



# Foursquare Insights: 2021 Sports Fans

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FOURSQUARE



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# Overview & Methodology

## **What does it mean to be a sports fan in 2021?**

In this report, we'll take a closer look at real-world visitation patterns and behavioral preferences of various sports fans (including baseball, basketball, tennis, football, soccer and hockey) based on people who have returned to stadiums in recent months.

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.





# Key Learnings & Trends



## **The return of sports: America's favorite pastime**

Foot traffic to stadiums has continued to rise, while visits to other entertainment venues such as movie theaters has remained fairly stable. In fact, nearly 1/4 of Americans visited a sports stadium at least once in recent months.



## **Live sports fans likely live in rural & suburban areas.**

Sports fans are traveling an extra 3-6 miles to visit stadiums in urban areas vs. stadiums in rural & suburban areas, perhaps indicating that sports fans generally live in these areas.



## **Hockey fans are willing to go the distance.**

Amongst various sports fans, hockey fans are traveling the furthest on average (16 mi) to see a game in person. Most other fans are traveling 10-13 miles on average to attend a game in person.



## **Sports fans are loyal to their home teams.**

Foursquare data reveals that top visited stadiums (based on visits) generally aligns with top home DMAs of recent stadium visitors for each respective sport.



## **Fan demographics vary by sport.**

Baseball and hockey stadiums are seeing 1/4 of total traffic from older fans (ages 35-44), while soccer and tennis stadiums are seeing roughly 1/4 of total traffic from millennials (ages 25-34).



## **Football stadiums are drawing in younger fans.**

Consumers ages 18-24 account for 1/4 of total football stadium visitors during the current season. Perhaps this younger fanbase is an indication of crossover between NFL and college football fans.



# Identify & reach various sports fans

FOOTBALL	HOCKEY	BASEBALL	TENNIS	SOCCER
<p><b>Target Fan Demographics:</b> Male, ages 18-24 in Dallas, Cleveland &amp; Los Angeles</p> <p><b>Audience Profiles:</b> Suburban Parents Casual Athletes Life of the Party College Students</p> <p><b>Average distance traveled to attend at game:</b> 15 miles</p> <p><b>Top Affinities:</b> Five Below Dollar General Sephora Nordstrom Rack</p>	<p><b>Target Fan Demographics:</b> Male, ages 35-44 in Minneapolis, New York City &amp; Chicago</p> <p><b>Audience Profiles:</b> Culture Vultures Health &amp; Wellness Winter Travleers College Students</p> <p><b>Average distance traveled to attend at game:</b> 16 miles</p> <p><b>Top Affinities:</b> Old Navy Zara Regal Cinemas Marriott Hotels</p>	<p><b>Target Fan Demographics:</b> Male, ages 35-44 in Chicago, Los Angeles &amp; New York City</p> <p><b>Audience Profiles:</b> Urban Millennials College Students Affluent Parents Healthy &amp; Fit</p> <p><b>Average distance traveled to attend at game:</b> 11 miles</p> <p><b>Top Affinities:</b> Five Guys Panera Bread Trader Joe's LA Fitness</p>	<p><b>Target Fan Demographics:</b> Male, ages 25-34 in New York City, Cincinnati &amp; Chicago</p> <p><b>Audience Profiles:</b> Parents w/ young kids Home Improvers Luxury Vacationers Urban Dwellers</p> <p><b>Average distance traveled to attend at game:</b> 10 miles</p> <p><b>Top Affinities:</b> Amazon Go Adidas Equinox Hyatt Place</p>	<p><b>Target Fan Demographics:</b> Male, ages 25-34</p> <p><b>Audience Profiles:</b> Gamers Moviegoers Dessert Lovers College Students Art Enthusiasts</p> <p><b>Average distance traveled to attend at game:</b> 13 miles</p> <p><b>Top Affinities:</b> Budget Car Rental Vans Lululemon Athletica Nordstrom LA Fitness</p>



# Let's take a closer look at **sports fans** overall

June – September 2021



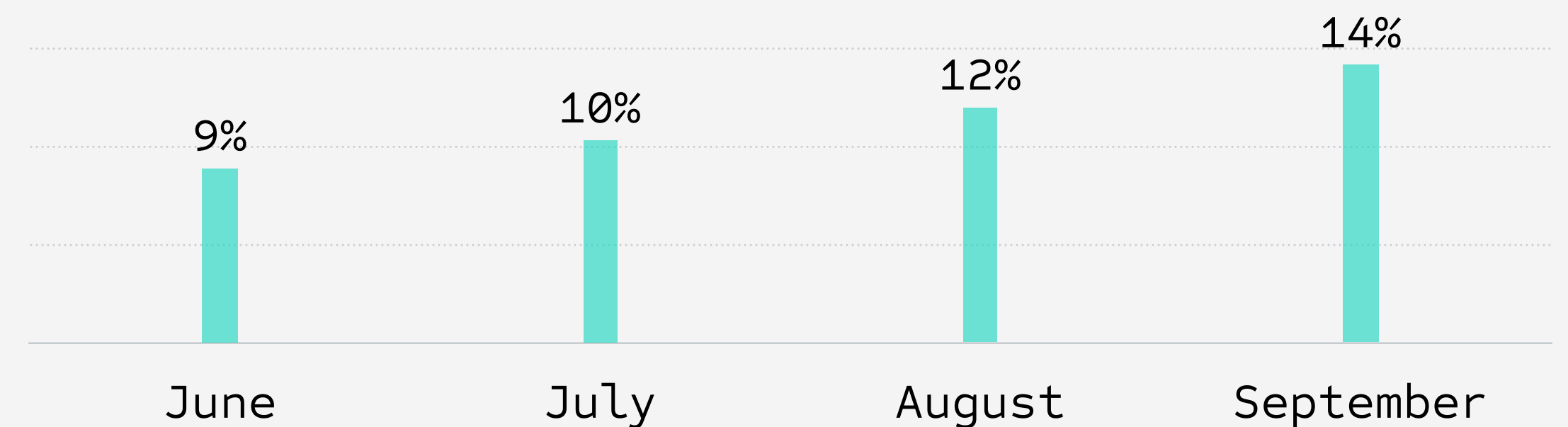
# 23% of Americans visited a **sports stadium** at least once in recent months

Location data verifies that Americans are eager to return to their favorite pre-pandemic pastimes, including live sporting events. In fact, nearly 1/4 of Americans visited a stadium at least once between June - September 2021.

**Opportunity:** Target sports fans who are at or nearby stadiums, especially in rural areas.



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





In fact, foot traffic to **stadiums** has continued to increase since early April, while visits to most other entertainment venues have remained relatively stable

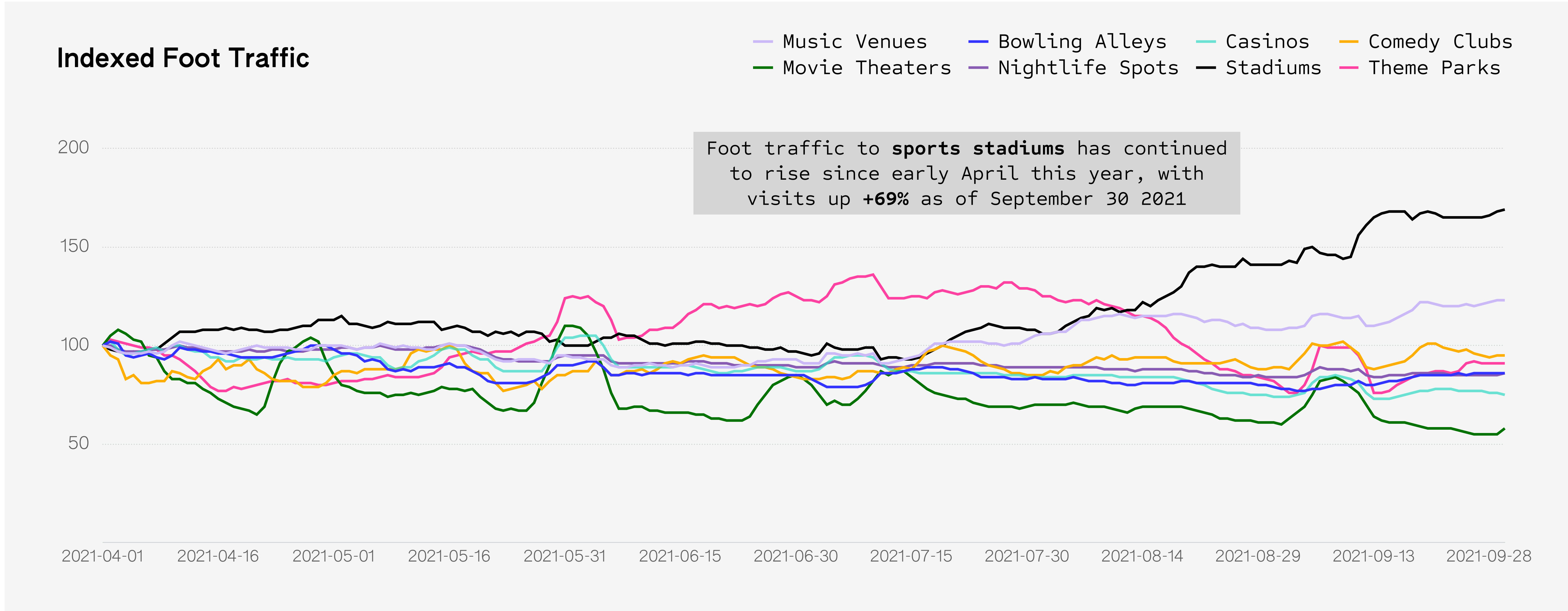


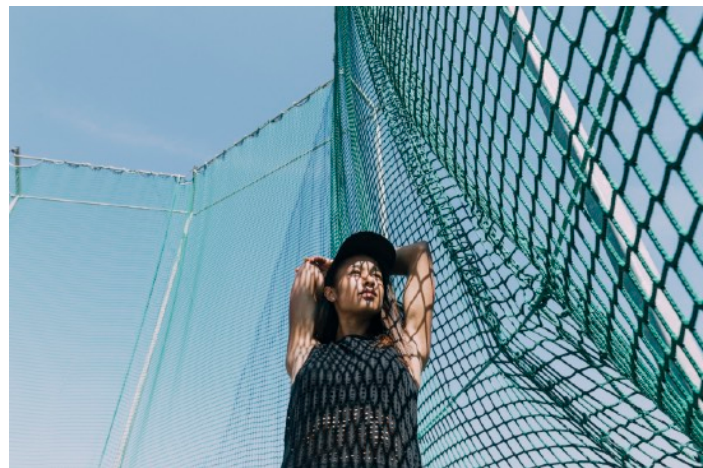
Chart illustrates indexed foot traffic to various entertainment & leisure venues, where visits on April 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.



# Sports fans are active & young consumers who enjoy art, music & social activities

Compared to the average American, consumers who visited a stadium at least 1X in recent months are more likely to be...

## Fitness Fans & Casual Athletes



These active & fit sports enthusiasts are frequenting...

Volleyball Courts **+35%**  
Soccer Fields **+34%**  
Sports Clubs **+34%**  
Tennis Courts **+21%**  
Yoga Studios **+20%**

## Concertgoers & Art Lovers



These culture vultures are more likely to visit...

