

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



Office of Tourism

Period: August 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 storytelling 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. Businesses are encouraged to review resources at visitlouisa.com/how-businesses-can-participate.

August Highlights

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

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

- **VTC NORTHERN VIRGINIA GATEWAY TAKEOVER**

Louisa County did a "takeover" of the VTC welcome center off I-95 North in Caroline County for August through September. Attractions/businesses from around the County provided material to be displayed in this high-traffic location. Prominent displays in the center include: a large Visit Louisa kiosk; videos on rotation; a Visit Louisa table with maps, bags, guides, brochures, and stickers; a model train set; a mannequin from the Louisa County Historical Society; a guide to the Civil War driving tour; and coloring pages for the kids zone. Like our local Visitors Center at the Louisa County Museum, efforts like these help balance our "high-tech" approaches with "high-touch." VTC staff at this welcome center are Certified Louisa County Tourism Ambassadors.



- **ADVERTISING, SEO & PROMOTIONAL EFFORTS**

- We introduced influencer-style tourism ambassador videos in August in which our tourism ambassadors highlight locations

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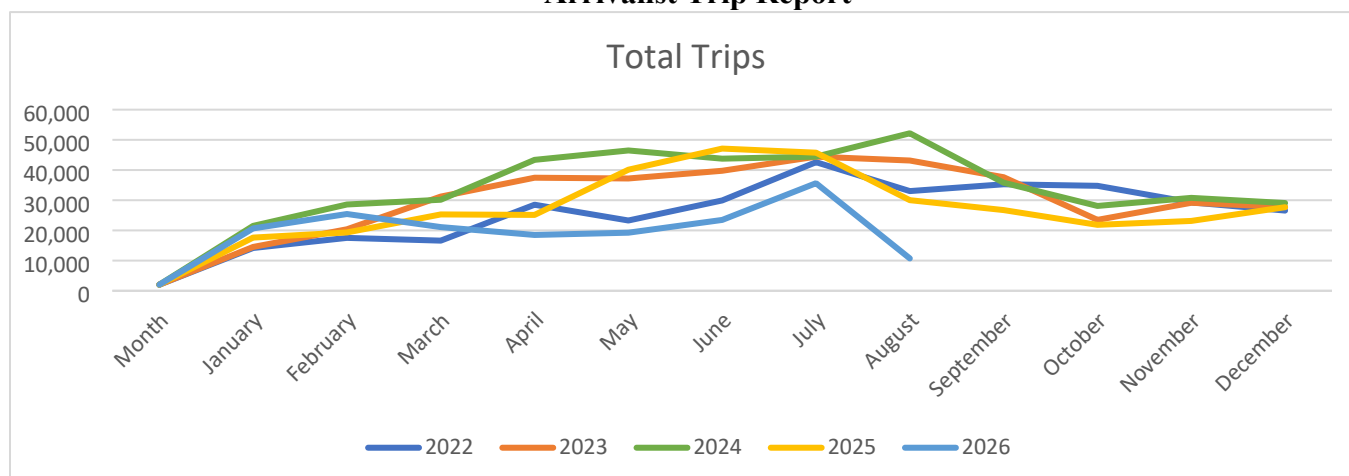
- Advertising shifted with the change of season and to promote September events to the Virginia target markets
- Search Engine Optimization (SEO) work continued. Blog posts included: A Reunion Weekend Itinerary for Lake Anna & Louisa County; Lake Anna Bluegrass Festival at Prospect Draffthouse; and Shopping Near Lake Anna: Farmers Markets, Local Boutiques & Fresh Produce.

