



The Benchmark Report: A Look Back At Foot Traffic Trends From Q1 2023

Last Updated
May 2023

FOURSQUARE

Table of Contents

- 03 Overview
- 04 Definitions
- 05 Key Learnings & Emerging Trends From Q1 2023
- 06 Retail
- 16 Hospitality
- 26 Travel & Transportation
- 37 Entertainment
- 46 Lifestyle & Leisure
- 55 Build with Foursquare



Overview

Consumer behavior is constantly evolving. Location data is key to keeping a pulse on changes over time.

In this report, we take a closer look at media-agnostic foot traffic data from Q1 2023, penetration and category correlation data across five verticals:.

1. Retail
2. Lifestyle & Fitness
3. Travel & Transportation
4. Hospitality
5. Entertainment

The following report **contextualizes quarterly foot traffic** trends by evaluating real-world visitation patterns, enabling clients to leverage location data to inform **seasonal planning** and **targeting strategies**.

Foursquare analyzes foot traffic patterns from millions of Americans that make up our always-on panel. All data is aggregated and normalized against U.S. Census data to remove age, gender, and geographical bias.



Definitions

Analysis Period: Q1 (January 1 - March 31) 2022, 2023

Indexed Foot Traffic: We've examined foot traffic trends on a national level and used indexed foot traffic to demonstrate the relative growth or decline in foot traffic volume by category, where visits during the average 7-day period = 100. We used 7-day rolling averages to account for fluctuations by day of week.

Penetration is defined as the % of [total U.S. population] who made at least one visit to [a given category] during the analysis period.

Category Correlations reveal YoY change in consumer behavior via increased/decreased correlations between foot traffic to certain categories & chains in Q1 2023 compared to Q1 2022.



Insights & emerging trends from Q1 2023

Below is a consolidated summary of high-level learnings from what we saw in Q1 2023 visitation across 5 thematic areas of interest:



RETAIL

- **Discount & apparel** retailers saw the biggest increases in penetration in Q1 YoY.
- **Shoe stores** saw the largest upticks during Q1 holidays.
- **Valentine's Day** led to a boost in discount and grocery shopping trips.
- Retail stores saw a **smaller post-holiday season drop** in visitation in Q1 2023 vs. Q1 2022.



DINING & NIGHTLIFE

- **All dining categories**, aside from QSR, saw a +6 % pt YoY increase in Q1 penetration.
- **Valentine's Day** brings a big boost in visit volume for **casual dining restaurants**.
- **89% of Americans visited a QSR** venue at least once in Q1 2023, up from 87% in Q1 2022.
- **March** is typically the busiest month of Q1 for nightlife venues.



TRAVEL & TRANSPORT

- **Jan 8** marked the peak **airport travel** day of Q1 2023 (+8% above benchmark), a change in trend from Q1 2022, when the peak was St. Patrick's Day (+18% above benchmark).
- **Electric vehicles** see increased demand from **business professionals**, while the Q1 correlation between **offices** and **gas stations** drops YoY.
- Q1 vacationers are more likely to choose a destination within **driving distance**.



ENTERTAINMENT

- **Movie theaters** saw the greatest Q1 uptick on President's Day (+21% above benchmark), shortly after the release of **Antman and the Wasp: Quantumania**.
- **Music venue & stadium** attendance takes off in the second half of Q1.
- During Q1, **theme parks** see the greatest upticks during holidays such as **President's Day** and **St. Patrick's Day**.



LIFESTYLE & LEISURE

- **Salons & banks** saw the biggest increases in Q1 penetration YoY.
- **Gyms & fitness studios** saw a decline in visitation at the end of Q1 as Americans got active outside in **parks**.
- **Real estate offices** are busiest in February.

Retail

Q1 trends in retail

According to the US Commerce Department, U.S. retail sales in January & February increased by 6.8% in 2023 compared to 2022. However, a -1% drop in sales in March, likely due to the cooling labor market and continued inflation, has weakened the gains seen at the start of the year. Location data reveals other shifting patterns and preferences amongst Q1 2023 shoppers, in order to help retail brands understand emerging trends around how, when & where consumers are spending time & money in Q1 & beyond.

In this section, we'll take a closer look at foot traffic patterns across the following retail categories in Q1 2023:

1. [Big Box Stores](#)
2. [Clothing Stores](#)
3. [Cosmetic Shops](#)
4. [Department Stores](#)
5. [Discount Stores](#)
6. [Drug Stores](#)
7. [Grocery Stores](#)
8. [Hardware Stores](#)
9. [Home/Furniture Stores](#)
10. [Jewelry Stores](#)
11. [Liquor Stores](#)
12. [Marijuana Dispensaries](#)
13. [Office Supply Stores](#)
14. [Off Price Retail Stores](#)
15. [Pet Stores](#)
16. [Shoe Stores](#)
17. [Telecom Carriers](#)
18. [Wholesale Clubs](#)



Valentine's Day is a turning point after a January retail slump

At the start of Q1 2023, many retailers were still coming down from a holiday shopping rush. Categories such as **shoe stores** started the year with traffic as much as +62% higher than the average for the quarter, but visitation plummeted within the first week due to post-holiday shopping fatigue, and people returning to work. This decline continued throughout January to mid-February (with the exception of a small uptick following **Martin Luther King Jr Day**). Retail traffic began to pick up again in the days leading up to **Valentine's Day** as Americans purchased gifts for loved ones. **President's Day** brought an additional uptick for apparel categories such as **shoe stores** and **clothing stores**. Towards the end of the quarter, retail traffic saw another spike as Spring Break allowed more time to shop.

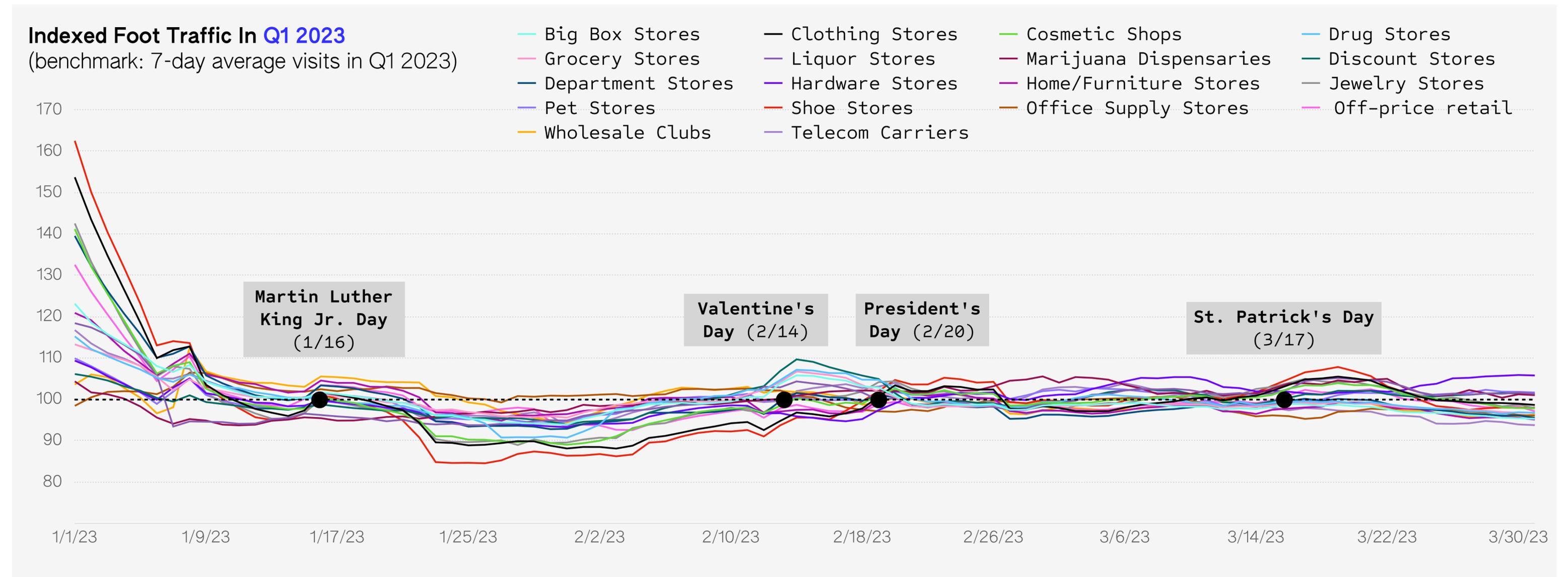


Chart illustrates indexed foot traffic to retail categories during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Americans got the bulk of their shopping done early on in the quarter

Foot traffic data reveals that post-holiday shopping fatigue did not impact consumers in Q1 2023 as intensely as in Q1 2022. **Retail stores** started the year with foot traffic much higher than benchmark, and maintained above-benchmark visitation a week longer, in 2023 than in 2022. While in both years, February brought a rise in retail traffic, holidays such as **Valentine's Day** and **President's Day** provided a greater boost in visitation in 2023 compared to 2022. However, from late February onward, retail stores saw a lower lift in visitation in 2023 than they did in 2022. Retail stores ended Q1 2022 with traffic +4% above benchmark, but in 2023, retail visitation didn't rise higher than +1% above benchmark after 2/20.

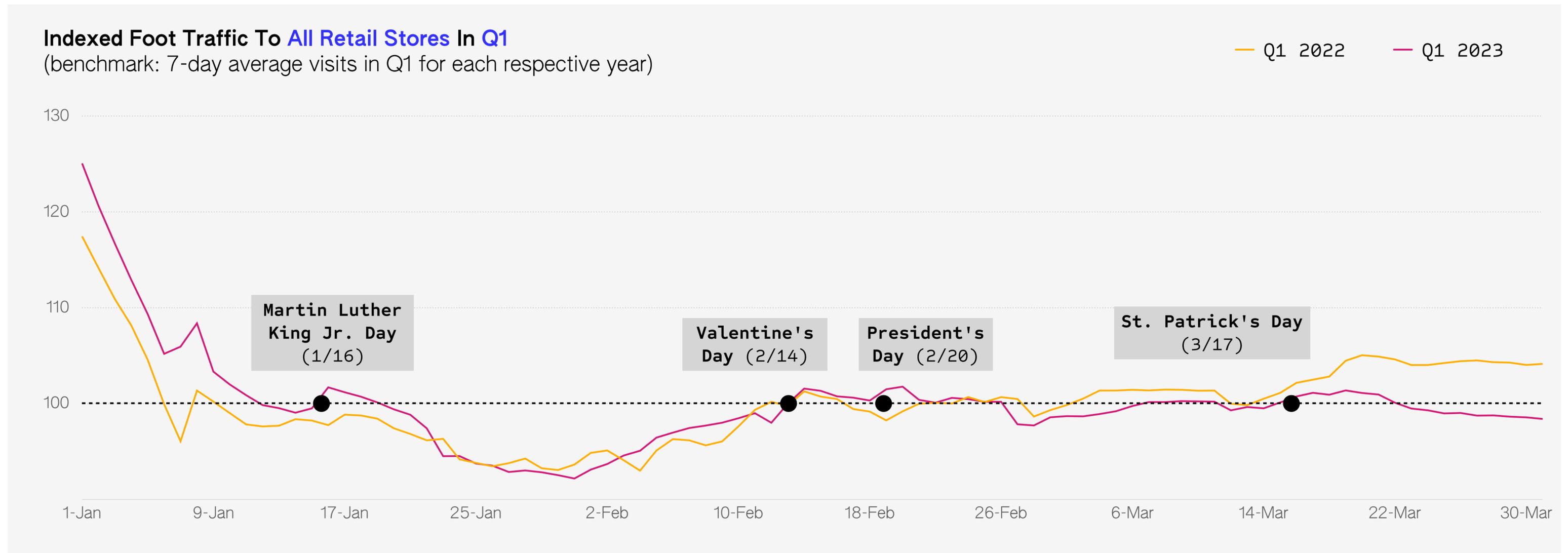


Chart illustrates indexed foot traffic to all retail stores between January 1 - March 31 (2022, 2023), benchmarked to 7-day rolling average visitation for the overall category in Q1, for each respective year.

Shoe stores are the most likely to see a traffic boost during holiday breaks

Shoe store visitation had the farthest to fall as the holiday shopping surge died down early in Q1. The category went from seeing visitation +62% higher than benchmark on the first of the year, to seeing the greatest decline in foot traffic of all categories from late-January until mid-February. However, shoe stores saw the greatest lift in visitation during the week of **President's Day**, likely due to holiday sales and schools in many states going on mid-winter break. Shoe stores also saw another uptick in mid-March as the start of Spring Break season allowed consumers more time to shop.

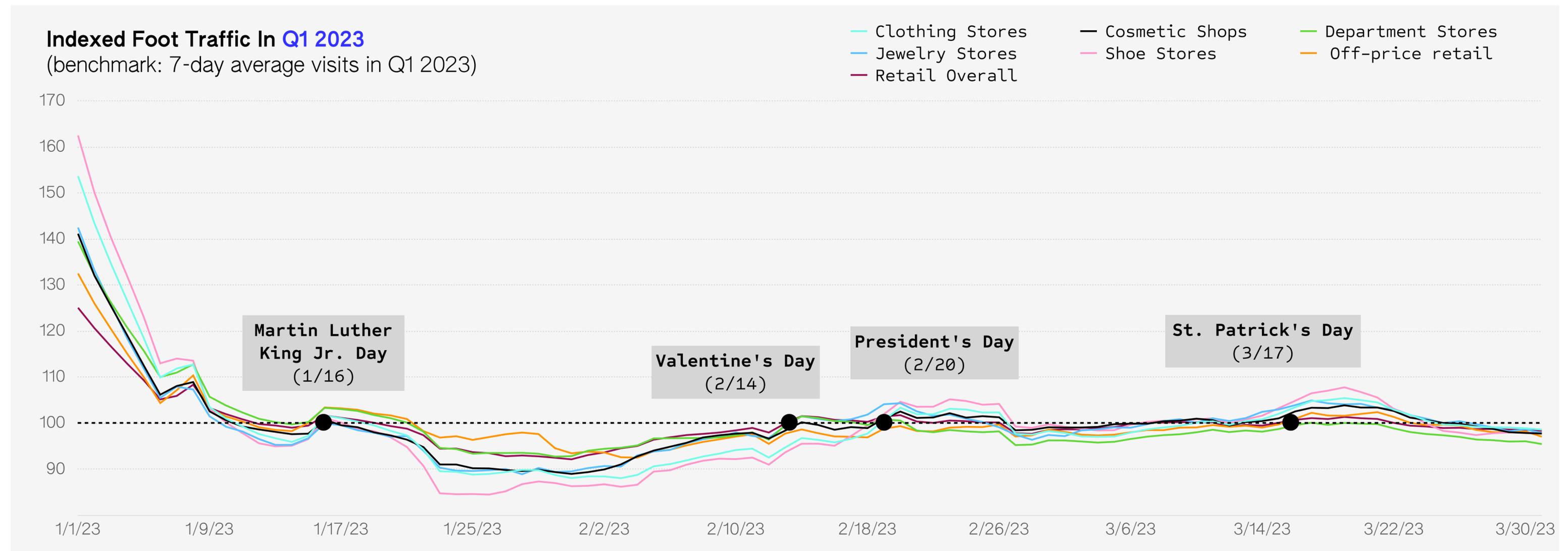


Chart illustrates indexed foot traffic to retail categories during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Retail traffic sees a boost as Americans shop for Valentine's Day necessities

For many retail categories, after everyday life resumes at the beginning of the year, Valentine's Day becomes the busiest shopping day of the quarter. **Grocery** and **big box stores** saw a +6-7% increase in traffic as Americans purchased ingredients for home-cooked Valentine's Day meals. **Discount stores** saw the greatest uptick of all (+10%), as cost-conscious celebrants likely shopped for last minute cards and chocolates.

