



# Foursquare Insights: Q2 2022 Seasonal Strategy Guide

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# Table of Contents

- 04 Key Trends To Watch In Q2
- 07 Easter
- 18 Cinco De Mayo
- 24 Mother's Day
- 36 Father's Day
- 45 Memorial Day
- 56 How To Activate With Foursquare



# Overview & Methodology

These days, big celebrations and life events aren't what they used to be. As we approach the two year anniversary of the COVID-19 outbreak, 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?

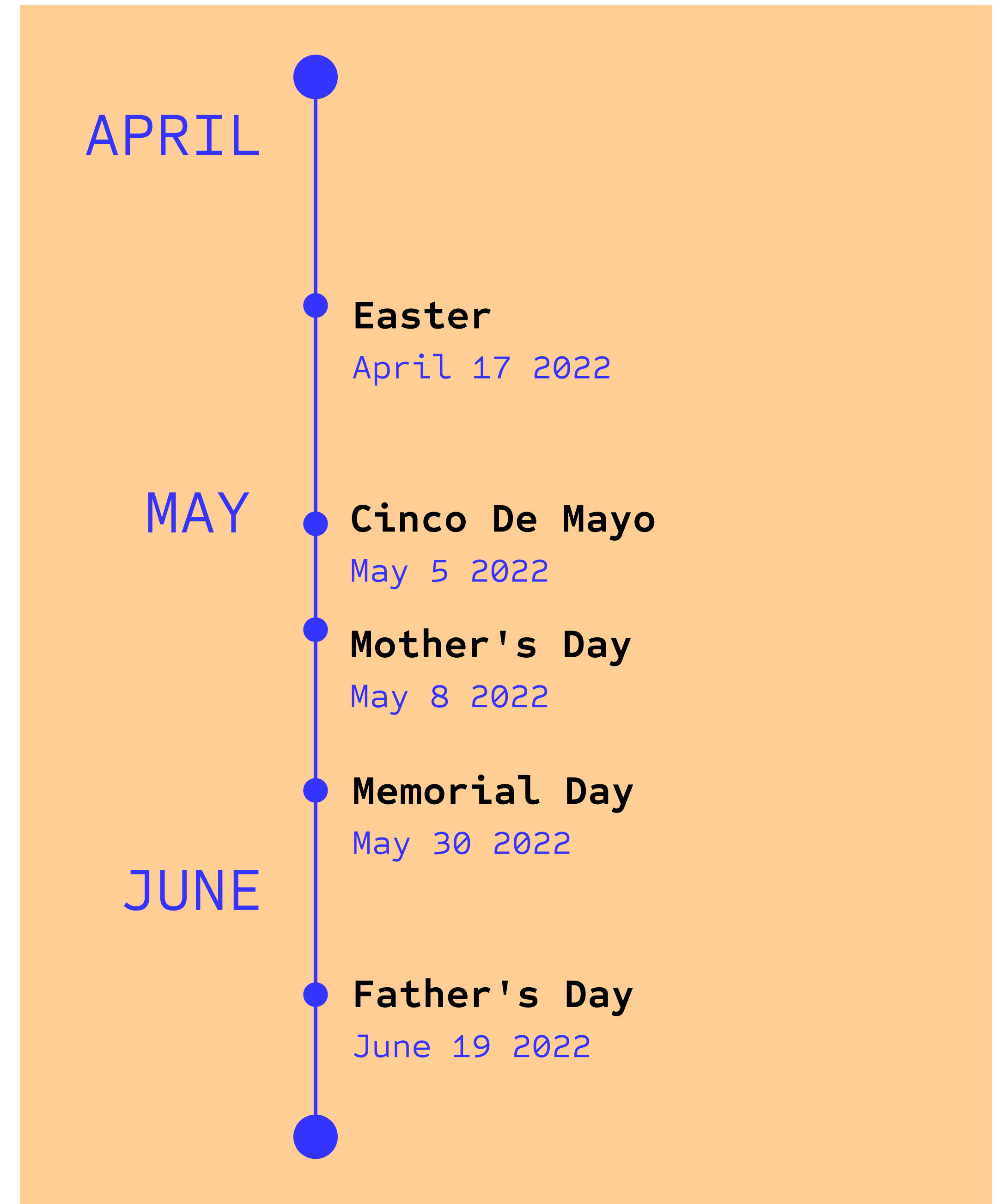
In this report, we take a closer look at foot traffic patterns to various places of interest (across dining, travel, nightlife, entertainment + more) during key moments & holidays throughout Q2 2021 to help brands reach consumers more effectively in 2022.

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.



# Plan ahead: use location data to drive Q2 results

Leverage location data to uncover trends in consumer behavior around seasonal tentpoles & holidays in Q2, adjusting strategies to reach the right audiences in the right moments.



# Key Trends To Watch In Q2 2022

## Outdoor activities remain popular amongst risk-averse consumers

People are still spending more time outdoors as a result of the pandemic, especially during long holiday weekends. State parks, theme parks and open-air sports stadiums all saw an uptick in visits during Q2 holidays last year. This trend in consumer behavior remains especially relevant today with the rise of Omicron in recent months.

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

## Movie theaters may see a comeback during holiday weekends in Q2

Foot traffic to movie theaters is on the rebound, especially during long holiday weekends. In fact, movie theaters saw a +7% uptick in visits during Easter weekend and a +56% uptick in visits during Memorial Day weekend last year, signifying a renewed interest in viewing feature films in theaters vs. at home.

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

## Value is top of mind for many 2022 shoppers

Discount Stores and affordable grocery retailers like ShopRite, Pick 'n Save and Dollar General all saw an uptick in visits during holiday weekends last year. With supply chain disruption issues in play and inflation rates on the rise, location data verifies that consumers are increasingly seeking value while shopping for everyday essentials.

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

Let's take a closer look at consumer behavior during key moments throughout Q2.

Keep track of  
consumers'  
behavior during  
**Easter** weekend



# Location data reveals what people are most likely doing during **Easter Weekend**

Foursquare data reveals an uptick in visits to various places during Easter weekend 2021 compared to the previous three weekends....

## TRAVEL

Rest areas and scenic lookouts see an uptick in Easter weekend visits, indicating that people are likely to take road trips during long holiday weekends.

## ENTERTAINMENT

Movie theaters such as AMC Theaters see a +7% uptick in traffic during Easter weekend.

## HOSTING PARTIES

Liquor stores see a +9% uptick in visits during Easter weekend.

## SHOPPING FOR DEALS

Discount stores such as Family Dollar and Dollar General see a rise in traffic during Easter weekend.

## OUTDOOR ACTIVITIES

People are spending more time outdoors -- visiting vineyards, farms and campgrounds during Easter weekend.

## DINING OUT FOR BREAKFAST & BRUNCH

Waffle House and Denny's see more traffic during Easter weekend relative to previous weekends.

# Americans are making plans to **travel** during Easter weekend

**Insight:** Various places of travel, including airports, hotels and rest areas saw an uptick in traffic during Easter weekend 2021, indicating that consumers were more likely to travel away from home for Easter, perhaps off to visit family and loved ones.



Foursquare data reveals an uptick in visits to various places of **travel** during Easter weekend 2021 compared to the previous three weekends.

Airport Services **+12%**

Tourist Info Centers **+6%**

Hotel Pools **+11%**

Campgrounds **+5%**

Monuments/Landmarks **+7%**

Rest Areas **+3%**

Baggage Claims **+7%**

Scenic Lookouts **+2%**

# Consumers seek **entertainment** during Easter weekend

**Insight:** Movie theaters and baseball stadiums see an uptick in traffic during Easter weekend, indicating that people are even more inclined to seek fun & entertainment during holiday weekends. What's more, location data verifies that consumers are increasingly more comfortable visiting these places in more recent months as vaccinations rates continue to rise.



Foursquare data reveals an uptick in visits to various **ticketed entertainment venues** during Easter weekend 2021 compared to the previous 3 weekends:

Baseball Stadiums **+20%**

Movie Theaters **+7%**

AMC Theaters **+6%**

# Americans are **dining out for breakfast & brunch** during Easter weekend

**Insight:** Casual dining chains that specialize in breakfast offerings saw an uptick in visits during Easter weekend 2021 compared to previous weekends, indicating that consumers are most likely to dine out for breakfast & brunch during Easter weekend.



Foursquare data reveals an uptick in visits to various **casual dining chains** during Easter weekend 2021 compared to the previous 3 weekends.

Cracker Barrel +6%

Denny's +3%

Waffle House +2%

# People are shopping & prepping for **Easter celebrations** and at-home activities

**Insight:** Various essential retailers see an uptick in visits during Easter weekend compared to previous weekends, indicating that consumers are shopping & prepping for gatherings at home, stocking up on party essentials at supermarkets and liquor stores.

