

Tourism Program Guide

*Discover how to participate in Louisa County's
"Visit Louisa" tourism program*



Updated June 2025

tourism@louisacounty.gov
VisitLouisa.com

Introduction



Why does Louisa County have a tourism program? It's simple – **increased tourism spending increases local tax revenue, supports labor income and may reduce the need for additional local taxes.**

"Visit Louisa" is managed by multiple Louisa County departments. The best contact email is tourism@louisacounty.gov and the administrative phone number is 540-967-3410.

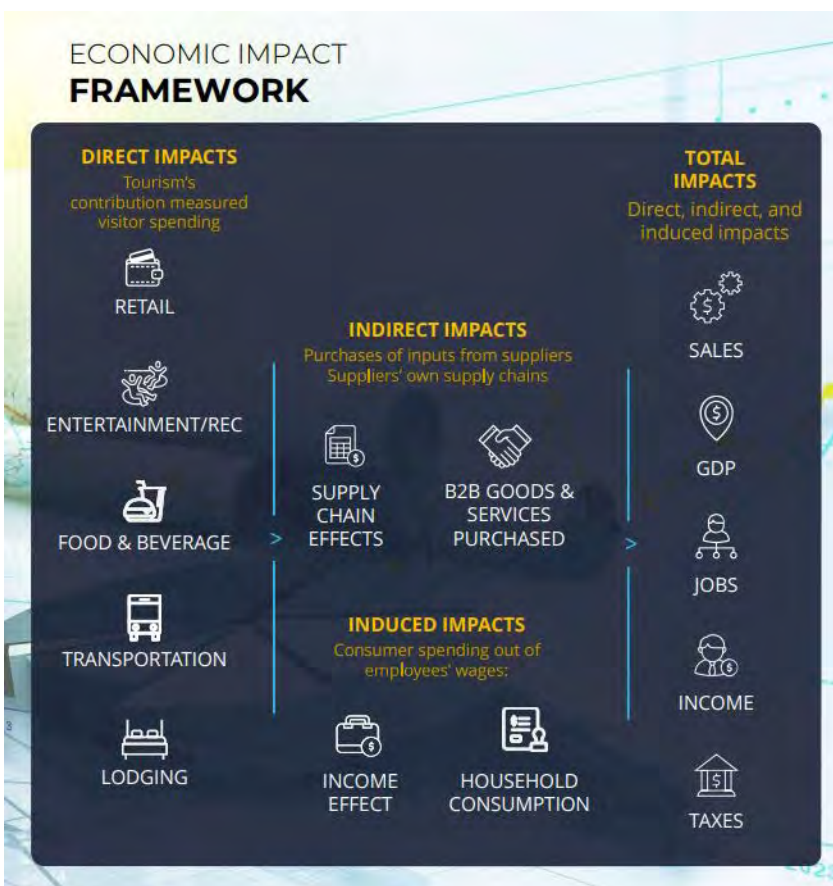
Local tourism-related businesses can **partner or participate for free** with Visit Louisa promotional initiatives and campaigns. Our system is user-friendly and provides inclusion with minimal work required by the businesses.

By featuring business information from across the County, Visit Louisa intends to offer visitors a complete picture of lodging, food, and activity options. Our goal is to strengthen the local economy by featuring Louisa businesses – ranging from farms to salons.

To encourage tourism spending, we follow tourism marketing trends and use data including Virginia Tourism Corporation (VTC) travel reports, collected meal tax, and collected transient 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 in the region.

In the pages that follow, learn how to participate as much or as little is comfortable for your business operations. Even with minimal participation, your business will gain additional exposure through our platforms and advertising strategy.



