

DESTINATION
TORONTO.

MARKETING INSIGHTS

Marketing Insights
Third Quarter 2022



TABLE OF CONTENTS

Summary	PG 3
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Report Terminology	PG 4
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Part I: Content Hub	PG 6
---------------------	------

Part II: Social	PG 13
-----------------	-------

Part III: eNewsletter	PG 20
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Summary

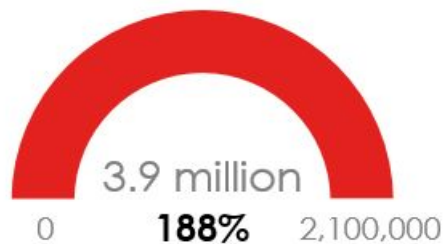
Q3 YTD 2022

Key Insights

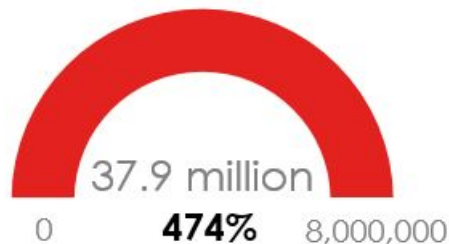
Q3 YTD traffic increased 289% YOY to the network of sites. The introduction of the You Gotta See What We See content series, the final month of the Never Have I Ever campaign and a strong ongoing search program drove paid traffic, while organic traffic also made noteworthy gains. YOY social followers are up 7%, primarily driven by Instagram/Facebook. Note: DT launched a brand presence on TikTok this year but performance is not included in this consolidated report. By a large margin, the top performing social content type in Q3 remains video reels with Instagram remaining the top platform for driving engagement.

Q3 YTD 2022 Result to Goal

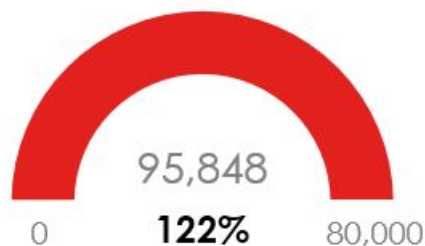
Network of sites
Visitors



Social
Engagement



eNewsletter
Subscribers



Report Terminology

Q3 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

Paid Search

Organic Search

Direct

Paid Channels

Owned Channels

Other DT sites

BI

BE

Other

Report Terminology

Q3 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: Number of unique email addresses that opened this message / Number of recipients who received the message (aka=Sent - Bounces) * 100
- eNewsletter Click through Rate: Number of times this message was clicked on, including multiple clicks by the same recipient/Number of unique email addresses that opened this message * 100

