

Real-Time Event & Experience Discovery Sources: Mobile Apps & Alternative Platforms

Mobile-First Event & Activity Discovery Apps

Event Ticketing & Listing Apps

DICE – *Type*: Mobile-centric ticketing app for live events (concerts, festivals, comedy, etc.) ¹. *Region*: Global (originated in UK, expanded across North America and Europe). *Integration*: No open public API (primarily a closed ticketing ecosystem), but partners have GraphQL endpoints and third-party scrapers exist ². *Update Frequency*: Continuous – new events are added as soon as promoters list them; real-time ticket availability and waitlist updates. *Notes*: Focuses on curated music and cultural events with personalized recommendations (integrates with Spotify/Apple Music to suggest shows) ³. High-quality metadata (artist lineups, venues, dates) and anti-scalping measures make it a reliable source for what's "hot" in live music and entertainment. (Recently acquired by Fever, indicating a merge of discovery platforms) ⁴.

TodayTix – *Type*: Mobile-first ticketing app for theatre and performing arts. *Region*: Major cities in North America, Europe, and beyond (Broadway in New York, West End in London, plus other metro areas) ⁵. *Integration*: Offers a content API for partners ⁶; otherwise data integration is via their public endpoints or web feeds. *Update Frequency*: High – updated as new shows, lotteries, and rush tickets are announced (often daily). *Notes*: Specializes in last-minute and discount tickets for musicals, plays, opera, comedy and more ⁷. Includes features like lotteries and rush deals, with rich content on show schedules and exclusive offers. Valuable for an activity engine to cover cultural events (theater, Broadway/West End shows) with real-time pricing and availability.

DoStuff – *Type*: Local event guides (web & app) focusing on city happenings. *Region*: 20+ major cities across North America (e.g. DoNYC, DoLA, DoSF, DoCHI, plus a few in Canada) ⁸ ⁹. *Integration*: Provides city-specific JSON feeds and APIs for events (community-driven sites) ¹⁰. *Update Frequency*: Daily – local editors and user submissions keep every city's calendar full; "never forgets an event" thanks to focused coverage ¹¹. *Notes*: Each DoStuff city guide catalogs concerts, bar events, festivals, etc., with dates, times, venues and often ticket links. Strong cultural signal due to on-the-ground curation. Integration could involve ingesting their feeds or scraping calendars. Great for ensuring comprehensive coverage in nightlife and community events for those metros, albeit limited outside the covered cities.

Experience Discovery & Booking Apps

Fever – *Type*: Experience discovery marketplace (ticketing platform for curated events, immersive experiences, attractions). *Region*: Global (over 200 cities in 30+ countries) ¹². *Integration*: Primarily closed platform; offers partner integrations and an affiliate program ¹³. No open public API for browsing events (third-party scrapers exist). *Update Frequency*: Very high – new experiences (pop-ups, festivals, "secret" gigs) added continuously; content is updated in real-time as events sell out or new sessions open. *Notes*: Emphasizes trendy and exclusive experiences (e.g. candlelight concerts, immersive art exhibits, unique tours) ¹⁴. Data is rich (detailed descriptions, time slots, ratings) and often exclusive to the platform, providing unique content for an activity engine. Fever's content is

reliable and timely, but integration may rely on web scraping or partnership since it's a closed ecosystem. (Fever's acquisition of DICE in 2025 further boosts its live music offerings ⁴.)

Uncover – *Type*: Interest-based event discovery and social meetup app. *Region*: Currently emerging in Europe (developed in Poland ¹⁵ ; aiming to expand). *Integration*: No known public API; integration would likely be via manual data sharing or scraping if possible. *Update Frequency*: Moderate – events and activities are updated as new user-hosted meetups or partnered events are added (likely weekly or real-time for popular categories). *Notes*: Focuses on *authentic, small-group experiences* – users choose interest “spaces” (workshops, sports, cultural meetups) and the app shows local activities to join ¹⁶ ¹⁷ . Unique value lies in its social component: it helps people meet others with similar passions through shared activities. For a discovery engine, Uncover could supply niche community events and casual meetups that larger platforms might overlook, though the data might need to be ingested via user-generated content channels rather than official APIs.

