

Visitor Brochures Are a Green Choice. Here's the Truth.

Are you considering not using brochures because someone told you digital was greener? You've been misled. The very opposite is true. Paper is renewable, biodegradable, widely recycled — and kind to the earth. Digital depends on voracious, energy-hungry infrastructure, constant water consumption, and toxic waste that poisons the planet for centuries.

Brochures typically come from responsibly managed forests that are growing and absorbing carbon. They are widely recycled, biodegrade quickly without harming the planet, and they consume zero energy once printed. That's sustainability you can see and measure.

Digital is the opposite. Data centres already burn more power than many nations, and the rise of AI is driving consumption at a pace the world has never seen — straining power grids and accelerating environmental damage. They consume vast volumes of water for cooling. Every device begins with destructive lithium, cobalt, and rare-earth mining, and ends as toxic e-waste packed with plastics and heavy metals that leach into soil and water for centuries.

Step back from brochures, and you're not going green — you're giving up being seen. Visitor brochures keep tourism and leisure businesses in front of ready-to-act visitors, while helping host locations lead visitors and guests to great experiences that enrich their stay, strengthen connections, and benefit the local economy.



PAPER AND BROCHURES
ARE GREEN



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Visitor Information Providers

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DIGITAL AND DATA COSTS THE EARTH