Hamilton County Tourism, Inc.

The Great Dine Out

JAN. 2-31, 2023

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OVERVIEW

Hamilton County Tourism (HCT) celebrated the growing food scene during the third annual Great Dine Out, Jan. 2-31, 2023. In January, the holiday season is over, but patio season is still a few months away and restaurants need support to drive excitement and support to their business.

HCT partnered with Bandwango to launch a mobile-exclusive passport program. Over 50 local restaurants signed up to participate in the promotion and offered special deals for dine-in and carry-out meals.

To redeem an offer, customers punched in the special code, unique to each restaurant. After 5 check-ins, participants were eligible to receive a $25 restaurant gift card, while supplies lasted.

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SUMMARY

The Great Dine Out launched Monday, Jan. 2 with advertising on social media (Facebook and Instagram), radio (WFMS, WJJK, WNTR, WYXB, TV (Hamilton County Television), local print (Towne Post, Current, Reporter) and digital (IBJ Daily + Eight@8).

The Great Dine Out campaign was wildly successful in its third year due to awareness, strategic media buying and earned media.

- Sign-ups – 8,736
- Marketing opt-ins – 4,217
- Check-ins – 2,378
- Redemptions – 1,094
- Gift cards awarded - 230

HCT received great media coverage around the promotion from Edible Indy, Indy Monthly, WISH-TV, Hamilton County Reporter, Fox 59 (Indy Now), Towne Post and Yelp Indy.

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CHALLENGES

Devour Indy ran Jan. 23-Feb. 5, 2023.

Continuing education for partners to ensure staff knows the codes and timing of promotion.

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PAID FACEBOOK + GOOGLE SEARCH

HCT spent $6,668 on social media advertising.

With a slightly smaller spend in 2023 the campaign had significant increases in impressions and landing page views as well as an increased click-thru rate.

	2023	2022	2021
IMPRESSIONS	1,408,901	980,132	1,271,332
LANDING PAGE VIEWS (LPV)	86,962	14,558	12,635
COST PER LPV	-	$0.48	$0.59
COST PER ACTION (CPA) Pass Download	$1.88	-	-
COST PER CLICK (CPC)	$0	-	-
CLICK-THRU RATE	3.35%	3.02%	2.02%
SPEND	$6,668	$7,000	$7,500

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ORGANIC SOCIAL

While organic social doesn't have the lift that it once *had* due to a pay-to-play model, HCT continued to publish content related to the campaign.

Impressions – 73,835
Engagements – 3,116
Post Link Clicks - 882
Engagement Rate – 4.2%

Sample posts:

visithamiltonco
Mon 1/2/2023 10:21 am ...

The 2023 Great Dine Out starts TODAY with more participating restaurants th...

Total Engagements	**376**
Likes	272
Comments	16
Shares	67
Saves	21

visithamiltonco
Mon 12/26/2022 9:52 a...

The Great Dine Out is back this January 🎉 . With over 50 restaurants and bakeries...

Total Engagements	**282**
Likes	156
Comments	17
Shares	90
Saves	19

Visit Hamilton ...
Wed 1/11/2023 8:25 pm...

Enjoy a delicious dinner and drinks in an igloo or heated patio 🍻 🍊 We've compiled ...

Where to Find Heated...

Total Engagements	**95**
Reactions	17
Comments	3
Shares	4
Post Link Clicks	62
Other Post Clicks	9

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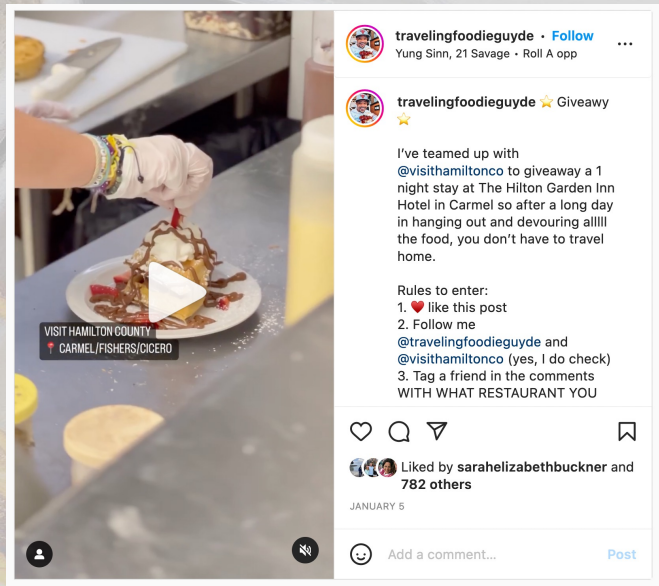
INFLUENCERS

HCT worked with Supper in the City and Traveling Foodie Guyde.



