

# 2025 IMPACT REPORT

FAYETTEVILLE ADVERTISING + PROMOTION COMMISSION



EXPERIENCE **FAYETTEVILLE**  
ARKANSAS



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## **A VISION FOR THE FUTURE: A LETTER FROM THE CEO**

Looking back on 2025, one word defines the year: momentum.

If 2024 was about building the foundation, 2025 was about putting it to work. This was a year of action, where plans became progress and Fayetteville continued to emerge as a destination with national relevance and local pride.

Our performance remained strong, reflecting Fayetteville's growing demand and visibility. But the real story of 2025 is how intentionally that growth was guided. This year was about aligning tourism with quality of place, ensuring that what we promote, host, and build strengthens the community as much as it attracts visitors.

A defining achievement of the year was advancing the priorities of Fayetteville's Destination Master Plan. With a clear roadmap in place, we sharpened our focus, aligned our resources, and committed to a shared vision for the future of tourism in Fayetteville. That clarity influenced every major decision we made.

2025 also delivered several marquee wins that elevated Fayetteville on an international and national stage. We proudly hosted the Music Cities Convention, welcoming industry leaders and creatives from across the world and reinforcing Fayetteville's identity as a music city. We once again demonstrated national leadership in cycling by hosting the USA Cyclocross National Championships, and showcased our capacity for high-impact entertainment with Banana Ball, drawing new audiences and national attention to our destination.

At the same time, our core programs continued to deliver. Sundays on the Square, Lights of the Ozarks, Fayetteville Restaurant Week, and the Fayetteville Ale Trail remained anchors of our visitor experience, while the Visitors Center and Fayetteville Town Center welcomed thousands of guests and hosted hundreds of events that fueled both connection and economic impact.

This was also a year of significant change for Experience Fayetteville. I was honored to step into the role of CEO during a period of transition and opportunity. With new leadership came a refreshed organizational vision rooted in the Destination Master Plan, along with new agency partners who brought added expertise, perspective, and energy to our work.

None of this progress happens without people. I am deeply grateful to our hospitality partners, community collaborators, Advertising & Promotion Commission, and the Experience Fayetteville team. Your commitment and creativity are the driving force behind everything we accomplish.

As we look ahead, we do so with confidence. Fayetteville's tourism future is not just aspirational, it's being actively shaped. With clear direction, strong partnerships, and a community that embraces both growth and authenticity, the path forward is bright.

**RYAN HAUCK**  
Chief Executive Officer  
Experience Fayetteville

## **ADVERTISING + PROMOTION COMMISSION**

### **CURRENT MEMBERS**

The Fayetteville Advertising and Promotion Commission is the governing body for Experience Fayetteville created on March 1, 1977, with Ordinance 2310 pursuant to the provisions of A.C.A 26-75-605, by the City Board to administer the Advertising and Promotion Fund. The Advertising and Promotion Fund can be used for the advertisement and promotion of the City and its environs, and/or construction, reconstruction, repair, maintenance, improvement, equipping and operation of public recreation facilities. The Commission may contract with agencies and incur such administrative costs that it deems necessary to conduct its business.

The commission shall be composed of seven members. Four members shall be owners or managers of businesses in the tourism industry, at least three must be owners or managers of hotels, motels, or restaurants. Two members shall be members of the governing body of the city and selected by the governing body and shall serve at the will of the governing body. One member shall be from the public-at-large.

The Fayetteville A&P Commission meets the fourth Monday of every month at 2 p.m. at the Fayetteville Town Center.

### **CITY COUNCIL REPRESENTATIVES**

- **BOB STAFFORD**  
Fayetteville City Council | Ward 1  
Term: 01/01/26 - 12/31/26
- **MIKE WIEDERKEHR**  
Fayetteville City Council | Ward 2  
Term: 01/01/26 - 12/31/26

### **TOURISM INDUSTRY REPRESENTATIVES**

- **ELVIS MOYA**  
Chairperson | Razorback Athletics  
Term: 01/05/21 - 03/31/30
- **CHRISSY SANDERSON**  
Mockingbird Kitchen  
Term: 04/01/17 - 03/31/26
- **ELLIOT HUNT**  
Atlas the Restaurant  
Term: 04/01/25 - 03/31/29
- **KATHERINE KINNEY**  
Graduate by Hilton  
Term: 04/01/19 - 03/31/27

### **PUBLIC AT-LARGE REPRESENTATIVE**

- **STERLING HAMILTON**  
Term: 04/01/25 - 03/31/29

# OUR STAFF

## EXPERIENCE FAYETTEVILLE

- **RYAN HAUCK**  
CEO
- **GRETCHEN HUNT**  
Director of Finance
- **AMY STOCKTON**  
Director of Organizational Services
- **BRANNON PACK**  
Vice President of Marketing + Communications
- **CHRIS LANKFORD**  
Director of Brand Strategy
- **MELISSA FREEMAN**  
Marketing Manager
- **JULIE PENNINGTON**  
Vice President of Destination Services + Group Sales
- **STEVE HARRELSON**  
Tourism Services Coordinator
- **TINA ARCHER**  
Vice President of Sales
- **DELL HALL**  
Tourism Sales Manager
- **JOSÉ ROMERO**  
Sports Sales Manager

## FAYETTEVILLE TOWN CENTER

- **TYLER WILSON**  
Executive Director + VP of Strategic Initiatives
- **MONICA JANNATI**  
Director of Operations
- **GRIFFIN STROUPE**  
Director of Sales
- **EMMA REED**  
Event Services Manager
- **ROBBIE COURTWAY**  
Event Services Coordinator II
- **ANNA CLAIRE DAY**  
Marketing Coordinator
- **MILETUS CALLAHAN-BARILE**  
Director of Facilities
- **JASON SAMPLE**  
Facilities Technician
- **JUSTIN WEST**  
Custodian

