

# Hospitality Visitor Information Survey 2019



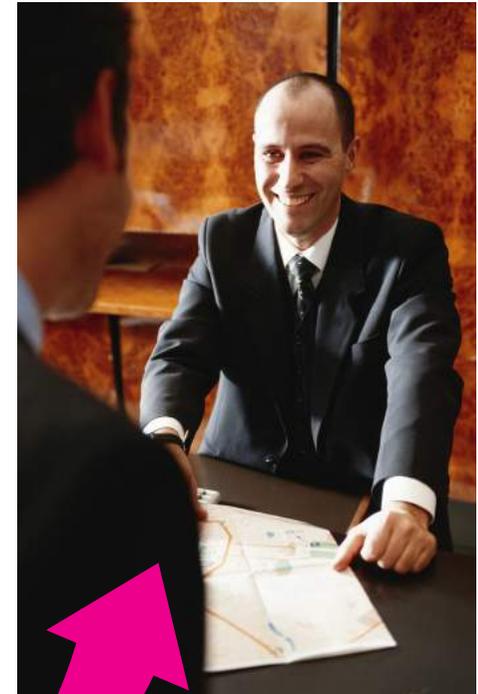
**Visitor Information - what  
the Hotel Hospitality  
Professionals think**

# Background and Methodology to this Report

**Spring 2019 Survey:** Bentley University, Center for Marketing Technology, created a survey in collaboration with Visitor International to understand the usage and effectiveness of hospitality visitor information during February 2019 to March 2019. The new findings examined 891 responses from hospitality professionals at locations in **North America** - United States, Canada and Mexico; in **Europe** – Belgium, France, Germany, Greece, Ireland, Italy, Scotland, Spain; and in **Africa** - South Africa.

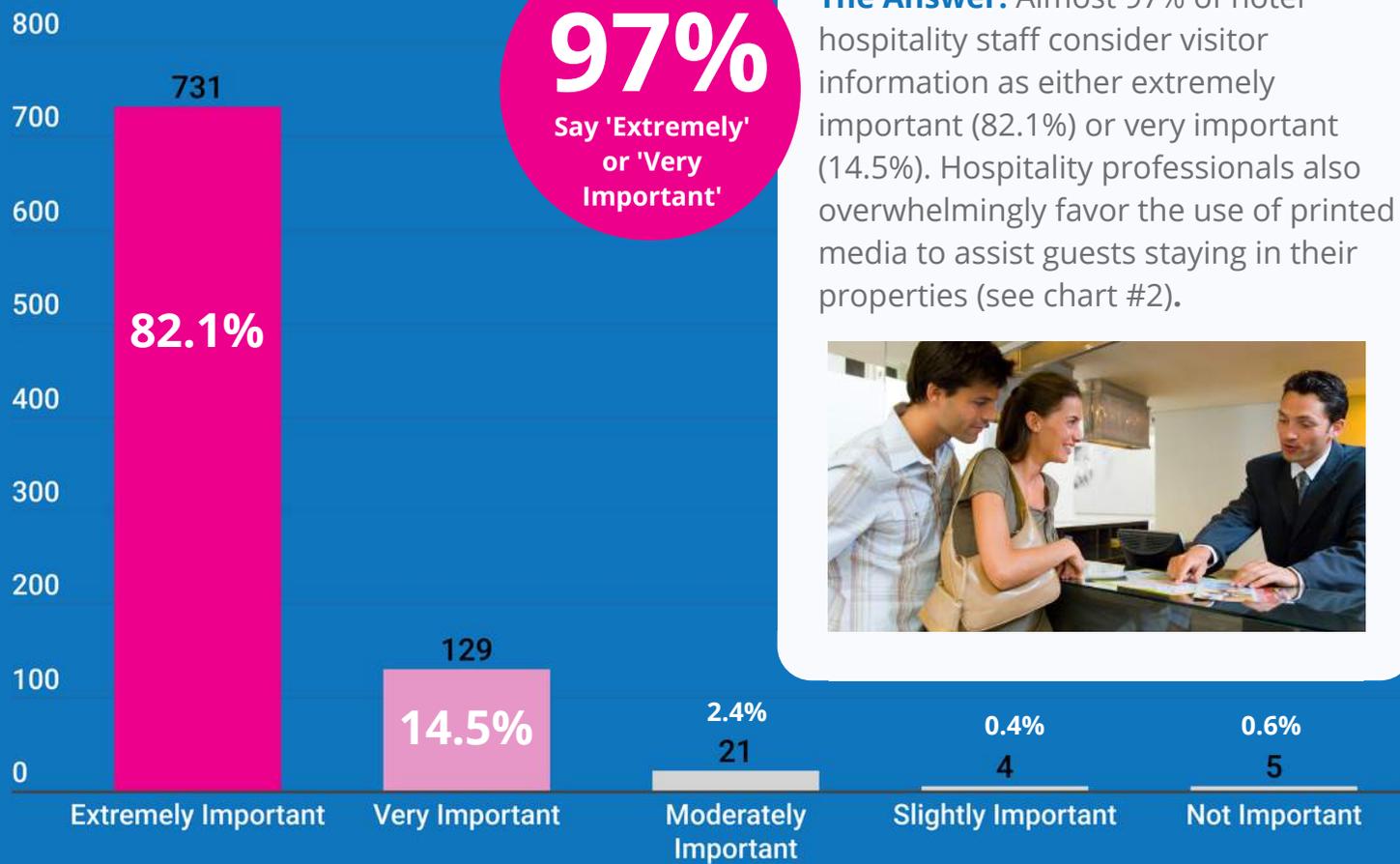
The data in this report reflects the feedback from those surveyed.

