



**MARCH 14 - 28, 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

**516,163**

Page Views

**4.72**

Pages per session

**4.51**

Avg. Session Duration

**34%**

**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%**

**DINE OUT  
OR TAKE OUT**

**MARCH 14 - 28, 2021**

**DINE OUT  
BOSTON**  
SINCE 2001

Boston MA MASSACHUSETTS  
GREATER BOSTON CONVENTION & VISITORS BUREAU  
OpenTable



## DIGITAL ADS

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

**2,966,709**

Impressions

**82,109**

Clicks

**2.8%**

Click Through Rate\*

\*Industry average is .05%

**DINEOUTBOSTON.COM**



## DIGITAL MARKETING

### EMAIL MARKETING

**26%**

Open Rate for Email Campaign

**21%**

Click through for Email Campaign

### SOCIAL MEDIA MARKETING

**21.7K+**

Social Media Followers

  @DINEOUTBOSTON

 @DINEOUTBOS

**2M**

Social Media Impressions

**39.4K**

Social Media Clicks Throughs



## OPEN TABLE RESULTS

**76%**

Reservations via Open Table were referred by [DineOutBoston.com](http://DineOutBoston.com)

## TRADITIONAL MARKETING

### BROADCAST RADIO

**1,747,427**

Impressions

**144**

30-second spots

**90 qty**

High Impact Promotions

