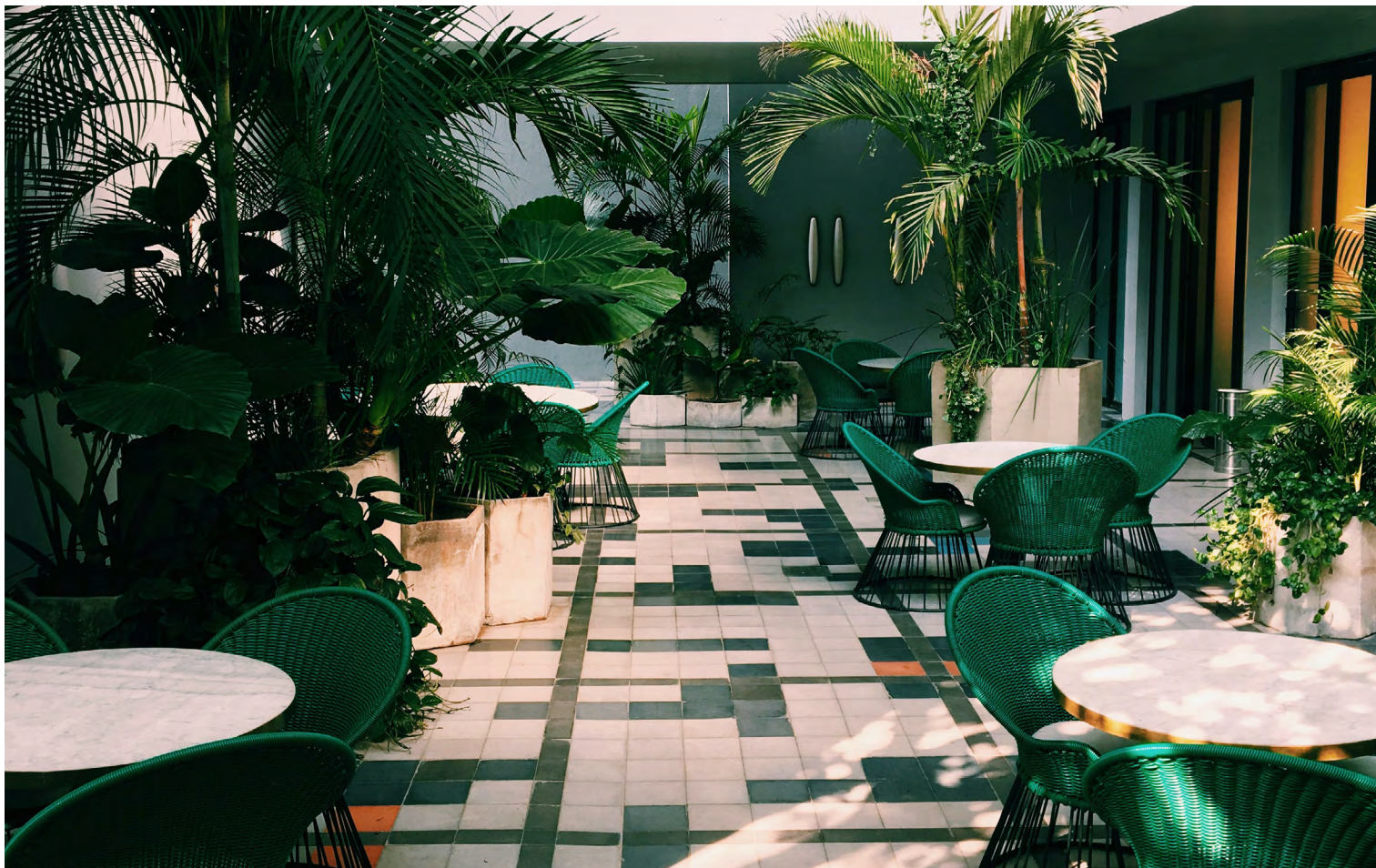


How to get the most out of Foursquare Places



A guide on how you can build engaging app experiences using location data—Spotlight on Travel & Hospitality

Condé Nast Traveler

Condé Nast Traveler is a luxury and lifestyle magazine published by Condé Nast. The CNTraveler.com website publishes upscale content related to travel news, destination advice, and travel tips.



Challenge: Condé Nast tapped Foursquare to add more accuracy, freshness and context to their venue detail pages in a simple and efficient manner. For the redesign of the CNTraveler.com website, Condé Nast chose Foursquare to help them enrich the end-user experience, giving readers access to highly localized, in-depth information about travel destinations prior to arrival.

Feature: Condé Nast Traveler relied on Foursquare's database of more than 105 million places as a source for up-to-date information on addresses, hours, and phone numbers of specific venues—in addition to displaying subcategory and amenity data. Now, anyone using the Condé Nast Traveler app can easily identify if a certain destination has features like outdoor seating, Wi-Fi, live music and more as they plan their trip.

Result: Places' proprietary location data provided the Condé Nast Traveler app and Web users with useful information about available features and amenities at various venues they're researching while planning their travels. Moreover, the luxury brand received customized support that delivered the necessary accuracy, freshness and context to the venue detail pages of their branded Web properties.

Hilton Honors Explore

Hilton Explore provides Hilton Honors members with the opportunity to explore the neighborhood surrounding their hotel prior to their reservation date. And to further personalize the experience, local Hilton team employees actually provide the recommendations. The international hotel brand is currently in the middle of rolling out the Explore feature on iOS in 28 initial markets, covering nearly 1,000 hotels in major destinations like New York, London, and Miami prior to an expanded global rollout.



Challenge: The primary objective of 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.

Feature: Foursquare's Places now serves as the primary source of real-time venue information for the Hilton Honors app, which includes ratings, features, photos and hours. Thanks to Places, Hilton Honors users can pick the best venues to visit before their trip, and know that they're all pre-approved by the local Hilton team.

Result: Foursquare's Places made it possible to take all of Hilton's user ID's, lists and tips previously created on Foursquare's consumer site—and place this information directly into Hilton's back-end systems. From there, Hilton can now pre-stage and serve up content directly into the Hilton Honors app. The Explore feature has been active on Android since 2018, and users can expect to see the "Powered by Foursquare" logo throughout the Hilton Honors app.



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AWS + Foursquare = Better User Experiences

In both of these customer use cases, the reliability and quality of our data is made possible by Amazon Web Services. Foursquare's Places API is built almost exclusively on top of AWS services. API services are deployed in AWS Fargat using ECS clusters to ensure our API can expand to handle spikes in traffic quickly, and load balanced using Application Load Balancers (ALB). The services powering both customer experiences are built and deployed using AWS CodeBuild.