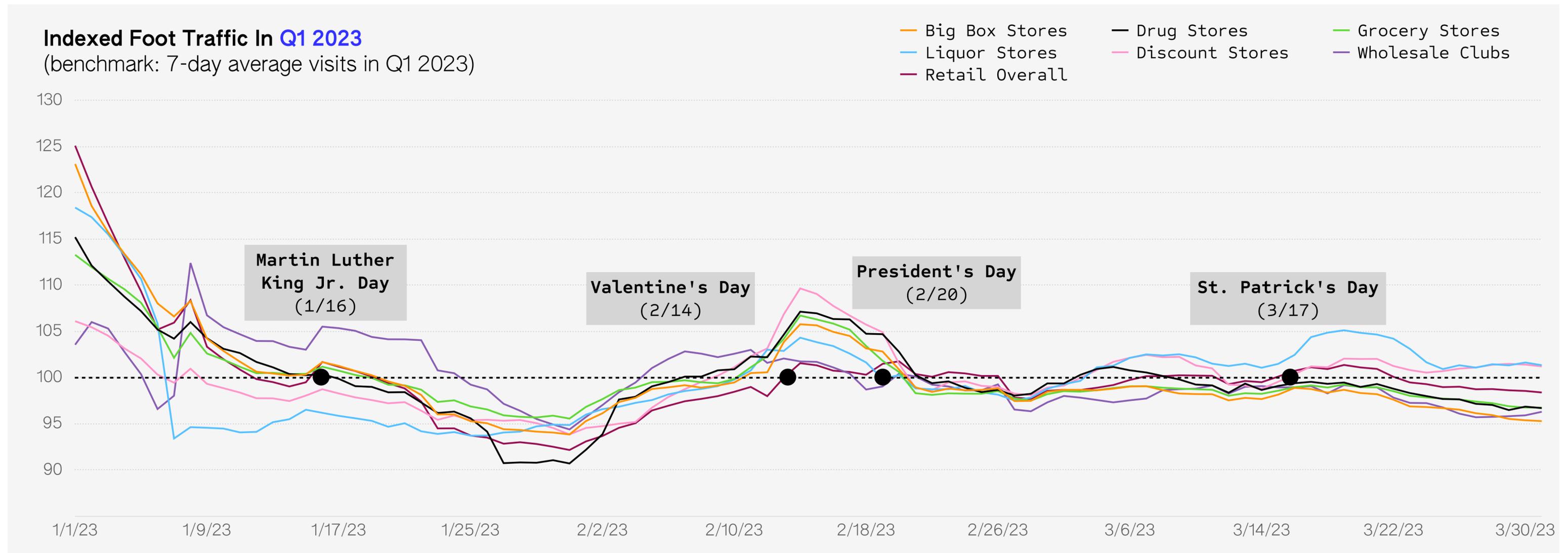


Chart illustrates indexed foot traffic to retail categories during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Home improvement takes off heading into Spring

For homeowners and renters, the holiday season was a popular time to purchase **furniture** and other home goods. The category started the year off with visitation **+21%** higher than benchmark, and continued to maintain above-benchmark visitation until late January. As the weather got warmer towards the end of the quarter, however, the focus turned to home improvement. **Hardware stores** began to see above-benchmark visitation in the days following **President's Day**, and maintained it through to the end of the quarter. While furniture stores ended the quarter with visitation **-5%** lower than benchmark, hardware stores ended March with visitation **+6%** higher than benchmark. As for stocking home offices, **office supply stores** started the quarter off with traffic **-2%** below benchmark, but saw more traffic than usual from early January to mid-February.

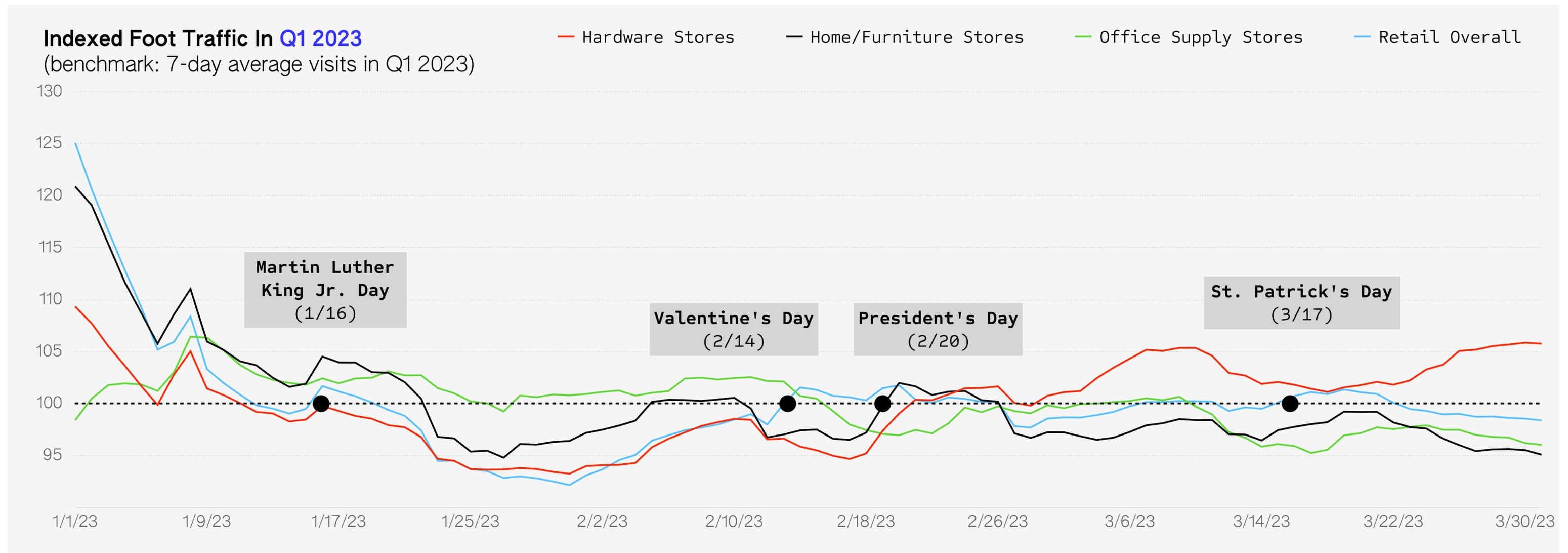
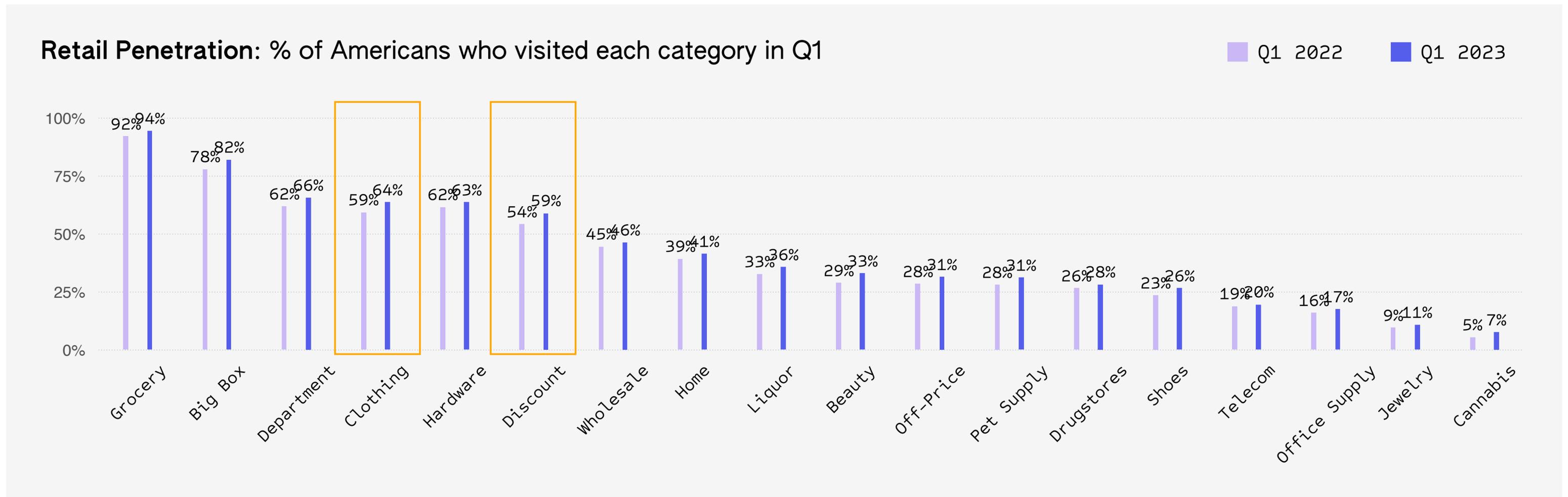


Chart illustrates indexed foot traffic to retail categories during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Fashion and bargains are top of mind for more Americans in Q1

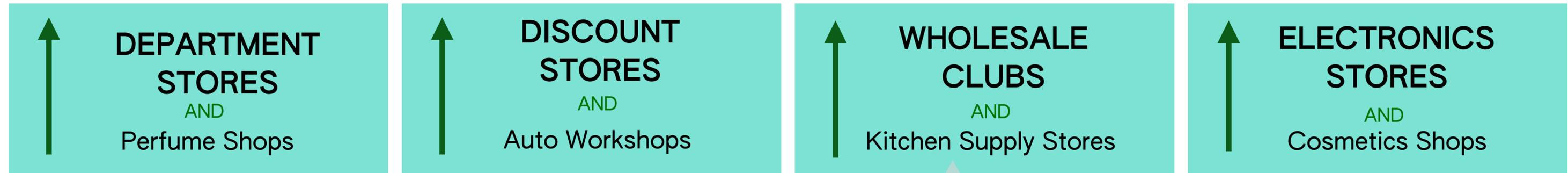
All retail stores saw an increase in the percentage of Americans who visited during Q1 2023, compared to Q1 2022. However, **clothing stores** and **discount stores** saw the largest increases in YoY penetration (+5 % points). This suggests that consumers are likely shopping for new outfits as they return to office, but are still cost-conscious, especially coming out of an expensive holiday shopping season.



Understand emerging trends & changes in consumer behavior over time

Leverage correlation data to understand evolving consumer preferences, identify emerging trends & opportunities, and capitalize on learnings to effectively reach new shopper audiences & more.

Q1 2023 vs Q1 2022: Increased foot traffic correlations



What could this mean?

Increased correlation between wholesale club visitation and foot traffic to kitchen supply stores could suggest that new homeowners are purchasing necessities in bulk.

Q1 2023 vs Q1 2022: Decreased foot traffic correlations



Capitalize on changes in consumer behavior: Where are Vans shoppers going more (or less) today?

As the return to office has grown, Americans have developed a greater need to update their wardrobes. Correlation data reveals where they are most likely to shop.

When comparing Q1 foot traffic correlations YoY, we saw an increase between **Vans** visitation and foot traffic to certain **clothing retailers** (LOFT, White House Black Market, Forever 21) popular with office professionals. This suggests that the sneaker chain is becoming more popular with an older, more professional audience.

At the same time, we saw decreased foot traffic correlations between Vans and streetwear retailers such as Zumiez and Hot Topic in Q1 YoY. These chains carry Vans shoes, indicating that streetwear shoppers are more likely to purchase Vans at these stores than make a visit to a separate Vans location.

Understanding YoY changes in audience can help brands, such as Vans, optimize their targeting strategies.

Q1 2023 vs Q1 2022:

Vans

Increased Correlations



WHITE HOUSE BLACK MARKET

MACY'S

FOREVER 21

LOFT

OLD NAVY

Decreased Correlations



HOT TOPIC

PACSUN

ZUMIEZ

CHAMPS SPORTS

Hospitality

Hospitality (dining + nightlife)

According to BLS data, in March 2023, food-away-from-home prices outpaced food-at-home prices, by 8.8% instead of 8.4% for the first time in 18 months. Even with the increased cost of dining out, restaurant sales increased +4.6% in Q1 2023, compared to Q4 2022.

Location data reveals other shifting patterns and preferences amongst Q1 2023 diners by venue type. Thus, it's imperative for F&B brands to understand emerging trends around how, when & where consumers are spending time & money in Q1 and beyond.

In this section, we'll take a closer look at distinct foot traffic patterns across the following dining and nightlife categories in Q1 2023:

1. Casual Dining
2. Coffee Shops
3. Fast Food
4. Nightlife Venues
5. Restaurants



Valentine's Day serves as a turning point for Q1 dining trends

With fridges filled with leftovers and newly set resolutions to eat better, dining out often declines early on in Q1. Within the first week of January, visitation dropped below benchmark for all food & beverage categories, with the exception of **casual dining** which reached that milestone slightly later on 1/9. Aside from an **MLK weekend** boost for casual dining restaurants (+2%), visitation to all categories remained below benchmark until **Valentine's Day**. **QSR** was the only category to not see above-benchmark visitation on Valentine's Day, but the long **President's Day** weekend provided a boost to fast food traffic. **St. Patrick's Day** led to another spike in traffic for most F&B categories, especially **nightlife venues**, which saw traffic increase to +12% above benchmark as revelers went out to celebrate the holiday.

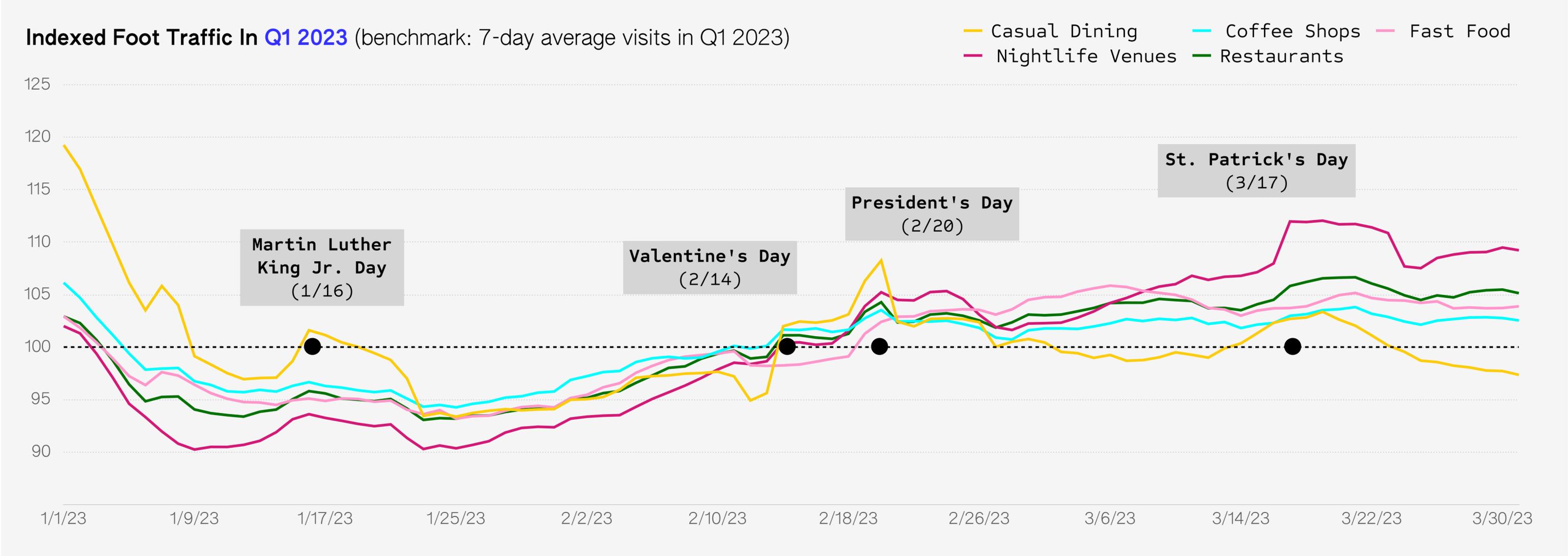


Chart illustrates indexed foot traffic to F&B categories during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Casual dining restaurants are becoming more reliant on holiday traffic

Holidays, especially those that provide a day off, are busy times for casual dining restaurants, as they give diners a reason to take the time to enjoy a sit-down meal. In Q1 2023, holidays had an even greater impact on casual dining than they did in Q1 2022. In 2023, **New Year's Day** led to casual dining visitation +19% higher than benchmark, up from +14% in 2022. Casual dining restaurants saw visitation +2% higher than benchmark on **Martin Luther King Jr Day** 2023, but saw traffic -4% lower than benchmark on the holiday in 2022 (1/17). **President's Day** led to traffic +8% above benchmark in 2023, but only +4% above benchmark in 2022 (2/21). After that holiday, though, casual dining restaurants did not see the same level of lift as they did in 2022, likely due to exorbitantly rising food prices.

