

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



Office of Tourism

Period: September 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.

Virginia Tourism Corporation (VTC) Economic Impact Study

On September 8, VTC released its [economic impact study for 2025](#). The report showed **tourism direct spending was up 12.5% in Louisa County in 2025, the third-highest percentage increase in the Commonwealth**. Charts are available below to reference annual growth, and last year's [annual tourism report](#) is available on VisitLouisa.com for more information.

A few things to note:

- **These numbers reflect visitor spending, not resident spending.** The methodology focuses on visitors by including "daytrippers" from 50+ miles away and overnight visitors.
- **Project contractors are largely not included.** The visitation patterns of contractors from outside the area should ensure the majority are not included, as the methodology factors in frequency to determine visitors versus those working in the area.
- **The Virginia Scenic Railway does not have a large impact on the 2025 numbers.** As the Virginia Scenic Railway excursion trains didn't start running until the holiday season in 2025, VSR most likely is not having a large impact on these numbers. We can assume to see a greater impact in the Recreation category beginning with the 2026 numbers.
- **The transportation category is largely focused on ground transportation.** The airport provides strong economic impact, however, this reporting focuses mostly on ground transportation of visitors to Louisa. For our purposes, we can largely assume this category represents gas. The national average of gas in 2025 was \$3.10 per gallon.

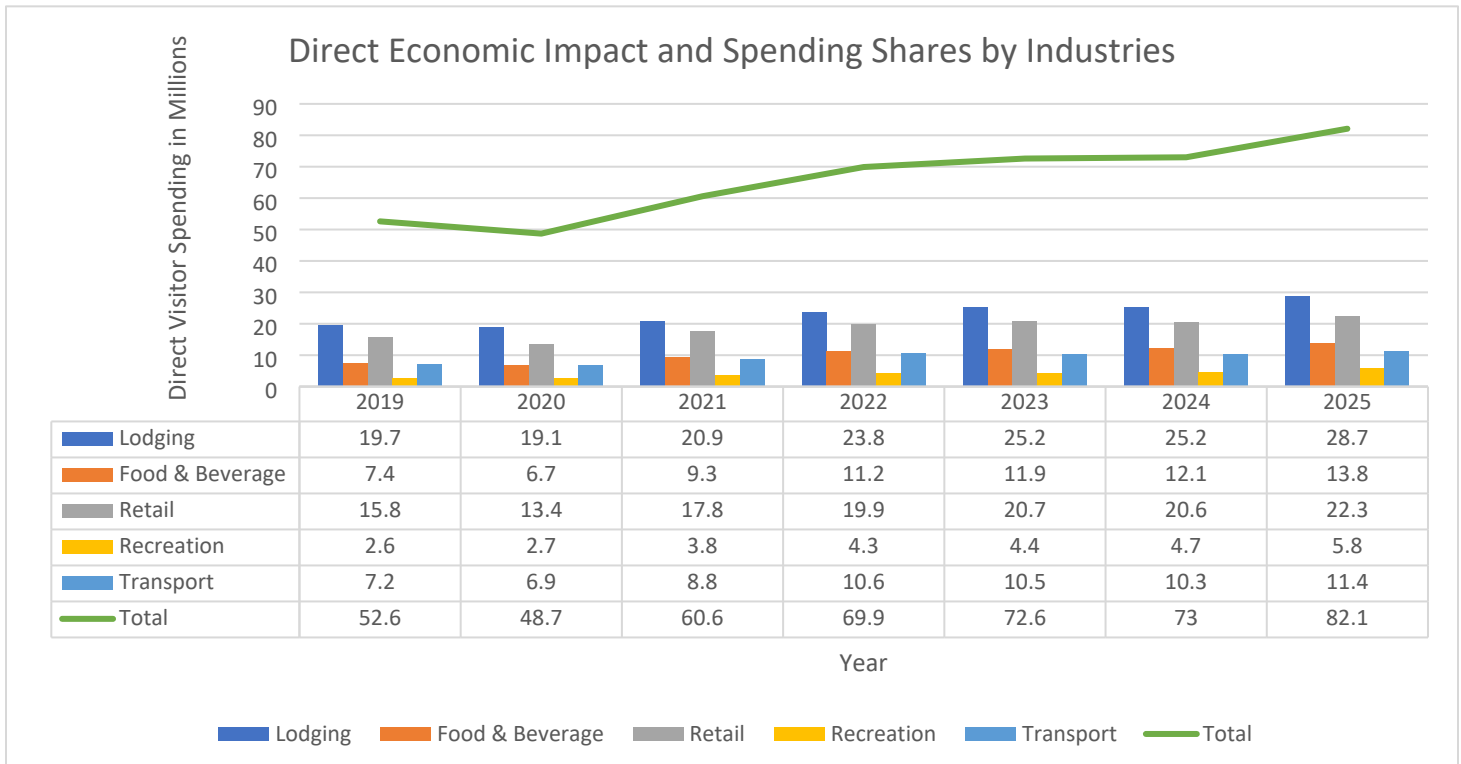
Category	2025 Spending	Growth	Share of the +12.5%
Lodging	\$29M	+13.9%	4.8 pts
Food & Beverage	\$14M	+14.1%	2.3 pts
Retail	\$22M	+8.2%	2.3 pts
Transportation	\$12M	+10.8%	1.5 pts
Recreation	\$6M	+23.5%	1.5 pts
Total	\$82M	+12.5%	

