



The Lean

Leisure & Entertainment Insights Brief

2023 | VOLUME 2

Timely Consumer Insights for Marketers



Leisure & Entertainment Category Overview

While some consumers are looking for ways to cut costs, many are making the adjustments necessary to still be able to indulge in their favorite leisure activities like traveling, attending concerts and visiting casinos. Brands who want to reach these audiences can use this moment to test different marketing strategies to identify the tactics that will drive customers to spend any discretionary dollars they have left with your brand.

As value-conscious consumers carefully choose where to spend their dollars, increase your brand's visibility by marketing discounted pricing and targeting your competition's customers with sweet deals. For entertainment brands looking to maximize the impact of foot traffic at events and seasonal timeframes, marketers can reach unique audience segments by targeting them in real-time to ultimately build brand loyalty and repeat experiences.

Let's dive into recent consumer insights and trends to help shape your targeted approach.

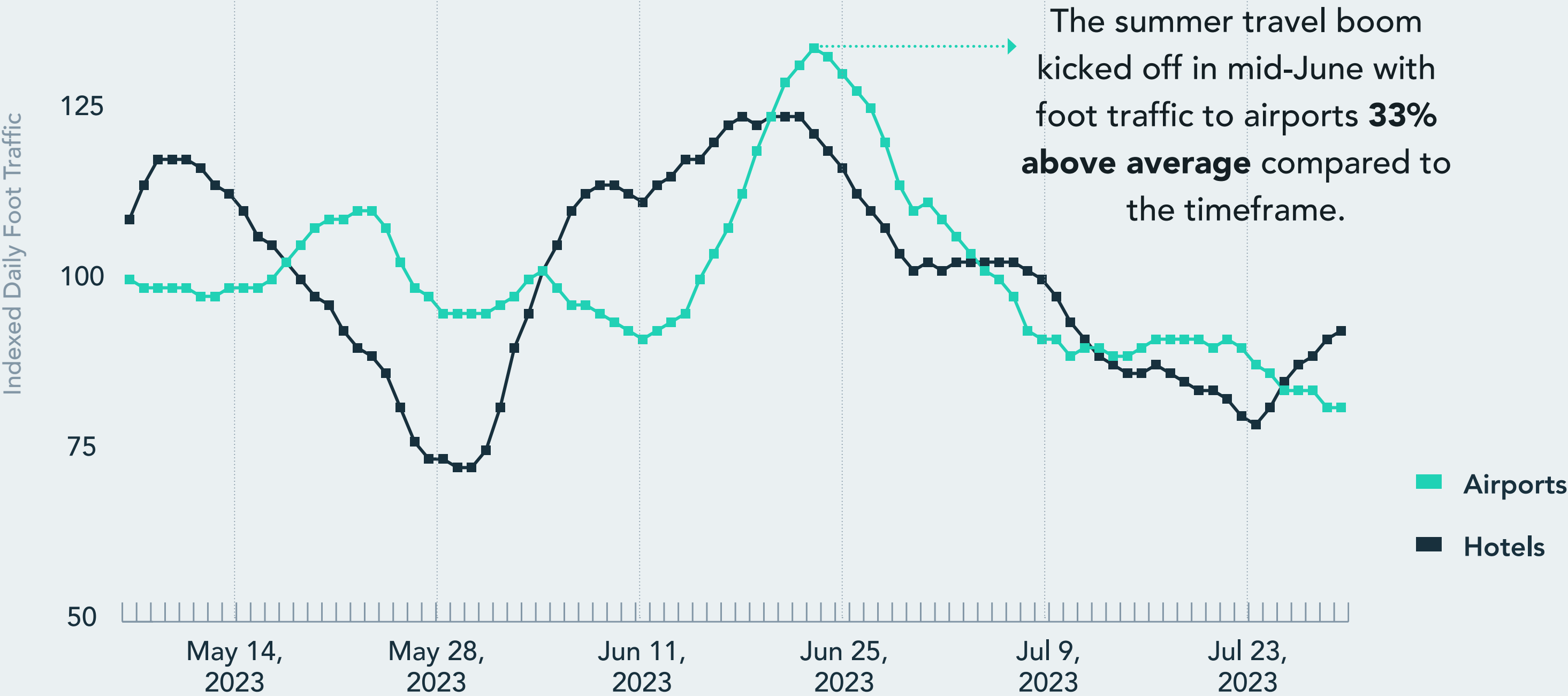


Travel takes flight

U.S. consumers have a lot of pent-up demand for international travel this summer

AIRPORT & HOTEL FOOT TRAFFIC, INDEXED ROLLING 7-DAY AVG.

