

DESTINATION
TORONTO.

MARKETING INSIGHTS

Digital Marketing
Platforms & Channels

First Quarter 2022



TABLE OF CONTENTS

Summary	PG 3
Report Terminology	PG 4
Part I: Content Hub	PG 5
Part II: Social	PG 12
Part III: eNewsletter	PG 19

Summary

Q1 2022

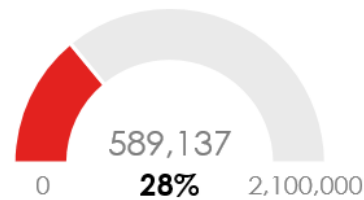
Key Insights

YOY traffic increased 116% to the network of sites. While increases were achieved in each of the three months reported, March is driving this result. This is attributed to a successful response to the Disney Pixar *Turning Red* promotion. The promotion also drove 28K subscriptions to our monthly consumer e-newsletter (*Stories from the 6ix*). Also of note, organic traffic to DestinationToronto.com is up 25% in Q1 2022 (compared to Q4 2021).

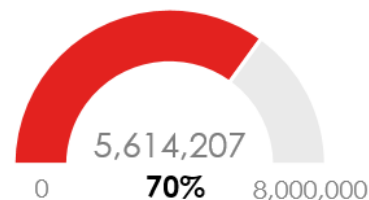
By a large margin, the top performing social content type is video reels with Instagram remaining the top platform for driving engagement. In March, we extended the brand presence to TikTok and are seeing early success in similar reels content, specifically 'rounds-ups' or 'best-of' themes.

Q1 2022 Result to Goal (annual)

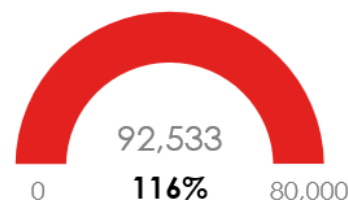
Network of sites
Visitors



Social
Engagement



eNewsletter
Subscribers



Report Terminology

Q1 2022

- **Visitors:** Users who have initiated a session on (both new & returning).
- **Organic Search Visitors:** users from search engines such as Google and Bing.
- **Average Session Duration:** Measures the average length of sessions.
- **Average Organic Session Duration:** Organic Session includes sessions generated by customized channels. It measures the average length of organic search, owned social, direct, emails, and other DT sites.
- **Social Engagement:** Likes + Comments + Shares + Reactions + Saves + Video Views on all social platforms
- **eNewsletter Subscribers:** Number of unique email addresses in list (aka=Sent + Suppressed)
- **eNewsletter Open Rate:** Percentage of unique email addresses that opened this message among all recipients
- **eNewsletter Click through Rate:** Percentage of recipients that clicked on content in the newsletter to see more

Part I

Content Hub

DestinationToronto.com

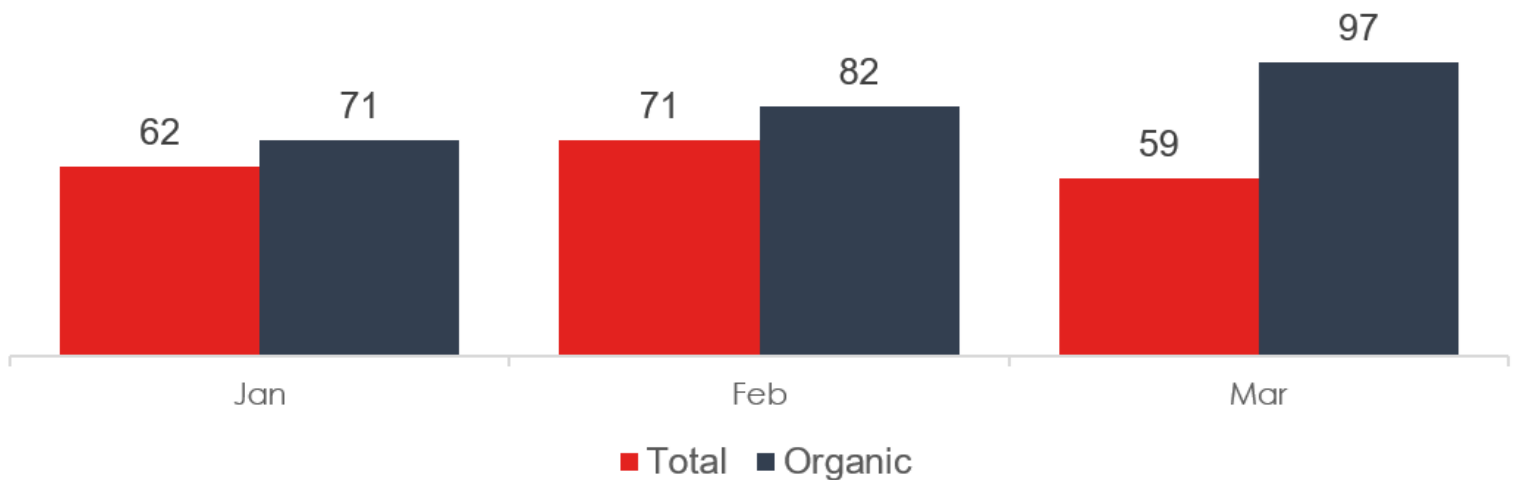
Content Hub - Key Measures

Q1 2022

Visitors



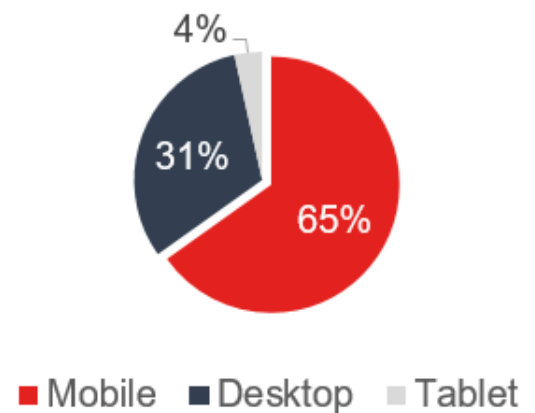
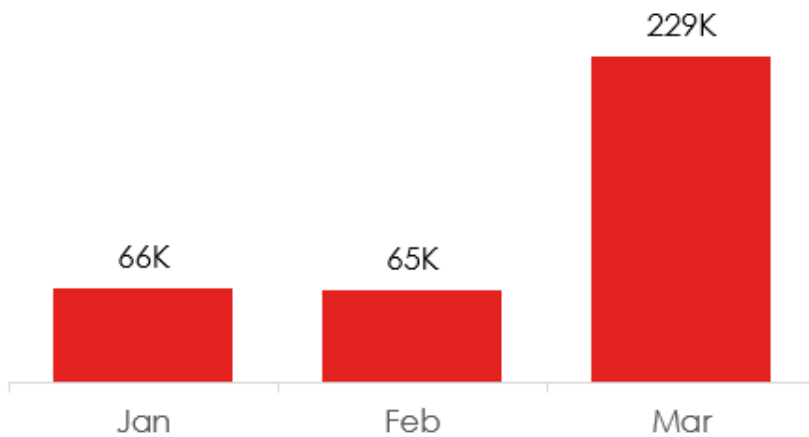
Average Session Duration (seconds)



