

DESTINATION
TORONTO.

MARKETING INSIGHTS

Marketing Insights
Second Quarter 2023



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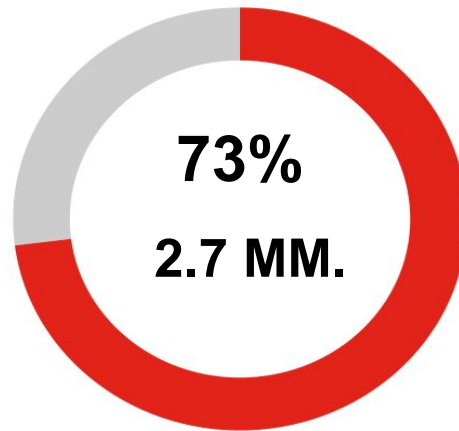
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Summary

Q2 2023

Result to YTD Target

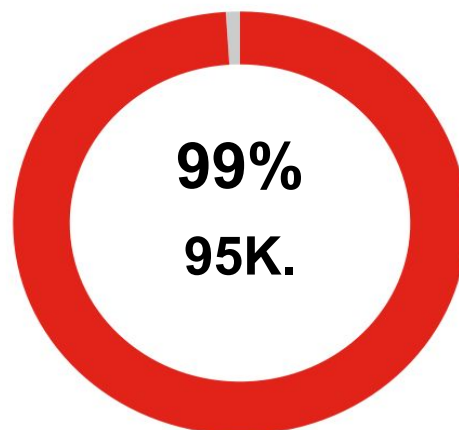
**Network of Sites
Website Visits**
Target: 3.7MM.



**Social
Engagement**
Target: 9.7 MM.



**eNewsletter
Subscribers**
Target: 95K.



Report Terminology

Q2 2023

- Visits: Users who have initiated a session on destinationtoronto.com (both new & returning)
- Network of Sites: Destinationtoronto.com and Nowplayingtoronto.com
- Organic Search Visits: users from search engines such as Google and Bing.
- Average time on site: Measures the average length of sessions on destinationtoronto.com and Nowplayingtoronto.com
- Average Organic Search Session Duration: Measures the average length of sessions generated by organic search traffic on destinationtoronto.com and Nowplayingtoronto.com
- Social Engagement: Likes + Comments + Shares + Reactions + Saves + Video Views on all social platforms

Report Terminology

Q2 2023

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

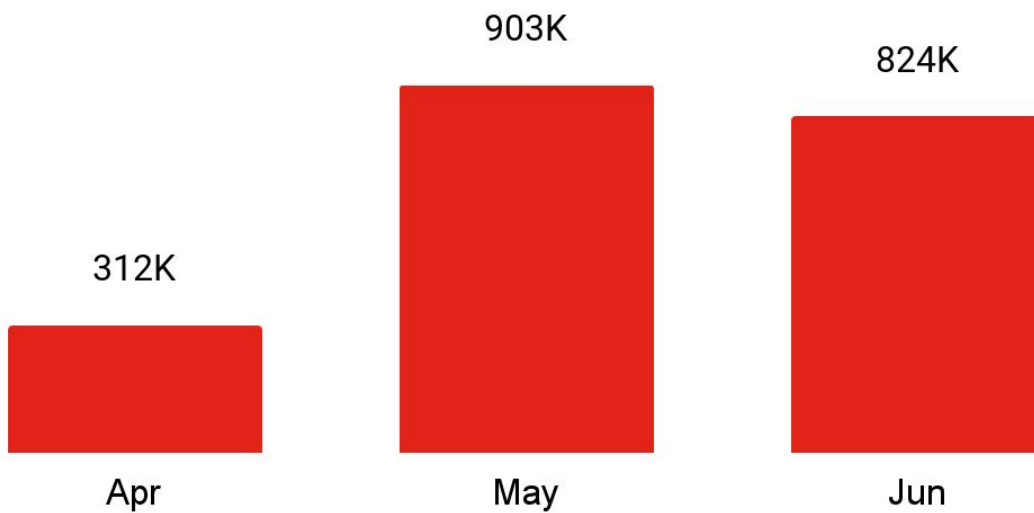
Part I

Websites

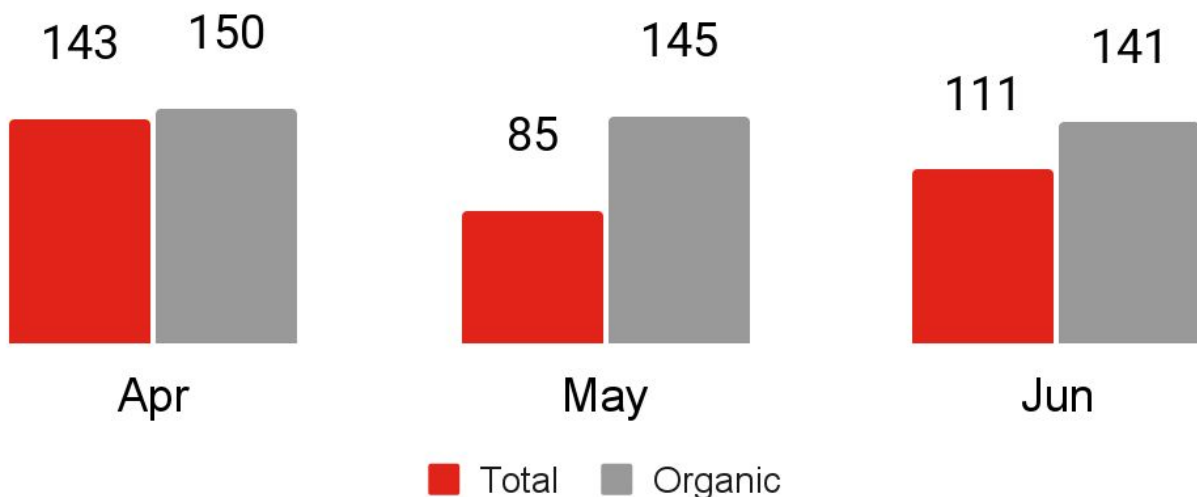
Websites - Key Measures

Q2 2023

Visits



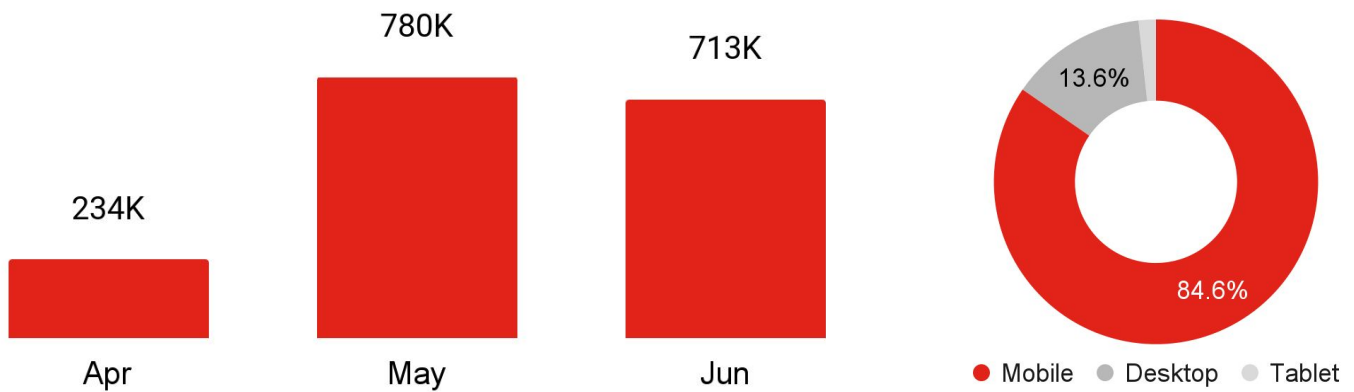
Average Time on Site (seconds)



