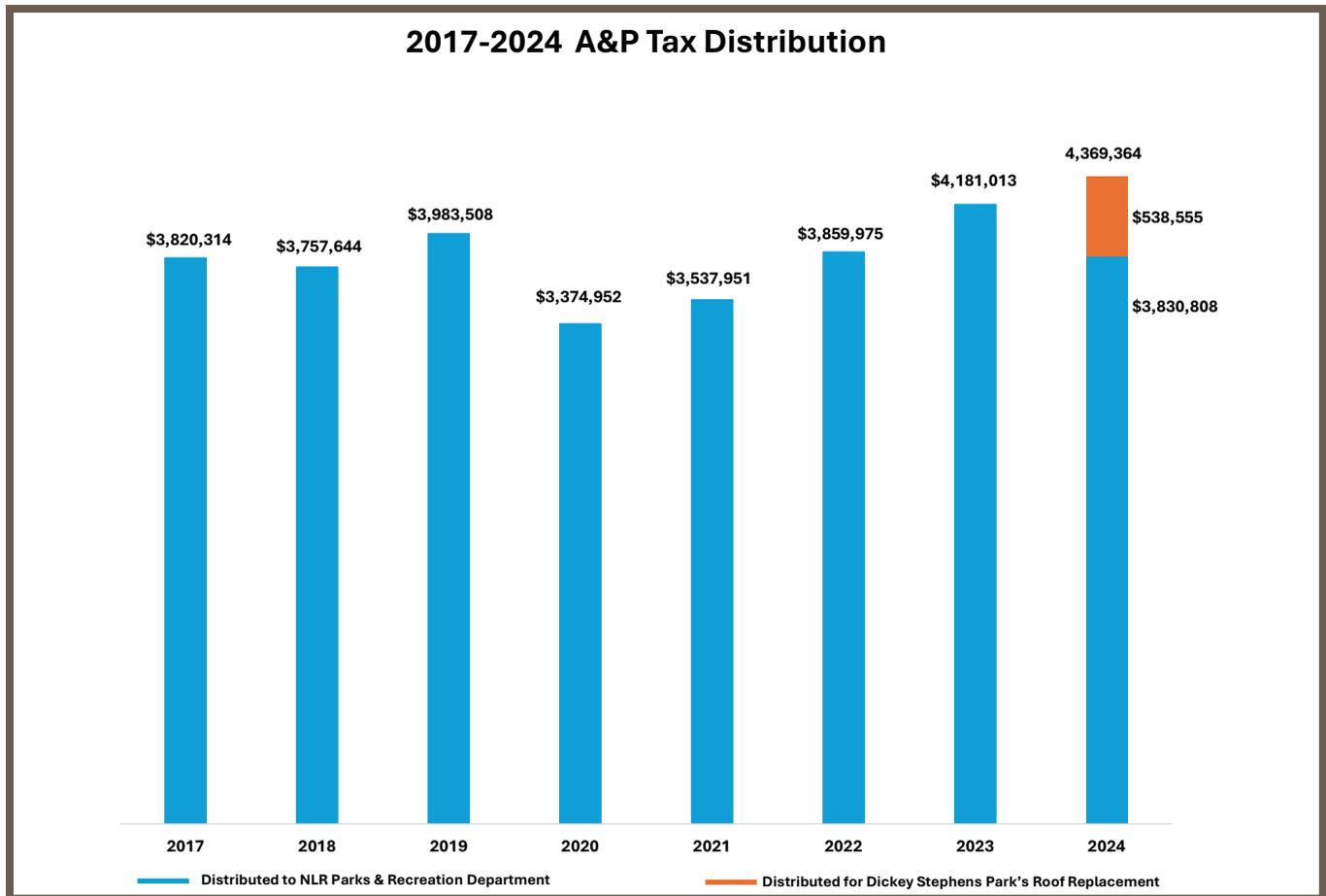
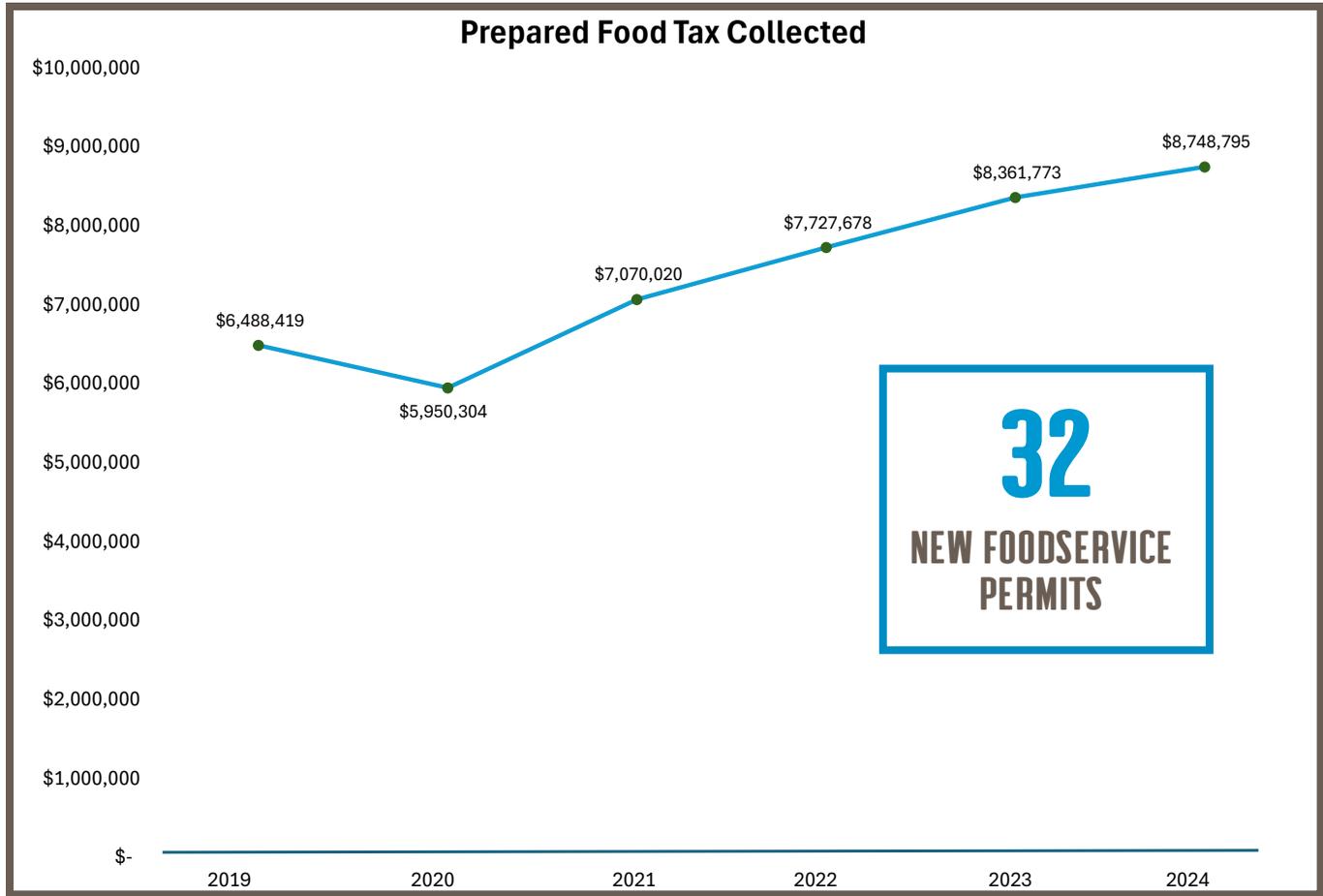
North Little Rock requires lodging and foodservice businesses to have a free Advertising & Promotion (A & P) tax permit to operate. The number of permits fluctuates as businesses open and close. More than 40 North Little Rock hotels, motels, RV parks and short-term rental properties collect a 3.5-percent lodging tax, 2.5 percent of which funds North Little Rock Tourism and one percent funds North Little Rock Parks & Recreation Department. More than 300 restaurants, food trucks and vendors serving prepared foods in North Little Rock collect a three-percent foodservice tax, the majority of which funds the North Little Rock Parks & Recreation Department.

