



Brochure Distribution Research
Summer 2010

Summary Report of Key Findings

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Methodology

Professor Ian Cross, Director of the Center for Marketing Technology at Bentley University in Waltham, Massachusetts conducted an international cooperative survey of travelers in 15 cities representing four countries – the United States, Canada, Mexico and Western Europe. A total of 1,765 surveys were completed during the summer of 2010, the results of which are documented in this report. Operational support was provided by the International Association of Professional Brochure Distributors.

Important Respondent Characteristics

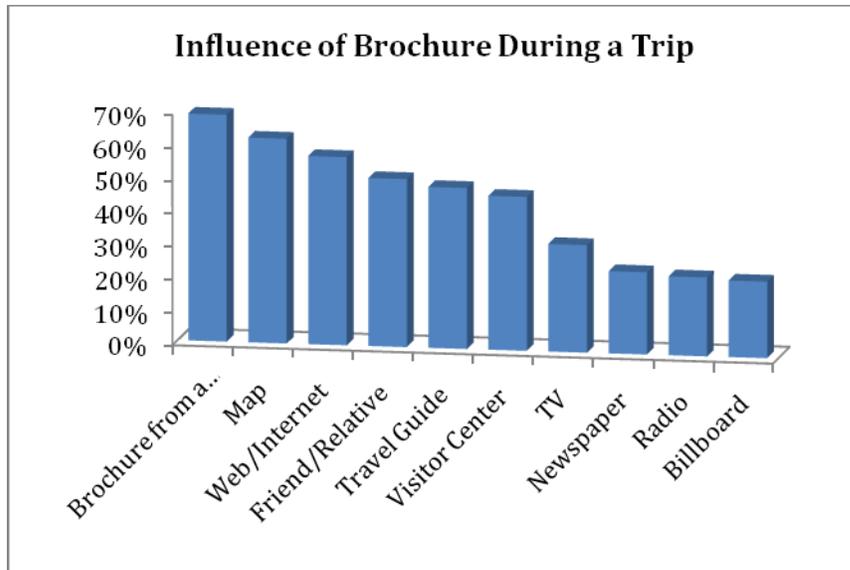
The great majority of visitors travelled as tourists and had stopped at a tourist location for personal enjoyment and interest. In fact, 85% of tourists were either visiting for leisure or combining a leisure activity with a business trip. Most of these visitors (82%) preferred to travel with someone -- either a spouse, friend or with children. Over half (53%) the visitors were women and nearly a quarter (23%) of visitors lived nearby and enjoyed experiencing attractions on their doorstep.

Influence of Brochures Before a Trip

It is to be expected that the Internet has become the primary source of information for tourists planning a trip (47%), followed by personal recommendations from family and friends (39%). However, travel guides and brochures from display stands continue to be influential before a tourist arrives at their destination (25%). Some locations, such as Boston, reported 6 out of 10 (60%) visitors had used a travel brochure before arriving in the city, suggesting that major city destinations might enjoy an even greater benefit from brochures. Traditional media has continued to decline in importance for television (15%), newspapers (10%) and radio (6%).

Influence of Brochures During a Trip

The most important source of information for a visitor during their trip is a brochure from a display stand. The influence of brochures from a display stand (69%) trumps the Internet (57%) when a tourist arrives at their destination. Over 3 out of 4 visitors (75%) collected a brochure at their city destination and this number rises to 4 out of 5 (80%) visitors that are non-residents of the area or are aged over 35. The older the visitor and the more unfamiliar they are with the location the more likely they are to use a brochure. The number continues to rise when one examines the impact of brochures from display stands located in major tourist cities such as Phoenix (94%), Buffalo (92%) Boston (86%), and Los Angeles (85%). Traditional media television, newspaper and radio) lags far behind all other forms of marketing that influence visitors

