



Insights & Trends To Watch In Q3 2022

Last Updated:
April 2022

FOURSQUARE

Table of Contents

- 03 Overview & Methodology
- 04 Q3 Learnings & Predictions
- 07 Themes from July, August, September
- 21 Q3 Moments: Dining
- 29 Q3 Moments: Happy Hour & Social Occasions
- 38 Fourth of July
- 50 Labor Day weekend
- 61 Q3 2022 Activation Opportunities



Overview & Methodology

These days, big celebrations and life events aren't what they used to be. As normalcy resumes, consumers are continuing to shift how they move through the physical world. With so much uncertainty still ahead and perennial behavioral trends upended, how can leading brands most effectively reach consumers?

In this report, we take a closer look at foot traffic patterns to various places of interest (across dining, travel, nightlife, entertainment + more) during key moments & holidays throughout Q3 2021 to help brands reach consumers more effectively in 2022.

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



Q3 Learnings & Predictions

Location data suggests that many Americans are making last-minute trips to grocery & liquor stores during holiday weekends

While many Americans might be planning & shopping ahead for summer social events, our data indicates that **grocery & big box** retailers are still seeing a significant boost in visitation **during holiday weekends** compared to the weekends leading up to it. For instance, grocery stores saw a +9% uptick in traffic during 4th of July weekend last year.

Retailers should be prepared to reach party planners & hosts when they're most likely to shop this summer.

Nightlife venues are seeing a bigger boost in traffic compared to off-premise liquor retailers during holiday weekends

Based on what we saw in Q3 2020, on-premise **nightlife venues** are likely to see a more notable uptick in traffic compared to off-premise liquor retailers during key summer tentpoles, suggesting a return to pre-pandemic consumer behavior.

Compared to the 3 weekends prior, **nightclubs** saw a +12% uptick in Labor Day traffic last year, while **liquor store** traffic only picked up +5% that weekend.

Casual dining may see a stronger comeback during dinnertime this summer

While most nightlife spots, fast food chains & independent restaurants have experienced a nearly full recovery in post-pandemic foot traffic, the fate of many casual dining chains remains uncertain.

Location data suggests that recovery for casual dining brands may be daypart-dependent, with dinnertime offering a promising change of pace as the weather improves. Casual dining chains saw a significantly higher share of traffic during dinnertime (30%) compared to fast food chains (21%) during Q3 last year.

Q3 Learnings & Predictions

Summer travel is expected to pick up even more in 2022

Location data reveals an uptick in visitation to summer vacation hot spots like beaches, resorts, hotel pools, and lakes throughout Q3 2021, and especially during holiday weekends this summer.

For instance, hotels saw a +14% uptick in Labor Day weekend traffic compared to the 3 weekends prior last year.

Pent up demand from the last two years, coupled with fewer travel restrictions are likely to result in **a major resurgence for the U.S. travel industry this summer.**

Entertainment venues will attract bigger summer crowds

Theaters should anticipate an end-of-summer boost in visitation. While movie theaters saw less traffic than usual during July 4th weekend (-3%), **Labor Day weekend** brought a +42% uptick in theater traffic compared to the first few weekends of the month.

Sports stadiums are especially crowded during holiday weekends in the summer months. Q3 data also revealed a notable return in attendance for major summer sporting events like the **U.S Open**, bringing back tourism in major U.S. cities.

The 2022 wedding boom is here

Location data revealed an uptick in visits to outdoor event spaces, vineyards, wedding halls and ballrooms during Labor Day weekend last year, as post-pandemic weddings resumed.

According to The Knot, there will be **more weddings in the United States in 2022** than any other year since 1984. 86% of all weddings took place between May - October 2021, with **August** accounting for 13% of total events last year. More weddings means more people making travel plans, shopping for gifts, and spending on wedding festivities.

Q3 Learnings & Predictions

Online auto sales could mean the end of summer sales events

While holiday weekend sales events typically drive the most traffic to dealerships, our data reveals that **auto dealers saw a 10-11% decline in traffic last 4th of July & Labor Day weekends.**

Used car dealer **CarMax** saw a **+10% increase** in foot traffic during both holiday weekends, suggesting the search for pre-owned vehicles remains strong as new inventory remains low.

As the rise of online sales continues to impact visitation to traditional dealerships, brands will need to adjust plans accordingly.

More Americans will return to offices in the fall

Offices saw an uptick in visits last September compared to August, as many Americans returned from summer vacations and settled back into normal routines.

While many corporate professionals will continue to work remotely for the foreseeable future, some companies are planning to re-evaluate remote work policies **post-Labor Day.**

This could mean an even more notable increase in the % of **Americans returning to offices this September** compared to what we saw last year.

Back-to-school shopping peaks in August, but extends through the end of September

Retailers are likely to see the biggest lift in visitation from back-to-school shoppers in **August.** Visits to big box, apparel, office supply and outlet stores picked up +3-7% in August compared to July & September last year.

However, retailers should keep in mind that not all students are returning to the classroom at the same time. **August** brings the return of K-12 students to classrooms along with the first wave of college students returning to semester schools, while **quarter system students** will return to campus in **September.**

Let's take a closer look at key moments & themes from July, August & September.

Vacation hot spots & entertainment venues see peak visitation in **July**

Pent up demand from the last two years, coupled with fewer travel restrictions is likely to result in a major resurgence for the U.S. travel industry this summer.

According to a consumer survey from Vacasa*, 63% of Americans plan to get away for a summer vacation in 2022, and **74% are planning to keep their summer trips within the United States.**

Thus, U.S. travel & tourism brands should brace for an unprecedented summer of spending.

Lake Trips & Beach Vacations

Compared to the months before & after, July brings a lift in visitation to:

- Beach Bars +20%
- Harbors & Marinas +18%
- Lakes +15%
- Resorts +12%
- Hotel Pools +12%

Family Fun

Compared to the months before & after, July brings a lift in visitation to:

- Water Parks +25%
- Circuses +26%
- Aquariums +23%
- Theme Parks +21%
- Mini Golf Courses +16%
- Zoos +15%
- Summer Camps +15%

Entertainment & Nightlife

Compared to the months before & after, July brings a lift in visitation to:

- Movie Theaters +13%
- Vineyards +10%
- Jazz Clubs +10%
- Cocktail Bars +7%
- Casinos +6%

Camping & Nature Trips

Compared to the months before & after, July brings a lift in visitation to:

- Rafting Spots +29%
- Campgrounds +17%
- RV Parks +11%
- State Parks +11%
- Hot Springs +10%
- Rock Climbing Spots +10%
- Trails +6%

Theme parks & movie theaters see more traffic than usual in July

Many family-friendly entertainment venues see peak visitation at the height of summer when kids are on break.

While many high-capacity entertainment venues have seen less traffic than usual since the pandemic began, we expect to see an even more notable uptick in visitation this summer as more recent data suggests a return to normalcy.

Location data reveals an uptick in traffic to various entertainment venues in July 2021 compared to the months directly before (June) & after (August):



SeaWorld Parks **+43%**

Six Flags **+40%**

Cedar Fair Amusement Park **+34%**

Hershey's Chocolate World **+15%**

Topgolf **+14%**

Dave & Busters **+14%**



Regal Cinemas **+19%**

AMC Theaters **+15%**

Cinemark **+15%**

Marcus Theaters **+15%**

Location data reveals three **emerging moments & trends** to consider this summer

Beyond theme parks & movie theaters, location data reveals an uptick in visitation to less expected places of interest in **July** compared to other months in Q3, revealing new emerging moments of consideration for brands & marketers to capitalize on this summer.

Location data reveals an uptick in traffic to **various places** in **July 2021** compared to the months directly before (June) & after (August):



Wine

Vineyards **+10%**

Wineries **+6%**

Wine Bars **+5%**

Wine Shops **+3%**



Sustainability

EV Charging Stations **+6%**

Farmers Markets **+7%**

Thrift Stores **+2%**



Self Care

Nail Salons **+2%**

Spas **+2%**

Beauty Retailers **+2%**

Americans are eating more **fast food** in July, especially ice cream

Location data reveals a **+3% uptick in visitation to fast food restaurants in July 2021** compared to the months directly before (June) & after (August), indicating that Americans may be more inclined to stop for a convenient meal while their out & about in the summertime.

It's worth noting that fast food might have an even stronger appeal this summer as inflation continues to drive up gas prices and grocery costs.

Ice cream shops like Ben & Jerry's and Carvel Ice Cream rank high among the top QSR brands to experience noteworthy upticks in July visitation.



Location data reveals an uptick in traffic to **fast food chains** in **July 2021** compared to the months directly before & after:

Ben & Jerry's +20%

Cinnabon +10%

Carvel Ice Cream +7%

Shake Shack +7%

Chuy's Tex-Mex +6%

In-N-Out Burger +6%

Taco Time +6%

Bonefish Grill +5%

Chick-fil-A +5%

Wendy's +4%

Pizza Hut +3%

Baskin-Robbins +3%

Recommended Targeting Strategies: July 2022

OPPORTUNITY: Optimize reach by targeting customers based on historic foot traffic patterns.



Recommended Behavioral Audiences

- Fun In The Sun Seekers
- Theme Park goers
- Movie Goers
- National Park Visitors
- Concert Goers
- Fast Food Loyalists
- Road Trippers
- Summer Vacationers
- Nightlife Enthusiasts
- Vacation Planners
- Beach Vacationers

FOURSQUARE
/audience



Recommended Proximity Audiences

- Theme Parks
- Movie Theaters
- National Parks
- Bars & Nightlife Venues
- Fast Food Chains
- Vineyards & Wineries
- Ice Cream Shops
- Music Venues
- Hotels & Resorts
- Rivers & Lakes

FOURSQUARE
/proximity



Recommended Online Interest Audiences

- Wine Tourism
- Hotels & Accommodations
- Bars, Clubs & Nightlife
- Fast Food
- Candy & Sweets
- BBQ & Grilling
- Beaches & Lakes
- Sporting Goods
- Movies
- Theme Parks

August signifies the end of the summer fun & the start of a new school year

For some people, August means squeezing in one last summer vacation. For others, it means getting a head start to shopping for the new school year. Our data confirms that retailers can expect a notable boost in visitation from back-to-school shoppers this August.

While semester schools will see the return of college students in August, it's worth noting that **not all college students return to campus at the same time**. Quarter-system college students will continue to shop for dorm room essentials & other back-to-college necessities throughout August & September before returning to campus in September.

End-Of-Summer Fun

Compared to the months before & after, August brings a lift in visitation to:

- Music Festivals +140%
- Water Parks +4%
- Go Kart Tracks +4%
- Cruise Ships +3%
- Music Venues +2%

First Wave of Back To College & Greek Life (semester system)

Compared to the months before & after, August brings a lift in visitation to:

- College Residence Halls +42%
- Sorority Houses +33%
- College Bookstores +19%
- Fraternity Houses +18%

Back To School Shopping

Compared to the months before & after, August brings a lift in visitation to:

- Shoe Stores +7%
- Office Supply Stores +7%
- Kids Stores +5%
- Outlet Malls +5%
- Clothing Stores +4%
- Warehouse Stores +3%
- Big Box Stores +3%
- Electronics Stores +2%

Back To School Pre-K-12

Compared to the months before & after, August brings a lift in visitation to:

- High Schools +9%
- Middle Schools +7%
- Elementary Schools +6%

Location data reveals which retailers are likely to see the biggest uptick in visitation for **back-to-school 2022**

Apparel & Shoes

The Children's Place **+18%**
American Eagle **+20%**
Famous Footwear **+17%**
Tilly's **+18%**
Foot Locker **+11%**
Hollister **+11%**
PacSun **+10%**
Finish Line **+10%**
H&M **+9%**
JCPenney **+9%**
Zumiez **+9%**
Journeys **+8%**
Vans **+8%**
Aéropostale **+7%**
Marshalls **+6%**

School Supplies

Office Depot **+13%**
STAPLES **+12%**
IKEA **+12%**
Target **+7%**
Half Price Books **+7%**
Bed Bath & Beyond **+6%**
OfficeMax **+6%**
Best Buy **+5%**
HomeGoods **+5%**
Costco **+3%**
Walgreens **+3%**

Keep in mind that many first-year college students & their parents will be shopping for **dorm room essentials** in August 2022.

Sporting Goods

Dick's Sporting Goods **+15%**
Nike Factory Store **+11%**
Adidas Outlet **+11%**
Columbia Sportswear **+6%**

Athletic brands typically see a notable uptick in visitation during Back-To-School season. Perhaps cost-conscious athleisure shoppers are likely to take advantage of end-of-season sales.

Recommended Targeting Strategies: August 2022

OPPORTUNITY: Optimize reach by targeting customers based on historic foot traffic patterns.



Recommended Behavioral Audiences

- Fun In The Sun Seekers
- Theme Park goers
- Movie Goers
- National Park Visitors
- Concert & Festival Goers
- Back To School Shoppers
- College Students
- Parents with young children
- Frequent In-Store Shoppers

FOURSQUARE
/audience



Recommended Proximity Audiences

- Theme Parks
- Movie Theaters
- Music Venues & Festivals
- Office Supply Stores
- Shopping Malls
- Department Stores
- Apparel Stores
- Big Box Stores
- Hotels & Resorts
- Colleges & Universities

FOURSQUARE
/proximity



Recommended Online Interest Audiences

- Colleges & Universities
- Sporting Goods
- Athletic Apparel
- Computers & Electronics
- Movies
- Theme Parks
- Concerts & Music Festivals
- BBQs & Grilling
- Hotels & Accommodations

September signifies the return of fall sports, fitness routines & office commutes

Location data reveals an uptick in visitation to **offices** last September compared to August. Many companies have extended remote work policies through Labor Day 2022 with little indication of what's to come in the fall. This could mean that offices will see an even bigger uptick in visitation post Labor Day this year.

September also brings an uptick in visits in **gyms & fitness studios**. While many Americans may opt for outdoor workouts in the warmth of the Summer, cooler weather might bring these fitness fans indoors, especially as comfort levels continue to rise. Gyms may also be seeing a fall boost in visitation as more people return from Summer vacations and get back into their usual routines.

