



# COUNTY OF LOUISA

## MONTHLY DEPARTMENT REPORT

**Department:** Parks, Recreation and Tourism

**Period:** June 2025



### PARKS & RECREATION

#### Child Care

The following data compares the FY25 monthly revenue related to our Child Care Program. Child Care services are divided into the following three categories: (Before School Only, After School Only, & Before & After School) Child Care Payments are collected every two weeks, based on the registration and attendance plan selected by the parents. Payments are made through our ProCare Registration Software.

Monthly Revenue	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
<b>FY24</b>	32,284	61,214	49,033	51,559	56,711	47,329	45,774	53,246	53,389	57,166	84,098	160,450
<b>FY25</b>	71,908	61,921	78,266	71,776	41,400	25,488	30,503	37,088	38,391	43,583	70,134	89,672

#### Self-Supporting Programs

The remainder of our revenue is collectively attributed to the programs and services that we provide to the community. This includes revenue collected under the following categories: Youth Programs, Sports, Health & Wellness, Educational & Enrichment and Special Events.

Monthly Revenue	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
<b>FY24</b>	47,687	54,343	29,991	19,273	18,217	11,180	26,447	31,376	24,715	15,180	44,426	90,442
<b>FY25</b>	59,172	35,421	26,030	21,518	17,379	16,754	20,028	16,359	31,947	24,155	44,034	82,569

#### Self-Supporting Registrations/ Transactions per Month

Monthly Registrations	July	Aug..	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April.	May	June
<b>FY 24</b>	4,262	1,924	800	463	489	326	873	609	475	1,317	1,936	3,188
<b>FY 25</b>	2,946	1,375	759	451	326	291	636	457	614	519	857	3,751

#### Upcoming Events

Aug. 30<sup>th</sup> – Louisa Labor Fest @ Walton Park

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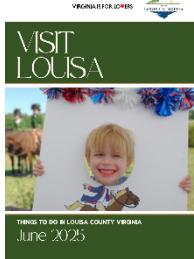
**Period:** June 2025

### 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.

#### June Activities

- **MONTHLY VISIT LOUISA GUIDE & LOUISA BOUND E-NEWSLETTER**



The June issue of our [monthly tourism guide](#) was available online and print at the Louisa County Office Building. The issue highlighted locations and events across the county, as did the weekly [Louisa Bound](#) newsletter.

- **PLACEMENT IN ENHANCED LOUISA COUNTY NEWSLETTER**

The June issue of [The Informed Citizen newsletter](#) as well as the digital signage system in county buildings helped reach locals with event information.



- **TOURISM AMBASSADOR PROGRAM**

Several Virginia Tourism Corporation team members working at the state's welcome centers completed the county's new Tourism Ambassador Program at [academy.visitlouisa.com](#) – allowing them to speak to their guests about Louisa County attractions.

- **ADVERTISING**

We continued to run video ads in Pennsylvania and North Carolina markets to encourage overnight visitation. While we are awaiting final June overnight visitation numbers, our current reporting indicates an increase of at least nine thousand overnight visits from June 2024. The stay length also seemingly increased notably.

- **NEW VISITLOUISA.COM WEBSITE**

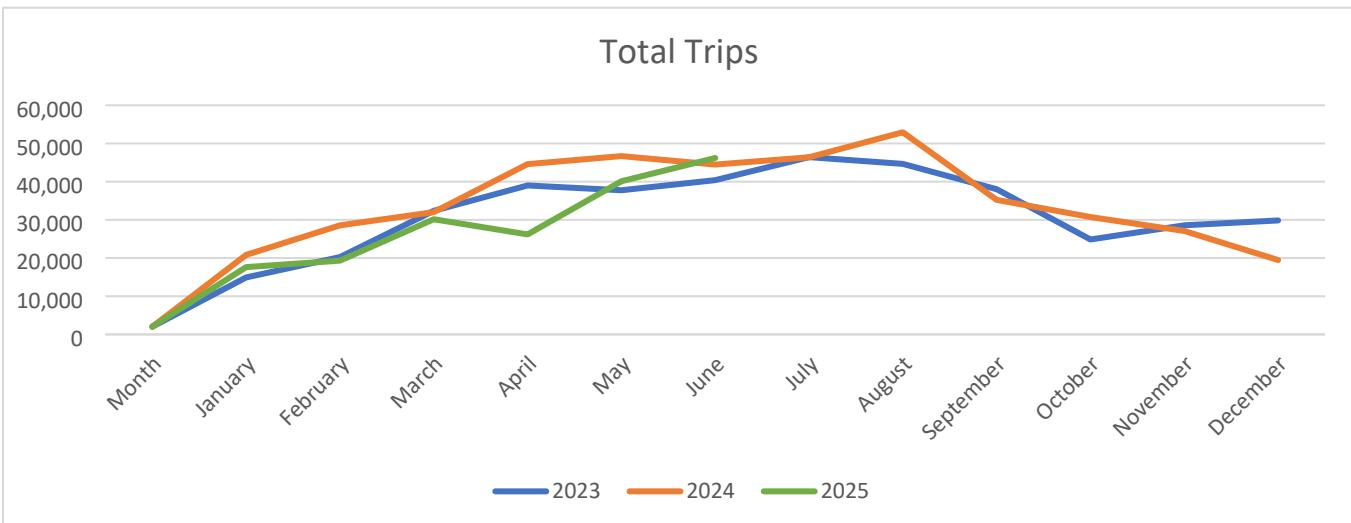
Using VTC grant funds, County staff is working with a vendor on the development of a new tourism website. The site is on track to launch in August. (Please note the migration of the tourism site will allow for a more enhanced Animal Shelter presence on the Civic Plus website as well later this year.)

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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	12,213*	19,508	11,035	33,989*	24,973	29,363	2.2*	1.5	1.7
July		18,434	12,518		27,948	33,900		1.6	1.9
August		23,225	12,521		29,715	32,134		1.5	1.8
September		13,555	6,989		21,681	31,036		1.4	1.8
October		8,292	7,027		22,446	17,834		1.9	1.6
November		6,912	8,240		20,180	20,330		1.7	1.4
December		11,029	12,281		18,336	17,567		1.2	1.4

\*Partial monthly data currently available

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.

The Short-Term Rental information below compares data from June 2025 to June 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	\$538	\$443	21%
RevPAR	\$127	\$116	10%
Avg. Length of Stay	4.0	4.0	0%
Avg. Booking Window	61	69	-12%
Guest Checkins	781	844	-7%
Revenue	\$1,637,471	\$1,416,195	16%
Guest Nights	3,044	3,194	-5%
Nights Available	8,986	8,635	4%

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	28,271	158,209	2,312	743	Returning: 81.2% New: 18.8%	Louisa Roanoke VA Beach Washington, DC Baltimore Ashburn Fredericksburg
Last Month	294 <span style="color: red;">10%</span> From May 2 - May 31	3,866 <span style="color: red;">38%</span> From May 2 - May 31	0 0% From May 2 - May 31	9 <span style="color: red;">25%</span> From May 2 - May 31	Returning: 85.4% New: 14.6%	Louisa Baltimore Roanoke VA Beach Ashburn Danville Lake Monticello

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