

Brochures are the #1 Influencer of Visitors in your Area

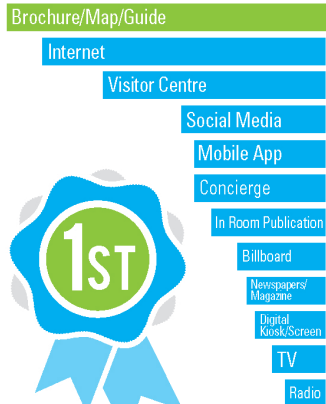
Research undertaken by **Bentley University's Center for Marketing Technology** confirms that the most influential source of information for a visitor, during their trip, is a brochure, map or travel guide. The findings are the result of research, undertaken during 2018, in 17 selected city and regional locations in the United States, Canada and Europe. Professional marketers interviewed 2,020 visitors and the results were analysed by Bentley University.

Here are some key findings.

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

Brochures are certain to win you business!

73%

Brochures influence the travel plans of 73% of visitors who pick up a brochure



Brochures stimulate action, and present visitors with new discoveries.



78%

plan to visit a business they saw in a brochure

Visitors are nearby and can act immediately on information.

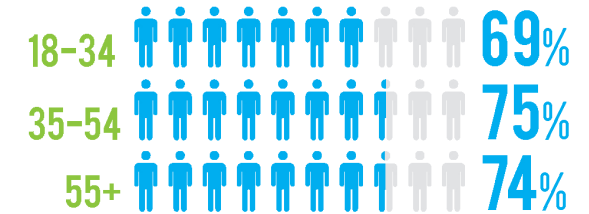
73%

of visitors that pick up brochures consider altering their travel plans

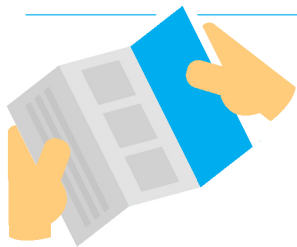
They are open to visit or buy from you!



Brochures influence the actions of visitors of all ages



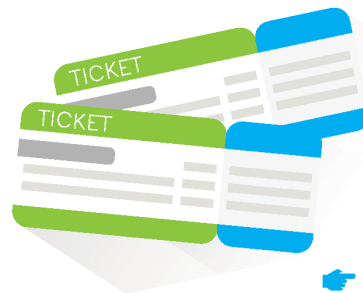
Brochures stimulate the 'visit' and 'buy' actions across all generations.



4 OUT OF 5

visitors pick up brochures during their trip

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



61%

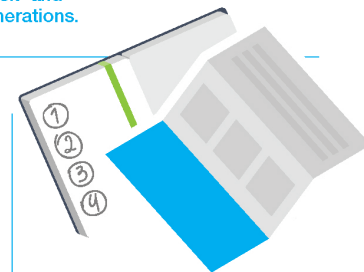
plan to purchase tickets or merchandise after picking up a brochure

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



Brochures are shared and reach 3.5 readers on average

Sharing is similar to an endorsement and positively influences actions.



Brochures, Maps and Travel Guides influence 52% of pre-trip planning

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

DIGITALLY CONNECTED

Brochure

Brochures are #1 in driving the 'visit' and 'buy' actions of over 7 in 10 brochure users. These actions are often enabled by their use of mobile web (6 in 10 use) and apps (3 in 10 use).