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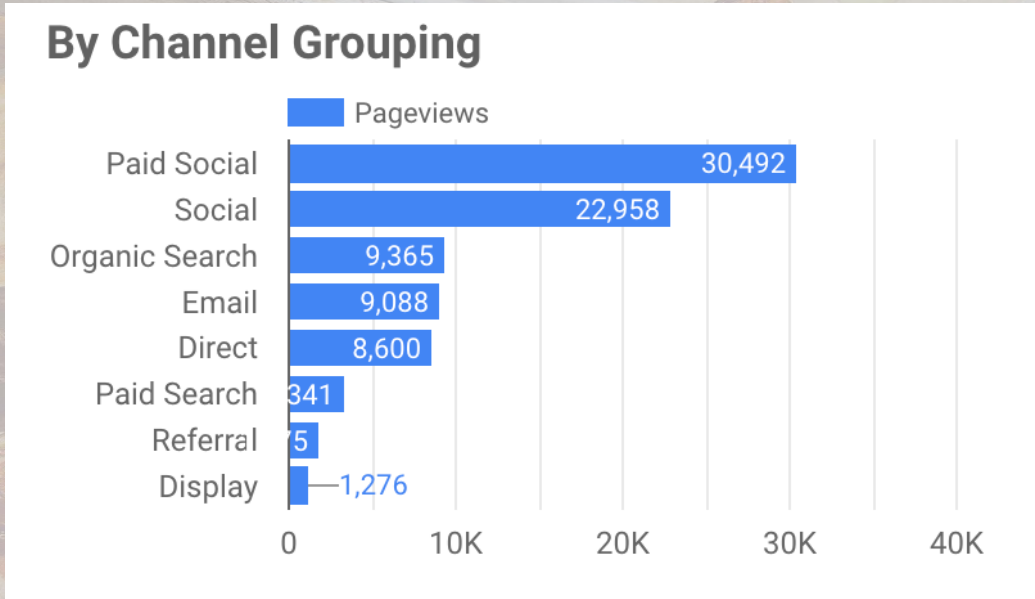
WEBSITE

86,998 pageviews of DineOutHamiltonCounty.com



71% of website traffic came from mobile devices.

Users visited 1.33 pages/session and spent on average 1:29 per session.

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BANDWANGO

	2023	2022	2021
SIGN-UPS	8,736	2,956	2,753
MARKETING OPT-INS	4,217	2,545	2,357
CHECK-INS	2,378	700	909
REDEMPTIONS	1,094	500	589
PARTICIPANTS ELIGIBLE FOR GIFT CARD	230	35	91

Passholders were very local to Hamilton County or the surrounding counties.

Top Cities

- Carmel
- Noblesville
- Fishers
- Indianapolis
- Hamilton County's Northern Towns
- South Bend
- Zionsville
- Tipton/Kokomo
- McCordsville
- Anderson

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BANDWANGO

Top 10 Restaurants Check-ins:

- Lincoln Square Pancakes
- West Fork Whiskey
- 101 Beer Kitchen – Carmel
- Aspen Creek Grill
- Four Day Ray
- Muldoon's
- Crafters Pizza & Drafthouse
- Grindstone on the Monon
- Verde Flavors of Mexico – Fishers
- Just Love Coffee Café - Carmel

Top 10 Restaurants Redemptions:

- West Fork Whiskey
- Just Love Coffee Café - Carmel
- Aspen Creek Grill
- Crafters Pizza & Drafthouse
- Four Day Ray
- Grindstone on the Monon
- Social Cantina
- Big Hoffa's Smokehouse BBQ
- Muldoon's
- 101 Beer Kitchen – Carmel

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Earned Media

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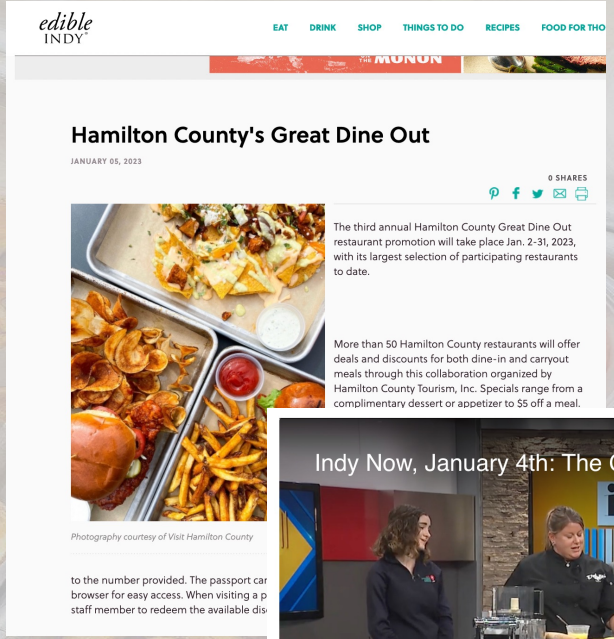
Media Mentions

- HCT received great media coverage around the promotion from Edible Indy, Indy Monthly, WISH-TV, Hamilton County Reporter, Fox 59 (Indy Now), Towne Post and Yelp Indy.



