



COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT

Department: Parks, Recreation and Tourism

Period: August 2025



PARKS & RECREATION

Child Care

The following reflects FY26 monthly Child Care Program Revenue. Child Care services are divided into the following three categories: (Before School Only, After School Only, & Before & After School) Child Care Payments are collected weekly, 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
FY26	\$41,452	\$51,916										

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
FY26	\$47,035	\$44,866										

Self-Supporting Registrations/ Transactions per Month

This reflects the number of monthly, program registrations/ transactions recorded in our Civic Rec. registration software. (Non-Childcare Related)

Monthly Registrations	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
FY 26	3,018	1,319										

Upcoming Events

October 11th Annual Fall Festival @ Walton Park from 10:00am – 3:00pm

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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 \(VTC\) 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.

August Activities



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

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

- **ADVERTISING**

We continued to run video ads in Pennsylvania and North Carolina markets to encourage overnight visitation. Ads included promotions for the Rumours ATL show and Lake Anna Jazz Fest (limited local promotions) and a Louisa overview to help communicate the story of Louisa's offerings ([Rumours ATL preview 1](#), [Rumours ATL preview 2](#), [Jazz Fest preview](#) and [overview preview](#)).

- **NEW VISITLOUISA.COM WEBSITE**

Work continued on the new VTC grant-funded VisitLouisa.com website.

- **REPORTING**

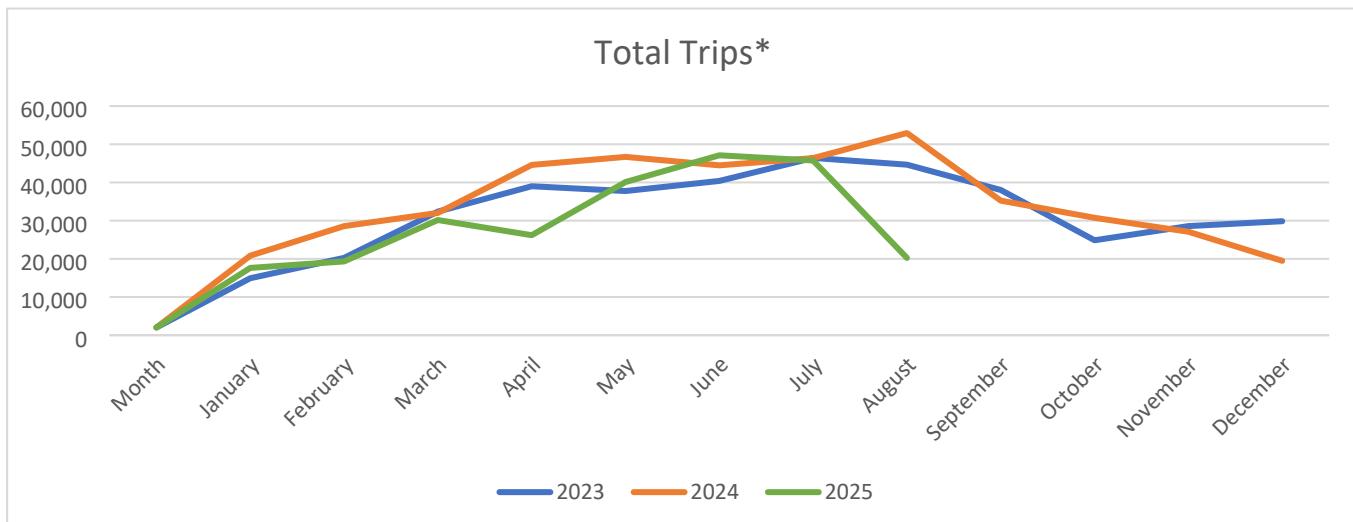
We received reporting from our Louisa County Fair partners and for the Independence Day celebration at Southern Revere with attendance information. We will share details in the next report.