**Parents with young kids** may be more likely to visit supermarkets, discount and drug stores in search of candy and other essentials for hosting egg hunts and other family-friendly activities during Easter weekend.



Foursquare data reveals an uptick in visits to various **essential retailers** during Easter weekend 2021 compared to the previous 3 weekends:

Liquor Stores **+9%**

Beer Stores **+5%**

Fruits & Vegetables Stores **+7%**

Supermarkets **+4%**

Drugstores **+5%**

Discount Stores **+4%**

# Discount retailers see an uptick in traffic during Easter weekend

**Insight:** Grocery, discount, big box & pharmacy retailers all see an uptick in visits during Easter weekend, driven by shoppers planning to host Easter brunch or neighborhood egg hunts. **Discount store** chains and more **affordable grocery retailers** see an even more notable uptick in visits, indicating that Easter weekend shoppers are likely **cost-conscious consumers**.

**Opportunity:** Send shoppers notifications about deals and specials in real-time as they shop for Easter gatherings and celebrations.

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

## GROCERY

Smith's **+13%**  
Stater Bros. **+13%**  
Food Lion **+11%**  
Winn-Dixie **+11%**  
Food 4 Less **+10%**  
Save-A-Lot **+8%**  
King Soopers **+9%**  
Krogers **+7%**  
ShopRite **+3%**

## BIG BOX & DISCOUNT

Pick 'n Save **+14%**  
Family Dollar **+8%**  
Walmart **+6%**  
Dollar Tree **+6%**  
99 Cents Only **+3%**

## DRUGSTORE & PHARMACY

Walgreens **+5%**  
Rite Aid **+4%**  
CVS **+2%**

# People are **sending gifts & spending quality time** with loved ones during Easter weekend



**Insight:** Shipping stores and post offices saw an uptick in traffic during Easter weekend compared to the 3 weekends prior, indicating many people were likely sending cards & gifts to loved ones.

**Assisted living facilities** also saw an uptick in visits during Easter weekend, indicating that people are more likely to visit with elderly family members.

Foursquare data reveals an uptick in visits to the following places during Easter weekend 2021 compared to the previous 3 weekends:

Shipping Stores **+21%**

Post Offices **+4%**

Assisted Living **+5%**

Flower Shops **+1%**

# People are more inclined to **spend time outdoors** during Easter weekend

**Insight:** Outdoor attractions such as farms, gardens, vineyards and state parks all see an uptick in traffic during Easter weekend compared to previous weekends. This could be due to change in behavior brought on by the pandemic -- **people are generally more inclined to spend time outdoors** vs. indoors, especially as the weather improves in the spring. With the rise of Omicron in more recent months, we expect this preference to persist amongst risk-averse consumers.



Foursquare data reveals an uptick in visits to various **outdoor attractions** during Easter weekend 2021 compared to the previous 3 weekends:

**FARMS**

**+8%**

**GARDENS**

**+4%**

**VINEYARDS**

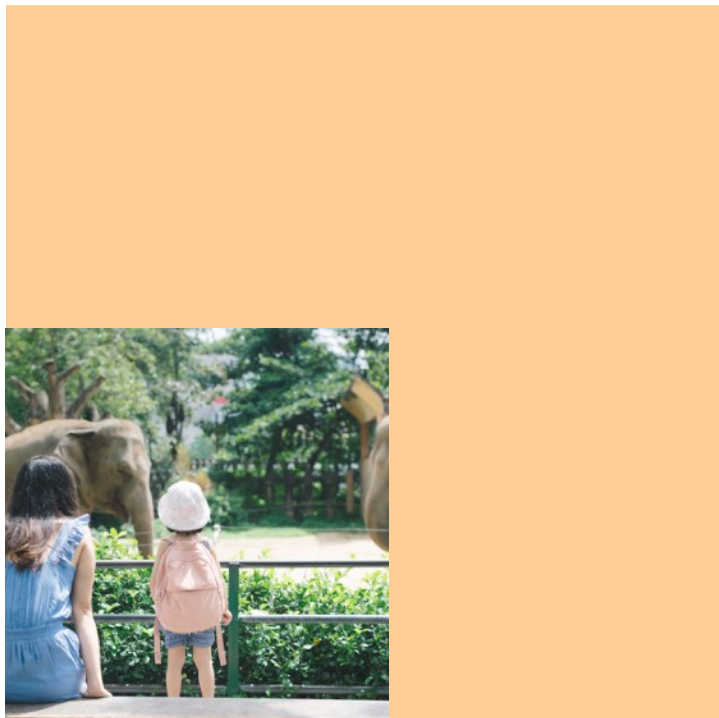
**+4%**

**STATE PARKS**

**+2%**

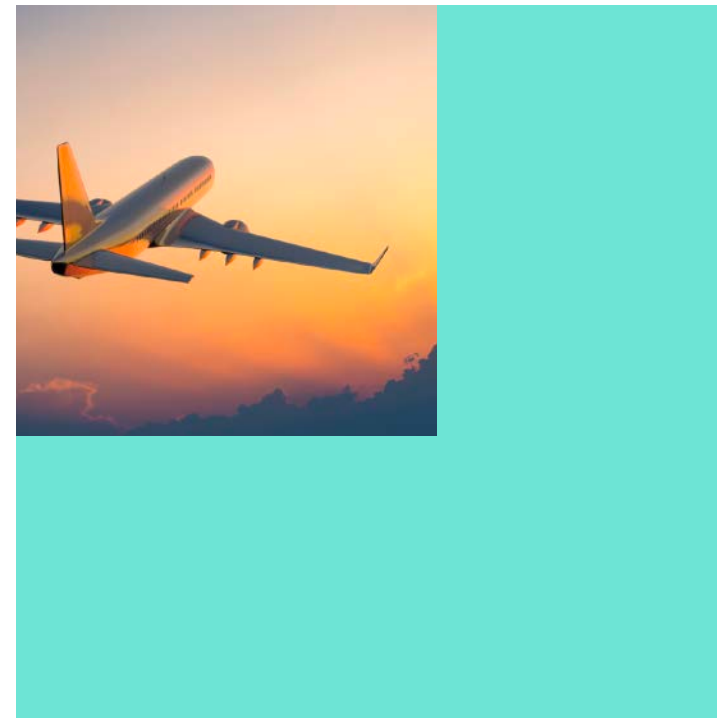
# Identify & reach various **Easter audiences**

**Opportunity:** Reach consumers who are most likely to be 'out and about' during Easter Weekend with moment-based messaging.



