

2025
Edition



2025 Visitor Information Survey: Insights into Brochure Users' Preferences and Impact

Understanding the Role of Brochures, Maps, and Guides in Influencing Travelers.

This report presents the compelling findings of the 2025 Visitor Information Survey, conducted by Visitor International – the International Association of Visitor Information Providers.

Spanning July 2024 to June 2025, the survey gathered responses from over 5,300 consumers across 12 countries and 113 nationalities, providing deep insight into the role and impact of visitor brochures, maps, and guides. The findings reveal how travelers actively engage with printed materials and how these resources spark further online exploration — reaffirming the powerful connection between print and digital visitor information.

We hope these findings offer a valuable understanding of how visitor information plays a vital role in guiding consumers toward new experiences and destinations.

Visitor International - Brochure Users Survey 2025



The insights in this document are based on a **12-month study** conducted by Visitor International — the International Association of Visitor Information Providers — from July 2024 to June 2025. The study gathered responses from **over 5,300 consumers** across **12 countries** and **113 nationalities**.

72% Choose and Use Visitor Brochures

72% of consumers use printed visitor brochures, maps, and guides to plan and navigate their trips. For tourism businesses, this underscores the ongoing value of print in capturing visitor interest and directing them to local experiences, attractions, and services.

Reaching Both Visitors and Locals

Visitor brochures, maps, and guides appeal to a broad audience, with **77% of users being visitors and 23% locals**. This demonstrates their effectiveness in engaging both tourists and local residents, making them valuable tools for reaching diverse audiences.



Influencing Vacation and Business Travelers

Excluding locals, **80% of brochure users are on vacation, 8% are on a 'combined business and leisure' trip, and 4% are traveling for business**. 10% visit for other reasons like weddings, events, or study.



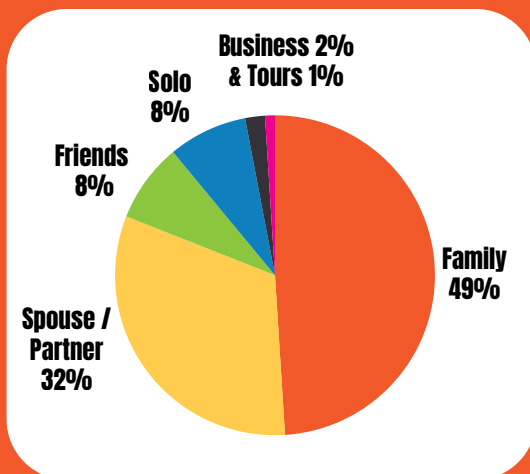
Brochures Guide Staying Visitors

Among visitors who use brochures, **65% stay in hotels, 16% in rentals, 8% with friends or relatives, 7% opt for camping, and 5% choose other accommodation types**.



Brochures Influence All Visitor Segments

Visitor brochures effectively engage diverse travel groups, with families comprising nearly half (49%) of all users, followed by couples at 32%, two key segments that contribute significantly to travel activity. Brochures also resonate with solo travelers (8%), friend groups (8%), and business associates (2%), highlighting their broad appeal.

