



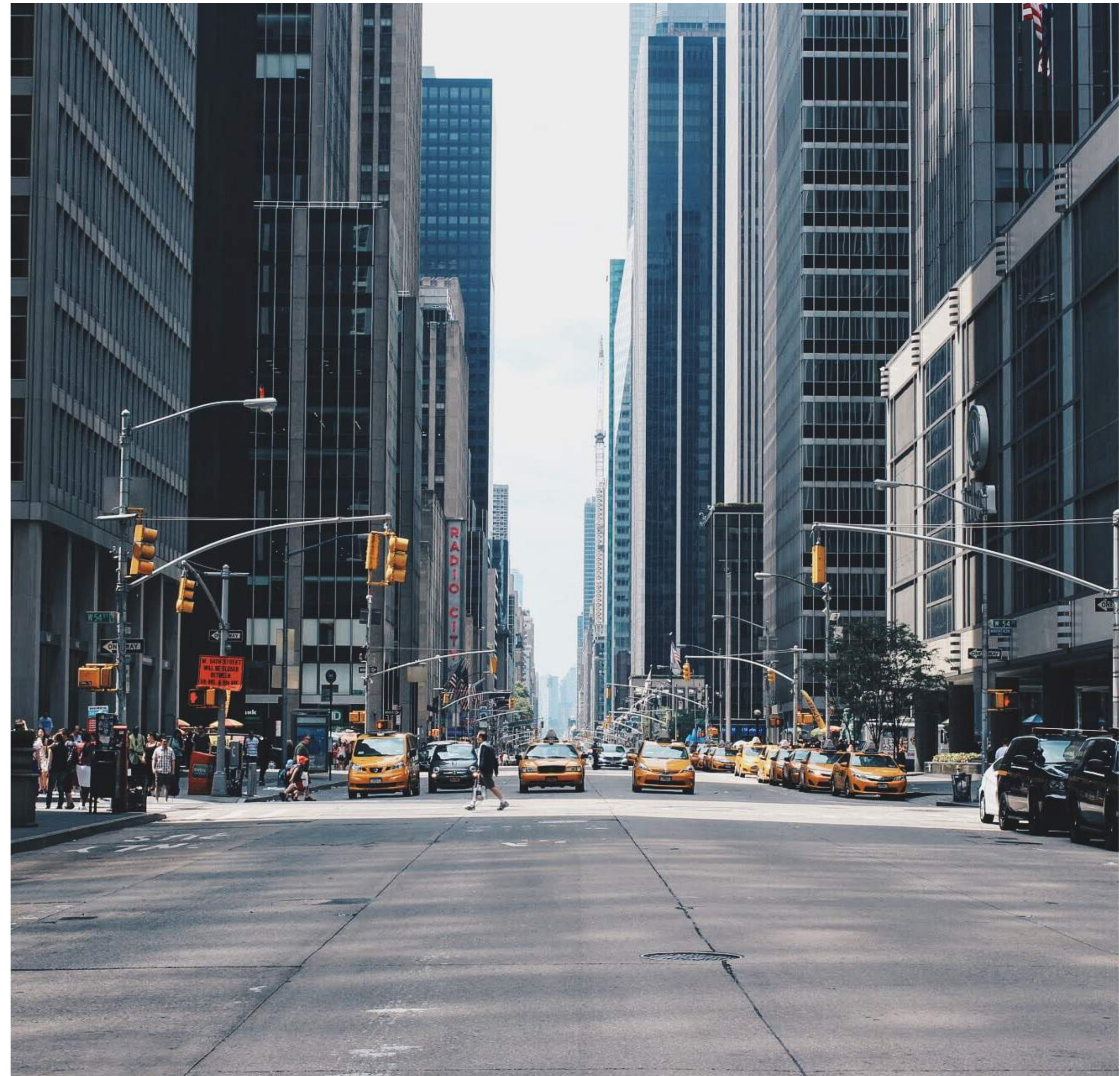
Foursquare Insights: Entertainment & Leisure

Last Updated
November 2021

FOURSQUARE

Table of Contents

- 05 Key Trends
- 06 Arts & Entertainment Overall
- 12 Concerts
- 24 Movie Theaters
- 38 Theme Parks
- 51 How to activate with Foursquare



Overview & Methodology

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.

In this report, we take a closer look at foot traffic patterns to entertainment & leisure venues to reveal key insights about the audiences who have returned to movie theaters, concert venues and theme parks in recent months (June through September 2021).



Definitions

Indexed Affinities indicate the times (or percentage) 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 timeframe (June - September 2021).

Moviegoer Loyalists is defined as a consumers who visited a movie theater at least 2X within the analysis period.

New Theme Parks Visitors is defined as consumers who visited a theme park at least 1X between June-Sept 2021, but did not visit a theme park at all between Jan-May 2021.

Returning Theme Parks Visitors is defined as consumers who visited a theme park at least 1X between Jan-May 2021, and made another visit at least 1X between June-Sept 2021. Based on active panelists in both periods.



Key Trends To Watch

Foot traffic to entertainment activities is on the rise

Arts & entertainment venues such as movie theaters, concert venues, theme parks and casinos have seen a steady increase in penetration over the past few months, indicating that Americans are eager to return to their favorite pastime activities amidst the ongoing pandemic.

Reach specific audiences based on real-world behavior & historical foot traffic patterns.

College students are eager to return to their favorite entertainment & leisure pastimes

Movie theaters, concert venues and theme parks have all seen noticeable traffic from Americans who are also frequenting various colleges & universities, indicating that young college students are eager to return to their favorite pre-pandemic pastimes such as a night out at the movies, or seeing their favorite artists live in concert again.

Align with key moments of purchase intent with tailored activations around real-world behavior.

Entertainment preferences vary by geography

Unsurprisingly, movie theaters are seeing the most traffic from visitors in Los Angeles, while concert venues are seeing the most traffic from Chicago residents. These types of insights reveal nuances in geographical preferences across different types of entertainment seekers.

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

Let's take a closer
look at Arts &
Entertainment in
the United States.

77% of Americans have returned to **arts & entertainment** activities in recent months

Opportunity: Align with consumers' visitation patterns to deliver moment-based messaging when consumers are most likely to be 'out & about' at movie theaters, sporting events, concerts and family-friendly entertainment venues.



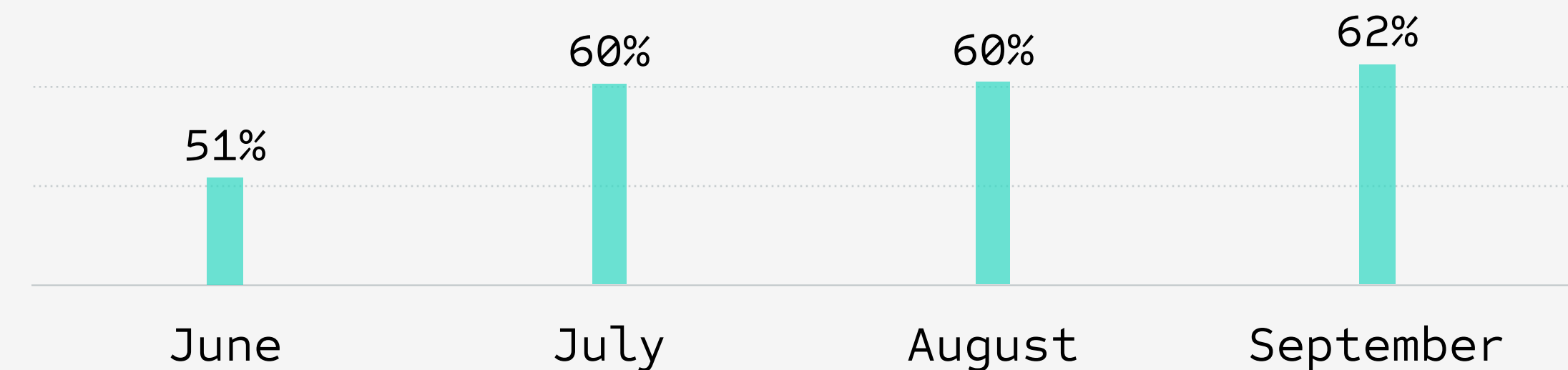
77% of Americans visited an **arts & entertainment** venue (including museums, music venues, sports stadiums, movie theaters, casinos) at least once between June - September 2021.

Arts & entertainment venues have seen a steady increase in foot traffic in recent months

Arts & entertainment venues such as concert halls, movie theaters and casinos have seen a consistent increase in penetration in recent months, indicating that Americans are slowly returning to their favorite leisure pastimes.



% of Americans who visited an **arts & entertainment** venue this summer:



Americans have returned to concerts, theaters & other crowded entertainment venues

Opportunity: Leverage location data to better understand consumer behavior based on foot traffic patterns, visit frequency & brand affinities.

% of Americans who visited various entertainment venues between June - September 2021:



Music Venues
28%



Movie Theaters
25%



Theme Parks
18%

Foot traffic to **music venues** has continued to steadily increase since early April, while traffic to **movie theaters** has continued to gradually decline

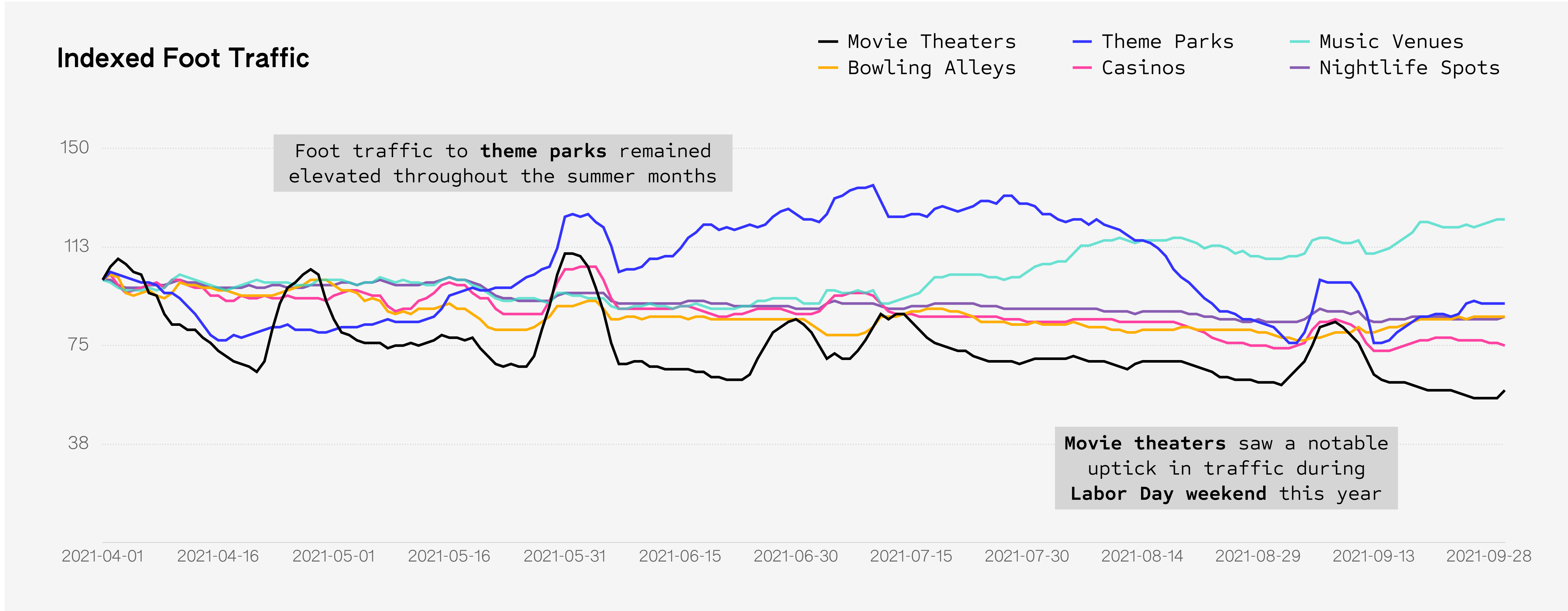


Chart illustrates indexed foot traffic to various entertainment & leisure venues, where visits on April 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

However, not all leisure and entertainment activities have returned to pre-pandemic levels of popularity



Less than 4%

of Americans visited a **comedy club**
or **mini golf course** in recent months

Let's take a closer
look at recent
concertgoers.