Music Venues **+30%**  
Concert Halls **+27%**  
Theaters **+15%**  
Performing Arts Venues **+14%**  
Art Museums **+11%**

## College Students



These studious young adults are spending most of their time at...

College Quads **+48%**  
Universities **+44%**  
College Bookstores **+42%**  
Student Centers **+37%**  
College Libraries **+30%**

## Happy Hour Enthusiasts



These nightlife enthusiasts are seen socializing at...

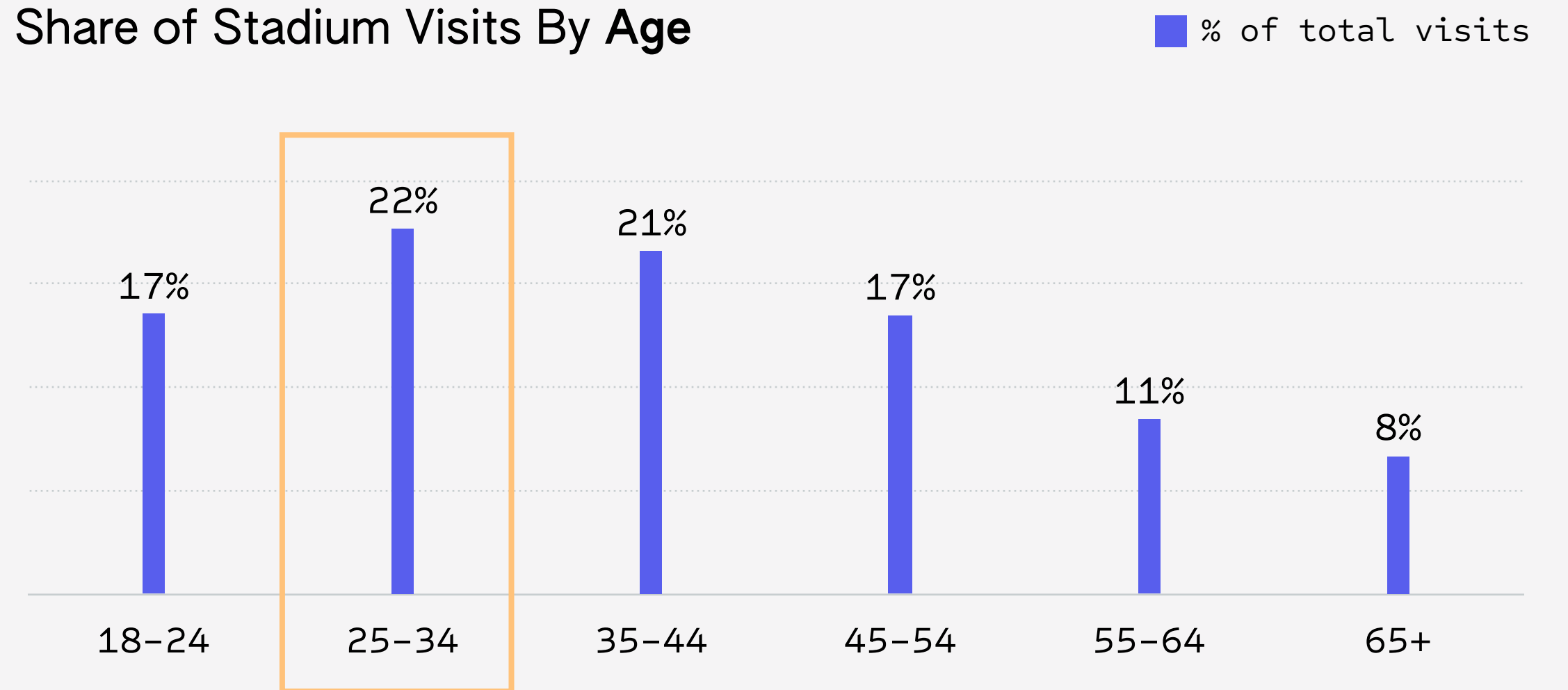
Roof Decks **+21%**  
Beer Gardens **+15%**  
Comedy Clubs **+15%**  
Cocktail Bars **+14%**  
Beer Bars **+13%**



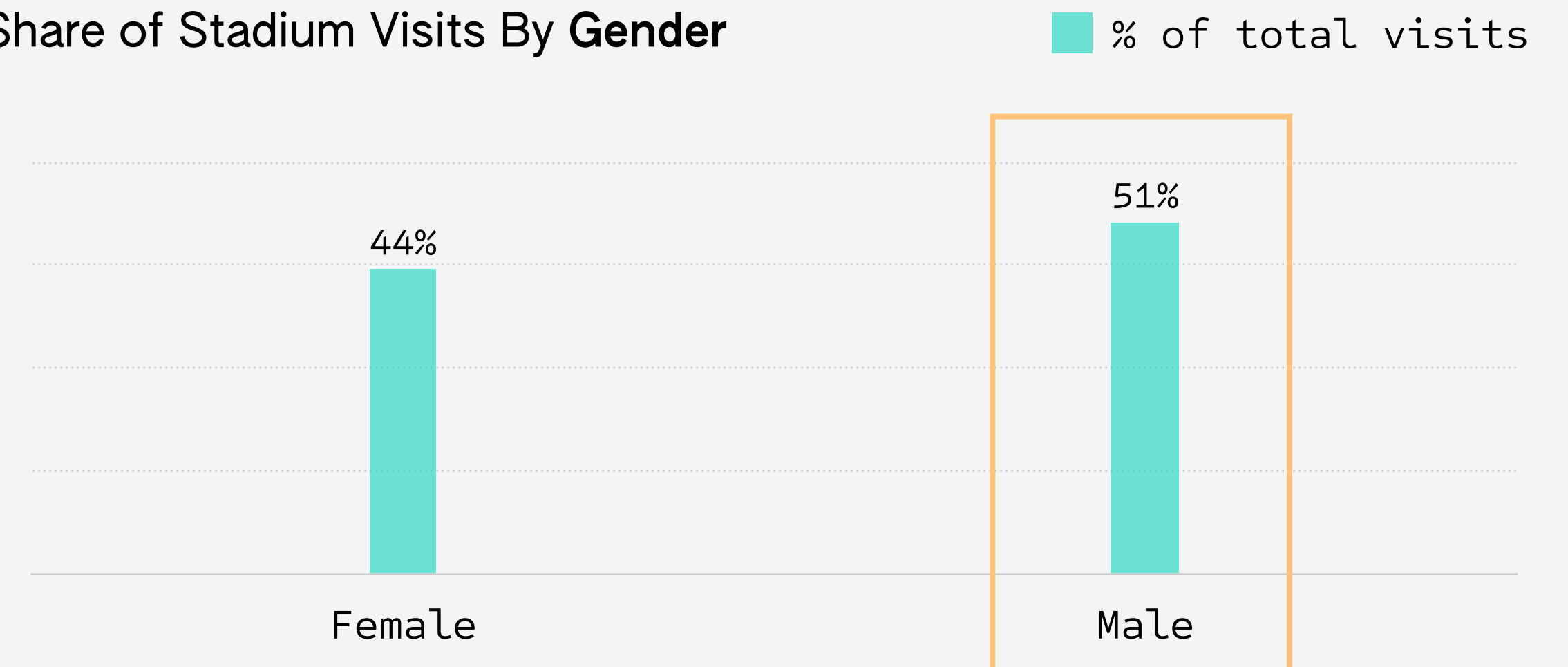
# Stadiums are seeing the highest share of visits from **male visitors, ages 25-34**

**Opportunity:** Identify & reach sports male sports fans ages 25-34, who account for the highest share of traffic to stadiums by age.

Share of Stadium Visits By Age



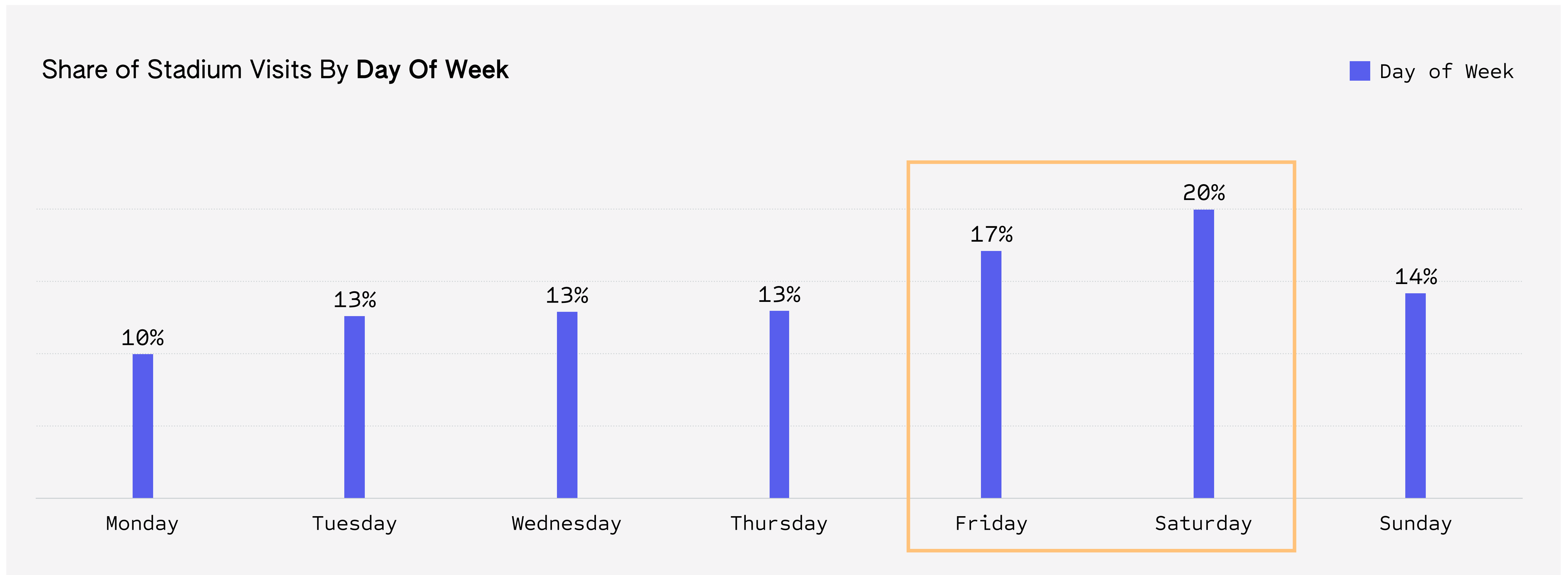
Share of Stadium Visits By Gender





# Roughly 1/3 of total stadium visits occur on **Friday** or **Saturday**

**Opportunity:** Target sports fans when they're most likely to visit a stadium; Reach potential sports fans who are more likely to be 'out and about' during the weekend.

