



News Release

Contact: Patrick Fearn, Certified Folder Display Service, Inc.
(800) 799-7373 – patf@certifiedfolder.com

International Survey Supports Brochure Effectiveness

A recently published survey now indicates that travel brochures are the most frequently used source of information for and during trip planning. The Department of Recreation-Leisure Studies and Hospitality Management, San Francisco State University and the Association of Brochure Distributors (APBD) have just released the results of an international survey on brochure effectiveness.

The new report indicates that 81% of randomly selected respondents saw a brochure display or rack while traveling, 65% took one or more brochures and over one third changed their travel plans due to information in the brochures. Additionally, 85% of the respondents who took a brochure stated they first became aware of a travel service or destination of interest via the brochures. Just under half of all those surveyed confirmed they purchased something or made reservations as a result of the brochures they used.

Jonathan Fearn, President of the APBD, said, “ We have been aware for some time that there was limited scientific data regarding the impact of brochures and their distribution. Consequently we are extremely pleased to announce the results of this report in conjunction with San Francisco State University.” Fearn continued, “ This study confirms what many of us in our Association have felt but were unable to prove until now!”

The survey on brochure effectiveness was prepared under the direction of Patrick T. Tierney, Ph.D., Professor of Recreation-Leisure Studies and Hospitality Management at Francisco State University. The study looked at many travel planning information sources including the Internet, travel guides, visitors centers, friends and relatives, employee associates, past trip experiences and newspapers. The survey consisting of 2,569 respondents was conducted during the summer and early fall in seventeen cities throughout the U.S., Canada and Ireland.

For more information on the survey, you may visit the APBD web site at www.apbd.org or for an Executive Summary, contact Jonathan Fearn, President, Association of Professional Brochure Distributors c/o Certified Folder Display Service, Inc. 203 Lawrence Ave. South San Francisco, CA. 94080, fax 650-589-1915, or via e-mail at jonf@certifiedfolder.com.