



BROCHURE DISTRIBUTION RESEARCH

SUMMER 2010

Summary Report of Key Findings

Prepared By: Professor Ian Cross
Director of the Center for Marketing Technology
Bentley University



Methodology

Professor Ian Cross, Director of the Center for Marketing Technology at Bentley University in Waltham, Massachusetts conducted an international cooperative survey of travelers in 15 cities representing four countries – the United States, Canada, Mexico and Western Europe. A total of 1,765 surveys were completed during the summer of 2010, the results of which are documented in this report. Operational support was provided by the International Association of Professional Brochure Distributors.

Important Respondent Characteristics

The great majority of visitors travelled as tourists and had stopped at a tourist location for personal enjoyment and interest. In fact, 85% of tourists were either visiting for leisure or combining a leisure activity with a business trip. Most of these visitors (82%) preferred to travel with someone - either a spouse, friend or with children. Over half (53%) of the visitors were women and nearly a quarter (23%) of the visitors lived nearby and enjoyed experiencing attractions on their doorstep.

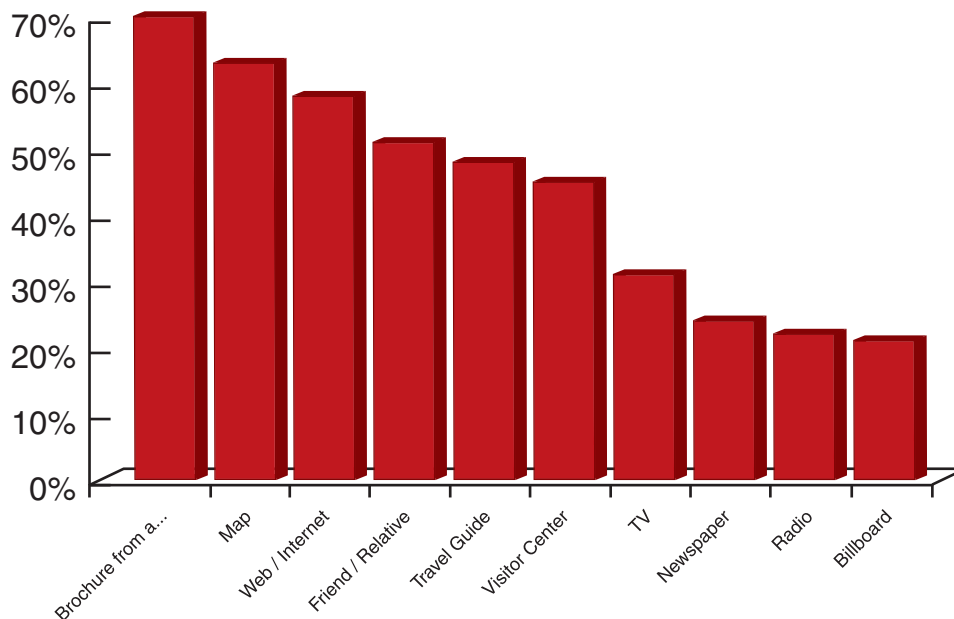
Influence of Brochures Before a Trip

It is to be expected that the Internet has become the primary source of information for tourists planning a trip (47%), followed by personal recommendations from family and friends (39%). However, travel guides and brochures from display stands continue to be influential before a tourist arrives at their destination (25%). Some locations, such as Boston, reported 6 out of 10 (60%) visitors had used a travel brochure before arriving in the city, suggesting that major city destinations might enjoy an even greater benefit from brochures. Traditional media has continued to decline in importance for television (15%), newspapers (10%) and radio (6%).

Influence of Brochures During a Trip

The most important source of information for a visitor during their trip is a brochure from a display stand. The influence of brochures from a display stand (69%) trumps the Internet (57%) when a tourist arrives at their destination. 3 out of 4 visitors (75%) collected a brochure at their city destination and this number rises to 4 out of 5 (80%) visitors that are non-residents of the area or are aged over 35. The older the visitor and the more unfamiliar they are with the location the more likely they are to use a brochure. The number continues to rise when one examines the impact of brochures from display stands located in major tourist cities such as Phoenix (94%), Buffalo (92%), Boston (86%), and Los Angeles (85%). Traditional media (television, newspaper and radio) lags far behind all other forms of marketing that influence visitors.

