

# the value of print

## a summary of travel and tourism research

A summary of independent research on the reach, influence and impact of printed guides and printed advertising on US leisure travelers

Version 1.0 2017

### AT A GLANCE

#### Print use by US leisure travelers

Sources of research: See pages 2 and 4.

53%



of US travelers report using a printed resource in planning their travel in the previous 12 months

896 million

trips were taken in the last 12 months by this group of US travelers

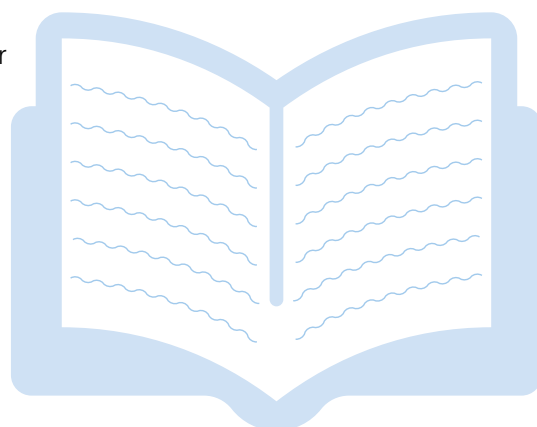
24%



of US travelers indicated they used an official destination visitor guide in the past 12 months to plan a trip

400 million

leisure trips were taken by this group of US travelers in the past year – spending an estimated \$161 billion



67%



of readers of official visitor guides indicate that they visited the destination after receiving the guide

88%



of readers who were undecided indicated that the official visitor guide influenced their decision to visit

Official visitor guides are used by up to **79%** of visitors to make specific planning and booking decisions on their trip. Visitors use the official visitor guides to make decisions on the following:

- > 79% activities and attractions to enjoy
- > 54% places to eat or enjoy
- > 21% places to stay



### PROFILE OF VISITOR GUIDE READERS

- > Slightly older
- > Skewed Female
- > Significantly more Affluent

56%  
are female

53 years  
old (avg)



\$93,000  
household income

73%  
are married

# 3 Myths About Print

# Advertising

## 1 Print is Dying

Print Use Remains Strong

Usage of print publications by US travelers is at record or near-record levels  
\*(see graph below) but how and when print is being used in trip planning is changing.

54%

of US leisure travelers use a printed publication in their trip planning

### Fact:

In the 10-year history of the State of the American Traveler, print usage has set new records over the last 12 months with over half of all US leisure travelers using it during 2016-17

## 2 Print is Only Used by Older US Travelers

Print is Used by All Ages of US Travelers

Younger US travelers still use print for inspiration and ideas to complement their increasing range of digital media.



Gen Y, Gen X and Baby Boomers use print publications in travel decisions at broadly similar levels

### Fact:

Gen Y travelers' usage of Official Visitor Guides is only slightly less than that of Gen X and Baby Boomers. In other areas of print usage, Gen Y travelers actually use print more in travel decisions (e.g., lifestyle magazines)

## 3 Reducing Print Advertising Can Save Money

Print Advertising Helps Drive Bookings

Print advertising is a critical part of an integrated media solution as the most trusted type of advertising cuts through an increasingly complex digital media market. Major travel brands such as Disney, Southwest and Hilton Hotels remain heavily committed to advertising in print to build their brand and create engagement with more tactical advertising, including digital.



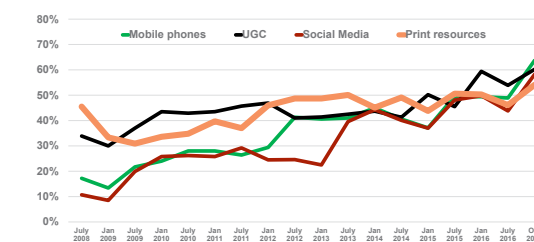
Print advertising in US magazines is expected to stay stable in the period to 2020 (4)

### Fact:

The average US leisure traveler uses a small number of print publications in trip planning but visits more than 120 websites before and during their travel. Print advertising is trusted by more consumers (82%) than any other type of advertising.

PRINT ADS are the most trusted advertising channel according to 82% of consumers

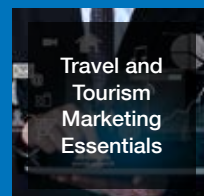
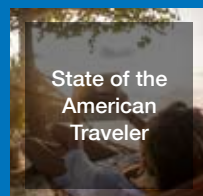
US Travelers' Use of Print vs. Digital Media 2008 - 2016



(1 Sources of Research: State of the American Traveler, Destination Analysts, 2016-17. (2 Skift "Top-Spending Travel Brands for U.S. TV Advertising So Far This Year," 2016. (3 Path to Purchase November 2016 comScore, Expedia Media Solutions r. (4 PWC Media & Entertainment, 2016-20. MarketingSherpa (Customer Satisfaction Research Study 2016)

## Additional Research

Miles creates an array of free tourism-marketing whitepapers, all geared toward helping you to create and track effective tourism-marketing campaigns.

