

DESTINATION  
**TORONTO.**

# MARKETING INSIGHTS

Marketing Insights  
Second Quarter 2022



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# Summary

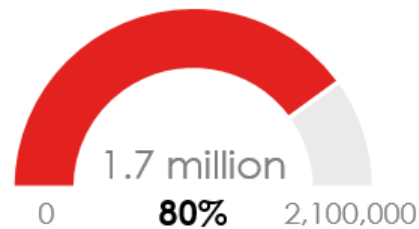
Q2 YTD 2022

## Key Insights

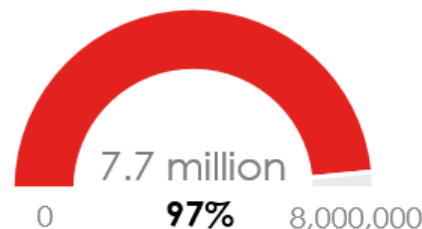
Q2 YTD traffic increased 287% to the network of sites. The introduction of the *Never Have I Ever* campaign and a partnership program with Destination Ontario drove paid traffic, while organic traffic also made noteworthy gains. The acquisition of eNews subscribers (driven by Q1 Turning Red promotion) have held despite concerns of drop-off post-contest. By a large margin, the top performing social content type in Q2 remains video reels with Instagram remaining the top platform for driving engagement.

## Q2 YTD 2022 Result to Goal

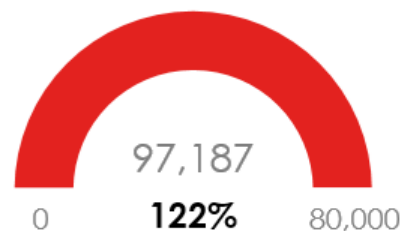
Network of sites  
Visitors



Social  
Engagement



eNewsletter  
Subscribers



# Report Terminology

Q2 2022

- Visitors: Users who have initiated a session on destinationtoronto.com (both new & returning)
- Organic Search Visitors: users from search engines such as Google and Bing.
- Average Session Duration: Measures the average length of sessions on destinationtoronto.com
- 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. Here is a list of customized channels:

Customized Channels	Owned Channels
Paid Search	Other DT sites
Organic Search	BI
Direct	BE
Paid Channels	Other

# Report Terminology

Q2 2022

- 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:  $\frac{\text{Number of unique email addresses that opened this message}}{\text{Number of recipients who received the message (aka=Sent - Bounces)}} * 100$
- eNewsletter Click through Rate:  $\frac{\text{Number of times this message was clicked on, including multiple clicks by the same recipient}}{\text{Number of unique email addresses that opened this message}} * 100$

# **Part I**

# **Content Hub**

**DestinationToronto.com**

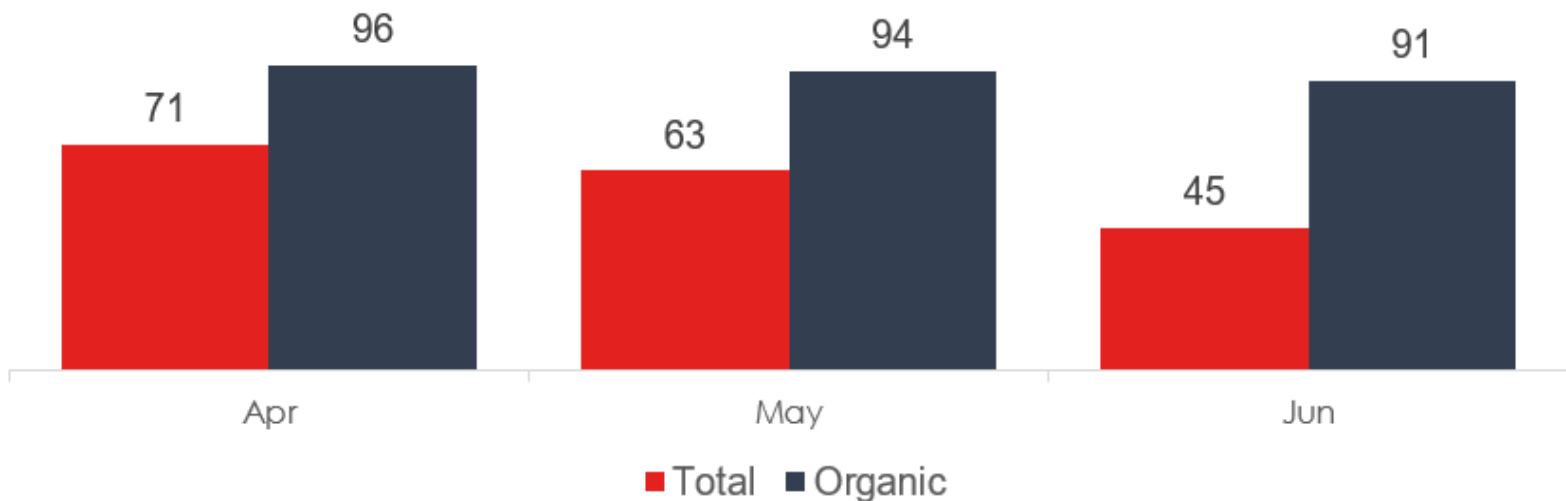
# Content Hub - Key Measures

Q2 2022

## Visitors



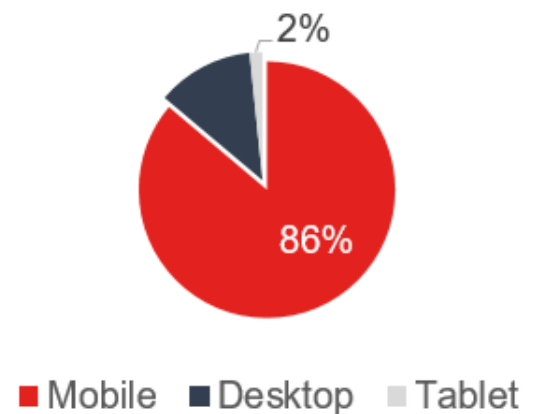
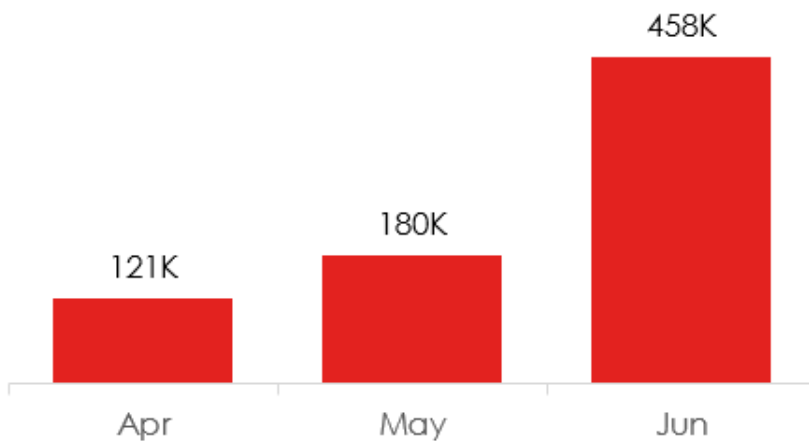
## Average Session Duration (seconds)