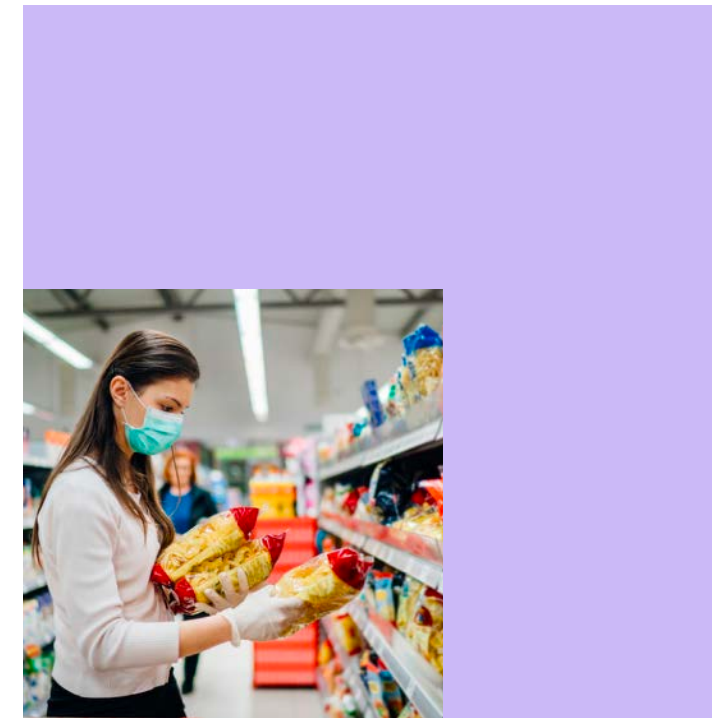
## **Outdoors Enthusiasts**

Farms  
Gardens  
Vineyards  
State/Provincial Parks



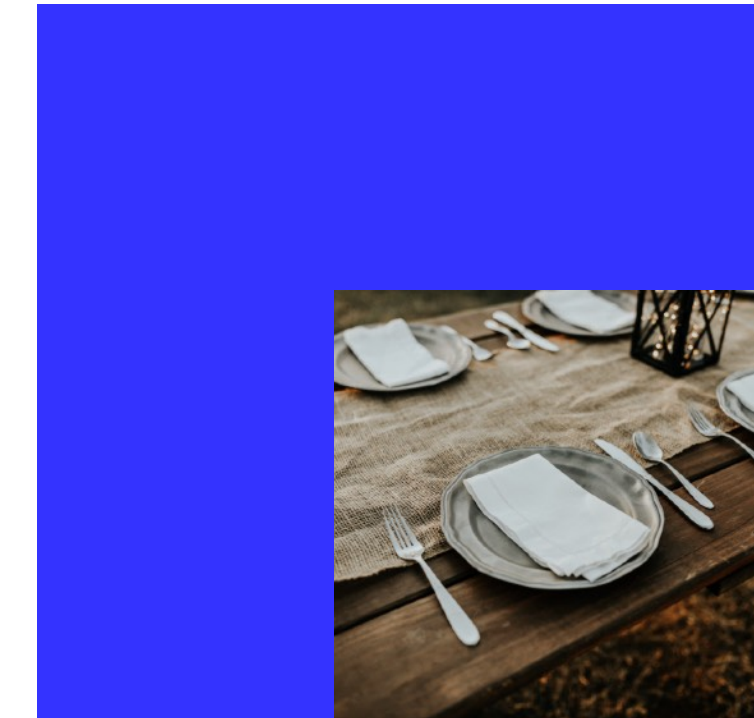
## **Holiday Weekend Travelers**

Airport Services  
Airport Gates  
Hostels  
Hotel Pools  
Monuments/Landmarks  
Baggage Claims



## **Cost-Conscious Shoppers**

Discount Stores  
Pick 'n Save  
Food 4 Less  
Save-A-Lot food stores  
Family Dollar  
Dollar Tree  
99 Cents Only



## **Easter Brunch Hosts & Guests**

Liquor Stores  
Supermarkets  
Drug Stores  
Discount Stores  
Fruits/Vegetables Stores

# Recommended Targeting Strategies

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



## Recommended Behavioral Audiences

- Fun In The Sun Seekers
- Gardeners
- Live Sports Fans
- Moviegoers
- Millennials
- Breakfast Casual & QSR Diners
- Family Travelers
- Road Trippers
- Trip Planners
- Vacation Planners
- Spring Breakers
- Past Spring Breakers

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## Recommended Proximity Audiences

- Big Box Retailers
- Grocery Retailers
- Malls & Department Stores
- Flower Shops
- Easter Events
- Movie Theaters
- Breakfast Casual Dining & QSR Diners

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## Recommended Online Interest Audiences

- Action & Adventure Movies
- Theme Parks
- Candy & Sweets
- Breakfast Foods
- Outdoors
- Vineyards & Wine Tourism
- Home & Garden
- Regional Parks & Gardens
- Family Films

Keep track of  
consumers'  
behavior on  
**Cinco De Mayo**



# People celebrate Cinco De Mayo with authentic **Mexican cuisine**

**Insight:** Consumers are unsurprisingly more likely to visit restaurants that offer **authentic Mexican cuisine** on Cinco De Mayo compared to the previous three Wednesdays.

While many consumers have returned to dining at restaurants, more risk-averse consumers may prefer to order via meal delivery apps, or take advantage of fast food drive-thrus to avoid crowded restaurants.



Foursquare data reveals an uptick in visits to various **restaurants** during Cinco De Mayo compared to the three previous Wednesdays.

Mexican Restaurants **+36%**

Taco Places **+26%**

Tex-Mex Restaurants **+25%**

Burrito Places **+14%**

**Taco Bell**

**+16%**

# Consumers are celebrating Cinco De Mayo at **the bar**

**Insight:** Location data verifies that some consumers are even more likely to visit nightlife spots on Cinco De Mayo compared to the 3 weeks prior. We may expect to see an even more notable uptick in bar traffic during Cinco De Mayo this year, as more recent data verifies that consumers are increasingly more comfortable visiting bars relative to 2020, despite the rise of Omicron.



Foursquare data reveals an uptick in visits to various **nightlife venues** on Cinco De Mayo compared to the three previous Wednesdays.

Nightclubs **+17%**

Beer Bars **+11%**

Cocktail Bars **+12%**

Dive Bars **+10%**

Sports Bars **+11%**

Music Venues **+7%**

# Some people are celebrating Cinco De Mayo at **home**

**Insight:** Location data verifies that some consumers prefer to celebrate Cinco De Mayo at home, more likely to visit beer stores, wine shops and liquor stores to pick up on party hosting essentials.



Foursquare data reveals an uptick in visits to various **alcohol retailers** on Cinco De Mayo compared to the three previous Wednesdays.

Beer Stores **+28%**

Wine Shops **+21%**

Liquor Stores **+21%**

# Identify & reach various **Cinco De Mayo** audiences

**Opportunity:** Reach consumers on Cinco De Mayo with moment-based messaging according to foot traffic insights about when/where consumers will be 'out and about.'



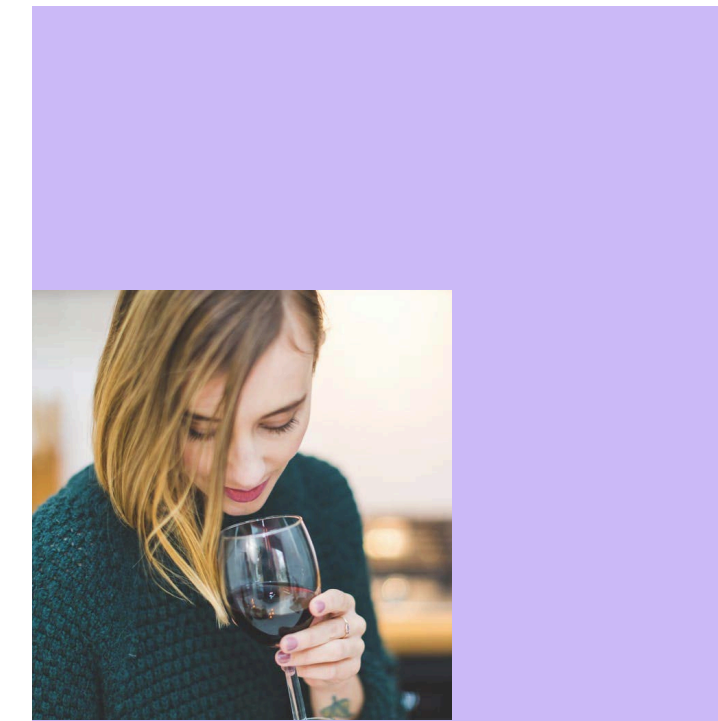
## **Cinco De Mayo Dinner Planners**

Mexican Restaurants  
Taco Places  
Tex-Mex Restaurants  
Burrito Places  
Latin American Restaurants



## **Nightlife Enthusiasts**

Cocktail Bars  
Sports Bars  
Beer Bars  
Dive Bars  
Nightclubs  
Music Venues



## **Cinco De Mayo Party Hosts & Guests**

Wine Shops  
Liquor Stores  
Smoke Shops  
Markets

# Recommended Targeting Strategies

**OPPORTUNITY:** Reach consumers who are most likely to celebrate **Cinco De Mayo** based on their real-world & online behavior.



## Recommended Behavioral Audiences

- Mexican Restaurant Visitors
- College Students
- Cinco De Mayo Celebrators
- Nightlife & Entertainment Enthusiasts
- Cinco De Mayo Entertainers
- Supermarket Shoppers
- Big Box Shoppers

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## Recommended Proximity Audiences

- Fast Food Restaurants
- Cinco De Mayo Celebrations
- Mexican Restaurants

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## Recommended Online Interest Audiences

- Specialty Foods
- Restaurants
- Nightlife & Entertainment

# Identify trends in consumers' behavior around **Mother's Day**



# Leverage location data to identify trends in consumers' behavior around **Mother's Day**

Foursquare data reveals an uptick in visits to various places during Mother's Day weekend 2021 compared to the previous three weekends....

## TRAVEL

People are traveling for Mother's Day. Airports see a +7% uptick in traffic relative to previous weekends.

## HOSTING BRUNCH FOR MOM

Grocery stores, farmers markets and liquor stores all see an uptick in visits during Mother's Day weekend.

## MOTHER'S DAY ACTIVITIES

Shopping  
Self Care  
Family Fun

## POPULAR GIFTS FOR MOM

Health & Beauty  
Photography  
Apparel  
Flowers

## DINING OUT

Steakhouses like Outback Steakhouse & Texas Roadhouse see more visits during Mother's Day.

