

Q3 2021 Seasonal Strategy Guide

It's summertime!

Summer 2021 is finally here - and the world is starting to turn back to normal. More than half of the U.S. adult population has received the COVID-19 vaccine, mask mandates are relaxing across the country, and people are ready to get back to having fun.

Still, the ripple effects of the pandemic are not yet gone - and some may be here to stay. Consumer behaviors around travel, leisure, and entertainment are still different than they were two years ago.

In this report, you'll find insights into key consumer trends to watch this summer, recommendations for marketing/advertising strategies, and much more!



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3 Key Trends To Watch In Q3 2021

1

Resurgence of socializing on-premise & dining out

Foot traffic to restaurants continued to recover most notably during breakfast (6-11 AM) in Q3, while traffic during other dayparts remained well below normal levels. Likewise, bar traffic picked up most notably in the afternoon (12-5 PM), while late-night visits remained well below pre-pandemic levels throughout Q3.

Opportunity:

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

2

Returning to family fun & leisure activities in Q3

Family-fun & entertainment venues such as theme parks, zoos, and mini-golf courses all saw a notable uptick in foot traffic around summer holidays like Fourth of July & Labor Day, indicating an urge to return to family-fun activities despite pandemic restrictions.

Opportunity:

Recognize and adapt to changes in consumer behavior post-pandemic; Segment and tailor messaging based on location-based insights.

3

Potential focus on road trips, staycations & local weekend getaways

Foot traffic to airports remained well below normal levels throughout Q3, while visits to hotels, gas stations, and campgrounds continued to pick up notably.

Opportunity:

Reach consumers planning a summer road trip or a local weekend getaway in Q3 2021.

Let's take a closer
look at consumer
behavior around
key holidays in Q3
2020.

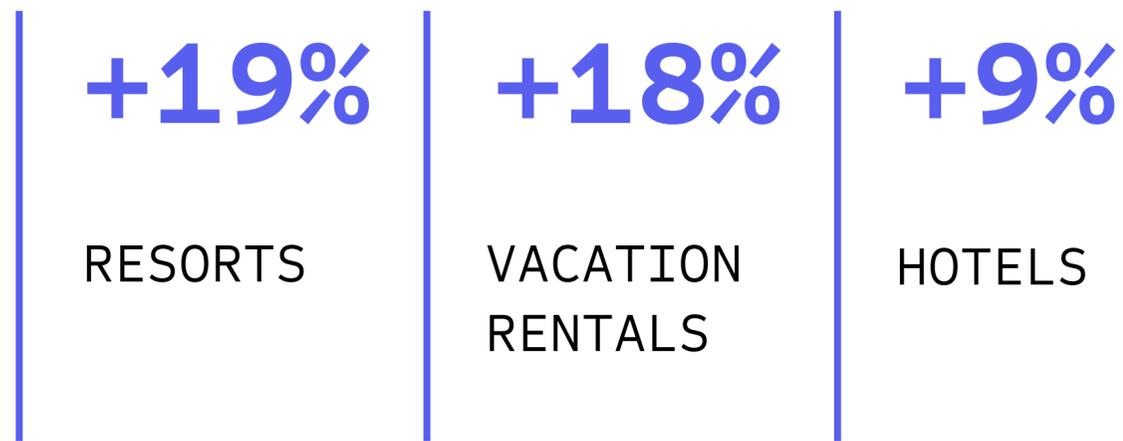
Fourth Of July Weekend



Consumers celebrate Forth of July with a **weekend getaway**

Foursquare data reveals an uptick in visits to hotels during Independence Day weekend 2020, while airports saw a slight decline (-7%) in visits compared to the weekend before and after.

This year, expect a boom for air travel, but don't underestimate how many people will still hit the road!

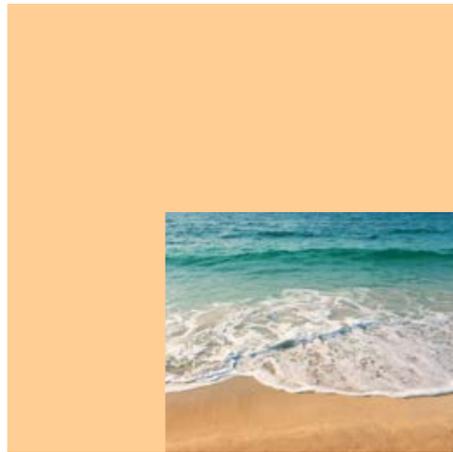


Fourth of July travelers are more likely to stay at...

- BEST WESTERN **+11%**
- HYATT PLACE **+9%**
- ECONO LODGE **+6%**
- HILTON HOTELS & RESORTS **+5%**
- COMFORT INN & SUITES **+3%**

Top Fourth of July travel destinations based on real world behavior

Opportunity: Capitalize on consumers' summer travel preferences with timely promotions.