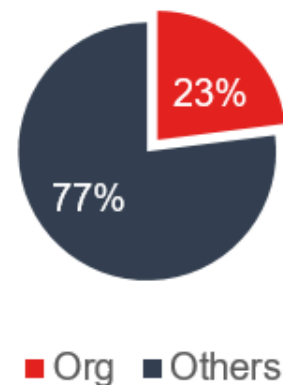
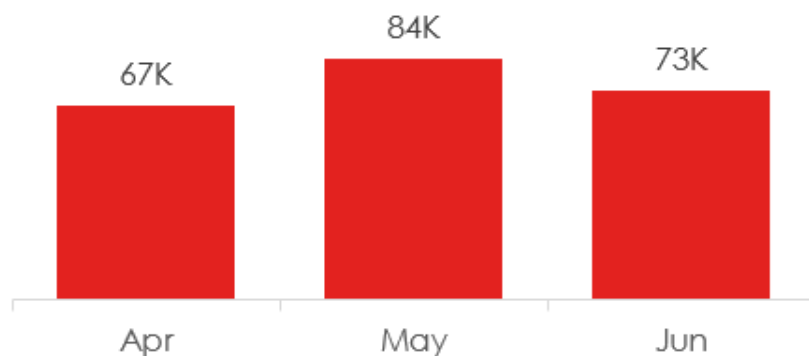
# Content Hub - Key Measures

Q2 2022

## Mobile Devices Visitors



## Organic Search Visitors

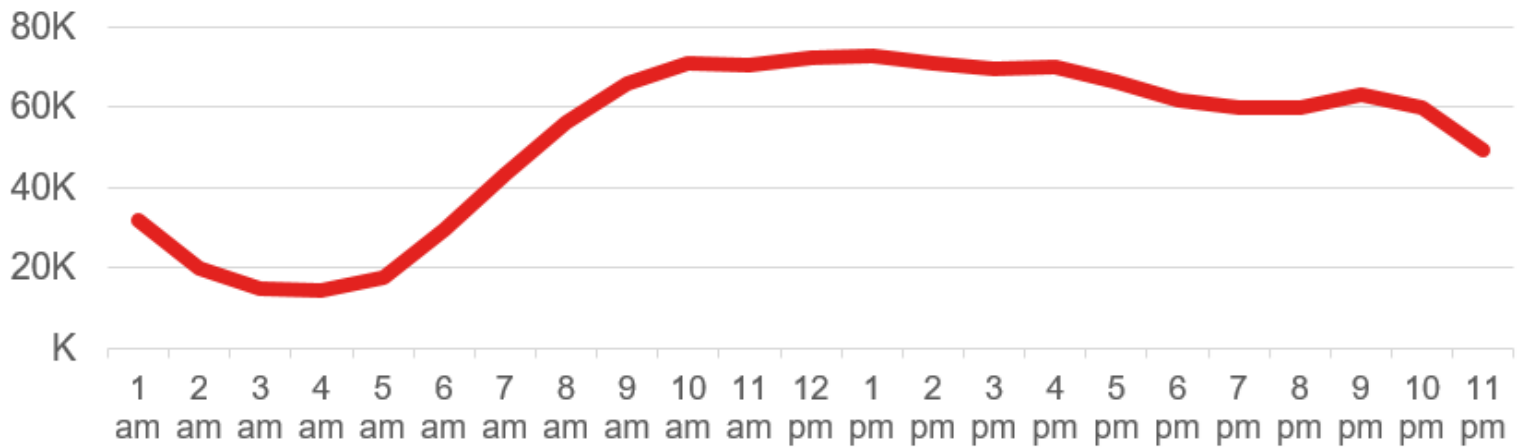




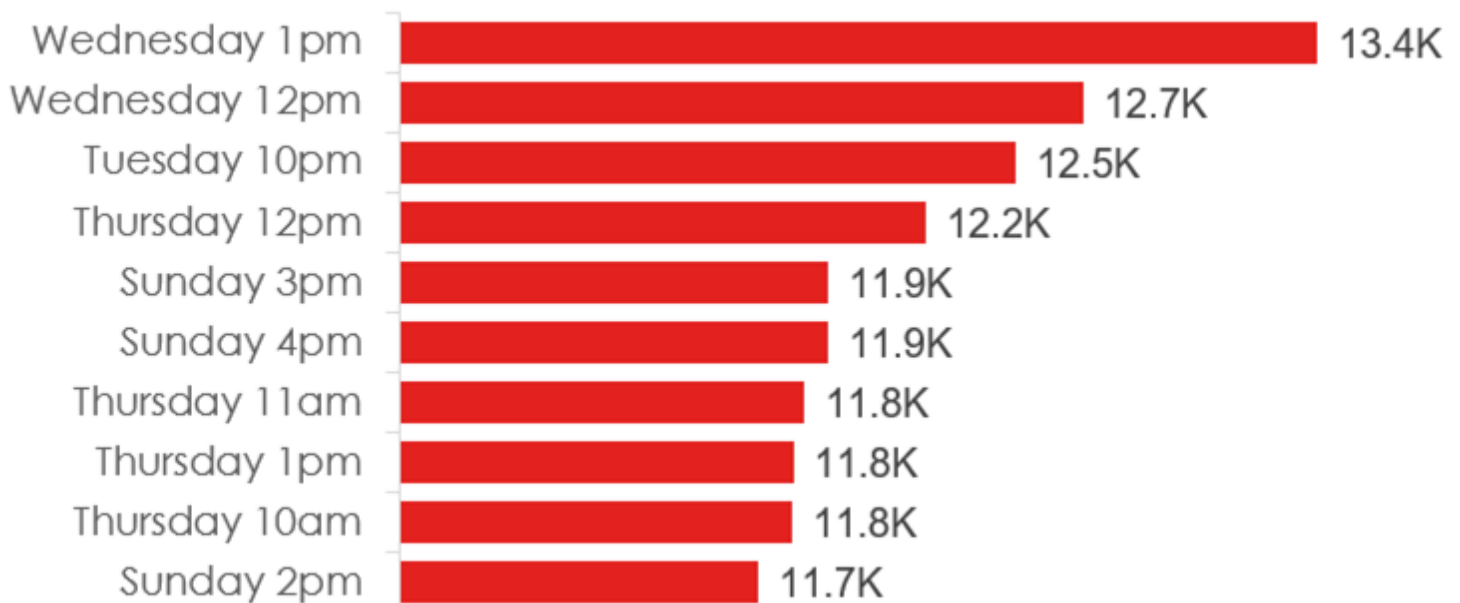
# Content Hub - Key Measures

Q2 2022

## Visitors per Hour of Day



## Peak Time for Visitors



# Content Hub – Content Highlights

## Local Scenes + Epic Events

“Things to do” content remained the top performing theme in this content pillar, and with spring seasonal SEO updates, we saw a substantial increase in views for each one. A new edition to the list was the Gumball 3000 Guide, which suggests that timely, event-centric content performs well. Though these pages quickly become irrelevant post-event, the URLs continue to build organic search authority and help to boost views to the content hub as a whole.