## VALUE SHOPPING

Off-price retailers like T.J. Maxx and Burlington see an uptick in visits during Mother's Day weekend.

# Moms celebrate **Mother's Day** with shopping, beauty services, family activities & fun at the bar

Location data reveals an uptick in foot traffic to the following places during Mother's Day weekend to:



## Shopping

Shopping Malls **+7%**  
CBL Malls **+20%**  
Westfield **+11%**  
Simon Malls **+7%**

Identify & reach moms who are likely to treat themselves to a shopping spree on Mother's Day.



## Family Activities

(moms with younger kids)

Theme Parks **+21%**  
Water Parks **+20%**  
Zoos **+13%**  
Farms **+4%**

Identify & reach moms who are celebrating Mother's Day with younger children.



## Spa Day

Cosmetics Shops **+16%**  
Beauty Services **+9%**  
Nail Salons **+5%**  
Hair Salons **+3%**

Identify & reach moms who are likely to celebrate Mother's Day with self-care and personal pampering.



## At The Bar

(moms with older kids)

Karaoke Bars **+9%**  
Speakeasies **+8%**  
Wine Bars **+3%**

Reach moms who are celebrating Mother's Day with older children, ages 21+.

# Location data reveals consumers' **gift-giving preferences** for Mother's Day

**Insight:** Brands should consider customers who are likely purchasing gifts to send to loved ones for Mother's Day. **Shipping stores** like The UPS store saw a +20% uptick in traffic during Mother's Day last year, indicating that some consumers are less likely to be with family during Mother's Day as the pandemic continues.

**Opportunity:** Reach consumers in real-time with an ad or coupon while they're at or near a jewelry store, department store, wine shop or florist using real-time location data.

<b>Hand-Made Gifts</b> Arts & Crafts Stores +15% Hobby Shops +10% Fabric Shops +6%	<b>Framed Photos</b> Photography Labs +17% Print Shops +9% Frame Stores +3%
<b>Jewelry &amp; Accessories</b> Accessories Stores +9% Jewelry Stores +6% Gift Shops +6%	<b>Flowers</b> Flower Shops +29% Garden Centers +22%
<b>Fashion</b> Boutiques +9% Shopping Malls +7% Department Stores +7% Outlet Malls +6%	<b>Beauty</b> Cosmetics Shops +16% Beauty Services +9%

# Department stores, hardware stores & off-price retailers saw a notable uptick in visits during Mother's Day weekend last year

**Opportunity:** Deliver relevant messaging to reach moms & last-minute gift shoppers in places they're most likely to visit during Mother's Day weekend.



## Department Stores

Macy's +20%  
JCPenney +13%  
Kohl's +4%



## Off-Price Retailers

T.J. Maxx +12%  
Marshalls +8%  
Ross Dress For Less +6%  
Burlington +5%



## Home Improvement & Appliances

True Value +18%  
Best Buy +10%  
Lowe's +4%

# Americans make plans to **travel** during Mother's Day Weekend

**Insight:** Airports see a lift in visits during Mother's Day weekend, indicating that people are on the move, perhaps planning to visit their loved ones. **Assisted living facilities** also see an uptick in traffic on Mother's Day, likely driven by people planning to spend time with elderly parents & grandparents.



Foursquare data reveals an uptick in visits to the following places during Mother's Day weekend compared to the three weekends prior:

Assisted Living **+15%**

Airports **+7%**

Train Stations **+6%**

# Families celebrate Mother's Day with a **home-cooked meal**

**Insight:** Location data verifies that some consumers were likely celebrating Mother's Day at **home**, perhaps with a planned brunch/dinner. This uptick in hosting essentials may be due to a consumer preference because of pandemic related concerns.



Foursquare data reveals an uptick in visits to various **food & beverage stores** on Mother's Day weekend compared to the 3 weekends prior.

Cheese Shops **+19%**

Discount Stores **+12%**

Butchers **+15%**

Bakeries **+8%**

Farmers Markets **+15%**

Liquor Stores **+3%**

Grocery Stores **+12%**

# Many essential retailers see a boost in traffic during Mother's Day weekend

**Opportunity:** Deliver relevant messaging to reach Mother's Day meal planners & brunch hosts in places they are most likely to shop for groceries.

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

## GROCERY

Ralphs **+37%**  
Albertsons **+30%**  
Trader Joe's **+26%**  
Winn-Dixie **+25%**  
Safeway **+21%**  
Publix **+19%**  
H-E-B Grocery **+18%**  
Kroger **+16%**  
Stop & Shop **+15%**  
Whole Foods Market **+13%**

## BIG BOX & DISCOUNT

Fred Meyer **+29%**  
Dollar Tree **+25%**  
Meijer **+23%**  
Five Below **+9%**  
Walmart **+7%**  
Target **+6%**  
Costco **+5%**  
Sam's Club **+3%**

## DRUGSTORE & PHARMACY

Walgreens **+20%**  
Rite Aid **+12%**  
CVS **+12%**

# Families celebrate Mother's Day with **dinner reservations**

**Insight:** While some consumers are comfortable dining out for special occasions like Mother's Day, more risk-averse consumers may be more likely to cook a special meal at home.



Foursquare data reveals an uptick in visits to various **restaurants** on Mother's Day weekend compared to the three weekends prior.

Steakhouses **+22%**

Italian Restaurants **+14%**

Middle Eastern Restaurants **+16%**

Indian Restaurants **+11%**

Tex-Mex Restaurants **+14%**

Seafood Restaurants **+10%**

Greek Restaurants **+14%**

Sushi Restaurants **+9%**

# Casual dining chains see a notable uptick in visits during Mother's Day weekend

**Insight:** Casual dining chains like Red Lobster and Olive Garden saw an uptick in foot traffic during Mother's Day weekend compared to the three weekends prior last year. Families who aren't cooking a special meal at home may opt for the convenience and affordable pricing of a casual dining restaurant for Mother's Day this year.



Foursquare data reveals an uptick in visits to various **casual dining chains** during Mother's Day weekend compared to the three weekends prior.

Red Lobster **+72%**

Outback Steakhouse **+40%**

Olive Garden **+36%**

Texas Roadhouse **+22%**

Cracker Barrel **+15%**

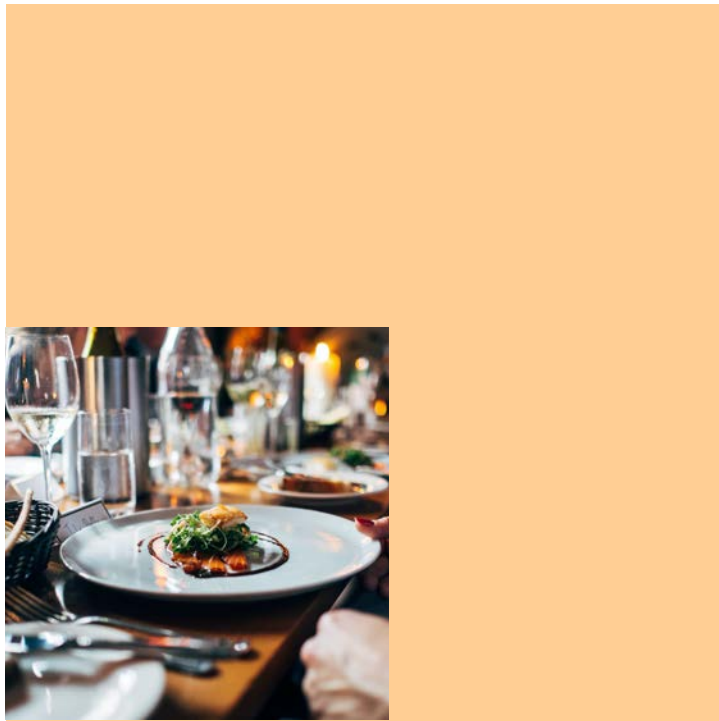
Chili's Grill & Bar **+14%**

Applebee's **+12%**

Denny's **+11%**

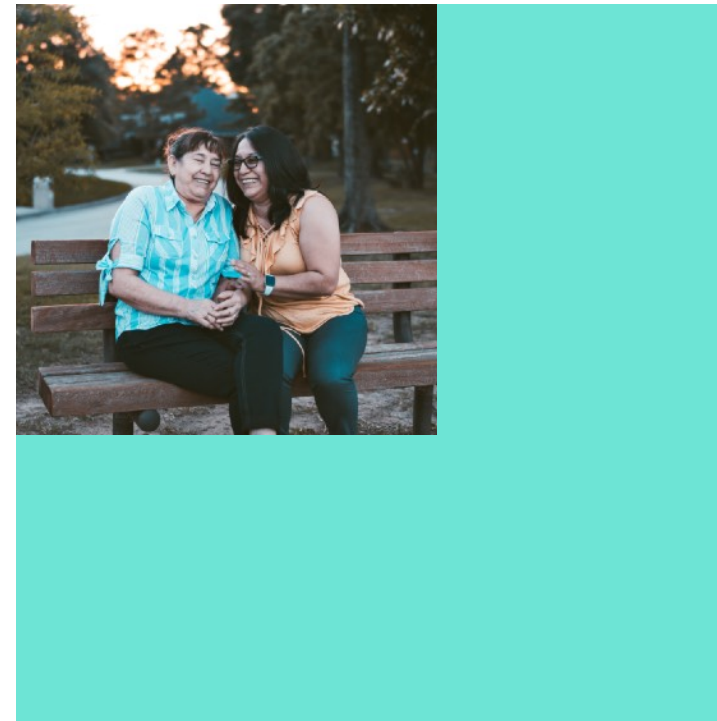
# Identify & distinguish various Mother's Day Audiences

**Opportunity:** Reach consumers on Mother's Day Weekend with moment-based messaging according to foot traffic insights about when/where consumers will be 'out and about.'



