

# LEXINGTON IN 2016

Recapping VisitLEX's year of success

 **103**  
journalist meetings

 **744,942,359**  
media impressions

 **175**  
media placements

## CONVENTION SALES

**416** Leads distributed,  
**65%** new leads for LEX  
(242,347 rooms)

**39**  
site visits to LEX  
(117 people)

New convention  
salesbooth traveled to  
**20** trade show events

**2**  
FAM trips  
(65 potential planners)

**388** groups offered  
convention services  
(111,900 group room nights)

**88,571**  
total rooms booked  
(Goal: 87,050)

## MARKET ANALYSIS

**\$100.26**  
ADR

**63.1%**  
Occupancy

**\$63.23**  
RevPAR

**\$12,461,913**  
Tax Revenue Collected (+14.5%)

**\$182,498,713**  
Total Room Revenue

## LEXINGTON SNAPSHOT



**24**

Restaurants totaled \$890,539  
in local Farm Spending in the  
Bluegrass Farm-to-Table program



**9**

Distilleries  
within 35 miles  
of downtown



**11**

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



**239**

Completed  
Passports on the  
Brewgrass Trail

## SOCIAL



**52,195**  
Fans (+8,551)



**13,846**  
Followers (+8,177)



**14,500**  
Followers (+1,712)



**243,113**  
post engagements



**1,469,170**  
total video views

### Launched ShareTheLex.com

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

**227,553**

total #sharethelex uses on Instagram

### Hosted Garden & Gun Dinner Series

**100%**

of attendees more  
likely to visit Lexington

GARDEN&GUN

### VISITORS CENTER



Introduced new merchandise, resulting in  
45% increase in total net sales

**25,391** Total Visitors

“Nobody does bourbon & racehorses like Lexington Kentucky.” – *Condé Nast Traveler*

**No. 17** on list of 25 Best Places to retire. – *Forbes*

“Lexington is the bourbon destination you need to know about.” – *Condé Nast Traveler*

**No. 34** nationwide for Best Places for Business – *Forbes*

BAZAAR

REDBOOK

Forbes

ARCHITECTURAL DIGEST

Southern Living

CONDÉ NAST  
Traveler

THE  
HUFFINGTON  
POST

SURFACE

MEN'S JOURNAL

InStyle

USA  
TODAY

SAVOTEUR

TRAVEL+  
LEISURE

COSMOPOLITAN



VISITLEX