

Research 2022

WINNING VISITORS - THE MARKETING POWER OF VISITOR BROCHURES



plus Driving Digital!





WINNING VISITORS - THE POWER OF VISITOR BROCHURES

About the 2022 research

- The Research was undertaken in 2022 in the U.S., Canada, Mexico, and Europe by **Bentley University Center for Marketing Technology** and Visitor International.
- 986 respondents were interviewed in the U.S., Canada, Mexico and Europe.
- 78% were on a leisure trip, 7% on a business trip and 15% were combining business and leisure.
- 60% were staying 4 days or less, and 40% for more than 4 days.
- 49% stayed in a hotel, 20% in a rental home, VRBO or AirBnB, 12% with friends or family, 16% in their own home, 6% did not stay in the area, and 3% indicated 'other'.
- 59% were female, 39% male, 1% were non-binary, and 2% indicated 'other or prefer not to say'.
- Visitors of all age groups (over 18) were interviewed, and there was a good spread across all age groups.



Insights

- The percentage combining business and leisure was 15%. This is a trend that is increasing generally.
- Almost one in every two respondents stayed in a hotel.

Note: where visitors stayed totals more than 100%, as some stayed in more than one type of accommodation.



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70%

of visitors use travel brochures,
maps or guides for their trips



*This rises to 72% for
females (key
influencers in travel)
and 74% of families!*

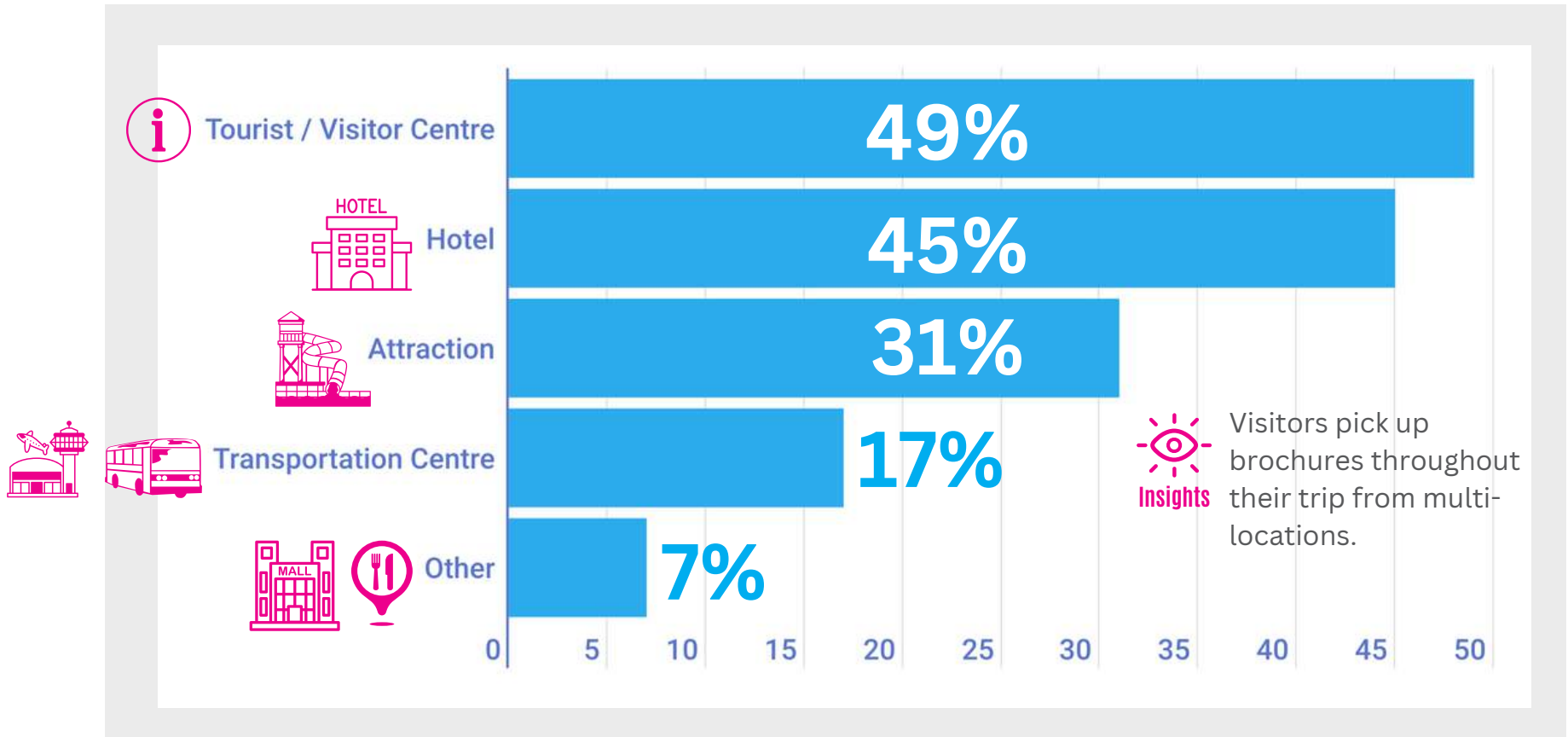




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Q: Where do they pick up brochures?

