

Foursquare + AWS Data Exchange: Better Together

Cloud Native Location Solutions
for Travel and Hospitality Companies



Foursquare and AWS are helping businesses usher in a new era of location intelligence, supplying companies with easy-to-work with, high quality data through the AWS Data Exchange. Using Foursquare Places (point-of-interest) data, customers like Conde Nast, Hilton and Airbnb build intuitive location-based experiences, deepen customer engagement and increase digital loyalty. Here's a guide to understanding how you can leverage location data too.

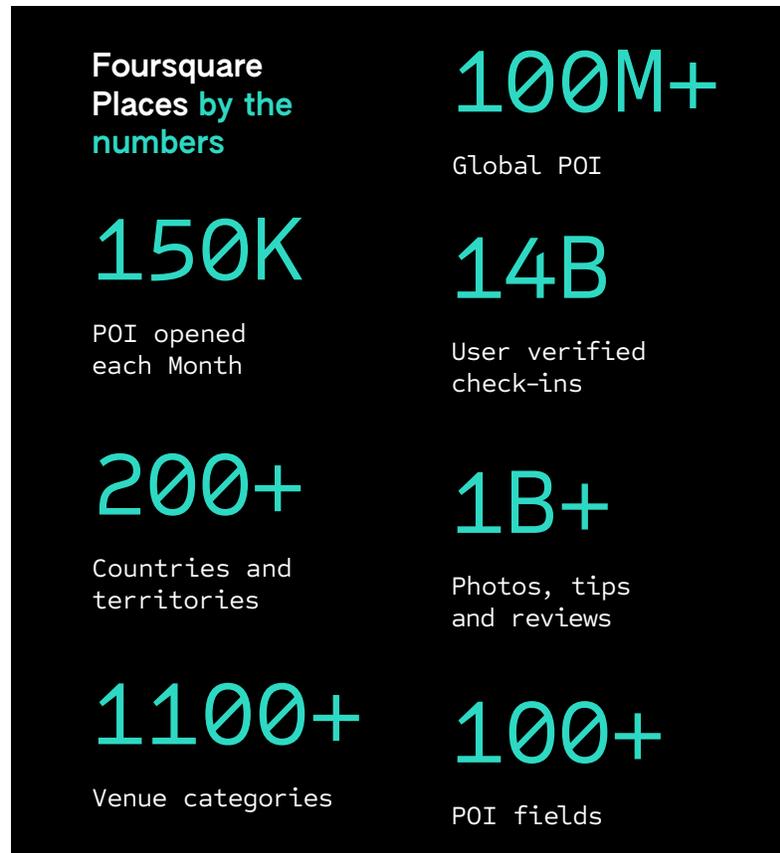
FOURSQUARE



Providing Cloud Native Location Solutions for Travel, Lodging and OTAs

Primary Use Cases Using Foursquare Places:

- **Place-search:** Use Foursquare Places data to fill gaps in POI (point-of-interest) data, and enable users to look up a location by venue name or category, not just an address.
- **Venue Recommendations:** Suggest nearby bars, restaurants and other attractions for travelers through interactive maps and lists with Foursquare Places.
- **Venue Exploration:** Showcase rich content (e.g. photos, reviews, tips, trends) by venue to your customers, either via guidebooks or on your website with Foursquare Places.



Interested? Try our data samples in AWS Data Exchange today:



[Foursquare Listings \(Free Samples\)](#)

Foursquare Receives AWS Travel and Hospitality Competency Designation

In recognition of Foursquare's proven record in helping T&H companies succeed and innovate, Amazon Web Services (AWS) has granted Foursquare **AWS Travel and Hospitality Competency** status. Foursquare is one of the first data providers in AWS to be awarded this designation.

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Hilton Honors Case Study

Helping Hilton Build a User-Centric Experience Using Foursquare Places



Problem:

- The primary objective of Hilton Explore was to provide Hilton guests with an elevated concierge experience, based on the prized local knowledge of Hilton team members. The main obstacle was finding an effective way of aggregating personalized content from local Hilton team members and presenting it to guests in a relevant and meaningful fashion.

Opportunity:

- Foursquare Places to serve as the primary source of real-time location information and aggregate all of Hilton's user ID's, lists and tips previously created on Foursquare's consumer site and placed directly into the Hilton Honors app for guests to use.

Solution:

- Foursquare Places now serves as the primary source of real-time venue information for the Hilton Honors app, which includes ratings, features, photos and hours. Hilton Honors users can now pick the best venues to visit before their trip, and know that they're all pre-approved by the local Hilton team.
- Foursquare Places made it possible to take all of Hilton's user ID's, lists and tips previously created on Foursquare's consumer site, allowing Hilton to serve up content directly into their Hilton Honors app leading to longer app dwell times, increased user engagement and ultimately digital brand loyalty.

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Customer Case Study

Using Foursquare Places Coverage to Enrich a Leading Online Travel Agency's Search & Discovery Experience



Problem:

- Search engine tooling has increasingly devalued the booking experience that online travel agencies (OTAs) have long leveraged as a B2B revenue stream. Now more than ever, it is critical for OTAs to build user experiences that are sticky and enduring.

Opportunity:

- Foursquare's rich POI data presented an opportunity for an OTA's maps and search lists to surface contextually-relevant information for consumers booking hotels nearby, ultimately serving to improve user engagement metrics, like dwell time and click rate.

Solution:

- The OTA procured Foursquare's Places data, which features 100M unique points of interest and 1B+ tips, reviews and photos globally, through the AWS Data Exchange. By automatically ingesting Places flat-file data to their own S3 bucket via AWS Data Exchange, it was easy for their content engineering team to keep POI data fresh and accurate in their maps and search lists.
- The OTA's user experience also benefits considerably from Places data: Users booking a hotel in a new city are afforded insight into popular bars, restaurants and other attractions through tips and reviews sourced from previous visitors. The Places solution enhances their booking flow, ensuring that users make key decisions entirely on the website.

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Get started today!



Questions to consider:

- Do you currently work with a location data vendor?
- Are customer-facing search & discovery applications on your product roadmap?
- Are you interested in integrating maps & other visuals into your user experience?
- Do you have an internal team that manages your site selection efforts?
- What external data do you leverage to benchmark against competitors?
- Is your marketing team looking to better understand ROAS (return on ad spend) for activations meant to drive consumers to your stores?

To learn more:

- Please reach out to amazonsupport@foursquare.com with any questions
- Trial [Foursquare products on AWS Data Exchange](#)
- [Read about](#) how AWS and Foursquare are leading a new era in cloud-built location data solutions

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