Part I

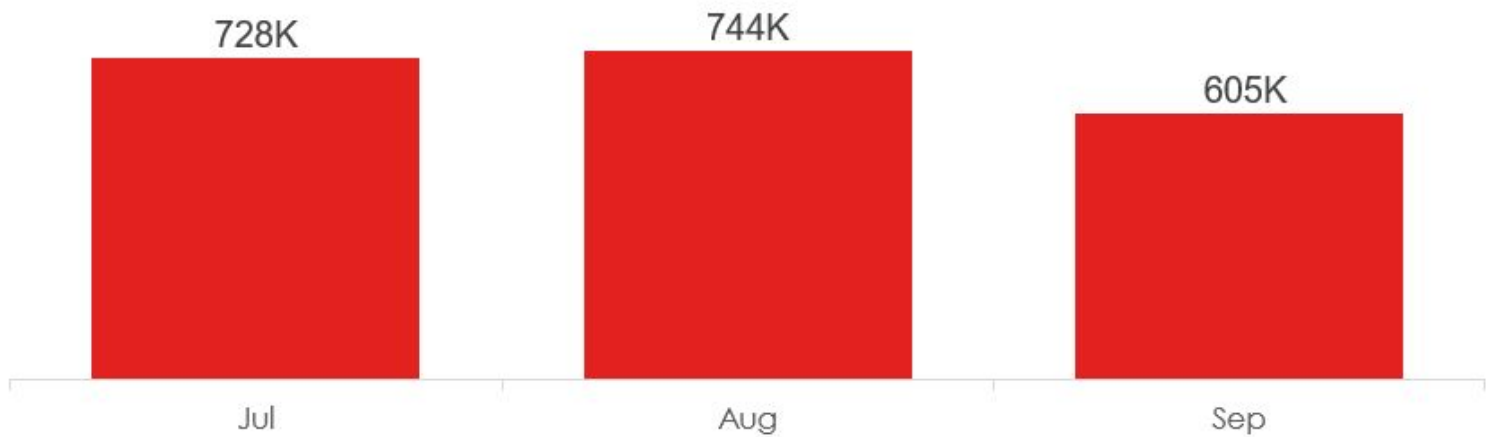
Content Hub

DestinationToronto.com

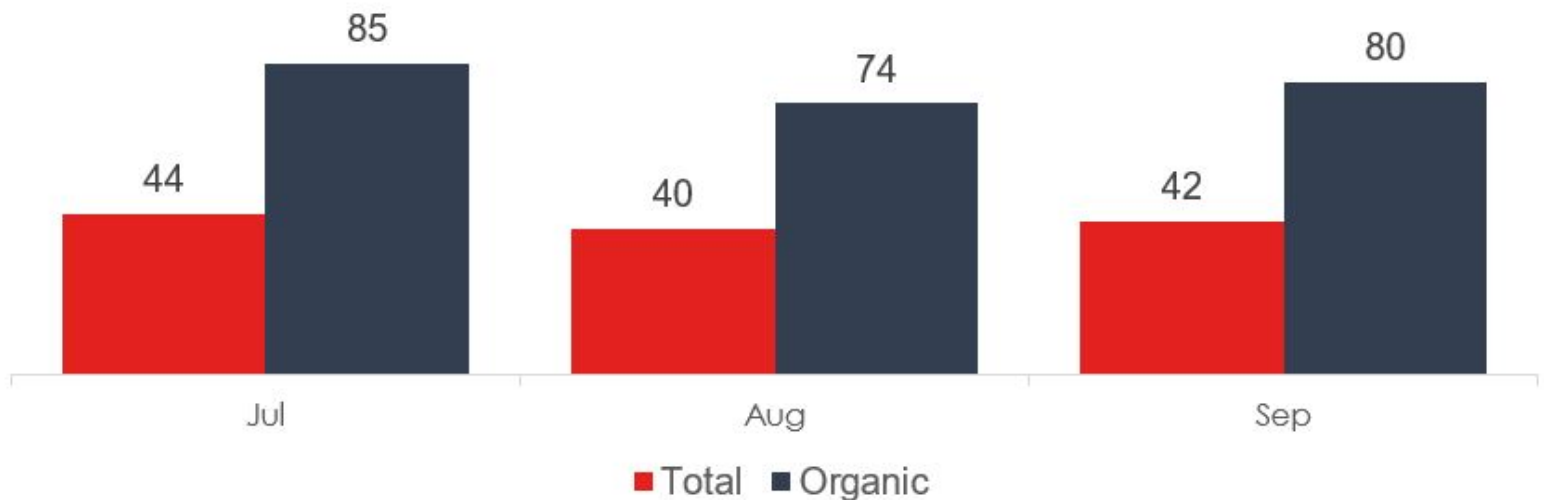
Content Hub - Key Measures

Q3 2022

Visitors



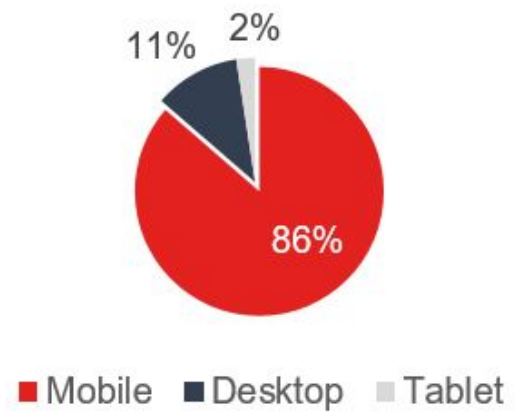
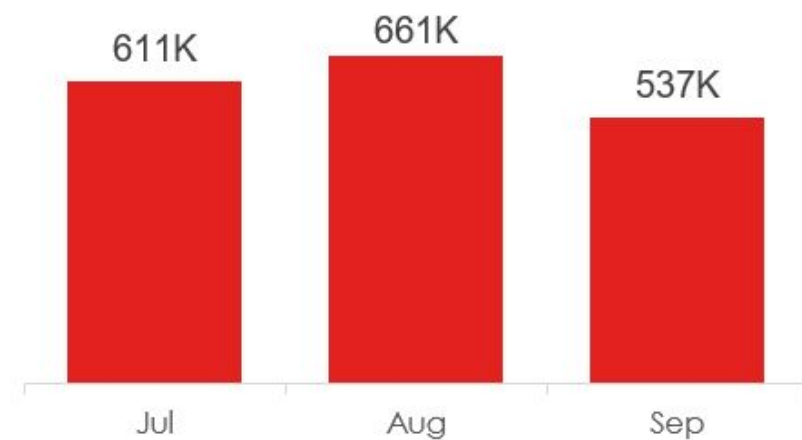
Average Session Duration (seconds)



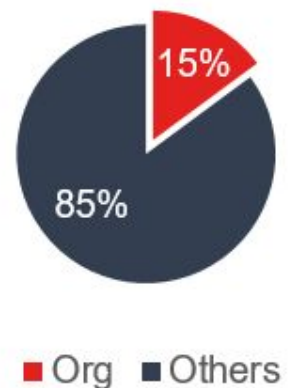
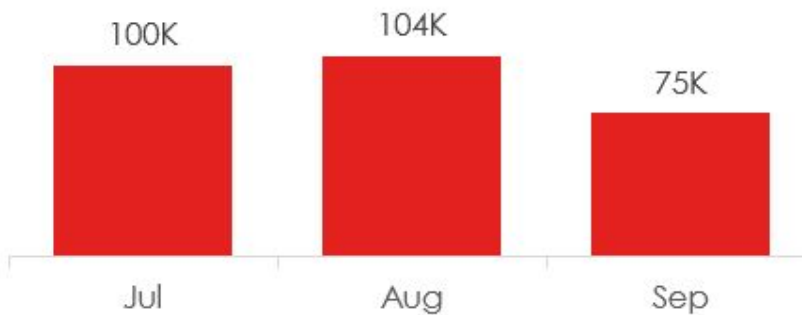
Content Hub - Key Measures

