

# Comparison of the Effectiveness of Brochure Distribution in Racks to Other Tourist Information Sources



Prepared by: Patrick Tierney Ph.D., San Francisco State University, December 15, 2003  
Prepared for: Association of Professional Brochure Distributors

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## I-INTRODUCTION

The Association of Professional Brochure Distributors (APBD) and the author completed research in 2000 that determined brochures were the most frequently used source of information for during-trip planning and over one-third of those tourists who got a brochure changed their travel plans as a result of the brochure information. These findings demonstrate the continuing strong role that brochure racks play in the distribution of tourist information. But it did not address the issue of the effectiveness of brochure racks relative to other forms of marketing media used by the travel and tourism industry. For example, how does distribution through brochure racks compare with other media in terms of being most helpful in planning visitor trips, causing a change in travel plans, or in use of coupons/discounts? Therefore, APBD contracted with Dr. Patrick Tierney at San Francisco State University to conduct a follow-up research project with the following objectives:

- Conduct a cooperative national survey (with APBD members) of travelers at brochure distribution sites, and gather data on the effectiveness of brochure rack distribution compared to other media.
- Document the potential for brochure rack-distribution to increase visitation to travel-industry websites.

## II-METHOD

A brief one-page survey of travelers (see Figure 1) was designed to ascertain the effectiveness of brochure distribution relative to other media. Specific questions addressed the use and effectiveness of brochures and brochure racks, along with 12 other information sources, before and after the respondent left on their current trip. It included questions on electronic information distribution, such as email and wireless technology. It asked if they became aware of a service or attraction, if it changed their travel plans, or caused them to purchase something or visit a new area or attraction due the information source. The author designed the sampling, survey questionnaire and survey instructions; analyzed survey data; and prepared the report. Actual administration of the survey instrument was completed by independent persons hired and trained by APBD members throughout the U.S., in Canada, and in Ireland. The overall survey design was an intercept of visitors exiting a select number of hotels, attractions and visitor centers. The sample frame consisted of visitors leaving tourist facilities containing brochure racks during time periods of highest departure rates over at least two days or until 25 completed surveys were received at a specific location. The tourist facilities selected for surveying were from at least two lodging establishments, one major attraction and one visitors center (tourist bureau or chamber of commerce) in each city that were representative of visitors to the area.

Surveys were administered at 5 large metropolitan cities, at 4 intermediate-sized cities and at 5 small cities throughout the country. Three sites were located outside the U.S. in Vancouver and Toronto, Canada and in Limerick, Ireland. These cities were chosen by ABPD because they entertain a large number of tourists and ABPD members located in those regions were willing to cooperate in the study. Specific facilities were chosen and APBD members made arrangements for data collection. To facilitate objectivity, interviewers normally were not employees of a brochure distribution company.

Completed surveys were mailed to Dr. Tierney by APBD, where the data was entered into a database. A total of 1,259 completed surveys made up the database. Data were analyzed by SPSS and are presented below in tables and graphs. The final summary section discusses key findings and their implications.

Figure 1. Traveler Survey

**Please help us improve our services to you by...**

answering this brief survey. Your comments will be completely confidential. One survey per travel group. After completing the survey, please return it to the person who gave it to you. If you have questions, please ask. Thank you.

- 1 Do you reside in this city/town or nearby area?  YES, I am a Resident  NO, I am a Visitor to this area
- 2 What is the primary purpose of your visit to this area or facility?  Leisure or vacation  Business  Personal
- 3 About how many days will you be away from home on this trip?  Less than 1 day  1 day  More than one day

We want you to think about how you planned this current trip and the sources of information you have or will use.

- 4 Prior to leaving your home did you get a brochure from a brochure rack at a location, such as a travel agency retail outlet or your place of employment, about destinations or activities you plan to undertake/visit on this trip?  YES  NO

Now think about your planning for this trip since you left home.

- 5 We are going to ask you about sources of information you or someone in your travel group may have seen or heard since you left home on this trip. Check all information sources below that you have seen or heard since you left home.