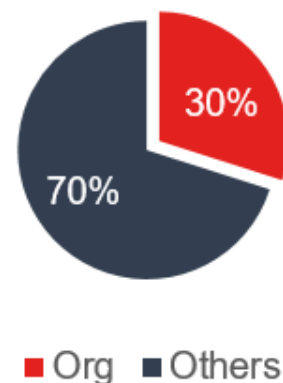
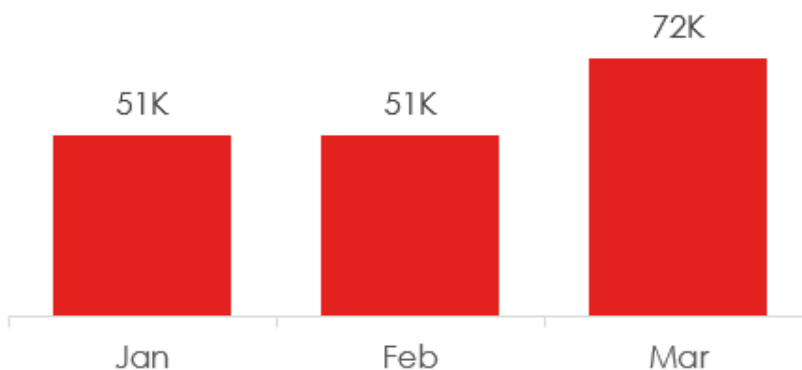
Content Hub - Key Measures

Q1 2022

Mobile Devices Visitors



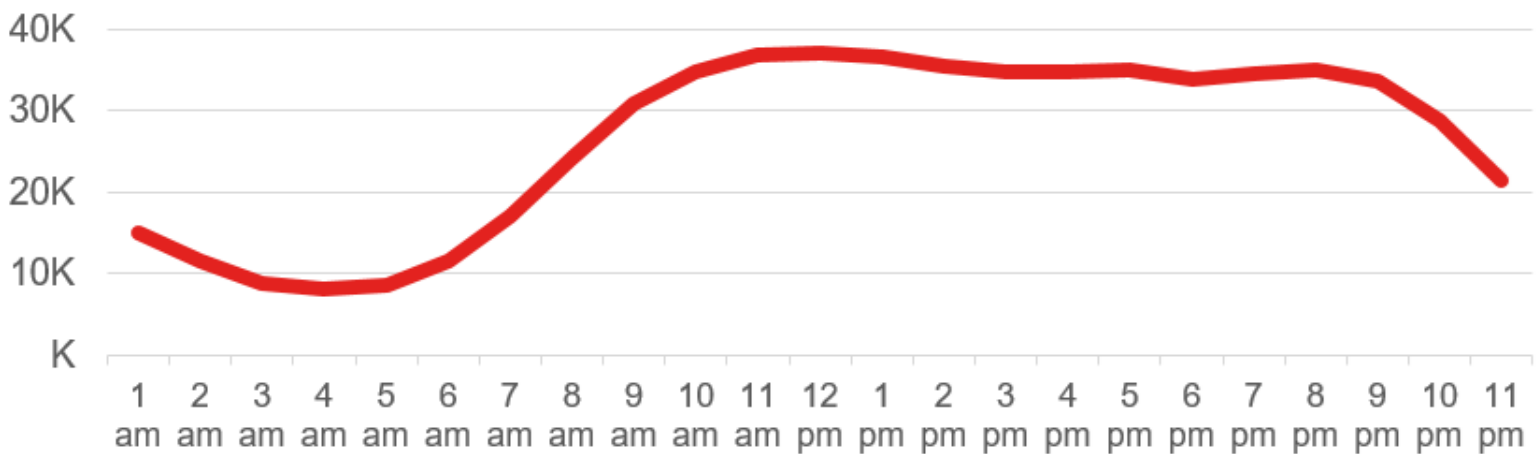
Organic Search Visitors



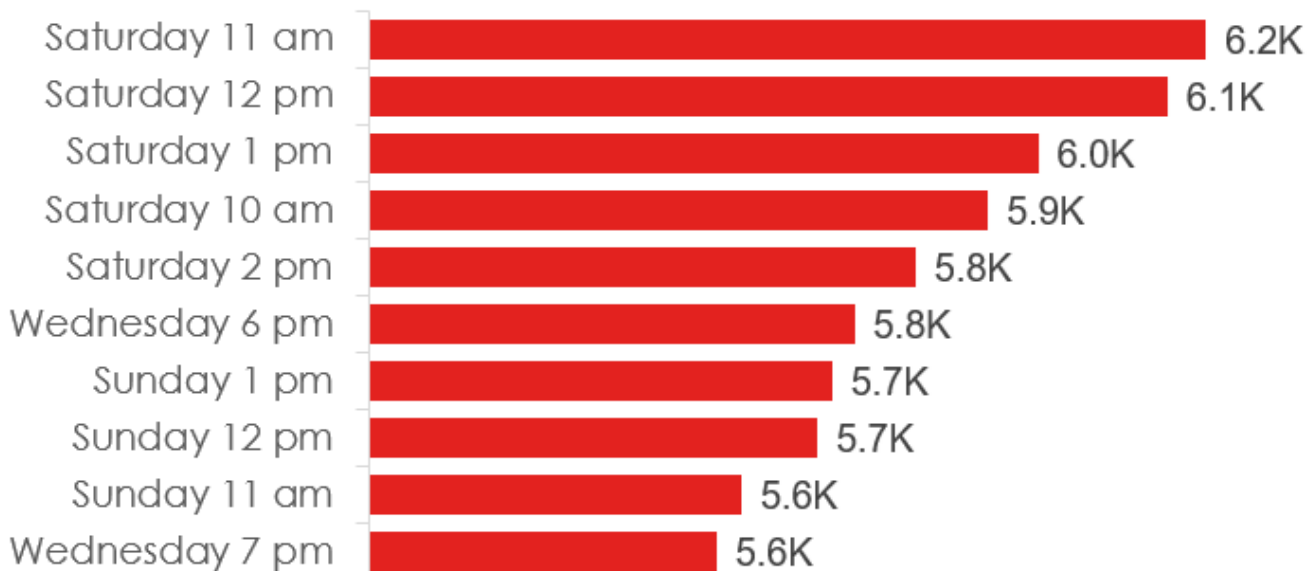
Content Hub - Key Measures

Q1 2022

Visitors per Hour of Day



Peak Time for Visitors



Content Hub – Content Highlights

Local Scenes + Epic Events

"Things to do" content was the top-performing theme in this content pillar. These pages are also typically some of our highest performing, regardless of time period, and are regularly updated to boost SEO.

The following highlights include top performing social posts (defined by engagement) for each of the three content themes identified in our Content Strategy - "Local Scenes + Epic Events, Globally-inspired Food & Nightlife, Canada at our doorstep."

