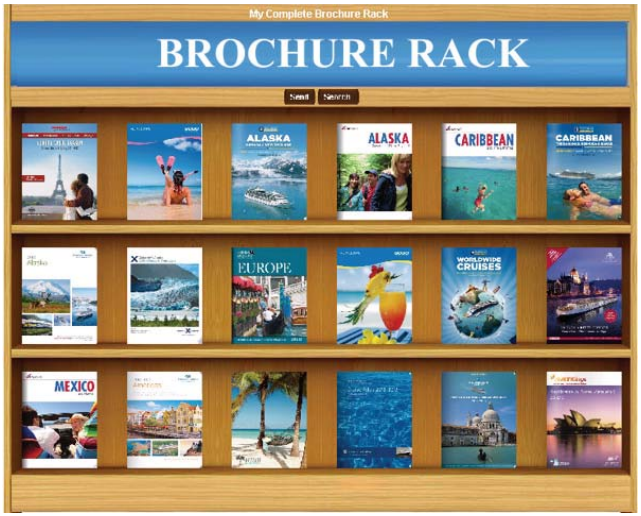


center for marketing technology

Professional Brochure Distribution Survey Results for IAPBD

Ian Cross

2014

International Association of PROFESSIONAL BROCHURE Distributors Established 1975

Survey Summary

- 2,751 respondents
- From 22 cities in United States, Canada, Mexico and Western Europe

Respondent Characteristics

- 75% Leisure
- 11% Business
- 14% Business & Leisure

- 17% Alone
- 47% With Spouse/Life partner
- 26% With Children
- 34% with Friend/colleague

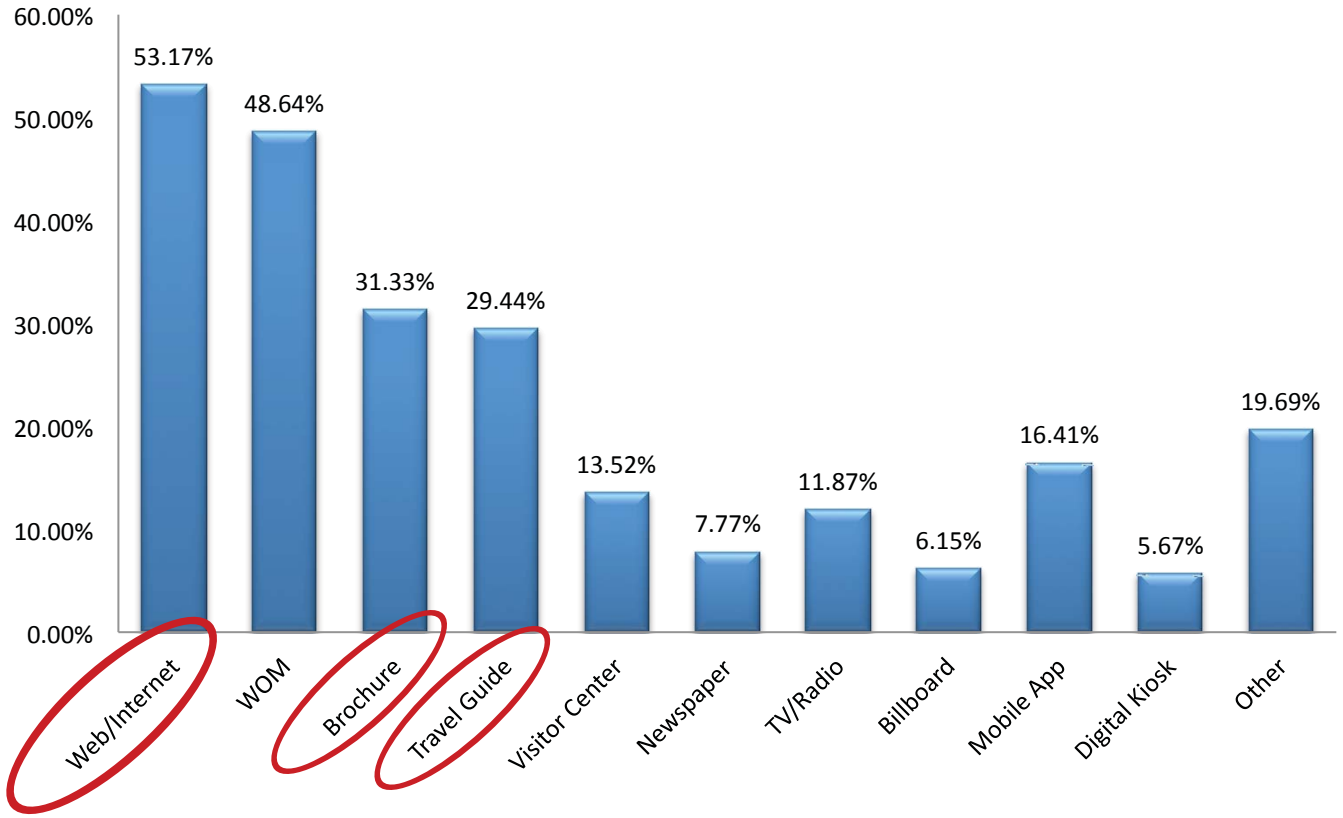
- 53% Female
- 77% Visitor
- 43 % Spend More than 4 Days

