

DESTINATION
TORONTO.

MARKETING INSIGHTS

Marketing Insights
Third Quarter 2023



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Summary

Q3 2023

Result to YTD Target

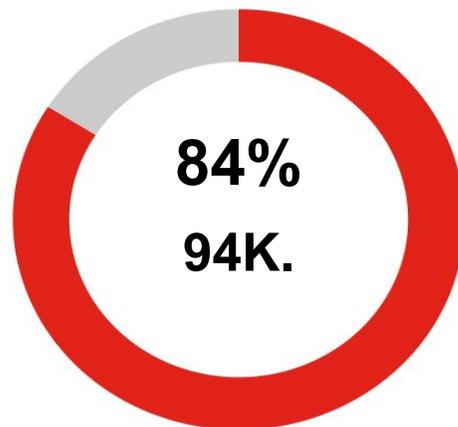
**Network of Sites
Website Visits**
Target: 8.2 MM.



**Social
Engagement**
Target: 29 MM.



**eNewsletter
Subscribers**
Target: 116K.



Report Terminology

Q3 2023

- Visits: Users who have initiated a session on destinationtoronto.com (both new & returning)
- Network of Sites: Destinationtoronto.com and Nowplayingtoronto.com
- Organic Search Visits: users from search engines such as Google and Bing.
- Average time on site: Measures the average length of sessions on destinationtoronto.com and Nowplayingtoronto.com
- Average Organic Search Session Duration: Measures the average length of sessions generated by organic search traffic on destinationtoronto.com and Nowplayingtoronto.com
- Social Engagement: Likes + Comments + Shares + Reactions + Saves + Video Views on all social platforms

Report Terminology

Q3 2023

- 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

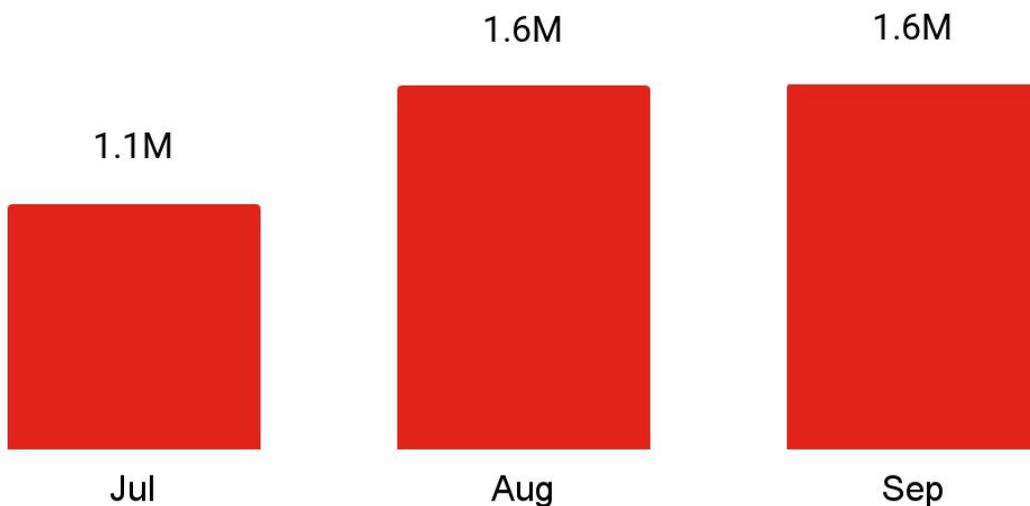
Part I

Websites

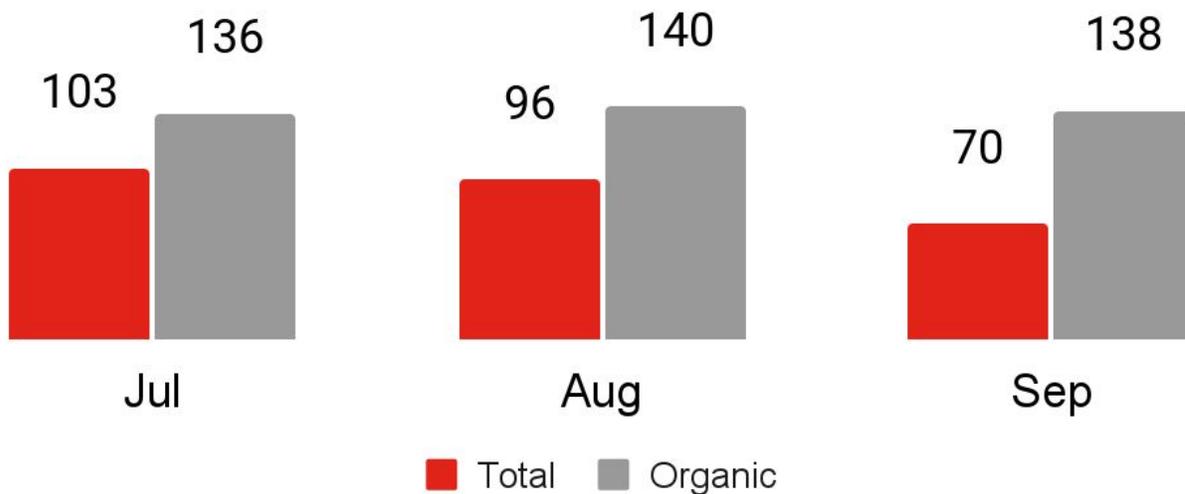
Websites - Key Measures

Q3 2023

Visits



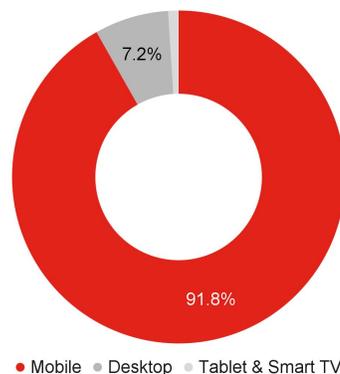
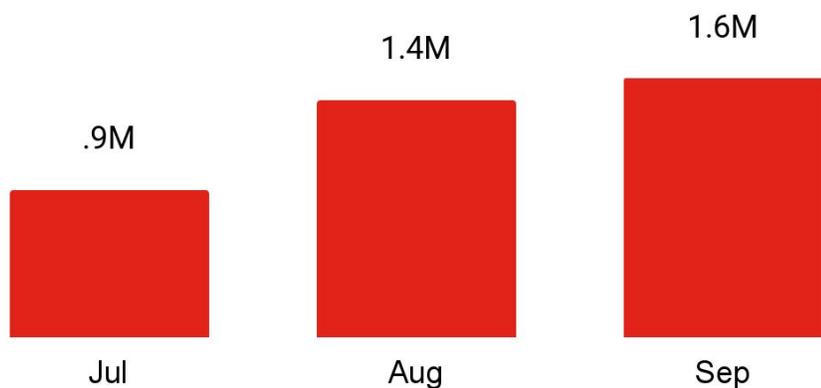
Average Time on Site (seconds)



