



# 2024 Visitor Information Survey: Insights into Brochure Users' Preferences and Impact

Understanding the Role of Brochures, Maps, and Guides in Influencing Travellers.

This report presents the compelling findings of the 2024 Visitor Information Survey, conducted by Visitor International – The International Association of Visitor Information Providers.

Running from April to October 2024, the survey gathered responses from over 3,600 consumers across 11 countries and 99 nationalities, providing deep insights into the role and impact of visitor brochures, maps, and guides. The data reveals not only how visitors engage with printed materials but also how these resources inspire further exploration online, affirming the powerful connection between print and digital visitor information.

As you explore these findings, we hope they offer a comprehensive understanding of how visitor information continues to be an essential influence in guiding consumers to new experiences and destinations.

# Visitor International - Brochure Users Survey 2024



The insights in this document are informed by consumer research conducted by Visitor International, the International Association of Visitor Information Providers, in 2024. The study gathered responses from over 3,600 consumers across 11 countries and 99 nationalities.

## 72% Choose and Use Visitor Brochures

72% of consumers use printed visitor brochures, maps, and guides to plan and navigate their trips. For tourism businesses, this underscores the ongoing value of print in capturing visitor interest and directing them to local experiences, attractions, and services.



## Reaching Both Visitors and Locals

Visitor brochures, maps, and guides appeal to a broad audience, with 77% of users being visitors and 23% locals. This shows that these resources effectively engage both tourists and local residents, expanding your business's reach to diverse audiences.



## Influencing Vacation and Business Travellers

Excluding locals, 80% of brochure users are on vacation, 7% are on a 'combined business and leisure' trip, and 4% are traveling for business. 9% visit for other reasons like weddings, events, or study.



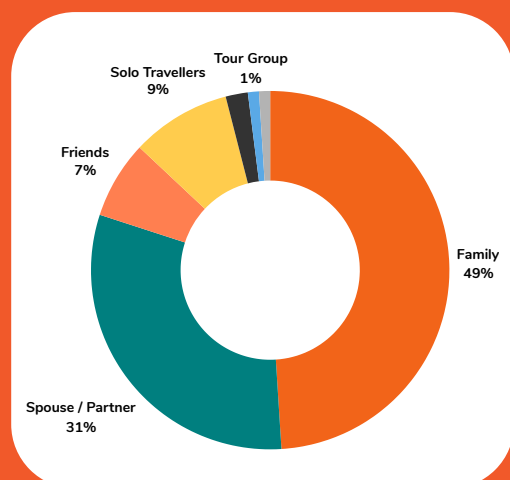
## Brochures Guide Staying Visitors

Among visitors who use brochures, 64% stay in hotels, 15% in rentals, 8% with friends or relatives, 9% opt for camping, and 5% choose other accommodation types.



## Brochures Influence All Visitor Segments

Visitor brochures effectively engage diverse travel groups, with families making up nearly half (49%) of all users, followed by couples at 31%, two key segments that drive significant business. Brochures also resonate with solo travellers (9%), friend groups (7%), and business associates (2%), highlighting their wide appeal.