***The value of this data** comes from the fact that the survey answers were provided by the front office staff within the hospitality industry. These are the opinions of the professionals at the check-in and concierge desk that have the greatest potential to impact guest satisfaction within their accommodation.*



# Question: How important is providing your guests with visitor information?

Chart #1



**97%**  
Say 'Extremely'  
or 'Very  
Important'

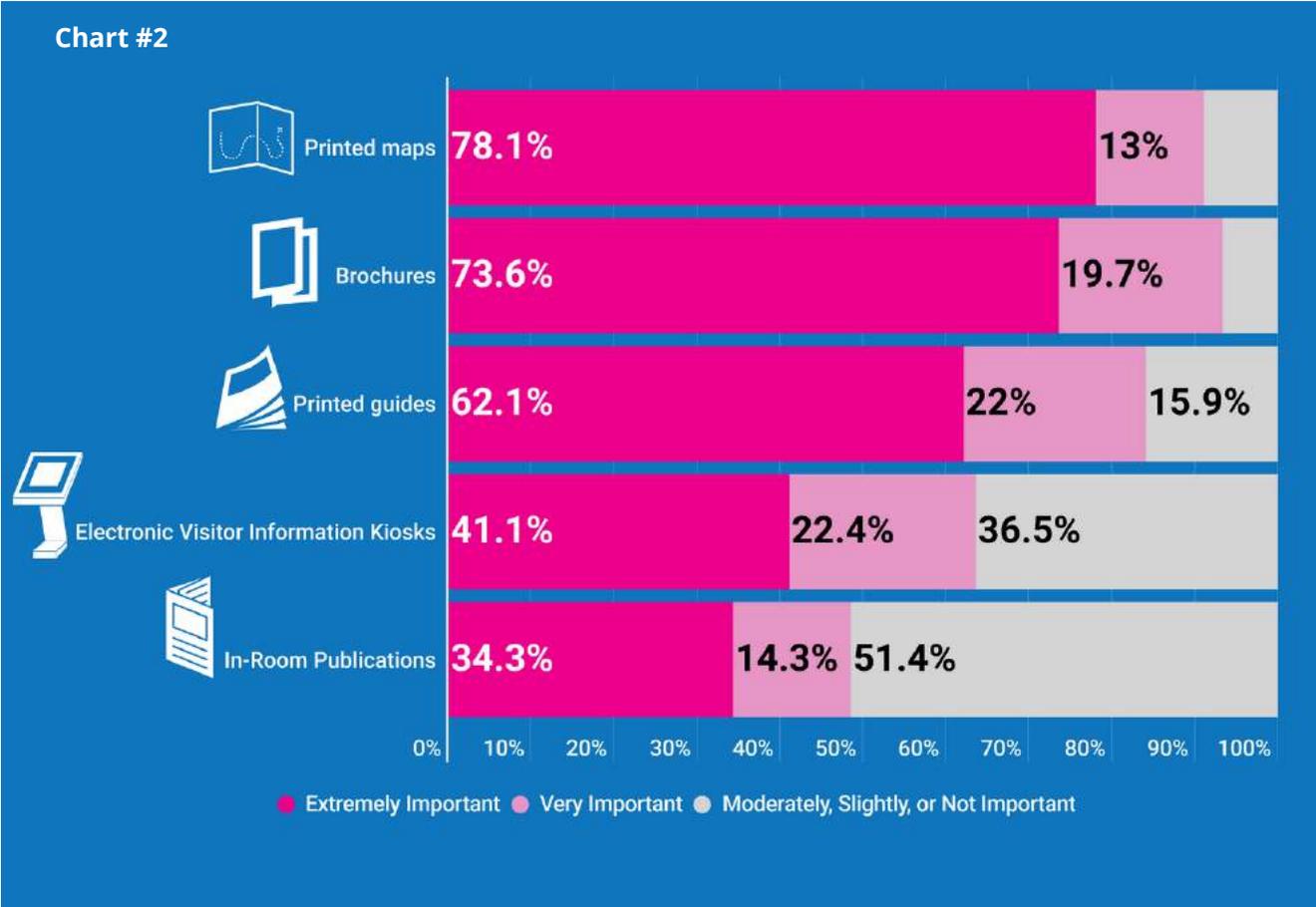
**The Answer:** Almost 97% of hotel hospitality staff consider visitor information as either extremely important (82.1%) or very important (14.5%). Hospitality professionals also overwhelmingly favor the use of printed media to assist guests staying in their properties (see chart #2).