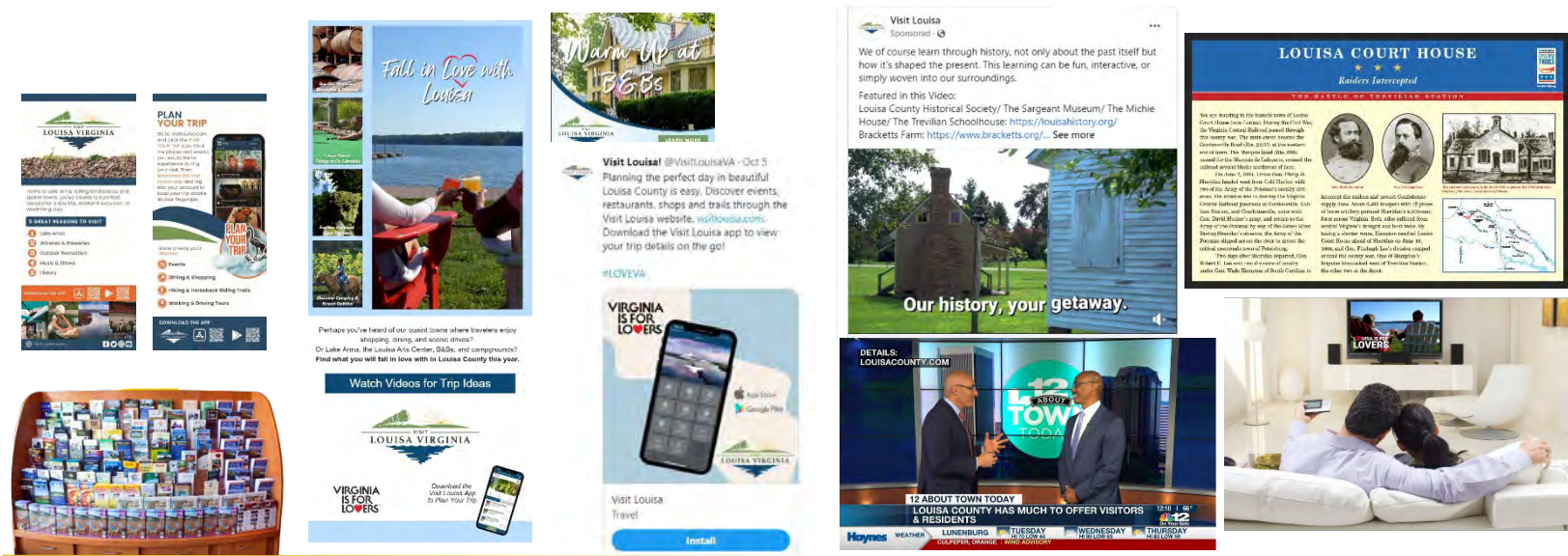
VTC Infographic showing the impact of tourism in a local economy

In a typical year, about
\$3 in \$10 spent
in restaurants comes from visitors.



Contents

Tourism Activity Overview	2
System Placements	3
Your Business Listing	4
Your Event Listings.....	5
Tourism Advisory Committee	6
Tourism Support Request	7
How to Stay Informed	8
Additional Support.....	9
Video Advertising.....	10
Visitor Information	11
Tourism Ambassador Program.....	12
Visitor Trip Data	12
Economic Impact.....	13
VTC Information.....	14
Submit Content.....	15
General Calendar	15
Marketing to Visitors vs Residents	17
Local Marketing Information	18
In Progress	20



Tourism Activity Overview

The Louisa County tourism program is comprised of a robust set of marketing and outreach efforts, with many of the activities representing integrations to provide visitors with the most up-to-date information. More detailed monthly reports to the Board of Supervisors may be found in Board meeting packets online. The below snapshot is not all inclusive.

