



Office of Tourism
Period: April 2026

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. Businesses are encouraged to review resources at visitlouisa.com/value-of-tourism.

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 and the Louisa County Museum and Visitor Center. The issue highlighted locations and events across the county, as did the weekly [Louisa Bound](#) e-newsletter.
- **ADVERTISING**
 - We ran video ads as well as introduced new social and banner ads. The new advertising platform optimizes how our monthly budget is spent across various marketing content.
 - We scheduled “We the People” ads for VA250, including for the daytrip market.
 - Our Search Engine Optimization (SEO) work continued with new blog post (Your Guide to the Historic Green Springs District in Louisa County) and on-page optimizations.
- **ADDITIONAL PROMOTIONAL EFFORTS**
 - Blog posts including Top 3 Reasons to Rent a Party Bus, Little Texas to Take the Main Stage at the Louisa County Fair, Celebrate Independence Day at Lake Anna, and Legendary Steam Train Coming to Louisa
 - New videos including social reels for Lake Anna, the dog park at Southern Revere Cellars, and Wintermoon Mystics in Mineral
 - Arranged [interviews](#) for local attractions
 - Additional website enhancements allowing for additional content (video, blog posts, and deals) on location listing pages

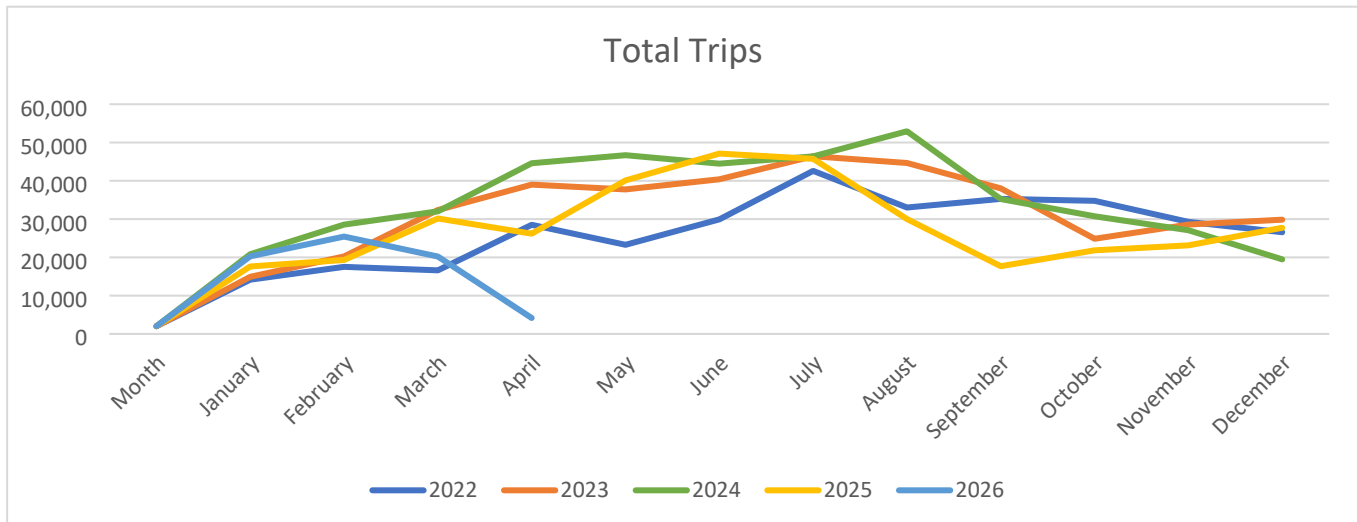


INDICATORS AND STATISTICS

Trip Analytics

Note Arrivalist data is provided through a VTC program. We are now also able to receive Placer.ai reports through an advertising partner.