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Ad Creative

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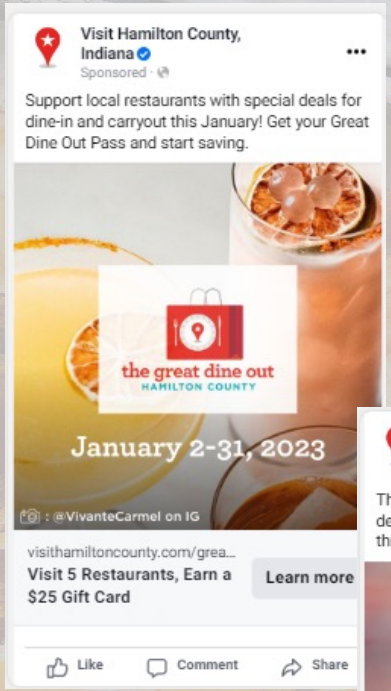
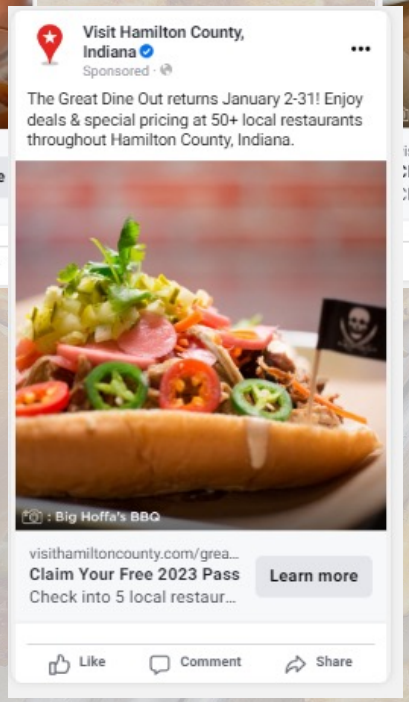
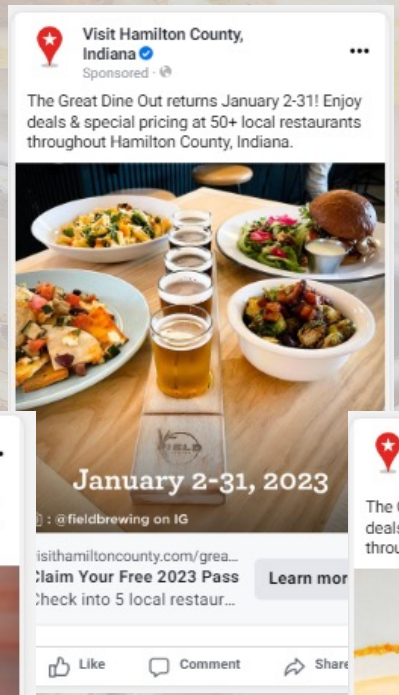
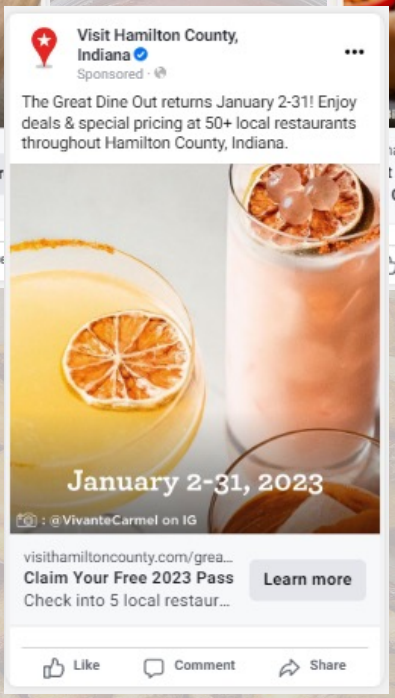
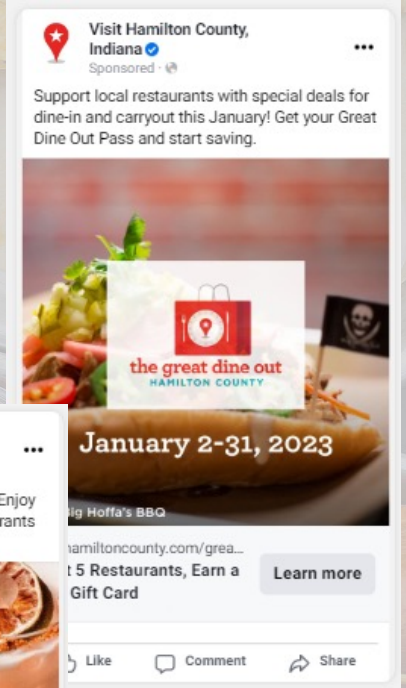
SOCIAL MEDIA











