



Louisa County Tourism 2025 Annual Report

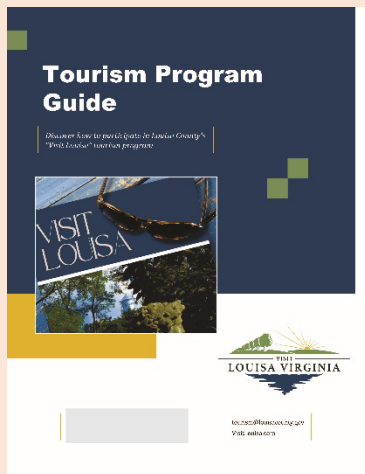


Table of Contents

Where to Learn More About the Louisa County Tourism Program.....	2
Transient Occupancy Tax	3
Analytics	4
Economic Impact	7
Highlighted Activities.....	10
Advertising Highlights.....	12
Program Support	13

Where to Learn More About the Louisa County Tourism Program

The County offers resources to help you participate in our local tourism program. Businesses may download our Tourism Program Guide at visitlouisa.com/value-of-tourism as well as explore other resources. Businesses, residents, welcome center staff and Virginia lovers are invited to become Certified Tourism Ambassadors for free through academy.visitlouisa.com.



Transient Occupancy Tax

What is Transient Occupancy Tax?

Transient Occupancy Tax (TOT), often referred to as a lodging or hotel tax, is a local tax applied to short-term stays in accommodations such as hotels, bed and breakfasts, and short-term rentals.

This tax is paid by visitors and collected by lodging providers, not residents.

TOT represents a key tourism-driven revenue source that allows visitors to contribute directly to the community. TOT revenue is used locally toward public safety, education, waste management, and more.

TOT also plays an important role in sustaining and growing the tourism economy by reinvesting visitor dollars back into initiatives that enhance the visitor experience and improve quality of life for residents.

General Fund & Savings to Louisa County Households

Increased tourism spending increases local tax revenue, supports labor income and may reduce the need for additional local taxes. Based on data announced in August 2025, tourism spending in Virginia generated \$2.5 billion in state and local tax revenue, saving the average Virginia household approximately \$990 annually in taxes. Visitors spent \$35.1 billion in 2024, representing a 5.4% increase from the previous year.

In Fiscal Year (FY) 2025, Transient Occupancy Tax equaled \$2,002,883.71, and per the code of Virginia requirements, added \$1,208,174.72 to Louisa County's general fund and \$794,708.99 to the tourism budget. With an estimated 17,000 households in the County, that's a savings of \$71.06 per home in local taxes (general fund).

Tourism Advisory Committee

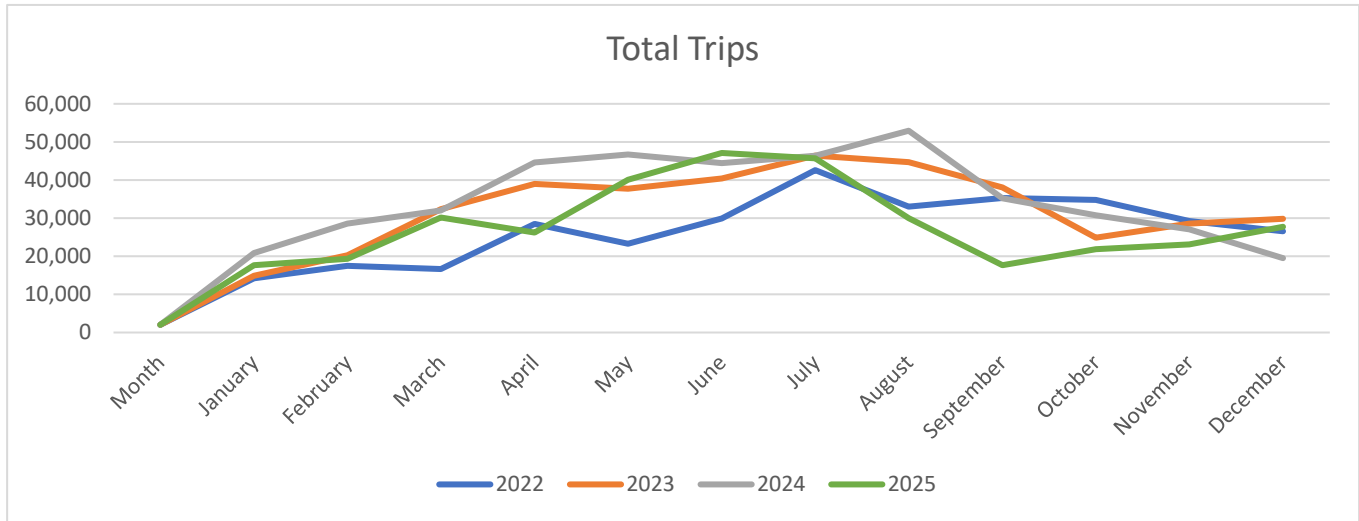
The Louisa County Board of Supervisors approved an increase in the Transient Occupancy Tax in

