



# Foursquare Insights: Nightlife

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**FOURSQUARE**

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# Overview & Methodology

**What does the return to nightlife look like in a post-pandemic world?** In this report, we take a closer look at behavioral patterns of consumers who have returned to various nightlife spots such as bars and casinos, as well as off-premise venues such as liquor stores.

Foursquare analyzes consumer behavior based on foot traffic data from millions of Americans that make up our always-on panel. Foursquare measures 3+ billion visits per month globally. For the purpose of this report, all data is anonymized, aggregated and normalized against U.S. Census data to remove any age, gender and geographical bias.



# Definitions

**Indexed Affinities** indicate the times (or percentage) a particular audience is more or less likely than the average U.S. consumer to visit a given category or chain, where 1 represents the average U.S. consumer's visit propensity.

**Penetration** is calculated as the percentage of Americans who visited a given category or chain at least one time during that analysis period (June - September 2021).



# Key Learnings & Trends



## Nightlife is on the rise.

**83%** of Americans visited a nightlife spot at least once in recent months. What's more, traffic to such venues has continued to steadily rise each month, indicating that consumers are eager to return to usual **on-premise activities**.



## Nightlife behavior varies by city.

People in certain cities may be going out more than others. Foot traffic to bars in **Los Angeles** remains elevated compared to bar traffic in other major cities. In fact, **Los Angeles** is ranked the 2nd top home DMA amongst recent bar goers.



## Holidays trigger spikes in foot traffic to nightlife venues.

All nightlife venues, most notably **cocktail bars** and **casinos**, saw an uptick in visits around **Memorial Day, July 4th & Labor Day**. Brands can capitalize on foot traffic trends during national holidays, when consumers are more likely to be out and about.



## Bar goers seek budget-friendly booze.

**Dive bars** (which typically offer lower prices on alcohol) have seen a gradual uptick in foot traffic since this summer, while visits to pricier drinking establishments such as **cocktail bars** remain relatively lower, perhaps indicating that consumers are seeking a more affordable night out.



## Men ages 35-54 make up the highest share of nightlife foot traffic.

Bars, casinos & liquor stores are all seeing a relatively higher share of foot traffic from **men, ages 35-54** compared to other audiences.



## Bar goes return for late nights.

Nightlife spots are seeing a relatively higher share of traffic on **weekends** and during **prime late night hours** (after 7pm) compared to last year, indicating the return of late nights on-premise.

Let's take a closer  
look at **nightlife** in  
the United States.

# 83% of Americans visited a **nightlife spot** at least once in recent months

Location data reveals that Americans have returned to on-premise nightlife in full force. The vast majority of adult consumers visited a nightlife spot (such as a bar, casino, nightclub, brewery) at least once between June - September 2021.



**Opportunity:** Align with consumers' visitation patterns to deliver moment-based messaging when consumers are most likely to be 'out & about' at bars, nightclubs and other on-premise locations.

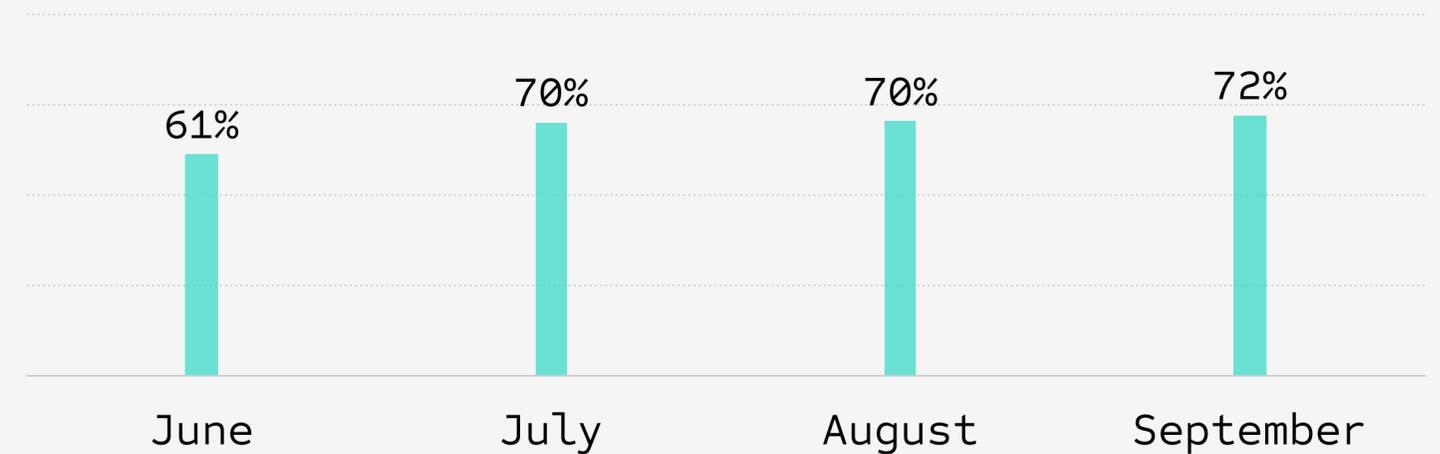
# Nightlife spots have seen a steady uptick in traffic in recent months

Nightlife spots such as bars, nightclubs and pool halls have seen a consistent increase in penetration in recent months, indicating that Americans are slowly returning to their favorite on-premise locations.

**Opportunity:** Reach consumers who have been seen at nightlife spots in recent months, or target consumers at or nearby on-premise locations with moment-based messaging.



% of Americans who visited a **nightlife spot** between June - September 2021:



# Foot traffic to various **on-premise venues** has continued to rise in recent months

**Opportunity:** Capitalize on opportunities to promote your brand at places where alcohol is sold & consumed (such as music venues and comedy clubs). These places have continued to see an uptick in traffic in recent months.