Map-Based Activity Finder Apps

Spotty – *Type*: Map-based local activity finder (mobile app). *Region*: Limited/localized (likely specific cities or regions; “Spotty” is a newer platform so coverage may vary). *Integration*: No public API known. Would require scraping or partnering with the app's developers to access event pins. *Update Frequency*: Likely frequent in supported locales – events and points of interest update in real-time on a map interface. *Notes*: The app centers discovery around an interactive **map**, showing what's happening nearby at a glance. This can include events, venues, or even spontaneous gatherings plotted as pins. By focusing on geolocation, Spotty lets users find “what's fun here and now” in their immediate surroundings. For an activity engine, a map-based source like Spotty provides hyper-local, visually-driven data (great for spontaneous decisions), but integration could be challenging without direct API access.

Around – *Type*: “What's going on *around* me” local event aggregator (mobile app). *Region*: Appears to target community-level events (e.g. “Around My Town” or similar initiatives) ¹⁸ . Possibly U.S. focused to start. *Integration*: If an API or feed exists (some local apps have RSS or ICS feeds), one could use that; otherwise scraping the app's event listings would be needed. *Update Frequency*: High – meant for real-time discovery, so it updates as new events in the vicinity pop up (daily or even hourly for things happening “right now”). *Notes*: Around's concept is to surface nearby events, gatherings, or points of interest in real time, often with a focus on community and small-scale happenings. It may pull from multiple sources or rely on user submissions. The data likely includes event titles, locations, and times at minimum. This is valuable for an engine that wants to capture spur-of-the-moment opportunities, though data quality depends on the app's user base and content aggregation.

Social & Recommendation Apps

IRL – *Type*: Social calendar and event discovery app (now defunct). *Region*: Primarily North America (user base concentrated in the U.S.). *Integration*: When active, IRL integrated with Facebook events, calendars, etc., and offered an ICS feed for syncing. No longer available as of mid-2023 (the platform shut down) ¹⁹ . *Update Frequency*: (When active) constant – events were created by users and pulled from integrated sources in real-time. *Notes*: IRL (standing for “In Real Life”) was designed to recommend events your friends were attending, group chats about plans, and personalized suggestions based on your interests. It was a promising source of socially trending events (especially among Gen-Z), until it was discovered that the majority of its “users” were bots and the app was shut down ¹⁹ . **Despite its closure, IRL's concept** highlights the importance of social signals for event discovery – an area now picked up by other platforms (e.g. Facebook, TikTok). Any similar future app or feature could feed an activity engine with data on events that are popular among friend networks.

BeReal (RealEvents) – *Type*: Social photo-sharing app with an event-centric twist (“RealEvents”). *Region*: Global user base, but RealEvents feature is rolled out around major events (launched at Coachella 2024) ²⁰ ²¹. *Integration*: No open API for content; RealEvents are closed within the app. Integration would be indirect (e.g. monitoring featured event hashtags or locations if made public). *Update Frequency*: Event-specific – each RealEvent is a temporary timeline during a live happening. BeReal curates *featured events* regularly (concerts, festivals, sports, etc.) and may allow user-created event pages in the future ²¹. *Notes*: BeReal’s RealEvents let users joining an event (virtually or on-site) all post to a shared timeline at a coordinated moment ²² ²³. It’s a novel way to crowdsource *what an experience feels like* in real time. For an activity engine, BeReal could provide a **real-time popularity signal** – e.g. if thousands join a RealEvent for a local festival, that indicates a buzzworthy happening. However, since content is within the app, leveraging it might require partnerships or social listening tools.

Interest- & Mood-Based Suggestion Apps – (*Category overview*) These apps recommend activities by aligning with a user’s personal interests or current mood, often using unique filtering criteria:

- **Gravy** – *Type*: Mood-based local event aggregator. *Region*: United States (nationwide) ²⁴ ²⁵. *Integration*: Gravy had an API/web portal (FindGravy) and aggregated millions of events via an “event distillery” ²⁶. *Update Frequency*: Very high in its prime – it processed over 100 million events to date ²⁷, updating continuously. *Notes*: Users select a *mood* (“lively”, “brainy”, “quirky”, etc.) and Gravy recommends nearby events matching that vibe ²⁸. It created niche channels (e.g. “Live Music” or “Family Friendly”) to personalize results. For an engine, mood-tagged event data is extremely useful to match user context (e.g. showing calm outdoor activities on a Sunday morning vs. high-energy concerts on a Friday night) ²⁹. Gravy was a pioneer here; its data (if still accessible) would be rich in both content and categorization.
- **HeyLets** – *Type*: Interest-based social discovery app (community-curated recommendations). *Region*: Launched globally (had content in 90+ countries) ³⁰ but small active userbase; originally from Australia/Singapore. *Integration*: No public API; would require scraping of shared “experiences” if the platform were still active. *Update Frequency*: User-driven – new posts added whenever users share an experience (ongoing but relatively lower volume). *Notes*: HeyLets presented a feed of positive, short-form reviews of experiences (“this cafe is awesome!” or “amazing hike here”) tailored to your chosen interests ³¹ ³². It filtered out negative reviews and noise, aiming to only show places/events people *loved*. For an activity engine, an interest-driven approach like this can supply highly relevant, crowd-sourced recommendations (with a bias toward quality). However, maintaining current data from HeyLets is an issue as the original app pivoted (the concept lives on in spirit through similar “social recommendation” features in other apps).

Closed Ecosystem & Alternative Discovery Tools

Social Media & Community Platforms

TikTok (Trending Local Experiences) – *Type*: Short-form video platform, now used for local discovery via the “Nearby” feed. *Region*: Global (with specific local rollouts; e.g. Nearby feed first launched in Europe) ³³. *Integration*: No official API for pulling location-tagged videos; integration would rely on TikTok’s developer tools (limited) or third-party scrapers for trending hashtags/locations. *Update Frequency*: Continuous – content updates in real time. TikTok’s local feed shows posts based on your GPS location and recent posts about nearby spots or events ³⁴ ³⁵. *Notes*: TikTok has become *Gen Z’s local search engine*. Viral videos often drive huge turnout to particular restaurants, pop-ups, or exhibits. The **Nearby** feature surfaces local creators and trending spots/events ³⁴. For an activity engine, TikTok can

provide a **cultural pulse**: e.g. a video of a street fair going viral means that event is hot. It offers rich media (video previews of an experience) and social proof (views, likes). The challenge is extracting structured data – one might monitor specific location-based hashtags or use computer vision to identify event info in videos. Nevertheless, TikTok is a goldmine for discovering *hidden gems and trending happenings* that may not be listed on formal event sites.

Instagram (Local Event Posts & Tags) – *Type*: Social photo platform often used to promote events and experiences via posts, Stories, and hashtags. *Region*: Global (ubiquitous usage). *Integration*: Limited official API for public content; one can use Instagram’s Graph API for hashtag or location searches with an approved app, but it’s non-trivial. Manual or third-party scrapers are common alternatives. *Update Frequency*: Continuous – as event organizers, venues, and attendees post content daily. *Notes*: While Instagram doesn’t have a dedicated “events” section, it is heavily used for event *marketing* and discovery. Many local events (concerts, art shows, community gatherings) have posters or stories circulated on IG. Users also tag locations or use city hashtags (e.g. **#LondonEvents**). An activity engine can tap into this by looking at popular local tags or following influencer accounts. For example, the app **Now** (mentioned above) scanned Instagram and other platforms to find events from real-time posts ³⁶. Instagram won’t give structured event data (date, time, etc. must be parsed from captions or images), but it provides **social validation** and often up-to-the-minute info (like last-minute pop-ups or secret shows). It’s an unconventional yet powerful signal for culturally relevant happenings.

Reddit (Local Threads) – *Type*: Online community forum, with city-specific subreddits where events are discussed. *Region*: Global (major cities and regions have their own subreddits, e.g. r/LondonSocialClub, r/nyc, r/Tokyo). *Integration*: Reddit offers an API to search posts, which can be leveraged to find event-related posts in specific subs. *Update Frequency*: Frequent but community-dependent. Some city subreddits have weekly event threads or calendars (often updated by the community on a weekly or monthly basis). *Notes*: Reddit can surface *grassroots and niche events* – e.g., a user might post “Trivia night at X bar this Thursday” or organize meetups ³⁷. In some cases, enthusiasts have created bots/calendars (for instance, a tool to turn the r/LondonSocialClub posts into a Google Calendar) ³⁸. The content isn’t standardized, but it’s rich in local flavor and often highlights free or underground events that bigger platforms miss. An activity discovery engine could monitor key subreddits for new event posts (with the caveat of needing natural language processing to extract details). Reddit’s value lies in its community curation and upvotes – a highly upvoted local event post is a strong indicator of something worth doing in the area.

