

'Tis the Season to Travel

2017 LOCATION-BASED TRAVEL INSIGHTS



FOURSQUARE

Jumping on the Bandwagon

If you're *wander-ing* how much the travel industry is worth—it's a lot. In fact, according to the U.S. Travel Association, the U.S. domestic travel industry saw almost 1 trillion dollars in spend last year, which according to eMarketer is up 20.5% from 2015. Spending is expected to only increase, reaching \$7.27 billion by 2019, making it even more critical for brands to stay ahead of the curve. With such growing consumer and marketer travel spend, as well an increase in transit and lodging options, we took a closer look at domestic travel to unpack some insights about consumer journeys here at home (and right before the holidays).

In this report, you'll find:

- The busiest travel days of the year by plane, train and automobile
- An in-depth analysis of travelers who opt to stay at hotels, amidst the rise of alternative lodging options
- The leading U.S. hotel chains ranked by customer loyalty, based on real-world visit behavior
- Itineraries for top travel destinations based on foot traffic patterns
- Strategies for audience segmentation, targeting, messaging, and measurement

Editor's Note: All Foursquare data is normalized against U.S. census data, and is anonymized and aggregated.

Sources: USTravel.org, eMarketer.com

Bon Voyage

Whether it's by plane, train, or automobile—the winter holidays are the busiest time for traveling, followed by summer holiday weekends. We analyzed the main modes of transportation to identify peak days. The takeaway? Most folks seem to start their journey a day before the holiday, so they are present at their destination.

TOP DAYS FOR TRAVEL BY TRANSPORTATION MODE

Planes

- The Sunday after... **Thanksgiving**
- The Friday before... **Columbus Day**
- The Friday before... **Memorial Day**
- The Friday before... **Fourth of July**
- The Wednesday before... **Thanksgiving**



Trains

- The day of... **St. Patrick's Day**
- The Wednesday before... **Thanksgiving**
- The Friday before... **Halloween**
- The Friday before... **Columbus Day**
- The day after... **Inauguration Day**

Automobiles

- The Wednesday before... **Thanksgiving**
- The Friday before... **Christmas**
- The Friday before... **Memorial Day**
- The Saturday before... **Fourth of July**
- The Friday before... **Labor Day**

A Movement to Track

On January 21, 2017, between **3.2 and 5.2 million** people participated in the Women's March, according to the *Washington Post*. In fact, Foursquare data shows this was the 6th most traveled day by train last year.

Editor's Note: To determine the busiest travel days, we analyzed daily normalized foot traffic to airports, train stations, and gas stations, from October 2016 to October 2017.

