

TOURISM MARKETING REPORT

December 2020

PR Outreach and Digital Media Mentions

Northern Virginia Magazine
Kelly Magyarics published the article *Higher Ed Holiday* in the December issue of Northern Virginia Magazine. The article features 10 college towns highlighting things to do, places to eat and where to stay. Tourism provided editorial content and images.



Virginia Tourism Corporation
Lexington was highlighted in the Virginia Tourism blog *Virginia's Charming Main Streets That Are Decked Out for the Holidays*. Tourism provided editorial content including holiday events, where to shop and best places to grab holiday goodies.

<https://blog.virginia.org/2020/11/holiday-main-streets-2/>



MSN.com
Alex Keight published *The Most Important National Historic Landmarks in America* on MSN.com and included Natural Bridge State Park.

<https://www.msn.com/en-us/travel/tripideas/the-most-important-national-historic-landmarks-in-america/ss-BB1cezsv#image=26>



The most important National Historic Landmarks in America

Alex Keight - 12/25/2020

Natural Bridge, Virginia

Virginia's Natural Bridge is a 215-foot (65m) naturally-carved limestone gorge arch that looks like a bridge. And, it was once owned by Thomas Jefferson. Visitors can pay to check out the bridge from below in Natural Bridge State Park. But anyone looking to get a view from the top needs to hop in their car and head across on US Route 11, a highway which runs right next to the bridge.

Recent Print and Digital Ads

2020 Virginia Travel Guide, 2020 Blue Ridge Parkway Association Directory, Blue Ridge Digest (Fall), Savor Magazine (Fall), Virginia Sportsman Magazine (Fall), Preservation Magazine (Fall Getaway) and newsletter, Richmond Magazine/RVA Traveler (Fall), holiday messaging, WREL holiday activities radio messages, WNRN PACT radio messages.

STAFF

Jean Clark

Director of Tourism

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Director of Marketing

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TOURISM BOARD

Shana Pardue Layman

Lexington Carriage Company

Corey Berkstresser

Lee Hi Travel Plaza

George Huger

Southern Inn Restaurant

Dennis Ayers

Lexington City Council

Kristina Ramsey

City of Buena Vista

Leslie Ayers

Rockbridge County
Board of Supervisors

Jerry Price

Lime Kiln Road House

Visitor Center Statistics

(Guest Book Signatures)	December
Lexington Visitor Center	290
Buena Vista Visitor Center	6
Natural Bridge Information Desk	Closed
Visitors by top 5 States (Lexington Visitor Center)	VA: 77 NC: 11 NJ: 6 PA: 6 TX: 6

Online Marketing Presence

Social Media pages (December)

Site	Total Followers	Change since last month
Facebook.com/lexingtonva	14,659	+25 (compared to Dec 2019, ↑10%)
Twitter.com/lexingtonva (@LexingtonVa)	3,555	+3 (compared to Dec 2019, ↓.4%)
Instagram.com/visitlexingtonva	3,363	+61 (compared to Dec 2019, ↑ 20%)

The HIGHEST REACHING and MOST ENGAGING **Facebook** post featured a photo of snowy House Mountain from Collierstown.

- 6,459 Reach
- 446 Engagement
(Shares/Clicks/Comments/Reactions)

The top **Tweet** was the American Shakespeare Center's "A Christmas Carol" performance at Hull's Drive-in.

- 1,521 Impressions
- 28 Engagements
- 3 Likes
- 3 Retweet

The most liked **Instagram** post was a snowy photo by @skyline_meadows_farm in northern Rockbridge.

- 3,407 Reach
- 551 Likes
- 22 Saves
- 18 Comments

Performance for Your Post

6,495 People Reached

299 Reactions, Comments & Shares

231 Like	196 On Post	35 On Shares
33 Love	29 On Post	4 On Shares
3 Wow	2 On Post	1 On Shares
18 Comments	10 On Post	8 On Shares
15 Shares	15 On Post	0 On Shares

147 Post Clicks

19 Photo Views	0 Link Clicks	128 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

visitlexingtonva

visitlexingtonva If your breath ...

This snowy capture by @skyline_meadows_farm in #RockbridgeCounty. Tag us in your snow, week and we'll add a story.