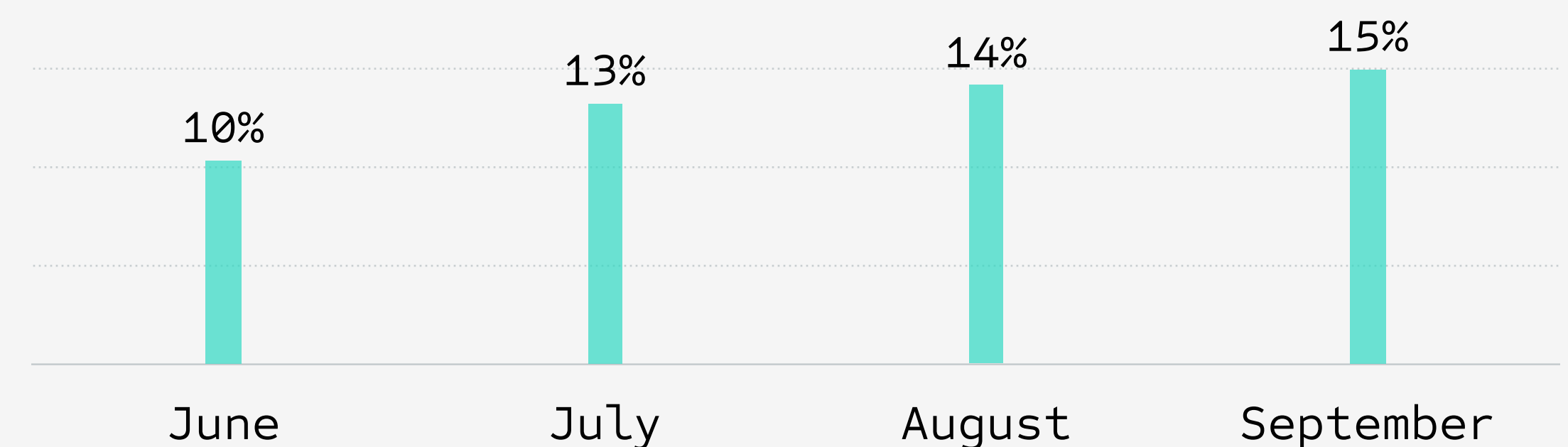
28% of Americans visited a **music venue** at least once this past summer

Music venues have seen a consistent increase in penetration in recent months, indicating that music fans are eager to see their favorite artists live in concert again.

Opportunity: Reach consumers who have been seen attending concerts or music festivals in recent months, or target concertgoers at or nearby music venues with moment-based messaging.



% of Americans who visited a **music venue** between June - September 2021:



Concert venues are seeing the highest share of traffic in the **South**

Opportunity: Leverage location-based insights to target consumers who are more likely to attend concerts and other live performances.



35%

SOUTH

24%

MIDWEST

23%

WEST

19%

NORTHEAST

Where do recent concert goers live?

Foursquare data reveals the the top home DMAs amongst recent concertgoers in the United States.

Chicago

Los Angeles

New York City

Dallas

Cleveland

Philadelphia

Milwaukee

Indianapolis

Atlanta

Nashville

Minneapolis

Denver

Phoenix

Washington DC

Cincinnati

Columbus

San Francisco

Orlando

St. Louis

Tampa

Detroit

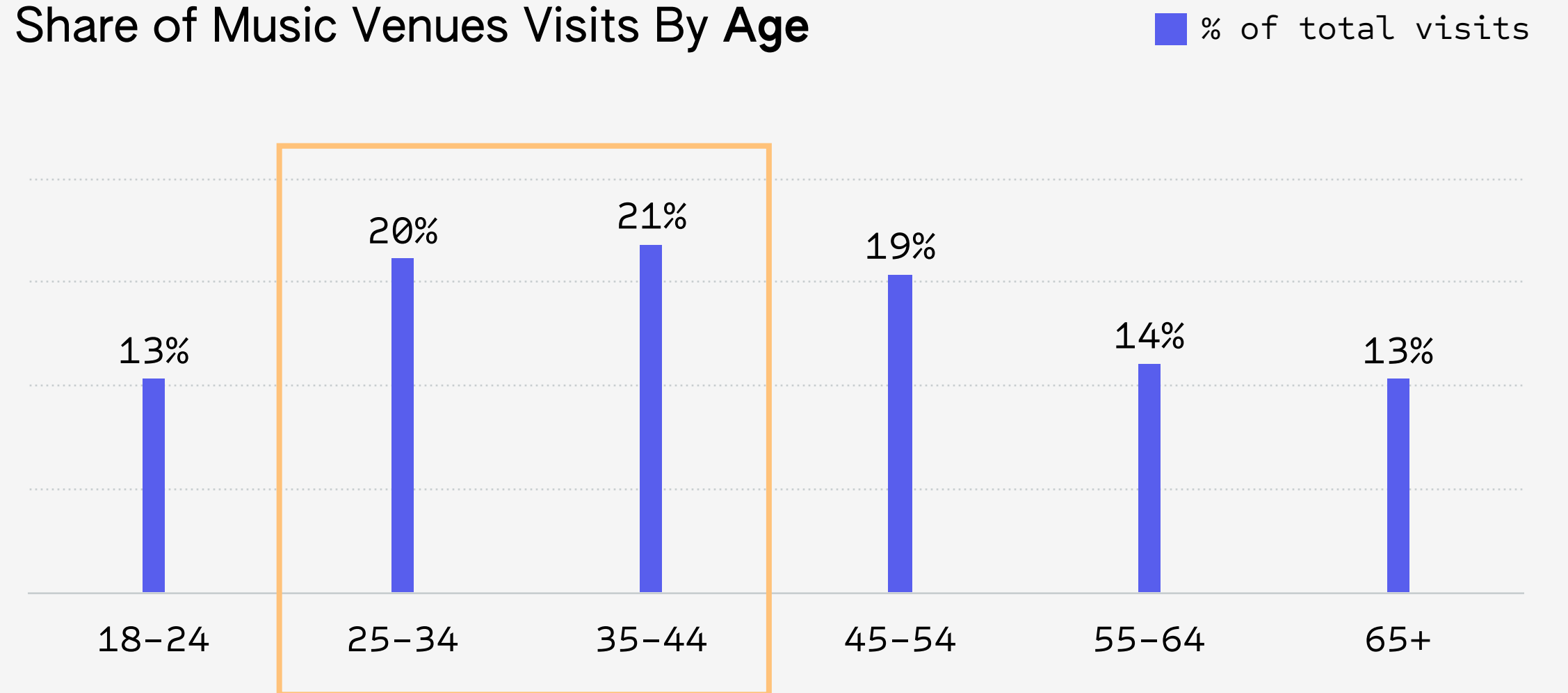
Houston



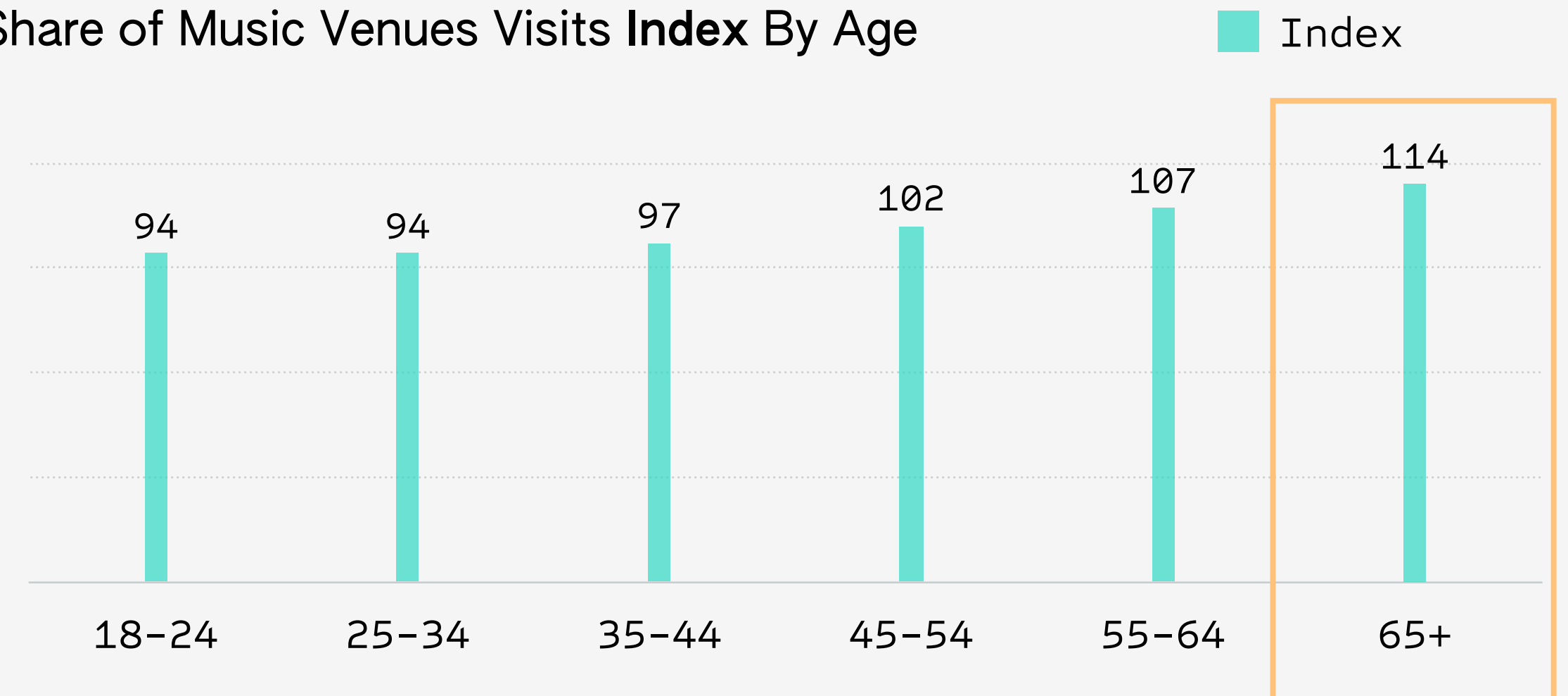
Music venues are seeing the highest share of traffic from consumers **ages 25-44**. However, older concertgoers over-index most vs. Foursquare's overall panel

Opportunity: Identify & target older post-pandemic concertgoers, ages 65+.

Share of Music Venues Visits By Age



Share of Music Venues Visits Index By Age

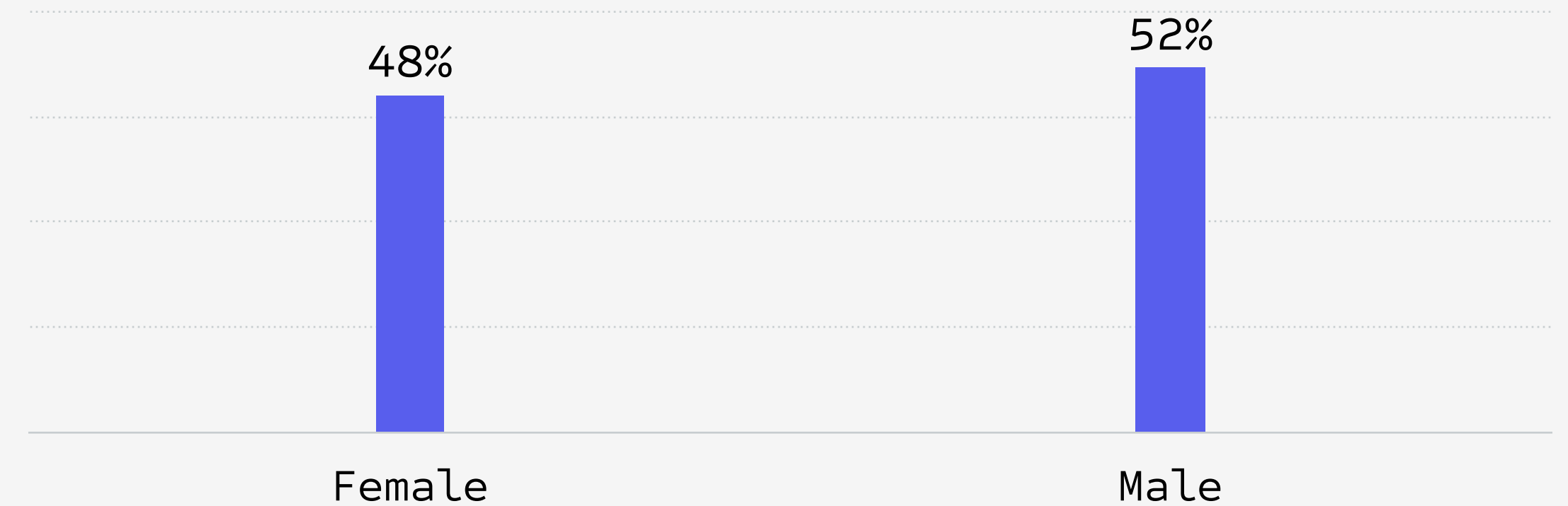


Music venues are seeing a slightly higher share of total traffic from **male** concertgoers

Opportunity: Reach male concertgoers at or nearby concert venues.

