DINE OUT BOSTON SINCE 2001

Meet BOSTON

PROGRAM RESULTS

FEBRUARY 23 - MARCH 15, 2025

ORIGIN

Dine Out Boston (Restaurant Week Boston) was designed to drive business during traditionally slow periods for Meet Boston Restaurant Partners.

EVOLUTION

Initially a 5-day, once-a-year promotion with 36 restaurants, Dine Out Boston has evolved into a multi-week, twice-a-year foodie event with over 150 restaurants.

PARTICIPATING RESTAURANTS

208

Restaurant Partners, March 2025

PAID MEDIA & EARNED MEDIA

Presented by Meet BOSTON

In Partnership with MASSACHUSETTS visitma.com

DIGITAL ADS

Digital ads were displayed on a number of web platforms.

3.9M
Impressions

125,879
Clicks

3.2%
Click Through Rate

BROADCAST RADIO

1,563,200
Impressions

97
High Impact Promotions

2,308
Giveaway Entries

OUTDOOR BILLBOARDS

1,218,756
Impressions

YOUTUBE ADVERTISING

39K
Video Views

EARNED MEDIA COVERAGE

114
Placements

45,659,145
Impressions

OWNED ASSETS/MEET BOSTON CHANNELS

DINEOUTBOSTON.COM

1,595,679
Page Views

750,318
DineOut Boston Listing Views

26,913
Clicks to Reservations and/or Partner Sites

484,927
Menu Views

2:36
Average Engagement Time

EMAIL MARKETING

43%
Average Open Rate for Email Campaigns

7.7%
Average Click through to open ratio for Email Campaigns

SOCIAL MEDIA MARKETING

330,761
Social Media Impressions

16.6K
Social Media Link Clicks

@DINEOUTBOSTON

@MEETBOSTONUSA

1,387,208
Influencer Impressions

27,000
Influencer Shares

12,353
Influencer Saves

CHARITABLE FUNDS

$15,000
Raised through the Dine Out Boston Charity Auction for the Old North Illuminated and the Charles River Clean Up Boat

OLD NORTH ILLUMINATED
LET HISTORY LIGHT THE WAY

Charles River CLEAN UP BOAT

Presented by

Meet BOSTON

In Partnership with

MASSACHUSETTS visitma.com