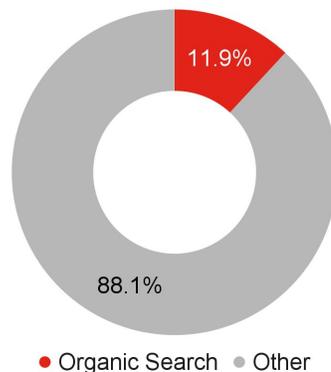
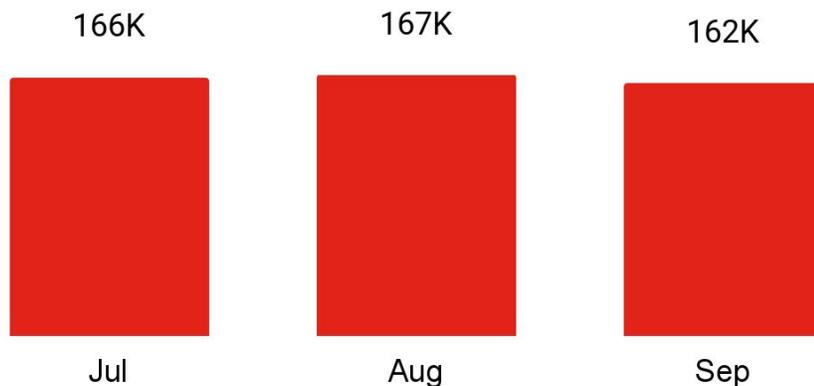
Websites - Key Measures

Q3 2023

Mobile Devices Visits



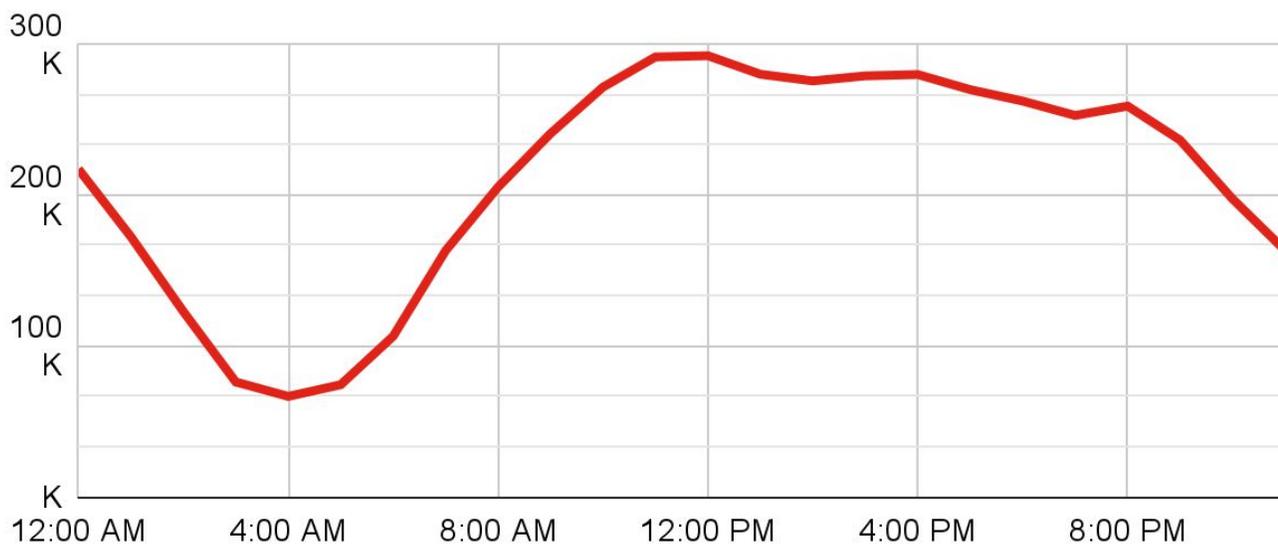
Organic Search Visits



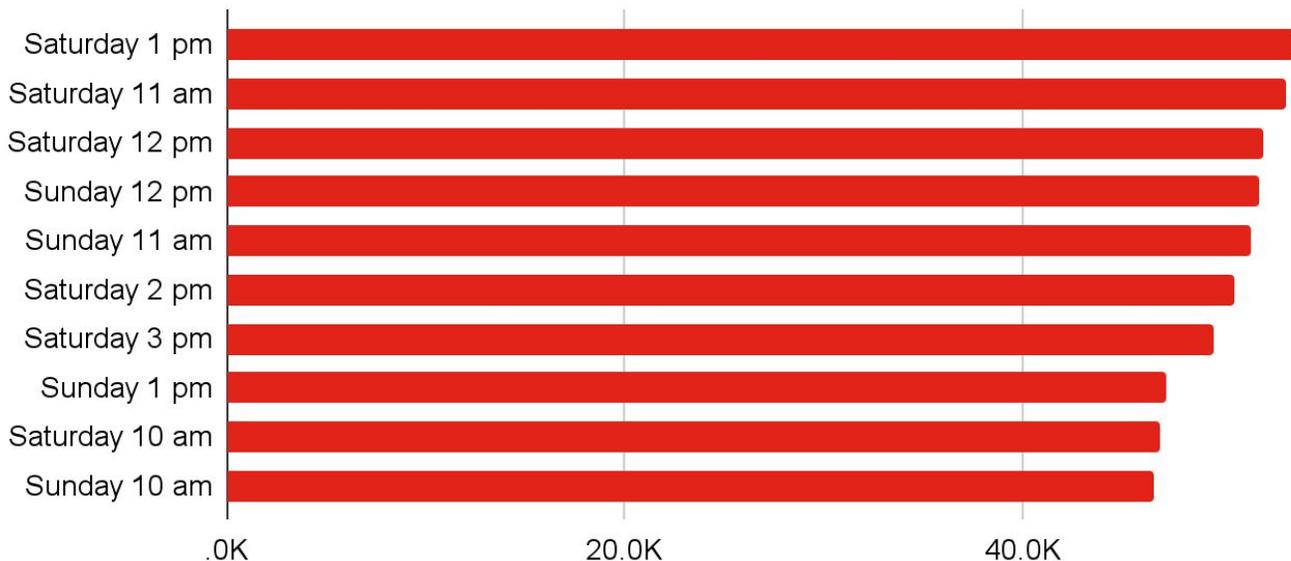
Websites - Key Measures

Q3 2023

Visitors per Hour of Day



Peak Time for Visits



Content Hub – Content Highlights

Q3 2023

- We published 26 new stories and updated 44 articles in Q3
- Top content included a majority focused on Food & Nightlife (6 of the top 10 blogs), seasonal things to do and family-friendly things to do
- While the top blogs were a mix of shorter and longer formats (those with 25, 30 or 33), longer listicles are more likely to drive higher engagement time
- Increase in time spent on page seen for those blogs that have consistently been in the top month over month (30 Iconic Activities with Kids & 30 Celebration-Worthy Restaurants)

30 Iconic Toronto Activities to Enjoy with the Kids

by YUKI HAYASHI | JUNE 07, 2023

These all-ages events, attractions, activities and eats are so iconically Toronto that no trip to the 6ix is complete without experiencing a few (or all!).