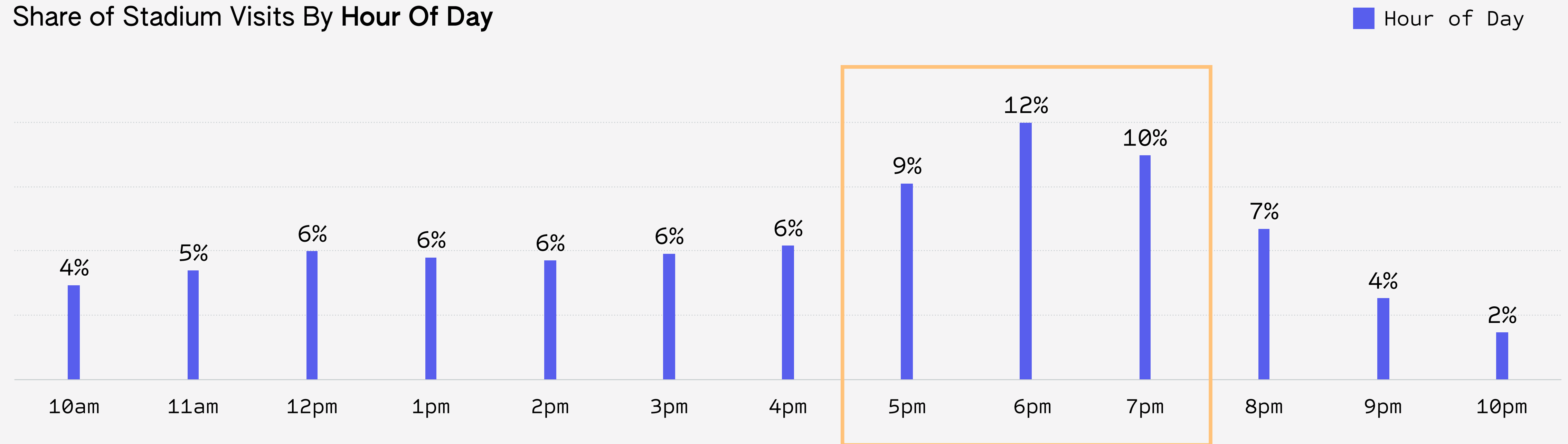




# Stadiums are seeing the highest share of foot traffic in the evening, with visits peaking around **6pm**

**Opportunity:** Target sports fans when they're most likely to attend a sporting event & boost visit frequency amongst occasional sports fans.

Share of Stadium Visits By Hour Of Day





# The path to the sports stadium

**Opportunity:** Target **Sports Fans** along their journey to and from a **stadium** to intercept them in moments of consideration.



## Pre-Gamers & Celebratory Drinkers

These fans are likely grabbing a drink on-premise before or after a game.



## Urban Dwellers

These young professionals may be planning a team outing with coworkers.



## Weekday Commuters

These consumers rely heavily on public transit to travel to/from work and other events.



## College Students

These young consumers are likely hosting tailgates and attending sporting events on campus.



## Places Visited Before

- Advertising Agencies
- Coworking Spaes
- Trains
- Fraternity Houses
- Tech Start Ups
- Cocktail Bars
- Bus Stations

## Stadiums

## Places Visited After

- Trains
- College Classrooms
- Bars
- Transportation Services
- Non-Profits
- Tiki Bars
- Whiskey Bars



# Sports fans are traveling furthest to visit stadiums in urban areas

Sports fans are traveling an extra 3-6 miles to visit stadiums in urban areas vs. stadiums in rural & suburban areas, perhaps indicating that sports fans generally live in more rural & suburban areas.

**Opportunity:** Reach sports fans living in rural & suburban areas, who are willing to travel to stadiums in urban areas.



Median distance from home (in miles) to visit a stadium between June - September 2021:

19.3

URBAN

16.4

SUBURBAN

13.4

RURAL



# Identify loyal sports fans & season ticket holders



Foursquare data reveals the **top home DMAs** of recent stadium visitors in the United States.

Chicago, IL	Atlanta, GA
Los Angeles, CA	Minneapolis, MN
Dallas, TX	Columbus, OH
Cleveland, OH	Houston, TX
New York, NY	Detroit, MI

**Opportunity:** Segment your audience to the above DMAs in order to reach loyal vs. occasional sports fans.



Location data reveals the **top 10 stadiums** based on visits

Dodger Stadium	Fenway Park
Truist Park	Globe Life Field
Citi Field	Miller Park
Angel Stadium	Yankee Stadium
Petco Park	Busch Stadium

**Opportunity:** Identify & reach loyal sports fans in real-time while they are at or near by select stadiums.



# Leverage location data to identify & reach different types of sports fans

Compared to the average American, consumers who recently visited a stadium are **2.9X** more likely to have an affinity for...

**SOCCER**

**BASKETBALL**

**FOOTBALL**

**BASEBALL**

**TENNIS**

**HOCKEY**



**Opportunity:** Align with consumers' visitation patterns to deliver moment-based messaging when consumers are most likely to visit various types of sporting events.



# Let's take a closer look at **hockey** fans

January – July 2021



# Hockey fans are wellness enthusiasts, culture vultures, winter vacationers & students

Compared to the average American, people who visited a hockey arena at least once during the most recent season (January - July 2021) are more likely to be...

## Health & Wellness Enthusiasts



These health & wellness advocates are frequenting...

- Yoga Studios **+58%**
- Cycle Studios **+52%**
- Gluten-free Restaurants **+35%**
- Gyms/Fitness Centers **+25%**
- Vegetarian Restaurants **+18%**

## Culture Vultures



These art & music lovers are more likely to frequent...

- Music Venues **+120%**
- Art Museums **+39%**
- Concert Halls **+40%**
- Record Shops **+28%**
- Indie Movie Theaters **+23%**

## Winter Vacationers



These winter travelers spend their days at...

- Ski Areas **+60%**
- Taxi Stands **+48%**
- Hotel Bars **+42%**
- Airport Terminals **+25%**
- Resorts **+15%**

## College Students & Recent Graduates



These studious young adults are frequenting...

- College Cafeterias **+57%**
- College Gyms **+51%**
- Fraternity Houses **+48%**
- Student Centers **+28%**
- Law Schools **+28%**



# Hockey fans have an affinity for fast fashion, entertainment & travel

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



## Fast Fashion

Old Navy +30%  
H&M +43%  
Victoria's Secret +44%  
American Eagle Outfitters +56%  
Zara +56%



## Entertainment

Regal Cinemas +28%  
Universal Parks and Resorts +29%  
Walt Disney Parks & Resorts +30%  
Cinemark +40%  
AMC Theaters +45%



## Travel

Renaissance Hotels +135%  
DWT Airport +120%  
Residence Inn Marriott +65%  
Marriott Hotels 79%  
Hyatt Regency +66%

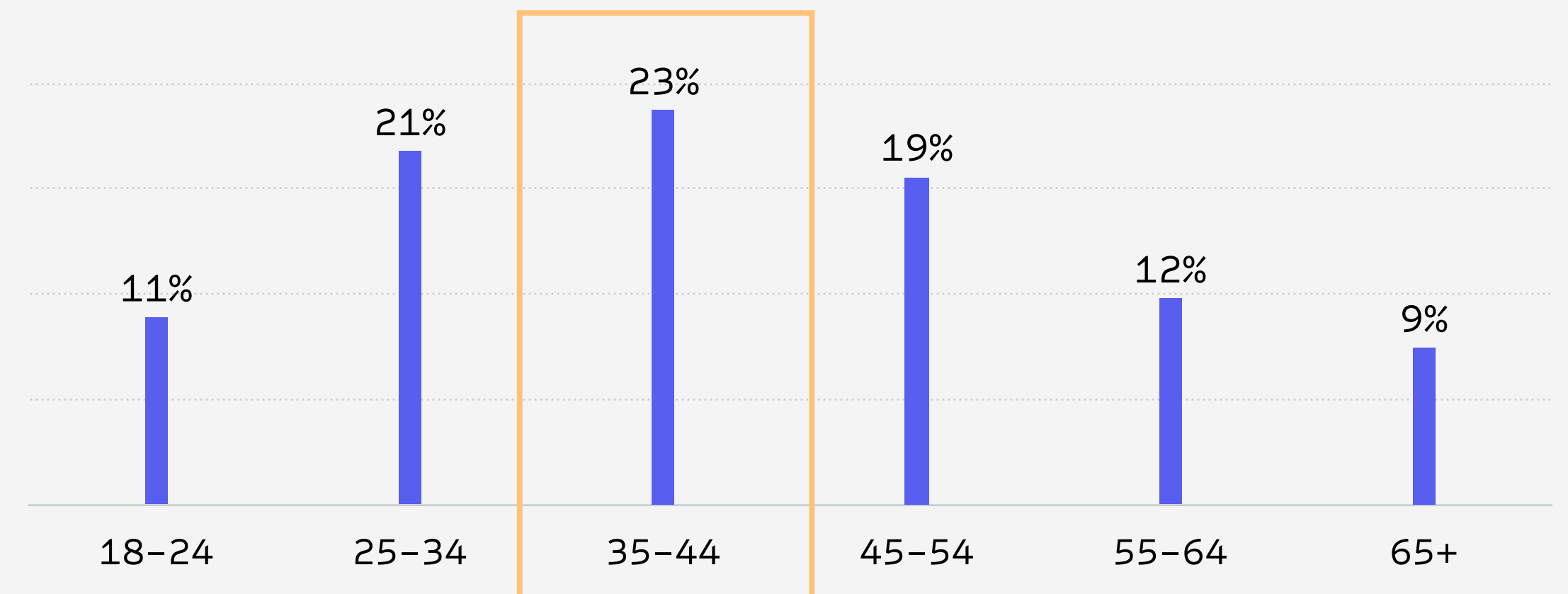


# Hockey arenas are seeing the highest share of visits from male fans, ages 35-44

**Opportunity:** Identify & segment loyal vs. occasional hockey fans based on stadium visitor demographics.

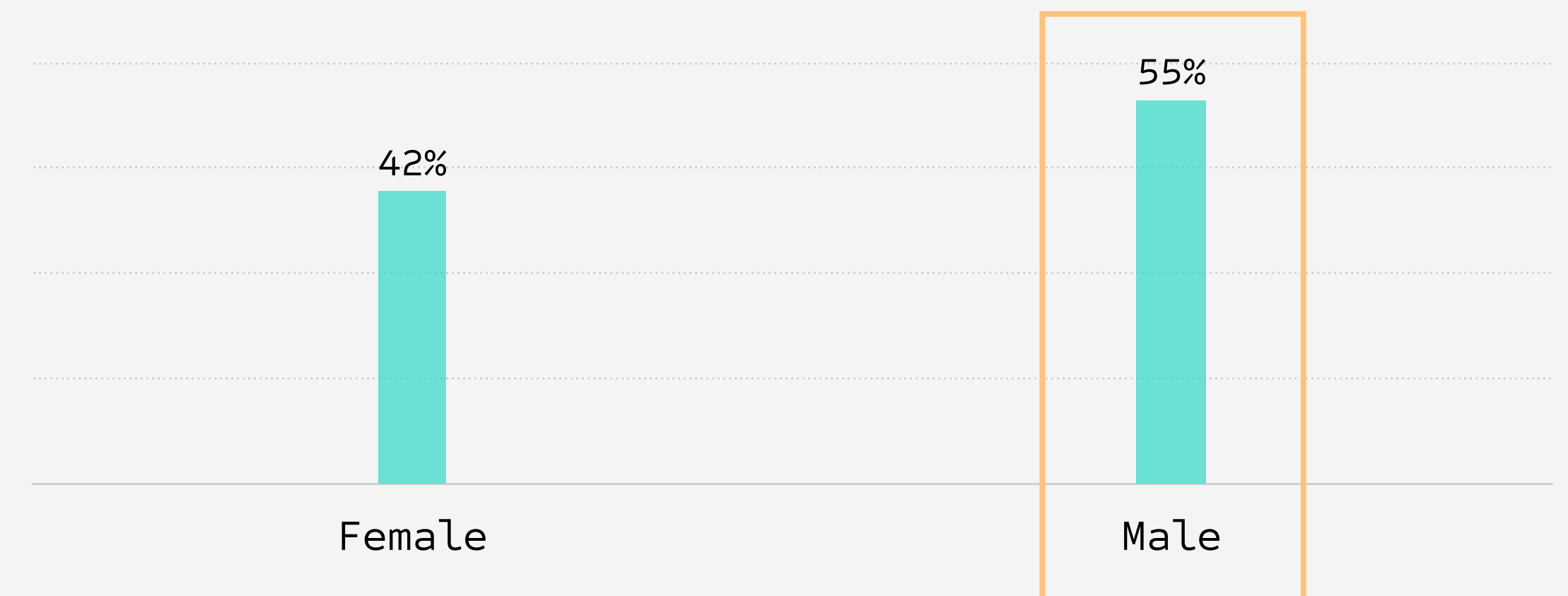
Share of Hockey Arena Visits By Age

■ % of total visits



Share of Hockey Arena Visits By Gender

■ % of total visits





# The path to the hockey arena

**Opportunity:** Target hockey fans before & after their journey to a hockey arena to intercept them in moments of consideration this season.