*The 90th Arkansas General Assembly passed Act 1102 which took effect on July 22, 2015. The Act exempts individual businesses' A&P tax records from being released under the Freedom of Information Act of 1967. Charts show total A&P tax collections.*

## A & P LODGING TAX



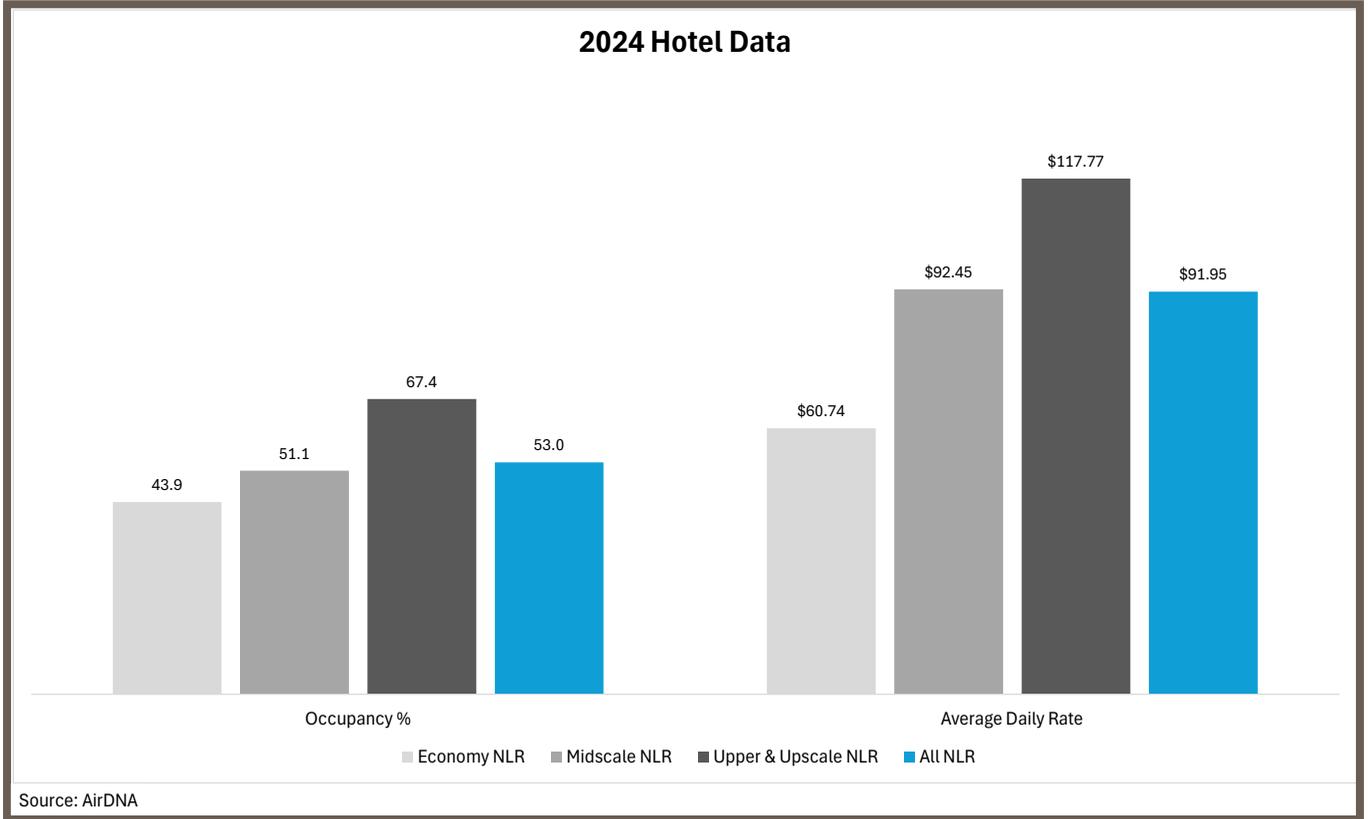
# A & P FOODSERVICE TAX



# HOTEL & ACCOMODATIONS

## 2024 Hotel Data

Hotel Type	Occupancy %	Average Daily Rate
Economy NLR	43.9	\$60.74
Midscale NLR	51.1	\$92.45
Upper & Upscale NLR	67.4	\$117.77
All NLR	53.0	\$91.95



North Little Rock has 38 hotels, ranging from Economy to Upper and Upscale. In 2024, two new hotels were permitted, adding 146 rooms to bring the total number of rooms available in North Little Rock to 2,501. The Upper and Upscale hotels performed stronger in Occupancy percentage, Average Daily Rate and Revenue per Available Room. *Note: RevPAR is the KPI that assesses a property's ability to fill its available rooms at an average rate and is the metric that demonstrates the condition of the hospitality industry.*

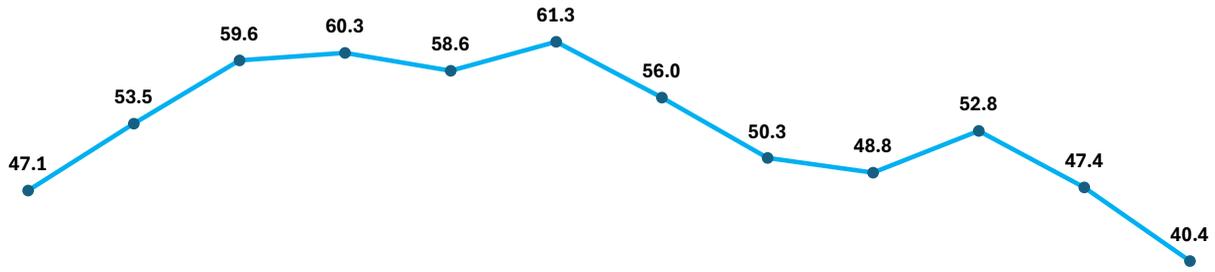
### North Little Rock Hotel Data - 2024

LOW - HIGH

		All NLR Hotels											
		January	Febrary	March	April	May	June	July	August	September	October	November	December
Occupancy %		47.1	53.5	59.6	60.3	58.6	61.3	56.0	50.3	48.8	52.8	47.4	40.4
Average Daily Rate		86.47	88.82	91.93	101.60	94.98	94.98	93.46	89.51	89.91	92.76	88.14	86.70