#VAOutdoors #LoveVA #ShenandoahValley

4w

serapetras Wow! What a beautiful place

4w 1 like Reply

Liked by prontogelato and 550 others

DECEMBER 18, 2020

Add a comment... Post

lexingtonva @lexingtonva · Dec 17, 2020

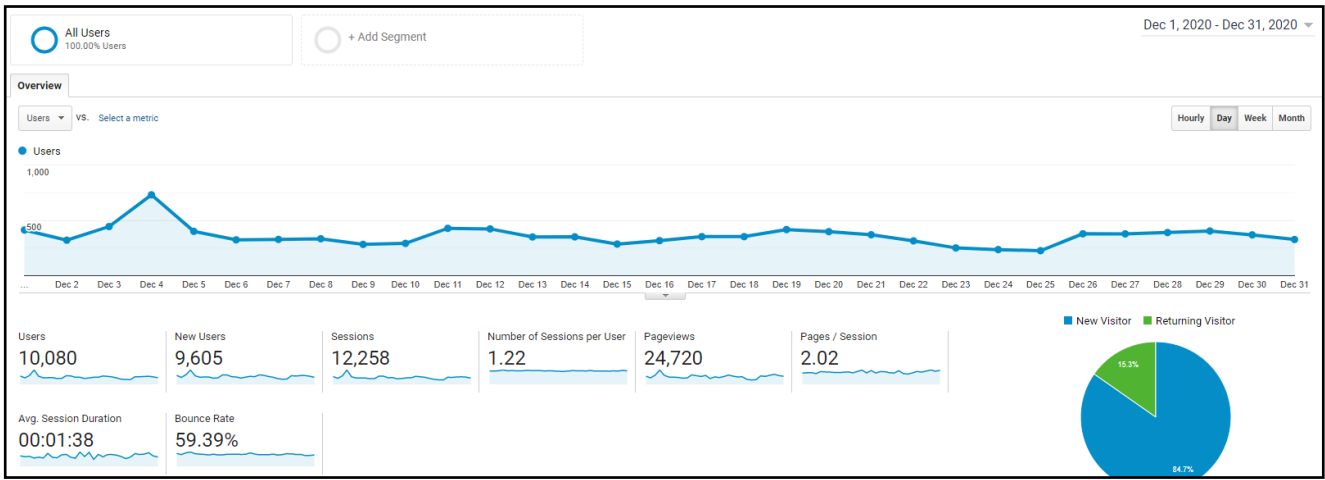
How cool is it that @shakespearectr is offering Dickens' "A Christmas Carol" at Hull's Drive-In this weekend?! Get the details --> lexingtonvirginia.com/events/a-chris... #LexingtonVA

Photo by Lindsey Walters, Miscellaneous Media Photography.

3 Retweets 3 Likes

Websites

Metric	LexingtonVirginia.com (December)
Total Sessions Page Views	12,258 (84.7% New, 15.3% Returning) 24,720
Top Pages Visited	Home, Events, Lexington Christmas Parade, Holiday Events, Celebrating the Holidays, Lodging, Wanderlove Small Towns Big Backyard Road Trip, Hikes, Luminary Nights, Family Activities
Top Traffic Sources	Google (organic), m.facebook.com, Bing (organic), Yahoo (organic), blog.virginia.org, lexingtonva.gov, co.rockbridge.va.us, jjsmeatshak.com
Top Source Cities	Washington DC, Charlottesville, Roanoke, Virginia Beach, Richmond, Lynchburg, New York



Metric	RockbridgeOutdoors.com (December)
Total Sessions Page Views	1,355 (80.4% New, 19.6% Returning) 2,570
Top Pages Visited	Hike, Chessie Trail, Devil's Marble Yard, House Mountain, Brushy Hills Preserve, Outdoors, Panther Falls, Buffalo Creek, Natural Bridge Trail, Bluff Mountain
Top Traffic Sources	Google (organic), Virginia.org, fs.usda.gov, m.facebook.com, dcr.virginia.gov, lexingtonva.gov, steelestavern.com, Bing (organic), co.rockbridge.va.us
Top Source Cities	Charlottesville, Washington DC, Virginia Beach, Roanoke, Lynchburg, Richmond, Harrisonburg, Forest

