

More than 6.4 million people visited Pulaski County according to a new report by the Little Rock Convention and Visitors Bureau. KUAR's Sarah Kellogg has more on the report.

Tourism Report Wrap

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While the 2018 number of visitors is comparable to how many tourists came to Pulaski County last year, it does continue an increasing trend in annual visitors over the past ten years, according to the report. Visitors generated 1.95 billion dollars this year in spending, making up 25 percent of the state's total travel expenditures. Gretchen Hall, of the Little Rock Convention and Visitors bureau, says that includes everything a person spends on while visiting.

HallCut1**:11****“...my entertainment?”**

“Total travel spending means, how much did I spend on the flight or the transportation to get to the destination? How much did I spend on my lodging, my food, my restaurants, my entertainment?”

74.2 million of that visitor spending was in state tax revenue, while 33.3 million was in local tax revenue. The report also says visitor spending also created 13,786 jobs in the travel industry. The report also cites the success of the Robinson Center, which in 2018 had its second full year of operation since reopening in November of 2016. Hall says she is already seeing the Robinson Center being put to good use this year.

HallCut2**:13****“...additional visitors”**

“Just the variety of shows that we're able to book now that that facility has been renovated has been really really great for the quality of life locally, and the attractions to attract additional visitors.”

The full report can be found at KUAR.org Sarah Kellogg, KUAR News.