

2014 INTERNATIONAL SURVEY

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.

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

53%	Female
47%	Male
14%	Under 25
22%	25-34
22%	35-44
21%	45-54
12%	55-64
9%	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
54%	Internet	53%	Brochure
49%	Friend	46%	Internet
31%	Brochure	42%	Friend
29%	Travel Guide	37%	Travel Guide
16%	Mobile App	18%	Mobile App
12%	TV	11%	TV
6%	Billboard	12%	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