Digital Presence

- VisitLouisa.com
- Visit Louisa App
- Weekly E-Newsletters
- Kiosks in Locations with High Foot Traffic
- Socials

Print

- Rack Cards in VA Welcome Center
- Brochure Distribution Program

- Monthly Guides
- Event List in Louisa County Newsletter (*The Informed Citizen*)

Advertising

- Digital Ads
 - Video
 - Search
 - In-App
 - Banner
 - Sponsored E-mails

- Print Ads
- Broadcast

Trails

- Civil War Trails
- Wine/Beer

Partner Resources

- Support Process
- Event Support
- Information for Businesses Newsletter

System Placements



Automations

Our system leverages Google Map listings and Facebook events. These automations allow us to maximize the productivity of a small staff and keep our materials as up-to-date as possible. The following ALL pull from the same system, so we stress the importance of having a Google Map listing and adding Visit Louisa as a co-host on Facebook events.

- VisitLouisa.com
- Visit Louisa App
- Monthly Guide
- Louisa Bound Weekly E-Newsletter
- Kiosks
- Visit Louisa Facebook

Website Plan Your Trip Option

The Visit Louisa app launched in the summer of 2022. It uses the same feeds as VisitLouisa.com, and the “Plan Your Trip” option on VisitLouisa.com allows website visitor to:

- o Create an account,
- o Save a plan,
- o Log in on a mobile device to retrieve their plan



Essentially, events and location listings appear on VisitLouisa.com pages as well as this related online version of the app – giving people multiple ways to discover things to do.

Automation Flowchart

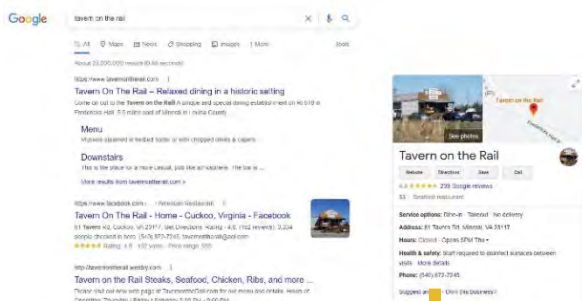
The flowchart below illustrates the number of places your Google Maps listing and Facebook event will appear. It also shows that Visit Louisa advertising points people back to the platforms where the business listings and events appear. Note, the kiosks run advertisements to encourage usage.



Your Business Listing

We use a system that pulls business listings from Google Maps (formerly pulled from Google My Business). We recommend creating or updating a Google Maps listing so that your business increases visibility on Google searches in general.

Your business may have a Google Map listing even if you didn't create one. We encourage you to create, claim or update your business information on Google.



To create a listing:

- 1.) If your business does not appear on Google, sign in/create an account at <https://www.google.com/business/>.
- 2.) Once signed in, click the "Businesses" link in the navigation on the left.
- 3.) You will then see a blue button on the right to "Add business."

To claim a listing:

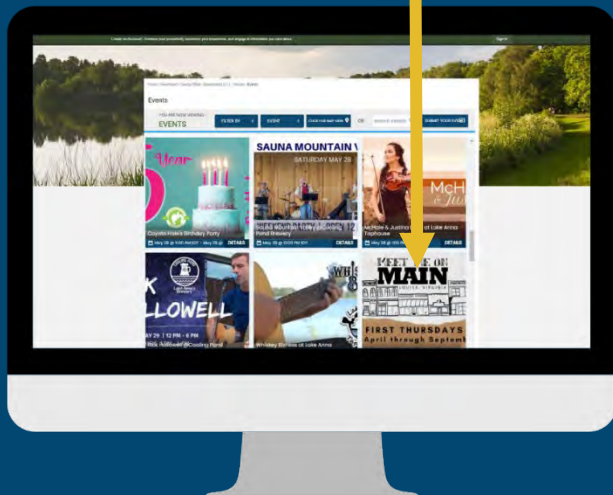
- 1.) Google your business.
- 2.) Click "Own this business" and then follow the prompts.
- 3.) If you select the postcard verification option, you'll receive a postcard with a code to verify your address in the mail within a few days.

To update your listing:

- 1.) Log into <https://www.google.com/business/>.
- 2.) Add photos, website information, etc.

Remember, this information will pull through to our website, app, kiosks, and related print materials.