### 12 Unique Toronto Date Ideas

By DESTINATION TORONTO | MAY 03, 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](#): 7,548 views

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."

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

By DESTINATION TORONTO | MARCH 26, 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 have 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 Toronto locations with tips for capturing solid urban photos.



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

5,622 views

### 10 Reasons You'll Feel Something New in Toronto

By DESTINATION TORONTO | FEBRUARY 23, 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's creative culture and creativity. Discover Toronto's art and culture scene through its destination museums and venues, and countless off-the-radar gems. From block parties infused with bikes and sounds 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](#):

5,555 views

### The Ultimate Guide to Gumball 3000 in Toronto

By CORBINA ALLEN-KERSONS | MAY 03, 2022

Supercars and superstars take over the city on May 27 to 28 as the legendary car rally starts in Toronto this year — kicking off with a free block party at Yonge and Dundas Square.



[The Ultimate Guide to Gumball 3000 in Toronto](#):

3,303 views

# Content Hub – Content Highlights

## Globally Inspired Food + Nightlife

This quarter, food and nightlife content had a dip in views, with events and things to do taking the top spots. The content itself, however, continues to have higher than average engagement time. At the end of June, we start to see patio content join the top-performing posts again, which we predict will dominate our top content in the next quarter.

### 10 Iconic Eats in Kensington Market

by RYAN HINKSON | MARCH 30, 2022

Kensington Market is one of Toronto's most eclectic and culturally diverse neighbourhoods. It's also a foodie paradise. Here's what to eat, where.

A big part of my job involves travelling to eat and I absolutely love it! But whenever I get back home, I'm reminded how incredible the food scene is here in Toronto. **Kensington Market** is the kind of neighbourhood that makes you feel like you took several international trips in a single day. It's diverse, bohemian and truly iconic.

Here are 10 delicious Kensington Market foods you need to try. Even better, we've ranked them in order of how iconically "Kensington Market" they are.



### [10 Iconic Eats in Kensington Market:](#)

2,593 views

### 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:](#)

2,561 views

### 6 Hotel Rooftop Bars with Stunning Views of Toronto

by DESTINATION TORONTO | MARCH 31, 2021

Sip delicious cocktails with your friends on Toronto's hotel rooftop patios with a view.



### [6 Hotel Rooftop Bars with Stunning Views of Toronto:](#)

1,675 views



# Content Hub – Content Highlights

## Canada at Our Doorstep

Again, timely and seasonal content are top performers in this category with the Cherry Blossoms article being one of the top posts for the entire quarter. This page will also continue to build SEO value each season.

### 5 Unique Green Spaces in Toronto

by ARIENNE PARZEI | AUGUST 12, 2021

These one-of-a-kind parks feature gardens, special designs, sculptures and installations.

Torontonians enjoy being active, socializing with friends, or relaxing amongst nature at one of the 1,500 parks and green spaces across the city. While many will gravitate to the more popular spots like High Park, Trinity Bellwoods Park or Bluffer's Park, there are a number of smaller and more unique spots that often fly under the radar.

These green spaces feature unique designs, storied histories, environmental initiatives and often have smaller crowds than their more frequented counterparts. If you're looking to add more to your outdoor park experience, check out one of these five unique green spaces in Toronto.



[5 Unique Green Spaces in Toronto](#): 1,472 views

### 6 Places to See and Take Photos of Cherry Blossoms in Toronto

by SANJAY CHAUHAN | MAY 02, 2022

Plan ahead to enjoy the peak blooms at their best this spring.

There's something special about watching leafless trees blossom into pinkish hues every spring. The arrival of spring feels like a fresh breath of fresh air.

As beautiful as cherry blossoms are, they only last about four to 10 days, so plan if you want to see them. They generally peak at the end of April or the beginning of May.

Here are some of the best places where you can see this magnificent display of changing seasons, including the most famous spot — High Park, plus a few tips on how to take the best photos of the cherry blossoms.



