

## EXECUTIVE SUMMARY

The Association of Professional Brochure Distributors (APBD) was interested in quantifying the importance of brochures gathered from brochure racks for during-trip planning and purchases. APBD contracted with Dr. Patrick Tierney to conduct an international study in cooperation with the association. A self-administered survey was given to a random sample at facilities which have brochure distribution racks in 17 cities in the U.S., Canada and Ireland. A total of 2,569 surveys were completed.

Findings indicated that brochures were the most frequently used source of information for during-trip planning, although many other sources were also employed. The vast majority (84%) of respondents saw brochure racks at the survey site and also at other sites. At least 65% of respondents actually got a brochure from a brochure rack.

Nearly 85% of respondents who gathered a brochure during the trip became aware of a service or destination of interest. In excess of one third of respondents who got a brochure changed their travel plans due to information on the brochure. Non-residents, leisure vs. business travelers and those on multi-day trips were more likely to change their travel plans. About 40% of respondents who got a brochure at an attraction or visitor center changed their travel plans, compared to 31% of respondents at hotels or motels. Just under half of persons who gathered a brochure indicated they purchased something featured on it, while 33% made a reservation. Nearly 69% of respondents who got a brochure agreed it was very or extremely helpful in planning their current trip.

A final question asked if a discount coupon for a service or destination of interest was offered on a brochure would they take advantage of the offer. Over 40% of all respondents indicated they would partake in the discount.

This research clearly shows the importance of brochure distribution racks for information, planning and purchases during a trip, especially a multi-day leisure trip by non-residents. Findings suggest it was the most widely used source of information for during-trip planning and brochures changed travel behavior for over a third of respondents who gathered a brochure. However, the influence of a brochure does not end immediately after collection as over half of respondents were very likely to purchase something or visit a destination shown on a brochure in the next six months.