Second Wave of Back To College (quarter system)

Compared to the months before & after, **September** brings a lift in visitation to:

Universities & Colleges +32%
College Stadiums +28%
College Gyms +25%

Return to Offices

Compared to the months before & after, **September** brings a lift in visitation to:

Conference Venues +7%
Metro Stations +5%
Corporate Cafeterias +3%
Daycares +3%

Fall Sports

Compared to the months before & after, **September** brings a lift in visitation to:

College Stadiums +28%
Baseball Stadiums +20%
Stadiums +10%
Soccer Stadiums +3%

Fall Fitness Boom

Compared to the months before & after, **September** brings a lift in visitation to:

Crunch Gym +6%
Retro Fitness +5%
Climbing Gyms +4%
Cycle Studios +4%
Boxing Gyms +3%
Equinox +3%

Quarter-system college students return to campus in September, just in time for **college football**

With the start of new academic year, comes the return of **college football**, revealing an opportunity for brands to reach new **Gen Z consumers**.

Location data reveals an uptick in traffic to **colleges & universities** in **September 2021** compared to the months directly before (August) & after (October):

College Cafeterias +40%

College Libraries +39%

Law Schools +38%

College Football Fields +34%

College Rec Centers +32%

College Stadiums +31%

College Theaters +34%

Student Centers +30%

College Bookstores +26%

Community Colleges +25%

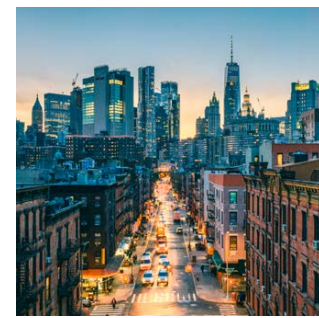
College Residence Halls +13%

Fraternity Houses +12%

Medical Schools +10%

Reach unique audiences in a specific market as large events resume

September Spotlight: U.S. Open | New York City



NYC Natives

NYC natives are running their usual errands and visiting their favorite local hangouts before & after attending a U.S. open event. Before the match, you can find them at the gym or pick up snacks from their local bodega. After the match, you're likely to find them running a load of laundry at the corner Laundromat, or meeting up with friends for night out.



Out-of-Town Tennis Fans

Visiting spectators are likely to be found hitting all the local tourist hot spots while their in town — including the best bakeries, famous pizza places, flagship retail stores and trendy nightlife venues.

+60%

Tennis Stadiums saw a +60% lift in visitation in **September 2021** relative to the months directly before (August) & after (October), likely driven largely by the **U.S. Open in NYC**.

Identify & segment **U.S. Open attendees** based on the places they go before & after a tennis match:

Places Visited Before

Gyms

Metro Stations

Bakeries

Parks

Museums

Bodegas

Sports Bars

Places Visited After

Karaoke Bars

Hotels

Department Stores

Pizza Places

Breweries

Laundromats

Nightclubs

Recommended Targeting Strategies: September 2022

OPPORTUNITY: Optimize reach by targeting customers based on historic foot traffic patterns.



Recommended Behavioral Audiences

- College Students
- College Sports Fans
- Professionals Sports Fans
- Tennis Fans
- Baseball Fans
- Fitness Enthusiasts
- Back To School Shoppers
- Office Professionals

FOURSQUARE
/audience



Recommended Proximity Audiences

- Tennis Stadiums (U.S. Open)
- Baseball Stadiums
- Football Stadiums
- Colleges & Universities
- College Football Stadiums
- Big Box Stores
- Department Stores
- Gyms & Fitness Studios

FOURSQUARE
/proximity



Recommended Online Interest Audiences

- Colleges & Universities
- College Sports
- College Football
- Football
- Tennis
- Sporting Goods
- Fitness
- Athletic Apparel
- Computers & Electronics

Let's take a closer look at dining
& social occasions in Q3.

Keep track of consumers' behavior around **dining** in Q3



Let's take a closer look at **summer dining behavior by daypart**

More Americans are dining out in the summer compared to the first 6 months of the year, especially during lunch & dinner. Last year, this was due to increasing comfort levels (post-vaccination) in addition to improving weather conditions.

In the following section, we take a closer look at foot traffic patterns to **independent restaurants**, **casual dining chains** and **fast food chains** in the U.S. during Q3 2021 vs the earlier months of last year.

Our data reveals that restaurant recovery may be daypart-dependent, especially for casual dining chains.

DAYPART DEFINITIONS

BEFORE 11AM: BREAKFAST / BRUNCH

11AM–2PM: LUNCH

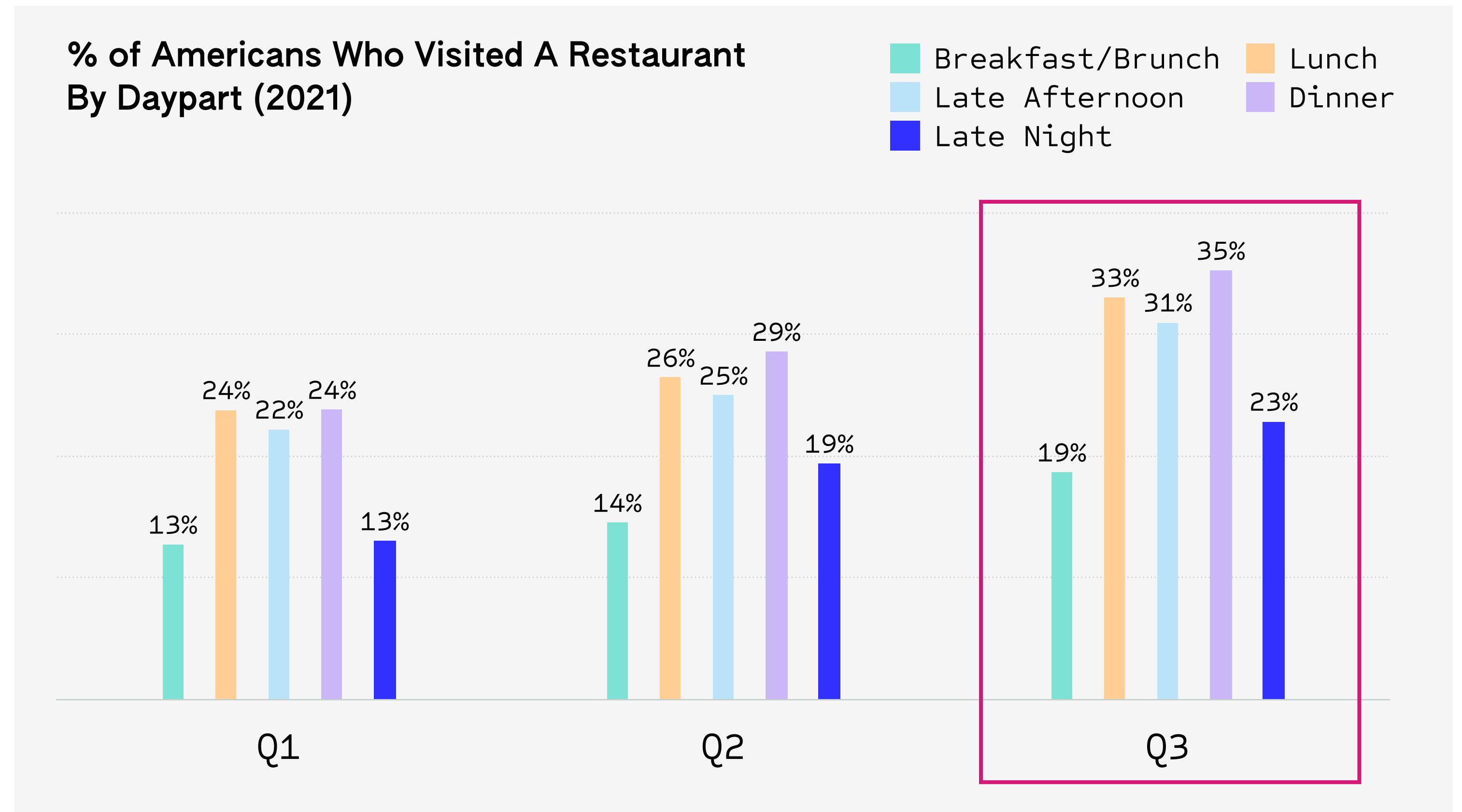
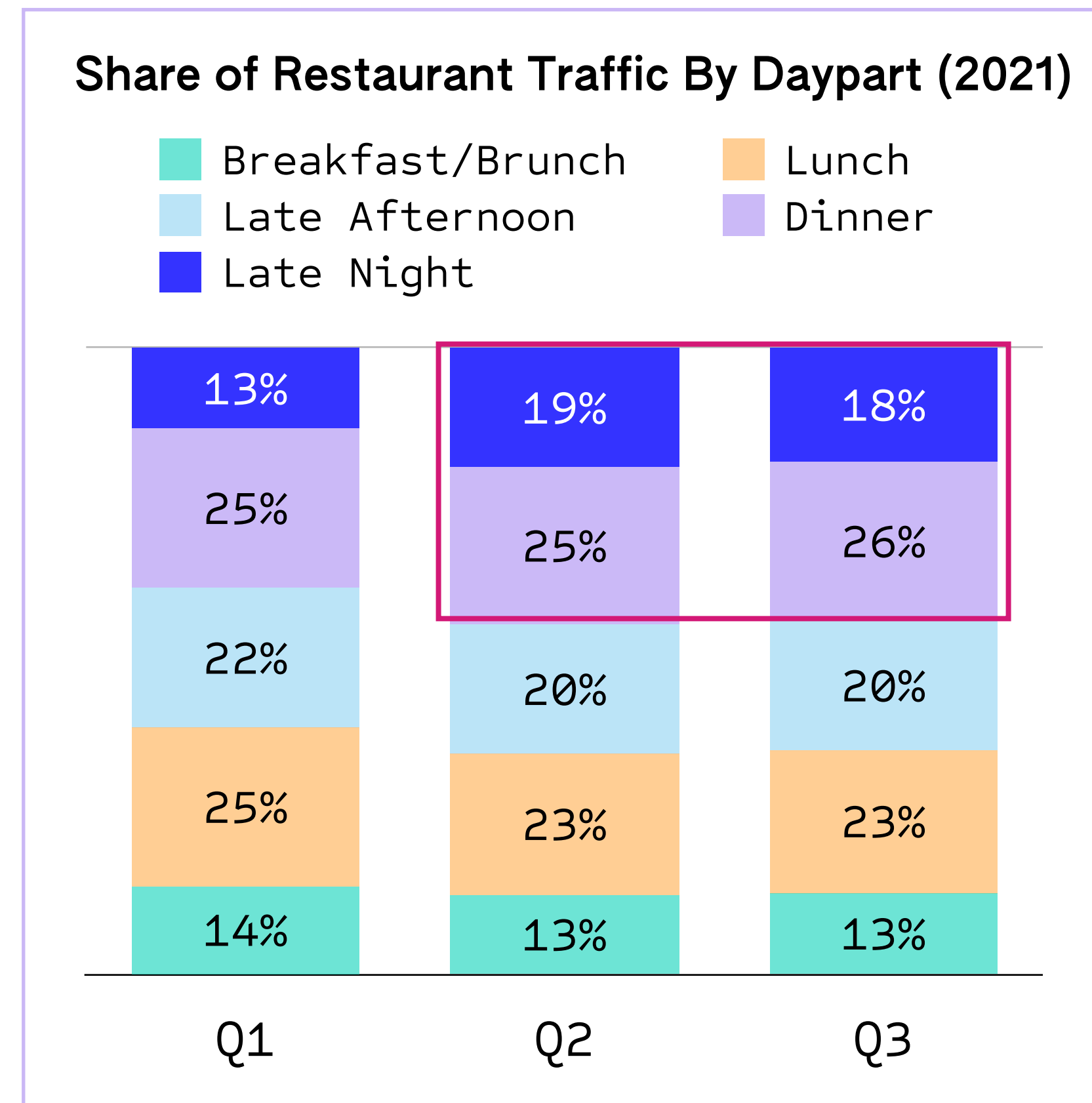
2PM–5PM: LATE AFTERNOON

5PM–8PM: DINNER

AFTER 8PM: LATE NIGHT

More Americans are dining out in the summer compared to the first 6 months of the year. And as weather improves, Americans are dining out & staying out **later in the evening** compared to start of the year

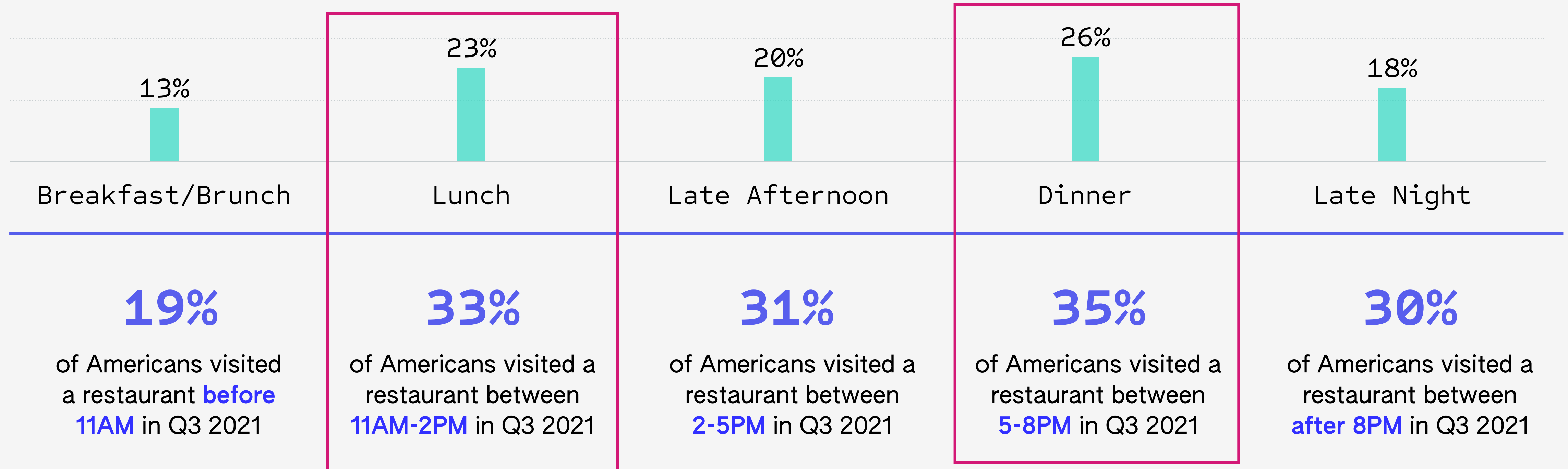
Evenings (after 5PM) accounted for **44%** of total restaurant traffic in Q3 2021, up +6 % points from **38%** in the first few months of the year. What's more, **a notably higher % of Americans were dining out during all dayparts in Q3 2021** relative to the first 6 months of the year, signifying a return to normalcy when it comes to dining out.



