



Strong Vision, Bold Reach: 2025 in Review

FROM THE CEO



Crystal Bridges Museum of American Art



8th Street Market



Downtown Bentonville Square

As we close the chapter on 2025, I find myself reflecting on something more enduring than any single milestone: the strategic vision and intentional planning that position Bentonville for long-term growth. That foundation and the strength it produces is what this year was really about.

This was a year of resilience. Tourism tax collections remained consistent with prior years, and what grew around that foundation tells an important story. Bentonville welcomed new hotel properties, expanding our capacity to host visitors in ways that reflect the quality and character of our community. City amenities continued to develop, deepening the experience for everyone who walks, rides, or explores here. And our communications reach extended further than ever, ensuring that Bentonville's story landed in more inboxes, feeds, and conversations across the country and beyond.

We are an active, forward-thinking organization — always building the infrastructure, relationships, and visibility that set the stage for what comes next.

At Visit Bentonville, we remained committed to telling this community's story with authenticity and intention, through strategic campaigns, media partnerships, and the everyday work of connecting people to what makes this place extraordinary. Our team, our stakeholders, and our local champions showed up fully this year, and that collective effort is what you'll find reflected in the pages of this report.

Looking ahead, we are eager and energized. The groundwork laid in 2025 — in lodging capacity, in public spaces, in earned reach — gives us a strong platform to build from. Bentonville remains a world-class destination, shaped by the consistent investment of our team and community, people whose vision and innovation continue to define what this place can be.

Thank you for being part of that investment.

Warm regards,
Kalene Griffith
CEO

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KAWS: FAMILY at Crystal Bridges Museum of American Art
KAWS, *TIME OFF*, 2023. Vinyl, paint,
7 in. x 11 in. x 5 9/10 in.
© KAWS. Photo: Brad Bridger



Scott Family Amazeum



Bentonville Brewing Company



Slaughter Pen Trail

LEADERSHIP & ORGANIZATION



MISSION

To promote Bentonville as a vibrant experience for all, enhancing the quality of life and stimulating economic development that will strengthen our local economy.



Airship Coffee / Coler Trail



VISION

To position Bentonville as a premier destination for all where culture, adventure, and innovation intersect, creating memorable, and unique experiences that inspire visitors and strengthen the community.

To generate clear community benefits and responsibly manage tourism impacts, that support a vital and sustainable economy.

Commissioners

- Chris Sooter**, City Council, Chair
- Luke Wetzel**, Restaurant, Vice Chair
- Patti Constantakis**, At-Large
- Aubrey Patterson**, City Council
- Eric Heaney**, Lodging
- Daniel Hintz**, Lodging
- Ricky Cortés**, Restaurant

Staff

- Kalene Griffith**, CEO
- Julie Drager**, Director of Business Operations
- Tonya Jackson**, Community Engagement Manager
- Jordan Riebel-Jones**, Finance Manager
- Jana Evans**, Accountant
- Alison Nation**, Chief Marketing Officer
- Mer Wilder**, Communications & Marketing Manager
- Kacey Smith**, Communications Coordinator
- Shelby Hartness**, Communications Project & Asset Coordinator
- Wesley Oliver**, Director of Sales

- Marlesha Scullaw**, Tourism Services Manager
- Amy Springer**, Sports Sales Manager
- Kimberli Krutsch**, Meeting Sales Manager
- Jeff Nicholas**, Outdoor Recreation Sales & Events Manager
- Natalie Meacham**, Event Services & Sales Manager
- Stephanie Roets**, Visitor Experience Manager
- Brianna Nichols**, Visitor Experience Coordinator
- Sheila Burton**, Visitor Experience Coordinator
- Sarah Davidson**, Visitor Experience Host

THE VALUE OF TOURISM



Overnight Trips

618.4k

(+5.9% YoY)



Visit Nights

1.2M

(+2.8% YoY)



