



Six reasons why visitor brochures are so effective

- Brochures are powerful because, unlike general advertising, they are **selected** by visitors and picked from a display for viewing. The very act of selection reflects their interest, and increases the likelihood that they will visit or buy from you.
- Brochures are presented at the precise time the **visitor is nearby** and actively exploring what to do, see and enjoy.
- Brochures and maps are **easy to read at anytime or anywhere**. They are not dependent on digital connections.
- Reading brochures is relaxing, and engages far more of the senses than reading online. Visitors can more **easily absorb the information** and act upon it.
- Brochures and maps are **more trusted** and **easy to share** with friends and family. Sharing is like an endorsement and positively influences actions.
- Visitors **love to receive offers**, and brochures often include discounts, coupons and deals.

What the Hospitality Industry says

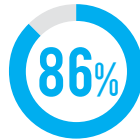
Research undertaken by Bentley University's Center for Marketing Technology, and based on responses from 1,560 hospitality professionals, found that they overwhelmingly favored the use of printed media to assist their guest.



98% of front desk and concierge staff value having printed visitor information for their guests.



94% provide guests with brochures, maps, leaflets and flyers.



86% of hotel front desk staff observe guests using brochures always or often.



Visitor International Recommends:

Always use the services of professional brochure distributors. For advice and a list of members, check out our website at VisitorInternational.com



International Research Confirms...

Visitor Brochures are Best for Winning you Business



The International Association of Visitor Information Providers



Brochures are the #1 Influencer of Visitors in your Area

Research undertaken by **Bentley University's Center for Marketing Technology** confirms that the most influential source of information for a visitor, during their trip, is a brochure, map or travel guide. The findings are the result of research, undertaken during 2018, in 17 selected city and regional locations in the United States, Canada and Europe. Professional marketers interviewed 2,020 visitors and the results were analysed by Bentley University.

Here are some key findings.



Printed media remains the preferred method of in-market information for visitors

Professor Ian Cross,
Director of the Center for Marketing Technology,
Bentley University



Brochures, Maps and Guides are the **#1 influencer** of visitors during their trip

Brochures are certain to win you business!

73%

Brochures influence the travel plans of 73% of visitors who pick up a brochure



Brochures stimulate action, and present visitors with new discoveries.



78%

plan to visit a business they saw in a brochure

Visitors are nearby and can act immediately on information.

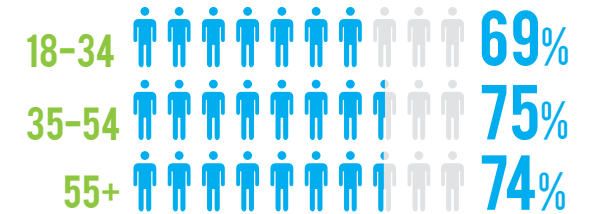
73%

of visitors that pick up brochures consider altering their travel plans

They are open to visit or buy from you!



Brochures influence the actions of visitors of all ages



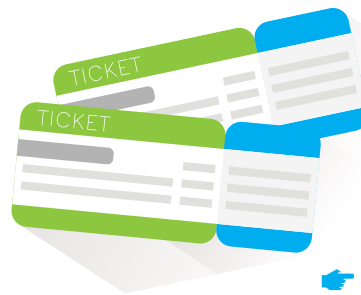
Brochures stimulate the 'visit' and 'buy' actions across all generations.



4 OUT OF 5

visitors pick up brochures during their trip

Visitors only select brochures of interest. This increases conversion into business.



61%

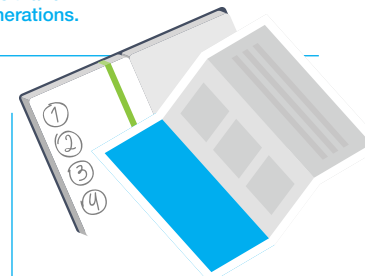
plan to purchase tickets or merchandise after picking up a brochure

Visitors are 'on location' and are therefore predisposed to enjoying local experiences.



Brochures are shared and reach 3.5 readers on average

Sharing is similar to an endorsement and positively influences actions.



Brochures, Maps and Travel Guides influence 52% of pre-trip planning

Brochure are the #1 influencer during trips; and powerful for advance planning.

DIGITALLY CONNECTED

Brochure

Brochures are #1 in driving the 'visit' and 'buy' actions of over 7 in 10 brochure users. These actions are often enabled by their use of mobile web (6 in 10 use) and apps (3 in 10 use).

