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## CONCLUSION



In 2012 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

*Proven | Effective | Reliable*

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

While the Internet is a major tool for pre-trip planning, **in a 2012 survey travelers continue to cite brochures and travel guides picked up in the marketplace as their greatest source of information for during-trip planning!**

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

Today, The International Association of Professional Brochure Distributors is an active and vital organization whose membership includes companies from throughout the World.

And while technology continues to change our everyday lives, brochure distribution remains:

**Proven** – thousands of satisfied customers

**Effective** – #1 source of visitor information in-market

**Reliable** – years of experience

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



[iapbd.org](http://iapbd.org)

## 2012 INTERNATIONAL SURVEY

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



Picked Up a Brochure from a  
Brochure Rack During Trip

**70%**



## METHODOLOGY

In 2012, 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 1,637 surveys were completed, the results of which are summarized here. View the full report at [iapbd.org/2012survey](http://iapbd.org/2012survey).

## 17 CITIES... 4 COUNTRIES

- Boston, Massachusetts
- Branson, Missouri
- Charlotte, North Carolina
- Denver, Colorado
- Jonesborough, Tennessee
- London, England
- Los Angeles, California
- New York, New York
- Orlando, Florida
- Paris, France
- San Antonio, Texas
- San Diego, California
- Seattle, Washington
- St. Louis, Missouri
- Toronto, Canada
- Virginia Beach, Virginia
- Victoria, British Columbia



## VISITOR DEMOGRAPHICS

<b>79%</b>	Leisure Travelers
<b>9%</b>	Business Travelers
<b>12%</b>	Both
<b>50%</b>	Traveling w/ spouse/partner
<b>31%</b>	Traveling w/ friend
<b>30%</b>	Traveling w/ children
<b>16%</b>	Traveling alone

<b>50%</b>	Female
<b>50%</b>	Male
<b>16%</b>	Under 25
<b>22%</b>	25-34
<b>22%</b>	35-44
<b>19%</b>	45-54
<b>13%</b>	55-64
<b>7%</b>	65+

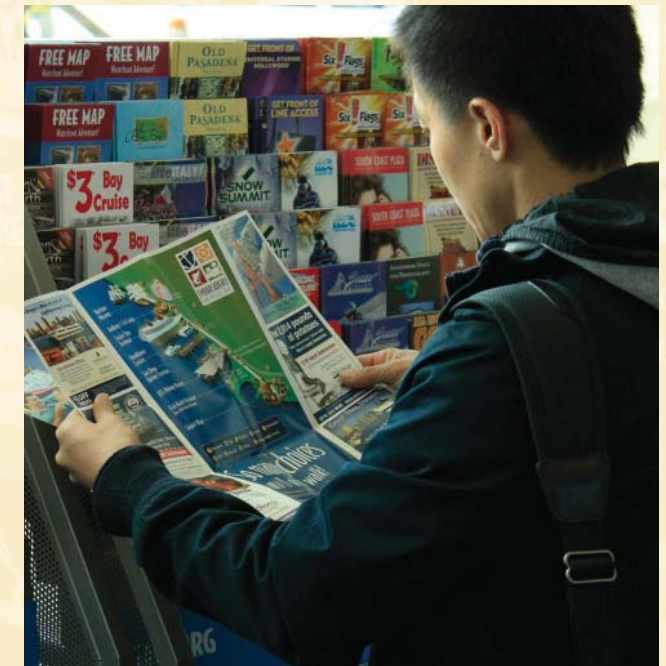


## IMPACT ON TRAVEL MAKING DECISIONS

Before Trip		During Trip	
% Influenced	Source	% Influenced	Source
<b>57%</b>	Internet	<b>81%</b>	<b>Brochure</b>
<b>48%</b>	Friend	<b>70%</b>	Internet
<b>32%</b>	<b>Brochure</b>	<b>66%</b>	Friend
<b>25%</b>	Map/Guide	<b>63%</b>	Map/Guide
<b>15%</b>	Mobile App	<b>34%</b>	Mobile App
<b>13%</b>	TV	<b>32%</b>	TV
<b>8%</b>	Billboard	<b>31%</b>	Billboard

## WHAT VISITORS LIKE ABOUT BROCHURES

<b>65%</b>	Valuable information source
<b>42%</b>	Information is easy to find
<b>39%</b>	Tangible hard copy
<b>35%</b>	Convenient size



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

<b>60%</b>	Planned to visit attraction
<b>54%</b>	Considered changing travel plans
<b>50%</b>	Planned to use discount coupon
<b>42%</b>	Planned to buy something
<b>25%</b>	Planned to extend their stay