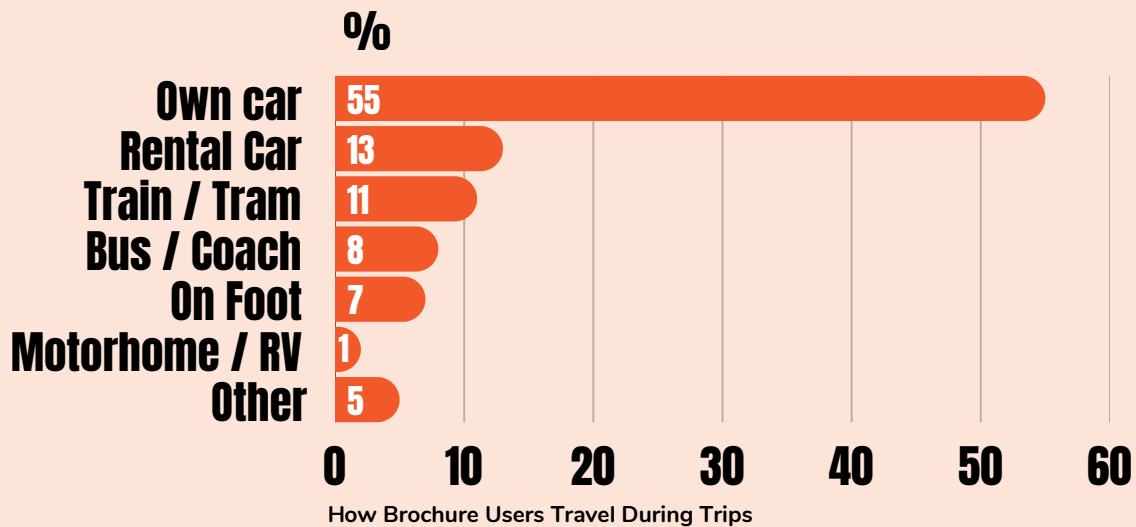




On the Move: Independent Travelers are Ready & Free to Discover

69%
in CARS

Nearly seven in ten brochure users—69% traveling in their own cars or rentals—are independent travelers with the flexibility to explore freely at their own pace. An additional 11% travel by train, 7% on foot, 8% by bus, and 1% by motorhome or RV, creating a diverse, mobile audience prepared to make spontaneous choices. With the freedom to visit nearby attractions, dine locally, or shop on impulse, these travelers are often just minutes or hours away from discovering what a business offers, ready to engage with local experiences on their own terms.



Brochures Are Highly Valued by Visitors

Brochures are overwhelmingly appreciated by visitors, with 99% recognizing their value. Nearly four in five users find brochures either extremely valuable (37%) or very valuable (42%). An additional 17% consider them moderately valuable, and even those less inclined—3%—still find brochures somewhat valuable. This high regard underscores the essential role brochures play in enhancing visitor experiences, making them a trusted resource for travelers seeking guidance and inspiration.



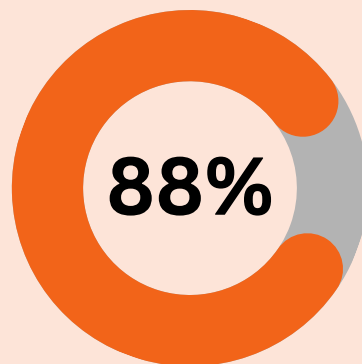
95% Share Brochures Amplifying Reach

95% of users share their brochures, with an average of 2.4 additional people. This sharing broadens the reach of each brochure and serves as an implicit endorsement. When travelers share these materials with friends, family, or fellow travelers, they effectively recommend the experiences and services they've discovered, enhancing credibility and appeal. This ripple effect amplifies the impact of each brochure, making it a powerful tool for connecting with a wider audience.

Print Ignites Digital Action: Reaching Visitors First in Brochures Drives Engagement and Business



We asked visitors whether something they found in a visitor brochure, map, or guide prompted them to use their mobile device to find more information, make a booking, or make a purchase. **An impressive 88% said yes, demonstrating that print often serves as the first introduction to services or experiences.** If visitors are unaware of an offering, they cannot seek it out online. By capturing attention first in print, businesses can ensure they are discovered, guiding travelers to connect digitally. This synergy between print and digital strengthens visibility, turning initial awareness into meaningful engagement and action.



88% were prompted to use their mobile device to act on what they read in a visitor brochure.



Women: Powerful Travel Influencers, Use Brochures the Most

63% of brochure users are women, highlighting their role as key influencers in travel planning. Women play a central part in shaping travel experiences, whether within families, as part of a couple, or as solo travelers. **As the largest users of brochures, they drive interest** in local attractions, accommodations, and services, significantly influencing travel choices. Their engagement enhances the reach and effectiveness of brochures, making them a pivotal factor in how visitor information shapes travel decisions.