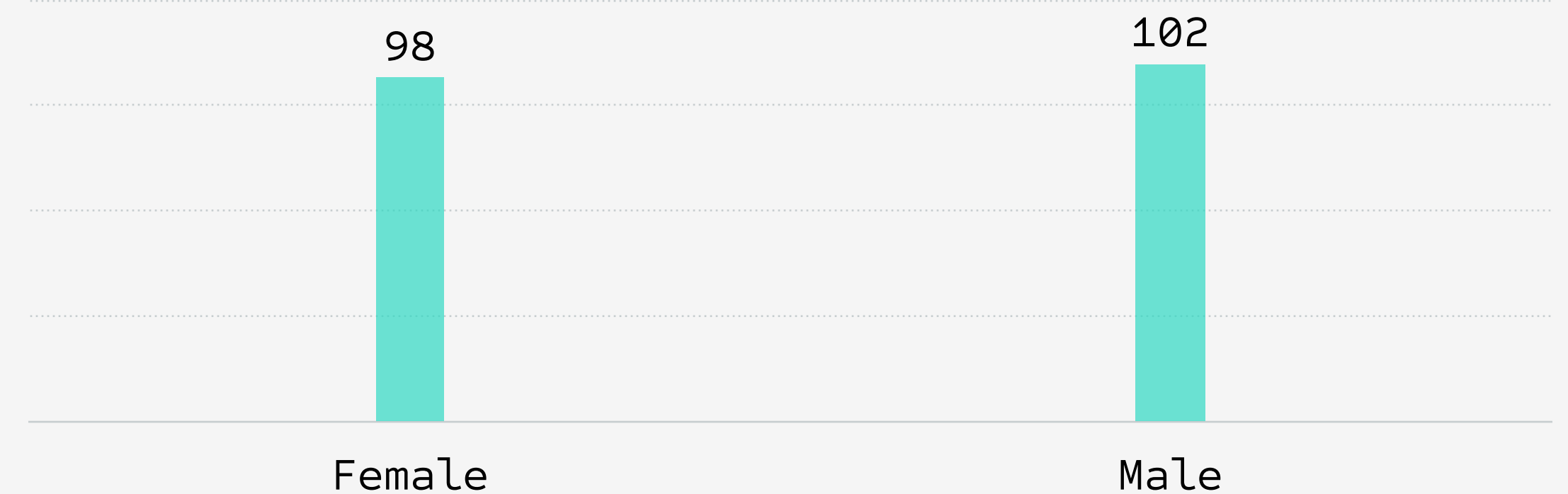
Share of Movie Theater Visits By Gender

■ % of total visits



Share of Movie Theater Visits Index By Gender

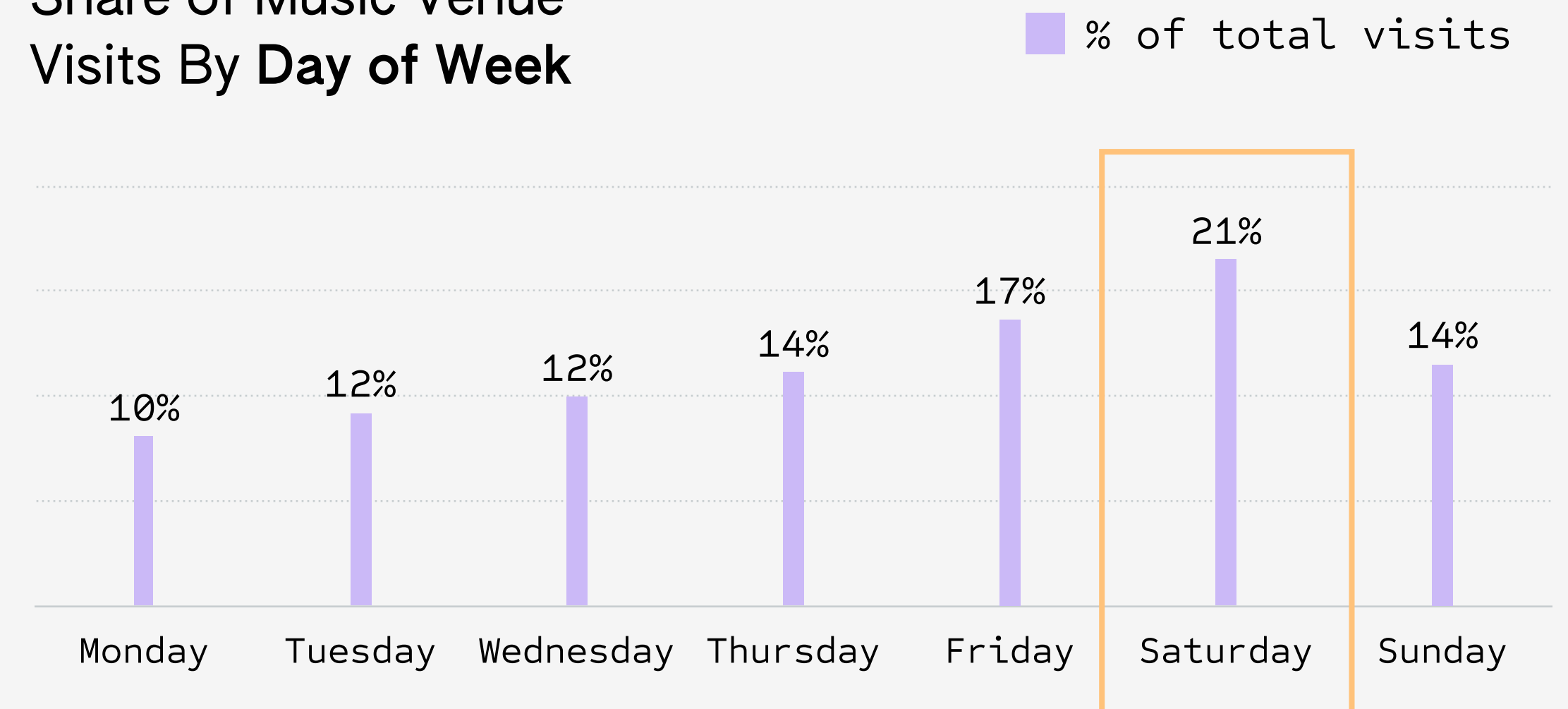
■ Index



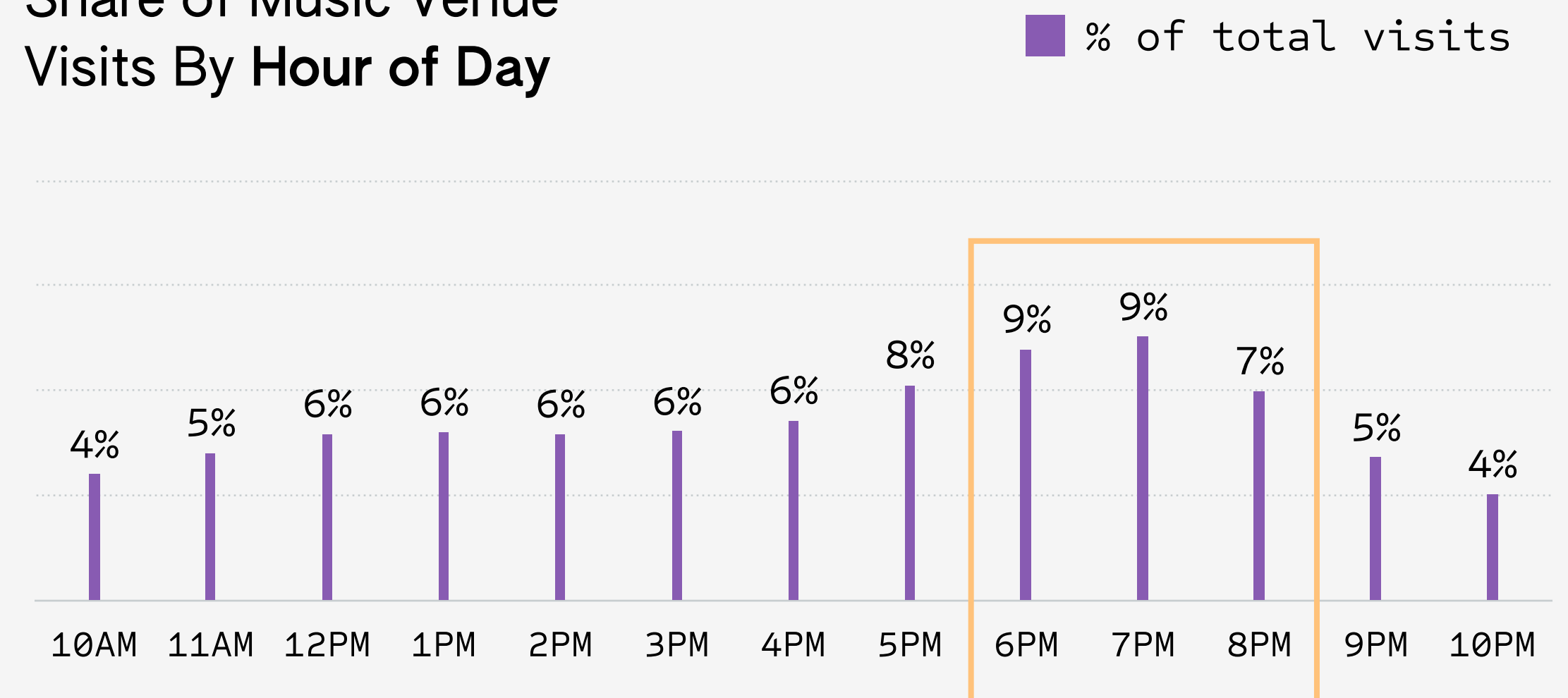
Music venues are seeing the most traffic on **Friday & Saturday evenings**

Opportunity: Reach frequent concertgoers when they're most likely to visit a music venue.

Share of Music Venue Visits By Day of Week



Share of Music Venue Visits By Hour of Day



Concertgoers are active college students, young professionals and urban dwellers



Active & Fit

These health-conscious consumers are more likely to live an active lifestyle compared to the average American.

They're visiting:

Boxing Gyms **+28%**
Pilates Studios **+25%**
Yoga Studios **+24%**
Tennis Courts **+18%**
Gyms & Fitness Studios **+13%**



College Students

These students may be planning to attend concerts at or near college campuses.

They're visiting:

Fraternity Houses **+35%**
Law Schools **+33%**
College Residence Halls **+24%**
College Gyms **+23%**
Universities **+22%**



Urban Dwellers & Young Professionals

These young professionals and city folk are relying on public transit to get around & attend concerts.

They're visiting:

Bike Shares **+32%**
Metro Stations **+30%**
Light Rail Stations **+24%**
Residential Buildings **+20%**
Advertising Agencies **+17%**
Tech Startups **+14%**

Dedicated music fans are **willing to travel** to see their favorite artists & bands live in concert

Opportunity: Reach loyal music fans when they're planning a trip to see their favorite artists or groups live in concert.



Compared to the average American, these loyal music fans are even more likely to frequent:

+20%

TRAINS

+18%

AIRPORTS

+15%

HOTELS

How Are They Getting There?

Compared to the average American, concertgoers are more likely to book a rental car with:

National Car Rental **+22%**

Budget Car Rental **+20%**

Hertz **+19%**

Where are they Staying?

Compared to the average American, concertgoers are more likely to book a room at:

Hilton Hotels **+39%**

Marriott Hotels **+38%**

Sheraton **+35%**

Reach concertgoers in the places they're most likely to **eat** before or after a show

Compared to the average American, avid music fans are even more likely to frequent:

Shake Shack **+44%**

P.F. Chang's **+28%**

Smashburger **+28%**

Chipotle **+25%**

The Cheesecake Factory **+23%**

Qdoba Mexican Grill **+20%**



Opportunity: Reach music fans in the places they're most likely to have a bite to eat before or after a concert.

Reach concertgoers in the places they're most likely to shop

Compared to the average American, avid music fans are even more likely to frequent:

Lululemon +34%	Sephora +23%
Nordstrom +27%	Vans +20%
Apple Store +25%	DSW +17%
H&M +23%	Journeys +15%



Opportunity: Reach music fans in the places they're most likely to have a shop for concert attire, or the latest gadgets to stream concerts at home.

Music lovers & concertgoers also enjoy other forms of entertainment

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



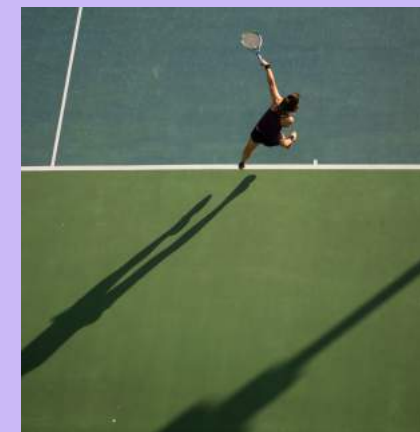
Nightlife

Nightclubs +37%
Cocktail Bars +34%
Whisky Bars +31%
Casinos +31%
Karaoke Bars +21%



Arts & Entertainment

Theme Parks +32%
Comedy Clubs +31%
Art Museums +31%
Performing Arts +28%
Movie Theaters +12%



Sports

Hockey Arenas +55%
Basketball Stadiums +65%
College Stadiums +23%
Football Stadiums +19%
Sports Bars +19%

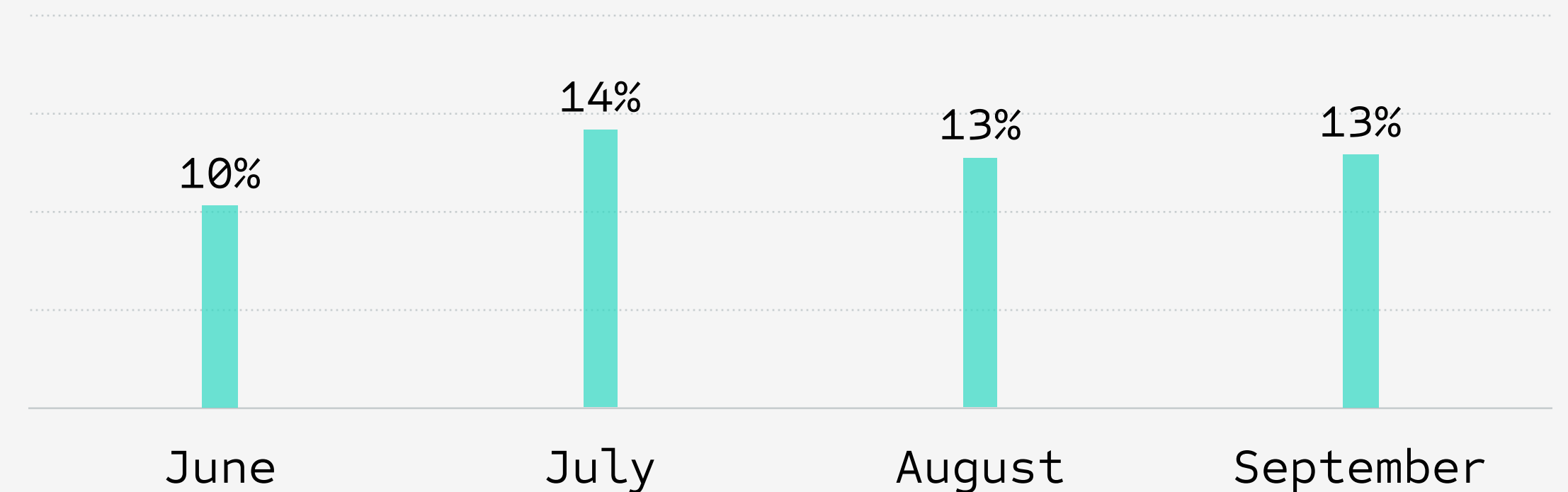
Let's take a closer
look at recent
moviegoers.