Restaurants are busiest during **lunch** & **dinner** during the summer months

Dinner accounts for **over 1/4** (26%) of total restaurant visitation between July through September. **35%** of Americans visited a restaurant at least once **between 5-8PM** in Q3 2021. **Lunch** brings in nearly the same % of Americans(33%), accounting for **23%** of total daily restaurant traffic during the summer months. It's worth noting that restaurants are likely seeing **more frequent customers during dinner time** in Q3.

Share of Restaurant Visits By Daypart (Q3 2021)



Casual dining chains see the highest share of **dinner** traffic in the Summer

If we take a closer look at share of Q3 traffic for various dining venues, we find that **casual dining chains** like Applebee's and The Cheesecake Factory saw an even higher share of total traffic during **dinnertime** (5-8PM) relative to other restaurant categories. This data suggests that foot traffic recovery for casual dining chains (still down from pre-pandemic levels) could be daypart-dependent.

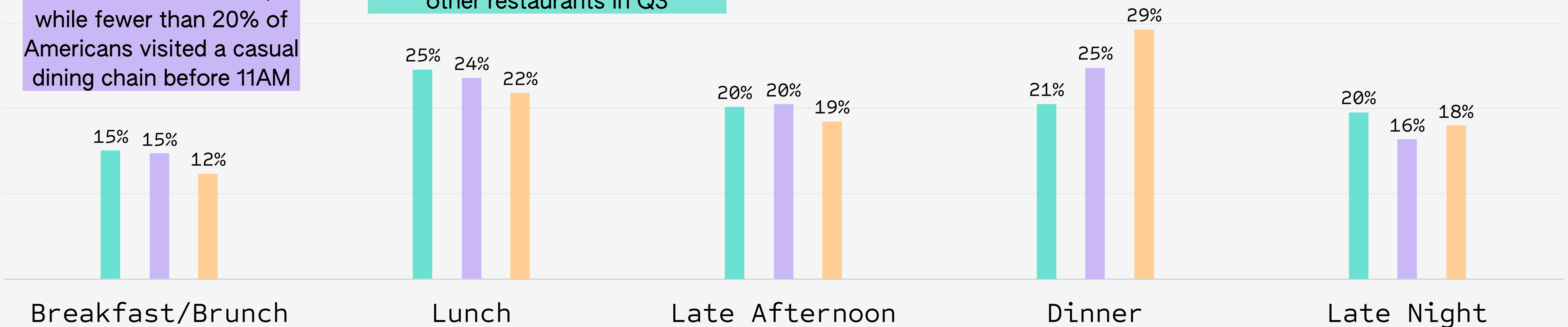
Share of Q3 Restaurant Visits By Daypart

Fast Food Independent Restaurants Casual Dining

In Q3 2021, 70% of Americans visited an independent restaurant for breakfast/brunch, while fewer than 20% of Americans visited a casual dining chain before 11AM

Fast food chains see a slightly higher share of traffic during lunch (11AM-2PM) relative to other restaurants in Q3

Casual dining chains see a significantly higher share of traffic during dinner (5-8PM) relative to other restaurants in Q3



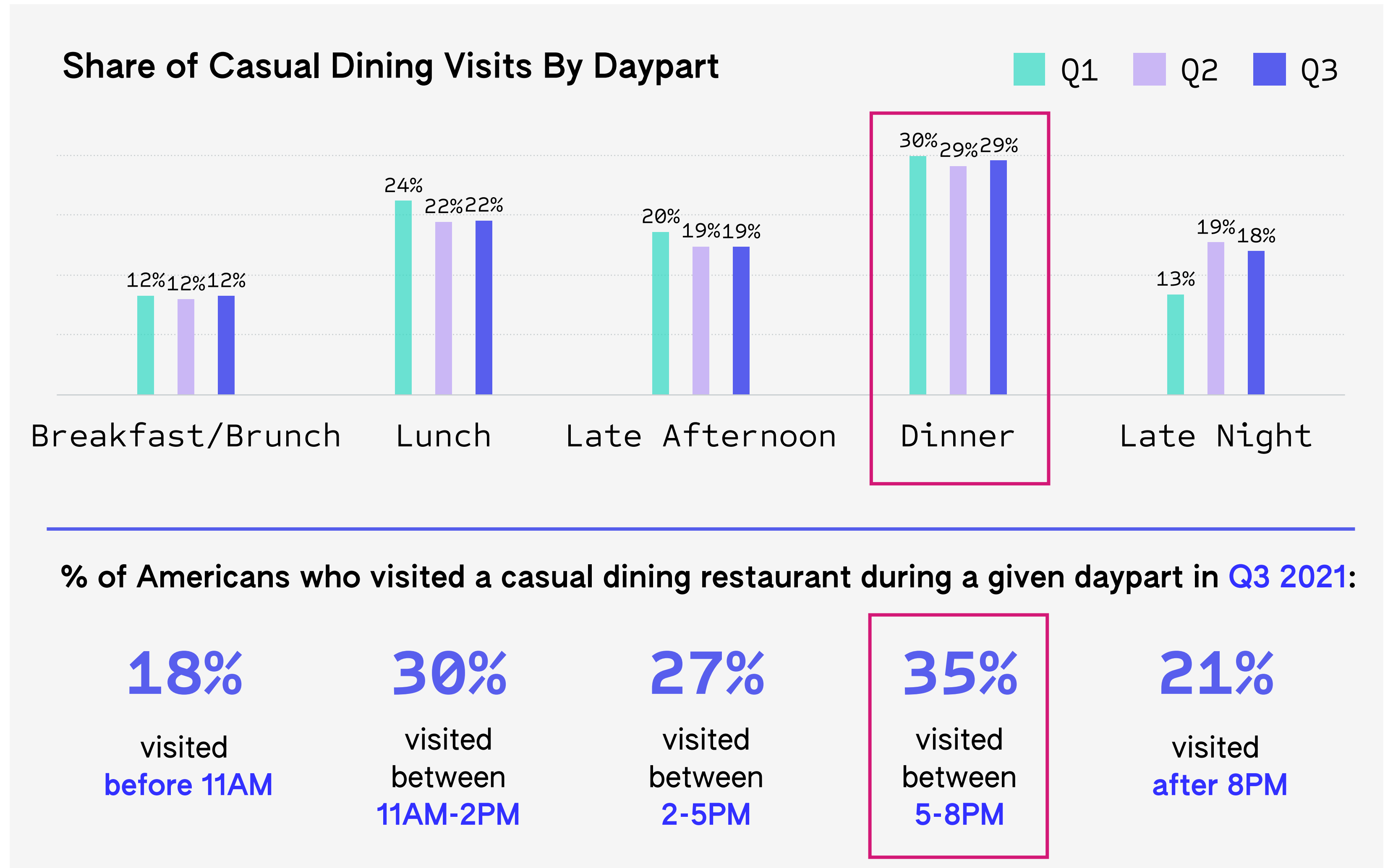
Casual dining chains will likely be busiest during prime dinnertime this summer

INSIGHTS

Casual dining chains such as Applebee's & The Cheesecake Factory consistently saw the highest share of traffic during **prime dinnertime** (5-8PM) throughout most of last year.

35% of Americans visited a casual dining chain for **dinner** in Q3 2021, while less than 20% of Americans dined out for **breakfast**.

While overall traffic to casual dining chains remains down from pre-pandemic levels, our data suggests that dinner may present a prime opportunity to bring in new customers this summer.

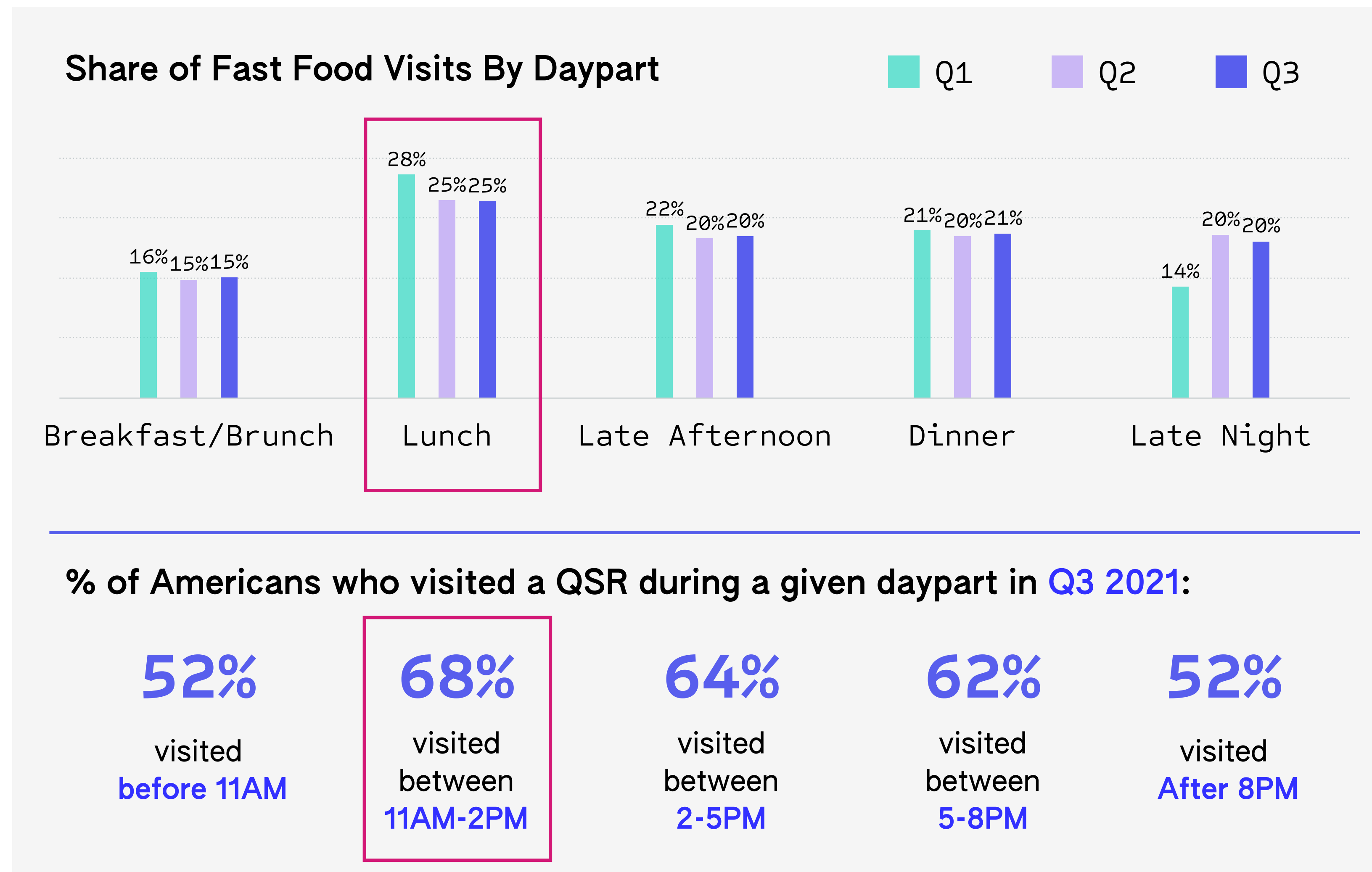


Fast food restaurants are busier earlier in the day during the summer

INSIGHTS

QSRs typically see the highest share of total traffic during lunch. Roughly 1/4 of total QSR visits occurred between 11AM-2PM in Q3 2021.

Late night accounts for a higher share of QSR traffic as the weather improves. Location data reveals that more Americans are visiting QSRs during late night in the summer (July through Sept). 52% of Americans visited a QSR during late night in Q3 2021, up from 48% in Q2, and up from 36% in Q1.

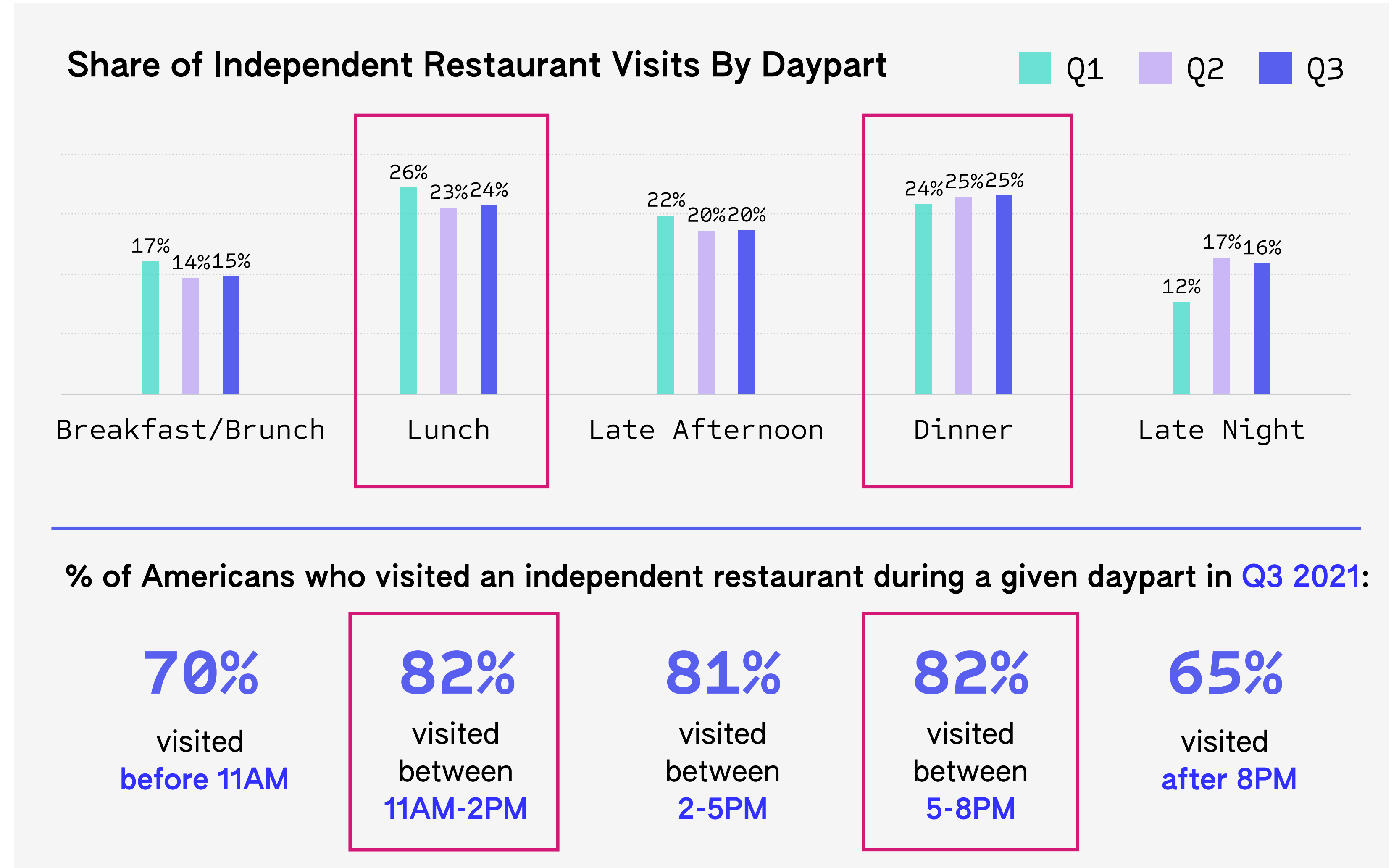


Independent restaurants are busiest during lunch & dinner during the Summer

INSIGHTS

Independent restaurants see the highest share of Q3 traffic during lunch & dinner. In fact, these restaurants draw 82% of Americans for at least 1 visit between 11AM-2PM and 5-8PM, respectively (July through September).