## Fitness Enthusiasts

This athletic crowd likely sticks to a daily fitness routine, even on game days.



## Urban Millennial Socializers

These young office professionals may be attending a hockey game with coworkers.



## Foodies

These hockey fans are likely grabbing a bite to eat before or after the game instead of at the game.



## Pre-Gamers & Celebratory Drinkers

These fans are likely grabbing a drink on-premise before or after a game.



## Places Visited Before

- Rock Climbing Spots
- Gym or Fitness Centers
- Whisky Bars
- Business Centers
- Tech Start Ups
- Tapas Restaurants
- Corporate Cafeterias

## Hockey Arena

## Places Visited After

- Food Stands
- Pubs
- Cycle Studios
- New American Restaurants
- Tracks
- Speakeasies
- Bars



# Hockey fans are typically traveling **16 miles** on average to attend a game

**Opportunity:** Reach NHL super fans & season ticket holders within 16 miles of a hockey arena. Conquest this audience by activating Foursquare's proximity segment.



Average distance traveled from home (in miles) to reach a **hockey arena** between January - July 2021:

**16 miles**



# Identify loyal hockey fans & season ticket holders



Foursquare data reveals the **top home DMAs** of recent hockey arena visitors in the United States.

Minneapolis, MN	Detroit, MI
New York, NY	Tampa, FL
Chicago, IL	St. Louis, MO
Fargo, ND	Columbus, OH
Boston, MA	Pittsburgh, PA

**Opportunity:** Segment your audience to the above DMAs in order to reach loyal vs. occasional fans.



Location data reveals the **top 10 hockey arenas** based on visits

TD Garden	T-Mobile Arena
Madison Square Garden	Mississippi Coast Coliseum
Barclays Center	American Airlines Center
Amalie Arena	Amway Center
Bridgestone Arena	Wells Fargo Center

**Opportunity:** Identify & reach loyal hockey fans in real-time while they are at or near by select areas.



# Let's take a closer look at **tennis** fans

January – October 2021

# Tennis fans are focused on home improvement, outdoor activities & family time

Compared to the average American, people who visited a tennis stadium at least once during the most recent season (January - October 2021) are more likely to be...

## Home Improvers



These DIYers & home owners are frequenting...

Hardware stores **+83%**  
Housing Developments **+69%**  
Construction &  
Landscaping **+68%**  
Furniture/Home Stores **+58%**

## Waterfront Enthusiasts



This sun-seeking crowd is more likely to spend time at...

Beaches **+72%**  
Pools **+63%**  
Harbors/Marinas **+50%**  
Dog Runs **+43%**  
Surf Spots **+33%**

## Affluent Parents With Young Kids



These millennial parents are frequenting...

Grocery Stores **+195%**  
Schools **+122%**  
Big Box Stores **+122%**  
Playgrounds **+71%**  
Private Schools **+4%**

## Urban Dwellers



These city folks enjoy to frequent...

Apartment Buildings **+98%**  
Offices **+87%**  
Metro Stations **+56%**  
Drugstores **+43%**  
Cocktail Bars **+38%**



# Tennis fans have an affinity for travel, home decor and nightlife

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



## Travel

Hotels +123%  
Airports +103%  
Resorts +65%  
Rental Car Places +34%  
Rest Areas +32%



## Home Design & Aesthetic

Big Box Stores +99%  
Carpet Stores +63%  
Furniture Stores +58%  
Arts & Crafts Stores +54%  
Antique Shops +4%



## Nightlife & Entertainment

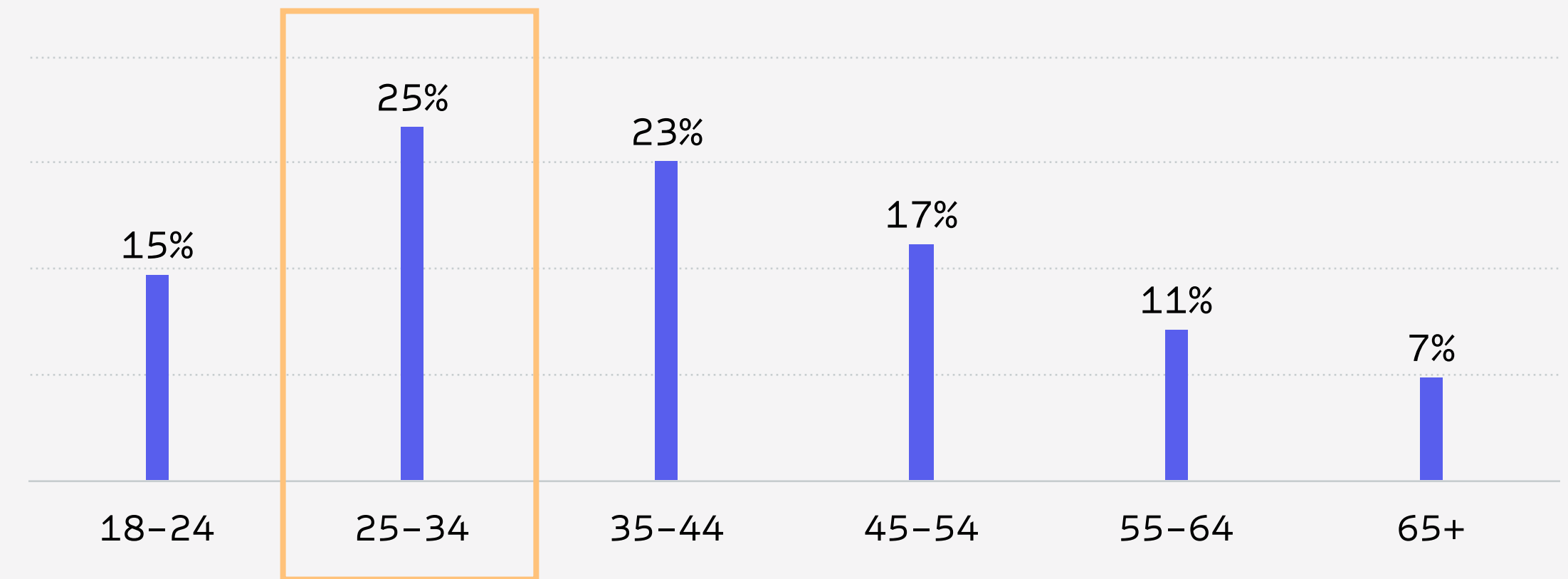
Nightlife Spots 166%  
Music Venues +44%  
Casinos +41%  
Movie Theaters +39%  
Performing Arts Venues +38%

# Tennis stadiums are seeing the highest share of traffic from **male visitors, ages 25-34**

**Opportunity:** Identify & segment loyal vs. occasional tennis fans based on stadium visitor demographics.

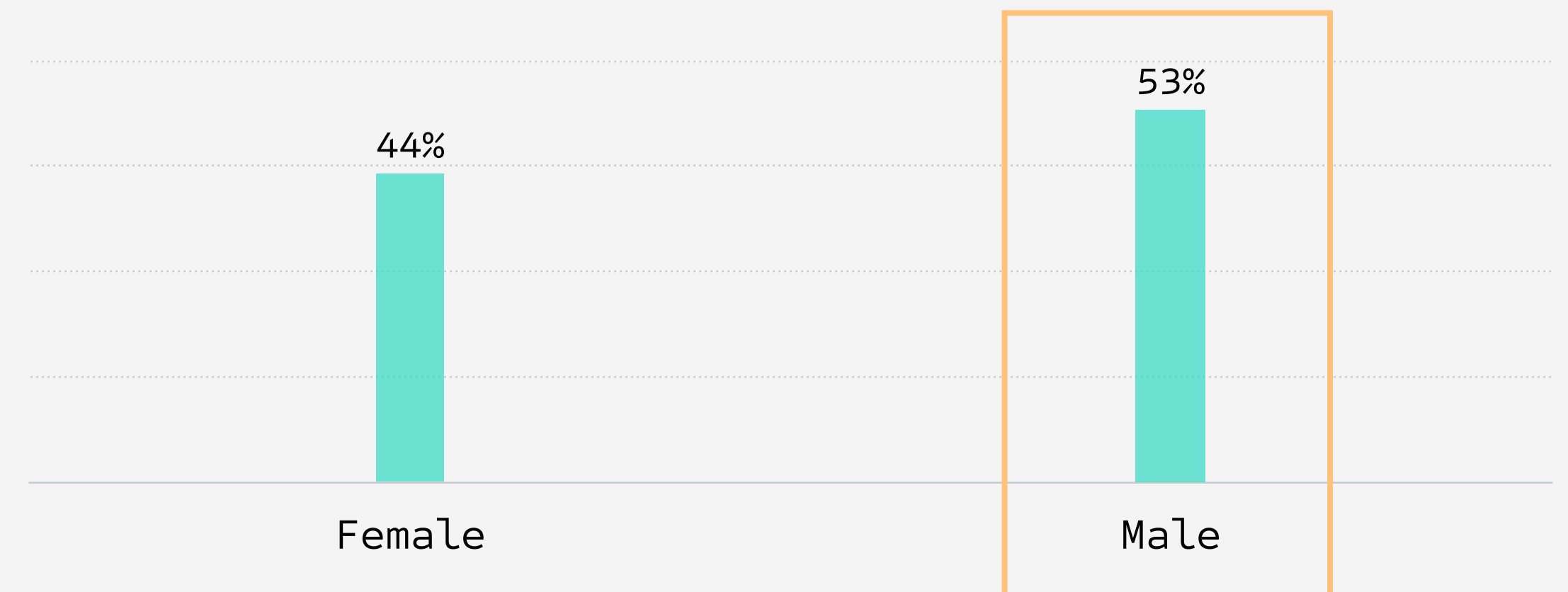
Share of Tennis Stadium Visits By Age

■ % of total visits



Share of Tennis Stadium Visits By Gender

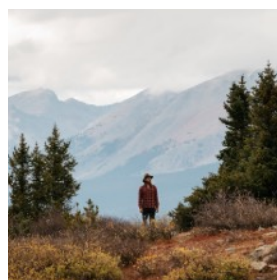
■ % of total visits





# The path to the tennis stadium

**Opportunity:** Target **Tennis Fans** along their journey to and from a **stadium** to intercept them in moments of consideration.



