



Office of Tourism
Period: May 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 storytelling 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.

May Highlights

- **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 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 & SEO**

- We shot footage for new video advertising and we began variations of the ad in May ([Preview link.](#)) We also ran new social and banner ads. The new advertising platform optimizes how our monthly budget is spent across various marketing content.
- We began “We the People” ads for VA250, including for the daytrip market.
- Our Search Engine Optimization (SEO) work continued and organic impressions were up 17% from April, clicks were up 29% from April, and sessions were up 34% from April. Organic traffic top origin locations were as follows, in order of highest number of sessions: Virginia, New York, Maryland, Georgia, North Carolina, Pennsylvania, Florida, Michigan, Ohio and Indiana. Top organic landing pages were as follows, in order of the highest number of sessions: homepage, Virginia Scenic Railway excursions, celebrations and festivals, events, Lake Anna, restaurants, Town of Mineral, wineries/cideries/breweries, welcome to the Boardwalk Hotel on Lake Anna, and Jack Jouett Day.

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• **ADDITIONAL PROMOTIONAL EFFORTS**

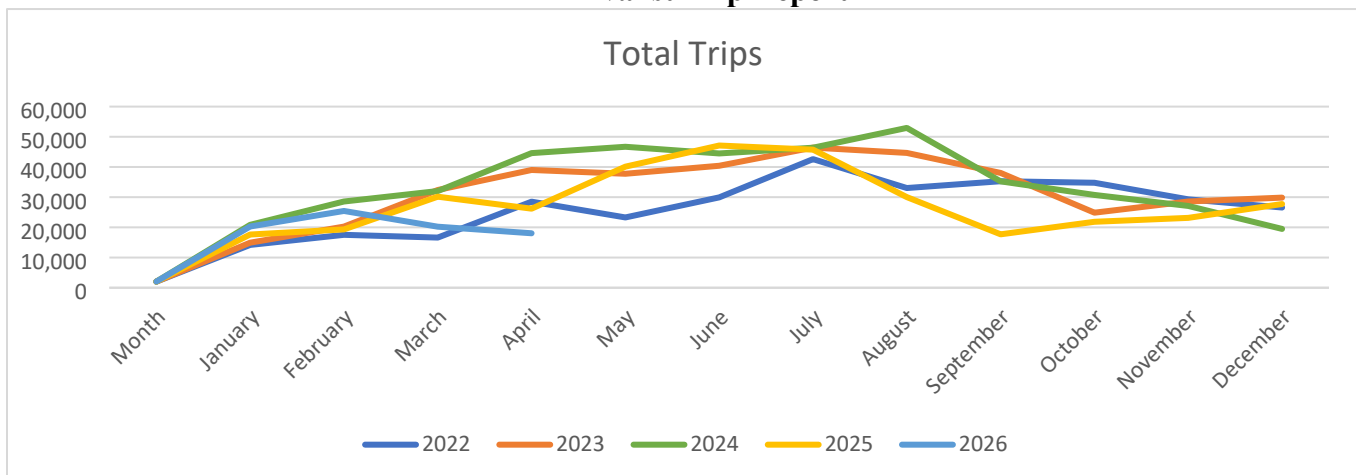
- Blog posts including Make Your First Stop the Louisa County Museum & Visitor Information Center and Sign Up for the Jack Jouett Day Amateur Hobby Horse Competition
- Arranged [interview](#) for Virginia Scenic Railway
- Social content included promotion of Visit Louisa for Locals, and reels highlighting the equestrian center at Shenandoah Crossing and The Local Louisa
- Additional website enhancements included an improved desktop menu

INDICATORS AND STATISTICS

Trip Analytics

Note Arrivalist data is provided through a VTC program. We are 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	7,059	6,136	21,632	10,980	20,053	22,959	1.3	2.2	1.2
May	1,643*	12,053	17,312	1,464*	28,052	29,380	0.8*	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

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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 Arrivallist 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.

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 May 2026 to May 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	\$544	\$499	9%
Occupancy	33.2%	24.4%	36%
Guest Checkouts	475	407	17%
Guest Checkins	1,140	855	33%
Avg. Length of Stay	3.3	3.5	-5%
Avg. Booking Window	58	53	9%
Guest Nights	3,940	2,864	38%
Nights Available	9,691	8,059	20%

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The below charts are anonymized hotel data.

