

DESTINATION
TORONTO.

MARKETING INSIGHTS

Marketing Insights
Fourth Quarter 2022



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Summary

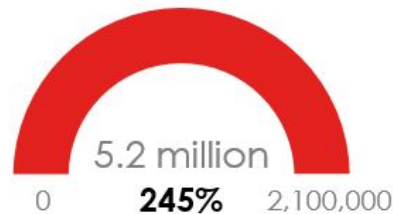
Q4 YTD 2022

Key Insights

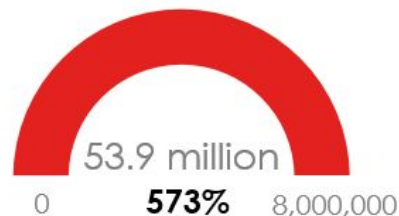
Traffic to the network of sites increased 23% YOY in Q4. In total, the network received over 5 million visits in 2022, a 185% increase over 2021. Organic and paid search were the primary traffic drivers specifically in Q4, organic search increased 60% YOY (organic traffic share increased by 4%). Total social followers grew 3%, driven by Instagram/Facebook and a reflection of the content focus.

Q4 YTD 2022 Result to Goal

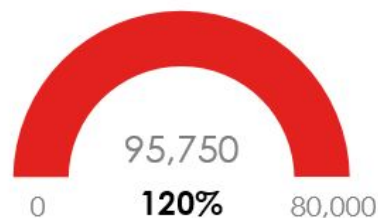
Network of sites
Visitors



Social
Engagement



eNewsletter
Subscribers



Report Terminology

Q4 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

Owened Channels

Other DT sites

BI

BE

Other

Report Terminology

Q4 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

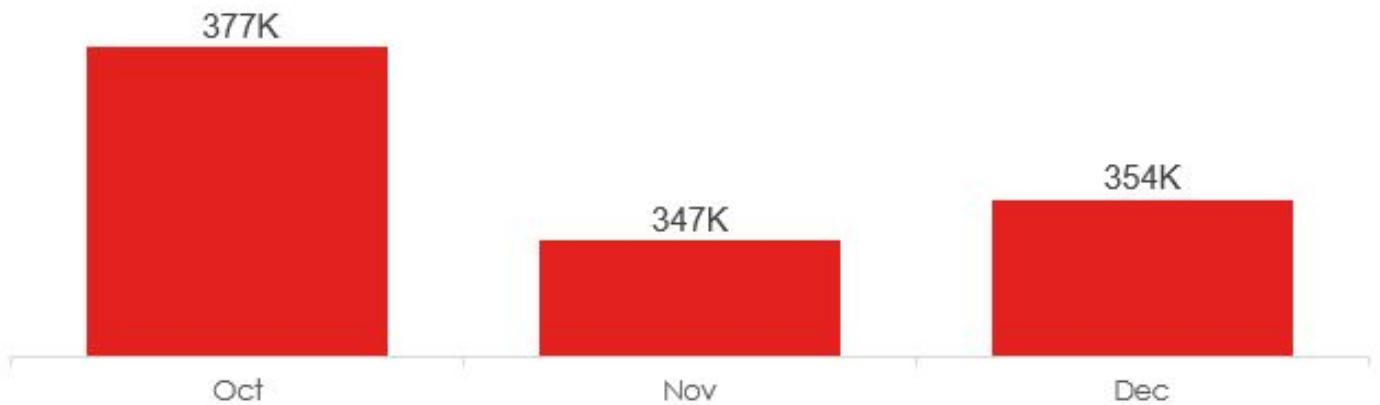
Content Hub

DestinationToronto.com

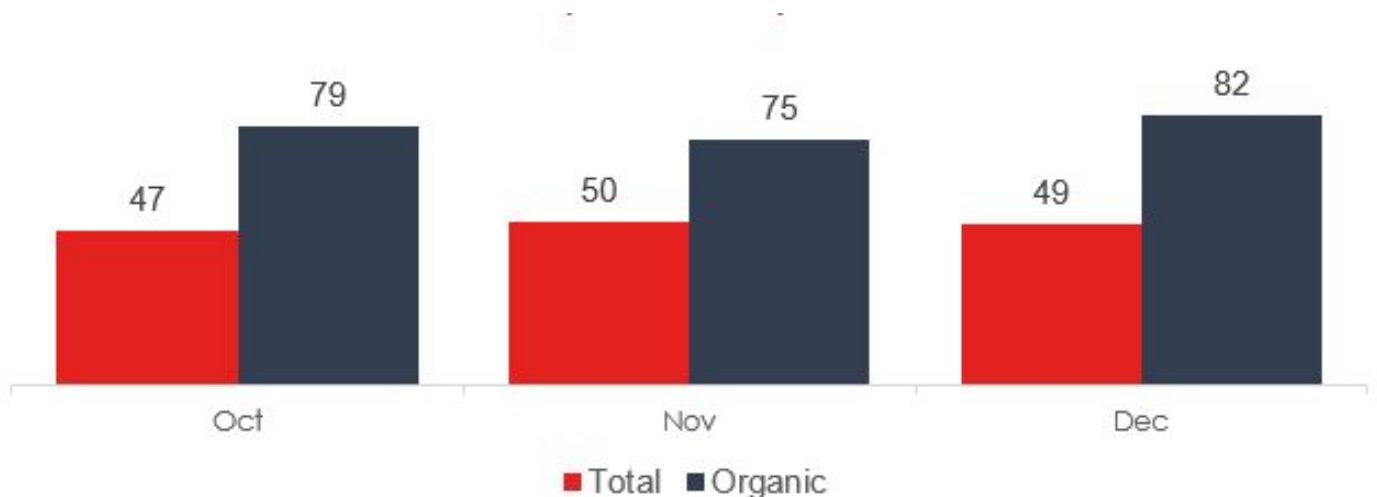
Content Hub - Key Measures

Q4 2022

Visitors



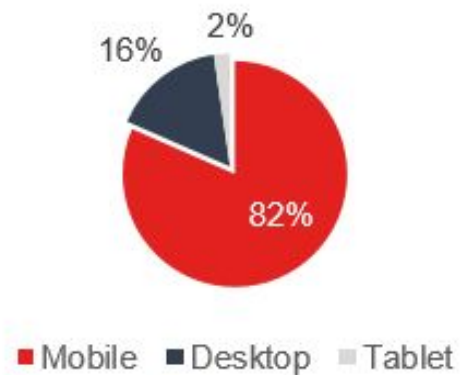
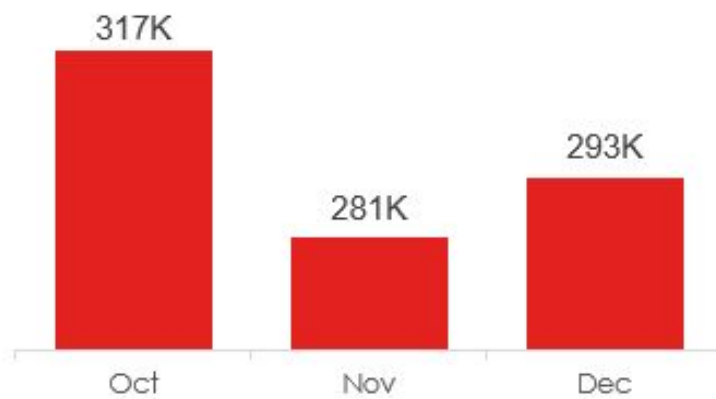
Average Session Duration (seconds)



