



Foursquare Insights: Nightlife

Last Updated
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FOURSQUARE

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Overview & Methodology

What does the return to nightlife look like in a post-pandemic world? In this report, we take a closer look at behavioral patterns of consumers who have returned to various nightlife spots such as bars and casinos, as well as off-premise venues such as liquor stores.

Foursquare analyzes consumer behavior based on foot traffic data from millions of Americans that make up our always-on panel. Foursquare measures 3+ billion visits per month globally. For the purpose of this report, all data is anonymized, aggregated and normalized against U.S. Census data to remove any age, gender and geographical bias.



Definitions

Indexed Affinities indicate the times (or percentage) a particular audience is more or less likely than the average U.S. consumer to visit a given category or chain, where 1 represents the average U.S. consumer's visit propensity.

Penetration is calculated as the percentage of Americans who visited a given category or chain at least one time during that analysis period (June - September 2021).



Key Learnings & Trends



Nightlife is on the rise.

83% of Americans visited a nightlife spot at least once in recent months. What's more, traffic to such venues has continued to steadily rise each month, indicating that consumers are eager to return to usual **on-premise activities**.



Nightlife behavior varies by city.

People in certain cities may be going out more than others. Foot traffic to bars in **Los Angeles** remains elevated compared to bar traffic in other major cities. In fact, **Los Angeles** is ranked the 2nd top home DMA amongst recent bar goers.



Holidays trigger spikes in foot traffic to nightlife venues.

All nightlife venues, most notably **cocktail bars** and **casinos**, saw an uptick in visits around **Memorial Day, July 4th & Labor Day**. Brands can capitalize on foot traffic trends during national holidays, when consumers are more likely to be out and about.



Bar goers seek budget-friendly booze.

Dive bars (which typically offer lower prices on alcohol) have seen a gradual uptick in foot traffic since this summer, while visits to pricier drinking establishments such as **cocktail bars** remain relatively lower, perhaps indicating that consumers are seeking a more affordable night out.



Men ages 35-54 make up the highest share of nightlife foot traffic.

Bars, casinos & liquor stores are all seeing a relatively higher share of foot traffic from **men, ages 35-54** compared to other audiences.



Bar goes return for late nights.

Nightlife spots are seeing a relatively higher share of traffic on **weekends** and during **prime late night hours** (after 7pm) compared to last year, indicating the return of late nights on-premise.

Let's take a closer
look at **nightlife** in
the United States.

83% of Americans visited a **nightlife spot** at least once in recent months

Location data reveals that Americans have returned to on-premise nightlife in full force. The vast majority of adult consumers visited a nightlife spot (such as a bar, casino, nightclub, brewery) at least once between June - September 2021.



Opportunity: Align with consumers' visitation patterns to deliver moment-based messaging when consumers are most likely to be 'out & about' at bars, nightclubs and other on-premise locations.

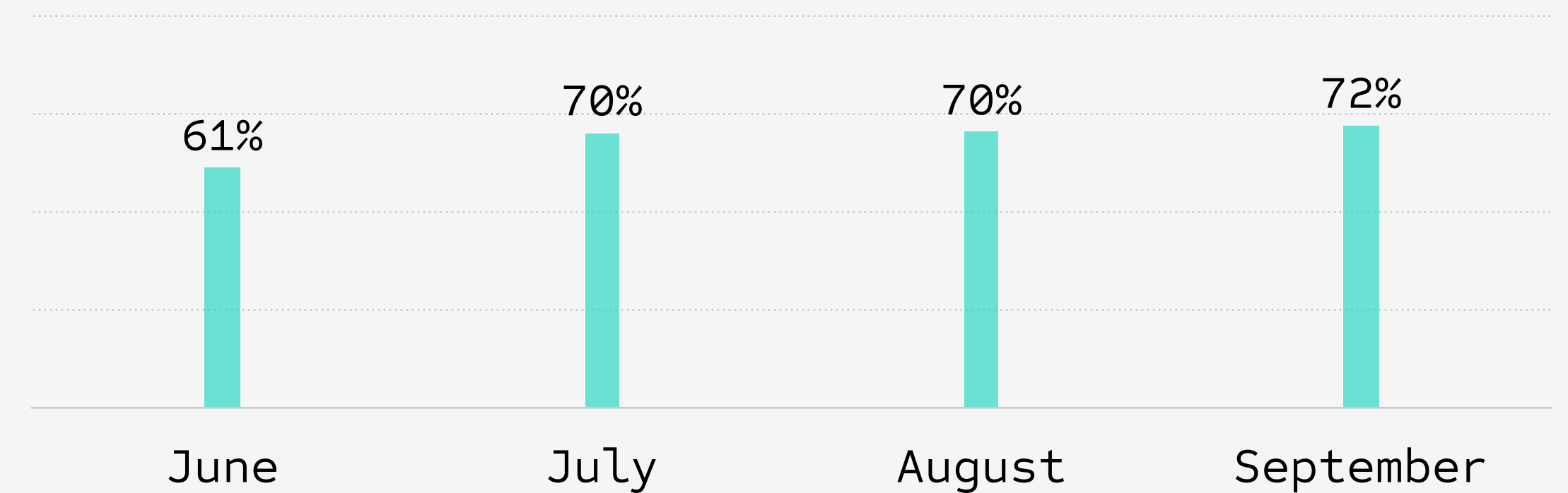
Nightlife spots have seen a steady uptick in traffic in recent months

Nightlife spots such as bars, nightclubs and pool halls have seen a consistent increase in penetration in recent months, indicating that Americans are slowly returning to their favorite on-premise locations.

Opportunity: Reach consumers who have been seen at nightlife spots in recent months, or target consumers at or nearby on-premise locations with moment-based messaging.



% of Americans who visited a **nightlife spot** between June - September 2021:



Foot traffic to various **on-premise venues** has continued to rise in recent months

Opportunity: Capitalize on opportunities to promote your brand at places where alcohol is sold & consumed (such as music venues and comedy clubs). These places have continued to see an uptick in traffic in recent months.

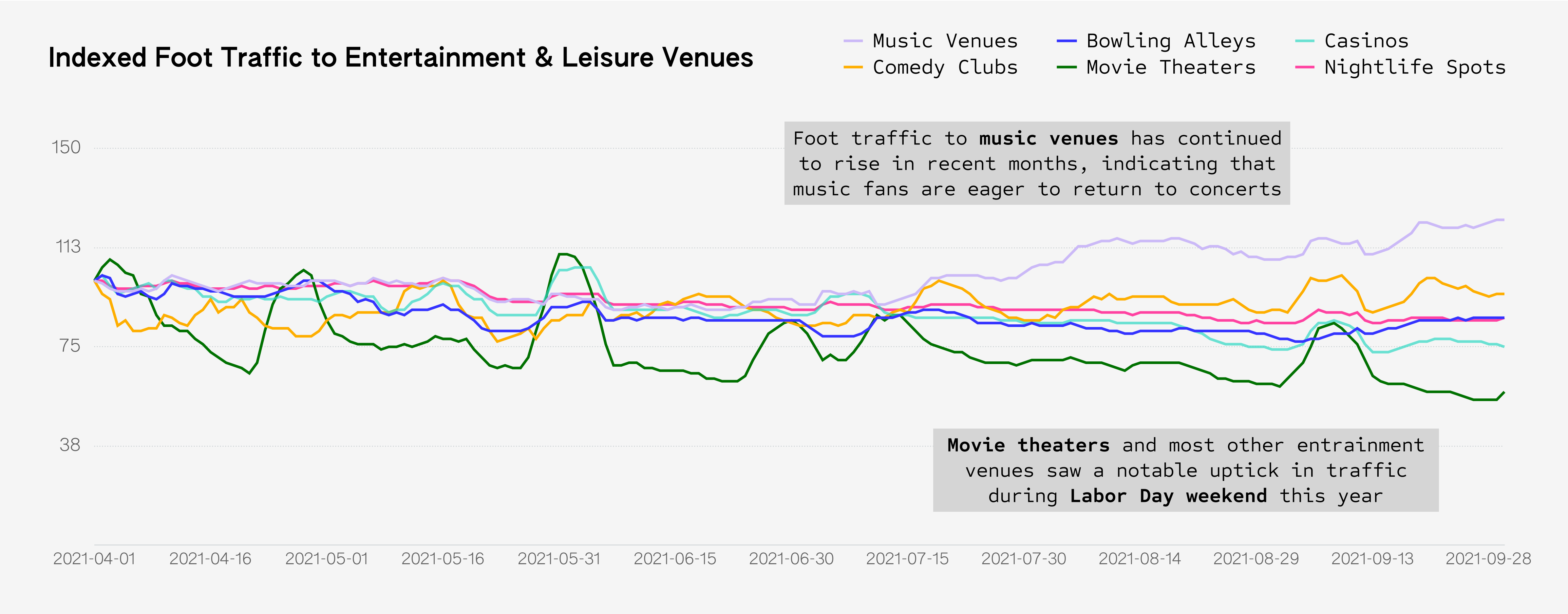


Chart illustrates indexed foot traffic to various entertainment & leisure venues, where visits on April 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Many **on-premise nightlife venues** & **off-premise retailers** are seeing a notable uptick in traffic during holiday weekends