(May - July 2023)



The number of flyers on domestic routes **fell by 2%** in July compared with 2019, while passengers on trans-Atlantic flights were **14% higher**.¹

¹ Airlines for America

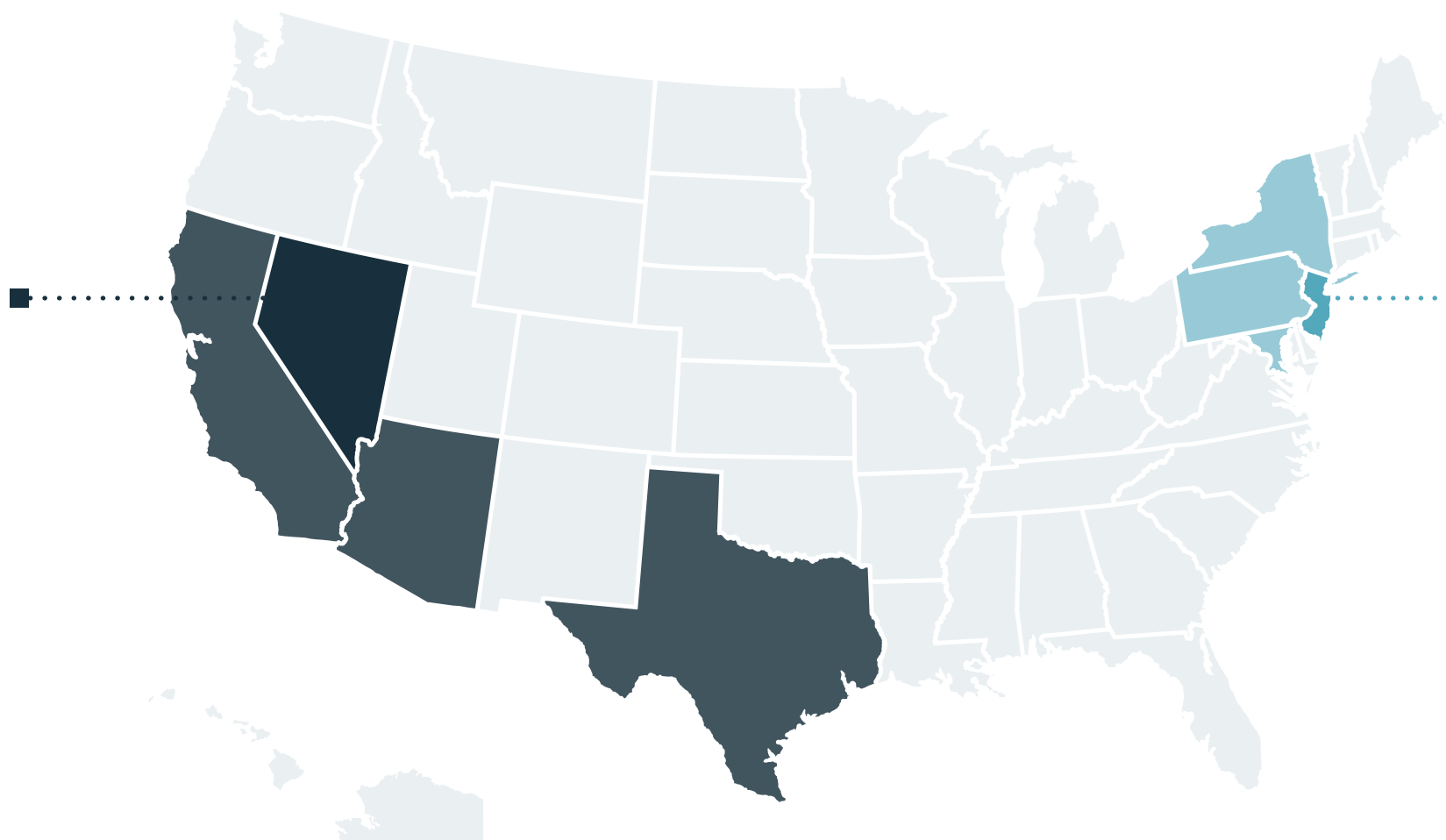
Coastal casino goers go all in

The difference in audience profiles seen at casinos vary from coast to coast

54% of Vegas Casino Goers travel from out of state

TOP 3 STATES

CALIFORNIA
ARIZONA
TEXAS



50% of Atlantic City Casino Goers travel from out of state

TOP 3 STATES

PENNSYLVANIA
NEW YORK
MARYLAND

LAS VEGAS CASINO GOERS

Golfers - 227%

Park Lovers - 64%

Outdoor Enthusiasts - 52%

OVERLAP

Party Animals - 540%

Business Travelers - 118%

Leisure Travelers - 93%

ATLANTIC CITY CASINO GOERS





Entertainment Enthusiasts - 86%

Moms - 69%

Millennial Parents - 65%

Casino loyalty hits the jackpot

Customer loyalty and time spent at the casino vary by brand

	AVG. TIME SPENT AT CASINO	AVG. # OF VISITS PER QUARTER
	1 hr. 30 min.	1.84
	1 hr 26 min.	2.02
	1 hr 20 min.	2.04
	1 hr 41 min.	1.87

Golden Nugget has the most loyal customers, who are seen at the casino an average of **2.04 times** in a 3-month timeframe

TOP BRAND AFFINITIES FOR
"CASINO GOERS" AUDIENCE



"Casino Goers" are **107% more likely** to go to In-N-Out Burger

Concert tees & friendship bracelets

