

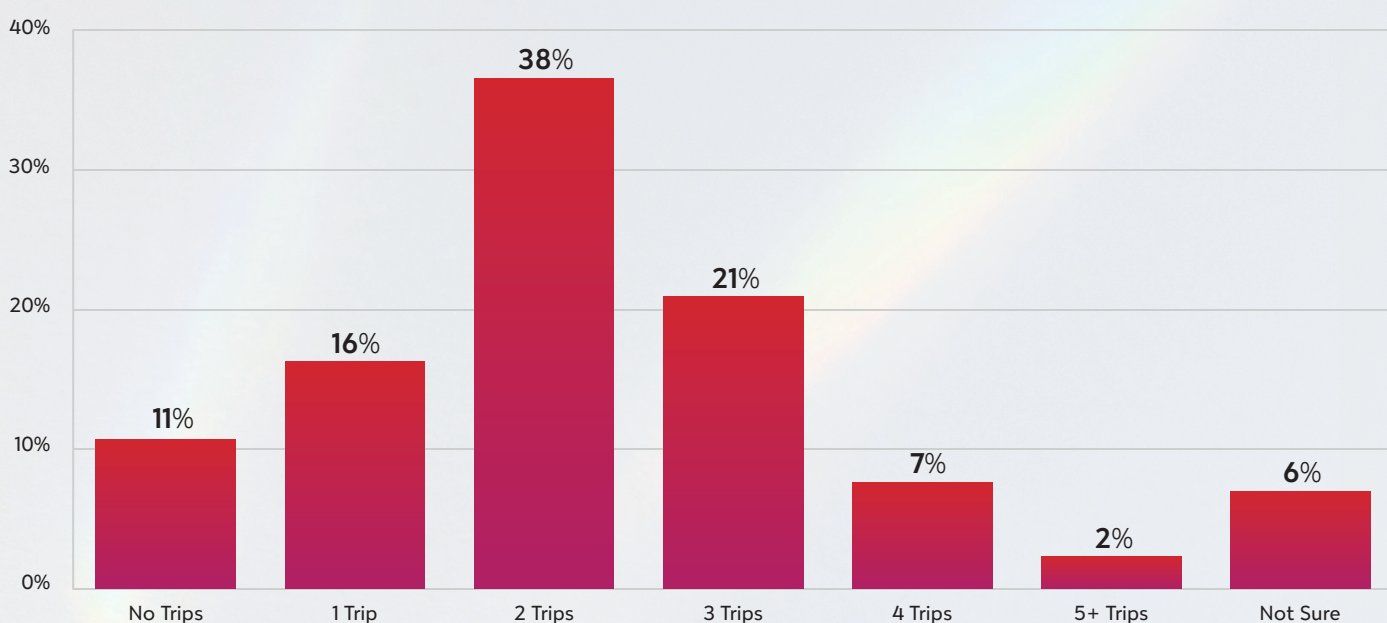
Off-Season Travel

“Revenge travel” – the term to describe the surge in people taking trips after COVID restrictions began lifting in 2021 – has begun to slow a bit, but there still seems to be a lot of pent-up desire to make up for the lost time when the pandemic kept everyone at home. Scientific Games is always looking at various consumer trends to see how they might impact our industry and/or be capitalized on, so a recent survey by Forbes on higher-than-expected travel over these next few months piqued our interest. In this issue of Data in Motion, we share some highlights of the Forbes survey as well as the results of a survey we conducted with lottery players that confirms this enthusiasm for “off-season” travel.

Pack Your Bags

People tend to associate travel with the warmer months, but the Forbes survey suggests that fall and winter, with their lighter crowds and lower costs, are luring many travelers to hit the road (or skies) this season. According to the survey, fully 83% of U.S. households will be traveling in the next few months: 15% of survey respondents indicate they will take one trip between October and December 2023, while another 38% plan to take two trips in that same time frame. And 30% say they will take three or more trips before 2023 draws to a close¹.

Number of Leisure Trips Planned by Americans Between October and December of 2023



Planes, Trains, and Automobiles...

...but mostly planes. Nearly three-quarters of survey respondents (74%) will be flying for at least one trip in the coming months, slightly more than the number who will be traveling by car (72%).