Q3 2022

Mobile Devices Visitors



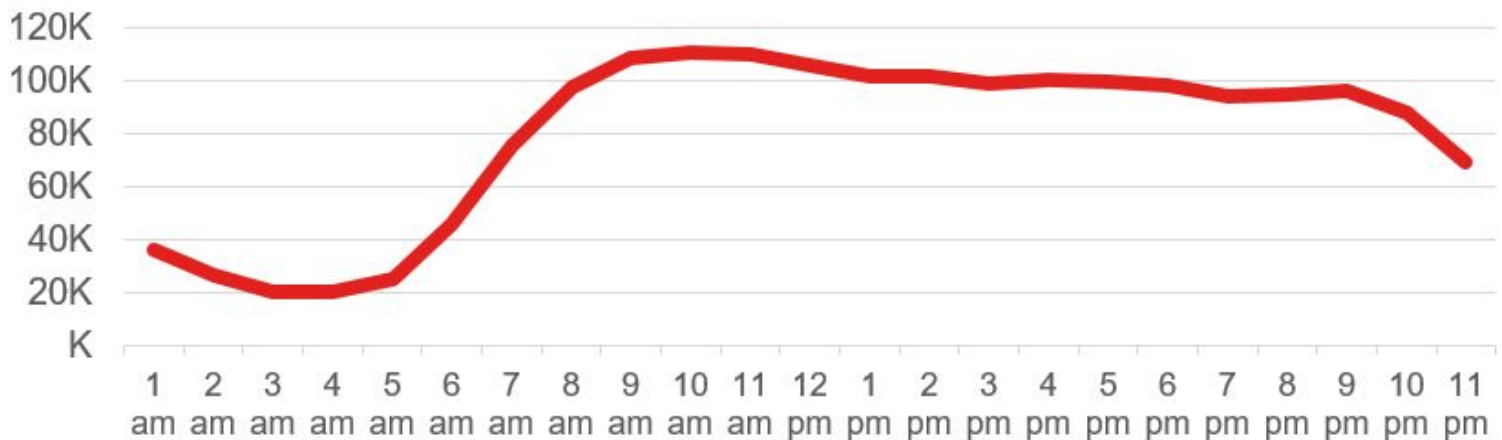
Organic Search Visitors



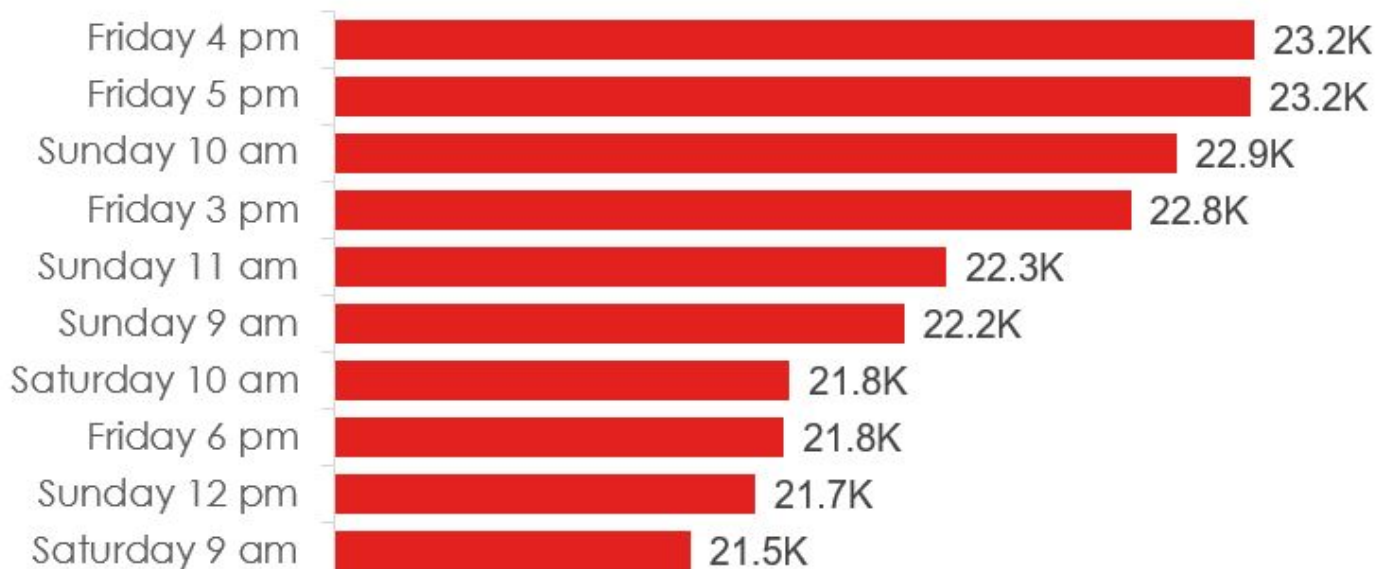
Content Hub - Key Measures

Q3 2022

Visitors per Hour of Day



Peak Time for Visitors



Content Hub – Content Highlights

Local Scenes + Epic Events

Top performing content under this theme, continued to lean into suggested itineraries and round-up style content. Of the top three highlighted here, "13 Ways to Travel the World in Toronto" is new to this list, however both "Unique Date Ideas" and "Top Picks for Pics" have been longstanding top performing organic traffic drivers.

13 Ways to Travel the World in Toronto

by KATRINA RICCIO | JULY 15, 2022

You don't have to travel very far to enjoy the world's cultural treasures.

You can explore the world right here in a truly multicultural city like Toronto. There's no better place to start than within Toronto's vibrant neighbourhoods, home to many ethnicities and their culinary talents.

From the islands of the Caribbean to the islands of Southeast Asia, here's how you can go on a global adventure with a gastronomical twist.



[13 Ways to Travel the World in Toronto:](#) 15,307 views

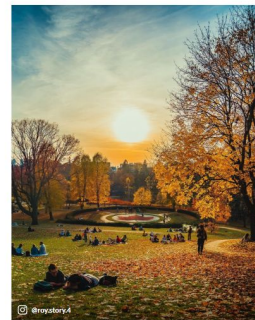
The following highlights include top performing web content (defined by views) for each of the three content themes identified in our Content Strategy - "Local Scenes + Epic Events, Globally-inspired Food & Nightlife, Canada at our doorstep.

13 Unique Fall Toronto Date Ideas

by DESTINATION TORONTO | OCTOBER 05, 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:](#)
11,747 views

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

by DESTINATION TORONTO | MARCH 29, 2021

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

We can't deny it, Toronto is a photogenic city with endless possibilities for capturing a great shot. As scenic 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 it's organic (pun intended), it's there. Here are their favourite locations (with tips) for capturing solid urban photos.



[Top Picks for Pics: 15 Places for the Best Photos in Toronto:](#)
6,568 views

Content Hub – Content Highlights

Globally Inspired Food + Nightlife

In this theme, we see an interest again in round-up, inspirational and itinerary based content. Likely inspired by the MICHELIN announcement, we see interest leaning into 'best-of' as opposed to the 'hidden gems' headlines. This trend is likely to continue as we move into the holiday season when interest is typically higher for big-ticket, Toronto-centric experiences.

30 Celebration-Worthy Restaurants in Toronto

by KRISTLE NG-A-MANN | MAY 30, 2022

From award-winning restaurants and Michelin Star chefs to swanky hotel establishments, 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](#): 13,924 views

33 Classic Toronto Restaurants You Need to Try

by BERT ARCHER | AUGUST 16, 2022

From steakhouse favourites to the original old-school no-frills diners of previous generations, these establishments have stood the test of time.



[33 Classic Toronto Restaurants You Need to Try](#): 60,372 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](#): 22,014 views

Content Hub – Content Highlights

Canada at Our Doorstep

Keeping with the summer season, the Scarborough Bluffs and Unique Green Spaces articles were the most popular in this category (though the category as a whole has substantially fewer views than the others). We typically see this content theme gain traction on social heading further into the Fall season when colours are at their peak, and supported by related events and activities.

5 Unique Green Spaces in Toronto

by ARIENNE PARZEI | AUGUST 13, 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](#): 3,166 views

Scarborough Bluffs: Pick the Best Park for Your Interests

by HELEN RACANELLI | MARCH 24, 2021

Choose the right Scarborough Bluffs park for a personalized outdoor adventure in Toronto.

Whether you're a birdwatcher, beach-hopper, or a hiker seeking lake views, the 11 parks that encompass the Scarborough Bluffs have something for you. Stretching out for nearly 15 kilometres of the Lake Ontario shoreline and only 30 minutes from downtown, there's everything from swimming to beach volleyball, gardens and sculpture to butterfly watching.

The big draw is the rugged vistas of the bluffs—the word for steep, rounded cliffs—that are perfect for showcasing on the 'gram. Here's how to pick which bluff park is for you.

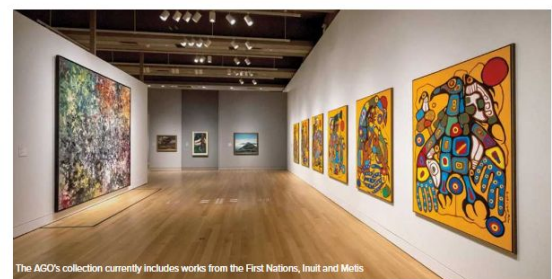


[Scarborough Bluffs: Pick the Best Park for Your Interests](#): 2,676 views

5 Ways to Discover Indigenous Art in Toronto

by DESTINATION TORONTO | APRIL 28, 2022

Here's where to go to explore traditional and contemporary visual and performance art by First Nations, Métis and Inuit artists.