Response Base: 891 hospitality professionals

# Question: What visitor information are you currently using to assist guests? Please rate the importance of each selection.

## The Importance Ratings provided by Hotel Hospitality Professionals



Note: The stacked bar chart includes all hotels having a brochure display

- **Print media** is far more highly valued than electronic and kiosk information.
- **Printed maps** are rated #1 by ranking of extreme importance (78%) followed closely by **brochures** (74%) and **printed guides** (62%).
- Combining the ratings of 'extremely important' and 'very important' then both **printed maps and brochures** are virtually equal in importance.
- Electronic visitor information **kiosks** are growing in importance with a 63% overall importance rating, but clearly the tactile, physical properties of printed information is favored.
- **In-room publications** lag behind other media (47%), perhaps suggesting they perform an entertainment function but lack the utility of a map or brochure.

# 8 Reasons Hotel Hospitality Staff Value Printed Visitor Information



Hotel managers and front desk staff value print displays and the brochures, guides and maps contained within them for many reasons, including they say...

1

## Enhances Guest Experience

The most significant reason given is that printed visitor information helps to provide a better customer experience for their hotel guests.



2

## Fast - Instant Information

A surprising insight is that in the digital age, brochures and maps provide information faster than looking up the same information on a mobile device.



3

## Brochures Engage & Inform

Unlike digital, brochures facilitate human interaction between the hotel staff and guests. They provide a wealth of knowledge and opinion from a trusted source – the concierge or other front desk staff. This can lead to memorable guest experiences that may otherwise not have happened.

4

## Print is Sharable

Print is easily sharable – it helps to create a community of shared decisions and experiences.



5

## Enhances Hotel Reputations

A major factor in favor of print is that an easily accessible source of good quality information enhances the reputation of the hotel and its staff. This reputation is enhanced when, for example, a guest presents a map to a concierge who traces a line on a map and points out key stops and sights along the route.

6

## All a Guest Needs to Know

Hotel guests value printed visitor information to help them find where they need or want to go, for leisure or business, with different transportation options. Print also has the ability to surprise, presenting guests with new discoveries - attractions, activities, adventures, tours, shopping, and more.

7

## Saves Time - Saves Money

Hotel front desk staff cite the convenience of readily available printed maps and brochures. They make it easier and quicker to provide directions and information. They are more efficient than printing digital information for a guest from the hotel printer. This saves time and money as well as improving the customer experience.

8

## Supports Local Business

A hotel can be a nucleus for a local business community - providing information for guests to visit local attractions, entertainments, restaurants and shops. The hotel and its important brochure racks offer support and stimulate revenue for local businesses.



# Why Hospitality Professionals Favor Printed Material. Here is what they said...



“

## A Better Customer Experience

- Having a brochure rack shows the guests all they can experience in the area.
- Good source of local information & activities.
- Information is available instantly without needing to ask at the front desk.
- Guests get overwhelmed by the internet. Print is easier with everything in one place.
- Brochures allow visitors visualise what they can experience.
- Guests can forget if we tell them. With print they have something to refer to and can easily bring with them.
- Print is easier to share.
- Print is faster than the internet and saves mobile device batteries and data usage.

”



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## Better for Hotel

- Brochure displays create a welcoming atmosphere and promotes our destination.
- Highlighting all the fun things to do encourages longer stays.
- Highlighting great attractions is key to a great guest experience.
- 'Educating' the guest about the area is key to them returning.
- Happy guests stay longer, return again and recommend us.
- Brochures and maps allow us to engage visitors better and, when we are helpful, it improves the chances of positive guest reviews online.