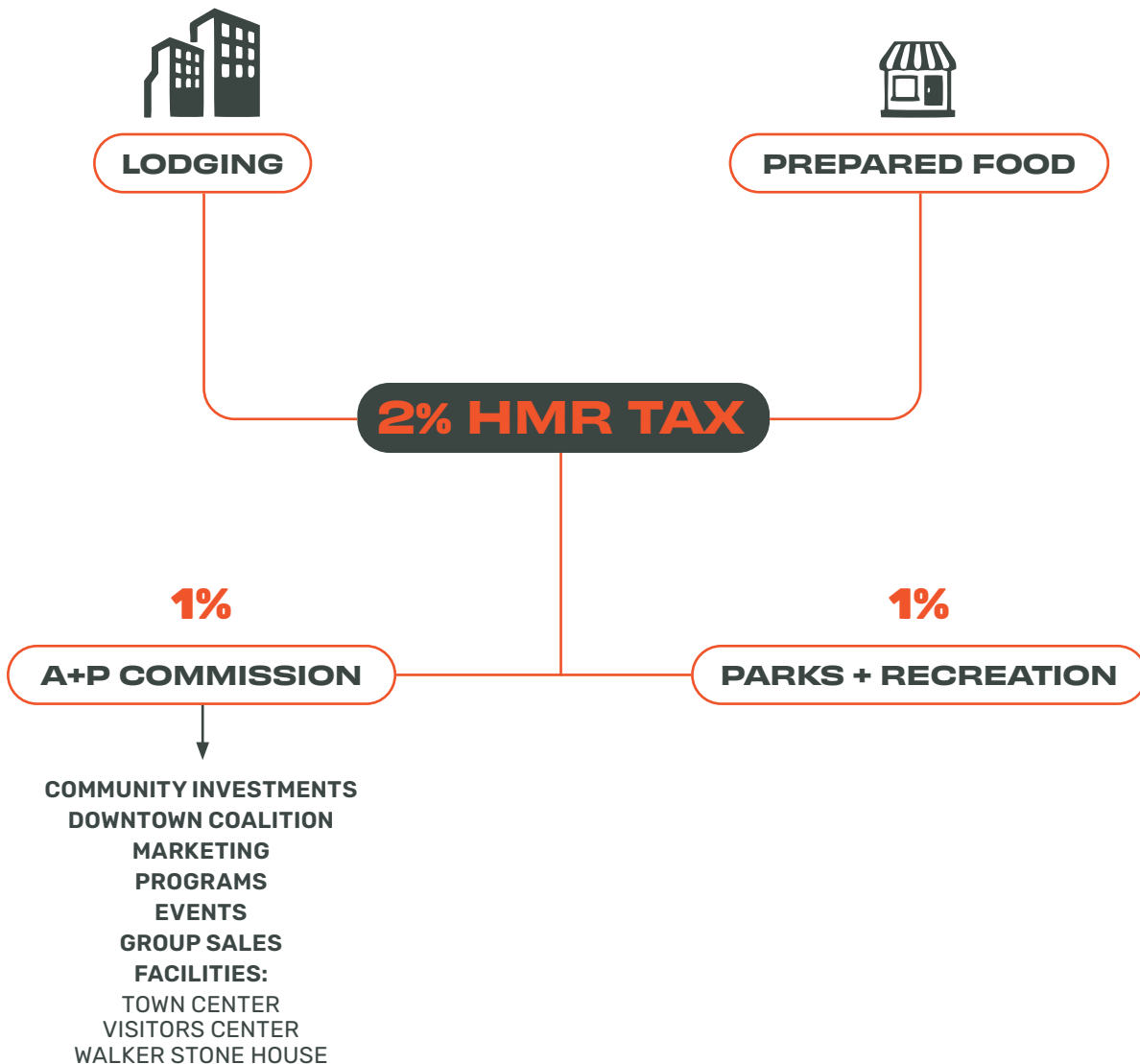


# A+P FUNDING

## HOTEL / MOTEL / RESTAURANT TAX

The Advertising & Promotion Commission was created by ordinance on March 1, 1977, by the City Board. The ordinance established a 2% tax to be collected by hotel/motel and prepared food operators within the city. The taxes collected are remitted to the city on a monthly basis. Taxes collected are then distributed 50/50 between the Advertising & Promotion fund and Fayetteville Parks, Natural Resources, and Cultural Affairs.

According to the ordinance, A&P funds shall be used for the advertisement and promotion of the city and its environs, construction and operation of a convention center, and for funding of the arts if the commission determines that funding of the arts is necessary for supporting its advertising and promotion endeavors.

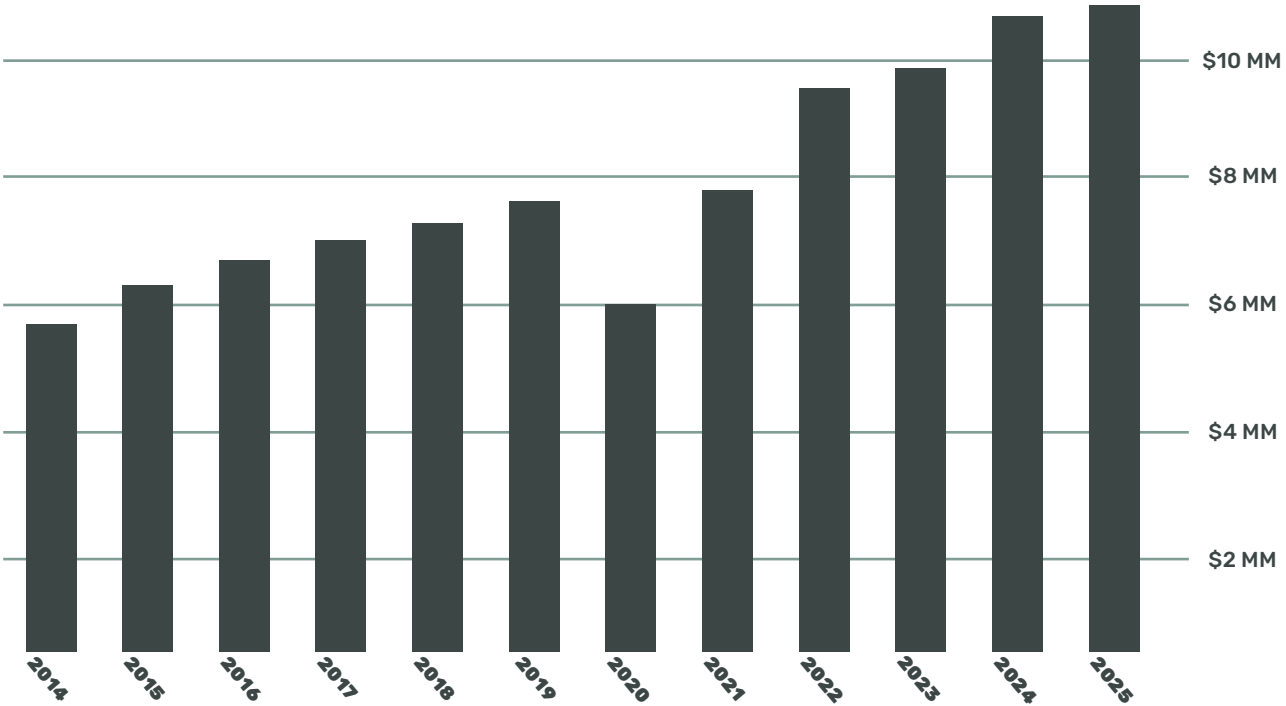


# ECONOMIC IMPACT

Tourism is a powerful economic engine, and Experience Fayetteville generates millions of dollars each year to the local economy by bringing events, meetings, and leisure travelers to town. Since 1990, Fayetteville has experienced steady growth, with its population increasing by about 15% every decade. As the community expands, Experience Fayetteville continues to play a vital role—driving economic impact through tourism while enhancing the quality of life for those that call Fayetteville home. It achieves this through a variety of efforts, including:

- Promoting Fayetteville as a world-class destination for visitors through advertising, promotions, and public relations activities.
- Supporting international, domestic, and local events and programming that attract out-of-market visitors and further promote the city's draw as a travel destination.
- Supporting our local restaurants and attractions through programs, promotions, and financial support including the Fayetteville Ale Trail and Fayetteville Restaurant Week.
- Operating the Fayetteville Town Center, a meeting and event center for conferences and community events.
- Investing in strong feeder markets while cultivating emerging markets to grow tourism to the area, increasing both visitation and economic impact for our community.
- Diversify the types of travelers visiting our destination by attracting meetings and conventions, sporting events, and accessible travel opportunities, while fostering a welcoming environment for all.