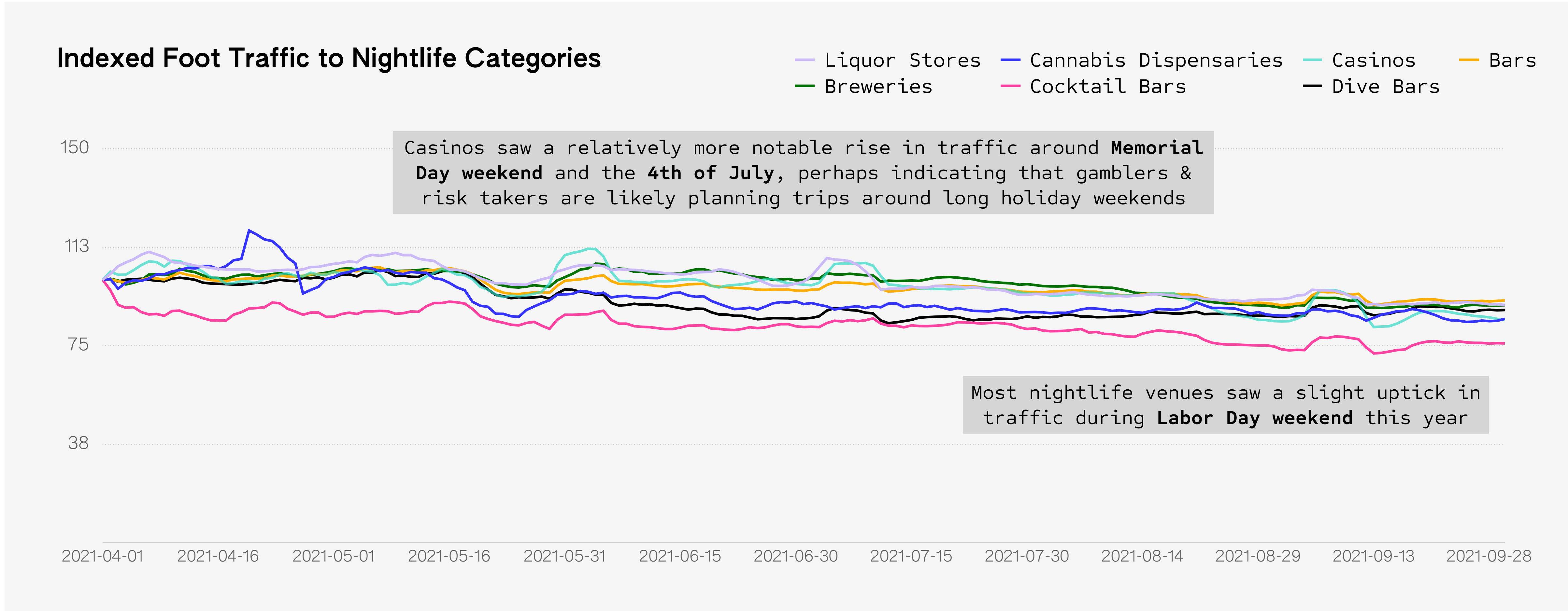


Chart illustrates indexed foot traffic to various nightlife categories, where visits on April 1, 2021 = 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Let's take a closer
look at **bars** in the
United States.

Foot traffic to most **bars** has remained relatively stable since early April this year; Bar goers seek **budget-friendly** booze

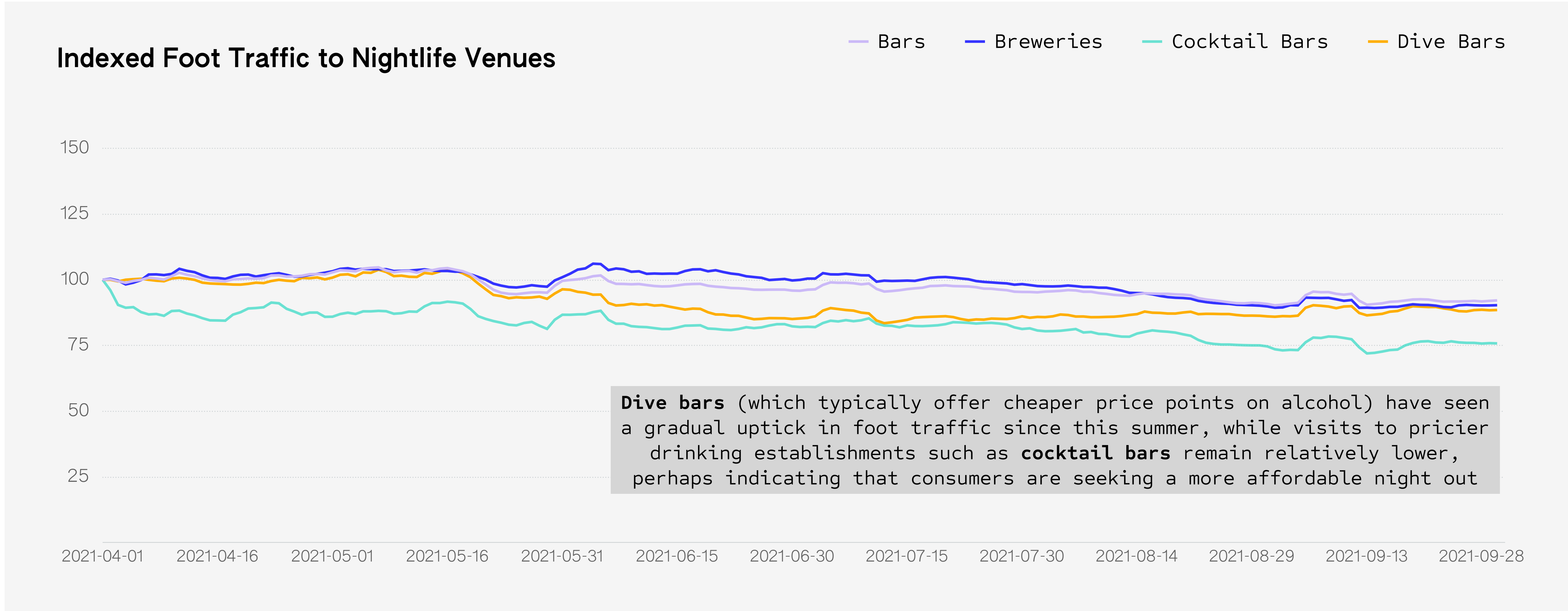


Chart illustrates indexed foot traffic to various nightlife venues, where visits on April 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Foot traffic to bars remains relatively higher in **Los Angeles** compared to urban hot spots