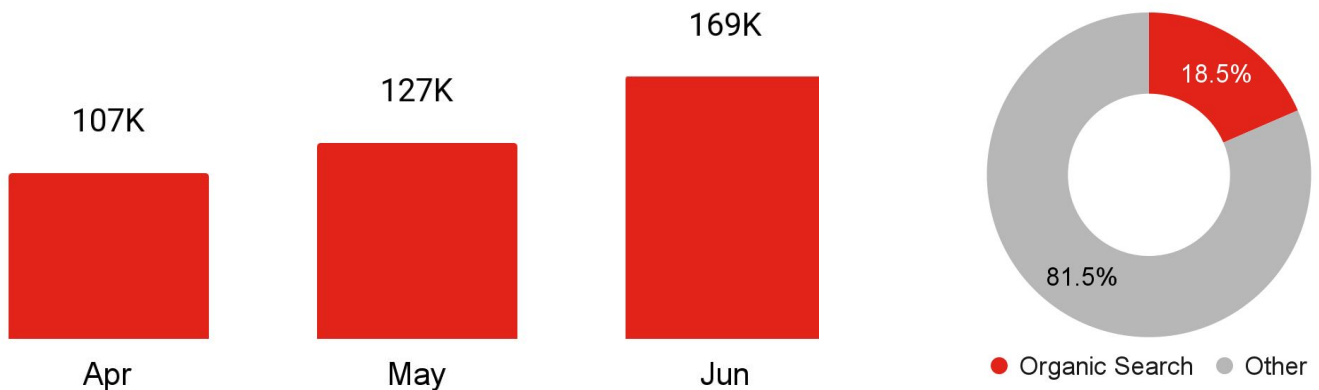
Websites - Key Measures

Q2 2023

Mobile Devices Visits



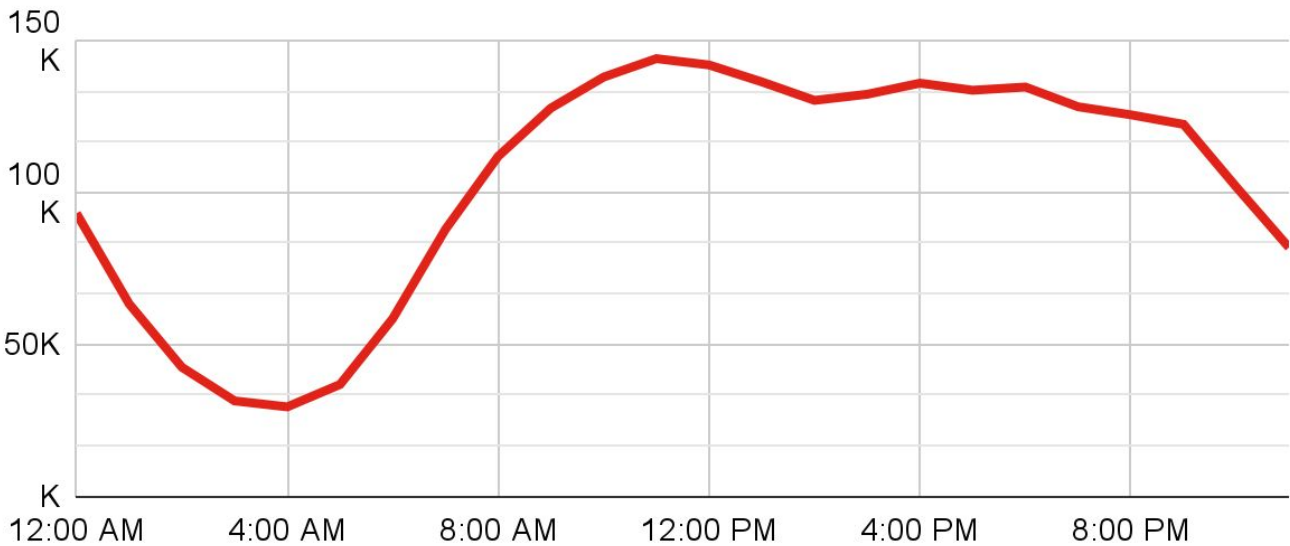
Organic Search Visits



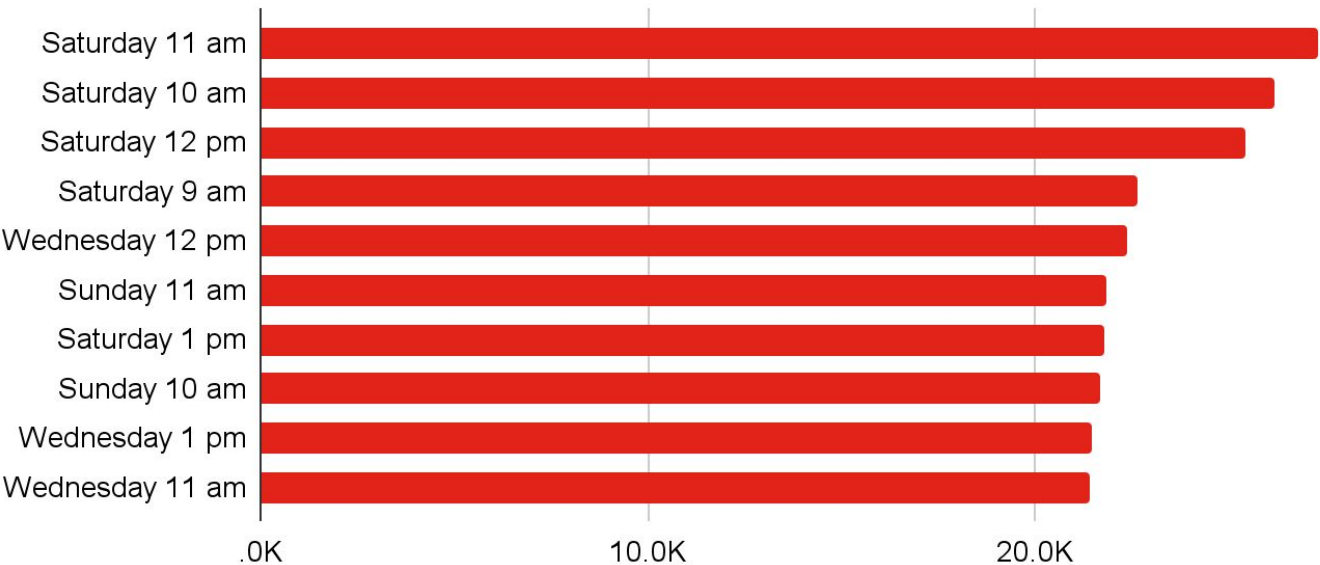
Websites - Key Measures

Q2 2023

Visitors per Hour of Day



Peak Time for Visits



Content Hub – Content Highlights

Q2 2023

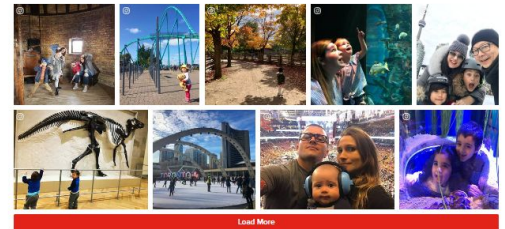
In Q2, top performing content was centered around seasonal ‘things to do’ in Toronto. ‘Iconic’ and ‘Classic’ articles were popular as well, suggesting that our audience is interested in more evergreen content, as well as timely articles like cherry blossoms. This quarter, we also saw shorter-form listicle articles become more popular, while last quarter longer form, round-up style articles were trending. These articles were all updated as part of our seasonal refresh, and all remain timely and relevant, even if the content is evergreen.