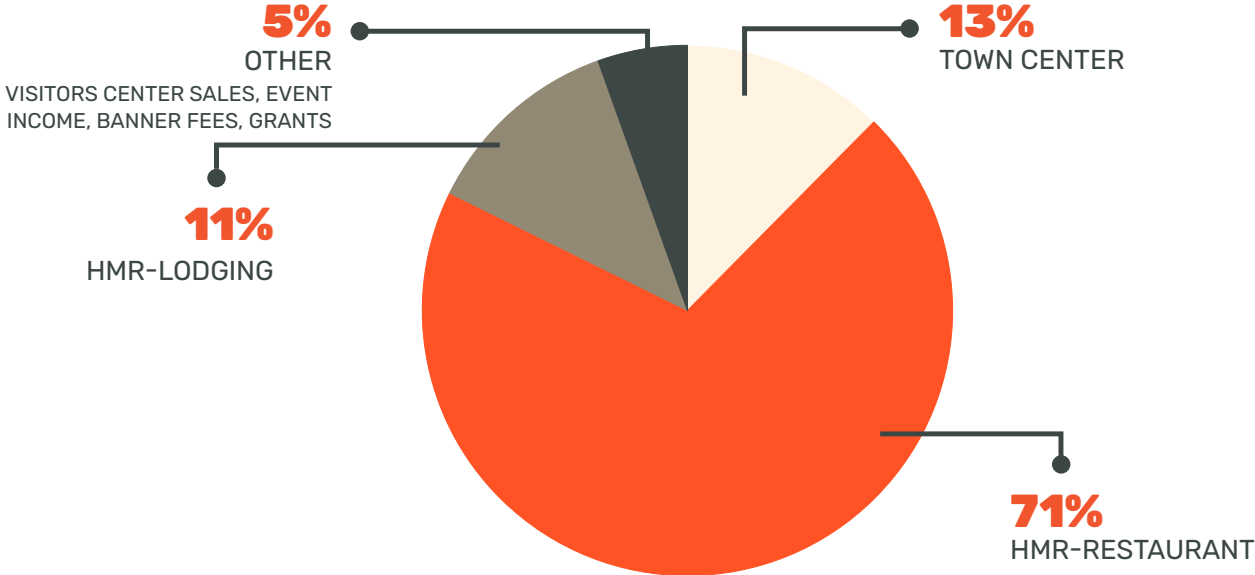
## HMR TAX COLLECTIONS 2014-2025



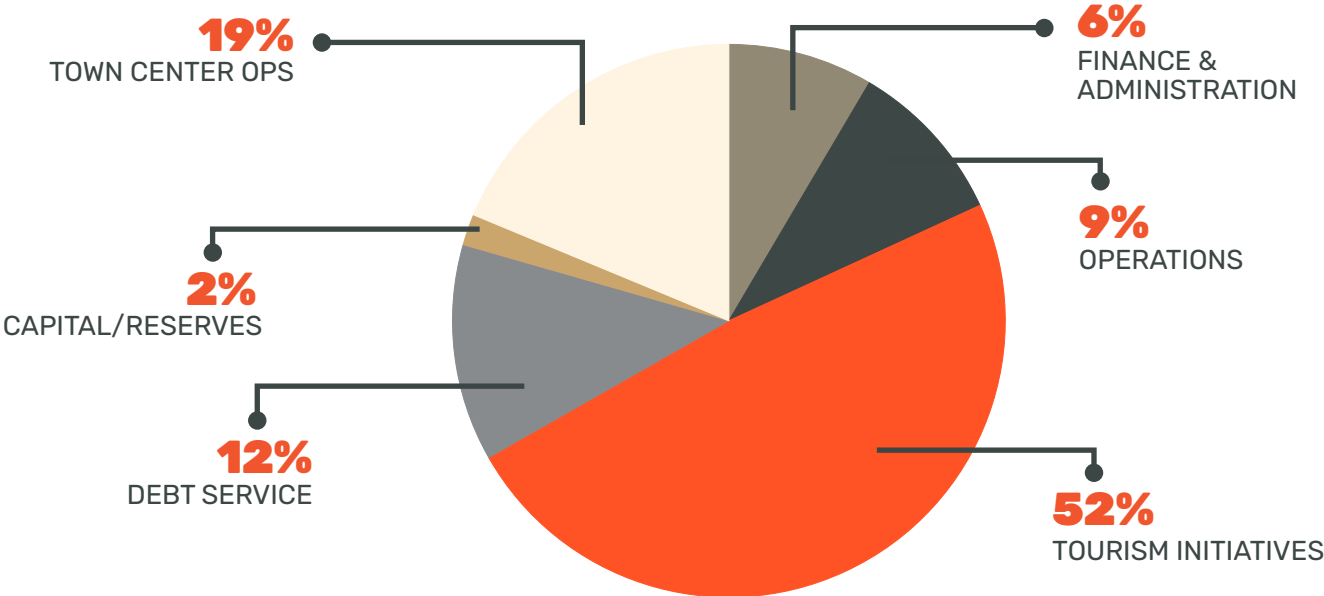
\*HMR revenues are split 50/50 between Fayetteville Parks and Fayetteville A&P Commission

# REVENUES + EXPENDITURES

## 2025 TOTAL REVENUE \$6.5 MILLION



## 2025 TOTAL EXPENDITURES \$6 MILLION



# BALANCE SHEET

AS OF DECEMBER 31ST, 2025 (UNAUDITED FINANCIAL STATEMENT)

## ASSETS

### Current Assets

Cash + Investments  
Accounts Receivable  
Other Current Assets

\$4,817,376  
\$644,903  
\$160,354

### Total Current Assets

**\$5,622,633**

### Other Assets

Capital Assets  
Accumulated Depreciation

\$6,624,743  
(\$2,010,504)

### Total Other Assets

**\$4,614,239**

### TOTAL ASSETS

**\$10,236,872**

## LIABILITIES + EQUITY

### Current Liabilities

Accounts Payable  
Unearned Revenue  
Notes Payable

\$35,742  
\$231,478  
\$366,467

### Total Liabilities

**\$633,686**

### Equity

Unreserved Fund Balance  
Operating Reserve  
Temporarily Restricted Funds  
Net Revenue

\$8,091,663  
\$1,000,000  
\$45,558  
\$465,965

### Total Equity

**\$9,603,186**

### TOTAL LIABILITIES + EQUITY

**\$10,236,872**



## **TOURISM ACTIVITY**

### **SELECTED 2025 EVENTS + ECONOMIC IMPACT**

Special events are a leading reason people travel to Fayetteville, with its visitors twice as likely as the average US traveler to visit for an event. Competing nationally, our team promotes the city as a destination for sporting events, conferences, and meetings. In 2025, Experience Fayetteville helped generate 38,337 room nights, driving an estimated \$23 million in visitor spending based on industry-standard per-night economic impact models.