- |   |  |
|---|--|
| <input type="checkbox"/> Friend or relative             | <input type="checkbox"/> TV show or ad with travel information               |
| <input type="checkbox"/> Employee at a business         | <input type="checkbox"/> Radio show or ad with travel information            |
| <input type="checkbox"/> Brochures from a brochure rack | <input type="checkbox"/> Visitors center                                     |
| <input type="checkbox"/> Newspaper                      | <input type="checkbox"/> Travel guide showing businesses/attractions in area |
| <input type="checkbox"/> Internet website               | <input type="checkbox"/> Billboard   |
| <input type="checkbox"/> Email with travel information  | <input type="checkbox"/> Travel agency                                       |
| <input type="checkbox"/> Printed map                    | <input type="checkbox"/> Other source (Describe) _____                       |

- 6 Which of these sources of information have (will) you or someone in your travel group actually used to get specific travel information that was utilized in planning your trip since leaving home? Check all you have (will) used in this trip since home.

- |   |  |
|---|--|
| <input type="checkbox"/> Friend or relative             | <input type="checkbox"/> TV show or ad with travel information               |
| <input type="checkbox"/> Employee at a business         | <input type="checkbox"/> Radio show or ad with travel information            |
| <input type="checkbox"/> Brochures from a brochure rack | <input type="checkbox"/> Visitors center                                     |
| <input type="checkbox"/> Newspaper                      | <input type="checkbox"/> Travel guide showing businesses/attractions in area |
| <input type="checkbox"/> Internet website               | <input type="checkbox"/> Billboard   |
| <input type="checkbox"/> Email with travel information  | <input type="checkbox"/> Travel agency                                       |
| <input type="checkbox"/> Printed map                    | <input type="checkbox"/> Other source (Describe) _____                       |

- 7 Now we are interested to know how information sources you used since leaving home have (will) influenced your travel plans? Place a checkmark under how the information source has or will influence your plans on this trip. Check all that apply.

**INFLUENCE OF INFORMATION SOURCE ON YOUR TRIP PLANS**

Information Source	No Influence on Trip	Became Aware of Service or Attraction of Interest	Changed My Travel Plans	Purchased Something	Visited New Area or Attraction
a. Friend or relative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Travel guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Employee at business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Brochure from brochure rack	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Internet website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Visitors center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. TV show or ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Radio show or ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Billboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Printed map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Travel Agency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Figure 1. Traveler Survey

8 How **important in planning** your trip were each of the information sources shown below. Place a checkmark next to how important the information source was (will be) in planning your travel on this trip. Check one level for each source.

**HOW IMPORTANT IN YOUR TRIP PLANNING SINCE LEAVING HOME**

Information Source	Not At All	Not Very	Somewhat	Very	Extremely
a. Friend or relative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Travel guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Employee at business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Brochure from brochure rack	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Internet website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Visitors center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. TV show or ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Radio show or ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Billboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Printed map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Travel Agency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9 To help with this trip did you **get a brochure from brochure racks** before or during this trip?  YES  NO  
→ IF YES, CONTINUE WITH 10. IF NO, GO TO 11.

10 As a **result of getting a brochure(s)** from brochure racks, did or will any of the following events occur on this trip?

- a. We (will) **learned** about an organization or company website or email address.  YES  NO
- b. We (will) **visited** an organization or company website.  YES  NO
- c. We (will) **E-mailed** an organization or company.  YES  NO
- d. We (will) **called** an organization or company.  YES  NO
- e. We (will) **actually visited** an attraction or **purchased something** on this trip.  YES  NO
- f. We (will) **used a discount coupon** offered on a brochure for a service or at a destination.  YES  NO

11 Did (will) you or someone in your travel group use **wireless technology** (like WIFI) and a laptop computer to **access the internet** and **gather travel information** from outside your company office during this trip?  YES  NO

12 How **important** was wireless technology (like WIFI) in planning your trip?  
 Not at all  Not Very  Somewhat  Very  Extremely

