

PROGRAM RESULTS

AUGUST 3 - AUGUST 16, 2025

ORIGIN

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

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

188

Restaurant Partners, Summer 2025

PAID MEDIA & EARNED MEDIA



DIGITAL ADS

Digital ads were displayed on a number of web platforms.

4.1M

Impressions

70.5K

Clicks

1.7%

Click Through Rate



OUTDOOR BILLBOARDS

2,718,492

Impressions

YOUTUBE ADVERTISING

56,783

Video Views

EARNED MEDIA COVERAGE

79

Placements

58,494,421

Impressions

OWNED ASSETS/MEET BOSTON CHANNELS

DINEOUTBOSTON.COM

1,041,292

Page Views

468,219

DineOut Boston Listing Views

37,534

Clicks to
Reservations and/or
Partner Sites

8.2%

Reservation Rate

4:21

Average Engagement
Time



EMAIL MARKETING

43%

Average Open Rate for
Email Campaigns

5.6%

Average Click through to open
ratio for Email Campaigns

SOCIAL MEDIA MARKETING

2,395,698

Social Media Impressions

1,015,427

Influencer Impressions

10.5K

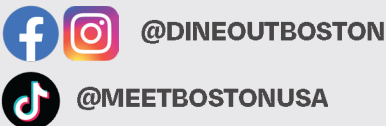
Social Media Link Clicks

9,396

Influencer Shares

4,392

Influencer Saves



CHARITABLE FUNDS

\$15,000

Raised through the Dine Out
Boston Charity Auction for
the City Strings United and
Community Work Services



Presented by



In Partnership with