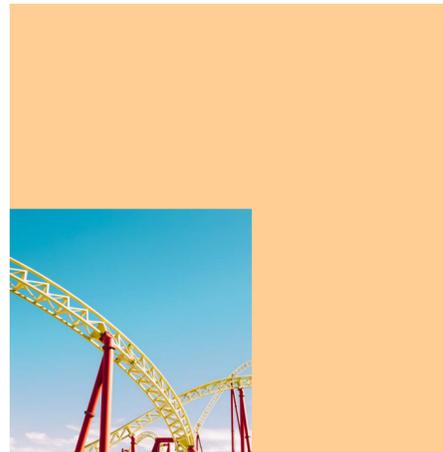
BEACH & WATERFRONT

LAKES **+40%**
ISLANDS **+31%**
WATERFRONTS **+22%**
BEACHES **+20%**
RIVERS **+19%**
SURF SPOTS **+12%**



CAMPING & HIKING

CAMPGROUNDS **+27%**
NATIONAL PARKS **+24%**
MOUNTAINS **+20%**
RV PARKS **+17%**
NATURE PRESERVES **+17%**
FORESTS **+14%**



FAMILY FUN

WATER PARKS **+19%**
MINI GOLF COURSES **+16%**
HOTEL POOLS **+13%**
ZOOS **+11%**
THEME PARKS **+10%**
AQUARIUMS **+10%**

FSQ recommends reaching...

Beach Destination Travelers

Reach consumers whose location history indicates they frequently travel to beach destinations in the winter and summer. Trendy beaches include Miami Beach, O'ahu, Maui, Myrtle Beach, Nantucket, Clearwater Beach, Coronado, CA, Cape May, NJ, Martha's Vineyard, East Hampton, NY, Magens Bay Beach, USVI, etc. By using our new Online Interests feature, you can also reach consumers whose online interests indicate they are interested in travel destinations, travel agencies & services, and specialty travel through their search, sharing, and content viewing.

NEW: Real Time Moment - Outdoors

Reach consumers in the moment as they enjoy parks and outdoor areas during 4th of July.

Fun In The Sun Seekers

Reach consumers who are seen at outdoor recreation venues like hiking trails, campgrounds, and landmarks at least 10 times per year.

Family Fun In Real Time

Reach families vacationing at kid-friendly destinations like amusement parks and water parks in real-time.

Consumers are less likely to visit crowded shopping malls during the Fourth of July weekend

Foursquare data reveals a slight decline in visits to shopping malls and brick & mortar retail stores during the Fourth of July weekend last year.



People are **less** likely to visit brick & mortar specialty retail stores during the Fourth of July weekend compared to the weekends before and after.

- STAPLES -22%
- APPLE STORE -17%
- BARNES & NOBLE -16%
- NORDSTROM RACK -16%
- KOHL'S -12%
- ULTA BEAUTY -10%



Consumers host and attend Fourth of July BBQs & celebrations

While some consumers may be planning a weekend getaway for the Fourth of July, others are likely planning to host or attend backyard parties & BBQs at home.

Grocery & liquor stores saw a +7-8% uptick in foot traffic during the Fourth of July weekend last year compared to the weekends before and after.



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

BI-LO **+27%**

WINN-DIXIE **+21%**

ALBERTSONS **+20%**

RALPHS **+19%**

FOOD 4 LESS **+18%**

SAFEWAY **+16%**

LOWES FOODS **+16%**

PICK 'N SAVE **+15%**

PIGGLY WIGGLY **+14%**

KROGER **+11%**

Some on-premise locations see an uptick in foot traffic during Independence Day weekend

FSQ recommends reaching...

Independence Day Celebrators

Reach past Independence Day celebrators who were seen at beaches, parks, marinas, pools, picnic spots, overlooks and viewpoints, and other outdoor locations on the 4th of July weekend. After extended isolation, these consumers are most likely extremely excited to go out and celebrate the 4th of July with their family and friends. By using our new Online Interests feature, you can also reach consumers whose online interests indicate they are interested in BBQ & grilling, beaches, pools, parks & gardens, and other outdoor activities through their search, sharing, and content viewing



Foursquare data reveals an uptick in foot traffic to some on-premise locations during the Fourth of July weekend last year compared to the weekend before and after, including:

TIKI BARS **+16%**
CASINOS **+15%**
BEACH BARS **+13%**
HOTEL BARS **+7%**
SPEAKEASIES **+5%**
WINERIES **+4%**

Identify & reach key audiences around Fourth of July weekend

Fourth of July Hosts & Party Planners



Where they shop:

Grocery Stores
Liquor Stores
Big Box Stores
Warehouse Stores
Butchers
Cheese Shops
Wine Shops
Farmer's Markets
Party Stores

Families & Parents With Young Kids At Home



Where they go:

Summer Camps
Zoos
Aquariums
Water Parks
Theme Parks
Mini Golf Courses
Arcades
Bowling Alleys
Playgrounds

Independence Day Celebrators (on-premise)



Where they celebrate:

Bars
Roof Decks
Rooftop Bars
Karaoke Bars
Breweries
Beer Gardens
Hotel Bars
Speakeasies
Cocktail Bars

Independence Day Travelers & Vacationers



Where they go:

Hotels
Gas Stations
Rental Car Locations
Motels
RV Parks
Campgrounds
Airports
National Parks
State Parks
Resorts

FSQ recommends reaching...

