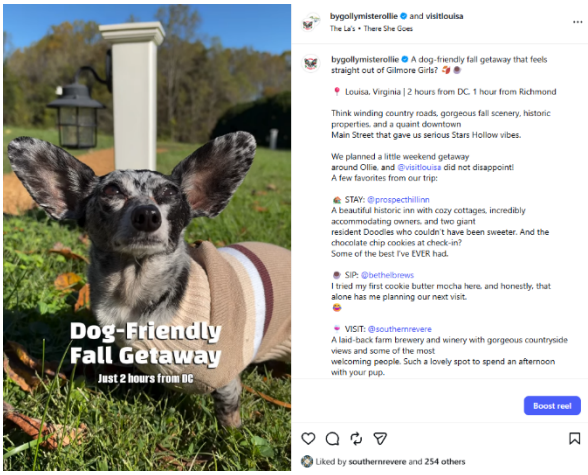
Office of Tourism
Period: October 2026

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.

October Highlights

- **MONTHLY VISIT LOUISA GUIDE & LOUISA BOUND E-NEWSLETTER**
  The October 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.
- **INSTAGRAM INFLUENCER**
  We worked with Instagram influencer @bygollymisterollie (148K followers) on a fall reel featuring dog-friendly locations. The reel focuses on Prospect Hill Inn, Southern Revere Cellars and Bethel Brews. Pictures provided also include historic St. John's Chapel in Green Springs.



- **ADVERTISING, SEO & PROMOTIONAL EFFORTS**
  - New fall video advertisements featured the golf course at Tributer Resort and encouraged visitors to explore VisitLouisa.com for more. (Preview.)
  - Search Engine Optimization (SEO) work continued. These efforts also include work to feed AI platforms. Blog posts included "Fall Things to Do in Louisa County: Foliage, Farms & Festivals."
  - In October, our various paid awareness campaigns resulted in:
    - 263.78K impressions
    - 10.83K clicks
    - 54.05K completed views

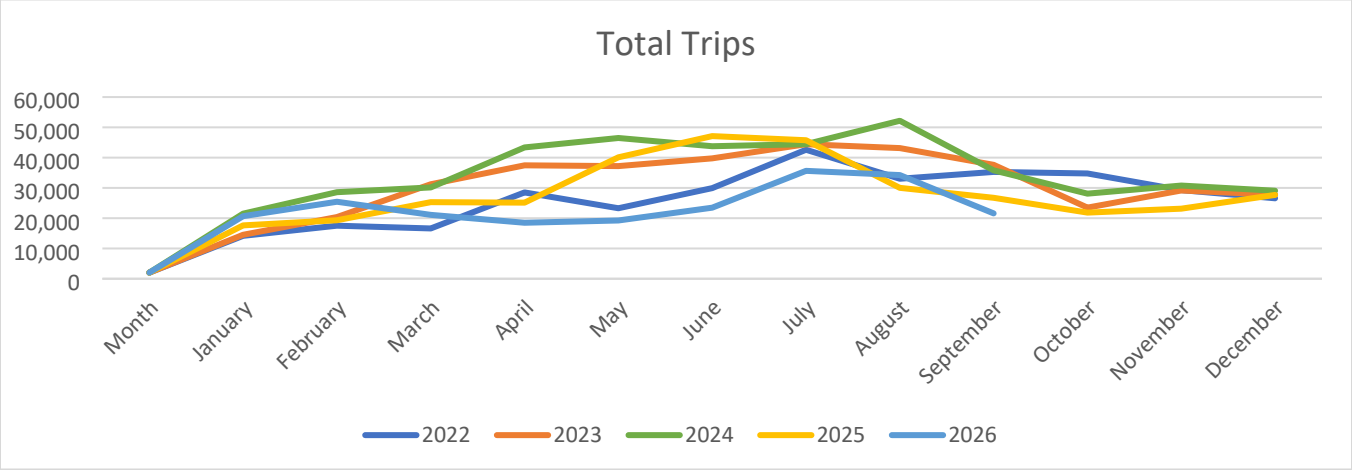
COUNTY OF LOUISA
MONTHLY DEPARTMENT REPORT

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 Day-Trips	2025 Day-Trips	2024 Day-Trips	2026 Overnights	2025 Overnights	2024 Overnights	2026 Average Nights	2025 Average Nights	2024 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	268*	5,380	7,212	1,107*	16,464	20,892	1.3*	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. *Incomplete data for the month.

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
Open Nights: Nights that remain open for guest stays, after Nights Unavailable (owners nights, hold nights, block nights) and Nights Sold to guests are subtracted from Total Nights.

The Short-Term Rental information below compares data from October 2026 to October 2025. Note the data below focus on Airbnb bookings to avoid duplication with listings also on VRBO.

STR Snapshot: October 2026 vs October 2026

OTA
Louisa County Government

Section: Airbnb Snapshot

Paid Occ. %	33.5%	2026	
		17.5 %	
	28.5%	2025	
	Airbnb		
Avg. Booking Window	55	2026	
		5.8 %	
	52	2025	
	Airbnb		
RevPAR	$161	2026	
		24.8 %	
	$129	2025	
	Airbnb		
Unit Revenue (Nightly)	$1,970,232	2026	
		38.9 %	
	$1,418,134	2025	
	Airbnb		
Nights Available	9,310	2026	
		2.2 %	
	9,110	2025	
	Airbnb		
Guest Nights	4,112	2026	
		31.4 %	
	3,130	2025	
	Airbnb		
Avg. Length of Stay	3.4	2026	
		6.2 %	
	3.2	2025	
	Airbnb		
Avg. Booking Window	55	2026	
		5.8 %	
	52	2025	
	Airbnb		

As our system cannot easily separate data for STRs listed on both Airbnb and VRBO, the Open Night information does help provide a better sense of combined booking information. If we were to just look at booking information for VRBO properties, we may see a decline. However, the Open Night report will show a property as unavailable for a booked period even if booked through Airbnb. The below Open Night figures below are from last month.

Open Nights		Open Nights		Open Nights	
9,897	2026	5,198	2026	4,699	2026
11,073	2025	5,947	2025	5,126	2025
Combined OTA	-10.6 % ↘	Airbnb	-12.6 % ↘	Vrbo	-8.3 % ↘