[6 Places to See and Take Photos of Cherry Blossoms in Toronto](#): 4,536 views

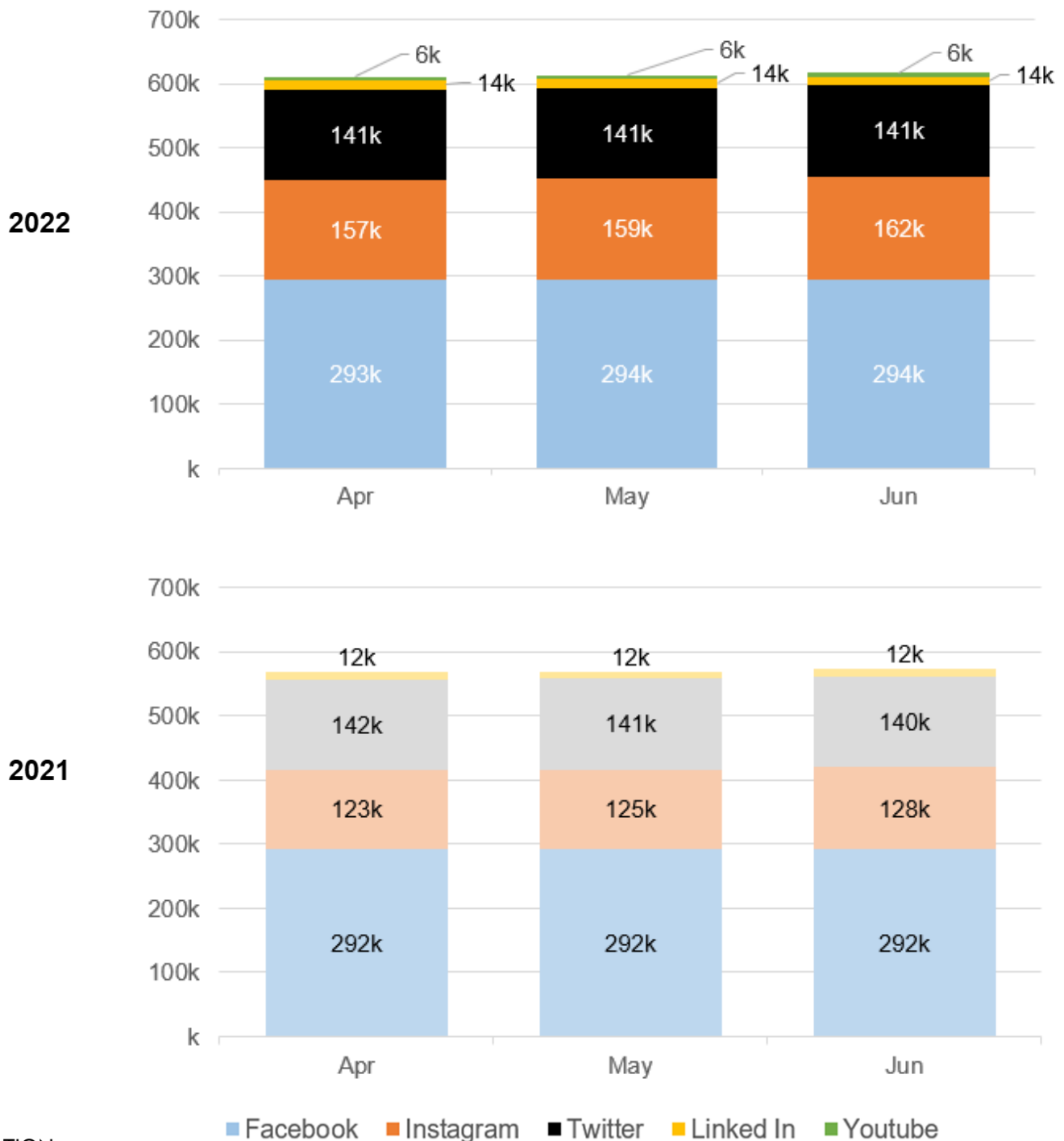
# Part II

# Social

# Social - Key Measures

Q2 2022

## Social Followers by Platforms

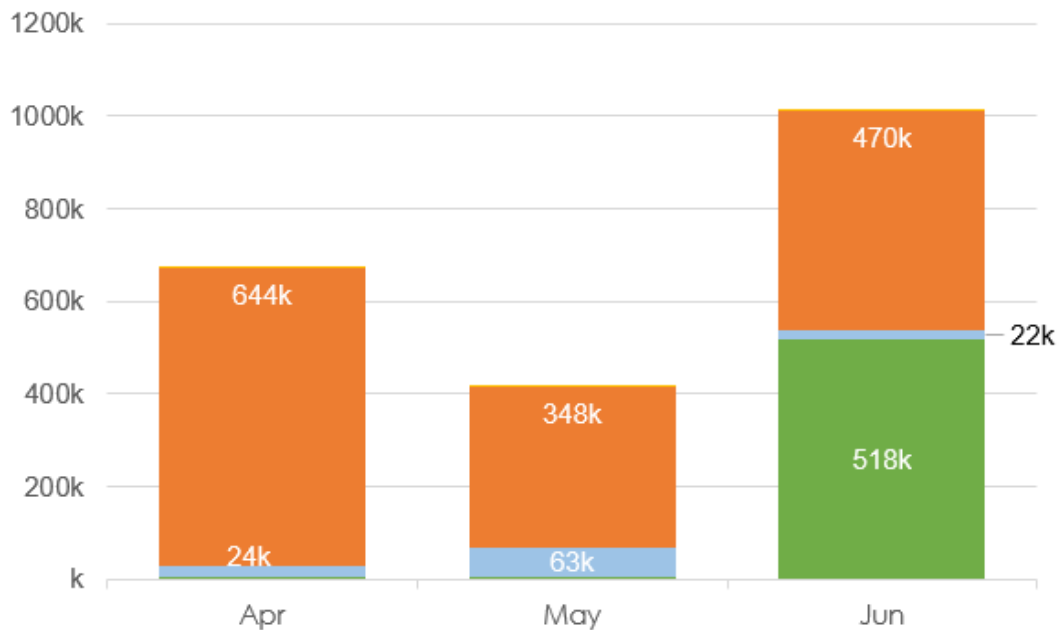


# Social - Key Measures

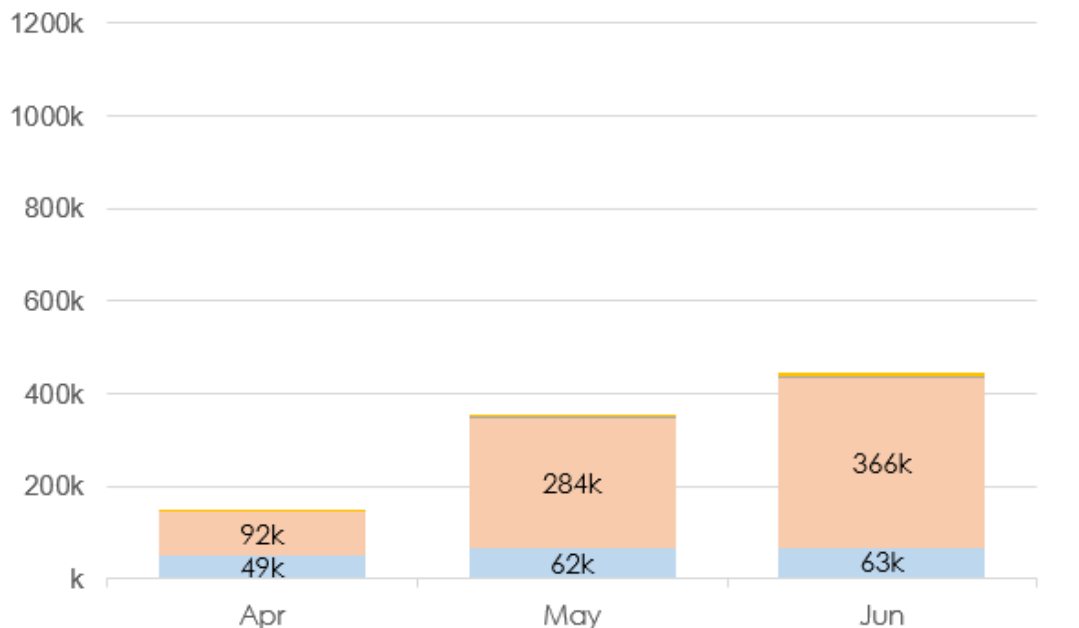
Q2 2022

## Social Engagement by Platforms

2022



2021



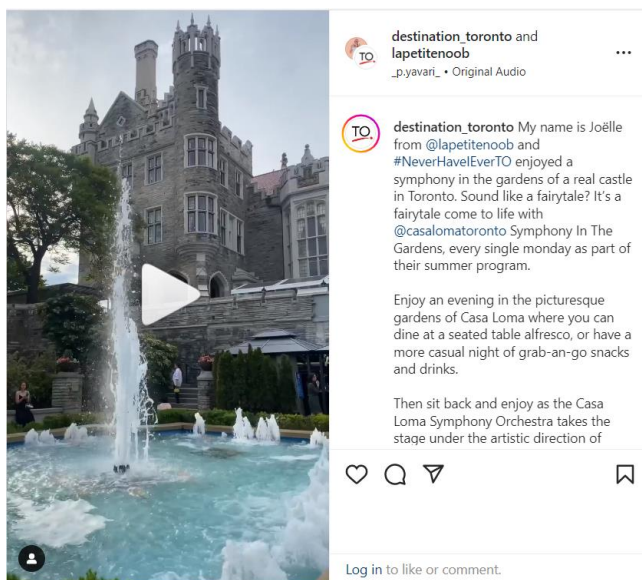
■ YouTube (video views) ■ Facebook ■ Instagram ■ Twitter ■ Linked In

