

LEXINGTON IN 2022

RECAPPING VISITLEX'S YEAR OF SUCCESS



EARNED MEDIA

15 Hosted media visits

4,174,653,439

Total earned media impressions

366

Total earned media placements



HORSE KICKS CAMPAIGN

2.9B Earned media impressions

274 Earned media placements out of total

PLANT FRIENDLY HOTEL CAMPAIGN

368M Earned media impressions

77 Earned media placements out of total

OWNED MEDIA

WEBSITE TRAFFIC

137% increase in website traffic compared to 2021

150% increase in organic search traffic compared to 2021

MEETINGS

466 New leads = 243,000 Room nights

51 Site visits/FAM trips = 170 Planners

16 Out of market shows and met with 475 meeting planners; created 26 leads = 6,500 rooms

61,000 Total rooms booked

Hometown Hosts that booked a meeting in Lexington = 21 Meetings representing \$4 million in economic impact

PLANNER TESTIMONIAL

“The brand new Central Bank Center and Rupp Arena are exceptional facilities to accommodate groups of any size and are easily navigable within downtown Lexington. The support and partnership with the Central Bank Center and VisitLEX were invaluable through the planning process and helped facilitate a safe and successful in-person event! If you are looking for a centrally located destination with a vibrant downtown, superior facilities and supportive hospitality community, do not overlook Lexington. It is truly a gem!”

- ALISSA BUSH, ARROWHEAD

PAID MEDIA

104,326,189 Impressions

11,516,586 Views

566,017 Clicks

SOCIAL MEDIA

INSTAGRAM

14.8% Increase in followers (30.9K to 35.5K)

TIKTOK

114,205 Engagements

3,341 Followers

OVERALL

942,740 Uses of #sharethelex

MARKET ANALYSIS

		2022	2021
ADR	↑ 18.2%	\$119.24	\$100.87
OCCUPANCY	↑ 9.5%	61.4%	56.1%
REVPAR	↑ 29.4%	\$73.21	\$56.58
TRANSIENT ROOM TAX	↑ 35.0%	\$19,654,568	\$14,561,491
TOTAL ROOM REVENUE	↑ 35.0%	\$231,230,217	\$171,311,654

EXTRAS

LEXVIBES CAMPAIGN

Despite a 50% reduction in budget → Paid media drove 40% of all site traffic in 2022 = ↑ 241% overall site traffic when compared to 2020 ↑ 144% overall site traffic when compared to 2021

Named one of Travel + Leisure’s Best Places to Visit in 2022 which highlighted Soul Feast and our Juneteenth Celebration.

Hosted Breeders’ Cup World Championships resulting in the highest Weekend ADR on record ever.

Became a member of IGLTA.

Resident Sentiment survey indicates 9 in 10 residents believe that tourism is good for the city.

MURAL CHALLENGE STATS

30 States represented

965 Check ins

7 International countries represented

BREWGRASS TRAIL STATS

38 States represented

3,391 Check ins

6 International countries represented