

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT

Department: Parks, Recreation and Tourism

Period: July 2025



PARKS & RECREATION

Child Care

The following reflects FY26 monthly Child Care Program Revenue. Child Care services are divided into the following three categories: (Before School Only, After School Only, & Before & After School) Child Care Payments are collected weekly, 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
FY26	\$41,452											

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
FY26	\$29,991											

Self-Supporting Registrations/ Transactions per Month

This reflects the number of monthly, program registrations/ transactions recorded in our Civic Rec. registration software.

Monthly Registrations	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
FY 26	800											

Upcoming Events

Aug. 30th – 21st Annual Fall Festival @ Walton Park on Saturday, October 11th from 10:00am – 3:00pm

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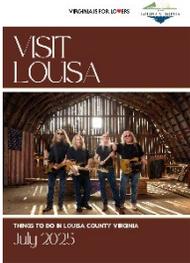
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TOURISM

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.

July Activities



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

The July 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.

- **PLACEMENT IN ENHANCED LOUISA COUNTY NEWSLETTER**

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



- **ADVERTISING**

We continued to run video ads in Pennsylvania and North Carolina markets to encourage overnight visitation. Ads included promotions for the Louisa County Fair to help communicate the story of Louisa’s offerings ([preview](#)).

- **ABOUT TOWN NEWS SEGMENT**

Staff coordinated an About Town news segment on NBC12 to promote the [Louisa County Fair](#).

- **NEW KIOSK LOCATION**

General Services helped relocate a Visit Louisa kiosk from the Betty Queen Center (BQC) to Southern Revere Cellars. The kiosk was not getting the activity expected at the BQC and the hope is to get in front of more visitors at Southern Revere to increase visits to other County attractions.

- **NEW VISITLOUISA.COM WEBSITE**

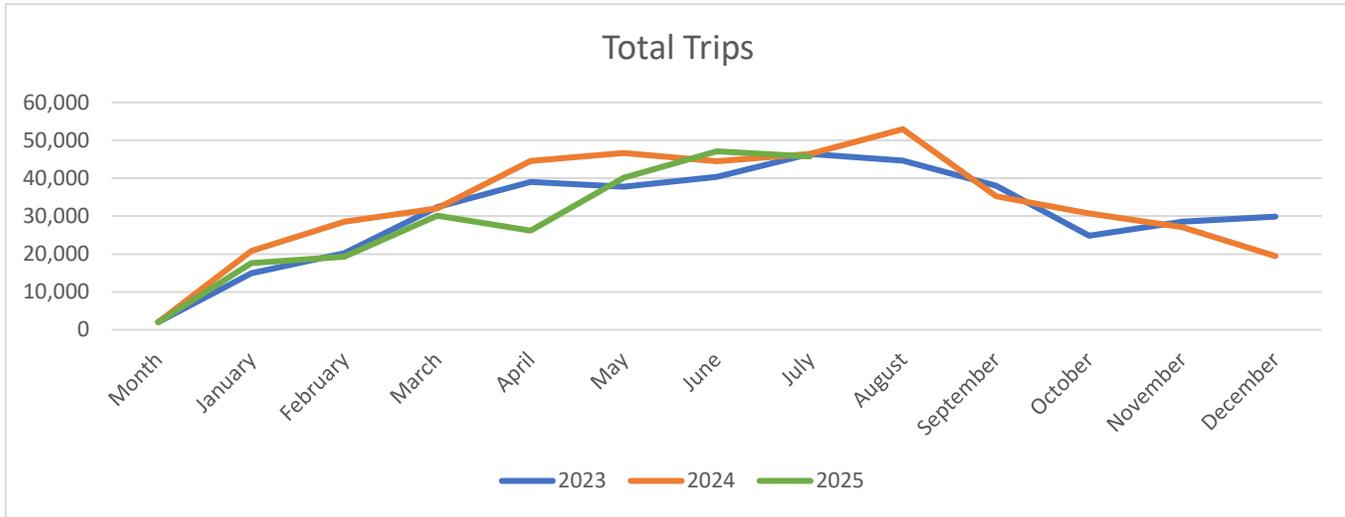
Work continued on the new VTC grant-funded VisitLouisa.com website, with an initial design and revised navigation to support Search Engine Optimization (SEO).

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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		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

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 July 2025 to July 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	\$623	\$446	40%
Occupancy	29.5%	29.0%	2%
RevPAR	\$184	\$129	42%
Revenue	\$2,523,990	\$1,657,423	52%
Avg. Length of Stay	4.1	4.1	-2%
Avg. Booking Window	67	75	-11%
Guest Nights	4,052	3,717	9%
Nights Available	9,720	9,103	7%

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	28,730	162,950	2,312	757	Returning: 81% New: 19%	Virginia Louisa Roanoke VA Beach Washington, DC Baltimore Ashburn Fredericksburg
Last Month	459 50% From May 31 - Jun 30	4,741 12% From May 31 - Jun 30	0 0% From May 31 - Jun 30	14 56% From May 31 - Jun 30	Returning: 63.8% New: 36.2%	Virginia Louisa Roanoke Ashburn Baltimore United States VA Beach