#### **MEETINGS/CONVENTIONS:**

##### **MUSIC CITIES CONVENTION**

ATTENDANCE: 350  
ROOM NIGHTS: 640  
ECONOMIC IMPACT: \$373,754

##### **REHABILITATION NETWORK OF ARKANSAS**

ATTENDANCE: 200  
ROOM NIGHTS: 150  
ECONOMIC IMPACT: \$95,175

##### **ARK. OPTOMETRIC ASSOC. FALL CONFERENCE**

ATTENDANCE: 300  
ROOM NIGHTS: 119  
ECONOMIC IMPACT: \$85,219

##### **URBAN LAND INSTITUTE - PLACE SUMMIT**

ATTENDANCE: 400  
ROOM NIGHTS: 462  
ECONOMIC IMPACT: \$213,233

##### **STATE PARKS + TOURISM COMMISSION**

ATTENDANCE: 30  
ROOM NIGHTS: 60+  
EXPERIENCE FAYETTEVILLE SPONSORED

#### **SPECIALTY GROUPS**

##### **TOGUECON**

ATTENDANCE: 14,000  
ROOM NIGHTS: UNKNOWN  
ECONOMIC IMPACT: \$460,850

##### **ARK. CANNABIS TIMES - 2025 BIG BUD CLASSIC**

ATTENDANCE: 1,500  
ROOM NIGHTS: 50  
ECONOMIC IMPACT: \$276,452

##### **ARKANSAS YOUTH EXPO**

ATTENDANCE: 2,500  
ROOM NIGHTS: 53,697  
ECONOMIC IMPACT: \$2,646,758

##### **DELTA UPSILON: 50 YEAR REUNION**

ATTENDANCE: 105  
ROOM NIGHTS: 130  
ECONOMIC IMPACT: \$49,495

##### **FHS ALUMNI ASSOCIATION: CLASS OF 64-66**

ATTENDANCE: 150  
ROOM NIGHTS: 150  
ECONOMIC IMPACT: \$66,679

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#### **SPORTS + CYCLING**

##### **BANANA BALL**

ATTENDANCE: 24,000  
ROOM NIGHTS: 7,159  
ECONOMIC IMPACT: \$8,601,185

##### **US PRO CUP**

ATTENDANCE: 3,000  
ROOM NIGHTS: 5,963  
ECONOMIC IMPACT: \$4,763,000

##### **NICA STATE CHAMPIONSHIPS**

ATTENDANCE: 2,500  
ROOM NIGHTS: 1,225  
ECONOMIC IMPACT: \$1,040,073

##### **NICA CENTRAL REGIONAL CHAMPIONSHIPS**

ATTENDANCE: 3,000  
ROOM NIGHTS: 4,208  
ECONOMIC IMPACT: \$3,404,771

##### **CYCLOCROSS NATIONAL CHAMPIONSHIPS**

ATTENDANCE: 2,645  
ROOM NIGHTS: 4,602  
ECONOMIC IMPACT: \$2,860,000

##### **CHILI PEPPER FESTIVAL**

ATTENDANCE: 4,000  
ROOM NIGHTS: 5,500  
ECONOMIC IMPACT: \$2,814,091

##### **OZARK ENDURO LITE**

ATTENDANCE: 350  
ROOM NIGHTS: 169  
ECONOMIC IMPACT: \$108,007

##### **FAYETTEVILLE ENDURO**

ATTENDANCE: 300  
ROOM NIGHTS: 92  
ECONOMIC IMPACT: \$62,914

##### **5V5 SOCCER**

ATTENDANCE: 400  
ROOM NIGHTS: 107  
ECONOMIC IMPACT: \$103,252

## EVENTS WON

### SELECTED FUTURE EVENTS SECURED

As destination experts, Experience Fayetteville works to ensure Fayetteville stands out. By encouraging promoters to host signature events in Fayetteville, the organization enhances the city's reputation and experiences for residents and guests. Through strategic outreach and detailed proposals, several events were secured for 2026, including:

#### 2026 CONGRESS ON NEW URBANISM - CNU 34

**Key initiatives:** Assisted in identifying and securing Fayetteville Venue Partners - Producing large proposal for LOC. Worked to develop a secure relationship and connect with city partners for NWA program.

**Takeaway:** Fayetteville to host the 2026 CNU 34 with over 1,500 attendees in partnership with our neighbors in Bentonville.

#### 2026 MARSHALLESE SOCCER FEDERATION (MISF)

**Key initiatives:** Assisted in identifying and securing Fayetteville Venue Partners. Worked to develop a secure relationship and connect with city partners for future growth of this federation with a homebase in Fayetteville.

**Takeaway:** Fayetteville has the current and best infrastructure to support the goals of this organization, strong relationships have been built.

#### 2026 NICA CENTRAL REGIONAL CHAMPIONSHIPS

**Key initiatives:** Assisted in identifying and securing Centennial Park as the premier venue for a multi-state event. Worked to coordinate regional logistics and connect with community partners to support inter-league collaboration and youth athletic development.

**Takeaway:** Fayetteville to host the NICA Central Regional Championships for the second year in a row, bringing together over 3,000 student-athletes and their family members from 12 states for a weekend-long festival of racing and outdoor programming at Centennial Park.

#### 2026 INTERNATIONAL SOCCER MATCHES

**Key initiatives:** Assisted in identifying fan base demographics for local partners. Will be working to help promote nationally through marketing efforts. Service Assisting with Hotel and F&B connections for International teams.

**Takeaway:** Club America will be working to secure a 3 year commitment to host international soccer in Fayetteville in partnership with the University of Arkansas.

#### 2026 USA CYCLING CYCLOCROSS NATIONAL CHAMPIONSHIPS (YEAR TWO)

Two-year agreement to host (2025 + 2026)

## **SUPPORTED EVENTS**

### **TIPPING THE SCALES FOR FAYETTEVILLE**

Experience Fayetteville strategically funds meetings, sporting events and community events. This support tips the scales in Fayetteville's favor by incentivizing event planners to choose our city over others. We also provide funding to events that give Fayetteville unique flavor, often closing funding gaps to enable emerging events to get off the ground. 2025 supported events included:

- HIGHLANDS GRAVEL CLASSIC
- OZARK VALLEY TRIATHLON
- HAZEL VALLEY RALLY
- CHINKAPIN HOLLOW GRAVEL GRINDER
- MOUNT SEQUOYAH YOUTH TRIATHLON
- AMERICAN JR GOLF ASSOC. - STACY LEWIS CLASSIC
- FAYETTEVILLE HALF MARATHON
- NW NATURAL STATE BODY BUILDING CHAMPIONSHIP
- STATE HORSESHOE PITCHERS TOURNAMENT
- BEAST OF BURDEN
- BURLSWORTH FOUNDATION FOOTBALL CAMP
- AAO - BORDER WARS
- OZARK JUNIOR VOLLEYBALL TOURNAMENTS
- AR PREMIER - BASEBALL TOURNAMENTS
- SUMMER SLAY RIDE
- RIDE YOUR DAMN BIKE FEST
- ARKANSAS MUSIC WEEK
- ON THE MAP SHOWS
- NWA PRIDE
- JUNETEENTH CELEBRATION EVENTS
- STRAWBERRY FESTIVAL
- FAYETTEVILLE FALLTOBERFEST
- HER SET, HER SOUND
- GAR-HOLEIDAYS
- FROST FEST CRAFT BEER FESTIVAL
- FPL - AUTHOR VISIT - JEFF KINNEY
- KUAF LUNCH HOUR - MUSIC SESSION
- BIG GAY MARKET
- BGO - TERRIFIC TUESDAY NIGHTS
- BREAKING HABITS 20TH ANNIV. CELEBRATION
- ARKANSAS POTTERY FESTIVAL
- MOUNT SEQUOYAH PROGRAMMING
- NWA MLK, JR. COUNCIL - MLK RECOMMITMENT
- OZARK BALLET THEATER - SEASON SUPPORT
- OZARK GRAVEL CYCLIST - BIKEPACKING CLINICS
- OZARK MUSIC INITIATIVE - OZARK MUSIC FESTIVAL
- NWA FIBER FESTIVAL
- HOPOUT 2025 MUSIC SERIES