Observing the unique audiences that attend each of this summer's biggest festivals and concerts reveals interesting similarities and differences between artist fan groups

Beyoncé	Blink 182	Electric Daisy Carnival (Las Vegas)	Governors Ball Music Festival	Billy Joel & Stevie Nicks	Morgan Wallen	Taylor Swift	Coachella	Rolling Loud
Museum Lovers +38%	Car Renters/ Owners +28%	Party Animals +272%	Commuters +96%	Park Lovers +96%	Baby Boomers +53%	Coffee Lovers +25%	Casino Goers +141%	Fitness Enthusiasts +38%
Live Theater Goers +28%	Late Night Diners +22%	Casino Goers +264%	Electronics Enthusiasts +64%	Outdoor Enthusiasts +90%	In-market for Auto +33%	Fast Casual Diners +19%	Coffee Lovers +38%	Sit-Down Diners +21%
Fitness Enthusiasts +15%	Convenience Shoppers +22%	Frequent Travelers +27%	Pharmacy Regulars +35%	Baby Boomers +62%	Late Night Diners +30%	Car Owners +18%	Late Night Diners +22%	Car Renters 20%
Discount Shoppers +14%	Car Enthusiasts +8%	Coffee Lovers +23%	Live Theater Goers +35%	Pizza Lovers +60%	DIYers +28%	Convenience Shoppers +16%	Leisure Travelers +21%	Fashion Shoppers +17%
Gym Goers +14%	Frequent Bank Customers +21%	Leisure Travelers +21%	Fashion Shoppers +30%	Millennial Parents +27%	Morning Diners +24%	Department Shoppers +12%	Fashion Shoppers +18%	Moviegoers +12%

Baby Boomers are **62% more likely** to be seen at the Billy Joel & Stevie Nicks concert and **53% more likely** to attend a Morgan Wallen show