[5 Ways to Discover Indigenous Art in Toronto](#): 2,289 views

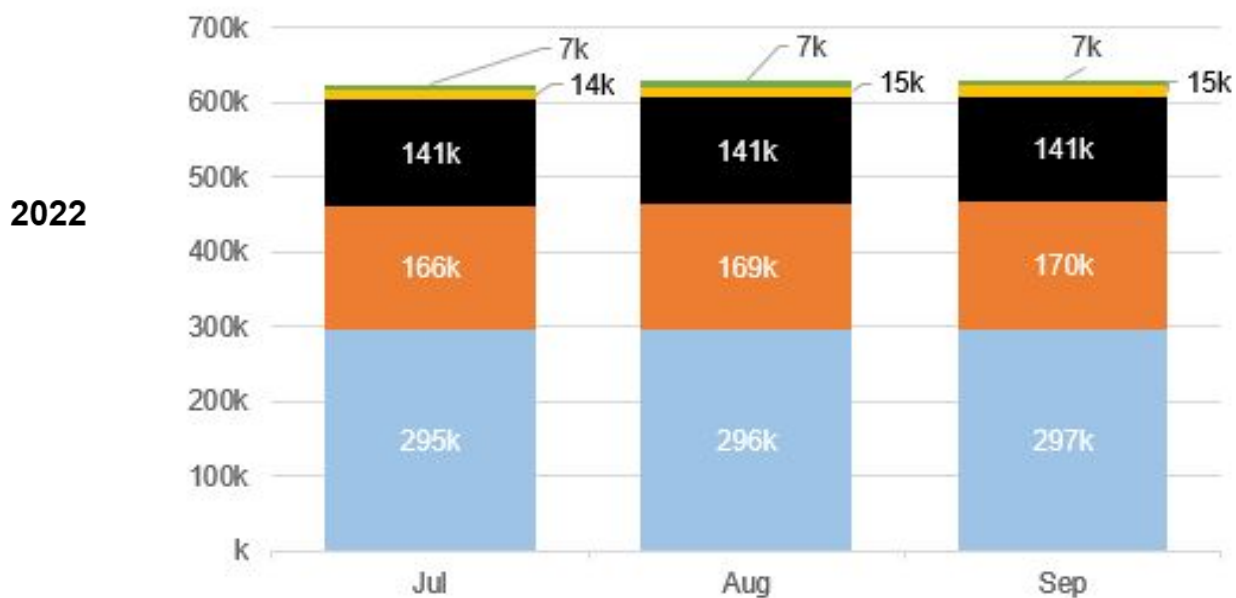
Part II

Social

Social - Key Measures

Q3 2022

Social Followers by Platforms



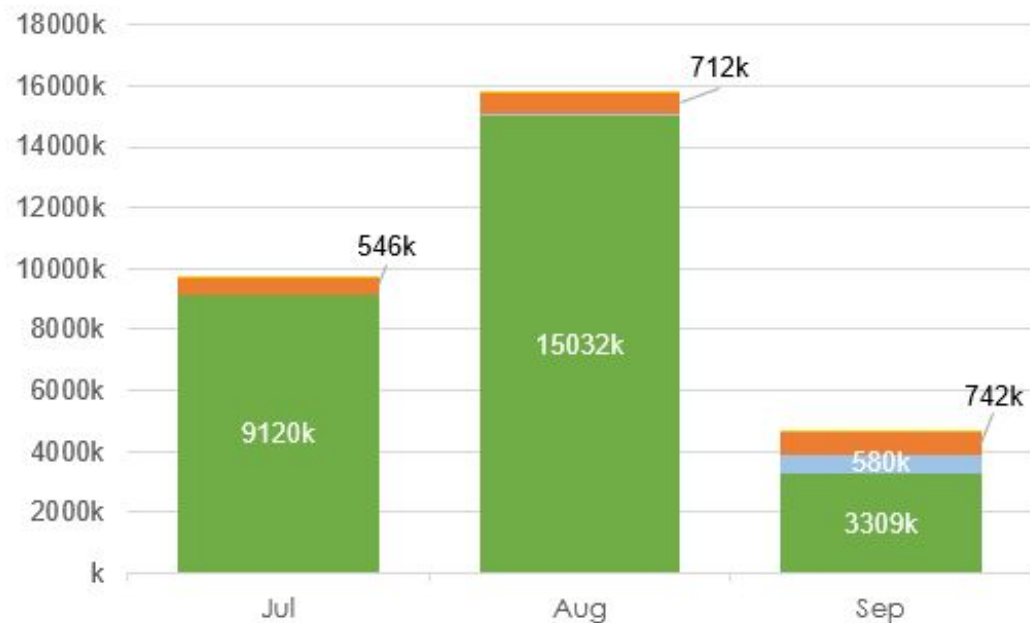
Facebook Instagram Twitter LinkedIn Youtube