Before They Arrived

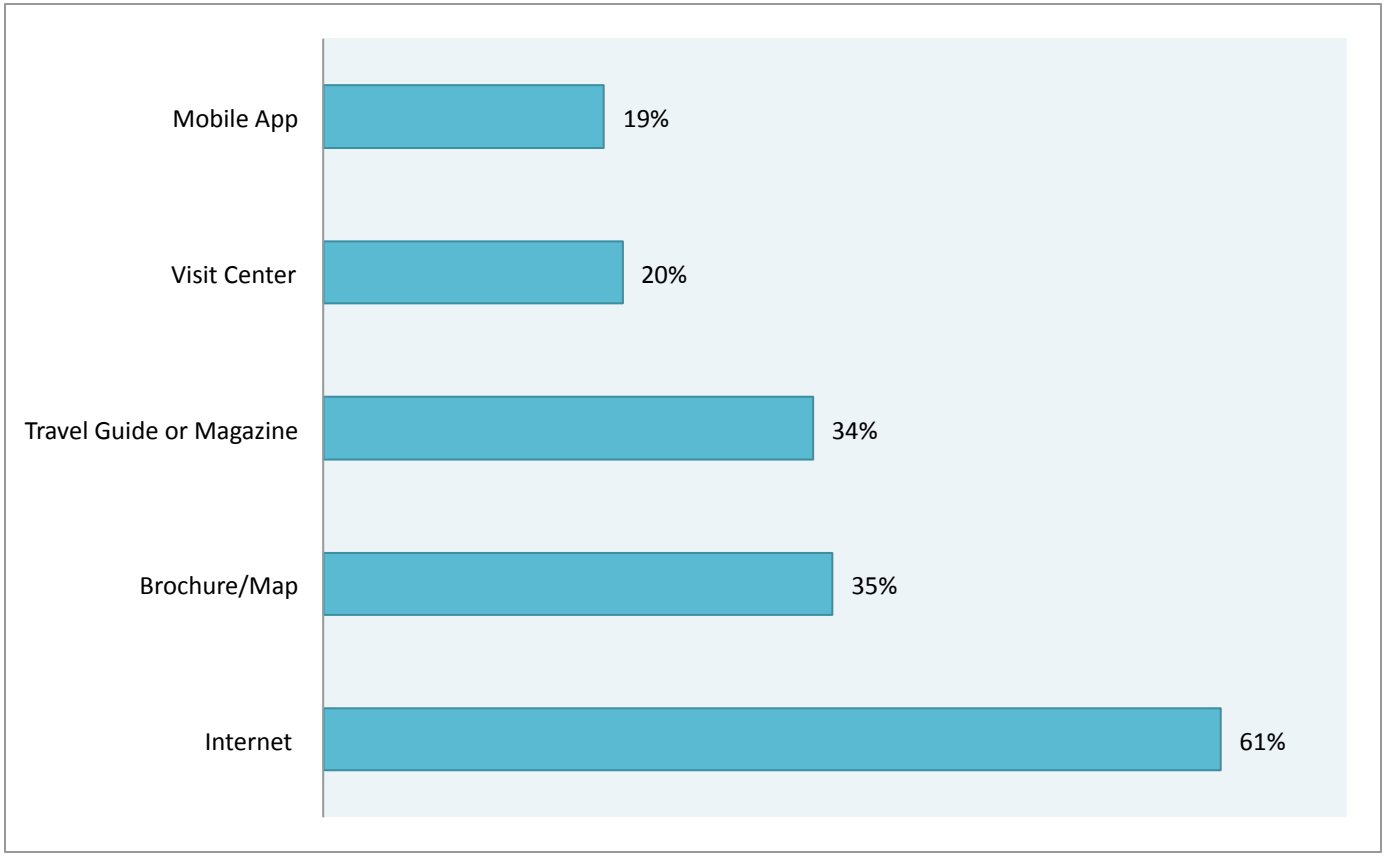
- 34% picked up a Brochure
  - 57% of people who traveled to Berlin, Germany picked up a Brochure before they arrived
  - 57% of people who traveled to Orlando, Florida picked up a Brochure before they arrived
- 68% who picked up a brochure are between 25 -54 years old

- 66% did not pick up a Brochure
  - 84% of people did not pick up a Brochure before they arrived at Blankenberge, Belgium
  - 81% of people did not pick up a Brochure before they arrived at Charlotte, NC
  - 74 % of people did not pick up a Brochure before they arrived at San Diego, CA
  - 74 % of people did not pick up a Brochure before they arrived at New York, NY

Web/Internet is the Most Important Influence on Things to Do BEFORE arrival



Major Influences for People who Rely on Word Of Mouth

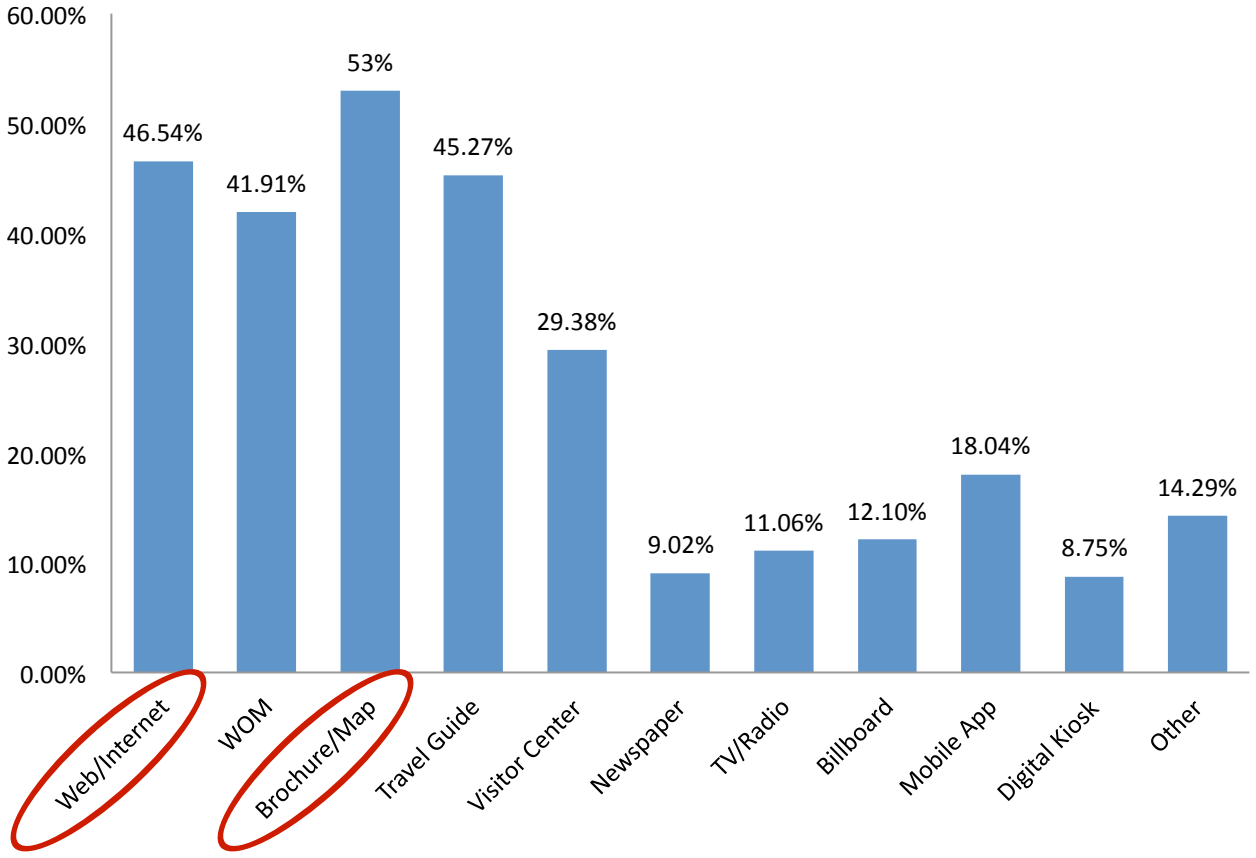


After They Arrived – Influence Increases for Visitors

- 64% picked up a brochure
- 84% of non-residents picked up a brochure
- 56% of brochure pickers are female
- Brochure takers are 25 – 54 years old

- 84% of people visiting Orlando, FL picked up a brochure
- 81% of people visiting Nice, France picked up a brochure
- 75% of people visiting Dublin/Limerick picked up a brochure
- 73% of people visiting San Diego, CA picked up a brochure