# MARKETING

## WEBSITE

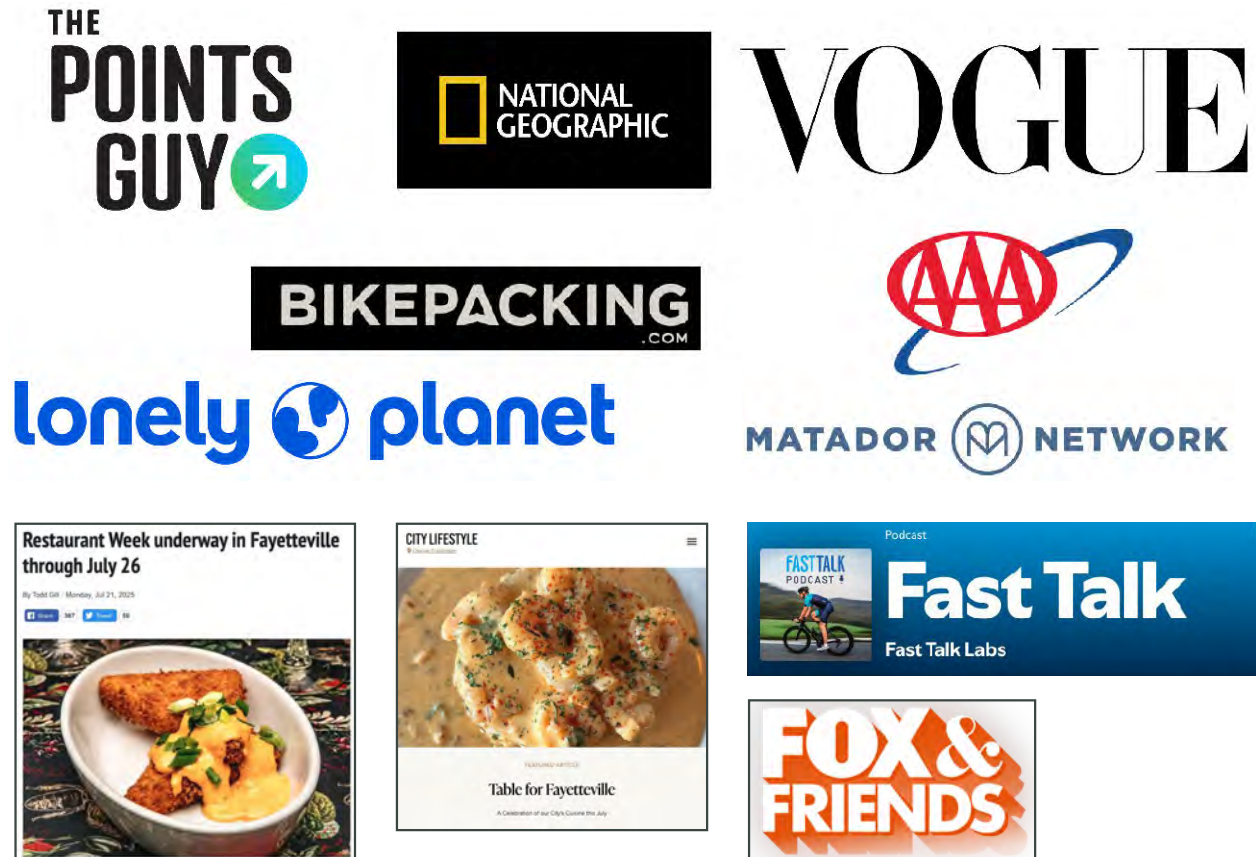
In 2025, Experience Fayetteville continued to further its role as the first stop for visitor information. The website received approximately 792,000 sessions, down 5% compared to 2024. Average Engagement Time was up 15% YoY, reaching the one-minute mark. Organic Search led to the largest portion of traffic at 63%, followed by Display at 13%. The top user locations were Fayetteville and Dallas, and 70% of all users visited the website on mobile devices. The Calendar was the most viewed page of the year. Others in the top 10 included Favoriteville landing pages, the Lights of the Ozarks page, the Falltoberfest page, and the list of restaurants that participated in Restaurant Week.

- **1.4 MILLION PAGE VIEWS**
- **1:00 AVERAGE ENGAGEMENT TIME**
- **49% ENGAGEMENT RATE**
- **DIRECT TRAFFIC +7% OVER 2024**
- **ORGANIC SOCIAL TRAFFIC +16% OVER 2024**
- **PAID SOCIAL TRAFFIC +1,392% OVER 2024**

Our event calendar continued to serve as a key community resource and first stop for news media and local event organizers. It is recognized in the City of Fayetteville Arts & Culture Plan as the authoritative source for events in Fayetteville.

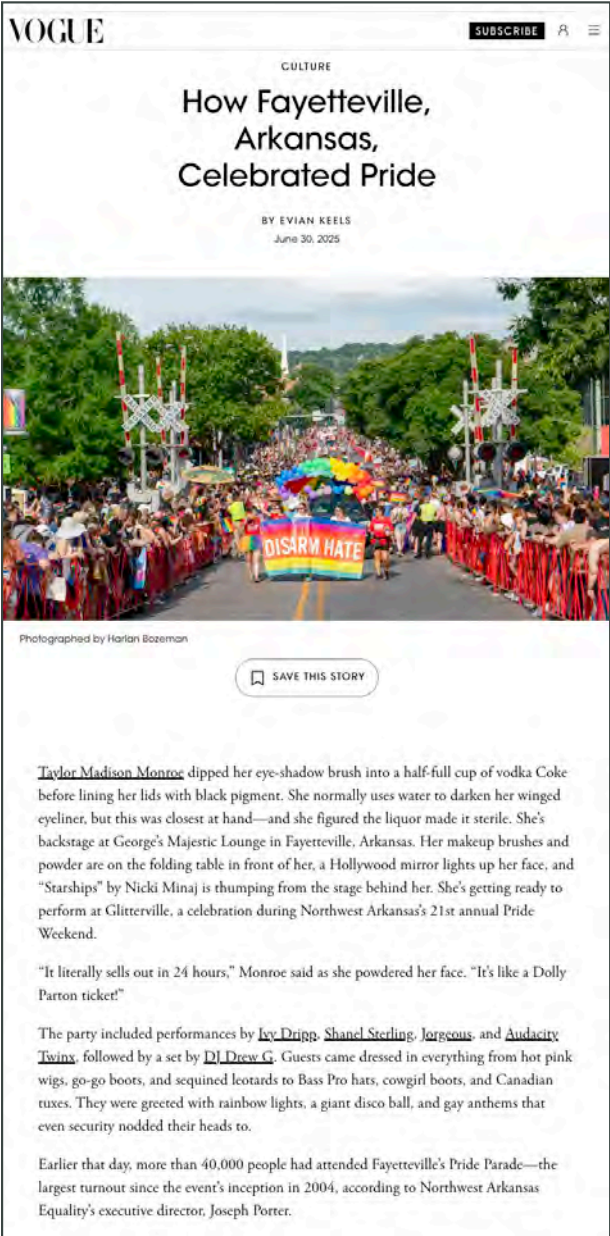
- **350,873 CALENDAR PAGE VIEWS**
- **~6,000 CALENDAR EVENTS**