Independence Day Celebrators In Real-Time

Reach past Independence Day celebrators while they are at beaches, parks, marinas, pools, picnic spots, overlooks and viewpoints, and other outdoor locations throughout the 4th of July weekend.

Independence Day Celebration Planners

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

Independence Day Celebrators Planners In Real-Time

Reach consumers as they prepare for Independence Day barbecues, campouts, and other celebrations by visiting hardware stores, sporting goods stores, grocery stores, wholesale retailers, and liquor stores.

Labor Day Weekend



Consumers celebrate Labor Day with a weekend getaway

Foursquare data reveals an uptick in visits to hotels on Labor Day weekend in 2020, which could increase even more in 2021.



+33%

RESORTS

+30%

VACATION
RENTALS

+21%

HOTELS

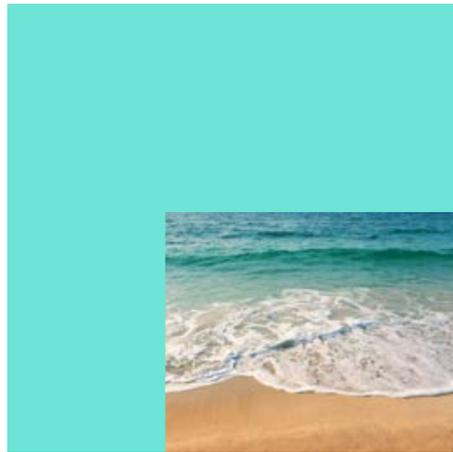


Labor Day weekend travelers are more likely to stay at...

WESTIN HOTELS & RESORTS **+37%**
HYATT REGENCY **+36%**
HYATT PLACE **+32%**
AUTOGRAPH COLLECTION HOTELS **+29%**
HILTON HOTELS & RESORTS **+27%**
EMBASSY SUITES **+27%**
SHERATON **+26%**

Top Labor Day travel destinations based on real world behavior

Opportunity: Capitalize on consumers' summer travel preferences with timely promotions.



BEACH & WATERFRONT

BEACHES **+57%**
SURF SPOTS **+54%**
WATERFRONTS **+46%**
RAFTING SPOTS **+41%**
LAKES **+40%**
ISLANDS **+37%**



CAMPING & OUTDOORS

STATE PARKS **+58%**
NATIONAL PARKS **+54%**
CAMPGROUNDS **+46%**
FISHING SPOTS **+35%**
ROCK CLIMBING SPOTS **+15%**
GOLF COURSES **+7%**



ADULT ENTERTAINMENT

TIKI BARS **+49%**
ROOF DECKS **+25%**
HOTEL BARS **+24%**
RACETRACKS **+18%**
CASINOS **+17%**
WINERIES **+13%**

FSQ recommends reaching...

Beach Destination Travelers

Reach consumers whose location history indicates they frequently travel to beach destinations in the winter and summer. Trendy beaches include Miami Beach, O'ahu, Maui, Myrtle Beach, Nantucket, Clearwater Beach, Coronado, CA, Cape May, NJ, Martha's Vineyard, East Hampton, NY, Magens Bay Beach, USVI, etc.

NEW: Real Time Moment - Outdoors

Reach consumers in the moment as they enjoy parks and outdoor areas during Labor Day weekend.

Airbnb & Vacation Home Renters

Reach consumers whose location history indicates they have visited a popular summer or winter destination during the summer or winter but do not live there. By excluding consumers who have been seen at hotels and motels in those areas, we can capture those who are most likely staying at an Airbnb or vacation home rental.

Consumers celebrate Labor Day at **theme parks** and other **family-friendly entertainment venues**

Foursquare data reveals an uptick in visits to family-fun & entertainment venues during Labor Day weekend, indicating that people may be eager to visit their favorite theme parks and family-friendly resorts this summer.



- SIX FLAGS **+73%**
- SEAWORLD PARKS & ENTERTAINMENT **+73%**
- UNIVERSAL PARKS & RESORTS **+40%**
- TOPGOLF **+29%**
- WALT DISNEY PARKS & RESORTS **+25%**
- HARD ROCK HOTEL & CASINO **+22%**
- SAN DIEGO ZOO **+20%**

+50%

ZOOS

+44%

THEME
PARKS

+44%

WATER
PARKS

Movie theaters see an uptick in foot traffic during Labor Day weekend

Opportunity: Reach consumers who have returned to movie theaters in recent months.

FSQ recommends reaching...

NEW: Real Time Moment - At The Movies

Reach consumers in the moment as they visit movie theaters to influence their showing decision and release awareness.



Foursquare data reveals a slight uptick in visits to movie theaters (+5%) during Labor Day weekend last year.

+15%

AMC
THEATERS

+7%

CINEMARK

+6%

REGAL
CINEMAS

Consumers shop end-of-season sale events during Labor Day weekend

Foursquare data reveals a notable uptick in visits to shopping malls and brick & mortar retail stores during Labor Day weekend last year, indicating that a large percentage of consumers are still shopping brick & mortar retail stores as the pandemic continues.