25% of Americans visited a **movie theater** at least once this past summer

Opportunity: Align with moviegoers' visitation patterns to deliver moment-based messaging when consumers are most likely to be visit a theater.



% of Americans who visited a **movie theater** between June - September 2021:



Movie theaters are seeing the highest share of traffic in the **South**

Opportunity: Leverage location-based insights to target movie fans who are more likely to catch the latest releases in theaters.



34%

SOUTH

30%

WEST

20%

MIDWEST

16%

NORTHEAST

Where do recent moviegoers live?

Foursquare data reveals the the top home DMAs amongst loyal moviegoers in the United States.

Los Angeles

Chicago

Dallas

New York City

Atlanta

Phoenix

Cleveland

Indianapolis

Charlotte

Raleigh

Washington DC

Detroit

Columbus

Houston

Grand Rapids

Philadelphia

San Francisco

Salt Lake City

Orlando

Nashville

Tampa

Miami

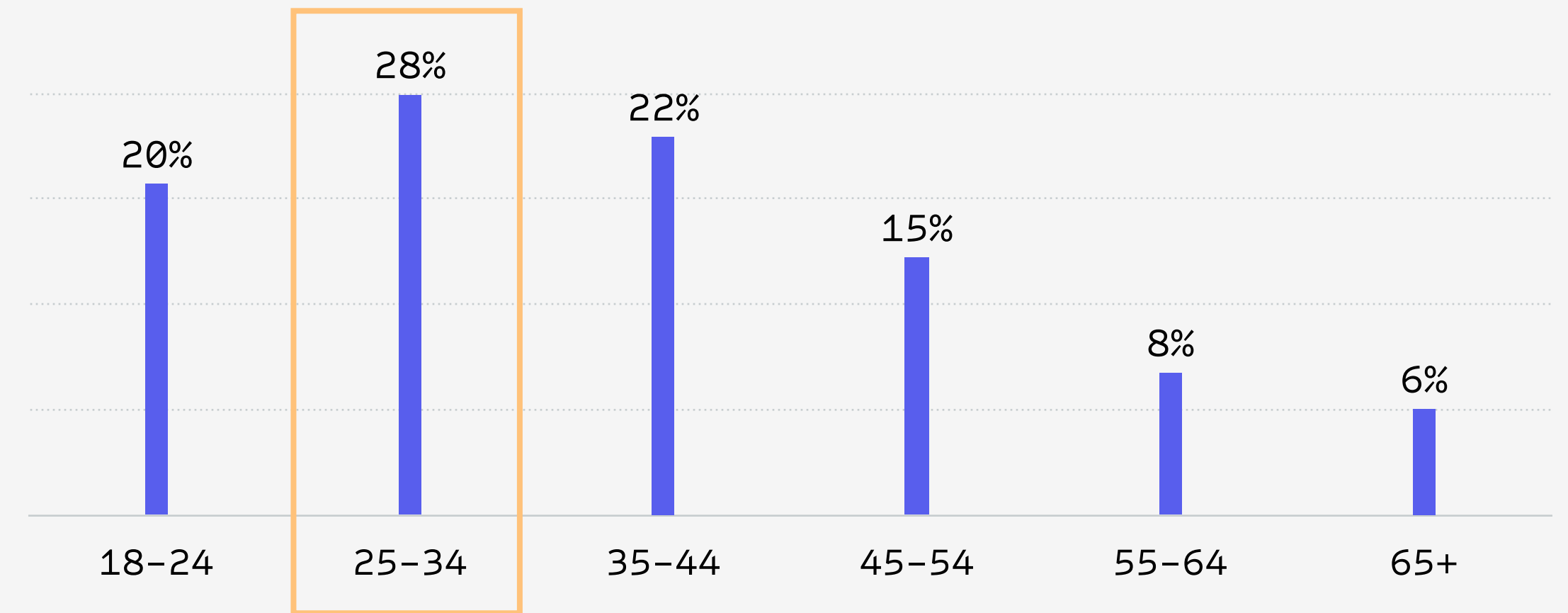


Movie theaters are seeing a higher share of total traffic from **Millennials, ages 25-34**. However, younger audiences over-index most vs. Foursquare's overall panel

Opportunity: Identify & target younger post-pandemic moviegoers, ages 18-34.

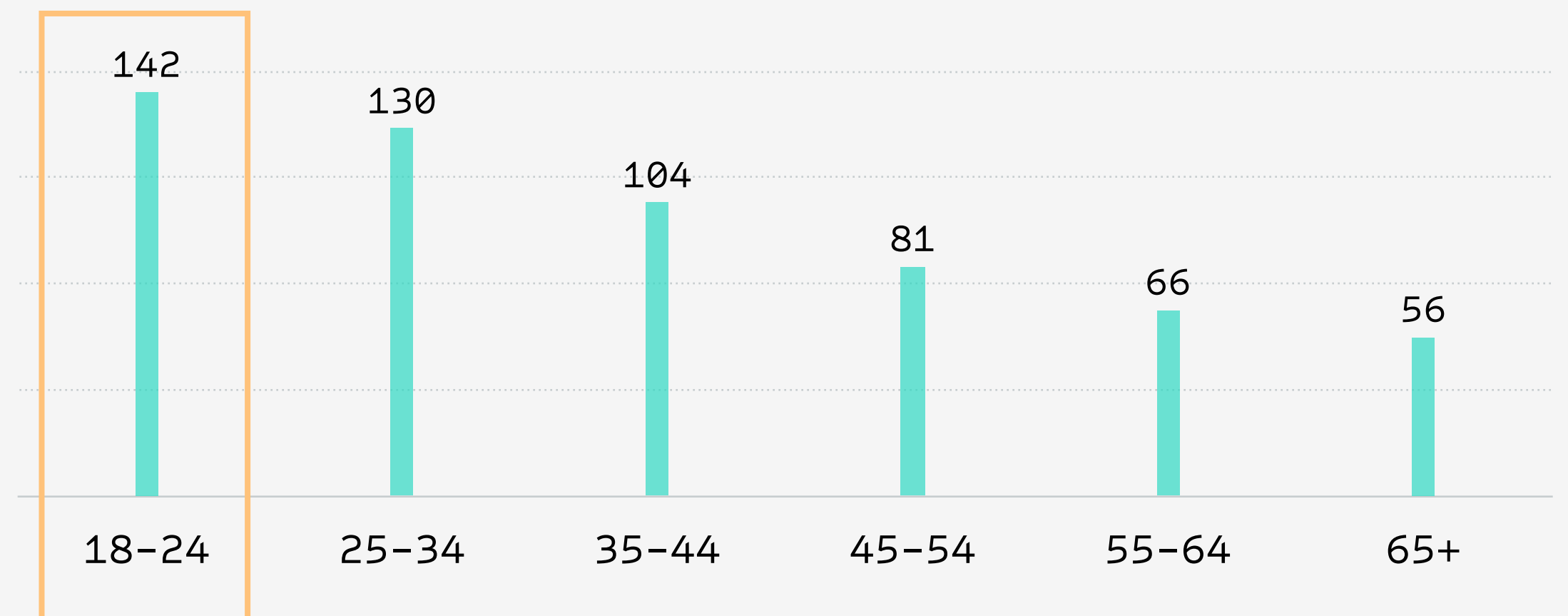
Share of Movie Theater Visits By Age

■ % of total visits



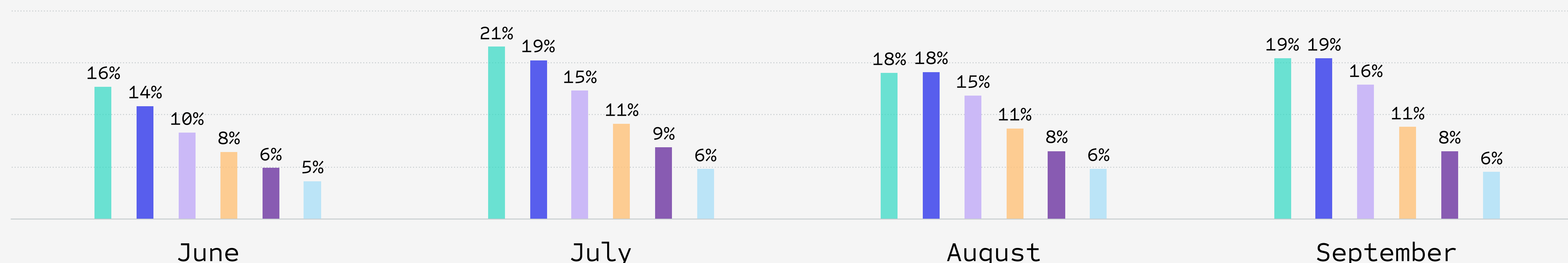
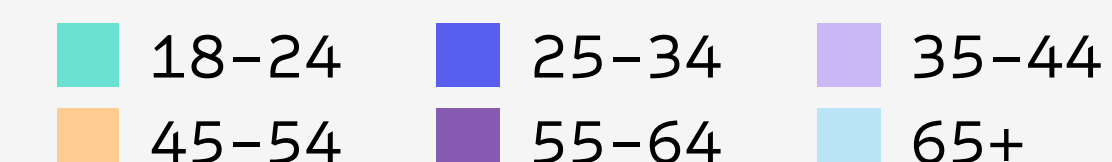
Share of Movie Theater Visits Index By Age

■ Index



Nearly **40%** of younger audiences, ages 18-34 visited a movie theater at least once in September 2021 (up from 30% in June 2021)

Movie Theater Penetration By Age Between June - September 2021



Key Insights:

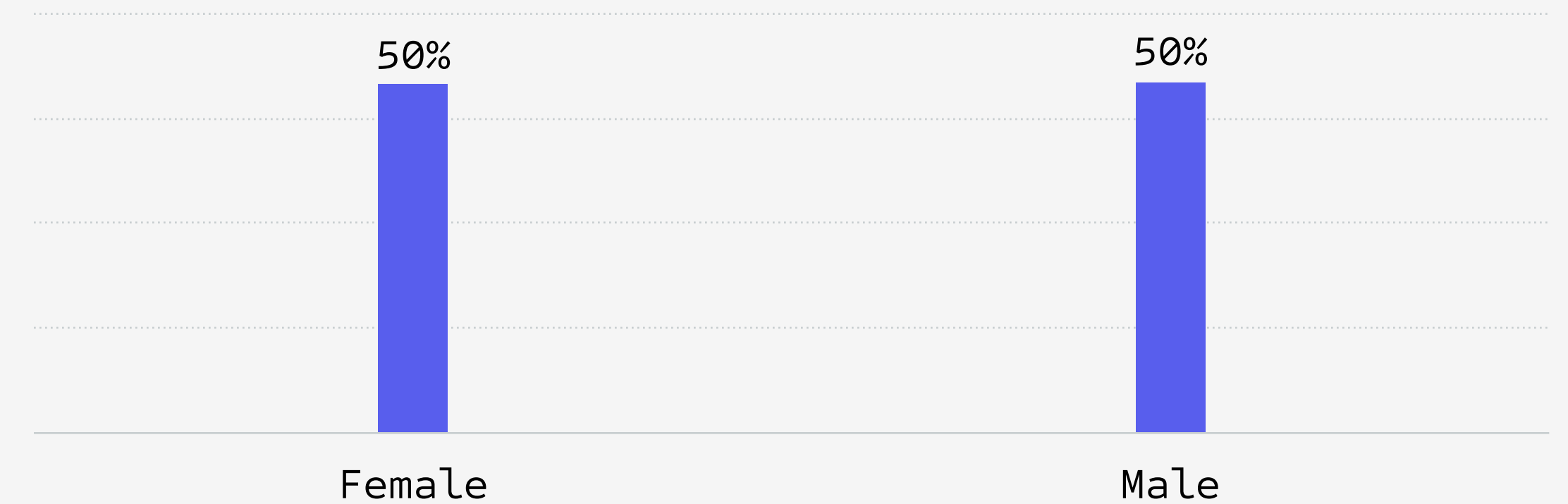
- **40% of younger audiences** (ages 18-34) visited a movie theater at least once in July 2021 (up from **30%** penetration in June 2021).
- **Less than 26% of older audiences** (ages 45+) visited a movie theater at least once in a given month between June - September 2021.
- Movie theaters saw fewer visits from audiences of all ages in **June** compared to July, August & September this year.

