



Q2 2021 Seasonal Strategy Guide

Spotlight on Dining and Retail

Introduction

What can retailers, restaurants, and other businesses expect from consumers in Q2 2021?

After 12 months of adapting COVID-19 restrictions and constantly shifting consumer behaviors, retailers and restaurants are undoubtedly eager to kickstart their rebound.

In this report, we use location data to examine consumers' 2020 habits and behaviors around key Spring holidays. Armed with this information, retailers, quick-service restaurants (QSRs), casual-dining restaurants (CDRs), and other businesses can better strategize how to reach and engage with their consumers.



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3 Key trends to watch in Q2 2021

1

Shifts In Consumer Behavior Around Dining Out

Foot traffic to casual dining chains has remained well below normal levels since the pandemic began. While some consumers are still visiting casual dining chains during holiday weekends, others may be ordering take-out or visiting fast food drive-thrus instead.

Opportunity:

Align with consumers' visitation patterns to deliver moment-based messaging when consumers are most likely dine out.

2

Celebrating Holidays And Special Occasions At Home

Foot traffic to essential retail & off-premise locations has picked up more notably around holidays throughout the pandemic compared with visits to on-premise locations, perhaps indicating a shift in consumer behavior that will continue throughout Q2 2021.

Opportunity:

Recognize and adapt to the 'new normal' – Segment and tailor messaging based on consumer behavior.

3

Spending More Time Outdoors

Foot traffic to outdoor destinations such as parks & trails has remained well above normal since the outbreak of COVID-19. While outdoor destinations typically see an uptick around Q2 holiday weekends under normal circumstances, these destinations may be even more popular amongst travelers as the pandemic continues.

Opportunity:

Reach consumers planning a road trip or a local weekend getaway in Q2 2021.

Taking a closer
look at consumer
behavior around
key holidays in Q2.

Easter Weekend

Retail

Reach consumers at the places they're most likely to shop for groceries & other cooking essentials in the days leading up to Easter weekend this year.

Dining

Consider highlighting pick-up and delivery options to win with consumers who plan to stay home this Easter weekend.



Identify key audiences around Easter Weekend

Parents With Young Children



Where they go:
Elementary Schools
Preschools
Nursery Schools
Theme Parks
Zoos
Playgrounds

Wine Enthusiasts



Where they go:
Vineyards
Wineries
Wine Shops
Wine Bars
Liquor Stores
Bars

Outdoor Enthusiast



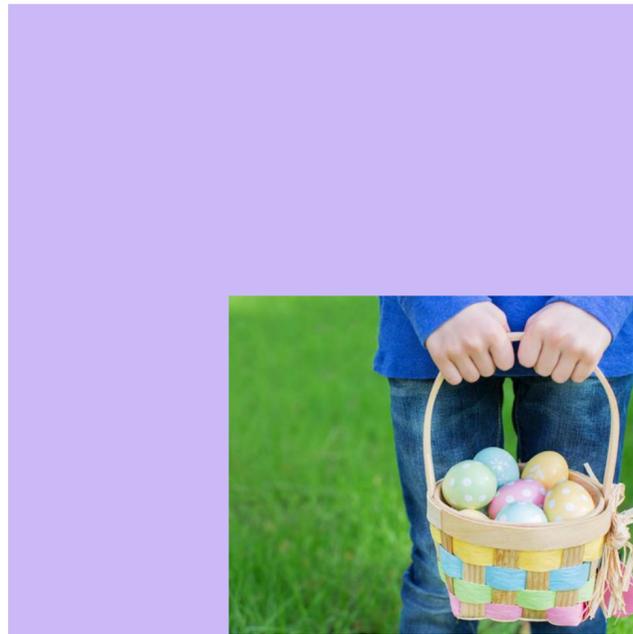
Where they go:
Flower Shops
Gardens
Garden Centers
Trails
Nature Preserves
Farms