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



Virginia Tourism Corporation (VTC) Economic Impact Report Data for Louisa County



Direct Impact (dollars in millions)					
<i>Direct visitor purchases in retail, lodging, transportation, entertainment, and dining</i>					
	Employment	Labor Income	State Taxes	Local Taxes	Total Direct Spending
2025	373	\$17	\$1.7	\$3.2	\$82.1
2024	358	\$15.7	\$1.6	\$2.6	\$73
2023	355	\$15.3	\$1.6	\$2.6	\$72.6
2022	342	\$14.3	\$1.5	\$2.5	\$69.9
2021	315	\$12.7	\$1.3	\$2.2	\$60.6
2020	309	\$12.3	\$1.0	\$1.9	\$48.7
2019	333	\$13.0	\$1.2	\$2.1	\$52.6
2018	340	\$12.88	\$1.2	\$2.04	\$52.56
2017	332	\$12.23	\$1.1	\$1.96	\$49.79
2016	329	\$11.83	\$1.1	\$1.94	\$47.44

COUNTY OF LOUISA
MONTHLY DEPARTMENT REPORT



Indirect + Induced Impact (dollars in millions) <i>Indirect: Travel businesses purchase goods and services creating supply chain effects</i> <i>Induced: Employees spend wages generated by visitor activity in the local economy</i>					
	Employment	Labor Income	State Taxes	Local Taxes	Total Indirect & Induced Spending
2025	229	\$12.6	\$0.7	\$0.9	\$40.6
2024	219	\$11.6	\$0.7	\$0.8	\$36.3
2023	217	\$11.2	\$0.7	\$0.8	\$36.3
2022	217	\$10.7	\$0.6	\$0.7	\$34.5
2021	212	\$10.1	\$0.6	\$0.7	\$32.1
2020	215	\$10.0	\$0.6	\$0.7	\$29.4
2019	218	\$10.8	\$0.6	\$0.8	\$35.7
2018	223	\$10.6	\$0.6	\$0.8	\$35.2
2017	222	\$10.2	\$0.6	\$0.8	\$33.3
2016	221	\$9.8	\$0.6	\$0.8	\$31.7

Total Impact (dollars in millions) <i>Sales, Gross Domestic Product, Jobs, Taxes, Income</i>					
	Employment	Labor Income	State Taxes	Local Taxes	Total Spending
2025	602	\$29.6	\$2.5	\$4.1	\$122.7
2024	577	\$27.3	\$2.2	\$3.4	\$109.2
2023	573	\$26.5	\$2.2	\$3.4	\$108.9
2022	559	\$25.0	\$2.1	\$3.2	\$104.4
2021	527	\$22.73	\$1.9	\$2.96	\$92.69
2020	524	\$22.31	\$1.6	\$2.57	\$78.14
2019	551	\$23.78	\$1.8	\$2.82	\$88.30
2018	563	\$23.51	\$1.83	\$2.82	\$87.72
2017	554	\$22.45	\$1.74	\$2.73	\$83.04
2016	550	\$21.68	\$1.65	\$2.70	\$79.11

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



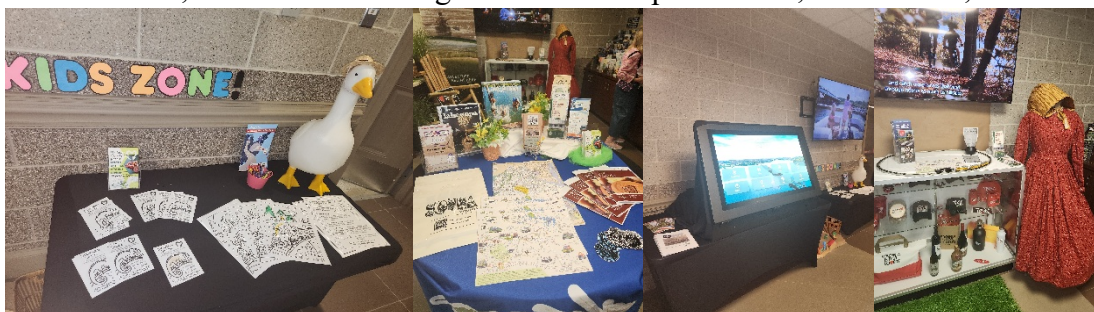
September Highlights

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

The September 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.