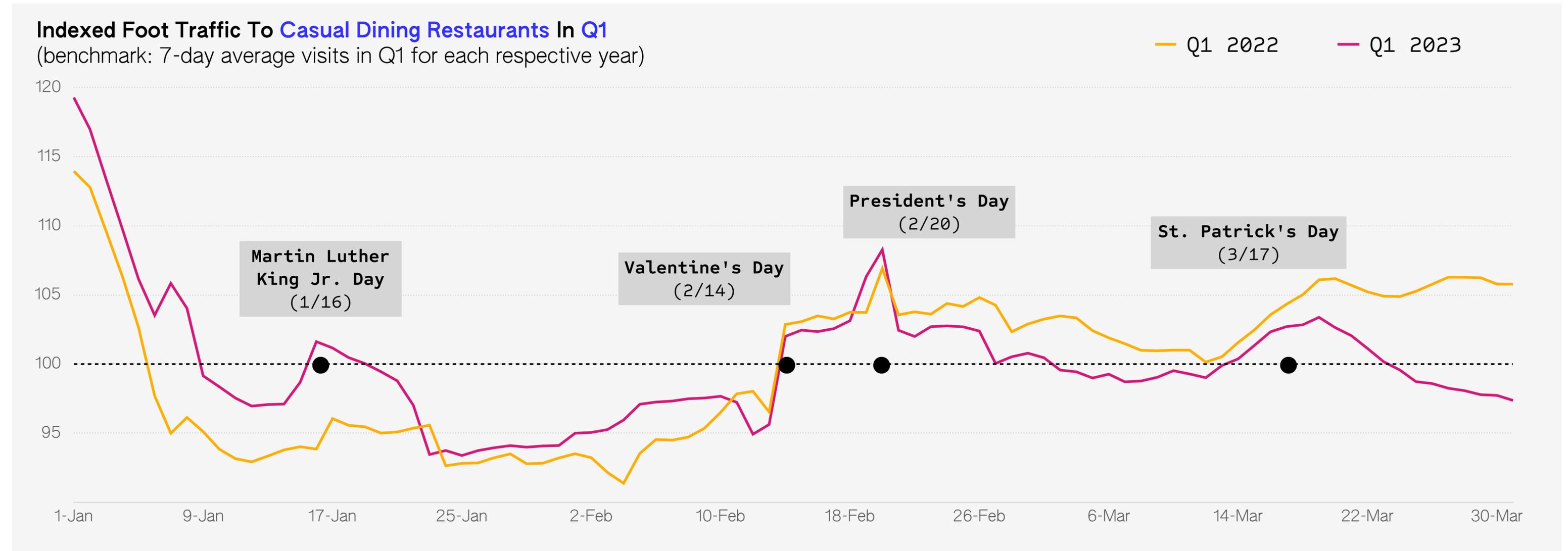


Chart illustrates indexed foot traffic to casual dining restaurants between January 1 - March 31 (2022, 2023), benchmarked to 7-day rolling average visitation for the overall category in Q1, for each respective year.

Americans gave into fast food cravings **earlier** in 2023 than in 2022

Throughout most of January 2023, fast food restaurants saw a greater decline in visitation from benchmark than they did in January 2022. However, in February 2023, traffic to QSRs increased more drastically and earlier than it did in the year prior. On February 8 2023, visitation to QSRs was **-1%** lower than benchmark, while on February 8 2022 visitation was **-6%** lower than benchmark, a **5 % point** difference in decline. This suggests that Americans may have had a harder time sticking to new year's health resolutions as inflation, increased the need for more affordable food options. However, the demand for fast food eventually plateaued throughout March.

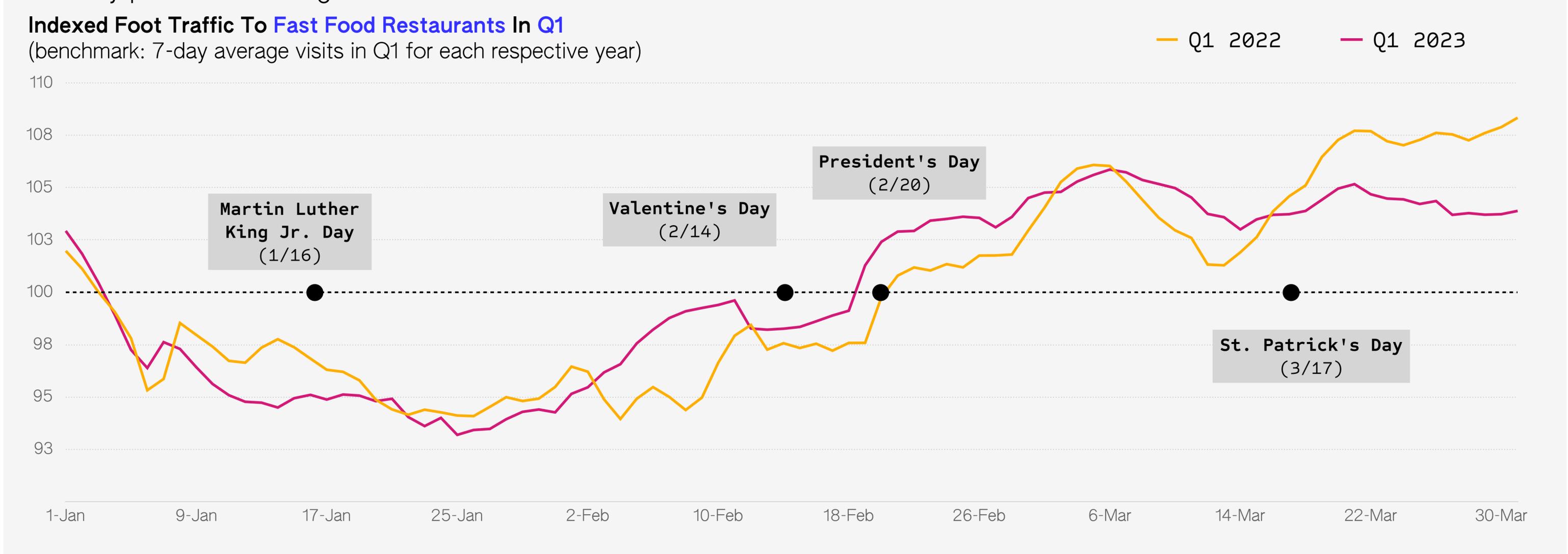


Chart illustrates indexed foot traffic to QSRs between January 1 - March 31 (2022, 2023), benchmarked to 7-day rolling average visitation for the overall category in Q1, for each respective year.

Q1 holidays lead nightlife to outpace QSR in visitation growth

Both **QSRs** and **nightlife** saw a decline in visitation throughout January 2023, however, that decline was much more significant for nightlife venues, likely due to winter weather encouraging Americans to stay indoors. From **Valentine's Day** through **President's Day** weekend, lift in nightlife visitation outpaced lift in QSR visitation, as Americans went out to celebrate the holidays, and for some, extra time off. This trend was seen again in mid-March, especially on **St. Patrick's Day**, as college students began to go on **Spring Break**, as more Americans went out partying and drinking .

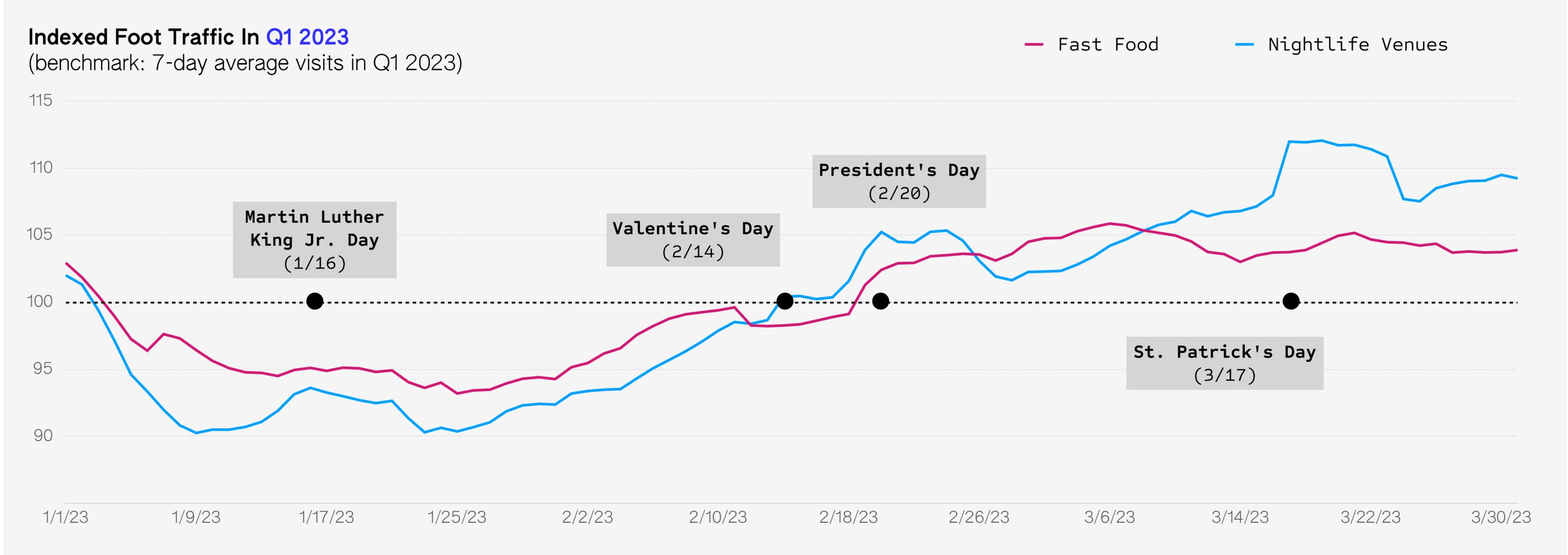


Chart illustrates indexed foot traffic to QSR & nightlife venues during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Nightlife venues see a greater lift in traffic than usual in the second half of Q1

From early January until mid-February 2023, nightlife venues saw a much steeper decline in visitation from benchmark than they did in 2022. With inflation adding extra motivation to spend less on alcohol, it's likely that Americans were more likely to stick to sober resolutions this year. From **President's Day** onward, those resolutions seem to have waned, as nightlife venues saw greater lift in traffic in the second half of Q1 2023 than they did in the latter half of Q1 2022.

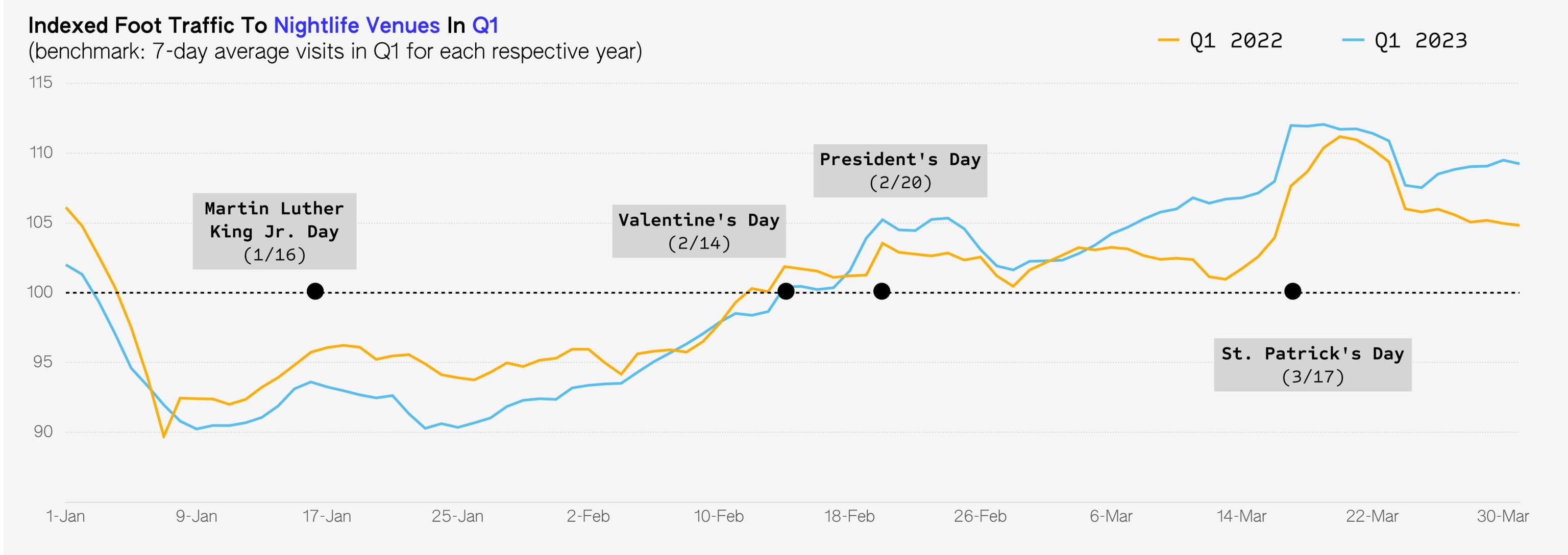
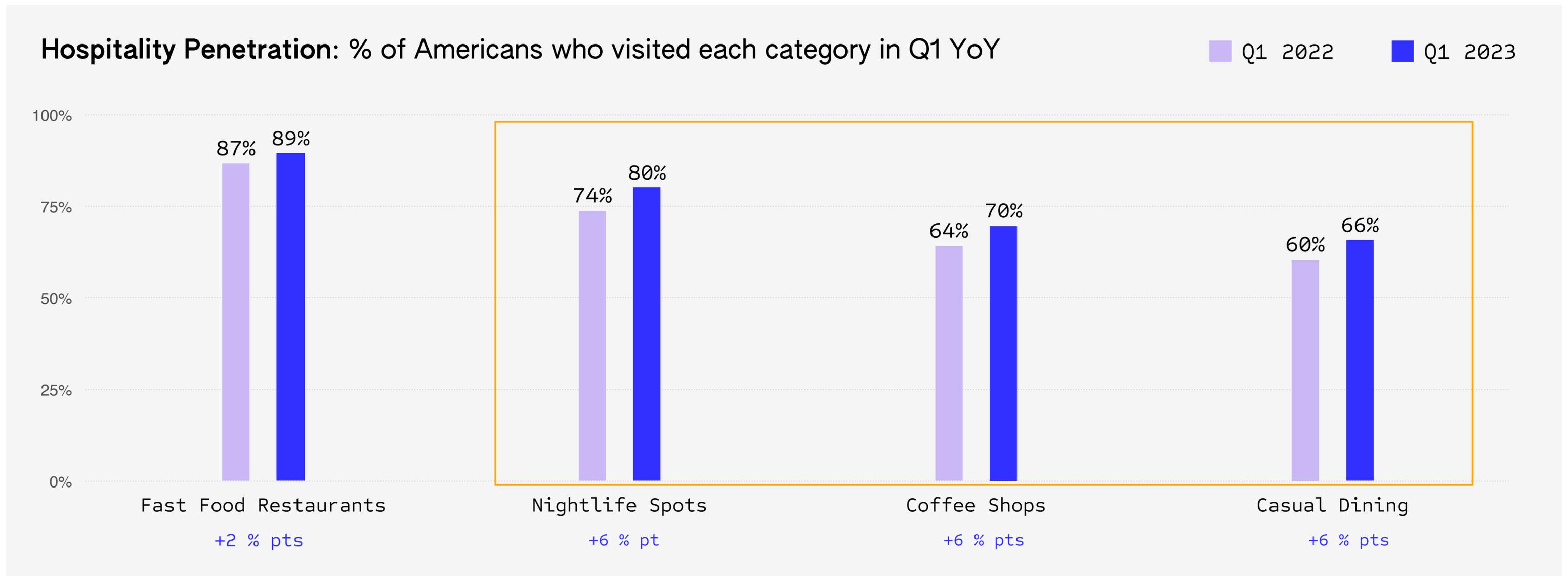


Chart illustrates indexed foot traffic to nightlife venues between January 1 - March 31 (2022, 2023), benchmarked to 7-day rolling average visitation for the overall category in Q1, for each respective year.