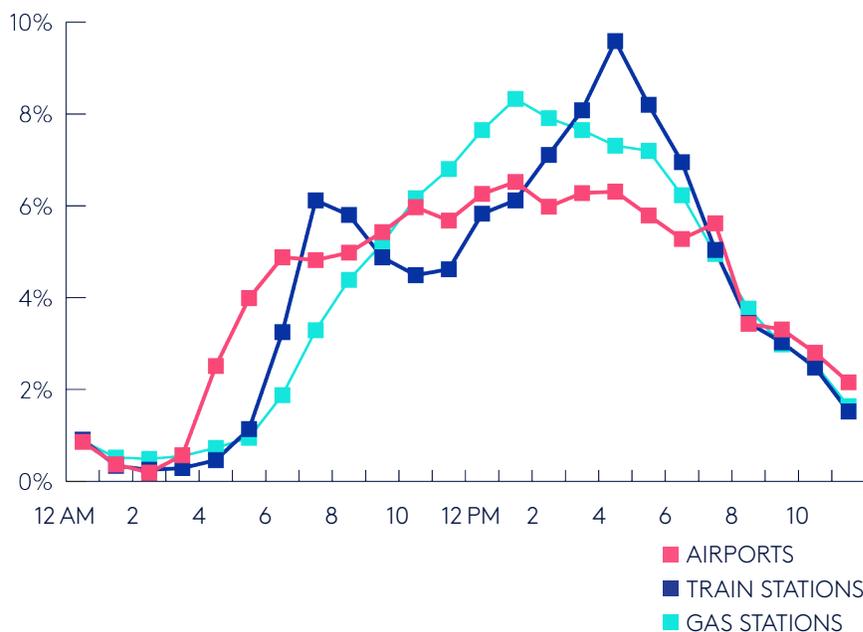
Source: Washingtonpost.com



The Turkey Trot

We examined one of the biggest travel days of the year in more detail, the Wednesday before Thanksgiving (or “Thanksgiving Eve”), to determine how foot traffic to transit hubs varied over the course of the day.

VISITS TO TRAVEL VENUES ON THANKSGIVING EVE 2016



Gas Guzzler

Our data shows Thanksgiving Eve travelers drive an average of 75 miles from home to a gas station.

We see those traveling by train leave first thing in the morning, around 8 AM, or catch a train after the work day, around 5 or 6 PM. Those traveling by plane arrive at the airport in accordance with departure times, with traffic spread more evenly throughout the day and into the evening as compared to train or car traffic. Those traveling by car leave at various times throughout the morning, often stopping for gas in the early afternoon.

Editor’s Note: To determine the above trends, we examined the hourly distribution of normalized foot traffic to airports, train stations, and gas stations nationwide. Busiest hours were recorded and measured in local time zones.

Sources: Time.com, Fortune.com

At Your Service

As consumers increasingly turn to alternative lodging options like Airbnb, VRBO and HomeAway, it's important for brands to understand which travelers still choose to stay at hotels—and why. We analyzed the behaviors and tastes of travelers who opt to stay at hotels compared to travelers who do not stay at hotels, to find out which they're more likely to have.

Tourists may opt to stay at a hotel over an alternative lodging option because they want:

A good breakfast

Travelers who stay in hotels are 14% more likely to enjoy coffee, and 5% more likely to enjoy breakfast food compared to travelers who don't stay in hotels. They're also more likely to prefer specific breakfast dishes like poached eggs, huevos rancheros, and croissants.

A place to drink

Travelers who stay in hotels are more likely to visit lounges, cocktail bars, and rooftop bars. They're also 21% more likely to sip on fancy cocktails.

A place to unwind

Travelers who stay in hotels are 5% more likely to visit spas during their trip, and 11% more likely to indulge in a massage during their stay.

A place to work out

Travelers who stay in hotels are more likely to work out, seeking cycle studios and yoga studios, so they may be making good use of the hotel gym.

A lively atmosphere

Travelers who stay in hotels are 11% more likely to enjoy people watching. They're also more likely to frequent places that are lively, and places that are good for groups.

A place of luxury

Travelers who stay in hotels are more likely to visit jewelry stores, leather goods stores, and steakhouses during their trip. They're also 8% more likely to value good service, and places that are comfortable.

A place for business

Travelers who stay in hotels are 17% more likely to visit meeting rooms, and 14% more likely to visit conference rooms as well as convention centers during their trip compared to travelers who don't stay in hotels.

Editor's Note: Hotel guests were defined as consumers traveling 150+ miles away from their home DMA with hotel visits during their stay. Non-hotel guests were defined as consumers traveling 150+ miles away from their home DMA with no hotel visits during their stay.



The Royal Treatment

All hail to the regulars. We've identified the hotel chains travelers return to the most, measuring what proportion of each consumer's hotel visits could be attributed to each hotel program based on visit behavior. The higher the proportion, the more loyal the guest.

