

10 Ways Brochures Positively Impact Visitors During a Trip

(and other important insights)





About these Figures

Bentley University's Center for Marketing Technology, in collaboration with Visitor International, undertook consumer research among visitors to 17 locations in North America, Europe and South Africa during the summer of 2016. **1,732 visitors responded to the survey.**

The primary purpose of the research was to understand the effectiveness of tourism brochures.

The figures in this presentation reflects some of their key findings.



Fact #1

67%
of visitors
picked up
a brochure



Brochures are the #1 influencer during a Trip

The most important source of information for a visitor during their trip is a brochure, map or travel guide. 2 out of every 3 visitors (67%) picked up a brochure during their visit, and it influenced the actions of 95% of them.

www.VisitorInternational.com



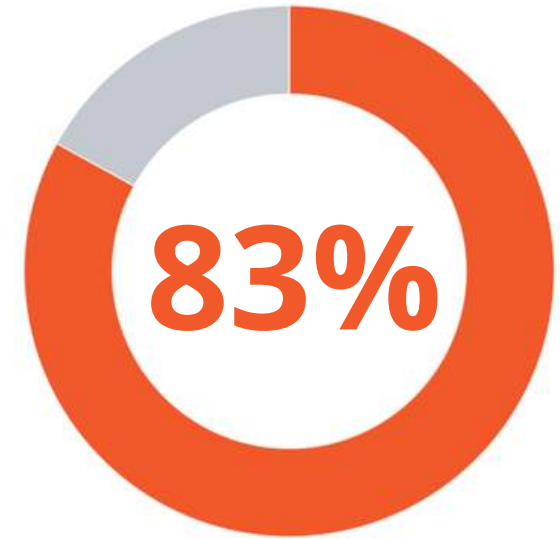
95% of Tourists Influenced by Brochures

Unequivocally, printed brochures increase awareness of local products, services and attractions.

The research confirms that the travel plans of 95% of visitors, who picked up a brochure during a visit at their destination, were influenced by them.

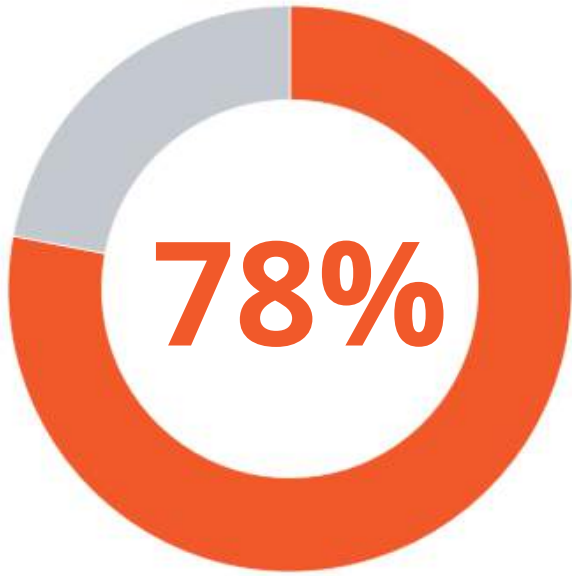


Fact #3



83% Visit Attractions and other Businesses

More than 4 out of every 5 visitors (83%) planned to visit an attraction or other business **as a result of picking up a brochure at their destination.**



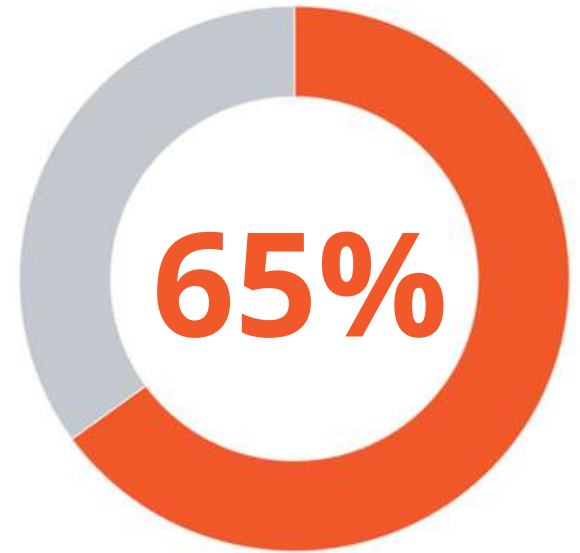
78% will change their plans

Nearly 4 out of 5 visitors (78%) would consider altering their plans **because of the content of a brochure.**

Visitors, while on their trip, can be easily influenced... once presented with opportunities of interest to them.

