

DINE OUT BOSTON

MARCH 1-6 & 8-13, 2020

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

541,827

Average Page views.

56%

Increase in traffic to
Dine Out pages YOY.

27%

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.

3,317,786

Impressions

92,406

Clicks

17%

Click Through Rate*

*Industry average is .05%

DINEOUTBOSTON.COM



DIGITAL MARKETING

EMAIL MARKETING

27%

Open Rate for Email Campaign

23%

Click through for Email Campaign

SOCIAL MEDIA MARKETING

20K+

Social Media Followers

  @DINEOUTBOSTON

 @DINEOUTBOS

1.6M

Facebook Post Impressions

50.8K

Instagram Post Impressions



OPEN TABLE RESULTS

2%

Increase year over year for OpenTable reservations.**

12%

Increase of reservations driven directly from DineOutBoston.com

TRADITIONAL MARKETING

BROADCAST RADIO

2,374,080

Impressions

96 qty

30-second spots

95 qty

High Impact Promotions (AM & PM drive time)

Presented by

GREATER BOSTON
CONVENTION & VISITORS BUREAU


DINE OUT
BOSTON
SINCE 2001

Sponsored by

