

# COUNTY OF LOUISA

## MONTHLY DEPARTMENT REPORT



**Department:** Parks, Recreation and Tourism  
**Period:** April 2025



### **PARKS & RECREATION**

#### **Child Care**

The following data compares the FY25 monthly revenue related to our Child Care Program. Child Care services are divided into the following three categories: (Before School Only, After School Only, & Before & After School) Child Care Payments are collected every two weeks, based on the registration and attendance plan selected by the parents. Payments are made through our ProCare Registration Software.

Monthly Revenue	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
<b>FY24</b>	32,284	61,214	49,033	51,559	56,711	47,329	45,774	53,246	53,389	57,166	84,098	160,450
<b>FY25</b>	71,908	61,921	78,266	71,776	41,400	25,488	30,503	37,088	38,391	43,583		

#### **Self-Supporting Programs**

The remainder of our revenue is collectively attributed to the programs and services that we provide to the community. This includes revenue collected under the following categories: Youth Programs, Sports, Health & Wellness, Educational & Enrichment and Special Events.

Monthly Revenue	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
<b>FY24</b>	47,687	54,343	29,991	19,273	18,217	11,180	26,447	31,376	24,715	15,180	44,426	90,442
<b>FY25</b>	59,172	35,421	26,030	21,518	17,379	16,754	20,028	16,359	31,947	24,155		

#### **Self-Supporting Registrations/ Transactions per Month**

Monthly Registrations	July	Aug..	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April.	May	June
<b>FY 24</b>	4,262	1,924	800	463	489	326	873	609	475	1,317	1,936	3,188
<b>FY 25</b>	2,946	1,375	759	451	326	291	636	457	614	519		

#### **Upcoming Events**

May 7<sup>th</sup> - Swim Lesson Registration Opens

May 24<sup>th</sup> - Aquatic Facility Opening

June 6<sup>th</sup> - Friday After 5 Concert (Cooling Pond)

June 15<sup>th</sup> - Friday After 5 Concert (Fifty Third)

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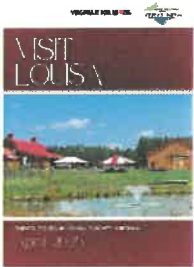
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### TOURISM

**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 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.

#### April Activities



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

The April 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.

- **PLACEMENT IN ENHANCED LOUISA COUNTY NEWSLETTER**

The April issue of [The Informed Citizen newsletter](#) as well as the digital signage system in county buildings helped reach locals with event information.



- **ADVERTISING**

We ran video ads in Pennsylvania and North Carolina markets to encourage overnight visitation. A copy of the video is available on the Visit Louisa YouTube channel ([Louisa County 15-Second Welcome Video](#)).

- **ADDITIONAL VIDEO CREATION**

Staff also prepared a video utilizing VTC's new [Vacation Starts with VA](#) branding tools.

- **BLOG POSTS**

We are utilizing the website's [blog](#) functionality to improve Search Engine Optimization and add good content to the tourism section of the site. The blog posts are set to archive three years after publication to avoid information becoming out of date. March blog post topics were Why Louisa County is Your Perfect Small-Town Weekend Getaway, The Kentucky Headhunters to Headline Louisa County Fair Concert, and Tips for Planning a Lake Anna Vacation.