Even those who are driving are planning to cover longer distances: half of respondents anticipate driving between six and ten hours to reach their destination and another 12% will drive more than ten hours.

Gen Z plans to travel the most, with 83% of respondents between the ages of 18 and 26 planning to travel two or more times before the end of the year. Millennials aren't far behind at 81%, compared to 53% of Gen X, 35% of Baby Boomers, and 35% of the Silent Generation.

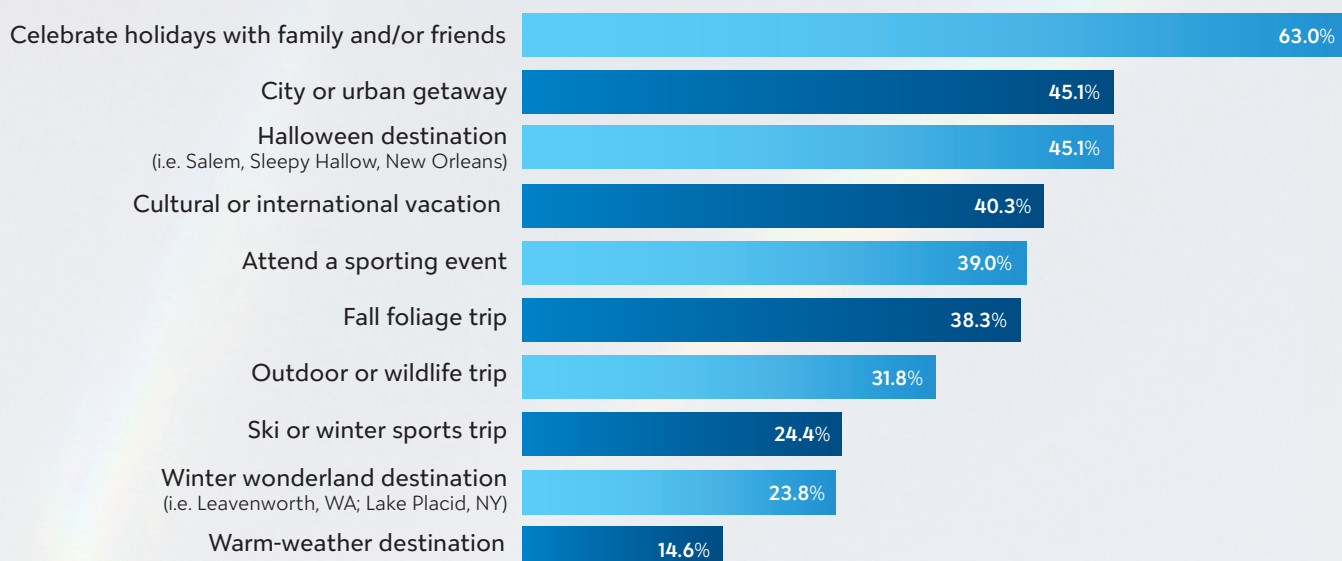
Where is Everybody Going?

Historically, October hasn't been much of a travel month, but that is changing. Nearly half of all respondents (49%) in the Forbes survey indicated that they were traveling in October. The reasons varied, but Halloween destinations (e.g., Salem, MA, Sleepy Hollow, NY, etc.) represented the third most popular type of trip this year with 45% of the respondents traveling to spooky destinations. It's also a good time of year for leaf lovers with 38% of respondents hitting the road to witness the change in colors.

Travel around the holidays is always busy and 2023 will be no exception – 62% percent of the respondents will travel in November. Much of this is likely related to Thanksgiving since 63% of respondents also noted they will be traveling to celebrate the holidays.

December is always a heavy travel month – in addition to the holidays, people take advantage of school breaks and relaxed office hours to pack up and go. Forty-four percent of the respondents indicated that they plan to travel in December and most are choosing hot toddies over umbrella drinks: 48% of respondents will travel for “winter wonderland” destinations, skiing, or other winter sports, while far fewer (15%) are choosing warm-weather destinations.

