

PROGRAM RESULTS

AUGUST 4 - 17, 2024

ORIGIN

Dine Out Boston (formerly known as Restaurant Week Boston) was designed to drive business during traditionally slow periods for Meet Boston Restaurant Members.

EVOLUTION

Initially a 5-day, once-a-year promotion with 36 restaurants, Dine Out Boston has evolved into a two-week, twice-a-year foodie event with over 150 restaurants.

PARTICIPATING RESTAURANTS

192

Restaurant Partners, August 2024

PAID MEDIA & EARNED MEDIA



**DINE OUT
BOSTON**
August 4 - 17, 2024

DINEOUTBOSTON.COM

**MB Meet
BOSTON** **MA MASSACHUSETTS** **OpenTable**

DIGITAL ADS

Digital ads were displayed on a number of web platforms.

3.8M

Impressions

169,626

Clicks

4.5%

Click Through Rate

BROADCAST RADIO

1,934,600

Impressions

260

High Impact Promotions

640

Contest Entries

OUTDOOR BILLBOARDS

535,468

Impressions

YOUTUBE ADVERTISING

25K

Video Views

EARNED MEDIA COVERAGE

108

Placements

43,615,324

Impressions

OWNED ASSETS/MEET BOSTON CHANNELS

DINEOUTBOSTON.COM

1,244,385

Page Views

17,188

Clicks to Reservations
and/or Partner Sites

302,407

Menu Views

2:22

Average Engagement
Time



DINE BOSTON
SINCE 2001

August 4 - 17, 2024

Dine Out Boston
is back!
BOOK YOUR TABLE

MB Meet
BOSTON

MA MASSACHUSETTS
visitma.com

OpenTable

EMAIL MARKETING

45%

Average Open Rate for
Email Campaigns

11%

Average Click through to open
ratio for Email Campaigns

SOCIAL MEDIA MARKETING

928,549

Social Media Impressions

425,319

Influencer Impressions

21,903

Social Media Link Clicks

3,176

Influencer Shares

  @DINEOUTBOSTON

 @MEETBOSTONUSA

1,863

Influencer Saves



CHARITABLE FUNDS

\$12,400

Raised through the
Dine Out Boston
Charity Auction
for the Boston
Preservation Alliance.

OPEN TABLE RESULTS

4,267

Reservations made through Open Table

In Partnership with

