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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)
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

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>66K</td>
</tr>
<tr>
<td>Feb</td>
<td>65K</td>
</tr>
<tr>
<td>Mar</td>
<td>229K</td>
</tr>
</tbody>
</table>

Organic Search Visitors

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>51K</td>
</tr>
<tr>
<td>Feb</td>
<td>51K</td>
</tr>
<tr>
<td>Mar</td>
<td>72K</td>
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</tbody>
</table>
Content Hub - Key Measures
Q1 2022

Visitors per Hour of Day

Peak Time for Visitors

- Saturday 11 am: 6.2K
- Saturday 12 pm: 6.1K
- Saturday 1 pm: 6.0K
- Saturday 10 am: 5.9K
- Saturday 2 pm: 5.8K
- Wednesday 6 pm: 5.8K
- Sunday 1 pm: 5.7K
- Sunday 12 pm: 5.7K
- Sunday 11 am: 5.6K
- Wednesday 7 pm: 5.6K
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
6,378 views

Top Picks for Pics: 15 Places for the Best Photos in Toronto
4,418 views

10 Reasons You'll Feel Something New in Toronto
3,054 views

10 Niche Galleries & Museums You Can Only Find Here
1,822 views
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

1,903 views

Local Picks: Top 10 Spots for Comfort Food in Toronto

1,886 views

11 Heated Winter Patios in Toronto to Try This Weekend

1,945 views
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

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 places you’ve never been before; you might even forget you’re getting in a good workout!

Things To Do on the Toronto Islands in the Winter

Ever popular and synonymous with hot summer days, the Toronto Islands are an untapped attraction in the winter. Local writer and photographer, Arienne Parzeli, 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. Ever locals don’t realize that the Toronto Islands also make for a great winter vacation, especially if you love outdoor activities. This 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.
Part II
Social
Social - Key Measures

Q1 2022

Social Followers by Platforms

![Bar Chart showing social followers by platforms for Q1 2022]

- **Facebook**: 293k, 293k, 293k
- **Instagram**: 119k, 121k, 122k
- **Twitter**: 142k, 142k, 142k
- **LinkedIn**: 13k, 13k, 13k
- **YouTube**: 141k, 141k, 141k
Social Engagement by Platforms

Youtube engagement in March was driven by video views of the "Turning Red" promotional spot. The video was distributed via a paid media plan, driving back to DestinationToronto.com for contest entry.

The top-performing social content type is video reels.
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 @lapetitenoob
- 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

destination_toronto • Following
Dolce & Gabbana • Big Energy
(Instrumental)

destination_toronto Which restaurants are you most excited to try? 🧡
@thecuriouscreature
#SeeTorontoNow #torontofood #torontorestaurants #torontofoodie #torontodinner #torontofoodie #torontodinner
torontodinner #torontodiner #forker #forker #forker #forker
Edited by
explorecanada Yum!!!

destination_toronto and
marissa.anwar

destination_toronto Last but not least because there’s a little snow outside doesn’t mean we can’t still enjoy patio season. Join @jennweatherhead and @marissa.anwar as they bundle up, grab some warm drinks and blankets and explore some of Toronto’s coziest patios.
#torontopatio
13w

jenn.weatherhead Hey Nice

bkskincare Sounds fun 😊❤️❤️❤️

EL CATRIN

Add a comment...
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)

**Government Announcement re: removal of PCR testing requirements**
Impressions: 6,101
Engagement: 256
Engagement rate: 4.2%

**NYTimes article: Toronto, the Quietly Booming Tech Town**
Impressions: 4,527
Engagement: 201
Engagement rate: 4.4%

**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

![Subscriberschart]

Open Rate

![OpenRateChart]

Click Through Rate

![ClickThroughRateChart]
Stories From the 6ix - Key Measures
Q1 2022

Subscribers

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<th>2022</th>
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<td>Mar</td>
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Open Rate

No emails sent

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Click Through Rate

No emails sent

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<td>Mar</td>
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Terminal 2 - Key Measures

Q1 2022

Subscribers

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Open Rate

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Click Through Rate

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<tbody>
<tr>
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<td></td>
<td>14%</td>
<td>13%</td>
<td>10%</td>
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Questions?
Contact us.

Find more Business Insights on the Terminal