30 Iconic Toronto Activities to Enjoy with the Kids

- 21,865 visits
- 1 min.12 sec. avg. engagement per session

31 Celebration-Worthy Restaurants in Toronto

by KRISTLE NG-A-MANN | JUNE 13, 2023

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

- 8,489 visits
- 1 min. 17 sec. avg. engagement per session

Content Hub - SEO

Q3 2023

- Q3 list of top blog posts continues to feature the same content as in Q2, which suggests the top content continues to grow in organic value over time
 - One brand new blog posted this summer made the top 10 list - it was written based on SEO keywords and interest in rooftop bars and restaurants
 - One other new addition to the Q3 list (different from Q2) was 10 Must-Sees at Toronto Caribbean Carnival, which demonstrates again the need for hyper-seasonal and timely content updates/refreshes

10 Must-Sees at Toronto Caribbean Carnival

by ROSEMARY AKFAN | JUNE 12, 2023

North America's biggest street party is back, with music, mas and more! Here are the top festival-weekend events of Toronto Caribbean Carnival 2023.



We're #OnTheRoadAgain as Toronto Caribbean Carnival (July 11-August 7, 2023) returns for its 56th year. Locals and visitors alike flock to the annual celebration of freedom and culture, which is also known as Caribana, its original name. While events fill the month of July into August, the big festival weekend takes place August 3-7 when over a million participants and spectators are expected to attend the Historic Grand Parade. Looking to plan your own Caribbean getaway in Toronto? Here's how to make the most of the four-day festival weekend's music, dance, costumes and celebration.

[10 Must-Sees at Toronto Caribbean Carnival](#)

- 8,377 visits
- 52 sec. avg. engagement time per session

5 Hotel Rooftop Bars with Stunning Views of Toronto

by KATERINA RICCIO | MARCH 17, 2023

Sip delicious cocktails with your friends on Toronto's hotel rooftop patios with a view.



[5 Hotel Rooftop Bars with Stunning Views of Toronto](#)

- 6,768 visits
- 45 sec. avg. engagement time per session

The Must-Eats of Toronto's Historic St. Lawrence Market

by DANIELLE FINSTONE | FEBRUARY 21, 2023

More eating, less thinking — take the guesswork out of navigating one of the top food markets in the world.

One of the oldest markets in Canada, this Toronto treasure is a marketplace with roots that date back to 1803. You have arrived at St. Lawrence Market (walking through the doors, you are transported by the sounds, sights and smells of 200th vendors who have made St. Lawrence Market their beloved home. Many of which have been in the same spot for decades!



[The Must-Eats of Toronto's Historic St. Lawrence Market](#)

- 6,542 visits
- 1 min. avg. engagement time per session

25 Coolest Rooftop Restaurants & Bars in Toronto

by CALEIGH ALLEN | JULY 10, 2023

From chic hotel bars to sprawling restaurant patios, these are the coolest rooftop restaurants and bars in Toronto for a sizzling summer escape.

Toast the summer with views for miles. These incredible Toronto rooftop bars and restaurants provide the perfect spots to celebrate a romantic weekend or birthday getaway—or no occasion at all!



[25 Coolest Rooftop Restaurants & Bars in Toronto](#)