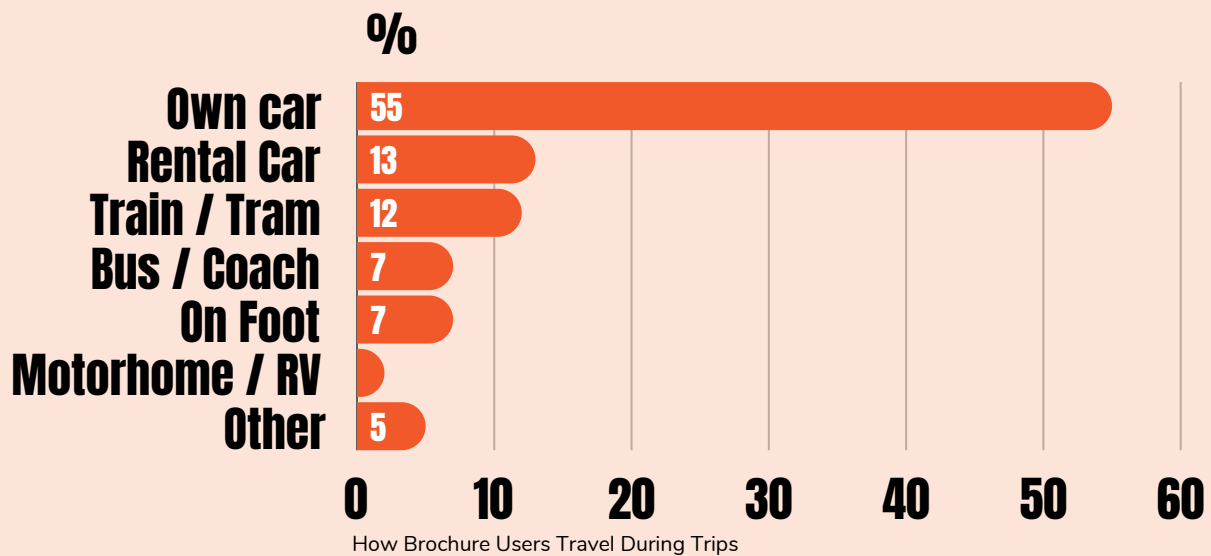




## On the Move: Independent Travellers are Ready & Free to Discover

# 68% in CARS

Nearly seven in ten brochure users—68% in either their own cars or rentals—are independent travellers with the flexibility to explore freely at their own pace. An additional 12% travel by train, 7% on foot, 7% by bus, and 2% by motorhome or RV, making up a diverse, mobile audience prepared to make spontaneous choices. With the freedom to visit nearby attractions, dine locally, or shop on impulse, these travellers are often just minutes or hours away from discovering what your business offers, ready to engage with local experiences on their own terms.



## Brochures Are Highly Valued by Visitors

Brochures are overwhelmingly appreciated by visitors, with 99% recognising their value. Nearly four in five users find brochures either extremely valuable (37%) or very valuable (42%). An additional 17% consider them moderately valuable, and even those less inclined—3%—still find brochures somewhat valuable. This high regard underscores the essential role brochures play in enhancing visitor experiences, making them a trusted resource for travellers seeking guidance and inspiration.



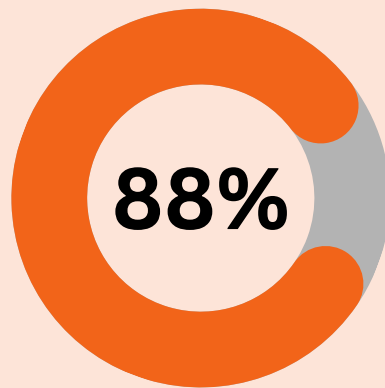
## 90% Share Brochures Amplifying Reach

90% of users shared their brochures, with an average of 2.3 other people. This sharing not only broadens the reach of each brochure but also acts as an implicit endorsement. When travellers share these materials with friends, family, or fellow travellers, they effectively recommend the experiences and services they've discovered, enhancing the credibility and appeal of what your business offers. This ripple effect amplifies the impact of each brochure, making it a powerful tool for connecting with a wider audience.

## Print Ignites Digital Action: Reaching Visitors First in Brochures Drives Engagement and Business



We asked visitors if something they found in a visitor brochure, map, or guide prompted them to use their mobile device to find more information, make a booking, or make a purchase. **An impressive 88% said yes, showing that print often serves as the first introduction to businesses.** If visitors don't know you exist, they cannot seek you out online. By capturing attention first in print, you ensure that your business is discovered, leading travellers to connect with you digitally. This synergy between print and digital strengthens your visibility, turning initial awareness into real engagement and action.



**88% were prompted to use their mobile device to act on what they read in a visitor brochure.**



### Women: Powerful Travel Influencers, Use Brochures the Most

**62% of brochure users are women,** underscoring their role as the primary influencers in travel planning. Women play a central part in shaping travel experiences, whether within families, couples, or as solo travellers. As **the largest users of brochures,** they drive interest in local attractions, accommodations, and services, significantly impacting how brochures influence travel choices. Their engagement amplifies the reach and effectiveness of brochures, making them a crucial factor in the impact of visitor information on travel decisions.