12 Unique Toronto Date Ideas

by DESTINATION TORONTO | JANUARY 31, 2022

Break out of movie-and-dinner mode and try something new in Toronto.

Treat your date to a unique date in the city or unforgettable night on the town. Here are 12 ideas to surprise and delight.



[12 Unique Toronto Date Ideas](#)

6,378 views

Top Picks for Pics: 15 Places for the Best Photos in Toronto

by DESTINATION TORONTO | MARCH 25, 2021

Toronto's urban photographers share their favourite spots for the perfect photo opp.

We can't deny facts, Toronto's a photogenic city with endless possibilities for capturing a great shot. As eclectic as it is, you may not know where to start. We hear you.

To help narrow down your options, we asked some of the city's talented photographers and rounded up their suggestions for the most attractive outdoor spaces in and around the city. Because if anyone knows an Instagrammable spot, it's them. Here are their favourite locations (with tips) for capturing solid urban photos.



[Top Picks for Pics: 15 Places for the Best Photos in Toronto](#)

4,418 views

10 Reasons You'll Feel Something New in Toronto

by DESTINATION TORONTO | FEBRUARY 22, 2021

If you're looking for a new perspective you've come to the right place. Toronto's art and culture scene is guaranteed to inspire.

Home to more artists than any other city in Canada and one of North America's leading economies for entertainment and media, Toronto creates culture and creativity. Discover Toronto's art and culture scene through its destination museums and venues, and countless off-the-radar gems. From black parties infused with indie and techno inspired by the world to public art installations that make outdoor spaces come alive, here are 10 reasons you'll feel something new in Toronto.



[10 Reasons You'll Feel Something New in Toronto](#)

3,054 views

10 Niche Galleries & Museums You Can Only Find Here

by HELEN RACANELLI | MARCH 31, 2021

Have a special knack for ceramics, shoes, textiles or period decor? This is your guide to uncovering the lesser-known hidden gems for all your niche interests.



[10 Niche Galleries & Museums You Can Only Find Here](#)

1,822 views

Content Hub – Content Highlights

Globally Inspired Food + Nightlife

For this pillar, round-ups and 'best of' content performed well. These posts also see higher than average time on page.

The Must-Eats of Toronto's Historic St. Lawrence Market

by DANIELLE FINESTONE | MARCH 30, 2022

More eating, less thinking — take the guesswork out of navigating one of the top food markets in the world.



[The Must-Eats of Toronto's Historic St. Lawrence Market](#) 1,903 views

11 Heated Winter Patios in Toronto to Try This Weekend

by JENNIFER WEATHERHEAD HARRINGTON | JANUARY 21, 2022

Some hibernate, while we brave the windchill (in true Canadian style). Long live patio season.

If there is one thing Torontonians love, it's a great patio. They're packed all summer long, and even in the spring and fall, we stick it out for some **outdoor dining** as long as possible. This year though, patios are making a cozy comeback during those cold winter days.



[11 Heated Winter Patios in Toronto to Try This Weekend](#) 1,945 views

Local Picks: Top 10 Spots for Comfort Food in Toronto

by SOLMAZ KHOSROWSHAHIAN | DECEMBER 29, 2021

Toronto's diverse culinary scene offers international dishes that warm you from the inside.

Robust flavours, creamy sauces, hearty soups, gooey cheeses, fried foods, rich curries—these are a few things I look forward to during cozy season. As the cooler weather rolls in, I find myself craving dishes that warm me up from the inside.

Fortunately, Toronto restaurants have comfort food down to a science. The best part? They offer an international variety. From steamy pho to spice-filled curries, chefs across the city line their menus with traditional eats and authentic flavours that will help you thaw AND virtually escape through your palate. Ready to feast? Read on.



[Local Picks: Top 10 Spots for Comfort Food in Toronto](#) 1,886 views

Content Hub – Content Highlights

Canada at Our Doorstep

Quintessential winter activities like skiing and snowshoeing were top performers for this quarter.

5 Amazing Toronto Winter Workouts for Scenic Sights & Lights

by KAREN KWAN | DECEMBER 29, 2021

Embrace chill mornings and starry nights as you run, tube, snowshoe or ski Toronto's scenic parks, multi-use trails and beautifully illuminated city streets.

Working out at dusk or dawn has added benefits during Toronto's winter season. Take advantage of early nights and later sunrises to enjoy the amazing light show as you chase endorphins in the winter chill. From winter light installations to sparkling windows and the city's iconic skyline, everything seems brighter this time of year.

These five outdoor winter activities will take you to pass views so delightful, you might even forget you're getting in a great workout!



[5 Amazing Toronto Winter Workouts for Scenic Sights & Lights](#)

1,043 views

Things To Do on the Toronto Islands in the Winter

by ARIENNE PARZEI | MARCH 31, 2021

Ever popular and synonymous with hot summer days, the Toronto Islands are an untapped attraction in the winter. Local writer and photographer, Arianne Parzei, tells us how to enjoy it during the cold season.

Only a quick 10-minute ferry ride from downtown Toronto, visiting the [Toronto Islands](#) tops many to-do lists in the summer. Even locals don't realize that the Toronto Islands also make for a great winter excursion, especially if you love outdoor activities. It is a uniquely peaceful destination in the winter as the usual crowds become non-existent, just a stone's throw from the downtown core. Outdoor enthusiasts will love it in the winter when they can partake in a number of activities usually only available outside of the city. Below are some ways that you can enjoy the Toronto Islands in the winter.



[Things To Do on the Toronto Islands in the Winter](#)