Influence of Brochures During a Trip

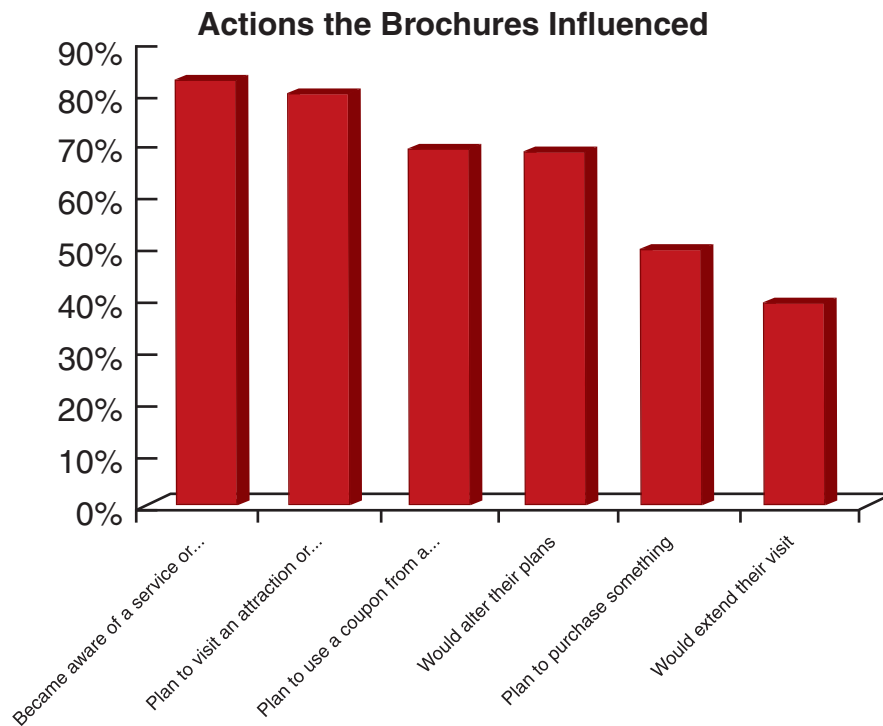


Effects of Brochures During a Trip

Brochures have a very positive impact on the behavior of visitors during their stay in an area. Nearly 3 out of 4 visitors (73%) learn about attractions, businesses and services from a brochure and a significant number of non-resident visitors (69%) plan to visit an attraction as a result of reading a brochure. Clearly, a well-written and well-located brochure gets results for local businesses and attractions. In some cities this effect is dramatic with 95% of visitors to Phoenix and 85% of visitors to Oregon and Missouri reporting the positive influence of brochures on the places they visited and enjoyed.

Not only are brochures effective in shaping the plans of leisure visitors, but also they play a significant role in altering the plans of visitors. More than 6 out of 10 visitors (62%) would consider altering their plans after learning of other attractions in the area. Area vendors and business owners also benefit from brochure distribution in tourist areas with 44% of visitors planning to purchase something as a result of reading about the product or service in a brochure.

Brochures that are seen, displayed well and picked up provide uplift in results for tourism marketers. Surveyed visitors who picked up a brochure from a display rack during their trip recorded an increased level of utility for brochures. More than 8 out of 10 visitors (81%) became aware of a service or attraction and 78% planned to visit an attraction or business. Half of the tourists (50%) plan to purchase a product or service as a result of reading about it in a brochure and 67% would alter their plans. Brochures combined with coupons are also important in attracting visitors to a destination with 67% of leisure travelers planning to use a coupon printed in a brochure. Hotel and travel professionals will also note that 40% of visitors would extend their visit after reading new information about a location in a tourist brochure.



Use of Brochures

The data collected leads one to believe that tourists enjoy reading brochures about local attractions, as well as products and services. More importantly they expect to discover new attractions from easy to use brochure display racks. 3 out of 4 visitors (75%) believe brochures are a valuable visitor information source. The majority of visitors (63%) appreciate the convenience of brochures located in display stands in popular locations to learn about retail opportunities and attractions. Over half the visitors (52%) use brochures to find timely information about current exhibitions and events as well as special deals and time sensitive offers.

