

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



Office of Tourism
Period: December 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.

December Activities

- **MONTHLY VISIT LOUISA GUIDE & LOUISA BOUND E-NEWSLETTER**
The December 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.
- **ADVERTISING**
 - We ran video ads asking visitors to "[Chill with Us for the Holidays](#)" (click link for preview).
 - We also began working on Search Engine Optimization for the new site to go into effect in January.
- **VISITLOUISA.COM WEBSITE (NEW WEBSITE FUNDED WITH VTC GRANT)**
Work continued on the new [VisitLouisa.com](#) website, which had a soft launch on October 31, including:
 - Updated business listings for accuracy and to speak to visitors as the audience
 - New webpages and updates to pages to include links to related articles and videos
- **BRANDING FOR SIGNS AND ARTWORK**
Staff submitted an [RFP for a firm to develop branding for signs and the Wares Crossroad roundabout](#).
- **OTHER EFFORTS, INCLUDING –**
 - Arrangement of interview with 29News regarding Virginia Scenic Railway
 - Initial conversation with Uber
 - Conversations with Costar about analytics and commercial property information
 - Preparation of materials regarding request of VTC to recognize new Piedmont Region

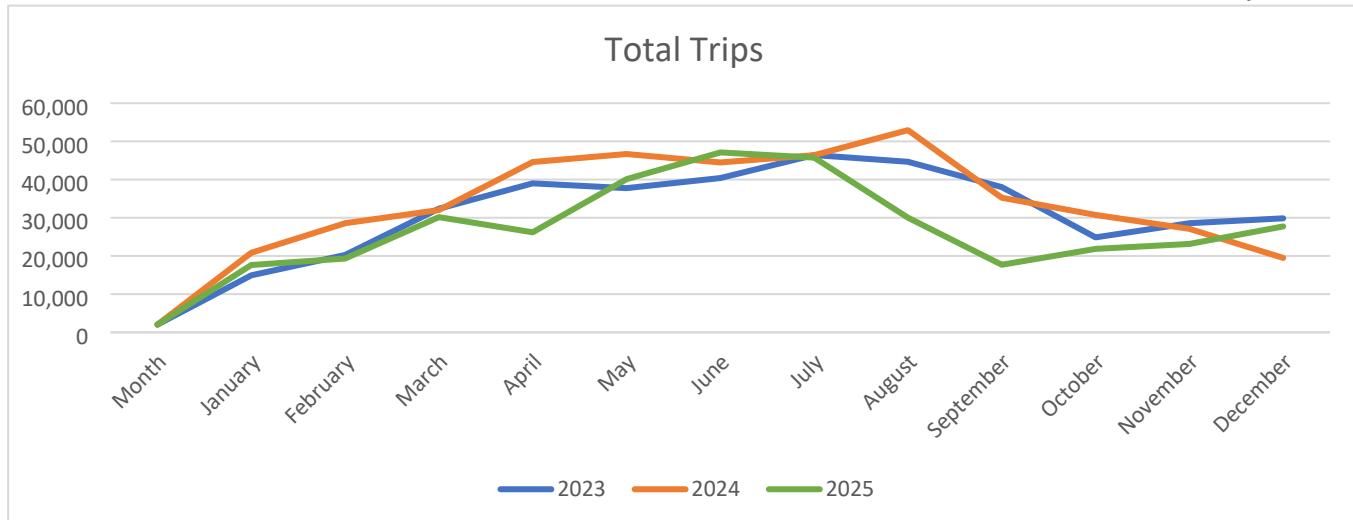
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INDICATORS AND STATISTICS: VISIT LOUISA APP



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	16,464	22,446	17,834	1.8	1.9	1.6
November	8,370	6,912	8,240	14,771	20,180	20,330	1.4	1.7	1.4
December	11,337	11,029	12,281	16,392	18,336	17,567	1.5	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.

The Short-Term Rental information below compares data from December 2025 to December 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.

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Data Source: Airbnb

KPI	Value	Compared	Difference
ADR	\$487	\$431	13%
Occupancy	16.4%	14.6%	12%
Guest Checkins	581	434	34%
Avg. Length of Stay	3.5	4.2	-18%
Avg. Booking Window	45	39	16%
Open Nights	7,446	5,789	29%
Guest Nights	1,881	1,597	18%
Nights Available	9,327	7,386	26%

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

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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	31,610	179,575	2,370	788	Returning: 81.4% New: 18.6%	Virginia Louisa Roanoke Baltimore VA Beach Washington, DC Ashburn New York
Last Month	490 14% From Oct 31 - Nov 30	2,202 34% From Oct 31 - Nov 30	5 62% From Oct 31 - Nov 30	1 75% From Oct 31 - Nov 30	Returning: 91.4% New: 8.6%	Virginia Baltimore Lynchburg Roanoke Louisa New York VA Beach