Movie theaters are seeing roughly the same share of traffic from both **male** and **female** moviegoers

Opportunity: Reach male and female audiences on their path to the movie theater.

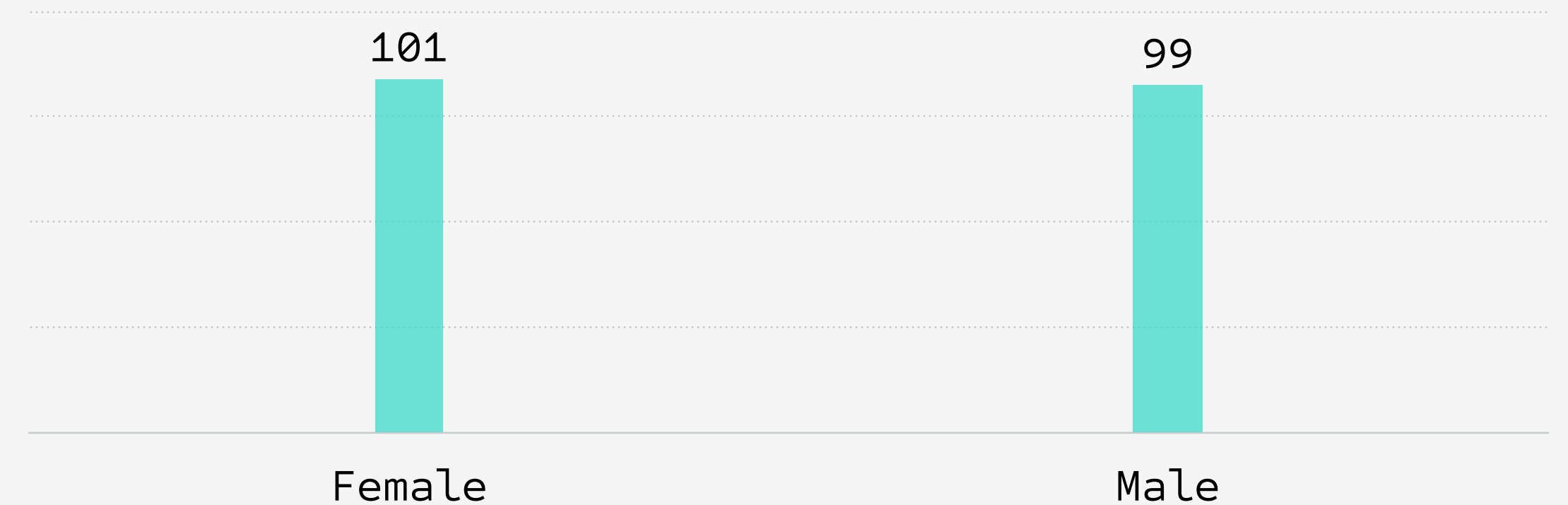
Share of Movie Theater Visits By Gender

■ % of total visits



Share of Movie Theater Visits **Index** By Gender

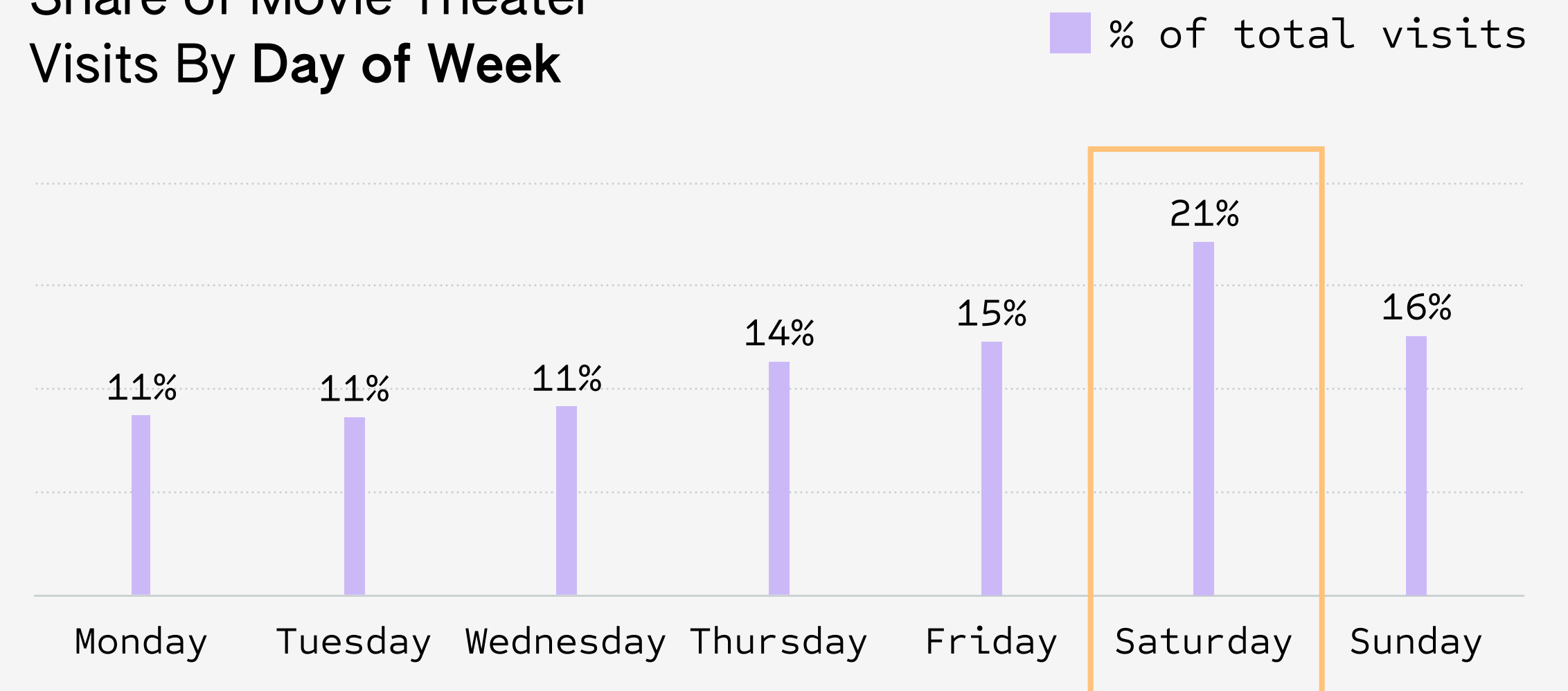
■ Index



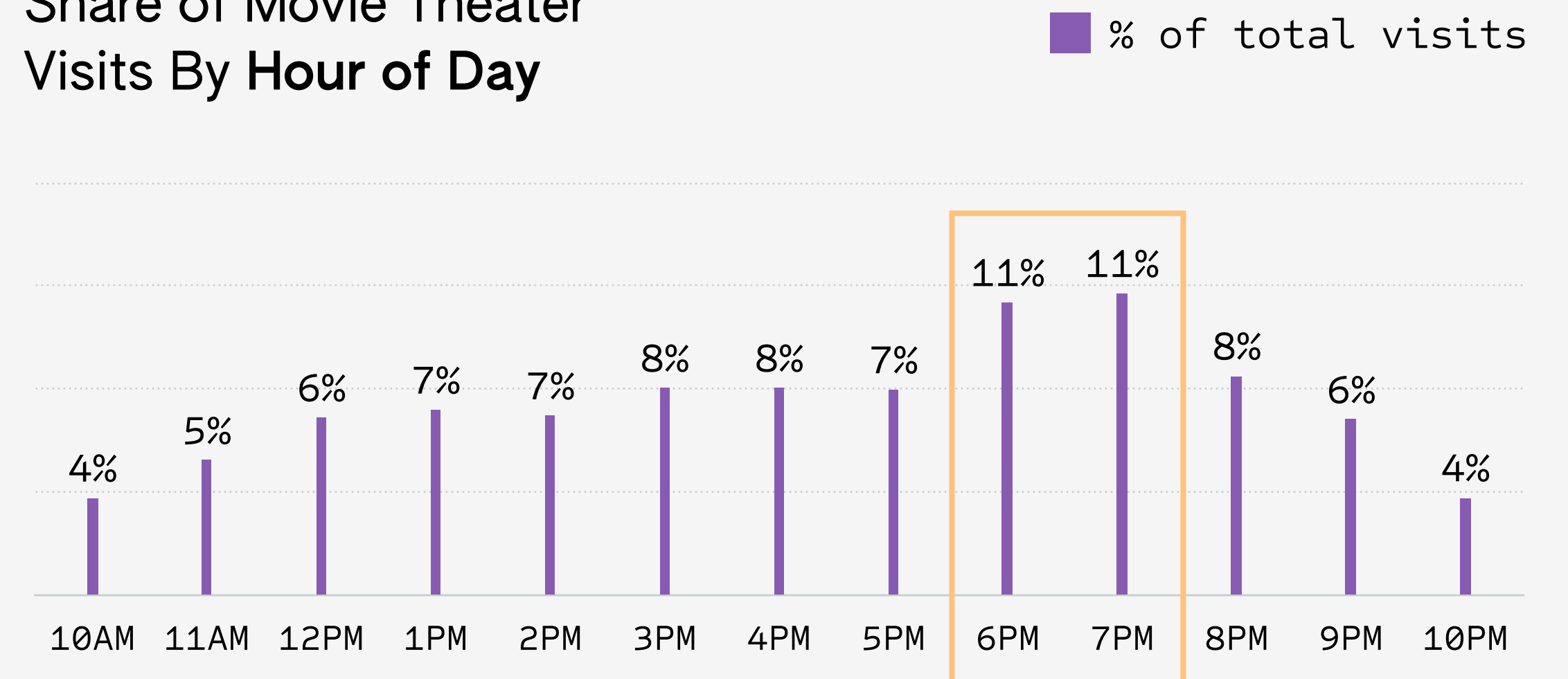
Movie theaters are seeing the most traffic on **Saturday evening**

Opportunity: Reach returning moviegoers when they're most likely to visit a theater.

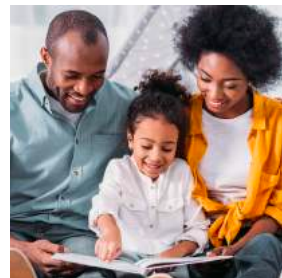
Share of Movie Theater Visits By Day of Week



Share of Movie Theater Visits By Hour of Day



Target moviegoers in the places they go before & after the show



Parents With Kids At Home

These young parents are eager to take their kids to the theater to see the latest family-friendly blockbuster.



Urban Millennial Socializers

These social city dwellers may be planning a night out with friends after seeing the latest film in theaters.



Shopaholics

These frequent shoppers may be planning to see a movie in theaters at or nearby a local shopping mall.



Fitness Enthusiasts

These health-conscious consumers may be more likely to visit a theater within proximity of their gym or fitness studio.



Places Visited Before

- Indoor Play Areas
- Shopping Malls
- Cycle Studios
- Gyms
- Bowling Alleys
- Kids Stores
- Metro Stations

Movie Theaters

Places Visited After

- Food Courts
- Dessert Shops
- Toy / Game Stores
- Pilates Studios
- Department Stores
- Sushi Restaurants
- Nightlife Spots

Identify & reach frequent moviegoers

Compared to the average American, consumers who visited a movie theater at least 2x in recent months are more likely to be...

Parents with young children



These busy parents are frequenting...

- Toy / Game Stores **+40%**
- Indoor Play Areas **+28%**
- Arcades **+25%**
- Video Game Stores **+22%**
- Kids Stores **+16%**
- Playgrounds **+11%**

College Students



These young consumers are spending their days at...

- College Bookstores **+33%**
- College Theaters **+28%**
- Law Schools **+27%**
- Sorority Houses **+27%**
- Universities **+27%**
- College Residence Halls **+26%**

Female Shoppers



These women are frequenting their favorite...

- Shopping Malls **+31%**
- Women's Stores **+26%**
- Jewelry Stores **+21%**
- Outlet Malls **+20%**
- Boutiques **+18%**
- Cosmetics Shops **+16%**

Fitness & Health Enthusiasts



These heal-conscious consumers are visiting...

- Juice Bars **+31%**
- Pilates Studios **+28%**
- Boxing Gyms **+24%**
- Salad Places **+21%**
- Yoga Studios **+20%**
- Gyms **+19%**

Frequent moviegoers may be loyal to particular theater

Opportunity: Align with moviegoers' preferences patterns to deliver moment-based messaging when they're at or nearby a movie theater.



Compared to the average American, frequent moviegoers are even more likely to visit:

3X

Cinemark
Theaters

2.9X

AMC
Theaters

2.6X

Regal
Cinemas

Frequent moviegoers are visiting a variety of **food & drink** locations before and after a show

Compared to the average American, moviegoers who visited a theater at least 2x in recent months have an affinity for...