Conclusion

In 2010 one might have expected the influence of Internet and Mobile marketing tools to supplant the use of traditional marketing tools in the tourism industry. While we see the impact of the Internet and electronic media hastening the decline of traditional mass media vehicles such as television, newspapers and radio, the use of printed tourist brochures is flourishing. Leisure travelers continue to desire easy to read and easy to find information about local attractions located in hotels, tourist attractions and visitor centers. The sight of a printed brochure in a convenient display stand is a staple of the North American and European travel experience. The message may change but the format continues to work and work well for visitors.

TRAVEL INFORMATION SURVEY RESULTS

1. What is the primary purpose of your trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leisure	1221	69.1	69.3	69.3
	Business	264	14.9	15.0	84.3
	Business & Leisure	277	15.7	15.7	100.0
	Total	1762	99.8	100.0	
Missing	System	4	.2		
Total		1766	100.0		

2. Do you reside in this city or nearby area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Resident	406	23.0	23.1	23.1
	Visitor	1352	76.6	76.9	100.0
	Total	1758	99.5	100.0	
Missing	System	8	.5		
Total		1766	100.0		

3. How many days will you be away from home on this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.1	.1	.1
	Less than one day	269	15.2	15.3	15.3
	1-2 Days	405	22.9	23.0	38.3
	3-4 Days	411	23.3	23.3	61.6
	More than 4 Days	676	38.3	38.4	100.0
	Total	1762	99.8	100.0	
Missing	System	4	.2		
Total		1766	100.0		

4. **BEFORE you arrived at your current destination**, did you pick up a brochure from a brochure display stand about this destination or activities you were planning to do on this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	689	39.0	39.3	39.3
	No	1066	60.4	60.7	100.0
	Total	1755	99.4	100.0	
Missing	System	11	.6		
Total		1766	100.0		

5. **BEFORE you arrived at your current destination**, how influential were the following sources in planning your trip? Please rate EACH information source.

Brochure From a Display Stand - before arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	430	24.3	24.3	24.3
	Somewhat Influenced	245	13.9	13.9	38.2
	Did Not Influence	1091	61.8	61.8	100.0
	Total	1766	100.0	100.0	

Map - before arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	434	24.6	24.6	24.6
	Somewhat Influenced	356	20.2	20.2	44.7
	Did Not Influence	976	55.3	55.3	100.0
	Total	1766	100.0	100.0	

Friend / Relative - before arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	694	39.3	39.3	39.3
	Somewhat Influenced	338	19.1	19.1	58.4
	Did Not Influence	734	41.6	41.6	100.0
	Total	1766	100.0	100.0	

Visitor Center - before arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	254	14.4	14.4	14.4
	Somewhat Influenced	286	16.2	16.2	30.6
	Did Not Influence	1226	69.4	69.4	100.0
	Total	1766	100.0	100.0	

Travel Guide - before arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	437	24.7	24.7	24.7
	Somewhat Influenced	345	19.5	19.5	44.3
	Did Not Influence	984	55.7	55.7	100.0
	Total	1766	100.0	100.0	

Web / Internet - before arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	835	47.3	47.3	47.3
	Somewhat Influenced	314	17.8	17.8	65.1
	Did Not Influence	617	34.9	34.9	100.0
	Total	1766	100.0	100.0	

Newspaper - before arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	170	9.6	9.6	9.6
	Somewhat Influenced	282	16.0	16.0	25.6
	Did Not Influence	1314	74.4	74.4	100.0
	Total	1766	100.0	100.0	

TV - before arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	261	14.8	14.8	14.8
	Somewhat Influenced	330	18.7	18.7	33.5
	Did Not Influence	1175	66.5	66.5	100.0
	Total	1766	100.0	100.0	

Radio - before arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	111	6.3	6.3	6.3
	Somewhat Influenced	242	13.7	13.7	20.0
	Did Not Influence	1413	80.0	80.0	100.0
	Total	1766	100.0	100.0	

Billboard - before arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	127	7.2	7.2	7.2
	Somewhat Influenced	212	12.0	12.0	19.2
	Did Not Influence	1427	80.8	80.8	100.0
	Total	1766	100.0	100.0	

6. **Now that you arrived at your destination**, at any time during this trip have you picked up a brochure from a brochure rack?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1335	75.6	76.2	76.2
	No	418	23.7	23.8	100.0
	Total	1753	99.3	100.0	
Missing	System	13	.7		
Total		1766	100.0		

7. **Now that you arrived at your destination**, how influential are the following information sources in planning your current travel decisions? Please rate EACH information source.

