

FREE DISPLAY TO ALL

NORTHERN CALIFORNIA CONCIERGE ASSOCIATION MEMBERS

Let Us Help Your Guest Discover The Greater San Francisco Area!

Beautiful, hassle-free brochure display racks. Our local representatives will keep them fully-stocked with brochures, travel guides and area maps. We install, service and maintain them so they're always a great feature for your business, giving your guests a reason to stay with you longer.

MODEL MFL-32



32 BROCHURES **4** MAGAZINES
HEIGHT 42.75" | WIDTH 19.5" | DEPTH 16"

MODEL MFL-48



48 BROCHURES **6** MAGAZINES
HEIGHT 42.75" | WIDTH 28.5" | DEPTH 16"

Custom Powder Coated Metal Displays



Contact us today for further information:

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About this consumer research

- The Research was undertaken in 2022 in the US, Canada, Mexico and Europe by **Bentley University Center for Marketing Technology** and Visitor International.
- 986 respondents were interviewed in the US, Canada, Mexico and Europe.
- 78% were on a leisure trip, 7% on a business trip and 15% were combining business and leisure.
- 60% were staying 4 days or less, and 40% for more than 4 days.
- 49% stayed in a hotel, 20% in a rental home, VRBO or AirBnB, 12% with friends or family, 16% in their own home, 6% did not stay in the area, and 3% indicated other.
- 59% were female, 39% male, 1% were non-binary, and 2% indicated other or prefer not to say.
- Visitors of all age groups (over 18) were interviewed, and there was a good spread across all age groups.

Visitor brochures **DRIVES DIGITAL** too!



of respondents used a mobile device to find out more about what they read in a brochure they selected

Brochures prompted these visitors to go online to **book, buy, visit, check out opening times...** and more



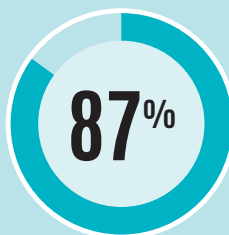
WINNING VISITORS

THE MARKETING POWER OF VISITOR BROCHURES



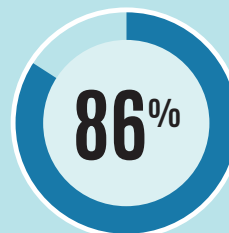
of visitors use travel brochures, maps or guides for their trips

How useful do visitors find brochures?

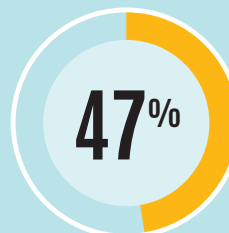


of visitors who picked up a brochure valued them and found them useful

How did brochures influence their trip?

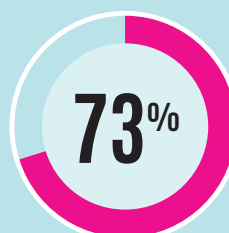


were influenced in one way or another by the brochures they picked up



Learned about a new service or attraction – from what they read in a visitor brochure

Why are brochures so effective?



Almost 3 in every 4 share the brochure information



Scan to  Download Research

