

The Top Ways Brochures Positively Impact Visitors During a Trip

Research findings by Bentley University's Centre for Marketing Technology



- 4 out of 5 visitors picked up a brochure during their trip **(79%)**
- 3 out of 4 visitors were influenced by a brochure in market at their destination **(73%)**
- More than 4 out of 5 visitors became aware of an attraction or business as a result of picking up a brochure **(85%)**
- Nearly 3 out of 4 visitors would consider altering their plans because of a brochure **(73%)**
- More than 3 out of 5 visitors planned to purchase tickets or merchandise they learned about from a brochure **(61%)**
- More than 5 out of 10 visitors value information about current exhibits, events and attraction, particularly women **(54%)**
- More than 5 out of 10 visitors find brochures to be a tangible, easy to use hard copy of information **(54%)**
- Over half of visitors believe brochures are trustworthy **(54%)**
- Nearly half of visitors appreciate that brochures are convenient and always available **(48%)**
- Half of visitors' value discounts and coupons in brochures, particularly if they are travelling with a group **(50%)**

Research note: The findings above are based on Consumer Research by Bentley University's Centre for Marketing Technology during the summer of 2018. The research was undertaken among visitors in 17 locations in North America and Europe. 2,020 visitors were interviewed as part of the research.