



Presented by
Boston
GREATER BOSTON
CONVENTION & VISITORS BUREAU

DINE OUT
BOSTON
SINCE 2001

DINE OUT BOSTON

AUGUST 7 - 20, 2022

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

495,893

Page Views

4.49

Pages per session

4:43

Avg. Session Duration

33%

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%**



Browse menus and reserve a table!

[LEARN MORE](#)

DIGITAL ADS

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

2,590,766

Impressions

103,142

Clicks

3.9%

Click Through Rate*

*Industry average is .05%



In partnership with



DINEOUTBOSTON.COM



DIGITAL MARKETING

EMAIL MARKETING

52%

Open Rate for Email Campaign

13%

Click through to open ratio for Email Campaign

SOCIAL MEDIA MARKETING

27.8K+

Social Media Followers

1.4M

Social Media Influencer Followers

1.4M

Social Media Impressions

51.5K

Social Media Engagements



YOUTUBE
10K
Video Views

OPEN TABLE RESULTS
87%
Reservations via Open Table were referred by DineOutBoston.com

TRADITIONAL MARKETING

OUTDOOR BILLBOARDS 3,494,388 Impressions

BROADCAST RADIO

2,567,195 Impressions 239 30-second spots 157 High Impact Promotions 2,525 Contest Entries