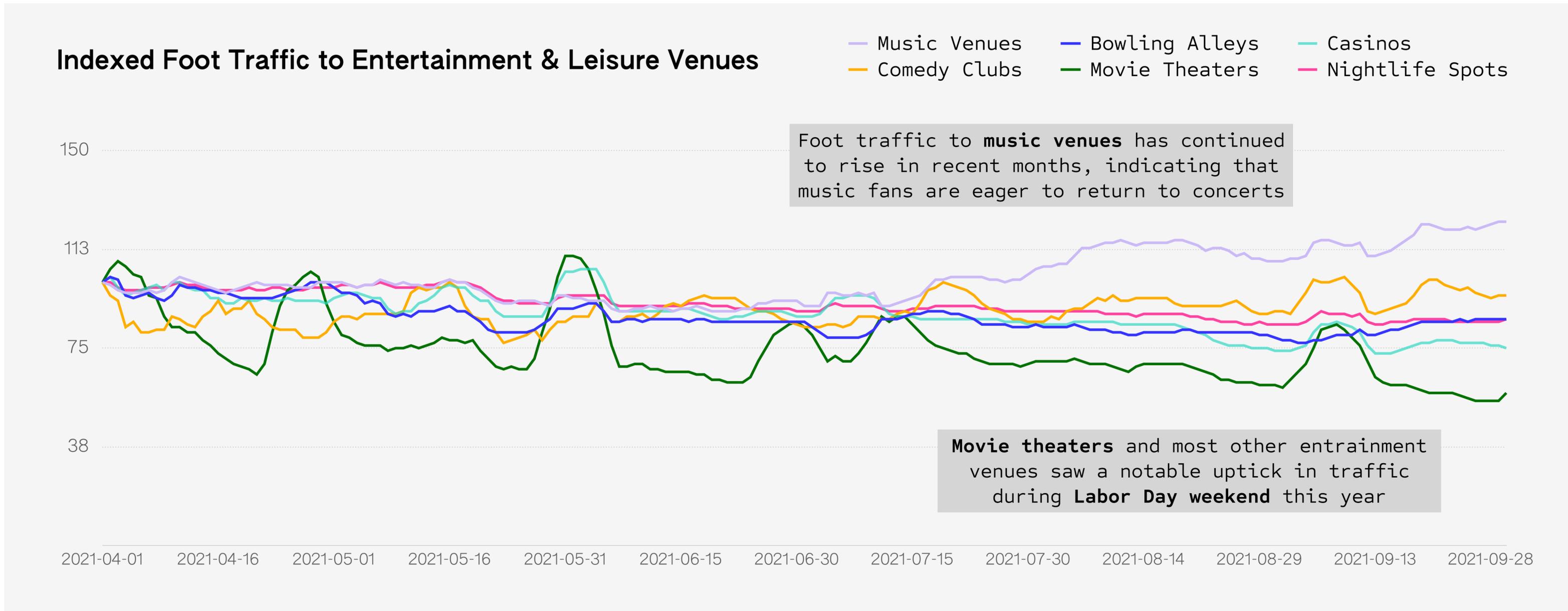


Chart illustrates indexed foot traffic to various entertainment & leisure venues, where visits on April 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

# Many **on-premise nightlife venues** & **off-premise retailers** are seeing a notable uptick in traffic during holiday weekends

## Indexed Foot Traffic to Nightlife Categories

- Liquor Stores
- Cannabis Dispensaries
- Casinos
- Bars
- Breweries
- Cocktail Bars
- Dive Bars

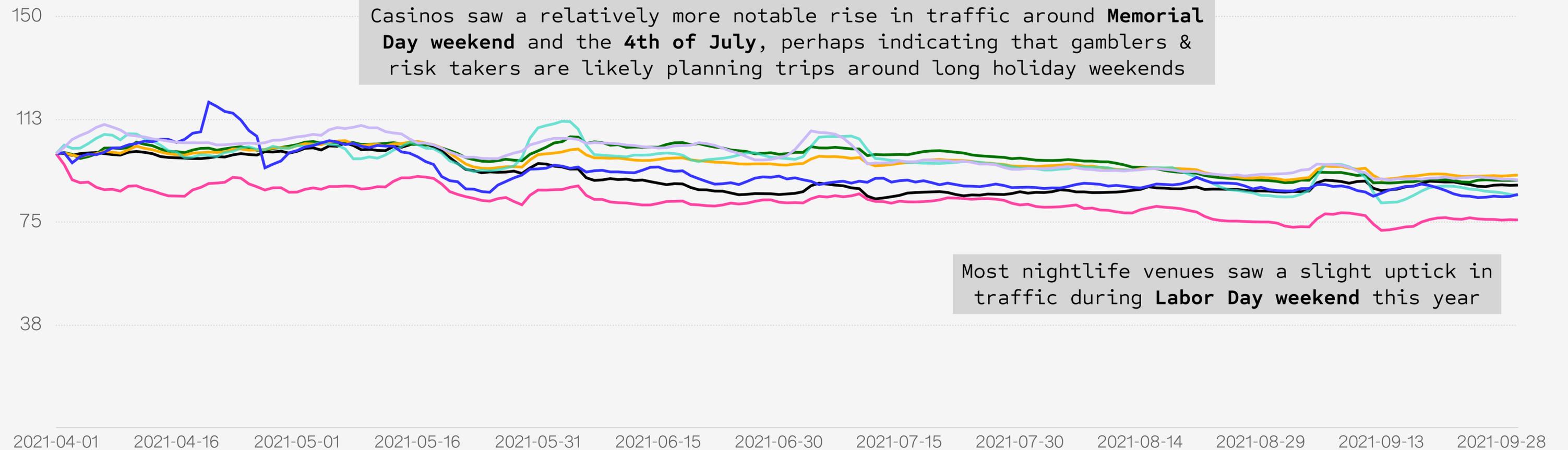


Chart illustrates indexed foot traffic to various nightlife categories, where visits on April 1, 2021 = 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Let's take a closer  
look at **bars** in the  
United States.

Foot traffic to most **bars** has remained relatively stable since early April this year; Bar goers seek **budget-friendly** booze

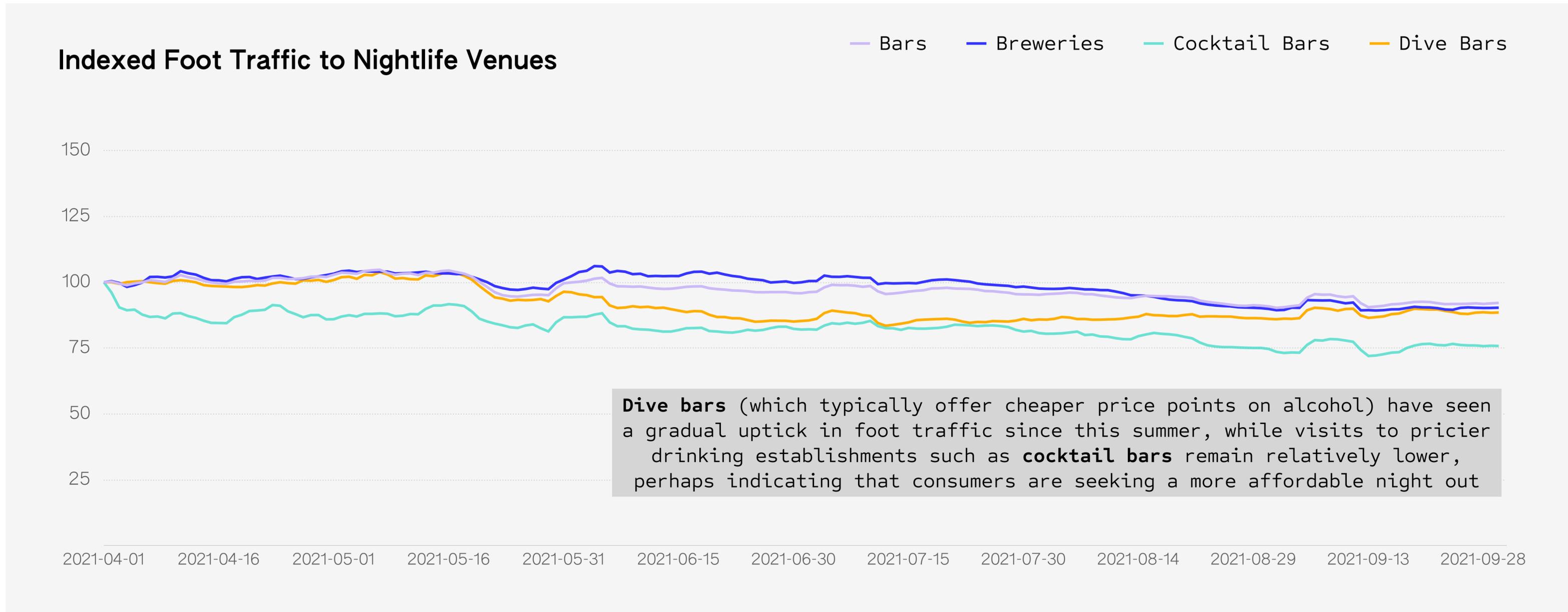


Chart illustrates indexed foot traffic to various nightlife venues, where visits on April 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