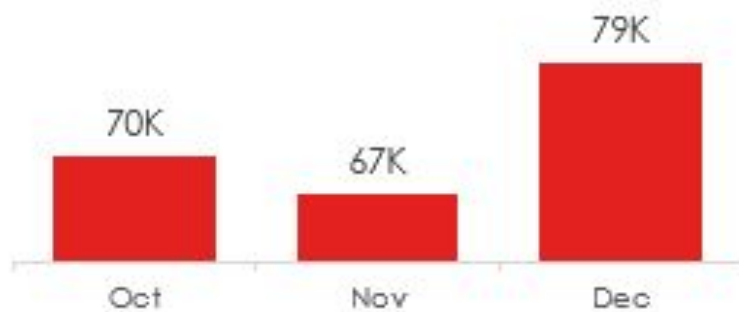
Content Hub - Key Measures

Q4 2022

Mobile Devices Visitors



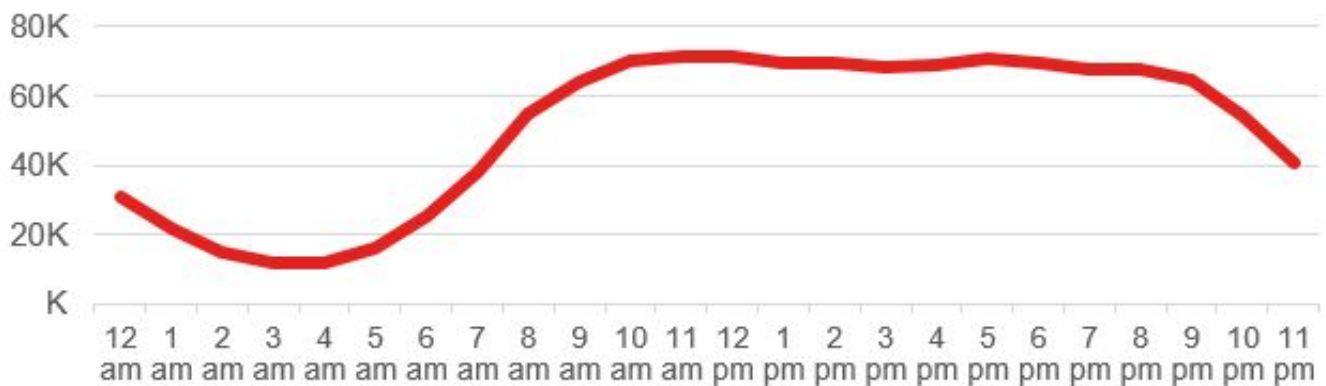
Organic Search Visitors



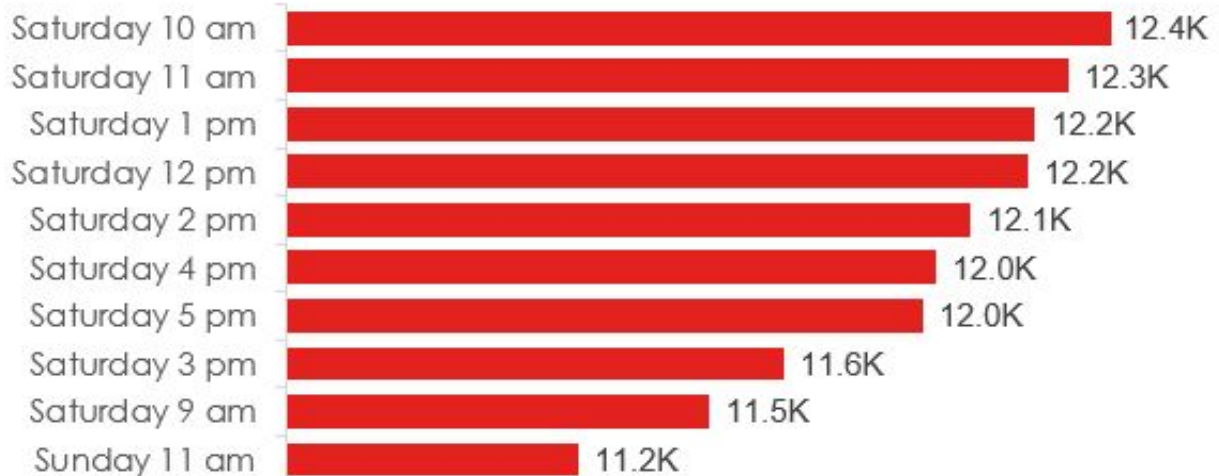
Content Hub - Key Measures

Q4 2022

Visitors per Hour of Day



Peak Time for Visitors



Content Hub – Content Highlights

Local Scenes + Epic Events

Timely blog content continued to receive the most page views, featuring seasonal events and limited-time experiences. At the same time, the Date Ideas page benefits from seasonal refreshes to maintain relevance all year and continues to see organic growth year over year, along with the Top Picks for Pics page.

These pages also appear on the first page (if not the first position) on Google search results for their respective top keywords.

New Year's Eve 2023 in Toronto

by DESTINATION TORONTO | DECEMBER 28, 2022

The biggest celebration of the year gets even bigger in Toronto! Find the NYE event that suits your style from our picks.



[New Year's Eve 2023 in Toronto](#): 7,399 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."

12 Unique Winter Toronto Date Ideas

by DESTINATION TORONTO | DECEMBER 11, 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 Winter Toronto Date Ideas](#):
10,191 views

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

by DESTINATION TORONTO | MARCH 25, 2021

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

We can't deny facts, Toronto's a photogenic city with endless possibilities for capturing a great shot. As eclectic 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 if anyone knows an Instagrammable spot, it's them. Here are their favourite locations (with tips!) for capturing solid urban photos.



[Top Picks for Pics: 15 Places for the Best Photos in Toronto](#):
5,750 views

Content Hub – Content Highlights

Globally Inspired Food + Nightlife

These three culinary articles consistently appeared in the top spots for this content pillar in 2022. In Q3, paid partner campaigns contributed significant visits to these pages but lowered engagement time. However, this quarter, we are happy to see that the time on page has increased, averaging around 1 minute.

30 Celebration-Worthy Restaurants in Toronto

by KRISTLE NG-A-MANN | OCTOBER 21, 2022

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](#): 10,055 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](#): 12,638 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](#): 4,827 views

Content Hub – Content Highlights

Canada at Our Doorstep

Content within this pillar has centred primarily around 'outdoor adventures' as our target audience remained hyperlocal and domestic (making them more familiar with what we consider uniquely Canadian experiences). Beyond summer, outdoor activities become more limited and may be impacted by factors like climate/weather.

The Fall colours content continues to garner high engagement year over year for this pillar but is also in the top 5 blogs overall.

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](#): 2,006 views

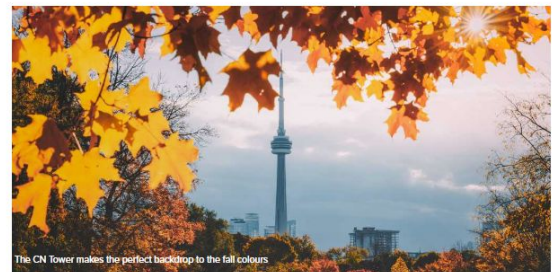
Where to See Fall Colours in Toronto

by SANJAY CHAUHAN | SEPTEMBER 22, 2022

Embrace (and capture) the warm autumn aesthetic at these colour-filled locales.

Toronto is known for many things, such as tall buildings, rich food culture, a distinct skyline, Raptors, Maple Leafs, and much more. But fall foliage is something worth including as well. Among the many hidden pockets and parks where the autumnal glory can be viewed, here are some places you can enjoy nature's playful hues!

Pro Tip: Track the progress of [fall colours in Ontario](#) to find peak viewing time and locations.



[Where to See Fall Colours in Toronto](#): 9,568 views

Nature Walks in the City: 3 Routes in Toronto's Famous Ravines

by ADAM McDOWELL | MARCH 24, 2021

Looking for a free, family-friendly activity? Take these urban hikes within reach of Yonge and Eglinton.

You may not have thought of Toronto as a nature walk destination, but its system of interconnected ravines offers an almost endless number of possible strolls—and a glimpse into the daily life of "real" residents (especially the dog owners!).



