

Economic Impact, Growth & Recognition



Workforce Development & Youth Employment:

1,700+ employees hired since 2015

\$6.57M total payroll since 2017, including \$5.59M paid to employees under 18

64% employee return rate

70% work through high school and 35% continue through college.

Local Business Investment:

30 local vendors utilized annually, representing **85%** of total yearly expenses

Including Rightmind Advertising, Pepsi, Ben E. Keith, Fort Smith Paper Company, and Starr Mechanical.

Attendance Growth & Regional Reach:

Annual attendance grew from **86,000** (2021) to **105,000** (2025), peaking at **113,000** in 2023

Guest base averages 27% Fort Smith

42% Arkansas

31% out-of-state

Visitors from 34 states in the past five years.

Award-Winning Marketing Excellence (2019–2025):

Multiple recognitions including: Best Promotion, TV Commercial, Brochure, Website, Billboard, Email Campaign, and Poster.

Parrot Island is Community



\$155,000 average annual community giveback (5-year average) through free admissions and discounted access.

Public Safety & Service Support: Provides wave pool and lazy river space for flood training for Fort Smith and Van Buren Fire Departments; honors military members year-round with daily discounts and a dedicated free appreciation day; celebrates healthcare workers annually.

Youth & Education Partnerships: Hosts kindergarten registration for Fort Smith schools; developed STEM programs for local students; supports school fundraising through discounted ticket programs; celebrates educators with Educators Day.

Nonprofit & Community Collaboration: Partners with Boys & Girls Club, BOST, Fort City Kids, the 188th Wing, and the Public Library; provides private experience days for BOST members.

Accessible Community Programming: Offers Aqua Jog and Tiny Tots early-access programs for affordable participation.

Water Safety Leadership: Hosts the Annual World's Largest Swim Lesson, serving 800+ participants over the years.

Events Hosted & Guest Experience Innovation



Historic Milestone & Record Attendance: Celebrated the **1,000,000**th guest with a \$15 General Admission Day, resulting in record-breaking attendance.

Premium Experience Expansion: Introduced upgraded Bungalow Cabanas overlooking the wave pool, generating **80** bookings during mid-season opening and enhancing VIP offerings.

In the last 5 years our bookings have grown. We average **42** Groups, **31** Private Events, **110** Birthdays, **22** FlowRider events.

Signature Seasonal Events: Christmas in July has become one of the busiest weekends of the season; Dark Waters expanded to include additional dates, Adult Nights, and the new *Pete's Haunted Island* concept in partnership with Asylum X Haunted House.

High-Energy Competitions & Attractions: Pete's Hot Dog Eating Contest (sponsored by Ben E. Keith) consumed 300 hot dogs; expanded one-on-one FlowRider instructional sessions due to growing rider demand.

Guest Loyalty & Community Engagement: Friend Frenzy Days increased passholder value by allowing guest admissions on designated days; local partnerships such as Air Life enhanced the daily guest experience.

When Our Guests Speak, We Listen



Parrot Island Guest Surveys

2,292 completed surveys: Overall Satisfaction: **91.5%**

Likely to Recommend: **92.3%**

Likely to Return: **93.6%**

Online Reviews

Google: **4.2** out of 5 1,421 reviews

Trip Advisor: **4.4** out of 572 reviews

Facebook: **86%** Recommend 2,988 reviews

Yelp: **3.3** out of 512 reviews

Guest Comments

"This was our 1st time. We drove 2 hours and 35 minutes to get there, but we were not disappointed. We really enjoyed ourselves. Got some sun and had some fun! 1 of my favorite things was the lazy river. Our 2-year-old really enjoyed the toddler area. Our girls got on all 5 of the big slides several times. If you haven't been you should go!"

"I had my daughter's 15th birthday party here. It was a blast and the party hosts were great!! They took care of cleaning up and made sure we had everything we needed the entire time. The water was nice and cool which was perfect for a hot day. The private cabana was wonderful as well. The pizza was very good!!"