### The Biggest Spenders are the Biggest Brochure Users

**Millennials** (age 25-39), **Gen X** (age 40-56), and **Baby Boomers** (age 57-75), are the three biggest spending groups in travel. They also make up **83% of brochure users.** These three generations often have both the time and financial means to invest in meaningful travel experiences. By reaching these groups through brochures, you tap into a highly engaged audience with the resources to explore and spend on attractions, services, and experiences. Brochures effectively connect with these travellers who can bring substantial value both to businesses and local economies.



## We Asked Travellers: How Did Brochures Shape Your Trip?

To understand the impact of visitor brochures, maps, or guides on travel decisions, we asked respondents if these resources influenced their trips in specific ways. Here's what they shared about how these materials helped them discover new places, adjust their plans, make purchases, and recall familiar attractions and places.

91%

### Influenced me to visit a place of interest

An impressive 91% of travellers say brochures **introduced them to new places of interest during their trip**. This underscores the role brochures play in helping visitors uncover unique attractions and experiences, enriching their travels and encouraging exploration.

92%

### Highlighted what I was not aware of

A notable 92% of travellers report that brochures **revealed services and attractions they hadn't previously known about**, making brochures a valuable first point of discovery. Brochures play a key role in shaping journeys and inspiring deeper exploration.

65%

### Led me to change my plans or itinerary

A striking 65% of travellers shared that **brochures influenced them to change their plans**, as most are independent travellers open to responding to what excites them. Brochures inspire spontaneity, encouraging visitors to adjust their itineraries and explore new places, destinations, and services they may not have initially planned to visit.

69%

### Influenced me to make a purchase

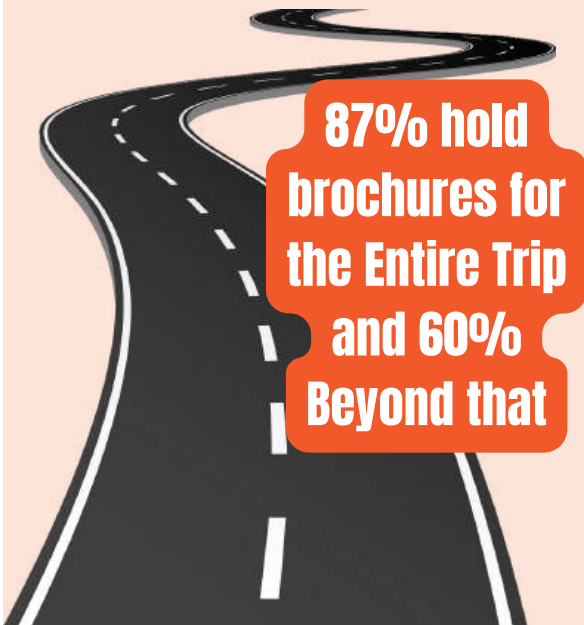
69% of travellers said brochures influenced them to **purchase tickets or merchandise**. This highlights the power of brochures in encouraging spending, guiding visitors to experiences and products that enhance their trips and contribute to local businesses.

96%

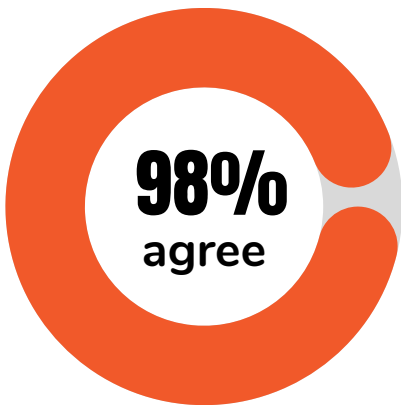
### Prompted me about something I knew

96% of travellers reported that brochures **reminded them of something they already knew about**. This shows how brochures keep businesses top of mind. For businesses that assume everyone already knows them, brochures provide a valuable nudge, ensuring they remain a strong option when visitors are planning their experiences.