- 4,734
- 1 min. 02 sec. avg. engagement time per session

Part II

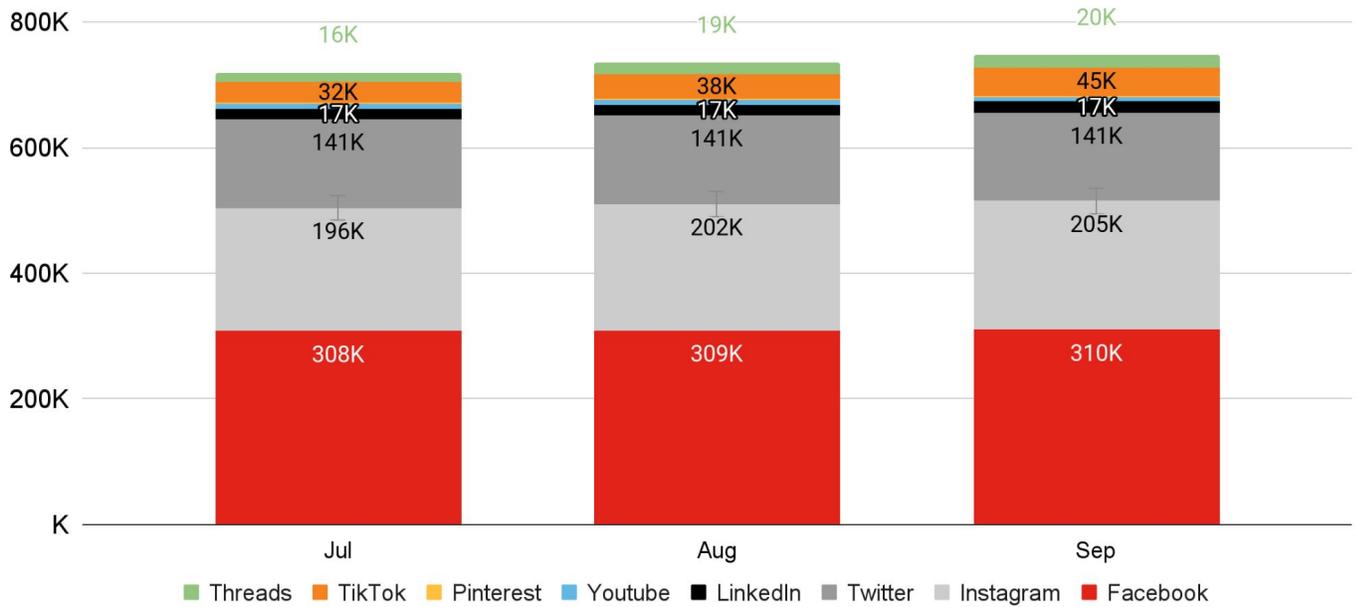
Social

Social - Key Measures

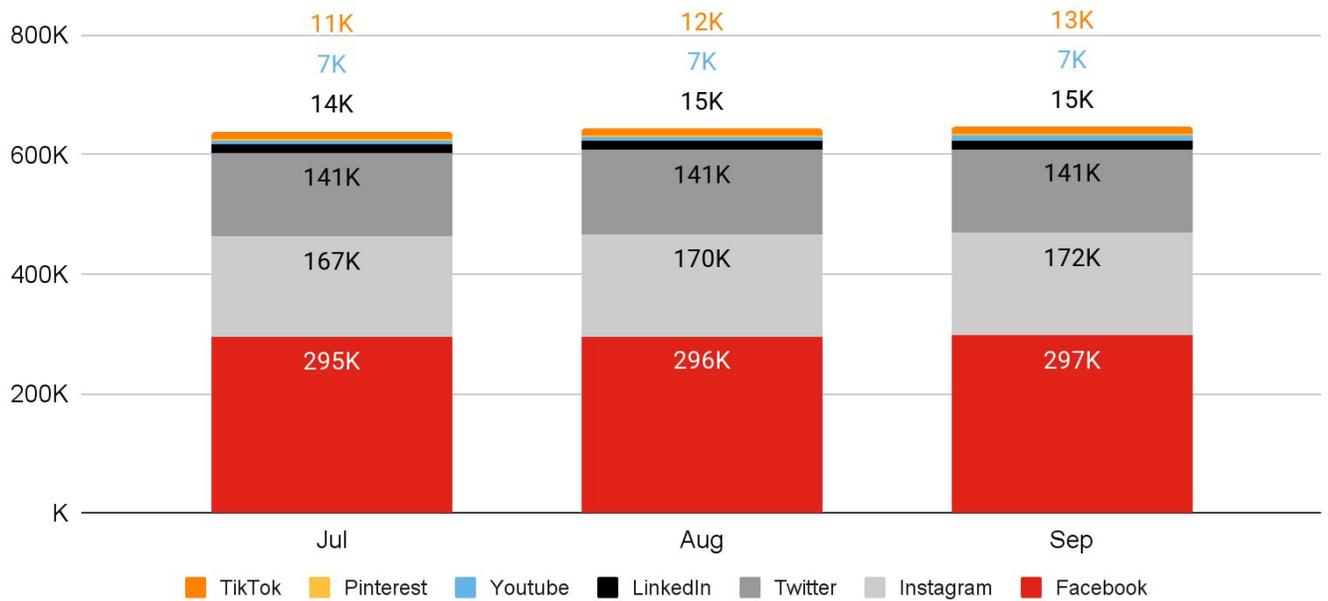
Q3 2023

Social Followers by Platforms

2023



2022

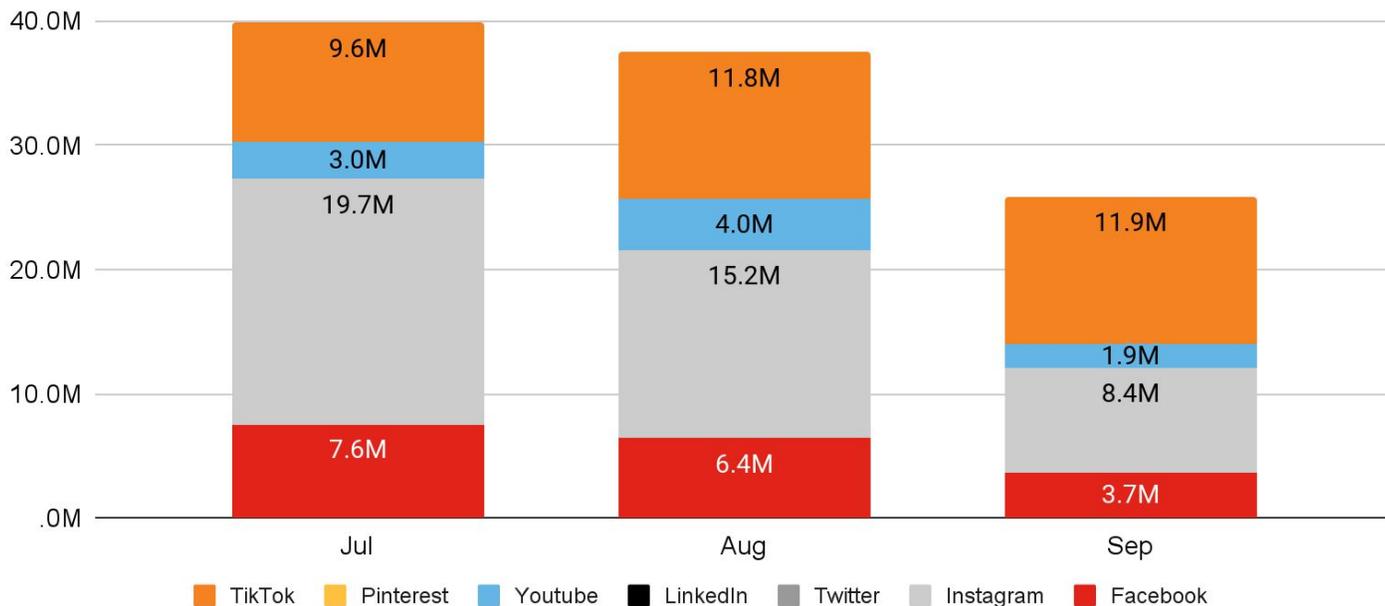


Social - Key Measures

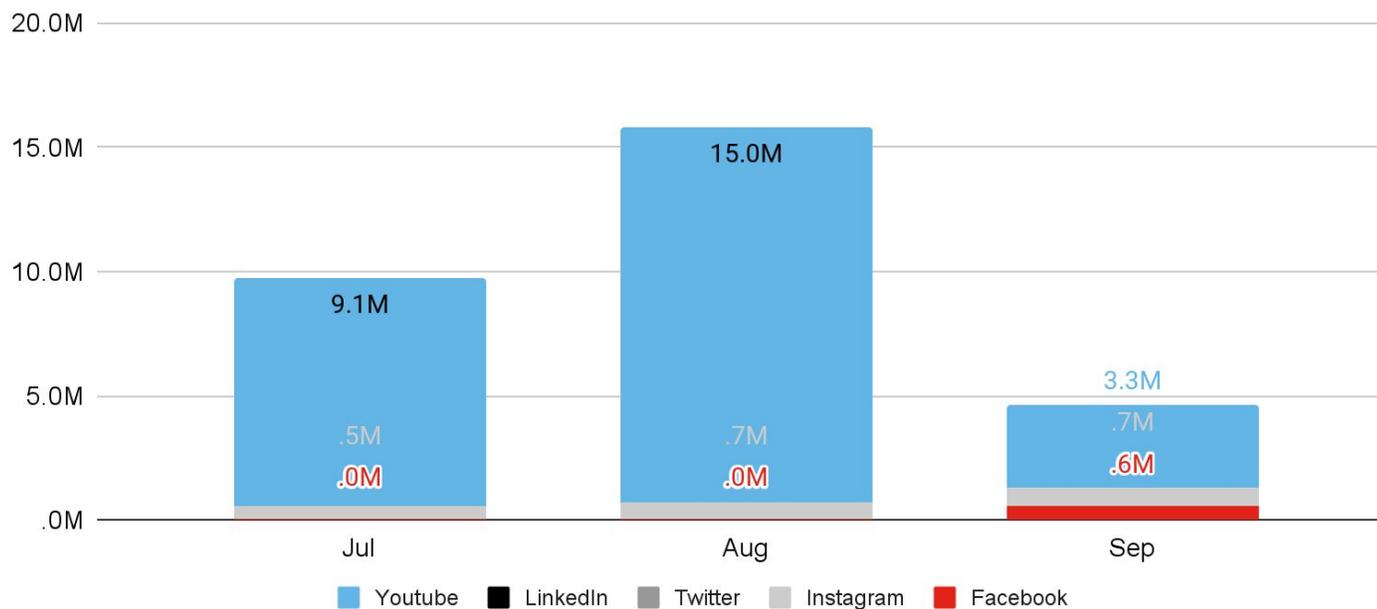
Q3 2023

Social Engagement by Platforms

2023



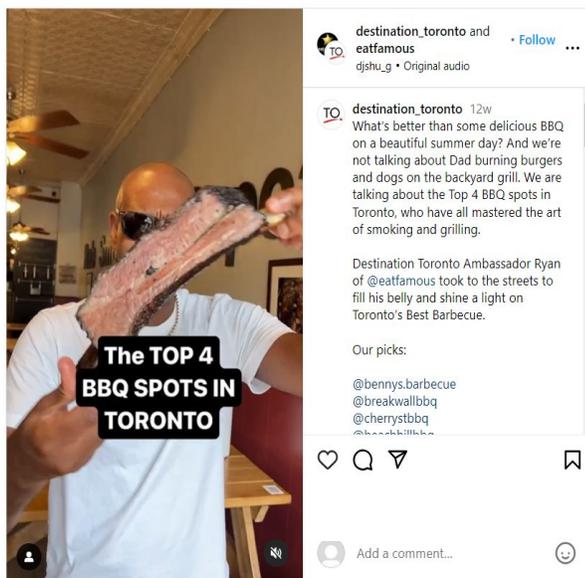
2022



Social – Content Highlights

Q3 2023

Top social content type by overall engagements continues to be video, particularly on Instagram. Strongest content continues to be ambassador takeovers (posted in collaboration with ambassadors) in both listicle (ex. Top X spots) and guide (ex. How to Spend the Day) formats.



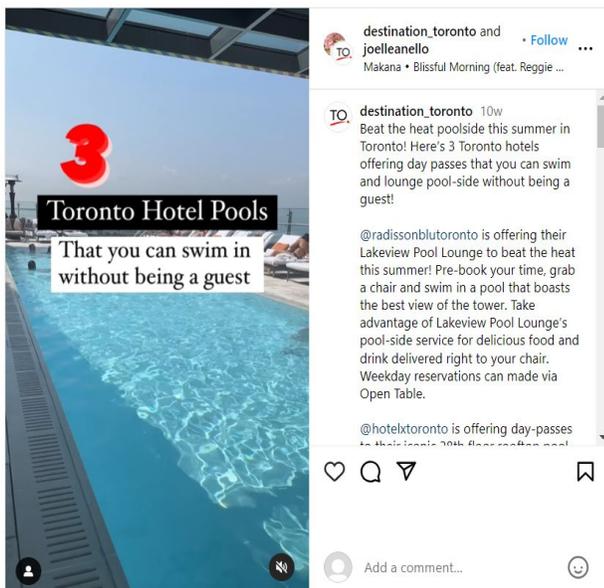
Toronto's Best BBQ

*Top performing video on our social channels ever

Engagements total - 1,003,056

Breakdown of relevant metrics:

- 937,000 plays
- 20,284 likes
- 397 comments
- 29,960 shares
- 15,415 saves
- 813,846 reach



3 Toronto Hotel Pools to Swim at Without Being a Guest

- 800,000 plays
- 21,667 likes
- 343 comments
- 31,215 shares
- 16,802 saves
- 723,105 reach

Social – Content Highlights

Q3 2023



destination_toronto and ontariotravel · Follow ...
Original audio

destination_toronto 12w
👉 Your guide for how to explore the Toronto Islands this summer 🍌

SAVE THIS FOR YOUR UPCOMING TRIP!

