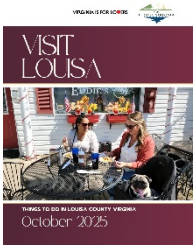
Office of Tourism
Period: October 2025

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.

October Activities



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

The October 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 October 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 Halloween in Louisa and Fall in Louisa County (click links for previews).

- **NEW VISITLOUISA.COM WEBSITE**

The new VisitLouisa.com website had a soft launch on October 31. The site is now live, and is being reviewed for immediate enhancements to be implemented. The site will see a "phase 2" site-wide enhancement in approximately four weeks as event and location listings are displayed in a more user-friendly and Search Engine Optimization-friendly fashion. We received a grant for site development from the Virginia Tourism Corporation.

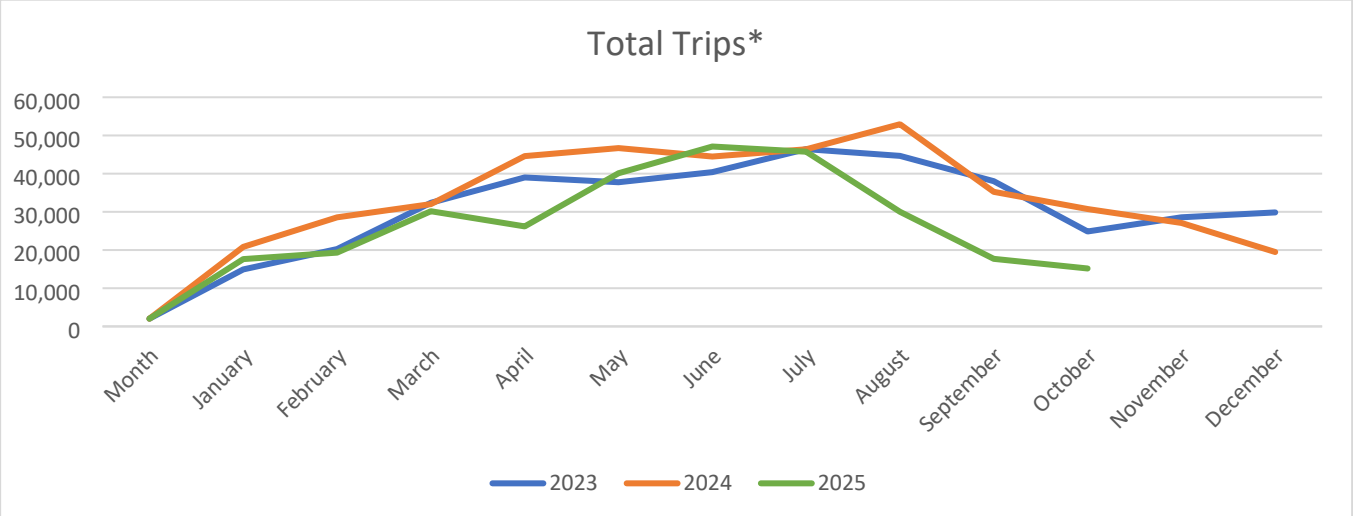
- **REPORTING HIGHLIGHTS FROM SUPPORTED EVENTS/PROJECTS**
  - **LAKE ANNA JAZZ FEST**
    - Saturday's weather during the September event was clear but unseasonably hot, with temperatures rising to 92°F; Light rain on Sunday.
    - Audience was almost exclusively adult.
    - Able to track zip codes of tickets purchased through website in advance of event. From within Virginia, the most common cities of origin were

Mineral, Fredericksburg, and Palmyra. Visitors also came from Maryland, North Caroline, Florida, New York, and Florida.

- Jazz Fest management negotiated rate agreements made with Shenandoah Crossing, Best Western Zion Crossroads and Hampton Inn Zion Crossroads.
- Ads were placed in The Central Virginian, The Breeze, and The Daily Progress newspapers, as well as in their online presence. Facebook ads placed between May and September resulted in over 200,000 views and 7,800 link clicks to the Lake Anna Jazz website.

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	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	6,161	13,555	6,989	11,531	21,681	31,036	2.1	1.4	1.8
October	4,716*	8,292	7,027	10,452*	22,446	17,834	1.4*	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. Note this no-cost Arrivalist data from VTC 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. *Reflects partial data for month/most recent month.

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

KEYDATA™

Data Source: Airbnb

KPI	Value	Compared	Difference
ADR	$408	$329	24%
Occupancy	29.0%	20.4%	42%
Guest Checkouts	410	290	41%
Avg. Length of Stay	3.2	3.0	7%
Avg. Booking Window	51	51	1%
Open Nights	5,093	5,241	-3%
Guest Nights	2,751	2,163	27%
Nights Available	7,844	7,404	6%

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 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	30,568	174,124	2,352	783	Returning: 81.2% New: 18.8%	Virginia Louisa Roanoke VA Beach Baltimore Washington, DC Ashburn New York
Last Month	635 11% From Aug 31 - Sep 30	3,464 6% From Aug 31 - Sep 30	10 41% From Aug 31 - Sep 30	9 29% From Aug 31 - Sep 30	Returning: 90.2% New: 9.8%	Virginia Baltimore VA Beach Louisa Lynchburg Philadelphia Washington, DC New York