A: EVERYWHERE!



Note: Visitors could select multi-locations, reflecting their behavior.



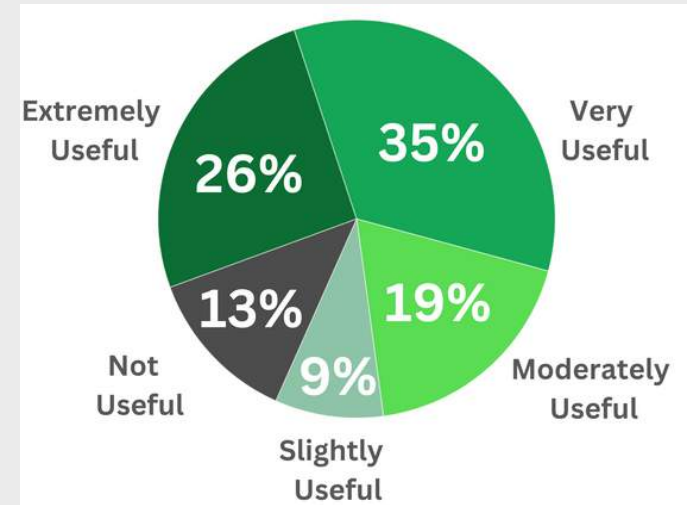
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How useful do visitors find brochures?

in navigating their location, planning activities, and discovering things to do!

87%

of visitors who picked up a brochure valued them and found them useful



89% of friends (which includes couples) found brochures useful; as did 88% of families.



Over 90% of younger millennials (aged 18 to 24) valued brochures

While all age groups valued brochures, those aged 18-24 scored above the 87% average. 90% valued brochures.



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What attributes do visitors value most about brochures, maps, and guides?

Trustworthy

46%



Tangible

42%



Easy use hard copy

Latest Info

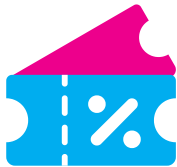
44%



Exhibits, events, attractions

Coupons

30%



Discounts or coupons

Convenient

30%



Always available

Easy Share

25%



Note: Visitors could select more than one attribute

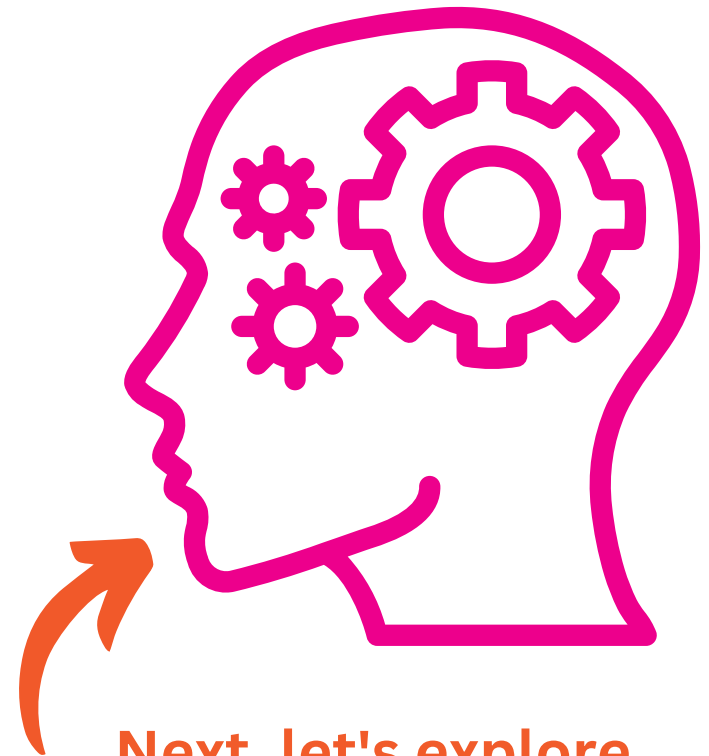


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How did brochures influence their trip?