Easter Brunch Hosts & Guests



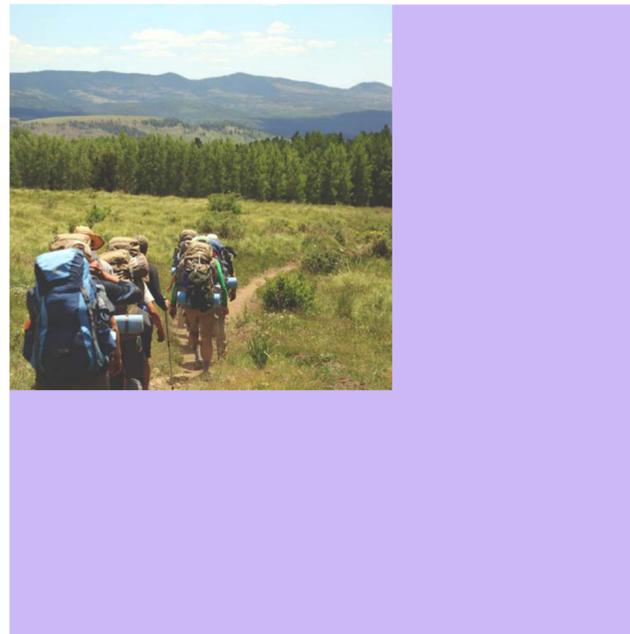
Where they go:
Butchers
Farmers Markets
Cheese Shops
Candy Stores
Big Box Stores
Grocery Stores

Top Easter Weekend activities based on real world behavior



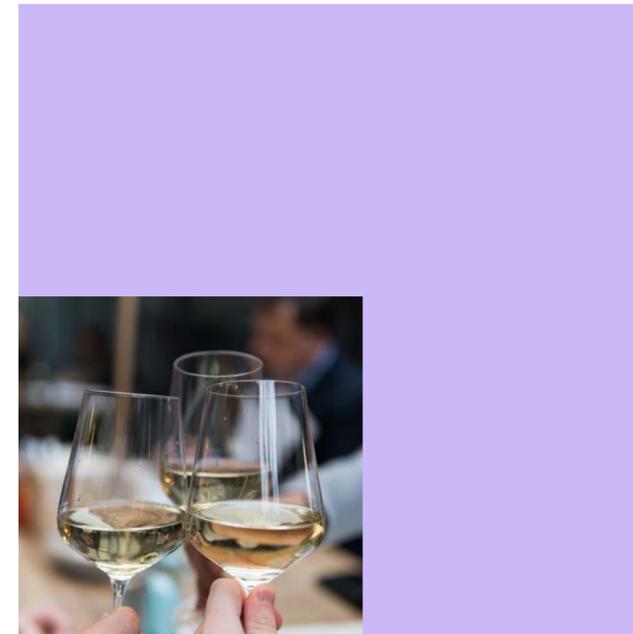
FAMILY FRIENDLY ACTIVITIES

ZOOS +11%
CANDY STORES +11%
THEME PARKS +7%



OUTDOOR ACTIVITIES

BIKE TRAILS +7%
MOUNTAINS +5%
NATURE PRESERVES +5%



ADULT ACTIVITIES

SPEAKEASIES +11%
WINERIES +7%
WINE BARS +6%
VINEYARDS +5%

Foursquare data from 2020; lift as compared to the same days of the week before and after Easter weekend

Consumers host Easter gatherings at home



Foursquare data reveals an uptick in visits to various casual dining chains on Easter weekend compared to the weekend before and after.

CRACKER BARREL +44%	TEXAS ROADHOUSE +5%
LONGHORN STEAKHOUSE +24%	IHOP +5%
OUTBACK STEAKHOUSE +6%	
CHILI'S BAR & GRILL +6%	



Foursquare data reveals an uptick in visits to grocery & essential retail chains on Easter weekend compared to the weekend before and after.

THE FRESH MARKET +26%	TOTAL WINE +6%
WALMART +7%	DOLLAR TREE +6%
99 CENTS ONLY +7%	VONS +5%
RALLY'S +7%	WALGREENS +4%

Consumers shop for spring flowers & fresh produce on Easter Weekend



Location data confirms that consumers are more likely to visit the following categories on Easter weekend compared to the weekend before or after -- perhaps shopping for fresh produce or plants.

GARDENS **+8%**
FLOWER SHOPS **+8%**
FARMS **+6%**
FARMERS MARKETS **+5%**
GARDEN CENTERS **+5%**

We recommend **reaching...**

Easter Celebration Planners

Reach consumers stocking up on eggs, candy, home decor, and other Easter supplies in real-time, at grocery stores, party supply stores, and wholesale clubs. Geofence locations in our Cards and Stationery place category, or specific chains like Hallmark.

Reaching Easter Deal Shoppers In Real-Time

Reach Easter shoppers seeking deals on clothing, seasonal decor, and home goods at Walmart, Target, or other major retailers in real-time.

