

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



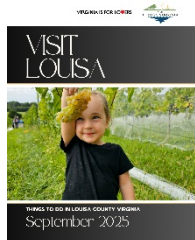
Department: Office of Tourism
Period: September 2025



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.

September Activities

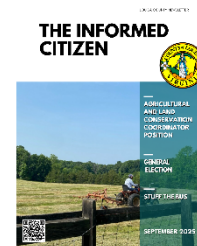


- **MONTHLY VISIT LOUISA GUIDE & LOUISA BOUND E-NEWSLETTER**

The September 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 September 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 [Fall in Love with Louisa County](#) and [Country Stores/Farms](#) (click links for previews).

- **NEW VISITLOUISA.COM WEBSITE**

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


- **REPORTING HIGHLIGHTS FROM SUPPORTED EVENTS/PROJECTS**

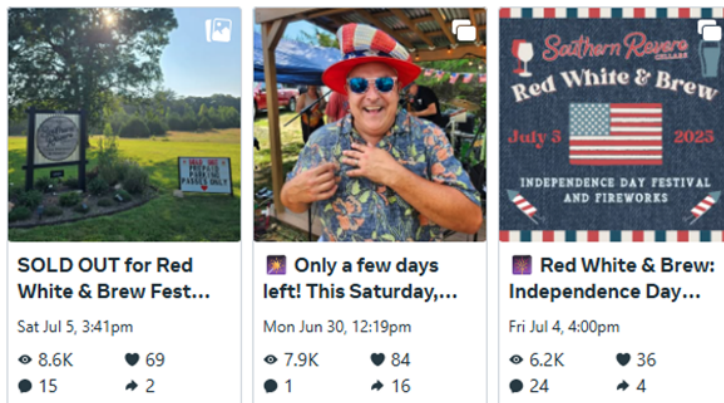
- **LOUISA COUNTY FAIR:** Attendance counts not exact but estimated around 8,000. The total for 2024 was around 5,000. 78% of visitors were from Virginia. Social Media was very successful in attracting the locals.
- **SOUTHERN REVERE'S INDEPENDENCE DAY CELEBRATION (MICRO):** Sold 360 parking passes and estimates 1,000 people in attendance. Sales were up 14%. Raised \$900 in donations for Paws for Purple Hearts.

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 Top content by views



- **COYOTE HOLE'S BLUEGRASS FESTIVAL (MICRO):** Estimates 600 attendees present throughout the day, including non-drinkers and children under 12. An estimated 30 dogs were in attendance (the County did a social post promoting it being a dog-friendly event). Several attendees reported renting homes around Lake Anna for the weekend to attend the festival.



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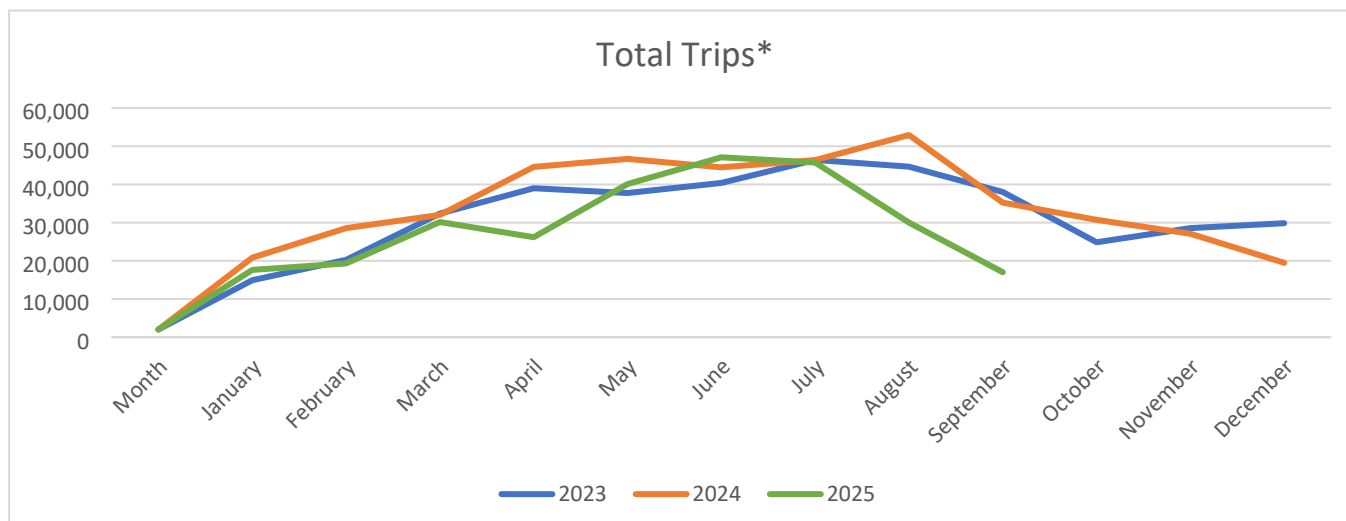
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INDICATORS AND STATISTICS: VISIT LOUISA APP



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	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	8,382	23,225	12,521	21,636	29,715	32,134	1.7	1.5	1.8
September	6,217*	13,555	6,989	10,802*	21,681	31,036	1.9*	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.

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



Data Source: Airbnb

KPI	Value	Compared	Difference
ADR	\$474	\$411	16%
Occupancy	26.2%	19.1%	37%
Guest Checkouts	331	329	1%
Guest Checkins	730	607	20%
Avg. Length of Stay	3.9	3.6	6%
Avg. Booking Window	57	59	-3%
Guest Nights	2,834	2,373	19%
Nights Available	8,434	8,474	-0%

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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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	29,933	170,660	2,342	774	Returning: 81.1% New: 18.9%	Virginia Louisa Roanoke VA Beach Baltimore Washington, DC Ashburn Fredericksburg
Last Month	553 12% From Aug 2 - Aug 31	3,072 32% From Aug 2 - Aug 31	16 14% From Aug 2 - Aug 31	7 30% From Aug 2 - Aug 31	Returning: 88.1% New: 11.9%	Virginia Baltimore VA Beach Lynchburg Louisa Harrisonburg Roanoke South Carolina