Add a co-host to your event

1. From your Feed, click **Events** in the left menu. You may have to click **See More** first.
2. Click **Your Events** on the left side, then select the event you want to add a host to.
3. Click **Edit**.
4. Scroll down and tap on **Add Co-hosts**.
5. Type a friend's name in the box and select them.
6. Click **Save**.

Your Event Listings

Our website and Visit Louisa app pull event information from Facebook events. For your event to be featured on our tourism Facebook pages and Visit Louisa website, just **add Visit Louisa and Live Laugh Love Louisa as co-hosts on your Facebook event**.

Your event will show on our Facebook Pages shortly and on our website/app after our system crawls our Facebook pages (within a week).

Note: If we're not added as a co-host, it is more difficult for us to ensure an event is pulled into our system.

Tourism Advisory Committee

The Tourism Advisory Committee provides recommendations to the Board of Supervisors on the use of tourism-related Transient Occupancy Tax revenue collected from hotels and short-term rentals, including budgetary recommendations.

Tourism Advisory Committee Purpose

Our vision is to transform Louisa County into a thriving tourist destination renowned for its natural beauty, historical richness, and vibrant local culture. By leveraging innovative marketing strategies for current assets, aligning with state-level efforts, and implementing thoughtful product development, we aim to foster economic vitality and build a sense of pride – making Louisa County a sought after, inclusive destination that leaves a lasting impact on visitors and residents alike.

Membership

The Tourism Advisory Committee (TAC) shall consist of at least ten (10) but no more than thirteen (13) members, representing different stakeholders in the tourism industry in Louisa County and be appointed by the Board of Supervisors for two (2) year terms. Members may be reappointed for additional two (2) year terms by the Board of Supervisors.

Tourism Support Request



Support to Grow

Have a great idea for an event or program that will attract overnight visitors? Or have an existing initiative with potential to grow? Louisa County tourism may be able to support the project.



Online Form

Complete the online Tourism Support Request form to detail project needs. The request will be reviewed by the Tourism Advisory Committee (if applicable), and the Committee will make a recommendation to the Board of Supervisors for final decision as needed. The form may be found at visitlouisa.com/3426/Tourism-Support-Request.

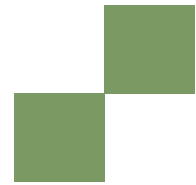
Non-Profits & Businesses



The Code of Virginia, § 15.2-953, allows for localities to make appropriations to certain types of entities (nonprofit recreational associations or organizations; nonprofit associations or organizations furnishing services to beautify and maintain communities or to prevent neighborhood deterioration; chamber of commerces which are nonprofit and nonsectarian; public or private nonprofit organizations or agencies engaged in commemorating historical events; nonprofit foundations established to support a public park; and associations or other organizations furnishing voluntary firefighting services or a nonprofit or volunteer emergency medical services agency).

For private businesses/entities that are not 501(c)(3)s, the tourism team may still be able to partner on projects. This funding is limited to no more than \$4,999 per project, and the business/entity will be required to support Louisa County tourism by providing relevant program data and marketing information, submitting blog content and following the process to submit events through the Visit Louisa ingestion process, collaborating with a minimum of one other Louisa County business to create a package offering, displaying Visit Louisa information, providing available brochures to the Sargeant Museum, and submitting a calendar of planned large events. Terms and conditions outlined in the agreement may be modified as needed to best support the engaged parties.

How to Stay Informed



Sign Up for Updates

Ensure you're signed up to receive email and/or text messages for "Information for Businesses" through the Louisa County website. This will ensure you receive campaign opportunities. Visit the URL: www.louisacounty.gov/list.aspx
Find the "Information for Businesses" subscription option in the News Flash section.



Partner Meetings

Tourism staff presents at Louisa County Chamber of Commerce and Lake Anna Business Partnership meetings upon request. If your group would like staff to provide an update at an upcoming meeting, please contact tourism@louisacounty.gov.