October 2023, raising the rate from 2% to 7% effective January 1, 2024. As a result of this change, the Tourism Advisory Committee was established. The [Tourism Advisory Committee](#) (TAC) provides recommendations to the Board of Supervisors on efforts to increase overnight visitations, including budgetary recommendations on the use of tourism-related Transient Occupancy Tax revenue collected from hotels and short-term rentals. The TAC consists of at least 10 but no more than 13 members, representing different stakeholders in the tourism industry in Louisa County.

In Fiscal Year 2025, Transient Occupancy Tax Revenue saved each Louisa County household an average of \$71.06 in local taxes.

Analytics

Trip Report

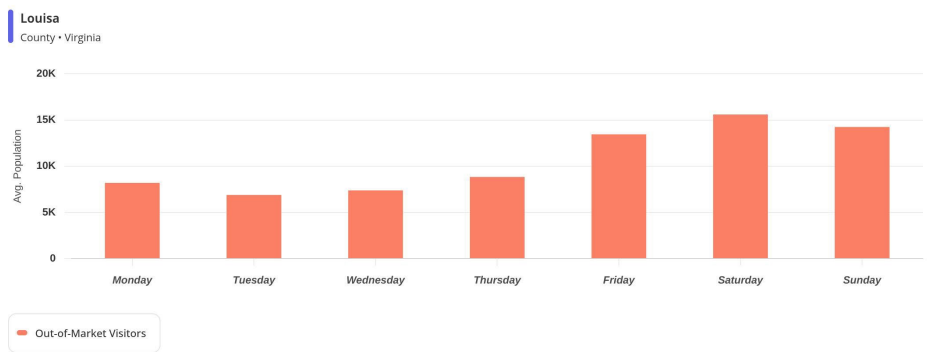


Month	2025	2024	2023	2025	2024	2023	2025	2024	2023
	Day-Trips	Day-Trips	Day-Trips	Overnights	Overnights	Overnights	Average Nights	Average Nights	Average Nights
January	8,681	11,766	5,815	11,419	9,062	9,106	1.5	0.9	1.2
February	9,845	16,327	4,691	9,475	12,232	15,561	1.2	0.9	1.4
March	11,581	12,578	9,145	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	6,161	13,555	6,989	11,531	21,681	31,036	2.1	1.4	1.8
October	5,380	8,292	7,027	16,464	22,446	17,834	1.8	1.9	1.6
November	8,370	6,912	8,240	14,771	20,180	20,330	1.4	1.7	1.4
December	11,337	11,029	12,281	16,392	18,336	17,567	1.5	1.2	1.4
Total/Avg.	116,595	180,570	110,600	232,553	258,357	286,475	1.7	1.4	1.6

2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Day-Trips	6,135	5,704	4,701	8,975	8,357	7,485	16,978	11,923	12,088	10,620	10,917	7,541
Overnights	8,042	11,820	11,912	19,533	14,925	22,441	25,620	21,102	23,190	24,150	18,358	19,029
Average Nights	1.2	1.5	1.7	1.6	1.6	1.8	1.5	1.2	1.6	1.9	1.5	1.5

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 (following page) and tax numbers are more reliable figures. Together, the numbers can help us seek a more complete picture of tourism activity.