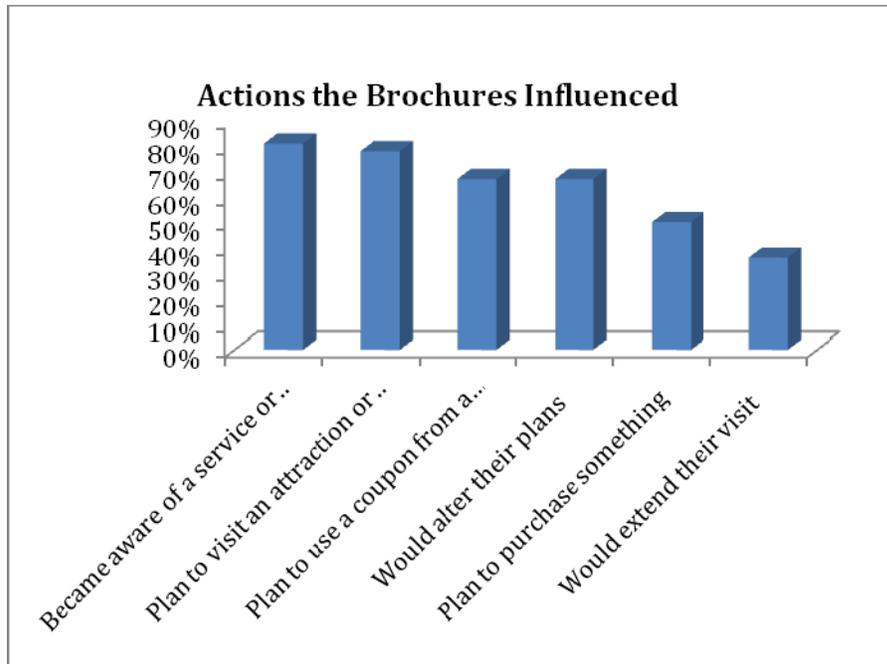


Effect of Brochures During a Trip

Brochures have a very positive impact on the behavior of visitors during their stay in an area. Nearly 3 out of 4 visitors (73%) learn about attractions, businesses and services from a brochure and a significant number of non-resident visitors (69%) plan to visit an attraction as a result of reading a brochure. Clearly, a well-written and well-located brochure gets results for local businesses and attractions. In some cities this effect is dramatic with 95% of visitors to Phoenix and 85% of visitors to Oregon and Missouri reporting the positive influence of brochures on the places they visited and enjoyed.

Not only are brochures effective in shaping the plans of leisure visitors, but also they play a significant role in altering the plans of visitors. More than 6 out of 10 visitors (62%) would consider altering their plans after learning of other attractions in the area. Area vendors and business owners also benefit from brochure distribution in tourist areas with 44% of visitors planning to purchase something as a result of reading about the product or service in a brochure.

Brochures that are seen, displayed well and picked up provide uplift in results for tourism marketers. Surveyed visitors who picked up a brochure from a display rack during their trip recorded an increased level of utility for brochures. More than 8 out of 10 visitors (81%) visitors became aware of a service or attraction and 78% planned to visit an attraction or business. Half of the tourists (50%) plan to purchase a product or service as a result of reading about it in a brochure and 67% would alter their plans. Brochures combined with coupons are also important in attracting visitors to a destination with 67% of leisure travelers planning to use a coupon printed in a brochure. Hotel and travel professionals will also note that 40% of visitors would extend their visit after reading new information about a location in a tourist brochure.



Use of Brochures

The data collected leads one to believe that tourists enjoy reading brochures about local attractions, as well as products and services. More importantly they expect to discover new attractions from easy to use brochure display racks. 3 out of 4 visitors (75%) believe brochures are a valuable visitor information source. The majority of visitors (63%) appreciate the convenience of brochures located in display stands in popular locations to learn about retail opportunities and attractions. Over half the visitors (52%) use brochures to find timely information about current exhibitions and events as well as special deals and time sensitive offers.

Conclusion

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 located in hotels, tourist attractions and visitor centers. The sight of a printed brochure in a convenient display stand 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.

TRAVEL INFORMATION SURVEY

Please help us improve our service by answering this short survey.
Your answers are completely confidential. Thank you for your participation.

1. What is the primary purpose of your trip?

- Leisure
- Business
- Business & Leisure

2. Do you reside in this city or nearby area?

- Yes, I am a resident
- No, I am a visitor to this area

3. How many days will you be away from home on this trip?

- Less than 1 day
- 1 -2 days
- 3- 4 days
- More than 4 days

4. **BEFORE you arrived at your current destination**, did you pick up a brochure from a brochure display stand about this destination or activities you were planning to do on this trip?