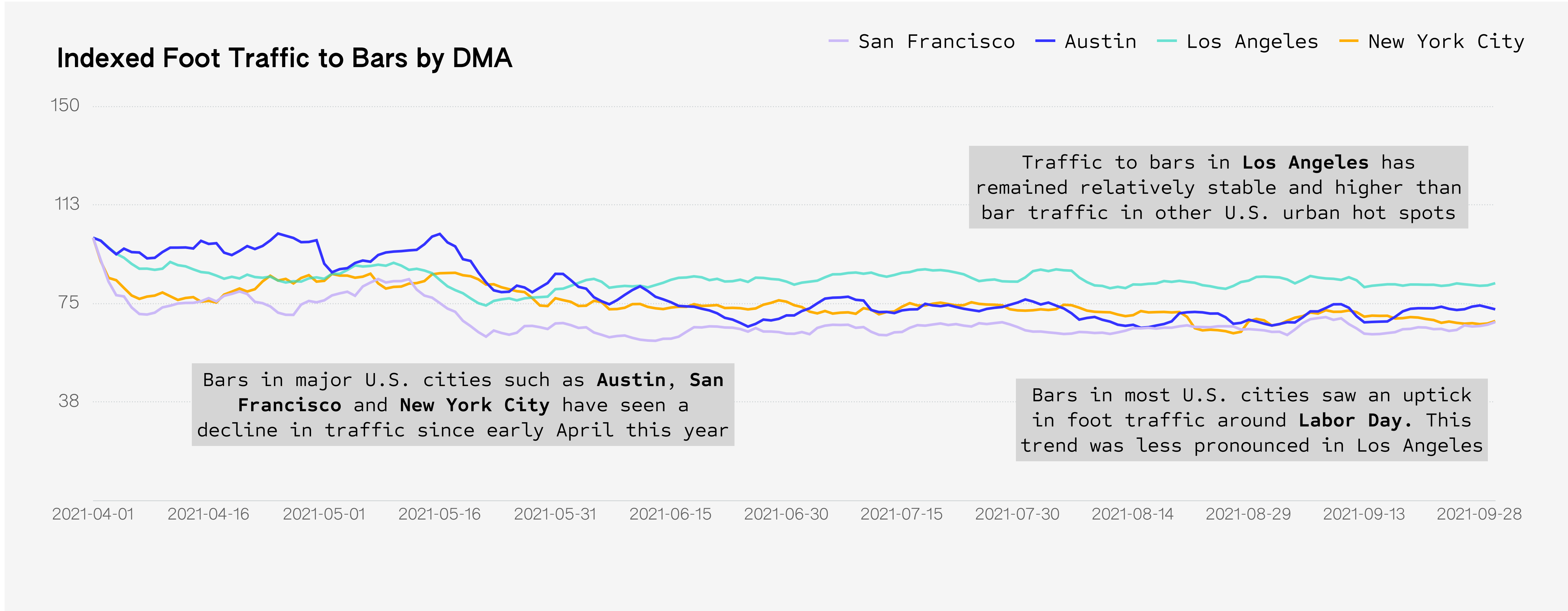


Chart illustrates indexed foot traffic to various DMAs, where visits on April 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Where are consumers going out the most?

Opportunity: Identify & reach loyal bar goers in real-time while they are at or near by these top home DMAs in 2021; segment audiences in order to reach the frequent bar goers based on geographic trends.



Location data reveals the **top 10 home DMAs** of recent nightlife enthusiasts based on visits to bars:

Chicago, IL

Los Angeles, CA

Cleveland, OH

New York, NY

Minneapolis, MN

Philadelphia, PA

Tampa, FL

Dallas, TX

Columbus, OH

Phoenix, AZ

Bar goers are sports fans, frequent travelers, college students (ages 21+) and retirees

Compared to the average American, people who visited a bar at least once between June - September 2021 are more likely to be...

College Students (21+)



These busy students are frequenting...

Fraternity Houses **+4%**
College Tracks **+2%**
College Rec Centers **+2%**
College Soccer Fields **+2%**

Affluent Travelers



These frequent travelers are more likely to visit...

Taxi Stands **+5%**
Airport Gates **+5%**
Airport Lounges **+5%**
Resorts **+4%**
Ski Lodges **+3%**

Sports Fans



These sports fans are frequenting...

Sports Bars **+7%**
Baseball Stadiums **+4%**
Hockey Arenas **+4%**
Soccer Stadiums **+3%**

Retirees



These older consumers are more likely to visit...

Memorial Sites **+4%**
Casinos **+4%**
Veterans' Organizations **+4%**
Golf Driving Ranges **+3%**

Bar goers have an affinity for dining out, shopping and traveling

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



Casual Dining

T.G.I. Friday's +11%
Buffalo Wild Wings +8%
The Cheesecake Factory +6%
Panera Bread +5%
Applebee's +5%



Travel

MGM Resorts International +9%
Hyatt Regency +9%
Hilton Hotels & Resorts +9%
DoubleTree by Hilton +7%
Holiday Inn +6%



Fast Fashion

Nordstrom +6%
Forever 21 +5%
American Eagle Outfitters +5%
H&M +5%
Old Navy +4%

The path to the bar

Opportunity: Target **nightlife enthusiasts** before and after their journey to a bar to intercept them in moments of consideration.



Affluent Socialites

These socialites have disposable income and an affinity for high-end experiences.



Young Urban Professionals

These office frequenters are seen frequently at tech start ups, business centers, and bars for team happy hour.



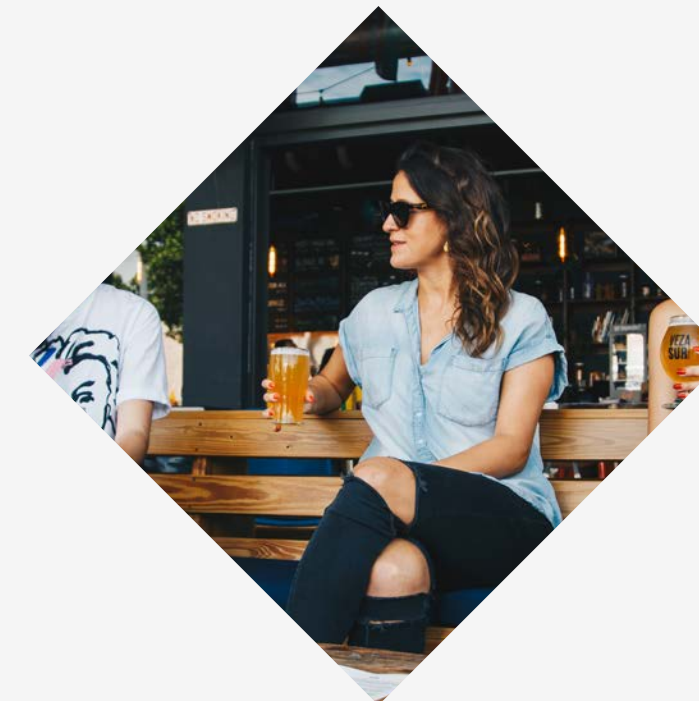
Foodies

These food connoisseurs love trying various cuisines and connecting with friends before and after going to a bar.



Concertgoers

These consumers have an affinity for live music and may be more likely to visit a bar before & after a concert.



Places Visited Before

- Tech Start Ups
- Tapas Restaurants
- Conference Rooms
- Performing Arts Venues
- Speakeasies
- Music Venues
- Indie Movie Theaters

Bars

Places Visited After

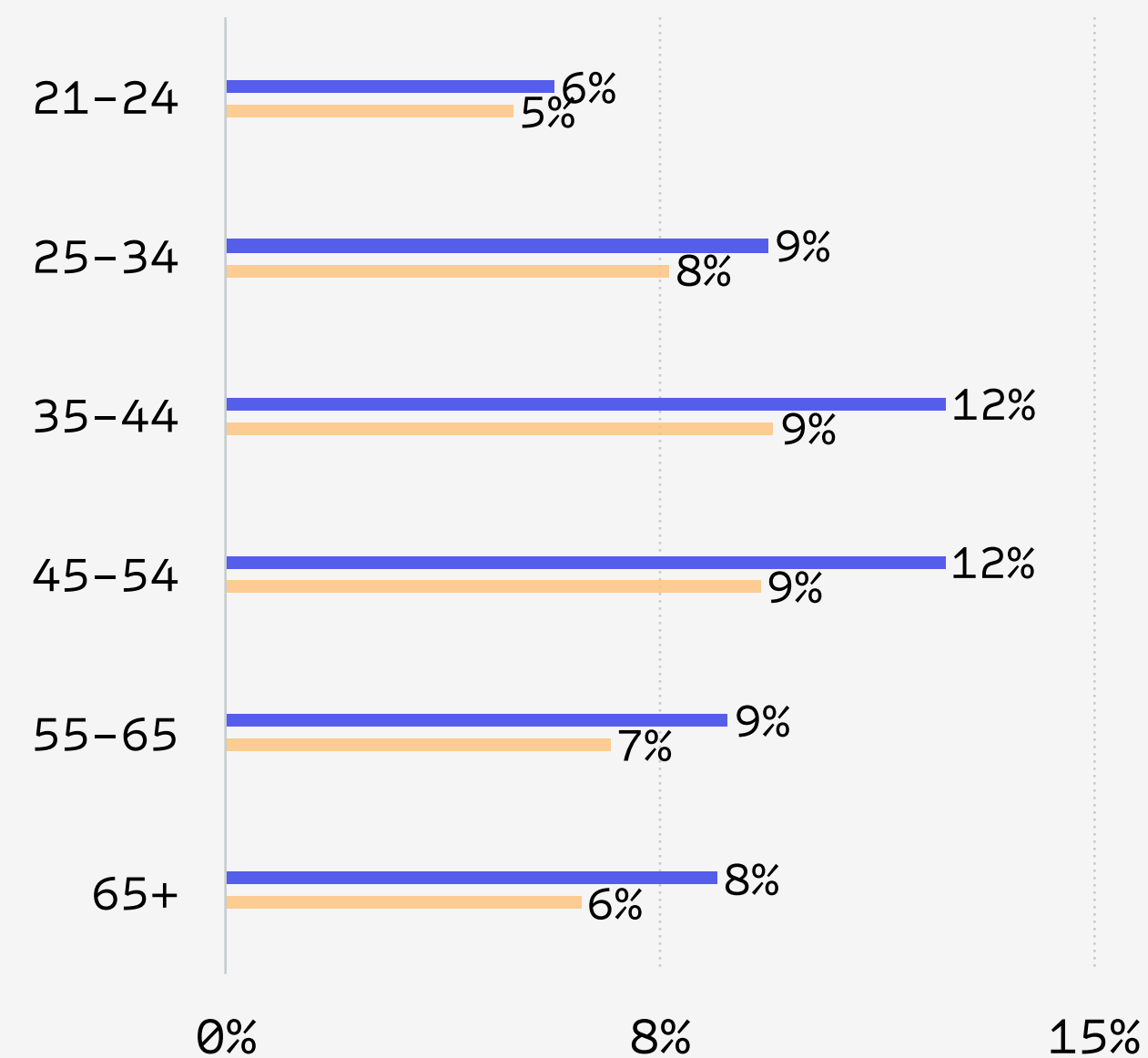
- Concert Halls
- Jazz Clubs
- American Restaurants
- Amphitheaters
- Piano Bars
- Vegetarian Restaurants
- Residence Buildings (Apartments)