Daily Activity



Daily Activity
Like the Arrivalist analytics, we can consider data achieved through mobile location analytics to determine trends in visitation.

Avg. Population | Mar 1st, 2025 - Feb 28th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Short-Term Rental Data

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



KPI	Value	Compared	Difference
ADR	\$517	\$458	13%
Occupancy	23.0%	21.2%	9%
RevPAR	\$119	\$97	23%
Revenue	\$15,958,018	\$12,543,399	27%
Avg. Length of Stay	3.6	3.6	1%
Avg. Booking Window	51	53	-4%
Guest Nights	30,889	27,410	13%
Nights Available	96,996	92,270	5%

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

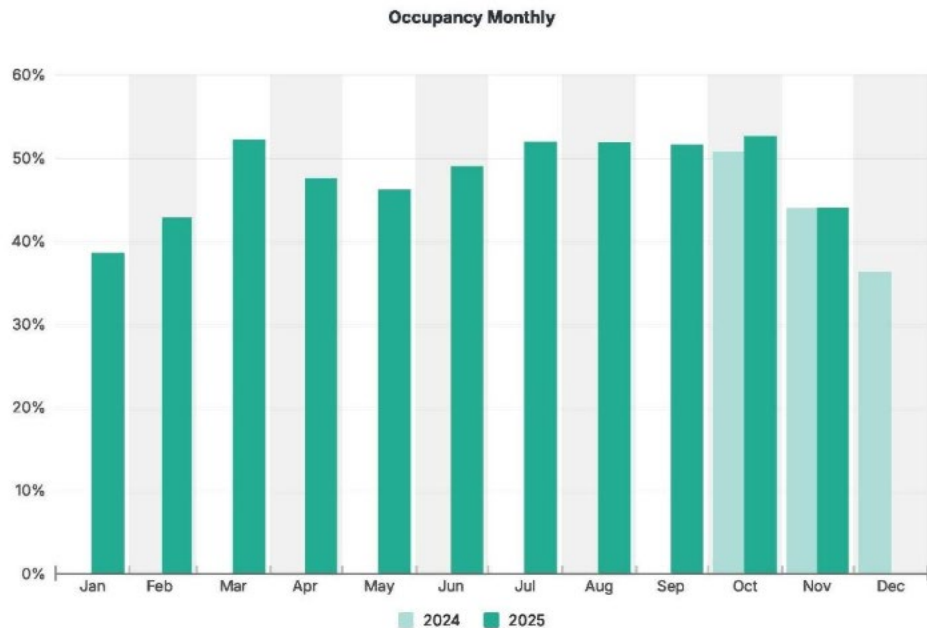
Avg. Booking Window: The average number of days between when a guest books a reservation and when they check in. This shows how far in advance people are booking.

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

Hotel Occupancy Data



Economic Impact



	Local Tax Revenues	
	Louisa County Meals Tax Revenue	Transient Occupancy Tax Revenue
FY25	\$2,106,879	\$2,002,884
FY24	\$2,079,898	\$1,027,779
FY23	\$1,933,138	\$489,219
FY22	\$1,724,704	\$381,920
FY21	\$1,460,088	\$296,804
FY20	\$1,207,178	\$189,133
FY19	\$1,225,806	\$189,649
FY18	\$1,159,976	\$182,078
FY17	\$1,094,835	\$150,539
FY16	\$971,798	\$123,007

Louisa County's fiscal year is July 1 through June 30.

The graphic to the left shows the relationship between tourism's direct impacts and indirect impacts on a local economy.

1.5x Multiplier

It is commonly accepted that every \$1 spent generates about \$1.50 in total local economic activity in rural communities like ours. Each dollar "multiplies" as it gets re-spent in the community.