Total Visitor Spending

\$104.5M

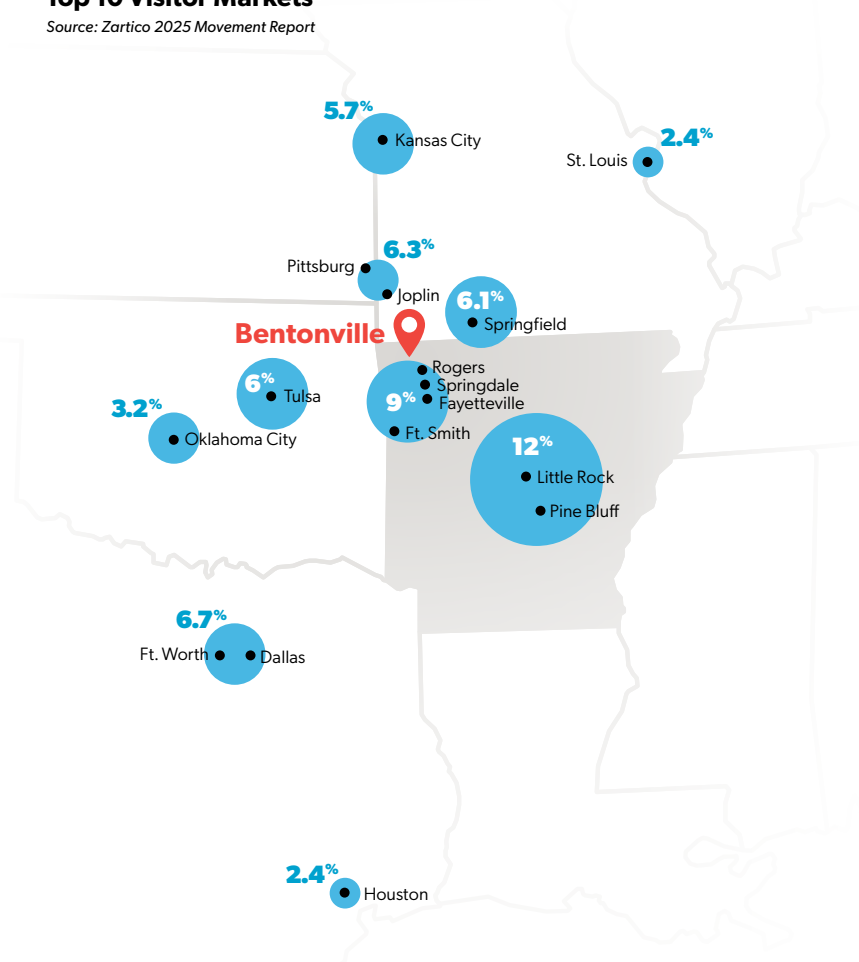
(+7.4% YoY)

