



Clark County, Arkansas Tourism Survey Results December, 2006

Clark County has several activities that might appeal to a leisure traveler. In your opinion what are our top three (3) assets?

	With College Students		Without College Students	
	Response Total	Pct.	Response Total	Pct.
Outdoor recreational venues: De Gray Lake, camping, hiking, tubing, canoeing, Caddo & Ouachita Rivers, golf, horseback riding and cycling	171	37%	101	38%
Educational Eco tourism venues: Geology/study of rocks and formations, wildflowers, bird watching, wildlife observation, etc.	89	19%	62	23%
Local recreation attractions: Arkadelphia Water Park and Feaster Trail	84	18%	54	20%
The Bluffs	50	11%	16	6%
The Gurdon Light and Gurdon community	41	9%	12	5%
Other (please specify)	29	6%	21	8%
Total Responses	464	100%	266	100%
Total Respondents (filtered)	174		101	
(skipped this question)	1		73	
			1	

Clark County has several historical and cultural attractions and special events. What do you think are the top two (2) attractions?

	With College Students		Without College Students	
	Response Total	Pct.	Response Total	Pct.
Gurdon International Hoo – Hoo	9	3%	5	3%
Historic homes, sites, historical markers and driving tours	74	22%	39	20%
Music/theatre performances at OBU, HSU and Arkadelphia Little Theatre	147	43%	87	44%
Festivals and events: Iron Mtn. Marina Christmas Lights, Gurdon Forest Festival, Arkadelphia Founder's Day, Storytelling Festival at DeGray Lake State	106	31%	66	33%
Other (please specify)	6	2%	2	1%
Total Responses	342	100%	199	100%
Total Respondents (filtered)	174		101	
(skipped this question)	1		73	
			1	

Which of these activities entities or assets are most important in generating business travel to Clark County? Check the top three (3).

	With College Students		Without College Students	
	Response Total	Pct.	Response Total	Pct.
Universities: HSU and OBU	161	32%	91	31%
Dawson Educational Co-operative	33	7%	27	9%
Quiet peaceful location to have meetings such as DeGray Lake Resort State Park, Camp Winnamacka and Iron Mountain	120	24%	67	23%
Existing industries bringing business travelers to county	37	7%	28	10%
Airport nearby and proximity to large cities	28	6%	16	5%
Leisure activities available to business travel such as lake and river activities, golf, hiking, etc.	112	22%	60	21%
Other (please specify)	7	1%	3	1%
Total Responses	498	100%	292	100%
Total Respondents	174		101	
(filtered)			73	
(skipped this question)	1		1	

Which of the existing sporting event facilities or activities are the most important in attracting competitive sporting events to Clark County? Check the top three (3).

	With College Students		Without College Students	
	Response Total	Pct.	Response Total	Pct.
Various sports complexes including tennis center, stadiums, aquatic centers, ball fields, and other facilities at OBU, HSU, Arkadelphia Sport Complex and others throughout the county	131	26%	75	25%
College sports/games: basketball, volleyball, football, baseball, tennis, softball	105	21%	51	17%
Golf courses	31	6%	20	7%
Hunting/fishing areas	53	10%	37	12%
Hiking trails	15	3%	6	2%
Triathlon/marathon areas	49	10%	35	12%
Roads/highways for cycling, motorcycle rallies	10	2%	6	2%
Lakes and rivers for boating, fishing, canoeing, swimming competitions	111	22%	66	22%
Amity Chuck wagon races	4	1%	2	1%
Other (please specify)	3	1%	1	0%
Total Responses	512	100%	299	100%
Total Respondents	173		100	
(filtered)			73	
(skipped this question)	2		2	

Which of the assets listed below are the most important in developing educational/ecological tourism in Clark County? Check the top two (2). With

	College Students		Without College Students	
	Response Total	Pct.	Response Total	Pct.
Ouachita Mountains hiking; geology; fall foliage	118	32%	62	29%
Bird watching or ornithology; eagle watching	35	10%	25	12%
Interpretive programs at DeGray Lake Resort State Park	51	14%	40	18%
Caplinger Science Center at HSU (simulation facilities)	26	7%	12	6%
Planetarium at HSU	37	10%	13	6%
Indian culture/history	54	15%	41	19%
Lecture series at universities: HSU and OBU	44	12%	23	11%
Other (please specify)	1	0%	1	0%
Total Responses	366	100%	217	100%
Total Respondents	172		100	
(filtered)			72	
(skipped this question)	3		3	

Clark County does not have everything it needs to create a viable tourism program yet. Check the top five (5) physical assets you think the county needs.