Louisa County

Year
2024

Geography
Louisa County



\$73.0M
Visitor Spending
YOY: ▲ 0.5%

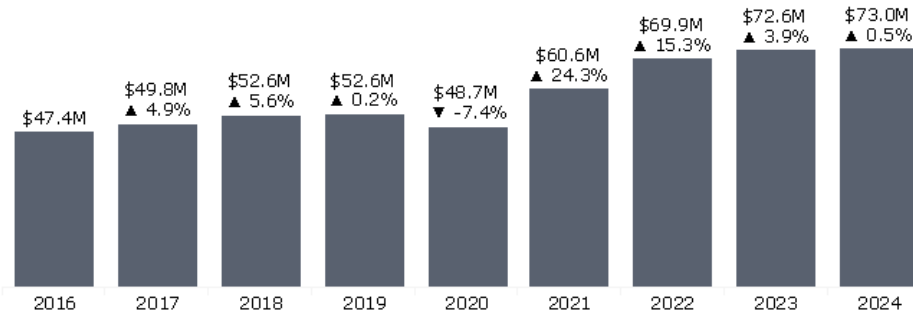


5.7% is the share of all county jobs sustained by tourism



Visitors generated **\$4.2M** in state and local taxes

Visitor Spending Actual & % change YOY



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

Conservative estimates show that each visitor spent an average of \$124 in Louisa County per day per visit in 2025 (direct spend).

Spending



Employment



Labor Income



State Taxes



Local Taxes



Visitor Spending by Category in 2024

- Lodging: \$25.2M
- Retail: \$20.6M
- Food & Beverage: \$12.1M
- Transport: \$10.3M
- Recreation: \$4.7M

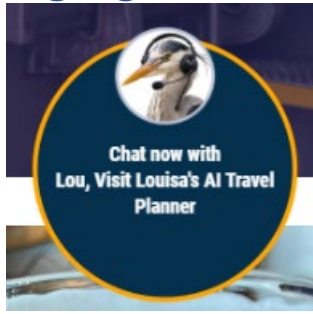
Virginia Tourism Corporation (VTC) Economic Impact Report Data for Louisa County

	Direct Impact (dollars in millions)				
	Employment	Labor Income	State Taxes	Local Taxes	Total Direct Spending
2024	358	\$15.7	\$1.6	\$2.6	\$73
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
2024	219	\$11.6	\$0.7	\$0.8	\$36.3
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

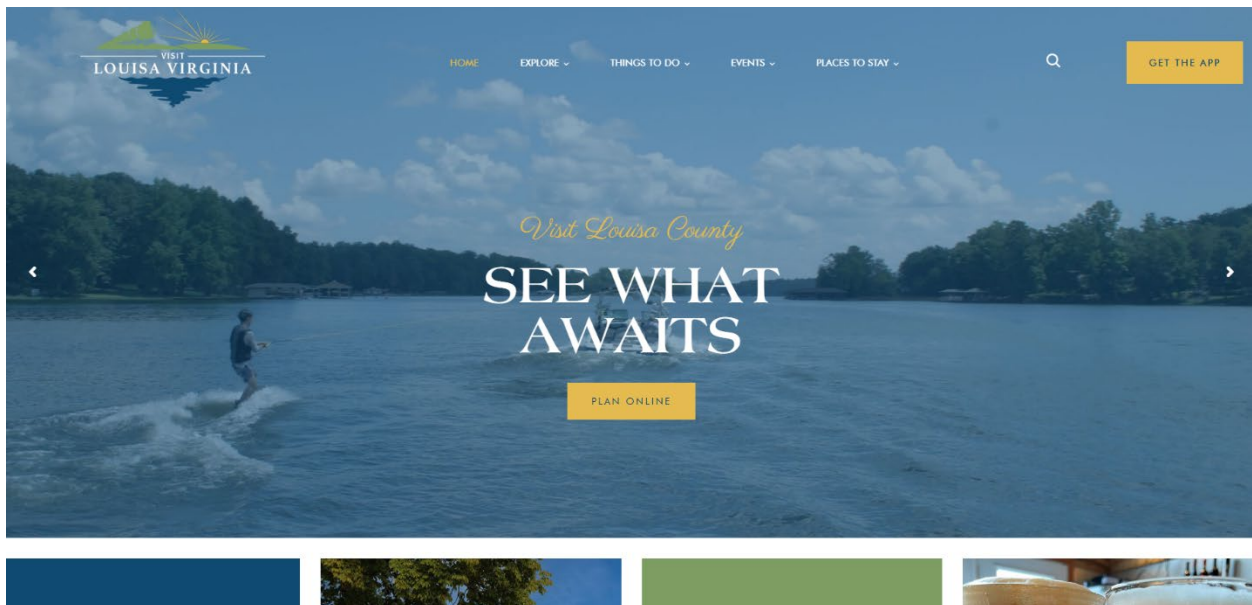
	Total Impact (dollars in millions)				
	Employment	Labor Income	State Taxes	Local Taxes	Total Spending
2024	577	\$27.3	\$2.2	\$3.4	\$109.2
2023	573	\$26.5	\$2.2	\$3.4	\$108.9
2022	559	\$25.0	\$2.1	\$3.2	\$104.4
2021	527	\$22.73	\$1.9	\$2.96	\$92.69
2020	524	\$22.31	\$1.6	\$2.57	\$78.14
2019	551	\$23.78	\$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