- **COMMUNITY SUPPORT**

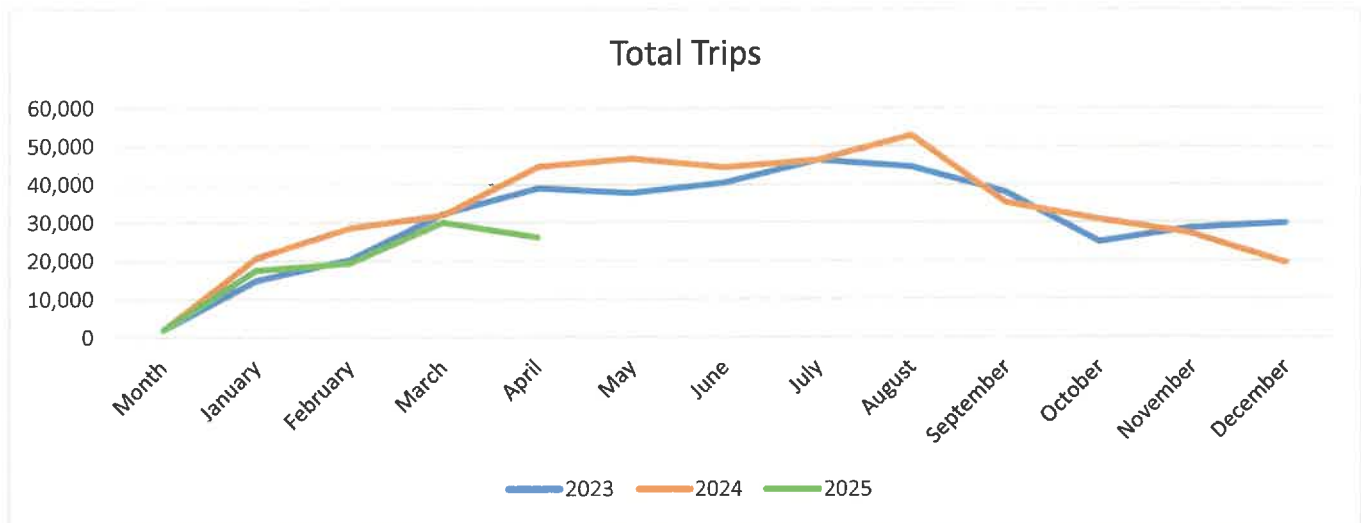
Staff also created a Tourism Support Request application review schedule related to non-profits and drafted a MOU template for agreements with local businesses outlining tourism services we will receive in exchange for project/event support.

# COUNTY OF LOUISA

## MONTHLY DEPARTMENT REPORT

### INDICATORS AND STATISTICS: VISIT LOUISA APP

#### Trip Report



	2025	2024	2023	2025	2024	2023	2025	2024	2023
Month	Day-Trips	Day-Trips	Day-Trips	Overnights	Overnights	Overnights	Average Nights	Average Nights	Average Nights
January	8,681	11,766	5,815	11,419	9,062	9,106	1.5	0.9	1.2
February	9,845	16,327	4,691	9,475	12,232	15,561	1.2	0.9	1.4
March	11,581	12,578	9,145	18,578	19,445	23,226	1.5	1.4	1.7
April	6,136	21,632	10,244	20,053	22,959	28,762	2.2	1.2	1.9
May		17,312	10,094		29,380	27,656		1.5	1.7
June		19,508	11,035		24,973	29,363		1.5	1.7
July		18,434	12,518		27,948	33,900		1.6	1.9
August		23,225	12,521		29,715	32,134		1.5	1.8
September		13,555	6,989		21,681	31,036		1.4	1.8
October		8,292	7,027		22,446	17,834		1.9	1.6
November		6,912	8,240		20,180	20,330		1.7	1.4
December		11,029	12,281		18,336	17,567		1.2	1.4

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.

The Short-Term Rental information below compares data from April 2025 to April 2024.

Observations on the data: While the overall number of trips are down, the number of average nights are up. The numbers below indicate positive increases, including in revenue.

Note the chart below focuses on Airbnb bookings to avoid duplication with listings also on VRBO. The Value column represents 2025 and the Compared column represents 2024.

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Data Source: Airbnb

KPI	Value	Compared	Difference
ADR	\$403	\$336	20%
RevPAR	\$72	\$57	27%
Avg. Length of Stay	3.5	3.2	8%
Avg. Booking Window	44	38	17%
Guest Checkins	670	596	12%
Revenue	\$912,181	\$663,430	37%
Guest Nights	2,266	1,976	15%
Nights Available	8,454	8,086	5%



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	27,643	147,942	2,312	722	Returning: 81.2% New: 18.8%	Louisa Roanoke VA Beach Washington, DC Baltimore Ashburn Fredericksburg
Last Month	259 1% from Mar 2 - Mar 31	4,937 6% from Mar 2 - Mar 31	0 0% from Mar 2 - Mar 31	17 13% from Mar 2 - Mar 31	Returning: 75.7% New: 24.3%	Louisa Roanoke Ashburn VA Beach Baltimore San Antonio Washington, DC