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PRINT ADS

- Ran in: Current, Hamilton County Reporter and Towne Post

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OWNED MEDIA

Click here to view this message in a browser window.

visit hamilton county indiana

Dining out has always been about more than the food. It's about friends and loved ones, sharing a unique experience together. Take part in The Great Dine Out and support local restaurants through Jan. 31.

Support local restaurants with special deals for dine-in and carryout. Use your pass to take advantage of deals. Receive a $25 gift card after 5 check-ins, while supplies last.*

*Offer valid while supplies last. Awarded gift cards will be randomly drawn from a selection of participating restaurants.

Claim Your Passport! **Access Your Passport**

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Accredited by the Destination Marketing Association Program (DMAP) of the Destination International.

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This is sent by Hamilton County Tourism Inc.
37 East Main St., Carmel, IN 46032, United States

Upcoming Events to view this message in a browser window.

visit hamilton county indiana

UPCOMING *Events*

TOP EVENTS & FESTIVALS | JANUARY 2023

Hamilton County events offer international cuisine celebrations, lots of live music, art shows, a variety of seasonal festivals, weekly farmers markets, cultural exhibits, and much, much more. Check out the highlighted events below or view the entire calendar at VisitHamiltonCounty.com/events.

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PARTNER FEEDBACK

I LOVED the ease of it from the business manager end. The info submission, your communication, the speed of assistance when we needed a change - it was all managed well. I was impressed with the execution! It's something we would participate in again. Had it felt clunky or a pain to set up, it would easily deter me -- so kudos in making it a pleasant/easy experience!

- Social Cantina

We love the exposure to a new customer base, new customers coming in. Loved that you brought in a local blogger to help promote the participating stores.

- Just Love Coffee

We have enjoyed participating in the Great Dine Out. It's a great program and we're happy to be a part of it.

- Lincoln Square Pancakes

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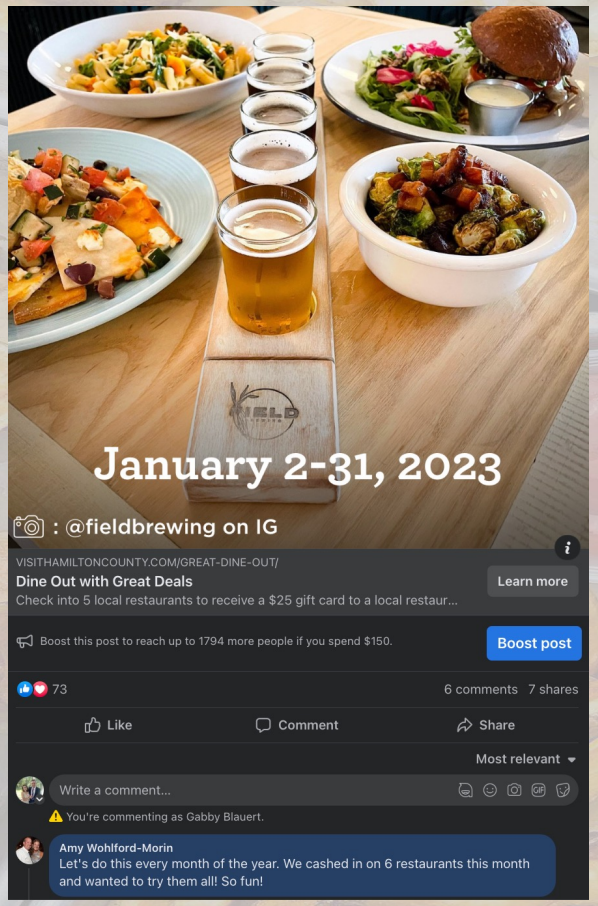
CONSUMER FEEDBACK

Mike Fassold
We loved Craftster Pizza and Drafthouse!! Thank you for the app and promotion!!

5w Like Reply Hide 2



Like Comment Share

26

32 Shares

Most relevant

Susie Smith
Just enjoyed a delicious, freshly filled cannoli from Stacco House (intersection of Main & Guilford)! Can't wait to try the other goodies I bought!

3w Like Reply Hide

Top fan
Laurel Fassold
Enjoyed lunch at Crafter's Pizza and Draft house! Would highly recommend!!

5w Like Reply Hide 1

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QUESTIONS?

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