QSR is the most popular dining category, but others are on the rise

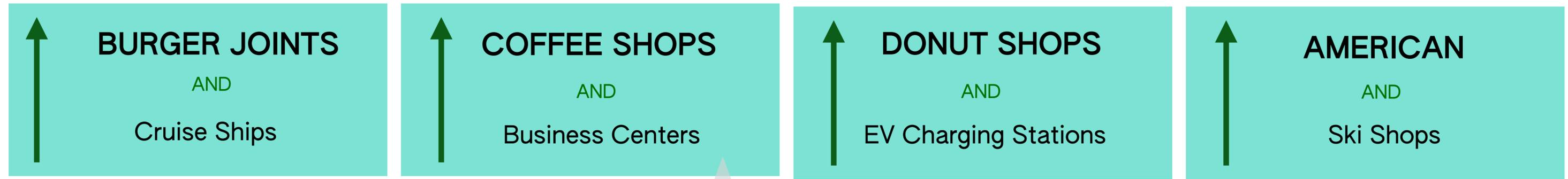
In Q1 2022, **QSRs** saw the greatest penetration of any dining category, with **87%** of Americans visiting fast food restaurants during the quarter. In Q1 2023, this percentage rose even higher, increasing to **89%**. However, other dining categories are catching up and saw much greater growth in Q1 penetration YoY. **Nightlife spots, coffee shops, and casual dining restaurants** all saw a **+6 %** point increase in penetration between Q1 2022 and Q1 2023.



Understand emerging trends & changes in consumer behavior over time

Leverage correlation data to understand evolving consumer preferences, identify emerging trends & opportunities, and capitalize on learnings to effectively reach new F&B audiences & more.

Q1 2023 vs Q1 2022: Increased foot traffic correlations



What does this mean?

Increased correlation between coffee shop visitation and foot traffic to business centers could suggest that there is an increased demand for caffeine as business professionals return to offices.

Q1 2023 vs Q1 2022: Decreased foot traffic correlations



Capitalize on changes in consumer behavior: Where else are your customers going out to eat?

FSQ data revealed an **increased** foot traffic correlation between Pizza Hut and many of the nation's most popular QSR and casual dining chains — suggesting a **growing affinity for pizza** amongst QSR & casual dining restaurant patrons in recent months. So, it should come as no surprise that a recent Food Network* survey revealed that pizza is in fact America's favorite food.

What's more, pizza chains are continuing to expand their menu offerings to cater to consumers' evolving dietary preferences (including vegan and gluten-free pizza options), further positioning them to gain share from other QSR competitors. Thus, it's crucial for QSR brands to keep a pulse on emerging consumer trends to retain loyal customers.

What does this mean?

Understanding YoY changes in foot traffic correlations can help QSRs, and casual dining chains, anticipate consumer demand, adjust marketing strategies & more!



Travel & Transportation

Q1 trends in travel & transportation

According to American Express' recent performance report, airline spending increased +60% in Q1 2023, compared to Q1 2022. This rise was aided by the return of business travel. Companies spent 85% more on air travel in Q1 2023 than they did in Q1 2022.

Location data reveals shifting patterns and preferences amongst Q1 travelers. Thus, it's imperative for travel & hospitality brands to understand emerging travel trends and key audiences in Q1 and beyond, from luxury travelers to electric vehicle owners.

In this section, we'll take a closer look at foot traffic patterns across the following travel & hospitality categories in Q1 2023:

1. Airports
2. Auto Dealerships
3. Auto Shops
4. Convenience Stores
5. EV Charging Stations
6. Gas Stations
7. Hotels
8. Metro Stations
9. Rental Car Services
10. Resorts



After the holiday season, travel takes a break until President's Day

At the start of Q1, the majority of travel categories saw a decline in visitation as holiday breaks wrapped up and everyday life resumed. **Resorts** saw the biggest drop of all, as the category had started the quarter with visitation +23% higher than benchmark. **Airports, rental car locations, and metro stations** were the only categories to see increases at the start of the quarter, as people traveled back home from holiday destinations. From mid-January onward, all travel categories saw below-benchmark visitation, but **President's Day** weekend led to a travel surge, as people took advantage of the first 3-day weekend of the year. Though visitation dipped again by the start of March, traffic remained above-benchmark, except in the case of resorts, indicating a prevalence of shorter trips. Travel categories saw the biggest uptick of Q1 around **St. Patrick's Day**, as Spring Break season started around mid-March.

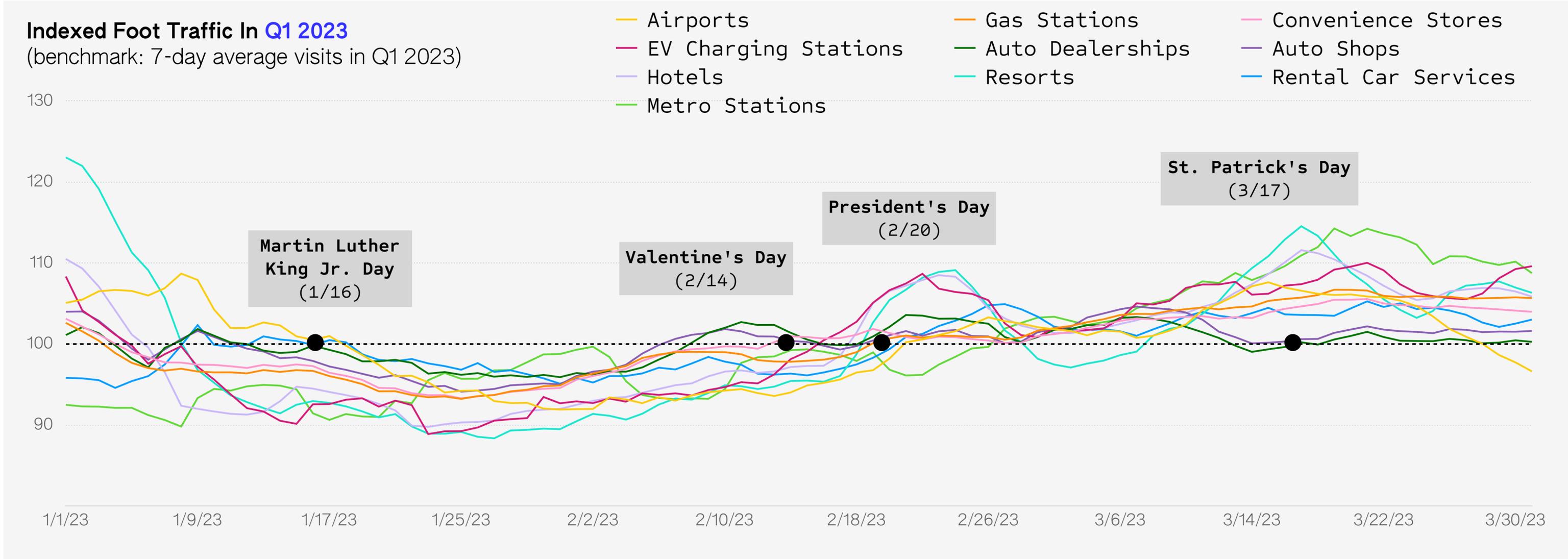


Chart illustrates indexed foot traffic to travel & transportation categories during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Airports are busiest at the start of Q1 as holiday travel rises

While fluctuation in airport visitation has remained somewhat consistent YoY, there was a significant change in trend between Q1 2022 and Q2 2023. The busiest time for airports in Q1 2022, was **St. Patrick's Day**, with traffic peaking at +15% higher than benchmark. The second busiest day for airports in Q1 2023 was 3/15, 2 days before St. Patrick's Day, with traffic reaching +8% higher than benchmark. The overall busiest day for airports in Q1 2023, however, was 1/8, when airports saw visitation +9% higher than benchmark, due to people **flying back home from holiday vacations**. Until mid-February 2023, airports also saw a much smaller decline in visitation than they did in 2022. This suggests that Americans are traveling earlier in the year, instead of saving vacations for later in the quarter.

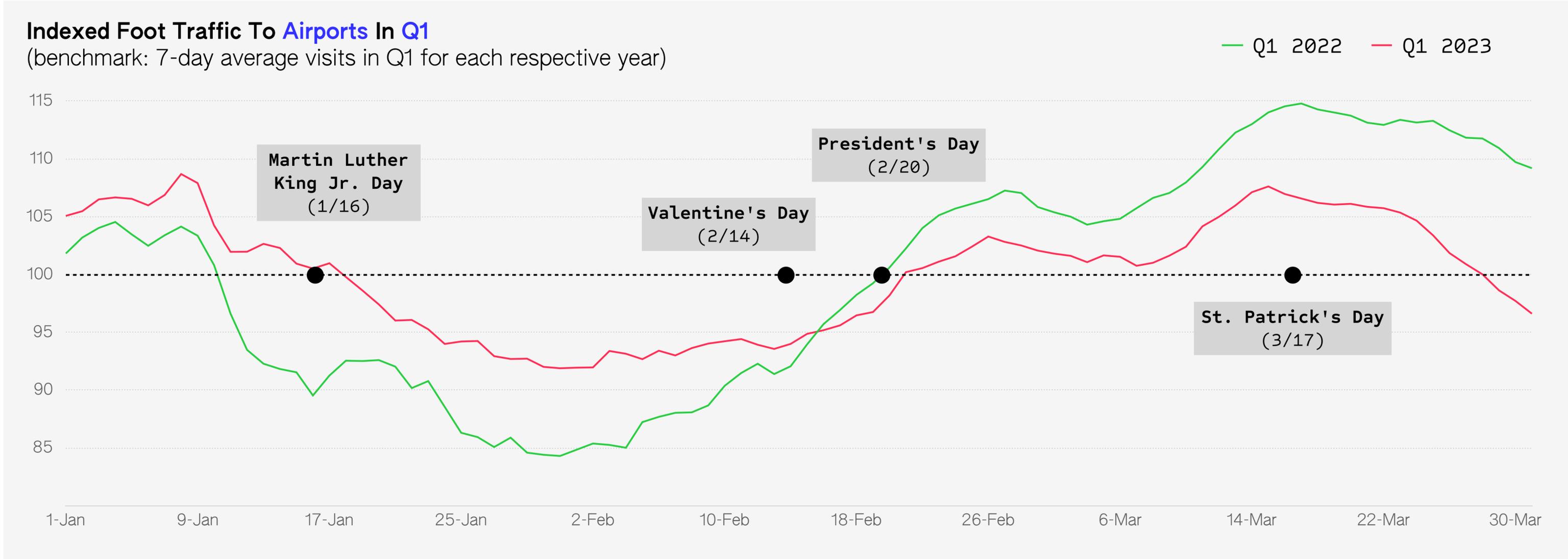


Chart illustrates indexed foot traffic to airports between January 1 - March 31 (2022, 2023), benchmarked to 7-day rolling average visitation for the category in Q1 of each respective year.

Americans are likely to stay closer to home during Q1 holiday breaks

Airports took a bit longer than **hotels & resorts** to see a decline in visitation at the start of Q1, and even when airport visitation did decline, it did so to a smaller extent compared to hotels & resorts. This signals that Americans may have continued to travel for work or to visit loved ones, as opposed to vacations at the start of the quarter. Hotels & resorts saw a major uptick in traffic around **President's Day**, though, seeing above-benchmark visitation during the holiday weekend and the week following. Airports did not see that rise above benchmark until later in the week, suggesting that Americans may have chosen to vacation at destinations within driving distance or accessible by train / bus. Airport visitation saw an uptick around the same time as hotel & resort visitation at the start of **Spring Break** season, but it soon plateaued and dropped as hotel & resort visitation continues to rise, suggesting a similar trend of vacationers staying relatively local.

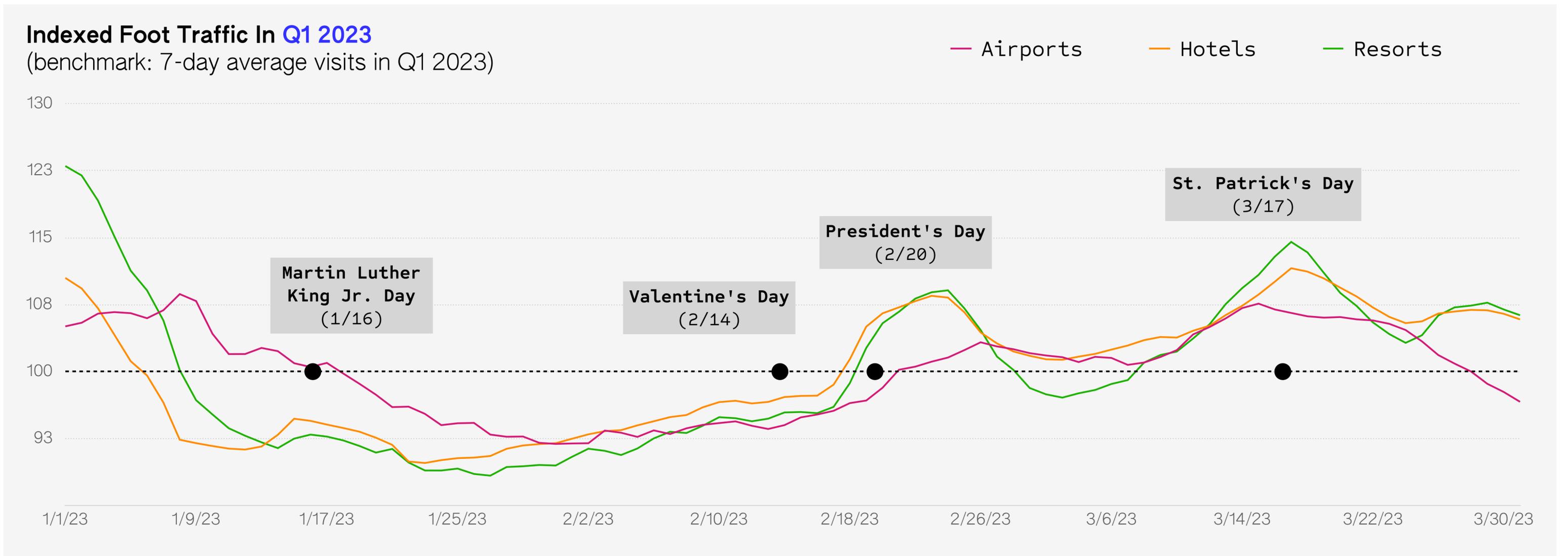


Chart illustrates indexed foot traffic to travel & hospitality categories during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

EV charging stations see the most visitation around holidays

Looking at Q1 foot traffic trends, **EV charging station** visitation appears to be heavily influenced by holiday breaks. Coming out of the holiday season, EV charging stations started the quarter off with visitation +8% higher than benchmark, and had the greatest decline of any category, with visitation dropping -11% below benchmark on 1/23. The category saw a massive uptick during the week of President's Day, with visitation reaching +9% above benchmark on 2/22. The category saw an even higher lift in visitation during March, peaking at +10% above benchmark on 3/21. While **convenience store** visitation trended closely to **gas station** visitation throughout the quarter, the same similarity wasn't seen with EV charging stations, suggesting that electric vehicle owners are more likely to purchase food and necessities elsewhere. Convenience stores interested in capturing this growing audience should consider opening locations closer to EV charging stations.

