



AUGUST 8 - 21, 2021

ORIGIN

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

EVOLUTION

Initially started as 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.**

WEB RESULTS

501,223

Page Views

4.87

Pages per session

5.11

Avg. Session Duration

31%

Bounce Rate for DineOutBoston.com*

*The percentage of visitors to DineOutBoston.com who navigate away from the site after viewing only one page. Low bounce rate indicates an engaged audience; **industry average is 48.24%**



DIGITAL ADS

Digital ads were displayed on a number of local web platforms.

2,848,080

Impressions

80,582

Clicks

2.8%

Click Through Rate*

*Industry average is .05%



DIGITAL MARKETING

EMAIL MARKETING

31%

Open Rate for Email Campaign

22%

Click through for Email Campaign

SOCIAL MEDIA MARKETING

23.3K+

Social Media Followers

@DINEOUTBOSTON

@DINEOUTBOS

1.3M

Social Media Impressions

29.2K

Social Media Engagements



OPEN TABLE RESULTS

72%

Reservations via Open Table were referred by DineOutBoston.com

TRADITIONAL MARKETING

BROADCAST RADIO

2,412,800

Impressions

168

30-second spots

80 qty

High Impact Promotions