Follow Us on Social

Visit Louisa is on Facebook, Twitter, Instagram and YouTube. Updates directed at businesses can be found on the Louisa County LinkedIn page.

Additional Support



01 Event Support

Contact us at tourism@louisacounty.gov to discuss.

02 Campaigns

Seasonal campaigns, like Hometown Holiday, are great opportunities for local businesses to work together for greater success.

03 Photography & Video

Contact us at tourism@louisacounty.gov to discuss. If you have photography and/or videos you can share for use in our advertising, we would love to receive those as well.

04 Our Materials for Distribution

Request hard copies of our guides for distribution at your location.

visitlouisia.com/FormCenter/Visit-Louisa-10/Visit-Louisa-Brochure-Request-87

05 Your Materials for Distribution

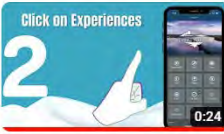
We can help coordinate distributing your brochures locally. Contact us at tourism@louisacounty.gov.



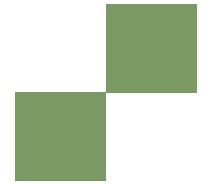
Video Advertising

If you haven't seen a Visit Louisa ad, that's ok – you may not be the target audience as you are located in Louisa. Find a selection of videos below used for advertising. Note the thumbnails are clickable in the digital version of the guide.

Sample Videos Used in Advertising

 Visit Louisa, Virginia	 Wineries, Breweries & Cideries - Visit the... Visit Louisa, Virginia	 Shopping in Louisa - Visit Us in Central VA for a Small... Visit Louisa, Virginia	 Farm Activities and Horseback Riding Trails ~ Visit Louisa, Virginia	 Your Perfect Camping Trip Awaits in Louisa County, VA Visit Louisa, Virginia
 Road Less Traveled - Getaways in Louisa County,... Visit Louisa, Virginia	 Louisa Restaurants - Preview Dining Options in Mineral, t... Visit Louisa, Virginia	 Explore History in Louisa County Visit Louisa, Virginia	 Arts & Leisure - Things to Do in Mineral, the Town of... Visit Louisa, Virginia	 Arts & Leisure - Things to Do in Mineral, the Town of... Visit Louisa, Virginia
 Welcome to Louisa! Visit Us in Central, VA. 341 views • 11 months ago In just under one minute, see what you'll experience in beautiful Louisa County, Virginia! Featured in this Video: Fifty-Third Winery: https://53rdwinery.com/ Southern Revere Cellars: https://southernrevere.com/ Cooling Pond Brewery: https://coolingpondbrewery.com/ READ MORE	 Jack Jouett Day 2023 - Festival to Honor the Paul... Visit Louisa, Virginia	 Hometown Holiday: How to Enter Codes Visit Louisa, Virginia		

Visitor Information



Top Feeder Markets for Virginia

- Washington, DC
- Baltimore
- New York
- Philadelphia
- Charlotte
- Atlanta

Top Out-of-State Cities Downloading Visit Louisa App

- Washington, DC
- Baltimore
- New York
- Philadelphia
- Columbus
- Moses Lake, WA
- Mountain View, CA
- Charlotte
- Atlanta



Top "Interests"

- Wine/Beer
- Camping
- Outdoors

Arrivalist Data

Top cross visit locations for a Lake Anna Point of Interest:

- Downtown Fredericksburg
- Louisa Main Street
- Chancellorsville Battlefield Park
- Short Pump Towne Center
- Lake Anna State Park
- Culpeper Main Street
- Gordonsville Main Street
- The Fan

Travel Forecasts

Tourism growth across the state is expected to be less in 2024 than in 2023, and the economy is expected to continue to slow modestly in 2025.

Since mid-2023, travel intentions have dropped for households making under \$50K. Travel demand has risen for households earning over \$100K.