Added bonus: How big concerts can positively impact the economy

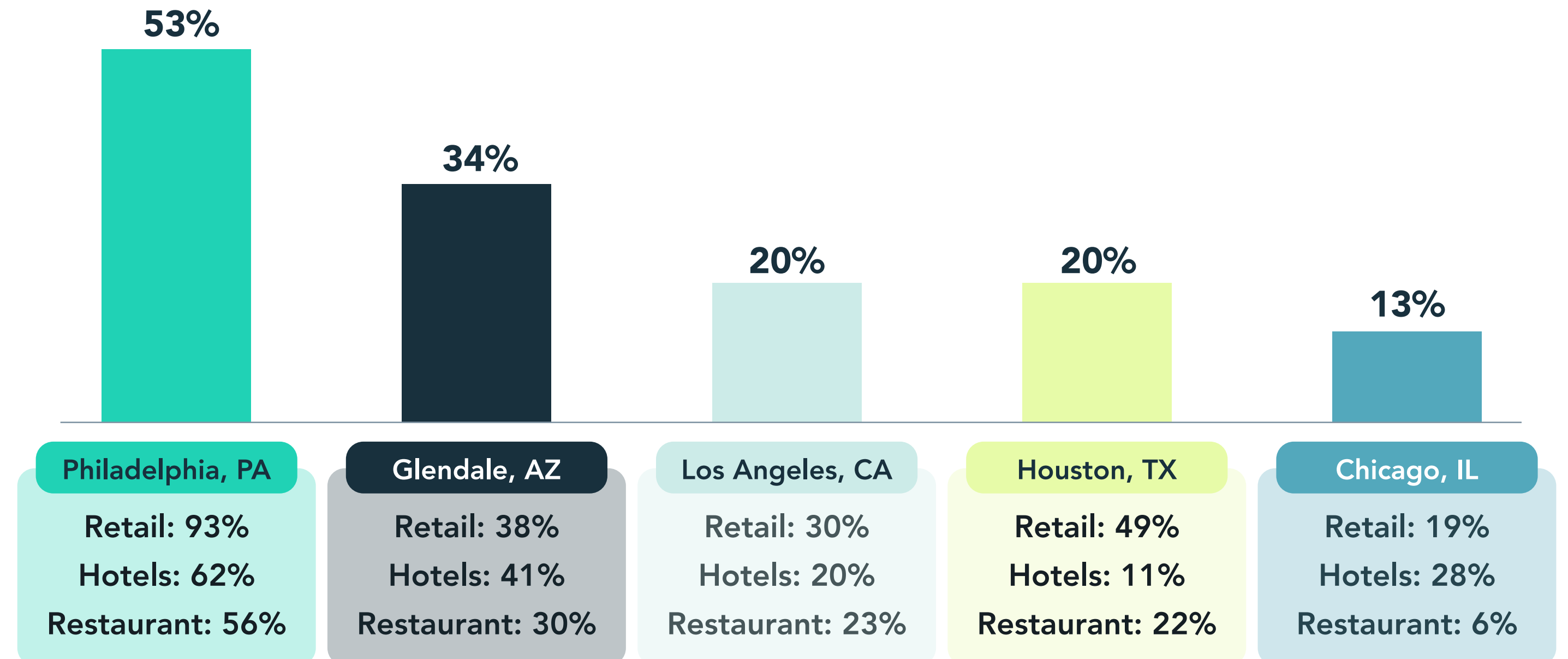
Taylor Swift has shown us the impact large event audiences can have on local businesses in the community surrounding a concert venue

Foot traffic to Hotels, Restaurants and Retail stores combined **increased 53%** when Taylor Swift visited Philadelphia on tour, with Retail stores seeing **increases as high as 93%**!

Copyright: Taylor Swift, Flickr

HOTEL, RESTAURANT & RETAIL INCREASES IN FOOT TRAFFIC DURING TAYLOR SWIFT TOUR

(By city)





About The Lean

Between professional careers and personal lives, we understand that there is very little time left to read drawn out whitepapers. This is why we created The Lean – meaningful marketing insights that help brands make strategic decisions about their marketing campaigns. Specifically designed for easy consumption and quick reference, each issue of The Lean applies real-world behavioral data filters and other industry sources to current consumer trends to help understand the impact they are having on real business results such as visits and sales.

GroundTruth observed foot traffic to various industry locations from May through July 2023. GroundTruth data is sourced from the 30 billion annual global visits observed on its platform. All data is anonymized and aggregated.



GroundTruth

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Questions?

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