SPECIALTY BEVERAGES

Bubble Tea Shops **+52%**

Juice Bars **+31%**

Smoothie Shops **+23%**

Coffee Shops **+15%**

Jamba Juice **+51%**

Peet's Coffee & Tea **+28%**

Starbucks **+23%**

ETHNIC CUISINES

Dumpling Restaurants **+40%**

Korean Restaurants **+36%**

Vietnamese Restaurants **+28%**

Burrito Places **+26%**

Mediterranean Restaurants **+26%**

Brazilian Restaurants **+23%**

Sushi Restaurants **+21%**

Thai Restaurants **+17%**

SWEET TREATS

Frozen Yogurt Shops **+26%**

Cupcake Shops **+22%**

Chocolate Shops **+21%**

Candy Stores **+15%**

Cold stone Creamery **+38%**

Cinnabon **+37%**

Baskin-Robbins **+22%**

Frequent moviegoers still enjoy going out for **dinner & a show**

Compared to the average American, frequent moviegoers are even more likely to dine out at...

The Cheesecake Factory **+50%**

Shake Shack **+50%**

The Habit Burger Grill **+45%**

In-N-Out Burger **+44%**

BJ's Restaurant & Brewhouse **+41%**

Chipotle **+36%**

Red Robin **+29%**

Smashburger **+28%**



Opportunity: Reach moviegoers in the places they're most likely to visit for dinner before or after visiting a movie theater.

Frequent moviegoers also enjoy other forms of entertainment

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



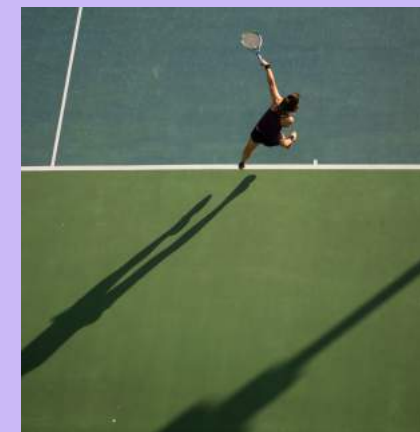
Arts & Music

Record Shops +23%
Art Museums +20%
Science Museums +16%
Performing Arts Venues +15%
Concert Halls +12%



Family-Friendly Entertainment

Theme Parks +43%
Arcades +25%
Water Parks +19%
Zoos +14%
Mini Golf Courses +11%



Sports

Basketball Stadiums +31%
College Stadiums +17%
College Soccer Fields +17%
Soccer Stadiums +16%
Skate Parks +15%

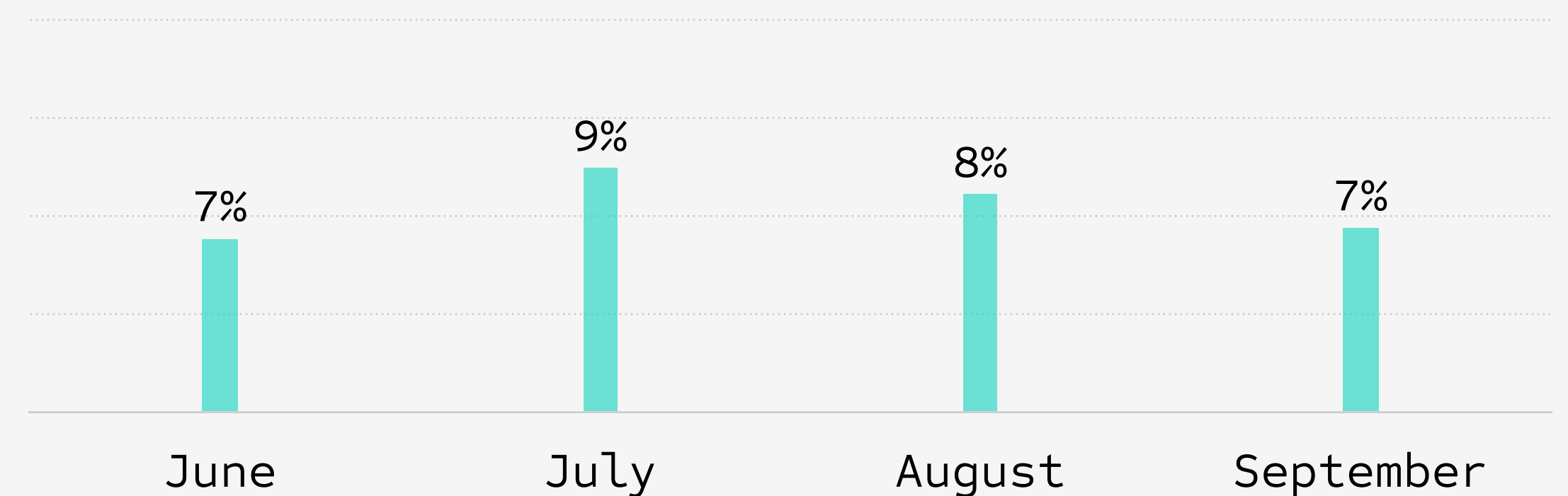
Let's take a
closer look at
**recent theme
park visitors.**

18% of Americans visited a **theme park** at least once in recent months

Opportunity: Align with theme park visitors' real-world behavior to deliver moment-based messaging when they're planning their next trip.



% of Americans who visited a **theme park** between June - September 2021:



Theme parks are more than half of total traffic in the South

Opportunity: Leverage location-based insights to target theme park visitors who are more likely to enjoy family-friendly leisure activities.



61%

SOUTH

19%

WEST

10%

MIDWEST

10%

NORTHEAST

Theme park visitors may be traveling locally by car

Opportunity: Target consumers who live within ~130 miles of select theme parks to reach theme park loyalists & frequent visitors.

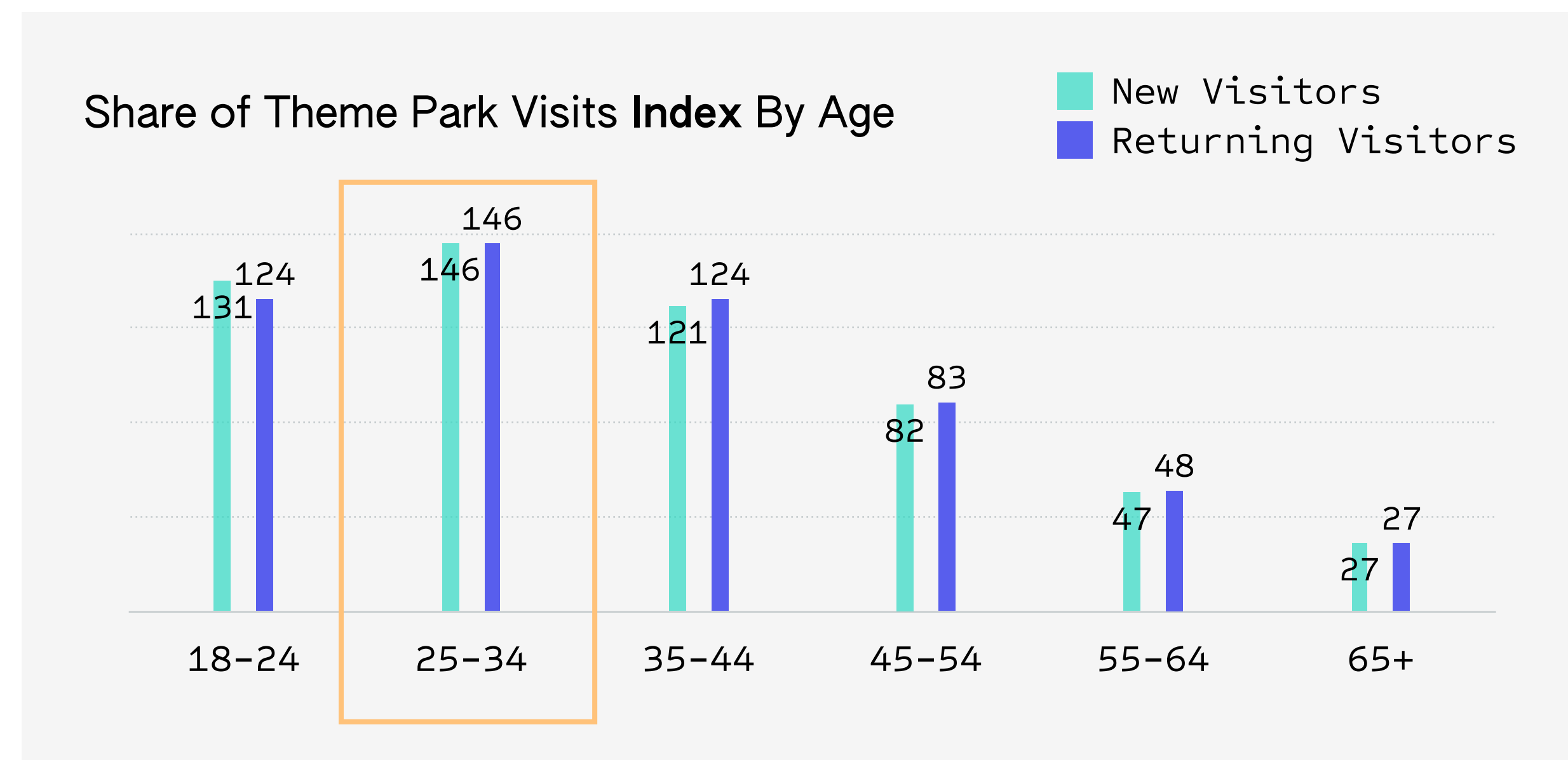
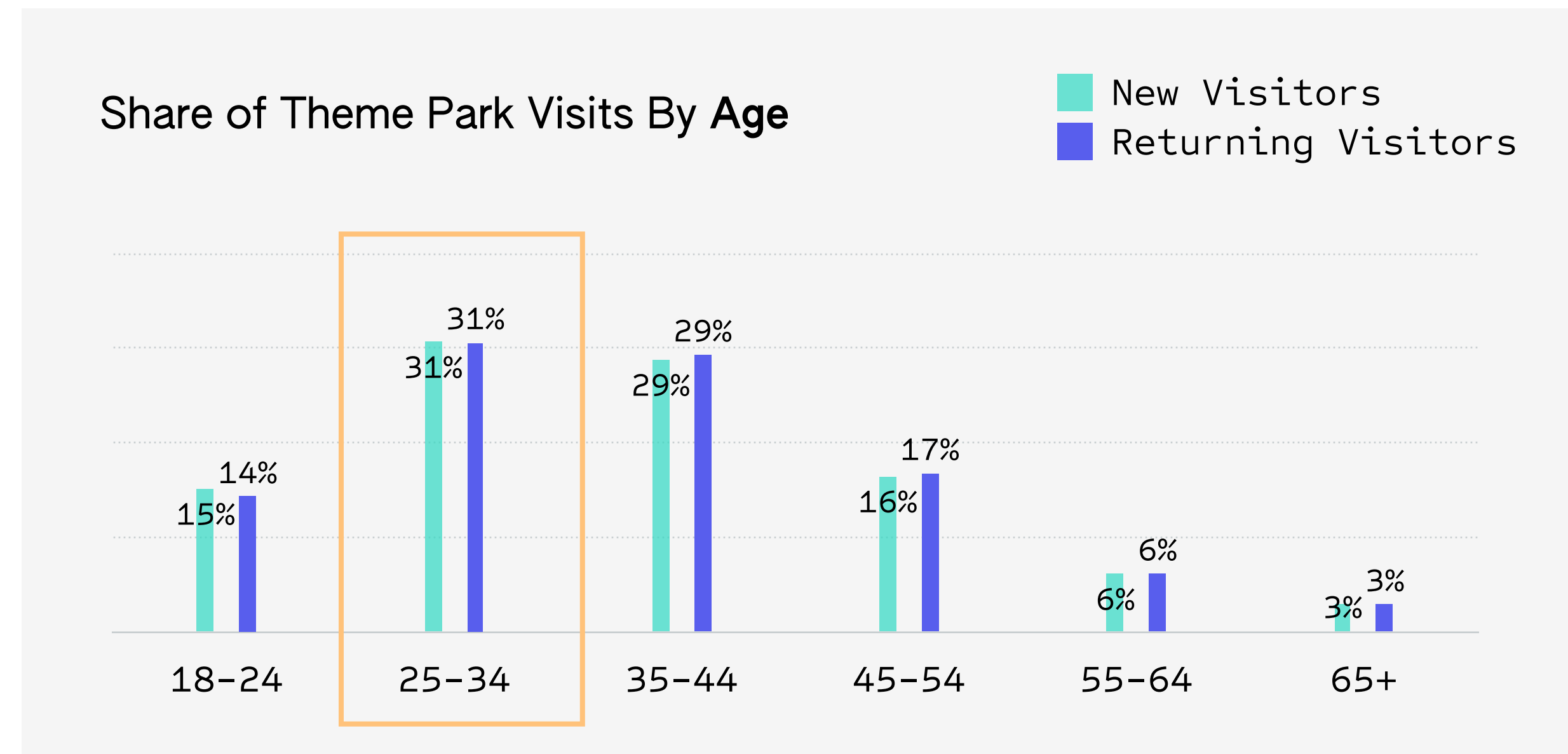


Average distance traveled from home
(in miles) to reach a theme park:

125 miles

Theme parks are seeing a higher share of total traffic from **Millennials, ages 25-34**. In fact, this audience over-indexes most vs. Foursquare's overall panel