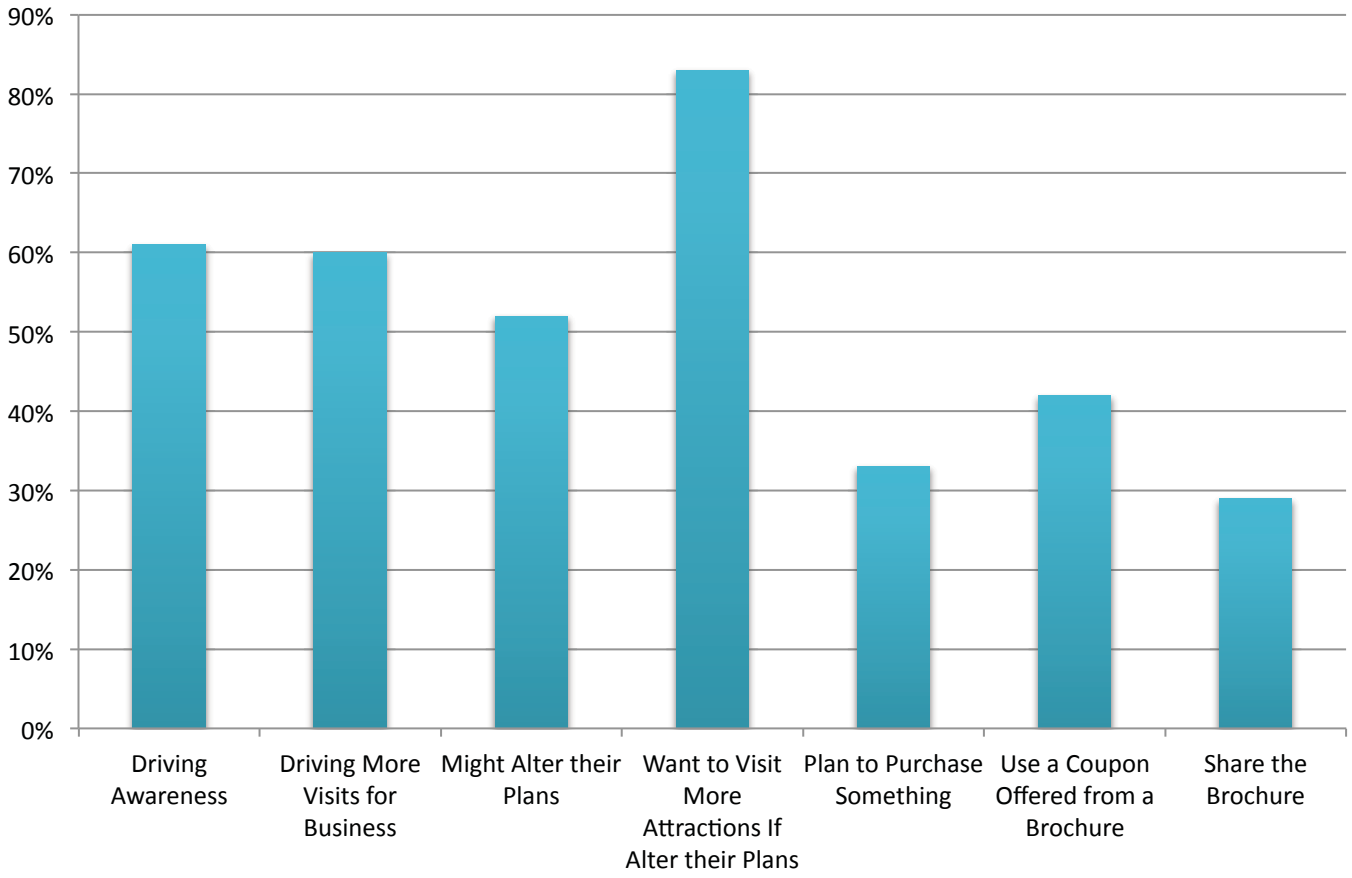
Brochures are The Major Influencer After Arrival



Brochures Affect Travel Plans

- 61% were influenced to some extent on where to travel from the Brochure driving awareness of local attractions
- 60% plan to visit an attraction or business as a result of picking up a brochure **driving more visits for business**
- 83 % of leisure travelers would consider altering their plans because of a Brochure to **visit more attractions**
- 29% of visitors share their brochure information with **their traveling companion**

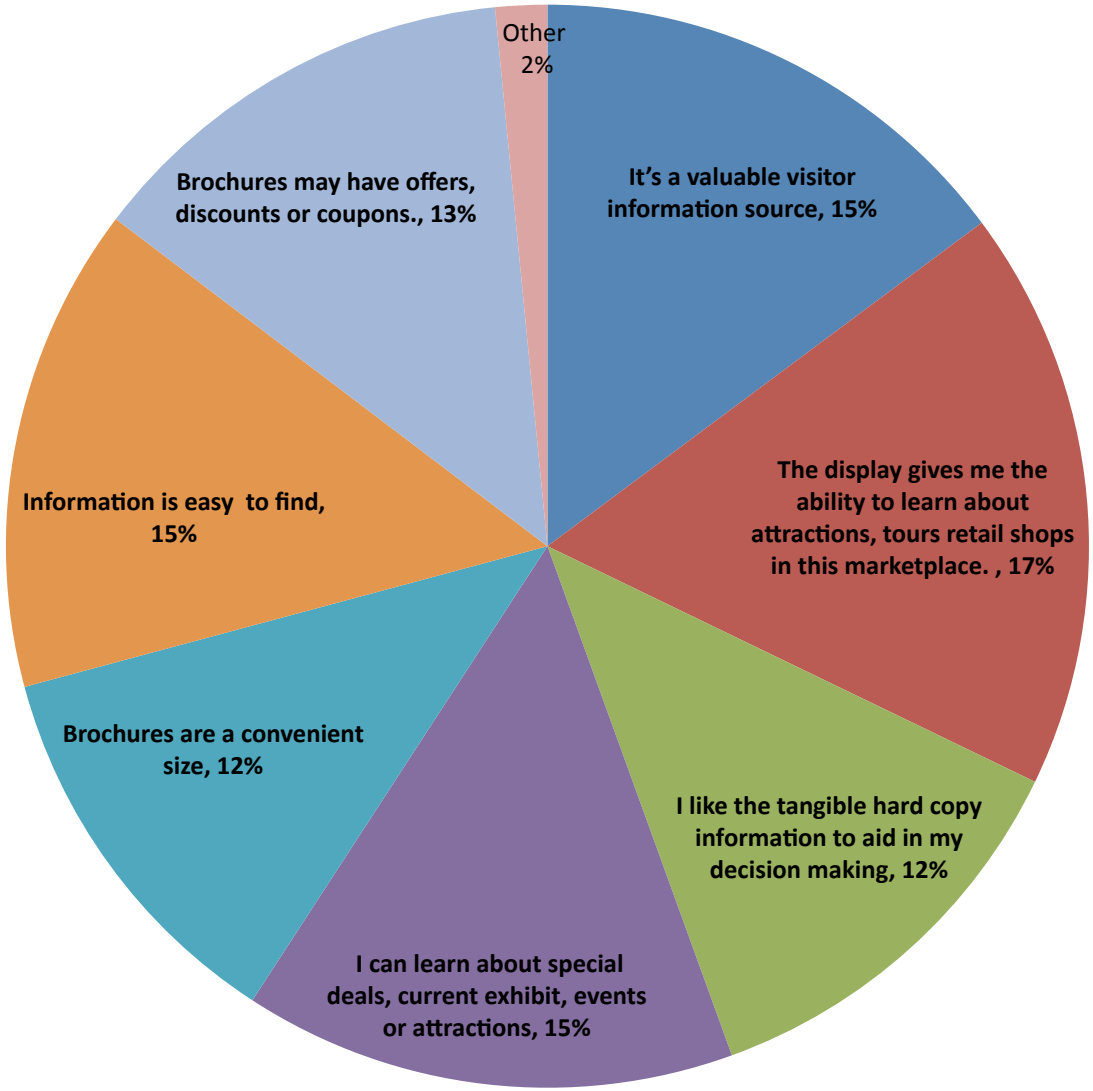
Brochures Create Awareness of Attractions During a Trip



