



Office of Tourism

Period: February 2026

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.

February Activities

- **MONTHLY VISIT LOUISA GUIDE & LOUISA BOUND E-NEWSLETTER**
The February 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 general awareness/introduction to Louisa video ads utilizing a new platform with enhanced capabilities for retargeting, still in the Pennsylvania market. This new platform will deliver ads through various platforms and will adjust frequency based on which ads are performing the best. Audio and social ads were developed for the new platform. We also ran ads in North Carolina.
 - We continued early stages of Search Engine Optimization (SEO) work for the new VisitLouisa.com site.
- **ADDITIONAL PROMOTIONAL EFFORTS**
 - Blog posts on the Virginia Scenic Railway winter excursions and the Boardwalk Hotel on Lake Anna
 - New videos including [awareness video](#) and [Virginia Scenic Railway](#) reel
 - Arranged interviews for local attractions

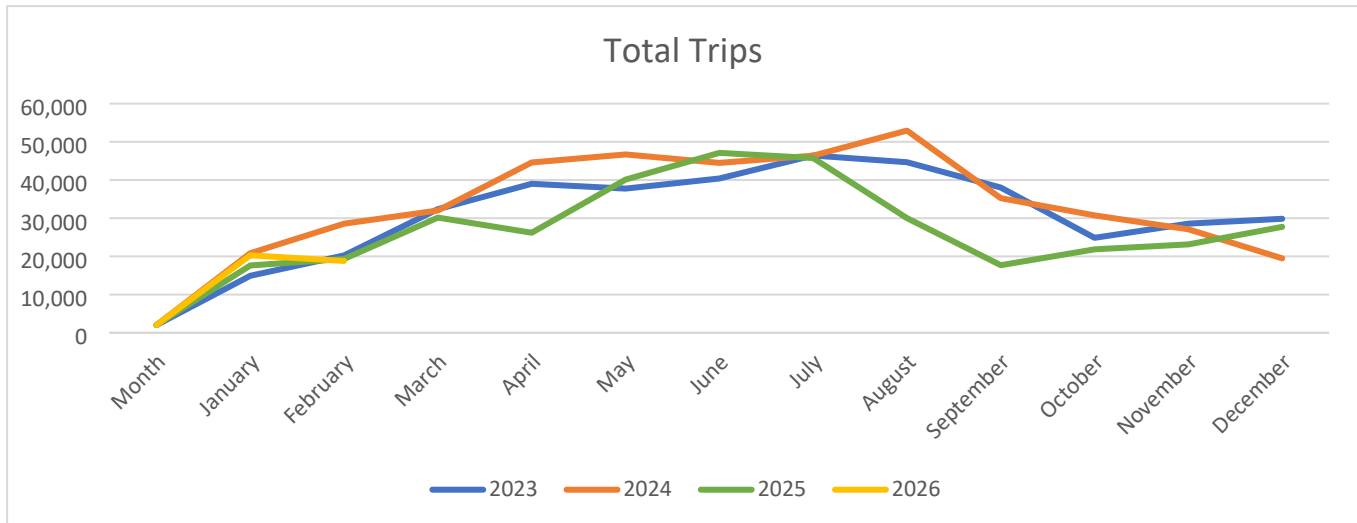
INDICATORS AND STATISTICS

Trip Analytics

Note Arrivalist data is provided through a VTC program. We are now also able to receive Placer.ai reports through an advertising partner.



Arrivalist Trip Report



Month	2026	2025	2024	2026	2025	2024	2026	2025	2024
	Day-Trips	Day-Trips	Day-Trips	Overnights	Overnights	Overnights	Average Nights	Average Nights	Average Nights
January	11,182	8,681	11,766	9,100	11,419	9,062	1.1	1.5	0.9
February	13,646*	9,845	16,327	5,155*	9,475	12,232	0.5*	1.2	0.9
March		11,581	12,578		18,578	19,445		1.5	1.4
April		6,136	21,632		20,053	22,959		2.2	1.2
May		12,053	17,312		28,052	29,380		1.7	1.5
June		12,784	19,508		34,323	24,973		2.3	1.5
July		15,885	18,434		29,859	27,948		1.7	1.6
August		8,382	23,225		21,636	29,715		1.7	1.5
September		6,161	13,555		11,531	21,681		2.1	1.4
October		5,380	8,292		16,464	22,446		1.8	1.9
November		8,370	6,912		14,771	20,180		1.4	1.7
December		11,337	11,029		16,392	18,336		1.5	1.2

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. *Incomplete data for month.

The data directly below is from Placer.ai. It indicates more return visits from a smaller number of travelers over the past year. We see more activity Friday through Sunday. The data also includes visitor origin zip codes.

