

BROCHURES ARE THE
#1 VISITOR
INFORMATION
SOURCE IN-MARKET



84%

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

CONCLUSION



In 2014 it is easy to predict the continual influence of Internet and Mobile marketing tools to impact 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, newspaper and radio, the use of printed tourist brochures is holding its own.

The data confirms tourists are happily using printed brochures. Out of town leisure travelers use printed information that is easy to ready and easy to find. Word of mouth, print and digital tools are the dominating marketing vehicles for the tourism industry. While the Internet provides an unmatched capability to search any information as long as there is a good connection, an easy to carry and easy to read printed brochure is always at hand.

Print brochures in a convenient display stand are as popular in small markets as big cities, and continue as the #1 source in-market for visitor information.

Professor Ian Cross

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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+



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 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



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

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 2014 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**.



iapbd.org