2,357 views

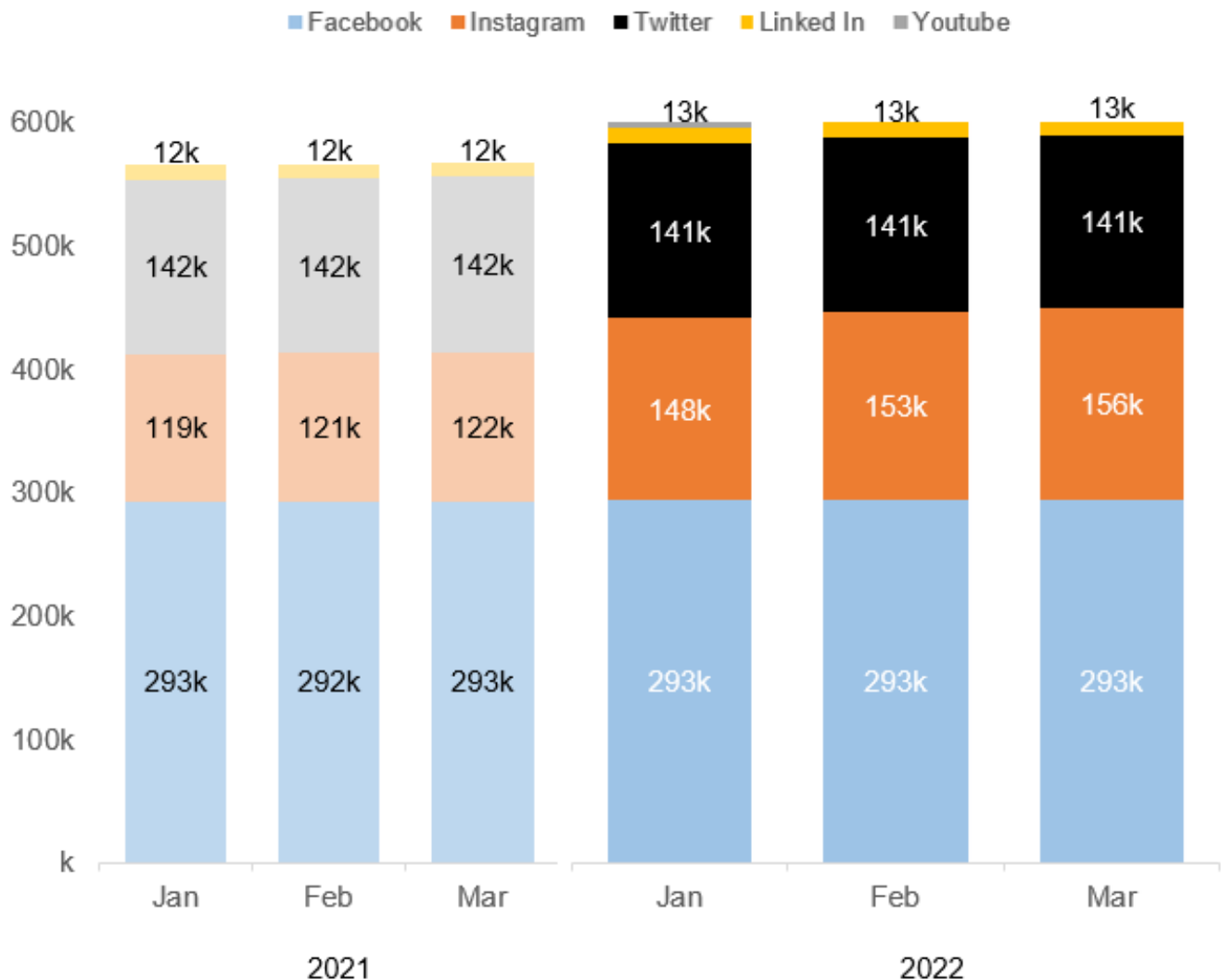
Part II

Social

Social - Key Measures

Q1 2022

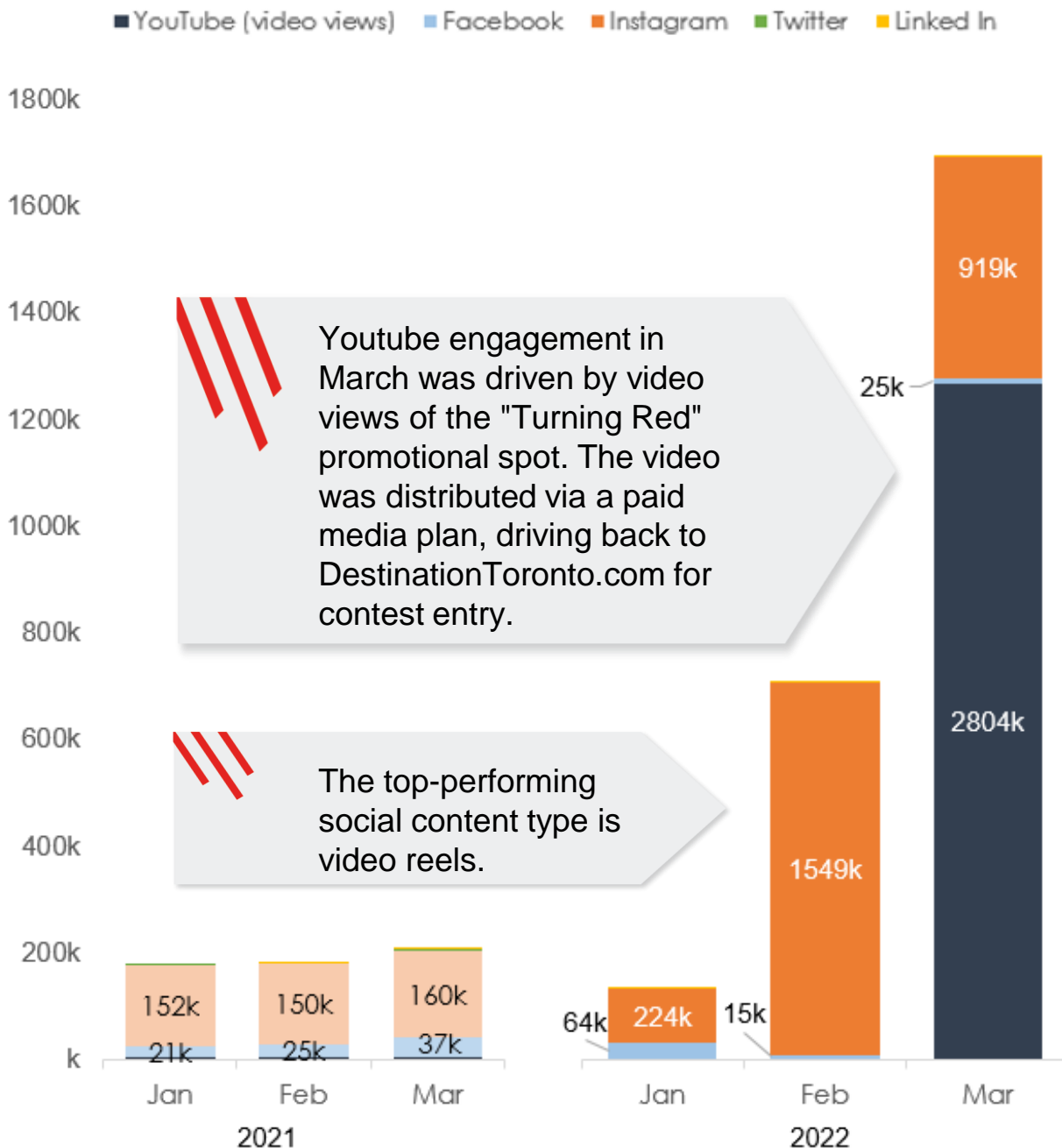
Social Followers by Platforms



Social - Key Measures

Q1 2022

Social Engagement by Platforms

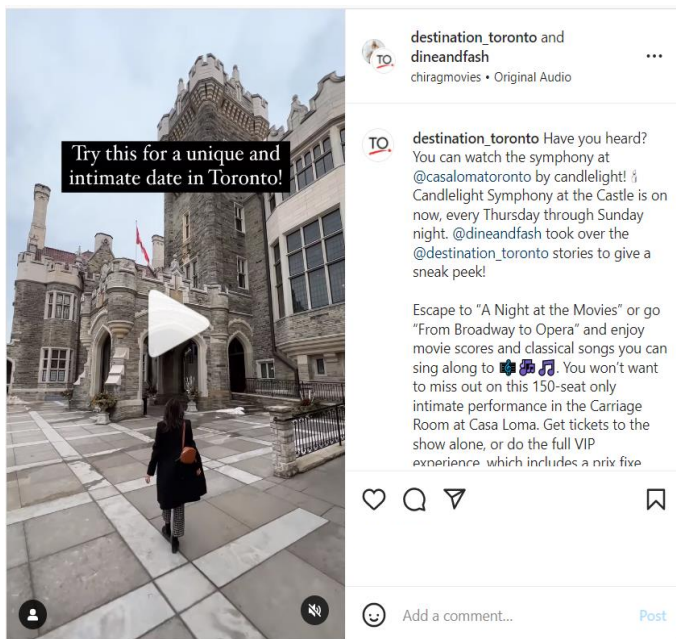


Social – Content Highlights

Q1 2022

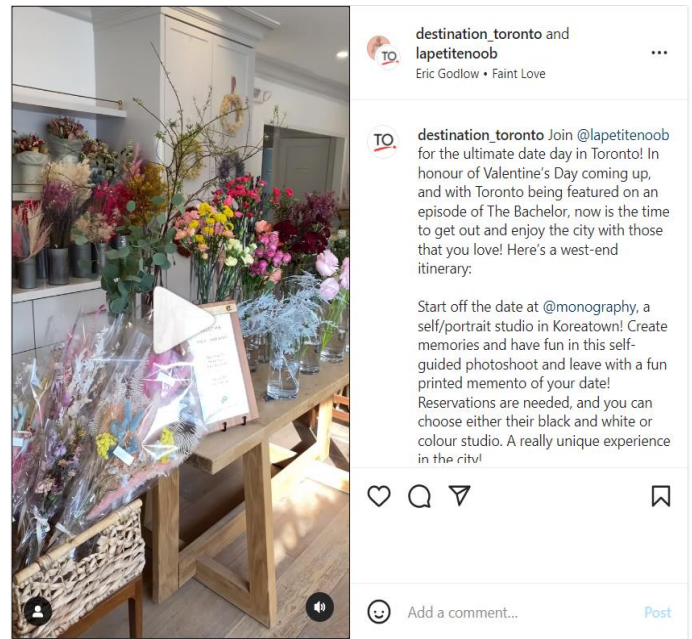
Local Scenes + Epic Events

The following highlights include top performing social posts (defined by engagement) for each of the three content themes identified in our Content Strategy - "Local Scenes + Epic Events, Globally-inspired Food & Nightlife, Canada at our doorstep.



Casa Loma - Candlelight Symphony takeover by @dineandfash

