COUNTY OF LOUISA
MONTHLY DEPARTMENT REPORT

Office of Tourism
**Period:** January 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.

January Activities

- **MONTHLY VISIT LOUISA GUIDE & LOUISA BOUND E-NEWSLETTER**
  The January 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 (click link for preview). We also ran ads in North Carolina.
  - We ran a print ad and newsletter ad with Virginia Living utilizing a technique to feature proximity to other locations.
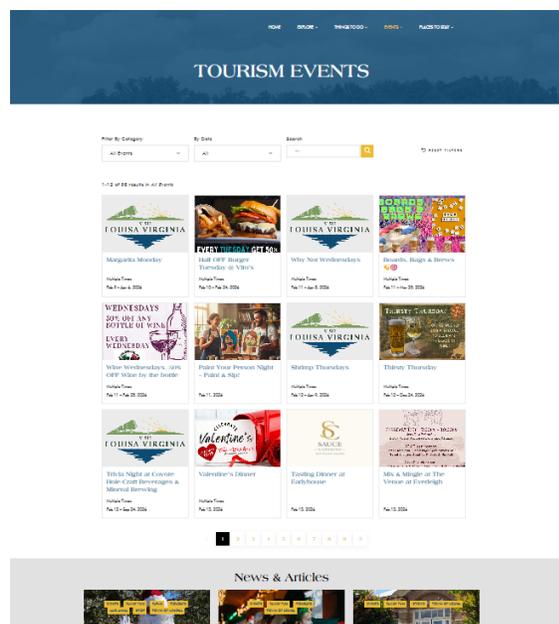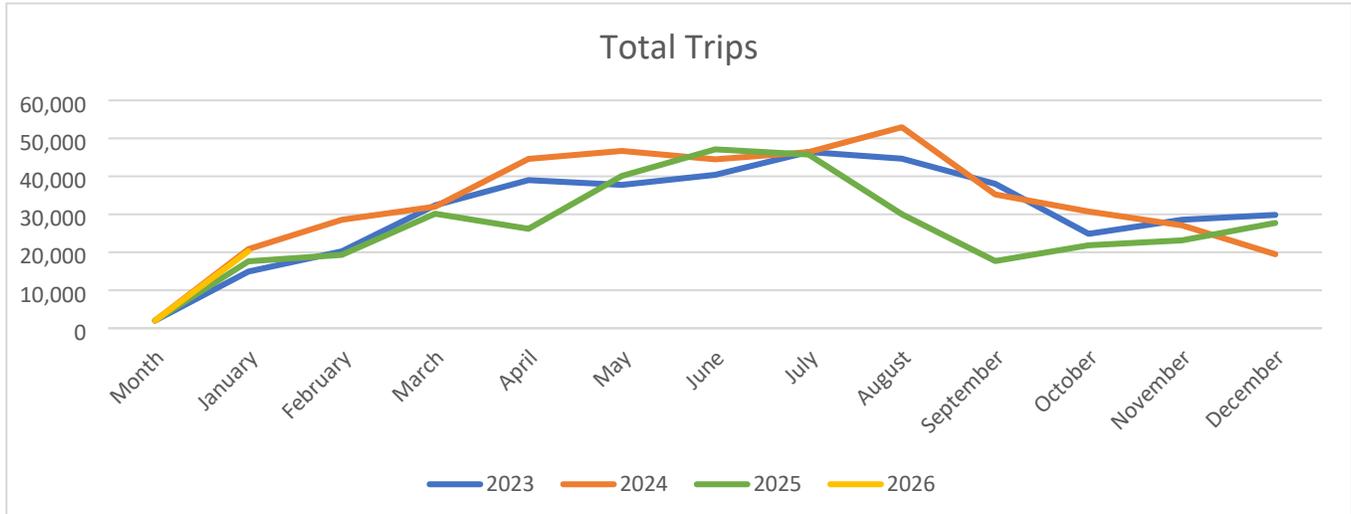