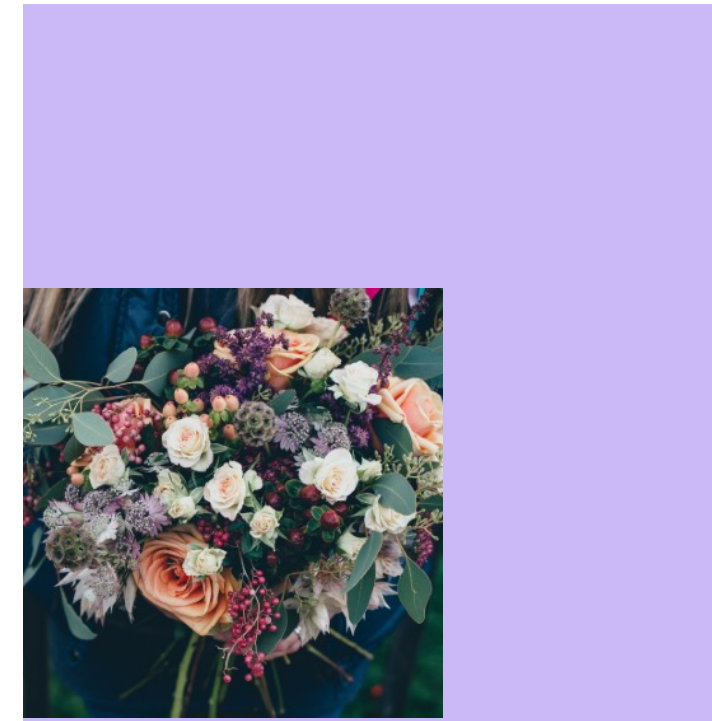
## Mother's Day Meal Planners

Butchers  
Cheese Shops  
Steakhouses  
Italian Restaurants  
Liquor Stores



## Moms with Older Kids (Ages 21+)

Wine Bars  
Health & Beauty Services  
Karaoke Bars  
Shopping Malls  
Speakeasies



## Mother's Day Gift Givers

Cosmetic Shops  
Flower Shops  
Accessory Stores  
Gift Shops  
Jewelry Stores



## Moms with Young Kids At Home

Theme Parks  
Water Parks  
Zoos  
Farms  
Elementary Schools

# Recommended Targeting Strategies

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



## Recommended Behavioral Audiences

- Dads
- Mother's Day Gift Shoppers
- Department Store Shoppers
- Date Nighters
- Flower Shop Visitors
- Nail Salon Visitors

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## Recommended Proximity Audiences

- Jewelry Stores
- Florists
- Department Stores
- Spas & Massage Studios
- Nail Salons

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/proximity



## Recommended Online Interest Audiences

- Gifts
- Flowers
- Custom & Personalized Items
- Luxury Goods
- Spas & Beauty Services

# Keep track of trends in consumer behavior around **Father's Day**



# Leverage location data to identify trends in consumers' behavior around **Father's Day**

Foursquare data reveals an uptick in visits to various places during Father's Day weekend 2021 compared to the previous three weekends....

## TRAVEL

Travel lounges see a +7% uptick in visits during Father's Day weekend, indicating that affluent consumers might be planning a special Father's Day trip.

## SPECIAL DINNER

Steakhouses and seafood restaurants such as Red Lobster and Logan's Roadhouse see even more traffic during Father's Day weekend relative to previous weekends.

## SPORTS

Sports fans are celebrating Father's Day in the stands. Location data reveals a +20% lift in traffic to **baseball stadiums** on Father's Day weekend compared to previous weekends.

## POPULAR GIFTS FOR DAD

Cards  
Outdoor Gear  
Fishing Equipment  
Wine & Spirits

# Americans make plans to **travel** during Father's Day Weekend

**Insight:** Travel lounges and train stations see a lift in visits during Father's Day weekend, indicating that people are on the move, perhaps planning to visit their loved ones. **Assisted living** facilities also see an uptick in traffic on Father's Day, likely driven by people planning to spend time with elderly parents & grandparents.



Foursquare data reveals an uptick in visits to the following places during Father's Day weekend compared to the three weekends prior:

Travel Lounges +7%

Assisted Living +4%

Train Stations +5%

# Father's Day shoppers are looking for **spirits, wine & outdoor gear**

**Insight:** Outdoor supply stores see an uptick in traffic during Father's Day weekend, indicating that outdoor gear (including hunting and fishing supplies) remain popular gift ideas amongst Father's Day shoppers. This trend is especially relevant as the pandemic continues, with many consumers taking up outdoor hobbies.

**FISHING  
STORES**

**+15%**

**OUTDOOR  
SUPPLY  
STORES**

**+9%**

**HUNTING  
STORES**

**+6%**



Foursquare data reveals an uptick in visits to various **retailers** during Father's Day weekend compared to the three weekends prior:

Academy Sports + Outdoors **+30%**

Bass Pro Shops **+21%**

Cabela's **+21%**

Hallmark Gold Crown **+16%**

Total Wine **+12%**

# Consumers are **dining out with Dad** during Father's Day Weekend

**Opportunity:** Identify & reach consumers who have been frequenting restaurants in recent months.



Foursquare data reveals an uptick in visits to certain **restaurants** on Father's Day weekend compared to the three weekends prior.

Steakhouses **+16%**

BBQ Joints **+3%**

Brazilian Restaurants **+10%**

Italian Restaurants **+3%**

Seafood Restaurants **+4%**

Greek Restaurants **+2%**

# Consumers are **dining out with Dad** during Father's Day Weekend

**Opportunity:** Casual dining chains should consider highlighting pick-up & delivery options for consumers who are less inclined to dine-in.



Foursquare data reveals an uptick in visits to certain **casual dining chains** on Father's Day weekend compared to the three weekends prior:

Logan's Roadhouse **+40%**

Outback Steakhouse **+24%**

Red Lobster **+34%**

Texas Roadhouse **+23%**

LongHorn Steakhouse **+31%**

Olive Garden **+15%**

Carrabba's **+30%**

BJ's Restaurant **+15%**

# Consumers celebrate Father's Day by cheering on their favorite **sports teams**

**Opportunity:** Deliver relevant messaging to reach fans in the weeks leading up to Father's Day.



Foursquare data reveals an uptick in visits to the sports stadiums during Father's Day weekend compared to the three weekends prior:

**+20%**

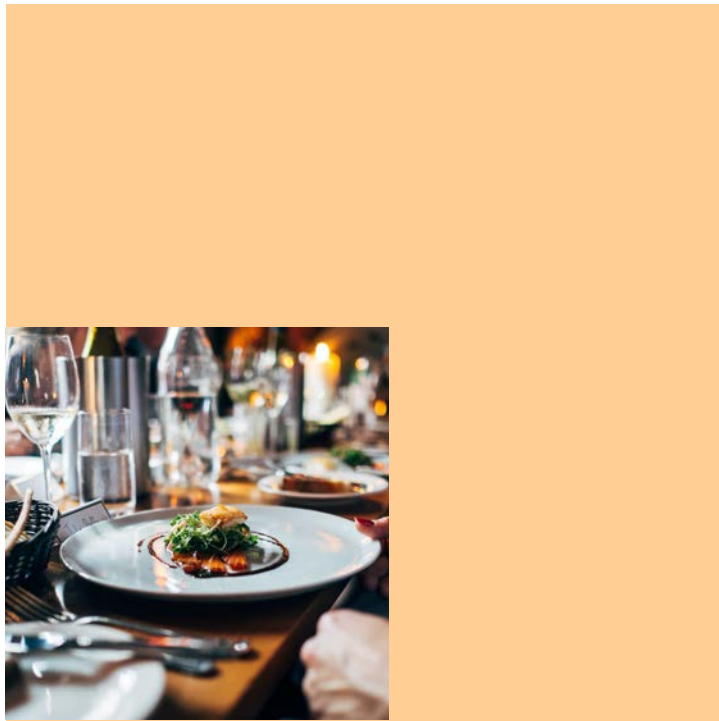
Soccer  
stadiums

**+16%**

Basketball  
Stadiums

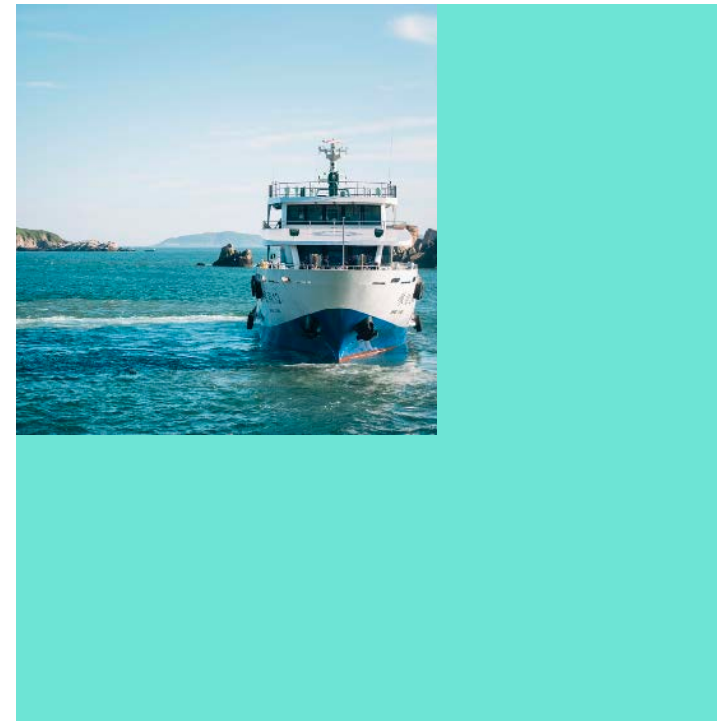
# Identify & distinguish various Father's Day Audiences

**Opportunity:** Reach consumers on Father's Day Weekend with moment-based messaging according to foot traffic insights about when/where consumers will be 'out and about.'



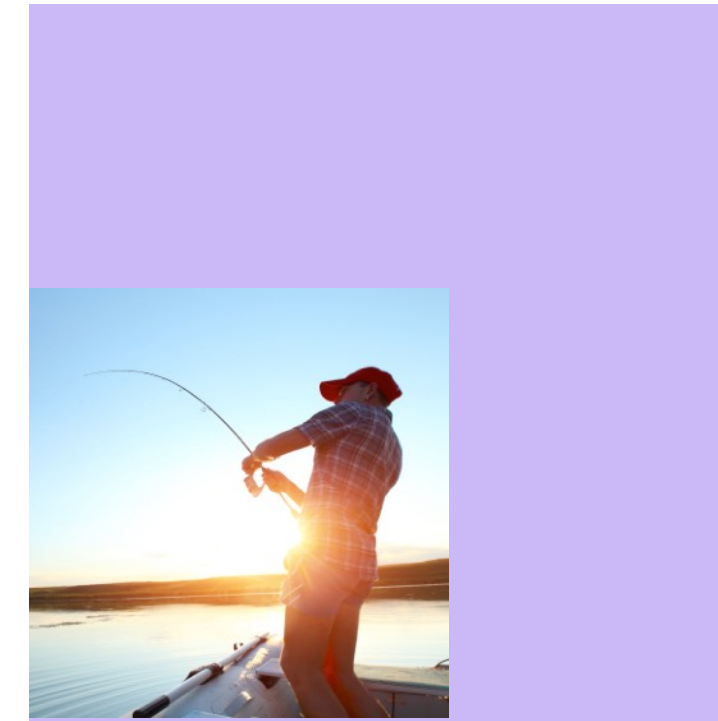
## Father's Day Meal Planners

Steakhouses  
African Restaurants  
Italian Restaurants  
Cheese Shops  
Butchers  
BBQ Joints



## Outdoors Enthusiast Dads

Boats & Ferries  
Fishing Spots  
Ski Areas



## Father's Day Gift Shoppers

Fishing Stores  
Hunting Supplies  
Outdoor Supplies Stores  
Photography Labs  
Mobile Phone Shops



## Sports Enthusiast Dads

Soccer Stadiums  
Baseball Stadiums  
Sporting Goods Shops  
Mini Golf Course Spots

# Recommended Targeting Strategies

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



## Recommended Behavioral Audiences

- Moms
- Dads
- Doting Husbands & Fathers
- 2019 Father's Day Gift Shoppers
- Father's Day Gift Shoppers
- Date Nighters
- Tech Enthusiasts
- Outdoor Enthusiasts
- Affluent Travelers

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/audience



## Recommended Proximity Audiences

- Outdoor Retailers
- Electronics Stores
- Father's Day Gift Shopper
- Baseball Stadiums

FOURSQUARE  
/proximity



## Recommended Online Interest Audiences

- Gifts
- Flowers
- Custom & Personalized Items
- Luxury Goods
- Baseball
- Outdoors
- Fishing

# Keep track of trends in consumer behavior around **Memorial Day**



# Leverage location data to identify trends in consumers' behavior around **Memorial Day**

Foursquare data reveals an uptick in visits to various places during Memorial Day weekend 2021 compared to the previous three weekends....

## ROAD TRIPS

**Resorts & hotels** saw an uptick in traffic during MDW, while **airports** saw a decline in visits relative to previous weekends, perhaps indicating that Memorial Day travelers favor road trips.

## BOX OFFICE REVIVAL

**Movie theaters** saw a +57% uptick in traffic during Memorial Day weekend relative to previous weekends.

## END-OF-SUMMER BBQs

**Butchers** saw a +7% uptick in traffic during Memorial Day weekend, indicating that many consumers are hosting end-of-summer BBQs. These party hosts are most likely to shop at ShopRite, Sam's Club & Five Below.

## RETAIL SALE EVENTS

Many retailers -- especially **outlet stores** -- saw an uptick in traffic during Memorial Day weekend, likely driven by cost-conscious shoppers looking to score at **end-of-season sales**.

# People are eager to **spend the night away from home** during Memorial Day weekend

**Insight:** Foursquare data reveals an uptick in traffic to various hotel, motels and resorts, indicating that many people are booking extended vacations away from home.

RESORTS	INNS	HOTELS	MOTELS
<b>+14%</b>	<b>+11%</b>	<b>+8%</b>	<b>+8%</b>



## Popular **Hotel Chains** Amongst Memorial Day weekend travelers include:

Days Inn <b>+14%</b>	Holiday Inn Express <b>+9%</b>
Marriott Hotels <b>+12%</b>	Hampton By Hilton <b>+7%</b>
Quality Inn <b>+10%</b>	Best Western <b>+7%</b>
DoubleTree By Hilton <b>+9%</b>	Hilton Hotels & Resorts <b>+7%</b>

# People prefer to **travel by car** during Memorial Day weekend

**Insight:** While hotels saw an uptick in Memorial Day weekend visits, **airports** and airport lounges saw a decline in traffic compared to previous weekend. This could mean that people are more likely to plan a road trip during Memorial Day weekend, especially if they intend to visit more rural outdoor destinations such as state parks and campgrounds.