[Nature Walks in the City: 3 Routes in Toronto's Famous Ravines](#): 2,947 views

Part II

Social

Social - Key Measures

Q4 2022

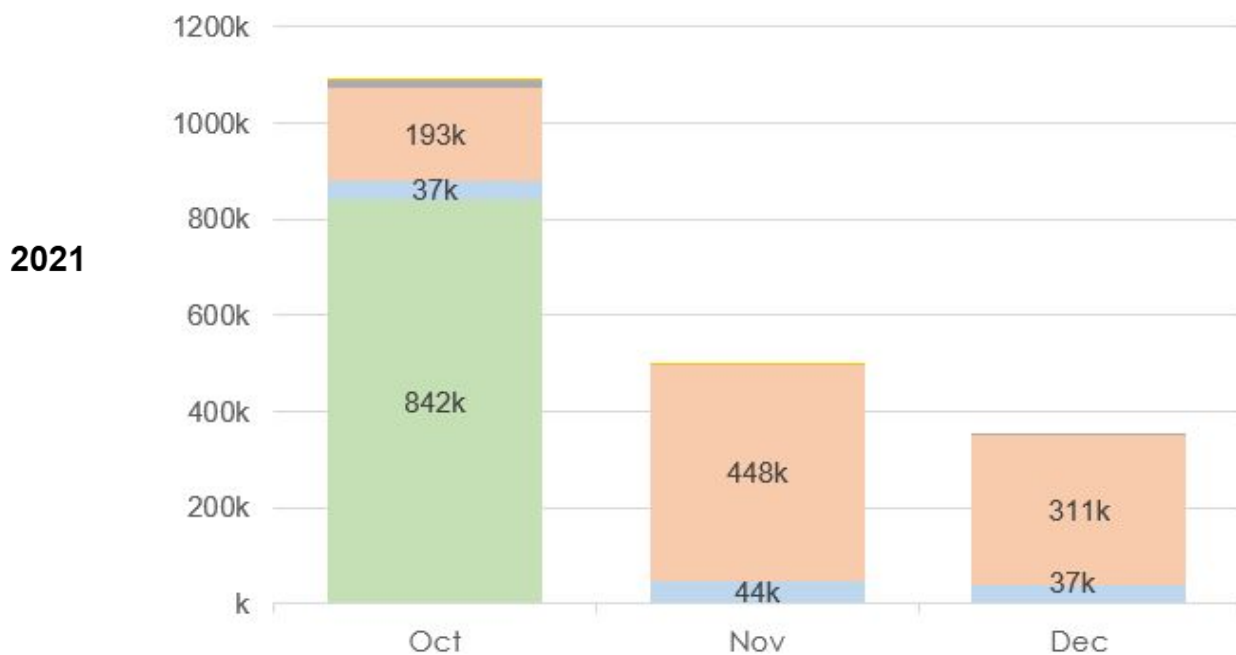
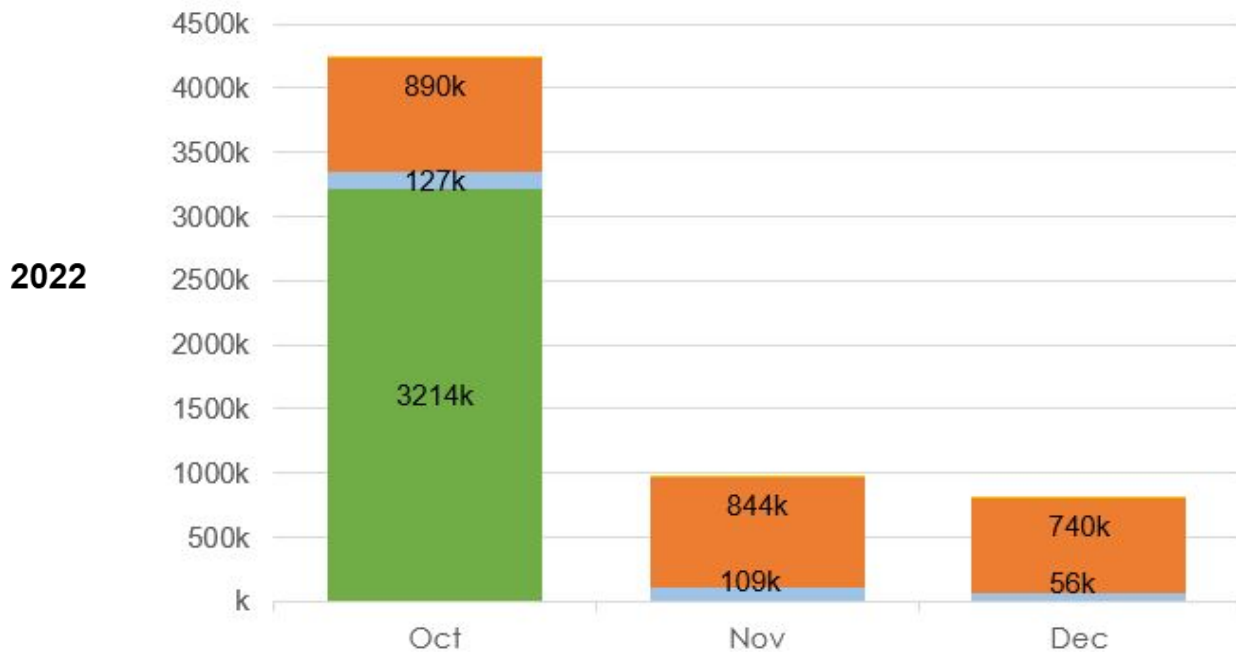
Social Followers by Platforms



Social - Key Measures

Q4 2022

Social Engagement by Platforms



■ YouTube (video views) ■ Facebook ■ Instagram ■ Twitter ■ LinkedIn

Social – Content Highlights

Q4 2022

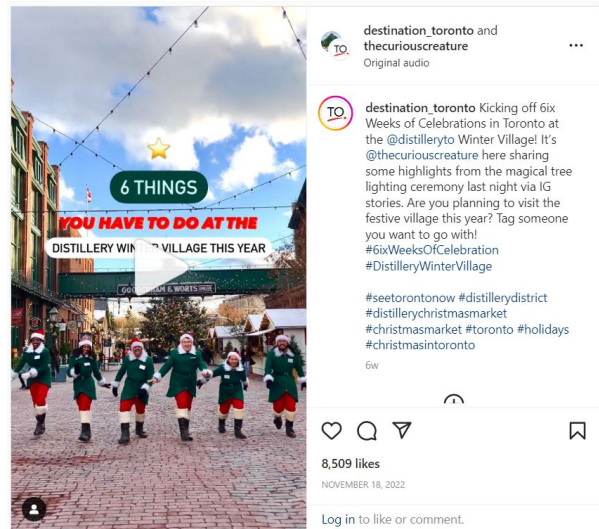
Local Scenes + Epic Events

As expected, holiday content dominated the top spots within this pillar and featured listicle-style videos. Video content is the favoured format. In contrast, a similar Reel featuring the Distillery Winter Village in 2021 garnered 82,632 video plays vs 283,928 video plays in 2022.