Independent restaurants see roughly the same volume of visits before 11AM and after 8PM in the summer.



Keep track of consumers' behavior around **summer happy hours & social occasions**



Let's take a closer look at **summer drinking behavior by daypart**

To what extent do happy hour specials influence consumers' foot traffic patterns to bars & other nightlife venues during the summer months?

Which nightlife venues draw the biggest afternoon crowds, and which venues are more likely to win with late night socialites?

In this section we take a closer look at foot traffic patterns to various nightlife venues (breweries, cocktail bars, hotel bars, dive bars, sports bars, speakeasies) by daypart during the late summer months (July through September) as compared to the first 6 months of the year.

DAYPART DEFINITIONS

12PM-4PM: AFTERNOON

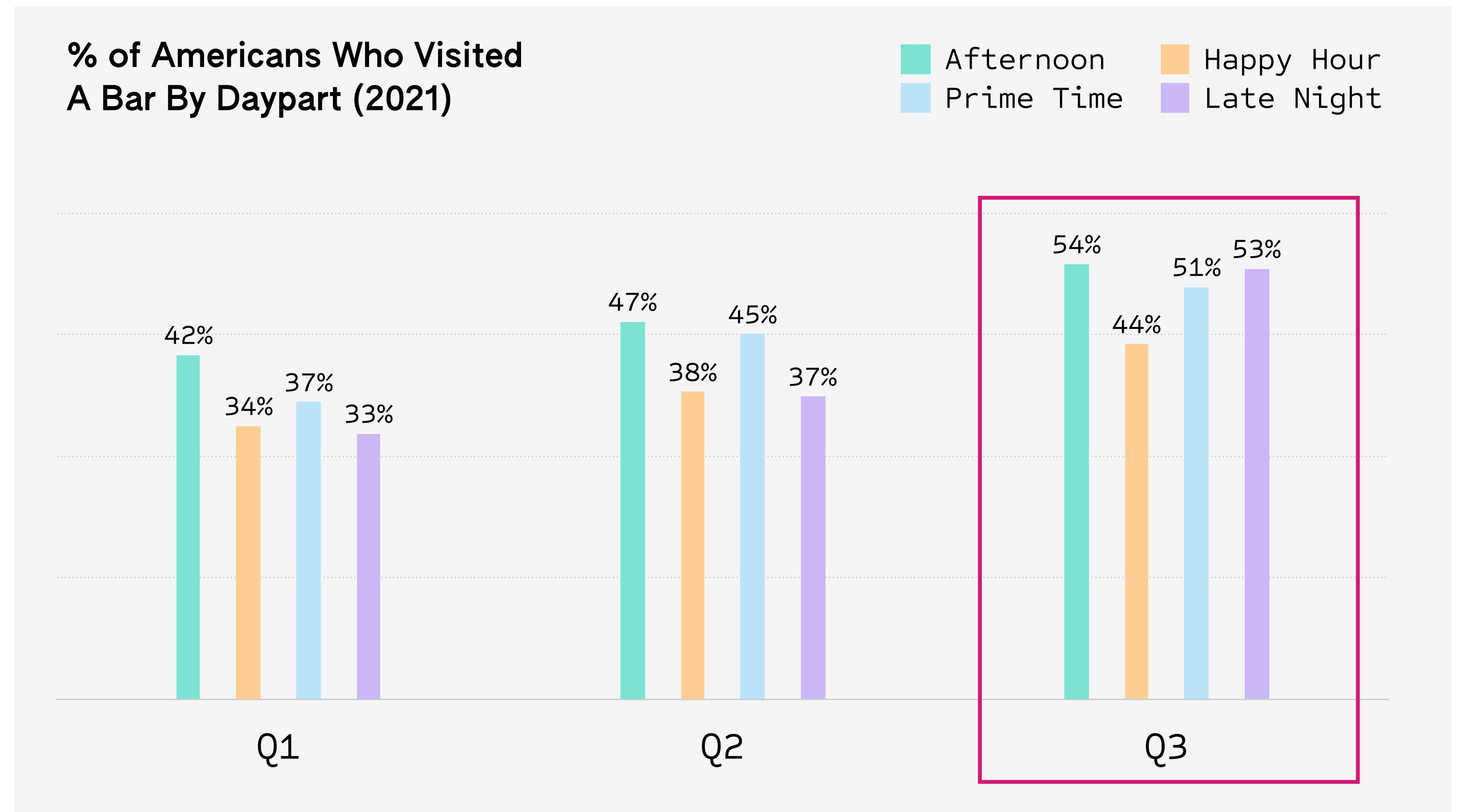
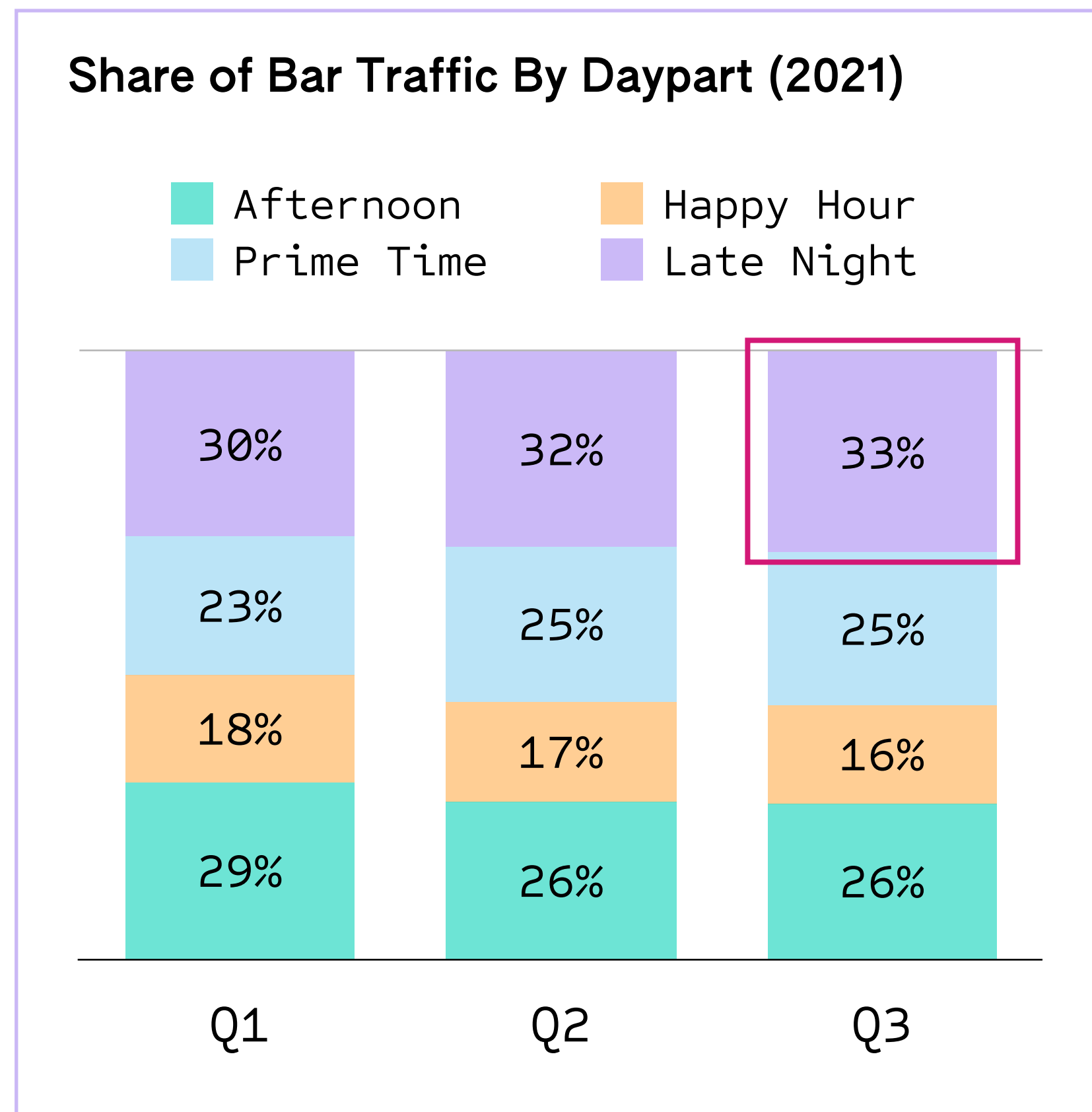
4PM-6PM: HAPPY HOUR

6PM-9PM: PRIME TIME

AFTER 9PM: LATE NIGHT

Bars are indeed busier during the summer months, especially when the sun is highest (12-4PM) and after it sets (after 8PM)

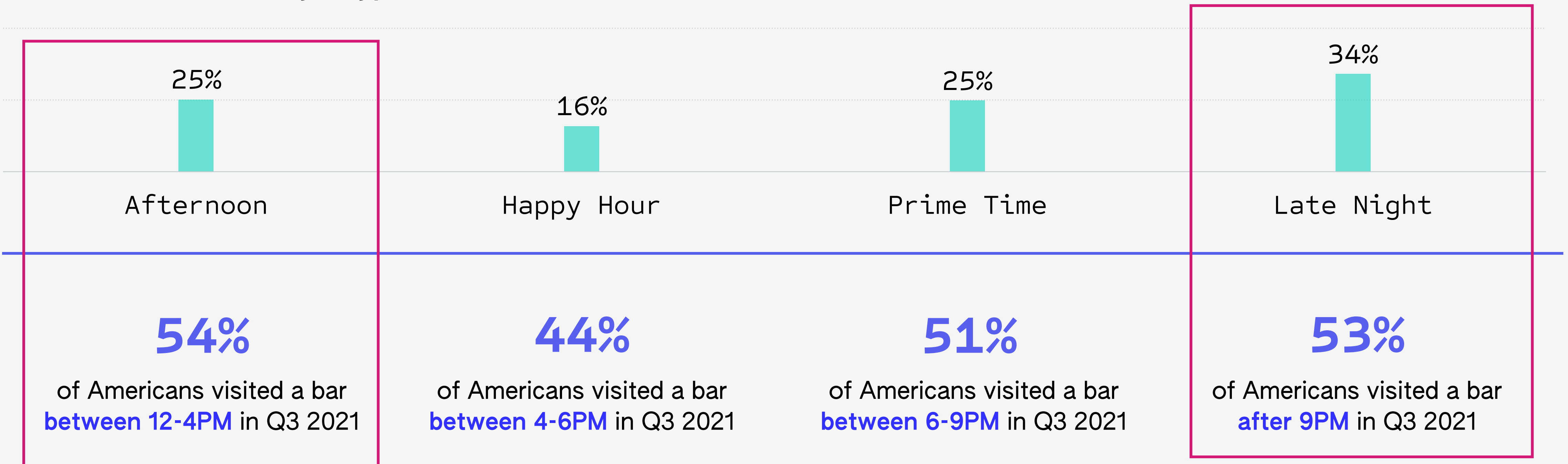
A higher % of 21+ Americans were visiting bars across all dayparts in Q3 2021 compared to the 6 months prior. Bars saw the highest % of visitors in the **afternoon & late night**. In fact, nightlife saw an increase in late night share of traffic in Q3 compared to the previous 6 months.



During the summer months, most 21+ Americans are visiting bars in the **afternoon**, and/or **later in the evening** (after 9PM)

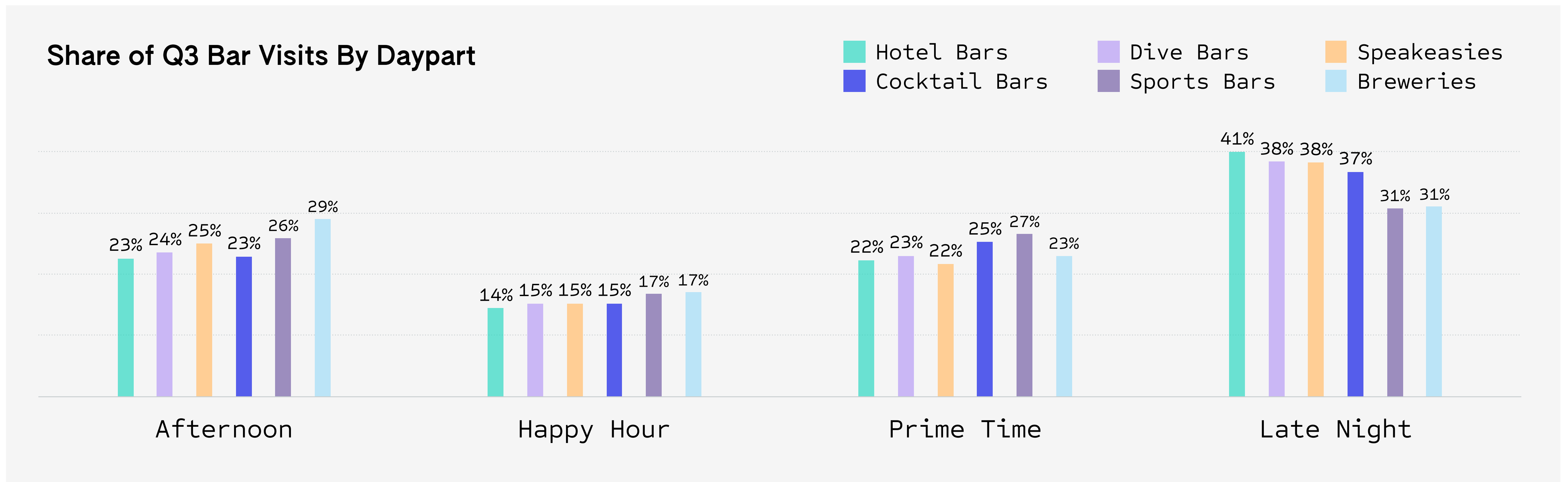
Roughly **53%** of 21+ Americans visited a bar **after 9PM** last summer, accounting for roughly **1/3 of total bar traffic in Q3 2021**. **Afternoons** also present a popular drinking summer occasion, with **54%** of Americans making at least 1 bar visit **between 12-4PM** in Q3 2021 (representing roughly 1/4 of total bar traffic during those months). It's worth noting that **frequent bar goers** are likely contributing more to the late night traffic.