The Biggest Spenders are the Biggest Brochure Users

Millennials (ages 25–39), Gen X (ages 40–56), and Baby Boomers (ages 57–75) are the three biggest spending groups in travel, collectively **accounting for 84% of brochure users.** These generations often have both the time and financial resources to invest in meaningful travel experiences. Reaching these groups through brochures connects with a highly engaged audience prepared to explore and spend on attractions, services, and experiences. Brochures play a vital role in engaging these travelers, contributing significant value to both local economies and the travel sector.



We Asked Travelers: How Did Brochures Shape Your Trip?

This research focuses on travelers who picked up and used visitor brochures, maps, or guides of their choice. To explore how these resources influenced their trips, we asked if the materials impacted their decisions. Respondents shared that brochures helped them discover new places, adjust plans, make purchases, and recall familiar attractions—highlighting their ongoing value in shaping travel experiences.

91%

Influenced me to visit a place of interest

An impressive **91% of travelers** say the brochures they selected introduced them to new places of interest during their trip. This highlights the important role brochures play in helping visitors discover unique attractions and experiences, enriching their journeys and encouraging exploration.

92%

Highlighted what I was not aware of

A notable **92% of travelers** report that the brochures they selected introduced them to services and attractions they hadn't previously known about, making brochures a valuable first point of discovery. They play a key role in shaping journeys and inspiring further exploration.

64%

Led me to change my plans or itinerary

A striking **64% of travelers** shared that their brochures influenced them to change their plans, reflecting the flexibility of independent travelers who are open to new opportunities. Brochures inspire spontaneity, encouraging visitors to adjust their itineraries and explore places, destinations, and services they hadn't initially planned to visit.

69%

Influenced me to make a purchase

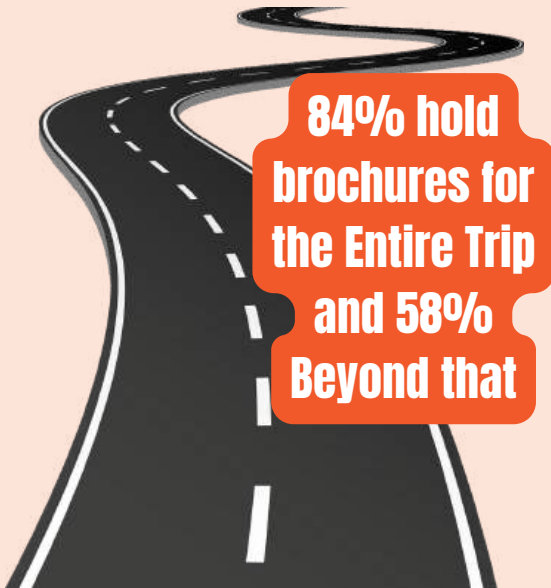
69% of travelers said brochures influenced them to purchase tickets or merchandise. This demonstrates the impact of brochures in encouraging spending, guiding visitors to experiences and products that enhance their trips and support local economies.

81%

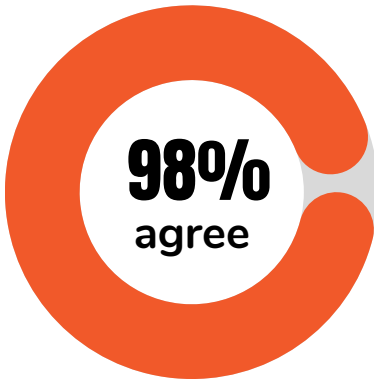
Reminded me about something I knew

81% of travelers reported that brochures reminded them of something they already knew about. This demonstrates how brochures help keep attractions, services, and destinations top of mind. For those already familiar, brochures provide a valuable reminder, ensuring they remain a strong option when visitors plan their experiences.