+40%

OUTLET
MALLS

+34%

OUTLET
STORES

+15%

CLOTHING
STORES

DISNEY STORE **+40%**
REI **+29%**
MACY'S **+20%**
SEPHORA **+16%**
KAY JEWELERS **+15%**
GAMESTOP **+13%**
BANANA REPUBLIC **+12%**
LOWE'S **+12%**
BEST BUY **+12%**
NORDSTROM **+11%**

/audience

Labor Day Weekend Shoppers

Reach consumers who have a history of shopping during Labor Day weekend. These consumers were seen out and about at malls, department stores, jewelry stores, florists, and other shopping destinations during Labor Day weekend in previous years. By using our new Online Interests feature, you can also reach consumers whose online interests indicate they are interested in shopping through their search, sharing, and content viewing.

Consumers shop for shoes, sporting gear & overall deals during Labor Day weekend

DEPARTMENT STORES & FAST-FASHION RETAIL

Up +7-15%



Where they shop:

DILLARDS **+70%**
 GAP **+26%**
 EXPRESS **+23%**
 MACY'S **+20%**
 H&M **+19%**
 HOLLISTER **+18%**
 AMERICAN EAGLE **+19%**
 JCPENNEY **+14%**
 OLD NAVY **+10%**

SHOE STORES

Up + 18%



Where they shop:

VANS **+44%**
 FOOT LOCKER **+20%**
 RACK ROOM SHOES **+17%**
 SHOE CARNIVAL **+18%**
 FAMOUS FOOTWEAR **+15%**
 SHOE DEPT **+12%**

SPORTING GOODS & OUTDOOR GEAR

Up +9-13%



Where they shop:

UNDER ARMOUR **+46%**
 EDDIE BAUER **+32%**
 REI **+29%**
 FINISH LINE **+21%**
 BASS PRO SHPS **+17%**
 ACADEMY SPORTS + OUTDOORS **+17%**
 LULULEMON ATHLETICA **+17%**
 BIG 5 SPORTING GOODS **+15%**
 DICK'S SPORTING GOODS **+10%**

OUTLET STORES & OFF-PRICE RETAILERS

Up +34%



Where they shop:

COACH FACTORY OUTLET **+57%**
 ADIDAS OUTLET **+40%**
 TANGER OUTLETS **+40%**
 OLD NAVY FACTORY OUTLET **+38%**
 GAP FACTORY STORE **+34%**
 NIKE FACTORY STORE **+31%**
 NORDSTROM RACK **+21%**

FSQ recommends reaching...

Outdoor Supply Shopper

Reach consumers who likely enjoy outdoor excursions. These consumers have recently been seen shopping at outdoor retailers such as REI, Gander, Field and Stream, etc.

Shopping Mall & Department Store Shopper

Reach consumers whose location history indicates they have been to locations that families often go shopping to generate awareness among consumers while they are in the shopping mindset. Locations include Macy's, Bloomingdale's, Local Malls, Nordstrom, etc.

Activewear & Sporting Goods Shopper

Reaches consumers who have a history of shopping for trendy activewear and sporting accessories. consumers are seen shopping at retailers such as Lululemon, Nike, Under Armour, Athleta, New Balance, Adidas, Puma, etc.

Consumers host & attend Labor Day celebrations at home

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

In fact, **grocery & liquor stores** saw a **+6-7%** uptick in foot traffic during Labor Day weekend last year compared to the weekends before and after.

FSQ recommends reaching...

Labor Day Celebration Planners In Real-Time

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



Foursquare data reveals an uptick in foot traffic to essential retail chains during Labor Day weekend last year compared to the weekend before and after, including:

TOTAL WINE **+21%**

BINNY'S BEVERAGE DEPOT **+19%**

FOOD 4 LESS **+17%**

ALBERTSONS **+15%**

RALPHS **+15%**

WINN-DIXIE **+15%**

LUCKY SUPERMARKETS **+14%**

LOWES FOODS **+13%**

BI-LO **+12%**

FESTIVAL FOODS **+12%**

Some on-premise locations see an uptick in foot traffic during Labor Day weekend

FSQ recommends reaching...

Craft Cocktail Enthusiasts

Reach consumers whose location history suggests that they love craft cocktails. This audience is seen at craft cocktail lounges, craft breweries, distilleries, whiskey bars, events, and festivals centered around fine spirits.

NEW: Real Time Moment - At The Bar

Reach consumers in the moment as they are socializing at bars.

Urban Millennial Socializers

Reach consumers whose location history indicates they live a fun, busy urban lifestyle. These consumers are frequently seen actively socializing at neighborhood bars, nightclubs, lounges, hotels, cafes, fashion boutiques, juice bars, yoga & pilates studios, etc.