Brochures

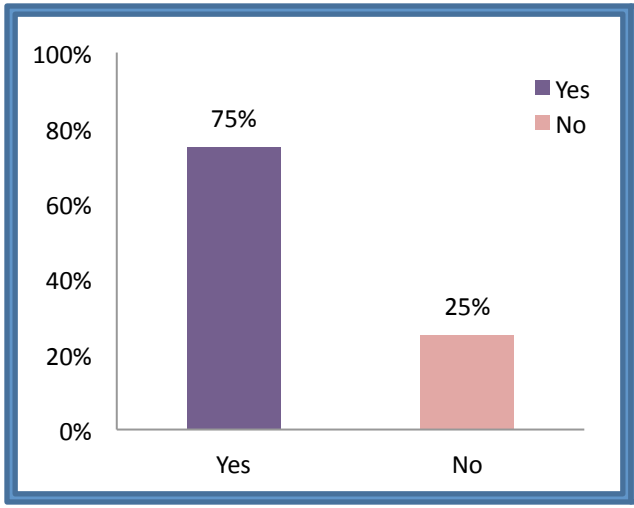
- 55% agree that brochure information display stands give visitors the ability to learn about many attractions, tours, retail shops in the market place
- 47% consider brochures valuable visitor information resource
- 47% use brochure display racks for information on special deals, current exhibits/events or attractions
- 46% say information is easy to find in brochures racks

Brochures are a Valuable Source of Destination Information

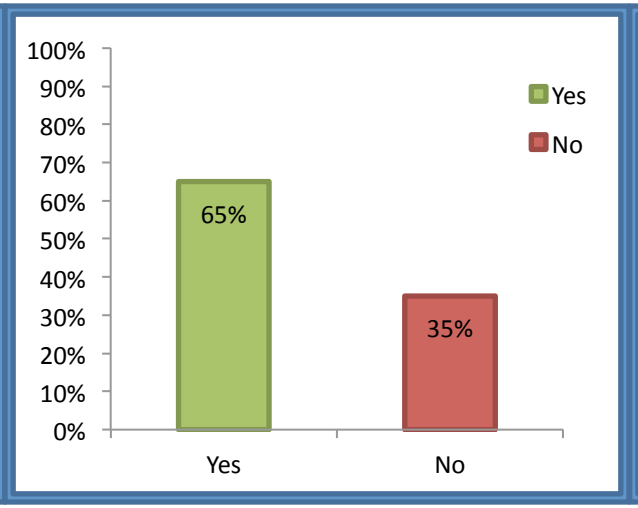


Brochures are Declining as a Value of Source of Information

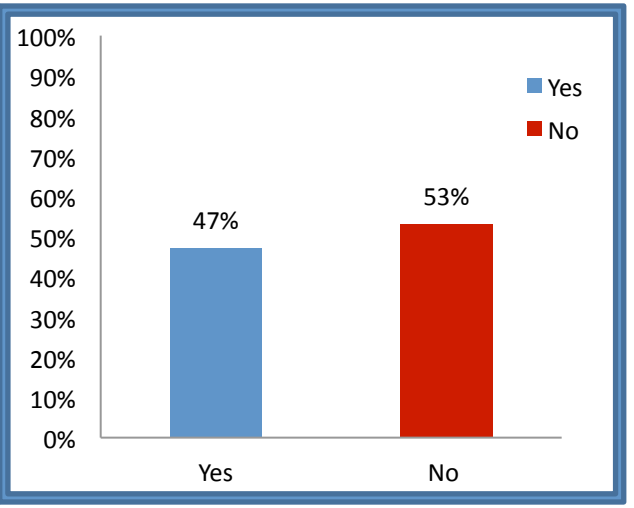
2010



2012



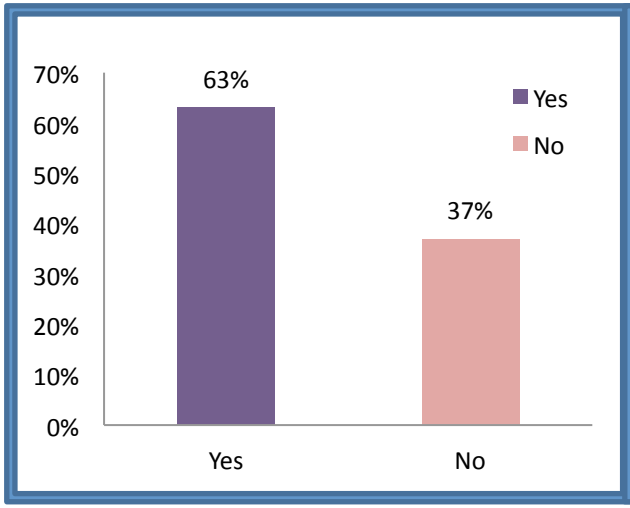
2014



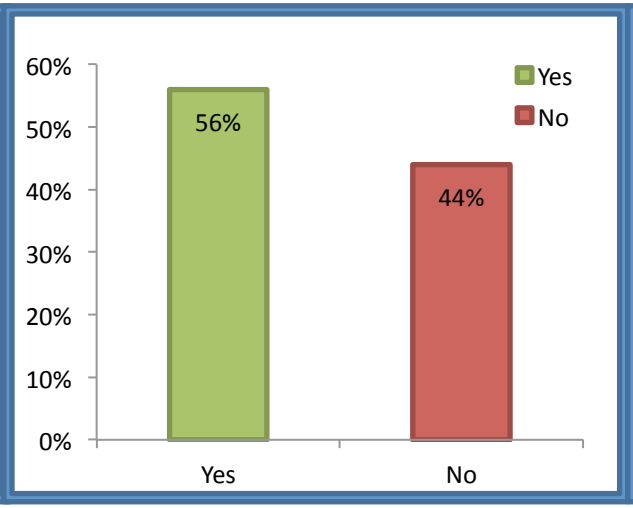
“It is a valuable visitor information source”