HOTEL CHAINS WITH THE MOST LOYAL CUSTOMERS

Marriott

Includes:

Marriott Hotels
AC Hotels Marriott
Autograph Collection
Courtyard by Marriott
Fairfield Inn & Suites
JW Marriott
Renaissance Hotels
Residence Inn Marriott
Ritz Carlton
Springhill Suites

Hilton

Includes:

Hilton Hotels & Resorts
Curio by Hilton
Doubletree by Hilton
Embassy Suites
Hampton by Hilton
Hilton Garden Inn
Hilton Grand Vacations
Homewood Suites
Waldorf Astoria by Hilton

Intercontinental Hotel Group

Includes:

Intercontinental Hotels & Resorts
Candlewood Suites
Crowne Plaza Hotel
Holiday Inn
Holiday Inn Express
Hotel Indigo
Kimpton
Staybridge Suites

Editor's Note: We analyzed consumers with at least one hotel visit last year to determine each brand's loyalty. Since larger hotel chains naturally have a bigger share of wallet than smaller chains, we did not edit the data to adjust for overall hotel footprint, hence, bigger hotel groups came out on top in our analysis. Despite Marriott's acquisition of Starwood Hotels & Resorts Worldwide in 2016, we analyzed the two chains separately.

Source: Marriott.com

A Day in the Life: City Traveler Series

For most consumers, fully enjoying a trip comes down to making every minute count. Our data reveals how tourists exhibit specific behaviors and preferences while on a trip, differing from how locals might behave while they're in their home towns. These itineraries, based on foot traffic patterns, reveal the "must do" or "must see" places for tourists in New York City, Los Angeles, and Chicago.

Editor's Note: We defined tourists as individuals visiting these cities from 150+ miles away from their home DMA. We then analyzed where they go while they're visiting that city, indexing against locals of that city. Specific food and drink items mentioned are based on the top tastes mentioned at the places tourists visited.

New York City

A DAY IN THE LIFE: THE NYC TOURIST

It's the city that never sleeps. Here's what the typical New York City tourist is more likely to do as compared to a local.

Day 1: Theater District

- Walk through Times Square (2.3x more likely)
- Stop at the Disney Store (2.7x)
- Lunch at Bubba Gump Shrimp (2.7x)
- Visit M&M World (2.8x)
- Grab tickets to a show (2.7x)
- Italian dinner at Carmine's (1.8x)

Day 2: Midtown Madness

- Waffles at Sarabeth's (1.5x)
- Photo opp. at Tiffany & Co. (1.9x)
- 5th Ave. shopping at H&M (1.4x) and Adidas (1.4x)
- Burger and fries at Bill's Bar & Burger (1.6x)
- Cupcakes at Magnolia Bakery (1.5x)
- Visit 30 Rock (1.9x)
- Steak dinner at Del Frisco's (1.7x)

Day 3: West Side Story

- Brunch at Serafina (1.6x)
- Walk the High Line (1.4x)
- Whitney Museum of American Art (1.6x)
- Beers at The Standard Biergarten (1.6x)
- Drinks and apps at Buddakan (1.4x)
- Late night slice at Artichoke Basille's (1.3x)

Day 4: Tourist Traps

- Espresso at Stumptown Coffee (1.3x)
- Intrepid Air, Sea & Space Museum (1.7x)
- Lunch at Heartland Brewery (2x)
- Visit American Museum of Natural History (2x)
- Concert at Carnegie Hall (1.3x)
- Japanese dinner at Ippudo (1.5x)

Winter Wonderland-ing is still a thing.

New York City tourists are 19% more likely to visit skating rinks, and 26% more likely to visit Christmas markets.

Los Angeles

A DAY IN THE LIFE: THE LA TOURIST

Lights, camera—trip time. Here's what the typical Los Angeles tourist is more likely to do as compared to a local.