More than half of the viewers were non-followers. The Instagram algorithm may favour video plays over other types of engagement (likes and comments), positively impacting organic reach. The Collaborator feature extends post reach by appearing on Destination Toronto's and the content creator's accounts. There was an increase in Shares and Saves on top posts as well. All of these factors are potentially contributing to increased organic reach.

While it doesn't directly contribute to DT engagements, it is worth noting that several other Toronto accounts also re-posted the Distillery Winter Village post (Narcity Toronto, To Do Toronto), which positively impacts brand visibility overall.

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.



[Distillery Winter Village](#)

Engagements total - 283,928

Breakdown of relevant metrics:

- Video Views - 263,643
- Reach - 245,559 (181,378 or 73% non-followers)
- Shares -8,772
- Saves -2,776

[Holiday Hills](#)

Engagements total - 150,845

Breakdown of relevant metrics:

- Video Views - 142,929
- Reach - 129,443 (74,469 or 57% non-followers)
- Shares -3,595
- Saves -1,397

[Glow Christmas](#)

Engagements total - 95,644

Breakdown of relevant metrics:

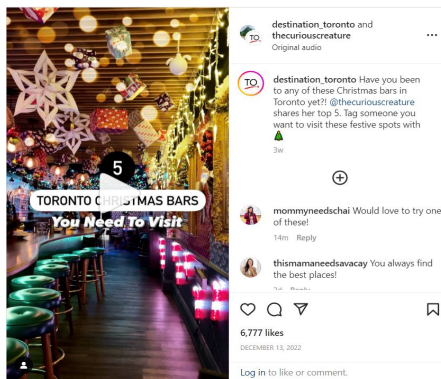
- Video Views - 90,370
- Reach - 83,775 (77,567 or 92% non-followers)
- Shares - 2,523
- Saves -768

Social – Content Highlights

Q4 2022

Globally Inspired Food + Nightlife

Listicle-style videos are the favoured format for this content pillar, with holiday-themed videos dominating as top engagement drivers. Including the video titles in the frame that appears in-feed also suggests it has more significant potential to capture attention on a feed.



[5 Toronto Christmas Bars](#)

Engagements total - 306,133

Breakdown of relevant metrics:

- Video Views - 279,893
- Reach - 247,694 (196,265 non-followers)
- Shares - 13,613
- Saves - 5,582

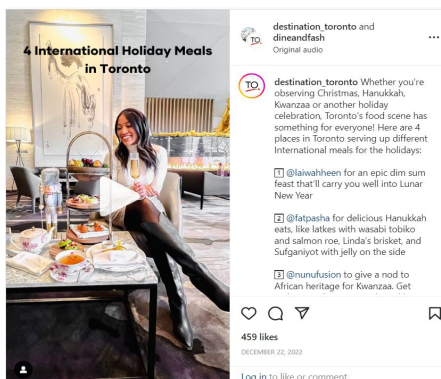


[All You Can Eataly](#)

Engagements total - 94,040

Breakdown of relevant metrics:

- Video Views - 91,026
- Reach - 87,706 (35,555 non-followers)
- Shares - 690
- Saves - 273



[4 International Holiday Meals in Toronto](#)

Engagements total - 29,657

Breakdown of relevant metrics:

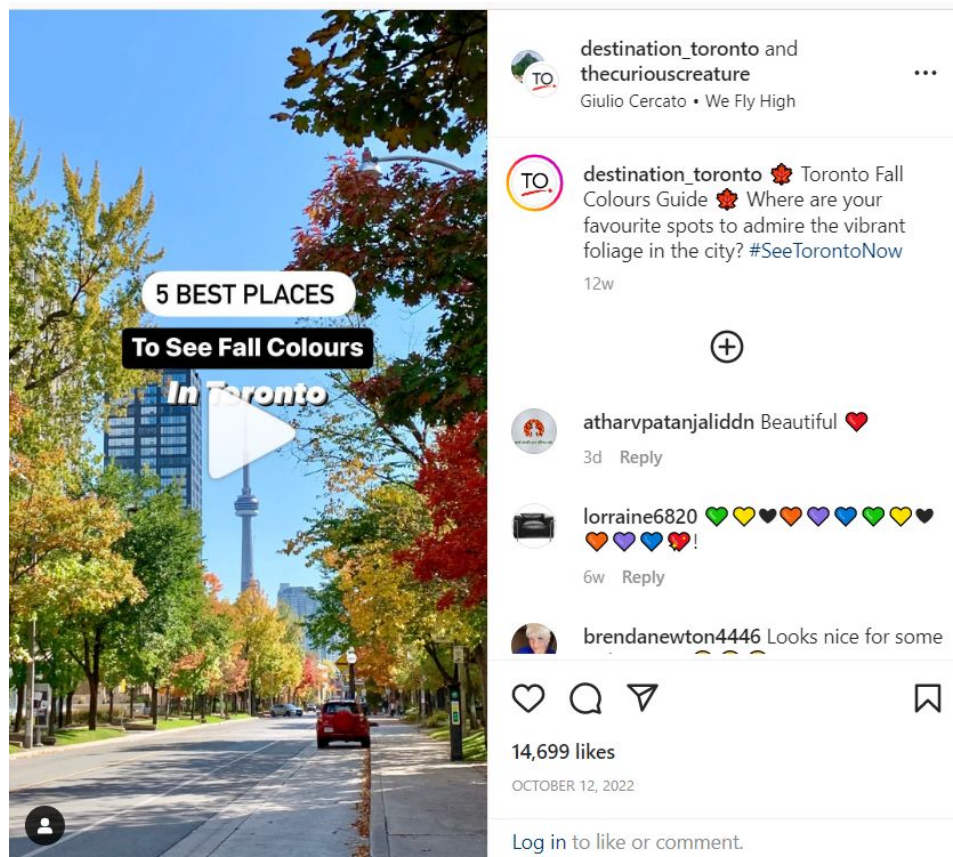
- Video Views - 28,995
- Reach - 24,327 (7,209 non-followers)
- Shares - 71
- Saves - 107

Social – Content Highlights

Q4 2022

Canada at Our Doorstep

The Fall colours post continues to be a top performer for Q4 but is also the second-highest performing video for 2022.



