

# WINNING VISITORS - THE MARKETING POWER OF VISITOR BROCHURES



**plus Driving Digital!**





# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

## About this consumer research

- The Research was undertaken in 2022 in the U.S., Canada, Mexico, and Europe by **Bentley University Center for Marketing Technology** and Visitor International.
- 986 respondents were interviewed in the U.S., Canada, Mexico and Europe.
- 78% were on a leisure trip, 7% on a business trip and 15% were combining business and leisure.
- 60% were staying 4 days or less, and 40% for more than 4 days.
- 49% stayed in a hotel, 20% in a rental home, VRBO or AirBnB, 12% with friends or family, 16% in their own home, 6% did not stay in the area, and 3% indicated 'other'.
- 59% were female, 39% male, 1% were non-binary, and 2% indicated 'other or prefer not to say'.
- Visitors of all age groups (over 18) were interviewed, and there was a good spread across all age groups.



### Insights

- The percentage combining business and leisure was 15%. This is a trend that is increasing generally.
- Almost one in every two respondents stayed in a hotel.

**Note:** where visitors stayed totals more than 100%, as some stayed in more than one type of accommodation.



# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

# 70%

of visitors use travel brochures,  
maps or guides for their trips



*This rises to 72% for  
females (key  
influencers in travel)  
and 74% of families!*