Foursquare data reveals an uptick in foot traffic to some on-premise locations during Labor Day weekend last year compared to the weekend before and after, including:

BEACH BARS **+42%**
HOTEL BARS **+24%**
NIGHTCLUBS **+8%**
WINE BARS **+7%**
NIGHTLIFE SPOTS **+6%**
BREWERIES **+6%**

Identify & reach **key audiences** around Labor Day Weekend

Labor Day Hosts & Party Planners



Where they shop:

Grocery Stores
Liquor Stores
Big Box Stores
Warehouse Stores
Butchers
Cheese Shops
Wine Shops
Farmer's Markets
Party Stores

Families & Parents With Young Kids At Home



Where they go:

Summer Camps
Zoos
Aquariums
Water Parks
Theme Parks
Mini Golf Courses
Arcades
Bowling Alleys
Playgrounds

Brick & Mortar Retail Shoppers



Where they shop:

Shopping Malls
Outlet Malls
Department Stores
Outlet Stores
Women's Stores
Men's Stores
Shoe Stores
Big Box Stores
Sporting Goods Stores

Labor Day Travelers & Vacationers



Where they go:

Hotels
Gas Stations
Rental Car Locations
Motels
RV Parks
Campgrounds
Airports
National Parks
State Parks
Resorts

Take a closer look
at consumer
behavior around **key
moments** in Q3.

Summer Brunch



Restaurant visits during **breakfast** outpaced traffic during other dayparts last summer

Foot traffic to restaurants picked up most notably during **breakfast hours** (6-11 AM) throughout the summer months, with visits down only **-5%** as of September 30, 2020. In contrast, restaurant visits were still down **-14%** during typical **brunch hours** (11 AM-2 PM) as of September 30, 2020.

Perhaps this uptick in early morning restaurant traffic indicates a preference for dining out for breakfast over brunch as a result of the pandemic.

FSQ recommends reaching...

NEW: Real-Time Moment - Dining Out

Reach consumers in the moment as they are dining out at restaurants.



As of September 30, 2020, foot traffic to restaurants remained down most during dinner and late-night hours.

- 5%** BREAKFAST (6AM-11AM)
- 14%** BRUNCH (11AM - 2PM)
- 12%** LATE AFTERNOON (2PM - 5PM)
- 17%** DINNER (5PM - 10PM)
- 24%** LATE NIGHT (10PM - 6AM)

Summer Happy Hours & Drinking Occasions



Unsurprisingly, **bars** typically see an uptick in traffic throughout the summer months

Foursquare data reveals an uptick in visits to bars from July through September (compared to the months before and after), indicating that people continued to socialize on-premise despite restrictions around reduced capacity and limited hours of operation as a result of the pandemic.

FSQ recommends reaching...

NEW: Real Time Moment - At The Bar

Reach consumers in the moment as they are socializing at bars.



Many on-premise categories saw an uptick in foot traffic in **August 2020** compared to July & September, including:

+7% BEER BARS

+7% BEER GARDENS

+7% SPEAKEASIES

+4% COCKTAIL BARS

+7% BREWERIES

+5% WINE BARS

Summer Sporting Events, Including The 2021 Summer Olympics



Sports fans were still attending professional sporting events last summer.

Location data confirms that some sports fans were still attending games in-person despite restrictions brought on by the pandemic last summer. **Baseball stadiums** saw an +18% uptick in traffic in July 2020, while **tennis** and **soccer** stadiums saw a +9% uptick in traffic that month compared to June and August.

In contrast, **sports bars** saw a slight decline in visits (-2%) in July 2020 compared to June & August, perhaps indicating that some sports fans are still more likely to cheer on their favorite teams from home vs. at the bar.