Florist Shoppers

Reach consumers who have a history of visiting florists and are likely to purchase flowers for their Easter celebrations.

Parents of Young Kids

Reach consumers whose location history indicates they have young children.

Cinco de Mayo

Dining

Consumers are more likely to visit restaurants that specialize in Mexican cuisine on Cinco de Mayo compared to the Tuesday before and after.

- While many consumers are still dining out as the pandemic continues, others may prefer to order in or take advantage of fast food drive-thrus.
- Foursquare data reveals an uptick to fast food & casual dining chains specializing in Mexican cuisine during Cinco De Mayo last year vs. the same day of the week before and after.



Identify **key audiences** around Cinco de Mayo

Fans Of Mexican Fare



Where they go:

Mexican restaurants
Burrito places
Tex-Mex restaurants
Taco places
Latin American restaurants
Fast food restaurants

Nightlife Enthusiasts



Where they go:

Cocktail Bars
Beer Bars
Wine Bars
Sports Bars

At-Home Party Hosts & Guests



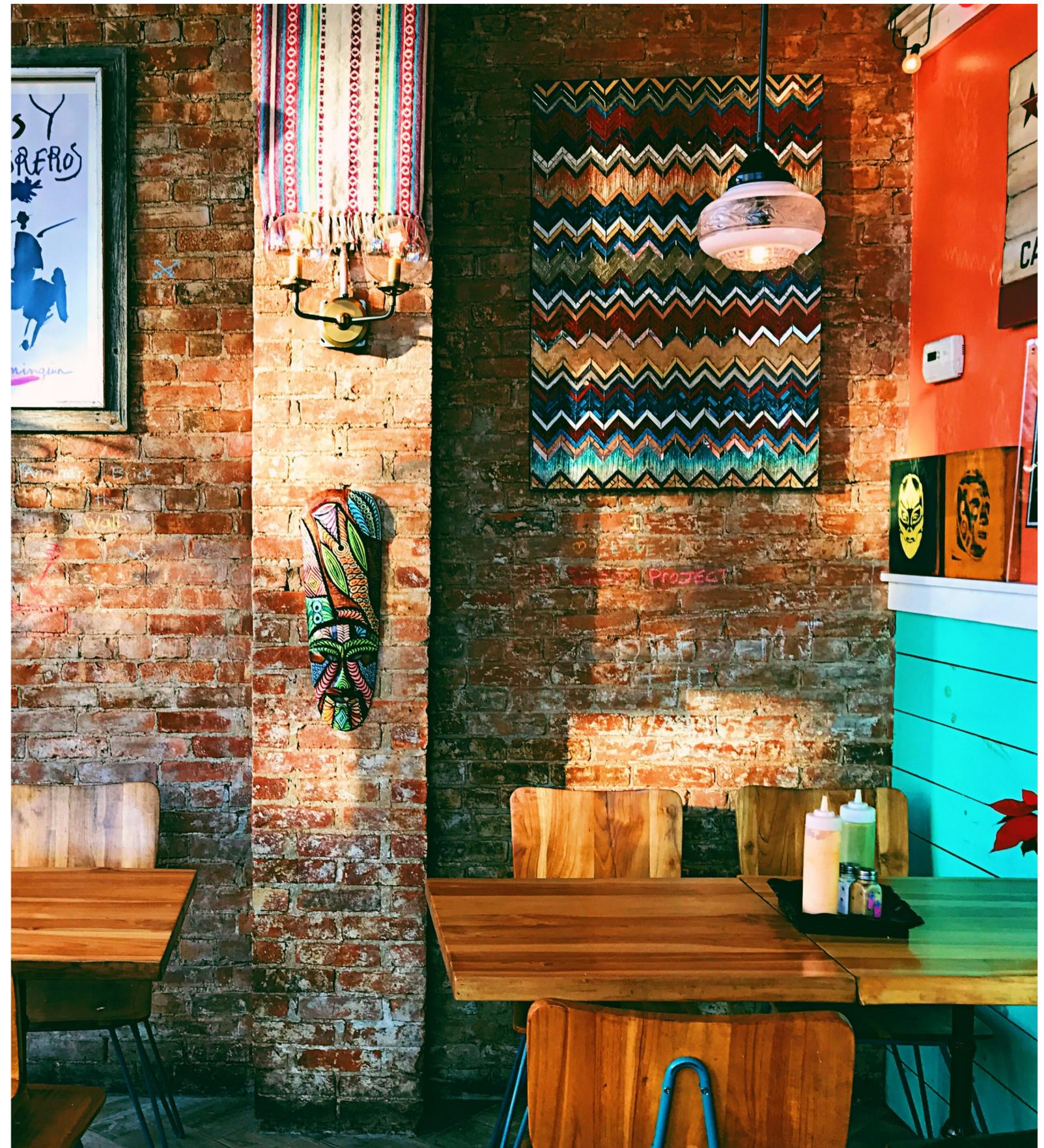
Where they go:

Grocery Stores
Liquor Stores
Flower Shops
Wine Shops
Beer Stores
Gourmet Shops
Cheese Shops

Top Cinco de Mayo activities based on real world behavior

Since this report examined data from Cinco de Mayo 2020 (which occurred at the height of the pandemic) we can't include the most popular real-world activities from Cinco de Mayo 2020...social distancing, lock-downs, and other factors caused most people to stay home.

Foursquare data from 2020; lift as compared to the same days of the week before and after Cinco de Mayo



Consumers enjoy a fast-casual meal on Cinco de Mayo

Despite the pandemic, the following chains still saw a notable uptick in traffic:



Consumers celebrate Cinco de Mayo with authentic Mexican Cuisine



Foursquare data from 2020; lift as compared to the same day of the week before and after Cinco De Mayo

Consumers celebrate Cinco de Mayo **at the bar**



Foursquare data reveals an uptick in visits to various on-premise locations on Cinco de Mayo compared to the Tuesday one week before and after.

COCKTAIL BARS **+12%**

WINE BARS **+6%**

SPORTS BARS **+6%**

Other consumers may be **hosting at home** for Cinco De Mayo



The following
categories saw a
positive uptick
in traffic on
Cinco De Mayo:

LIQUOR STORES **+19%**
BEER STORES **+15%**
CHEESE SHOPS **+15%**
WINE SHOPS **+13%**
FOOD TRUCKS **+10%**
GROCERY STORES **+9%**
GOURMET SHOPS **+6%**



**TOP VISITED
ESSENTIAL
RETAIL CHAINS:**

TOTAL WINE **+37%**
VONS **+19%**
ALBERTSONS **+14%**
KROGER **+13%**
WEGMANS FOOD MARKETS **+9%**
STATER BROS. **+9%**
WINN-DIXIE **+9%**
PUBLIX **+9%**
STOP & SHOP **+9%**
RALPHS **+8%**
SAVE-A-LOT FOOD STORES **+8%**
SAM'S CLUB **+6%**

We recommend **reaching...**

Mexican restaurants enthusiasts

Reach consumers recently seen dining at Mexican Restaurants to reach frequent visitors who love Mexican cuisine.

Nightlife enthusiasts

Reach consumers emerged from stay-at-home orders and seen socializing at bars, nightclubs, and festive restaurants in 2021.

Mother's Day

Retail

Capitalize on consumers' gifting preferences with timely promotions.

Dining

Reach consumers in the places they're most likely to visit for dine-in or take out on Mother's Day this year.

- While the pandemic has certainly impacted foot traffic to on-premise locations, perhaps consumers are planning to pick-up specialty drinks from their favorite nightlife spots, or make their own drinks at home this year.



Identify key audiences around Mother's Day

Mother's Day Celebrators



Where they go:

Movie Theaters
Steakhouses
Italian Restaurants
Wine Bars
Flower Shops
Chocolate Shops
Wine Shops
Health & Beauty Services

Parents & Young Families



Where they go:

Elementary Schools
Playgrounds
Preschools
Daycares
Mini Golf Courses
Kids Stores
Baby Stores

Mother's Day Shoppers



Where they go:

Flower Shops
Chocolate Shops
Gift Shops
Wine Shops
Women's Stores
Cupcake Shops
Bakeries
Jewelry Stores

Hosts & Guests



Where they go:

Grocery Stores
Liquor Stores
Flower Shops
Wine Shops
Butchers
Gourmet Shops
Cheese Shops