[5 Best Places to See Fall Colours in Toronto](#)

Engagements total - 549,400

Breakdown of relevant metrics:

- Video Views - 510,077
- Reach - 509,567 (423,622 non-followers)
- Shares - 14,814
- Saves - 9,351

Social – Content Highlights

Q4 2022

BE-segment (LinkedIn)

Destination Toronto
15,571 followers
2mo

That's a wrap on #IMEX22! We had an unbelievable time in Las Vegas reconnecting with event professionals and industry experts.

Here's a by-the-numbers recap of how Team Toronto spent their time:

- 3 full days
- ~90 appointments
- 70+ clients at our Toronto activation on Smart Monday
- 20 additional 1:1 engagements at 2 evening events
- 2 hosted dinner events
- 1 amazing event hosted by [Destination Canada](#)

We can't wait to see you in Toronto soon! Get in touch with the Destination Toronto team and find out how we can help you plan your next event!

<https://bit.ly/3TlxoR2>

#MeetinToronto #SeeTorontoNow #eventpros



London Week Recap Post

- Likes: 101
- Comments: 2
- Shares: 1
- Clicks: 1,373
- Impressions: 4.8k
- Impressions eng. rate: 30.97%

Destination Toronto
15,571 followers
1mo · Edited

That's a wrap on Focus Canada! 🇨🇦

It was great to reconnect with colleagues and partners in person in Mexico City after three years.

Thank you to everyone that attended we can't wait to see you in Toronto soon!

#SeeTorontoNow

Maxine Morrell-West, CTIS, CSTP
Destination Canada Destination Ontario

Focus Canada

- Likes: 71
- Comments: -
- Shares: -
- Clicks: 558
- Impressions: 3.1k
- Impressions eng. rate: 20.04%

Destination Toronto
15,571 followers
3mo

Our team had an incredible time joining [Destination Canada](#) during London Week!

It was great to reconnect in person with clients and showcase our amazing city of Toronto, Canada.

#MeetinToronto #SeeTorontoNow

IMEX 22

- Likes: 144
- Comments: 1
- Shares: 2
- Clicks: 430
- Impressions: 3.3k
- Impressions eng. rate: 17.49%