Brochures: A Chosen Companion and Influencer of Business for the Duration of the Trip and Beyond

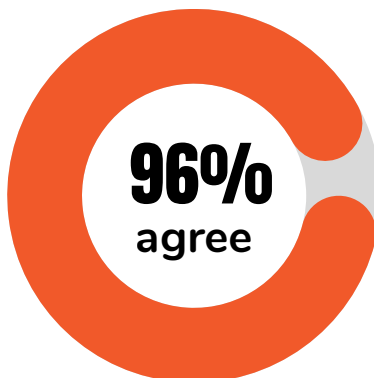


A remarkable **84%** of travelers keep brochures they've selected out of interest for the duration of their trip. Additionally, **58%** retain their brochure even after their trip—either as a memento or to share with others. This indicates that brochures are more than just travel guides; they serve as portable advertisements, remaining with travelers and reinforcing key messages. When a brochure is actively chosen, it becomes a trusted resource that drives higher engagement, turning interest into action and maximising its impact throughout the journey and beyond.



Brochures Are Trusted and That Drives Action

98% of all travelers agree that brochures provide trustworthy visitor information. As tangible, permanent resources, print materials offer a level of credibility that is difficult for other channels to replicate. This high trust factor means visitors are more likely to act on the information they find, leading to valuable outcomes. Brochures inspire confidence, making them an essential tool for influencing travel decisions and encouraging visitor engagement.



Brochures: Reliable, Tangible Information—Accessible Anytime, Anywhere

A solid **96%** of all travelers agree that brochures provide reliable, hard-copy information that is **accessible at any time**—without depending on battery life or WiFi. Unlike digital options, brochures are always available, offering dependable guidance and peace of mind for travelers seeking information at their fingertips throughout their journey.

Print Outshines Digital in Guiding Visitors — Digital Amplifies Its Impact



To better understand traveler preferences, we explored how printed brochures, maps, and guides compare to digital alternatives in terms of ease of use, memorability, and reliability. While digital resources have their place, travelers highlighted the unique strengths of print—tangible, dependable, and always accessible. Print materials not only complement digital but often take the lead, offering a trusted foundation that digital alone cannot replicate. This underscores how print remains an invaluable resource in the modern travel experience.

I prefer printed brochures, maps & guides

82%



82% of travelers prefer printed visitor brochures, maps, and guides over digital versions. This strong preference highlights the value of tangible materials that travelers can hold, reference, and rely on without the constraints of battery life or internet connectivity. Print continues to be a trusted favorite, enriching the travel experience in ways that digital alone cannot.

I am more likely to remember print

84%



84% of travelers say they are more likely to remember information from printed brochures than from digital sources. This aligns with neuroscience findings, which show that print engages multiple senses—sight, touch, and the physical experience of holding a brochure. This sensory engagement enhances memory retention, making printed materials more impactful and memorable. Information shared in print is therefore more likely to remain top-of-mind for travelers.

I find places I wouldn't search for online

93%



93% of travelers say brochures introduce them to places and activities they would not think to search for online. This underscores the unique role that print materials play in uncovering hidden gems and guiding visitors to new, unexpected experiences that digital searches may overlook. Brochures are a powerful tool for reaching audiences who are open to exploring beyond their initial plans.

I prefer printed brochures over downloads

88%



A significant 88% of travelers say they are more likely to pick up and use a printed visitor guide than to download a digital one. While some accommodations rely on QR codes to share information, this approach places the burden on visitors to take an extra step and does not align with their preferences. Printed guides provide a convenient, accessible resource that is immediately at hand, meeting the needs of travelers.

2025 RESEARCH CONFIRMS THE POWERFUL INFLUENCE OF VISITOR BROCHURES

Brochures Guide Visitors from Discovery to Visiting, Booking, and Buying

Research shows that brochures capture genuine interest—and when travelers choose to pick up a brochure, map, or guide, it is a **100% opt-in experience**. This intentional choice results in stronger engagement and **higher conversion rates**.

With a **98% trust level** and an **84% retention rate** throughout the trip, **chosen brochures** remain top of mind for travelers — turning interest into lasting connection and driving tangible results.

By leveraging the **proven effectiveness** of selected brochures, your services and experiences **stay front and center** for travelers ready to explore, engage, and make informed choices.



Based on responses from over 5,300 travelers across 12 countries during the 12 months to the end of June 2025.

For more details, see [VisitorInternational.com](https://www.VisitorInternational.com)