We saw an increase in time on page for the articles which are consistently in the top performing, such as “5 Amazing Nights Out at Toronto’s Cultural Hotspots” and “30 Iconic Toronto Activities to Enjoy with the Kids”. Moving into Q3, we are implementing heatmap

30 Iconic Toronto Activities to Enjoy with the Kids

by YUKI HAYASHI | OCTOBER 27, 2022

These all-ages events, attractions, activities and eats are so iconically Toronto that no trip to the 6ix is complete without experiencing a few (or all!).



[30 Iconic Toronto Activities to Enjoy with the Kids](#)

[← Back](#)

5 Amazing Nights Out at Toronto’s Cultural Hotspots

by DESTINATION TORONTO | OCTOBER 26, 2022

Plan an evening around the city’s top cultural venues, with unique events and cutting-edge programming for visitors and locals alike.



[5 Amazing Nights Out at Toronto’s Cultural Hotspots](#)

Content Hub - SEO

Q2 2023

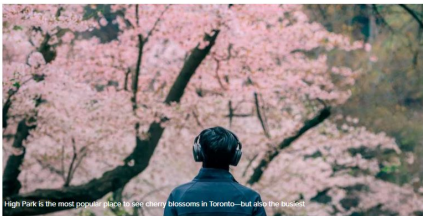
In Q2, our content hub overall received 321K organic search visits, with an average time on site of 3 minutes. We made forward thinking SEO optimizations to the following content: Caribbean Carnival, Taste of the Danforth and related Greek Restaurant content, Toronto Chinatown Festival and the CNE pages. With 23 new articles written and 44 articles updated in Q2, below is some of our best performing content.

9 Underrated Spots to See Cherry Blossoms

by ALEXANDRA SERRANO | APRIL 12, 2023

Head to these less crowded places to see the cherry blossoms for a quieter experience with the blooms.

The promise of Spring brings with it warmer weather, more sunshine, and of course, the beauty of the season's florals. From late April to early May, you'll find Toronto's Sakura enthusiasts eagerly waiting to glimpse these pink and white blooms. Like with so many things in nature, the exact timing to see the bloom is unpredictable, and once they blossom, they last a brief one to two weeks. Many loyalty follow Sakura in High Park's frequent updates or perhaps High Park Nature Centre's Blossoms Watch.



[9 Underrated Spots to See Cherry Blossoms](#)

5 Hotel Rooftop Bars with Stunning Views of Toronto

by KATRINA RICCIO | MARCH 12, 2023

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



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

30 Celebration-Worthy Restaurants in Toronto

by KRISTLE NG-A-MANN | JUNE 13, 2023

From award-winning chefs and MICHELIN Guide-recognized restaurants to swanky hotel spots, these are the best for an upscale dinner with your nearest and dearest.

Celebrating a special occasion or just looking for a place where you can treat yourself in Toronto? These restaurants are fit for any kind of celebration all year round.



[30 Celebration-Worthy Restaurants in Toronto](#)

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

by DANIELLE FINESTONE | FEBRUARY 21, 2023

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

One of the oldest markets in Canada, this Toronto treasure is a must-visit with roots that date back to 1803. You have arrived at **St. Lawrence Market**! Walking through the doors, you are transported by the sounds, sights and smells of 120ish vendors who have made St. Lawrence Market their beloved home. Many of whom have been in the same spot for decades!



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

Content Hub - New Innovation

Q2 2023



As part of our content journey to highlight authentic Toronto voices and bring unique POVs to our audience. In April we brought our network of social media ambassadors to the forefront of our content hub, on our homepage and campaign landing pages, allowing visitors to the site to explore Toronto by interest, or through their favourite ambassador.

View the ambassadors by interest or browse them all.

View: **All Interests** ▼



Marissa Anwar
[@darlingescapes](#)
Scientist, and a travel and lifestyle content creator
[Learn More →](#)



Joëlle Anello
[@joelleanello](#)
Bon vivant, mom and spring blooms enthusiast living on the Eastside.
[Learn More →](#)



Danielle Finestone
[@tofoodies](#)
Photographer, host, recipe creator, and 'food personality'.
[Learn More →](#)



Yashy Murphy
[@yashvanthi](#)
Hungry urbanite raising condo kids and living the pre-kid lifestyle.
[Learn More →](#)



Krystle Ng-A-Mann
[@dineanddash](#)
Recipe creator with a knack for finding the best meals & views around.
[Learn More →](#)



Arienne Parzei
[@seeusoontravel](#)
Award-winning travel videographer, photographer and outdoors lover.
[Learn More →](#)



Andrew Gunadie
[@gunarolla](#)
Avid cyclist, foodie and staple at any given food festival in Toronto.



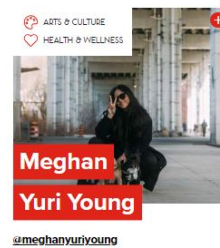
Ryan Hinkson
[@eatfamously](#)
Content creator, writer and "food culturalist".



Solmaz Khosrowshahian
[@thecuriouscreature](#)
Passionate foodie, mom, outdoor explorer and expert festival goer.



Will Tang
[@goingawesomesomewhere](#)
Adventure-driven and creator of ridiculously detailed itineraries.
[Learn More →](#)



Meghan Yuri Young
[@meghanyuriyoung](#)
Wellness consultant, mental health advocate, and artsy "dog mom".
[Learn More →](#)