Social - Key Measures

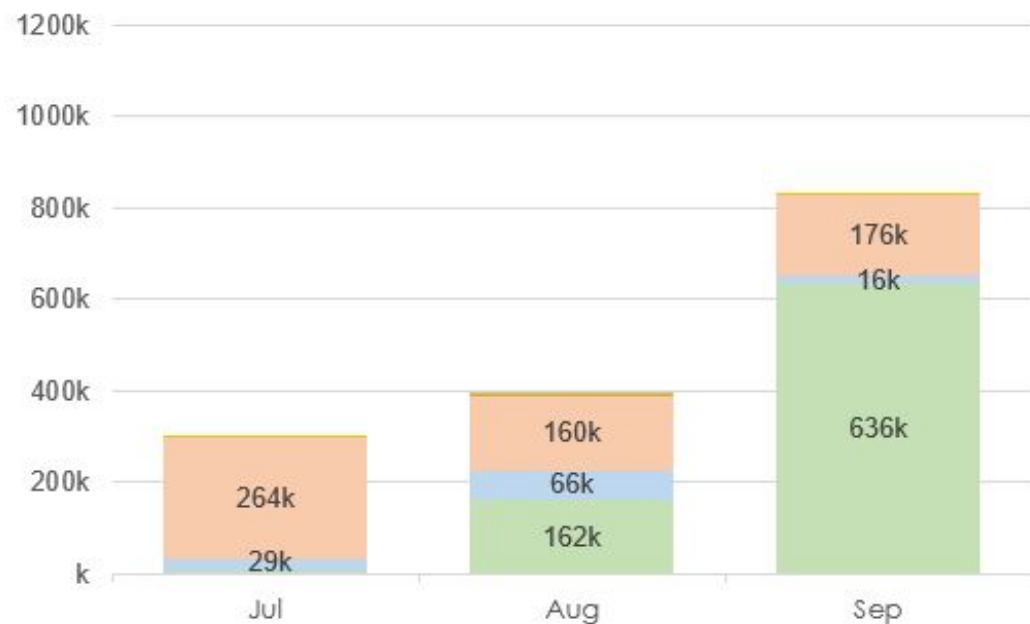
Q3 2022

Social Engagement by Platforms

2022



2021



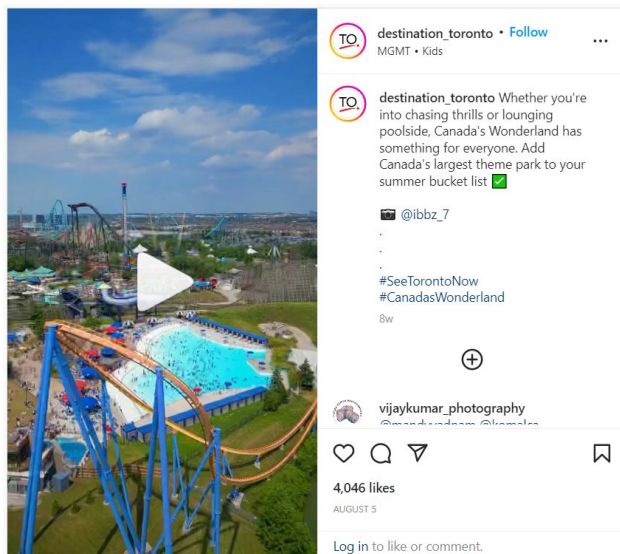
■ YouTube (video views) ■ Facebook ■ Instagram ■ Twitter ■ Linked In

Social – Content Highlights

Q3 2022

Local Scenes + Epic Events

The most engaging content type on Instagram continues to be Reel, followed by Photo and Carousel. While on Facebook, the most engaging content type is Photo followed by Video.



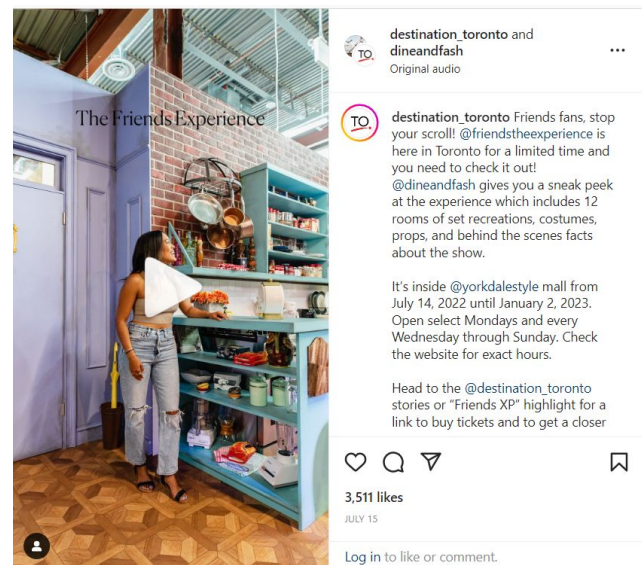
[Wonderland Reel](#) (UGC)

More than a quarter (26%) of engagements were Shares.

Engagements - 6,200

- Video Views - 99,036
- Reach - 95,233
- Shares - 1,593
- Saves - 426

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."



[Friends Experience](#) with Krystle (@dineandfash) - Reel

Close to half of engagements on this post (41%) were shares, again suggesting people are looking for things to do with others.

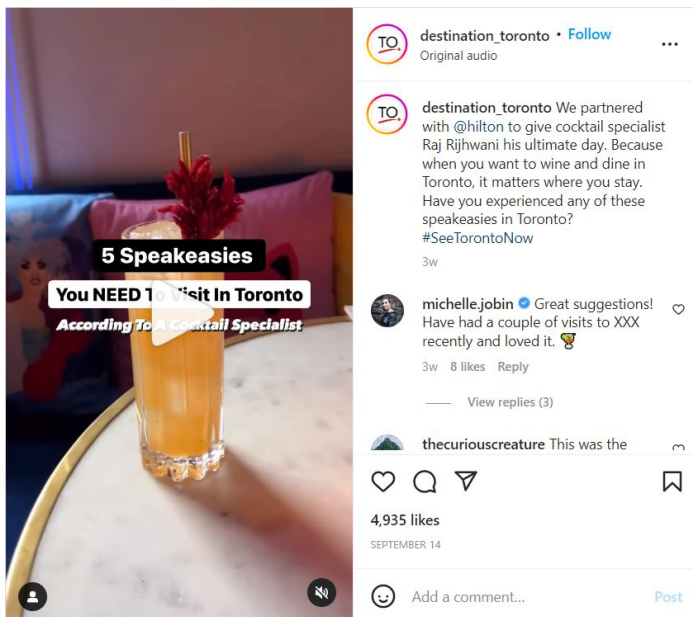
Engagements - 7,500

- Video Views - 115,022
- Reach - 105,893
- Shares - 3,094
- Saves - 689

Social – Content Highlights

Q3 2022

Globally Inspired Food + Nightlife

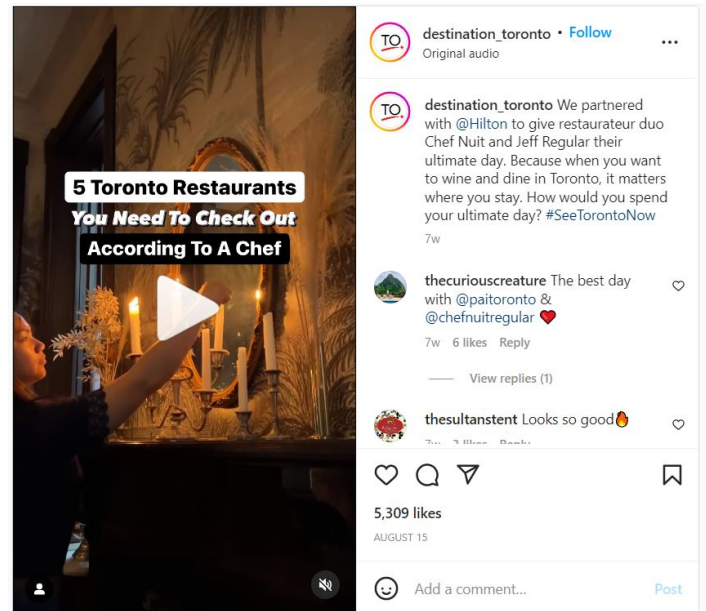


[5 Speakeasies with Raj Rijhwani](#) - Reel

The majority of engagements (75%) on this post were Shares and Saves, which suggests people are looking for content with things they can experience together and save for later planning.

Engagements - 19,200

- Video views - 181,630
- Reach - 172,628
- Shares - 7,767
- Saves - 6,432



[5 Toronto Restaurants with Chef Nuit and Jeff Regular](#) - Reel

More than half of engagements (54%) on this post were Saves (33%) and Shares (21%).