+9%

TENNIS
STADIUMS

+9%

SOCCER
STADIUMS

+18%

BASEBALL
STADIUMS

-2%

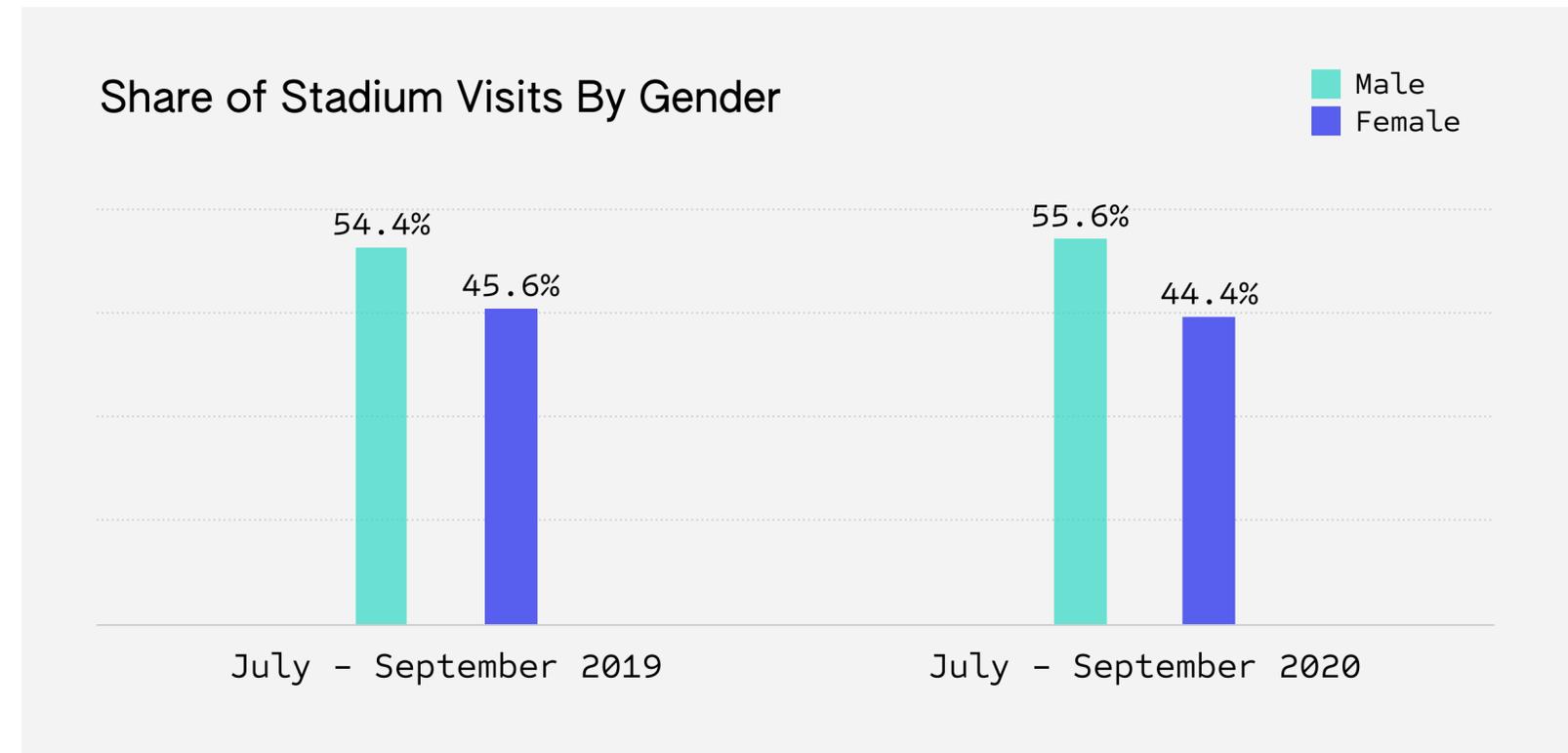
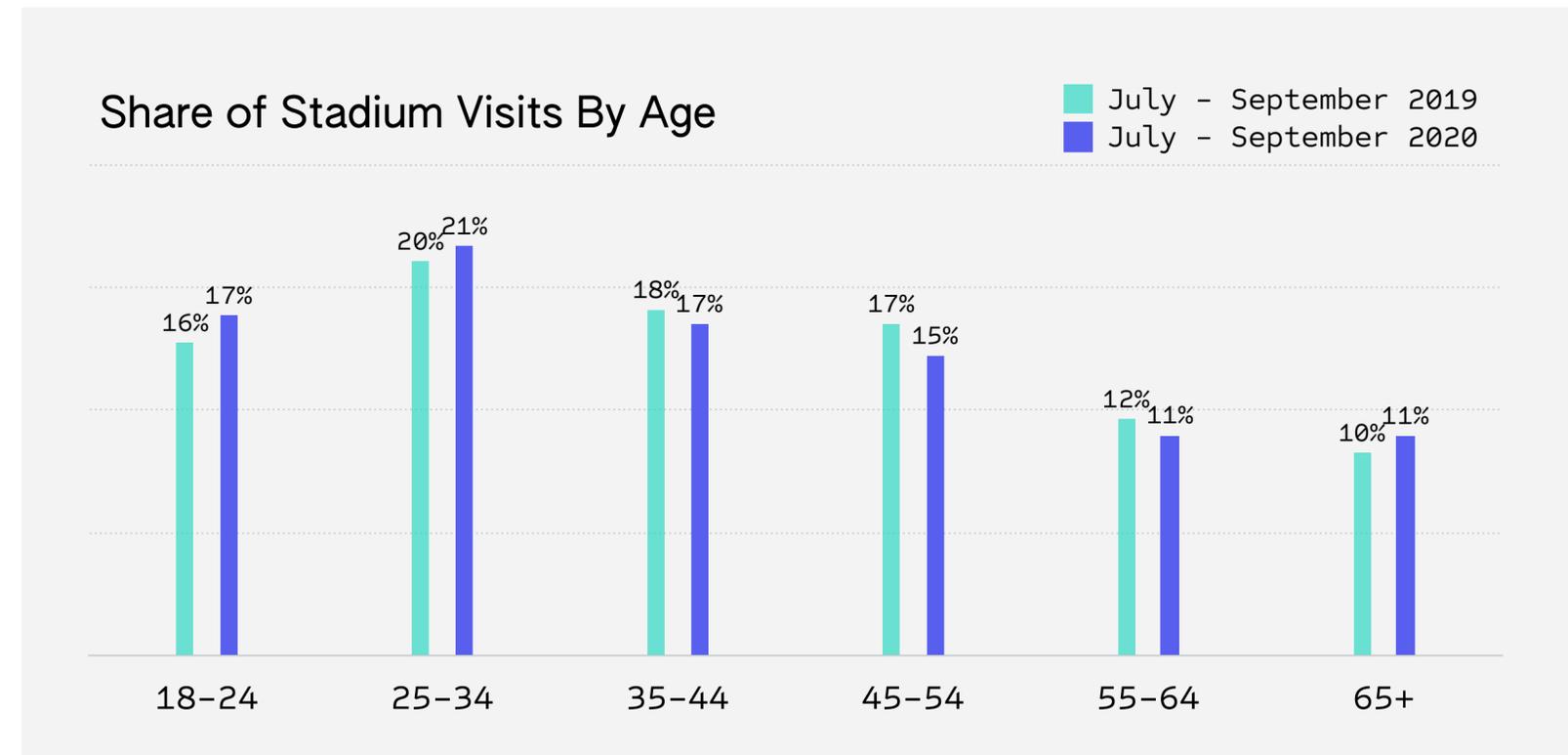
SPORTS
BARS