- Total engagements - 686,004
- Video plays - 627,684
- Likes - 23,309
- Comments – 205
- Shares - 22,768
- Saves - 12,038
- Reach - 626,764



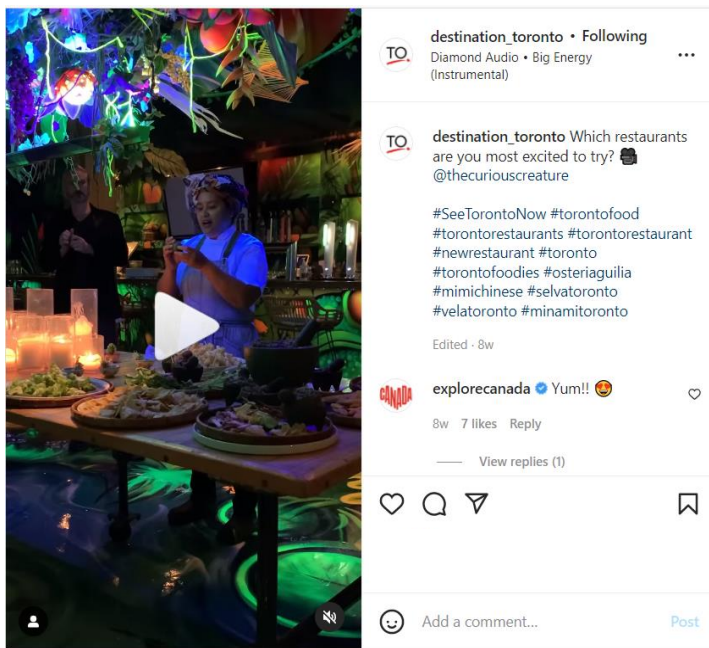
Valentine's Day Itinerary: West End takeover by @lapetitenooob

- Total engagements - 234,905
- Video plays - 216,543
- Likes - 6,007
- Comments – 113
- Shares - 6,527
- Saves - 5,715
- Reach - 214,696

Social – Content Highlights

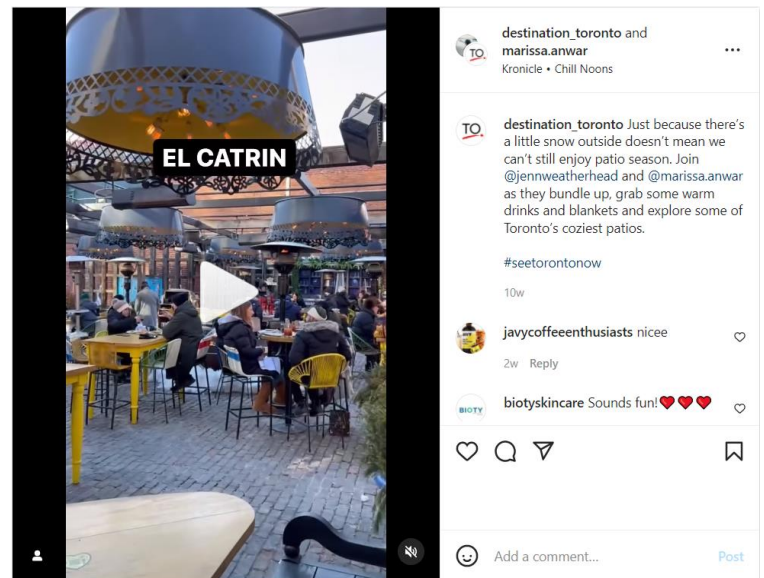
Q1 2022

Globally Inspired Food + Nightlife



[Five New Restaurants to Try](#) video
by [@thecuriouscreature](#)

- Total engagements - 708,112
- Video plays - 630,898
- Likes - 21,973
- Comments – 361
- Shares - 34,413
- Saves - 20,467
- Reach - 604,957