Maps & Search Platforms

Apple Maps Guides – *Type*: Curated guides and lists within Apple Maps, often created by travel publishers or local experts. *Region*: Global (guides exist for many major cities and attractions worldwide). *Integration*: Apple Maps does not provide direct API access to Guides content; integration might involve manually accessing shared guide URLs ³⁹ or using the Maps JS/Server APIs in limited ways (though those mostly cover places, not guide text). *Update Frequency*: Periodic – Guides are updated by their publishers, some more frequently than others (e.g. seasonal “Best Summer Activities in Chicago” might update yearly). *Notes*: Guides in Apple Maps offer **curated recommendations** for things to do, typically as a list of places or experiences (e.g. “10 Hidden Gem Bars in Paris”). They are more *guidebook-like* than real-time event feeds – focusing on evergreen experiences or notable attractions rather than one-off dated events. For an activity engine, these Guides provide high-quality, editorial content with rich descriptions and locations, which is great for background knowledge and *curated highlight experiences*. However, since they aren’t real-time or easily machine-readable, they would serve as a supplemental source (for example, ensuring the engine suggests iconic local experiences alongside real-time events).

Google Search Events Widget – *Type*: Aggregated event listings in Google’s search results (powered by schema.org event data on websites). *Region*: Global (any locale where event data is indexed – especially robust in North America and Europe). *Integration*: Google does not offer a public events API, but services like SerpApi or Apify can scrape the event results in structured form ⁴⁰ ⁴¹. *Update Frequency*: Near real-time – Google’s index updates as event websites publish new content (often updated daily or faster for major sources). *Notes*: When users search for “events in [City] this weekend,” Google displays a rich widget with events drawn from multiple platforms (Eventbrite, Meetup, Ticketmaster, local news, etc.), showing event name, date/time, venue, and source link. This is a **meta-source** combining many feeds. For an activity engine, Google’s event widget is a quick way to tap into a broad array of events without dealing with dozens of individual APIs. It covers everything from concerts to community classes, and includes niche events if they’re posted online with proper markup ⁴². The data is quite structured (since it’s based on event schema), though one must use scraping APIs to obtain it. One caveat: it may duplicate what you gather directly from primary sources, but it’s excellent for cross-checking and filling gaps (especially for smaller locales where only Google has indexed a local event calendar).

Influencers & Niche Travel Sources

Local Influencer Calendars – *Type*: Manually curated event calendars or lists maintained by local bloggers, Instagram influencers, or media personalities. *Region*: City-specific or region-specific (e.g. a popular food blogger in Barcelona might post a monthly “cool events this month” list). *Integration*: Manual – typically requires scraping a blog or subscribing to a shared calendar if they provide one. Some influencers use Google Calendar or newsletters to share events, which can be integrated via calendar feeds. *Update Frequency*: Low to medium – often updated weekly or monthly, depending on the influencer’s schedule. *Notes*: These sources are highly *selective* and often “off the beaten path.” An influencer might highlight, say, an underground music gig, a pop-up art installation, or a secret supper club that general event sites don’t list. Their picks carry a personal stamp of approval (a cultural signal of what’s cool). For an activity engine, tapping into these can add **creative and unconventional options**. For example, if “Jane’s NYC” blog lists “5 Hidden Speakeasy Shows this week,” those would be gold to include. The value is high in terms of uniqueness and trendiness, but it requires maintaining a repository of known trusted curators in each target city and pulling their content regularly.