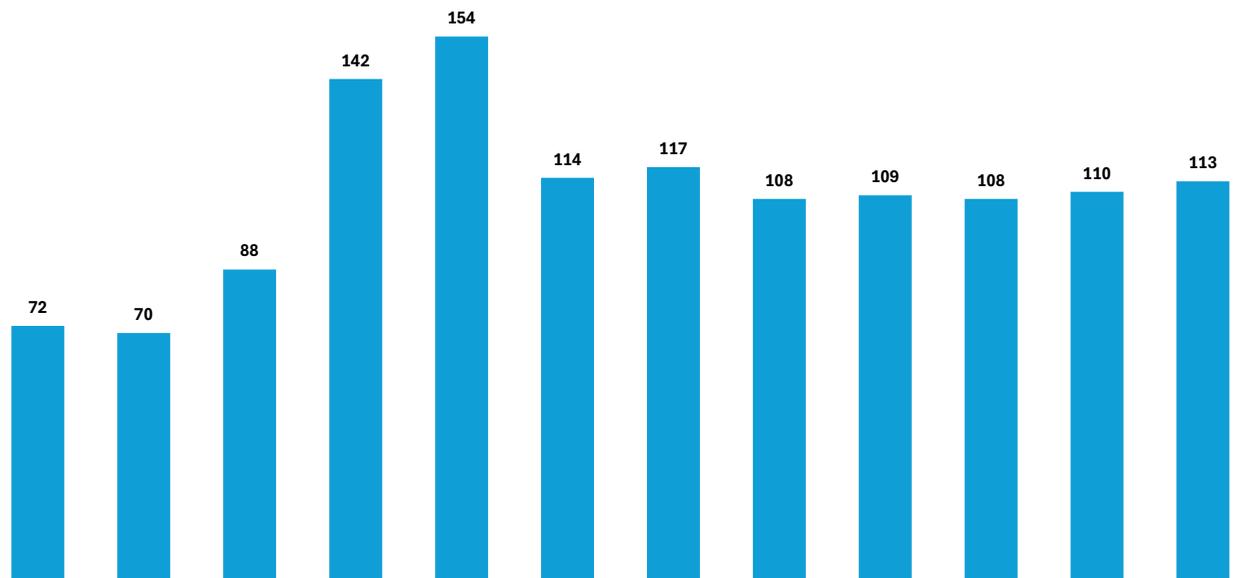
In 2024, March through July had the highest occupancy percentage indicating more overnight visitations in North Little Rock. Average Daily Rates also were strong in this same time period.

### 2024 All NLR Hotels - Occupancy %



January February March April May June July August September October November December

### Short-Term Rental - 2024 Active Listings



January February March April May June July August September October November December

Source: AirDNA

# DOWNTOWN RIVERSIDE RV PARK

North Little Rock Tourism manages the Downtown Riverside RV Park, a profitable asset that contributes to the local economy. In 2024, the park recorded 14,266 site nights, drawing visitors who explored local dining, nightlife, and attractions such as the Arkansas River Trail.

## NEW ONLINE BOOKING PLATFORM

A new website and online booking platform launched in 2024 that streamlined park operations and improved data collection. These insights help make targeted marketing efforts more effectively by identifying visitor demographics and origin points.

## CONVERTED 14 SITES TO FULL HOOK UPS

Fourteen additional sites were upgraded to full hook-up status in 2024, enhancing the visitor experience and increasing capacity. These improvements enabled higher rates and boosted overall revenue and economic impact.

## NEW PERIMETER FENCED

Perimeter fencing was completed around the RV park, including new sections installed near the I-30 bridge. The fencing enhances both security and visual appeal.

## NEW LANDSCAPING AND DOG PARK

Additional upgrades included landscaping improvements and the creation of a dog park, a frequently requested amenity. These enhancements provide added value and comfort for visitors, especially those traveling with pets.

**14,266**

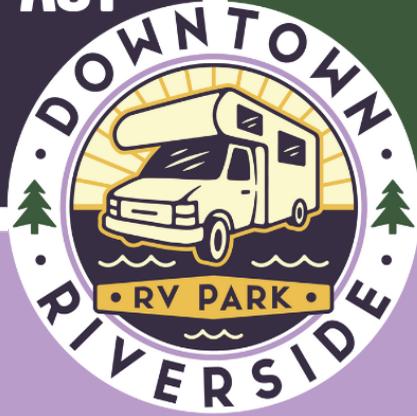
**SITE NIGHTS IN 2024**

**\$969,199.28**

**2024 LOCAL ECONOMIC IMPACT**

**10.7% INCREASE IN  
ECONOMIC IMPACT**

**11% INCREASE IN  
TOTAL SALES  
REVENUE**



**3.5% INCREASE  
IN NIGHTS  
BOOKED**

**6.7% INCREASE  
IN AVERAGE  
DAILY RATE**

**48% INCREASE  
IN TOTAL  
CAPACITY**





# ARGENTA PLAZA

In 2024, Argenta Plaza welcomed more than 20,000 attendees to nearly 40 public and private events. This amounted to an estimated local economic impact of more than \$320,000. In 2024 Argenta Plaza hosted the following free events:

- Hispanic Heritage Festival
- Ballet Arkansas Presents Live at the Plaza
- Argenta Vibe Music Series
- Northern Lights Holiday Festival
- Weekly yoga classes with Dogtown Yoga
- Northern Lights Holiday Festival
- Moon Block Party
- Central Arkansas Pride Fest and Parade

The North Little Rock Tourism staff helped event organizers with Argenta Plaza events by assisting with food truck bookings, security, setup and teardown, city services communication, event organization and layout, and event marketing.