INDICATORS AND STATISTICS

Trip Analytics

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

Arrivalist Trip Report



	2026	2025	2024	2026	2025	2024	2026	2025	2024
Month	Day-Trips	Day-Trips	Day-Trips	Overnights	Overnights	Overnights	Average Nights	Average Nights	Average Nights
January	11,086	8,681	11,766	9,582	11,419	10,436	1.2	1.6	0.9
February	15,065	9,845	16,654	10,366	9,475	11,930	0.7	1.2	1
March	8,757	11,295	11,581	12,342	13,998	18,578	1.3	1.2	1.5
April	7,217	6,136	21,121	11,275	20,053	22,248	1.3	2.1	1.2
May	4,851	12,053	16,636	14,392	28,052	29,845	1.9	1.7	1.5
June	8,169	12,784	15,999	15,302	34,323	27,765	1.4	2.3	1.5
July	12,834	15,885	16,573	22,799	29,859	27,866	1.9	1.7	1.7
August	4,959*	8,382	23,404	5,760*	21,636	28,768	1.1*	1.7	1.5
September		9,465	14,098		17,268	21,701		2.1	1.5
October		5,380	7,212		16,464	20,892		1.8	1.8
November		8,370	8,461		14,771	22,318		1.4	1.6
December		11,337	11,674		16,348	17,392		1.5	1.2

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In the data above, day-trips measure visitors from outside a 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. Please also note that the trip numbers in Arrivalist change as Arrivalist finalizes data and the pre-August 2026 figures above were updated in August 2026 to reflect the system's latest determinizations.

***Reflects partial data for the month of August / data currently available.**

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: $\text{Total Nights Sold} \div \text{Number of Guest Check-Ins}$

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: $(\text{Arrival Date} - \text{Booking Date}) \div \text{Number of Guest Check-Ins}$

Guest Nights: The total number of nights reserved by guests during a given period (for example, 50 reservations $\times$ 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: $\text{Total Nights} - \text{Unavailable Nights}$

The Short-Term Rental information below compares data from August 2026 to August 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.

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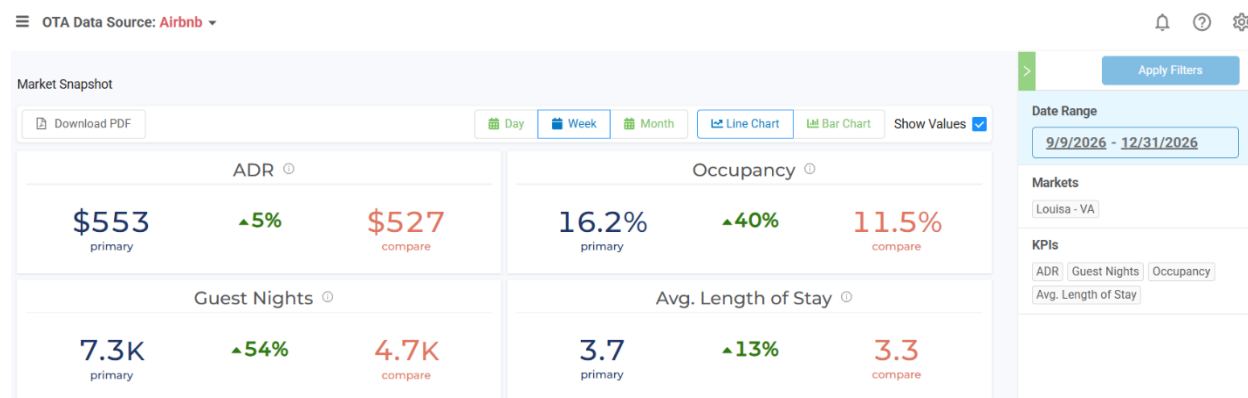


Data Source: Airbnb

KPI	Value	Compared	Difference
ADR	\$753	\$629	20%
Occupancy	47.0%	31.9%	47%
Guest Checkouts	814	580	40%
Guest Checkins	1,350	1,028	31%
Avg. Length of Stay	4.1	3.9	4%
Avg. Booking Window	59	57	4%
Guest Nights	5,557	3,967	40%
Nights Available	9,777	8,905	10%

Looking Ahead

Heading into the shoulder season, our short-term rentals already reflect more activity than *completed* 2025 bookings for the same period – meaning more guests may still choose to book stays in Louisa between now and the rest of the year, and those bookings will only increase the “primary” figures and the percentage increases in green shown below. On average, our booking windows show that people typically book September stays about 60 days out, October stays about 80 days out, and November and December stays over 100 days out.



Promotions in Development to Bolster Shoulder Season:

- Working with an influencer and local B&B to capture dog-friendly fall trip
- Arranging interview segment to highlight fall activities and Tributer Resort
- Arranging interview segment to highlight winter activities