Bars are seeing roughly 1/4 of total traffic from **men, ages 35-54**

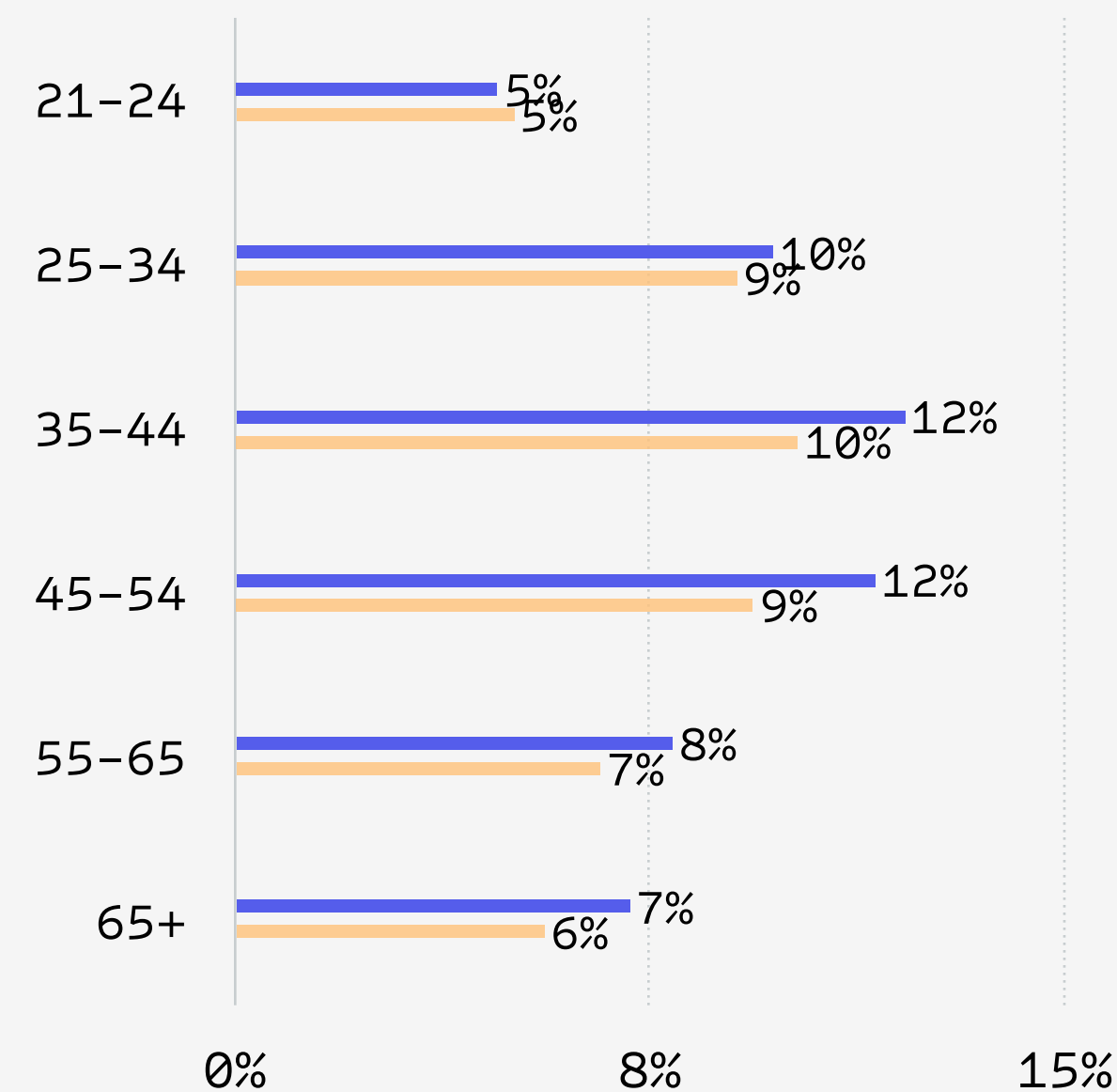
Share of bar visits by age & gender

Male Female

June - September 2020



June - September 2021



Insights:

Women are returning to nightlife.

Bars are seeing a relatively higher share of traffic from women across all age cohorts compared to last year, while share of traffic amongst men has remained fairly consistent.

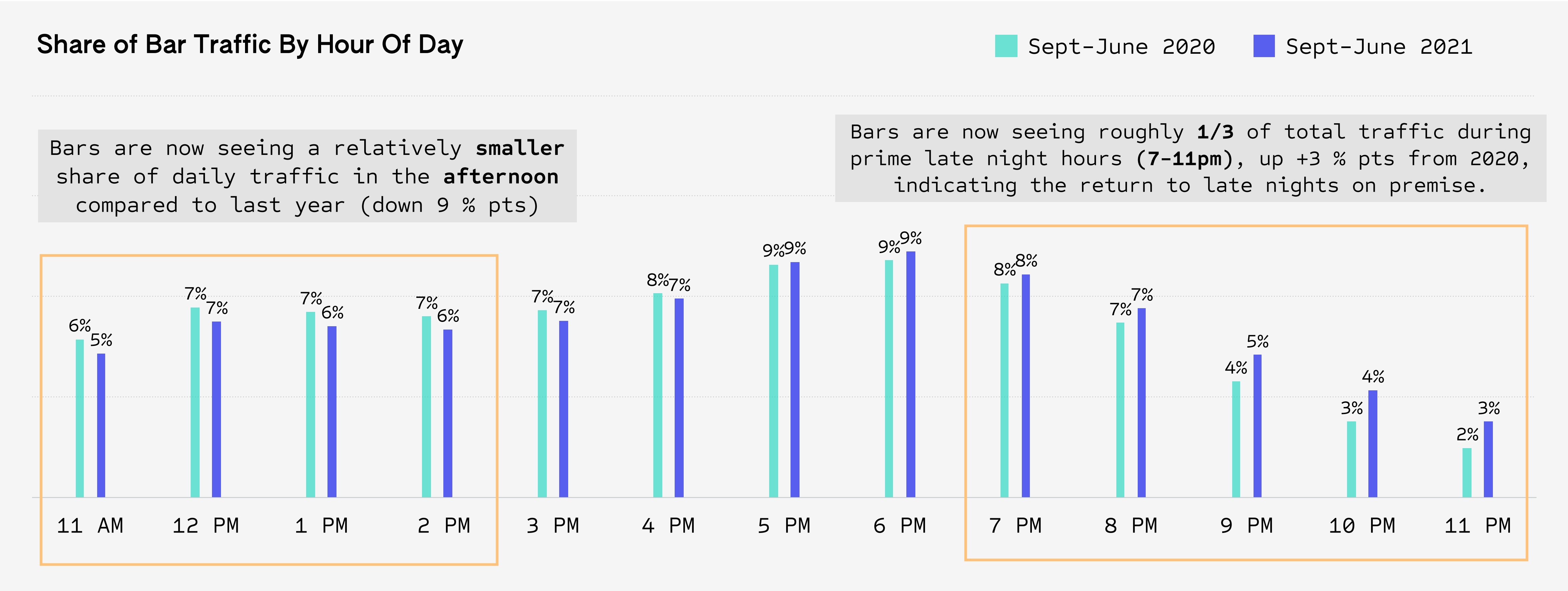
Bars are still seeing roughly 1/4 of total traffic from men, ages 35-54.

Opportunity:

Identify & segment bar visitors based on visitation patterns to bars by age & gender.