13 If you are a visitor and **not a resident**, how many times have you visited this area before this trip?  
 Never visited before  1-2 times  3 or more times

**Thank you for completing this survey. Please return it before you exit to the person who gave it to you.**

As a last resort, you can also mail the completed survey to:

**APBD Survey**  
P.O. Box 192, Jensen, UT 84035

**Office Use Only:**

Interviewer Initials: \_\_\_\_\_ City: \_\_\_\_\_ Site Name: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_

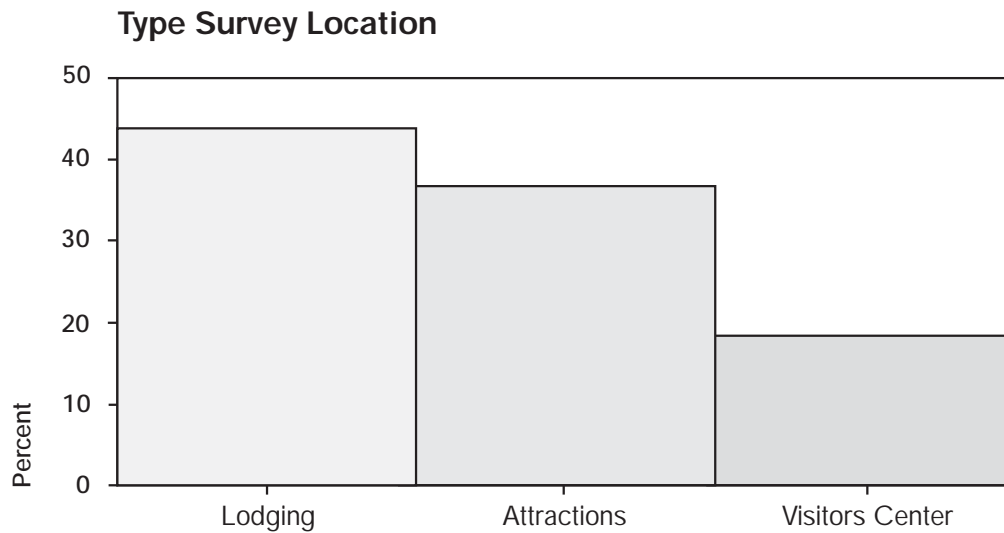
### III-RESULTS

The first tables present information on the types of locations where the survey was administered, including type of survey site and city. There were a total of 1,259 completed surveys from 14 cities in three countries, as shown in Table 1 and Figure 2.

*Table 1. Survey Location Type*

		<i>Survey Location</i>	
		<b>Count</b>	<b>Col%</b>
Type Survey	Lodging	551	43.8%
Location	Attraction	473	37.6%
	Visitors Center	235	18.7%
Group Total		1259	100.0%

*Figure 2.*





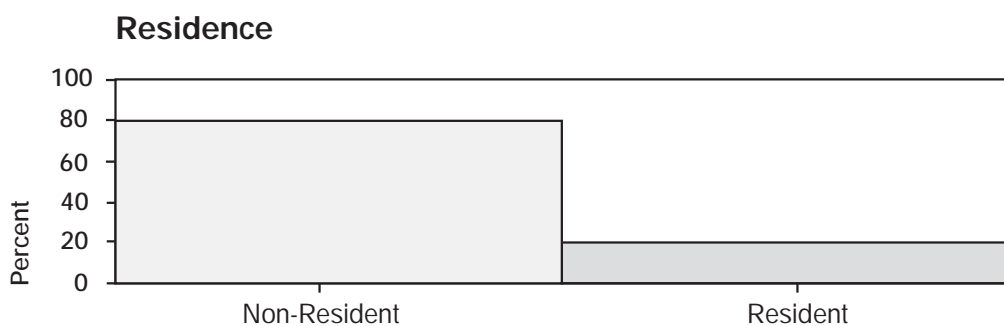
*Table 2. City Where Survey Was Administered*

