

LEXINGTON IN 2018

Recapping VisitLEX's year of success



64

journalist meetings



1,644,805,498

media impressions



451

media placements

CONVENTION SALES

483 Leads distributed,
70% new leads for LEX
(222,545 rooms)

60
site visits to LEX
(126 meeting planners)

24 out of market
meeting planner trade
shows and events

297 groups offered
convention services
(118,580 group room nights)

81,000
total rooms booked

MARKET ANALYSIS

\$105.50
ADR

63.8%
Occupancy

\$67.35
RevPAR

\$16,248,618
Tax Revenue Collected

\$191,160,211
Total Room Revenue

LEXINGTON SNAPSHOT



14

Distilleries within
45 miles of downtown



12

Craft Breweries on
the Brewgrass Trail



4,445

Brewgrass Trail
Passports Distributed

SOCIAL



58,976

Fans (+1,833)



21,800

Followers (+3,152)



16,700

Followers (+833)



437,604

post engagements



3,392,810

total video views

SHARETHELEX.COM

A planning tool for visitors that showcases curated local guides, featured articles and more surrounding the best of Lexington.

507,000

total #sharethelex uses on Instagram
(+134,135 uses in 2018)

2017-2018 VISITOR PROFILE STUDY

97.3% of visitors surveyed said they were satisfied with their time in the area.



74.4% "very satisfied"

22.9% "satisfied"

VISITORS CENTER



26,086

Total visitors for 2018
(6.1% increase over 2017)

"Buying the Farm" - *Town & Country*

Top Cities To Visit In 2019 - *Expedia*

One of 5 Best Southern Food Cities To Try - *Budget Travel*

Top 12 Destinations For a Nature Immersion Getaway - *Luxury Travel Magazine*

"In Lexington, Selfies with American Pharoah, Then 'Bourbon and Branch'" - *The New York Times*



VISITLEX