  - We started Search Engine Optimization (SEO) for the new VisitLouisa.com site.
- **VISITLOUISA.COM WEBSITE (NEW WEBSITE FUNDED WITH VTC GRANT)**
  Work continued on the new VisitLouisa.com website, which had a soft launch on October 31, including:
  - Updated business listings for accuracy and to speak to visitors as the audience
  - Implementation of new display of JSON feed that allows listings to better integrate on pages (pagination of listings vs a single embed) and create new pages for every listing and event. This use of the JSON feeds is good for SEO. Preview to the left.
  - New webpages added in January include but are not limited to: VA250, Valentine's Day, and For Locals

INDICATORS AND STATISTICS: VISIT LOUISA APP

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	11,182	8,681	11,766	9,100	11,419	9,062	1.1	1.5	0.9
February		9,845	16,327		9,475	12,232		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.

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

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

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Data Source: Airbnb

KPI	Value	Compared	Difference
ADR	$405	$402	1%
Occupancy	13.9%	10.6%	31%
Guest Checkins	459	328	40%
Avg. Length of Stay	3.2	3.2	-1%
Avg. Booking Window	32	32	0%
Open Nights	7,092	5,811	22%
Guest Nights	1,547	1,145	35%
Nights Available	8,639	6,956	24%

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.

Occupancy Monthly
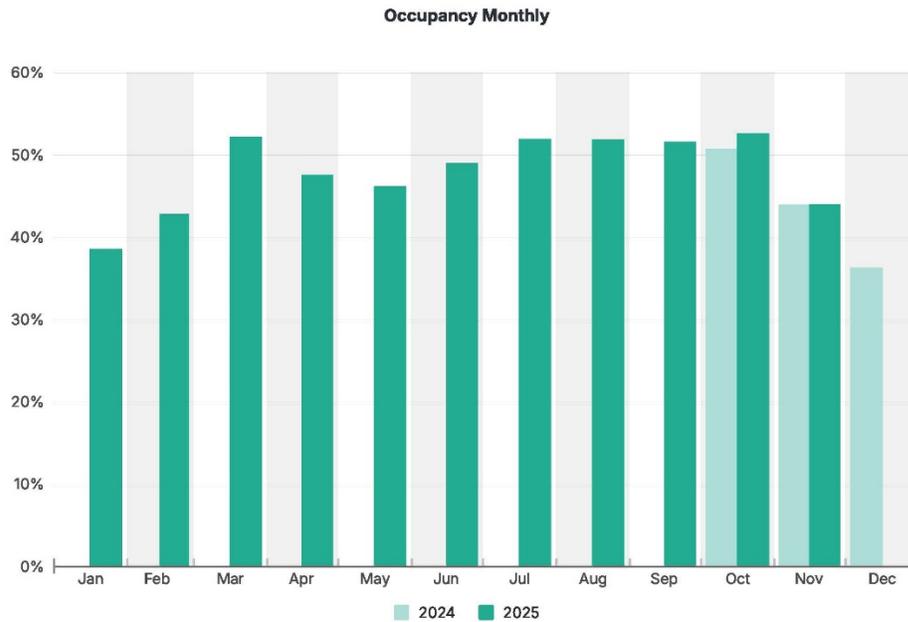
The table below shows analytics for the Visit Louisa app:

	Total Users (Includes Web Version)	Page-views	iOS Downloads	Android Downloads	New Vs Returning Users	Top Location Information
Since Summer 2022 Launch	32,003	181,304	2,380	791	Returning: 81.6% New: 18.4%	Virginia Louisa Roanoke Baltimore VA Beach Washington, DC Ashburn New York
Last Month	481 2% From Dec 1 - Dec 31	1,798 18% From Dec 1 - Dec 31	10 100% From Dec 1 - Dec 31	3 200% From Dec 1 - Dec 31	Returning: 88.6% New: 11.4%	Baltimore Louisa Roanoke VA Beach Charlottesville Lynchburg Goochland Houston, TX