

Holiday Inventory Management



Following these tips will ease inventory management and ticket returns.

Best Practices

- Keep loose ticket quantities low; **only open packs when you need them.**
- **Avoid opening packs after December 25**, unless you anticipate a high demand. Pay particular attention to the \$1, \$2, and \$3 price points.
- Attempt to **sell through loose holiday tickets** before January Returns campaign.
- Remember **to activate tickets!**
- If your site offers pre-packed holiday gift ideas, ensure that tickets are activated **before** including them in the package.



Holiday Ordering Recommendations

From **November 17 to December 5**, place **75% of your expected holiday inventory**. Your Inside Sales Representative will provide recommendations based on historical sales to ensure you're well-stocked for the Christmas rush.

Benefits of Early Stocking

- Having inventory on hand will help you manage any unexpected delivery delays, especially due to weather.
- Your location will be prepared for the holiday rush.
- You can focus on customer needs and limit the time ordering more tickets.
- Storing extra holiday tickets has no financial impact, payment is triggered upon activation.



Call or Text Lottery Retail Support:
1-800-667-1649