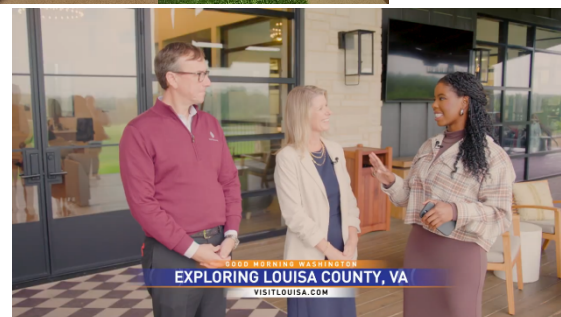
- **VTC NORTHERN VIRGINIA GATEWAY TAKEOVER**

Louisa County did a “takeover” of the VTC welcome center off I-95 North in Caroline County for August through September. 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. The center saw 33,053 travelers in August and as of September 17, had seen 13,143.



- **ADVERTISING, SEO & PROMOTIONAL EFFORTS**

- We coordinated a *Good Morning Washington* interview to feature the new lodging options at Tributer resort and encourage people to explore the county. The interview will air October 14 and will be shared through several platforms.
- Search Engine Optimization (SEO) work continued. These efforts also include work to feed AI platforms. Blog posts included All Aboard for Charm: A Perfect Day Trip to the Town of Louisa and History, Mystery, and the Ghost Stories of Trevilian Station Battlefield. Related analytics:
 - Approximately 3,100 organic sessions, with 1,700 engaged sessions
 - 192,000+ Google Search impressions and 2,700+ clicks
 - Search clicks increased 15% from August
 - 42 AI-driven sessions, with 41 coming from ChatGPT
 - Organic search accounted for nearly 70% of all engaged sessions
- In September, our various paid awareness campaigns resulted in:
 - 242.83K impressions
 - 10.9K clicks
 - 33.36K completed views



COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT

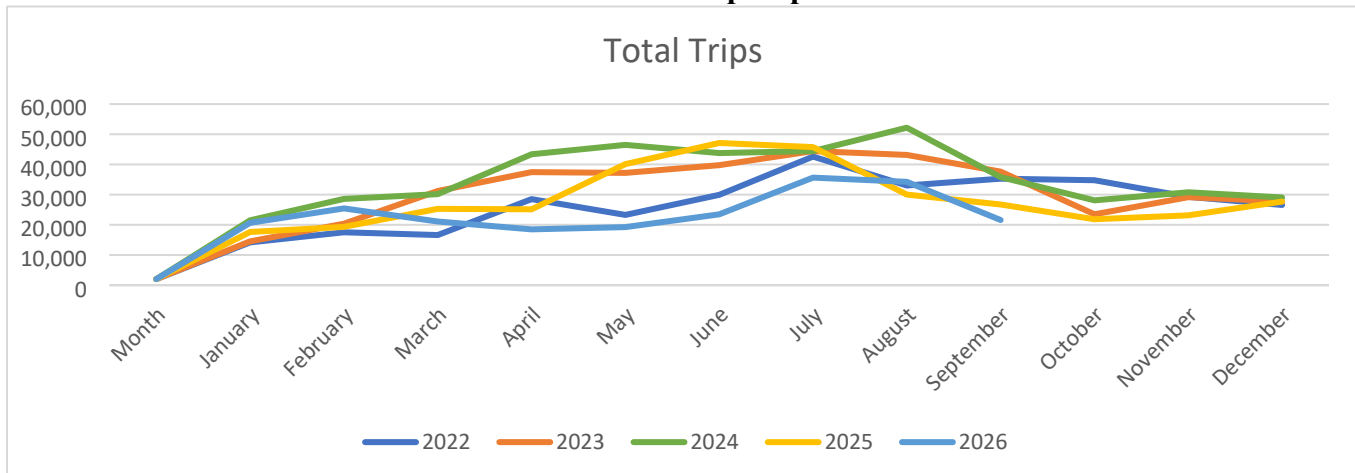


INDICATORS AND STATISTICS

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



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	11,086	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	12,149	8,382	23,404	22,087	21,636	28,768	1.8	1.7	1.5
September	6,552	9,465	14,098	15,034	17,268	21,701	1.7	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

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.

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 September 2026 to September 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	\$579	\$493	18%
Occupancy	40.0%	26.3%	52%
Guest Checkouts	580	352	65%
Guest Checkins	1,184	750	58%
Avg. Length of Stay	3.9	3.8	2%
Avg. Booking Window	56	55	2%
Guest Nights	4,704	2,846	65%
Nights Available	9,237	8,372	10%