86%

were influenced in
one way or another
by the brochures
they picked up



Next, let's explore
how and why

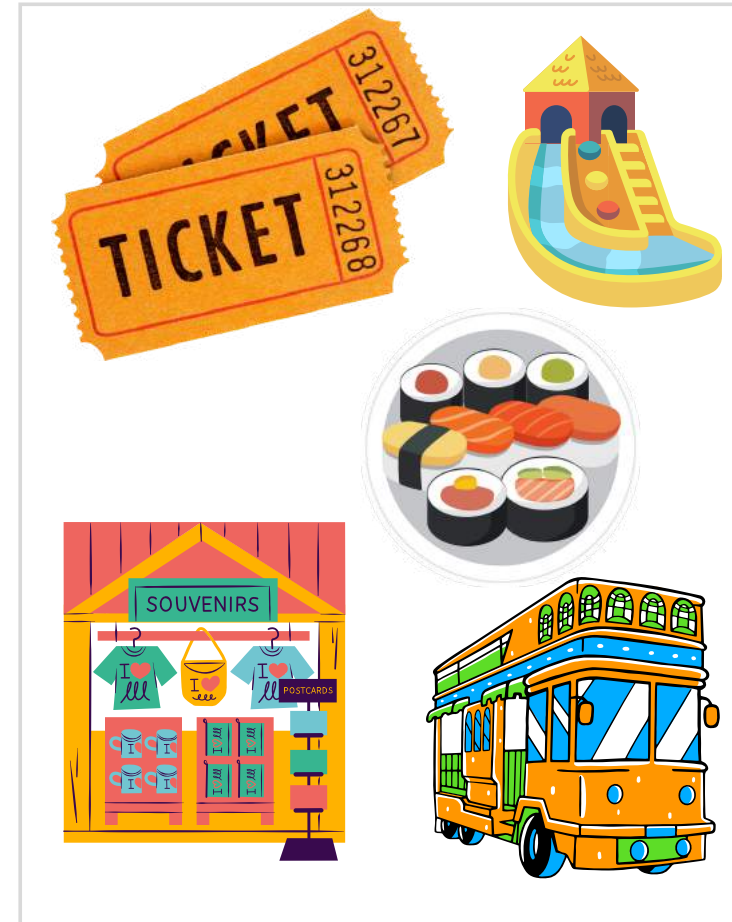


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How did brochures influence their trip?

21%

**purchased tickets or
merchandise from
businesses mentioned
in the brochures**





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How did brochures influence their trip?

20%

Altered their
plans/itinerary based
on what they read in
their brochure

**They made a
U turn!**





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How did brochures influence their trip?

47%

Learned about a new
service or attraction -
from what they read in
a visitor brochure



Visitors can't
seek your
business out... if
they don't know
it exists.



How did brochures influence their trip?

27%

were **REMINDED** of a
service or attraction -
from what they read in
a visitor brochure

Brochures remind and
prompt visits and
purchases





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Why are brochures so effective?

73% Share

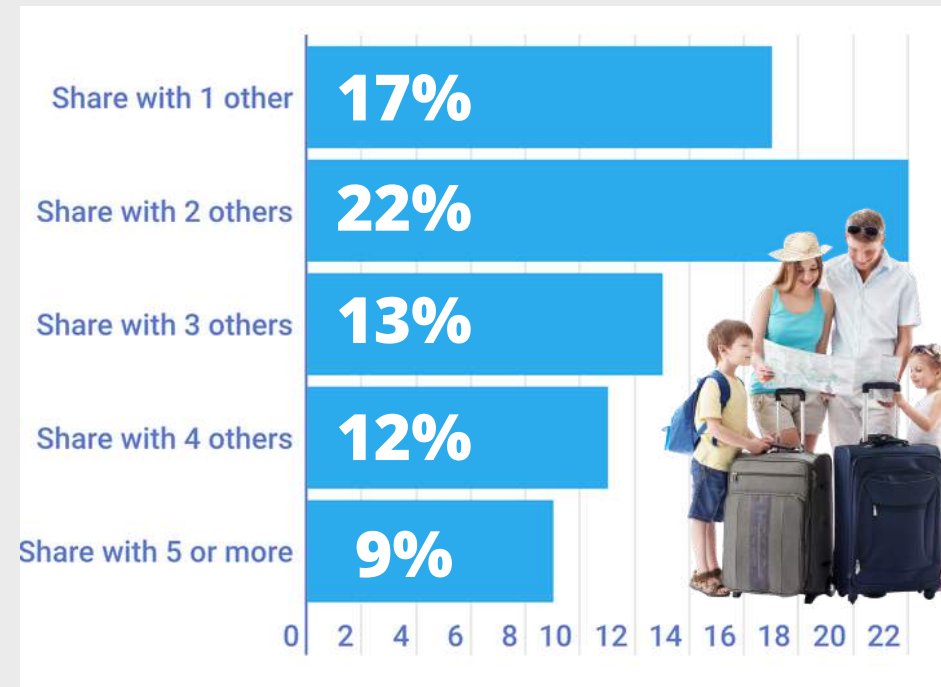
Almost 3 in every 4
share the brochure
Information



Insights

*There are over 3.6
readers per brochure*

They Share the Fun!