Top Mother's Day gifts based on real world behavior



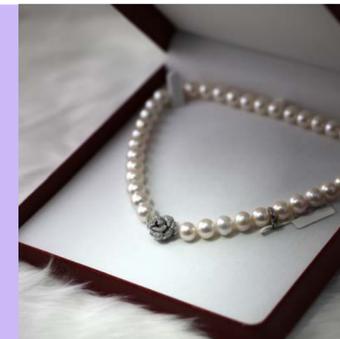
SOMETHING THOUGHTFUL

FLOWER SHOPS **+22%**
BOUTIQUES **+9%**
GIFT SHOPS **+8%**
WINE SHOPS **+7%**
ARTS & CRAFTS STORES **+16%**



SOMETHING SWEET

CUPCAKE SHOPS **+19%**
BAKERIES **+18%**
DONUT SHOPS **+7%**
CANDY STORES **+6%**



SOMETHING SENTIMENTAL

PHOTOGRAPHY LABS **+26%**
FRAME STORES **+8%**
PHOTOGRAPHY STUDIOS **+6%**

Consumers celebrate Mother's Day with a special meal



Foursquare data reveals an uptick in visits to various casual dining chains on Mother's Day compared to the weekend before and after.

THE CHEESECAKE FACTORY **+93%**
RED LOBSTER **+75%**
LONGHORN STEAKHOUSE **+70%**
OLIVE GARDEN **+67%**

OUTBACK STEAKHOUSE **+54%**
CRACKER BARREL **+34%**
RED ROBIN **+30%**
APPLEBEE'S **+25%**



Foursquare data reveals an uptick in visits to various restaurants on Mother's Day weekend compared to the weekend before and after.

STEAKHOUSES **+32%**
ITALIAN RESTAURANTS **+22%**
SUSHI RESTAURANTS **+16%**

JAPANESE RESTAURANTS **+14%**
FRENCH RESTAURANTS **+13%**
THAI RESTAURANTS **+12%**

Consumers celebrate Mother's Day with a special toast to Mom



Foursquare data reveals an uptick in visits to various on & off premise locations on Mother's Day weekend compared to the weekend before and after.

WINERIES **+13%**

VINEYARDS **+10%**

WINE BARS **+7%**

GROCERY STORES **+13%**

WINE SHOPS **+7%**

LIQUOR STORES **+6%**

We recommend **reaching...**

Vineyard and winery visitors

Reach consumers in real-time while they're in the midst of Mother Day activities -- such as visiting wineries and vineyards.

Family-Minded Dads

Reach men frequently observed in real-world dad behaviors who will need to shop for a gift.

Mother's Day Shoppers

Reach consumers seen shopping at retailers perfect for Mother's Day gifts.

Luxury Lifestyle Moms

Influence Mom's gift wish list so she can share ideas with friends and family by reaching affluent Moms who spend on luxury brands.

Mother's Day Restaurant Visitors In Real-Time

Reach consumers in real-time while they celebrate the mothers in their life over a meal.

Health Conscious Moms

Influence Mom's gift wish list so she can share ideas with friends and family by reaching moms who live an active and healthy lifestyle.

Vineyard and winery visitors

Reach consumers in real-time while they're in the midst of Mother Day activities -- such as visiting wineries and vineyards.

Father's Day

Retail

Capitalize on consumers' gifting preferences with timely promotions.

- Reach consumers in the places they're most likely to shop for groceries & other cooking essentials in the days leading up to Father's Day this year.
- Location data confirms that consumers are more likely to visit off-premise locations during Father's Day weekend compared to the weekend before and after, perhaps indicating a preference for toasting Dad at home vs. at the bar.

Dining

Reach consumers in the places they're most likely to visit for dine-in or take out on Father's Day this year.



Identify key audiences around Father's Day

Father's Day Celebrators



Where they go:

Steakhouses
Italian Restaurants
French Restaurants
Whiskey Bars
Beer Bars
Speakeasies
Cocktail Bars
Dive Bars

Parents & Young Families



Where they go:

Elementary Schools
Playgrounds
Preschools
Daycares
Kids Stores
Baby Stores

Father's Day Shoppers



Where they go:

Liquor Stores
Wine Shops
Men's Stores
Bakeries
Outdoor Supply Stores
Sporting Goods Shops
Fishing Stores

Hosts & Guests



Where they go:

Grocery Stores
Liquor Stores
Flower Shops
Beer Stores
Butchers
Gourmet Shops
Cheese Shops

Top Father's Day gifts based on real world behavior



CLOTHING & ACCESORIES

SHOE STORES +9%

MEN'S STORES +7%



OUTDOOR GEAR

HUNTING SUPPLIES +11%

FISHING STORES +10%

SPORTING GOODS SHOPS +8%



GADGETS

CAMERA STORES +24%

ELECTRONICS STORES +7%

Consumers dine out with Dad on Father's Day Weekend



Foursquare data reveals an uptick in visits to the following categories on Father's Day weekend compared to the weekend before and after.