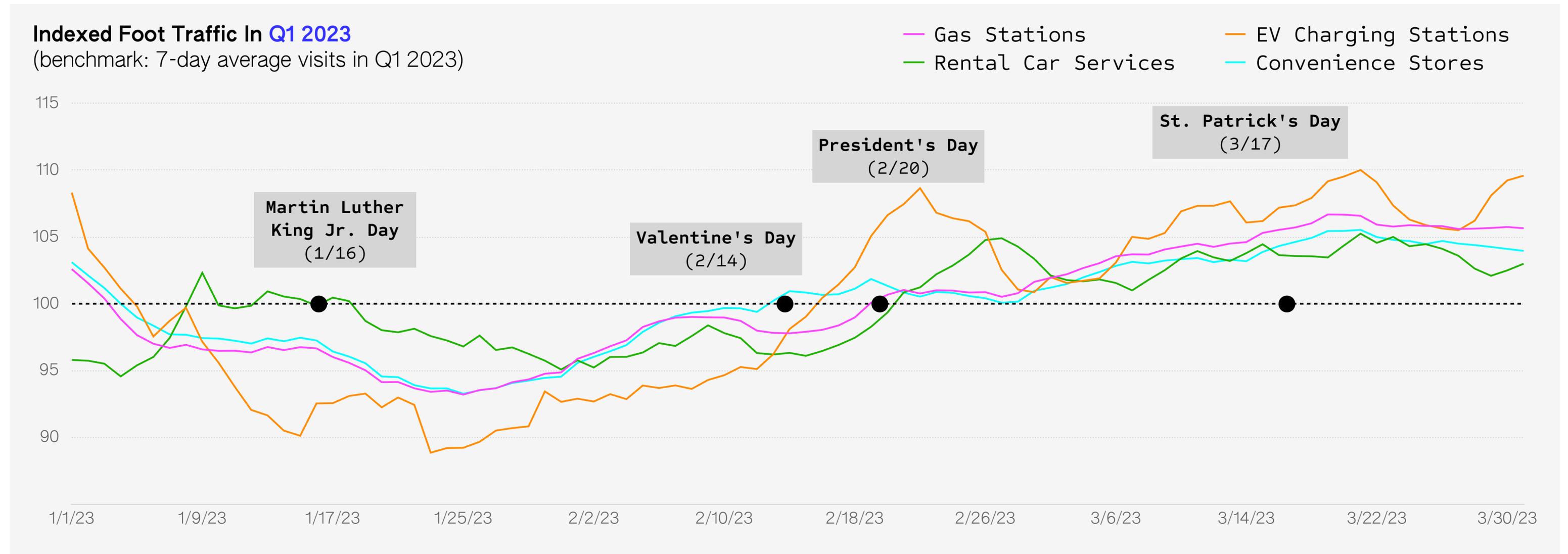


Chart illustrates indexed foot traffic to travel & hospitality categories during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

EV charging station visitation is sustaining throughout the end of Q1

Comparing foot traffic to EV charging stations in Q1 2022 and Q1 2023, we see similar fluctuations in visitation. However, a noticeable difference between the two years, is that in Q1 2023, visitation didn't drop below benchmark following the **President's Day** surge as it did in Q1 2022 – instead it kept rising in early March. This suggests that even though President's Day brought a greater lift in traffic to EV charging stations in Q1 2023 than Q1 2022 – perhaps due to a greater number of EVs on road trips during the holiday weekend – visitation isn't as reliant on holiday breaks as in the year prior.

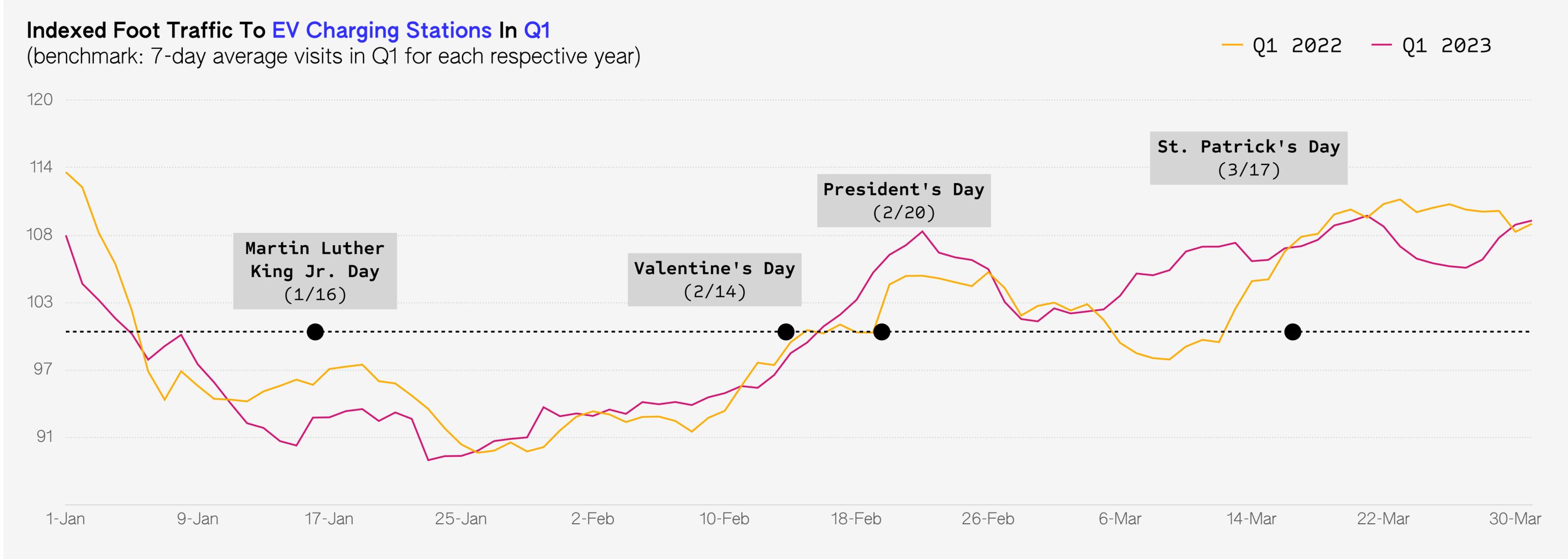


Chart illustrates indexed foot traffic to EV charging stations between January 1 - March 31 (2022, 2023), benchmarked to 7-day rolling average visitation for the category in Q1 of each respective year.

Americans are working on their cars ahead of Spring road trips

Auto dealerships and auto shops follow similar trends of visitation throughout Q1, suggesting that Americans are likely to get any necessary auto improvements done around the time they buy a new car. However, auto dealerships see their Q1 peak earlier in the quarter (+4% on 2/21) than auto shops which see greater lift throughout March, peaking on 3/7 (+5%). It's possible that Americans are securing new cars early on in the quarter, and then making any necessary repairs & adjustments closer to the start of Spring roadtrips. In our recent [Auto Buyer's Journey report](#), we uncover what auto dealerships need to know about potential customers.

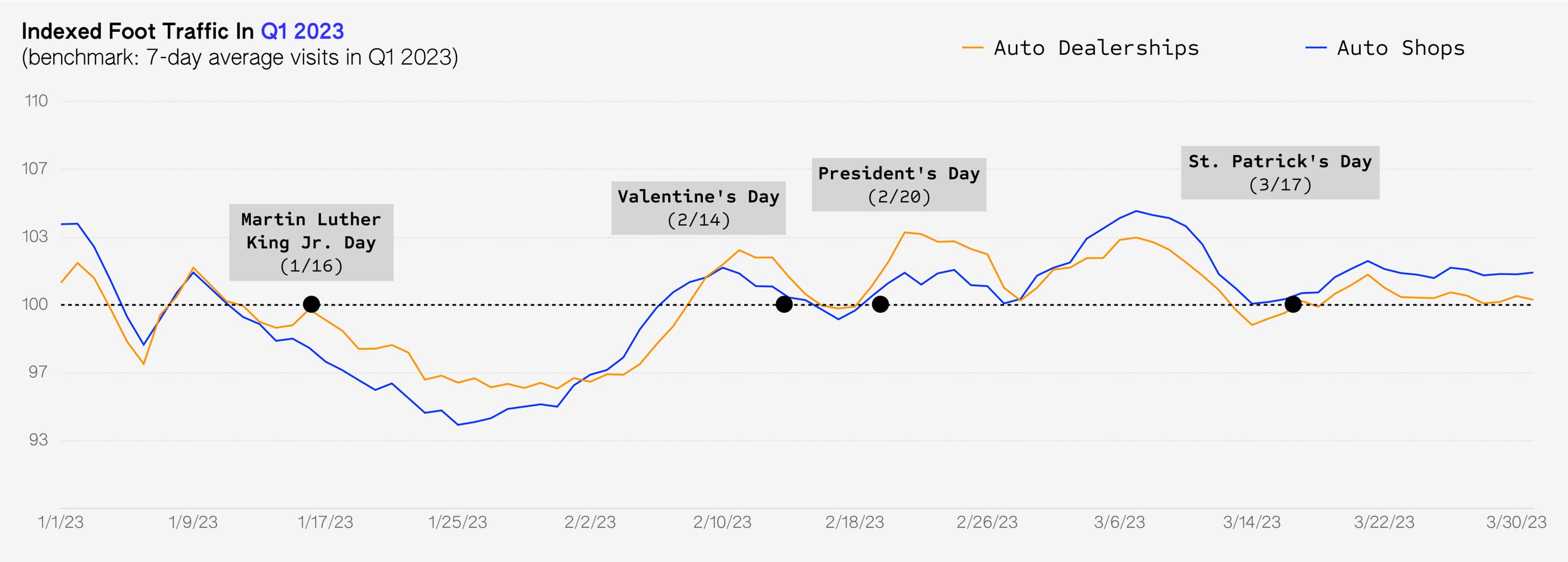
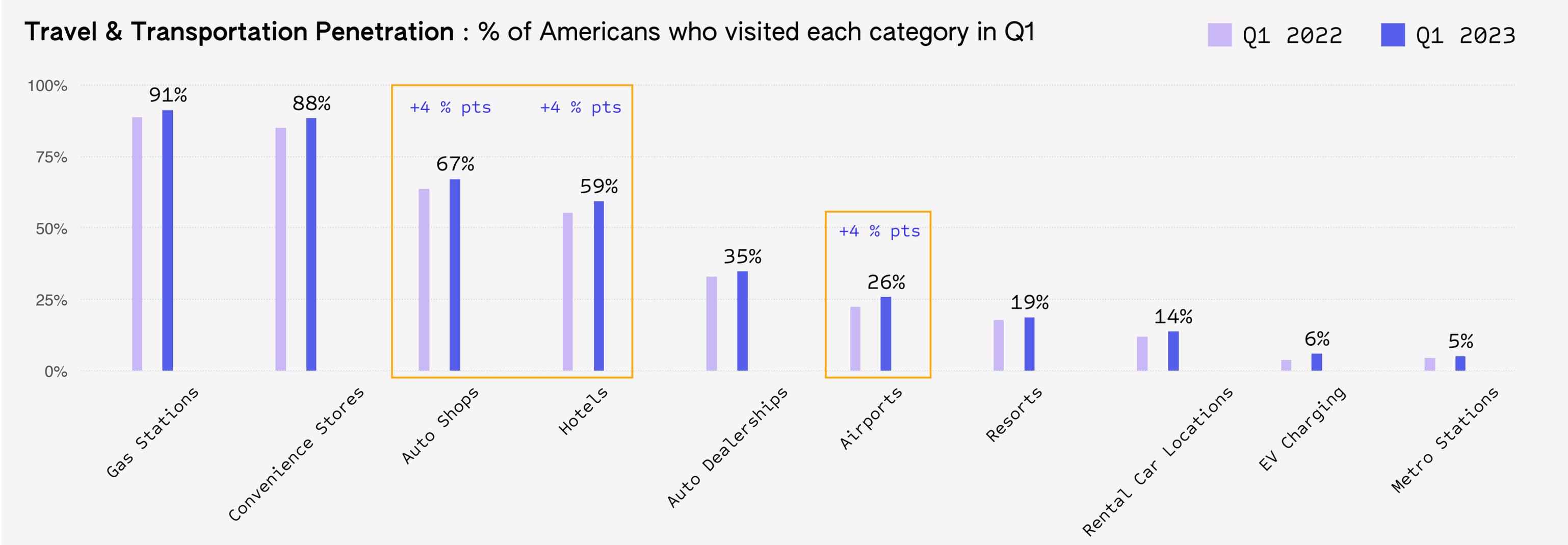


Chart illustrates indexed foot traffic to auto shops & dealerships during Q1 2023 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

A greater percentage of Americans are traveling in Q1

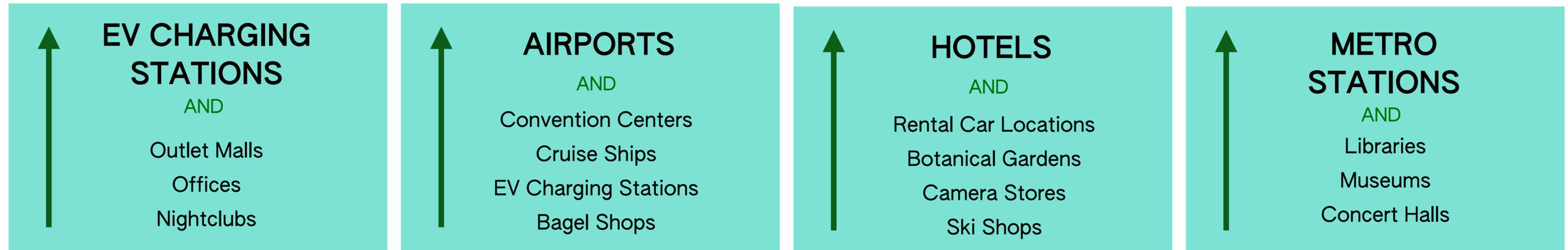
In Q1 2023, all travel & transportation categories saw an increase in penetration compared to Q1 2022, indicating that a greater percentage of Americans traveled at the start of this year. **Auto shops, hotels, and airports** saw the greatest YoY increases, all seeing a rise in penetration of **+4 % points** in Q1 2023. This suggests that more Americans are traveling both near and far.



Understand emerging trends & changes in consumer behavior over time

Leverage correlation data to understand evolving consumer preferences, identify emerging trends & opportunities, and capitalize on learnings to effectively reach new travel audiences & more.

Q1 2023 vs Q1 2022: Increased foot traffic correlations



Q1 2023 vs Q1 2022: Decreased foot traffic correlations



What could this mean?

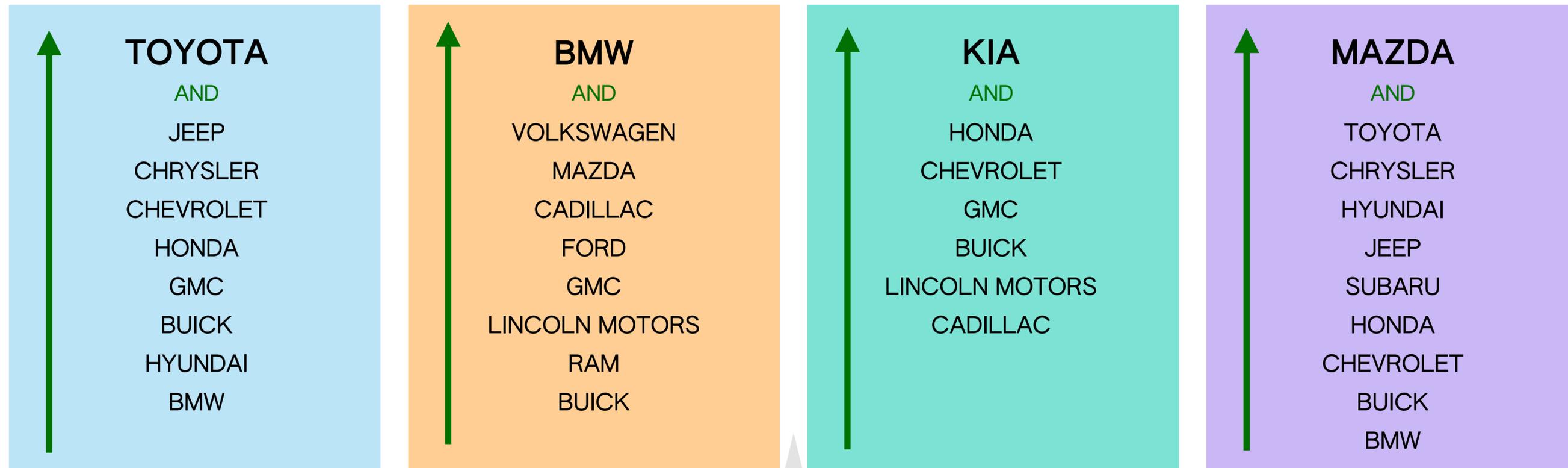
Decreased correlation between **gas station** visitation and foot traffic to **big box stores** could suggest that shoppers are saving on gas by getting the bulk of their shopping done at one place.