Highlighted Activities



Digital Presence & Content Strategy

- Maintained consistent delivery of the [Visit Louisa Guide](#) and [Louisa Bound e-newsletter](#), providing monthly and weekly updates to residents and visitors
- Introduced a tourism chatbot to enhance user experience and provide real-time visitor information. Icon to the left.
- Leveraged blog content to improve Search Engine Optimization (SEO), publishing ongoing articles highlighting tourism assets, seasonal activities, and itineraries
- Launched a new [VisitLouisa.com](#) website (VTC grant-funded) with improved navigation, dynamic content integration, and SEO optimization, including a phased enhancement approach. Preview below.



Video Advertising & Media Highlights

- Multi-market video advertising campaign throughout the year targeting Pennsylvania, North Carolina, and regional Virginia audiences to drive overnight visitation and increase awareness of Louisa County as a destination
- Diverse portfolio of video advertisements and promotional content, including:
 - Louisa County 15-second welcome video
 - “Lake Anna is Calling”
 - “Pack Your Bags for a Weekend Trip to Lake Anna”
 - “Fall in Love with Louisa County”
 - “Fall in Louisa County”
 - “Chill with Us for the Holidays”

Find copies of videos on the [Visit Louisa YouTube channel](#).

Event & Seasonal Promotions

- o Louisa County Fair promotional and preview videos
 - o Jack Jouett Day promotional advertising (including Richmond market targeting)
 - o Lake Anna Jazz Festival promotions
 - o Rumours ATL show promotional videos
 - o Virginia Scenic Railway launch, including Santa Express highlight
- Coordinated television segments (NBC12, 29News) that amplified campaign visibility and extended audience reach



Branding, Wayfinding & Art Experience

- Advanced the Gateway Sign Program through Board of Supervisors adoption of Sign Implementation Plan
- Advanced art program through Board of Supervisors adoption of Public Outdoor Art Policy

Programs & Community Engagement

- Launched the Tourism Ambassador Program (grant funded), expanding local and statewide knowledge of Louisa attractions, including participation from Virginia Welcome Center staff
- Created a new Visit Louisa Facebook Group to better connect businesses, event organizers, and residents



18 Certified Louisa County Tourism Ambassadors and Counting



Data & Partnerships

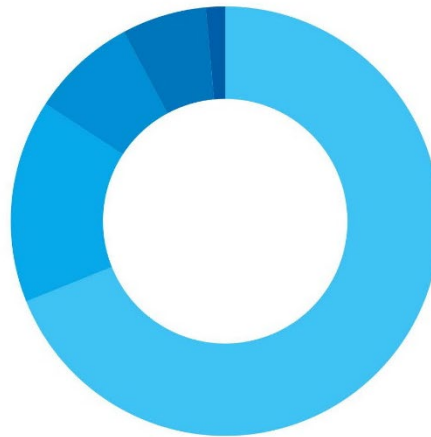
- Introduced event attendance tracking tools (people counters) to improve reporting accuracy (outdoor people counters now installed at the Louisa Fairgrounds)
- Supported agritourism development efforts
- Expanded regional partnerships, positioning for 2027 collaborations