## IN THE HEADLINES



# EARNED MEDIA

In 2025, Experience Fayetteville made earned media a central driver of destination awareness, complementing paid efforts while expanding visibility in priority fly markets and at the national level. Coverage spanned travel, food, outdoor recreation, and lifestyle, positioning Fayetteville as a multidimensional destination with both weekend-trip appeal and long-lead editorial relevance. Throughout the year, Fayetteville was featured in top tier national and regional outlets including The Points Guy, National Geographic, Vogue, Lonely Planet, Matador Network, Bikepacking.com, and AAA Magazine, reinforcing the destination’s strengths across outdoor adventure, culinary culture, cycling, and experiential travel. These placements were further supported by an in-market fall media tour that hosted regional and national journalists in Fayetteville, contributing to outlets such as Eater, Atlas Obscura, Imbibe, The Insider Magazine, Texas Lifestyle Magazine, and the Wichita Eagle, among others, with coverage expected to span travel, culinary, sustainability, and regional storytelling angles.



## HOSTED MEDIA TOUR: FALL 2025

Experience Fayetteville, in partnership with Outright, hosted an in-market media tour in Fayetteville from November 6-9, 2025, designed as a flexible “choose-your-own-experience” itinerary to encourage authentic, self-directed storytelling. The tour highlighted Fayetteville’s food and drink scene, outdoor recreation, culture, and overall sense of place, while allowing journalists to tailor their experiences to their individual beats and audiences.

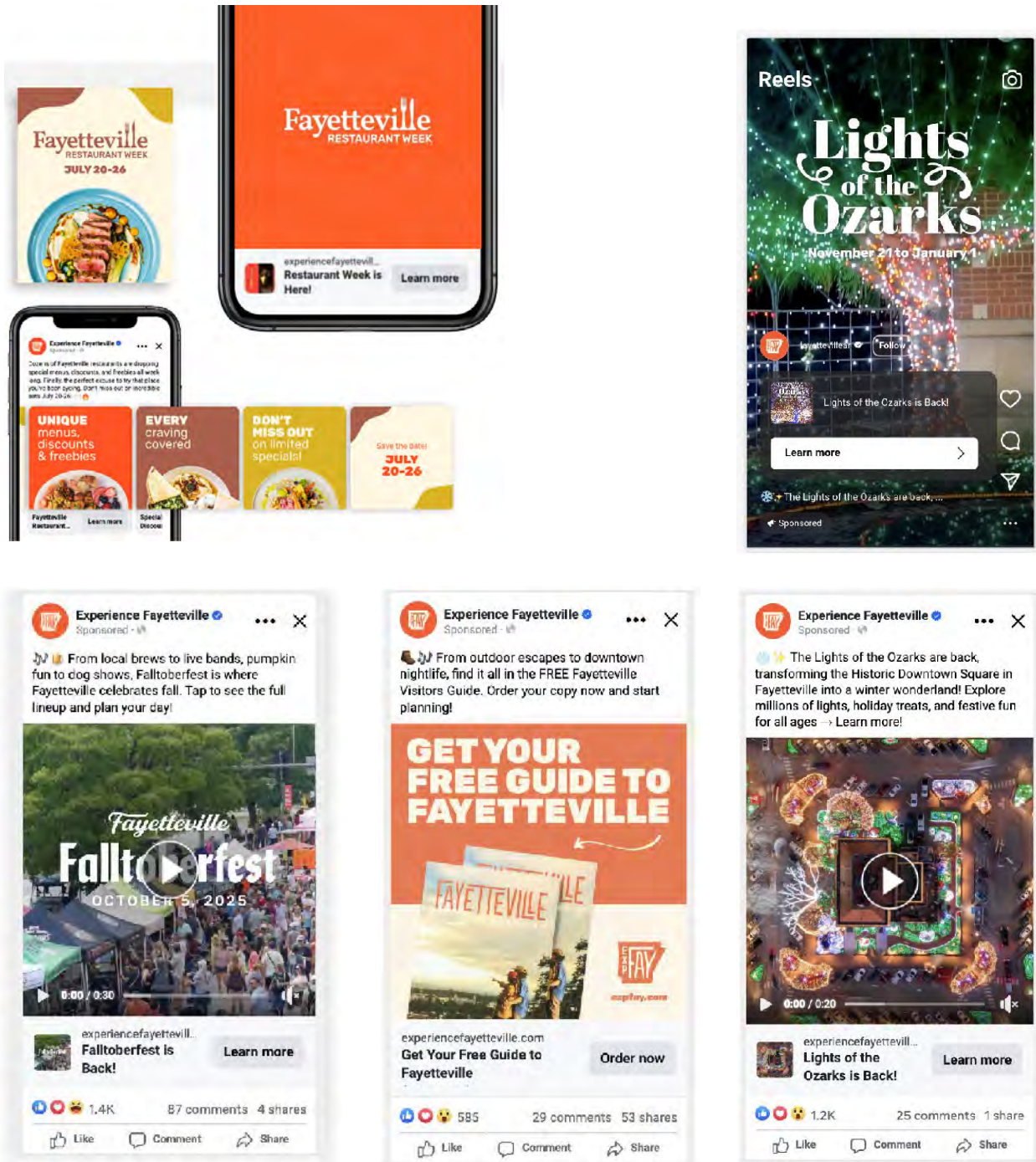
**Media Attendance:** Three confirmed regional and national journalists, including contributors and editors with bylines in Eater, Atlas Obscura, Imbibe Magazine, Modern Farmer, The Insider Magazine, Texas Lifestyle Magazine, AAA Magazine, and the Wichita Eagle, among other outlets.

**Results:** Journalists participated in curated meals and independently explored Fayetteville with logistical support from Experience Fayetteville. Story development and pitching are currently in progress, with coverage expected to begin running in 2026 across travel, food, culture, sustainability, and regional travel publications.