”



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## Better for Hotel Staff

- Saves time explaining and printing off information.
- Makes it easier to give directions.
- Guests often take and read the brochures in the hotel, and then return to ask their questions. This saves us time, and is more valuable to the guest.
- We can't memorize everything - we often refer to visitor brochures for key information.

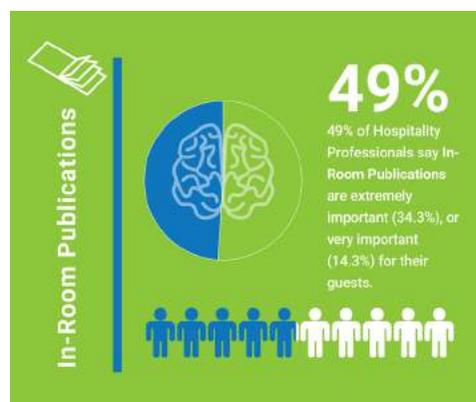
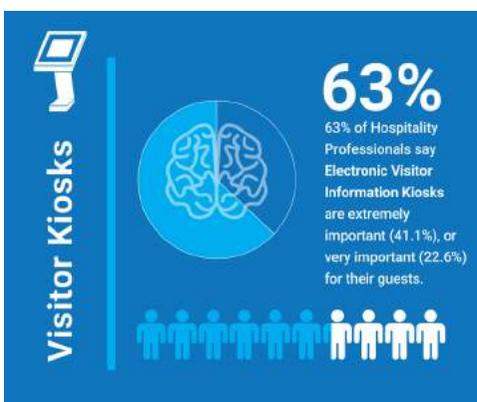
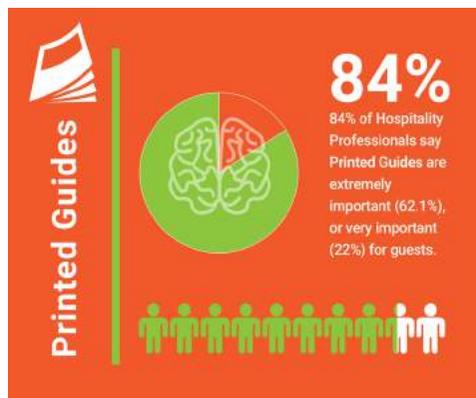
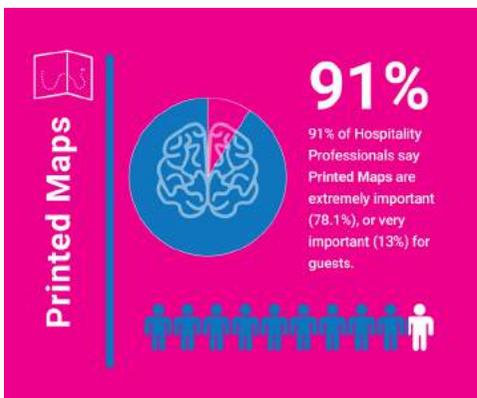
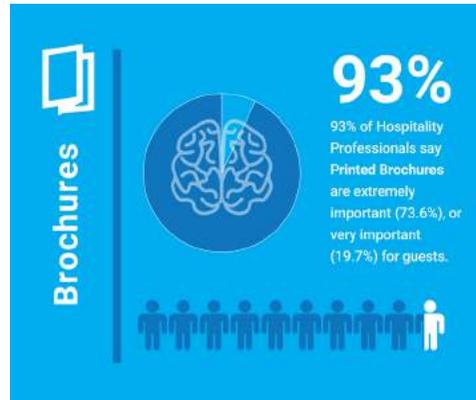
## Other Value

- Displaying brochures, maps, and guides supports local business.

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# The Survey Conclusion

## Hotel Hospitality Staff Overwhelmingly Favor Brochure Displays



The data from the 2019 Hospitality Visitor International Survey shows that hotel front desk staff in locations across North America, Europe and Africa value visitor information and overwhelmingly favor brochure displays in their properties today.

Hotel front desk staff much prefers to assist their guests with printed media, while electronic kiosks are a useful supplement to printed material within the hotel.

In the digital age, printed media is the most preferred and maps, guides, and brochures are a highly valuable support tool to supplement the local knowledge of the front desk and concierge team.

This survey data suggests that hotels should continue to provide value to their guests with printed maps, brochures and guides.

Data from the earlier 2018 Visitor International study on Visitor Information Usage and Effectiveness and the data in this survey of hotel staff confirms that printed material continues to play a vital and valuable role in the visitor and guest experience.

# Contacts



For More Information

**See [VisitorInternational.com](http://VisitorInternational.com)**



The International Association  
of Visitor Information Providers