Day 1: West Side Best Side

Workout at OrangeTheory (1.4x more likely)
Santa Monica beach (2.2x) and surfer watching (2.3x)
Walk along the Santa Monica Pier (2.5x)
Healthy lunch at Lemonade (2x)
Coffee at Blue Bottle on Abbott Kinney in Venice (1.9x)
Visit Venice skate park (2.2x) and Muscle Beach Gym (3.6x)
Fish tacos and margaritas at James Beach (2.2x)

Day 2: Thrills & Views

Visit Universal Studios (1.2x)
Cheeseburger at In-N-Out (1.5x)
Views at the Griffith Observatory (3.1x)
Record Browsing in Hollywood at Amoeba Music (1.2x)
Shop at Urban Outfitters (1.4x)
Sushi dinner at Sugarfish by Sushi Nozawa (1.8x)

Day 3: Downtown Vibes

The Broad or Museum of Contemporary Art (2x)
Lunch at Wolfgang Puck Bistro at L.A. Live (4x)
Movie at Regal Cinemas (1.6x)
Drinks at Yard House (1.8x)
Pool-playing at Seven Grand (1.7x)

Day 4: Shopaholics Anonymous

Shopping at the Beverly Center (1.2x)
Eat macarons at Ladurée (2.3x)
Shoe department at Nordstrom (1.3x)
Art viewing at LACMA (2x)
Visit the La Brea Tar Pits (1.8x)

California comes with sunny perks.

The Los Angeles tourist is 2.6x more likely to visit roof decks.

Chicago

A DAY IN THE LIFE: THE CHICAGO TOURIST

There's a whirlwind of things to do in the windy city. Here's what the typical Chicago tourist is more likely to do as compared to a local.

Day 1: Shopping Michigan Ave.

- Coffee and pastry at Eataly (2.3x more likely)
- Michigan Avenue shopping at Nike (2.3x) and Zara (2.4x)
- Deep-dish pizza at Lou Malnati's (2.2x)
- Treats at Dylan's Candy Bar (2.8x) and Garrett's Popcorn (1.9x)
- Walk along the river (2.6x)
- Italian dinner at Harry Caray's (2.5x)
- Cheap drinks at Howl at the Moon (2.1x)

Day 2: Movies & Bowling

- Head to Navy Pier (2.5x)
- Volcano nachos at Margaritaville (3.1x)
- Stroll along the waterfront (2x)
- Movie at AMC Theater (1.8x)
- Pizza at Gino's (2.5x) or Uno Pizzeria (2.9x)
- Bowling at Pinstripes (1.4x)

Day 3: Museums & Sites

- Visit Shedd Aquarium (2.4x)
- Lunch at Giordano's (1.5x)
- Photo at "The Bean" (public art 2.1x)
- Visit the Art Institute of Chicago (2.2x)
- Cheeseburger at Billy Goat Tavern (1.9x)
- Trivia and cocktails at Fado Irish Pub (1.5x)

Day 4: Extra Cheese

- Visit the Chicago History Museum (1.6x)
- Shop at Restoration Hardware and dine at the café (1.5x)
- Baseball game at Wrigley Field (1.3x)
- BBQ dinner and music at Old Crow Smokehouse (1.6x)

Ferris Bueller had the right idea.

The Chicago tourist is 1.9x more likely to visit an art museum.

Want to Win with Travelers?

Whether you're a brand targeting customers en route for the holidays, a hotel seeking to retain loyal guests, a restaurant tailoring menu offerings to suit regional tastes, or a financial services company providing local recommendations—Foursquare has solutions to help your business succeed.

MARKETING & MEASUREMENT

Audience Segmentation

Identify work and leisure travelers based on where they go in the real world. Double down on specific promotions to entice tourists, and use rewards to inspire loyalty from frequent travelers.

Real-time Targeting

Reach consumers right when they're starting to plan a trip, or target them in real-time while they're out and about exploring a new city.

Measure Impact

Monitor incremental visits to locations and optimize campaign performance in real-time.

CURATED CONTENT

Understand Regional Nuances

Our 100K+ global tastes allow us to home in on exactly what locals or tourists like to eat and drink in different cities. Provide well-informed menu offerings and messages with relevance.

Customized Recommendations

Foursquare has partnered with brands such as Airbnb, Lonely Planet, 11 Howard, and The Standard; to fuel tips and ideas for travelers.

Want to learn more about how Foursquare location intelligence can help your business?

Visit **enterprise.foursquare.com**
or reach out to **ads@foursquare.com** today.



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