

# Brochures are the #1 Influencer of Visitors in your Area

Research undertaken by **Bentley University's Center for Marketing Technology** confirms that the most influential source of information for a visitor, during their trip, is a brochure, map or travel guide. The findings are the result of research, undertaken during 2016, in 17 selected cities in the United States, Canada, Mexico, Europe and South Africa. Professional marketers interviewed 1,732 visitors and the results were analysed by Bentley University.

Here are some key findings.

Brochure/Map/Travel Guide

Internet

Friends/Family

Visitor Centre

Social Media

Concierge

Mobile App

Newspapers/Magazine

In Room Publication

TV

Billboard

Digital Kiosk

Radio

Other



## 95%

Brochures influence the travel plans of 95% of visitors who pick up a brochure



Brochures stimulate action, and present visitors with new discoveries.

Brochures, Maps and Guides are the #1 influencer of visitors during their trip

Brochures are certain to win you business!



## 83%

plan to visit a business they saw in a brochure

Visitors are nearby and can act immediately on information.

## 78%

of visitors that pick up brochures consider altering their travel plans

They are open to visit or buy from you!



## 65%

plan to purchase tickets or merchandise after picking up a brochure

Visitors are 'on location' and are therefore predisposed to enjoying local experiences.

## 7 OUT OF 10

visitors pick up brochures during their trip

Visitors only select brochures of interest. This increases conversion into business.



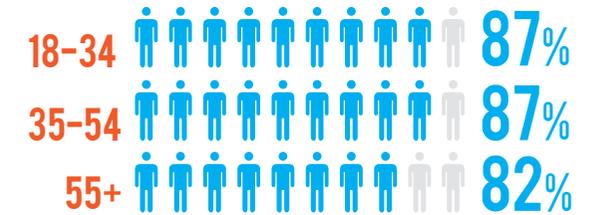
**Direct Distribution**  
targeted marketing

Printed media remains the preferred method of in-market information for visitors

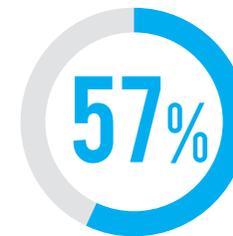
Professor Ian Cross,  
Director of the Center for Marketing Technology,  
Bentley University



Brochures Influence visitors of all ages

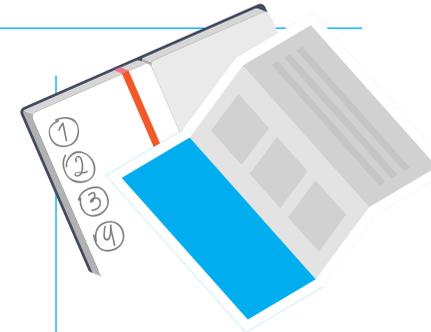


Brochures are effective in targeting your message to any age group



of visitors share brochures with travel companions

Sharing is similar to an endorsement and positively influences actions.



Brochures, Maps and Travel Guides influence 53% of pre-trip planning

Brochure are the #1 influencer during trips; and powerful for advance planning.