	With College Students		Without College Students	
	Response Total	Pct.	Response Total	Pct.
Develop a DeGray Lake Sports Center with a learning center for biking, orienteering, hiking, climbing, kayaking and canoeing	112	13%	64	13%
Develop a tourist friendly public transportation system	32	4%	18	4%
Develop inter-connecting cycling trails throughout county	56	7%	35	7%
Signage directing visitors to attractions, downtown areas	62	7%	40	8%
Gurdon development: signage, parking at the Gurdon Light; renovate Gurdon Train Depot renovation, develop camping facilities at lake	34	4%	16	3%
Create an Arkadelphia downtown development plan	98	12%	44	9%
Interstate Visitors Center	51	6%	45	9%
Riverfront development: piers, river walk, fishing access	106	13%	51	11%
Create dogwood driving trails	14	2%	6	1%
Develop ATV trails in county	18	2%	9	2%
Hotel/motel development at the Wal-Mart exit	67	8%	53	11%
Secure an outlet mall development	109	13%	52	11%
Develop a bird watching center i.e. interpretive center and viewing locations	10	1%	9	2%
Develop a shooting and skeet range	31	4%	17	4%
Other (please specify)	30	4%	18	4%
Total Responses	830	100%	477	100%

Total Respondents
(filtered)
(skipped this question)

174

1

101
73
1

What are the top two (2) items the local and state governments can do to help develop a tourism program in Clark County?

	With College Students		Without College Students	
	Response Total	Pct.	Response Total	Pct.
Secure a funding stream to create a countywide tourist board	77	23%	46	23%
City to secure a CLG (certified local government) and apply for downtown revitalization funds	77	23%	39	20%
County to allow private sale of alcohol	81	24%	53	27%
City and county to establish zoning regulations making Clark County an attractive and a tourist friendly area	95	28%	51	26%
Other (please specify)	8	2%	7	4%
Total Responses	338	100%	196	100%
Total Respondents (filtered)	175		102	
(skipped this question)	0		73	
			0	

Should a tourism program be developed in Clark County and what should be the top three (3) priorities of a Tourist Commission Board and its staff?

	With College Students		Without College Students	
	Response Total	Pct.	Response Total	Pct.
Tourism marketing plan i.e. brochure, website, comprehensive calendar of events, publicity/media plan	125	25%	86	30%
Festival and special event development	110	22%	49	17%
Sporting event recruitment, i.e. tournaments, races, rallies, including water events	114	23%	68	23%
Cultural event development such as drama and music festivals	103	21%	51	18%
Reunion, bus tours and convention meeting recruitment	36	7%	26	9%
Other (please specify)	13	3%	10	3%
Total Responses	501	100%	290	100%
Total Respondents (filtered)	175		102	
(skipped this question)	0		73	
			0	

What is your zip code?

With College Students Without College

Total Respondents (filtered)	175		102	
(skipped this question)	0		73	
			0	
Are you an HSU Student?	With College Students		Without College Students	
Yes	Response Total	Pct.	Response Total	Pct.
No	0	42%	0	0%
	175	58%	102	100%
Total Respondents (filtered)	175		102	100%
(skipped this question)	0		73	
			0	
Are you an OBU Student?	With College Students		Without College Students	
Yes	Response Total	Pct.	Response Total	Pct.
No	73	42%	0	0%
	102	58%	102	100%
Total Respondents (filtered)	175		102	100%
(skipped this question)	0		73	
			0	
Gender	With College Students		Without College Students	
Male	Response Total	Pct.	Response Total	Pct.
Female	76	43%	53	52%
	99	57%	49	48%
Total Respondents (filtered)	175		102	100%
(skipped this question)	0		73	
			0	
Age:	With College Students		Without College Students	
29 and under	Response Total	Pct.	Response Total	Pct.
30-49	89	51%	16	16%
	46	26%	46	45%

50+	40	23%	40	39%
Total Respondents (filtered)	175	100%	102	100%
(skipped this question)	0		73	
			0	