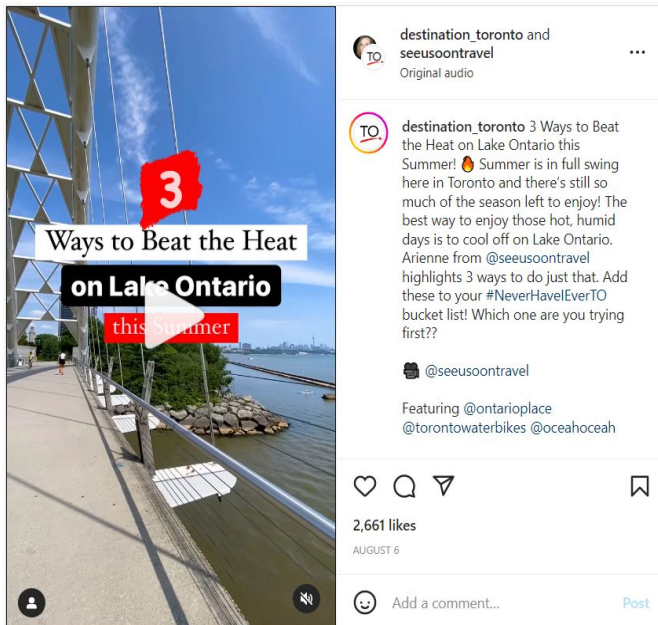
Engagements - 6,100

- Video Views - 88,589
- Reach - 81,522
- Shares - 1,295
- Saves - 1,975

Social – Content Highlights

Q3 2022

Canada at Our Doorstep



[3 Ways to Beat the Heat this Summer](#) with Arienne (@seeusoontravel) - Reel
Most of the engagements (51%) on this post were Likes.

Engagements - 5,200

- Video Views - 90,703
- Reach - 81,150
- Shares - 1,663
- Saves - 810



[Scarborough Bluffs](#) - Photo
83% of engagements were Likes.

Engagements - 2,000

- Reach - 38,379
- Saves - 312

Social – Content Highlights

Q3 2022

BE-segment (LinkedIn)

Destination Toronto
14,981 followers
3w • 🌐

Toronto is thrilled to be the new home of the Ace Hotel Toronto, the very first Ace property in Canada.

In the heart of the Garment District, this stunning property has expansive public spaces with diverse works by local Canadian artists and over 6000 sq ft of event space!

Find out more: <https://bit.ly/3wYfzPe>

William Jess Laird



Audree Atendido and 149 others

2 comments • 3 shares

[Ace Hotel Toronto](#)

Engagements: 505

Impressions: 5k

Likes: 150

Destination Toronto
14,981 followers
2w • 🌐

Our team had an amazing time at the [Toronto International Film Festival](#) this weekend with [Marriott International](#), [Air Canada](#) and [Paul Tramonte](#) this week.

Thank you to everyone that joined we can't wait to see you again soon!

[#MeetinToronto](#) [#SeeTorontoNow](#) [#TIFF22](#)



Vinita Das CMP DES and 189 others

6 comments • 2 shares

Destination Toronto
14,981 followers
2w • 🌐

The first [The MICHELIN Guide](#) Toronto selection was announced on Sept 13th, including 74 Toronto restaurants!

The restaurant selection includes 1 Two-Star restaurant, 12 One-Star restaurants, 17 Bib Gourmand restaurants, and 44 recommended restaurants. The full list of restaurants from 27 different cuisine types can be found in the MICHELIN Guide Toronto.

Congratulations to the MICHELIN Guide Selections!

<https://bit.ly/3Lt4R9v>



You and 176 others

1 comment • 10 shares

[Destination Toronto and Marriott TIFF FAM](#)

Engagements:

1.1K

Impressions:

5.2K

Likes: 190

[MICHELIN Announcement](#)

Engagements:

471

Impressions:

6.2k

Likes: 177

Part III

eNewsletters

eNewsletters

Q3 2022



Business Events Newsletter

Audiences: US and Canada
Distribution: Monthly



Consumer Newsletter

Audiences: Global
Distribution: Monthly



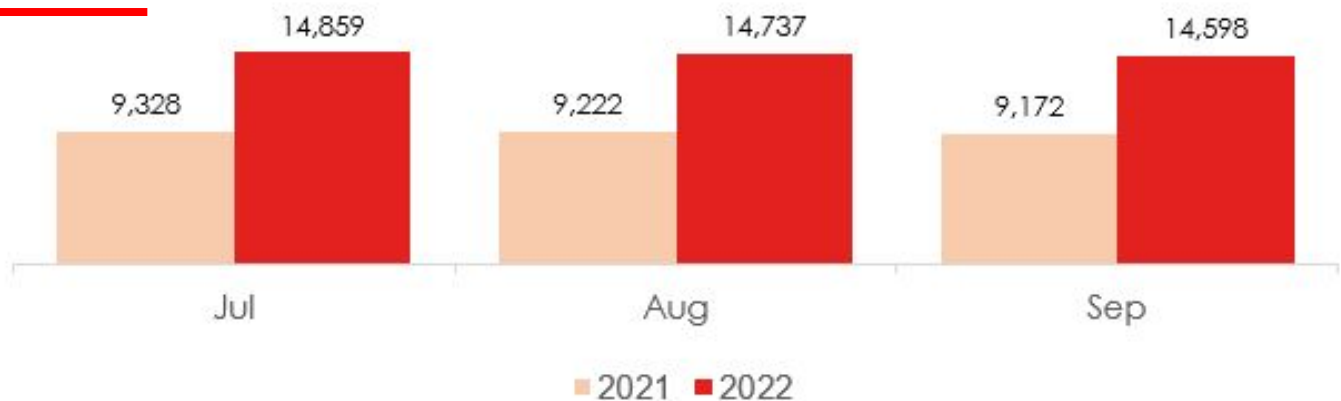
Industry Newsletter

Audiences: Industry
Stakeholders
Distribution: Bi-weekly

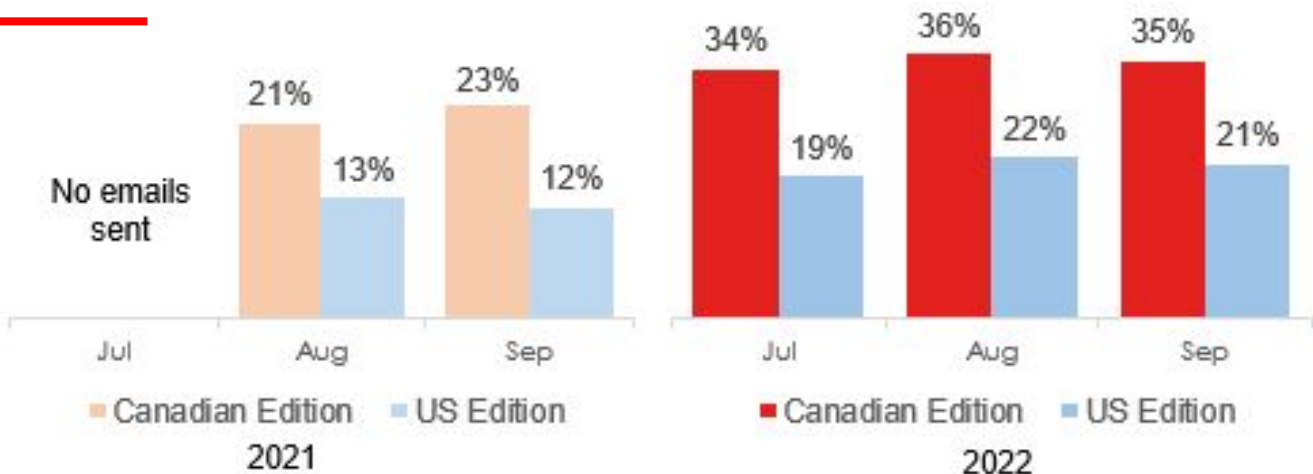
TOP 6 in the 6ix - Key Measures

Q3 2022

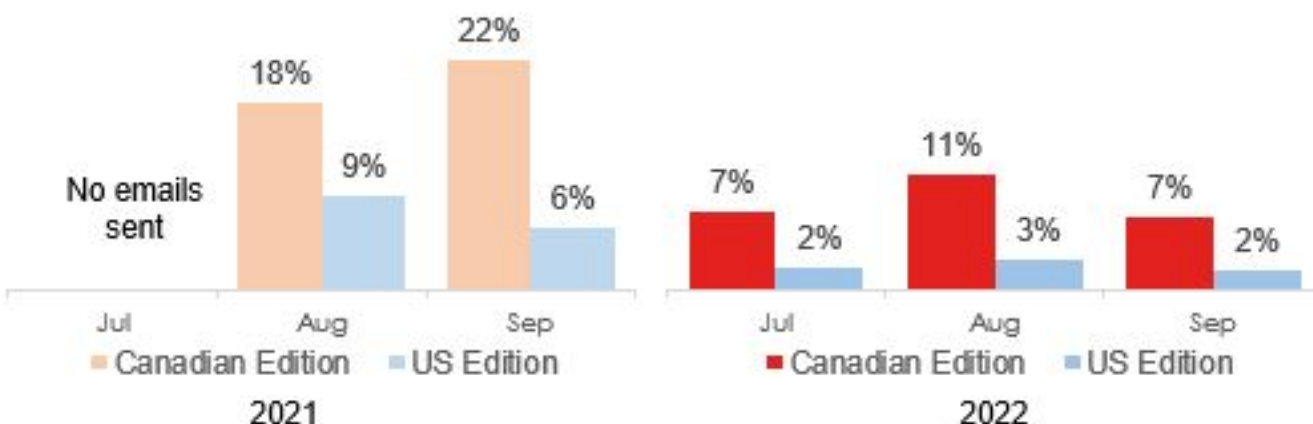
Subscribers



Open Rate



