Department: Parks, Recreation and Tourism
Period: May 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
FY24	32,284	61,214	49,033	51,559	56,711	47,329	45,774	53,246	53,389	57,166	84,098	160,450
FY25	71,908	61,921	78,266	71,776	41,400	25,488	30,503	37,088	38,391	43,583	70,134	

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
FY24	47,687	54,343	29,991	19,273	18,217	11,180	26,447	31,376	24,715	15,180	44,426	90,442
FY25	59,172	35,421	26,030	21,518	17,379	16,754	20,028	16,359	31,947	24,155	44,034	

Self-Supporting Registrations/ Transactions per Month

Monthly Registrations	July	Aug..	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April.	May	June
FY 24	4,262	1,924	800	463	489	326	873	609	475	1,317	1,936	3,188
FY 25	2,946	1,375	759	451	326	291	636	457	614	519	857	

Upcoming Events
June 13th - Friday After 5 Concert (Fifty Third Winery & Vineyard)
June 20th - Friday After 5 Concert (Everleigh Vineyards & Brewery)
June 27th - Friday After 5 Concert (Southern Revere Cellars)

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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.

May Activities
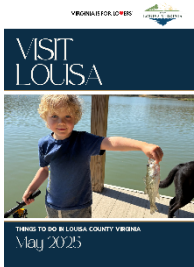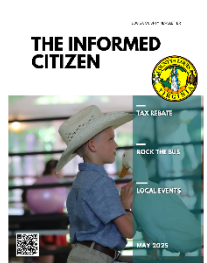
- **MONTHLY VISIT LOUISA GUIDE & LOUISA BOUND E-NEWSLETTER**
The May issue of our monthly tourism guide was available online and in print at the Louisa County Office Building. The issue highlighted locations and events across the county, as did the weekly Louisa Bound e-newsletter.
- **PLACEMENT IN ENHANCED LOUISA COUNTY NEWSLETTER**
The May issue of *The Informed Citizen* newsletter as well as the digital signage system in county buildings helped reach locals with event information.
- **TOURISM AMBASSADOR PROGRAM**
The county launched its new Tourism Ambassador Program in May at academy.visitlouisa.com. The free course walks participants through the Louisa County tourism program and highlights hidden gems.
- **GATEWAY SIGN PROGRAM**
Staff received Board direction on a logo for the new gateway signs. Staff will prepare the revised designs for Board approval.
- **ADVERTISING**
We continued to run video ads in Pennsylvania and North Carolina markets to encourage overnight visitation. We also ran limited advertising in the Richmond area market to promote Jack Jouett Day.
- **ADDITIONAL VIDEO CREATION**
Utilizing the radio spot prepared by the Louisa County Fair, county staff also prepared another video promoting the upcoming fair.
- **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. May posts included The Perfect 3-Day

COUNTY OF LOUISA
MONTHLY DEPARTMENT REPORT

Vacation Guide to Louisa County, Stargazing in Louisa County and Bracketts Farm - Fish, Hike & Bird Watch.

- **COMMUNITY SUPPORT**
  Staff worked on MOU agreements with local organizations outlining tourism services we will receive in exchange for project/event support.
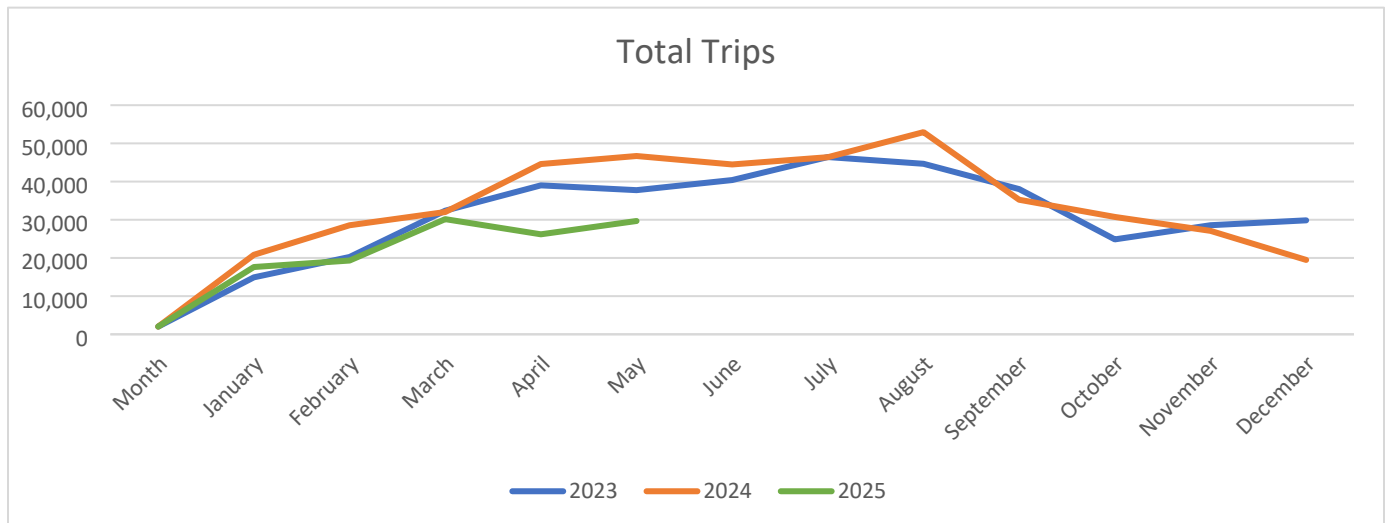- **REFINING REPORTS**
  Short-term rental information may now be more easily reviewed geographically.

INDICATORS AND STATISTICS: VISIT LOUISA APP

Trip Report

Month	2025 Day-Trips	2024 Day-Trips	2023 Day-Trips	2025 Overnights	2024 Overnights	2023 Overnights	2025 Average Nights	2024 Average Nights	2023 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	8,959*	17,312	10,094	20,716*	29,380	27,656	1.4*	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

*Partial monthly data currently available

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 May 2025 to May 2024. 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.

ⅢⅡ KEYDATA™

Data Source: Airbnb

KPI	Value	Compared	Difference
ADR	$446	$377	18%
RevPAR	$92	$87	5%
Avg. Length of Stay	3.3	3.4	-2%
Avg. Booking Window	54	61	-12%
Guest Checkins	813	864	-6%
Revenue	$1,204,213	$1,071,021	12%
Guest Nights	2,701	2,838	-5%
Nights Available	8,921	8,509	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	27,977	154,343	2,312	734	Returning: 81.2% New: 18.8%	Louisa Roanoke VA Beach Washington, DC Baltimore Ashburn Fredericksburg
Last Month	334 26% from Mar 31 - Apr 30	6,401 25% from Mar 31 - Apr 30	0 0% from Mar 31 - Apr 30	12 29% from Mar 31 - Apr 30	Returning: 81.1% New: 18.9%	Louisa Baltimore Ashburn Roanoke Washington, DC Danville VA Beach