Share of Bar Traffic By Daypart (Q3 2021)



On-premise visitation varies by venue during the summer months: **Breweries & sports bars** draw the biggest afternoon crowds, while most other bars thrive later in the evening

Craft beer drinkers are just as likely to frequent their favorite **breweries & beer gardens** during summer afternoons (12-4PM) as they are in the evenings (after 9PM). **Sports bars** appear to see more sustained visitation throughout the day, while **hotel bars & dive bars** rely most on late night crowds in Q3.

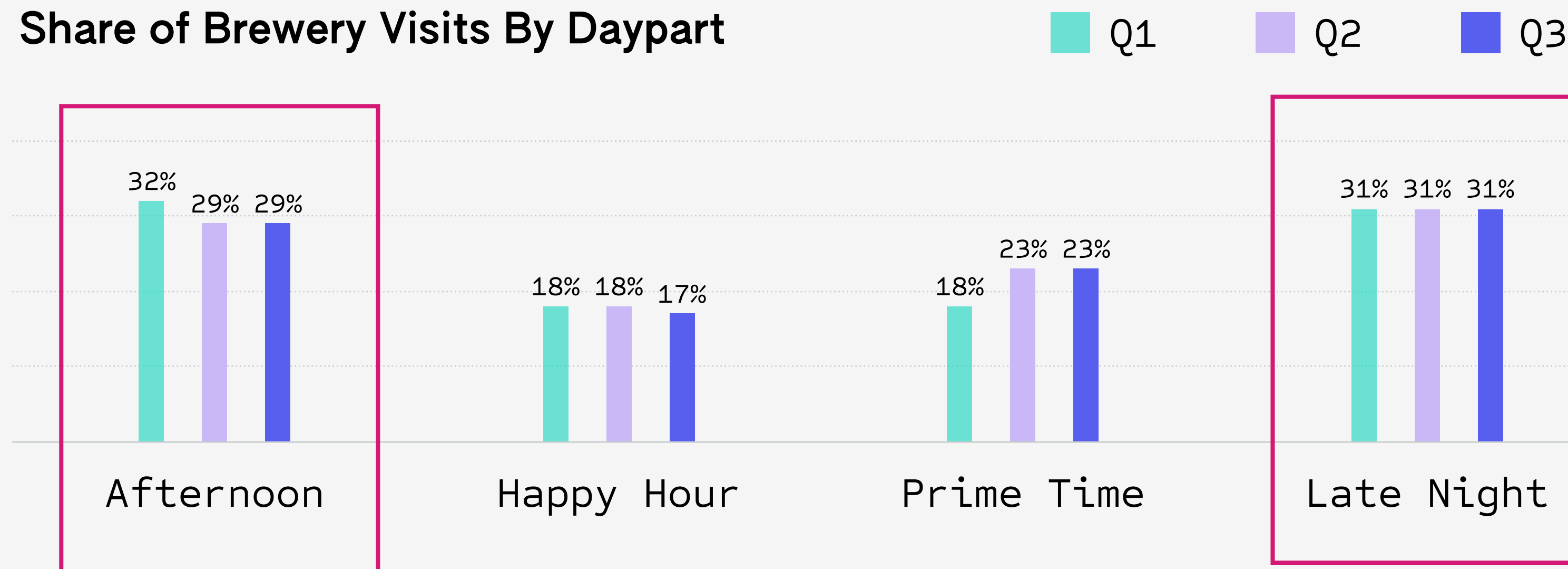


Breweries are likely to draw the biggest **afternoon** crowds this summer

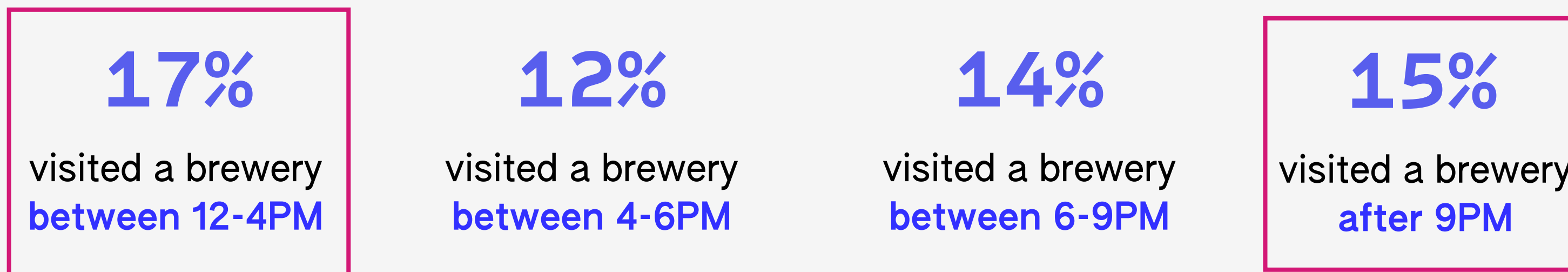
INSIGHTS

While most nightlife venues typically see the highest share of visitors in the **evening**, more causal social venues such as breweries & beer gardens typically see the highest share of total traffic in the **afternoon**. In fact, **17%** of 21+ Americans visited a brewery at last once **between 4-6PM** in Q3 2021, while between only 12-15% of Americans visited a brewery during later dayparts.

Share of Brewery Visits By Daypart



% of Americans who visited a brewery during a given daypart in Q3 2021:



Sports bars typically see more sustained traffic throughout the day

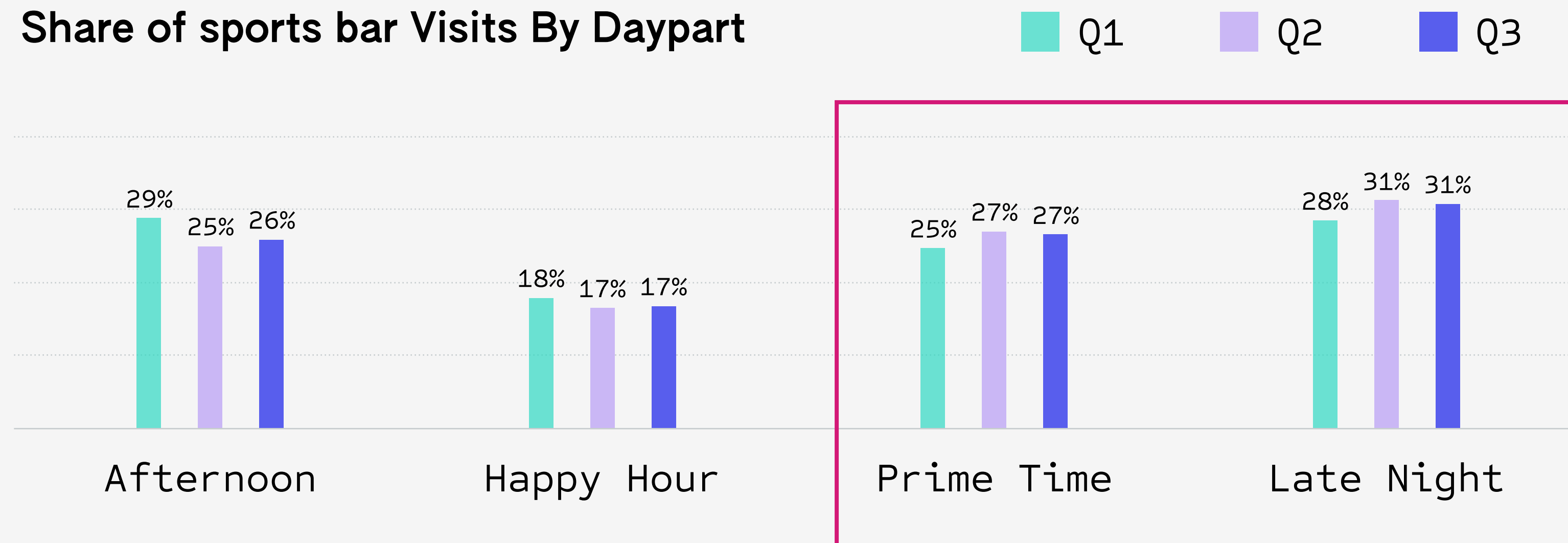
INSIGHTS

Sports bars are likely to see more sustained traffic throughout the day during the summer months.

While late night still represents the highest share of visitation overall in Q3, sports bars are still drawing in relatively large 21+ crowds in the afternoon and prime time.

It's worth noting that sports bar visitation could be largely dependent on sporting event schedules. These venues are likely to be most crowded during sporting event viewings.

Share of sports bar Visits By Daypart



% of Americans who visited a sports bar during a given daypart in Q3 2021:

14%
visited a sports bar
between 12-4PM

10%
visited a sports bar
between 4-6PM

14%
visited a sports bar
between 6-9PM

14%
visited a sports bar
between after 9PM

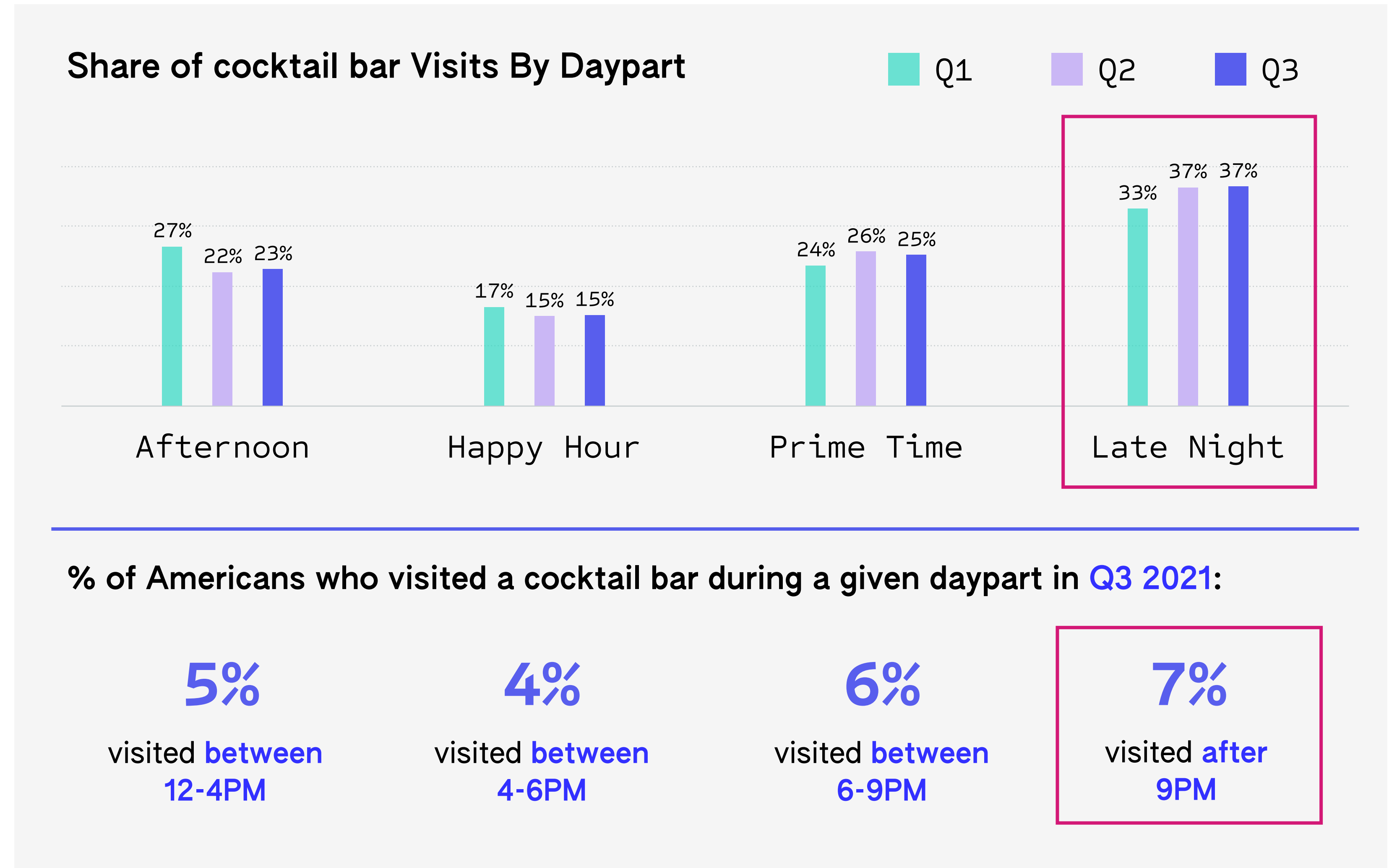
Cocktail bars attract the **late night** summer crowd

INSIGHTS

Specialty cocktail bars draw the biggest late night crowds, especially in the summer months.

Location data reveals that **late night visitation (after 9PM)** typically accounts for 1/3 of total traffic to cocktail bars in Q3.

Late night traffic represents an even higher share of total traffic in Q3 (37%) relative to Q1 & Q2, indicating that more Americans are staying out later into the evening as the weather improves and comfort levels increase.



Let's take a closer look at holidays in Q3.