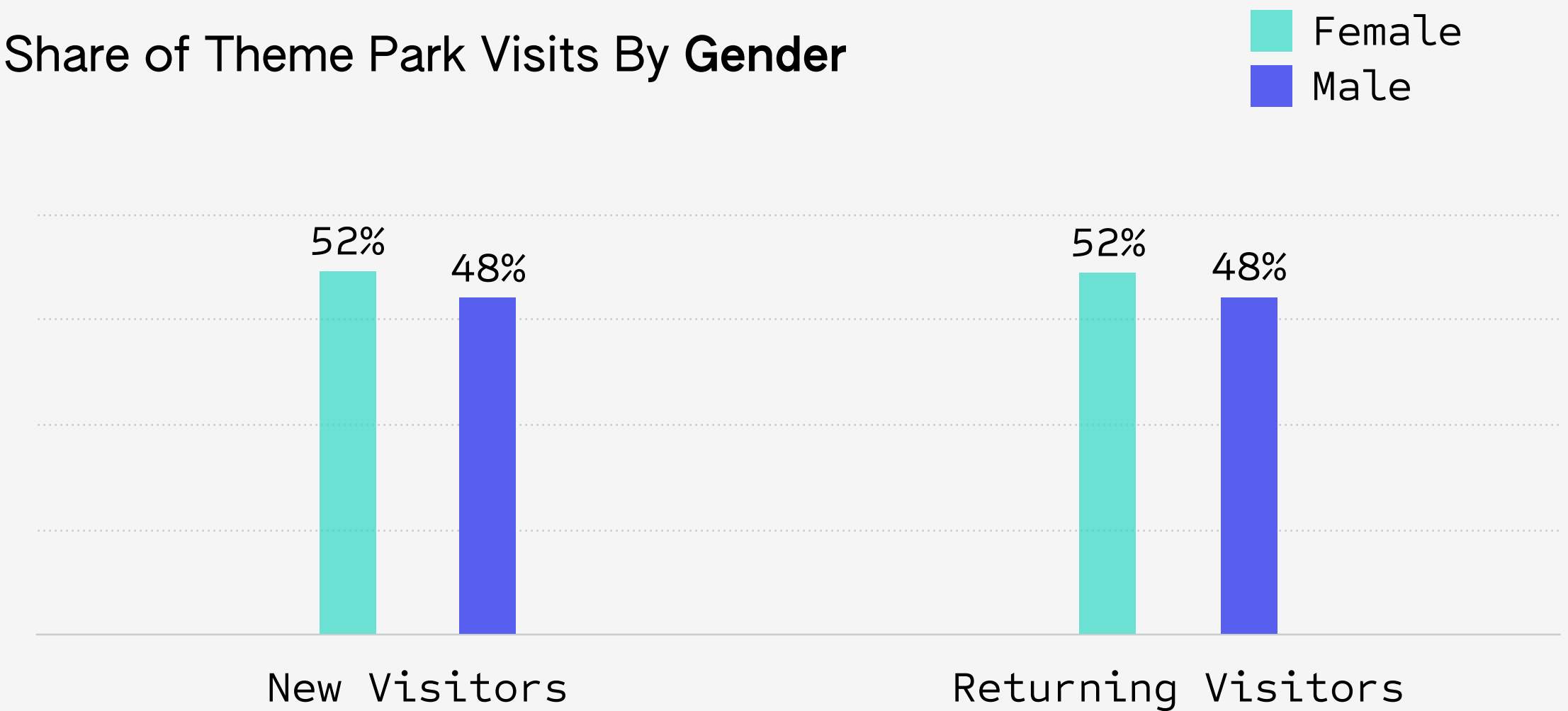
Opportunity: Reach young parents, ages 25-34 who may be planning a first-time trip for their family.



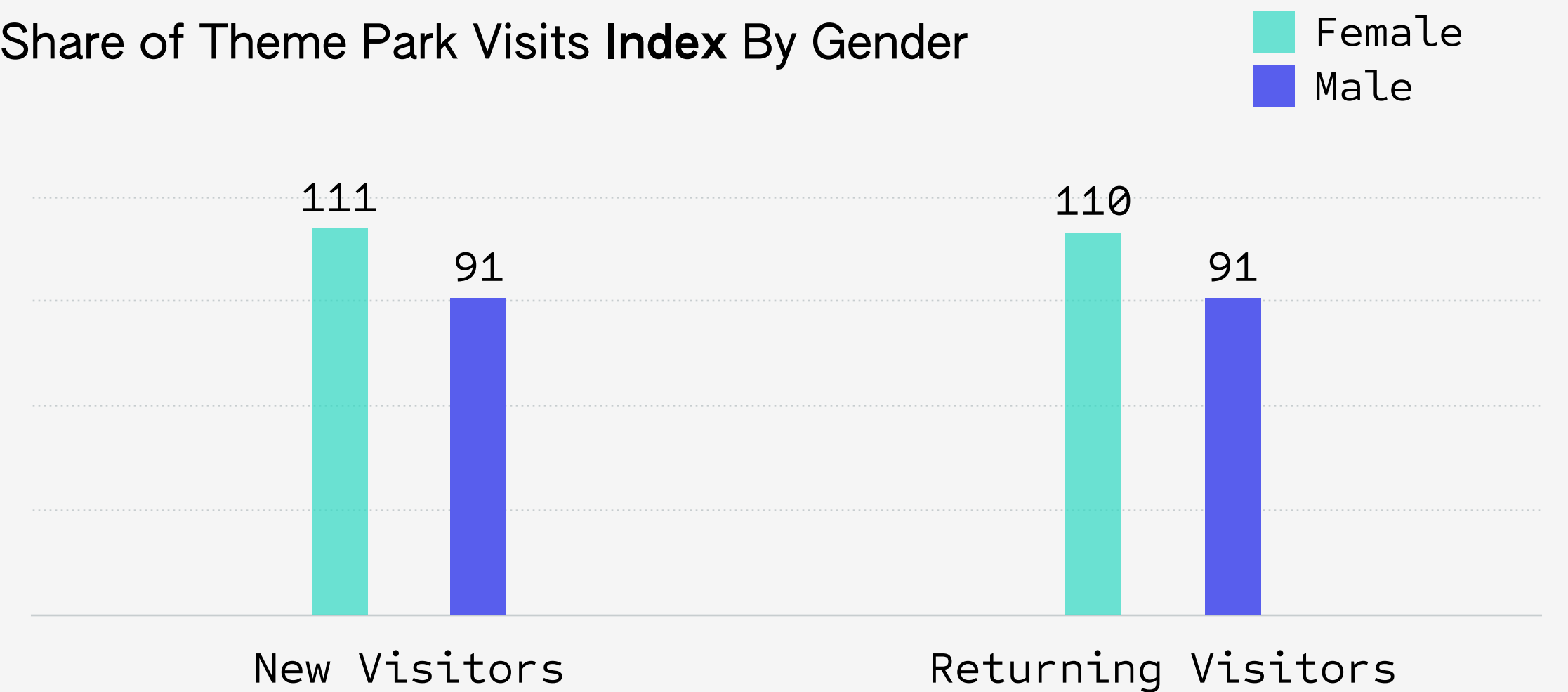
Theme parks are seeing a higher share of total traffic from. **female visitors.** In fact, female visitors over-index vs. Foursquare's overall panel

Opportunity: Reach moms who may be planning a first-time trip for their family.

Share of Theme Park Visits By Gender



Share of Theme Park Visits Index By Gender



Theme parks are seeing the most traffic on **Saturday**, especially from **new visitors**

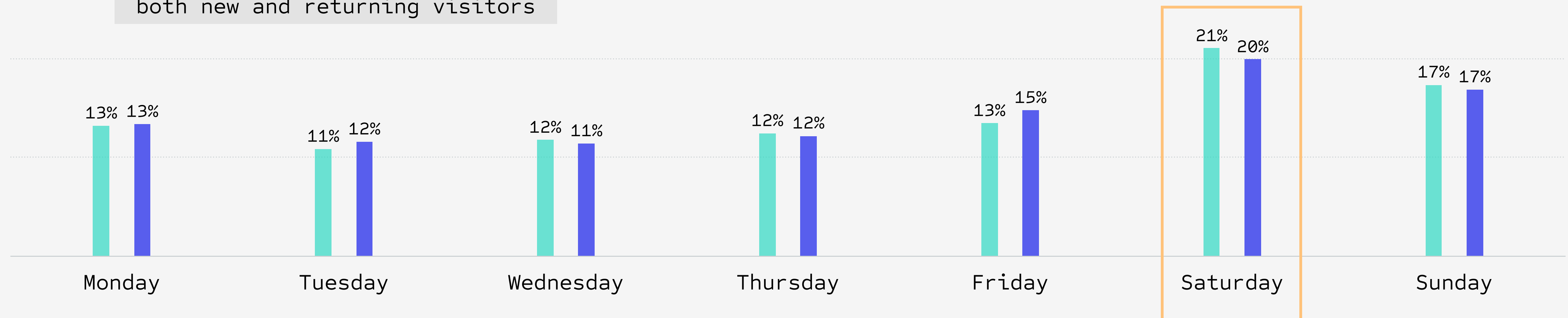
Opportunity: Reach new & returning theme park visitors when they're most likely to plan their next trip.

Share of Theme Park Visits By Day of Week

■ New Visitors ■ Returning Visitors

Theme parks are seeing roughly **46–48%** of total weekly traffic between **Monday – Thursday** from both new and returning visitors

Theme parks are seeing the highest share of weekly traffic on **weekends**, especially amongst new visitors. Loyal theme park visitors may be more likely to plan a visit on **Friday**, when the parks are slightly less crowded compared to weekends



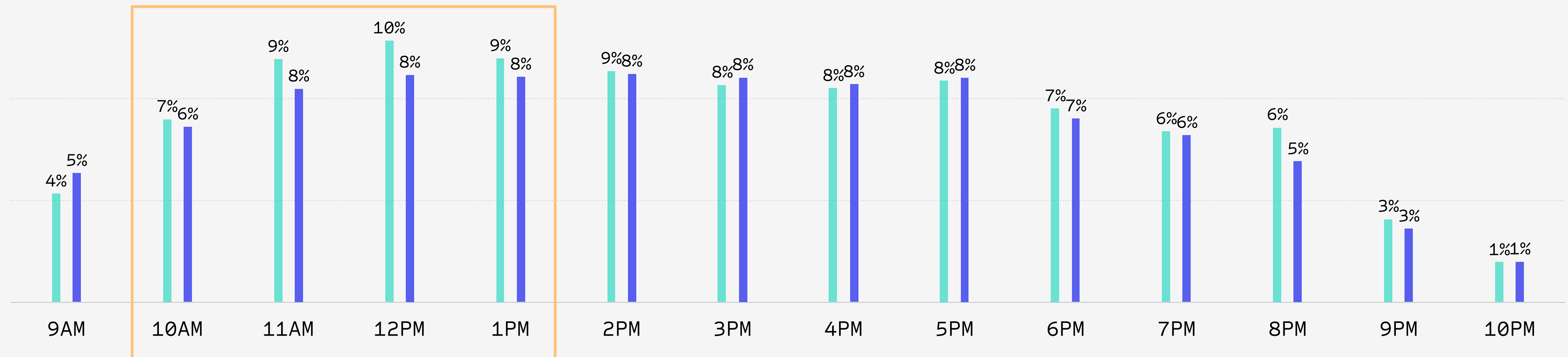
New theme park visitors are even more likely to visit **earlier in the day** to maximize their time in the park

Opportunity: Reach occasional & loyal theme park visitors when they're most likely to visit.

Share of Theme Park Visits By Hour of Day

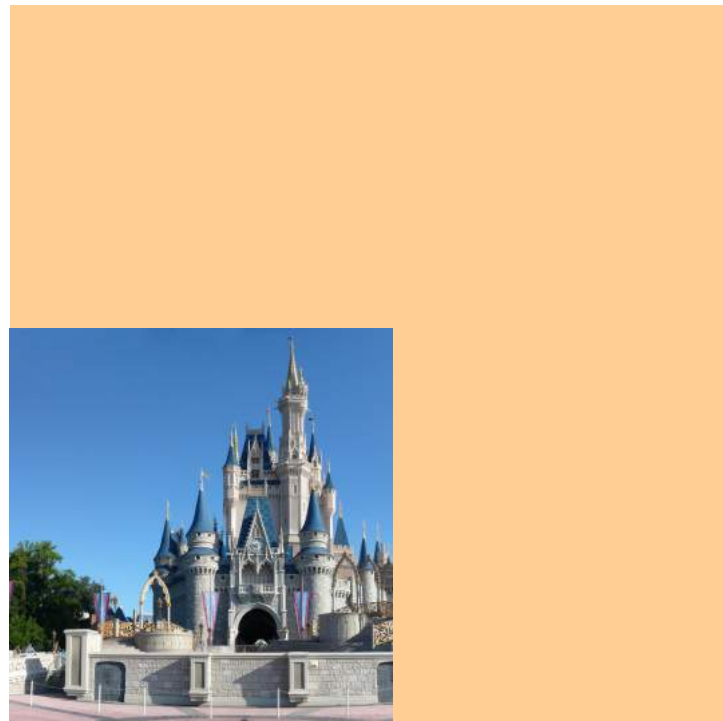
New Visitors Returning Visitors

Theme parks are seeing a relatively higher share of **morning traffic** from **new visitors** compared to returning visitors. Theme parks appear to be busiest between **11AM-12PM**



