

Hospitality Industry Research

The Importance of Brochures and Visitor Information in Guiding Guests



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VISITOR
International

The International Association of
Visitor Information Providers

Hospitality Industry Research

Based on Responses by

1,560 Hospitality Professionals

The data in this survey was provided by 1,560 hospitality professionals at the check-in and concierge desks at hotels in the United States, Canada, France, Germany, Ireland and Greece.

These are the professionals who have a great understanding of guest needs and the greatest potential to impact guest satisfaction levels.



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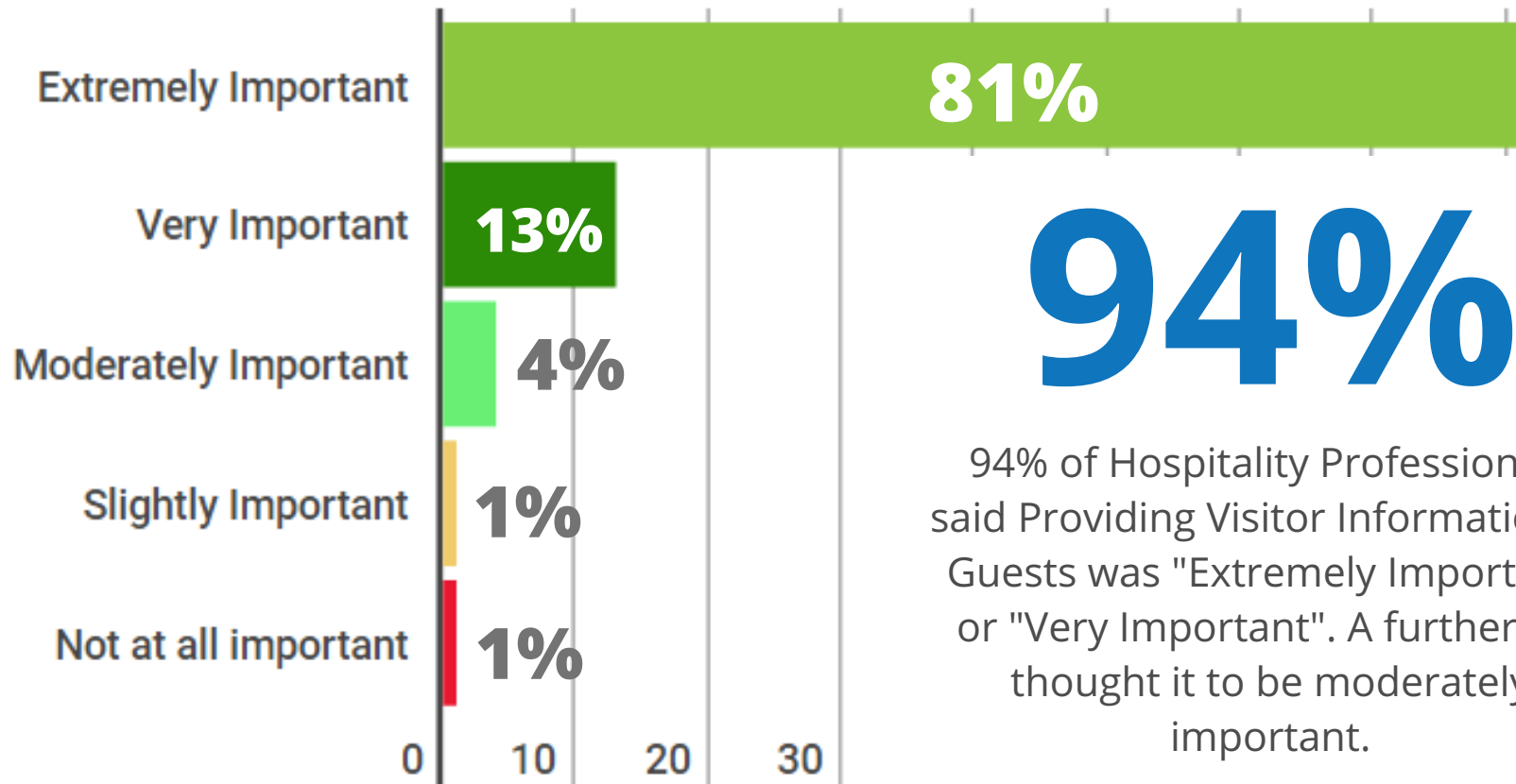


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Bentley University, Center for Marketing Technology, in collaboration with the IAPBD (now Visitor International) surveyed 1,560 hospitality professionals to understand the usage and effectiveness of visitor information. The survey was undertaken during October 2015 and January 2016 at locations in the United States, Canada, France, Germany, Ireland and Greece.