## Brochures: A Chosen Companion and Influencer of Business for the Duration of the Trip and Beyond

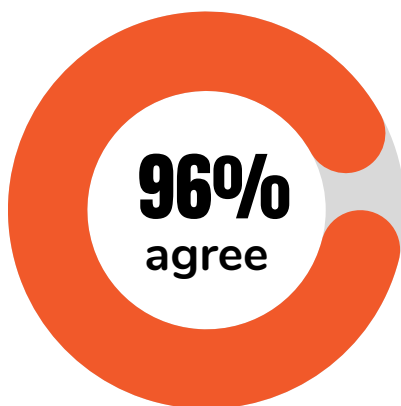


A remarkable 87% of travellers keep brochures they've selected out of interest for the duration of their trip. Additionally, 60% retain their brochure even after their trip—as a memento or to share with others. This means brochures are more than just travel guides; they become portable advertisements, staying ever-present with travellers and reinforcing your message. When a brochure is actively chosen, it not only becomes a trusted companion **but also drives higher conversions**, turning lookers into bookers and buyers, and maximising its impact throughout the journey and beyond.



### Brochures Are Trusted and That Drives Action

98% of travellers agree that brochures provide trustworthy visitor information. As tangible, permanent resources, print materials offer a level of credibility that's hard for other channels to replicate. This high trust factor means that when visitors turn to brochures, they're more likely to act on what they find—resulting in valuable conversions for businesses. Brochures inspire confidence, making them an essential tool for influencing travel decisions and driving customer engagement.



### Brochures: Reliable, Tangible Information—Accessible Anytime, Anywhere

A solid 96% of travellers agree that brochures provide reliable, hard-copy information that's **accessible at any time**—without reliance on battery life or WiFi. Unlike digital options, brochures are always available, offering dependable guidance and peace of mind for travellers who need information at their fingertips throughout their journey.

# Print Outshines Digital in Guiding Visitors — Digital Amplifies Its Impact



To better understand traveller preferences, we asked how printed brochures, maps, and guides compare to digital alternatives in terms of ease of use, memorability, and reliability. While digital resources have their place, travellers emphasised the unique strengths of print—tangible, dependable, and always accessible. Print materials don't just complement digital; they often lead the way, providing a trusted foundation that digital alone can't replicate. Here's how print remains an invaluable resource in the modern travel experience.

**82%**

## I prefer printed brochures, maps & guides

82% of travellers prefer printed visitor brochures, maps, and guides over digital versions. This strong preference underscores the value of tangible materials that travellers can hold, reference, and rely on without the limitations of battery life or internet connectivity. Print remains a trusted favourite, enhancing the travel experience in ways digital alone cannot.

**83%**

## I am more likely to remember print

83% of travellers say they are more likely to remember information from printed brochures than from digital sources. **This aligns with neuroscience findings**, which show that print engages more of our senses—sight, touch, even the feeling of physically holding a brochure. This sensory engagement strengthens memory retention, making printed materials more impactful and memorable. For tourism businesses, this means that information shared in print is more likely to stay top-of-mind for travellers.

**93%**

## I find places I wouldn't search for online

93% of travellers say brochures introduce them to places and activities they **would not know to search for online**. This highlights the unique role that print materials play in uncovering hidden gems, guiding visitors to new and unexpected experiences that digital searches can miss. For businesses, this means that brochures are a powerful tool for reaching audiences who are open to exploring beyond their usual plans.

**87%**

## I prefer printed brochures over downloads

A significant 87% of travellers say they are more likely to pick up and use a printed visitor guide than to download a digital one. While some accommodations may rely on QR codes to provide information, this approach places the burden on visitors to take the extra step and is **not their preference**. Printed guides offer a convenient, accessible resource that's immediately at hand, aligning with travellers' preferences.

# RESEARCH CONFIRMS THE POWERFUL INFLUENCE OF VISITOR BROCHURES

## Brochures Guide Visitors from Discovery to Visiting, Booking, and Buying

Research shows that brochures capture genuine interest—and when travellers choose to select a brochure, map or guide, it's a **100% opt-in experience**. This intentional choice leads to stronger engagement and higher business conversions.

**With a \*98% trust level and an 87% retention rate** throughout the trip, brochures keep your business top of mind, turning interest into lasting customer connections and driving tangible business results.

Leveraging the proven power of brochures keeps your business front and centre for travellers ready to explore, engage, and choose your services.

\*Based on responses from over 3,600 travellers across 11 countries in 2024.



For more details, see [VisitorInternational.com](https://www.VisitorInternational.com)