Brochures are Recognized as a Useful Source of Information

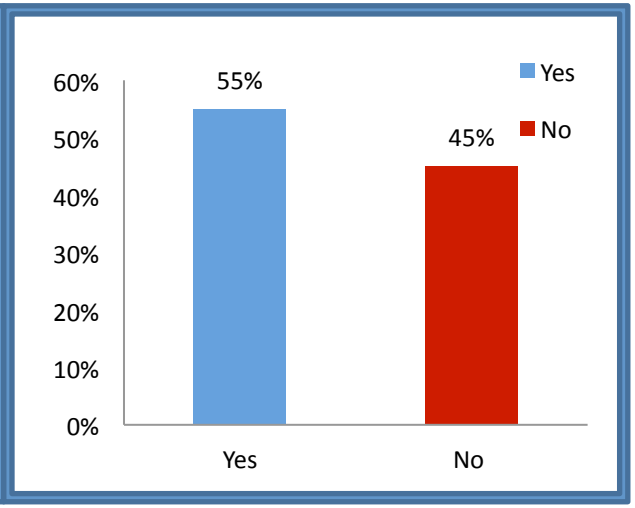
2010



2012



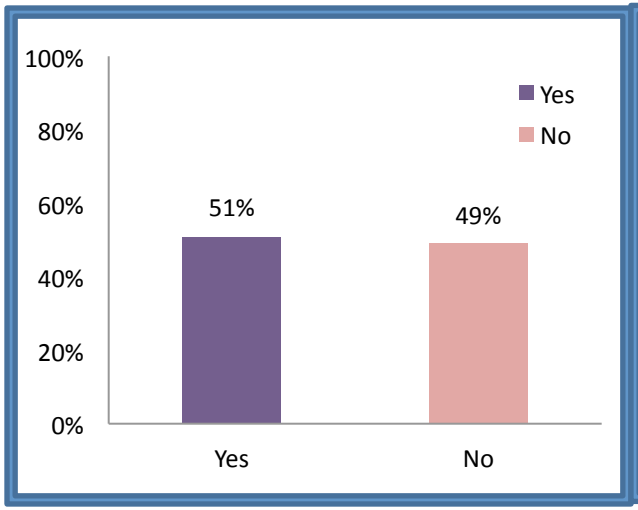
2014



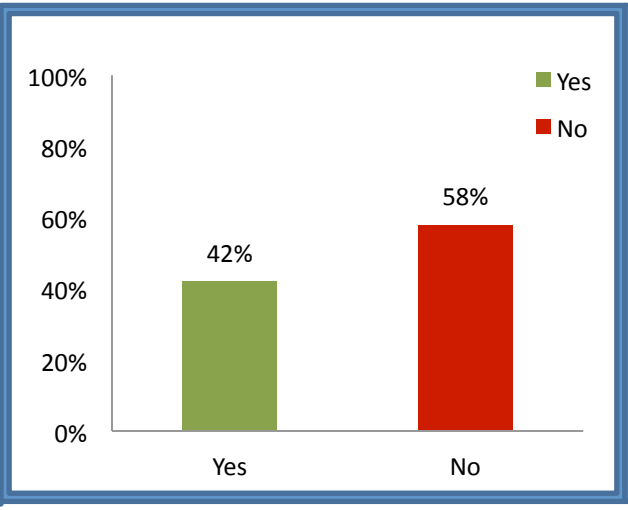
"The display gives me the ability to learn about many attractions, tours, retail shops in the market place"