How Important is Providing your Guests with Visitor Information on attractions, shopping etc?



Sample: Based on all responses from 1,509 Hospitality Professionals

Do you see value in having Printed Visitor Information at your Location?

98% YES

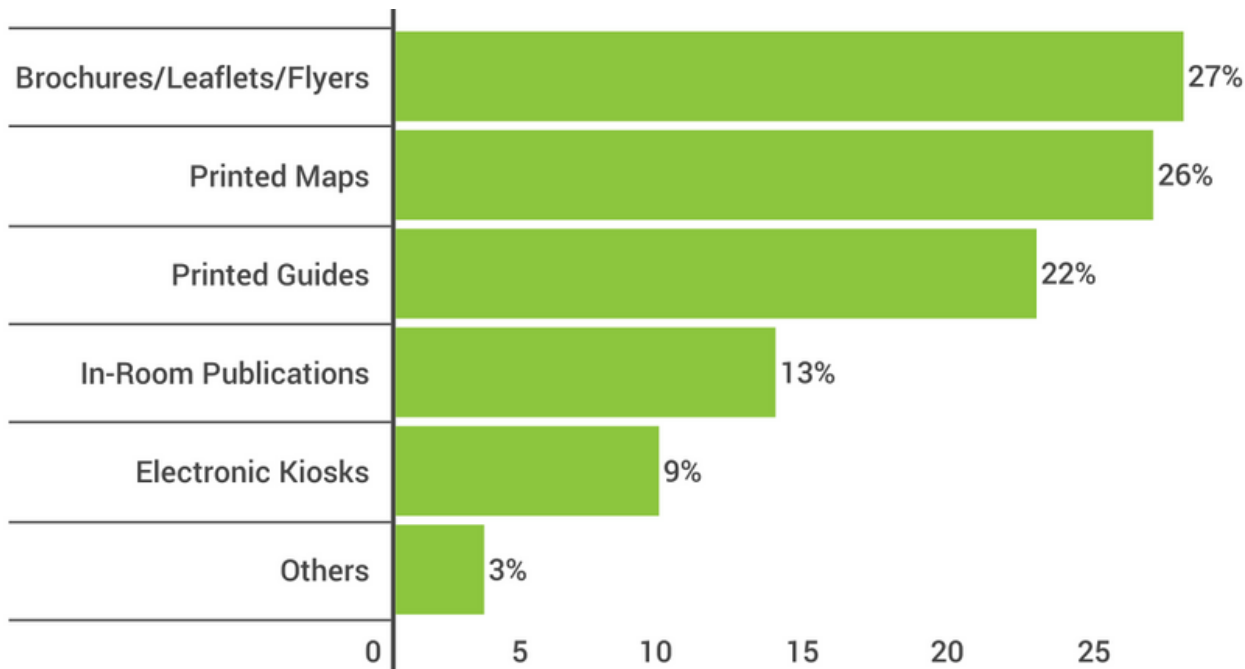
98% of Hospitality Professionals said yes, they see value in having printed visitor information



Sample size: Based on responses from 1,524 Hospitality Professionals

User % of Visitor Information Services?

