DINE BOSTON SINCE 2001

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



YOUTUBE ADVERTISING

16K Video Views

DIGITAL ADS

Digital ads were displayed on a number of web platforms.

2.4M

42,714 Clicks

onorta

1.8% Click Through Rate

EARNED MEDIA COVERAGE

110 Placements

BROADCAST RADIO

BOSTON

1,672,200

Impressions

97 High Impact Promotions

2,291 Contest Entries OUTDOOR BILLBOARDS

490,357 Impressions

23,611,062

Impressions

DINEOUTBOSTON.COM

OWNED ASSETS/MEET BOSTON CHANNELS

DINEOUTBOSTON.COM

1,427,452

Page Views

23,691

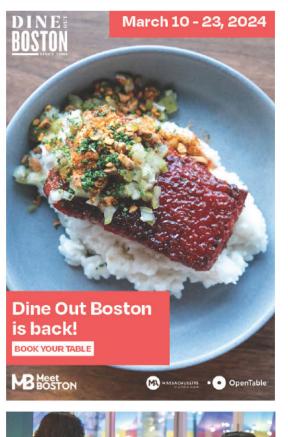
Clicks to Reservations and/or Partner Sites

317,039

Menu Views

2:43

Average Engagement Time





EMAIL MARKETING

50%

Average Open Rate for Email Campaigns

SOCIAL MEDIA MARKETING

374,655

Social Media Impressions

8,000+

Social Media Link Clicks



@DINEOUTBOSTON

@MEETBOSTONUSA

CHARITABLE FUNDS

.1,000 Raised through the Dine Out Boston **Charity Auction** for the Boston Preservation Alliance.

In Partnership with







DINEOUTBOSTON.COM

11.5%

Average Click through to open ratio for Email Campaigns

839,194

Influencer Impressions

10,297

Influencer Shares

4,281

Influencer Saves

OPEN TABLE RESULTS

10,000+ Customers seated via Open Table reservations

3,773 Reservations made through Open Table