		<i>City</i>				
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	York, PA	18	1.4	1.4	1.4	
	Colorado Springs, CO	102	8.0	8.1	9.5	
	Monterey, CA	101	8.0	8.0	17.6	
	San Antonio, TX	77	6.1	6.1	23.7	
	Daytona Beach, FL	69	5.4	5.5	29.2	
	Chicago, IL	100	7.9	7.9	37.1	
	Boone, NC	101	8.0	8.0	45.1	
	Orlando, FL	100	7.9	7.9	53.1	
	Kissimmee, FL	100	7.9	7.9	61.0	
	Coca Beach, FL	100	7.9	7.9	68.9	
	Limerick, Ireland	101	8.0	8.0	77.0	
	Philadelphia, PA	100	7.9	7.9	84.9	
	Arlington, TX	91	7.2	7.2	92.1	
	Victoria, Canada	99	7.8	7.9	100.0	
	Total		1259	99.1	100.0	
	Missing	System	11	.9		
Total		1270	100.0			

*Table 3. Residence of Respondent*

		Count	Col%
Residence	Non-Resident	999	80.0%
	Resident	249	20.0%
Group Total		1248	100.0%

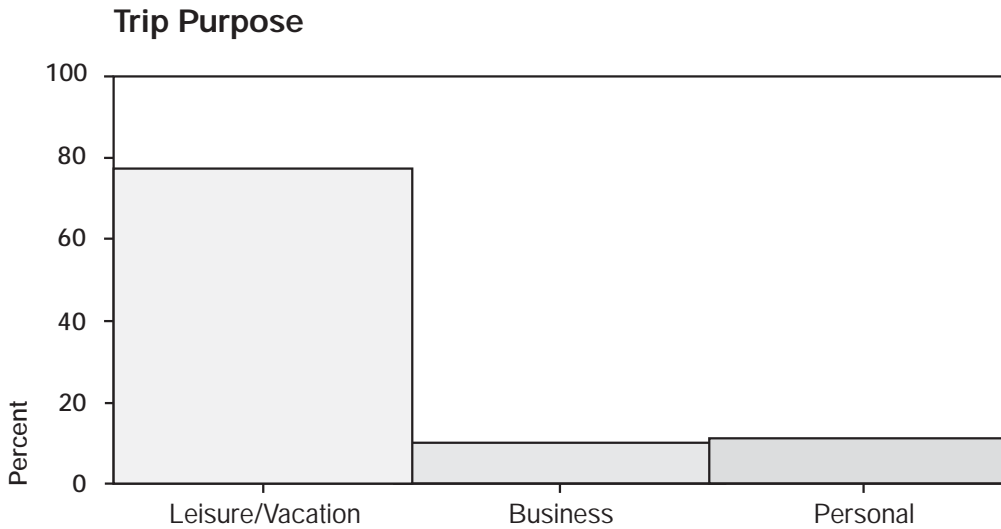
*Figure 3.*



*Table 4. Primary Purpose of Visit To Area of Facility*

		Count	Col%
Trip Purpose	Leisure/Vacation	959	77.3%
	Business	134	10.8%
	Personal	148	11.9%
Group Total		1241	100.0%