Printed Brochures and Maps Most Popular

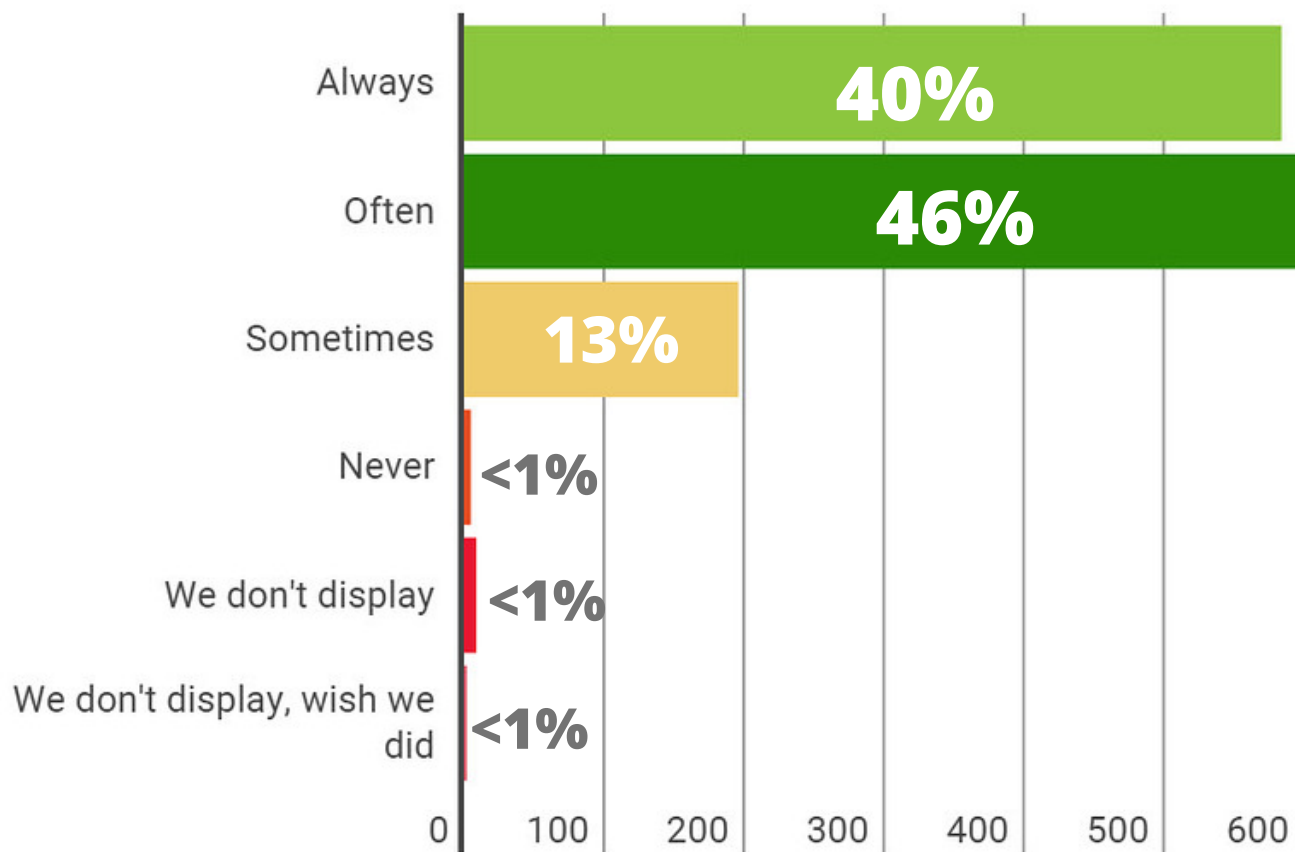


Printed brochures and maps are almost equally the most popular choice for guests and concierge staff.

Maps are easy to use, easy to share and easy to trace a route along (26%). Brochures of attractions and events are the slight favorite (27%) and place-based guides are third (22%).

Rather unsurprisingly, other visitor information services currently used at surveyed properties are led by personal interaction and knowledge of front desk staff. If this data is combined with the data that shows the favorability of printed media, it is a reasonable assumption to speculate how face-to-face interaction, combined with an easily viewable printed map or brochure, is an excellent method to service guest requests for city and sights information.

How Frequently do Guests Utilize Visitor Information Brochures at your location?



86%

86% of Hospitality Professionals said Guests 'Always' or 'Often' utilize visitor information brochures

Brochures are frequently used among hotel guests. 40% Always, 46% Often, 13% Occasionally.

Less than 1% of visitors completely disregard printed materials in their hotel. In addition, only 1% of responders prefer web-based information provided by hotels and other properties, rather than printed materials.

Sample: Based on all responses from 1,461 Hospitality Professionals

Conclusion

The data shows that hotel front desk staff in United States, Canada, France, Germany, Ireland and Greece overwhelmingly favor brochure displays in their properties today.

Hotel front desk staff much prefer to assist their guests with printed media. In particular, brochures and maps are almost equally popular to share with guests. Even hotels without displays often use printed media to help guests. Electronic kiosks are infrequently used and often supplemented by printed material within the hotel. Web-based information sources are seldom preferred by hotel front staff to assist their guests.

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. The use of printed maps for direction finding is interesting in the age of mobile apps, and suggests that there is a shared connection with the concierge and the guest using a printed map together to highlight locations.

This survey data highlights the importance of printed guides and maps to visitors. It suggests that any hotel considering the removal of printed material from their property should reflect on their guests clear preferences and the ability of printed brochures and maps to guide guests to wonderful experiences - enhancing their stay.

Data from the 2014 IAPBD study on Visitor information Usage and Effectiveness and the data in this current survey suggests printed material has a very useful and valuable role to play in the visitor and guest experience.