**37**

**EVENTS**

**20,948**

**ESTIMATED ATTENDEES**

**\$324,561**

**ESTIMATED ECONOMIC  
IMPACT**



# MARKETING

North Little Rock Tourism promotes the city through owned media channels including brochures, event booths, the website (northlittlerock.org), social media, and email campaigns. The annual North Little Rock Destination Guide is distributed through local and state welcome centers, hotels, attractions, and online requests. A downloadable version is also available.

North Little Rock Tourism promotes the city through:

- Maintaining listings, events calendar and blog on its tourism website, NorthLittleRock.org
- Providing a free mobile trip planning app
- Promoting on social media including Facebook, Instagram, Twitter and YouTube.
- Distributing an e-newsletter with upcoming events, restaurant highlights, attraction updates and things to do in North Little Rock.



**101,347**  
**NORTHLITTLE ROCK.ORG**  
**PAGEVIEWS**

**1M**  
**PEOPLE REACHED ON**  
**FACEBOOK & INSTAGRAM**





# NORTH LITTLE ROCK.COM

## TOP SESSION BY CITY

Little Rock	5,701
Dallas	4,323
North Little Rock	3,607
Chicago	1,643
Sherwood	915
Ashburn	884
Memphis	631
Kansas City	601
New York	567

## TOP PERFORMING PAGES

Things To Do	8.5K
Events	6.5K
Total Eclipse	5.7K
North Little Rock Restaurant Week	2.3K

## SOCIAL MEDIA



Reach

563,807

27,709

Interactions

18,018

284

Profile Visits

27,709

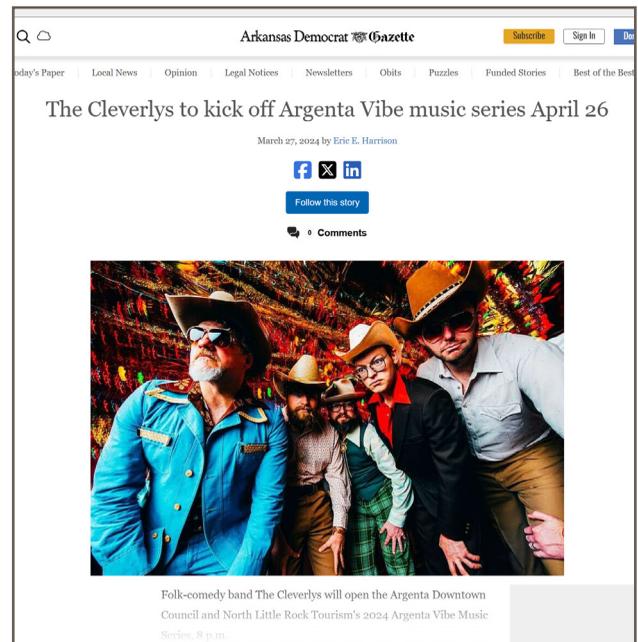
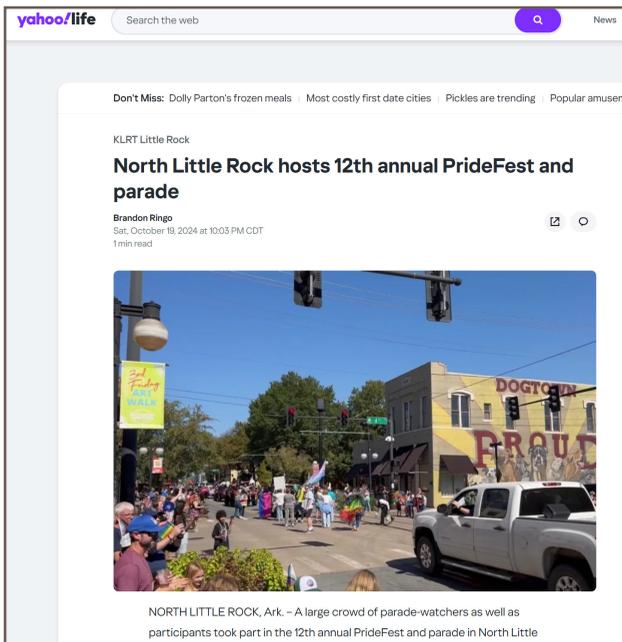
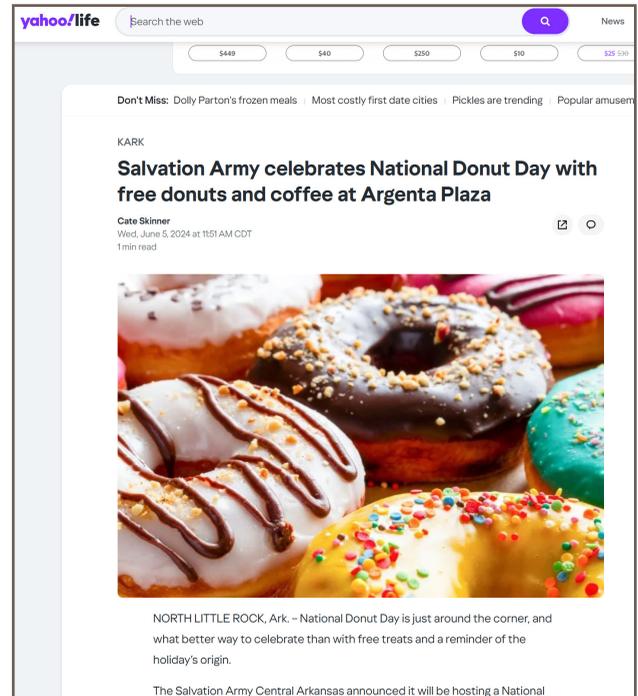
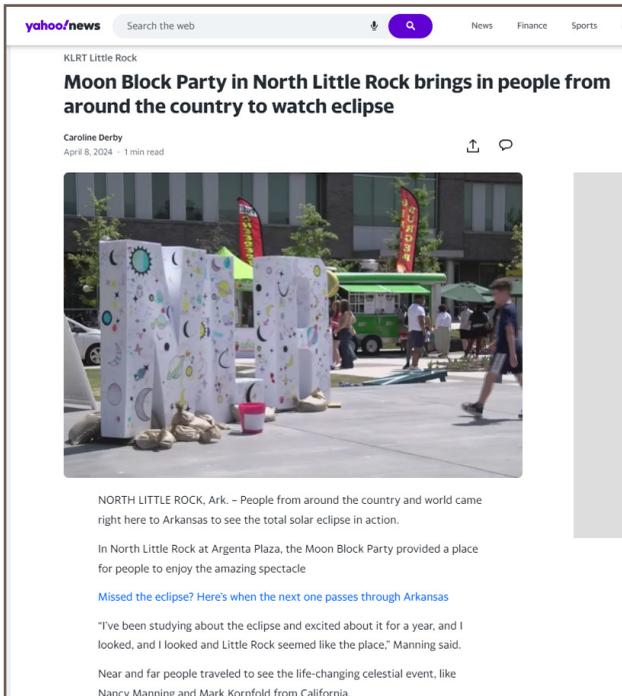
4,964