Part III

eNewsletters

eNewsletters

Q4 2022



Business Events Newsletter

Audiences: US and Canada
Distribution: Monthly



Consumer Newsletter

Audiences: Global
Distribution: Monthly



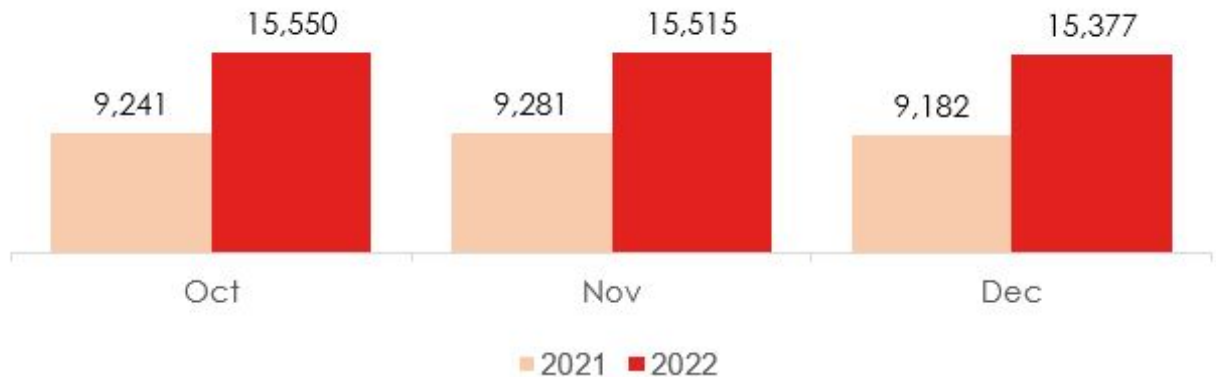
Industry Newsletter

Audiences: Industry
Stakeholders
Distribution: Bi-weekly

