

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



Office of Tourism
Period: June 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/value-of-tourism.

June Highlights

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

The June 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.

- **ADVERTISING, SEO & PROMOTIONAL EFFORTS**

- We advertised for the Summer of Steam and we ran variations of the ad began in June (video ads - [preview link 1](#), [preview link 2](#)) We also ran social and banner ads (example to left)
- We concluded "We the People" ads for VA250, including for the daytrip market
- Search Engine Optimization (SEO) work continued. The top performing webpages in June were the homepage, steam engine page, events, 4th of July, and Lake Anna
- Blog posts including scenic railway excursion information
- NBC12 interviews for Jack Jouett Day and the July 4th events
- Videos for Red, White & Brew and Queen Legacy concert
- Additional website enhancements included coordination to repair location and event feeds



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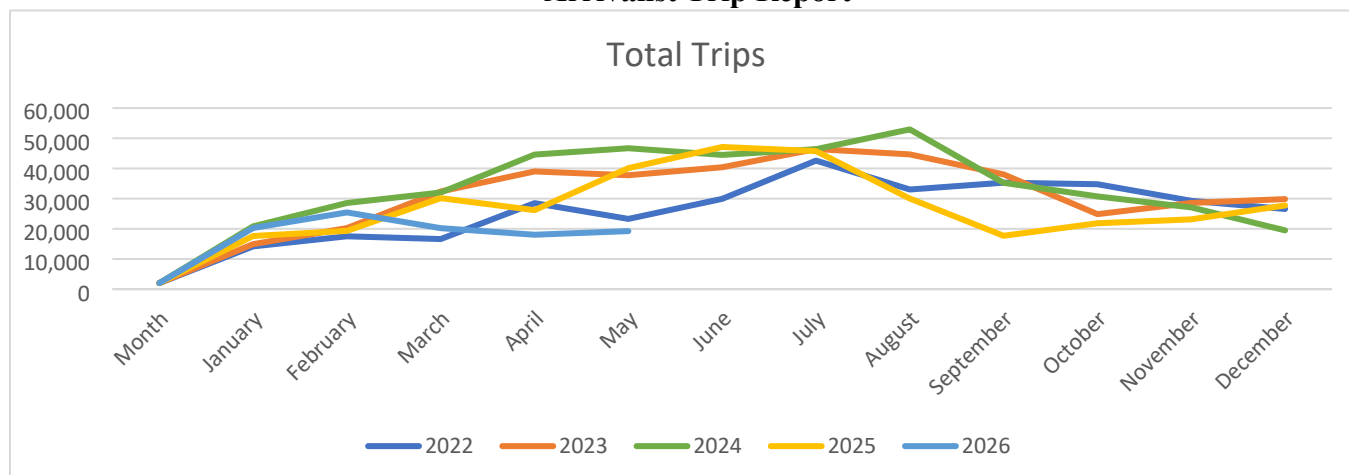


INDICATORS AND STATISTICS

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	11,182	8,681	11,766	9,100	11,419	9,062	1.1	1.5	0.9
February	15,065	9,845	16,327	10,366	9,475	12,232	0.7	1.2	0.9
March	6,840	11,581	12,578	13,379	18,578	19,445	1.5	1.5	1.4
April	7,059	6,136	21,632	10,980	20,053	22,959	1.3	2.2	1.2
May	4,851	12,053	17,312	14,392	28,052	29,380	1.9	1.7	1.5
June	5,387*	12,784	19,508	7,309*	34,323	24,973	1.4*	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 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. *Incomplete data for the month.

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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 June 2026 to June 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

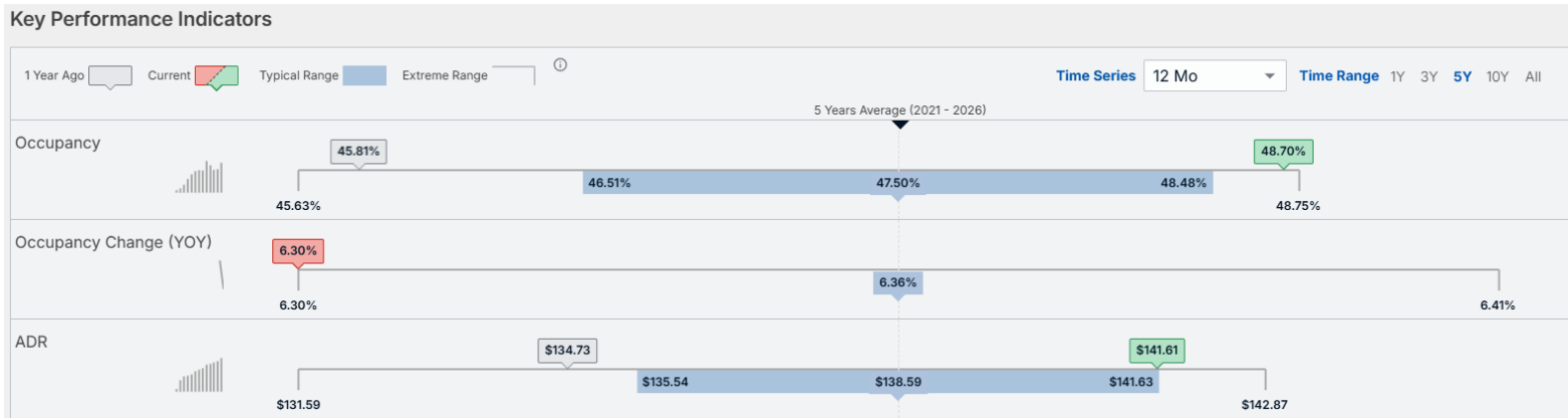
KPI	Value	Compared	Difference
ADR	\$679	\$585	16%
Occupancy	39.2%	26.5%	48%
Guest Checkouts	610	437	40%
Guest Checkins	1,166	763	53%
Avg. Length of Stay	4.2	4.0	4%
Avg. Booking Window	62	60	3%
Guest Nights	4,562	2,988	53%
Nights Available	9,462	7,873	20%

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The below KPIs represent compiled anonymized hotel data for a five-year period.



Placer.ai Origin Information – Top 10 DMA for YTD 2026

DMA	Visits (% of Total)
Washington, DC (Hagrstwn) Virginia	558K (30.2%)
Norfolk-Portsmouth-Newport News Virginia	243K (13.2%)
Roanoke-Lynchburg Virginia	177K (9.6%)
Baltimore Maryland	76.8K (4.2%)
Philadelphia Pennsylvania	50.9K (2.8%)
Raleigh-Durham (Fayetteville) North Carolina	46.3K (2.5%)
New York New York	43.4K (2.4%)
Harrisburg-Lancaster-Lebanon Pennsylvania	35.4K (1.9%)
Richmond-Petersburg Virginia	29.3K (1.6%)
Greensboro-High Point-Winston-Salem North Carolina	22.7K (1.2%)

Visits | * Showing data for top 10 DMA of this market | Jan 1st, 2026 - Jul 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)