Brochures are an Easy Way to Find Information

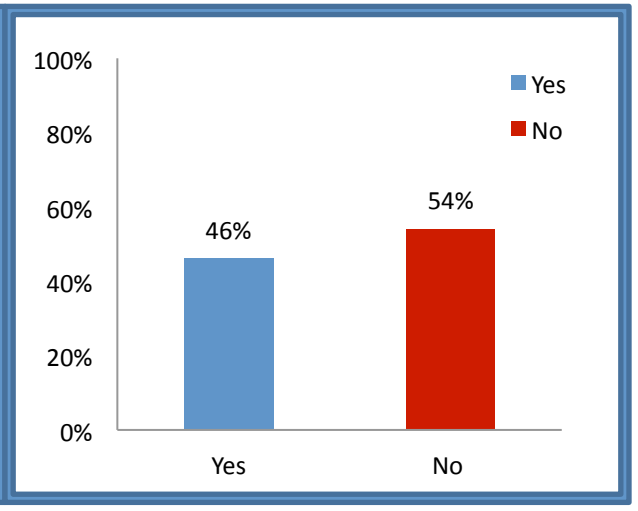
2010



2012

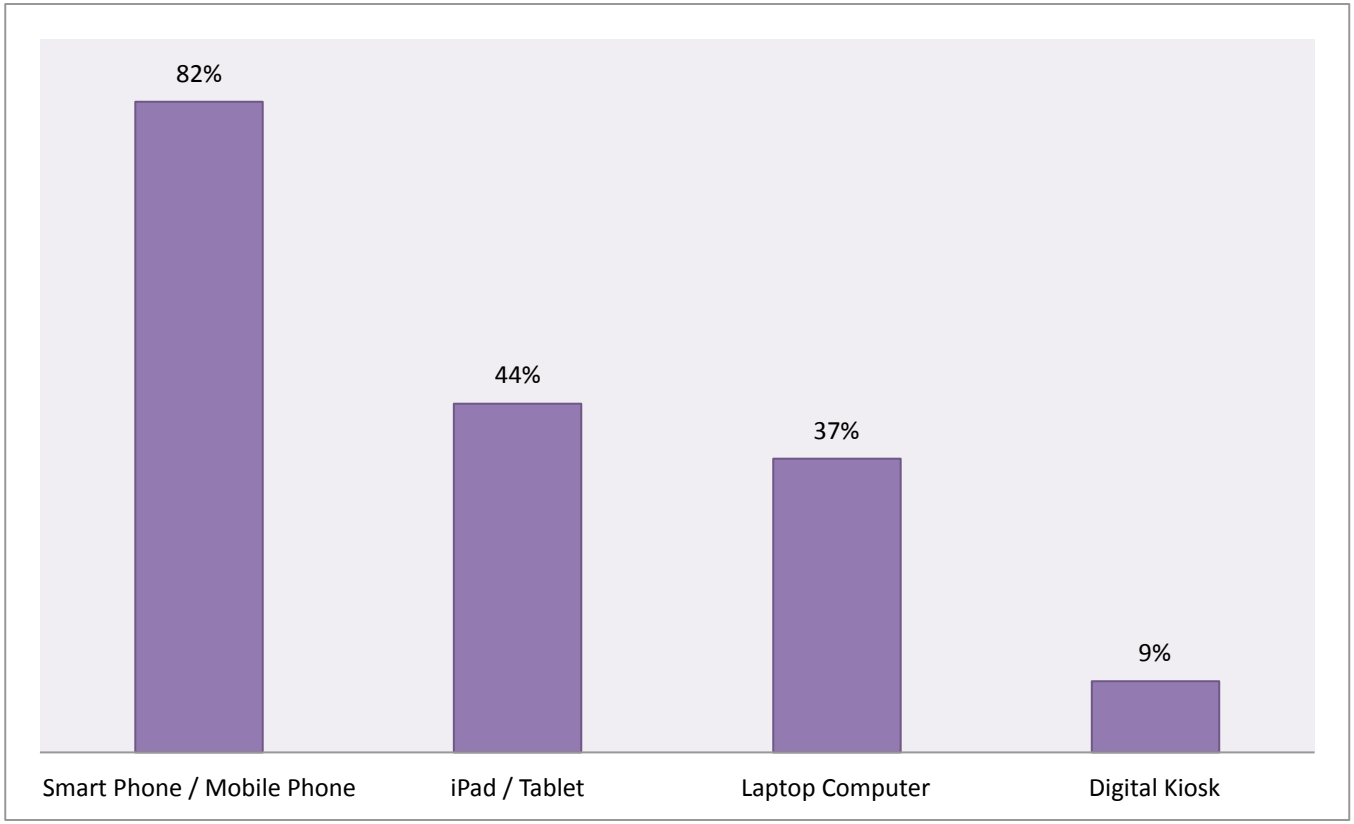


2014



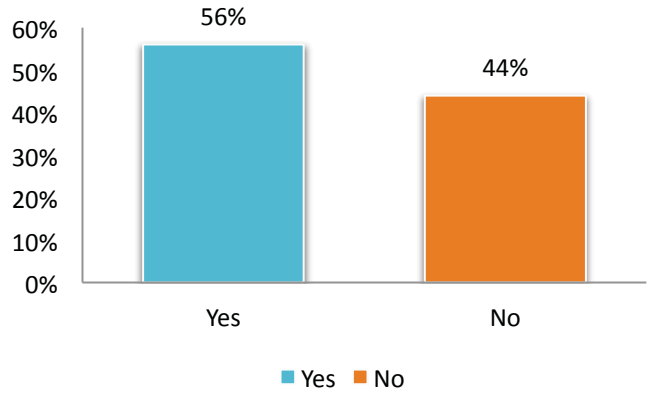
“Information is easy to find”

Smart phones are Discovery Tool of Choice
Content must fit a Smart Phone and a Tablet

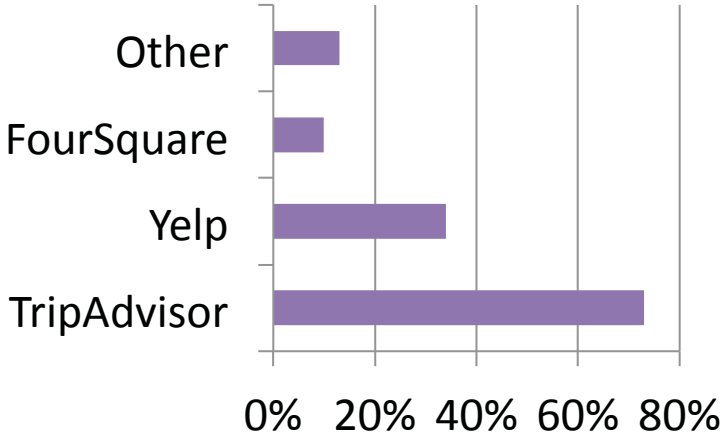


The Influence of Customer Reviews

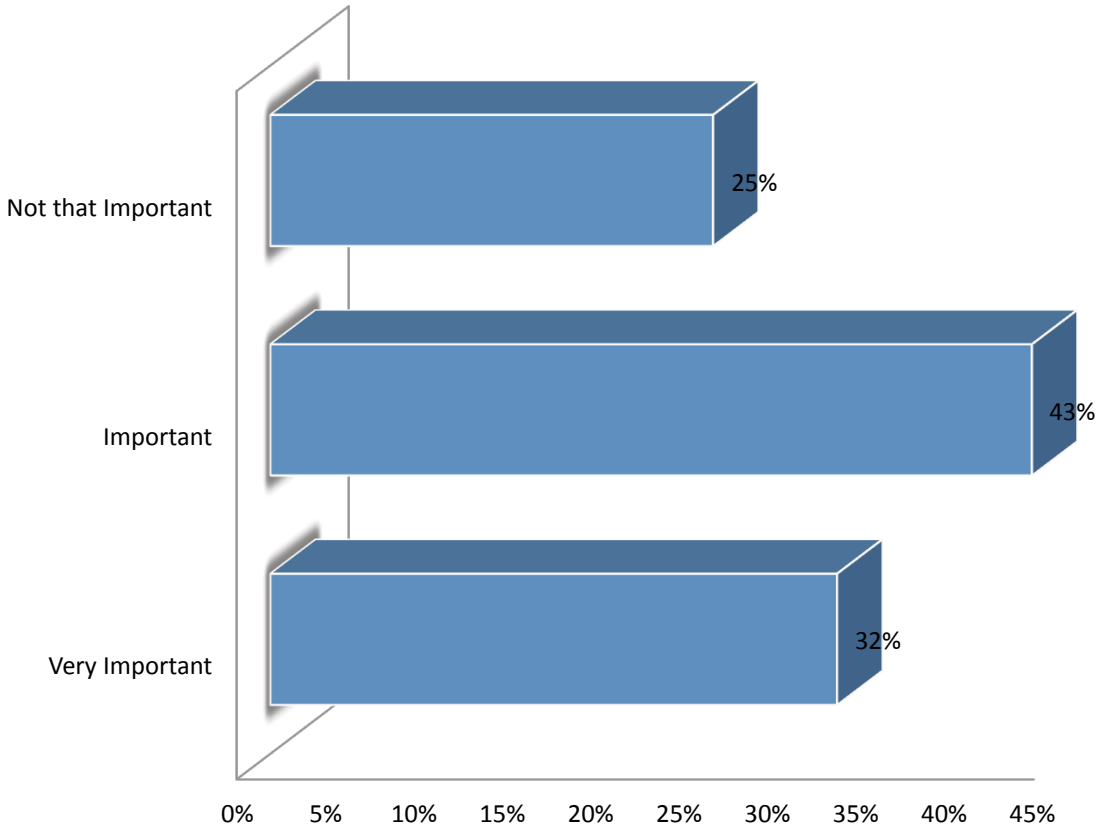
Will you utilize customer reviews to influence your activity planning?



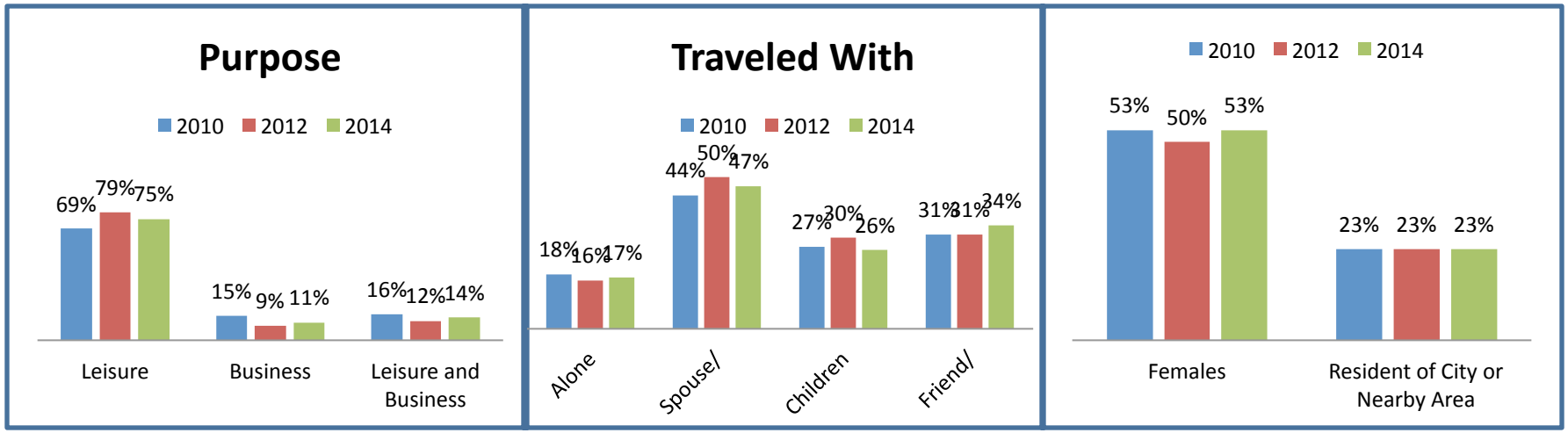
Which reviews sites do you typically use?



