



Targeting Today's Traveler

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As published on [PR Newswire](#) ^[1]

Where do tourists most often turn for information on vacation? It's not where you think.



Though technology has drastically changed how we travel, one thing remains the same: tourists still value the printed brochures available around the world. In fact, once they reach their vacation destination, tourists say brochures are their number one resource and they rely on them more than websites. It might be hard to believe when everyone is constantly attached to a smart device - but these are the findings of a new survey conducted by Bentley University's [Center for Marketing Technology](#) ^[2] (CMT) and commissioned by the [International Association of Visitor Information Providers](#) ^[3] .

Travelers made it clear that even with constant access to online information, they still value printed brochures and take action based on what they read. The findings include:

TOP 10 Brochure Statistics



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



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

3 95% of visitors who pick up brochures become aware of a business



4 **ADMIT ONE** 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



8 86% of hotel front desk staff observe guests using brochures always or often



9 Brochures influence visitors of all ages



10 53% Brochures, Maps & Travel Guides influence 53% of pre-trip planning



- 7 out of 10 tourists and visitors pick-up brochures at their travel destination
- The influence of brochures from a display stand (69%) has edged ahead of web sites (68%) when a tourist arrives at their destination
- 95% of visitors had their travel plans influenced by information from a brochure
- 83% plan to visit a business or attraction highlighted in a brochure, map or travel guide
- 78% of visitors consider altering their travel plans as a result of a brochure
- 53% of travelers use brochures to plan their trip before they arrive at their vacation spot

What's compelling about this survey is that even though there is a wide range of sources tourists are using to plan their vacations, once they've arrived on-site, printed brochures and guides are the first place they turn to be persuaded as to which attractions to see and which businesses to patronize," says Ian Cross, Director of the CMT. "Visitors trust the printed information, find them informative, user friendly and easy to share with their friends and family on the trip."

The survey included responses from 1,732 visitors at seventeen locations in North America, Europe and South Africa. To see the full Hospitality Visitor Information Survey, visit: <http://www.bentley.edu/centers/cmt> [2]

Bentley's [Center for Marketing Technology](#) [2] is on the cutting edge of marketing, research, technology and strategy. Students, educators and business partners have daily access to the latest trends, newest technologies and in-depth research that is shaping the future of marketing practices. Corporate clients in the United States and abroad benefit from collaborations and strategic consulting projects with the CMT, while enjoying access to world class marketing expertise, experienced CMT team members and the center's cutting edge marketing technology.

[Learn more about the full survey.](#) [4]

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BENTLEY UNIVERSITY is one of the nation's leading business schools, dedicated to preparing a new kind of business leader – one with the deep technical skills, broad global perspective, and high ethical standards required to make a difference in an ever-changing world. Our rich, diverse arts and sciences program, combined with an advanced business curriculum, prepares informed professionals who make an impact in their chosen fields. Located on a classic New England campus minutes from Boston, Bentley is a dynamic community of leaders, scholars and creative thinkers. The Graduate School emphasizes the impact of technology on business practice, in offerings that include MBA and Master of Science programs, PhD programs in accountancy and in business, and customized executive education programs. The university enrolls approximately 4,100 full-time undergraduate, 140 adult part-time undergraduate, 1,430 graduate, and 43 doctoral students. Bentley is accredited by the New England Association of Schools and Colleges; AACSB International; The Association to Advance Collegiate Schools of Business; and the European Quality Improvement System, which benchmarks quality in management and business education. For more information, please visit www.bentley.edu [6].

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[1] <http://www.prnewswire.com/news-releases/bentley-university-releases-new-tourism-survey->

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[2] <http://www.bentley.edu/centers/cmt>

[3] <http://www.iapbd.org/>

[4] <https://www.bentley.edu/files/2016/11/04/2016%20Visitor%20Survey%20-%20with%20edits.pdf>

[5] <mailto:hhenrichs@bentley.edu>

[6] <http://www.bentley.edu>