Brochure From a Display Stand - after arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	862	48.8	48.8	48.8
	Somewhat Influenced	357	20.2	20.2	69.0
	Did Not Influence	547	31.0	31.0	100.0
	Total	1766	100.0	100.0	

Map - after arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	739	41.8	41.8	41.8
	Somewhat Influenced	361	20.4	20.4	62.3
	Did Not Influence	666	37.7	37.7	100.0
	Total	1766	100.0	100.0	

Friend / Relative - after arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	575	32.6	32.6	32.6
	Somewhat Influenced	328	18.6	18.6	51.1
	Did Not Influence	863	48.9	48.9	100.0
	Total	1766	100.0	100.0	

Visitor Center - after arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	480	27.2	27.2	27.2
	Somewhat Influenced	347	19.6	19.6	46.8
	Did Not Influence	939	53.2	53.2	100.0
	Total	1766	100.0	100.0	

Travel Guide - after arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	508	28.8	28.8	28.8
	Somewhat Influenced	357	20.2	20.2	49.0
	Did Not Influence	901	51.0	51.0	100.0
	Total	1766	100.0	100.0	

Web / Internet - after arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	620	35.1	35.1	35.1
	Somewhat Influenced	391	22.1	22.1	57.2
	Did Not Influence	755	42.8	42.8	100.0
	Total	1766	100.0	100.0	

Newspaper - after arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	155	8.8	8.8	8.8
	Somewhat Influenced	287	16.3	16.3	25.0
	Did Not Influence	1324	75.0	75.0	100.0
	Total	1766	100.0	100.0	

TV - after arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	217	12.3	12.3	12.3
	Somewhat Influenced	361	20.4	20.4	32.7
	Did Not Influence	1188	67.3	67.3	100.0
	Total	1766	100.0	100.0	

Radio - after arrival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	165	9.3	9.3	9.3
	Somewhat Influenced	259	14.7	14.7	24.0
	Did Not Influence	1342	76.0	76.0	100.0
	Total	1766	100.0	100.0	

Billboard - *after arrival*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influenced	159	9.0	9.0	9.0
	Somewhat Influenced	252	14.3	14.3	23.3
	Did Not Influence	1355	76.7	76.7	100.0
Total		1766	100.0	100.0	

8. Did you become aware of a service or attraction as a result of picking up a brochure from a brochure rack?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1159	65.6	65.7	65.7
	No	604	34.2	34.3	100.0
	Total	1763	99.8	100.0	
Missing	System	3	.2		
Total		1766	100.0		

9. Do you plan to visit an attraction or business as a result of picking up a brochure from a brochure rack?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1126	63.8	64.0	64.0
	No	634	35.9	36.0	100.0
	Total	1760	99.7	100.0	
Missing	System	6	.3		
Total		1766	100.0		

10. Might you alter your plans as a result of picking up a brochure for an attraction or business you learned about?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1005	56.9	57.0	57.0
	No	758	42.9	43.0	100.0
	Total	1763	99.8	100.0	
Missing	System	3	.2		
Total		1766	100.0		

11. Would you extend your visit if you found an attraction of interest?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	592	33.5	33.7	33.7
	No	1166	66.0	66.3	100.0
	Total	1758	99.5	100.0	
Missing	System	8	.5		
Total		1766	100.0		

12. Do you plan to use a discount coupon offered on a brochure during your trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1023	57.9	58.1	58.1
	No	738	41.8	41.9	100.0
	Total	1761	99.7	100.0	
Missing	System	5	.3		
Total		1766	100.0		

13. Do you plan to purchase something as a result of picking up a brochure from a brochure rack?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	754	42.7	42.9	42.9
	No	1004	56.9	57.1	100.0
	Total	1758	99.5	100.0	
Missing	System	8	.5		
Total		1766	100.0		

14. What do you like about brochures from brochure racks?

It's a valuable visitor information source.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	445	25.2	25.2	25.2
	Yes	1321	74.8	74.8	100.0
	Total	1766	100.0	100.0	

The display gives me the ability to learn about many attractions, tours, and retail shops in this marketplace.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	661	37.4	37.4	37.4
	Yes	1105	62.6	62.6	100.0
	Total	1766	100.0	100.0	