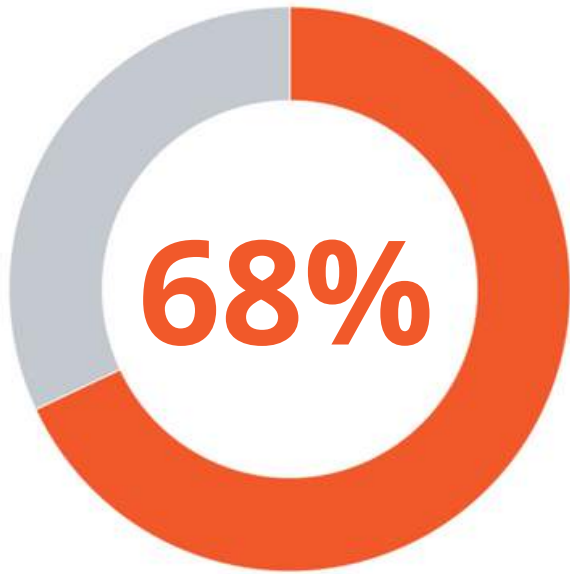


Fact #5



65% Purchase Tickets or Merchandise

Almost 2 out of 3 visitors (65%) planned to purchase tickets or merchandise for businesses they learned about **from a brochure** at their destination.

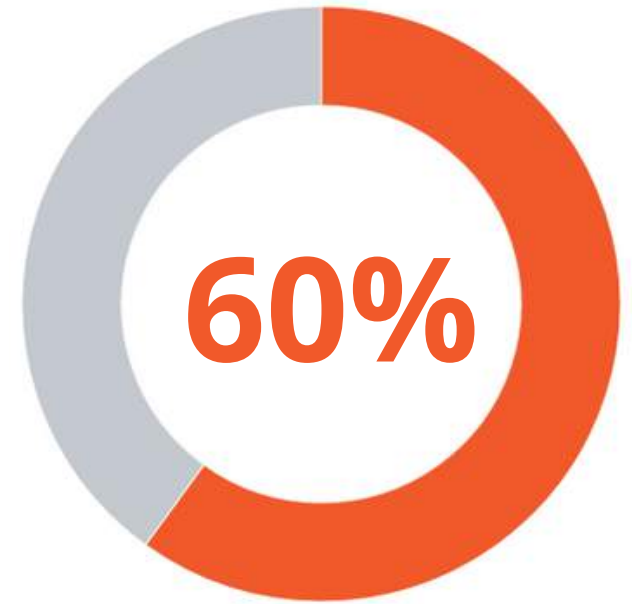


Visitors value information about events, exhibits and attractions

Almost 7 out of 10 visitors (68%) value information about exhibits, events and attractions.



Fact #7



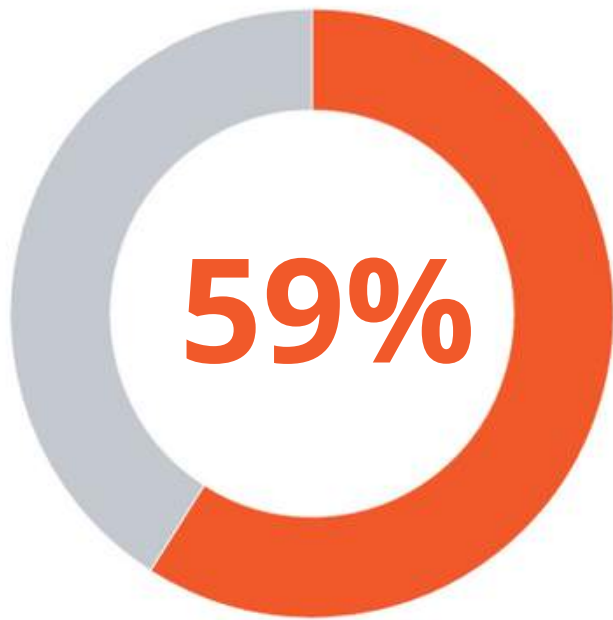
Tangible, and easy to use

6 out of 10 visitors (60%) find brochures to be a tangible, easy to use hard copy of information.

Brochures are tactile and engage sight, touch, sound (handling and turning a page), and even smell (fresh print). This means visitors more easily absorb the information and act upon it if they choose.

Trusted!