# PAID MEDIA

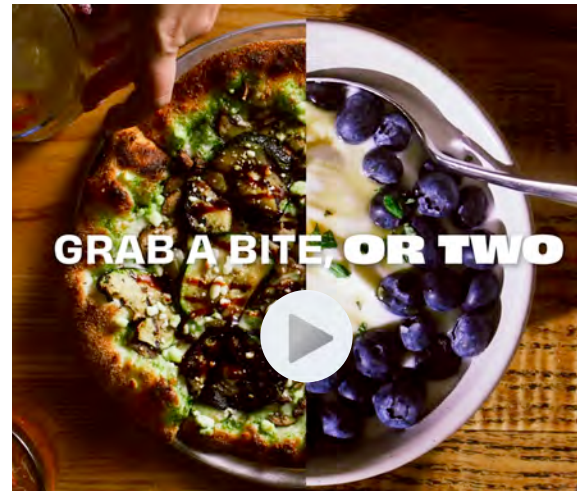
## DIGITAL ADS

The 2025 cross-channel performance generated 37.5 million impressions and drove 170,000 attributable clicks to the website. Programmatic ads across CTV, online video and display garnered the majority of engagement, which was supported by seasonal and focused campaigns throughout the year. Additionally, Arrivalist Media Attribution data shows that ad-exposed users stayed in Fayetteville 40% longer than un-exposed users, adding clear value to the economy of the city.



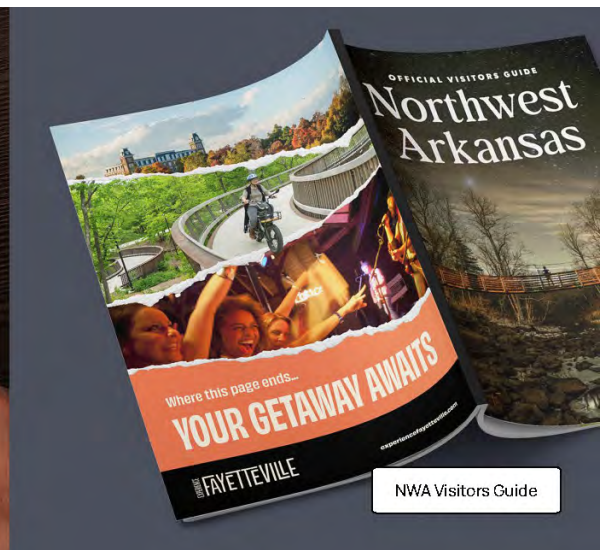
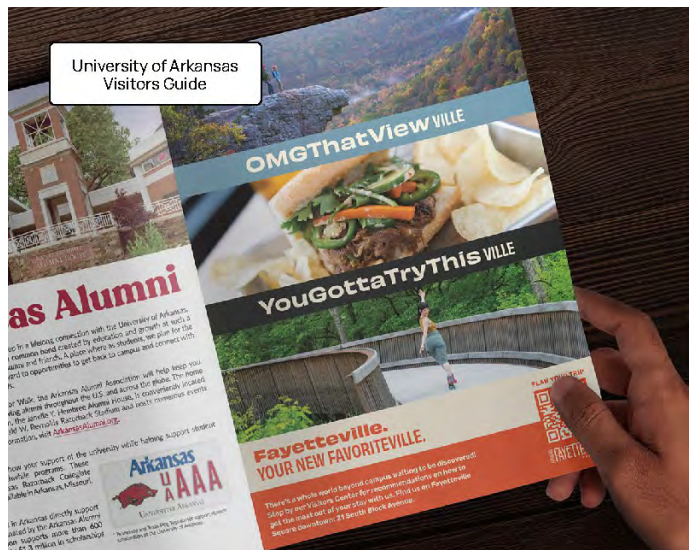
## DIGITAL ADS

2025 campaigns were effective at targeting high value travelers who were more likely to extend their trip than those who were not exposed to ads. This performance is strongest for those who began their trip early in the week, balancing out the typical weekend heavy patterns of leisure travelers. This campaign notched a 40% StayLift, which is nearly 4X the Arrivalist benchmark. 2025 campaigns also created a 25% SpendLift for the destination, meaning those who are exposed to media placements spend 25% more during their visit, on average, than visitors who did not view ads. Upon closer inspection, those visitors were more likely to spend across a variety of categories, including restaurants, lodging, fuel and retail, exemplifying how the impact of campaigns can be felt throughout the community.



## PRINT ADS

Print ads constitute a small but strategic portion of our advertising plan. Print ads appeared in Idle Class Magazine, University of Arkansas Visitors Guide, Northwest Arkansas Visitors Guide, Citiscapes Magazine, and Arkansas Times.



## PROGRAMS



### VISITORS CENTER

Experience Fayetteville Visitors Center offers welcome, orientation and individualized travel advice to visitors and newcomers. Visitors can pick up guides, maps, and brochures on Fayetteville and Arkansas destinations. It also offers an ever-changing line of Arkansas and Fayetteville themed gifts and souvenirs. In 2025, Visitors Center staff provided personalized travel advice and resources to over 11,100 guests that came through the door. The Visitors Center is located on the southwest corner of the historic downtown Fayetteville square at 21 S. Block Avenue.



### MOBILE VISITORS CENTER

Vanny, the Fayettevan, helps increase direct engagement with locals and potential visitors. It sets us apart from other destinations and further establishes us as the go-to resource for enhancing a Fayetteville experience while its happening or for planning future visits. Vanny spread Fayetteville hospitality in 2025 at events including NWA Pride, Banana Ball, Fayetteville Enduro, TougeCon, Ride Your Damn Bike Fest, Chili Pepper Festival, Falltoberfest, Razorback Football, Trick-or-Treat on the Trail, NICA State and Regional Championships, Cyclocross National Championships, and Lights of the Ozarks.



### DESTINATION MASTER PLAN

In 2025, Experience Fayetteville released its first Destination Master Plan, outlining a vision for the next decade of tourism development in Fayetteville. Developed through surveys, assessments, and community input, the plan is designed to ensure that Fayetteville continues to thrive as a premier tourism destination. The plan also notes Fayetteville's rapid population growth, expanding enrollment at the University of Arkansas, and key tourism assets such as trails, university facilities, and downtown, providing a framework to guide sustainable tourism growth while preserving the community's distinct character.



### FAYETTEVILLE VISITORS GUIDE

Experience Fayetteville relaunched its Official Visitors Guide in 2025, available at the Visitors Center and throughout Fayetteville hotels, restaurants, and state welcome centers. The new edition takes a fresh, lively approach to showcasing the city, highlighting favorite attractions, can't miss events, and the local businesses that help keep Fayetteville funky. Readers can also dive deeper using convenient QR codes that link to key pages on the website. The guide is available on our website or by requesting a mailed copy—making it easy for planning a trip to our “Favoriteville.”



### FAYETTEVILLE ALE TRAIL

The Fayetteville Ale Trail, established in 2013 as Arkansas’s first craft beer tour, serves as a premier self-guided tourism initiative designed to drive high-intent visitors directly into our local taprooms through a gamified passport experience. Following a strategic rebrand in 2025, the program has been streamlined from its previous 24-stop regional scope to focus exclusively on the “Local 9” breweries located within Fayetteville city limits. This refinement ensures that 100% of the program’s economic impact and HMR tax generation stays within our community.