# Foot traffic to bars remains relatively higher in **Los Angeles** compared to urban hot spots

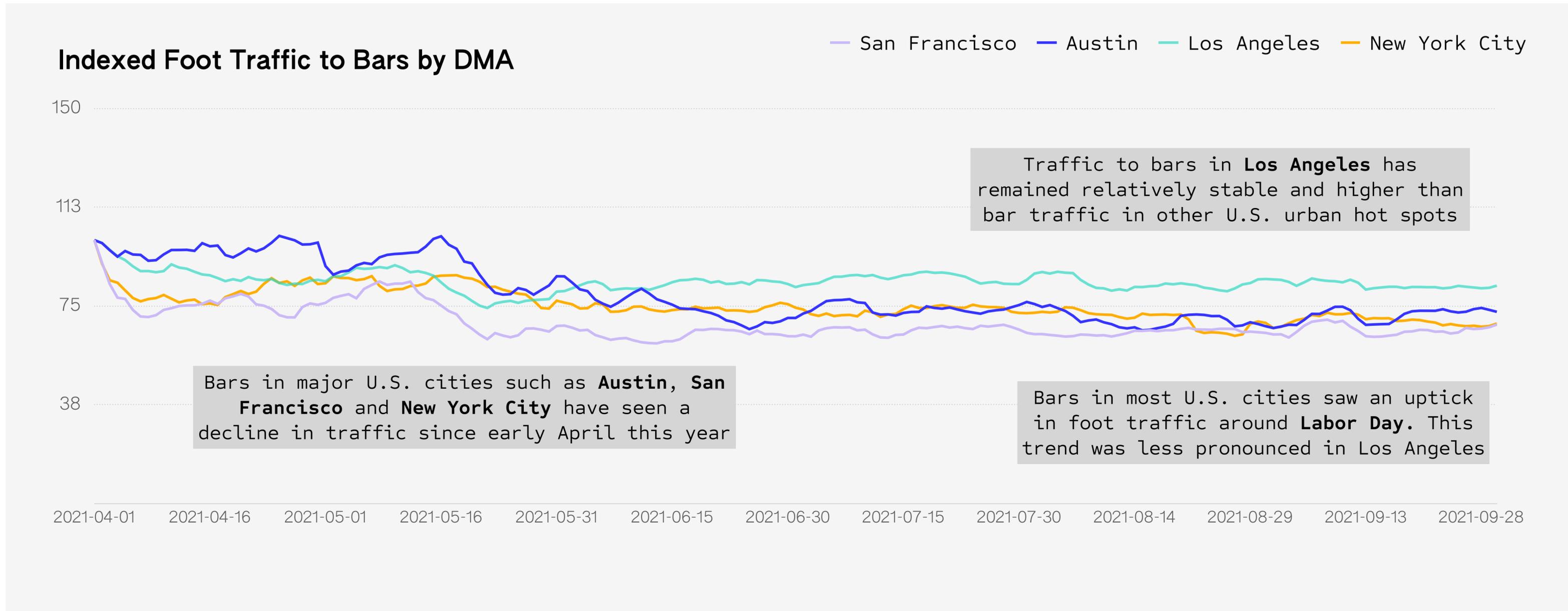


Chart illustrates indexed foot traffic to various DMAs, where visits on April 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

# Where are consumers going out the most?

**Opportunity:** Identify & reach loyal bar goers in real-time while they are at or near by these top home DMAs in 2021; segment audiences in order to reach the frequent bar goers based on geographic trends.



Location data reveals the **top 10 home DMAs** of recent nightlife enthusiasts based on visits to bars:

Chicago, IL

Philadelphia, PA

Los Angeles, CA

Tampa, FL

Cleveland, OH

Dallas, TX

New York, NY

Columbus, OH

Minneapolis, MN

Phoenix, AZ

# Bar goers are sports fans, frequent travelers, college students (ages 21+) and retirees

Compared to the average American, people who visited a bar at least once between June - September 2021 are more likely to be...

## College Students (21+)



These busy students are frequenting...

- Fraternity Houses **+4%**
- College Tracks **+2%**
- College Rec Centers **+2%**
- College Soccer Fields **+2%**

## Affluent Travelers



These frequent travelers are more likely to visit...

- Taxi Stands **+5%**
- Airport Gates **+5%**
- Airport Lounges **+5%**
- Resorts **+4%**
- Ski Lodges **+3%**

## Sports Fans



These sports fans are frequenting...

- Sports Bars **+7%**
- Baseball Stadiums **+4%**
- Hockey Arenas **+4%**
- Soccer Stadiums **+3%**

## Retirees



These older consumers are more likely to visit...

- Memorial Sites **+4%**
- Casinos **+4%**
- Veterans' Organizations **+4%**
- Golf Driving Ranges **+3%**

# Bar goers have an affinity for dining out, shopping and traveling

**Opportunity:** Align with bar visitors' real-world visitation patterns to deliver moment-based messaging when they're most likely to be 'out & about'.



## Casual Dining

T.G.I. Friday's +11%  
Buffalo Wild Wings +8%  
The Cheesecake Factory +6%  
Panera Bread +5%  
Applebee's +5%



## Travel

MGM Resorts International +9%  
Hyatt Regency +9%  
Hilton Hotels & Resorts +9%  
DoubleTree by Hilton +7%  
Holiday Inn +6%



## Fast Fashion

Nordstrom +6%  
Forever 21 +5%  
American Eagle Outfitters +5%  
H&M +5%  
Old Navy +4%

# The path to the bar

**Opportunity:** Target **nightlife enthusiasts** before and after their journey to a bar to intercept them in moments of consideration.



## Affluent Socialites

These socialites have disposable income and an affinity for high-end experiences.



## Young Urban Professionals

These office frequenters are seen frequently at tech start ups, business centers, and bars for team happy hour.



## Foodies

These food connoisseurs love trying various cuisines and connecting with friends before and after going to a bar.



## Concertgoers

These consumers have an affinity for live music and may be more likely to visit a bar before & after a concert.



## Places Visited Before

- Tech Start Ups
- Tapas Restaurants
- Conference Rooms
- Performing Arts Venues
- Speakeasies
- Music Venues
- Indie Movie Theaters