Part II

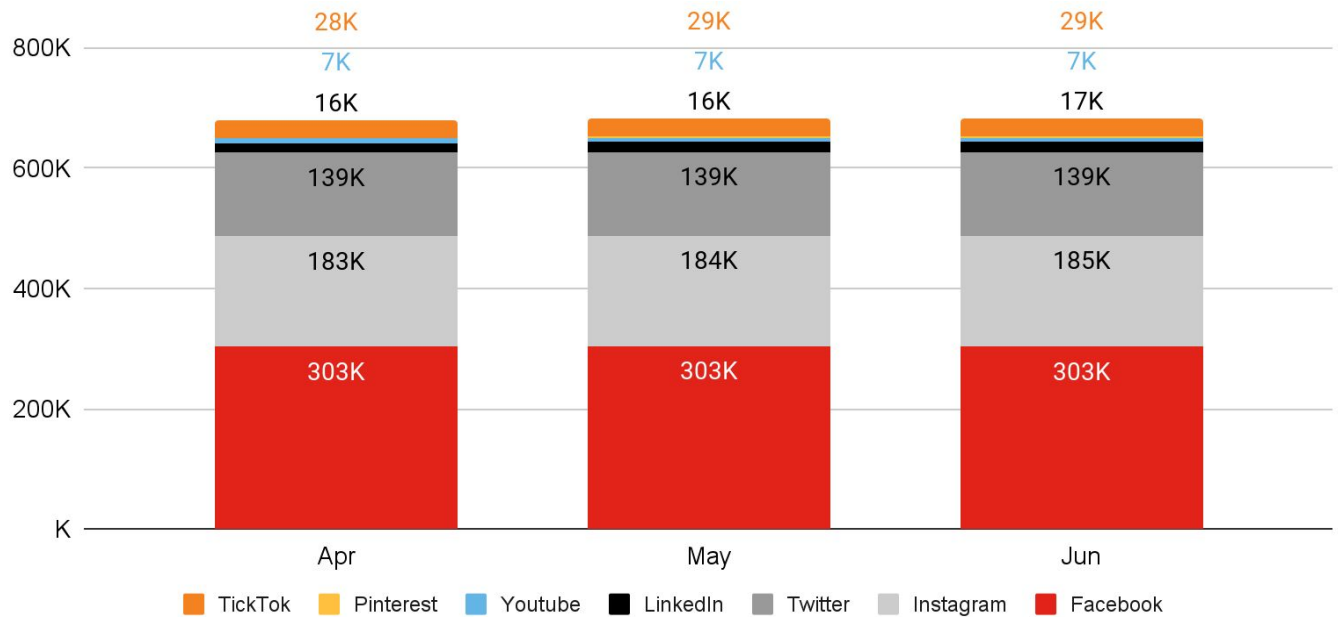
Social

Social - Key Measures

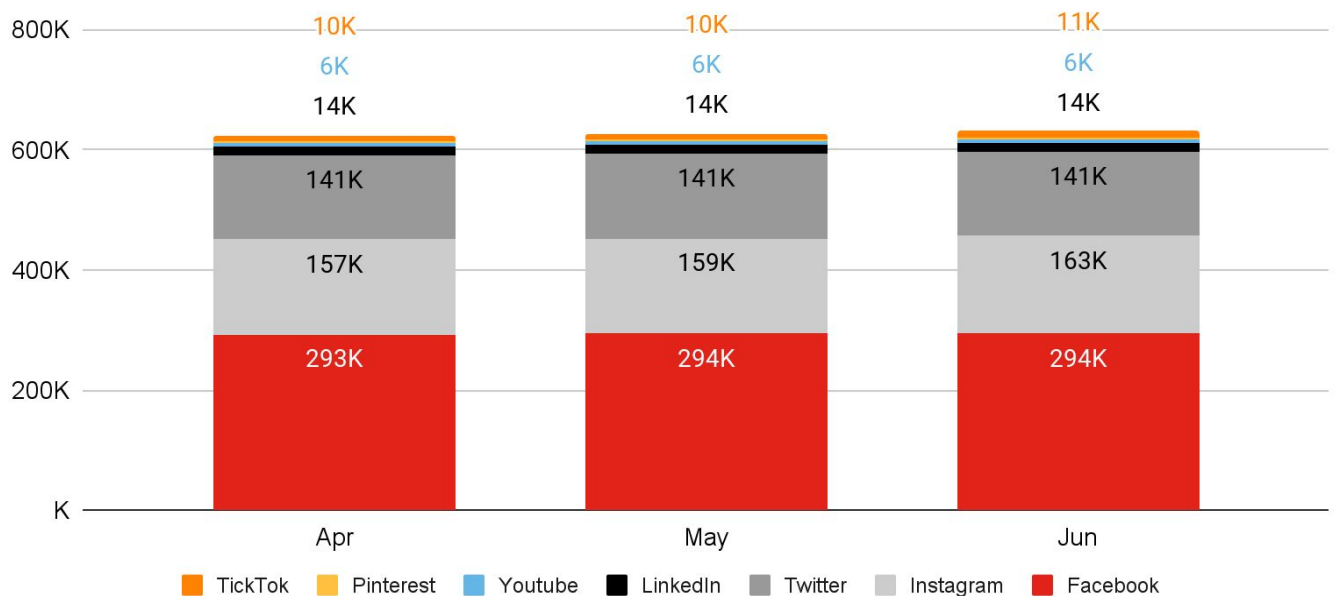
Q2 2023

Social Followers by Platforms

2023



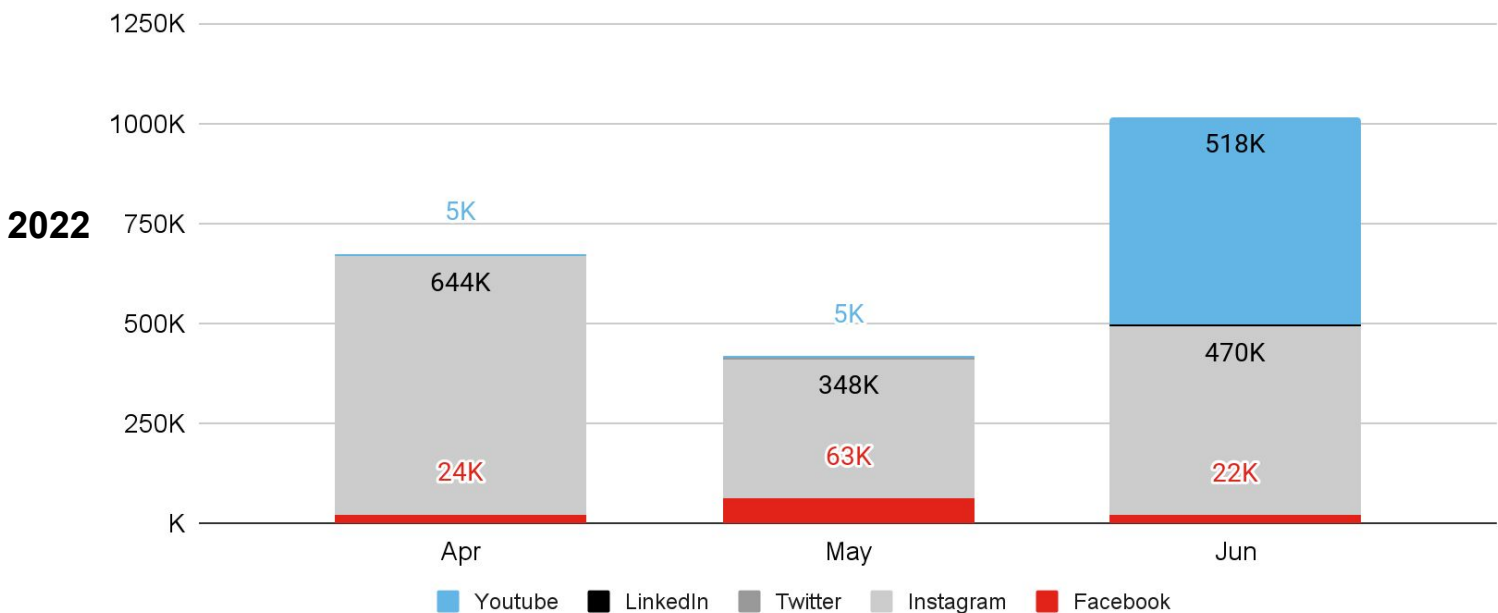
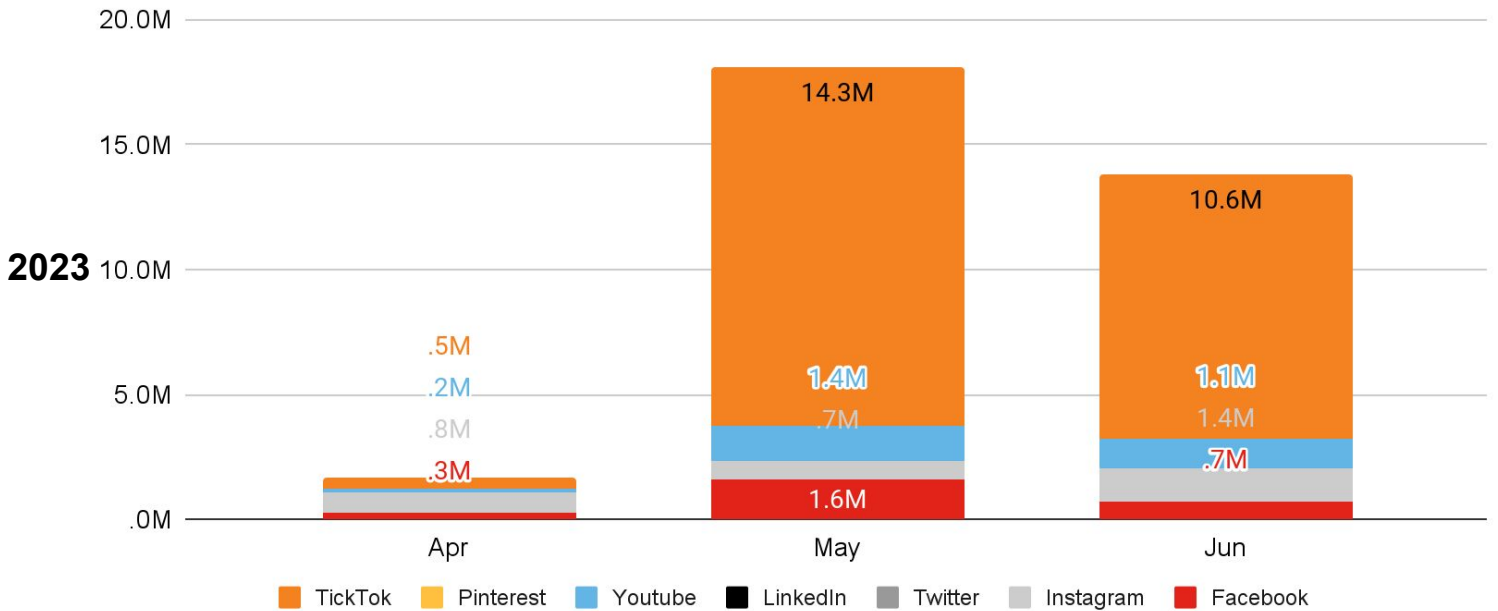
2022



