

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



Office of Tourism
Period: November 2025



TOURISM

NOTES ON HIGH-LEVEL STRATEGY: Increased tourism spending increases local tax revenue, supports labor income and may reduce the need for additional local taxes. To encourage tourism spending, we follow tourism marketing trends and use data including [Virginia Tourism Corporation \(VTC\) travel reports](#), collected meal tax, and collected occupancy tax to make campaign decisions. We use story telling techniques to create a more holistic picture of Louisa's offerings, impart the feeling of "escape" from the hustle and bustle, and develop motivation to visit multiple areas of the County. We pursue grant opportunities often and look for opportunities to partner with others. Please note for advertising efforts that it takes an average of an ad being seen seven to 10 times before it is memorable.

November Activities



- **MONTHLY VISIT LOUISA GUIDE & LOUISA BOUND E-NEWSLETTER**
The November issue of our [monthly tourism guide](#) was available online and in print at the Louisa County Office Building. The issue highlighted locations and events across the county, as did the weekly [Louisa Bound](#) e-newsletter. The Louisa Bound newsletter changed to a new format in November.



- **PLACEMENT IN ENHANCED LOUISA COUNTY NEWSLETTER**
The November issue of [The Informed Citizen](#) newsletter as well as the digital signage system in county buildings helped reach locals with event information.

- **ADVERTISING**
We ran video ads announcing the [Virginia Scenic Railway opening in the Town of Louisa](#) with its Santa Express (click link for preview).
- **NEW VISITLOUISA.COM WEBSITE**
Work continued on the new [VisitLouisa.com](#) website, which had a soft launch on October 31. We invited a series of business owners and event organizers to guest author blog posts. Pages throughout the site are now structured to dynamically pull in relevant blog posts, videos, and locations/events so visitors are able to get a more complete understanding of an area/experience. These changes, as well as changes to be implemented in December, will further Search Engine Optimization efforts. We received a grant for site development from the Virginia Tourism Corporation.
- **ADDITIONAL THINGS OF NOTE**
 - We created a new Visit Louisa Facebook group – "Visit Louisa ... for Locals!" – so that business owners and event organizers can share their information easily, with connection to the Visit Louisa Facebook page. Business owners and event organizers (with relevant businesses/events) are being given pre-approval to post, and they can easily share to the group. This new group replaces "Live, Laugh, Love Louisa" which was designed to share information with residents.

COUNTY OF LOUISA

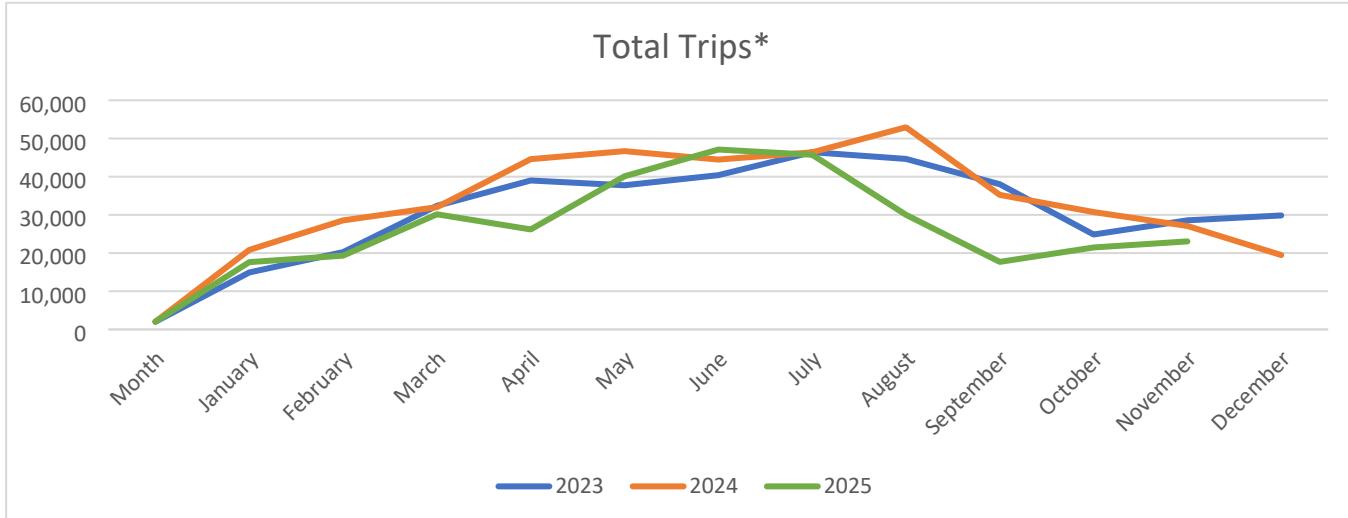
MONTHLY DEPARTMENT REPORT



- Small Business Saturday efforts included video, a press release, an experience in the app, a blog post, and information in the Louisa Bound newsletter.