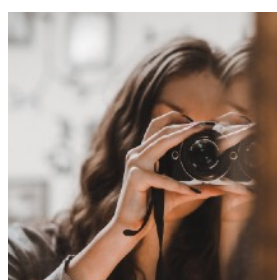
## Outdoor Enthusiasts

These consumers typically enjoy spending time outdoors, and may be tennis players themselves.



## Travelers

These frequent travelers may be booking flights & hotel accommodations to attend a tennis match away from home.



## Inspired Artists

These artsy folk value creativity, and can be found at museums and art centers before and after a tennis match.



## College Students

These young tennis fans may be current college students, perhaps attending a match on or near campus with classmates.



## Places Visited Before

- Bike Rentals
- Historic Sites
- Outdoor Sculptures
- Taxi Stands
- Colleges & Universities
- Airport Trams
- Performing Arts Venues

## Tennis Stadium

## Places Visited After

- College Residence Halls
- Music Schools
- Sculpture Gardens
- Public Art
- Hotels
- Train Stations
- Museums

# Tennis fans are typically traveling **10 miles** on average to attend a match, likely by car

## Opportunities:

Reach Tennis super fans & frequent ticket buyers within 10 miles of a tennis stadium.

Activate a FSQ proximity segment and apply custom geofence with specific milage to reach tennis fans in real time on their way to the stadium.



Average distance traveled from home (in miles) to reach a tennis stadium between January - October 2021:

**10 miles**



# Top home DMAs of tennis stadium visitors

Foursquare data reveals the the top home DMAs of recent tennis stadium visitors in the United States.

New York, NY	Atlanta, GA
Cincinnati, OH	Columbus, OH
Chicago, IL	Charlotte, NC
Los Angeles, CA	Miami / Fort Lauderdale, FL

**Opportunity:** Segment your audience to the above DMAs in order to reach the most loyal tennis fans.





# Let's take a closer look at **baseball** fans

April – October 2021



# Baseball fans are affluent parents, college students & urban dwellers

Compared to the average American, people who visited a baseball stadium at least once during the most recent season (April - October 2021) are more likely to be...

## Urban Millennial Socializers



These young adults & city dwellers are frequenting...

- Tech Startups **+10%**
- Sports Bars **+9%**
- Speakeasies **+13%**
- Music Venues **+11%**
- Metro Stations **+7%**

## Affluent Suburban Parents With Kids



These well-to-do parents are more likely to visit...

- Playgrounds **+30%**
- Private Schools **+21%**
- Golf Driving Ranges **+21%**
- Dog Runs **+19%**
- Preschools **+17%**

## College Students



These social students spend their days at...

- College Gyms **+33%**
- Sorority Houses **+30%**
- College Cafeterias **+27%**
- Fraternity Houses **+27%**
- Universities **+25%**

## Healthy & Fit



These health & wellness gurus are frequenting...

- Bike Trails **+17%**
- Climbing Gyms **+16%**
- Yoga Studios **+14%**
- Gyms & Fitness Centers **+11%**
- Salad Places **+7%**

# Baseball fans balance health & fitness with occasional treats

**Opportunity:** Align with baseball fans' real-world visitation patterns to deliver moment-based messaging when they're most likely to be grocery shopping, dining out or exercising.



## Fast Casual Dining

Five Guys +15%  
T.G.I. Fridays +14%  
Panera Bread +18%  
Chick-fil-A +25%  
Chipotle +33%



## Healthy Habits & Home-Cooked Meals

Trader Joes +17%  
Whole Foods Market +16%  
Jamba Juice +17%  
Tropical Smoothie Cafe +12%  
Smoothie King +11%



## Fitness

Orangetheory Fitness +43%  
Life Time Fitness +55%  
LA Fitness +35%  
24 Hour Fitness +29%  
Planet Fitness +20%

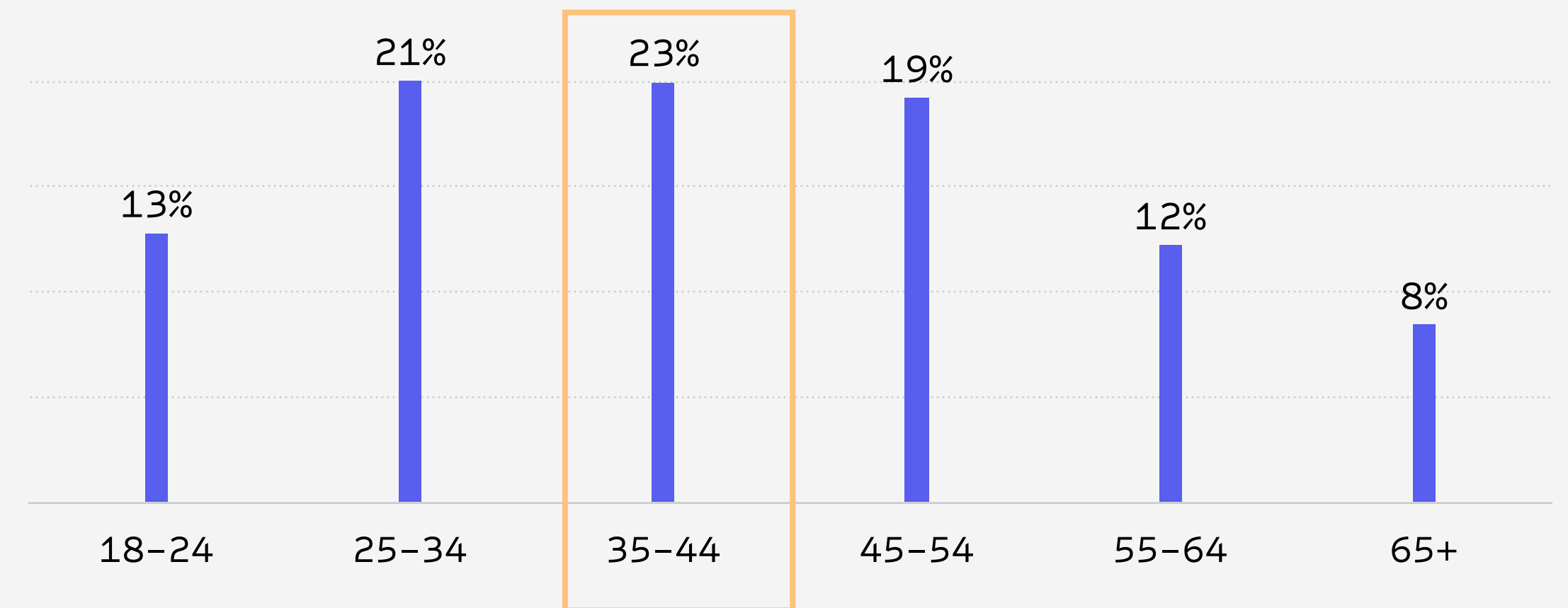


# Baseball stadiums are seeing the highest share of visits from **males, ages 35-44**

**Opportunity:** Identify & segment loyal vs. occasional baseball fans based on stadium visitor demographics.

Share of Baseball Stadium Visits By Age

■ % of total visits



Share of Baseball Stadium Visits By Gender

■ % of total visits



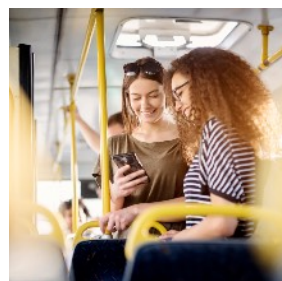
# The path to the baseball stadium

**Opportunity:** Target baseball fans before & after their journey to a baseball stadium to intercept them in moments of consideration this season.



## Happy Hour Enthusiasts

These fans are meeting up with friends to enjoy a drink before a game or celebrate a victory afterwards.



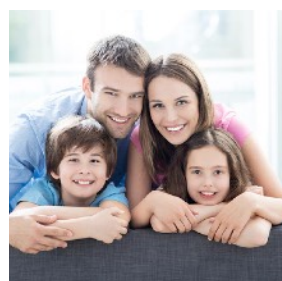
## Urban Commuters

These young professionals are likely taking public transit to/from the game.



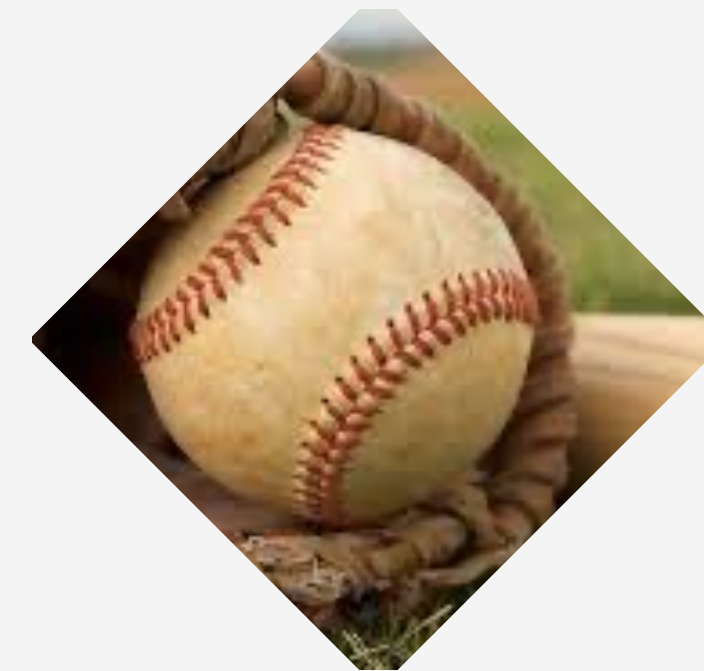
## Out-of-town travelers

These loyal fans are willing to spend time on the road to cheer on their favorite baseball team IRL.



## Suburban Parents

These busy parents may be planning a family outing to attend a baseball game with their kids.



## Places Visited Before

- Beer Gardens
- Offices
- Metro Stations
- Parking
- Train Stations
- Sports Bar
- Daycares

## Baseball Stadiums

## Places Visited After

- Nightlife Spots
- Schools
- Gas Stations
- Grocery Stores
- Burger Joints
- Hotels
- Playgrounds



# Baseball fans are typically traveling **11 miles** on average to attend a game

**Opportunity:** Reach MLB super fans & season ticket holders within 11 miles of a baseball stadium arena. Conquest this audience by activating Foursquare's proximity segment.



Average distance traveled from **home** (in miles) to reach a baseball stadium between April - October 2021:

**10.8 miles**

# Identify loyal baseball fans & season ticket holders



Foursquare data reveals the **top home DMAs** of recent baseball stadium visitors in the United States.

