

2010 BROCHURE DISTRIBUTION SURVEY

Summary Report:



Methodology

Ian Cross, Director of the Center for Marketing Technology 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.



Pre-Planning

39% of visitors pick up a brochure **before** they arrive to their destination

In-Market

76% or (3-out-of-4) visitors pick up a brochure **in-market**

80% or (4-out-of-5) **non-residents** pick up a brochure in-market

Pre-Destination Impact on Travel Making Decisions

Source	% Influenced
Web/Internet	47%
Friend/Relative	39%
Map	25%
Travel Guide	25%
Brochure from a display stand	24%
TV	15%
Visitor Center	14%
Newspaper	10%
Billboard	7%
Radio	6%

BROCHURES CHANGE PLANS

73% of leisure travelers **became aware of a service** or attraction because of a brochure

69% of visitors stated brochures **influenced their travel decisions**

66% of all travelers' surveyed **became aware of a service or attraction** because of a brochure

64% **plan to visit** an attraction or business as a result of picking up a brochure

62% of leisure traveler would consider **altering their plans** because of a brochure

44% of visitors plan to **purchase something** as a result of picking up a brochure

In-Market Impact on Travel Making Decisions

Source	% Influenced
Brochure from a display stand	69%
Map	62%
Web/Internet	57%
Friend/Relative	52%
Travel Guide	49%
Visitor Center	47%
TV	32%
Newspaper	25%
Radio	24%
Billboard	23%

Brochure Perception In The Marketplace

75% of visitors surveyed believe brochures are a valuable visitor information resource

63% agree that brochure information display stands give visitors the ability to learn about many attractions, tours, and retail shops in the market place