Keep track of consumers' behavior during **Fourth of July** weekend



Americans are **traveling locally** (by car) during Fourth of July weekend

Foursquare data reveals an uptick in traffic during July 4th weekend 2021 compared to the previous 3 weekends:

+23% VACATION RENTALS

+15% RESORTS

+9% HOTELS

Our data suggests that more Americans were **on the road, traveling locally by car** (likely within the same state or region) as opposed to traveling long-distance during this 3-day holiday weekend as evidenced by an uptick / decline in traffic to:

-4%
AIRPORTS

EV Charging Stations **+12%**

Rest Areas **+4%**

Gas Stations **+3%**



These select hotel chains are likely to see some of the biggest upticks in holiday weekend traffic this summer:

WYNN Resorts **+39%**

Planet Hollywood Hotels & resorts **+26%**

Marriott Hotels **+21%**

Renaissance Hotels **+21%**

Autograph Collection Hotels **+21%**

Hard Rock Hotel & Casino **+14%**

Westin Hotels & Resorts **+13%**

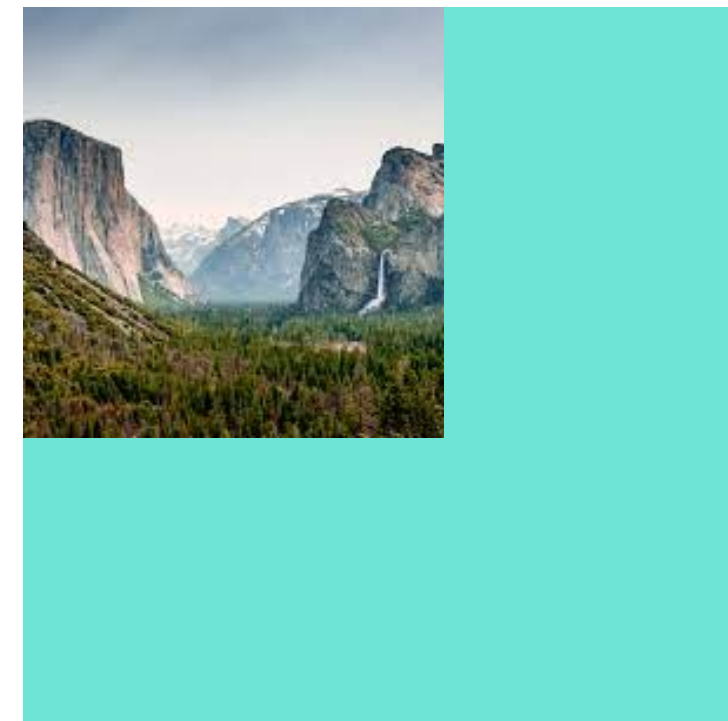
Fourth of July is expected to be the most popular summer travel weekend this year, with 46% of Americans planning to go somewhere*



Waterfront Vacation

Summer vacationers are escaping the heat by flocking to popular waterfront spots, like:

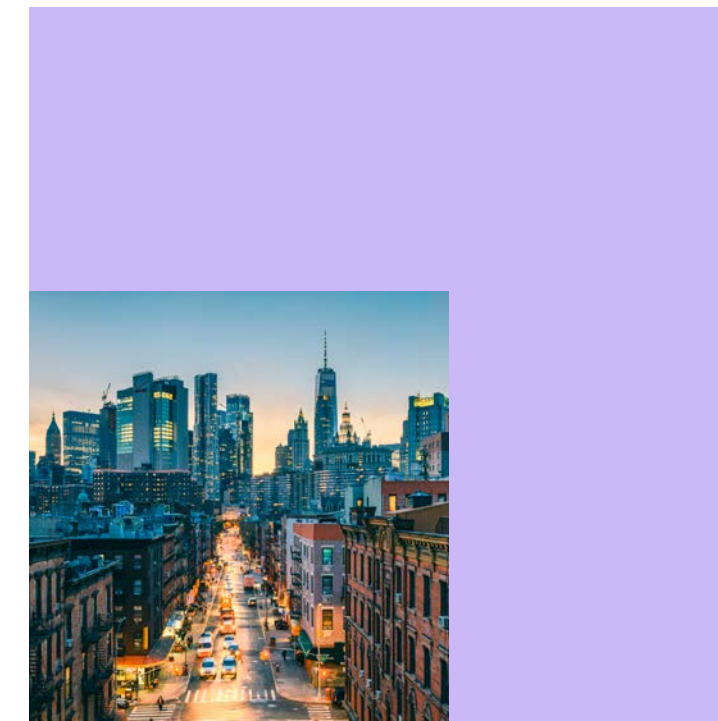
- Lakes **+51%**
- Harbors & Marinas **+48%**
- Beaches **+32%**
- Boats & Ferries **+32%**
- Islands **+29%**
- Surf Spots **+24%**



Nature Trip

Outdoor adventurers are spending the long holiday weekend in nature.

- Campgrounds **+33%**
- State Parks **+24%**
- National Parks **+19%**
- RV Parks **+19%**
- Trails **+13%**
- Mountains **+13%**

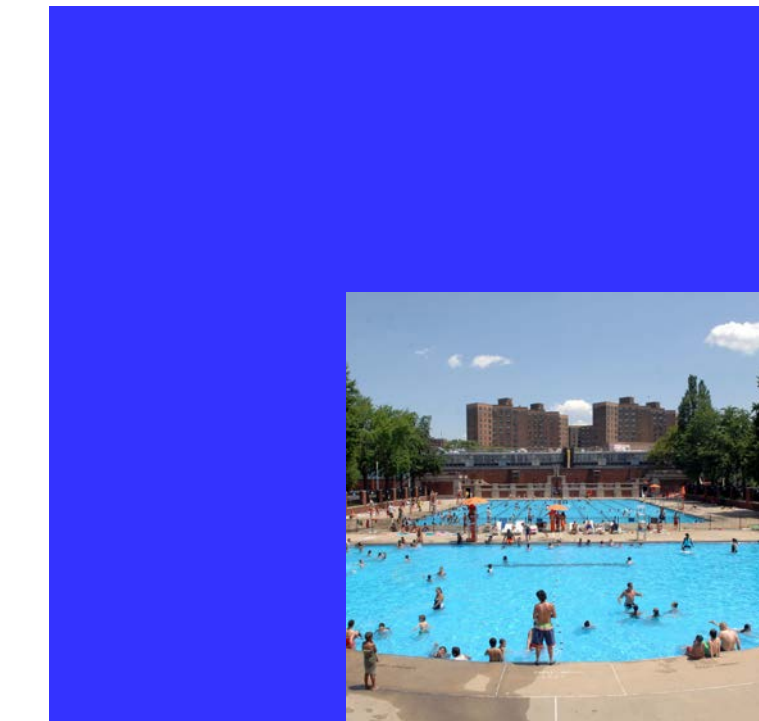


Big City Thrills

City tourists are seeing the sights and taking in the fireworks from city parks.

- Souvenir Shops **+17%**
- Monuments/Landmarks **+13%**
- Museums **+10%**
- Nightclubs **+13%**
- Jazz Clubs **+12%**
- Apartment Buildings **+3%**

- NYC Parks +14%**
- Chicago Parks +9%**



Suburban Leisure

Suburban folks might be planning backyard BBQs, pool parties or family picnics.

- Farms **+11%**
- Pools **+9%**
- Grocery Stores **+9%**
- Farmers Markets **+9%**
- Butchers **+10%**
- Golf Courses **+8%**
- Dog Runs **+5%**

Identify & segment various **audiences** based on real-world behavior

Gen Z & Millennials

This younger social crowd might be planning to host or attend July 4th cookouts, BBQs or picnics with friends. Others might be planning to attend a concert and enjoy a late night out.

Music Venues **+14%**
Skate Parks **+12%**
Beer Stores **+11%**
Liquor Stores **+11%**
Speakeasies **+11%**
Nightlife Spots **+10%**
Beer Gardens **+5%**

Parents with Young Kids

Parents are celebrating 4th of July weekend at family-friendly attractions such as:

Water Parks **+17%**
Theme Parks **+17%**
Aquariums **+17%**
Parks **+14%**
Mini Golf Courses **+12%**
Zoos **+9%**
Playgrounds **+9%**
Fairs **+6%**
Ice Cream Shops **+5%**

Boomers

Older Americans might be planning a romantic weekend getaway with their significant other to places like:

Botanical Gardens **+23%**
Bed & Breakfasts **+19%**
Vineyards **+11%**
Wineries **+5%**

Others are likely to take advantage of the long holiday weekend with their favorite recreational hobbies:

Fishing Spots **+35%**
Casinos **+12%**
Golf Courses **+8%**

Theme parks draw bigger crowds than usual during Fourth of July weekend

While theme parks typically see more traffic than usual throughout the summer months, 3-day holiday weekends (such as July 4th) present an even more enticing opportunity for out-of-town parents (especially those who live further away from theme parks) to plan an extended summer vacation with family.



Foursquare data reveals an uptick in visits to various **theme parks** across the country during 4th of July weekend 2021 compared to the previous 3 weekends:

Six Flags **+37%**

SeaWorld Parks **+29%**

Cedar Fair Amusement Parks **+28%**

Universal Parks & Resorts **+15%**

Walt Disney Parks & Resorts **+7%**

Americans prefer **ballgames** to blockbusters during Fourth of July weekend

While Fourth of July weekend is typically a high-traffic weekend for the box office, **movie theaters** were still tracking on a slow path to pre-pandemic recovery last year. In fact, our data reveals that fewer Americans were visiting movie theaters during the July 4th weekend last year compared to the 3 weekends leading up to it.

As mentioned earlier in this report, theaters actually saw an uptick in July visitation overall, suggesting that movie theater traffic is more likely to pick up later in the month.

Sports stadiums, on the other hand, saw a notable uptick in Independence Day visitation last year and will likely see similar trends this summer.



Lift/decline in foot traffic during July 4th weekend 2021 compared to the previous 3 weekends:

Baseball Stadiums **+28%**

Soccer Stadiums **+14%**

Movie Theaters **-3%**

Americans are doing some last-minute grocery shopping for **July 4th cookouts, BBQs & picnics**

Americans were expected to spend an estimated \$7.52 billion on food items last Fourth of July (up from \$6.52 billion in 2020), and over \$1.4B on beer and wine*.

Location data verifies that many Americans are doing some **last-minute shopping** during Independence Day weekend, as grocery, beer, wine & liquor stores all saw an uptick in traffic July 2-5 2021 compared to the three weekends prior.



Foursquare data reveals an uptick in visits **grocery & liquor stores** during 4th of July weekend compared to the 3 weekends prior:



Butchers **+10%**

Grocery Stores **+9%**

Farmers Markets **+9%**



Beer Stores **+11%**

Liquor Stores **+11%**

Wine Shops **+6%**

Location data reveals where Americans are shopping for **holiday weekend essentials**

Not all Americans are getting their shopping done in advance of holiday weekends. In fact, our data suggests that many busy Americans are making **last-minute trips** to grocery, big box, discount & liquor stores during 4th of July weekend, resulting in an uptick in visitation compared to the three weekends prior.

Foursquare data reveals an uptick in traffic to the following **essential retailers** during Fourth of July weekend 2021 compared to the 3 weekends before:

GROCERY

Winn-Dixie +24%
Smart & Final +22%
Albertsons +20%
State Bros. +19%
Bi-Lo +18%
The Fresh Market +16%
Stop & Shop +16%
Lowe's Foods +15%
Safeway +15%
Wegmans +14%
Vons +12%
Kroger +11%
Ralph's +9%
Publix +8%

BIG BOX & WHOLESALE

Sam's Club +9%
Walmart +8%
Dollar General +8%
PetSmart +7%
Meijer +6%
Big Lots +5%

LIQUOR

Binny's Beverage Dpt. +48%
Total Wine +20%
BevMo! +15%

Americans are shopping for new **athletic apparel** during Fourth of July weekend

While many Americans will be traveling out of town for this long holiday weekend, others will be staying closer to home — perhaps planning to visit their local air-conditioned shopping malls to escape the summer heat.

Fast fashion retailers like Victoria's Secret and Banana Republic are likely to see a notable boost in foot traffic, as are **athletic retailers & sporting equipment stores**.

Foursquare data reveals an uptick in traffic to the following **retailers** during Fourth of July weekend 2021 compared to the 3 weekends before:

- Victoria's Secret +25%
- Ashley HomeStore +20%
- Tanger Outlets +18%
- Nike Factory Store +18%**
- Premium Outlets +14%
- Banana Republic +13%
- Foot Locker +11%**
- Vans +11%**
- Old Navy +11%
- Big 5 Sporting Goods +9%**
- H&M +9%
- Adidas Outlet +8%**
- Forever 21 +8%
- Finish Line +6%**
- Lululemon Athletica +5%**
- ZARA +5%

Despite holiday sales events, **auto dealerships** saw a -10% decline in visitation last Fourth of July weekend

The pandemic's impact on auto production & inventory has changed the way consumers shop for cars:

1. The rise of online car sales.

According to Allied Market Research*, the global online car buying market generated \$237.93 billion in 2020, and is expected to garner \$722.79 billion by 2030.

While holiday weekend sales events typically drive the most traffic to dealerships, our data reveals that auto dealers saw a **-10% decline** in visitation last July 4th weekend compared to the 3 weekends prior.

The rise of online sales will continue to increase the strain on traditional dealerships, and potentially create opportunities for new brands to take over.

Kia Motors **-21%**
Chevrolet **-21%**
Ford **-14%**
Hyundai **-10%**
Jeep **-9%**
Subaru **-9%**
Chrysler **-9%**
Nissan **-8%**
Honda **-8%**
GNC **-7%**

2. Demand for used cars.

With new inventory down, and prices continuing to rise, many Americans are searching for pre-owned vehicles. In fact, Foursquare data reveals an uptick in traffic to the largest retailer of used vehicles in the U.S. during July 4th weekend 2021 vs. the 3 weekends before:

CarMax **+10%**



OPPORTUNITY: Leverage Foursquare's **Closed Loop Attribution** to better understand if auto intenders are converting online or IRL & optimize toward performing tactics.

Americans have an affinity for **breakfast, burgers & ice cream** during Fourth of July weekend

Not all Americans are hosting & attending 4th of July cookouts & BBQs. Location data suggests that Americans who chose to dine out during Fourth of July weekend are likely to go for **breakfast/brunch**, **burgers** or **sweet summer treats** (ice cream!).

Breakfast Spots saw a +3% increase in visitation during Fourth of July weekend compared to the 3 weekends prior.

IHOP **+13%**

Denny's **+8%**

Waffle House **+7%**

Perkins **+7%**

Huddle House **+6%**

Burger Joints saw a +2% increase in visitation during Fourth of July weekend compared to the 3 weekends prior.

Yard House **+7%**

Shake Shack **+6%**

In-N-Out Burger **+6%**

White Castle **+6%**

Ice Cream Shops saw a +4% increase in visitation during Fourth of July weekend compared to the 3 weekends prior.