Will from @goingawesomeplaces shows you all of the fun things you can do on the Toronto Islands that covers Ward's Island all the way to Hanlan's Point.

What's your favourite part of the Toronto Islands? Have you been this summer or plan to? LET US KNOW!

Spots featured:
📍 Toronto Harbour Water Taxi at Queen's Quay West @towatertaxi
📍 Toronto Island SLP

Engagement icons: heart, comment, share, bookmark, add comment, emoji

[How to Spend a Day on the Toronto Islands](#)

- 386,000 plays
- 5,991 likes
- 79 comments
- 9,225 shares
- 5,381 saves
- 335,707 reach



destination_toronto and joelleanello · Follow ...
Original audio

destination_toronto 1w
Celebrate Autumn, and visit one of these 3 amazing farms around Toronto for some Fall fun! 🍂

@pinglesfarm hosts their annual Harvest Festival and there is no shortage of activities for the entire family! Grab a pumpkin spice latte, adorned with a sugary donut and explore all that the farm has to offer. This is the place for apple, pumpkin and flower picking east of Toronto. Don't forget to visit their market on the way out to grab some delicious produce and goodies for the road.

@downeysfarm is THE place for the pumpkin obsessed! Their annual pumpkin fest starts Sept 23, and you'll

Engagement icons: heart, comment, share, bookmark, add comment, emoji

[3 Farms Around Toronto for Autumn Fun](#)

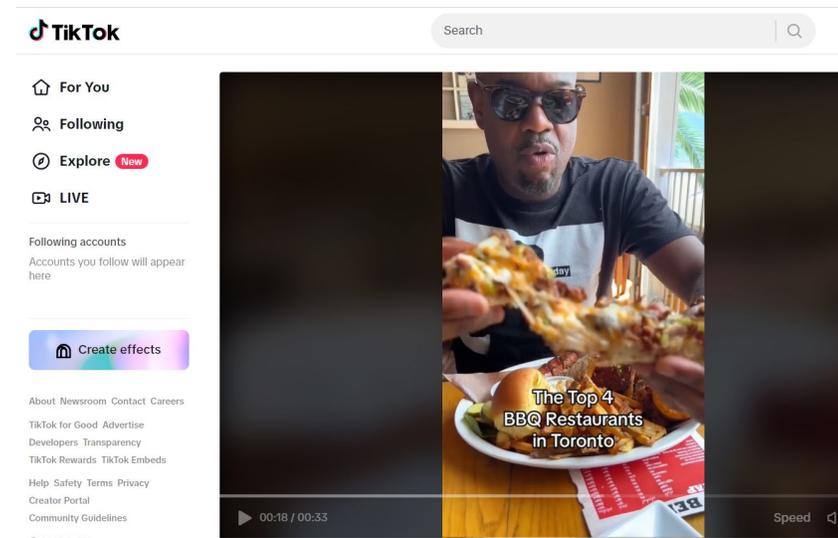
Engagements total - 153,924
Video was not boosted -
performance was organic