I like the tangible hard copy information to aid in my decision making.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	886	50.2	50.2	50.2
	Yes	880	49.8	49.8	100.0
	Total	1766	100.0	100.0	

I can learn about special deals, current exhibits/events, or attractions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	851	48.2	48.2	48.2
	Yes	915	51.8	51.8	100.0
	Total	1766	100.0	100.0	

Brochures are a convenient size.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1034	58.6	58.6	58.6
	Yes	732	41.4	41.4	100.0
	Total	1766	100.0	100.0	

Information is easy to find.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	875	49.5	49.5	49.5
	Yes	891	50.5	50.5	100.0
	Total	1766	100.0	100.0	

Brochures may have offers, discounts or coupons.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	930	52.7	52.7	52.7
	Yes	836	47.3	47.3	100.0
	Total	1766	100.0	100.0	

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1713	97.0	97.0	97.0
	Yes	53	3.0	3.0	100.0
	Total	1766	100.0	100.0	

15. Which of the following devices do you use to find travel information **DURING** your trip?

GPS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1238	70.1	70.1	70.1
	Yes	528	29.9	29.9	100.0
	Total	1766	100.0	100.0	

Mobile phone / Smart Phone (iPhone, Blackberry, Droid, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	994	56.3	56.3	56.3
	Yes	772	43.7	43.7	100.0
	Total	1766	100.0	100.0	

iPod touch

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1602	90.7	90.7	90.7
	Yes	164	9.3	9.3	100.0
	Total	1766	100.0	100.0	

iPad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1640	92.9	92.9	92.9
	Yes	126	7.1	7.1	100.0
	Total	1766	100.0	100.0	

Laptop Computer (WIFI enabled)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1151	65.2	65.2	65.2
	Yes	615	34.8	34.8	100.0
	Total	1766	100.0	100.0	

None of the above

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1271	72.0	72.0	72.0
	Yes	495	28.0	28.0	100.0
	Total	1766	100.0	100.0	

16. Are you Male or Female?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	834	47.2	47.4	47.4
	Female	927	52.5	52.6	100.0
	Total	1761	99.7	100.0	
Missing	System	5	.3		
Total		1766	100.0		

17. How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	4	.2	.2	.2
	Under 25	234	13.3	13.3	13.5
	25-34	348	19.7	19.8	33.4
	35-44	476	27.0	27.1	60.4
	45-54	347	19.6	19.7	80.2
	55-64	239	13.5	13.6	93.8
	65+	109	6.2	6.2	100.0
	Total	1757	99.5	100.0	
Missing	System	9	.5		
Total		1766	100.0		

18. Who are you travelling with?

Alone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1444	81.8	82.0	82.0
	Yes	315	17.8	17.9	99.9
	Total	1760	99.7	100.0	
Missing	System	6	.3		
Total		1766	100.0		

With spouse / life partner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	975	55.2	55.4	55.4
	Yes	784	44.4	44.5	99.9
	Total	1760	99.7	100.0	
Missing	System	6	.3		
Total		1766	100.0		

With children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1284	72.7	73.0	73.0
	Yes	476	27.0	27.0	100.0
	Total	1760	99.7	100.0	
Missing	System	6	.3		
Total		1766	100.0		

With friend / colleague

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1218	69.0	69.2	69.2
	Yes	541	30.6	30.7	99.9
	Total	1760	99.7	100.0	
Missing	System	6	.3		
Total		1766	100.0		

Cities in which surveys were taken.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.1	.1	.1
Boston, MA	148	8.4	8.4	8.4
Buffalo, NY	35	2.0	2.0	10.4
Dublin, Ireland	142	8.0	8.0	18.5
Edinburg, Great Britain	92	5.2	5.2	23.7
Los Angeles, CA	121	6.9	6.9	30.5
Mexico City, Mexico	146	8.3	8.3	38.8
New York City, NY	20	1.1	1.1	39.9
Oceanside, CA	152	8.6	8.6	48.5
Orlando, FL	150	8.5	8.5	57.0
Phoenix, AZ	153	8.7	8.7	65.7
Portland, OR	134	7.6	7.6	73.3
St. Louis, MO	85	4.8	4.8	78.1
Toronto, Canada	200	11.3	11.3	89.4
Vancouver, BC	141	8.0	8.0	97.4
Williston, VT	46	2.6	2.6	100.0
Total	1766	100.0	100.0	