Cold Stone Creamery **+7%**

Recommended Targeting Strategies: 4th of July

OPPORTUNITY: Reach consumers who are most likely to celebrate **4th of July** based on their real-world & online behavior.



Recommended Behavioral Audiences

- Fun In The Sun Seekers
- Theme Park goers
- Golfers
- National Park Visitors
- Live Sports Fans
- Millennials
- Breakfast Casual & QSR Diners
- Family Travelers
- Road Trippers
- Trip Planners
- Vacation Planners
- Past Summer Travelers

FOURSQUARE
/audience



Recommended Proximity Audiences

- Big Box Retailers
- Grocery Retailers
- Malls & Department Stores
- Stadiums
- 4th of July Events
- Ice Cream Shops
- Casual Dining & QSR
- Hotels
- Theme Parks

FOURSQUARE
/proximity



Recommended Online Interest Audiences

- Sports
- Sporting Goods
- Golf
- Candy & Sweets
- Outdoors
- Vineyards & Wine Tourism
- Tourist Destinations
- Theme Parks
- BBQ & Grilling
- Beaches
- Hotels & Accommodations

Keep track of
consumers'
behavior during
Labor Day
weekend



Labor Day weekend drives an uptick in visitation to various **entertainment venues for families & adults**

+42% MOVIE THEATERS

While movie theaters saw less traffic than usual during July 4th weekend last year, location data reveals a significant uptick in box office traffic during Labor Day weekend (+42% compared to the 3 weekends prior).

We expect to see an even bigger uptick in Labor Day traffic this year, as more theaters have re-opened and overall visitation has continued to pick up in more recent months.

Century Theaters **+65%**

Regal Cinemas **+61%**

Cinemark **+57%**

AMC Theaters **+49%**

+29% THEME PARKS

Theme parks are likely to see an uptick in visitation from young families hoping to squeeze in an end-of-summer vacation before the start of the new school year.

Universal Parks & Resorts **+57%**

SeaWorld Parks **+42%**

Six Flag **+35%**

Walt Disney Parks & Resorts **+27%**

Cedar Fair Amusement Park **+19%**

+16% CASINOS

Las Vegas and other popular nightlife destinations are likely to see an uptick in Labor Day visits from the 21+ crowd.

Caesars Palace **+25%**

Hard Rock Hotel & Casino **+18%**

MGM Resorts **+15%**

Other entertainment venues geared toward a more family-friendly audience are also likely to see an uptick.

Dave & Buster's **+18%**

Topgolf **+17%**

Americans maximize the end of summer with an **extended weekend vacation**

Location data suggests that many Americans are making plans to travel this Labor Day weekend. Most major hotels chains saw a notable lift in visitation during the 3-day holiday weekend last year compared to the 3 weekends prior.

But how many visitors are booking accommodations in advance vs. booking on-site?

OPPORTUNITY: With Foursquare's **closed-loop attribution**, hospitality brands can fully understand customers' path to visit; Measure hotel visits after being exposed to media and completing an online conversion event.



Foursquare data reveals an uptick/decline in Labor Day weekend traffic compared to the previous 3 weekends (2021):

Vacation Rentals **+20%**

Resorts **+20%**

Hotels **+14%**

Motels **+10%**

Hilton Hotels **+25%**

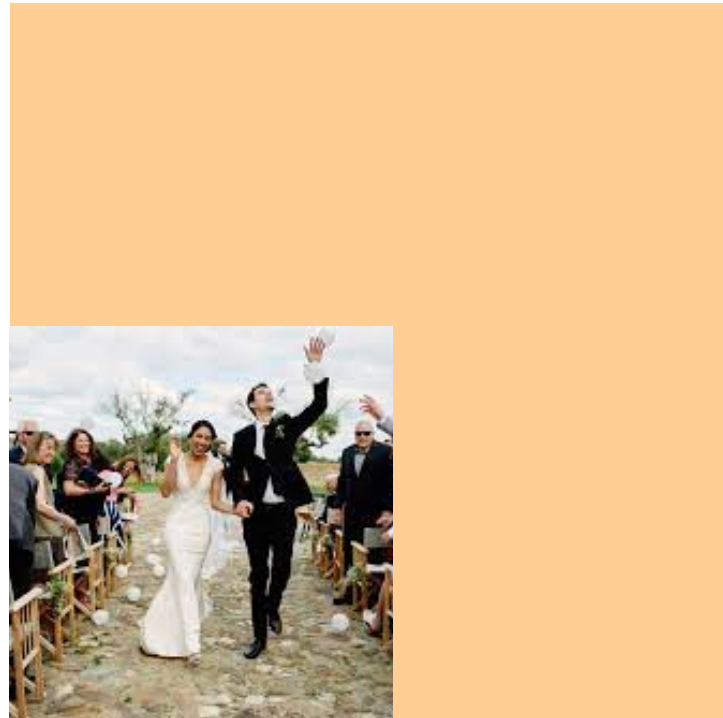
Westin Hotels **+25%**

Marriott Hotels **+20%**

Sheraton **+18%**

Best Western **+12%**

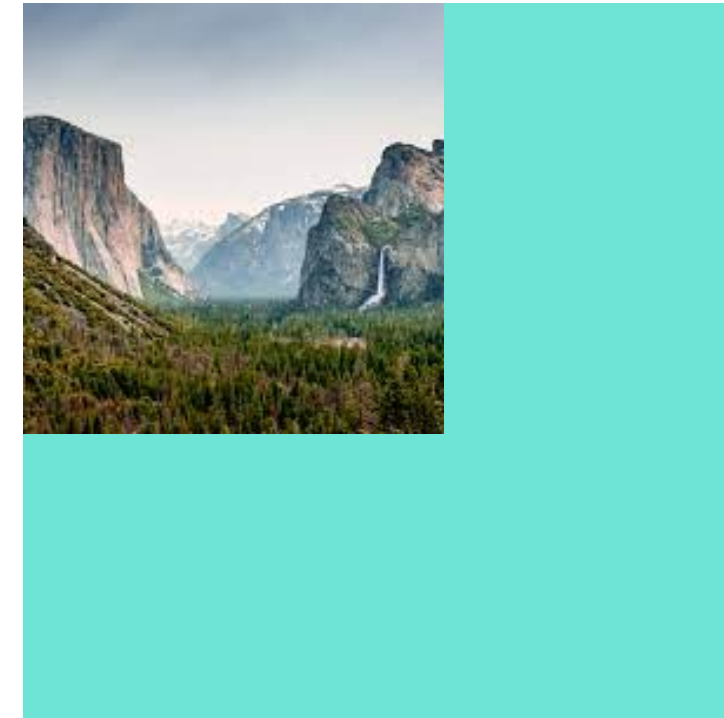
Location data reveals various **audiences** to reach this Labor Day based on foot traffic patterns:



Wedding Guests

Labor Day is a popular wedding weekend, verified by an uptick in visits to places like:

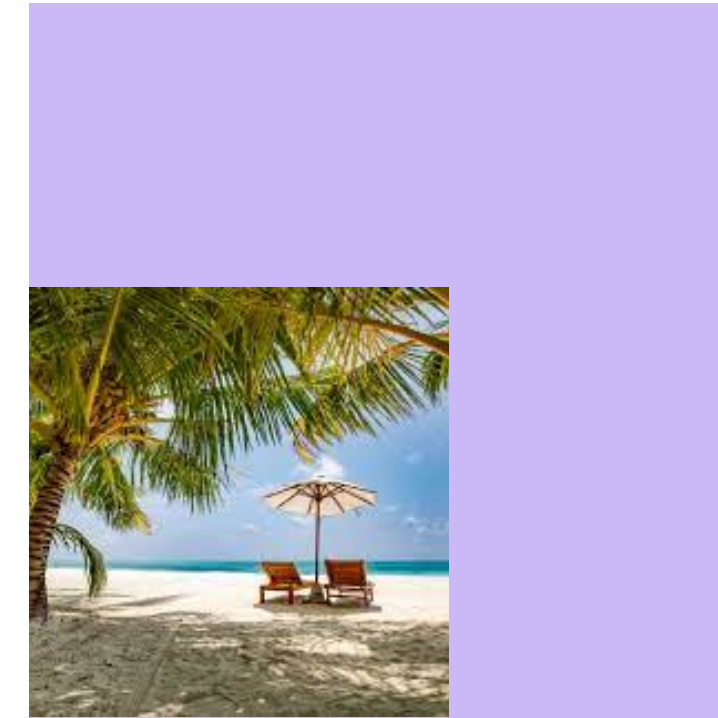
- Outdoor Event Spaces +54%
- Ballrooms +37%
- Vineyards +18%
- Gardens +16%
- Wineries +14%
- Wedding Halls +10%



Hikers & Campers

Outdoor adventurers enjoy some of the last good weather of the season by being outdoors.

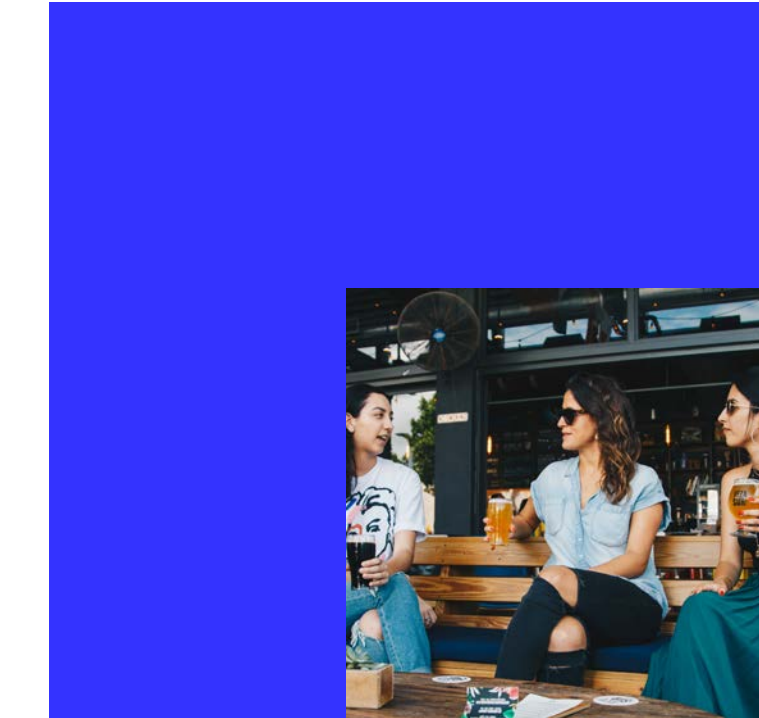
- Campgrounds +27%
- National Parks +28%
- State Parks +21%
- RV Parks +18%
- Trails +14%
- Inns +12%



End-of-Summer Vacationers

Americans maximize the end of summer with a final warm weather vacation.

- Surf Spots +27%
- Beaches +24%
- Waterfronts +24%
- Boats & Ferries +22%
- Resorts +19%
- Golf Courses +5%



Artsy, Social Crowd

Gen Z & Millennials are likely to take advantage of this long holiday weekend by going to:

- Art Museums +17%
- Indie Movie Theaters +13%
- Music Venues +8%
- Comedy Clubs +8%
- Beer Gardens +10%
- Art Galleries +6%

Labor Day weekend presents a major opportunity for retailers to drive **in-store traffic** with end-of-season promotions

Outlet malls saw a **+25%** lift in visitation last Labor Day weekend compared to the three weekends prior.

DID YOU KNOW?

Labor Day presents a prime opportunity for retailers to reach parents who are waiting to take advantage of end-of-season deals on apparel, electronics and other **back-to-school** necessities during this major shopping weekend.

HOME

Mattress Stores **+15%**
Frame Stores **+12%**
Antique Shops **+12%**
Carpet Stores **+12%**
Hardware Stores **+8%**
Lighting Stores **+7%**
Home / Furniture Stores **+5%**

APPAREL & ACCESSORIES

Baby Stores **+19%**
Shoe Stores **+9%**
Clothing Stores **+9%**
Accessories Stores **+9%**
Jewelry Stores **+8%**
Cosmetics Shops **+3%**

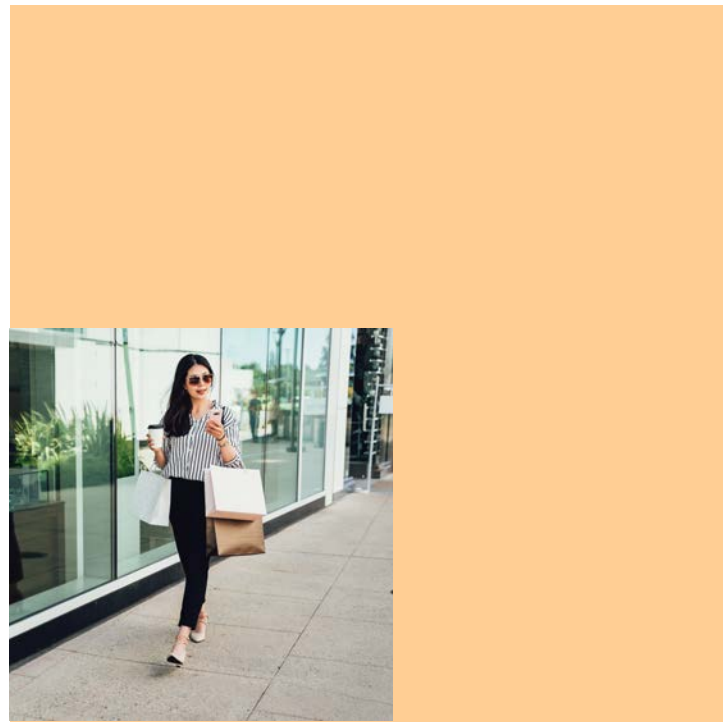
HOBBIES & CRAFTS

Fabric Shops **+12%**
Arts & Crafts Stores **+5%**
Camera Stores **+5%**
Hobby Shops **+3%**

SPORTING GOODS & OUTDOOR SUPPLIES

Board Shops **+7%**
Sporting Goods Shops **+6%**
Bike Shops **+6%**
Outdoor Supply Stores **+6%**
Fishing Stores **+4%**