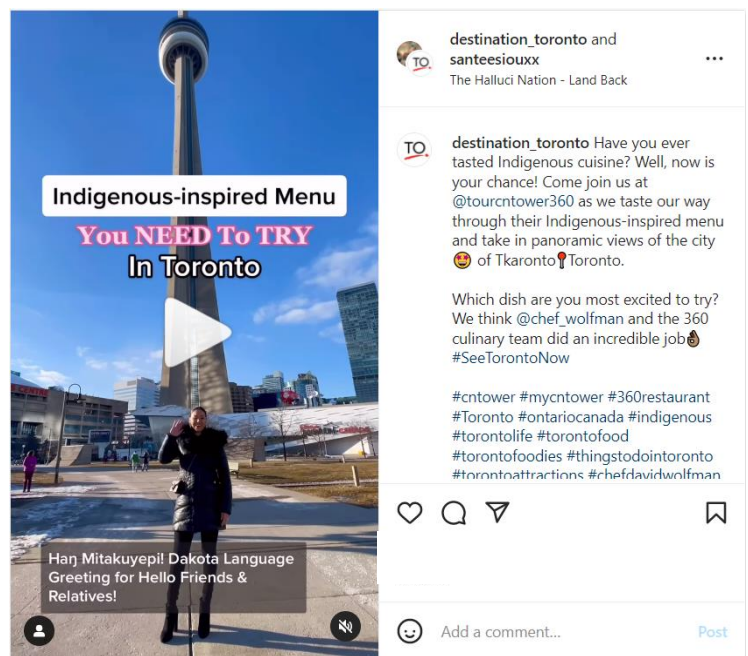
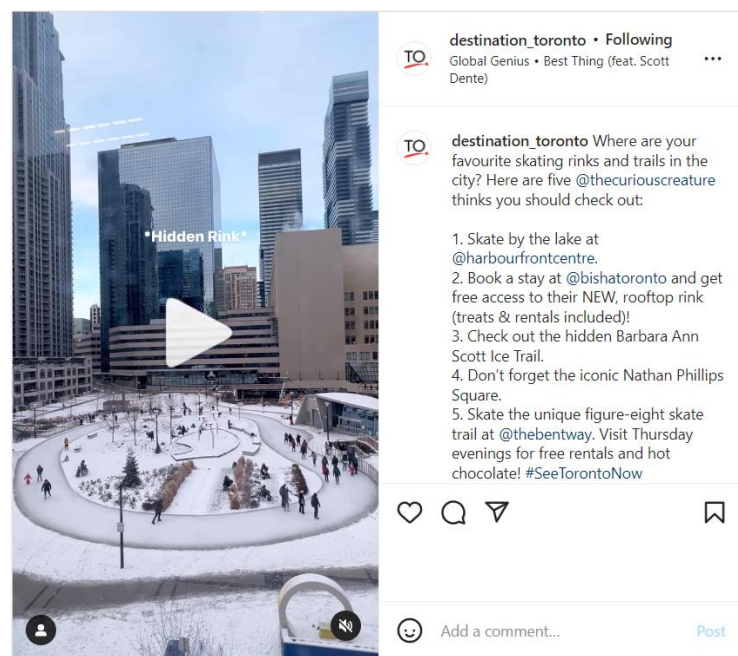
[Four Cozy Winter Patios](#) takeover by
[@jennweatherhead](#) and
[@marissa.anwar](#)

- Total engagements - 78,336
- Video plays - 75,119
- Likes - 1,832
- Comments – 46
- Shares – 687
- Saves – 682
- Reach - 73,484

Social – Content Highlights

Q1 2022

Canada at Our Doorstep



[Five Skating Rinks in Toronto](#) video by [@thecuriouscreature](#)

- Total engagements - 315,599
- Video plays - 301,619
- Likes - 6,026
- Comments – 117
- Shares - 4,641
- Saves - 3,196
- Reach - 292,842

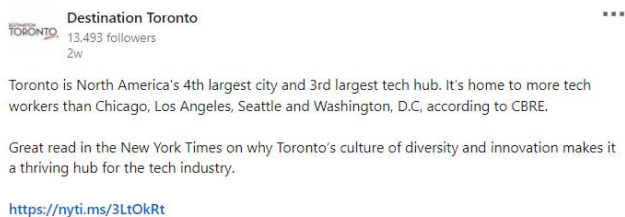
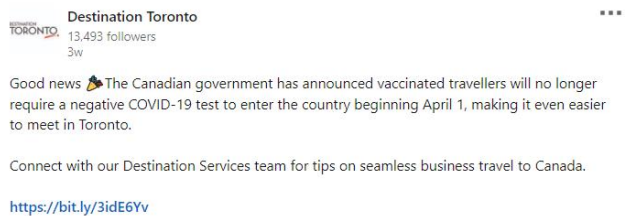
[CN Tower Indigenous Menu](#) takeover by [@thecuriouscreature](#) and [@santeesiouxx](#)

- Total engagements - 100,467
- Video plays - 94,555
- Likes - 4,350
- Comments – 96
- Shares – 785
- Saves – 681
- Reach - 87,746

Social – Content Highlights

Q1 2022

BE-segment (LinkedIn)