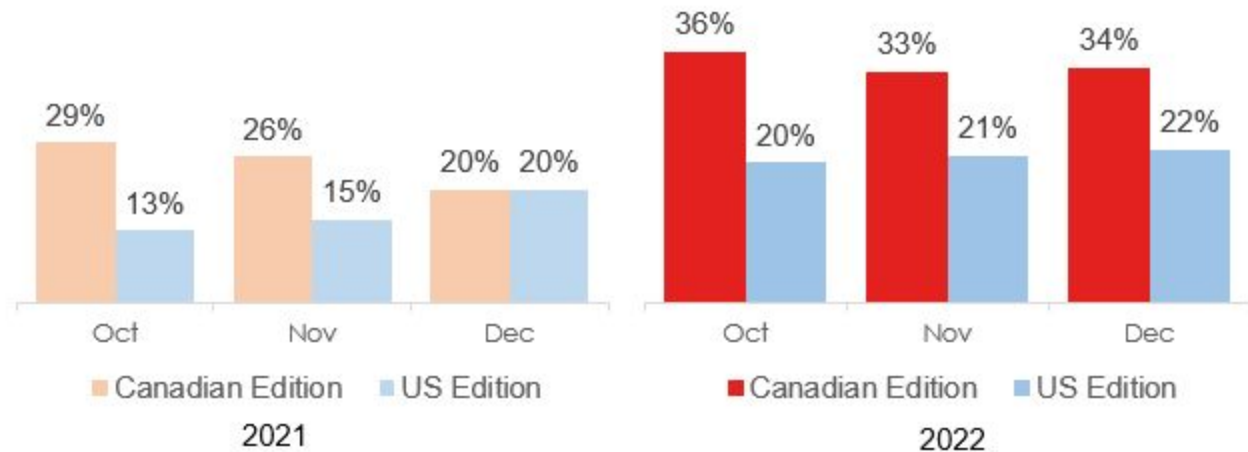
TOP 6 in the 6ix - Key Measures

Q4 2022

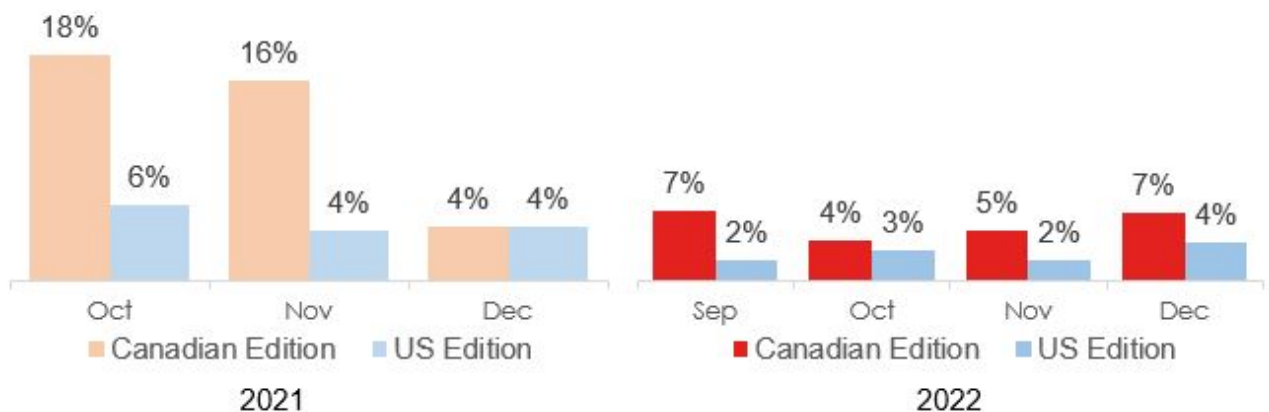
Subscribers



Open Rate



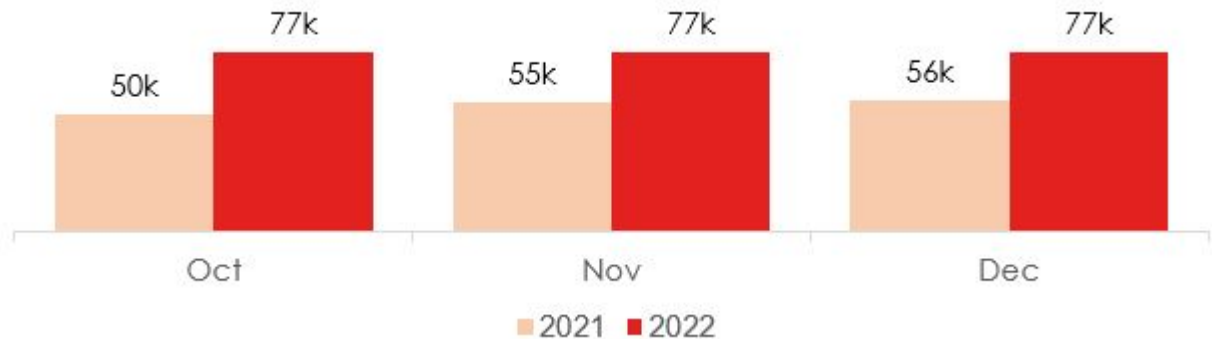
Click Through Rate



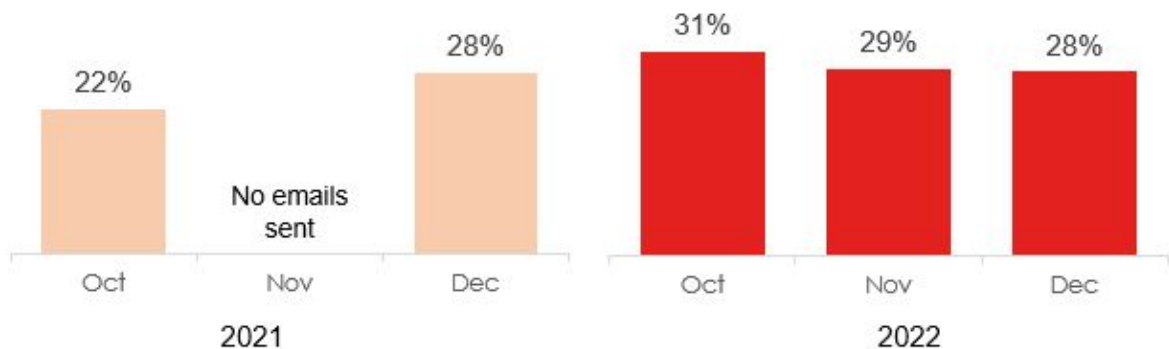
Stories From the 6ix - Key Measures

Q4 2022

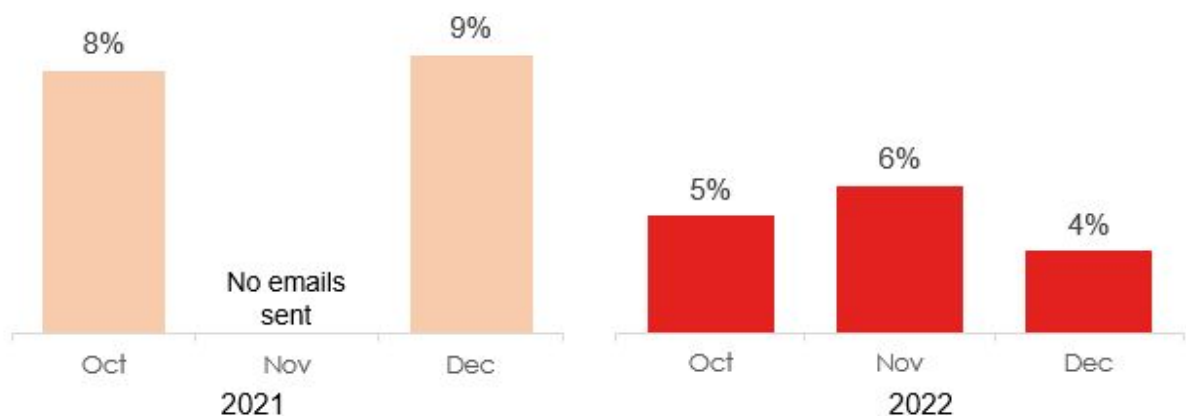