**AIRPORTS**

**-5%**

**AIRPORT LOUNGES**

**-3%**



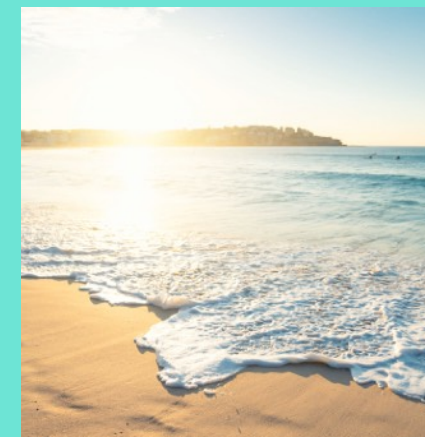
## Outdoor Adventures & Camping

National Parks +38%

Campgrounds +36%

State Parks +19%

Mountains +14%



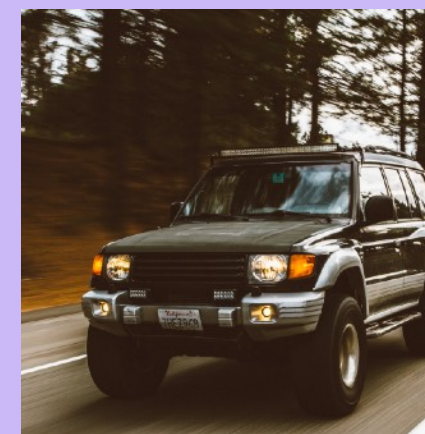
## Waterfront Vacations

Lakes +20%

Surf Spots +17%

Beaches +14%

Harbors & Marinas +15%



## Road Trips

RV Parks +28%

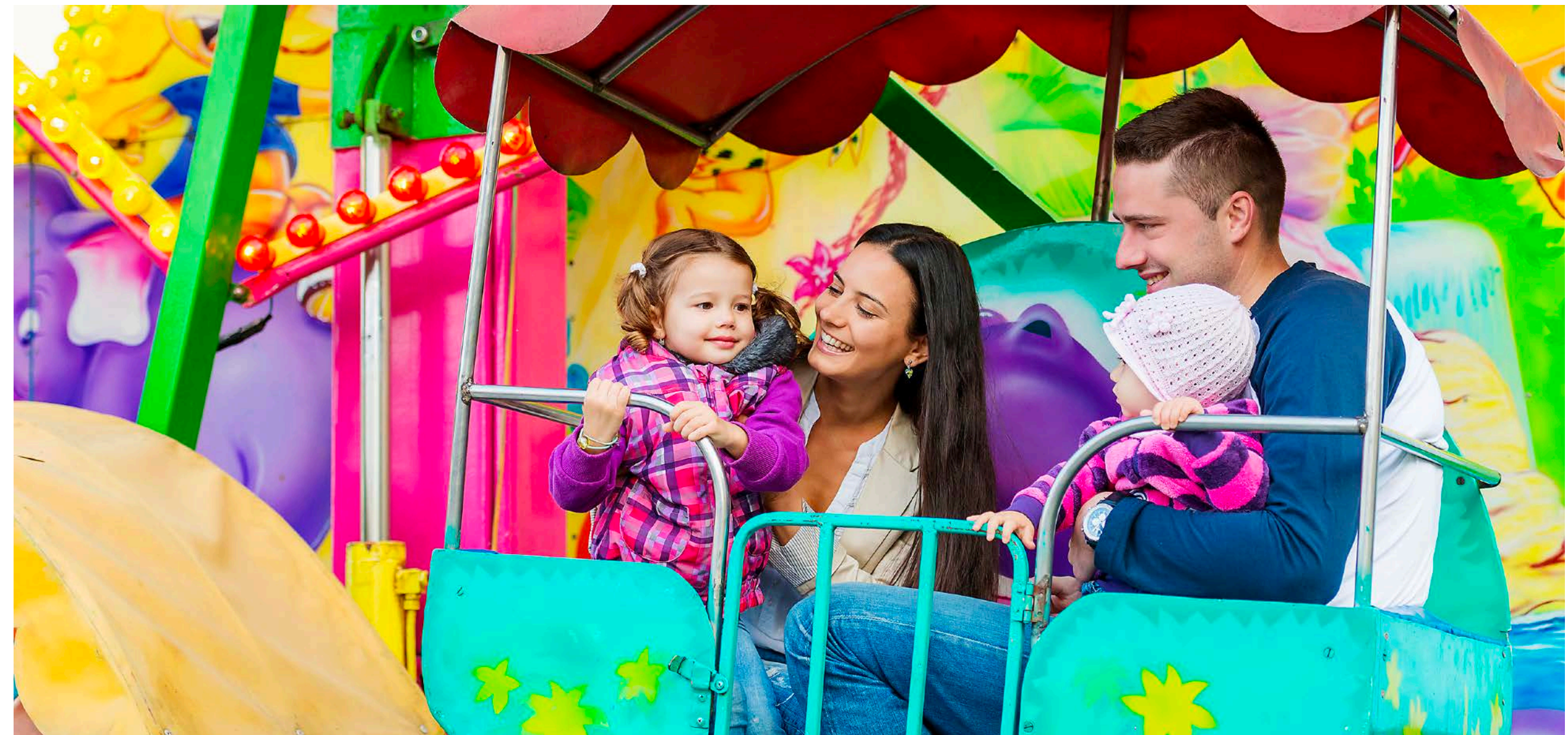
Rest Areas +17%

Scenic Lookouts +8%

EV Charging Stations +1%

# Parents are planning **family-friendly activities** during Memorial Day weekend

**Insight:** Parents with young kids are eager to return to their favorite family-friendly leisure activities, especially during holiday weekends, as evidenced by an uptick in traffic to theme parks, aquariums and mini gold courses during Memorial Day weekend last year.



Popular **activities** amongst parents with young children during Memorial Day weekend:

Water Parks **+40%**

Summer Camps **+30%**

Theme Parks **+22%**

Aquariums **+18%**

Museums **+7%**

Mini Golf Courses **+6%**

Zoos **+2%**

# Movie theaters saw a +57% uptick in traffic during Memorial Day weekend 2021

**Insight:** Movie fans are increasingly eager to return to the big screen, especially during holiday weekends to catch the latest releases. Traffic to movie theaters has continued to pick up in recent months, perhaps indicating promising signs of recovery of the entertainment industry.



Foursquare data reveals an uptick in visits to the following movie theaters during Memorial Day weekend 2021 compared to the 3 weekends before:

**+102%** REGAL CINEMAS

**+90%** AMC THEATERS

**+61%** CINEMARK

# People are shopping for deals & discounts during Memorial Day weekend

**Insight:** Outlets & off-price retailers saw a notable uptick in foot traffic during Memorial Day weekend last year, indicating that Memorial Day shoppers are inclined to shop end-of-season sale events in stores.

**OUTLET MALLS +19%**

**SHOE STORES +9%**

**OUTDOOR SUPPLY STORES +9%**

**CLOTHING STORES +6%**

**HOME/FURNITURE STORES +2%**



Popular **Retailers** Amongst Memorial Day weekend shoppers include:

Nike Factory Store +30%

Old Navy +17%

IKEA +17%

JCPenney +10%

Dick's Sporting Goods +8%

Premium Outlets +6%

Burlington +7%

Ross Dress For Less +6%

H&M +6%

Marshalls +5%

# People are hosting end-of-Summer BBQs & gatherings during Memorial Day weekend

**Insight:** Location data verifies that consumers are shopping for and preparing to host end-of-Summer gatherings during Memorial Day weekend, as evidenced by an uptick in foot traffic to:

**BUTCHERS**

**+7%**

**GROCERY STORES**

**+7%**

**BIG BOX STORES**

**+1%**

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

ShopRite **+16%**

Pick 'n Save **+15%**

Sam's Club **+15%**

Five Below **+12%**

Save-A-Lot Food Stores **+12%**

Stater Bros. **+10%**

Big Lots **+9%**

Hannaford Supermarkets **+9%**

Grocery Outlet **+8%**

Winn-Dixie **+6%**

Walmart **+6%**

Smart & Final **+6%**

Kroger **+6%**

Meijer **+5%**

# Moving intenders may be planning their next move during Memorial Day weekend

**Insight:** Moving intenders may be more likely to take advantage of long holiday weekends to make their next move, as indicated by an uptick in visits to storage facilities & U-HAUL locations during Memorial Day weekend last year.



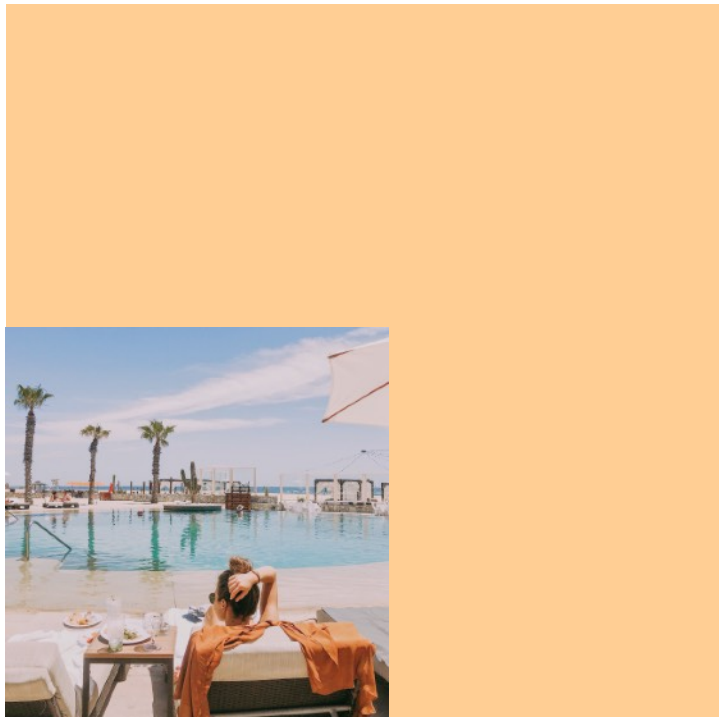
Foursquare data reveals an uptick in visits during Memorial Day weekend 2021 compared to the 3 weekends before.