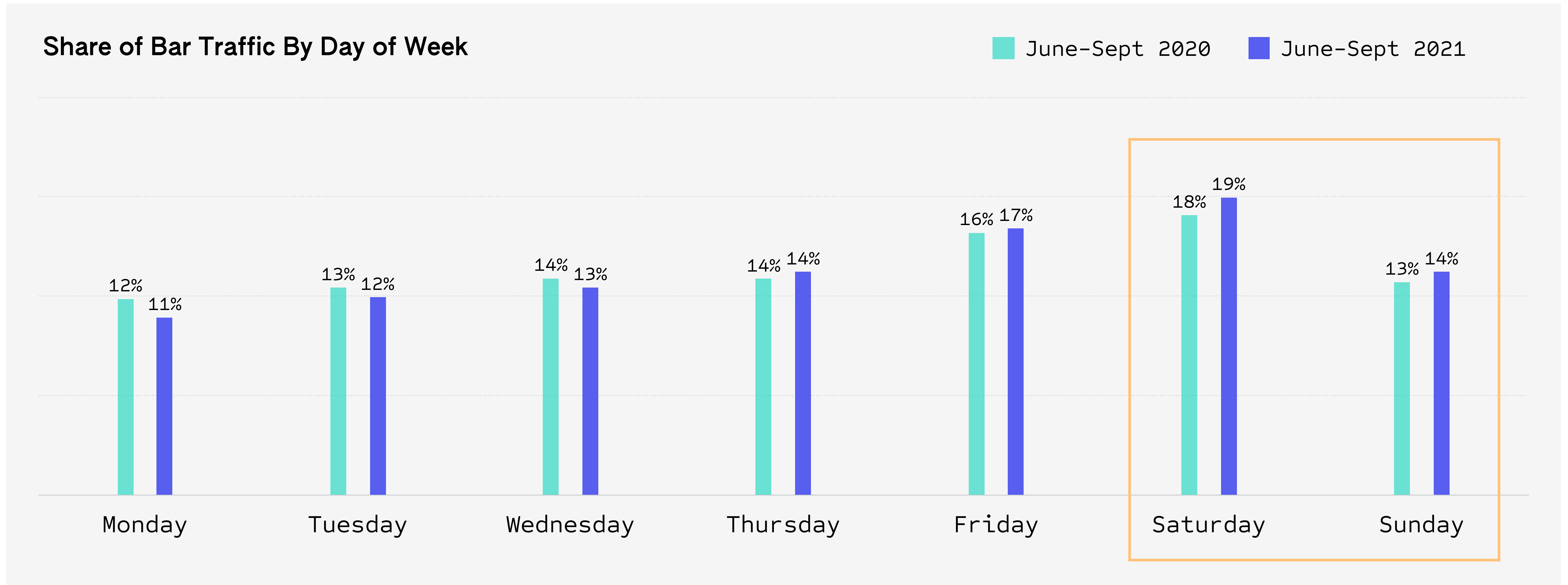
Bars are seeing an uptick in **late night** traffic once again

Opportunity: Target nightlife enthusiasts when they're most likely to visit a bar; Reach potential bar goers who are more likely to be 'out and about' during prime nightlife hours (7pm-11pm).



Bars are even busier on **weekends** compared to last year

Opportunity: Target nightlife enthusiasts when they're most likely to visit a bar; Reach potential bar goers who are more likely to be 'out and about' (during the weekend).



Bar goers are typically traveling within 12 miles from home & spending roughly **1 hour** on premise

OPPORTUNITIES:

Intercept consumers before, during, or after their synchronized **~1 hour** stay at the bar.

Reach bar goers who live in a 12 mile radius of target bars. Conquest this audience by activating Foursquare's proximity segment.



Median time spent at bars:

54 minutes

Median distance traveled from home to reach a bar:

12 miles

Identify & reach various types of nightlife enthusiasts

BREWERIES

AUDIENCE PROFILES:

- o Caffeine Fiends
- o Travelers
- o Young Urban Professionals
- o At-Home Chefs

TOP AFFINITIES:

- Caribou Coffee +26%
- Peet's Coffee & Tea +25%
- California State Parks +23%
- Whole Foods Market +15%
- Life Time Fitness +15%
- Nordstrom Rack +14%



WHISKEY BARS

AUDIENCE PROFILES:

- o Beauty Enthusiasts
- o Outdoors Enthusiasts
- o Daily Commuters
- o Fitness Fans

TOP AFFINITIES:

- Cava Grill +119%
- Crunch Gym +94%
- Amtrak +82%
- National Park Service +77%
- Massage Envy +55%
- Sephora +53%



DIVE BARS

AUDIENCE PROFILES:

- o Foodies
- o Movie Goers
- o Sports Fans
- o Urban Commuters

TOP AFFINITIES:

- Festival Foods +66%
- MTA Subway +48%
- Duane Reade +47%
- 76 Gas Stations +30%
- Lululemon Athletica +25%
- Regal Cinemas +8%



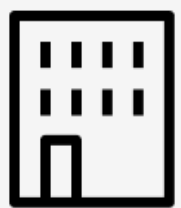
HOTEL BARS

AUDIENCE PROFILES:

- o Holiday Travelers
- o Fashionistas
- o Auto Enthusiasts
- o Fitness Fans

TOP AFFINITIES:

- Courtyard by Marriott +96%
- Budget Car Rental +94%
- UNIQLO +88%
- The Cheesecake Factory +61%
- 24 Hour Fitness +53%
- Simon Malls +35%



Let's take a closer
look at **casinos** in
the United States.

16% of Americans visited a **casino** at least once in recent months



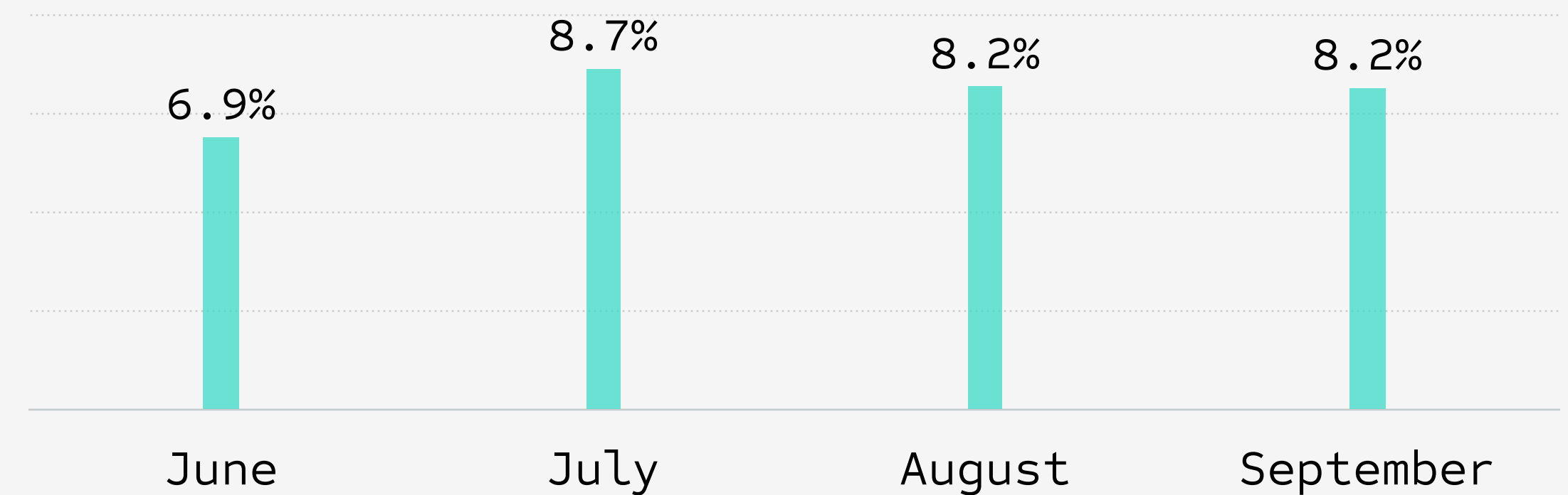
Opportunity: Align with consumers' visitation patterns to deliver moment-based messaging when consumers are most likely to visit casinos.

Casinos saw a notable uptick in summer traffic

Opportunity: Reach consumers who have been seen at casinos in recent months, or target consumers at or nearby casinos with moment-based messaging.