Align with travelers' evolving brand preferences

Leverage correlation data to identify emerging trends & opportunities, and leverage learnings to reach relevant audiences, optimize media spend, inform site selection strategy, identify partnership opportunities & more.

How To Read: In Q1 2023, FSQ data reveals an increased correlation in foot traffic to **Toyota** and certain **competitors** (Jeep, Chrysler) compared to Q1 2022.

Q1 2023 vs Q1 2022: Increased correlations:



What could this mean?

Save media dollars on conquering; Correlation data reveals which competitors an auto brand's auto-intender audience was more likely to consider when shopping for a new vehicle in Q1 2023 vs. Q1 2022

Entertainment

Entertainment

Imax Theaters recently reported its best first quarter ever in Q1 2023. The company reported \$86.9 million in quarterly revenue – higher than the \$77.5 million projected by Wall Street, and a +45% increase from Q1 2022. This record performance signals that, even with the prevalence of streaming, Americans are craving real-world experiences, such as seeing a film on the big screen.

Thus, it's imperative for entertainment brands to understand emerging trends and key audiences in Q1 and beyond, from frequent moviegoers to sports fans.

In this section, we'll take a closer look at foot traffic patterns across the following [entertainment categories](#) in Q1 2022:

1. [Casinos](#)
2. [Movie Theaters](#)
3. [Theme Parks](#)
4. [Music Venues](#)
5. [Stadiums](#)



President's Day weekend marks the return of entertainment spending

Movie theaters and theme parks started the year off with elevated levels of visitation (+29% and +49%, respectively), indicating that they were popular forms of entertainment during holiday breaks. However, visitation to both categories dropped below benchmark by mid-January as people returned to work and school. In contrast, music venues and stadiums began the year with below-benchmark, suggesting that Americans opted to enjoy other activities during the break. All entertainment categories saw above benchmark visitation during the week of President's Day, as school closures during the week allowed more time for entertainment. With the exception of theme parks, which saw visitation drop as low as -17% below benchmark shortly after, all entertainment categories maintained benchmark or above visitation through to the end of the quarter. By St. Patrick's Day and the start of Spring Break season, however, all categories saw above-benchmark visitation as better weather allowed for more outdoor fun.

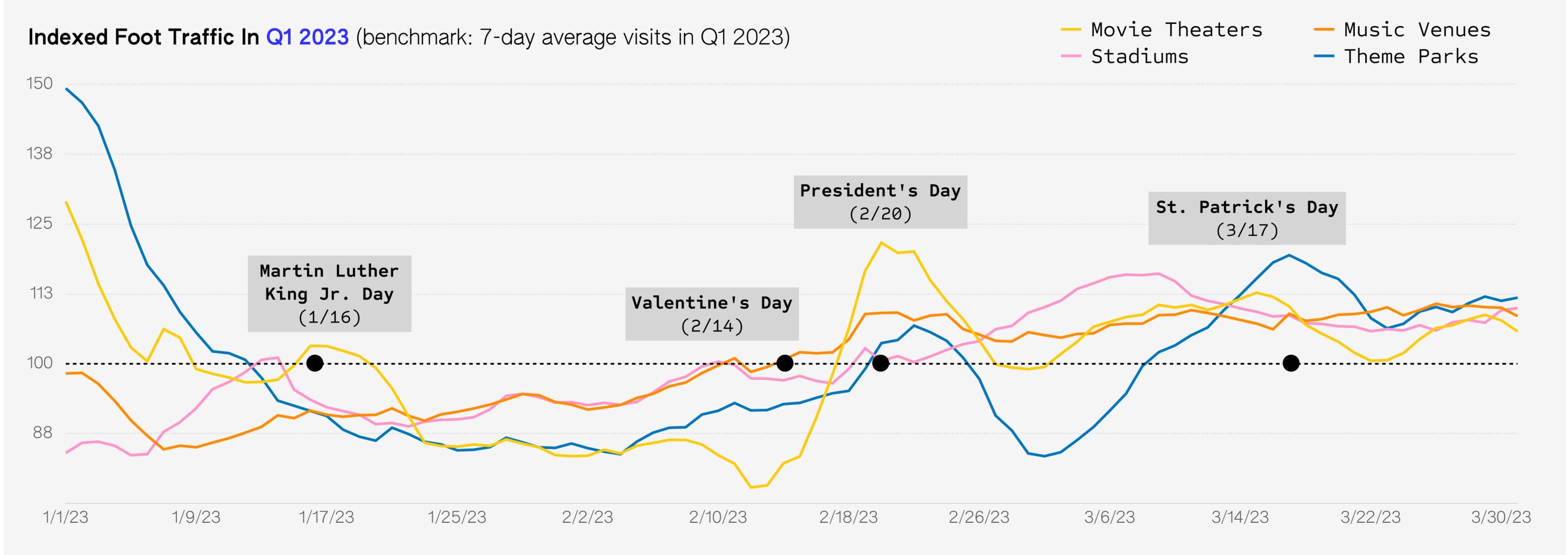


Chart illustrates indexed foot traffic to entertainment venues during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Holidays provide a boost to theme park visitation

Theme park visitation dropped drastically throughout January as people had less time to visit, and many parks closed for the winter season. Foot traffic rose above benchmark again during the week of **President's Day**, with visitation **+7%** above benchmark on 2/22. Visitation rose again in mid-March, peaking at **+19%** above benchmark on **St. Patrick's Day**. Foot traffic remained above benchmark through the end of the quarter as schools went on **Spring Break** and better weather ensued.

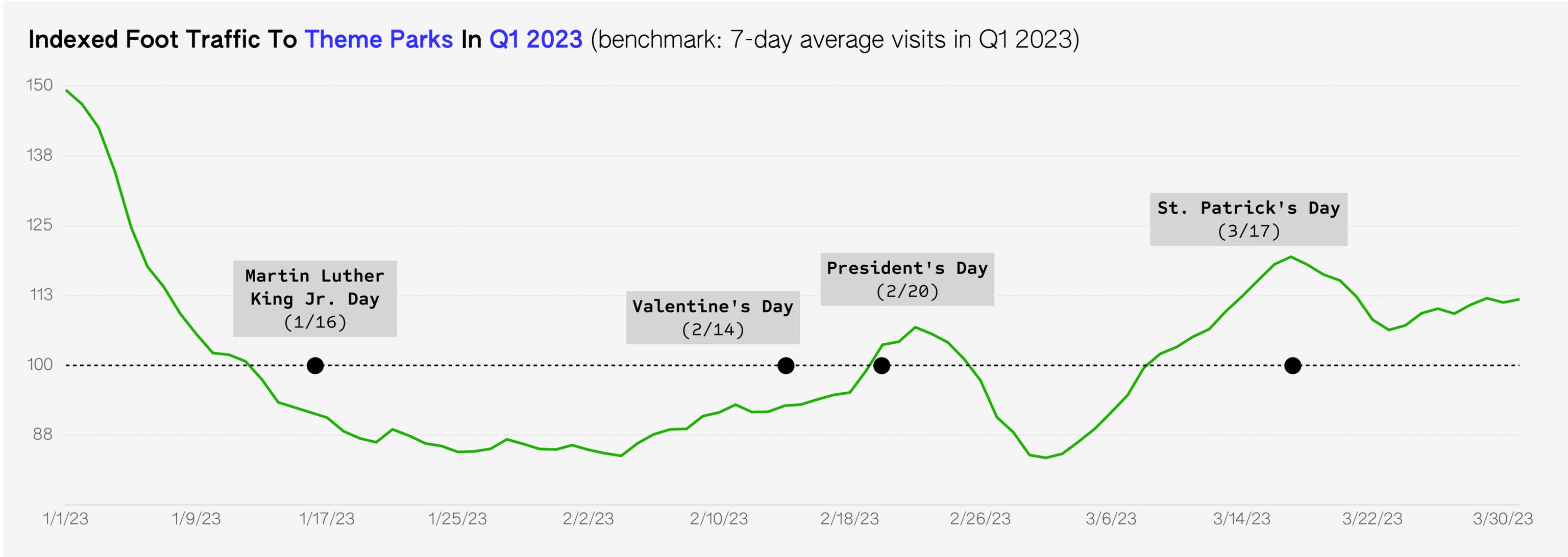


Chart illustrates indexed foot traffic to theme parks during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Blockbusters accelerate holiday movie theater visitation

Movie goers often rush to theaters following the release of major motion pictures, and time off [from school & work] during holiday breaks tends to drive this surge up even more. During Q1 2023, the largest spike in movie theater visitation occurred on **President's Day**. The release of [Antman and the Wasp: Quantumania](#) the Friday before (2/17) led movie theaters to see visitation pick up +22% above benchmark on the holiday. Theater upticks were also seen during **MLK Day** (+3%) and the week of **St. Patrick's Day** (+3% on 3/15).

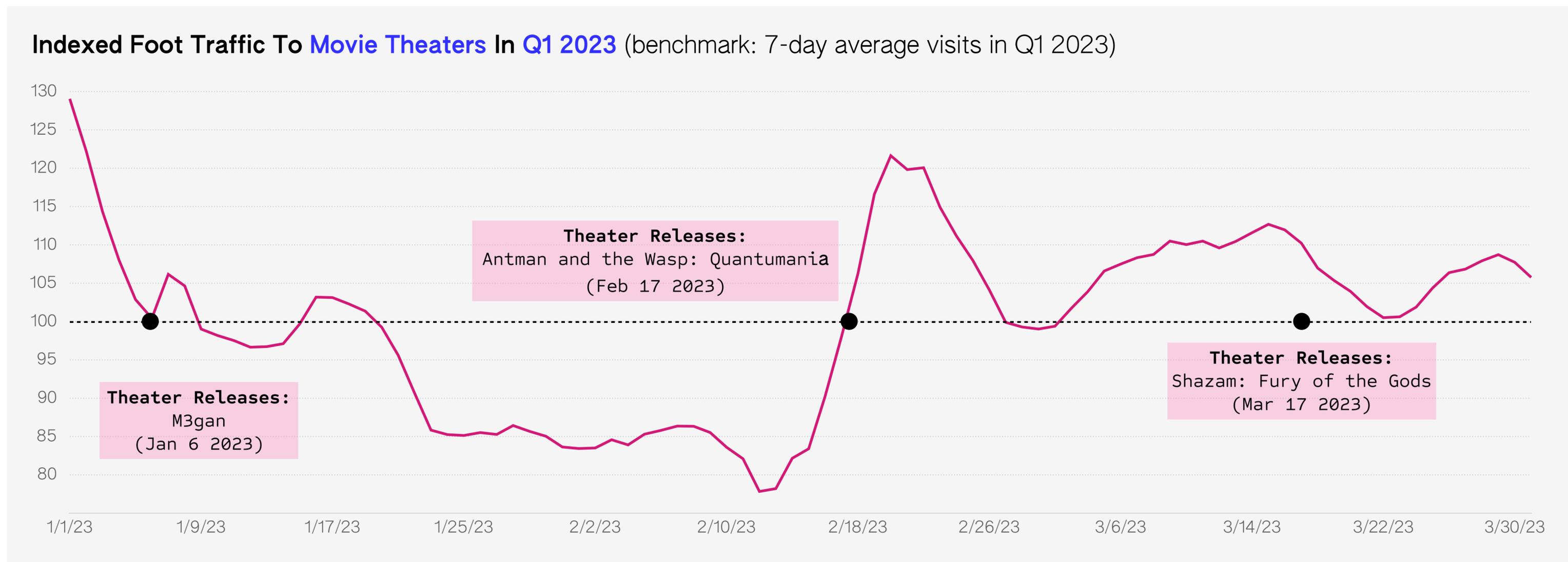


Chart illustrates indexed foot traffic to movie theaters during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Concerts and sporting events see greater attendance closer to Spring

Visitation to **music venues** and **stadiums** remained below benchmark for the vast majority of the first half of Q1. Music venue visitation rose above benchmark on 2/14, likely due to people celebrating **Valentine's Day** with live concert experiences. We saw this uptick occur to an even greater extent during **President's Day** weekend and the week following. Stadium visitation skyrocketed in early March, coinciding with the start of **March Madness**. Better weather at the start of Spring also allowed for more events at outdoor venues.

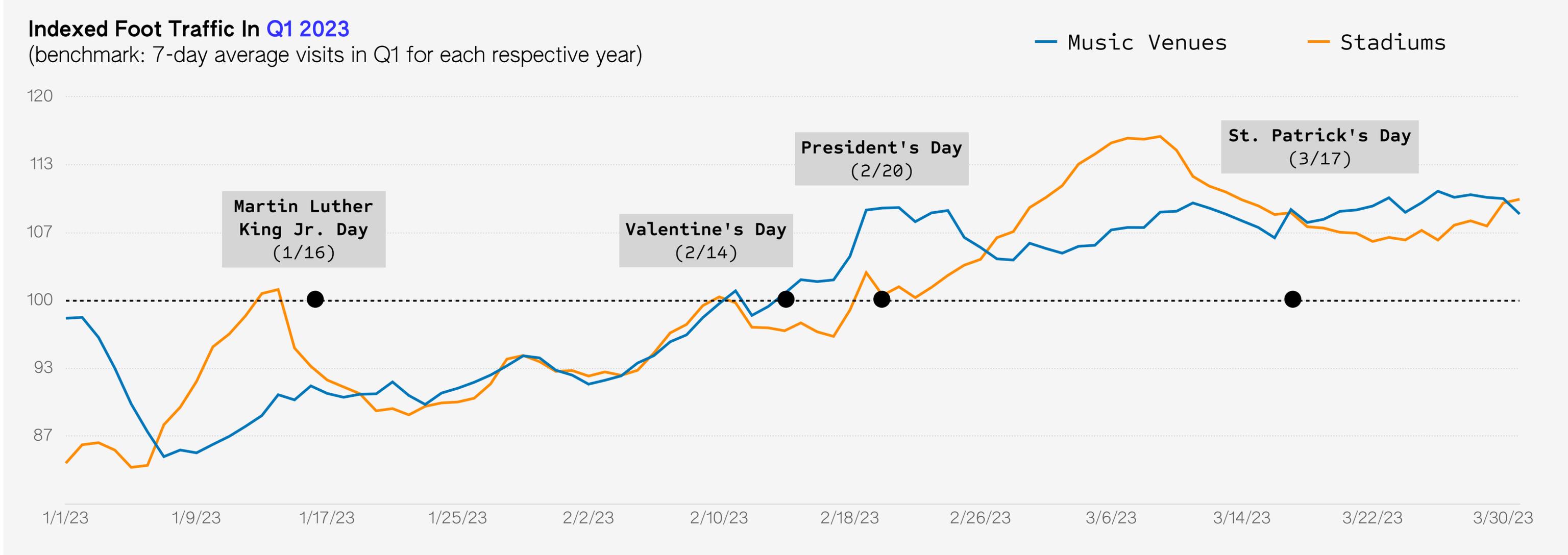
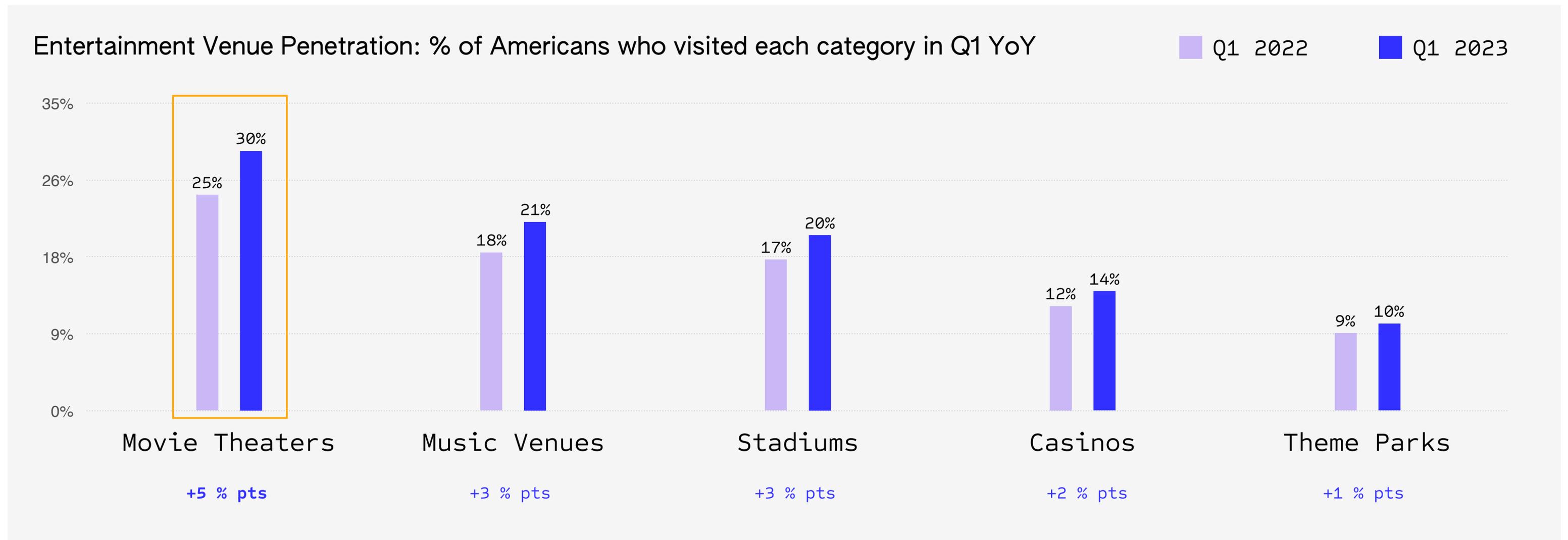


Chart illustrates indexed foot traffic to concert venues & stadiums during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Americans are packing movie theaters more than before

All entertainment categories saw an increase in penetration in Q1 2023 compared to Q1 2022, suggesting a greater percentage of the American population was hungry for real-world experiences despite the wintry weather. **Movie theaters** saw the greatest increase in penetration of all (+5 % points), indicating that even with the rise of streaming, movie goers still enjoy the experience of going to the theater.