Source: Placer.ai 2025 Bentonville Data

Where Visitors Come From

Top 10 Visitor Markets

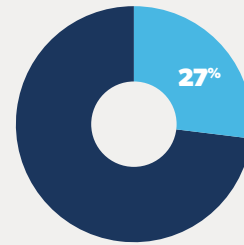
Source: Zartico 2025 Movement Report



Visitor Spending

% Spending from Visitors

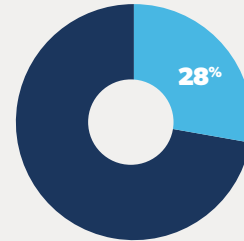
Source: Zartico Spend Data



Local Business

\$61

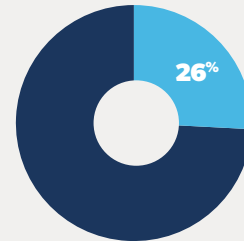
Average Daily Spending



Restaurants

\$51

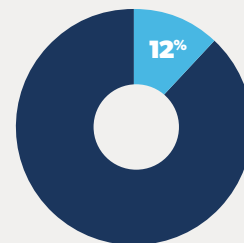
Average Daily Spending



Retail

\$78

Average Daily Spending



Attractions

\$71

Average Daily Spending



About Our Visitors

48%

Between the Ages 25 & 54

52%

Average Household Income 100k

59%

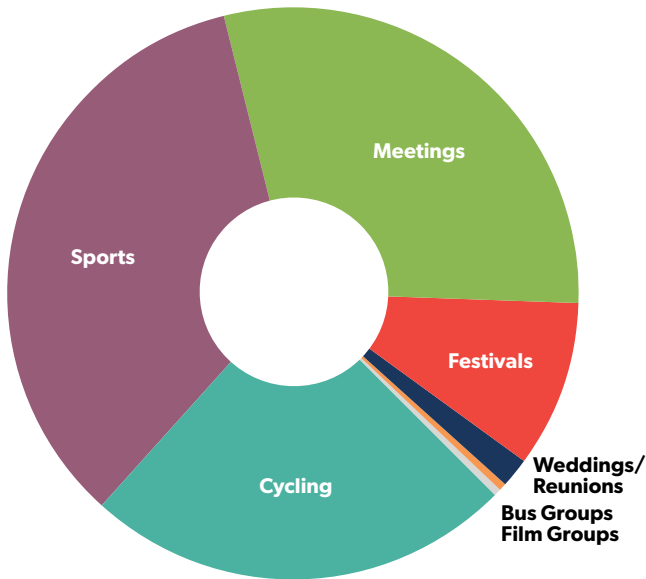
Do Not Have Children

2025 BY THE NUMBERS

The Economic Impact of Our Events

\$67+M

Total Economic Impact



53
Events

Cycling
\$17M



60
Events

Sports
\$24M



78
Events

Meetings
\$20.6M



11
Events

Festivals
\$6.6M



26
Events

Weddings/Reunions
\$1.2M



32
Events

Bus Groups
\$250k



4
Groups

Film Groups
\$250k

Top 5 Events

- Big Sugar Classic Week** **\$7M**
- Red, White, & Blue Softball Tournament** **\$4.8M**
- Bentonville Film Festival** **\$4.4M**
- Bentonville Bike Fest** **\$4.3M**
- Up Summit** **\$3.8M**

262
Total Events

\$197,051
Incentive Funds Awarded

Communications Reach



Website

2.1M

Views
(+1% YoY)

783k

Users
(+9.8% YoY)



Social Media

140.8k

Total Followers

558.8k

Engagements

5.2M+

Video Views



Email Newsletter

46.4%

Average Open Rate
(+5% YoY)



Podcast

15k

Downloads In 2025

63k

Total Downloads



Visitor Services



10k

Welcome Bags
Assembled & Distributed



25k

Visitor Guides
Dispersed



3.5k

Total Guests
Served

National Storytelling

21

Stories

156M+

Media

168

Local Story
Mentions

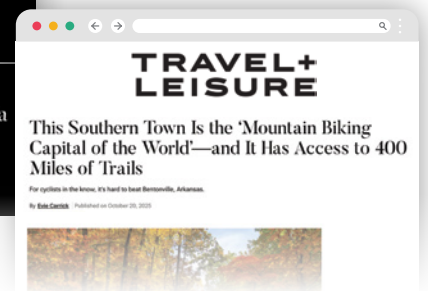
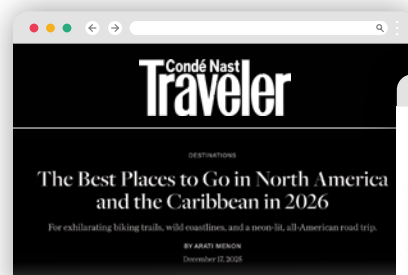
Publications

