



GREATER MERRIMACK VALLEY Convention & Visitors Bureau



RESTAURANT AMPLIFICATION PROGRAM!

Town Meeting Bistro at
Inn at Hastings Park
Lexington, MA

FB Total-	45,700
IG Total -	54,600
Google -	5,119
TikTok Total-	34,100
LinkedIN -	2,185
Total with newsletter and IG Stories:	154,628

Owen and Ollie's Restaurant
Dracut, MA

FB -	40,424
IG -	36,345
Google -	8,520
TikTok -	13,200
LinkedIN -	1,451

Total with newsletter and IG Stories:
113,797

Chopp Italian Skeakhouse
Burlington, MA

FB -	28,145
IG -	34,199
TikTok -	7,100
Google -	25,280
LinkedIN -	1,912
Total with newsletter and IG Stories:	105,843

Eggroll Cafe
Lowell, MA

FB -	48,337
FB Reel -	30,900
IG -	640,000
Google -	5,000
TikTok -	65,700
LinkedIN -	1,261
Total with newsletter and IG Stories:	771,885

The Greater Merrimack Valley Convention & Visitors Bureau is proud to take this opportunity to promote our partnership with the Massachusetts-based digital brand, **Taste of Massachusetts**. For over eight years Taste of Massachusetts has grown an impressive following on Facebook, Instagram and TikTok. Its email newsletter has over 48,000 subscribers. Our **Restaurant Amplification Program** works to leverage this partnership by providing an opportunity for restaurants in the Greater Merrimack Valley to promote their business and tell their story to a targeted "Foodie" audience on the **Taste of Massachusetts'** digital platforms.

This collaboration has been very successful – our audience is expanding by amazing numbers! Once the coverage reaches social media channels the number of impressions are invaluable and continue to grow!

We are proud to have the opportunity to share the Greater Merrimack Valley restaurants with visitors from across the region through multiple media outlets.

If your establishment is not listed under Dining on merrimackvalley.org we're not able to promote your business to a larger audience.

If you own, operate, or know a restaurant that would like to take part in the program, please contact:

Kimberly Prosper
Director of Partnership Development,
Engagement & Event Services
kprosper@merrimackvalley.org | 978-954-5093

We look forward to creating a successful partnership together with you.

2024 Restaurant Partner Investment Structure:

<75
Seats

\$365

Between
76 and 150
Seats

\$415

>150
Seats

\$475