Tourism Ambassador Program

Introducing Louisa County's online Tourism Ambassador Program! The interactive program is designed to empower local businesses and interested citizens in engaging with the local tourism economy and increasing visitor engagement. Access the program at academy.visitlouisa.com.



academy.visitlouisa.com

Visitor Trip Data

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.

Month	2024	2023	2024	2023	2024	2023
	Day-Trips	Day-Trips	Overnights	Overnights	Average Nights	Average Nights
January	11,766	5,815	9,062	9,106	0.9	1.2
February	16,327	4,691	12,232	15,561	0.9	1.4
March	12,578	9,145	19,445	23,226	1.4	1.7
April	21,632	10,244	22,959	28,762	1.2	1.9
May	17,312	10,094	29,380	27,656	1.5	1.7
June	19,508	11,035	24,973	29,363	1.5	1.7
July	18,434	12,518	27,948	33,900	1.6	1.9
August	23,225	12,521	29,715	32,134	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

Economic Impact

In VTC's most recent Impact Report, Louisa County continued to show numbers on the rise.

- Direct spending was up \$2.7 million from 2022.
- Total spending (direct and indirect) was up \$4.5 million from 2022.
- Total local taxes were up \$200,000 from 2022.



	Direct Impact (dollars in millions)				
	Employment	Labor Income	State Taxes	Local Taxes	Total Direct Spending
2023	355	\$15.3	\$1.6	\$2.6	\$72.6
2022	342	\$14.3	\$1.5	\$2.5	\$69.9
2021	315	\$12.7	\$1.3	\$2.2	\$60.6
2020	309	\$12.3	\$1.0	\$1.9	\$48.7
2019	333	\$13.0	\$1.2	\$2.1	\$52.6
2018	340	\$12.88	\$1.2	\$2.04	\$52.56
2017	332	\$12.23	\$1.1	\$1.96	\$49.79
2016	329	\$11.83	\$1.1	\$1.94	\$47.44

	Indirect + Induced Impact (dollars in millions)				
	Employment	Labor Income	State Taxes	Local Taxes	Total Indirect & Induced Spending
2023	217	\$11.2	\$0.7	\$0.8	\$36.3
2022	217	\$10.7	\$0.6	\$0.7	\$34.5
2021	212	\$10.1	\$0.6	\$0.7	\$32.1
2020	215	\$10.0	\$0.6	\$0.7	\$29.4
2019	218	\$10.8	\$0.6	\$0.8	\$35.7
2018	223	\$10.6	\$0.6	\$0.8	\$35.2
2017	222	\$10.2	\$0.6	\$0.8	\$33.3
2016	221	\$9.8	\$0.6	\$0.8	\$31.7

	Total Impact (dollars in millions)				
	Employment	Labor Income	State Taxes	Local Taxes	Total Spending
2023	573	\$26.5	\$2.2	\$3.4	\$108.9
2022	559	\$25.0	\$2.1	\$3.2	\$104.4
2021	527	\$22.73	\$1.9	\$2.96	\$92.69
2020	524	\$22.31	\$1.6	\$2.57	\$78.14
2019	551	\$23.78	\$1.8	\$2.82	\$88.30
2018	563	\$23.51	\$1.83	\$2.82	\$87.72
2017	554	\$22.45	\$1.74	\$2.73	\$83.04
2016	550	\$21.68	\$1.65	\$2.70	\$79.11

VTC Information

VIRGINIA IS FOR LOVERS®
Virginia Tourism Corporation

Grants



VTC offers grants at multiple points in the year. We, as Louisa County's official Destination Management Organization (DMO), apply for VTC's DMO grant. We encourage you to learn about grant opportunities and prepare in advance.

vatc.org/grants

Analytics



VTC provides thorough analytics through multiple data points that are unavailable to us with budgetary restrictions on the DMO level. VTC's data sources provide the most accurate view of economic impact.