Foursquare data from 2020; lift in July 2020 compared to June and August

Sports stadiums saw slightly more visits from younger male spectators last summer compared to 2019

Stadiums saw a slightly higher percentage of traffic amongst **younger spectators** (ages 18-34) between July - September 2020 compared to the same months in 2019. At the same time, stadium visits continued to skew **male** throughout the summer months, with roughly ~56% of traffic from male spectators between July - September 2020.

With the 2021 Summer Olympics just around the corner, we may continue to see an uptick in visits to sports bars and other sporting event venues amongst younger male sports fans.



Identify & reach sports fans in the summer months

At-Home Sports Fans



Where they shop:

Grocery Stores
Liquor Stores
Big Box Stores
Warehouse Stores
Butchers
Cheese Shops
Wine Shops
Farmer's Markets
Party Stores

On-Premise Sports Fans



Where they eat & drink:

Bars
Sports Bars
Breweries
Dive Bars
Pubs
Beer Gardens

Devoted Sports Fans & Stadium Visitors



Where they go:

Stadiums
Baseball Stadiums
Soccer Stadiums
Parking
Tennis Stadiums
Football Stadiums
Hockey Arenas
Basketball Stadiums

FSQ recommends reaching...

NEW: Real Time Moment - At The Bar

Reach consumers in the moment as they are socializing at bars.

NEW: Real Time Moment - Dining Out

Reach consumers in the moment as they are dining out at restaurants.

NEW: Real Time Moment - Grocery Shopping

Reach consumers in the moment as they are in the midst of a grocery run to influence shopping lists and impromptu purchases.

Ready-To-Use Audience: Live Sports Fan

Reach consumers whose location history indicates that they are passionate about their teams and love attending live events! This audience is regularly seen at MLB, MLS, NBA, NHL, and NFL stadiums and arenas at least 3x throughout the year.

Custom Audience: Sports Bar Visitors

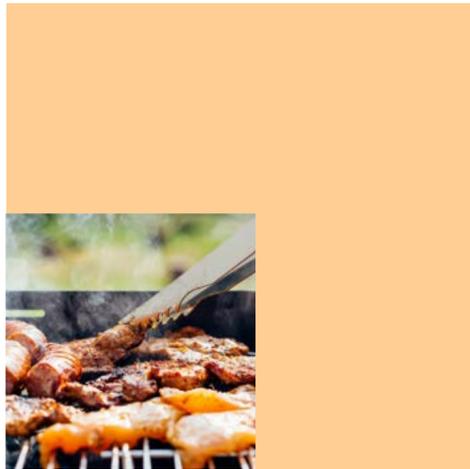
Reach consumers whose location history shows that they often visit sports bars to watch games.

Ready-To-Use Audience: Swimming Enthusiasts

Reach consumers who've demonstrated an affinity for swimming and related activities likely to tune in for the Olympics.

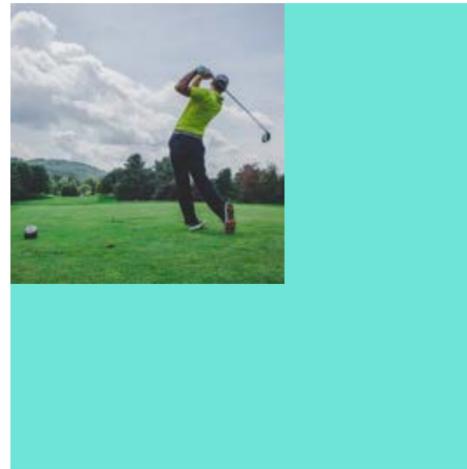
Reach sports fans during the 2021 Summer Olympics

The summer Olympics is the most watched sporting event in North America, ahead of the NFL*.



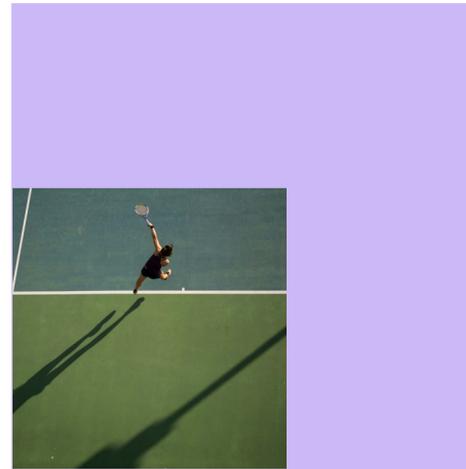
Watch Party Hosts & Guests

Reach sports fans prepping to entertain guests at home during the 2021 Summer Olympics