Types of Trips Travelers Plan to Take Between October and December 2023

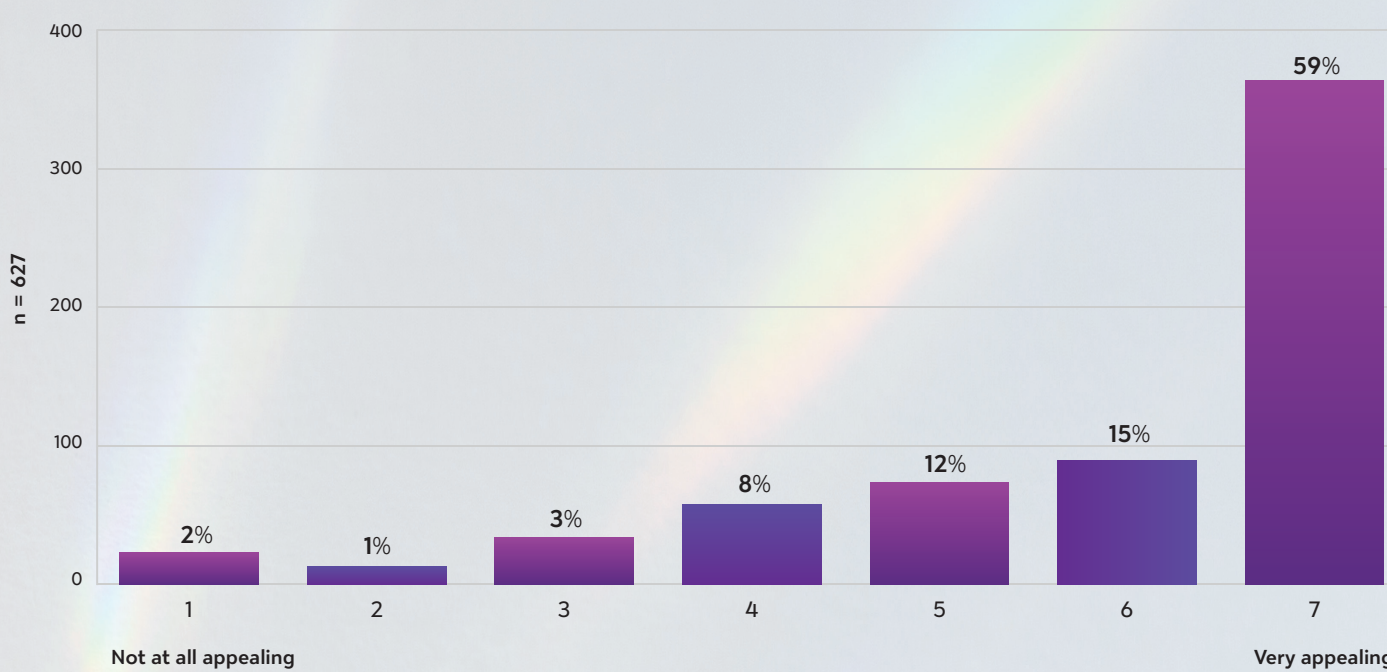


What About Lottery Players?

We were interested in whether this uptick in the desire to travel was true of lottery players as well, so we conducted a survey using 1Q asking players to indicate the appeal of travel using a 7-point scale (with 7 being VERY APPEALING and 1 being NOT AT ALL APPEALING). As the chart below shows, the enthusiasm for travel seen in the Forbes survey is also apparent in lottery players with almost 75% of the respondents answering either 6 or 7.

Appeal of Leisure Travel to Lottery Players

Q. On a scale of 1 to 7, with '7' being 'VERY APPEALING' and '1' being 'NOT AT ALL APPEALING,' how much does the idea of traveling for leisure (not business) appeal to you?



Final Word

While the travel industry can be mercurial and dependent on outside factors such as the economy, fuel prices, political upheaval, and even weather, there will always be the *desire* to travel across a broad spectrum of people, including lottery players. With this in mind, lotteries would do well to consider games with second chance promotions that include travel-themed, experiential prizes. Doing so not only adds variety to your product mix but presents a valuable communications opportunity since travel- and experience-themed games are a departure from the cash-themed games that so many associate with our industry.

On a related note: we plan to do a bit of holiday travel ourselves in the coming weeks, so your next issue of Data in Motion will hit your inbox on December 6th. Have a wonderful Thanksgiving!

Sources:
1. Forbes Advisor Survey – Fall/Winter Travel Spending
2. 1Q survey conducted by Scientific Games