Advertising



As ads must be seen a number of times before they are memorable and its viewer takes action, we consider the markets in which VTC advertises before placing our ads. We want people to think, "Visit Virginia," then "Visit Louisa."

**"Visit Virginia" ad-aware households are
167% more likely to plan a trip to Virginia.**

Opportunities to Submit Content



We welcome guest-authored blog posts as they add good content to our website and the information can be used on other platforms. Make sure you're signed up to receive emails from us (page 8), as we frequently request content for the monthly guides.

01 Guest author a blog article

02 Submit ad-style artwork for the monthly guide

Please provide information on your annual events. Also, let us know if your location is dog friendly.



General Calendar

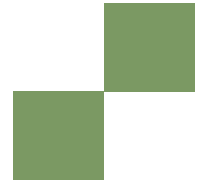
Month	Ads/Promotions	Articles	Annual Events
January	- Get Warm at B&Bs - Dining - Road Less Traveled - Wedding Venues - Louisa Overview - Events	- Cozy B&Bs - Breweries	
February	- Get Warm at B&Bs - Dining - Wineries/ Breweries - Wedding Venues - Louisa Overview - Events	- Black History - Romantic Getaways	
March	- Lake Anna - Camping - Farms - Road Less Traveled - Events	- Fishing (Year-Round Information) - Small Town Charm	
April	- Lake Anna - Camping - Wineries/ Breweries - Events	- Renaissance Faire - Glamping - Lake Anna	LCPRT Eggstravaganza

		Getaways	
May	• Lake Anna • Camping • Farms • History • Events	• Goat Snuggles/ Interactive Farms • 3-Day Vacation Guide to Louisa County	• LCPRT Festival
June	• Lake Anna • Camping • Farms • Wineries/ Breweries • Events	• Pick Your Own Produce • Pet Friendly Locations	• Jack Jouett Day
July	• Lake Anna • Camping • Farms • History • Events	• Businesses Supporting Farms • Live Music	• Louisa County Fair
August	• Lake Anna • Camping • Wineries/ Breweries • Events	• Bird Watching/ Hiking • Mineral's Mining History	• Louisa Labor Fest
September	• Lake Anna • Camping • Farms • History • Halloween • Events	• Fall Colors • Picnics/ Wineries • Oktoberfest	
October	• Fall - Colors Changing • VA Wine Month • Camping • Halloween • Events	• Haunted Louisa • Wanderlove: Road Trip through Louisa County	• LCPRT Fall Festival • Mineral Haunted Woods
November	• Hometown Holiday • Shopping • Events	• Stargazing • Country Stores • Activities for Your Little Princess	
December	• Hometown Holiday • Shopping, Events • Get Warm at B&Bs • Dining • Road Less Traveled • Wedding Venues	• Getting Married in a Rustic Setting • Trip During Winter Holidays	• LCPRT Christmas Festival & Parade • Lighted Boat Parade • Louisa Arts Center Classic Christmas

Any event open to the public that will have an "amusement device" (bounce house, rides, etc.) must be issued a permit and an inspection must be conducted prior to operation of the device at the event. Learn more at louisacounty.gov/3036/Amusement-Devices.



Marketing to Visitors vs Residents



Louisa County staff can provide assistance in reaching locals in addition to reaching potential visitors. Identify your goal below and see an overview of the platforms our team can leverage.

Goal: Increase Event Attendance

Business Responsibility: Add Visit Louisa or Louisa County Parks, Recreation & Tourism as Co-host on Facebook Event

Messaging to Residents

Parks, Recreation & Tourism
Contact: parksdesk@louisacounty.gov

- ☐ Promotion on Louisa County Parks, Recreation & Tourism (LCPRT) Facebook page
- ☐ Inclusion in *The Informed Citizen* Louisa County Newsletter
- ☐ Possible inclusion on digital signage in county buildings