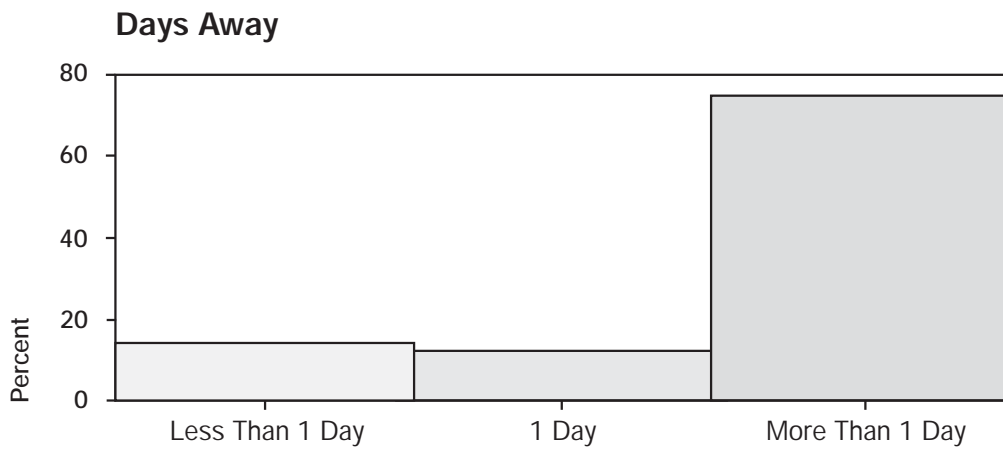
*Figure 4.*



*Table 5. Days Away From Home*

		Count	Col%
Days Away	Less Than 1	166	13.6%
	1 Day	135	11.0%
	More Than 1 Day	923	75.4%
Group Total		1224	100.0%

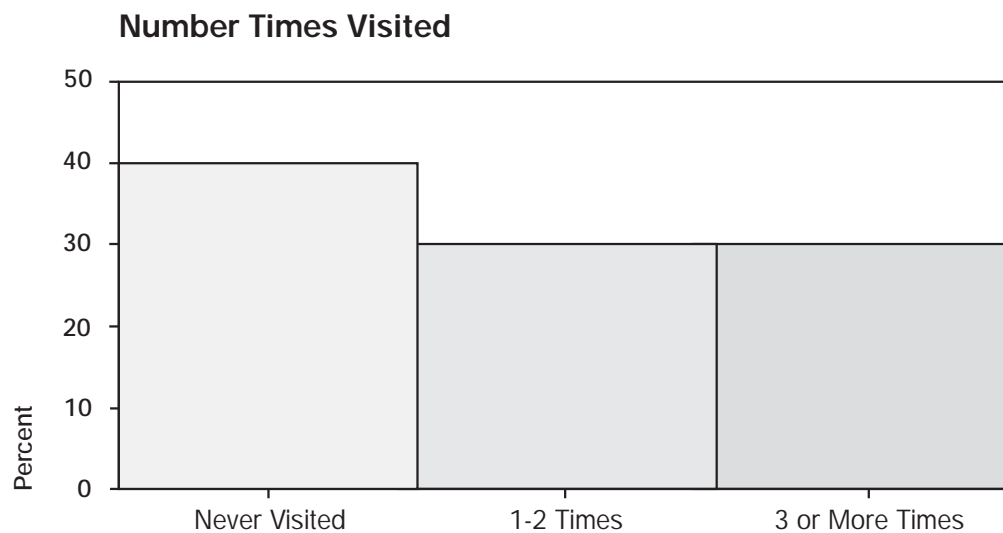
*Figure 5.*



*Table 6. Number of Prior Visits*

		Count	Col%
Number	Never Visited	438	40.9%
Times Visited	1-2 Times	315	29.4%
	3 or More Times	318	29.7%
Group Total		1071	100.0%

