

# 2025 Year in Review



**Mission: to market and sell Lexington's Bluegrass region by driving economic impact through tourism and meetings to enhance the quality of life for Lexingtonians.**

VisitLEX is funded primarily by 4% of the transient room tax paid by visitors staying in hotels, short-term rentals, and campgrounds. This is a visitor-funded model that leverages tourists' spend to support VisitLEX, which then markets and sells the destination to future visitors.

## ECONOMIC IMPACT OF TOURISM IN FAYETTE COUNTY



**\$131 million**  
in state and local tax revenue



Every household in Fayette County saves **\$536 annually** thanks to visitor spend



**11,851 people** employed through tourism

### LOCAL HOTEL ANALYSIS

**61.2%**  
Occ

**\$122.30**  
ADR

**\$74.91**  
RevPAR

## VISITLEX SALES

**245**  
groups hosted

**92,000**  
rooms booked

**30,000**  
attendees

**\$55 million**  
economic impact from these efforts

**114**  
Meeting Planners hosted

**550 leads** representing **300,000 room nights**

**30** out of market planner shows attended

Services team earned a satisfaction rating of **9.8 out of 10**

## VISITLEX MARKETING



**190,000**  
followers



**91 million**  
impressions



**830,000**  
engagements



**20 travel media** hosted

**83** National and International earned media placements resulting in **1 Billion Impressions** an estimated **\$45 million media value**



Recognized in the 2025 Condé Nast Traveler Readers' Choice Awards as the **#1 Most Tourist-Friendly City in the U.S.**, the **#6 Best Food City**, and the **#8 Best Small City**

**Southern Living**

25 Best Places to Go in 2025

**Bloomberg**

Where to Go in 2025

**Condé Nast Traveler**

Best Small Cities in the US

**ConventionSouth**

Readers' Choice Award

## STORIES FEATURED IN

The New York Times | Forbes | TRAVEL + LEISURE | VARIETY | TR|BECA | TODAY | TIME | People

## FILMLEX



**\$27 million**



in approved projects in Central KY, accounting for **36%** of the Kentucky Entertainment Program (\$75mm cap)

## DESTINATION STEWARDSHIP

**25** businesses SustainabLEX certified

Sensory Maps created for **12 attractions**

**43** businesses certified by Wheel the World



**14,500 guests** welcomed in the Visitors Center



**40,000** Visitor Guides Distributed



Launched the **Bourbonland Tasting Pass** with **6 distilleries**

**2,732** Digital Pass Completions

## TESTIMONIALS

“

“We had a most tremendous time and have definitely fallen in love with Lexington. VisitLEX was not only a most charming host, but put together the most perfectly, curated taste of the city with an excellent cross section of culinary locales, history, and signatures of the city.

—Kristin Wolfe (Forbes)

“

VisitLEX and the city of Lexington rolled out the red carpet for our attendees, wrapping them in the kind of Southern hospitality you can't fake. Genuine, thoughtful, and warm at every turn. From airport signage to local gifts and unforgettable off-site experiences, Lexington delivered an exceptional and uniquely local experience that our members will be talking about for years to come.

—Amanda Riordan, Senior Vice President of Membership, American Ambulance Association

“

VisitLEX has been a total game-changer for Fresh Bourbon. Their support has not only dramatically increased our visibility but also created a powerful economic impact on our business. Tourism is beneficial to Lexington overall and helps boost our small businesses, and we're a perfect example of that.

—Tia Edwards, Co-Owner, Fresh Bourbon