## Bars

## Places Visited After

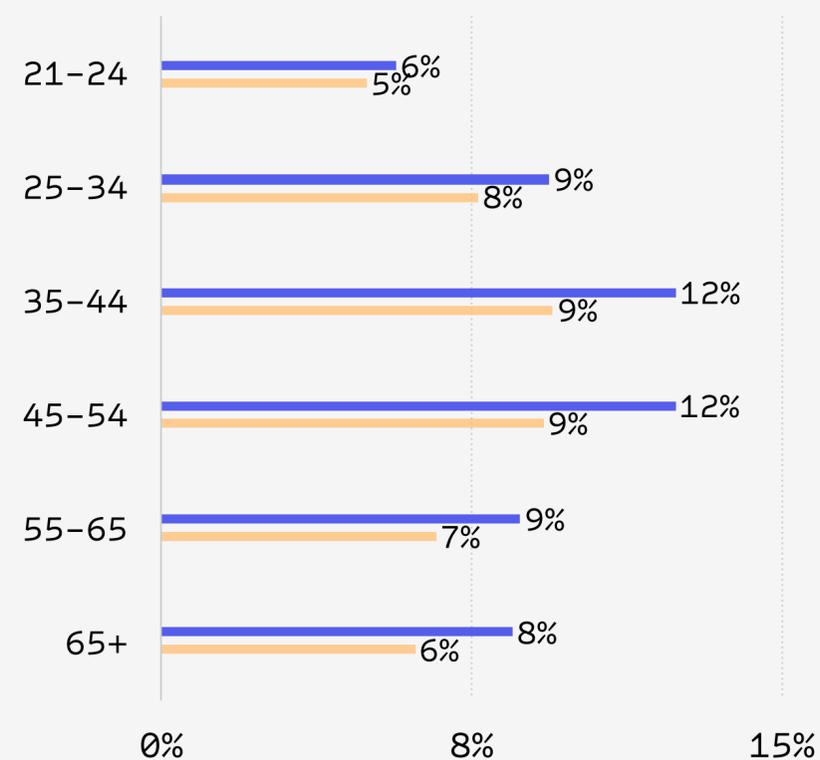
- Concert Halls
- Jazz Clubs
- American Restaurants
- Amphitheaters
- Piano Bars
- Vegetarian Restaurants
- Residence Buildings (Apartments)

# Bars are seeing roughly 1/4 of total traffic from **men, ages 35-54**

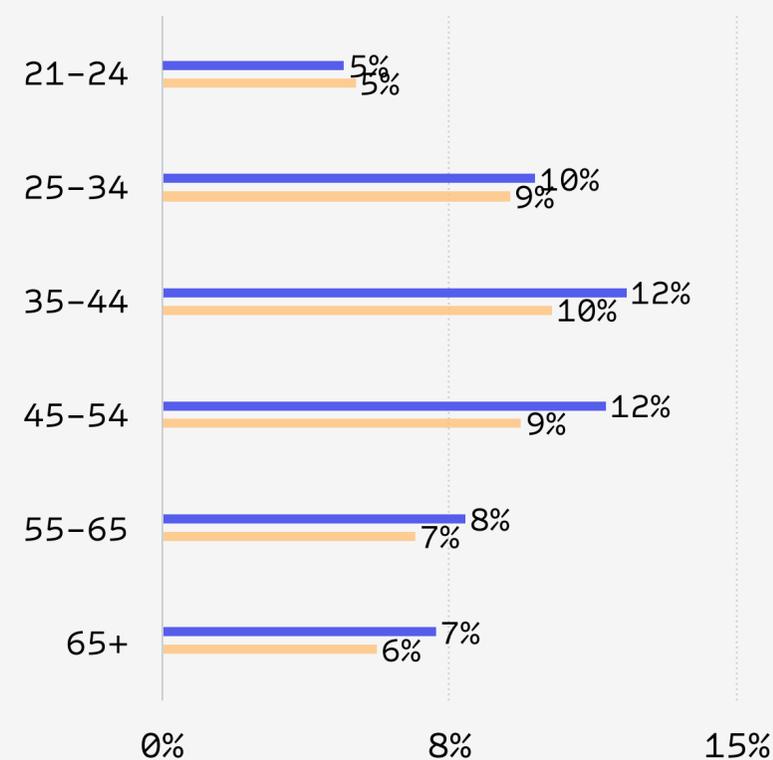
## Share of bar visits by age & gender

Male Female

### June - September 2020



### June - September 2021



### Insights:

**Women are returning to nightlife.**

Bars are seeing a relatively higher share of traffic from women across all age cohorts compared to last year, while share of traffic amongst men has remained fairly consistent.

**Bars are still seeing roughly 1/4 of total traffic from men, ages 35-54.**

### Opportunity:

Identify & segment bar visitors based on visitation patterns to bars by age & gender.

# Bars are seeing an uptick in **late night** traffic once again

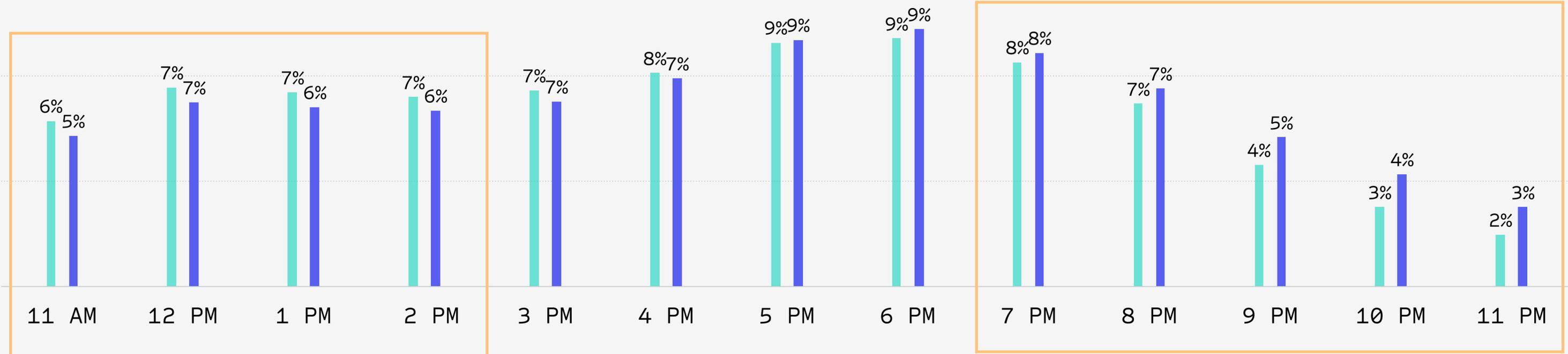
**Opportunity:** Target nightlife enthusiasts when they're most likely to visit a bar; Reach potential bar goers who are more likely to be 'out and about' during prime nightlife hours (7pm-11pm).

## Share of Bar Traffic By Hour Of Day

■ Sept-June 2020 ■ Sept-June 2021

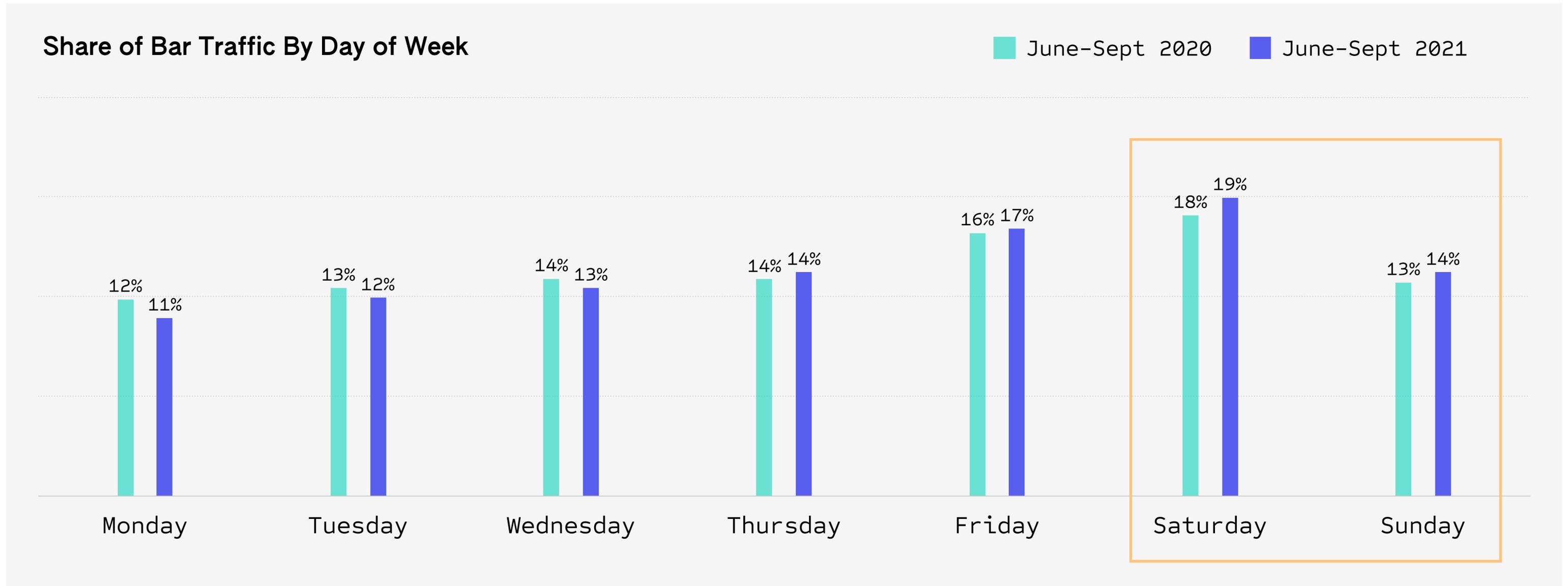
Bars are now seeing a relatively **smaller** share of daily traffic in the **afternoon** compared to last year (down 9 % pts)