NYTimes article: Toronto, the Quietly Booming Tech Town

Impressions: 4,527

Engagement: 201

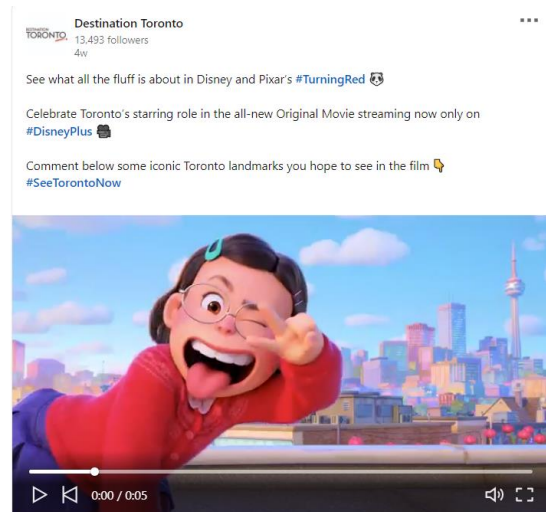
Engagement rate: 4.4%

Government Announcement re: removal of PCR testing requirements

Impressions: 6,101

Engagement: 256

Engagement rate: 4.2%



Disney & Pixar Turning Red + Destination Toronto promotional announcement

Impressions: 5,796

Engagement: 254

Engagement rate: 4.4%

Part III

eNewsletters

eNewsletters

Q1 2022



Top 6 in the 6ix

Audiences: US and Canada
Business Events Creators
Distribution: Monthly



Stories from the 6ix

Audiences: Global Customers
Distribution: Monthly



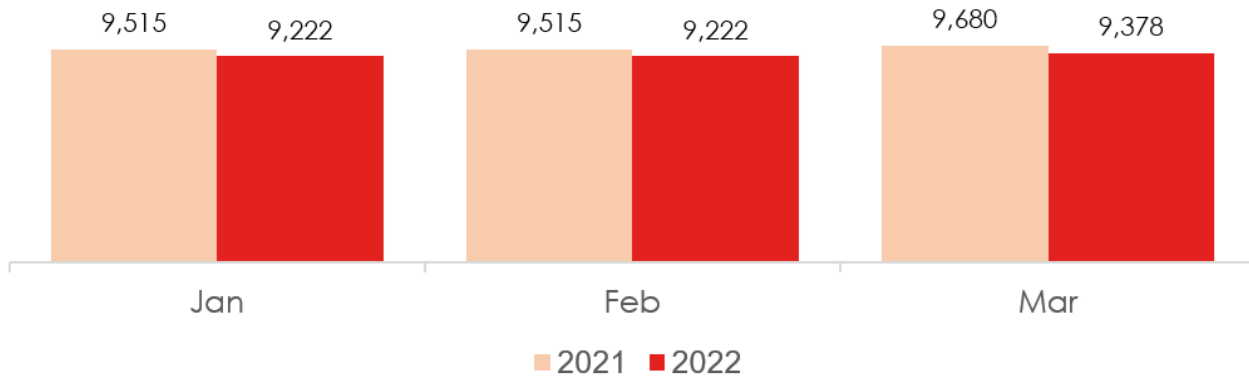
Terminal 2

Audiences: Industry