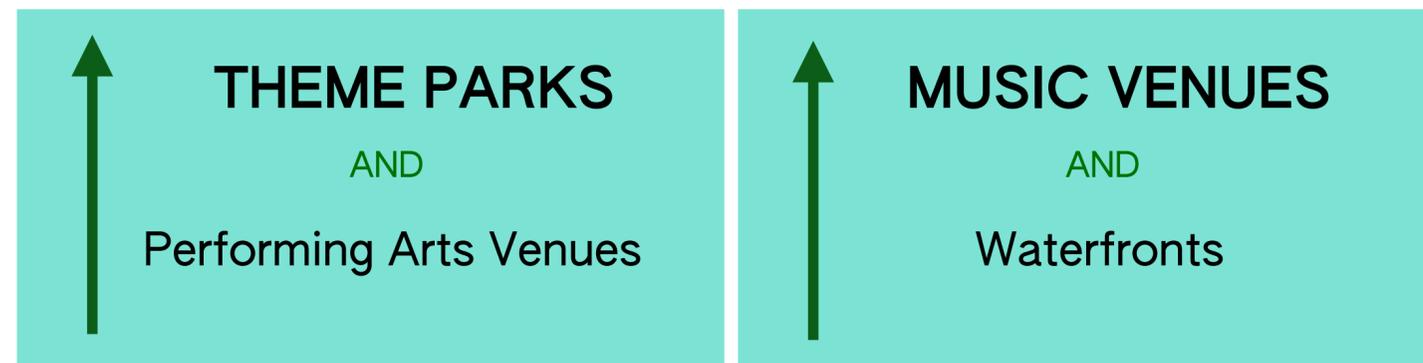


Understand emerging trends & changes in consumer behavior over time

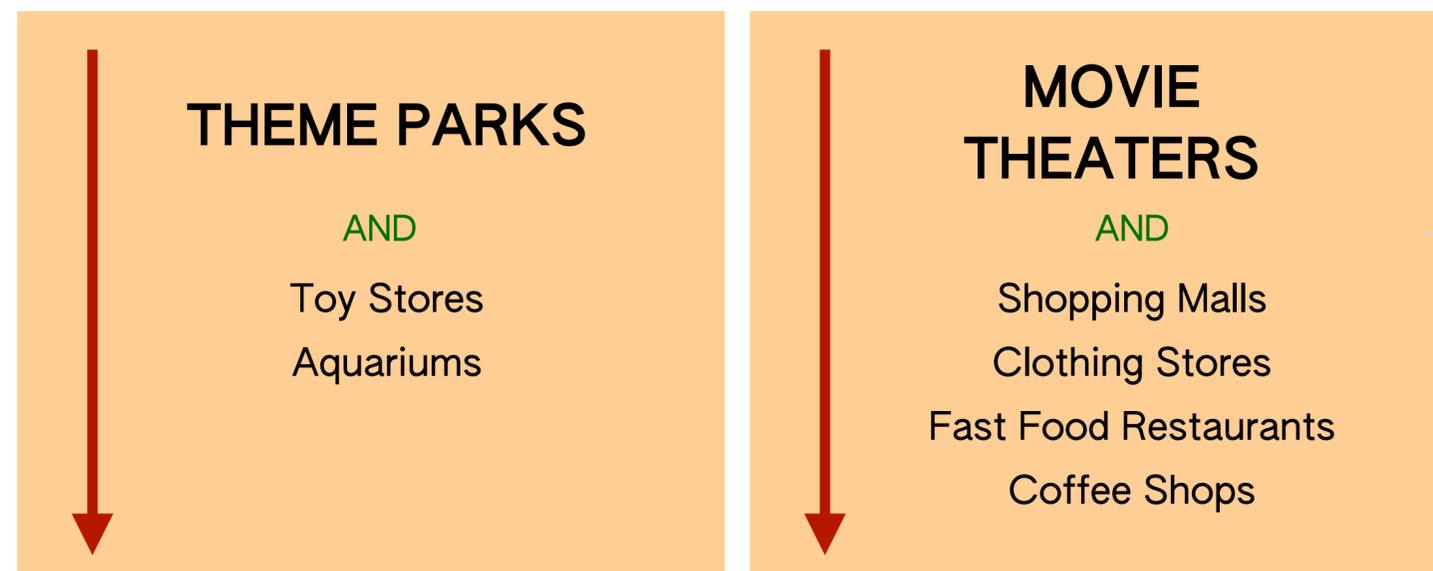
Leverage correlation data to understand evolving consumer preferences, identify emerging trends & opportunities, and capitalize on learnings to effectively reach new entertainment audiences & more.

How To Read: In Q1 2023, FSQ data reveals an **increase** in correlation between foot traffic to **theme parks** and **performing arts venues** compared to Q1 2022.

Q1 2023 vs Q1 2022: Increased correlations



Q1 2023 vs Q1 2022: Decreased correlations



What does this mean?

Decreased correlation between movie theaters and QSRs & coffee shops suggests that moviegoers are less likely to stop for a quick bite before seeing a flick. Theaters should consider this an opportunity to promote their food & beverage offerings.

Capitalize on changes in consumer behavior: Where are movie goers going more (or less) today?

With the rise in movie theater penetration, where are movie goers also going while out to see a film?

When comparing foot traffic correlations YoY, we saw an increase between Regal theater visitation and visitation to certain fast food & casual dining chains (Noodles Company, Auntie Anne's) and specialty retailers (LensCrafters, Lids). Many of these chains are found in **shopping malls**, as are Regal movie theaters, revealing an opportunity for these brands to reach this audience before / after their trip to the movies.

What does this mean?

Understanding YoY changes in foot traffic correlations can help brands identify opportunities to reach new audiences, align marketing strategies with emerging trends, optimize media spend & more!

Q1 2023 vs Q1 2022:

Regal Cinemas

Increased Correlations



NOODLES COMPANY

BUFFALO WILD WINGS

LENSCRAFTERS

KAY JEWELERS

CARL'S JR

AUNTIE ANNE'S

LIDS HAT WORLD

CHAMPS SPORTS

Lifestyle + Fitness

Lifestyle + Leisure

According to a recent survey by Mindbody, 3 in 4 consumers say that wellness is more important than ever. Nearly 40% are spending time outside to support their mental wellbeing, and 51% are engaging in functional fitness to optimize their health for day-to-day activities.

Thus, it's imperative for lifestyle & leisure brands to understand emerging trends and key audiences in Q1 and beyond, from frequent gym goers to in-market home buyers.

In this section, we'll take a closer look at foot traffic patterns across the following lifestyle & leisure categories in Q1 2022:

1. Gyms & Fitness Centers
2. Salons
3. Banks
4. Parks
5. Real Estate Offices



Americans drop gyms in favor of exercise in the park by the end of Q1

Gym visitation increased from -16% below benchmark on 1/1 to +1% above benchmark on 1/9, as gyms saw a surge in traffic from Americans who made exercise a part of their new year's resolutions. For most of the quarter, gym traffic remained above benchmark, but dipped during holidays such as **MLK Day**, **Valentine's Day**, and **President's Day**. By the time March started, gym visitation was on the decline, but **park** visitation skyrocketed. It's possible that as the weather got warmer, Americans chose to get active outdoors, as opposed to staying inside a gym. At the end of the quarter, park visitation had reached +13% above benchmark, while gym visitation had dropped to -2% below benchmark.

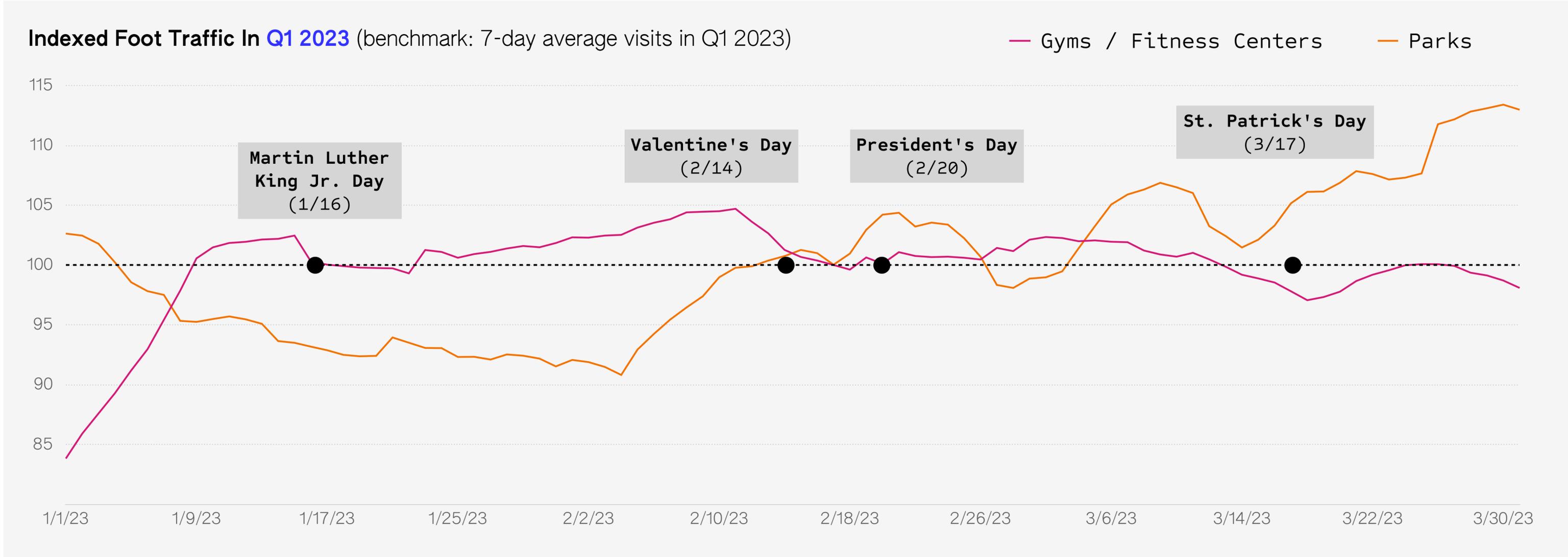


Chart illustrates indexed foot traffic to parks & gyms during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Better weather brings more occasions for Americans to get their hair done

After the post-holiday season decline, salon visitation rose again in the days preceding **Valentine's Day**, as people prepared to look their best for date nights. From that moment forward, visitation remained at or above benchmark, perhaps due to warmer leading to more get-togethers and other occasions for which people need to get their hair done.

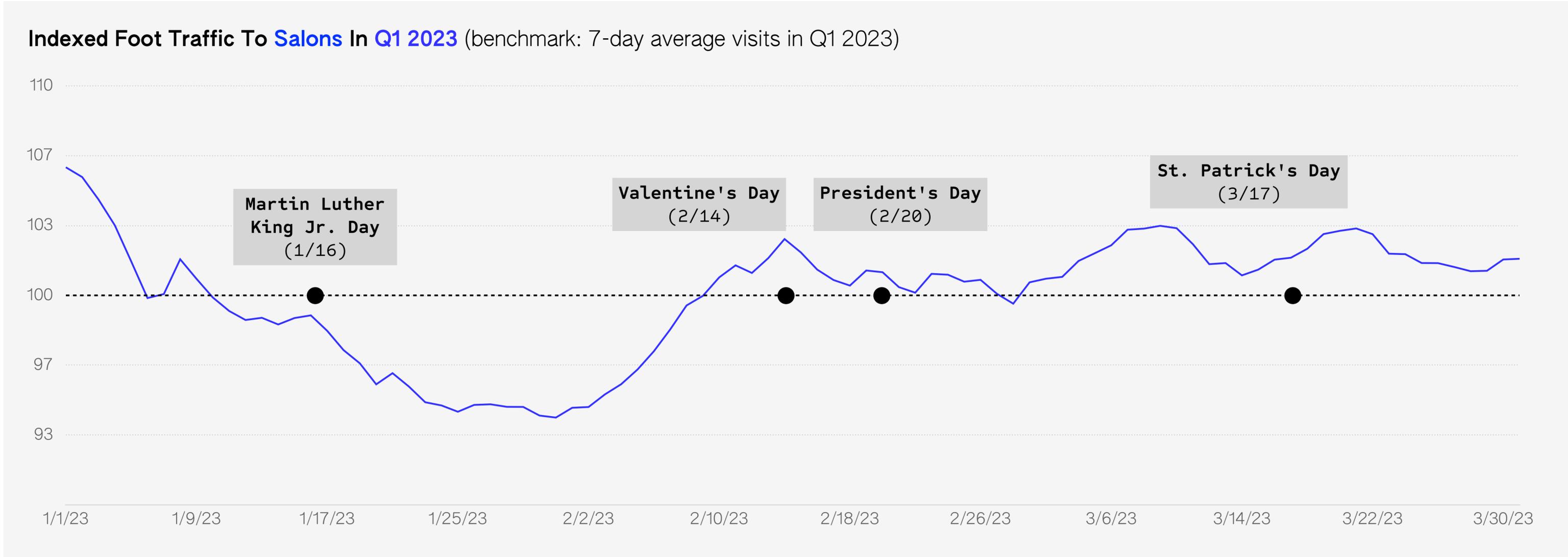


Chart illustrates indexed foot traffic to salons during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

The first week of the month brings a rise in bank visitation

Throughout Q1, **banks** saw a major uptick in visitation during the first week of each month. The peak started a bit later in January, as visitation reached a peak of **+8%** above benchmark on 1/9 during that month, but February visitation peaked at **+6%** on 2/7, and March visitation peaked at **+10%** on 3/6. It's possible that Americans are going to the bank before handling early monthly expenses, such as rent payments. The February uptick in bank visitation also preceded the peak of Q1 traffic to **real estate offices** (+4% on 2/12). Home buyers are likely visiting banks for loans before they make major real estate purchases. The massive March uptick in bank visitation was likely also fueled by tax season, as Americans utilized tax preparation services in order to file by the April deadline. Learn more about the future of in-person banking in our recent [Financial Services report](#).