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



Foot traffic to **casinos** has gradually declined since the summer months despite notable upticks during holiday weekends

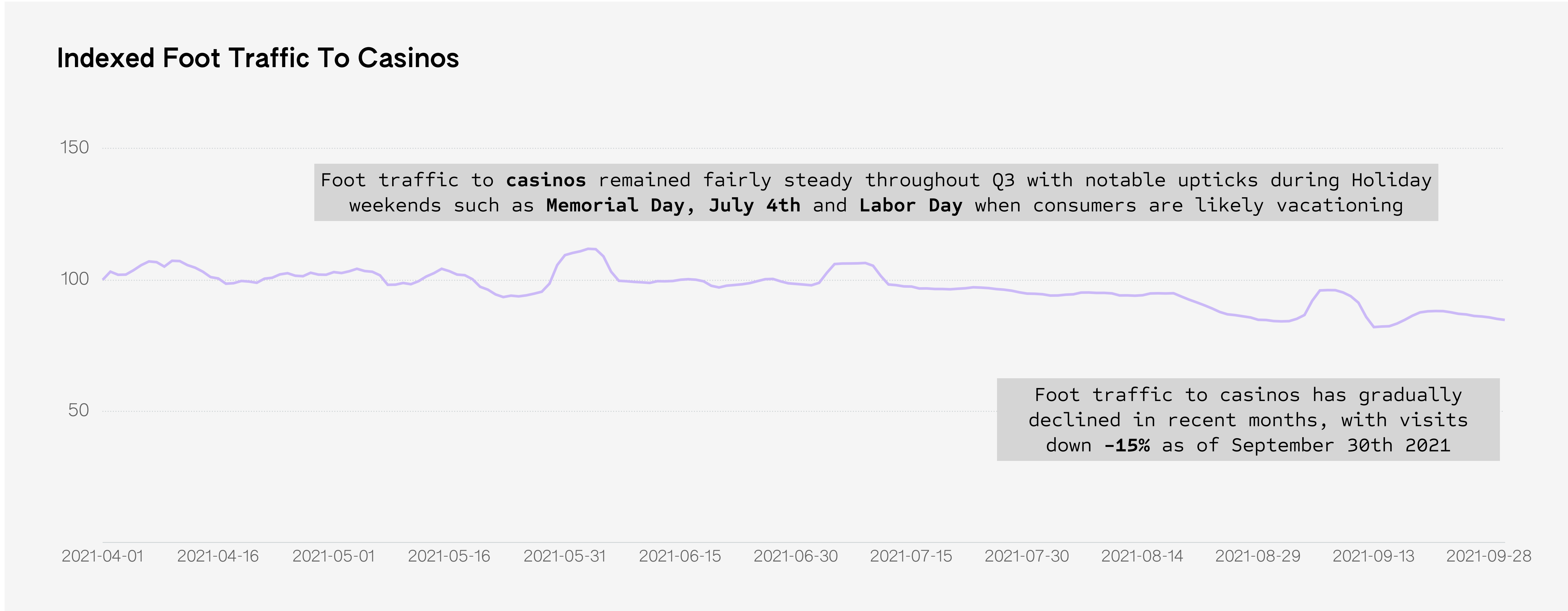


Chart illustrates indexed foot traffic to various casinos, where visits on April 1, 2021 = 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Casino goers are affluent socialites, retirees, frequent travelers & foodies

Compared to the average American, people who visited a **casino** at least 1x between June - September 2021 are more likely to be...

Affluent Socialites



These high society socialites are frequenting...

Ballrooms **+80%**
Resorts **+74%**
Lounges **+45%**
Cocktail Bars **+35%**
Jazz Clubs **+17%**

Retirees and Grandparents



These retirees are more likely to spend their days at...

Golf Driving Ranges **+13%**
Kids Stores **+9%**
Memorial Sites **+4%**
Veterans' Organizations **+4%**
Boats or Ferries **+3%**

Frequent Travelers



These travel enthusiasts are frequenting...

Taxi Stands **+69%**
Airport Ticket Counter **+50%**
Baggage Claims **+33%**
Inns **+26%**
Hotels **+45%**

Foodies



These foodies have an affinity for ethnic cuisine and more likely to visit...

Cajun / Creole Restaurants **+26%**
Filipino Restaurants **+24%**
Vietnamese Restaurants **+16%**
French Restaurants **+14%**
Mongolian Restaurants **+13%**

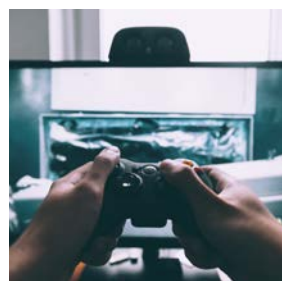
The path to the casino

Opportunity: Target casinos goers before and after their journey to a casino to intercept them in moments of consideration.



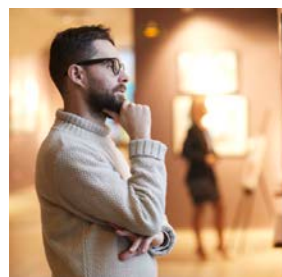
Affluent Socialites

These luxurious socialites have an affinity for visiting high-end brands before and after going to a casino.



Gamers

These gaming enthusiasts live for the thrill of winning and have been seeing visiting other gaming venues.



Art Enthusiasts

These culture vultures have an affinity for fine art, and may be more likely to visit a casino within close proximity.



Young Professionals

These urban professionals may be visiting a casino for a work-related event.



Places Visited Before

- Gaming Cafes
- Public Art
- Coworking Spaces
- Speakeasies
- Art Galleries
- Golf Driving Ranges
- Lawyer Offices

Casino

Places Visited After

- Cocktail Bars
- Roof Decks
- Steakhouses
- Performing Arts Venues
- Arcades
- Music Venues
- Residence Buildings (Apartments)

Casino goers have an affinity for caffeine, budget-friendly travel & fast fashion retailers

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



Cost-Conscious Road Trips

76 Gas Stations +57%
Budget Car Rental +27%
Americas Best Value Inn +25%
National Car Rental +22%
Discount Tire +6%



Caffeine Fix

Caribou Coffee +23%
Dutch Bros. Coffee +52%
The Coffee Bean & Tea Leaf +61%
Starbucks +10%



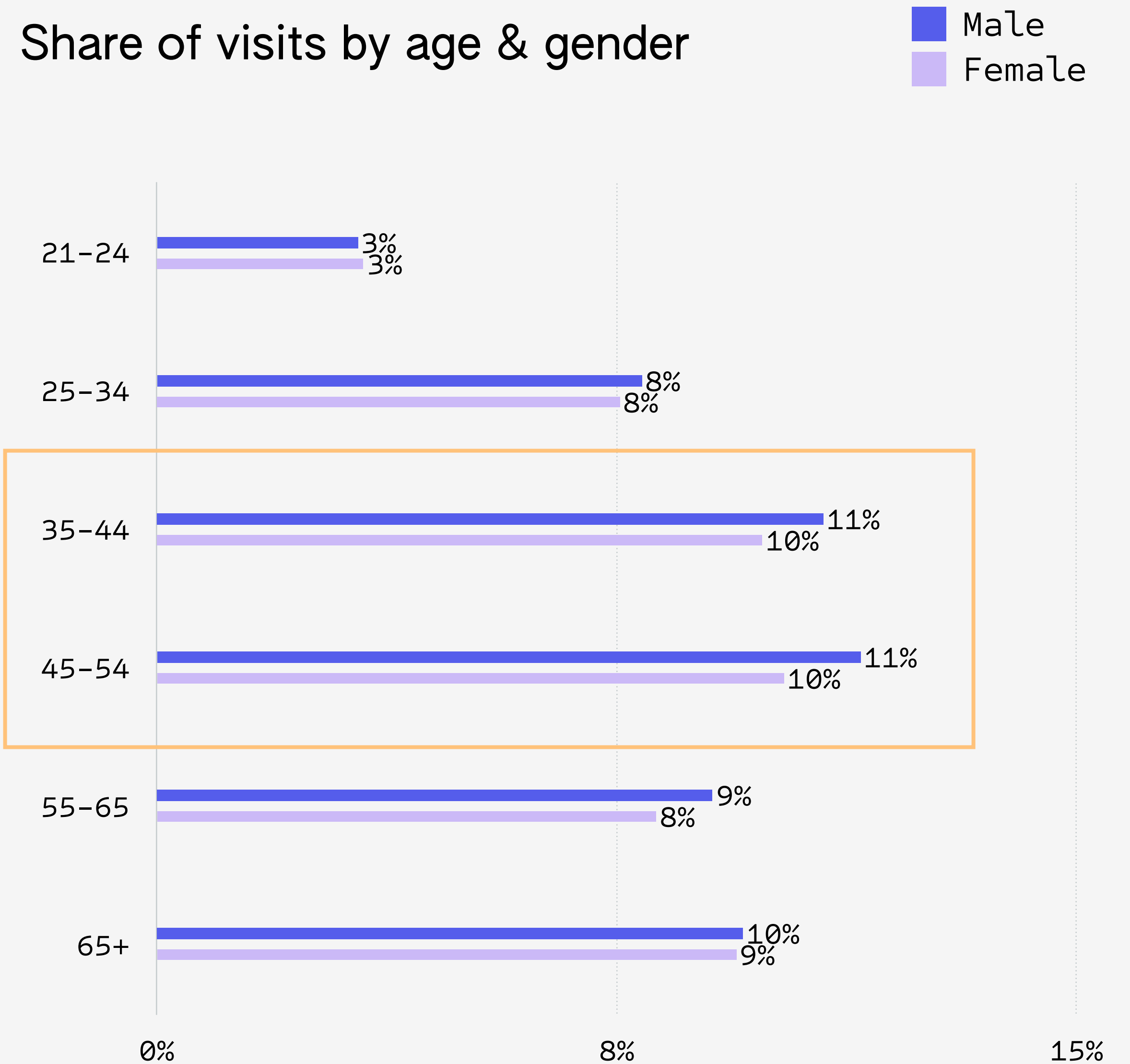
Shopping

Forever 21 +8%
Macy's +8%
Victoria's Secret +10%
Famous Footwear +17%
Ross Dress for Less +14%

Casinos are seeing the highest share of traffic from **male consumers, ages 35-54**

Opportunity: Identify & segment casino goers based on visitation patterns to casinos by age & gender.