FISH MARKETS **+12%**
BUTCHERS **+10%**
CUPCAKE SHOPS **+10%**
CHEESE SHOPS **+10%**



Foursquare data reveals an uptick in visits to various restaurants on Father's Day weekend compared to the weekend before and after.

BRAZILIAN RESTAURANTS **+20%**
STEAKHOUSES **+16%**
LATIN AMERICAN RESTAURANTS **+10%**
SEAFOOD RESTAURANTS **+8%**

Consumers shop **off-premise** for Father's Day celebrations at home



+5%

BEER
STORES

+5%

LIQUOR
STORES

+4%

WINE
SHOPS

We recommend reaching...

Tech Enthusiasts

Reach consumers who are early adopters of the latest tech products. Pre-covid, these consumers were frequently seen shopping for mobile phones, headphones, tablets, laptops, wearable tech, connected televisions, and other technology products.

Mothers

Moms will be looking for Father's Day gifts. Reach Moms who are often out of the house and on-the-go taking care of their children. Pre-covid, moms spent time taking their kids to swimming pools, recreation centers, athletic fields, amusement and theme parks, etc. Moms were also seen shopping at baby supply and clothing retailers, toy stores, children's clothing stores, and children's furnishings and decor retailers.

Father's Day Gift Shoppers In Real-Time

Reach consumers in real-time while they are shopping for Father's Day gifts. Locations can include watch stores, sporting goods stores such as Cabela's, REI, Bass Pro Shops, etc., and retailers who specialize in men's apparel and accessories such as Brooks Brothers, Bonobos and more.

Fathers

Influence Dads' wishlist by reaching Dads who are often seen dropping off and picking up their kids from sports practices and other extracurricular activities. Pre-covid, dads visited parks, athletic fields, recreation centers, community swimming pools, children's play centers such as Chuck E. Cheese's, and amusement and theme parks.

Father's Day Restaurant Visitors In Real-Time

Reach consumers in real-time while they celebrate the fathers in their life over a meal at locations in Foursquare's casual and fine dining restaurant place categories.

Memorial Day

Retail

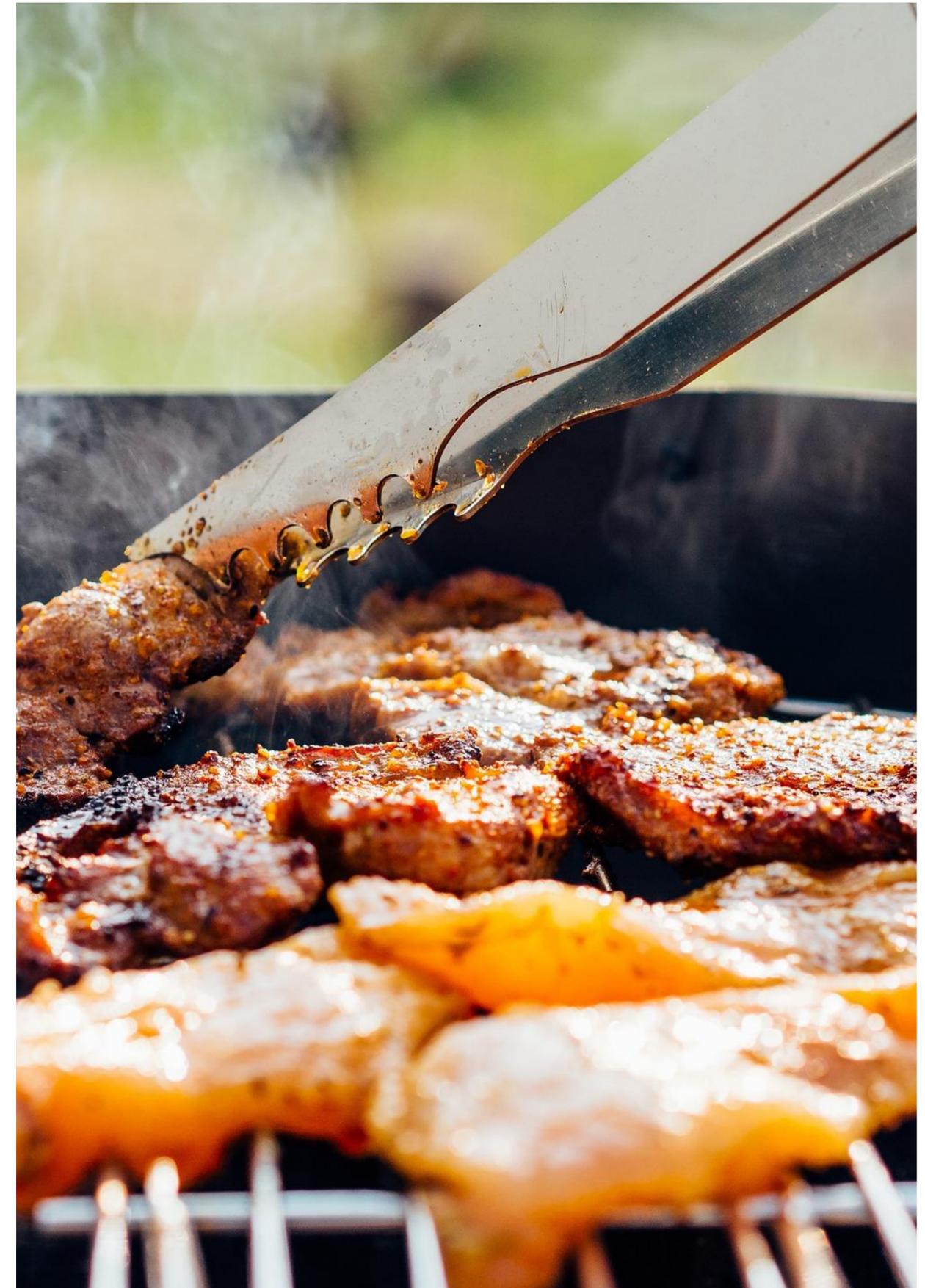
Data reveals an uptick in visits to retail stores and shopping malls on Memorial Day weekend, indicating that people are likely taking advantage of end-of-season sale events.