- 144,649 plays
- 2,623 likes
- 79 comments
- 4,331 shares
- 2,237 saves
- 129,144 reach (85,570 non-followers)

Social – Content Highlights

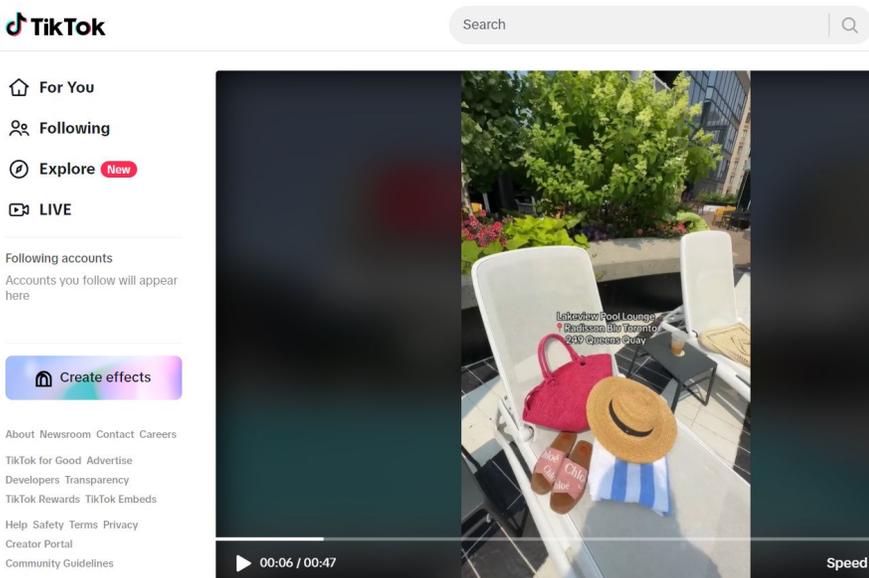
Q3 2023

In late Q3, we shifted focus to increasing followers and prioritized Instagram and TikTok, using a boosting strategy to extend the reach of our takeover content. More than 70% of video views on TikTok continue to come from the For You Page, which displays content similar to what the user is engaging with most vs accounts they follow.



[Toronto's Best BBQ](#)

- 214,900 plays
- 8,500 likes
- 72 comments
- 2,800 shares
- 2,600 saves
- 1,000 new followers

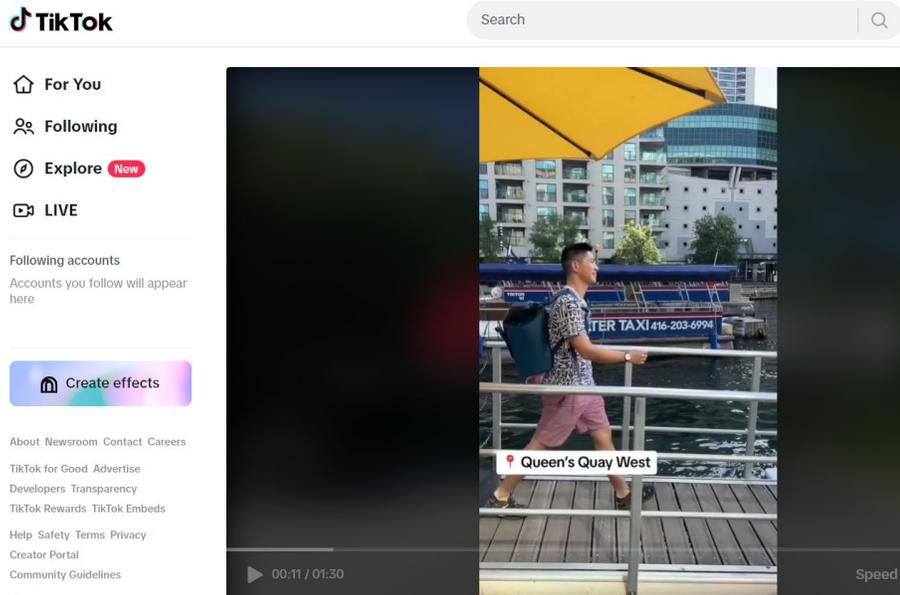


[3 Toronto Hotel Pools to Swim at Without Being a Guest](#)

- 325,400 plays
- 19,200 likes
- 91 comments
- 8,400 shares
- 5,900 saves
- 1,000 new followers

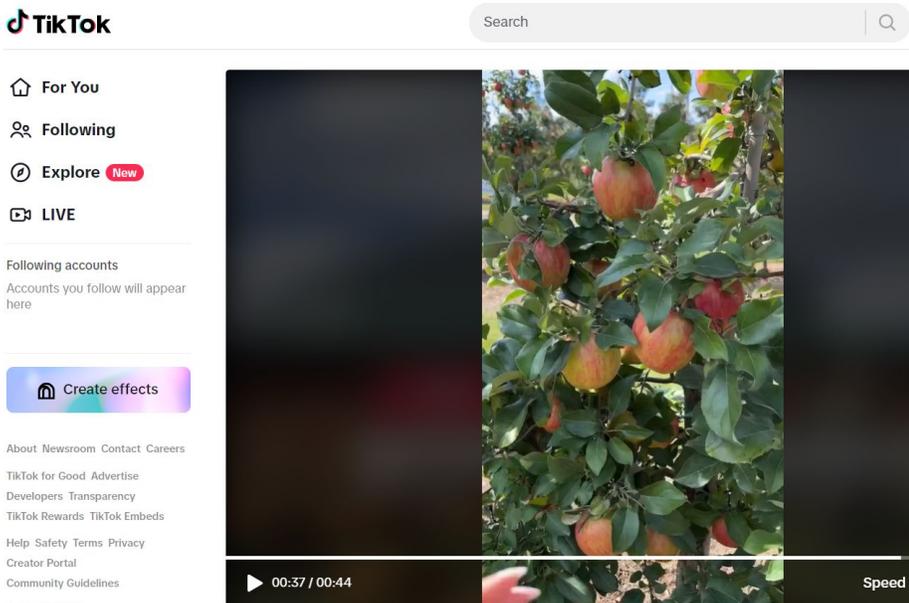
Social – Content Highlights

Q3 2023



[How to Spend a Day on the Toronto Islands](#)

- 407,500 plays
- 20,300 likes
- 110 comments
- 7,200 shares
- 7,700 saves
- 1,300 new followers



[3 Farms Around Toronto for Autumn Fun](#)

