

# PSG Blog Post



## **Tax Season: A Prime Opportunity to Maximize Foot Traffic and Revenue**

For many locations, tax season brings more than just paperwork and deadlines — it brings opportunity. Historically, the tax season months tend to drive increased foot traffic and higher discretionary spending, creating a window where small changes and smart decisions can have an outsized impact.

Understanding how to capitalize on this seasonal shift can help locations not only boost short-term performance but also test improvements that set them up for long-term success.

### **Why Tax Season Drives More Traffic**

When tax refunds hit, guests often have extra money they didn't previously budget for. That disposable income translates into more visits, longer stays, and increased spending. Many locations naturally experience:

- Higher overall foot traffic
- Increased spend per visit
- More repeat visits within a short timeframe

This influx creates a valuable testing ground. With more people coming through the door, changes are noticed faster, feedback is quicker, and successful adjustments can be identified with confidence.

### **A Smart Time for Menu Updates and New Items**

If you've been considering menu updates or additions, tax season is an ideal time to move forward. New items benefit from increased visibility, and guests are often more willing to try something different when they're feeling less price sensitive.

This could include:

- Introducing limited-time food or drink items
- Refreshing underperforming menu offerings
- Testing premium or specialty options

Higher traffic means faster insight into what works and what doesn't — without having to wait months for meaningful results.

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## Testing Promotions with Greater Impact

Tax season also presents an opportunity to introduce new promotions you may have been thinking about but hesitant to launch. With more guests in the building, promotions gain immediate exposure and participation.

This is a strong time to:

- Trial new promotional mechanics
- Refine existing offers
- Observe how guests respond to different incentives

Promotions launched during higher-traffic periods often feel more energetic and engaging, reinforcing a positive experience that keeps guests coming back even after tax season ends.

## Making Operational Improvements While It Matters Most

Beyond menus and promotions, tax season is also a practical time to implement operational changes. With increased traffic, even small improvements can noticeably enhance the guest experience.

This could include:

- Adjusting layout or flow to improve comfort
- Updating signage or displays
- Refining staffing schedules to better match demand

When locations are busier, efficiencies — or inefficiencies — become clearer. Addressing them now can help prevent bottlenecks and improve overall performance moving forward.

## Thinking Beyond the Season

The real value of tax season isn't just the short-term revenue boost — it's what locations learn during this period. The insights gained from testing changes while traffic is high can guide smarter decisions throughout the rest of the year.

Locations that treat tax season as a strategic opportunity rather than a passive surge are often better positioned for sustained success. By using this time to explore new ideas,

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refine offerings, and elevate the guest experience, owners can turn a seasonal uptick into long-term momentum.

As tax season approaches, now is the time to evaluate what changes you've been considering and take advantage of the increased traffic to put them into action.

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