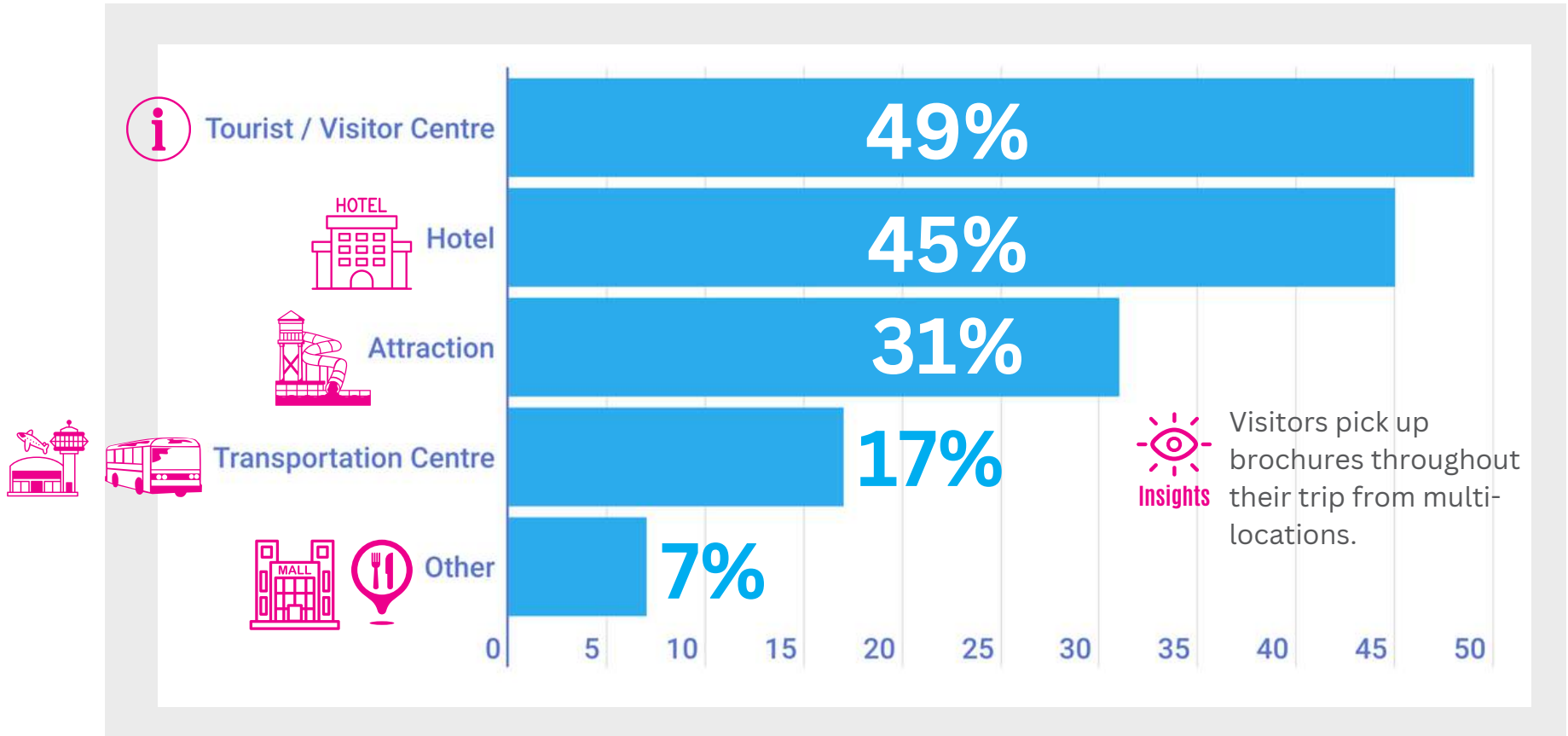




# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

**Q: Where do they pick up brochures?**

**A: EVERYWHERE!**



**Note:** Visitors could select multi-locations, reflecting their behavior.



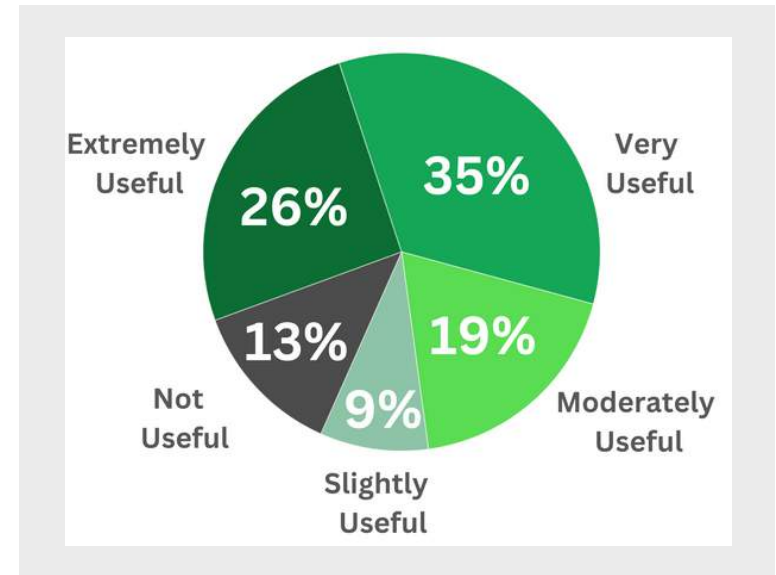
# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

## How useful do visitors find brochures?

in navigating their location, planning activities, and discovering things to do!

# 87%

of visitors who picked up a brochure valued them and found them useful



*89% of friends (which includes couples) found brochures useful; as did 88% of families.*



**Over 90% of younger millennials (aged 18 to 24) valued brochures**

*While all age groups valued brochures, those aged 18-24 scored above the 87% average. 90% valued brochures.*



# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

## What attributes do visitors value most about brochures, maps, and guides?

**Trustworthy**

**46%** 

**Tangible**

**42%** 

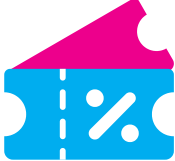
Easy use hard copy

**Latest Info**

**44%** 

Exhibits, events, attractions

**Coupons**

**30%** 

Discounts or coupons

**Convenient**

**30%** 

Always available

**Easy Share**

**25%** 

**Note:** Visitors could select more than one attribute

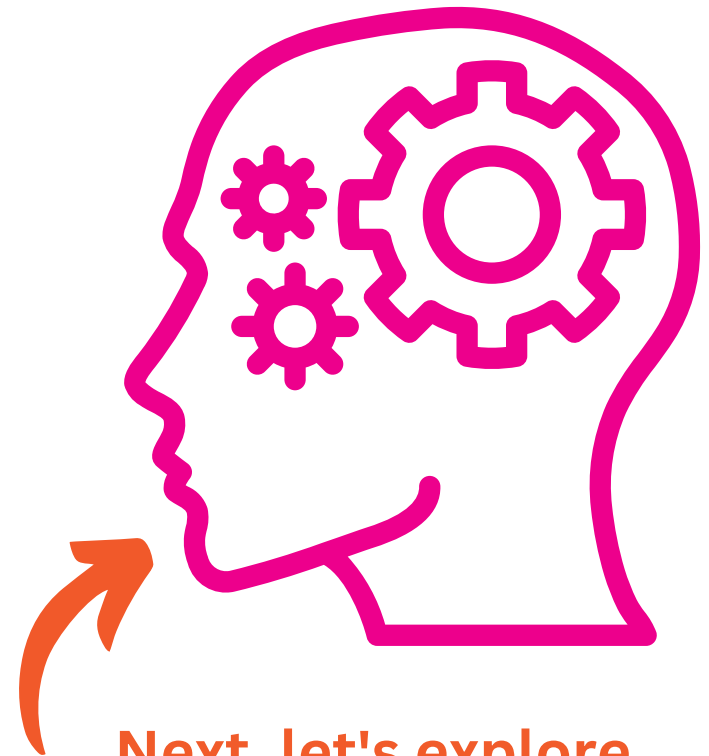


# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

## How did brochures influence their trip?

**86%**

were influenced in  
one way or another  
by the brochures  
they picked up



Next, let's explore  
how and why

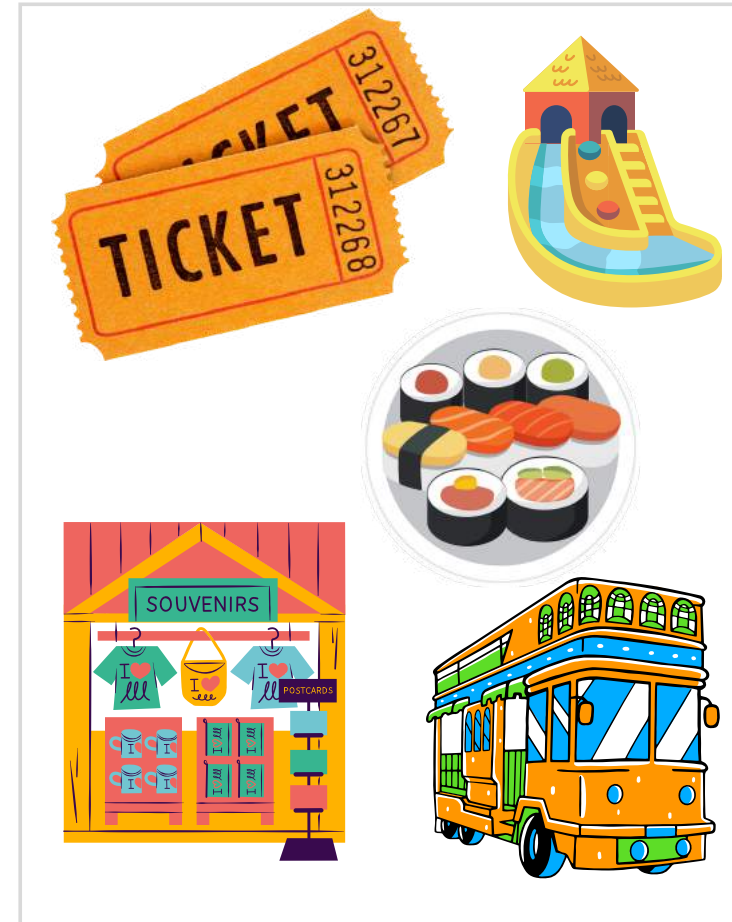


# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

## How did brochures influence their trip?

**21%**

**purchased tickets or  
merchandise from  
businesses mentioned  
in the brochures**





# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

## How did brochures influence their trip?

**20%**

**Altered their  
plans/itinerary based  
on what they read in  
their brochure**

**They made a  
U turn!**





# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

## How did brochures influence their trip?

# 47%

Learned about a new  
service or attraction -  
from what they read in  
a visitor brochure



Visitors can't  
seek your  
business out... if  
they don't know  
it exists.



# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

## How did brochures influence their trip?

**27%**

were **REMINDED** of a  
service or attraction -  
from what they read in  
a visitor brochure

Brochures remind and  
prompt visits and  
purchases





# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

## Why are brochures so effective?

# 73% Share

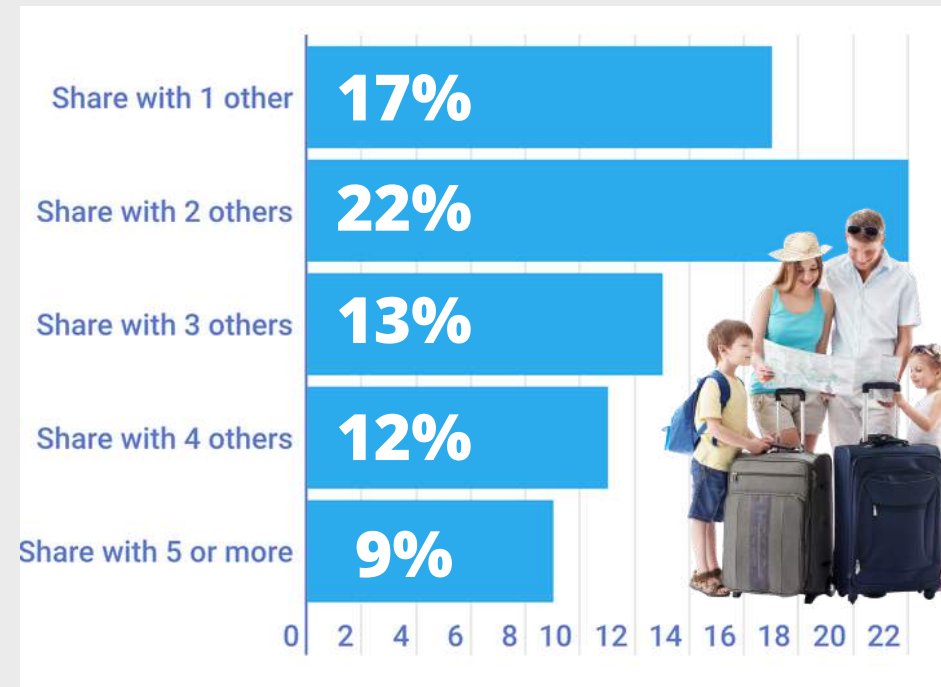
**Almost 3 in every 4**  
share the brochure  
Information



Insights

*There are over 3.6  
readers per brochure*

## They Share the Fun!





# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

## Visitor brochures **DRIVES DIGITAL** too!

# 61%

of respondents used a mobile device to find out more about what they read in a brochure they selected

Brochures prompted these visitors to go online to book, buy, visit, check out opening times... and more



Google  
Analytics

doesn't tell when you were found **FIRST** in a visitor brochure!



# WINNING VISITORS - THE POWER OF VISITOR BROCHURES

## Visitor Brochures are "Sticky"



Insights

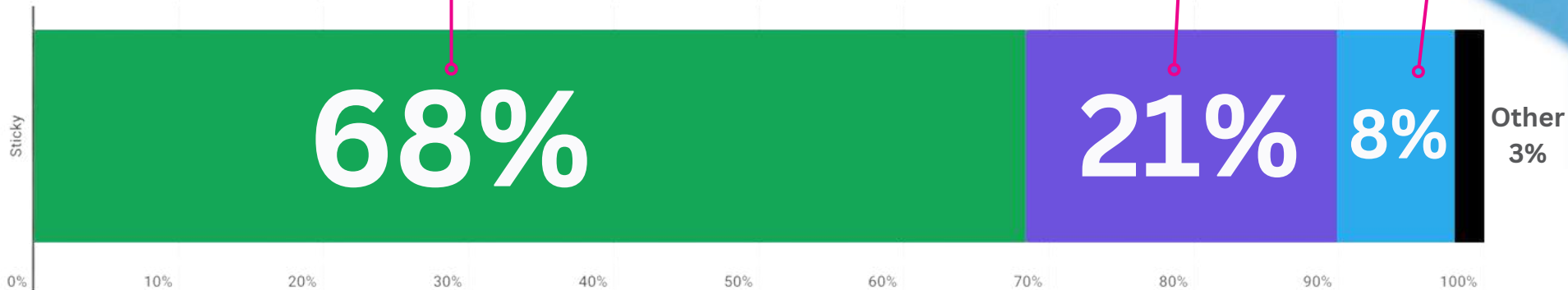


*32% of visitors bring brochures home after their visit - as a memento*

**68% keep for duration of their visit or beyond**

**A further 21% keep until they visit the business of interest**

**a further 8% read before discarding**





## For further Information



The International Association of  
Visitor Information Providers



Scan Me



[www.VisitorInternational.com](http://www.VisitorInternational.com)