- 471,200 plays
- 10,800 likes
- 91 comments
- 3,300 shares
- 2,200 saves
- 2,200 new followers

Part III

Email

eNewsletters

Q3 2023



Business Events Newsletter

Audiences: US and Canada
Distribution: Monthly



Consumer Newsletter

Audiences: Global
Distribution: Monthly



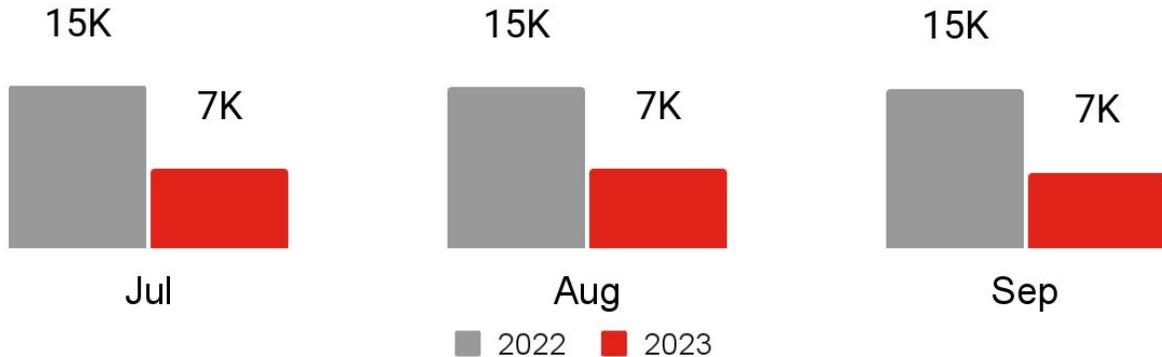
Industry Newsletter

Audiences: Industry
Stakeholders
Distribution: Bi-weekly

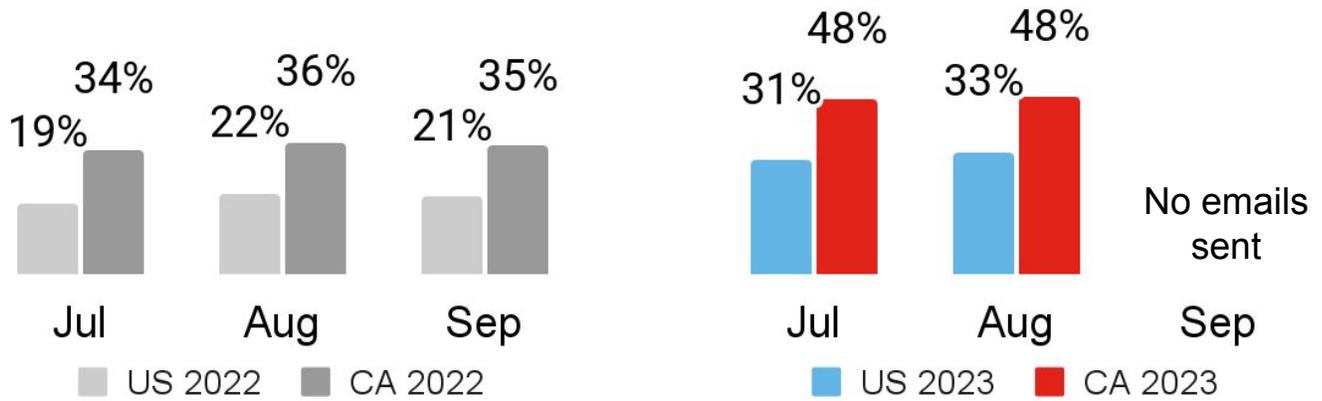
TOP 6 in the 6ix - Key Measures

Q3 2023

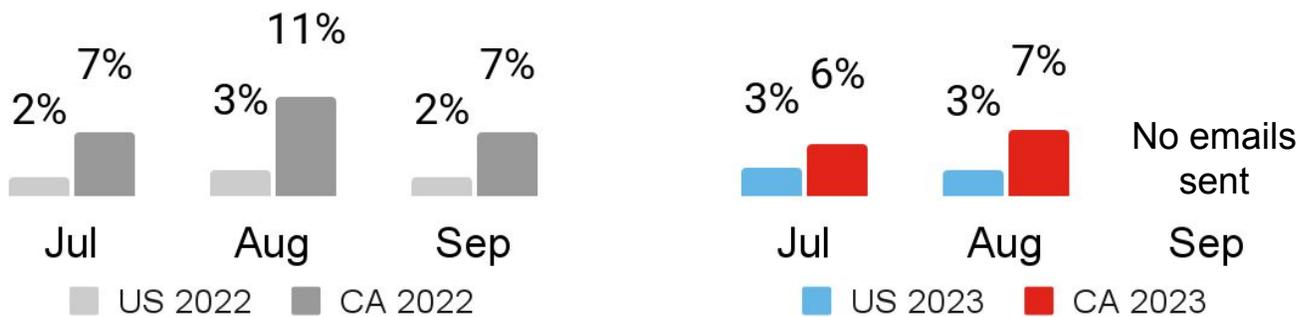