- Deliver relevant messaging to consumers in places they're most likely to shop.

Dining

Data reveals an uptick in visits to hotels on Memorial Day weekend, indicating that people may be planning a local getaway this year.

- While some consumers may be planning a weekend getaway for Memorial Day, others are likely planning to host or attend backyard parties & BBQs at home.



Identify key audiences around Memorial Day

Retail Shoppers & Value Seekers



Where they go:

Shopping Malls
Clothing Stores
Outdoor Supply Stores
Outlet Malls
Outlet Stores
Women's Stores
Men's Stores

Weekend Getaway Travelers



Where they go:

Hotels
Vacation Rentals
Resorts
RV Parks
Beaches
Mountains
Campgrounds
National Parks

Party Hosts & Guests



Where they go:

Grocery Stores
Liquor Stores
Big Box Stores
Wine Shops
Warehouse Stores
Gourmet Shops
Cheese Shops

Top Memorial Day activities based on real world behavior



BEACH & WATERFRONT

LAKES **+30%**
SURF SPOTS **+25%**
BEACHES **+22%**
ISLANDS **+18%**
HOT SPRINGS **+17%**
WATERFRONTS **+13%**



OUTDOOR ACTIVITIES

SKI AREAS **+24%**
FISHING SPOTS **+24%**
ROCK CLIMBING SPOTS **+14%**
TRAILS **+12%**
OUTDOORS & RECREATION **+10%**
BIKE TRAILS **+7%**



CAMPING & NATURE

CAMPGROUNDS **+36%**
STATE PARKS **+35%**
NATIONAL PARKS **+35%**
FORESTS **+26%**
RV PARKS **+21%**
MOUNTAINS **+16%**

Consumers celebrate Memorial Day with a weekend getaway

Consumers shop end-of-season sales on Memorial Day Weekend

+28%

Resorts

+23%

Vacation Rentals

+12%

Hotels

More likely to stay at...