Fact #8



Brochures are trustworthy

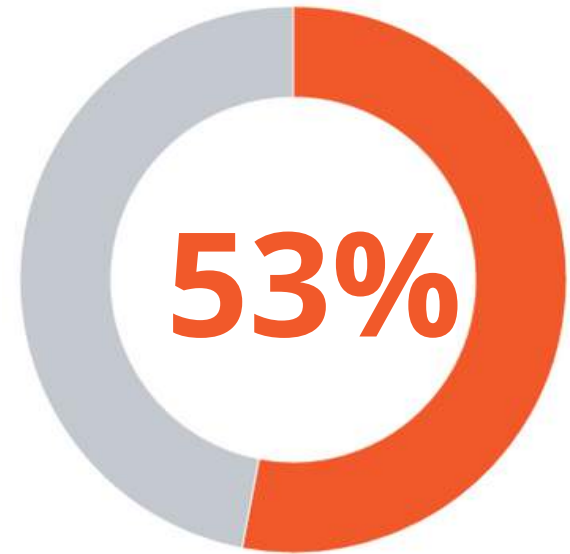
The majority of visitors (59%) believe that brochures are trustworthy.

This is not surprising, given that brochures on display racks are distributed by professional brochure distributors and monitored by the hospitality professionals at the host locations they are being displayed.



No Signal

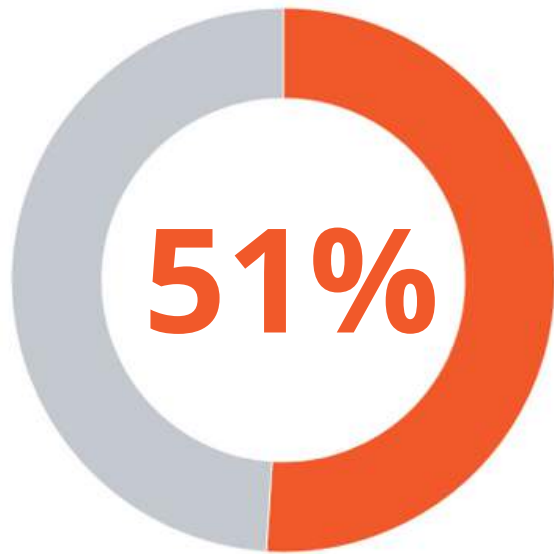
Fact #9



**Convenient and
always available**

More than half of visitors (53%) appreciate that brochures are convenient and always available.

Brochures are easy to pick up and carry and easy to read, at any time or anywhere. They are not dependent on digital connections.



Visitors love coupons and discounts

More than half of visitors (51%) said they value discounts and coupons in brochures.

For the offer providers, it is also a useful way to track the performance of their brochure, although not the only metric.



Extra Fact



Brochures are shared, and can amplify your message by up to 8 times

More than 4 in 10 visitors (44%) value brochures because they are easy to share with friends and family on the trip. When shared they often have the power of a recommendation, in the same way 'word of mouth' does. Out of the visitors who picked up a brochure, over 1 in 2 shared it with 1-2 people (57%) and over 1 in 3 shared a brochure with 3-4 people (35%). Nearly 1 in 10 shared a brochure with 5+ people (8%). Therefore, the distribution reach of a printed brochure can be as much as 8 times greater than a single reader and in many cases at least 2-4 times greater

98%



**Hospitality
Professionals
love brochures**

Results tally with the January 2016 Hospitality Study by Bentley University's Center for Marketing Technology, which revealed that 98% of Hotel Concierge and Front Desk staff said they see value in having printed visitor information to assist their guests make good choices on things to see, do and enjoy in the area.



CONCLUSION

Printed Brochures are powerful influencers of visitor behavior. It is clear that, in an increasingly digital world, they have a very significant effect on visitors plans and actions, particularly in the moment, on location, during their trip.

About Visitor International

Visitor International is the International Association of Visitor Information Providers. Our member companies around the world specialize in providing client information to visitors during their stay in their destination, to guide them to wonderful experiences. In this way our member companies:

- ✓ Encourage visitors to do, see and enjoy more during their stay at their destination and nearby.
- ✓ Drive business to great experiences (where to stay, attractions to visit, activities and events to enjoy, the best places to eat and shop, and the best transport to get them there).
- ✓ Deliver hundreds of millions in revenue to client companies every year.
- ✓ Encourage longer stays and repeat visits, by presenting visitors with more opportunities for enjoyment.
- ✓ Help ensure that their services also reflect well on the channels they distribute through, for example lodgings, attractions, visitor centers and access gateways.

For more information about our association, our members around the world, and on the importance of providing visitor information, see our website.