



7 Reasons Hotel Hospitality Staff Value Printed Visitor Information

- Printed visitor information helps hospitality staff to provide a better customer experience for their guests.
- Hotel guests value printed visitor information to help them find where they need or want to go, for leisure or business. Print can also often surprise, presenting guests with new discoveries.
- A surprising insight is that brochures and maps provide information faster than using mobile devices.
- Unlike digital, brochures facilitate human interaction between hotel hospitality staff and guests. Hospitality professionals also felt that providing good quality information enhances the reputation of the hotel and its staff.
- Print is easily sharable – it helps to create a community of shared decisions and experiences.
- Hotel front desk staff cite the convenience of readily available printed maps and brochures. They make it easier and quicker to provide directions and information. They are also more efficient than printing off information for a guest.
- A hotel can be a nucleus for a local business community - providing information for guests on local attractions, entertainments, tours, restaurants and shops. The hotel and its important brochure racks offer support and stimulate revenue for local businesses.

The Survey Conclusion

Printed Visitor Information is best for Guests, Hotels, and Hotel Staff

The data from the 2019 Hospitality Visitor Information Survey shows that hotel managers and front desk staff in locations across North America, Europe, and Africa value visitor information and overwhelmingly favor brochure displays in their properties today.

They believe that brochure displays create a welcoming atmosphere and are the best means to highlight to guests all the fun and wonderful things they can experience in the area.

Hospitality staff also find that brochures and maps help them to better engage with guests and to guide them to the types of experiences they are seeking.

Happy guests are more likely to stay longer, return again, recommend the hotel, and lead to more positive guest reviews online.



The detailed findings are available on VisitorInternational.com

Visitor International Recommends:

Always use visitor brochure displays serviced by professional brochure distributors.

For advice and a list of members, check out our website at VisitorInternational.com



Hospitality
Visitor Information
Survey 2019



Visitor Information

what the Hotel Hospitality Professionals think



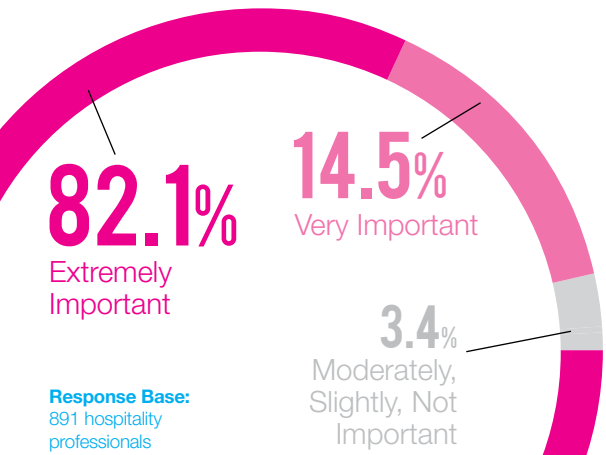
The International Association of
Visitor Information Providers



VisitorInternational.com

“ Almost 97% of Hospitality Professionals say visitor information is ‘extremely’ or ‘very important’, and they overwhelmingly favor print media to assist their guests!

We asked: ‘How important is providing your guests with visitor information?’



The Research

Research undertaken by **Bentley University, Center for Marketing Technology**, in collaboration with **Visitor International**, confirms that hospitality professionals overwhelmingly favor the use of printed materials to assist their guests. The findings are the result of research undertaken during Spring 2019 to understand the usage and effectiveness of hospitality visitor information. The findings examined 891 responses from hospitality professionals in the United States, Canada, Mexico, Belgium, France, Germany, Greece, Ireland, Italy, Scotland, Spain, and South Africa.

The detailed findings are on VisitorInternational.com



The views of Hospitality Professionals are compelling

891 Hospitality Professionals gave their views during this research. This matters, as these are the key staff at the check-in and concierge desk that have the greatest potential to impact guest satisfaction within their accommodation.

We asked: ‘Please rate the importance of the visitor information sources you are currently using’

The findings

- ➔ **Print media** is far more highly valued than electronic and kiosk information.
- ➔ **Printed maps** are rated #1 by a ranking of ‘extreme importance’ (78%) followed closely by brochures (74%) and printed guides (62%).
- ➔ Combining the ratings of ‘extremely important’ and ‘very important’ then both **printed maps** and **brochures** are almost equal in importance.
- ➔ Electronic visitor information **kiosks** are growing in importance with a 63% overall ‘importance’ rating, but clearly the tactile, physical properties of printed information is favored.
- ➔ **In-room publications** lag behind other media (47%), perhaps suggesting they perform an entertainment function but lack the utility of a map or brochure.