Bars are now seeing roughly **1/3** of total traffic during prime late night hours (**7-11pm**), up +3 % pts from 2020, indicating the return to late nights on premise.



# Bars are even busier on **weekends** compared to last year

**Opportunity:** Target nightlife enthusiasts when they're most likely to visit a bar; Reach potential bar goers who are more likely to be 'out and about' (during the weekend).



# Bar goers are typically traveling within 12 miles from home & spending roughly **1 hour** on premise

## OPPORTUNITIES:

Intercept consumers before, during, or after their synchronized **~1 hour** stay at the bar.

Reach bar goers who live in a 12 mile radius of target bars. Conquest this audience by activating Foursquare's proximity segment.



Median time spent at bars:

**54 minutes**

Median distance traveled from home to reach a bar:

**12 miles**

# Identify & reach various types of nightlife enthusiasts

## BREWERIES

### AUDIENCE PROFILES:

- Caffeine Fiends
- Travelers
- Young Urban Professionals
- At-Home Chefs

### TOP AFFINITIES:

- *Caribou Coffee* +26%
- *Peet's Coffee & Tea* +25%
- *California State Parks* +23%
- *Whole Foods Market* +15%
- *Life Time Fitness* +15%
- *Nordstrom Rack* +14%



## WHISKEY BARS

### AUDIENCE PROFILES:

- Beauty Enthusiasts
- Outdoors Enthusiasts
- Daily Commuters
- Fitness Fans

### TOP AFFINITIES:

- *Cava Grill* +119%
- *Crunch Gym* +94%
- *Amtrak* +82%
- *National Park Service* +77%
- *Massage Envy* +55%
- *Sephora* +53%



## DIVE BARS

### AUDIENCE PROFILES:

- Foodies
- Movie Goers
- Sports Fans
- Urban Commuters

### TOP AFFINITIES:

- *Festival Foods* +66%
- *MTA Subway* +48%
- *Duane Reade* +47%
- *76 Gas Stations* +30%
- *Lululemon Athletica* +25%
- *Regal Cinemas* +8%



## HOTEL BARS

### AUDIENCE PROFILES:

- Holiday Travelers
- Fashionistas
- Auto Enthusiasts
- Fitness Fans

### TOP AFFINITIES:

- *Courtyard by Marriott* +96%
- *Budget Car Rental* +94%
- *UNIQLO* +88%
- *The Cheesecake Factory* +61%
- *24 Hour Fitness* +53%
- *Simon Malls* +35%



Let's take a closer  
look at **casinos** in  
the United States.

16% of Americans visited a **casino** at least once in recent months



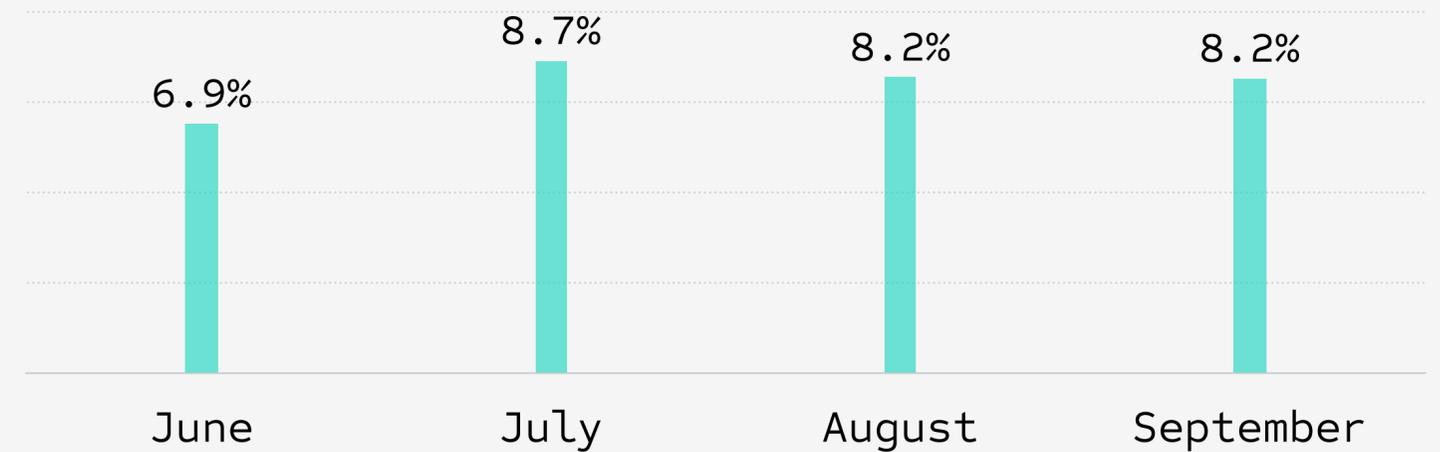
**Opportunity:** Align with consumers' visitation patterns to deliver moment-based messaging when consumers are most likely to visit casinos.

# Casinos saw a notable uptick in summer traffic

**Opportunity:** Reach consumers who have been seen at casinos in recent months, or target consumers at or nearby casinos with moment-based messaging.