Advertising Highlights

% Total Impressions by Product

(Mid-Atlantic & PA Advertising)

Streaming TV	68.9%
Targeted Video	15.3%
YouTube	7.97%
Local Station Display	6.38%
Search Engine Marketing (S...	1.45%



Top Streaming/Connected TV Impressions by Publisher Network (Mid-Atlantic & PA Advertising)

Publisher	Impressions
The Roku Channel	223,643
Pluto TV	176,630
Tubi	176,317
Samsung TV Plus	82,100
NBC Universal	64,077
Tubi - Free Movies & TV	57,511
Watchfree+	36,919
Hulu	33,875
Warner Bros. Discovery	29,903
tubi	17,188
Disney+	16,265
Vizio Watchfree+	12,147
Philo - Live & On-Demand TV	12,011
Sling TV	11,005
Paramount	9,741
AMC	9,207
MAX	8,824
Philo	8,201
The Roku Channel wtxf	7,996
peacock_ax	7,932
Tubi - Free Movies & TV Tubi (Drama)	6,610
WatchFree+	6,403
ViacomCBS	5,407
Tubi - Free Movies & TV Tubi (Comedy)	5,386
WPVI ABC 6	5,128
Plex - Free Movies & TV	5,019
Plex	4,648
The Roku Channel ROKU	4,610
Fawesome TV	4,588
Tubi - Free Movies & TV Tubi (Action)	4,339
com.distroscale.tv.android	4,293
Vizio	4,275
CBS News	4,005

Program Support

A portion of the Transient Occupancy Tax revenue for tourism is set aside to support programs in the community, with the goal of strengthening these programs and our partnerships with them. We collect reports before issuing final payments as part of ensuring the partners have completed their Memorandum of Understanding (MOU) requirements. When applicable, these reports include attendance numbers.

Attendance Numbers

Attendance numbers are a great, direct measure of success. The table that follows includes a column with attendance information where applicable.

Other Measures of Success

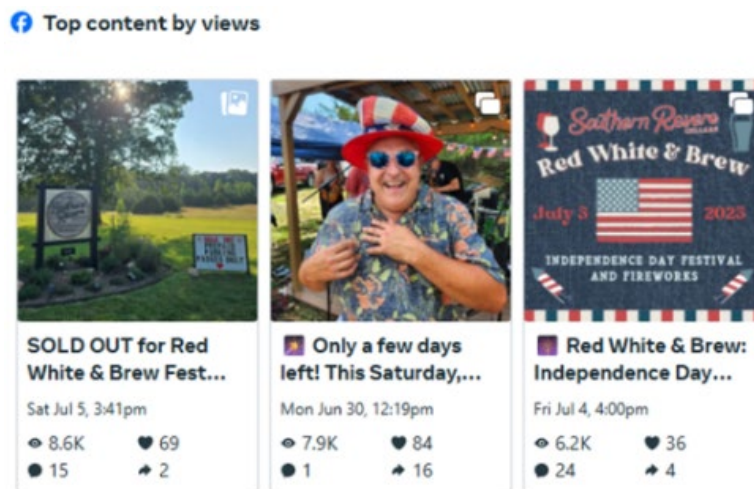
Some funding is not tied to an event, so we may look for other measures of success. For example, the Historical Society is now the county's visitors center. They are now a certified visitors center and a VTC wholesaler. For every visitor to the Visitors Center, we know their staff is promoting other local experiences. Likewise, the new tourism map (Chamber of Commerce initiative) will soon be available at VTC welcome centers across the state and at many locations within the county — helping to promote sites across the County.

Additional Benefits

To receive funding, the organizations are required to do several things to help strengthen the Visit Louisa program, and by strengthening the program, they in turn help all the businesses and events that are featured on the app, website, and in the print materials. Requirements in the MOUs include links to VisitLouisa.com, use of the Visit Louisa logo and completion of the Tourism Ambassador Program. Additionally, we require many to establish a partnership with a lodging provider.

Analytics

We ask the entities in receipt of the funding to provide analytics, and you will see highlights in the table that follows.



