

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



**84%**

Non-Resident Visitors Picked Up Brochure  
From A Brochure Rack During Trip

## METHODOLOGY

In the summer of 2014, The Center for Marketing Technology at Bentley University in Massachusetts conducted their third biennial international survey of travelers. Under the direction of Professor Ian Cross, travelers were asked questions about influences on their travel plans.

A total of 2,751 surveys were completed, the results of which are summarized here. View the full report at [iapbd.org/2014survey.html](http://iapbd.org/2014survey.html).

### 22 CITIES... 8 COUNTRIES

- Asheville, North Carolina
- Berlin, Germany
- Blankenberge, Belgium
- Blowing Rock, North Carolina
- Charlotte, North Carolina
- Chicago, Illinois
- Cocoa, Florida
- Colorado Springs, Colorado
- Dublin, Ireland
- Limerick, Ireland
- Kansas City, Missouri
- Mexico City, Mexico
- Milan, Italy
- New York, New York
- Nice, France
- Orlando, Florida
- Paris, France
- Portsmouth, New Hampshire
- San Diego, California
- San Francisco, California
- Toronto, Canada
- Vancouver, Canada



## VISITOR DEMOGRAPHICS

- 75%** Leisure Travelers
- 11%** Business Travelers
- 14%** Both
- 47%** Traveling w/ spouse/partner
- 34%** Traveling w/ friend
- 26%** Traveling w/ children
- 17%** Traveling alone

<b>53%</b>	Female
<b>47%</b>	Male
<b>14%</b>	Under 25
<b>22%</b>	25-34
<b>22%</b>	35-44
<b>21%</b>	45-54
<b>12%</b>	55-64
<b>9%</b>	65+



## WHAT VISITORS LIKE ABOUT BROCHURES

- 55%** Learn about local things to see and do
- 47%** Valuable information source
- 46%** Information is easy to find
- 39%** Tangible hard copy
- 37%** Convenient size



## IMPACT ON TRAVEL MAKING DECISIONS

Before Trip		During Trip	
% Influenced	Source	% Influenced	Source
<b>54%</b>	Internet	<b>53%</b>	<b>Brochure</b>
<b>49%</b>	Friend	<b>46%</b>	Internet
<b>31%</b>	<b>Brochure</b>	<b>42%</b>	Friend
<b>29%</b>	Travel Guide	<b>37%</b>	Travel Guide
<b>16%</b>	Mobile App	<b>18%</b>	Mobile App
<b>12%</b>	TV	<b>11%</b>	TV
<b>6%</b>	Billboard	<b>12%</b>	Billboard

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

- 83%** Visit more attractions
- 80%** Shared brochure with others
- 52%** Considered changing travel plans
- 42%** Use discount coupon/offer
- 33%** Purchase something
- 25%** Plan to extend their stay