

# BROCHURES ARE THE #1 VISITOR INFORMATION SOURCE IN-MARKET

Picked Up a  
Brochure from a  
Brochure Rack  
During Trip

# 76%

## WHAT VISITORS LIKE ABOUT BROCHURES

### VISITOR DEMOGRAPHICS

69% Leisure travelers	53% Female
15% Business travelers	47% Male
16% Both	
	13% Under 25
44% Traveling with spouse/partner	20% 25-34
	27% 35-44
31% Traveling with friend	20% 45-54
27% Traveling with children	14% 55-64
18% Traveling alone	6% 65+

75%	Valuable information source
63%	Ability to learn about local marketplace
52%	Offer special deals and discounts
51%	Information easy to find
50%	Help in decision-making process
41%	Convenient size and easy to use

### WHAT VISITORS DID AS A RESULT OF PICKING UP BROCHURES

69%	Planned to visit attraction
62%	Considered changing travel plans
58%	Planned to use discount coupon
43%	Planned to buy something
34%	Planned to extend their stay

### IMPACT ON TRAVEL MAKING DECISIONS

#### Before trip

#### During trip

% Influence	Source	% Influence	Source
65%	Internet	69%	Brochure Rack
58%	Friend	62%	Map/Guide
45%	Map/Guide	57%	Internet
38%	Brochure Rack	51%	Friend
33%	TV	32%	TV
19%	Billboard	19%	Billboard

In 2010 one might have expected the influence of Internet and mobile marketing tools to supplant the use of traditional marketing tools in the tourism industry. While we see the impact of the Internet and electronic media hastening the decline of traditional mass media vehicles such as television, newspapers and radio, **the use of printed tourist brochures is flourishing.**

**Leisure travelers continue to desire easy to read and easy to find information about local attractions found in racks located in hotels and visitor information centers.** The sight of a printed brochure in a convenient display rack is a staple of the North American and European travel experience. The message may change but **the format continues to work and work well for visitors!**

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