Social - Key Measures

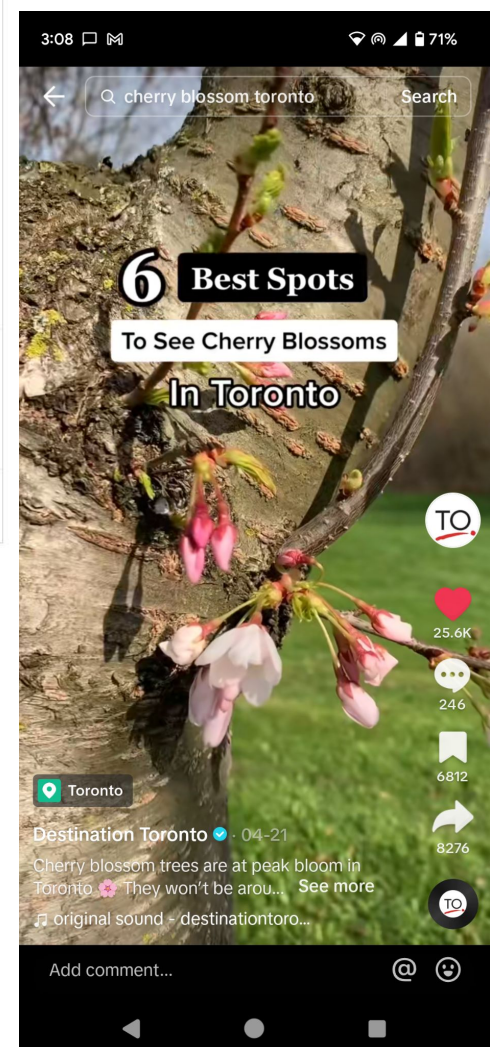
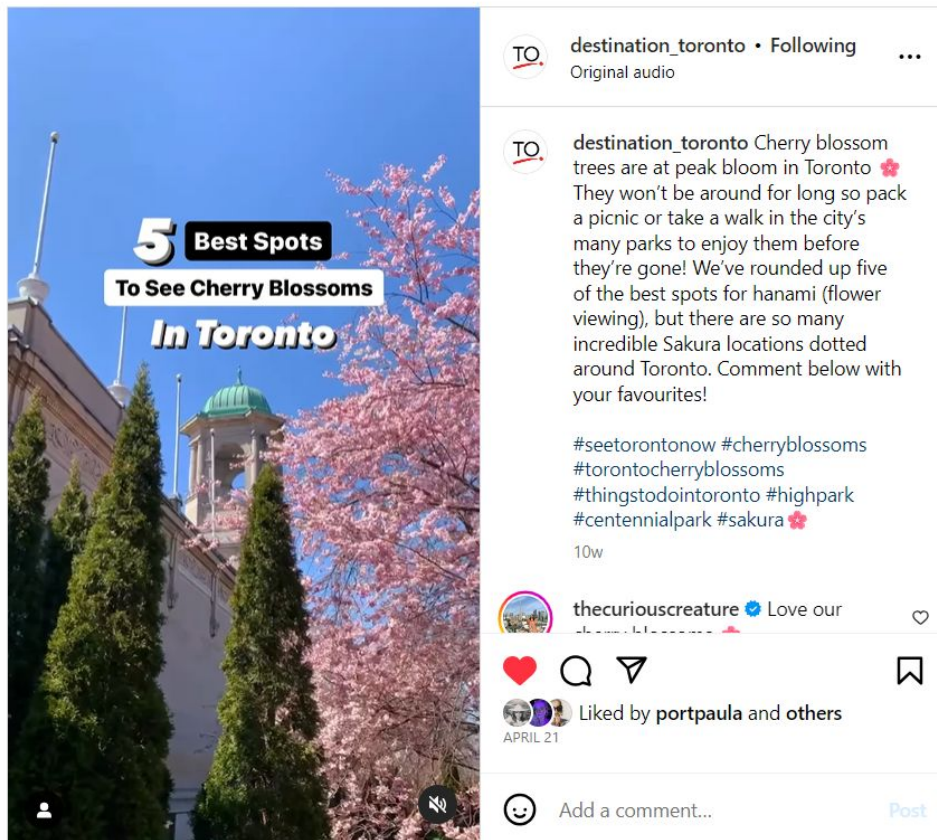
Q2 2023

Social Engagement by Platforms



Social – Content Highlights

Q2 2023



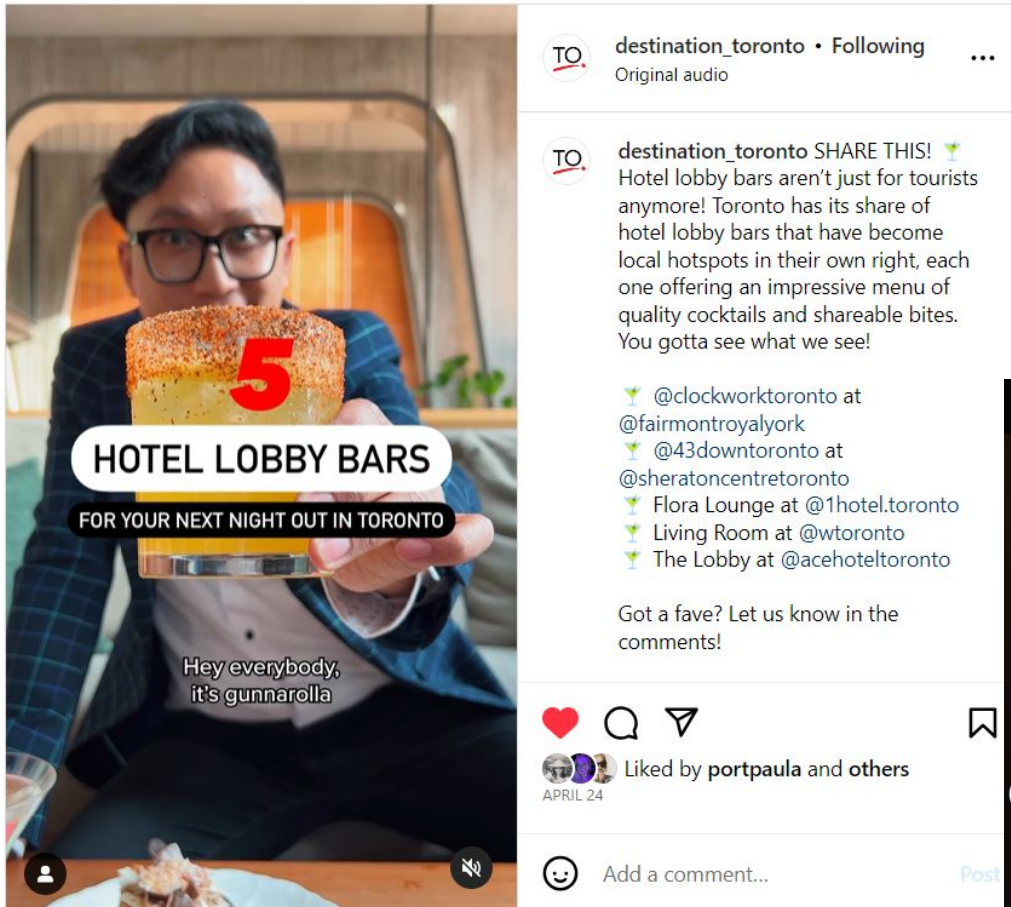
BEST PLACES TO SEE THE CHERRY BLOSSOMS IN TORONTO