- HOME SUITES BY HILTON **+12%**
- BEST WESTERN **+10%**
- HILTON HOTELS & RESORTS **+7%**
- DAYS INN **+6%**
- LA QUINTA INNS & SUITES **+6%**

Foursquare data from 2020; lift as compared to the weekends before and after Memorial Day weekend

+12%

Outlet Stores

+11%

Women's Stores

+8%

Department Stores

Foursquare data from 2020; lift as compared to the weekends before and after Memorial Day weekend

Memorial Day shoppers seek value while shopping for Clothing & Home Decor



SHOPPING FOR CLOTHING & ACCESSORIES

- TANGER OUTLETS **+40%**
- ROSS DRESS FOR LESS **+32%**
- MACY'S **+29%**
- BURLINGTON **+21%**
- PREMIUM OUTLETS **+19%**
- KOHL'S **+18%**
- OLD NAVY **+8%**



SHOPPING FOR HOME DECOR & GADGETS

- PIER 1 IMPORTS **+43%**
- ASHLEY HOMESTORE **+25%**
- HOMEGOODS **+9%**
- LOWE'S **+8%**
- BEST BUY **+8%**
- THE HOME DEPOT **+6%**

Consumers host & attend Memorial Day celebrations at home



Foursquare data reveals an uptick in foot traffic to essential retail chains during Memorial Day weekend last year compared to the weekend before and after.

BINNY'S BEVERAGE DEPOT **+30%**

SMART & FINAL **+20%**

LUCKY SUPERMARKETS **+19%**

WINN-DIXIE **+17%**

STATER BROS. **+14%**

VONS **+13%**

RALPHS **+13%**

SAFEWAY **+13%**

ALBERTSONS **+13%**

TOTAL WINE **+13%**

People celebrating Memorial Day at home may be **dining out** or **picking up take-out**



Foursquare data reveals an uptick in foot traffic to some fast food and casual dining chains during Memorial Day weekend last year compared to the weekend before and after, including:

BOB EVANS **+14%**

SHAKE SHACK **+14%**

KRISPY KREME DOUGHNUTS **+13%**

CRACKER BARREL **+12%**

PERKINS **+12%**

THE CHEESECAKE FACTORY **+8%**

We recommend reaching...

Outdoor Enthusiasts

Reach consumers who care about the environment and enjoy spending time outdoors. Outdoor Enthusiasts participate in outdoor activities such as hiking, camping, and backpacking. These consumers are active in outdoor places such as national parks and forests, campgrounds, beaches, cycling paths, hiking trails, flower fields, and other nature reserves.

Memorial Day Outdoor Roadtrippers in Real-Time

Reach Memorial Day roadtrippers in real-time by geofencing gas stations, rest areas, campgrounds, RV parks, mountains, forests, national parks, hiking trails, lakes & rivers, rock climbing locations, and more.

Beach Destination Travelers

Reach consumers whose location history indicates they frequently travel to island, beach, or waterfront destinations in the winter and summer.

Memorial Day Celebration Planners In Real-Time

Reach consumers in real-time when they are at or near stores to purchase items for Memorial Day such as barbecues, campouts, and other celebrations. Geofence hardware stores, sporting goods stores, grocery stores, bulk retailers, and liquor stores to reach shoppers in real-time.

Memorial Day Retail Shoppers

Reach consumers in real-time when they are at or near retail stores to shop end-of-season sale events. Geofence shopping malls, clothing stores, outdoor supply stores and other retail categories to reach shoppers in real-time.

Memorial Day Travelers

Reach consumers likely to travel for Memorial Day Weekend based on their recent visitation to hotel chains, transportation hubs & airports, and resorts. Also, reach consumers whose online interests indicate they are interested in travel through their search, sharing, and content viewing.

Memorial Day Celebration Planners

Reach consumers who have been seen preparing for Memorial Day barbecues, campouts, and other celebrations. consumers have recently visited hardware stores, sporting goods stores, grocery stores, bulk retailers, and liquor stores.

How to take
action in Q2
with location
technology.

Put location technology to work.

Segment Audiences

Identify consumers in different life stages with changes in foot traffic patterns, visit frequency & brand affinities

Tap Into Trends

Use taste & trend data to identify consumer preferences, creating programs that drive mass personalization

Moment-based Messaging

Dynamically optimize messaging and creative to align with the appropriate moment

Influence Buyer Behavior

Reach key audiences on their path to purchase, intercepting and influencing their journeys

Conquest Competitors

Target consumers in and around competitor locations to change their behavior with conquering messaging

Proximity Target

Identify consumers in & around store locations to drive them to purchase specific products

Leverage Insights

Use insights on lifestyles & brand preferences to influence future growth initiative

Measure Impact

Monitor how cross platform advertising is driving visits to store locations, optimizing performance in real-time

Thank You

Interested in discussing how location data and technology can bolster your Q2 strategies?

Reach out at Foursquare.com.

Wondering where you can access Foursquare's data?
Foursquare's Places and Visits data are available via our flat-file and API options as well as through our strategic partners, including the [AWS Data Exchange](#).