Travel Apps (Culture Trip, Atlas Obscura, etc.) – *Type*: Platforms for discovering interesting places and experiences rather than standard events. *Region*: Global, with an emphasis on travel destinations and cultural sites. *Integration*: Content APIs are generally not open. One would need to use their websites or public datasets (if any). Culture Trip’s app and site provide articles and guides ⁴³; Atlas Obscura provides an online database of places and sometimes events ⁴⁴. *Update Frequency*: Moderate – new places or experiences are added regularly, but many entries are static (a historic landmark doesn’t “update,” though Atlas Obscura also features occasional quirky local events ⁴⁵). *Notes*: **Culture Trip** offers editorial guides (“insider perspectives” on local gems) ⁴³ and has branched into bookings for unique experiences. **Atlas Obscura** is known for cataloging “cool and unusual” places worldwide, and also runs Atlas Obscura Experiences (tours and online events) ⁴⁶. These sources bring a sense of wonder and novelty – e.g. odd museums, hidden waterfalls, eccentric annual festivals. While not “real-time” in the sense of daily event listings, they add depth to an activity recommendation engine by ensuring it can suggest *permanent experiences or very niche events* that locals love. For instance, integrating Atlas Obscura could surface a once-a-year quirky festival in a region (which might otherwise fly under the radar). The cultural value is high, though these would complement the more real-time event feeds from other sources.

Prioritization: In summary, a well-rounded **activity discovery engine** should combine heavily-used, frequently updated sources (like ticketing apps and Google’s aggregated events ⁴²) with creative, unconventional ones (social media trends ³⁴, influencer picks, Atlas Obscura entries ⁴⁴). Mobile apps like Fever and DICE provide immediate, bookable events with rich metadata, while TikTok and Instagram inject up-to-the-minute cultural buzz. By integrating across these, one can capture both the mainstream events *and* the underground happenings, delivering a vibrant, real-time experience discovery to users. All sources need careful handling (ranging from official APIs to scraping and manual updates), but each adds unique value – from accuracy and detail to spontaneity and cultural relevance – in painting the complete picture of “what’s happening now and next.” ¹¹ ²⁹

¹ ³ ⁴ Dice (ticketing company) - Wikipedia

[https://en.wikipedia.org/wiki/Dice_\(ticketing_company\)](https://en.wikipedia.org/wiki/Dice_(ticketing_company))

² Dice.FM Events Scraper - Extract Concert & Lineup Data - Apify

<https://apify.com/chalkandcheese/dice-fm-events-scraper>

⁵ ⁷ TodayTix - Theatre Tickets App - App Store

<https://apps.apple.com/gt/app/todaytix-theatre-tickets/id648450205?l=en-GB>

⁶ Our APIs? - TodayTix Group Developer Portal

<https://developers.todaytixgroup.com/docs/getting-started-with-your-api>

⁸ DoStuff

<https://dostuffmedia.com/>

⁹ WE DO. A LOT. | DoStuff

<https://dostuffmedia.com/network>

¹⁰ DoStuff Media API Handler - chubes.net

<https://chubes.net/docs/wordpress-plugins/datamachine-events/dostuff-media-api-handler/>

¹¹ ²⁹ ³⁶ The Best Apps to Use When Looking for Local Things to Do - Better Homes and Gardens Real Estate Life

<https://www.bhgre.com/bhgrelife/best-apps-use-looking-local-things/>

¹² Discover the best Events in your City and Book Tickets | Fever

<https://feverup.com/en?srsId=AfmBOoqhb7JFN8-DPhfYtNUHKZbBiMPIJP-h26EIhptFafbVKxX963XM>

¹³ Fever Affiliate Program | Monetize your website

<https://business.feverup.com/affiliates/>

¹⁴ Fever: Events & Tickets - App Store - Apple

<https://apps.apple.com/hu/app/fever-events-tickets/id497702817>

¹⁵ ¹⁶ ¹⁷ Uncover - Apps on Google Play

https://play.google.com/store/apps/details?id=com.mycompany.uncover&hl=en_US

¹⁸ Official Around My Town App

<https://aroundmytown.net/official-app>

¹⁹ IRL admits 95% of its app users fake, will shut down | Fortune

<https://fortune.com/2023/06/25/irl-shutting-down-startup-admits-95-percent-of-messaging-app-users-were-fake/>

²⁰ ²¹ ²² ²³ Glitter Magazine | BeReal Announces New Feature on App

<https://glittermagazine.co/2024/04/11/bereal-announces-new-feature-on-app/>

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