# Social – Content Highlights

Q2 2022

## Local Scenes + Epic Events

The top-performing social content type is video reels. Reels were also top performers by engagements overall. This quarter we saw an overall dip in engagements as we didn't have as many "viral" videos.



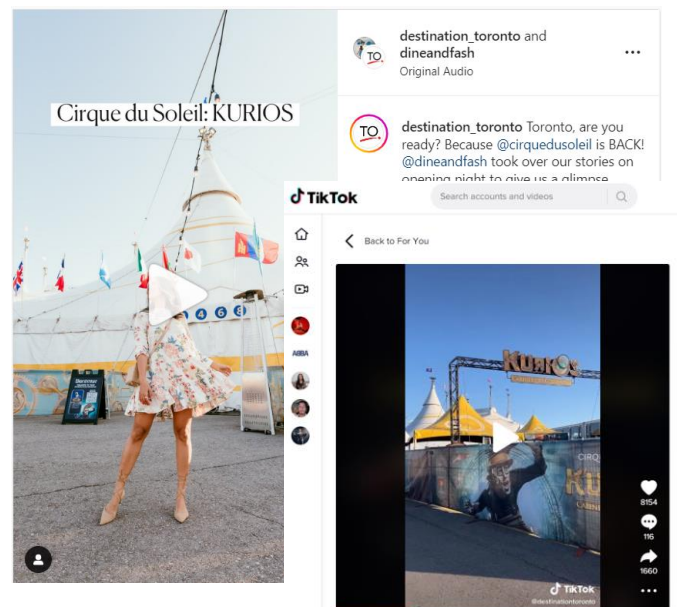
### [Symphony In The Gardens at Casa Loma](#)

takeover by [@lapetitenooob](#)

Total engagements - 65,252

- Video plays - 61,418
- Likes - 2,457
- Comments - 136
- Shares - 776
- Saves - 447
- Reach - 53,393

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."



### [Cirque du Soleil takeover by @dineandfash](#)

Total engagements - 81,600

- Video plays - 76,573
- Likes - 3,051
- Comments - 85
- Shares - 1,442
- Saves - 449
- Reach - 74,276

Additionally posted on [TikTok](#)

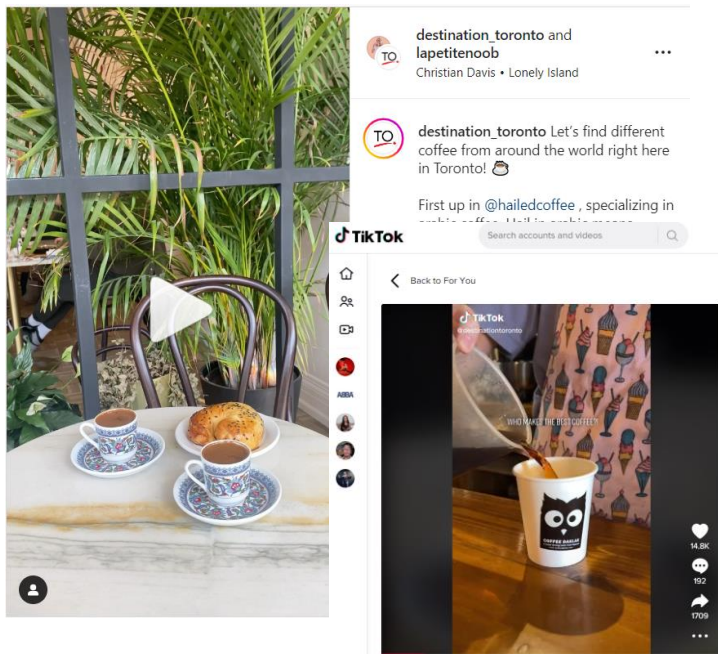
- Video plays - 171,000
- Likes - 8,136
- Comments - 116
- Shares - 1,655
- Saves - 910
- Reach - 171,338



# Social – Content Highlights

Q2 2022

## Globally Inspired Food + Nightlife



[International Coffee](#) takeover by [@thecuriouscreature](#) & [@lapetitenooob](#)

Total engagements - 270,324

- Video plays - 245,261
- Likes - 6,970
- Comments - 201
- Shares - 11,904
- Saves - 5,988
- Reach - 238,649

Additionally posted on [TikTok](#)

- Video plays - 156,200
- Likes - 14,800
- Comments - 192
- Shares - 1,707
- Saves - 3,639
- Reach - 161,982



[Toronto Taste](#) video by [@thecuriouscreature](#)

