

PROGRAM RESULTS

FEBRUARY 22 - MARCH 7, 2026

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

203

Restaurant Partners, Winter 2026

PAID MEDIA & EARNED MEDIA



DIGITAL ADS

Digital ads were displayed on a number of web platforms.

4.6M

Impressions

137K

Clicks

2.9%

Click Through Rate



OUTDOOR BILLBOARDS

1,113,567

Impressions

YOUTUBE ADVERTISING

45K

Video Views

EARNED MEDIA COVERAGE

49

Placements

60,200,000

Impressions

OWNED ASSETS/MEET BOSTON CHANNELS

DINEOUTBOSTON.COM

1,056,081

Page Views

522,133

DineOut Boston Listing Views

46,092

Clicks to Reservations
and/or Partner Sites

8.8%

Reservation Rate

2:06

Average Engagement
Time



EMAIL MARKETING

41%

Average Open Rate for
Email Campaigns

5.5%

Average Click through to open
ratio for Email Campaigns

SOCIAL MEDIA MARKETING

2,457,754

Social Media Impressions

2,422,995

Influencer Impressions

22.3K

Social Media Link Clicks

15,007

Influencer Shares

  @DINEOUTBOSTON

 @MEETBOSTONUSA

9,106

Influencer Saves



CHARITABLE FUNDS

\$15,570

Raised through the Dine Out
Boston Charity Auction for the
West End Museum



Presented by

MB Meet
BOSTON

In Partnership with

MA MASSACHUSETTS
visitma.com