Chicago, IL	Dallas / Ft. Worth, TX
Los Angeles, CA	Atlanta, GA
New York, NY	Milwaukee, WI
St. Louis, MO	Philadelphia, PA
Cleveland, OH	Houston, TX

**Opportunity:** Segment your audience to the above DMAs in order to reach the most loyal baseball fans.



Location data reveals the **top 10 baseball stadiums** based on visits

Truist Park	Fenway Park
Dodger Stadium	Globe Life Field
Citi Field	Miller Park
Petco Park	Busch Stadium
Angel Stadium of Anaheim	Coors Field

**Opportunity:** Identify & reach loyal baseball fans in real-time while they are at or near by select stadiums.



# Let's take a closer look at **soccer** fans

April – October 2021

# Soccer fans are gamers, dessert lovers, college students & art enthusiasts

Compared to the average American, people who visited a soccer stadium at least once during the most recent season (April - October 2021) are more likely to be...

## Gamers & Moviegoers



This digitally savvy crowd is frequenting...

Indie Movie Theaters **+32%**  
Toy/Game Stores **+20%**  
Record Shops **+20%**  
Arcades **+17%**  
Gaming Cafes **+14%**

## Dessert Lovers



These indulgent treat seekers are more likely to visit...

Creperies **+30%**  
Cupcake Shops **+23%**  
Donut Shops **+21%**  
Frozen Yogurt Shops **+13%**  
Chocolate Shops **+10%**

## College Students



These social students spend their days at...

College Gyms **+81%**  
Fraternity Houses **+79%**  
Universities **+70%**  
College Residence Halls **+67%**  
College Classrooms **+48%**

## Art Enthusiasts



These culture vultures are frequenting...

Amphitheaters **+70%**  
Art Galleries **+51%**  
Performing Arts Venues **+28%**  
Art Museums **+36%**  
Arts & Entertainment **+32%**



# Soccer fans have an affinity for fitness, fashion & spending time on the road

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



## Sports & Fitness

LA Fitness +98%  
Lululemon Athletica +85%  
Orangetheory Fitness +84%  
DICK'S Sporting Good +81%  
Crunch Gym +73%



## Auto Intenders & Owners

Budget Car Rental +41%  
CarMax +18%  
Pep Boys Auto +18%  
Discount Tire +15%  
Toyota +10%



## Fashionistas

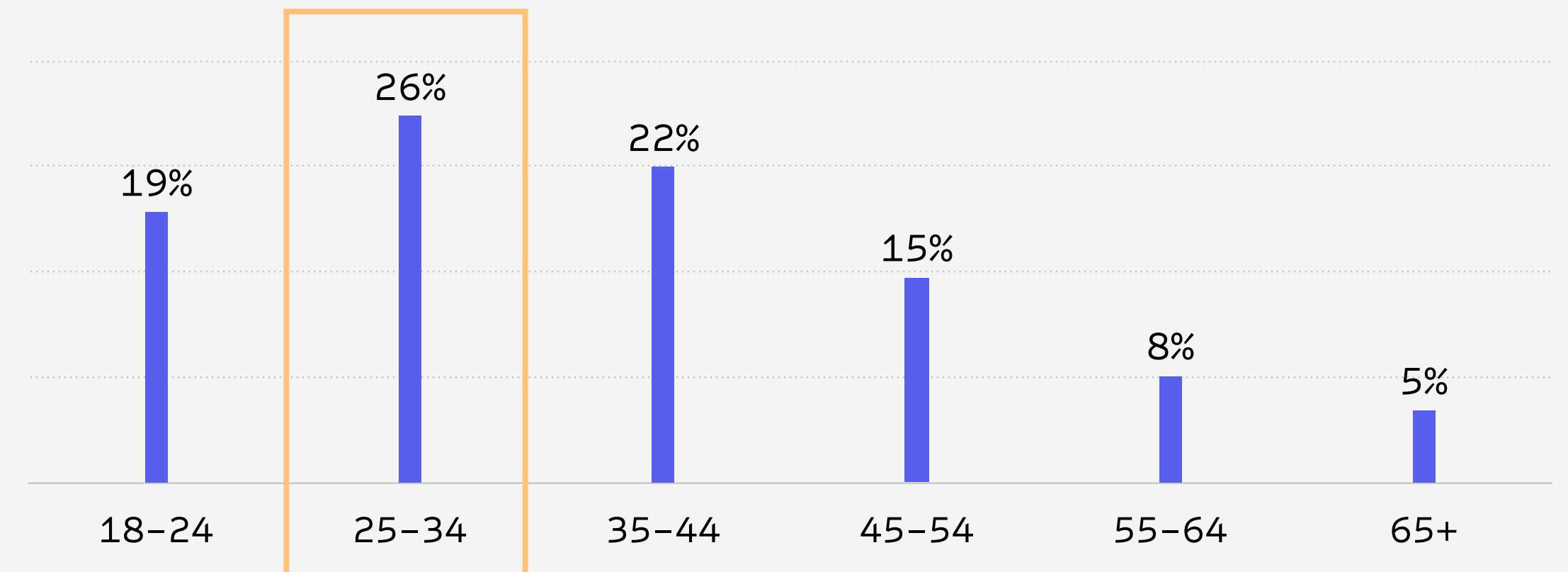
ZARA +94%  
GAP +78%  
Nordstrom +73%  
DSW Designer Shoe Warehouse +59%  
Vans +56%

# Soccer stadiums are seeing the highest share of visits from **males, ages 25-34**

**Opportunity:** Identify & segment loyal soccer fans based on visitation patterns by age & gender.

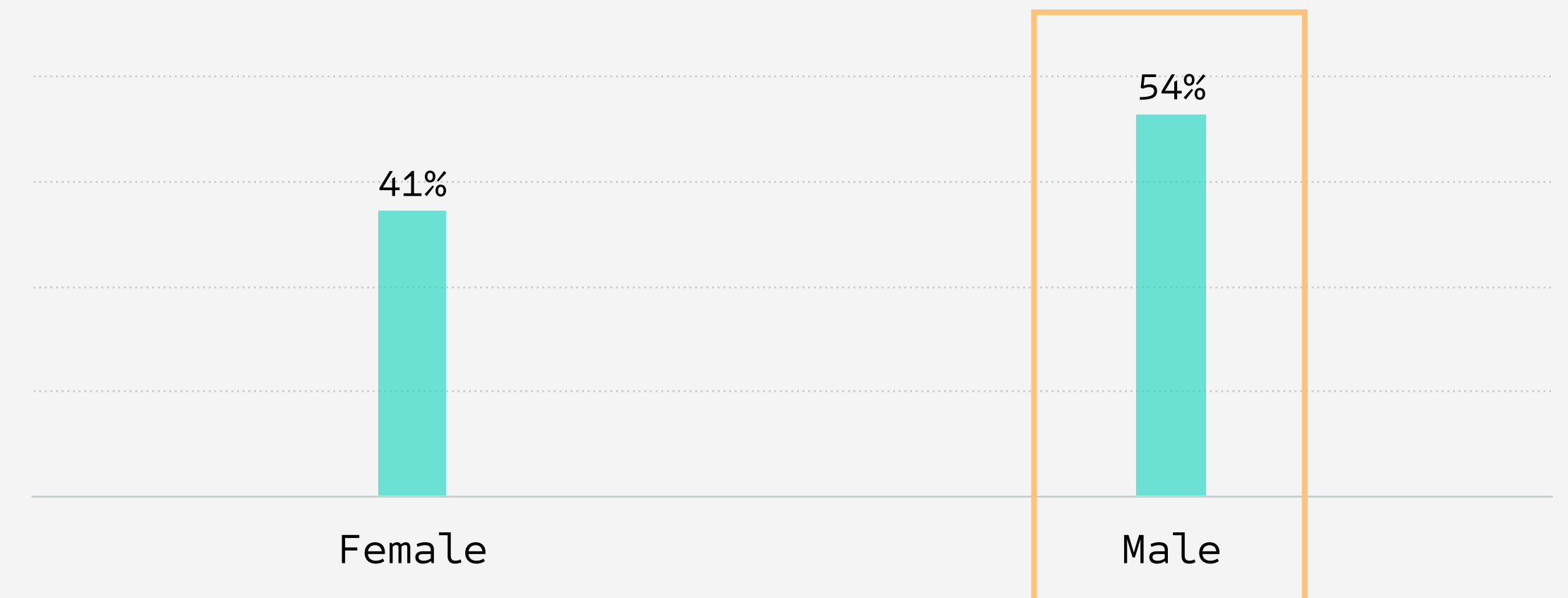
Share of of Soccer Stadium Visits By Age

■ % of total visits



Share of Soccer Stadium Visits By Gender

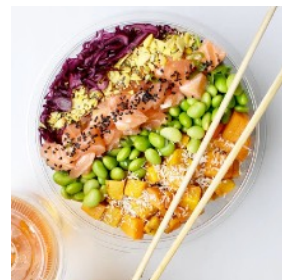
■ % of total visits





# The path to the soccer stadium

**Opportunity:** Target **soccer fans** before and after their journey to a **soccer stadium** to intercept them in moments of consideration this season.



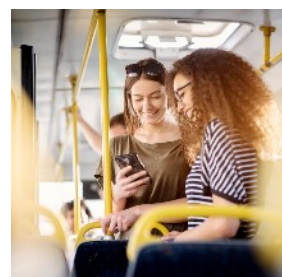
## Fast Food Fans

These busy fans are looking for a quick & convenient meal before or after a game.



## Urban Millennial Socializers

These consumers value quality time with friends, and gather with them before and after a soccer game.



## Public Transit Commuters

These fans are likely relying on public transit to get to or from the game.



## Casual Athletes

These casual athletes partake in regular fitness routines, even on game days.



## Places Visited Before

- Coworking Spaces
- Climbing Gyms
- Advertising Agencies
- Trains
- Hot Dog Joints
- Bagel Shops
- Bus Stops

## Soccer Stadium

## Places Visited After

- Food Trucks
- Bus Stations
- Cycle Studios
- Fast Food Restaurants
- Bars
- Social Clubs
- Pilates Studios

# Soccer fans are typically traveling **13.2 miles** on average to attend a game

**Opportunity:** Reach season ticket holders within 13 miles of a soccer stadium. Activate our proximity segment and custom geofence soccer fans to reach them in real time on their way to the stadium.



Average distance traveled from home (in miles) to reach a soccer stadium between April - October 2021:

**13.2 miles**



# Location data verifies that loyal **soccer fans** may be more likely to travel for a game

**Opportunity:** Reach loyal soccer fans when they're planning a trip to see their favorite team at an away game.



Compared to the average American, these loyal soccer fans are even more likely to frequent:

**+36%**

TRAINS

**+20%**

AIRPORTS

**+11%**

RENTAL CAR  
LOCATIONS

## How Are They Getting There?

Compared to the average American, soccer fans are more likely to book a rental car with:

National Car Rental **+49%**

Budget Car Rental **+41%**

Hertz **+40%**

## Where are they Staying?

Compared to the average American, soccer fans are more likely to book a room at:

Marriott Hotels **+71%**

Sheraton **+63%**

Hilton Hotels **+55%**



# Location data reveals the top 10 **soccer stadiums** based on visits

Yankee Stadium

Mercedes-Benz Stadium

Gillette Stadium

Lumen Field

Banc of California Stadium

Lincoln Financial Field

Dignity Health Sports Park

SeatGeek Stadium

Maryland SoccerPlex

Audi Field

**Opportunity:** Reach loyal soccer fans while they are at or near by select stadiums.



Foursquare data from April - October 2021



# Let's take a closer look at **football** fans

September – November 2021

# Football fans are college students, parents, socialites & casual athletes

Compared to the average American, people who visited a football stadium at least once during the most recent / current season (September - November 2021) are more likely to be...