Share of visits by age & gender



Let's take a closer look
at **off-premise** behavior.

June – September 2021

Liquor stores and cannabis dispensaries are seeing varying upticks in traffic around certain holidays

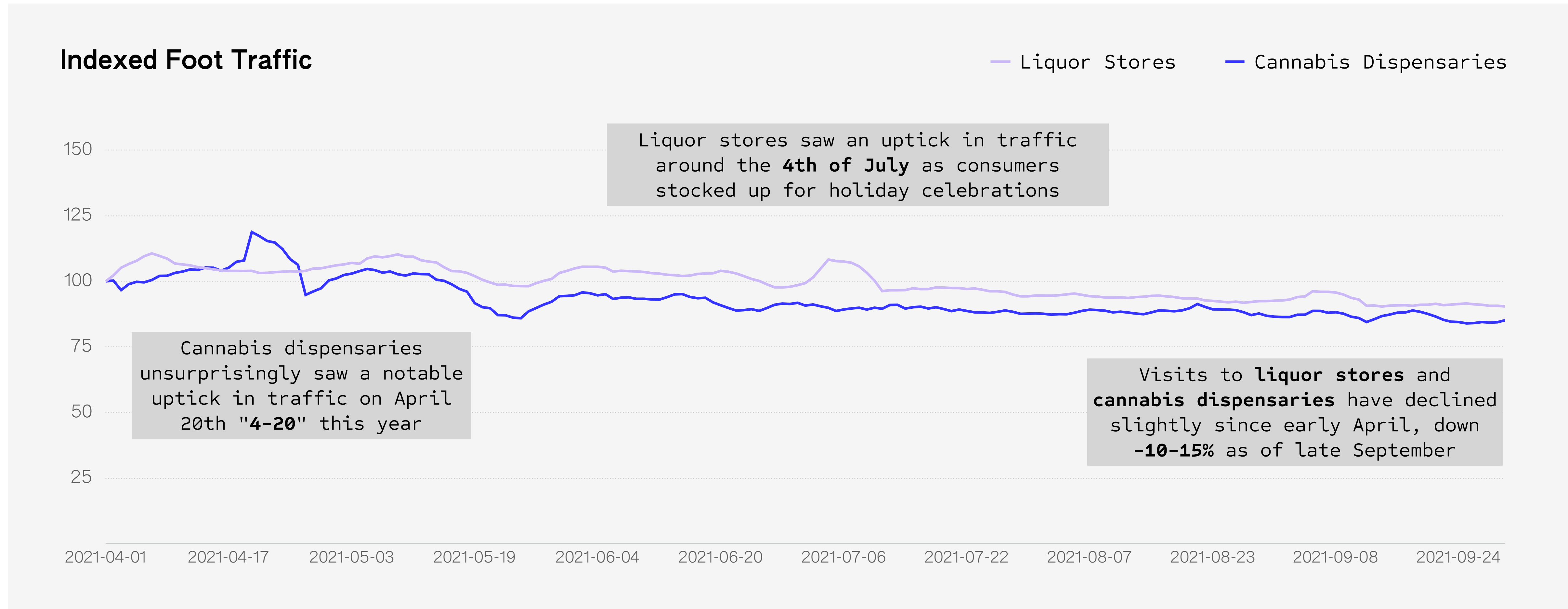
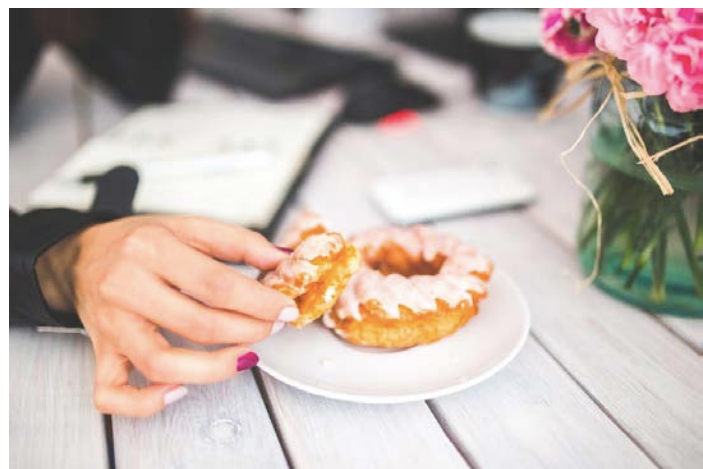


Chart illustrates indexed foot traffic to various liquor stores & cannabis venues, where visits on April 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Liquor store visitors are foodies, fitness fanatics & daily commuters

Compared to the average American, people who visited a **liquor store** at least once between June - September 2021 are more likely to be...

Indulgent Treat Seekers



These dessert lovers are more likely to visit...

Donut Shops **+11%**
Creperies **+9%**
Pastry Shops **+8%**
Cupcake Shops **+7%**
Chocolate Shops **+6%**

Public Transit Commuters



These daily commuters are more likely to visit...

Taxi Stands **+16%**
Metro Stations **+15%**
Bike Rentals **+14%**
Train Stations **+11%**
Bus Stations **+9%**

Health & Wellness Fans



These healthy and fit consumers are frequenting...

Pilates Studios **+12%**
Vegetarian Restaurants **+12%**
Yoga Studios **+10%**
Juice Bars **+7%**
Martial Arts Schools **+5%**

Foodies



These foodies have an affinity for dining out at...

Peruvian Restaurants **+14%**
Middle Eastern Restaurants **+14%**
Tapas Restaurants **+11%**
Indian Restaurants **+10%**
French Restaurants **+9%**

The path to the liquor store

Opportunity: Target consumers before and after their journey to a liquor store to intercept them in moments of consideration.



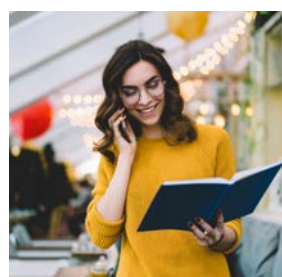
Foodies

These foodies are spotted at various ethnic cuisines before or after picking up liquor for home.



Urban Professionals

These office goers are seen at offices & home residences, where they unwind after work with their alcohol of choice.



Celebration / Event Planners

These fun party hosts are shopping at liquor stores as well as cheese & flower shops in preparation for a special occasion.



Party Guests

These celebrators are picking up gifts for a friend at shopping plazas before or after going to a liquor store.



