

# COUNTY OF LOUISA

## MONTHLY DEPARTMENT REPORT

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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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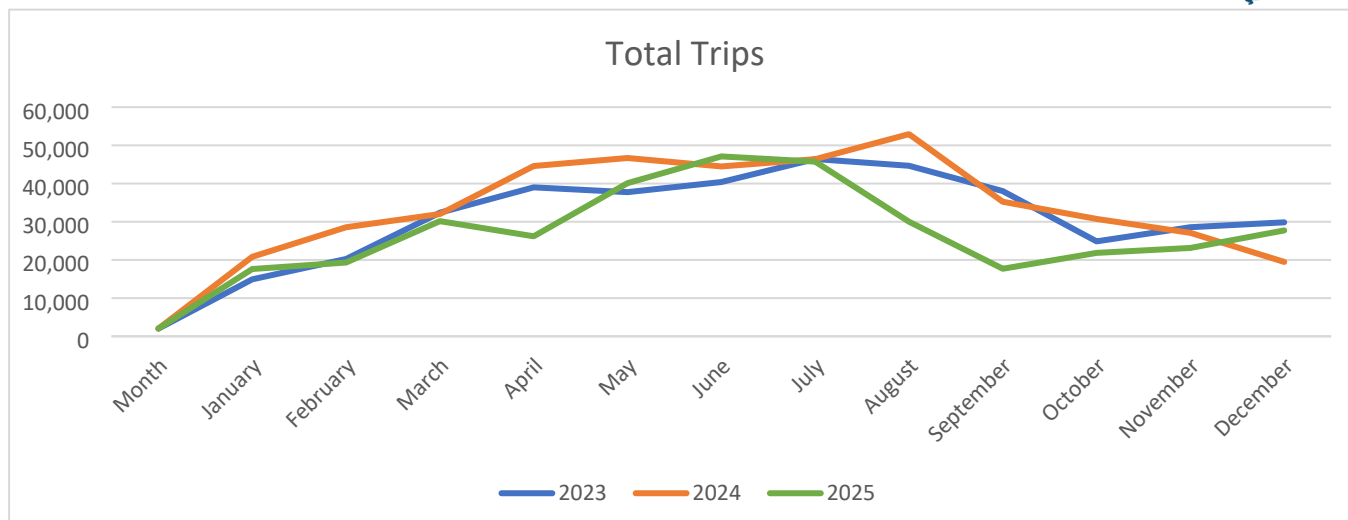
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### INDICATORS AND STATISTICS: VISIT LOUISA APP



### Trip Report



|           | 2025      | 2024      | 2023      | 2025       | 2024       | 2023       | 2025           | 2024           | 2023           |
|-----------|-----------|-----------|-----------|------------|------------|------------|----------------|----------------|----------------|
| Month     | 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<br>(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%<br>New: 18.6% | Virginia<br>Louisa<br>Roanoke<br>Baltimore<br>VA Beach<br>Washington, DC<br>Ashburn<br>New York |
| Last Month               | 490<br>14%<br>From Oct 31 - Nov 30  | 2,202<br>34%<br>From Oct 31 - Nov 30   | 5<br>62%<br>From Oct 31 - Nov 30  | 1<br>75%<br>From Oct 31 - Nov 30  | Returning: 91.4%<br>New: 8.6%  | Virginia<br>Baltimore<br>Lynchburg<br>Roanoke<br>Louisa<br>New York<br>VA Beach                 |