The New York Times

Southern Living

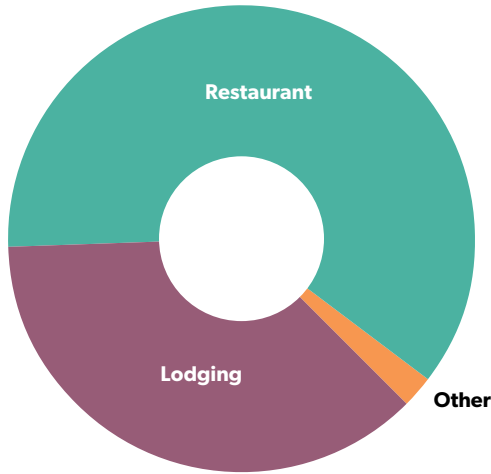
Outside

And More



FINANCES

2025 A&P Tax Collections

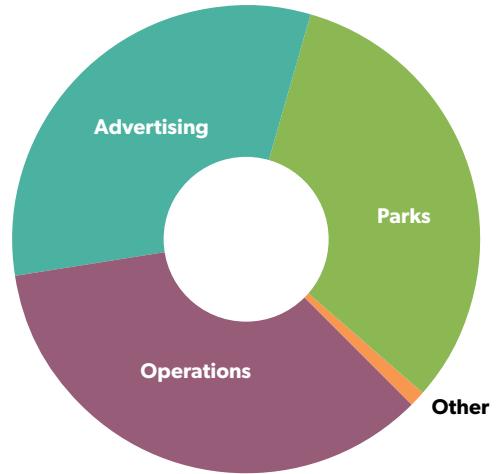


Revenue
\$4.9M

37%
Lodging

2%
Other

61%
Restaurant



Expenditures
\$5M

35%
Operations

32%
Parks

32%
Advertising

1%
Other

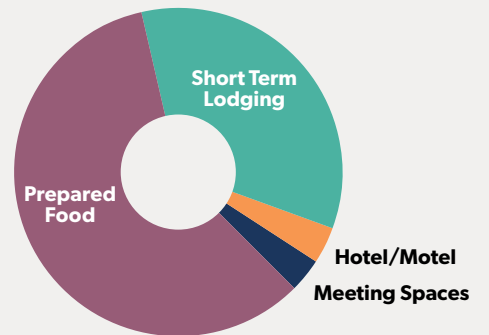
Active Accounts

419
Prepared Food

27
Hotel/Motel

241
Short Term Lodging

22
Meeting Spaces



704
Total Active Accounts

PARKS & FACILITIES

Tourism Dollars Invested in City of Bentonville Parks & Facilities



Phillips Park
\$610k



Wayfinding
\$140k



Library
\$500k



Orchards Park
Fireworks
\$25k



Holiday Lights
on the Square
\$125k



Public Art
\$13k



Quilt of Parks
(A Street Promenade)
\$1M

EVENTS

Welcoming visitors for events and taking our story on the road were two key initiatives in 2025:

On the Home Front

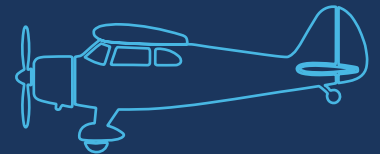
- February** Arkansas Governor's Conference on Tourism
Alvy Early Memorial Classic
- April** Bentonville Half Marathon Premier Running Event
- May** Bike Fest Community Celebration of Cycling Culture
- June** Bentonville Film Festival Celebrating Diverse Voices in Cinema
- September** UP Summit Innovation and Entrepreneurship Conference
- October** Lifetime Big Sugar Classic Gravel Race Premier Mountain Bike and Gravel Cycling Races



Across the Country

We took our story to select events in collaboration with key partners — and spoke with thousands of people along the way.

- April** Life Time Sea Otter Classic with Arkansas Tourism
- May** Outside Festival with Arkansas Tourism
- July** AirVenture with Fly Oz and Legends Air Center



Bentonville Best Practices Lab

Continued our industry-leading practices laboratory, a platform for inspiration and learning rooted in Bentonville's full civic investment in growth, sustainability, and best-in-class destination development.

2024
8 cities
1 country

2025
4 cities
2 countries



OUR PARTNER'S SUCCESS

Cultural Attractions

Visit Bentonville's success is intrinsically linked to our community partners who create the experiences visitors seek.

CRYSTAL BRIDGES MUSEUM OF AMERICAN ART

Total Attendance
803k
Visitors

Trail Attendance
656k

Traveling Exhibitions
105k
Attendees

Northwest Arkansas National Airport
28k

Total Reach
1.4M
Visitor Touchpoints

THE MOMENTARY

Total Attendance
216,684
Visitors

SCOTT FAMILY AMAZEUM

Total Attendance
253k
Visitors



Crystal Bridges Museum of American Art



The Momentary



Scott Family Amazeum

Recreation & Outdoor Partners

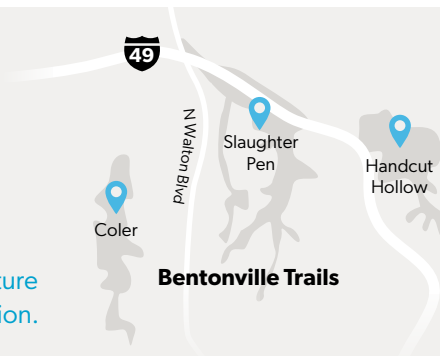
Bentonville's world-class outdoor infrastructure is a cornerstone of our destination appeal, attracting adventure seekers and recreational enthusiasts from across the nation.

SLAUGHTER PEN

- Central hub connecting multiple trail systems throughout the city allows for easy access to restaurants, museums, and lodging for visitors.

HANDCUT HOLLOW

- Varied difficulty levels attracting both local riders and destination cyclists.



Bentonville Trails

Visitors on Trails
830k

*Sampling via Placer AI phone tracking

PEEL COMPTON FOUNDATION PROPERTIES

- Trail systems and parks supporting cycling and outdoor recreation tourism.
- Coler Mountain Bike Preserve, Osage Park, and other facilities driving outdoor visitation.

ADAPTIVE MOUNTAIN BIKING (AMTB) TRAILS

- Inclusive design positioning Bentonville as a leader in accessible outdoor recreation.

These partnerships create a comprehensive destination experience that extends visitor stays, increases spending, and generates repeat visitation. The collective success of all partners strengthens Bentonville's position as a multi-faceted destination.

VISIT
Bentonville

visitbentonville.com