### BIKEPACKING ROUTE NETWORK

The Fayetteville Bikepacking Route Network is a premier tourism initiative developed by Experience Fayetteville in partnership with Bikepacking Roots to establish our city as a world-class “basecamp” for multi-day cycling adventures. This progressive suite of five curated loops, ranging from 60 to 190 miles, caters to all skill levels by connecting Fayetteville’s urban core to the rugged gravel roads of the Ozark National Forest and the Buffalo River Valley. By encouraging all rides to start and end at the Historic Downtown Square, the program drives high-value overnight visitors directly into the heart of our city,



### **FAYETTEVILLE RESTAURANT WEEK**

Fayetteville Restaurant Week is a premier annual culinary celebration designed to spotlight our city's diverse food scene, ranging from local favorites to high-end dining establishments. By coordinating a city-wide week of exclusive menus, prix fixe offerings, and special deals, the program serves as a critical marketing engine that drives significant foot traffic to our restaurants during historically slower times of the year. This initiative effectively lowers the barrier to entry for diners to explore new establishments while reinforcing Fayetteville's reputation as a premier foodie destination.



### **DOWNTOWN INITIATIVES**

The Downtown Fayetteville Coalition serves as the primary advocate and organizational backbone for the city's historic core, functioning as a vital partner to the A&P Commission by driving tourism through curated urban experiences and business support. By managing high-impact events, coordinating beautification efforts, and executing targeted marketing campaigns, the DFC transforms the downtown district into a premier "destination within a destination" that attracts both regional visitors and out-of-state travelers. For local businesses, the coalition provides a unified voice and a strategic framework for growth.



### **LIGHTS OF THE OZARKS**

Lights of the Ozarks is Fayetteville's premier winter tourism driver, transforming the historic Downtown Square into a festive destination illuminated by over 500,000 twinkling LEDs from late November through New Year's. For visitors, the display offers a whimsical, family-friendly atmosphere complete with Santa's Workshop, hot chocolate, and seasonal activations that make the city a "must-visit" holiday landmark in the Northwest Arkansas region. For our local economy, this program is a vital catalyst for nighttime foot traffic during the colder months.



### HOSPITALITY IN A HEARTBEAT

This quarterly program hosted by Experience Fayetteville connects hotel industry staff with valuable tourism resources and updates. Each meeting is held at a different hotel or attraction, giving participants an opportunity to experience local venues while networking with peers across the hospitality industry. Updates are provided on upcoming events, new developments, and marketing initiatives that impact tourism in the city. The program also helps hotel staff better utilize local and state tourism tools, ensuring they have the knowledge and resources needed to create a welcoming, informed experience for guests.



### WALKER-STONE HOUSE

The Walker-Stone House stands as a cornerstone of Fayetteville's downtown heritage, bridging the city's rich past with its vibrant economic future. By preserving this 1840s landmark for high-profile events and community gatherings, the program offers visitors an authentic "Sense of Place" that chain hospitality cannot replicate. Its strategic location just blocks from the Fayetteville Square ensures a direct economic "halo effect" for local commerce. Our tenants, Ozark Folkways (5-year commitment), filled the house with music lessons, workshops, and square dances, as well as meetings and music on the lawn.



### ARTCOURT

The Fayetteville ArtCourt is a vibrant, multi-sensory urban park that transforms a once-underutilized downtown space into a premier destination for visitors and locals alike. By blending public art with a functional basketball court and social gathering hub, ArtCourt serves as a powerful "anchor attraction" that increases foot traffic and dwell time within the downtown district. It offers a unique, Instagram-worthy experience that bridges the gap between recreation and culture; for local businesses, this translates into a consistent stream of potential customers who explore nearby shops and restaurants after their visit.



# FAYETTEVILLE TOWN CENTER

## BY THE NUMBERS

- **441 EVENTS HOSTED**
- **135 NON-PROFIT BOOKINGS**
- **84% WASTE DIVERSION RATE**

In 2025, Fayetteville Town Center continued to build momentum as one of Northwest Arkansas’s most important convening spaces. The facility hosted a diverse calendar of events that reflected both strong market demand and a deep commitment to community access. From regional conferences such as the Reliable Poultry and repeat corporate clients like Procter & Gamble’s Annual sales gathering, to local fundraisers such as The Potters House Annual Fundraiser, civic gatherings, and cultural celebrations remain a core segments for the facility. Fayetteville Town Center remained a trusted venue for events that bring people together and drive meaningful economic activity for the city.

Group bookings in 2025 reinforced the value of focusing on high-impact, “tent pole” clients such as the American Cancer Society’s Suits and Sneakers Gala and the Sheep Dog Impact Assistance Heroes Gala. These events generated significant revenue while maximizing efficiency and potential for repeat business. At the same time, community centered events remained a core priority. Dozens of local and regional organizations relied on Fayetteville Town Center to host gatherings that enriched civic life, supported non-profits, and strengthened Fayetteville’s sense of place as outlined in our organizational Destination Master Plan.

Operationally, the facility continued to perform at a high level, supporting an increasing number of total events while maintaining service quality and flexibility. Looking ahead, Fayetteville Town Center is positioned for an even stronger 2026, which will be the facility’s 20th anniversary. Planned capital improvements, including continued collaboration with the City of Fayetteville on elevator upgrades and facility enhancements, will improve accessibility and the overall guest experience. These improvements reflect a shared commitment to keeping the building competitive, inclusive, and able to meet the evolving needs of clients and the community.

As Fayetteville continues to grow as a destination for meetings, events, and cultural experiences, Fayetteville Town Center stands ready to support that growth. With a strong foundation of proven clients, a clear focus on high-value events, and ongoing investment in the facility, 2025 represents not just a successful year but a step toward an even more impactful future.





# LOOKING AHEAD

As we turn the page to 2026, the energy in Fayetteville has never been more palpable. Building on the momentum of an incredible year, Experience Fayetteville is charging into a future defined by bold creativity and intentional growth. This coming year marks a pivotal chapter as we begin implementing our 2025–2035 Destination Master Plan, a ten-year roadmap designed to preserve our city’s unique soul while elevating it as a premier global destination. Visitors can look forward to a calendar brimming with new traditions, supported by the launch of the Favoriteville Festival Fund, which ensures our cultural scene thrives in every season. From the historic first international soccer match at Razorback Stadium—the Club América Golden Clash—to the return of the National Cyclocross Championships at Centennial Park, our Favoriteville is only getting stronger. We are not just planning for more visitors; we are reimagining our downtown experience and investing in what that makes our community a vibrant place to live, work, and play. The trail ahead is wide open, and we can’t wait for you to see what’s next.



## 2025 IMPACT REPORT FAYETTEVILLE A+P

In 2025, Fayetteville transitioned from planning to powerful action, solidifying its reputation as a destination of both national relevance and local heart. Guided by the Destination Master Plan, Experience Fayetteville strategically aligned tourism growth with community values, ensuring our progress enriches the lives of residents and visitors alike. From the global stage of the Music Cities Convention and the USA Cyclocross National Championships to the high-energy spectacle of Banana Ball, the year was defined by marquee wins that showcased our city's diverse appeal. Supported by a refreshed organizational vision and the enduring success of local staples like Lights of the Ozarks and the Fayetteville Ale Trail, we move forward with a clear roadmap and a shared commitment to an authentic, vibrant future.

**"Fayetteville's tourism future is not just aspirational, it's being actively shaped. With clear direction, strong partnerships, and a community that embraces both growth and authenticity, the path forward is bright."**

**- Ryan Hauck, CEO**



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