View our digital destination guide



# PUBLIC RELATIONS

Media outreach is a key strategy for destination awareness. North Little Rock Tourism engages with travel writers, publications, and influencers by attending events like the Southeast Tourism Society Domestic Showcase and the North American Travel Journalists Association Conference. In 2024, these efforts generated more than 250 stories with a potential reach of 232 million, equivalent to over \$2 million in advertising value. The team distributes weekly updates and handles media requests year-round.



A woman with a backpack is standing on a rocky outcrop, taking a photograph of a wide river valley. The scene is captured at sunset, with a warm, golden glow in the sky and on the water. The woman is wearing a black t-shirt, light-colored shorts, and a blue backpack. She is holding a camera up to her eye. The background shows a lush green valley with a river, a bridge, and distant mountains under a cloudy sky. Pine trees are visible on the right side of the frame.

**250+**  
NEWS STORIES

**232 MILLION**  
ESTIMATED REACH

# SALES

## SENIOR PRO PICKLEBALL TOURNAMENT

In partnership with the North Little Rock Tennis Center and the Hatcher Agency, North Little Rock Tourism helped host a Senior Pro Pickleball tournament in 2024, welcoming nationally and internationally ranked players. The event included hotel partnerships, refreshments, and a player lounge.

## BIG DAM BRIDGE 100

North Little Rock Tourism sponsored the annual Big Dam Bridge 100 cycling event, which brings thousands of cyclists through the city along the Arkansas River Trail. Many participants stayed at the Wyndham Riverfront and Downtown Riverside RV Park.

## 6A BASKETBALL CHAMPIONSHIP

The 2024 6A Basketball Championship, held at North Little Rock High School, brought statewide teams to the city. North Little Rock Tourism staffed a sponsorship table to share visitor information.

## AIR NATIONAL GUARD BASEBALL TOURNAMENT

North Little Rock hosted athletes and guests during the Air National Guard Baseball Tournament in nearby Jacksonville, organizing a reception in a North Little Rock Restaurant and providing cooling towels and water for participants.

## EPSILON SIGMA ALPHA SOUTHEASTERN REGIONAL STATES CONFERENCE

North Little Rock hosted the Epsilon Sigma Alpha Southeastern Regional States Conference at the Wyndham Riverfront. Attendees explored the city through dine-arounds and visits to local attractions.

