



DINE OUT
BOSTON
SINCE 2001

DINE OUT BOSTON

MARCH 13 - 26, 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

603,747

Page Views

4.89

Pages per session

5:15

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%**



DIGITAL ADS

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

2,689,878

Impressions

77,668

Clicks

2.9%

Click Through Rate*

*Industry average is .05%

DINEOUTBOSTON.COM



DIGITAL MARKETING

EMAIL MARKETING

48%

Open Rate for Email Campaign

15%

Click through to open ratio for Email Campaign

SOCIAL MEDIA MARKETING

25.1K+

Social Media Followers

539K

Social Media Influencer Followers

1.5M

Social Media Impressions

50.5K

Social Media Engagements

  @DINEOUTBOSTON

 @DINEOUTBOS

YOUTUBE

9K+

Video Views

OPEN TABLE RESULTS

89%

Reservations via Open Table were referred by DineOutBoston.com

TRADITIONAL MARKETING

BROADCAST RADIO

2,551,200

Impressions

286

30-second spots

135 qty

High Impact Promotions



GREATER BOSTON
CONVENTION & VISITORS BUREAU