Arrivalist Trip Report



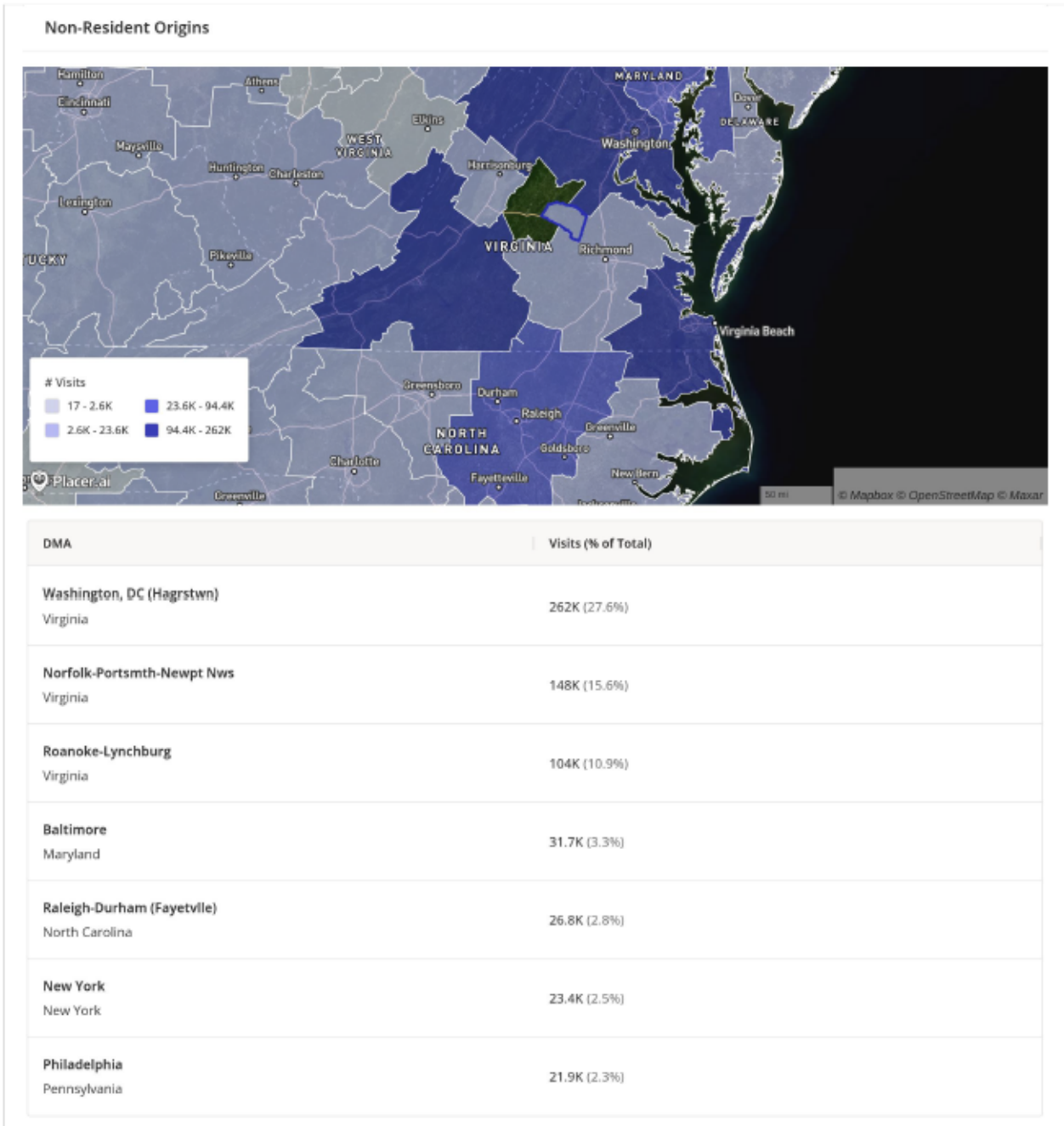
Month	2026	2025	2024	2026	2025	2024	2026	2025	2024
	Day-Trips	Day-Trips	Day-Trips	Overnights	Overnights	Overnights	Average Nights	Average Nights	Average Nights
January	11,182	8,681	11,766	9,100	11,419	9,062	1.1	1.5	0.9
February	15,065	9,845	16,327	10,366	9,475	12,232	0.7	1.2	0.9
March	6,840	11,581	12,578	13,379	18,578	19,445	1.5	1.5	1.4
April	2,631*	6,136	21,632	1,531*	20,053	22,959	1.0*	2.2	1.2
May		12,053	17,312		28,052	29,380		1.7	1.5
June		12,784	19,508		34,323	24,973		2.3	1.5
July		15,885	18,434		29,859	27,948		1.7	1.6
August		8,382	23,225		21,636	29,715		1.7	1.5
September		6,161	13,555		11,531	21,681		2.1	1.4
October		5,380	8,292		16,464	22,446		1.8	1.9
November		8,370	6,912		14,771	20,180		1.4	1.7
December		11,337	11,029		16,392	18,336		1.5	1.2

In the data above, day-trips measure visitors from outside a 50-mile radius, staying longer than 2-hours and visiting less than 10 times monthly. Overnight visitors are those staying after 12am. Note this Arrivalist data 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. *Incomplete data for the month.



A Placer.ai data is below showing year-to-date non-resident origins. Home Distance: >50.00 mi, meaning trips from neighboring counties are not reflected.

Market Overview
Time Compare





Occupancy Analytics

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 Short-Term Rental information below compares data from April 2026 to April 2025. Note the chart below focuses on Airbnb bookings to avoid duplication with listings also on VRBO. The Value column represents 2026 and the Compared column represents 2025.



Data Source: Airbnb

KPI	Value	Compared	Difference
ADR	\$454	\$461	-2%
Occupancy	31.7%	21.5%	47%
Guest Checkouts	425	320	33%
Guest Checkins	995	683	46%
Avg. Length of Stay	3.7	3.5	5%
Avg. Booking Window	41	43	-5%
Guest Nights	3,500	2,378	47%
Nights Available	9,148	7,397	24%