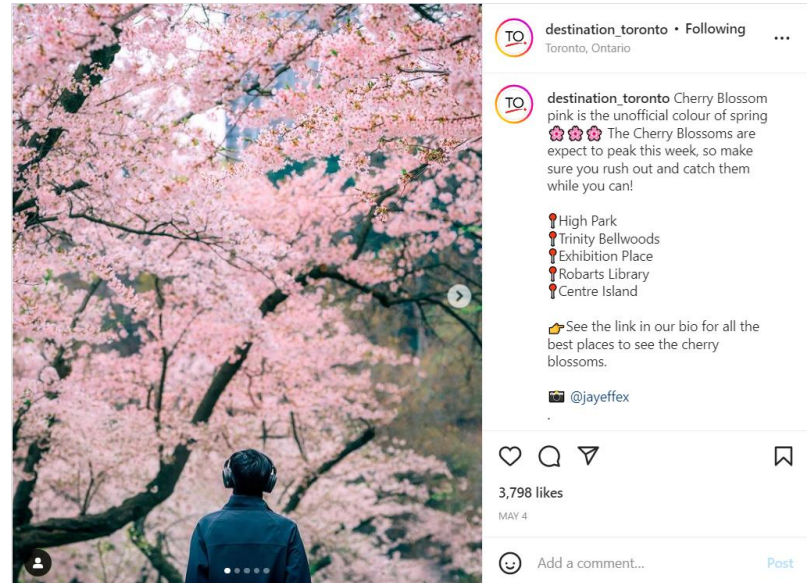
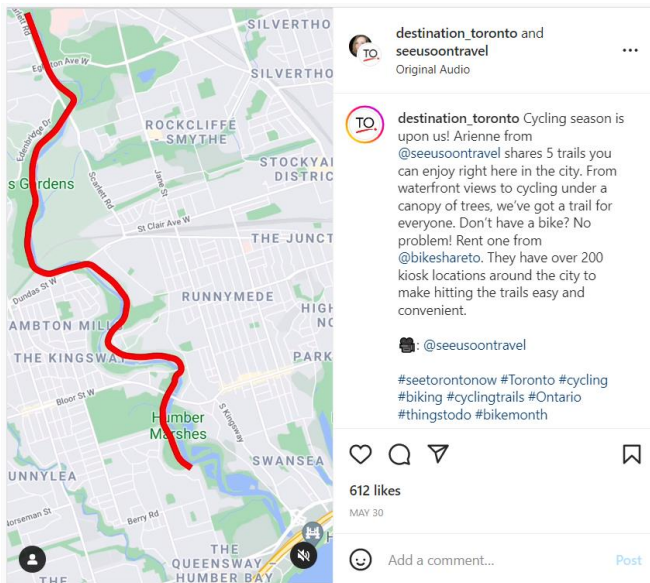
Total engagements - 56,724

- Video plays - 54,912
- Likes - 920
- Comments - 96
- Shares - 503
- Saves - 293
- Reach - 52,341

# Social – Content Highlights

Q2 2022

## Canada at Our Doorstep



### [Cycling Routes in Toronto](#) video by [@seeusoontravel](#)

Total engagements - 31,959

- Video plays - 30,632
- Likes - 610
- Comments - 24
- Shares - 312
- Saves - 381
- Reach - 28,833

### [Cherry Blossoms](#)

Total engagements - 5,126

- Likes - 3,798
- Comments - 60
- Shares - 861
- Saves - 407
- Reach - 47,127

# Social – Content Highlights

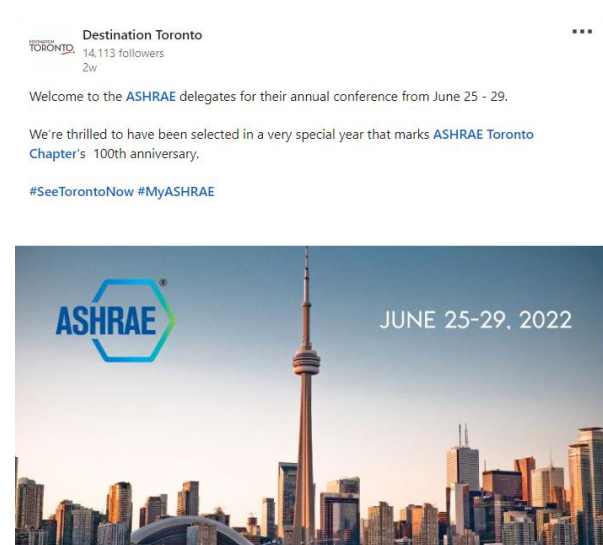
Q2 2022

## BE-segment (LinkedIn)



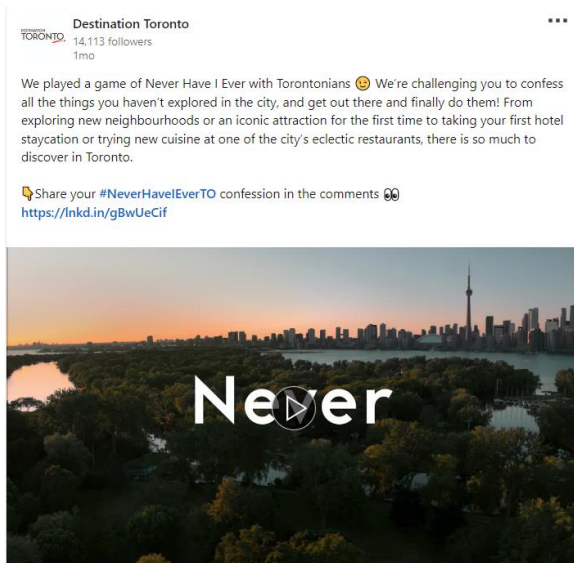
### FIFA Announcement:

Impressions: 30.2K Engagements: 1.4K  
Engagement rate: 4.8%



### ASHRAE Annual Convention Welcome:

Impressions: 4.4K Engagements: 162  
Engagement rate: 3.69%



### NHIE Launch:

Impressions: 3.2K Engagements: 211  
Engagement rate: 6.54%



### The Toronto Inc Announcement

Impressions: 3 K Engagements: 159  
Engagement rate: 5.34%

# **Part III**

## **eNewsletters**



# eNewsletters

Q2 2022



## Business Events Newsletter

Audiences: US and Canada  
Distribution: Monthly



## Consumer Newsletter

Audiences: Global  
Distribution: Monthly



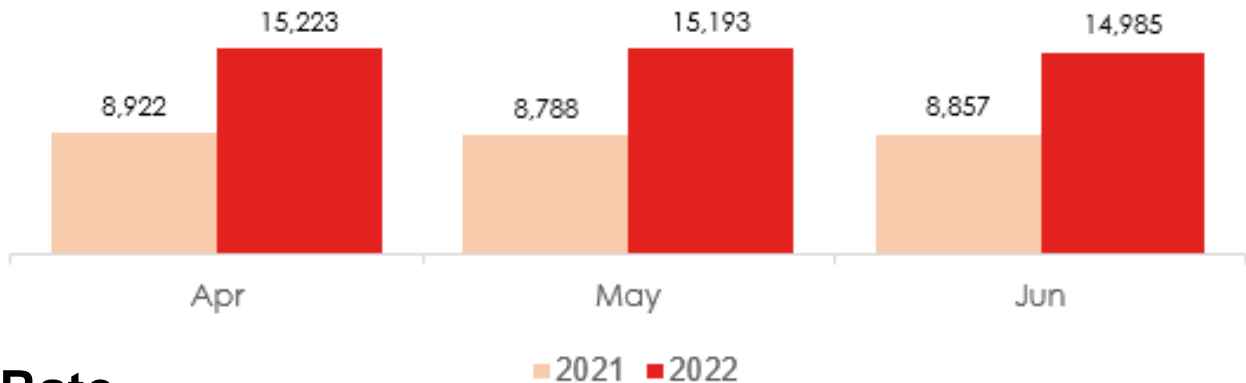
## Industry Newsletter

Audiences: Industry  
Stakeholders  
Distribution: Bi-weekly

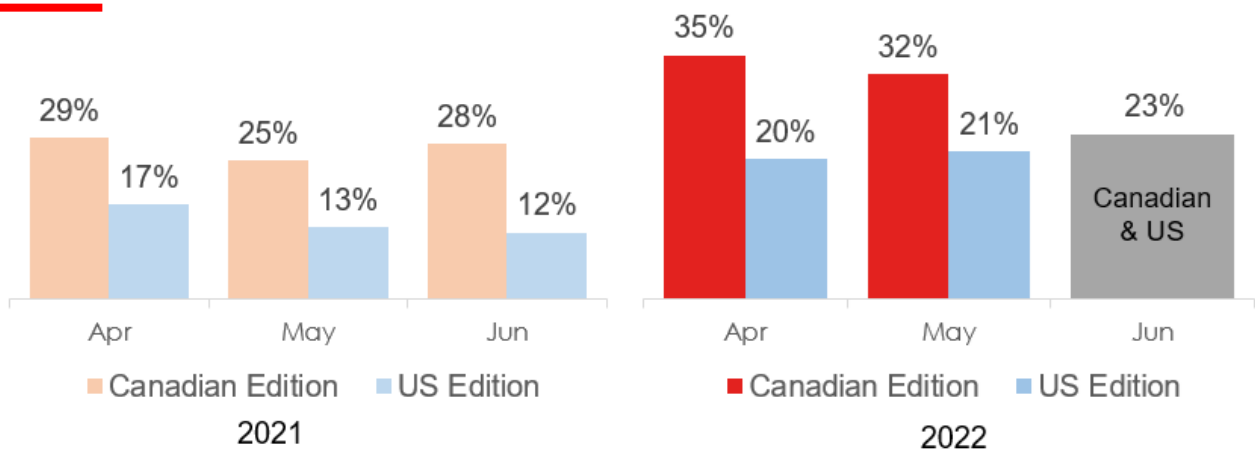
