

# PROGRAM RESULTS

**MARCH 10 - 23, 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**

**186**  
Restaurant Partners, March 2024

**PAID MEDIA**



**DIGITAL ADS**

Digital ads were displayed on a number of web platforms.

**2.4M**  
Impressions

**42,714**  
Clicks

**1.8%**  
Click Through Rate

**BROADCAST RADIO**

**1,672,200**  
Impressions

**97**  
High Impact Promotions

**2,291**  
Contest Entries

**OUTDOOR BILLBOARDS**

**490,357**  
Impressions

**YOUTUBE ADVERTISING**

**16K**  
Video Views

**EARNED MEDIA COVERAGE**

**110**  
Placements

**23,611,062**  
Impressions

### OWNED ASSETS/MEET BOSTON CHANNELS

DINEOUTBOSTON.COM

**1,427,452**

Page Views

**23,691**

Clicks to Reservations and/or Partner Sites

**317,039**

Menu Views

**2:43**

Average Engagement Time



#### EMAIL MARKETING

**50%**

Average Open Rate for Email Campaigns

**11.5%**

Average Click through to open ratio for Email Campaigns

#### SOCIAL MEDIA MARKETING

**374,655**

Social Media Impressions

**839,194**

Influencer Impressions

**8,000+**

Social Media Link Clicks

**10,297**

Influencer Shares

@DINEOUTBOSTON

**4,281**

Influencer Saves

@MEETBOSTONUSA



#### CHARITABLE FUNDS

**\$11,000**

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

#### OPEN TABLE RESULTS

**10,000+**

Customers seated via Open Table reservations

**3,773**

Reservations made through Open Table

In Partnership with