## Life of the Party



These nightlife fans are frequenting...

Whiskey Bars **+18%**  
Bars **+16%**  
Beer Bars **+10%**  
Cocktail Bars **+5%**  
Hookah Bars **+5%**

## Affluent Suburban Parents



These millennial parents are more likely to frequent...

Private Schools **+48%**  
Middle Schools **+37%**  
Elementary Schools **+9%**  
Daycares **+7%**  
Big Box Stores **+10%**

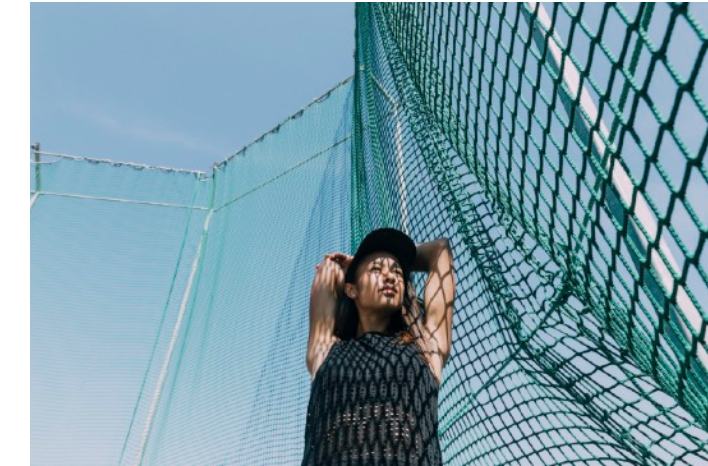
## College Students



These busy students spend their days at...

College Gyms **+84%**  
Colleges & Universities **+76%**  
Student Centers **+74%**  
College Cafeterias **+70%**  
College Admin Buildings **+55%**

## Casual Athletes



These fitness fans are getting active at...

Volleyball Courts **+55%**  
Yoga Studios **+18%**  
Pools **+17%**  
Rock Clubs **+12%**  
Outdoor Event Spaces **+11%**



# Football fans have an affinity for deals, personal care & fast casual fare

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



## Discount Shopping

Discount Drug Mart +72%  
Five Below +15%  
Nordstrom Rack +10%  
Dollar General +10%  
Family Dollar +10%



## Fast Casual Dining

Jason's Deli +66%  
McAlister's Deli +53%  
CiCi's Pizza +52%  
Chipotle Mexican Grill +46%  
P.F. Chang's +33%



## Beauty

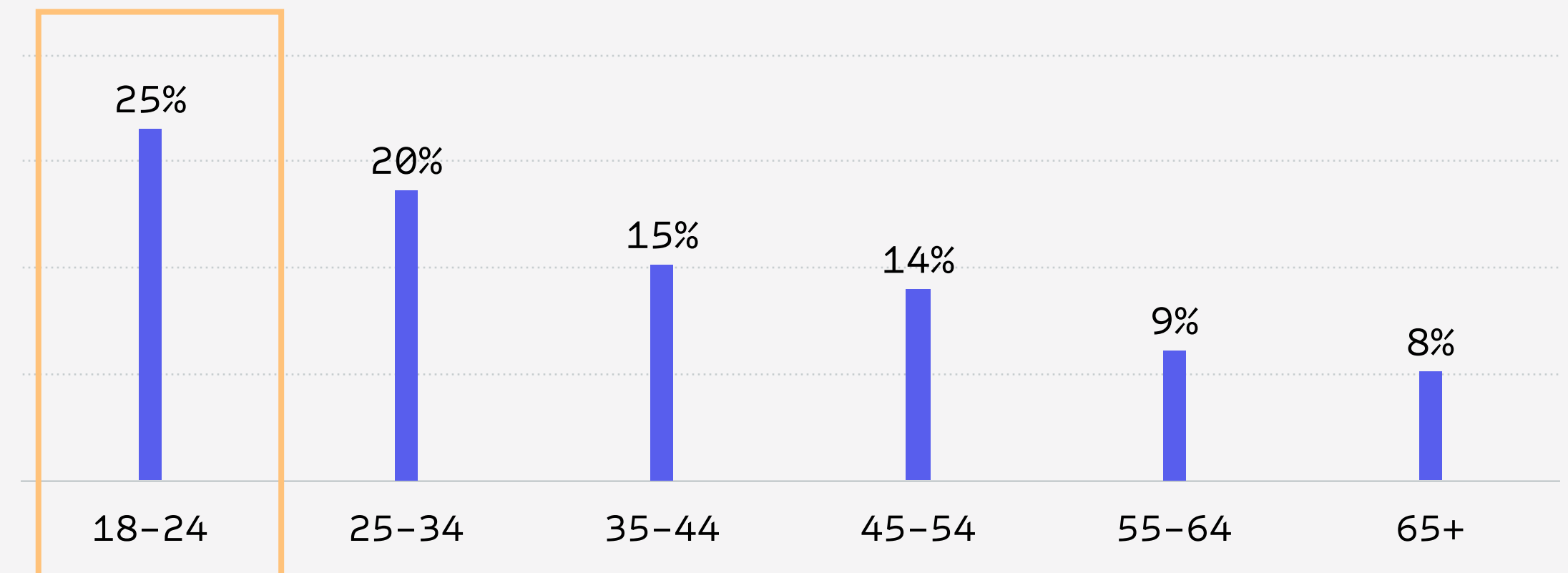
Victoria Secret PINK +37%  
Sephora +24%  
Bath & Body Works +24%  
Simon Malls +23%  
ULTA Beauty +22%

# Football stadiums are seeing their highest share of traffic from **young fans, ages 18-24**

**Opportunity:** Identify & segment loyal vs. occasional football fans based on stadium visitor demographics.

Share of Football Stadium Visits By Age

■ % of total visits



Share of Football Stadium Visits By Gender

■ % of total visits





# The path to the football stadium

**Opportunity:** Target **football fans** before & after their journey to a **football stadium** to intercept them in moments of consideration this season.



## Pre-Gamers & Celebrators

These socialites enjoy a tailgate before a game and are likely celebrating a victory on-premise afterwards.



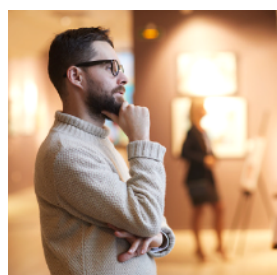
## Young Professionals

These professionals have returned to offices in recent months, and may be attending a game with coworkers.



## College Students

These young adults are active in greek life and enjoy socializing on & off campus before & after a football game.



## Tourists

These fans likely traveled from out-of-town for the game and are exploring the home team's city before & after.



## Places Visited Before

- College Academic Buildings
- Student Centers
- Science Museums
- Sports Bars
- Tech Start Ups
- Coworking Spaces
- Beer Gardens

## Football Stadiums

## Places Visited After

- Sorority Houses
- Whisky Bars
- History Museum
- Rooftop Bars
- Nightlife Spots
- College Residence Halls
- Libraries

# Football fans are typically traveling **14.65 miles** on average to attend a game

**Opportunity:** Reach season ticket holders within 15 miles of a football stadium. Activate our proximity segment and custom geofence football fans to reach them in real time on their way to the stadium.



Average distance traveled from home (in miles) to reach a football stadium between October - November 2021:

**14.7 miles**



# Identify loyal football fans & season ticket holders



Foursquare data reveals the **top home DMAs** of recent football stadium visitors in the United States.

Dallas, TX	Atlanta, GA
Cleveland, OH	Houston, TX
Los Angeles, CA	Phoenix, AZ
Chicago, IL	Tampa, FL
Grand Rapids, MI	Indianapolis, IN

**Opportunity:** Segment your audience to the above DMAs in order to reach the most loyal football fans.



Location data reveals the **top 10 football stadiums** based on visits

SoFi Stadium	AT&T Stadium
Tiger Stadium	Heinz Field
Cotton Bowl	Kroger Field
Kyle Field	Mercedes-Benz Stadium
Beaver Stadium	Raymond James Stadium

**Opportunity:** Identify & reach loyal football fans in real-time while they are at or near by select stadiums.

Let's take a closer  
look at **sports bars**



# Sports bar visitors are frequent travelers, foodies and nightlife enthusiasts

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

## Life of the Party



These nightlife fans are frequenting...

Karaoke Bars **+22%**  
Nightclubs **+20%**  
Whisky Bars **+23%**  
Bars **+23%**  
Cocktail Bars **+21%**

## Travelers



These frequent travelers are more likely to visit...

Airport Services **+18%**  
Baggage Claims **+17%**  
Taxi Stands **+16%**  
Travel Lounges **+11%**  
Hotels **+8%**

## Culture Vultures



These gamers and art enthusiasts are frequenting...

Concert Halls **+9%**  
Arcades **+12%**  
Music Stores **+5%**  
Comic Shops **+6%**  
Toy/Game Stores **+7%**

## Foodies



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

Tapas Restaurants **+17%**  
New American Restaurants **+13%**  
South American Restaurants **+12%**  
German Restaurants **+9%**  
Thai Restaurants **+6%**

# Sports bar visitors are daily commuters, fitness fans and fashionistas

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



## Auto Care

Delta Sonic Car Wash +24%  
Budget Car Rental +18%  
Discount Tire +8%  
Pep Boys Auto +3%  
Enterprise Rent-A-Car +2%



## Health & Fitness

Crunch Gym +20%  
Orange Theory Fitness +19%  
YMCA +13%  
Planet Fitness +11%  
Jamba Juice +5%