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



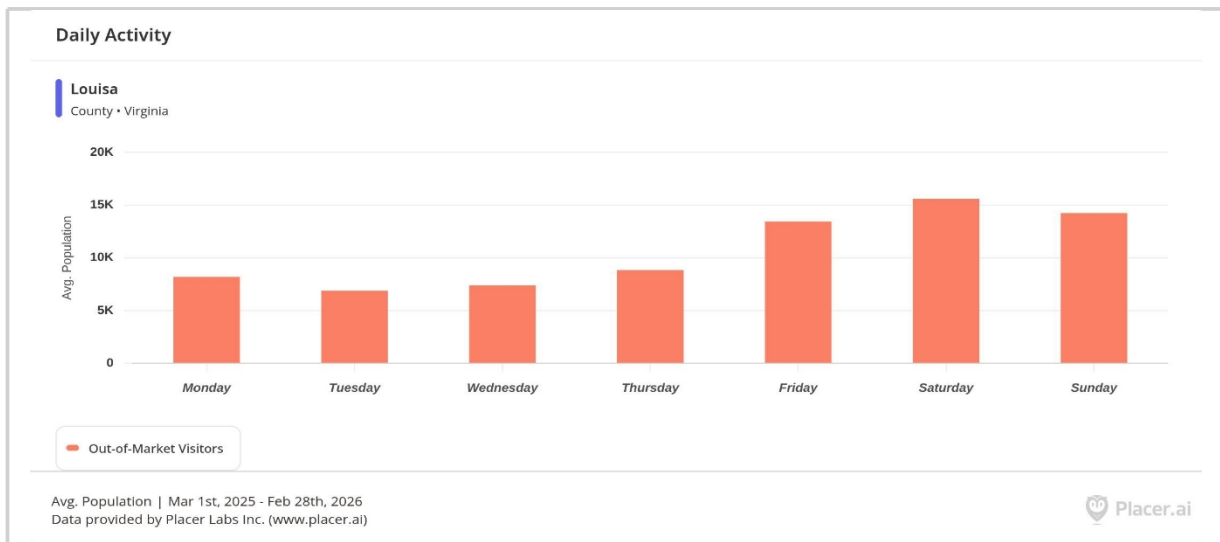
Market Population Metrics

Louisa
County • Virginia

Out-of-Market Visitors **1.5M (-0.8% YOY)** Daytime Population (STI: Workplace 2024) **29.6K**

Out-of-Market Visits **3.9M (+3.1% YOY)**

Compared to: 1 Year Ago | Mar 1st, 2025 - Feb 28th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Zip Codes	Visits (% of Total)
20169 Gainesville, VA	32.7K (0.8%)
24060 Blacksburg, VA	32.2K (0.8%)
23188 Lightfoot, VA	30.3K (0.8%)
23185 Williamsburg, VA	26.1K (0.7%)
20165 Cascades, VA	25.8K (0.7%)
20147 Ashburn, VA	24.4K (0.6%)
20175 Leesburg, VA	23.6K (0.6%)

COUNTY OF LOUISA
 MONTHLY DEPARTMENT REPORT
Occupancy Analytics



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

The Short-Term Rental information below compares data from February 2026 to February 2025. Note the chart below focuses on Airbnb bookings to avoid duplication with listings also on VRBO. The Value column represents 2026 and the Compared column represents 2025.



Data Source: Airbnb

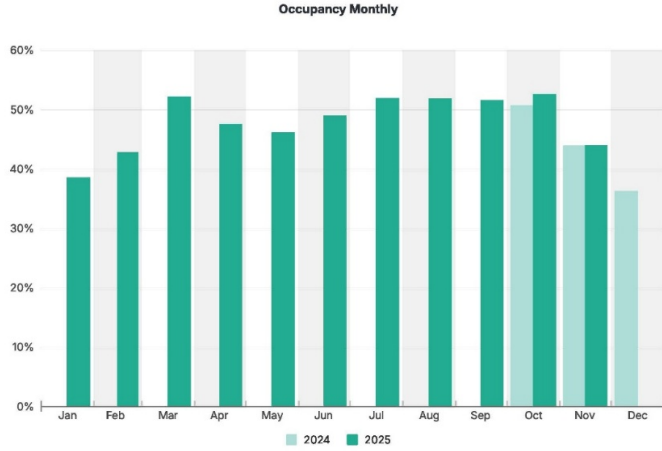
KPI	Value	Compared	Difference
ADR	\$363	\$355	2%
Occupancy	16.8%	12.9%	30%
Guest Checkins	523	368	42%
Avg. Length of Stay	3.4	4.2	-19%
Avg. Booking Window	27	32	-17%
Open Nights	6,201	4,978	25%
Guest Checkouts	261	99	164%
Nights Available	7,865	6,231	26%



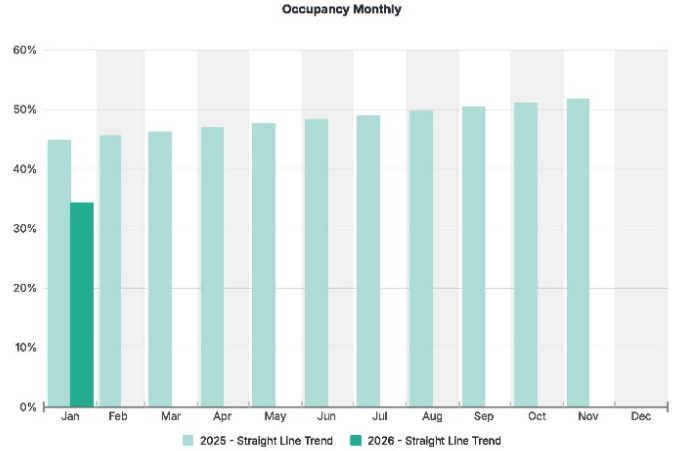
COUNTY OF LOUISA

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Hotel occupancy information is below. This represents average data for Boardwalk Hotel Lake Anna, Hampton Inn, Best Western, Shenandoah Crossing, Loyalty Inn, and Prospect Hill. Data is currently missing for December 2025.



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CoStar © 2026 CoStar Realty Information Inc. 3/5/2026

App Analytics

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	32,267	183,253	2,385	801	Returning: 81.6% New: 18.4%	Virginia Louisa Roanoke Baltimore VA Beach Washington, DC Ashburn New York
Last Month	264 40% From Jan 4 - Jan 31	1,949 40% From Jan 4 - Jan 31	5 50% From Jan 4 - Jan 31	10 900% From Jan 4 - Jan 31	Returning: 79.2% New: 20.8%	Virginia Louisa Lynchburg Roanoke Baltimore Phoenix, AZ Richmond Christiansburg