

2010 INTERNATIONAL SURVEY

BROCHURES ARE THE  
**#1 VISITOR**  
INFORMATION  
SOURCE IN-MARKET



Picked Up a Brochure from a  
Brochure Rack During Trip

**76%**



## 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 found in racks located in hotels and visitor information centers.** The sight of a printed brochure in a convenient display rack 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!**

**Professor Ian Cross**

Director, Center for Marketing Technology  
Bentley University, Massachusetts, USA



## PROFESSIONAL BROCHURE DISTRIBUTION *Integrity | Quality | Results*

The travel and tourism industry depends heavily on brochures and publications to reach the visitor while traveling.

Although the Internet is now a major tool for pre-trip planning, **travelers continue to cite brochures and travel guides in the marketplace as the greatest source of information for during-trip planning!**

Professional brochure distribution is available worldwide, and assures the effective display of brochures and publications.

**The International Association of Professional Brochure Distributors**, an organization established in 1975 to bring "professionalism to the industry," restricts membership to those companies who clearly demonstrate the ability to deliver a reliable and quality service to their customers.

### Brochure distribution is –

- Simple** - Everyone Understands How To Use It
- Effective** – Reach Travelers In The Marketplace
- Low Cost** – Select Only The Coverage You Need

To find a professional brochure distribution service in your area, visit our website at [iapbd.org](http://iapbd.org)



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## METHODOLOGY

In July of 2010, The Center for Marketing Technology at Bentley University in Massachusetts, conducted an international survey of travelers. Under the direction of Professor Ian Cross, they were asked questions about influences on their travel plans.

A total of 1,765 surveys were completed, the results of which are summarized here. View the full report at [iapbd.org/2010survey](http://iapbd.org/2010survey).

## 15 CITIES... 5 COUNTRIES

- Boston, Massachusetts
- Buffalo, New York
- Burlington, Vermont
- Dublin, Ireland
- Edinburgh, Scotland
- Los Angeles, California
- Mexico City, Mexico
- New York, New York
- Oceanside, California
- Orlando, Florida
- Phoenix, Arizona
- Portland, Oregon
- St. Louis, Missouri
- Toronto, Canada
- Vancouver, Canada



## VISITOR DEMOGRAPHICS

- 69%** Leisure Travelers
- 15%** Business Travelers
- 16%** Both

- 44%** Traveling w/ spouse/partner
- 31%** Traveling w/ friend
- 27%** Traveling w/ children
- 18%** Traveling alone

<b>53%</b>	Female
<b>47%</b>	Male
<b>13%</b>	Under 25
<b>20%</b>	25-34
<b>27%</b>	35-44
<b>20%</b>	45-54
<b>14%</b>	55-64
<b>6%</b>	65+



## IMPACT ON TRAVEL MAKING DECISIONS

Before Trip		During Trip	
% Influenced	Source	% Influenced	Source
<b>65%</b>	Internet	<b>69%</b>	<b>Brochure Rack</b>
<b>58%</b>	Friend	<b>62%</b>	Map/Guide
<b>45%</b>	Map/Guide	<b>57%</b>	Internet
<b>38%</b>	<b>Brochure Rack</b>	<b>51%</b>	Friend
<b>33%</b>	TV	<b>32%</b>	TV
<b>19%</b>	Billboard	<b>19%</b>	Billboard

## WHAT VISITORS LIKE ABOUT BROCHURES

- 75%** Valuable information source
- 63%** Ability to learn about local marketplace
- 52%** Offer special deals and discounts
- 51%** Information easy to find
- 50%** Help in Decision Making Process
- 41%** Convenient size and easy to use



## WHAT VISITORS DID AS A RESULT OF PICKING UP BROCHURES

- 69%** Planned to visit attraction
- 62%** Considered changing travel plans
- 58%** Planned to use discount coupon
- 43%** Planned to buy something
- 34%** Planned to extend their stay