- Top performing video of 2023 to date
- Engagements total 1.4M across IG and TikTok

KEY LEARNING: 89.3% of views came from TikTok's 'For You' page, and only 2% from followers. We see a very low % of views from actual followers, highlighting the best practice of producing content tailored to your audience.

Social – Content Highlights

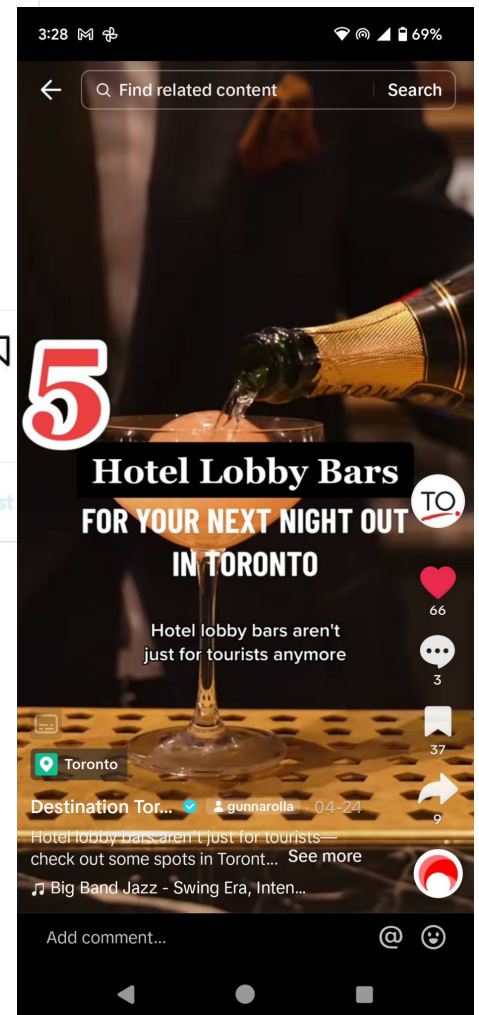
Q2 2023



5 HOTEL LOBBY BARS FOR YOUR NEXT NIGHT OUT

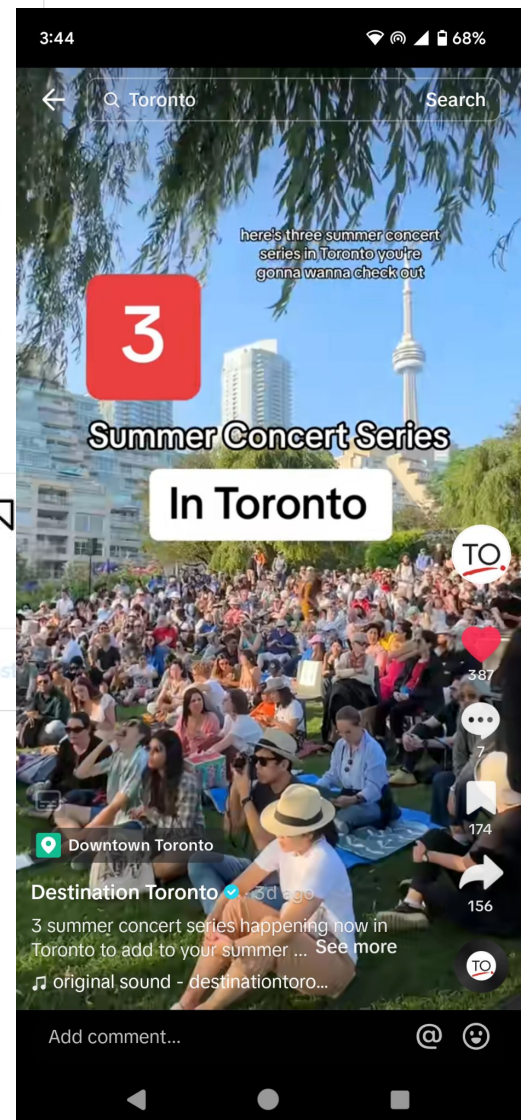
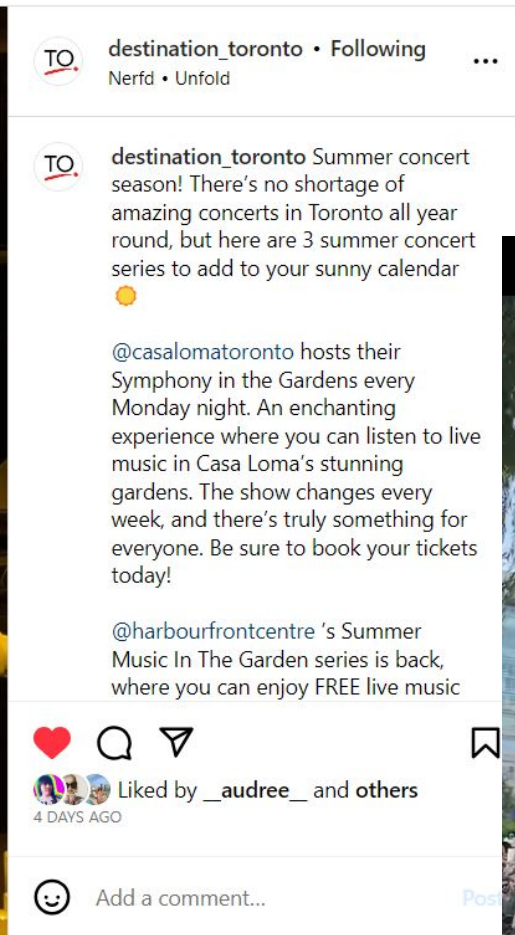
- Engagements total 204K across IG and TikTok

KEY LEARNING: Organic engagement is critical to success of cocktail or alcohol based content as IG and TikTok will not allow boosted content that is primarily alcohol focussed.



