

## Hospitality Industry Research

### Based on Responses by 1,560 Hospitality Professionals

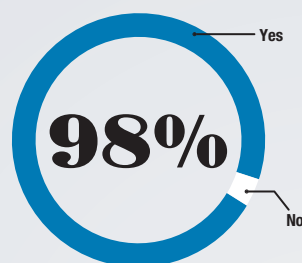
These are the professionals who have a great understanding of guest needs and the greatest potential to impact guest satisfaction levels.



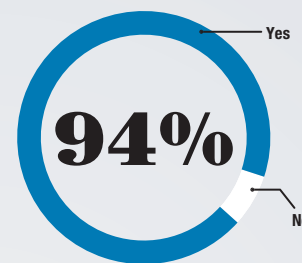
In 2016, The Center for Marketing Technology at Bentley University surveyed 1,560 hospitality professionals in the United States, Canada, France, Germany, Ireland and Greece to understand the method, usage and effectiveness of providing visitor information to their guests.

Results found front desk and concierge staff overwhelmingly favored the use of printed media to assist their guests.

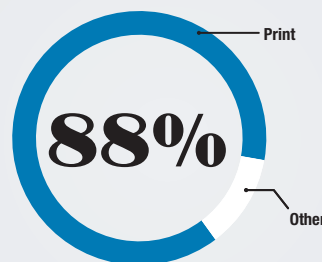
Front desk & concierge staff value having printed visitor information for their guests



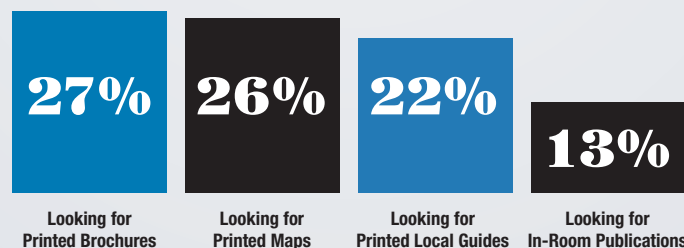
Hotels have a visitor information display rack for guest use



Hotel guests prefer printed visitor information



### Visitor Information Sought by Guests



### CONCLUSION

The data shows that hotel front desk and concierge staff prefer to assist guests using printed media. In particular, brochures and maps are equally popular and regarded as a highly valuable support tool to supplement their local knowledge.

## BROCHURES ARE THE #1 VISITOR INFORMATION

IN-MARKET INFLUENCER DURING TRIP

VisitorInternational.com



The International Association of  
Visitor Information Providers

# 67%

Visitors Picked Up Brochures from a  
Brochure Rack During Trips

## METHODOLOGY

In the summer of 2016, The Center for Marketing Technology at Bentley University in Massachusetts conducted their fourth biennial international survey of travelers. Under the direction of Professor Ian Cross, travelers were asked questions about influences on their travel plans.

A total of **1,732** surveys were completed, the results of which are summarized here. View the full report at:

[www.bentley.edu/centers/cmt](http://www.bentley.edu/centers/cmt)

## 17 Cities... 9 Countries

Seattle, Washington
Anaheim, California
San Diego, California
Philadelphia, Pennsylvania
Atlanta, Georgia
Chicago, Illinois
Charlotte, North Carolina
Williamsburg, Virginia
Berlin, Germany
Paris, France
Mexico City, Mexico
Dublin, Ireland
Limerick, Ireland
Milan, Italy
Johannesburg, South Africa
Victoria, BC Canada
Athens, Greece

# TOP 10

## Brochure Statistics

In this digital age, printed media remains the preferred method of in-market visitors when seeking tourism information.

Ian Cross – Bentley University  
Center for Marketing Technology | 2016 Research Study

1

**Brochures, Maps & Travel Guides are the #1 in-market influence**



2

**7 out of 10 tourists & visitors pick up brochures in-market**

3

**95% of visitors who pick up brochures became aware of a business**



4



**83% plan to visit a business they saw in a brochure**

5

**78% of visitors that pick up brochures consider altering their travel plans**



6



**65% of visitors plan to purchase tickets or merchandise after picking up a brochure**

7

**43% of visitors share brochures with 3+ travel companions**



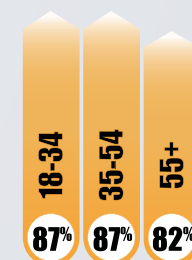
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**86% of hotel front desk staff observe guests using brochures always or often**

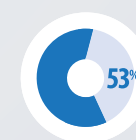


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**Brochures influence visitors of all ages**



10



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