Places Visited Before

- Cafes
- Offices
- Tech Startups
- Laundromats
- Marijuana Dispensaries
- Flower Shops
- Falafel Restaurants

Liquor Store

Places Visited After

- Bars
- Grocery Stores
- Cheese Shops
- Shopping Plazas
- Spanish Restaurants
- Peruvian Restaurants
- Residential Buildings (Apartments)

Liquor Store shoppers have an affinity for fast food, fitness & cooking at home

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



Fast Food

Shake Shack +21%
Boston Market +21%
White Castle +16%
Five Guys +11%
Panera Bread +9%



Fitness

Crunch Gym +18%
YMCA +18%
24 Hour Fitness +12%
Gold's Gym +11%
OrangeTheory Fitness +10%



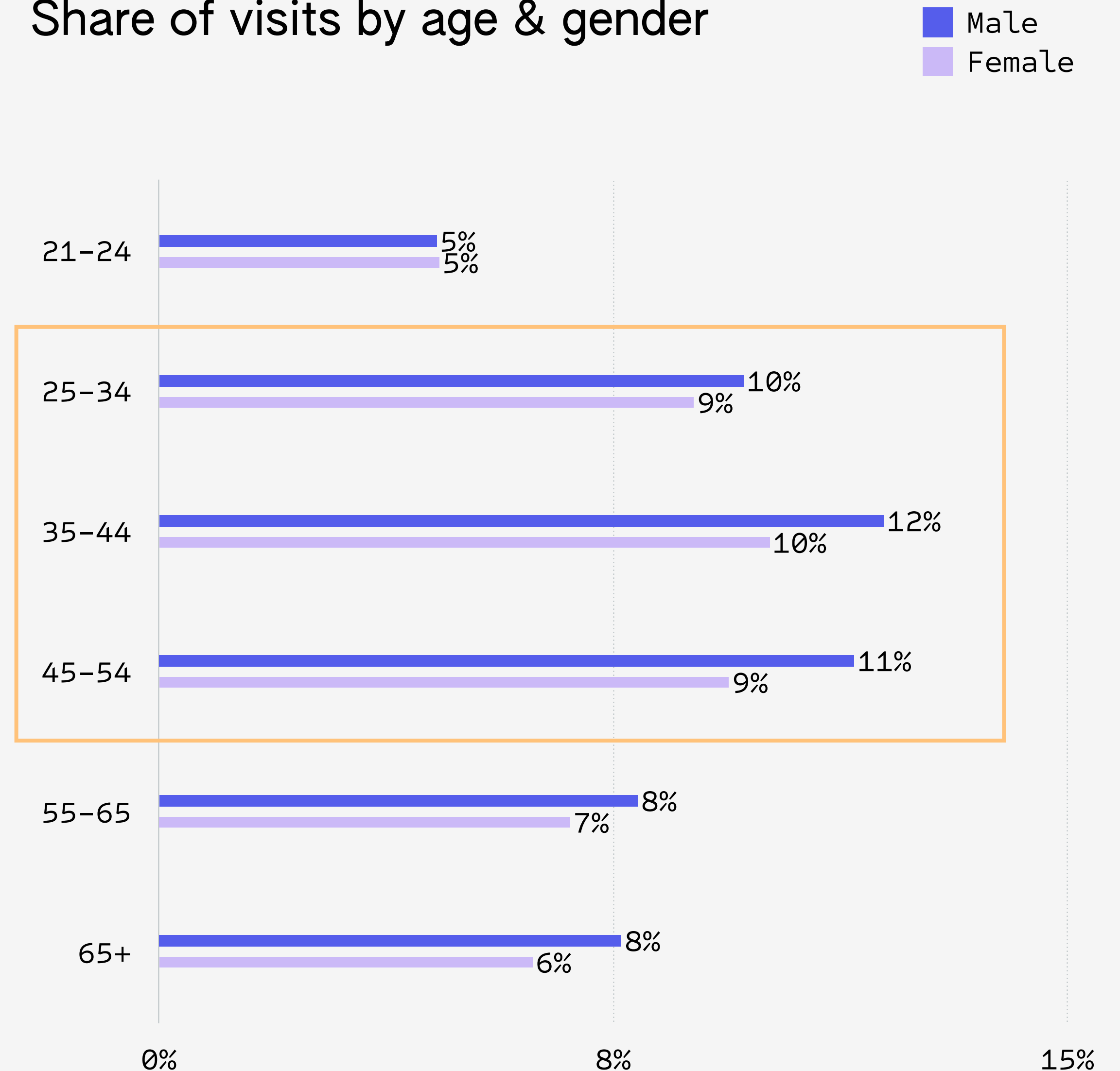
Hosting & Cooking At Home

Stop & Shop +36%
ACME +35%
ShopRite +33%
Cub Foods +45%
Key Food +27%

Liquor stores are seeing nearly 1/3 of total traffic from men, ages 25-54

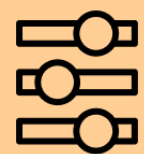
Opportunity: Identify & segment liquor store goers based on visitation patterns to liquor stores by age & gender.

Share of visits by age & gender



How to activate with Foursquare

How to activate with Foursquare.



Segment Audiences

Identify consumers in different life stages with changes in foot traffic patterns, visit frequency & brand affinities



Tap Into Trends

Use taste & trend data to identify consumer preferences, creating programs that drive mass personalization



Reach Consumers With Moment Based Messaging

Dynamically optimize messaging and creative to align with the appropriate moment



Influence Buyer Behavior

Reach key audiences on their path to purchase, intercepting and influencing their journeys



Conquest Competitors

Target consumers in and around competitor locations to change their behavior with conquering messaging



Proximity Target

Identify consumers in & around store locations to drive them to purchase specific products



Leverage Insights

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



Measure Impact

Monitor how cross platform advertising is driving visits to store locations, optimizing performance in real-time

Reach new customers
& align with the right
moments with
Foursquare's
targeting solutions.

FOURSQUARE /audience

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

Select from 1200+ ready-to-use audience available in our Audience Designer and all major DSPs, DMPs, or create highly-customized audiences in our self-serve UI.

FOURSQUARE /proximity

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

Build accurate, custom geofences to reach consumers based on where they are in real-time and key moments of receptivity. Design your own custom segments in our self-serve UI, or let us create segments that meet your goals

Targeting Recommendations

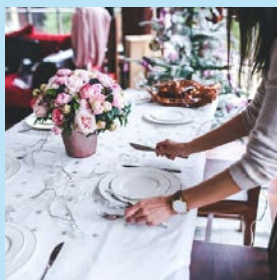
CORE PERSONAS

Identify Frequent Nightlife Audiences



Urban Professionals

Young and hip, seen frequently at the office or out and about after work for Thursday happy hours. They also enjoy a bottle of wine at home with friends.



Event & Party Hosts

These crafty folks love a good dinner party, and are seen at grocery stores, liquor stores, flower shops, wine shops, butchers, & gourmet shops.



Luxury Socialites

This high-class bunch frequents cocktail bars, whiskey bars, & hotel bars. They also enjoy a fun night at the casino.

Custom Strategy in behaviors: Leverage our tailored targeting strategies

Nightlife & Entertainment Enthusiasts

Reach consumers who have been seen at bars, casinos, restaurants, movie theaters, music & show venues, sports stadiums, nightclubs, karaoke bars, pool halls, and other similar social places.

Gambling Behavior

Reach consumers who have visited lottery retailers, card rooms, house race tracks, bingo halls, casinos, etc.

Urban Millennial Socializers

Reach these busy urban dwellers who are seen at neighborhood bars, nightclubs, lounges, hotels, cafes, fashion boutiques, juice bars, yoga & pilates studios, etc.

Foodies

Reach consumers who are seen at various ethnic restaurants and food places.

Casino Goers

Reach consumers who's location history indicates that they've been to a casino at least once a month in recent months.

Liquor Loyalists

Reach consumers who's location history indicates that they've been to a liquor store at least once a month in recent months.

Bar Fans

Reach consumers who have been seen going to a bar at least 2x per month.

/Proximity: Select Bars

Reach consumers in real-time while they are at or near by bars.

/Proximity: Select Casinos

Reach consumers in real-time while they are at or near by select casinos.

/Proximity: Select Liquor Stores

Reach consumers in real-time while they are at or near by select liquor stores.

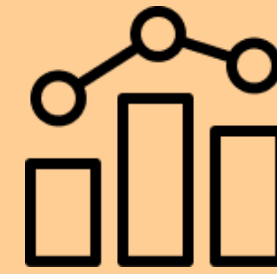
Custom Strategy in demographics:

- Heavy up with males ages 35-44
- Heavy up with urban communities
- Online interest in interest in bars, breweries, cocktail bars, whiskey bars, dive bars, liquor stores, casinos, and cannabis dispensaries

Harness the power of location data with **Foursquare Visits**

Your first party data is invaluable, but incomplete. Real-world visits inform how to keep your customers engaged and loyal.

With **Foursquare Visits**, you can incorporate the only MRC accredited visits solution, which is couples from our first party and our trusted third party partnerships.



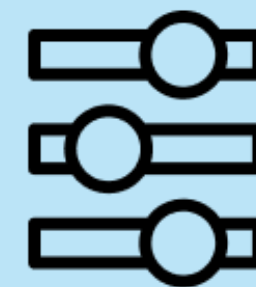
ANALYZE

Our proprietary assets make sense of where people are moving to inform better business decisions through analytics, forecasting, and modeling.



ACTIVATE

Incorporate FSQ Visits into your own data to create custom targeting segments and activate them in your DSP or social network of choice.



MEASURE

Leverage FSQ visits as a conversion metric to gauge the effectiveness of your entire marketing and strategy plan to drive people to a store.

Thank You

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