Online Ratings are Important



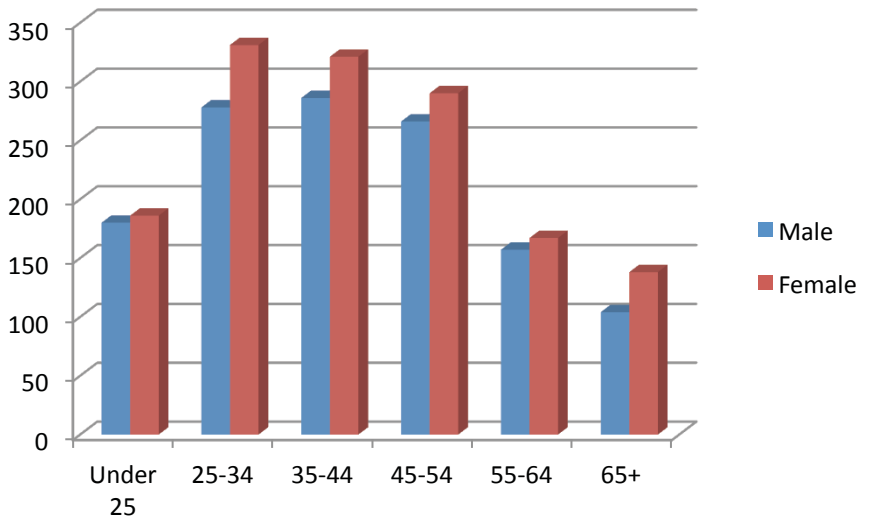
In Summary
Comparison with 2010, 2012 and 2014



- Less respondents traveled for leisure but more for business
- More respondents traveled with friends
- Less respondents are traveling with children
- Number of respondents traveling alone has slightly increased
- Slightly more women took part in survey

Age Distribution

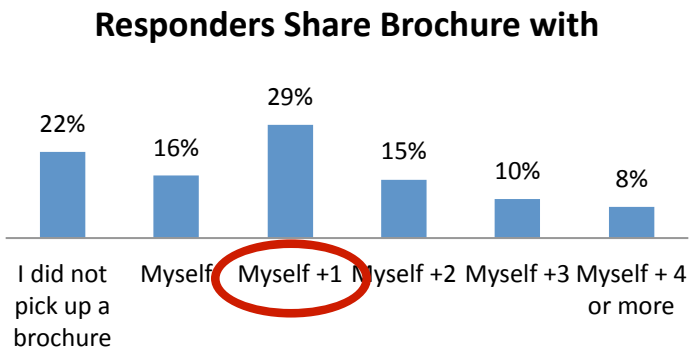
Age Bracket	Male	Female	Total
Under 25	180	186	366
25-34	278	331	609
35-44	286	321	607
45-54	266	290	556
55-64	157	167	324
65+	104	138	242
Total	1271	1433	2704



- There are slightly more women in survey
- Majority in the 25-54 age range

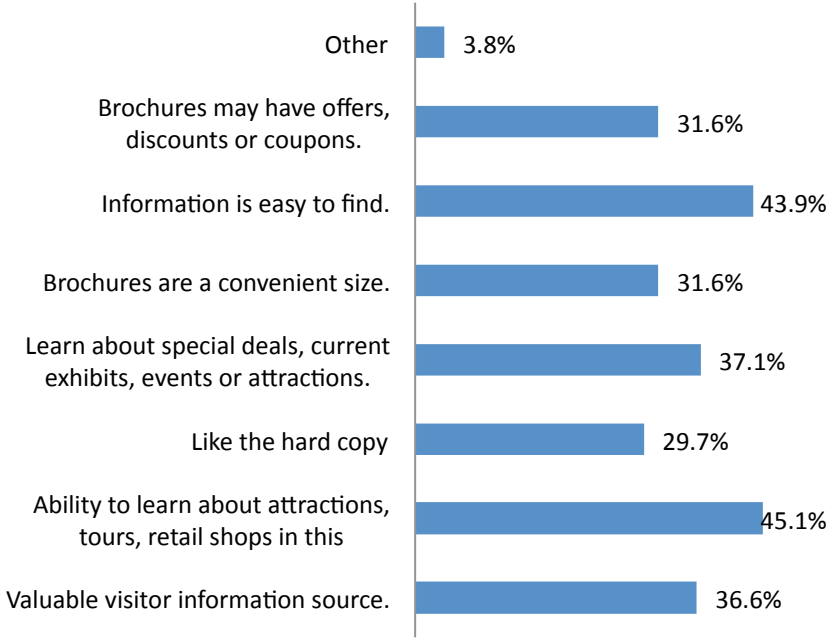
Female traveling with Life Partner or Friends is most likely to be Influenced by Brochure

		7. Now that you arrived at your destination, how influential are the following information sources in planning your current travel decisions? Please rate EACH information source.-Brochure / Map			
		Influenced	Somewhat Influenced	Did Not Influence	Total
Are you male or female?	Male	573	284	332	1189
	Female	772	323	243	1338
	Total	1345	607	575	2527
How old are you?	Under 25	154	77	116	347
	25-34	307	145	128	580
	35-44	294	151	126	571
	45-54	289	132	111	532
	55-64	166	72	56	294
	65+	137	35	41	213
	Total	1347	612	578	2537

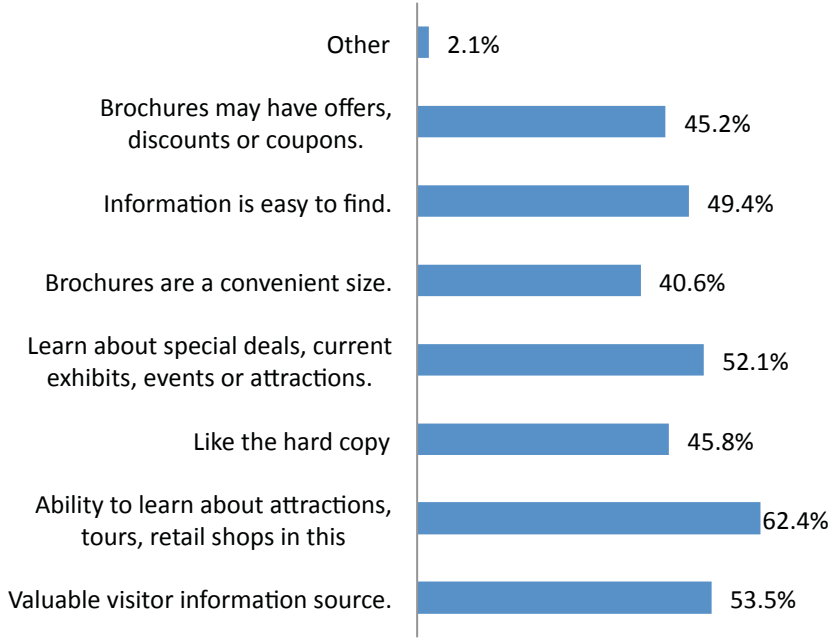


Who Responders Traveled with		
	Men	Female
Alone	294	160
With Spouse/Life Partner	580	671
With Children	247	446
With Friend/Colleague/ Relative	389	525

