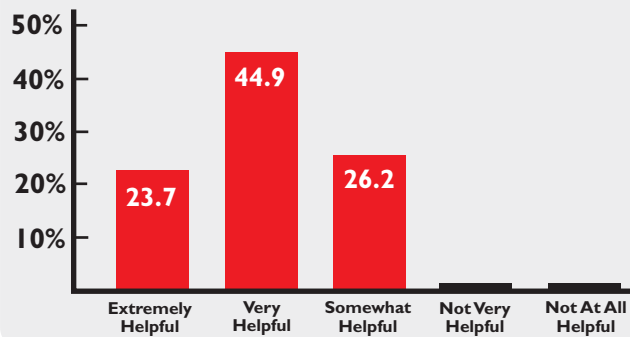


The Facts Behind...

BROCHURE DISTRIBUTION

How Helpful Were Brochures From Racks



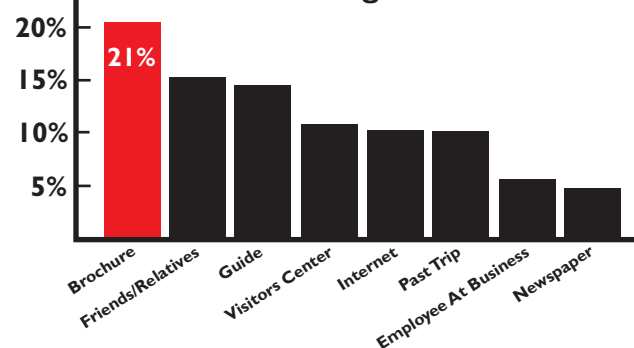
Seeing and Using Brochure Racks During Trip

- Overall, **81%** of respondents saw the brochure rack located at the survey site
- Over **84%** of non-resident respondents on a leisure trip saw brochure racks
- **65%** of those who saw a rack, selected a brochure at the survey location

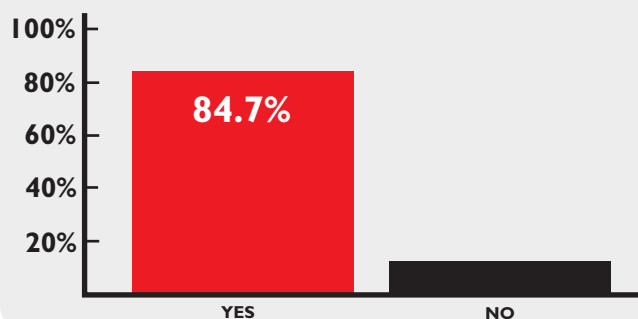
Trip Planning

- Overall, **62%** of respondents were seeking trip information since leaving home
- Brochures were the most frequently used source of information during the trip (**21%**)
- In excess of **36%** of all respondents who selected a brochure agreed they changed travel plans due to information on the brochure

Sources Of Info Used To Plan After Leaving Home



Became Aware Of Service Or Attraction



Impacts of Getting a Brochure During Trip

- Nearly **85%** of respondents who selected a brochure stated they became aware of a service or destination of interest
- Just over half of respondents (**52%**) who gathered a brochure were very likely to visit someplace or purchase something at a business or destination shown on the brochure in the next 6 months

This research clearly shows the importance of brochure distribution racks for information, planning, and purchases during a trip, especially a multi-day leisure trip by non-residents. Findings indicate that brochures are the most widely used source of information for during-trip planning. Brochures changed travel behavior for over a third of respondents who gathered a brochure. Furthermore, the influence of a brochure does not end immediately after collection as over half of respondents were very likely to purchase something or visit a destination shown on a brochure in the next six months.

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 For complete brochure distribution information, visit www.apbd.org.