Social – Content Highlights

Q2 2023



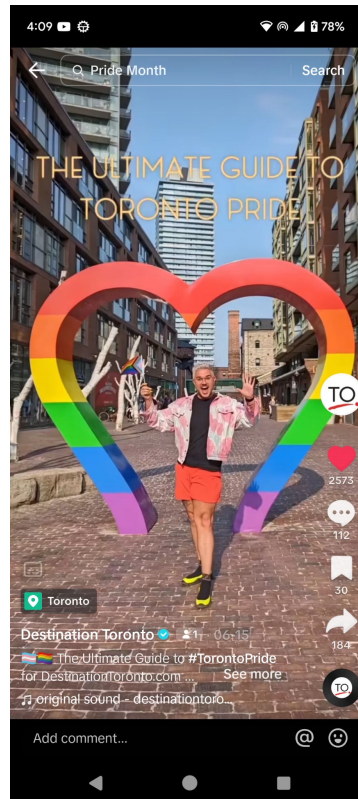
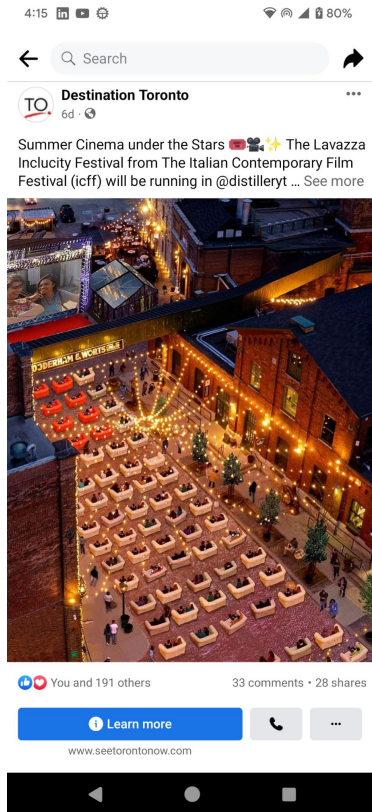
5 HOTEL LOBBY BARS FOR YOUR NEXT NIGHT OUT

- Engagements total 176K across IG and TikTok

KEY LEARNING: Putting small boosted amounts consistently across content can effectively increase video views and content engagement. DT employing this strategy has resulted in over 1MM video views of social media content in June alone.

Social – Content Highlights

Q2 2023



Q2 SOCIAL MEDIA MARKETING TAKEAWAYS

- Attractions/things to do, as well as globally inspired food and nightlife content perform best on DT social media platforms
- Top performing videos are in listicle style and in reel format
- Ambassador takeovers allow for authentic storytelling, unique perspectives and expanded audience reach

