

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



Office of Tourism
Period: July 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.

July Highlights

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

The July 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.

- **AWARD FINALISTS**

Members of the Tourism Advisory Committee, to include the Louisa County Chamber of Commerce, submitted nominations for the VRLTA Ordinary awards in June and in July we received notification that several businesses were selected as finalists. Louisa finalists include: Buckingham Branch Railroad, Southern Revere Cellars, Small Country Campground, Katelyn Coughlan - Louisa County Historical Society, Rosolino Taormina - Vito's of Lake Anna/The Lounge/The Lion's Den, Tributer Resort, The Lion's Den 1837, and Fifty-Third Winery and Vineyard.

- **ADVERTISING, SEO & PROMOTIONAL EFFORTS**



- We collaborated with Tourism for Orange County and the Town of Gordonsville to bring a social media influencer to the area. The influencer highlighted the Virginia Scenic Railway and the towns of Louisa and Gordonsville.
- We ran regional display ads for the Louisa County Fair as well as ran social ads.



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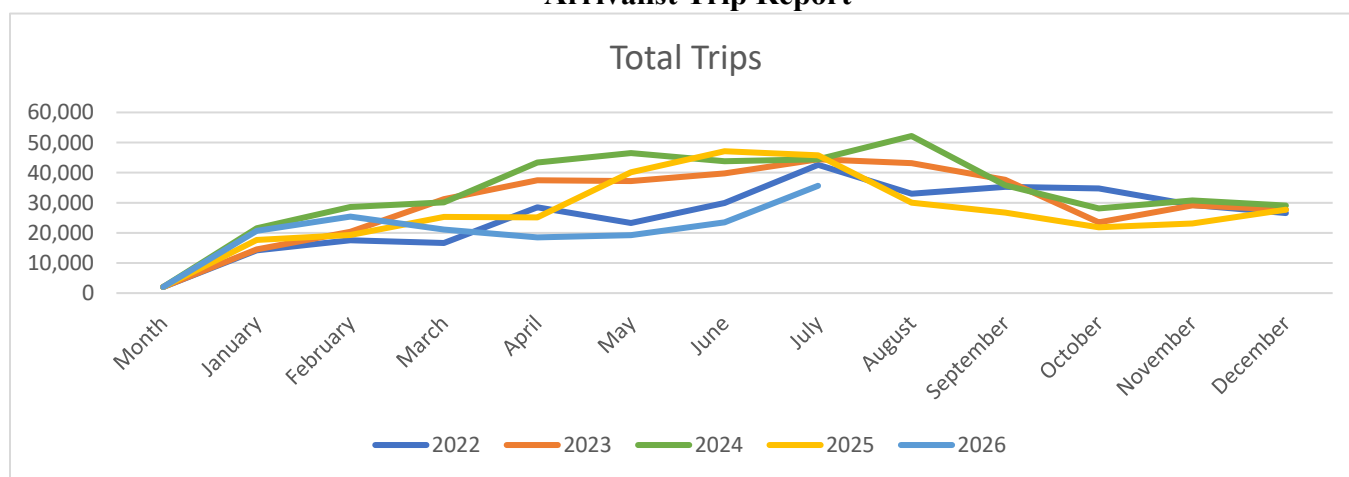
- Search Engine Optimization (SEO) work continued. The top performing landing pages in July were the 4th of July, Lake Anna, events, the steam engine, and restaurants.
- Blog posts included Funnel Cakes, Farm Animals, and Little Texas in Walton Park; Step into History at Trevilian Station Battlefield Park; Discover One of Virginia's Most Unique Horseback Riding Destinations; and Spend a Night Beneath the Stars at Trevilian Station Battlefield.
- Staff arranged a NBC12 interview for the Louisa County Fair.

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	11,581	11,581	12,342	18,578	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		8,382	23,404		21,636	28,768		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 figures above were updated in August 2026 to reflect the system's latest determinizations.

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 July 2026 to July 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	\$794	\$667	19%
Occupancy	50.8%	32.2%	58%
Guest Checkouts	811	574	41%
Guest Checkins	1,466	936	57%
Avg. Length of Stay	4.2	4.0	4%
Avg. Booking Window	66	65	2%
Guest Nights	5,958	3,847	55%
Nights Available	9,677	8,462	14%

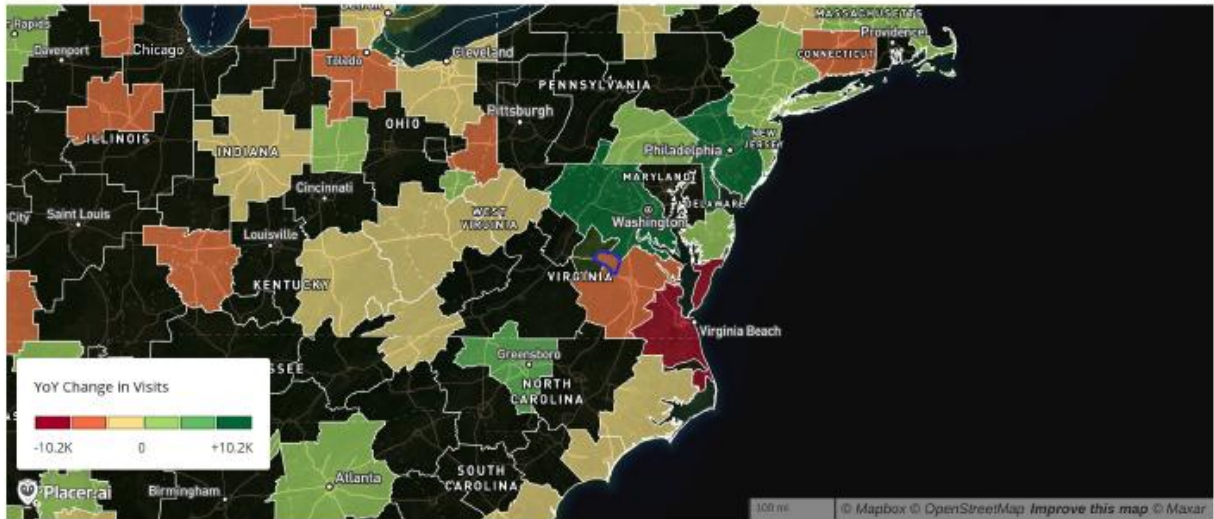
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Placer.ai Origin Information – Top 10 DMA for YTD 2026



Non-Resident Origins



DMA	Visits (% of Total)	YoY Change
Washington, DC (Hagrstwn) Virginia	825K (30.8%)	+26.9K
Norfolk-Portsmouth-Newpt Nws Virginia	327K (12.2%)	-17.3K
Roanoke-Lynchburg Virginia	232K (8.7%)	--
Baltimore Maryland	121K (4.5%)	--
Philadelphia Pennsylvania	99.4K (3.7%)	+13.6K
New York New York	69.7K (2.6%)	+4K
Raleigh-Durham (Fayetvile) North Carolina	65.3K (2.4%)	--
Harrisburg-Lncstr-Leb-York Pennsylvania	60.4K (2.3%)	+3.1K
Richmond-Petersburg Virginia	38K (1.4%)	-5.9K
Pittsburgh Pennsylvania	31.8K (1.2%)	--

Visits | * Showing data for top 10 DMA of this market | Jan 1st, 2026 - Aug 25th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