% of Americans who visited a casino between June - September 2021:



Foot traffic to **casinos** has gradually declined since the summer months despite notable upticks during holiday weekends

### Indexed Foot Traffic To Casinos

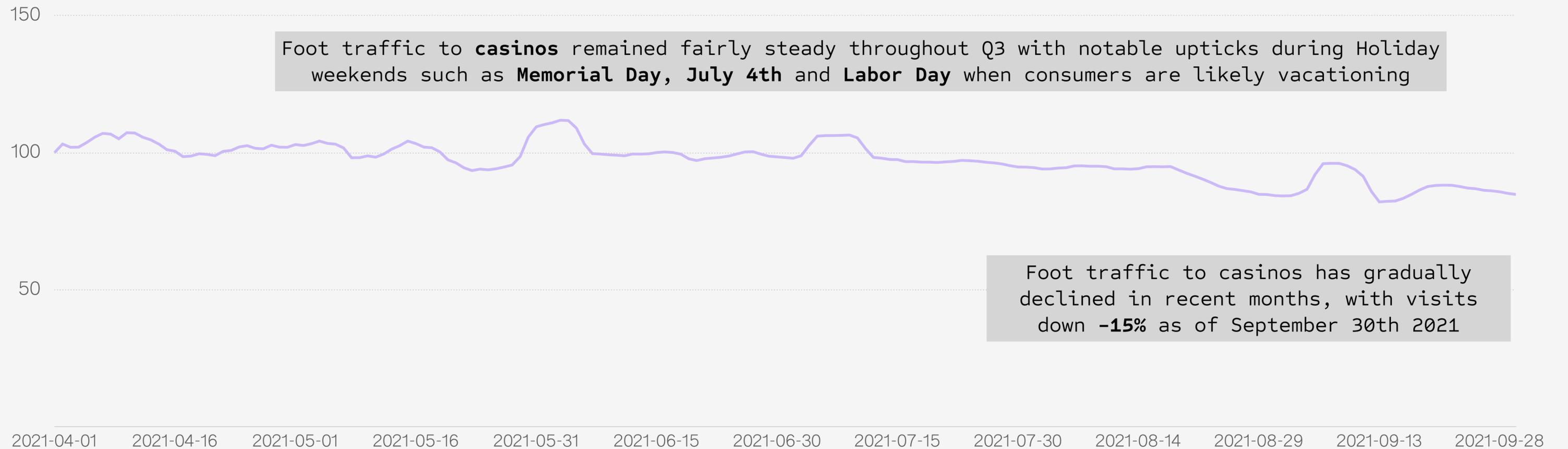


Chart illustrates indexed foot traffic to various casinos, where visits on April 1, 2021 = 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

# Casino goers are affluent socialites, retirees, frequent travelers & foodies

Compared to the average American, people who visited a **casino** at least 1x between June - September 2021 are more likely to be...

## Affluent Socialites



These high society socialites are frequenting...

- Ballrooms **+80%**
- Resorts **+74%**
- Lounges **+45%**
- Cocktail Bars **+35%**
- Jazz Clubs **+17%**

## Retirees and Grandparents



These retirees are more likely to spend their days at...

- Golf Driving Ranges **+13%**
- Kids Stores **+9%**
- Memorial Sites **+4%**
- Veterans' Organizations **+4%**
- Boats or Ferries **+3%**

## Frequent Travelers



These travel enthusiasts are frequenting...

- Taxi Stands **+69%**
- Airport Ticket Counter **+50%**
- Baggage Claims **+33%**
- Inns **+26%**
- Hotels **+45%**

## Foodies



These foodies have an affinity for ethnic cuisine and more likely to visit...

- Cajun / Creole Restaurants **+26%**
- Filipino Restaurants **+24%**
- Vietnamese Restaurants **+16%**
- French Restaurants **+14%**
- Mongolian Restaurants **+13%**

# The path to the casino

**Opportunity:** Target casinos goers before and after their journey to a casino to intercept them in moments of consideration.



## Affluent Socialites

These luxurious socialites have an affinity for visiting high-end brands before and after going to a casino.



## Gamers

These gaming enthusiasts live for the thrill of winning and have been seen visiting other gaming venues.



## Art Enthusiasts

These culture vultures have an affinity for fine art, and may be more likely to visit a casino within close proximity.



## Young Professionals

These urban professionals may be visiting a casino for a work-related event.



## Places Visited Before

- Gaming Cafes
- Public Art
- Coworking Spaces
- Speakeasies
- Art Galleries
- Golf Driving Ranges
- Lawyer Offices

## Casino

## Places Visited After

- Cocktail Bars
- Roof Decks
- Steakhouses
- Performing Arts Venues
- Arcades
- Music Venues
- Residence Buildings (Apartments)

# Casino goers have an affinity for caffeine, budget-friendly travel & fast fashion retailers

**Opportunity:** Align with casino visitors' real-world visitation patterns to deliver moment-based messaging when they're most likely to be 'out & about'.



## Cost-Conscious Road Trips

76 Gas Stations +57%  
Budget Car Rental +27%  
Americas Best Value Inn +25%  
National Car Rental +22%  
Discount Tire +6%



## Caffeine Fix

Caribou Coffee +23%  
Dutch Bros. Coffee +52%  
The Coffee Bean & Tea Leaf +61%  
Starbucks +10%



## Shopping

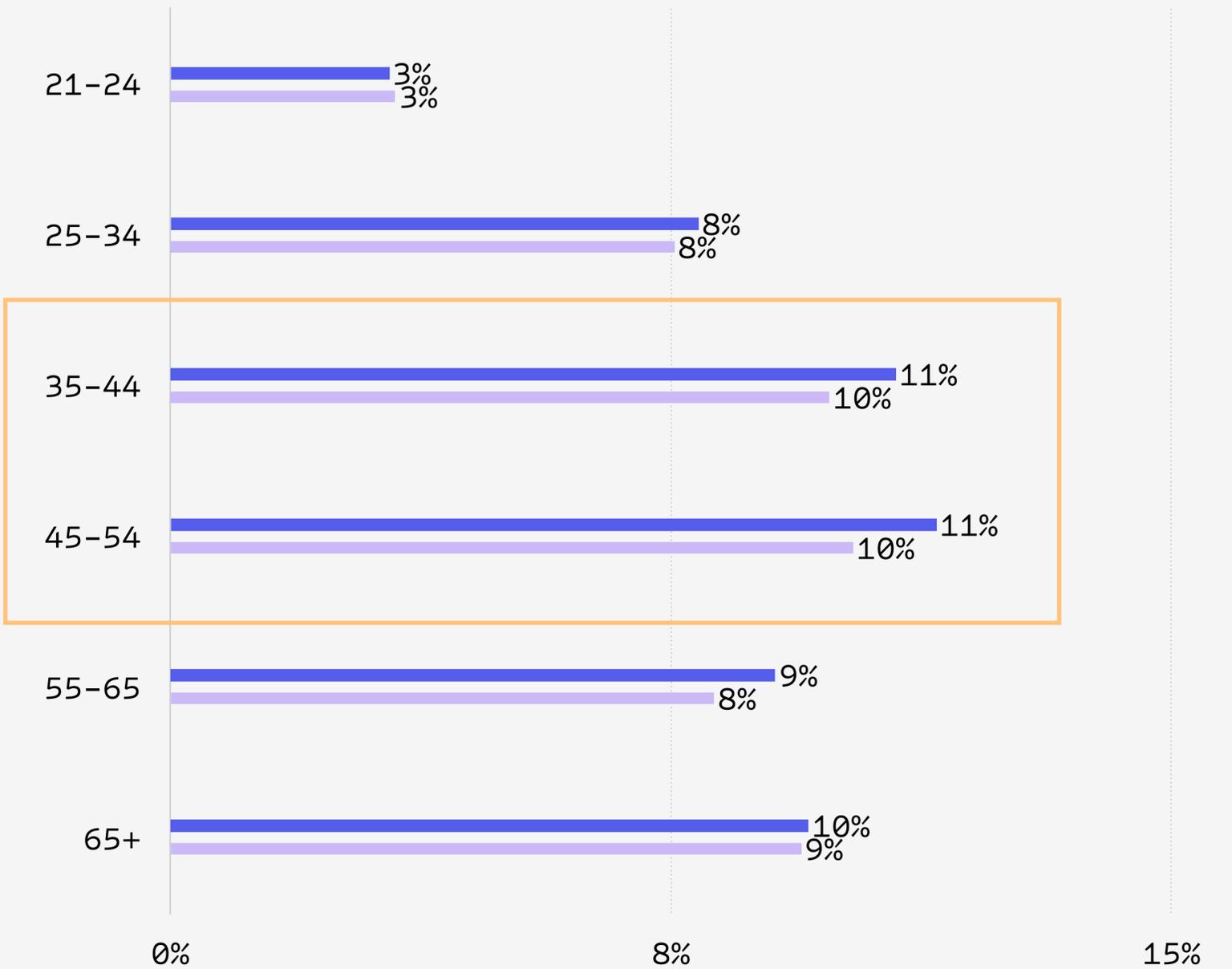
Forever 21 +8%  
Macy's +8%  
Victoria's Secret +10%  
Famous Footwear +17%  
Ross Dress for Less +14%