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INDICATORS AND STATISTICS: VISIT LOUISA APP

Trip Report



Month	2025	2024	2023	2025	2024	2023	2025	2024	2023
	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	12,053	17,312	10,094	28,052	29,380	27,656	1.7	1.5	1.7
June	12,784	19,508	11,035	34,323	24,973	29,363	2.3	1.5	1.7
July	15,885	18,434	12,518	29,859	27,948	33,900	1.7	1.6	1.9
August	7,661*	23,225	12,521	12,573*	29,715	32,134	1.2*	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.

*Reflects partial data for month/most recent month.

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

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Data Source: Airbnb

KPI	Value	Compared	Difference
ADR	\$601	\$430	40%
Occupancy	29.0%	26.8%	8%
Guest Checkouts	601	465	29%
Guest Checkins	1,062	912	16%
Avg. Length of Stay	4.0	3.7	10%
Avg. Booking Window	58	64	-9%
Guest Nights	4,167	3,432	21%
Nights Available	10,188	9,276	10%

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	29,380	167,588	2,326	767	Returning: 80.9% New: 19.1%	Virginia Louisa Roanoke VA Beach Baltimore Washington, DC Ashburn Fredericksburg
Last Month	650 42% From Jul 1 - Jul 31	4,638 2% From Jul 1 - Jul 31	14 0% From Jul 1 - Jul 31	10 29% From Jul 1 - Jul 31	Returning: 79.4% New: 20.6%	Virginia Louisa VA Beach Baltimore Roanoke Lynchburg Christiansburg

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The Virginia Tourism Corporation's released their 2024 Economic Impact data on September 8, 2025. An introduction to the report and Louisa County data is shown below. Data can be accessed online at <https://vatc.org/research/economicimpact/>. Note, according to the impact study and other analytics, we did see an increase in tourism for the 2024 calendar year.

VIRGINIA IS FOR LO^{VE}RS[®]

Economic Impact of Tourism in Virginia

Prepared for:
Virginia Tourism Corporation

[View Report](#)

[Download PDF](#)

Introduction

This website provides statistics on the economic value of visitors to the state of Virginia. The analysis is commissioned by the **Virginia Tourism Corporation**, and is conducted by Tourism Economics, LLC. The analysis is based on multiple data sources, including the US census, STR, Longwoods International, lodging and sales tax receipts, and employment and wage data from the Bureau of Economic Analysis and Bureau of Labor Statistics.

By combining these datasets, a comprehensive view of visitor activity is developed that is consistent with official economic and industry data for the state. The analysis measures visitor spending by category, tourism employment, personal income, and taxes generated by visitor activity. The data are available for several years of history and can be viewed and downloaded at the state and county level.

About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing destinations, developers, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, tourism forecasting models, tourism policy analysis, and economic impact studies.



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☰ County/City Spending & Economic Impact



Louisa County

Year
2024

Geography
Louisa County



\$73.0M
Visitor Spending
YOY: ▲ 0.5%



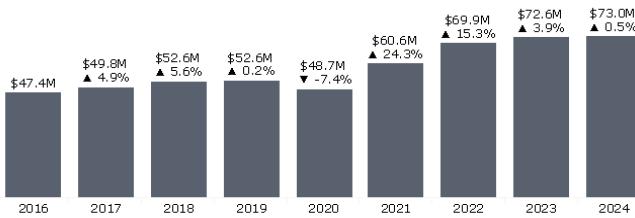
5.7% is the share of all
county jobs sustained by
tourism



Visitors generated **\$4.2M**
in state and local taxes

Visitor Spending

Actual & % change YOY



Spending



Employment



Labor Income



State Taxes

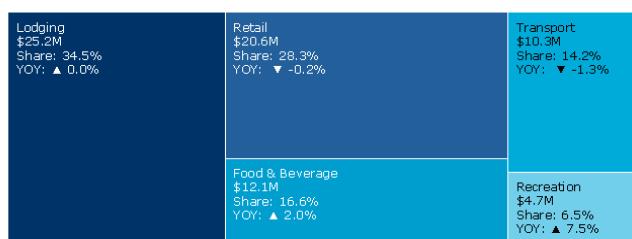


Local Taxes



Visitor Spending by Category in 2024

Actual, share & % change YOY



SYMPHONY TOURISM ECONOMICS