



Seven reasons why visitors love brochures and maps (and will love you for providing them)

- 👍 Brochure Displays highlight to visitors **what is nearby**, and the brochures they select guides them to their choice of experiences.
- 👍 Brochure Displays are also great for guiding visitors to what **they are NOT looking for** - presenting them with options that will surprise. The best experiences are often unexpected.
- 👍 Brochures and maps are **easy to read at anytime or anywhere**, and are not dependent on digital connections.
- 👍 Reading brochures engages far more of the senses than reading online. Visitors can more **easily absorb the information** and act upon it.
- 👍 Brochures are considered **more personal and trustworthy**.
- 👍 Brochures and maps are easy to make notes on, and **easy to share with friends and family**.
- 👍 Visitors **love to receive offers**, and brochures often include discounts, coupons and deals.

What the Hospitality Industry says

Research undertaken by Bentley University's Center for Marketing Technology, and based on responses from 1,560 hospitality professionals, found that they overwhelmingly favored the use of printed media to assist their guest.



98% of front desk and concierge staff value having printed visitor information for their guests.



94% provide guests with brochures, maps, leaflets and flyers.



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



Why you should host a Visitor Brochure Display



Visitor International Recommends:

Always use visitor brochure displays serviced by professional brochure distributors. For advice and a list of members, check out our website at VisitorInternational.com



Brochure Displays are powerful in guiding visitors and helping them enjoy their stay

VisitorInternational.com

Here is why hosting a professionally managed brochure display makes great sense



Brochure Displays help guide visitors to wonderful experiences and shape their views

The more that visitors enjoy your City or Region, the more likely it is that they will extend their stay, return again or recommend YOU to friends and family. Research by Bentley University's Center for Marketing Technology in North America, Europe and South Africa, confirms that brochures and maps are the #1 influencer of what a visitor does during a trip. They play a key role in guiding visitors to nearby attractions and experiences which add to their enjoyment and shape their views.



Displaying and using brochures highlights you as 'Visitor Friendly'

Hosting a Brochure Display says you care to share information about all there is to enjoy in your City and Region. And, providing information in the visitor's preferred format, reflects positively on you as a visitor-friendly host. Brochures and maps are perfect for sharing and concierges, front desk staff, and travel advisors love using them as a key tool to engage, inform and guide visitors.



Brochure Displays are ever-present

Brochure Displays are available 24/7 for when the visitor seeks them out. Visitors can simply pick up the brochures or maps of interest to read then or to read later.



Brochure Displays support local businesses, who support you

Supporting local businesses, by hosting a brochure display, shows you are part of the community. The more local businesses thrive, the more they will invest in marketing and in adding to the enjoyment of visitors – all of which will encourage visitors to return again and to recommend the destination and YOUR business.



Professional Brochure Distributors provide and manage quality information displays

Professional brochure distributors know that providing quality information to visitors delivers results for both their clients and for the locations that host Brochure Displays. They provide quality Brochure Displays, appropriate to the location, and ensure the information is kept up-to-date. They carefully manage, monitor and merchandise displays – ensuring they are well presented, feature a wide range of local attractions, and are always well stocked.



Visitors love and value brochures

Local brochures and maps are loved by visitors. 7 out of every 10 visitors pick up a brochure during their trip, which influences the actions of 95% of them.

Hospitality Staff want brochures available for their guests

98% of hospitality professionals say they value having brochures available for guests, according to research by Bentley University's Center for Marketing Technology. This is the view of the frontline staff at the check-in and concierge desks who have a great understanding of guest needs, and have the greatest potential to impact guest satisfaction levels.

"There is nothing worse than a guest going to an attraction to find it closed, all because a hotel had its own collection of brochures, not knowing they were out of date".