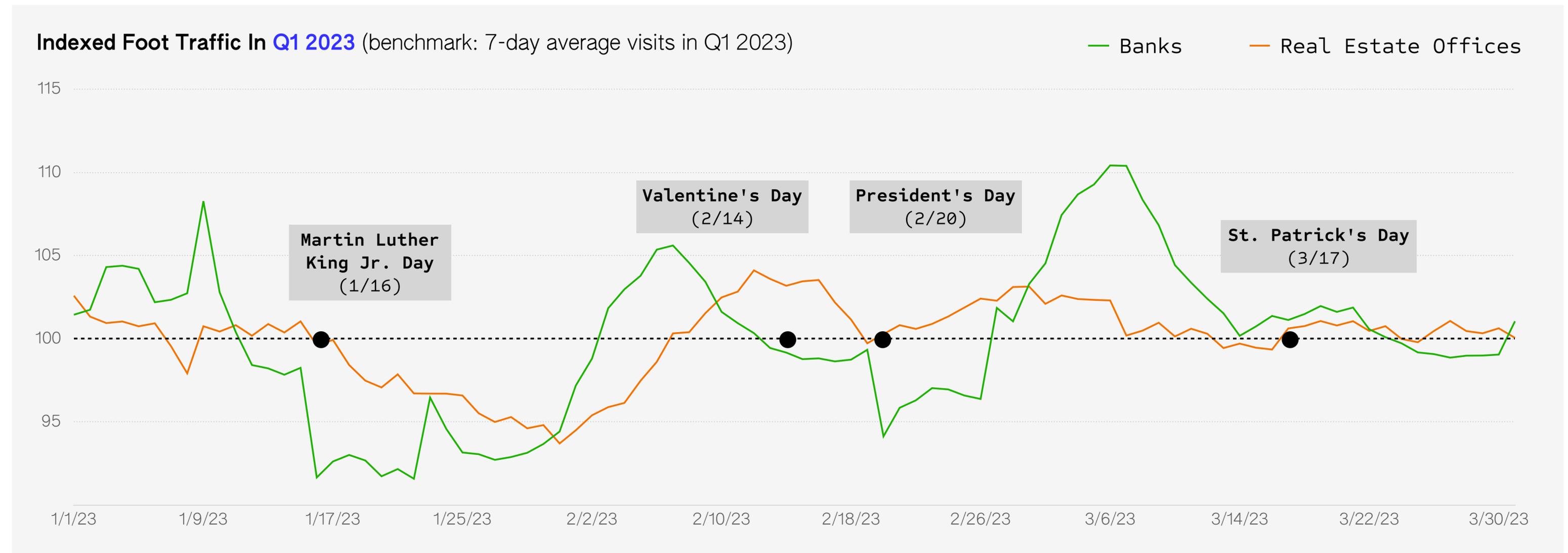
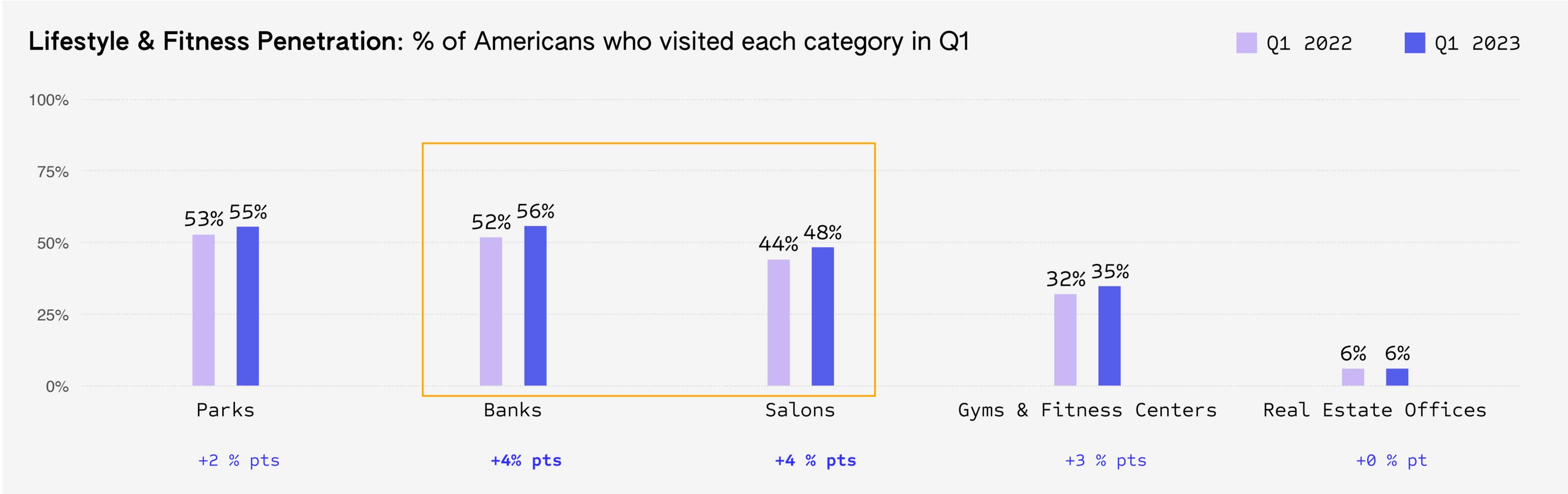


Chart illustrates indexed foot traffic to banks & real estate offices during Q1 (January 1 - March 31 2023), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q1 2023).

Banks and salons see the greatest increase in visitors

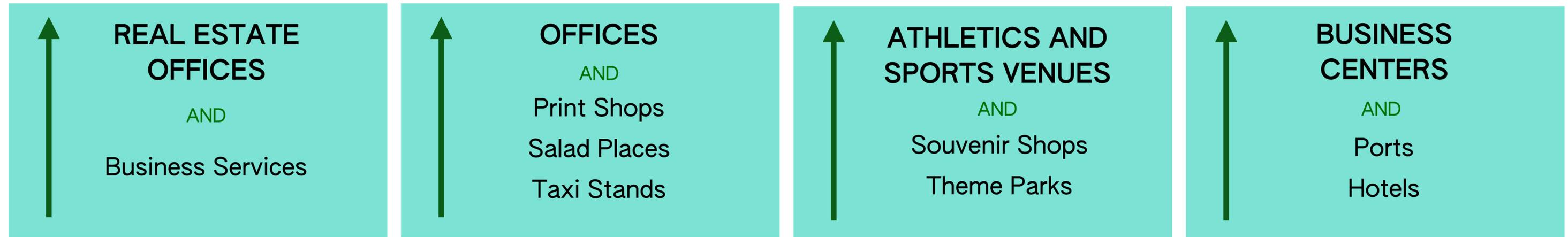
All lifestyle and leisure categories saw an increase in penetration, except for real estate offices (perhaps due to inflated cost of housing at the moment). **Banks** and **salons** saw the greatest increases of all at **+4 % points**. With the state of the economy and the labor market at the moment, it's likely that many Americans are visiting banks to consult with advisors on their finances. The rise in salon visitation is most likely being fueled by the return to office, as professionals need to look their best in the workplace.



Understand emerging trends & changes in consumer behavior over time

Leverage correlation data to understand evolving consumer preferences, identify emerging trends & opportunities, and capitalize on learnings to effectively reach new lifestyle & leisure audiences & more.

Q1 2023 vs Q1 2022: Increased correlations



Q1 2023 vs Q1 2022: Decreased correlations



Align with customers' evolving brand preferences

Leverage correlation data to identify emerging trends & **opportunities** — from reaching relevant shopper audiences and optimizing media spend, to informing site selection strategies or identifying new brand partnership opportunities.

How To Read: In Q1 2023, FSQ data reveals an **increased** correlation between foot traffic to certain **banks** (MT Bank, Citibank) and popular **auto shops & fuel chains** (Sunoco, Mobil) compared to Q1 2022.

Q1 2023 vs Q1 2022: Increased correlations:



What does this mean?

Increased correlation between banks and auto chains suggests a greater number of Americans may be visiting banks for car loans. Banks can utilize correlation data to understand which of their offerings are likely to see greater demand.



What does this mean?

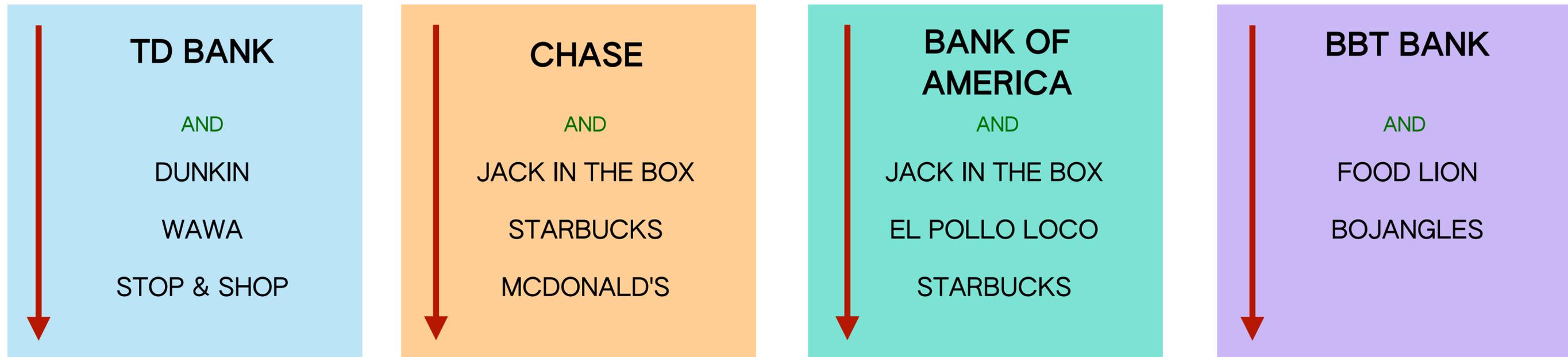
Understanding changing clothing chain preferences of gym goers can help inform the targeting strategies of fitness chains, and enable clothing stores to highlight activewear products to appeal to a growing fitness-focused audience.

Align with customers' evolving brand preferences

Leverage correlation data to identify emerging trends & **opportunities** — from reaching relevant shopper audiences and optimizing media spend, to informing site selection strategies or identifying new brand partnership opportunities.

How To Read: FSQ data reveals a **decreased** correlation between foot traffic to **TD Bank** banks and **Dunkin** restaurants in Q1 2023 compared to Q1 2022.

Q1 2023 vs Q1 2022: Decreased correlations:



What does this mean?

Location data reveals **decreased** correlation between foot traffic to select banks and QSRs & grocery retailers in Q1 YoY. With the rise of inflation, cost-conscious Americans seeking financial guidance may be cutting back on purchasing food from certain restaurants and grocery chains. Partnering with banks to offer special rewards & promotions to their customers can help restaurants and grocery chains recapture this audience.

Build 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

Acquire, engage & retain users, delivering messaging in the right moments with **Movement SDK**, or with Foursquare's **targeting solutions**

FSQ

/movement
SDK

Send personalized, timely notifications or serve dynamic content to app users based on where they are or where they like to go.

Deliver proximity alerts when users enter or exit a venue, and drive engagement at the highest point of impact.

FSQ

/audience

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

FSQ

/proximity

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

Design your own segments in our self-serve UI, or let us create segments that meet your goals.

Measure & optimize the impact of ads with **Attribution**



Uncover The User Journey

Explore how different touch points influence conversions in the real world, or online



Measure Impact

Monitor how cross platform advertising is driving KPIs, optimizing performance in real-time



Understand Users

Use insights on lifestyles & brand preferences to influence future growth initiatives

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.

Engage App Users With Fresh, Rich Data About **Places**

Location data can play a game-changing role in strategic decisions and in building better consumer experiences:

Inform Decision-Making



Keep track of which restaurants & stores are opening and closing

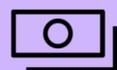


Analyze the landscape in territory mapping to prioritize & display the right restaurants & stores

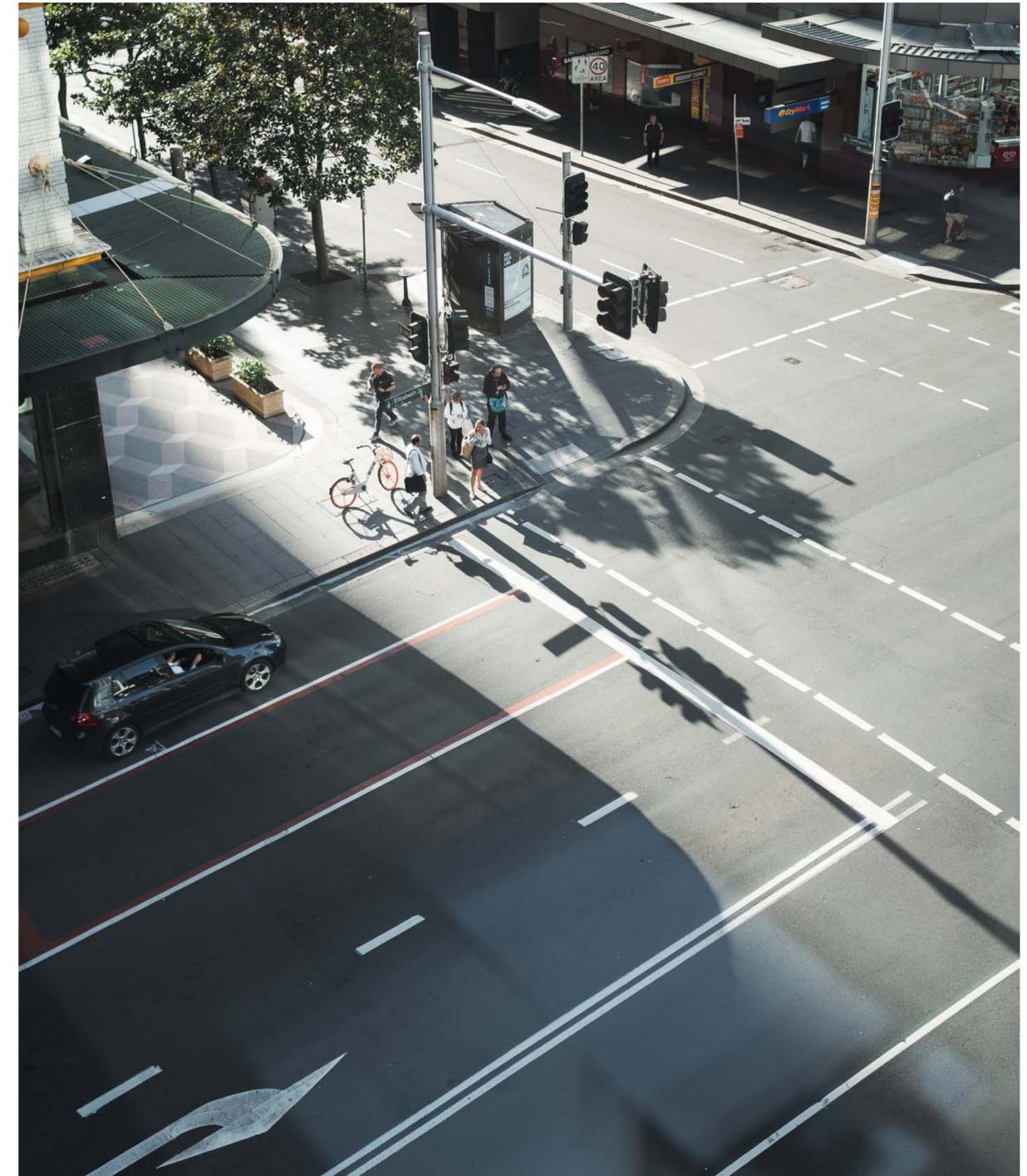
Improve Experiences



Surface rich content about local restaurants, food shops & liquor stores



Help users find the best spots near them to order from, powering place search based on category, or attributes that are meaningful to users



Thank You

Keri Gill

Research & Insights Coordinator

kgill@foursquare.com

MC Duke

Strategist, Research and Insights

mduke@foursquare.com

Emily Owayni

Lead, Research and Insights

eowayni@foursquare.com