Stakeholders
Distribution: Bi-weekly

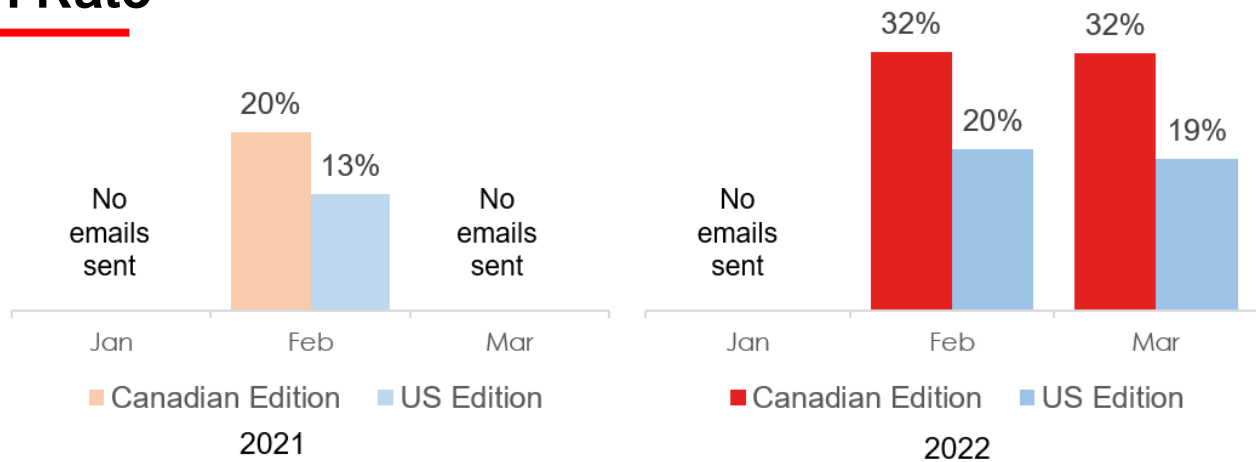
TOP 6 in the 6ix - Key Measures

Q1 2022

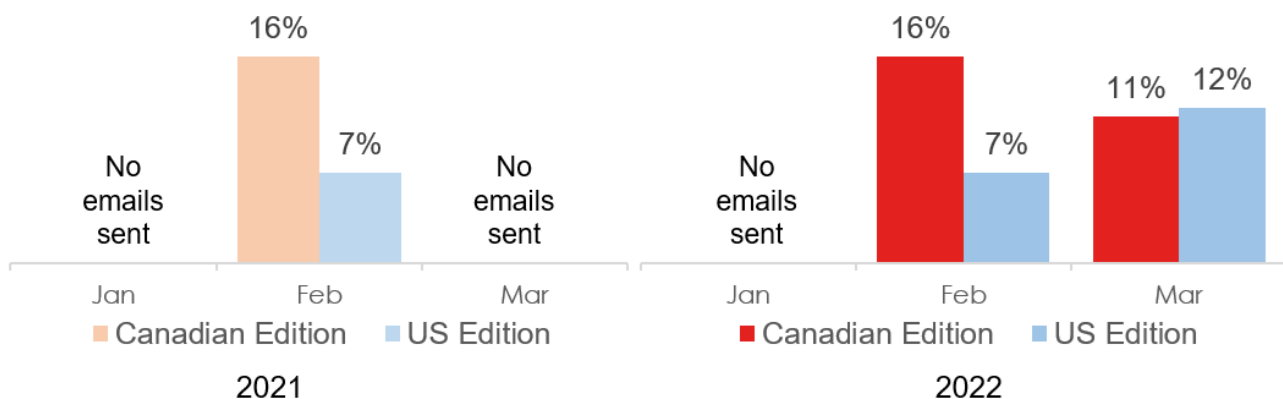
Subscribers



Open Rate



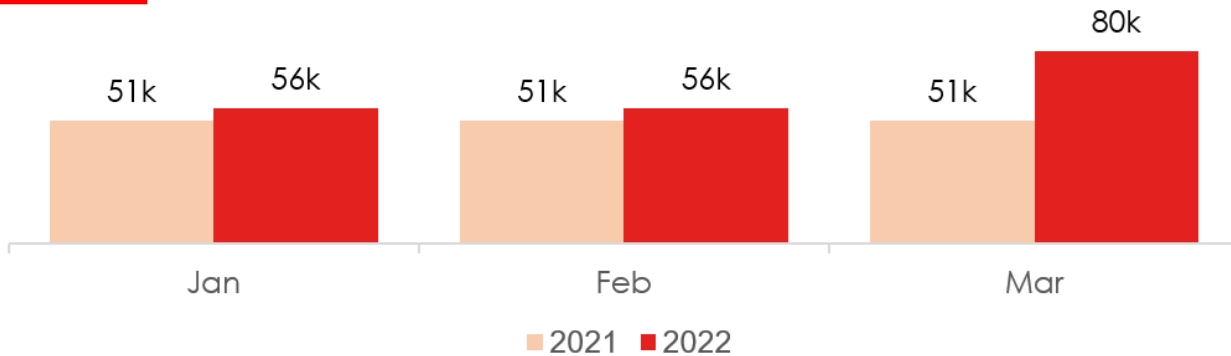
Click Through Rate



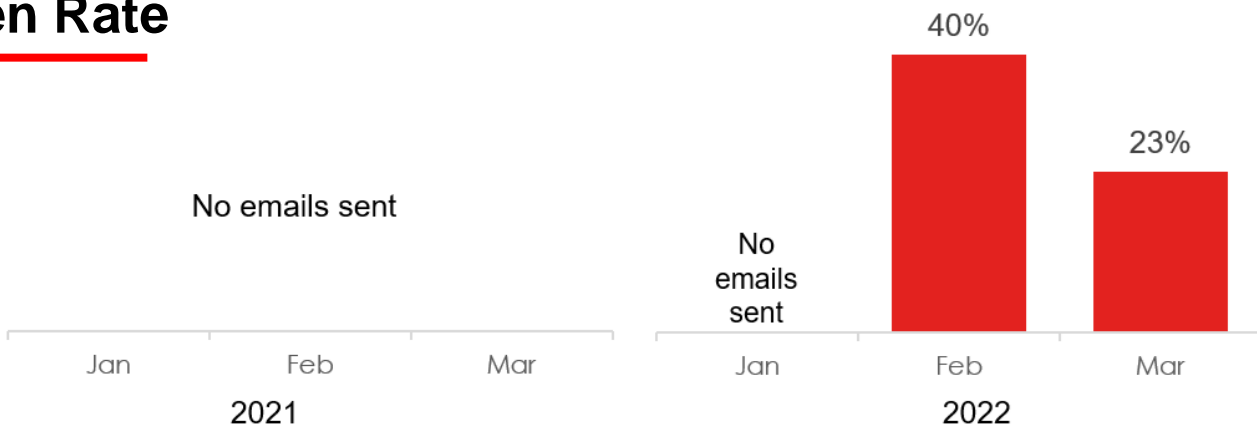
Stories From the 6ix - Key Measures

Q1 2022

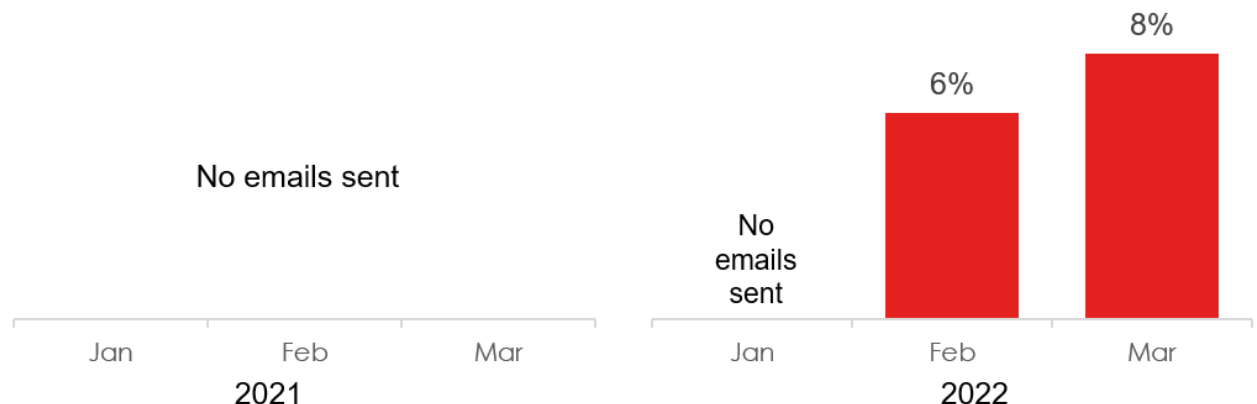
Subscribers



Open Rate



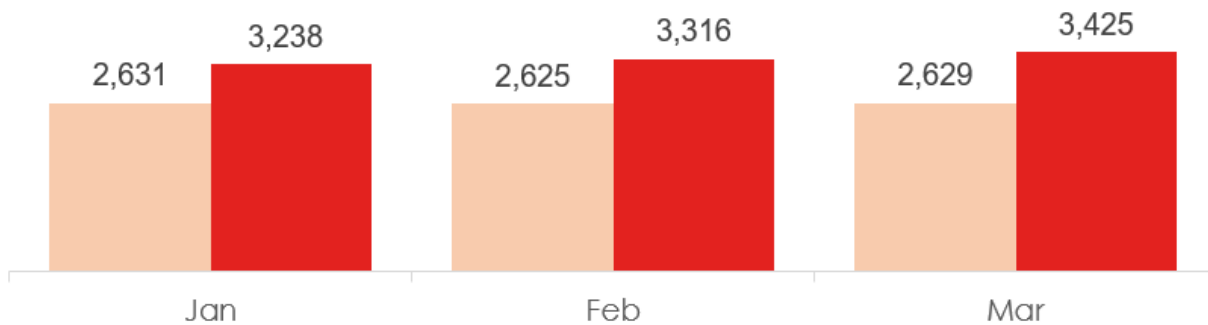
Click Through Rate



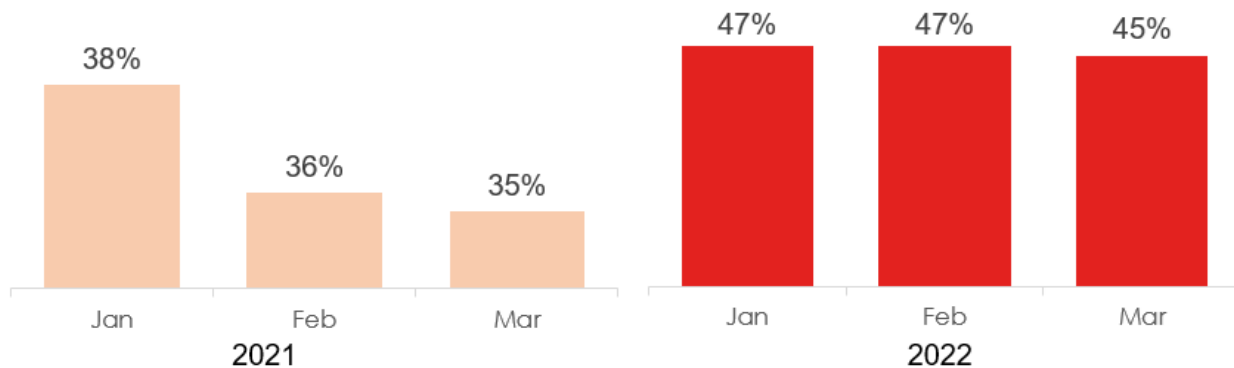
Terminal 2 - Key Measures

Q1 2022

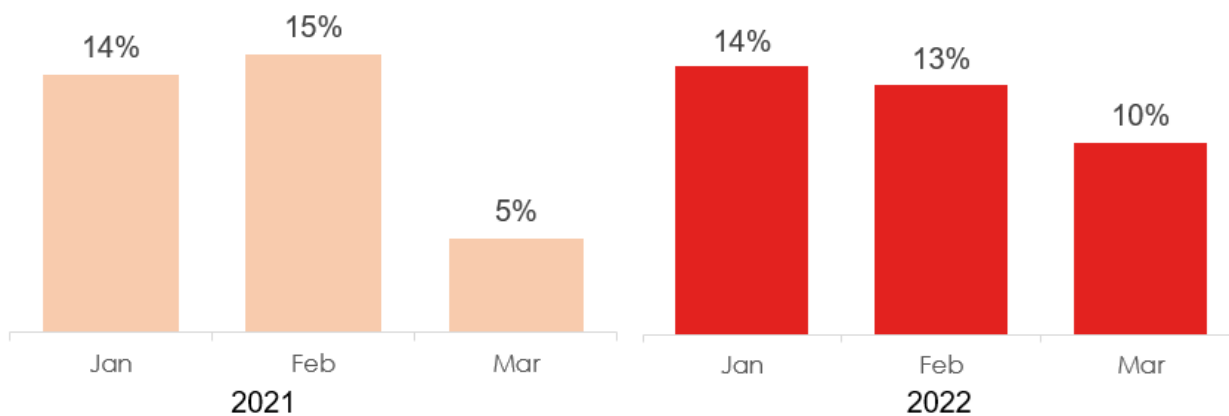
Subscribers



Open Rate



Click Through Rate





Questions? Contact us.

[Find more Business
Insights on the Terminal](#)