## Fast Fashion Brands

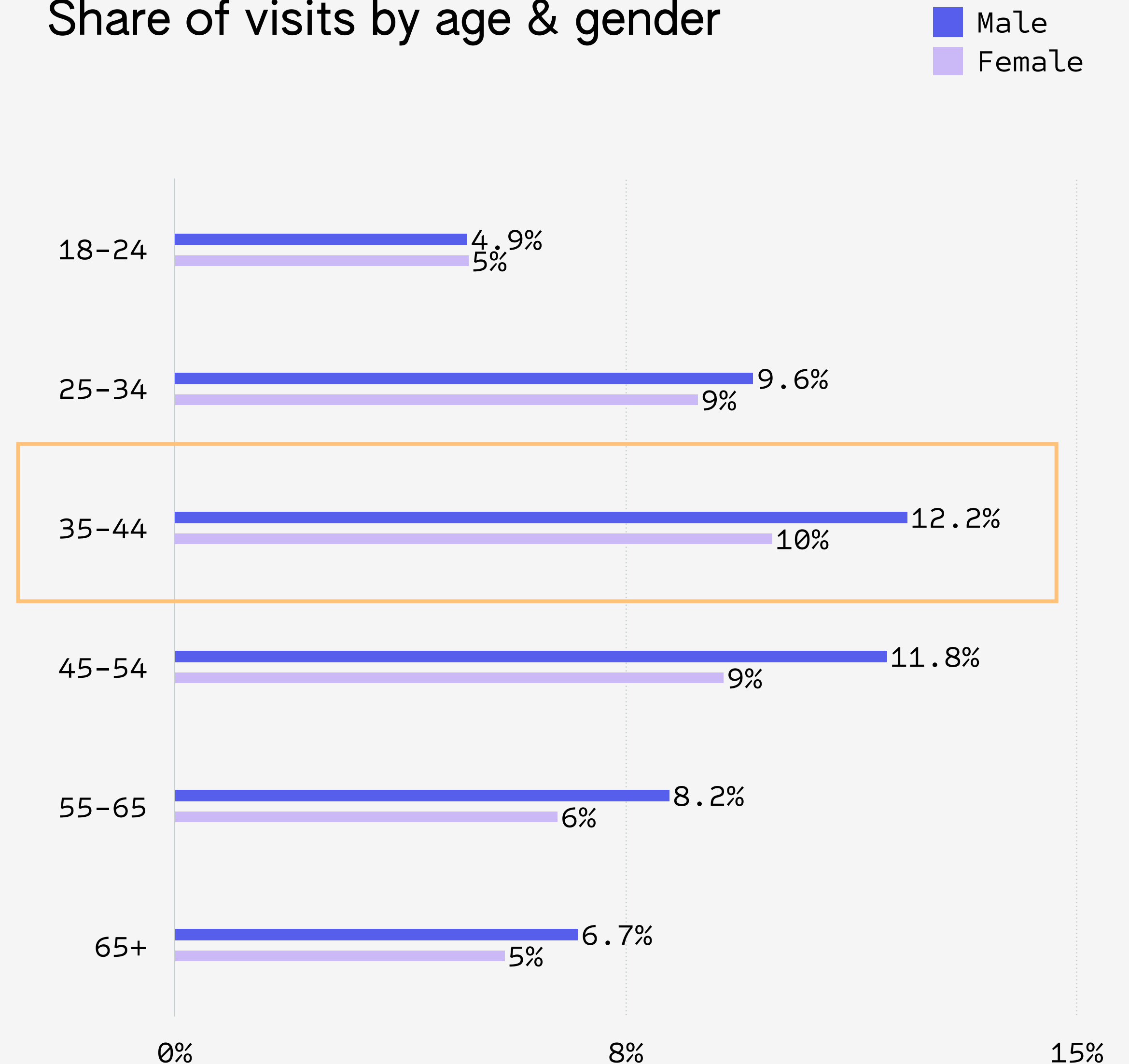
ZARA +23%  
EXPRESS +23%  
H&M +17%  
Forever 21 +16%  
Old Navy +7%



# Sports bars are seeing the highest share of traffic from male sports fans, ages 35-44

**Opportunity:** Identify & segment sports fans based on visitation patterns to sports bars by age & gender.

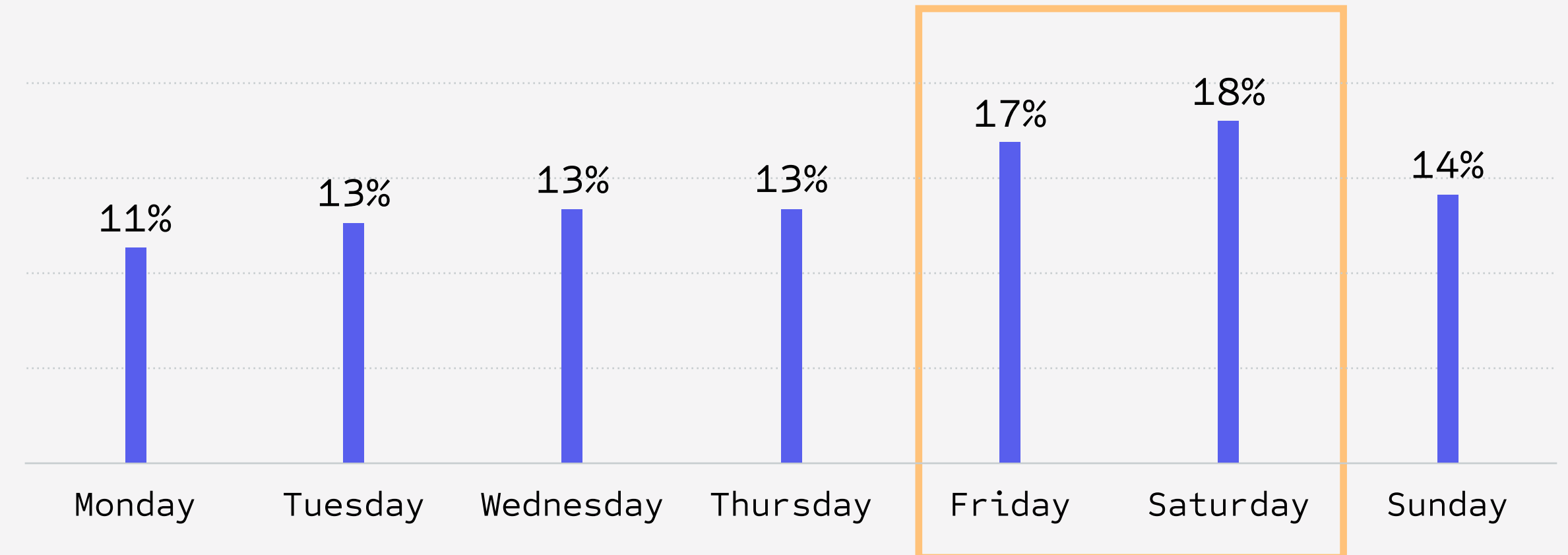
Share of visits by age & gender



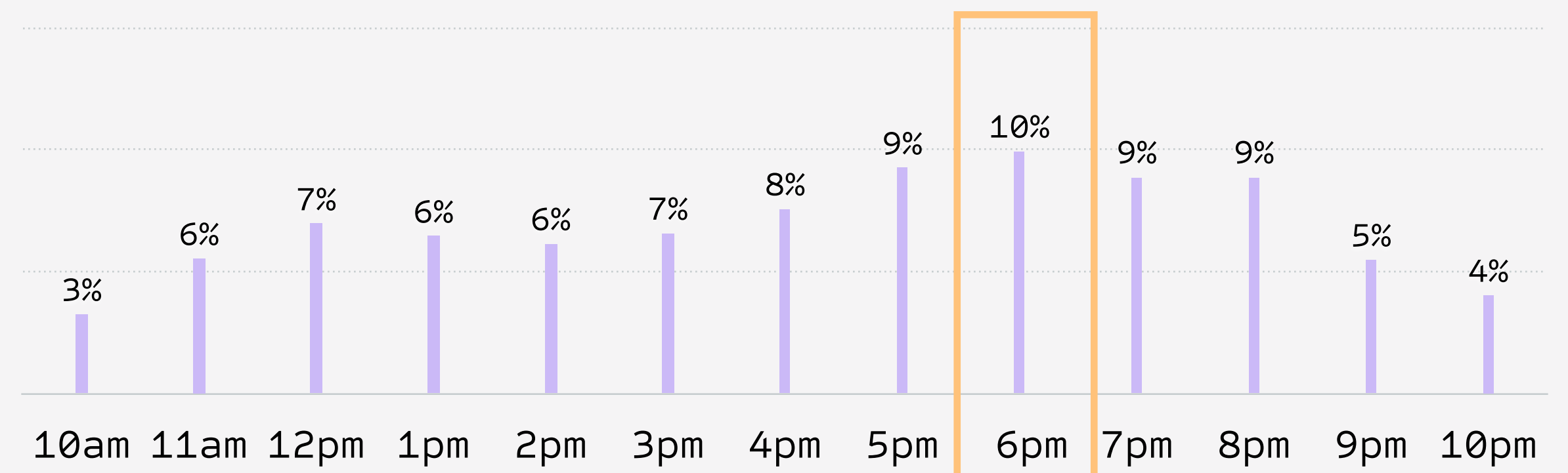
# Sports bars are busiest on Friday & Saturday evenings, with visits peaking around **happy hour**

**Opportunity:** Reach sports fans when they're most likely to visit a sports bar & identify frequent/return customers.

Share of Visits By Day of Week



Share of Visits By Time of Day





# The path to the sports bar

**Opportunity:** Target **sports fans** before and after their journey to a **sports bar** to intercept them in moments of consideration this season.



## Affluent Socialites

These sports fans continue their night out beyond the sports bar at high-end venues.



## Young Professionals

These office goers 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 sports bar.



## College Students, Ages 21-24

Of-age students are cheering on their favorite teams from the local sports bar near campus.



## Places Visited Before

- Tech Start Ups
- Whiskey Bars
- Offices
- Jazz Clubs
- New American Restaurants
- Sorority Houses
- Social Clubs

## Sports Bar

## Places Visited After

- French Restaurants
- Music Venues
- Karaoke Bars
- Roof Decks
- Middle Eastern Restaurants
- College Tracks
- Apartments/Residences

# Sports fans are typically traveling **11 miles** on average to reach a sports bars

**Opportunity:** Reach sports fans who prefer to cheer on their favorite teams on-premise / closer to home. Conquest this audience by activating Foursquare's proximity segment.



Average distance traveled from **home** (in miles) to reach a sports bar between June - September 2021:

**11.4 miles**



# 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

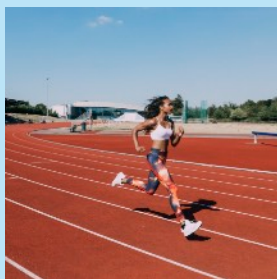
## CORE PERSONAS

Identify Your Regular Audience



### Urban Professionals

Young and hip, seen frequently at the office or out and about after work at a happy hour. They love to socialize at a sporting event.



### Athletic Enthusiasts

Generally healthy bunch. Seen at gyms, tracks, fitness centers & healthy restaurants, they love to play sports and to watch sports.



### Parents

Hard-working bunch ages 35-44 who are eager to take their kids out to a fun sports event this season.

**Custom Strategy in behaviors:** Leverage our tailored targeting strategies

### Baseball Fans

Reach consumers who's location history indicates that they have been to a baseball stadium at least once in a given time period.

### Tennis Fans

Reach consumers who's location history indicates that they have been to a tennis stadium at least once in a given time period.

### Soccer Fans

Reach consumers who's location history indicates that they have been to a soccer stadium at least once in a given time period.

### Football Fans

Reach consumers who's location history indicates that they have been to a football stadium at least once in a given time period.

### Hockey Fans

Reach consumers who's location history indicates that they have been to a hockey arena stadium at least once in a given time period.

### Sports Bars Fans

Reach consumers who's location history indicates that they have been to a sports bar at least 2x in one month.

### /Proximity: Select Stadiums

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

### Online Interest in Sports

Use our targeting to reach consumers who have an online interest in sporting events, sports news, & upcoming games

**Custom Strategy in demographics:**

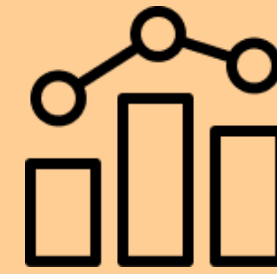
- Heavy up with males ages 35-44
- Heavy up with rural & suburban communities
- Online interest in sporting events, sports news, and upcoming games



# 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.



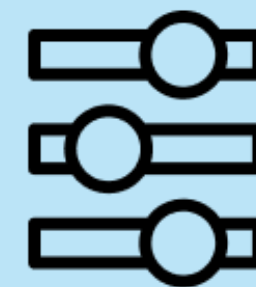
## ANALYZE

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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