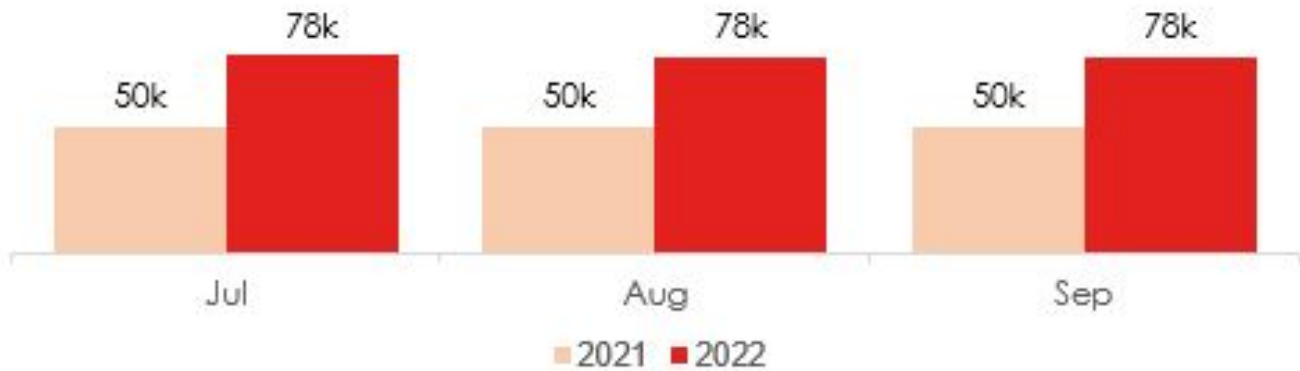
Click Through Rate



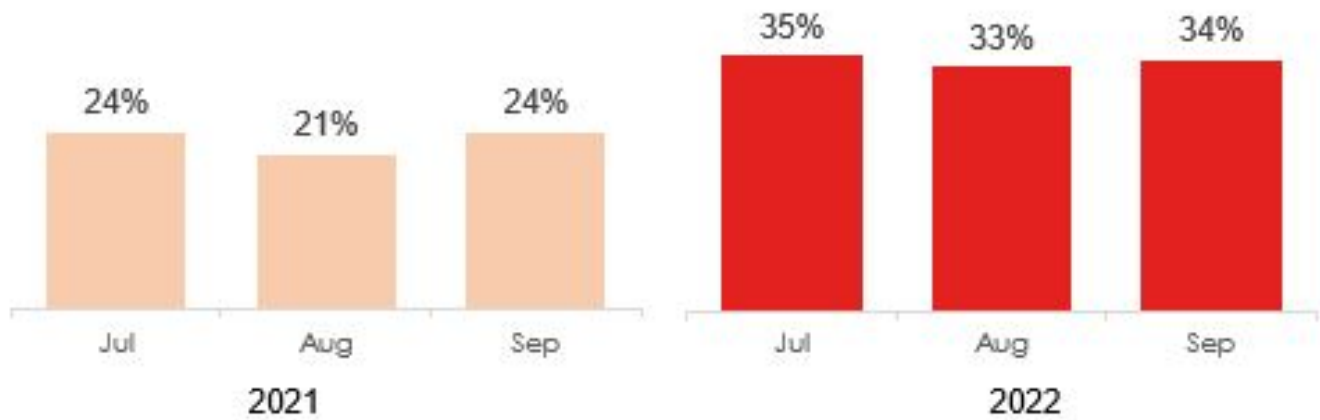
Stories From the 6ix - Key Measures

Q3 2022

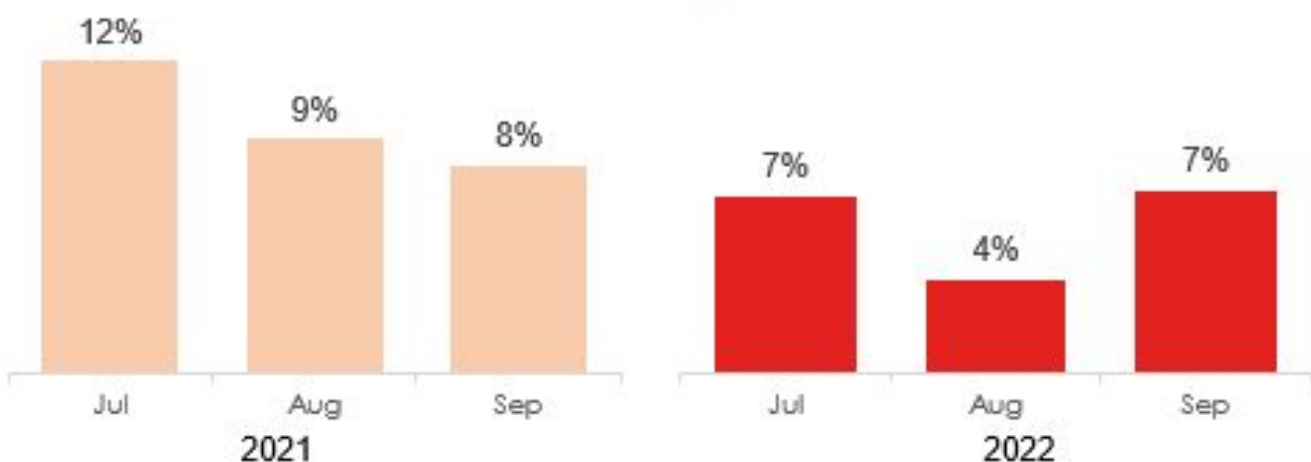
Subscribers



Open Rate



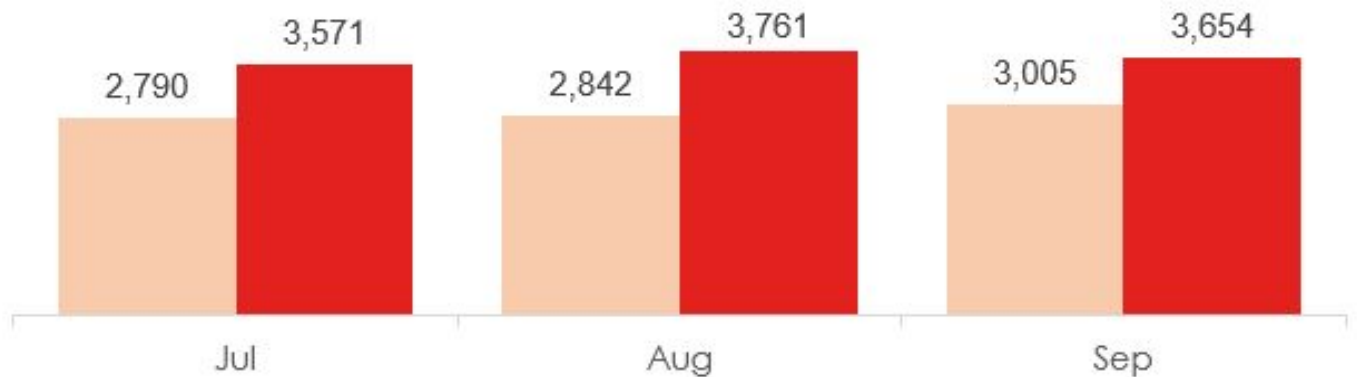
Click Through Rate



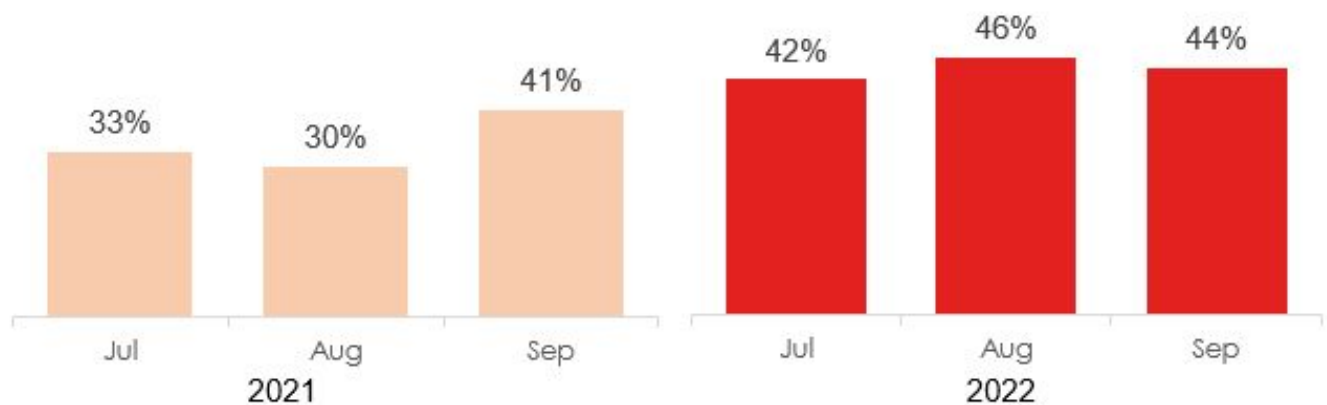
Terminal 2 - Key Measures

Q3 2022

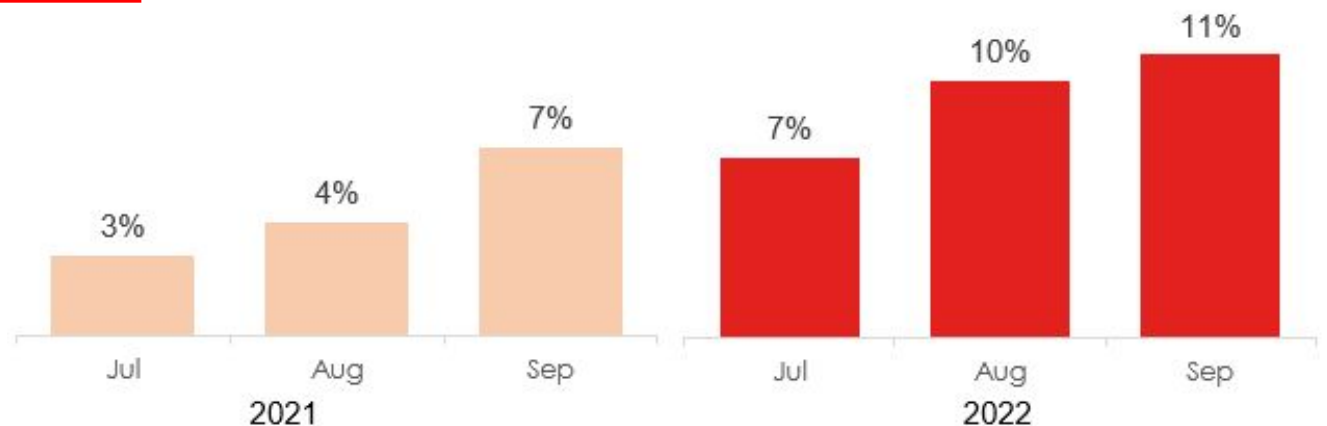
Subscribers



Open Rate



Click Through Rate





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