## CROP MANAGEMENT

The Arkansas Crop Management Conference was once again held at the Wyndham Riverfront, bringing agricultural professionals together for three days of education and networking.



From top to bottom, left to right: Heather, Shelby, and Everett at STS Domestic Showcase in Little Rock (top); Pete at sponsorship table for ASAE; people participating at sales activation at Domestic Showcase; Heather and Shelby at Domestic Showcase; Shelby and Arkansas Sports Team at TEAMS 2024 conference; food photography in preparation for North Little Rock Restaurant Month 2025; Heather at NTA TREX 2024; and a tour group at the Old Mill in 2024.

# 2024 TOTAL SOLAR ECLIPSE

North Little Rock was one of several Arkansas cities located in the path of totality for the 2024 total solar eclipse, drawing visitors from around the world to experience the rare celestial event. In anticipation of the increased tourism, North Little Rock Tourism began planning and coordination efforts as early as 2023. Recognizing the need for a unified response, the team worked closely with city officials, public services, and local businesses to ensure the community was fully prepared. Through proactive communication and stakeholder engagement, North Little Rock was well-positioned to host a safe and successful once-in-a-lifetime experience.

## A PACKED SOLAR ECLIPSE WEEKEND

There were many events during the solar eclipse weekend, viewing locations across the city, and unique opportunities for visitors to create lifelong memories in North Little Rock.

### UNIQUE VIEWING LOCATIONS

Venues all across the city opened up their spaces and invited visitors out to view the eclipse. There was truly something for everyone with such diverse viewing venues as Burns Park, Dickey-Stephens Park, Argenta Plaza, St. Joseph’s Center of Arkansas, Pinnacle Mountain State Park, Downtown Riverside RV Park, and many others.

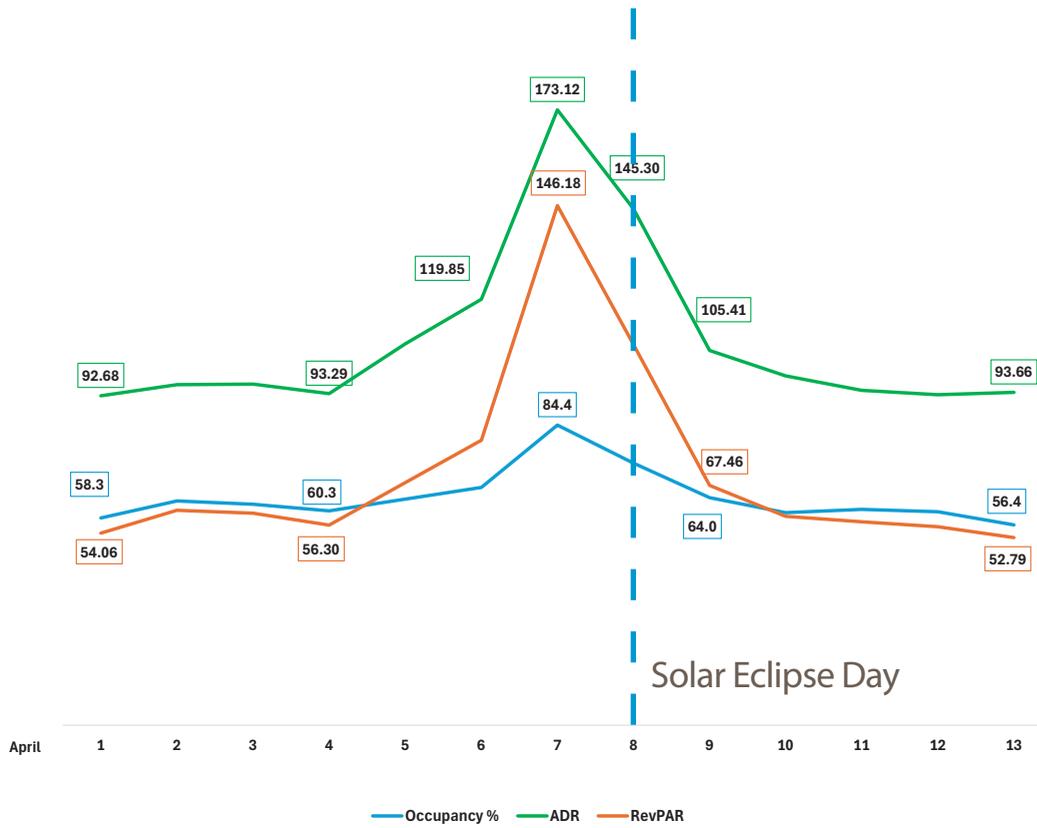
### MOON BLOCK PARTY

In order to drive visitors to our downtown area, North Little Rock Tourism organized the “Moon Block Party.” This was a weekend-long event that aimed to encourage extended stays by visitors and to drive them to our local businesses in the Argenta Arts District. The weekend leading up to the eclipse included a vendor market, trivia, live music on the plaza, and a silent disco. These events all led up to the day of the eclipse with live music by the Six Piece Suits, food trucks, a live stream of the eclipse from along the whole path of totality, and, of course, the eclipse itself.