Subscribers



Open Rate



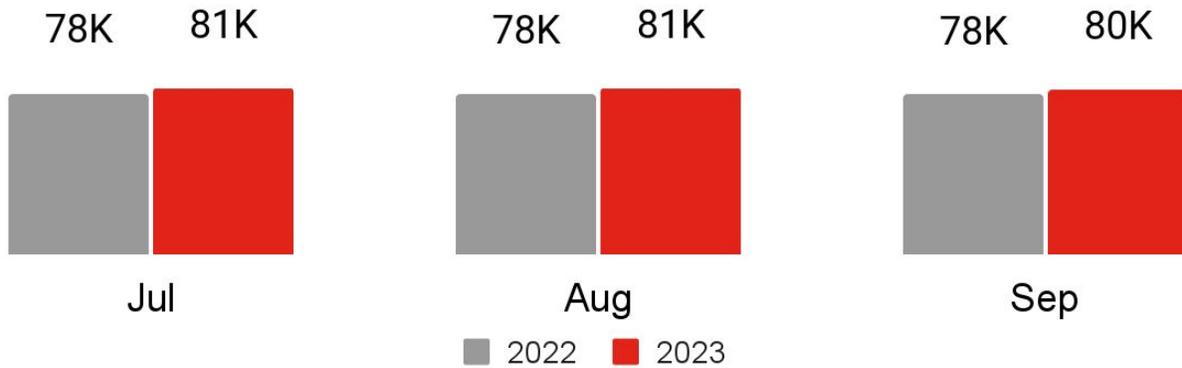
Click Through Rate



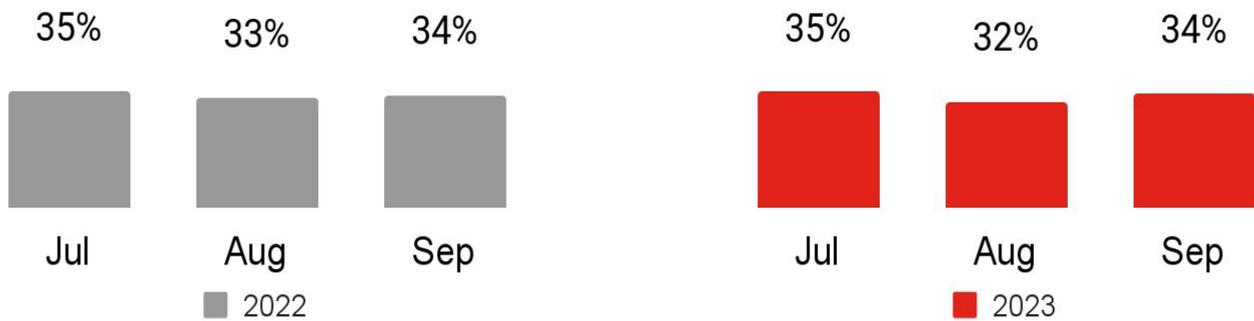
Stories From the 6ix - Key Measures

Q3 2023

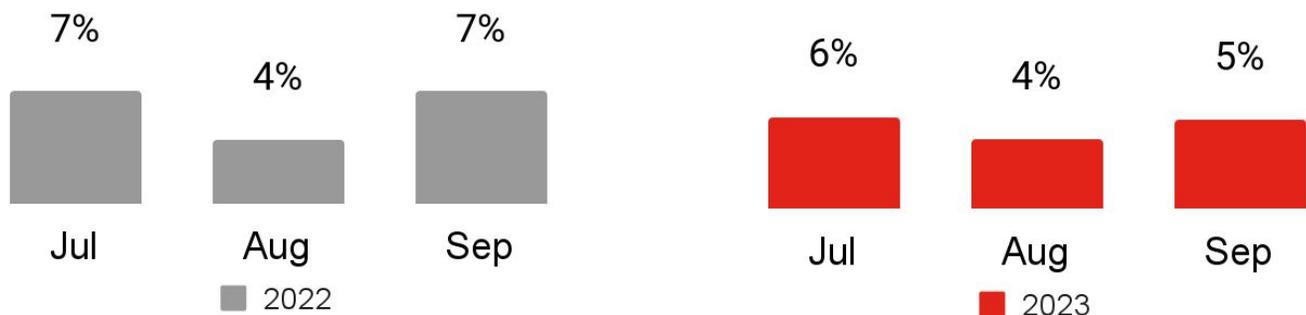
Subscribers



Open Rate



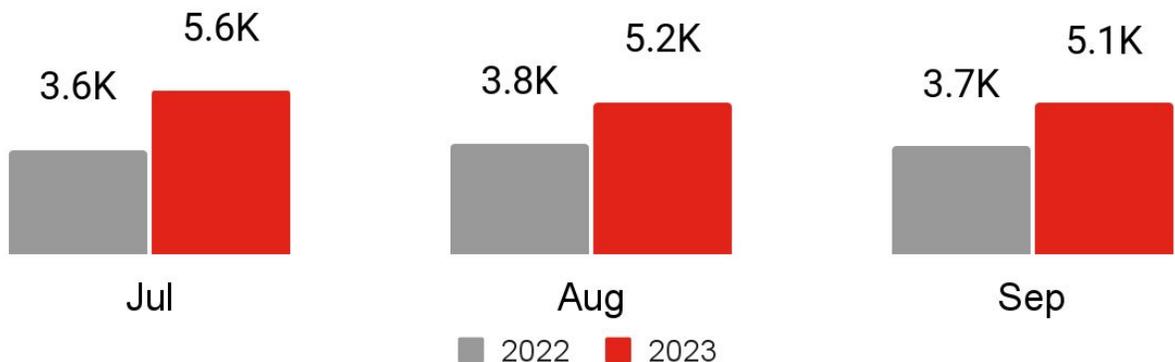
Click Through Rate



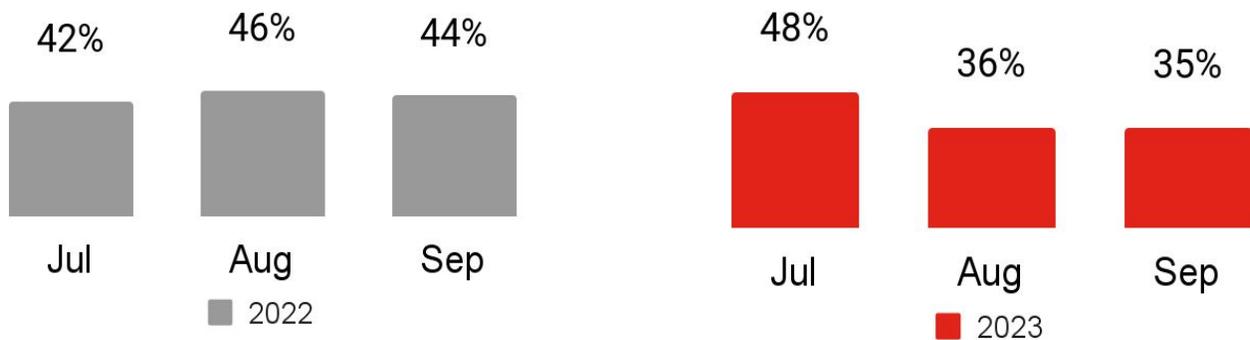
Terminal 2 - Key Measures

Q3 2023

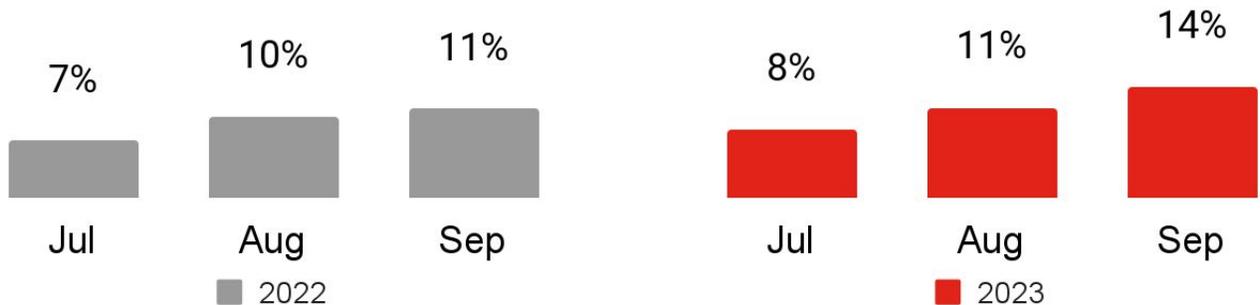
Subscribers



Open Rate



Click Through Rate





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