- YES
- NO

5. **BEFORE you arrived at your current destination**, how influential were the following sources in planning your trip? Please rate EACH information source.

	<i>Influenced</i>	<i>Somewhat Influenced</i>	<i>Did Not Influence</i>
Brochure From A Display Stand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friend/Relative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web/Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Billboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. **Now that you arrived at your destination**, at any time during this trip have you picked up a brochure from a brochure rack?

- YES
- NO

7. **Now that you arrived at your destination**, how influential are the following information sources in planning your current travel decisions? Please rate EACH information source.

	<i>Influenced</i>	<i>Somewhat Influenced</i>	<i>Did Not Influence</i>
Brochure From A Display Stand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friend/Relative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web/Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Billboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Did you become aware of a service or attraction as a result of picking up a brochure from a brochure rack?

- YES
- NO

9. Do you plan to visit an attraction or business as a result of picking up a brochure from a brochure rack?

- YES
- NO

10. Might you alter your plans as a result of picking up a brochure for an attraction or business you learned about?

- YES
- NO

11. Would you extend your visit if you found an attraction of interest?

- YES
- NO

12. Do you plan to use a discount coupon offered on a brochure during your trip?

- YES
- NO

13. Do you plan to purchase something as a result of picking up a brochure from a brochure rack?

- YES
- NO

14. What do you like about brochures from brochure racks? Check **ALL** that apply.

- It's a valuable visitor information source.
- The display gives me the ability to learn about many attractions, tours, retail shops in this marketplace.
- I like the tangible hard copy information to aid in my decision making.
- I can learn about special deals, current exhibits/events, or attraction.
- Brochures are a convenient size.
- Information is easy to find.
- Brochures may have offers, discounts or coupons.
- Other _____

15. Which of the following devices do you use to find travel information **DURING** your trip? Check all that apply.

- GPS (*TomTom, Garmin, etc.*)
- Mobile phone / SmartPhone (*iPhone, Blackberry, Droid, etc.*)
- iPod touch
- iPad
- Laptop Computer (*WIFI enabled*)
- None of the above

16. Are you Male or Female?

- Male
- Female

17. How old are you?

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

18. Who are you travelling with? Check all that apply.

- Alone
- With spouse/life partner
- With children
- With friend/colleague

Thank you for completing the survey.
Please return it before you leave to the person who gave it to you.

Office Use Only	
Interviewer Name	_____
Site	_____
Date	_____

2010 BROCHURE DISTRIBUTION SURVEY

Summary Report:



Methodology

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Pre-Planning

39% of visitors pick up a brochure **before** they arrive to their destination

In-Market

76% or (3-out-of-4) visitors pick up a brochure **in-market**

80% or (4-out-of-5) **non-residents** pick up a brochure in-market

Pre-Destination Impact on Travel Making Decisions

Source	% Influenced
Web/Internet	47%
Friend/Relative	39%
Map	25%
Travel Guide	25%
Brochure from a display stand	24%
TV	15%
Visitor Center	14%
Newspaper	10%
Billboard	7%
Radio	6%

BROCHURES CHANGE PLANS

73% of leisure travelers **became aware of a service** or attraction because of a brochure

69% of visitors stated brochures **influenced their travel decisions**

66% of all travelers' surveyed **became aware of a service or attraction** because of a brochure

64% **plan to visit** an attraction or business as a result of picking up a brochure

62% of leisure traveler would consider **altering their plans** because of a brochure

44% of visitors plan to **purchase something** as a result of picking up a brochure

In-Market Impact on Travel Making Decisions

Source	% Influenced
Brochure from a display stand	69%
Map	62%
Web/Internet	57%
Friend/Relative	52%
Travel Guide	49%
Visitor Center	47%
TV	32%
Newspaper	25%
Radio	24%
Billboard	23%

Brochure Perception In The Marketplace

75% of visitors surveyed believe brochures are a valuable visitor information resource

63% agree that brochure information display stands give visitors the ability to learn about many attractions, tours, and retail shops in the market place