**+18%** U-HAUL FACILITIES

**+4%** STORAGE FACILITIES

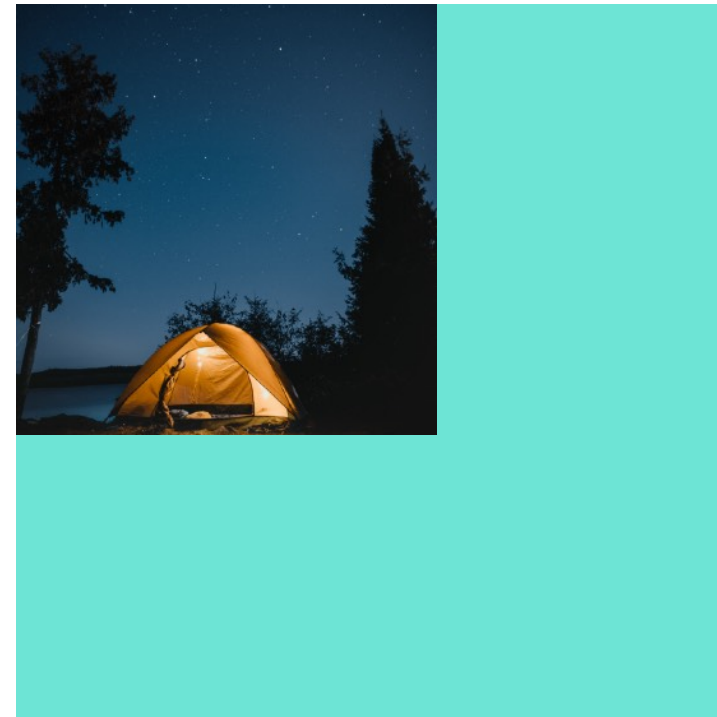
# Identify & distinguish various Memorial Day travelers

**Opportunity:** Reach consumers on Memorial Day Weekend with moment-based messaging according to foot traffic insights about when/where consumers will be 'out and about.'



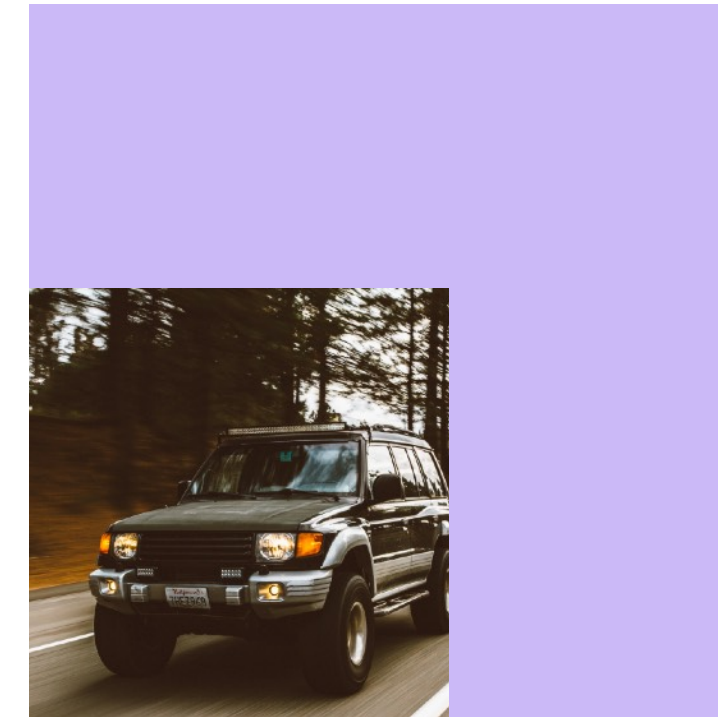
## Affluent Vacationers

Hotel Pools  
Harbors / Marinas  
Resorts  
Beaches  
Islands



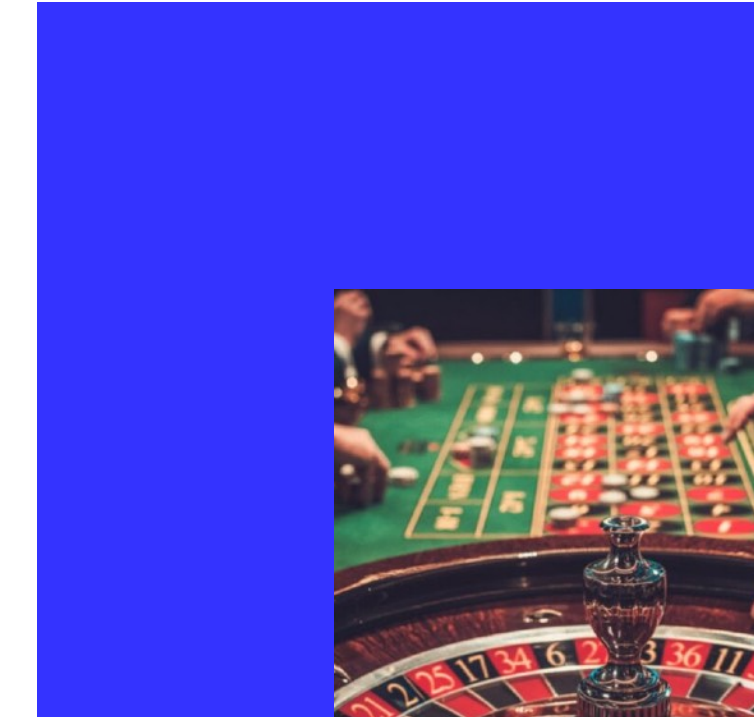
## Outdoor Adventurers & Campers

National Parks  
Campgrounds  
Forests  
Lakes  
State Parks  
Surf Spots  
Mountains



## Road Trippers

RV Parks  
Rest Areas  
Scenic Lookouts  
Tourist Info Centers  
Phillips 66  
76 Gas Stations



## 21+ Adult Activities

MGM Resorts International  
Casinos  
Arts & Entertainment Venues  
Hotel Bars  
Racetracks  
Caesars Entertainment

# Recommended Targeting Strategies

**OPPORTUNITY:** Reach consumers who are most likely to travel, shop, dine out or partake in various leisure activities during **Memorial Day weekend** based on their real-world & online behavior.



## Recommended Behavioral Audiences

- Urban Millennial Socializers
- Moviegoers
- Affluent Travelers
- Beach Destination Travelers
- Fun In The Sun Seekers
- Campers
- Hikers
- Outdoor Lifestyle
- Wealthy Outdoor Lifestyle
- Outdoor Leisure Seekers
- Outdoor Shoppers
- Road Trippers
- Memorial Day Celebration Planners
- 2021 Memorial Day Celebrators

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/audience



## Recommended Proximity Audiences

- Memorial Day Planning Stores
- Moviegoers
- Outlet Malls & Stores
- Off-Price Retailers
- Theme Parks
- Storage Facilities

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/proximity



## Recommended Online Interest Audiences

- Action & Adventure Movies
- Animated Films
- Family Films
- Hiking & Camping
- Theme Parks
- Beaches & Islands
- Discount & Outlet Stores
- Coupons & Discount Offers
- Moving & Relocation
- Self Storage

# Activate with Foursquare

# How to activate with Foursquare in Q2:



## 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



# Struggling to understand how your advertising impacts your store traffic?

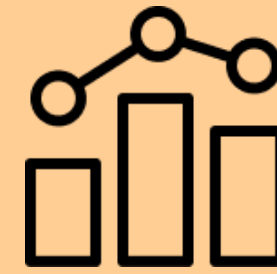
**Foursquare Attribution** knows the true impact of your advertising dollars with the most accurate footfall attribution solution in the industry.

**FOURSQUARE**

# 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.



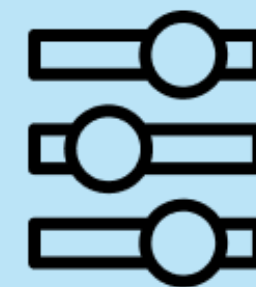
## ANALYZE

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.



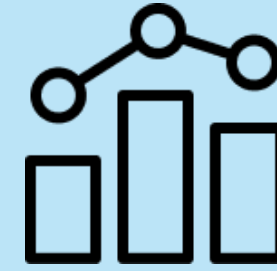
## MEASURE

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

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