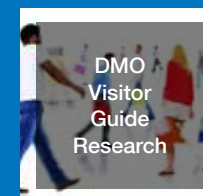


(Download these research essentials and whitepapers at [www.milespartnership.com](http://www.milespartnership.com))

See research list of sources on page 4.

## Resources

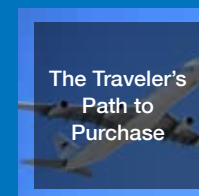
Detailed citations, references and copies of the independent research used in this summary are available at <http://budurl.com/MilesValueofPrint>



A study of DMO Visitor Guides- Usage, Visitor Profile & Conversion in 11 US Cities, Destination Analysts, DMA West, 2014



US Travel Fact Sheet- US Travel Association, 2016



The Traveler's Path to Purchase- Expedia Media Solutions, 2016

## 4 Tips for Measuring Print ADVERTISING

Print advertising is, by nature, more challenging to measure than digital advertising – in which every part of the user and online interactions can be tracked. Here are tips for measuring your print advertising. Remember, these methods are only as effective as your ability to track, report and review these results.



### 1 Trackable Phone Numbers

can be a simple, low-cost way to understand response – for businesses where phone calls are an important way travelers contact you. Options start at just a few dollars per dedicated line – which offers reporting on the number, duration and origin of callers responding to the ad.



### 2 Deals or Offers

A specific offer or deal such as "Ask for Our Family Fun Special" can also be a simple way to assess response – however recognize that only a proportion of travelers will remember to ask, and that recording such requests can be challenging in a busy office setting.



### 3 Vanity URLs or QR Code

The majority of visitor guide readers also go online for additional information. You can use a specific web address (e.g., [www.mywebsite.com/familyfun](http://www.mywebsite.com/familyfun)) or a QR code and use your online analytics to measure response.



### 4 Conduct Research

Finally, consider conducting research on use of printed guides. For example, if your advertising is about building awareness, recognition and your brand, consider an Advertising Recognition and Perception Study every few years.

# 4 Tips for Developing Effective Print Ad Creative

## 1 Have a Clear Purpose: Build Awareness or Drive Immediate Action

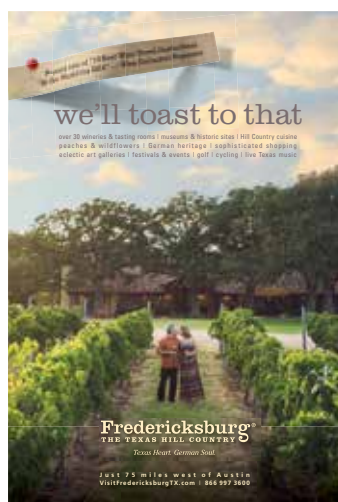


Identify the primary objective for your advertising – is it to create awareness and build your brand, or do you want to focus on driving immediate bookings? It's difficult for a single ad to do all things well.

## 2 Be Consistent

Engaging with visitors and driving bookings often takes a number of touchpoints and interactions across multiple channels. Make sure your print ads are tightly integrated with advertising on digital channels by cross-promoting your web and social media channels, highlighting what's available online (e.g., "Check our website for the best available rate") and being consistent use of design and images.

## 4 Create a Connection with Copywriting and Design



Impactful print advertising uses the size, spread and tactile quality of print along with effective design and evocative headlines to create an emotional connection with the reader.

## 3 Use Engaging Images



Photography is at the heart of the best print advertising. Invest in great images – both from professional photographers and in sourcing images from visitors and locals (user-generated content).

## Advertising Essentials

Great advertising usually includes 4 elements that drive travelers from Awareness to Action: **A.I.D.A.**

**Awareness** - the ad stands out and captures attention  
**Interest** - it draws readers in and creates engagement  
**Desire** - the ad connects with the reader's emotions  
**Action** - it encourages response through a clear call to action

**Sources of Research:** Destination Analysts (State of the American Traveler 2006 - 2017), US Travel Association (Impact of Travel on State Economies 2016, Domestic Travel Market Report 2016, International Top 20 Report 2008 - 2015), Brand USA and PhocusWright (International Market Profiles 2015). The Traveler's Path to Purchase Expedia & comScore. November 2016. Advertising Trust Survey, Sherpa Marketing Survey, October 2016

➔ **MORE:** For a full list of research and other resources visit [www.MilesPartnership.com](http://www.MilesPartnership.com)