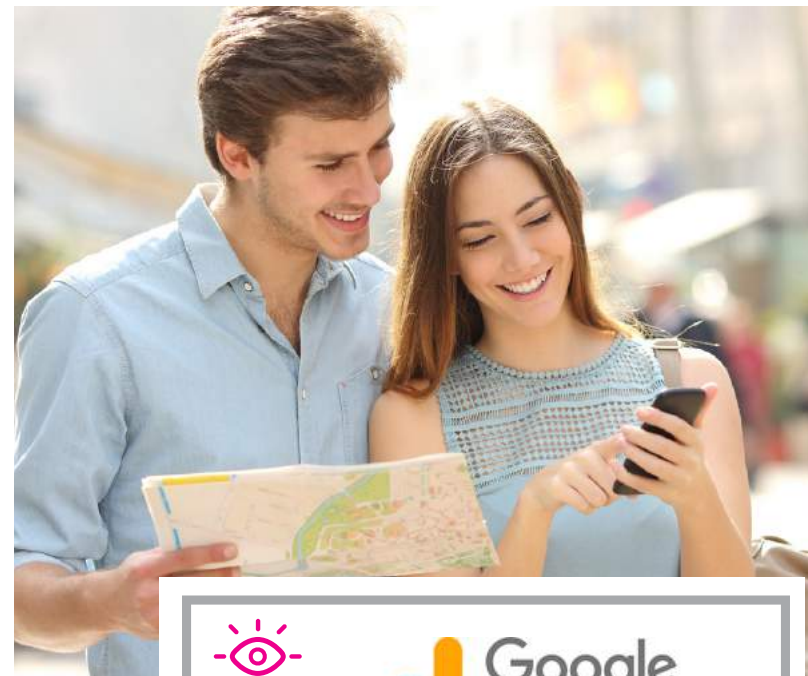


Visitor brochures **DRIVES DIGITAL** too!

61%

of respondents used a mobile device to find out more about what they read in a brochure they selected

Brochures prompted these visitors to go online to book, buy, visit, check out opening times... and more



Google
Analytics

doesn't tell when you were found **FIRST** in a visitor brochure!



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Visitor Brochures are "Sticky"



Insights

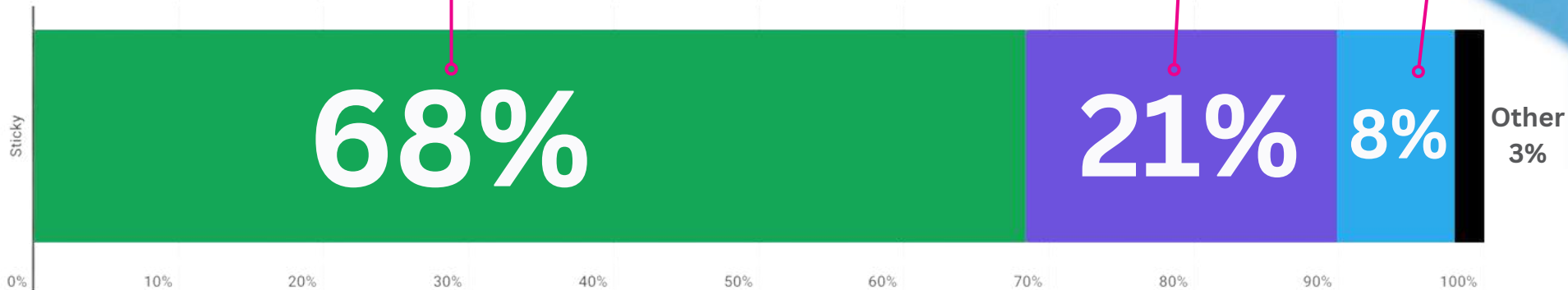


32% of visitors bring brochures home after their visit - as a memento

68% keep for duration of their visit or beyond

A further 21% keep until they visit the business of interest

a further 8% read before discarding





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For further Information



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