Subscribers



Open Rate



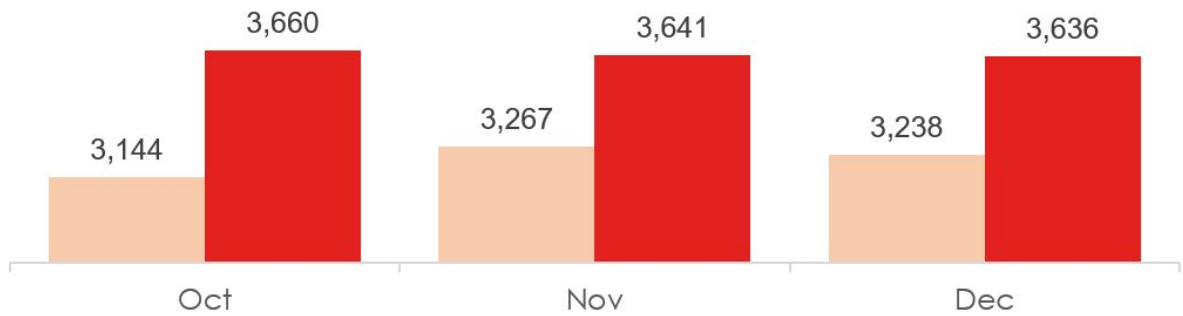
Click Through Rate



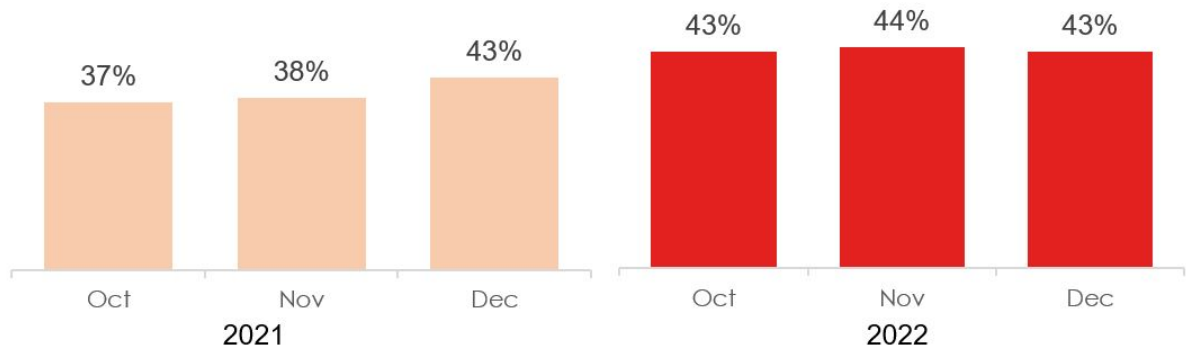
Terminal 2 - Key Measures

Q4 2022

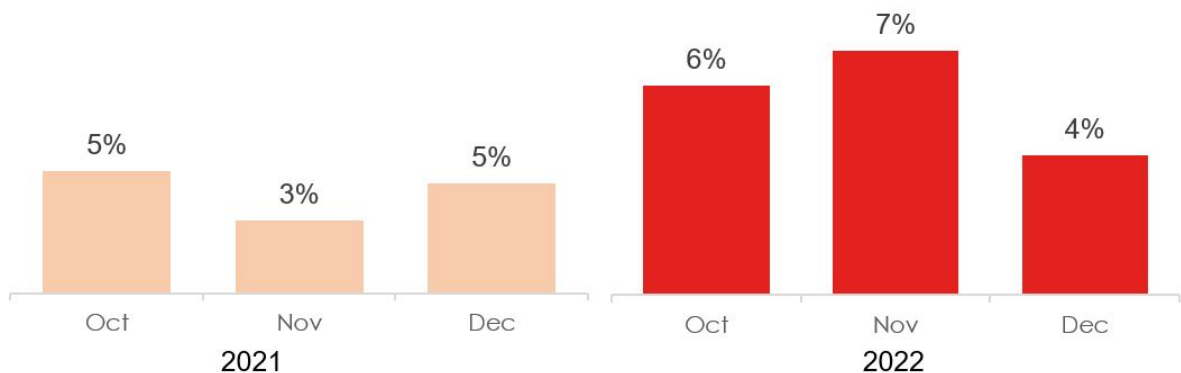
Subscribers



Open Rate



Click Through Rate





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