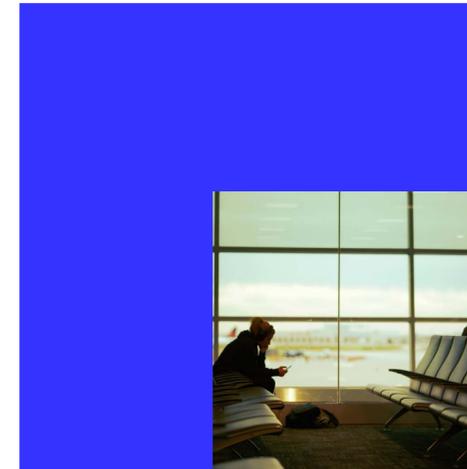
Active Sports Fans

Target consumers recently seen at gyms, yoga & pilates studios, and kickboxing gyms. Deliver Olympics-themed messaging in real-time by geofencing gyms & fitness center locations.



Live Sports Fans

Target fans who attended other live sporting events (i.e. NFL, MLB, NBA) in recent years.



Olympics Attendees

Reach Olympics attendees in real-time while they are attending the Olympics in Tokyo. Geofence popular Tokyo hotels, bars, restaurants, and other tourist hot spots leading up to and during the Olympics.

Summer Travel



Redefining summer travel trends amidst the pandemic

The COVID-19 pandemic undoubtedly impacted consumer behavior around summer vacation throughout the United States.

Road trips, staycations, and local weekend getaways continued to grow in popularity throughout the summer months. At the same time, foot traffic to national parks and campgrounds remained elevated as many consumers still avoided air travel and hotel stays as a result of the pandemic.

While foot traffic to airports remained well below pre-pandemic levels throughout the summer, **airports** still saw a slight uptick in traffic in July (+18%) compared to June and August.



+18%

AIRPORTS

+16%

HOTELS

+24%

TOUR
PROVIDERS

Foursquare data from 2020; lift in July 2020 as compared to the months before and after

Identify & reach summer travelers

Road Trippers & Weekend Travelers



Where they go:

Gas Stations
Rental Car Locations
Motels
RV Parks
State Parks
National Parks
Hotels

Outdoor Enthusiasts



Where they go:

Trails
Campgrounds
Rock Climbing Spots
Fishing Spots
Bike Trails
Outdoor Supply Stores
Sporting Goods Shops

Waterfront Vacationers



Where they go:

Beaches
Hotel Pools
Resorts
Surf Spots
Lakes
Rivers
Rafting Spots

Young Families



Where they go:

Theme Parks
Zoos
Aquariums
Vacation Rentals
Mini Golf Courses
Kids Stores
Playgrounds

FSQ recommends reaching...

Family Travelers

Reach parents with young children whose device history shows they have recently been to prominent travel destinations such as Disney World, Six Flags, Sea World, and other amusement parks.

NEW: Real Time Moment - Outdoors

Reach consumers in the moment as they enjoy parks and outdoor areas during the summer.

Summer Fun Families

Reach consumers whose location history suggests that they are parents with young children, who are adventurous and active in the summer. During the summer months, this audience is seen at swimming pools and beaches, amusement and water parks, boating, camping, at batting cages, at museums, and more.

Seasonal **Strategies** For Q3 2021.

Key Learnings & Trends From Q3 2020



SUMMER DRINKING & DINING

Day Drinking vs. Going Out At Night.

People were more likely to visit on-premise locations in the afternoon vs. during later dayparts as a result of the pandemic.

Summer of Speakeasies.

Foot traffic to speakeasies picked up most notably amongst on-premise categories, and remained elevated throughout the summer, while visits to sports bars and cocktail bars remained low.

Breakfast Is The New Brunch.

Foot traffic to restaurants picked up more notably during breakfast hours compared to later dayparts last summer.



SUMMER TRAVEL

Focus On Outdoor Adventures.

Consumers continue to spend more time outdoors as a result of the pandemic. Foot traffic to National Parks, campgrounds, and RV parks remained elevated throughout the summer months, and will likely pick up again throughout the summer.

Road Trips & Local Travel.

Foot traffic to gas stations & hotels continued to pick up throughout the summer, while visits to airports remained well below normal, indicating that more consumers were traveling by car vs. by plane as a result of the pandemic.



SUMMER HOLIDAYS

Returning To The Bar For Holiday Celebrations.

While foot traffic to bars has been slow to recover, on-premise locations saw a notable uptick in foot traffic around holiday weekends throughout the summer.

Hosting Summer BBQs & Social Gatherings At Home.

Essential retail stores such as grocery and liquor stores saw a notable uptick in visits around holiday weekends in the summer, indicating that many consumers were still hosting BBQs and small social gatherings at home vs. spending time on-premise due to the pandemic.

Here are just a few ways to win over consumers in Q3 using location technology.

Segment Audiences

Identify consumers in different life stages with changes in foot traffic patterns, visit frequency, and 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

Personalize app experiences

Display photos, tips, and places around your users or push notifications based on offline activity. Enrich your data with historical location attributes

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

Predict customer demand

Optimize supply decisions based on foot traffic patterns

Interested in discussing how location data and technology can bolster your Q3 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](#).