Messaging to Visitors

Visit Louisa
Contact: tourism@louisacounty.gov

- ☐ Visit Louisa Monthly Guide, Louisa Bound Newsletter, Inclusion in Visit Louisa App/Website/Kiosk
- ☐ Direct or Indirect Advertising
- ☐ Possible media interview
- ☐ Inclusion on Visit Louisa Facebook

Goal: Increase Awareness of Business

Business Responsibility: Ensure Business Listing on Google Maps

Messaging to Residents

Parks, Recreation & Tourism
Contact: parksdesk@louisacounty.gov

- ☐ Participate in Campaigns like Window Decorating
- ☐ Opportunities for Booth Space at LCPRT Events
- ☐ LCPRT Sponsorship Opportunities

Messaging to Visitors

Visit Louisa
Contact: tourism@louisacounty.gov

- ☐ Visit Louisa Monthly Guide, Inclusion in Visit Louisa App/Website/Kiosk
- ☐ Direct or Indirect Advertising
- ☐ Inclusion in Blog/Articles Videos

Local Marketing Information



The Explore Main Street Louisa: Market Analysis Report was a collaborative effort between the Town of Louisa and the Louisa Forward Foundation (LFF), a nonprofit founded by the Louisa County Chamber of Commerce to support economic revitalization. Funded by a Department of Housing and Community Development (DHCD) grant, the study, conducted by Main Street America, analyzed Louisa's commercial landscape and consumer trends.

Using Tapestry psychographic data, the report identified two key shopper segments providing a data-driven framework for businesses and tourism stakeholders to refine their marketing, offerings, and engagement strategies to enhance Louisa's economic vitality.

Group 1: Southern Satellites

- About 78% own their house, with most single family homes (67%) and a number of mobile homes
- Mostly married with no children, with a number of multigenerational households; Average household size is 2.67
- Median Age is 40.3
- Median Household Income is \$47,800
- More concerned about cost rather than quality or brand loyalty
- Tend to be somewhat late in adapting to technology
- Obtain most information from TV compared to other media; Typically have a satellite dish
- Almost 40% have a high school diploma only and 45% have college education
- Most own one or two vehicles, but owning more is common; Most own a truck and like to service it themselves
- Prefer country music and watch CMT
- Partial to eating at low-cost family restaurants and drive-throughs
- Participate in hunting and fishing
- Own a pet, commonly a dog
- Work on home improvement projects
- Spending patterns likely revolve around recreation, home gardening, and home improvement/decorating
- Using social media exclusively is not an effective way to reach this demographic

Group 2: Top Tier

- Highly educated, successful consumer market; More than one in three residents has a postgraduate degree
- Married couples without children or with older children dominate this market; Average household size is 2.84
- Median Household Income is \$173,200
- Highest home values and represent the wealthiest consumers
- Median Age is 47.3
- Many are self-employed
- Socially responsible who aim for a balanced lifestyle
- Busy and seek variety
- Interested in fine arts, reading, and consider internet, radio and newspapers for news
- Regularly cook at home and attentive to good nutrition and fresh foods

Overall, nearly 30% have incomes greater than \$75,000. The 35-44 age group is attracted to local schools, safety and quality of life. Much growth is also seen in the 65-74 age group. 55.8% is white collar, 25.9% is blue collar and 18.4% is in services.

In Progress



Sign Program

We will soon present the gateway sign plan to the Board of Supervisors.

Art Program

We are currently working on an art policy to facilitate sculptures and murals.

Live, Laugh, Love Louisa

We are in the process of rebranding Live, Laugh, Love Louisa. Stay tuned for an announcement regarding the revitalization.

People Counter Devices

The county is in the process of installing people counters to allow for more accurate event attendance reporting at specific locations.

Calendar

We are working on a process to better help our businesses plan events throughout the year to avoid direct competition with larger events.

New VisitLouisa.com Website

VisitLouisa.com will receive a new look in 2025 and transition to a new platform. The new site will be better positioned for Search Engine Optimization.



Contact Us

tourism@louisacounty.gov

Visitlouisa.com