<i>Organization Name</i>	<i>Fiscal Year</i>	<i>TAC/BOS, Micro, or PO</i>	<i>Date</i>	<i>Approved Amount</i>	<i>Notes</i>	<i>Attendance/Relevant Measure of Project Success</i>
<i>Louisa County Fair</i>	<i>FY25</i>	<i>TAC/BOS</i>	<i>1/6/2025</i>	<i>26,699</i>	<i>Support including for headline musical act (Kentucky Headhunters)</i>	<i>7,368; Up over 3,600. Possibly closer to 8,000 in attendance. 78% of visitors were from Virginia. Social media was very successful in attracting locals.</i>
<i>Louisa County Historical Society</i>	<i>FY25</i>	<i>TAC/BOS</i>	<i>1/6/2025</i>	<i>19,000</i>	<i>For Louisa County Museum & Visitor Center Signs. Project in progress.</i>	<i>Has completed several of the MOU requirements including becoming a certified VTC welcome center and Virginia Is For Lovers Wholesaler</i>
<i>Louisa Arts Center</i>	<i>FY25</i>	<i>TAC/BOS</i>	<i>4/25/2025</i>	<i>10,000</i>	<i>RumoursATL outdoor concert</i>	<i>Total Attendance: 299; Purchased In Advance: 243</i>
<i>Trevilian Station Battlefield</i>	<i>FY25</i>	<i>TAC/BOS</i>	<i>4/25/2025</i>	<i>20,000</i>	<i>Partial funding for roof repair</i>	<i>Historic preservation</i>
<i>Lake Anna Jazz</i>	<i>FY25</i>	<i>TAC/BOS</i>	<i>4/28/2025</i>	<i>5,000</i>	<i>Support funding musical acts</i>	<i>Attendance was estimated in the 300-500 range. This estimate is based on ticket sales, both online by electronic payment and in cash, beverage sale activity in the host venue.</i>
<i>Southern Revere Cellars</i>	<i>FY25</i>	<i>Micro</i>	<i>5/21/2025</i>	<i>4,999</i>	<i>For 4th of July Fireworks event</i>	<i>The traffic count for the tasting room on Saturday after 4pm was 863. 360 parking passes. Sales were up 14%. Raised \$900 in donations for Paws for Purple Hearts.</i>
<i>Coyote Hole</i>	<i>FY25</i>	<i>Micro</i>	<i>5/21/2025</i>	<i>4,000</i>	<i>Bluegrass Festival</i>	<i>600 people in attendance (and about 30 dogs); Several attendees reported renting homes around Lake Anna for the weekend to attend the festival.</i>

<i>LACA</i>	<i>FY26</i>	<i>Micro</i>	<i>8/20/2025</i>	<i>4,900</i>	<i>Cutalong Golf Tournament</i>	<i>84 players as part of tournament</i>
<i>Louisa County Historical Society</i>	<i>FY26</i>	<i>TAC/BOS</i>	<i>11/17/2025</i>	<i>13,260</i>	<i>Visitor Center Operations</i>	<i>Update: Jan/Feb 26 up 108% over last year</i>
<i>Louisa County Fair</i>	<i>FY26</i>	<i>TAC/BOS</i>	<i>11/17/2025</i>	<i>54,450</i>	<i>Support including for headlining musical act</i>	<i>In progress</i>
<i>Town of Louisa EDA</i>	<i>FY26</i>	<i>TAC/BOS</i>	<i>2/3/2026</i>	<i>30,360</i>	<i>VA250 / 4th of July event</i>	<i>In progress</i>
<i>Louisa Chamber of Commerce</i>	<i>FY26</i>	<i>TAC/BOS</i>	<i>3/10/2026</i>	<i>7,438</i>	<i>Printing and distribution of Louisa County tourism map</i>	<i>In progress</i>
<i>Louisa County Historical Society</i>	<i>FY27</i>	<i>Pending</i>				
<i>Louisa Arts Center</i>	<i>FY27</i>	<i>Pending</i>				
<i>Lake Anna Business Partnership</i>	<i>FY26</i>	<i>Micro</i>	<i>11/24/2025</i>	<i>2,200</i>	<i>Lighted Boat Parade support</i>	

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