

LEXINGTON IN 2017

Recapping VisitLEX's year of success



84

journalist meetings



1,061,219,556

media impressions



195

media placements

CONVENTION SALES

398 Leads distributed,
72% new leads for LEX
(198,901 rooms)

32
site visits to LEX
(78 meeting planners)

22 out of market
meeting planner trade
shows and events

3
FAM trips
(61 meeting planners)

345 groups offered
convention services
(124,673 group room nights)

77,195
total rooms booked

MARKET ANALYSIS

\$103.57
ADR

64.6%
Occupancy

\$66.88
RevPAR

\$16,316,313
Tax Revenue Collected

\$191,956,634
Total Room Revenue

LEXINGTON SNAPSHOT



9

Distilleries
within 35 miles
of downtown



12

Craft Breweries on
the Brewgrass Trail
(+4 since 2015)



250

Completed
Passports on the
Brewgrass Trail

SOCIAL



57,143
Fans (+4,926)



18,648
Followers (+4,770)



15,867
Followers (+1,367)



489,702
post engagements



2,944,018
total video views

SHARETHELEX.COM

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

372,865

total #sharethelex uses on Instagram
(+145,312 uses in 2017)

HOSTED GARDEN & GUN DINNER SERIES

(in Washington, D.C.)

91%

of attendees more
likely to visit Lexington

GARDEN&GUN

VISITORS CENTER



Introduced new merchandise, resulting in
37% increase in total net sales
(24,596 total visitors)

30 Most Exciting Food Cities in America. – *Zagat*
Travel Destinations to Visit in 2018. – *Newsday*

9 U.S. Destinations to Visit in 2018 – *Vogue*
Top Destinations on the Rise – *Trip Advisor*

ZAGAT

CONDE NAST
Traveler

MEN'S JOURNAL

SAVOTEUR

USA
TODAY

TRAVEL+
LEISURE

BAZAAR

Forbes

Southern Living

THE
HUFFINGTON
POST

InStyle

VOGUE

tripadvisor®

REDBOOK

ARCHITECTURAL DIGEST

SURFACE

COSMOPOLITAN

Newsday



VISITLEX