INDICATORS AND STATISTICS: VISIT LOUISA APP

Trip Report



Month	2025	2024	2023	2025	2024	2023	2025	2024	2023
	Day-Trips	Day-Trips	Day-Trips	Overnights	Overnights	Overnights	Average Nights	Average Nights	Average Nights
January	8,681	11,766	5,815	11,419	9,062	9,106	1.5	0.9	1.2
February	9,845	16,327	4,691	9,475	12,232	15,561	1.2	0.9	1.4
March	11,581	12,578	9,145	18,578	19,445	23,226	1.5	1.4	1.7
April	6,136	21,632	10,244	20,053	22,959	28,762	2.2	1.2	1.9
May	12,053	17,312	10,094	28,052	29,380	27,656	1.7	1.5	1.7
June	12,784	19,508	11,035	34,323	24,973	29,363	2.3	1.5	1.7
July	15,885	18,434	12,518	29,859	27,948	33,900	1.7	1.6	1.9
August	8,382	23,225	12,521	21,636	29,715	32,134	1.7	1.5	1.8
September	6,161	13,555	6,989	11,531	21,681	31,036	2.1	1.4	1.8
October	5,380*	8,292	7,027	16,086	22,446	17,834	1.8	1.9	1.6
November	8,283*	6,912	8,240	14,771*	20,180	20,330	1.4*	1.7	1.4
December		11,029	12,281		18,336	17,567		1.2	1.4

In the data above, day-trips measure visitors from outside 50-mile radius, staying longer than 2-hours and visiting less than 10 times monthly. Overnight visitors are those staying after 12am. Note this Arrivalist data is helpful in identifying characteristics of visitors like length of stay, but the Key Data (below) and tax numbers are more reliable figures. Together, the numbers can help us seek a more complete picture of tourism activity. *Reflects partial data for month/most recent month.

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



The Short-Term Rental information below compares data from November 2025 to November 2024. Note the chart below focuses on Airbnb bookings to avoid duplication with listings also on VRBO. The Value column represents 2025 and the Compared column represents 2024.



Data Source: Airbnb

KPI	Value	Compared	Difference
ADR	\$403	\$386	5%
Occupancy	23.9%	20.8%	15%
Guest Checkouts	210	264	-20%
Avg. Length of Stay	3.3	3.2	3%
Avg. Booking Window	45	43	3%
Open Nights	4,887	4,683	4%
Guest Nights	1,975	1,956	1%
Nights Available	6,862	6,639	3%

Definitions -

ADR: (Average Daily Rate) The average amount guests pay per night. Equals total unit revenue divided by nights sold.

Occupancy: The percentage of nights that are booked by guests out of all the nights available in a given time period. Equals nights sold divided by total nights.

Guest Checkouts: Total number of guest reservations that check-out for a given period

Guest Checkins: Total number of guest reservations that check-in for a given period

Avg. Length of Stay: The average number of nights guests stay per reservation. Only stays that start (check in) during the selected period are included. Formula: Total Nights Sold ÷ Number of Guest Check-Ins

Avg. Booking Window: The average number of days between when a guest books a reservation and when they check in. This shows how far in advance people are booking.

Formula: (Arrival Date – Booking Date) ÷ Number of Guest Check-Ins

Guest Nights: The total number of nights reserved by guests during a given period (for example, 50 reservations × 3 nights each = 150 guest nights).

Nights Available: The total number of nights that can be booked by guests. This includes both nights that are booked and nights still open. Nights blocked for owners or held for maintenance are not included. Formula: Total Nights – Unavailable Nights

COUNTY OF LOUISA
MONTHLY DEPARTMENT REPORT



The table below shows analytics for the Visit Louisa app:

	Total Users (Includes Web Version)	Page-views	iOS Downloads	Android Downloads	New Vs Returning Users	Top Location Information
Since Summer 2022 Launch	31,120	177,373	2,365	787	Returning: 81.3% New: 18.7%	Virginia Louisa Roanoke VA Beach Baltimore Washington, DC Ashburn New York
Last Month	552 11% From Oct 2 - Oct 31	3,249 5% From Oct 2 - Oct 31	13 13% From Oct 2 - Oct 31	4 43% From Oct 2 - Oct 31	Returning: 83.5% New: 16.5%	Virginia Baltimore Louisa New York VA Beach Richmond Charlottesville Roanoke