# TOP 6 in the 6ix - Key Measures

Q2 2022

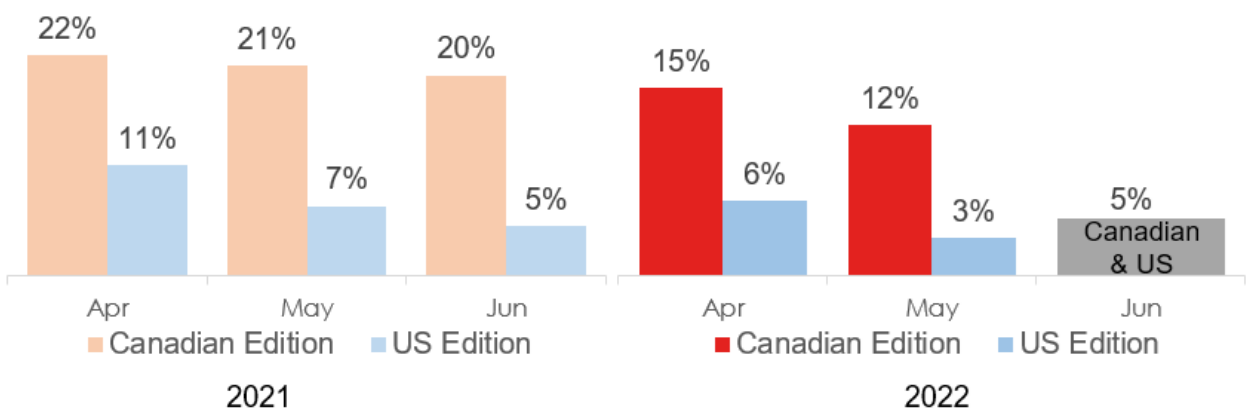
## Subscribers



## Open Rate



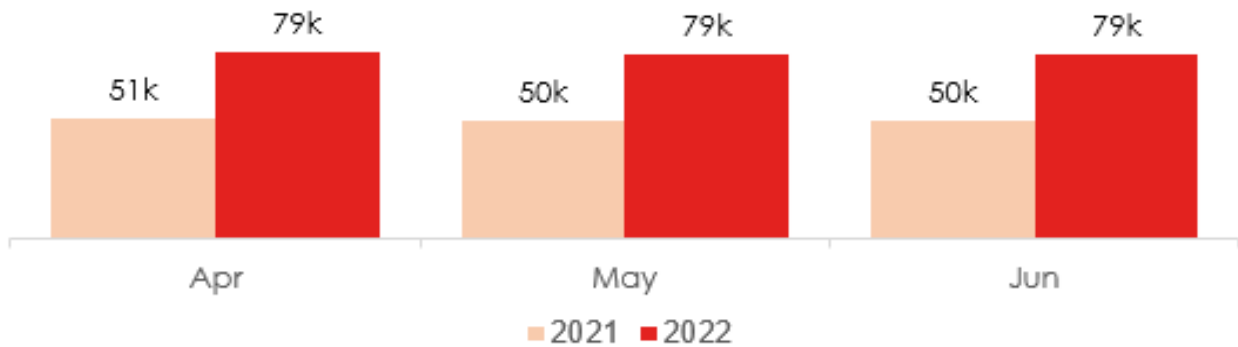
## Click Through Rate



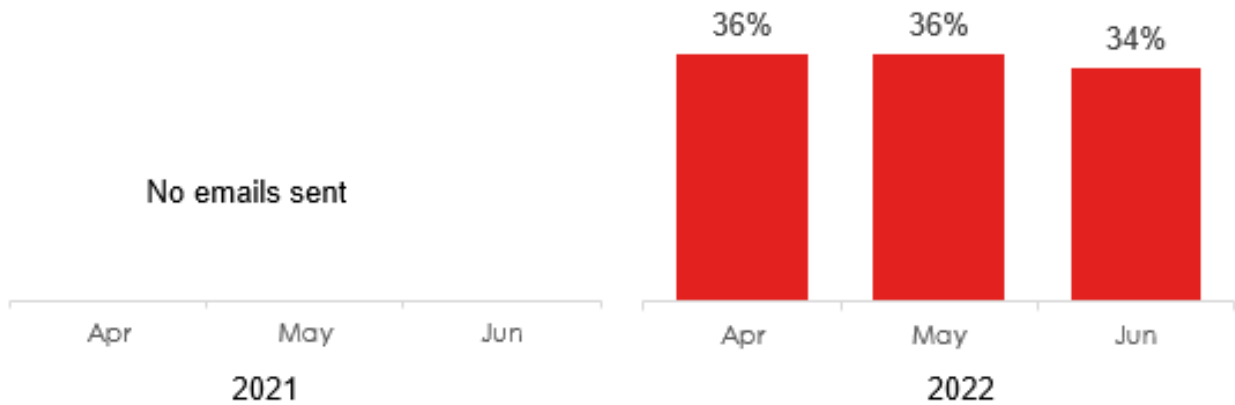
# Stories From the 6ix - Key Measures

Q2 2022

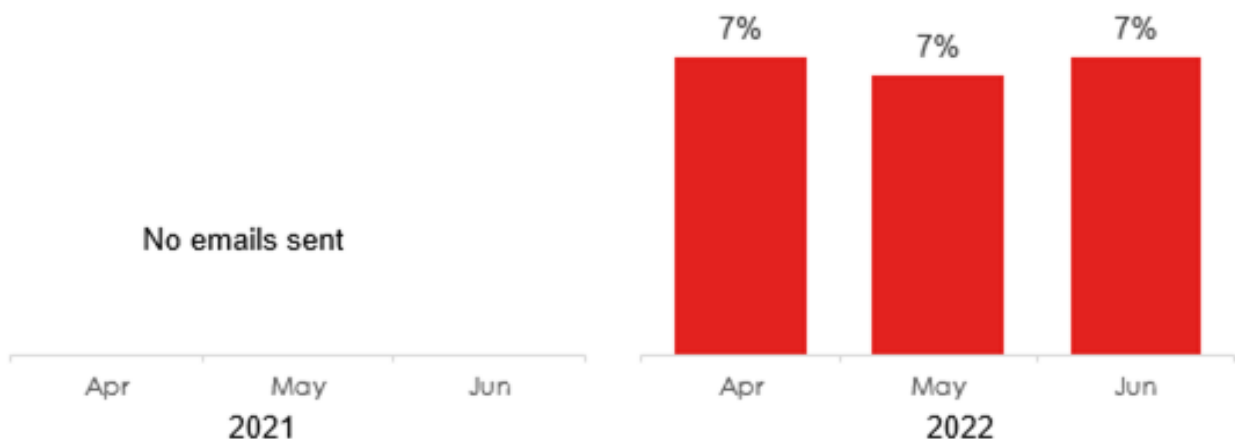
## Subscribers



## Open Rate



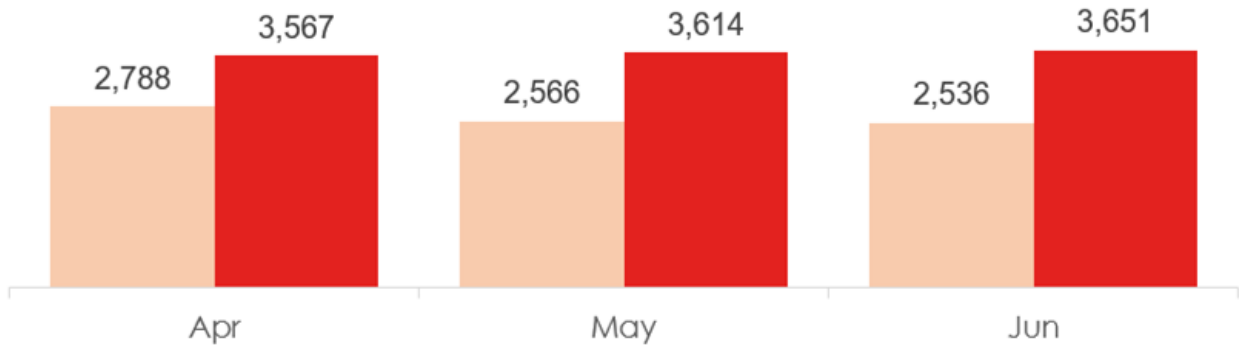
## Click Through Rate



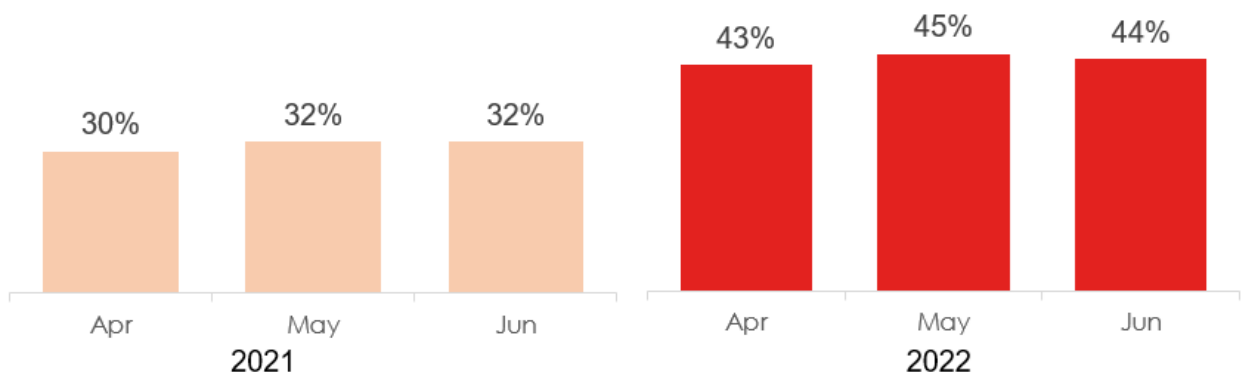
# Terminal 2 - Key Measures

Q2 2022

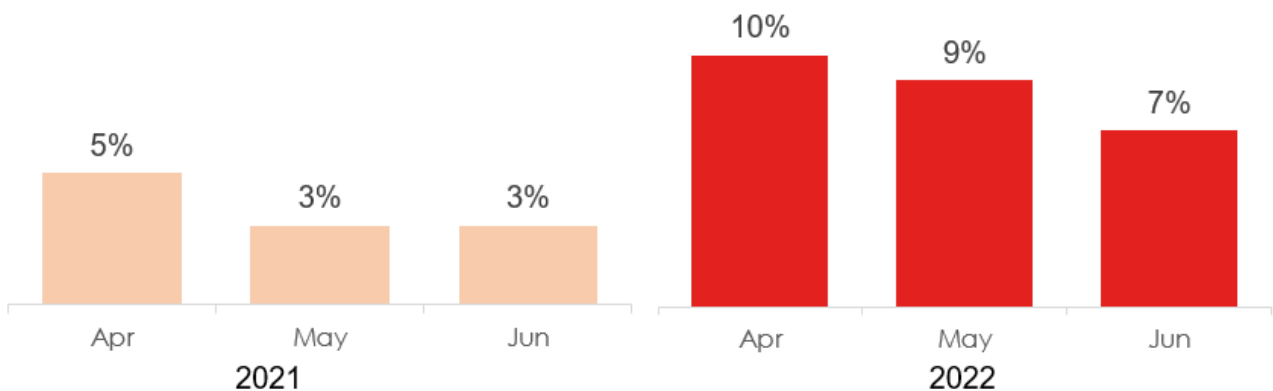
## Subscribers



## Open Rate



## Click Through Rate







# Questions? Contact us.

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Insights on the Terminal](#)