

NEW
RESEARCH



The International Association of
Visitor Information Providers

Top 10 Ways Brochures Powerfully Influence and Impact Visitors During a Trip

Research findings by Bentley University's Centre for Marketing Technology



- ✓ **2 out of 3 of visitors** picked up a brochure during their trip **(67%)**
- ✓ The travel plans of **almost all of these visitors** was influenced by a brochure in market at their destination **(95%)**
- ✓ More than **4 out of 5 visitors** planned to visit an attraction or business as a result of picking up a brochure **(83%)**
- ✓ Nearly **4 out of 5 visitors** would consider altering their plans because of a brochure **(78%)**
- ✓ **2 out of 3 visitors** planned to purchase tickets or merchandise for businesses they learned about from a brochure **(65%)**
- ✓ **7 out of 10 visitors** value information about current exhibits, events and attraction **(68%)**
- ✓ **6 out of 10 visitors** find brochures to be a tangible, easy to use information **(60%)**
- ✓ **6 out of 10 visitors** believe brochures are trustworthy **(59%)**
- ✓ **More than half of visitors** appreciate brochures are convenient & always available **(53%)**
- ✓ **More than half of visitors** value discounts and coupons in brochures **(51%)**

Research note: The findings above are based on Consumer Research by Bentley University's Centre for Marketing Technology during the summer of 2016. The research was undertaken among visitors in 17 locations in North America, Europe and South Africa. 1,732 visitors responded to the survey.