# SOLAR ECLIPSE WEEKEND HOTEL OCCUPANCY

2024 April 1 - 13 Hotel Data



**200%**  
INCREASE IN REVPAR  
ON APRIL 7 COMPARED  
TO 2024

**88%**  
INCREASE IN ADR  
ON APRIL 7 COMPARED  
TO 2024

**59%**  
INCREASE IN  
OCCUPANCY %  
ON APRIL 7 COMPARED  
TO 2024



# COMMUNITY ENGAGEMENT

167

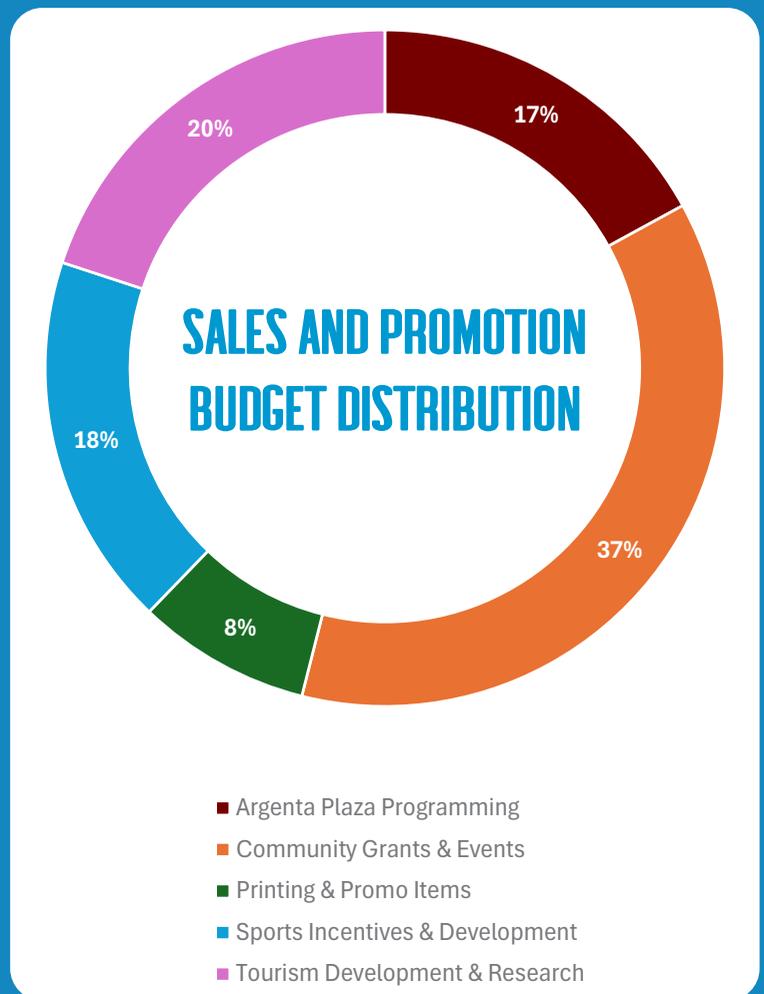
UNIQUE EVENTS  
SUPPORTED

\$144,000

IN GRANT FUNDING  
DISTRIBUTED

In order to give back and support our community, North Little Rock Tourism supports and organizes several community oriented programs. In 2024, North Little Rock Tourism supported:

- North Little Rock Food Truck Permitting Day issuing 17 permits in collaboration with the fire marshal, health inspectors, North Little Rock A&P, and the city clerks office.
- Salsa competition fundraiser for Seis Puentes during the Hispanic Heritage Festival.
- Central Arkansas Academies partnership for their tourism career track.
- Cooking Matters family education program.
- Volunteer opportunities for the Mayor's Youth Council, North Little Rock Key Club, and the Junior League of North Little Rock.
- North Little Rock Night at the Travs, giving out 500 tickets to the game to local baseball fans.



During North Little Rock Restaurant Week in January, North Little Rock Tourism encouraged residents to support their local restaurants during what is typically a slow month with exciting prizes. In 2024, \$2,462 was reported through 101 submissions.

\$2,462

REVENUE  
REPORTED



101

ENTRIES  
SUBMITTED

# LOOKING AHEAD

Looking ahead, North Little Rock Tourism is focused on strategic growth, enhanced digital tools, and strong community partnerships. Efforts are centered on attracting high-value markets such as sports, student travel, and reunions while improving alignment with planners and stakeholders.

North Little Rock Tourism remains committed to innovation, collaboration, and positioning the city as a premier destination.





**600 MAIN STREET, SUITE 100  
NORTH LITTLE ROCK, AR 72114  
NORTHLITTLE ROCK.ORG**

**501.758.1424**

**FOLLOW US: @EXPLORENLR #EXPLORENLR**

