

LEXINGTON IN 2019

Recapping VisitLEX's year of success



76

journalist meetings



1,111,850,723

media impressions



191

media placements

CONVENTION SALES

491 leads distributed,
83% new leads for LEX
(234,500 rooms)

45 site visits
(115 planners)

20 out of market
planner shows/events
(connected with 875 planners)

424
groups offered
convention services

78,500
total rooms booked

MARKET ANALYSIS

\$106.34

ADR

63.6%

Occupancy

\$67.63

RevPAR

\$16,667,370

Transient Tax Revenue

\$196,086,700

Total Room Revenue

THE BEST PLACE IN AMERICA TO GRAB A DRINK



15

Distilleries within
45 miles of downtown



18

Craft Breweries on
the Brewgrass Trail



453

Completed Brewgrass Trail Passports
(at least 6 breweries visited)

SOCIAL



60,141

Fans (+1,352)



25,701

Followers (+4,114)



17,300

Followers (+652)



507,232

post engagements



3,402,710

total video views

SHARETHELEX.COM

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



653,508

total #sharethelex
uses on Instagram

VISITORS CENTER



26,446

Total visitors for 2019

"VisitLEX is one of the best kept secrets in the entire state. The staff is incredible. Having experts that know how to showcase this beautiful city and help you put on the very best event you can is like having staff you don't have to pay."

- Kerri Schelling, KY School Boards Association

"The Best Weekend Getaways in the United States" - **AFAR**

Entertainment Weekly named Railbird on the Ultimate 2019 Summer Music Festival List

"30 Best Weekend Getaways in the South" - **Country Living**

TRAVEL+
LEISURE

RollingStone

Outside

AFAR

The Boston Globe

dwll

ARCHITECTURAL DIGEST

DEPARTURES



rachael ray
every day

CONDÉ NAST
Traveler

CBS NEWS
RADIO

Whisky
ADVOCATE



Forbes

Southern Living

BUSINESS
INSIDER



Chowhound

Smart meetings



VISITLEX