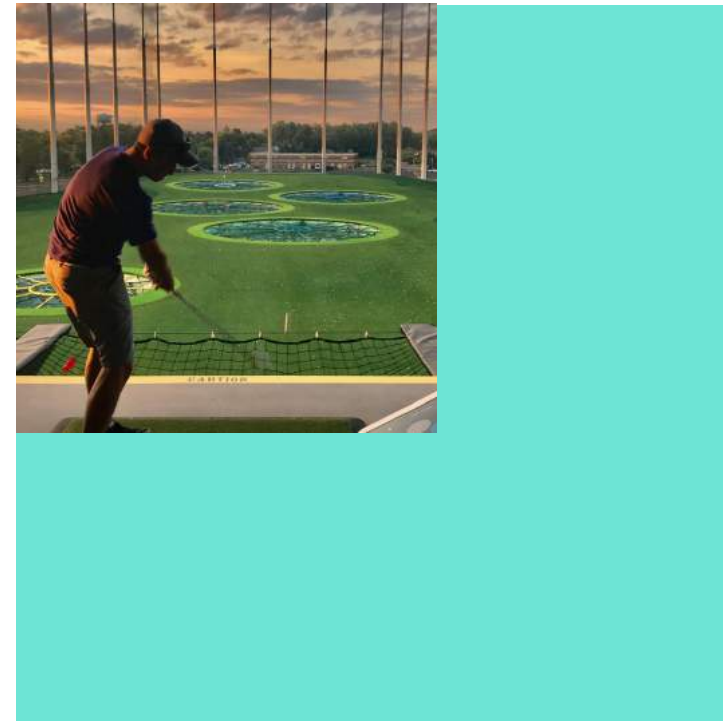
Some theme parks & entertainment venues are seeing more traffic than others

% of Americans who visited various entertainment venues between June - September 2021:



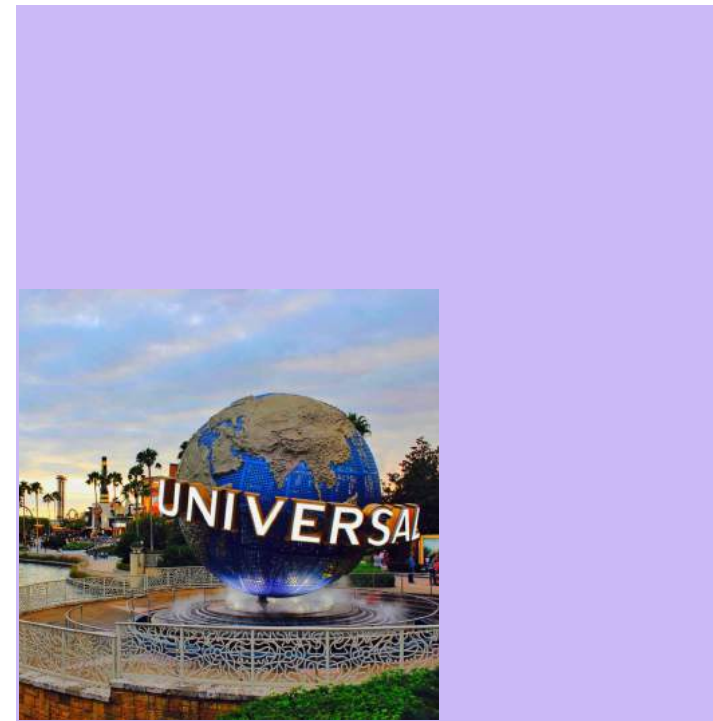
10.3%

of Americans visited
**Walt Disney Parks
& Resorts**



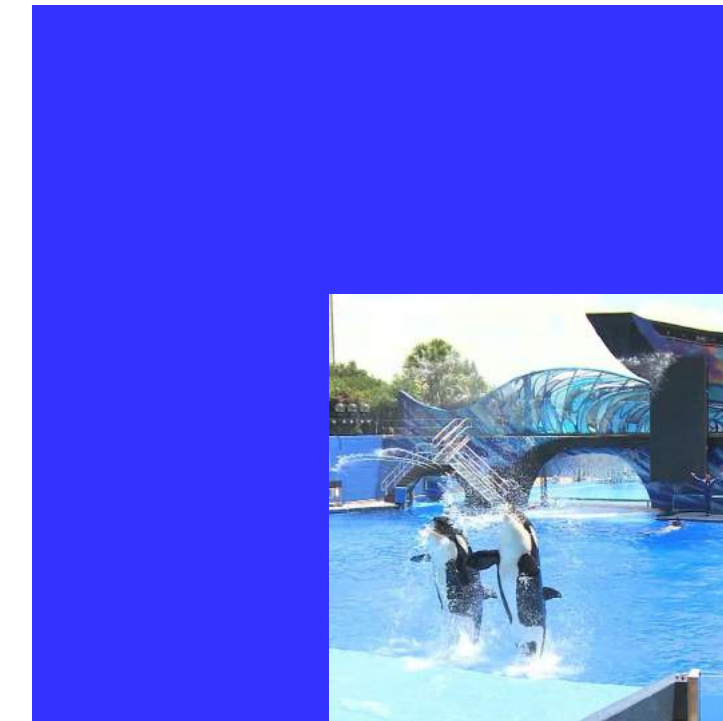
9.3%

of Americans visited
a **Topgolf** location



5.8%

of Americans visited
**Universal Parks
& Resorts**



5.6%

of Americans visited
SeaWorld Parks

Identify & segment different theme park visitors

Indexed affinities of theme park visitors based on real-world behavior between June - September 2021:

	DISNEY PARKS & RESORTS	SEAWORLD PARKS	UNIVERSAL STUDIOS
	Sheraton ARCO Hilton Hotels & Resorts RaceTrac	Hyatt Regency Hilton Hotels & Resorts Budget Car Rental Wawa	Sheraton 7-Eleven Embassy Suites Marriott Hotels
	Miller's Ale House Rubio's In-N-Out Burger El Pollo Loco The Habit Burger Grill	California Pizza Kitchen Blaze Pizza The Cheesecake Factory BJ's Restaurant Shake Shack	Dave & Buster's Checkers Chuck E. Cheese's P.F. Chang's Chick-fil-A
	ZARA Lululemon Athletica Publix Vans Nordstrom Sephora	Urban Outfitters Nike Factory Store Disney Store Foot Locker Hollister Vons	Winn-Dixie PacSun Forever 21 IKEA Finish Line Party City

Identify & reach Disney Parks visitors

Compared to the average American, consumers who visited a Disney park or resort at least once in recent months are more likely to be...

Parents with young children



These busy parents are frequenting...

Toy / Game Stores **2.3X**
Mini Golf Courses **1.7X**
Indoor Play Areas **1.5X**
Zoos **1.5X**
Baby Stores **1.3X**
Kids Stores **1.2X**

Tourists & Frequent Travelers



These frequent travelers are more likely to visit...

Resorts **3.7X**
Hotel Pools **3X**
Gift Shops **2X**
Hotels **1.8X**
Airports **1.7X**
Travel Agencies **1.5X**
Rental Car Locations **1.4X**

College Students



These young & studious consumers are spending they days at...

Law Schools **1.5X**
College Classrooms **1.4X**
Universities **1.3X**
Student Centers **1.3X**
Community Colleges **1.2X**

Urban Dwellers & Millennial Socializers



These young professionals and socialites are frequenting...

Cocktail Bars **1.6X**
Coworking Spaces **1.2X**
Nightclubs **1.2X**
Concert Halls **1.3X**
Advertising Agencies **1.2X**
Real Estate Offices **1.2X**

Identify out-of-town tourists from local Disney Parks loyalists

Opportunity: Leverage location data to identify consumers in different geographical locations and segment based on foot traffic patterns, visit frequency & brand affinities.

Local Travelers & Loyalists

These visitors likely living within driving distance of Disney Parks & Resorts, and more likely to visit for a day trip vs. an overnight stay. Compared to the average American, these consumers are more likely to visit...

Rental car locations **1.4X**

Parking **3.3X**

EV Charging Stations **1.6X**

Tourists, Traveling From Out Of Town

These visitors are traveling further distance to reach Disney Parks & Resorts. Perhaps they live out of state and are more likely to plan an extended family vacation. Compared to the average American, these consumers are more likely to visit...

Airports **1.7X**

Resorts **3.7X**

Tourist Information Centers **1.9X**

Disney Parks & Resorts visitors enjoy other forms of entertainment

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



Arts & Music

Science Museums 2.2X
Festivals 1.8X
Art Museums 1.5X
Concert Halls 1.3X
Jazz Clubs 1.3X



Board Sports

Board Shops 1.8X
Skate Parks 1.4X
Surf Spots 1.4X

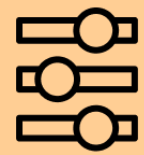


Family-Friendly Fun

Film Studios 5.7X
Movie Theaters 1.7X
Mini Golf Courses 1.7X
Zoos 1.5X
Arcades 1.5X

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

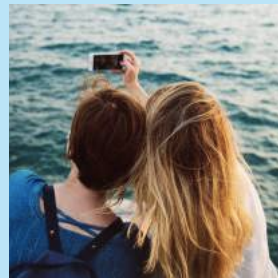
CORE PERSONAS

Identify Your Audience



Culture Vulture

Diverse bunch, who are 6.8x% more likely than the average consumer to visit indie theaters.



Millennials

Valuing experiences over things, this fun-loving crowd is 53% more like than the average consumer to visit music festivals.



Music Mavens

3.3x more likely than the average consumer to visit amphitheatres, this cool crowd visits record stores, concert halls and music festivals

Custom Strategy: Leverage our tailored targeting strategies.

Live Sports Fans

Reach consumers whose location history shows they enjoy attending live sports events. These consumers are known as having frequently attended large-scale sporting venues such as stadiums and arenas.

Concert & Live Music Enthusiast

Reach consumers whose location history indicates they have previously been to a location where people are enjoying concerts & live music in the last 1-3 months. Locations include music and show venues, concert arenas, music festivals, Madison Square Garden, The Staples Center, etc.

Moms

Reach young moms- millennial females who are seen at kids stores, schools & also over index at family-friendly entertainment locations like theme parks and amusement parks.

Culture Seekers

Reach consumers who are interested in learning and immersing themselves in culture and history. They are seen exploring historic sites, city landmarks and monuments, urban parks, museums, street markets, etc.

Arts & Entertainment Enthusiasts

Reach consumers who are seen at concert halls, movie theaters, casinos, and entertainment venues.

Proximity: At or Nearby a concert venue, movie theater, or theme park

Reach consumers in real-time while they are at or near by an entertainment/leisure venue.

Theme Park Enthusiasts

Reach consumers who are seen at family-friendly entertainment spots such as Disney Parks & Resorts, SeaWorld Parks, Universal Studios, amusement & theme parks.

Trip Planner

Reach consumers who have visited an airport, train, hotel, motel, etc in the past month who also over index and music and entertainment venues.

Movie Enthusiasts

Reach consumers who are frequently seen at movie theaters and cinemas (1-2x per month).

Activate Everywhere You Buy Media.

All leading DNP's



ORACLE



All leading DSP's



Leading Publishers



hulu

ESPN

Leading Social Media



Leading CTV & OOH

Roku

SAMSUNG Ads

VISTAR MEDIA

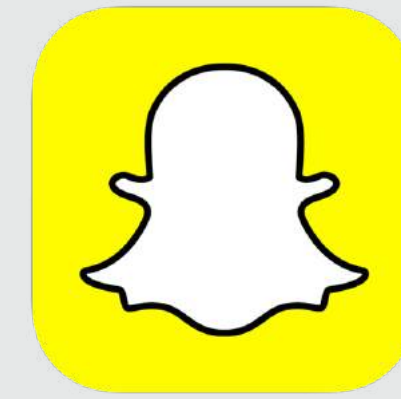


Our targeting is available to activate anywhere you buy. Your platforms are our partners. This includes deep partnerships with all leading DSPs/DMPs, publishers and ad networks, social, and emerging channels like CTV and out-of-home.

Measure the impact of all your Targeting.

And understand the value of emerging channels.

- **13M always-on** first party panel, the largest in the industry to measure incremental visit lift.
- Synthetic control group modeling accounts for the **most accurate** attribution solution.
- Available across **550+ partners**, including major social networks like Twitter, Pinterest and Snap.



Uber

Roku®

theTradeDesk





Struggling to understand how your advertising impacts your store traffic?

Foursquare Attribution knows the true impact of your advertising dollars with the most accurate footfall attribution solution in the industry.

FOURSQUARE

Beyond Marketing

Location technology and data can play a game-changing role in helping fast casual dining enterprises with the following strategic decisions and activities:



Customize app experiences based on where a user is located / where they like to go



Site selection



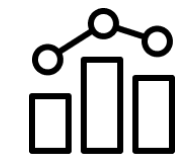
Territory mapping



Investment strategies



In-app customer experience



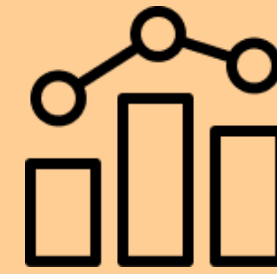
Demand forecasting



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.



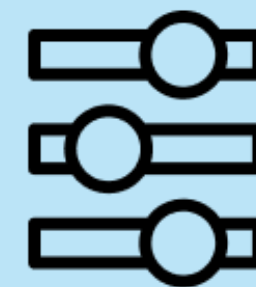
ANALYZE

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.

Want more data insights from Foursquare?
Get in touch with one of our experts.