# Casinos are seeing the highest share of traffic from **male consumers, ages 35-54**

**Opportunity:** Identify & segment casino goers based on visitation patterns to casinos by age & gender.

Share of visits by age & gender

Male  
Female



# Let's take a closer look at **off-premise** behavior.

June – September 2021

# Liquor stores and cannabis dispensaries are seeing varying upticks in traffic around certain holidays

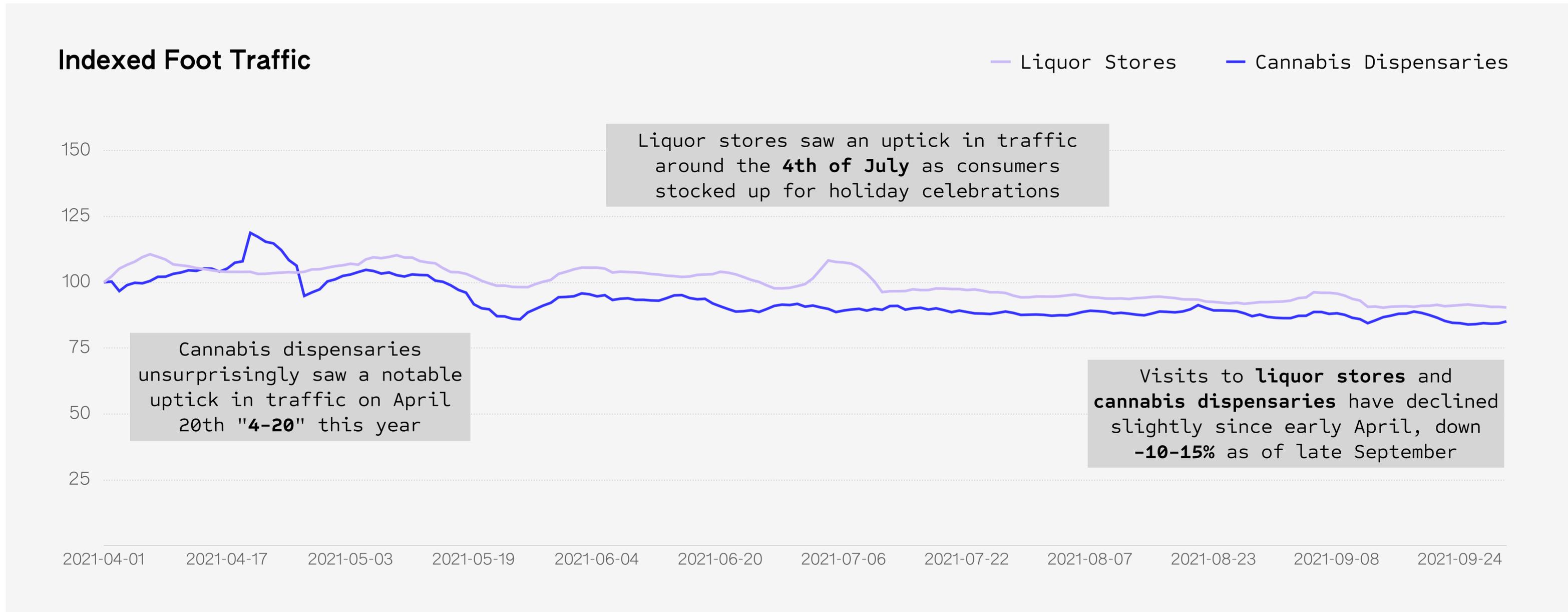


Chart illustrates indexed foot traffic to various liquor stores & cannabis venues, where visits on April 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

# Liquor store visitors are foodies, fitness fanatics & daily commuters

Compared to the average American, people who visited a **liquor store** at least once between June - September 2021 are more likely to be...

## Indulgent Treat Seekers



These dessert lovers are more likely to visit...

Donut Shops **+11%**  
Creperies **+9%**  
Pastry Shops **+8%**  
Cupcake Shops **+7%**  
Chocolate Shops **+6%**

## Public Transit Commuters



These daily commuters are more likely to visit...

Taxi Stands **+16%**  
Metro Stations **+15%**  
Bike Rentals **+14%**  
Train Stations **+11%**  
Bus Stations **+9%**

## Health & Wellness Fans



These healthy and fit consumers are frequenting...

Pilates Studios **+12%**  
Vegetarian Restaurants **+12%**  
Yoga Studios **+10%**  
Juice Bars **+7%**  
Martial Arts Schools **+5%**

## Foodies



These foodies have an affinity for dining out at...

Peruvian Restaurants **+14%**  
Middle Eastern Restaurants **+14%**  
Tapas Restaurants **+11%**  
Indian Restaurants **+10%**  
French Restaurants **+9%**

# The path to the liquor store

**Opportunity:** Target consumers before and after their journey to a liquor store to intercept them in moments of consideration.



## Foodies

These foodies are spotted at various ethnic cuisines before or after picking up liquor for home.



## Urban Professionals

These office goers are seen at offices & home residences, where they unwind after work with their alcohol of choice.



## Celebration / Event Planners

These fun party hosts are shopping at liquor stores as well as cheese & flower shops in preparation for a special occasion.



## Party Guests

These celebrators are picking up gifts for a friend at shopping plazas before or after going to a liquor store.



## Places Visited Before

- Cafes
- Offices
- Tech Startups
- Laundromats
- Marijuana Dispensaries
- Flower Shops
- Falafel Restaurants

## Liquor Store

## Places Visited After

- Bars
- Grocery Stores
- Cheese Shops
- Shopping Plazas
- Spanish Restaurants
- Peruvian Restaurants
- Residential Buildings (Apartments)

# Liquor Store shoppers have an affinity for fast food, fitness & cooking at home

**Opportunity:** Align with off-premise shoppers' real-world visitation patterns to deliver moment-based messaging when they're most likely to be 'out & about'.