Visitors who Share Brochures are much more Positive about the Value of Brochures

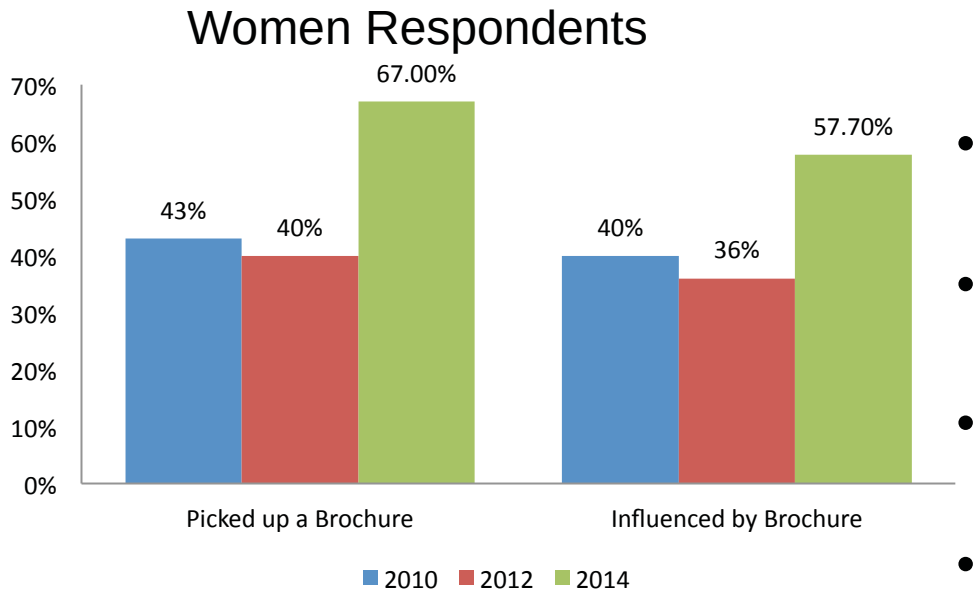


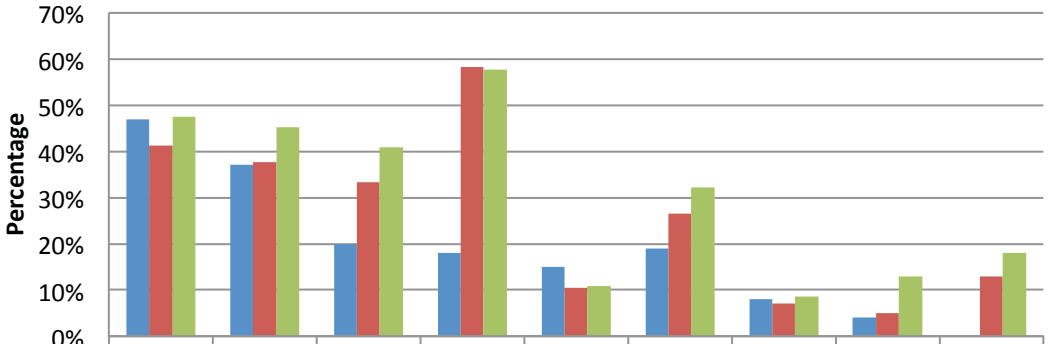
SOLO USE OF BROCHURE



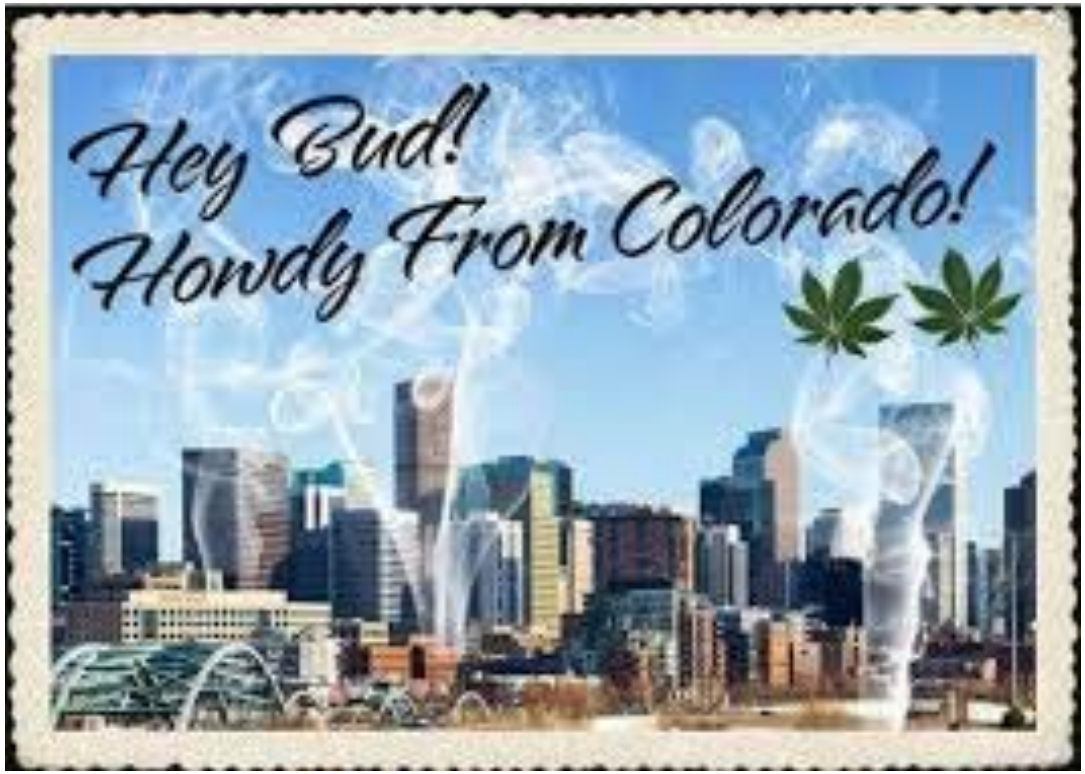
SHARING BROCHURE

Summary





	Web/ Internet	WOM	Travel Guide	Brochure/Map	TV	Visitor Center	Newspaper	Billboard	Mobile App
2010	47%	37%	20%	18%	15%	19%	8%	4%	0
2012	41%	38%	33%	58%	10%	27%	7%	5%	13%
2014	47.50%	45.30%	40.80%	57.70%	10.90%	32.20%	8.60%	13%	18.10%

- More women picked up brochure than last year
- Women are more influenced by brochures/maps
- Target women who are traveling with significant others or friends
- Web is helpful and apps will grow but a brochure in the hand is still effective travel and leisure marketing tool, particularly for women.

Thank you!