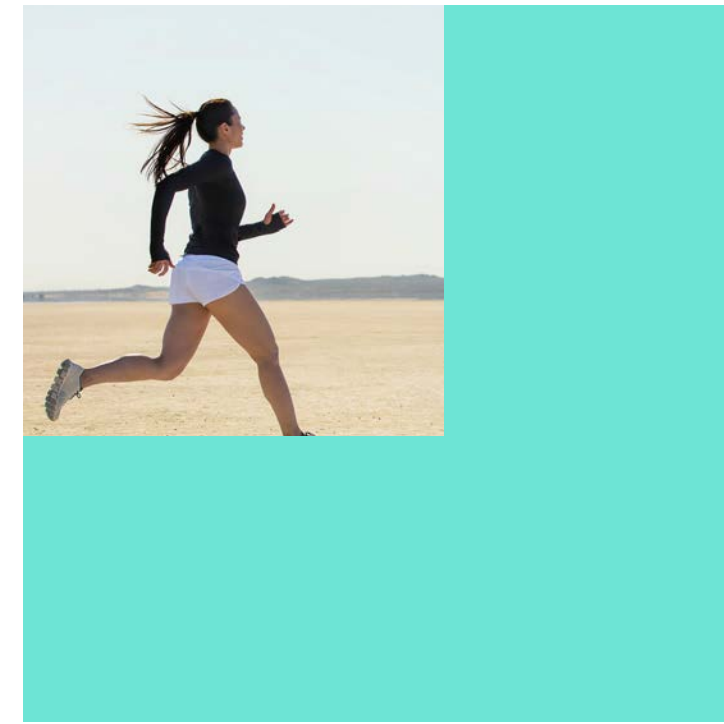
Location data reveals the **top shopped retail categories & brands** during Labor Day weekend last year:



All-In-One Shopping: Malls & Outlets

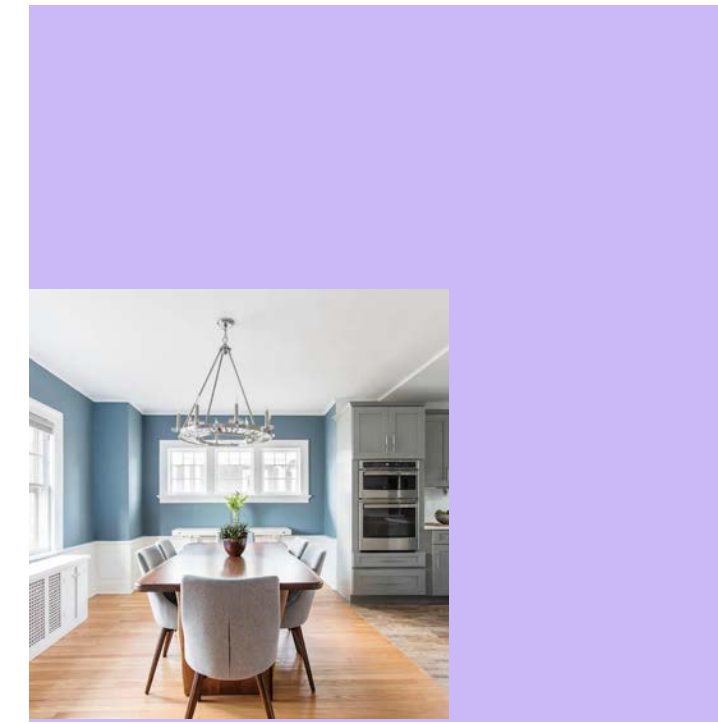
Premium Outlets **+31%**
Simon Malls **+10%**
Taubman Malls **+9%**
Westfield **+8%**
CBL Malls **+8%**

More Americans will be braving crowded shopping malls this Labor Day weekend.



Sporting Goods & Athletic Apparel

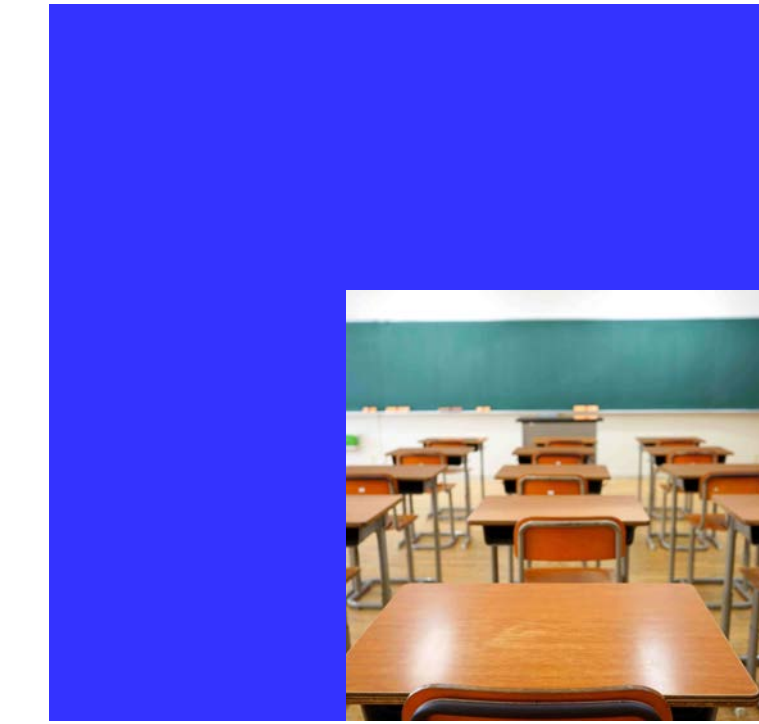
REI **+27%**
Adidas Outlet **+23%**
Lululemon Athletica **+22%**
Big 5 Sporting Goods **+21%**
Under Armour **+21%**
Bass Pro Shops **+17%**
Nike Factory Store **+16%**
Champs Sports **+5%**



Home Improvement & Decor

Ashley HomeStore **+29%**
At Home **+28%**
Lowe's **+13%**
The Home Depot **+9%**
Floor & Decor **+7%**
HomeGoods **+5%**
IKEA **+5%**

With inflation driving up costs of home improvement projects, more homeowners & renovators are likely to take advantage of holiday weekend sales



Back-To-School Shopping: Apparel, Shoes & Electronics

ZARA **+29%**
Banana Republic **+19%**
Macy's **+16%**
H&M **+14%**
Nordstrom **+13%**
Apple Store **+12%**
Famous Footwear **+11%**
Vans **+8%**
Old Navy **+6%**
Best Buy **+6%**

Despite holiday sales events, **auto dealerships** saw an -11% decline in visitation last Labor Day weekend

The pandemic's impact on auto production & inventory has changed the way consumers shop for cars:

1. The rise of online car sales.

According to Allied Market Research*, the global online car buying market generated \$237.93 billion in 2020, and is expected to garner \$722.79 billion by 2030.

While holiday weekend sales events typically drive the most traffic to dealerships, our data reveals that many auto dealers saw an **-11% decline in visitation last Labor Day weekend** compared to the 3 weekends prior.

The rise of online sales will continue to increase the strain on traditional dealerships, and potentially create opportunities for new brands to take over.

Toyota	-1%
Honda	-8%
Nissan	-8%
Jeep	-9%
Subaru	-9%
Chrysler	-9%
Hyundai	-10%
Ford	-14%
Chevrolet	-21%
Kia Motors	-21%

2. Demand for used cars.

With new inventory down, and prices continuing to rise, many Americans are searching for pre-owned vehicles. In fact, Foursquare data reveals an uptick in traffic to the largest retailer of used vehicles in the U.S. during Labor Day weekend 2021 vs. the 3 weekends before:

CarMax +10%



OPPORTUNITY: Leverage Foursquare's **Closed Loop Attribution** to better understand if auto intenders are converting online or IRL & optimize toward performing tactics.

On-premise nightlife venues are seeing a bigger uptick in visitation during Labor Day weekend compared to off-premise liquor retailers

Location data shows that on-premise nightlife venues (such as casinos, stadiums and various types of bars) are likely to see a much greater uptick in visitation this Labor Day weekend compared to off-premise liquor retailers.

This trend in foot traffic patterns reveals a change in behavior from the past two years, indicating a return to normalcy around consumer preference during key moments of summer celebration.

Foursquare data reveals an uptick in traffic to the following on & off -premise venues during Labor Day weekend 2021 compared to the 3 weekends before:



ON-PREMISE

Casinos **+16%**
Hotel Bars **+12%**
Nightclubs **+12%**
Speakeasies **+10%**
Cocktail Bars **+9%**
Beer Bars **+6%**
Sports Bars **+6%**
Stadiums **+5%**



OFF-PREMISE

Beer Stores **+6%**
Wine Shops **+5%**
Liquor Stores **+5%**
Grocery Stores **+4%**

These **grocery & big box retailers** saw the most notable upticks in visitation last Labor Day weekend:



Americans are doing some **last-minute shopping** for end-of-summer BBQs and backyard parties during Labor Day weekend. Foursquare data reveals a boost in traffic during Labor Day weekend 2021 compared to the previous 3 weekends:

- +6%** BUTCHERS
- +5%** GOURMET SHOPS
- +4%** GROCERY STORES

Foursquare data reveals an uptick in traffic to the following **grocery & big box retailers** during Labor Day weekend 2021 compared to the 3 weekends before:

- | | |
|------------------------------------|--------------------------|
| Lucky Supermarkets +20% | Big Lots +10% |
| Winn-Dixie +13% | Ralphs +8% |
| Binny's Beverage Depot +13% | Vons +7% |
| ShopRite +11% | Publix +6% |
| WinCo Foods +11% | H-E-B Grocery +6% |
| Total Wine +9% | Safeway +6% |

These **fast casual dining chains** saw the most notable increase in visitation last Labor Day weekend:

While overall visitation to casual dining restaurants has been slow to recover since the start of the pandemic, our data suggests that Q3 holiday weekends (especially Labor Day weekend) provide a big opportunity for casual dining chains to recapture lapsed loyalists and bring in new customers.

Foursquare data reveals an uptick in traffic to the following **fast casual dining chains** during Labor Day weekend 2021 compared to the 3 weekends before:

Shake Shack **+18%**
Huddle House **+17%**
Yard House **+18%**
The Cheesecake Factory **+14%**
Waffle House **+13%**
Red Lobster **+13%**
Miller's Ale House **+11%**
Cracker Barrel **+11%**
IHOP **+11%**
BJ's Restaurant & Brewhouse **+11%**
Jamba Juice **+10%**
Five Guys **+9%**
Baskin-Robbins **+8%**
Denny's **+8%**
Applebee's **+7%**

Recommended Targeting Strategies: Labor Day

OPPORTUNITY: Reach consumers who are most likely to celebrate **Labor Day weekend** based on their real-world & online behavior.



Recommended Behavioral Audiences

- Fun In The Sun Seekers
- Theme Park goers
- Moviegoers
- National Park Visitors
- Live Sports Fans
- Millennials
- Breakfast Casual & QSR Diners
- Family Travelers
- Road Trippers
- Vacation Planners
- Back to School Shoppers
- Party Planners

FOURSQUARE
/audience



Recommended Proximity Audiences

- Big Box Retailers
- Grocery Retailers
- Malls & Department Stores
- Stadiums
- Labor Day Events
- Movie Theaters
- Casual Dining & QSR
- Hotels
- Theme Parks

FOURSQUARE
/proximity

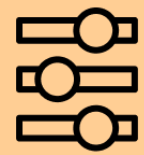


Recommended Online Interest Audiences

- Auto & Vehicle Brands
- Hotels & Accommodations
- Bars, Clubs & Nightlife
- Home Improvement
- Colleges & Universities
- BBQ & Grilling
- Weddings
- Sporting Goods
- Movies
- Theme Parks

Activate with Foursquare

How to activate with Foursquare in Q3:



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.

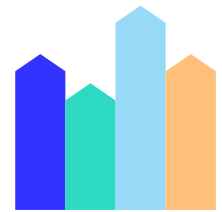
Select from 1200+ ready-to-use audience available in our Audience Designer and all major DSPs, DMPs, or create highly-customized audiences in our self-serve UI.

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

Understand the impact of your advertising



Understand the Customer Journey



Optimize Your Investments

FSQ/attribution



Accuracy at Our Core

With 10+ years of experience and **MRC accreditation**, we are the Industry leaders in location data with proven expertise across all verticals.



The Right Scale

Our Always-on data sources provide accuracy and scale with 300-1300 location data signals per device daily.



Accessibility

The largest media partnerships footprint by a wide margin: 550+. Available across all media channels & social networks.



Holistic Campaign Performance

Our Omnichannel Dashboard updates daily and allows marketers to optimize and maximize investments in flight.



Privacy-First

We are committed to building products with privacy-protecting features and holding our partners accountable.



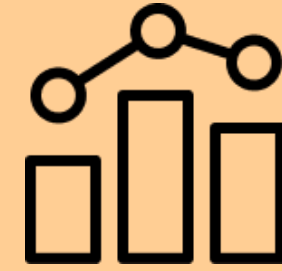
Independently Vetted

We are agnostic to platforms and because of our accessibility, you can use our data in walled gardens or not.

Harness the power of location data with **Foursquare Visits** for brands & marketers

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 coupled from our first party and our trusted third party partnerships.



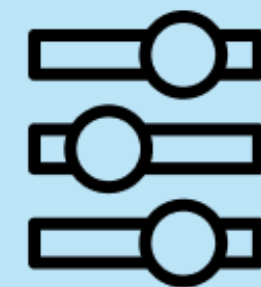
ANALYZE

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.



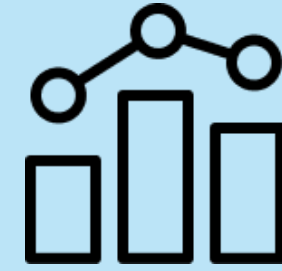
MEASURE

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

Harness the power of location data with **Foursquare Visits** for enterprises

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 coupled from our first party and our trusted third party partnerships.



MODEL & FORECAST

Identify and predict trends based on foot traffic in different regions, cities, and neighborhoods.



SELECT SITES

Determine where to place new locations or develop properties based on foot traffic (or lack thereof) in commercial districts.



DERIVE INSIGHTS

Enrich your CRM database with information about the places your customers are going, including whether or not they are going to the office again.

Harness the power of location data with **Foursquare Places**

The landscape is constantly changing: thousands of business open & close each year. Foursquare's POI data enables data providers to deliver accurate, fresh and contextual data.

With **Foursquare Places**, you can leverage 100+ million points of interest around the globe.



SELECT SITES

Determine where to place new locations or develop properties based on analysis of different commercial districts.



RECOMMEND NEARBY PLACES

Deliver geo-contextual experiences to users based on their real-time location, whether they need gas on their way to work or overnight shipping to their home.



POWER SEARCH RESULTS

Surface relevant places for your users, whether they're looking for lunch near the office or delivery to their home.

Thank You

Emily Owayni
Senior Strategist, Insights
eowayni@foursquare.com