## Fast Food

Shake Shack +21%  
Boston Market +21%  
White Castle +16%  
Five Guys +11%  
Panera Bread +9%



## Fitness

Crunch Gym +18%  
YMCA +18%  
24 Hour Fitness +12%  
Gold's Gym +11%  
OrangeTheory Fitness +10%



## Hosting & Cooking At Home

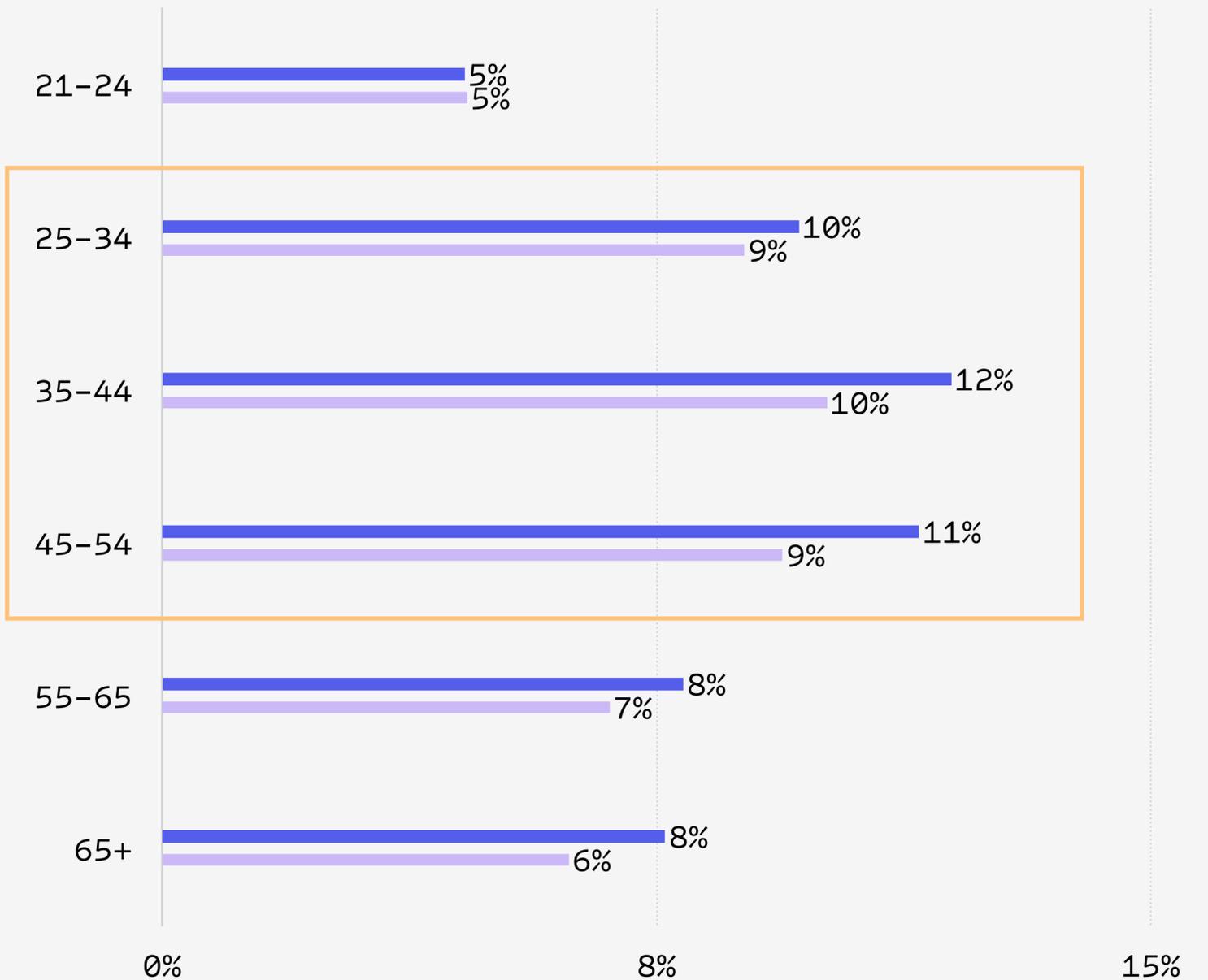
Stop & Shop +36%  
ACME +35%  
ShopRite +33%  
Cub Foods +45%  
Key Food +27%

# Liquor stores are seeing nearly 1/3 of total traffic from men, ages 25-54

**Opportunity:** Identify & segment liquor store goers based on visitation patterns to liquor stores by age & gender.

Share of visits by age & gender

Male  
Female



# How to activate with Foursquare

# How to activate with Foursquare.



## 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



## Reach Consumers With 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

# Reach new customers & align with the right moments with Foursquare's **targeting** solutions.

## FOURSQUARE /audience

Build **highly-customized, scalable audiences** based on real-world consumer behavior.

Select from 1200+ ready-to-use audience available in our Audience Designer and all major DSPs, DMPs, or create highly-customized audiences in our self-serve UI.

## FOURSQUARE /proximity

Build **accurate, custom geofences** to reach consumers in geo-contextual real-time moments.

Build accurate, custom geofences to reach consumers based on where they are in real-time and key moments of receptivity. Design your own custom segments in our self-serve UI, or let us create segments that meet your goals

# Targeting Recommendations

## CORE PERSONAS

Identify Frequent Nightlife Audiences



### Urban Professionals

Young and hip, seen frequently at the office or out and about after work for Thursday happy hours. They also enjoy a bottle of wine at home with friends.



### Event & Party Hosts

These crafty folks love a good dinner party, and are seen at grocery stores, liquor stores, flower shops, wine shops, butchers, & gourmet shops.



### Luxury Socialites

This high-class bunch frequents cocktail bars, whiskey bars, & hotel bars. They also enjoy a fun night at the casino.

**Custom Strategy in behaviors:** Leverage our tailored targeting strategies

### Nightlife & Entertainment Enthusiasts

Reach consumers who have been seen at bars, casinos, restaurants, movie theaters, music & show venues, sports stadiums, nightclubs, karaoke bars, pool halls, and other similar social places.

### Gambling Behavior

Reach consumers who have visited lottery retailers, card rooms, house race tracks, bingo halls, casinos, etc.

### Urban Millennial Socializers

Reach these busy urban dwellers who are seen at neighborhood bars, nightclubs, lounges, hotels, cafes, fashion boutiques, juice bars, yoga & pilates studios, etc.

### Foodies

Reach consumers who are seen at various ethnic restaurants and food places.

### Casino Goers

Reach consumers who's location history indicates that they've been to a casino at least once a month in recent months.

### Liquor Loyalists

Reach consumers who's location history indicates that they've been to a liquor store at least once a month in recent months.

### Bar Fans

Reach consumers who have been seen going to a bar at least 2x per month.

### /Proximity: Select Bars

Reach consumers in real-time while they are at or near by bars.

### /Proximity: Select Casinos

Reach consumers in real-time while they are at or near by select casinos.

### /Proximity: Select Liquor Stores

Reach consumers in real-time while they are at or near by select liquor stores.

**Custom Strategy in demographics:**

- Heavy up with males ages 35-44
- Heavy up with urban communities
- Online interest in interest in bars, breweries, cocktail bars, whiskey bars, dive bars, liquor stores, casinos, and cannabis dispensaries

# Harness the power of location data with **Foursquare Visits**

Your first party data is invaluable, but incomplete. Real-world visits inform how to keep your customers engaged and loyal.

With **Foursquare Visits**, you can incorporate the only MRC accredited visits solution, which is couples from our first party and our trusted third party partnerships.



## **ANALYZE**

Our proprietary assets make sense of where people are moving to inform better business decisions through analytics, forecasting, and modeling.



## **ACTIVATE**

Incorporate FSQ Visits into your own data to create custom targeting segments and activate them in your DSP or social network of choice.



## **MEASURE**

Leverage FSQ visits as a conversion metric to gauge the effectiveness of your entire marketing and strategy plan to drive people to a store.

# Thank You

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