Part III

Email

eNewsletters

Q2 2023



Business Events Newsletter

Audiences: US and Canada
Distribution: Monthly



Consumer Newsletter

Audiences: Global
Distribution: Monthly



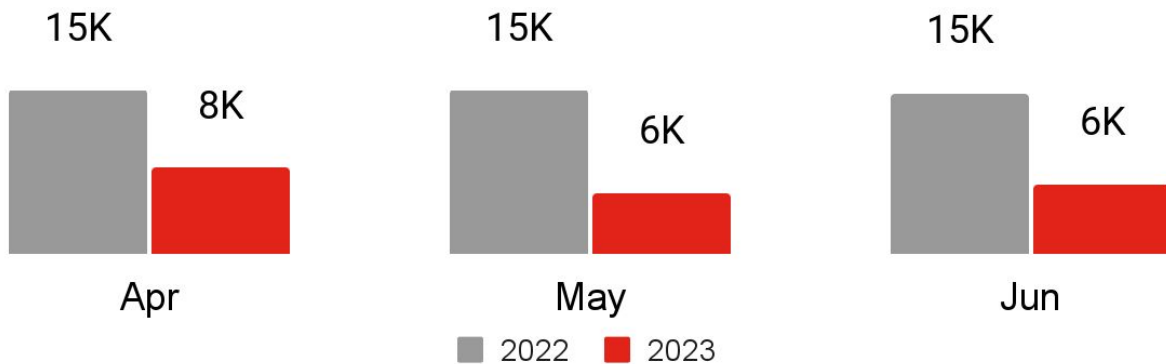
Industry Newsletter

Audiences: Industry
Stakeholders
Distribution: Bi-weekly

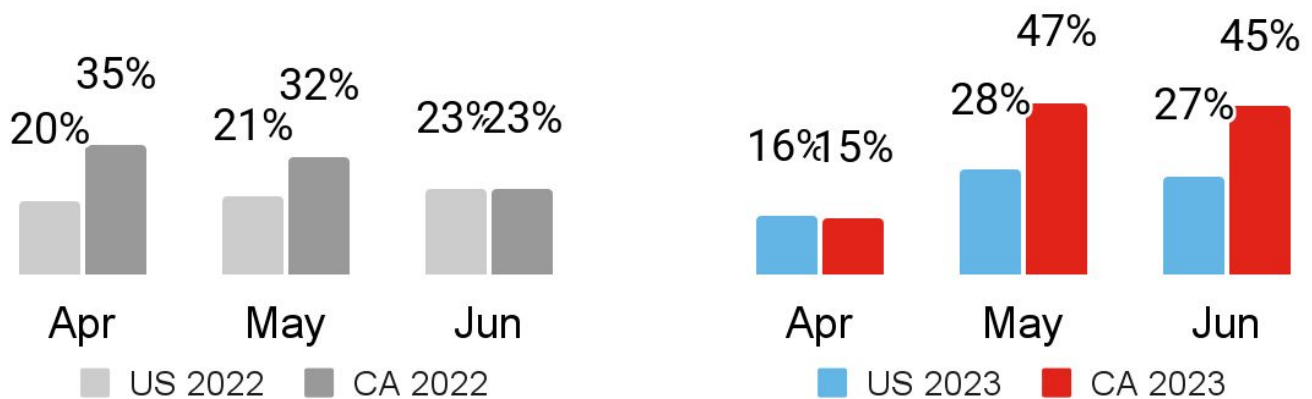
TOP 6 in the 6ix - Key Measures

Q2 2023

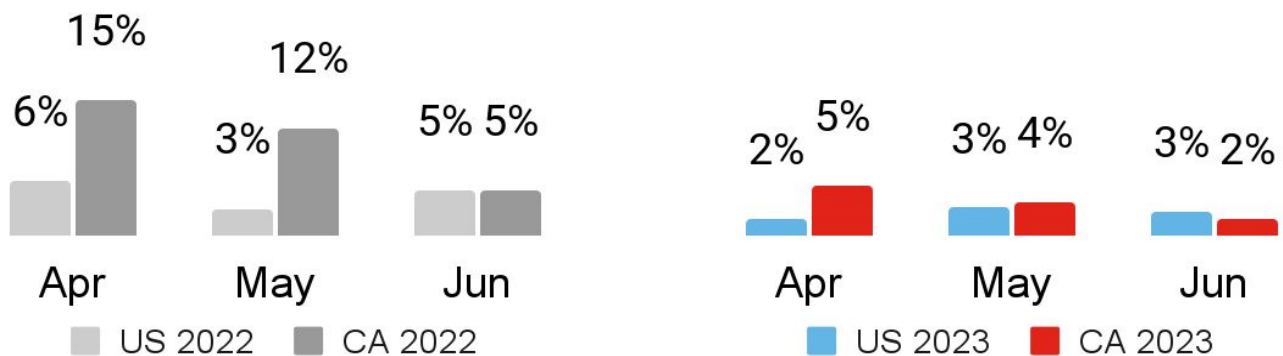
Subscribers



Open Rate



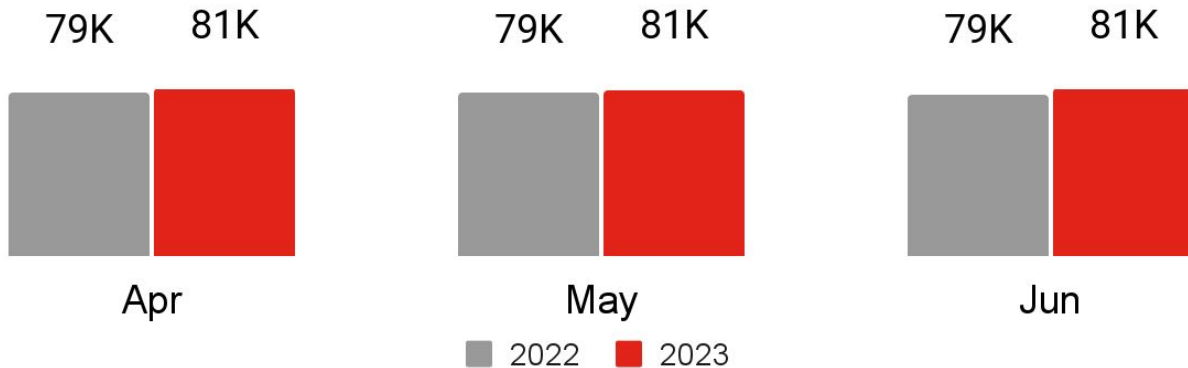
Click Through Rate



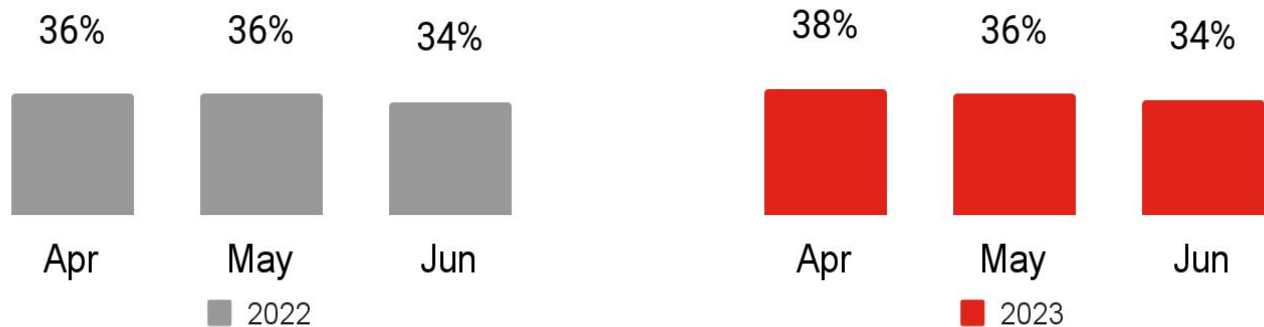
Stories From the 6ix - Key Measures

Q2 2023

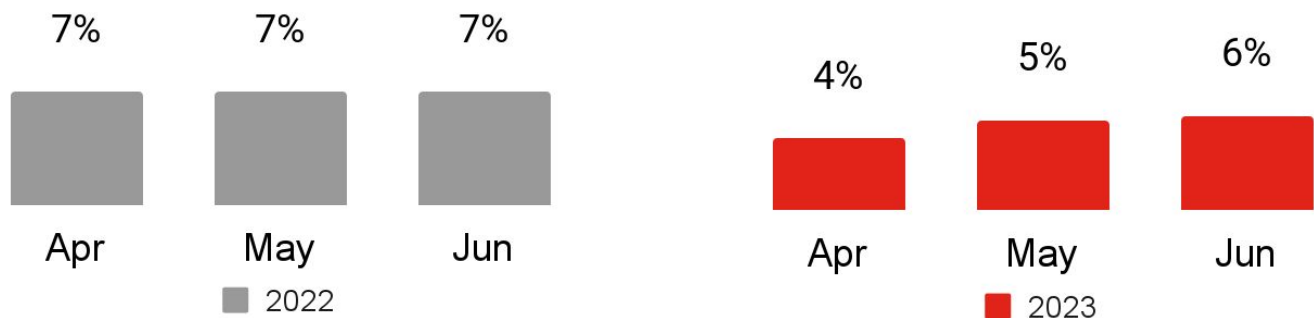
Subscribers



Open Rate



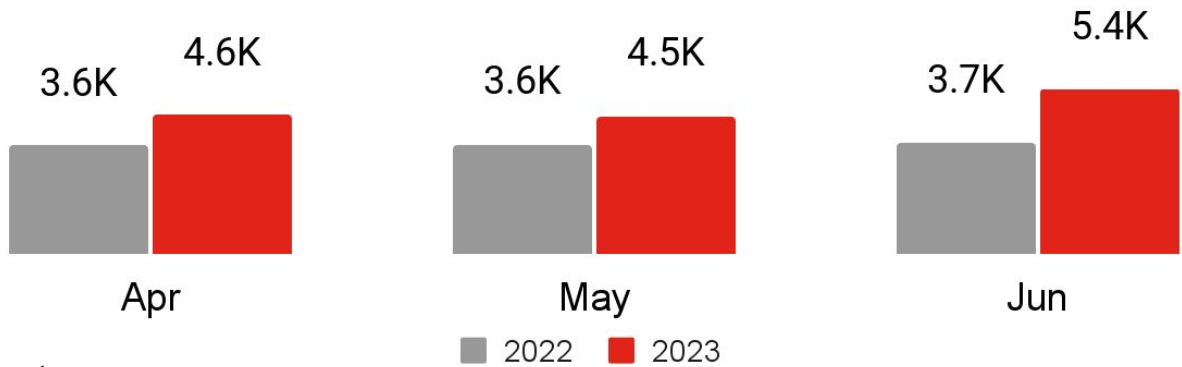
Click Through Rate



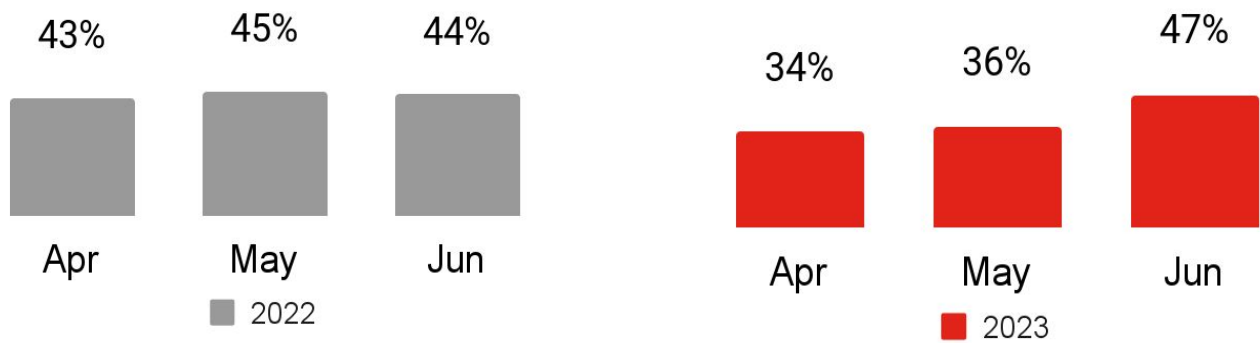
Terminal 2 - Key Measures

Q2 2023

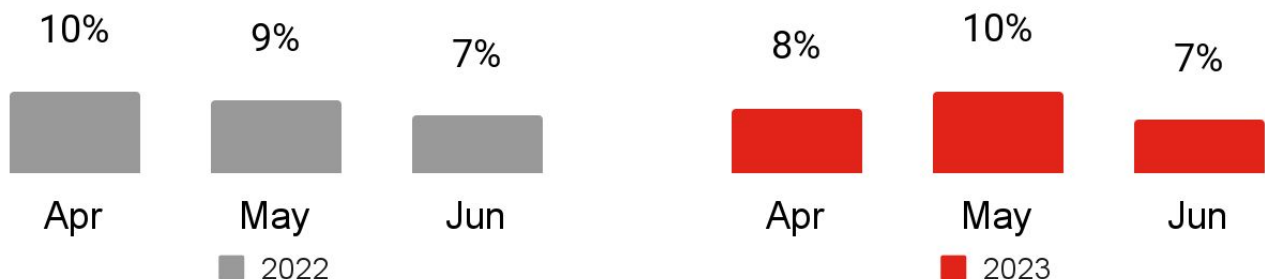
Subscribers



Open Rate



Click Through Rate





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