*Figure 6.*

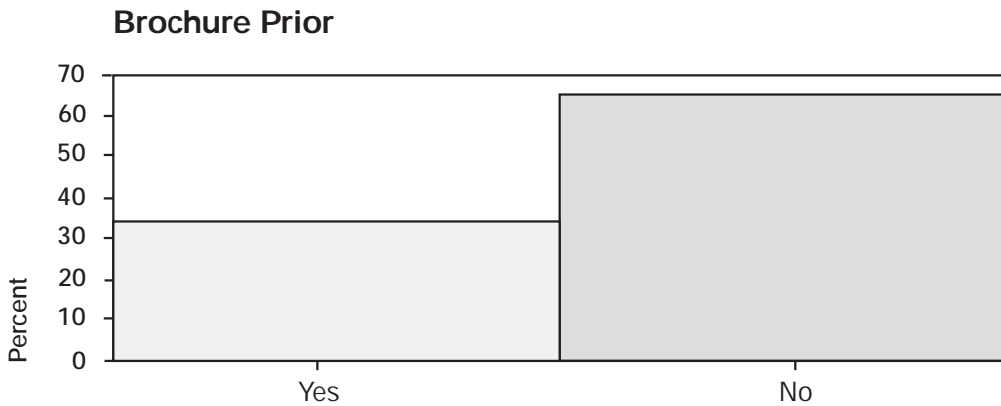


The next question asked respondents to state if they got a brochure from a brochure rack to help them plan their trip, prior to leaving home. The total for the group is shown below (1,269). Subsequently, this overall total is compared with brochure collection tabulated by respondent residence, trip purpose, days away from home, and number of prior visits. This shows which type of person was most likely to get a brochure. A Chi-square value of less than 0.05 indicates there are significant differences in propensity to collect brochures to help in trip planning.

*Table 7. Got Brochure Prior to Leaving Home to Help Plan Trip*

		Count	Col%
Brochure	Yes	433	34.1%
Prior	No	836	65.9%
Group Total		1269	100.0%

*Figure 7.*



*Table 8. Got Brochure Prior By Residence*

Brochure Prior • Residence Crosstabulation

			Residence		Total
			Non-Resident	Resident	
Brochure Prior	Yes	Count	359	73	432
		% Within Residence	36.0%	29.3%	34.6%
		% of Total	28.8%	5.9%	34.6%
	No	Count	639	176	815
		% Within Residence	64.0%	70.7%	65.4%
		% of Total	51.2%	14.1%	65.4%
Total		Count	998	249	1247
		% Within Residence	100.0%	100.0%	100.0%
		% of Total	80.0%	20.0%	100.0%

*Table 9. Got Brochure Prior By Primary Trip Purpose*

Brochure Prior • Trip Purpose Crosstabulation

			Trip Purpose			Total
			Leisure/ Vacation	Business	Personal	
Brochure Prior	Yes	Count	355	37	39	431
		% Within Trip Purpose	37.0%	27.6%	26.4%	34.7%
	No	Count	604	97	109	810
		% Within Trip Purpose	63.0%	72.4%	73.6%	65.3%
Total		Count	959	134	148	1241
		% Within Trip Purpose	100.0%	100.0%	100.0%	100.0%

*Table 10. Got Brochure Prior By Days Away From Home*

Brochure Prior • Days Away Crosstabulation

			Days Away			Total
			Less Than 1 Day	1 Day	More Than 1 Day	
Brochure Prior	Yes	Count	27	37	361	425
		% Within Days Away	16.4%	27.4%	39.1%	34.8%
	No	Count	138	98	562	798
		% Within Days Away	83.6%	72.6%	60.9%	65.2%
Total		Count	165	135	923	1223
		% Within Days Away	100.0%	100.0%	100.0%	100.0%

*Table 11. Got Brochure Prior By Number of Prior Visits*

Brochure Prior • Number Times Visited Crosstabulation

			Number Times Visited			Total
			Never Visited	1-2 Times	3 or More Times	
Brochure Prior	Yes	Count % Within Number Times Visited	173 39.5%	110 35.0%	100 31.4%	383 35.8%
	No	Count % Within Number Times Visited	265 60.5%	204 65.0%	218 68.6%	687 64.2%
Total		Count % Within Number Times Visited	438 100.0%	314 100.0%	318 100.0%	1070 100.0%

Chi-Square Significance= .070

Respondents were shown a list of information sources and asked to identify if they had seen or heard any of these since leaving home on their trip. Then they were asked if they used any of these sources to help plan their trip.

*Table 12. Sources of Information Seen or Heard Since Left Home on Trip*

*Seen or Heard Since Leaving Home*

Source of Information	Percent
Brochures from brochure rack	52.8
Friend or relative	49.1
Visitor center	39.4
Printed map	38.6
Internet website	31.0
Travel guide	29.3
TV show or ad with travel information	20.9
Billboard	20.7
Employee at business	19.7
Newspaper	19.1
Travel agency	13.2
Email with travel information	11.2
Radio	9.9
Other	5.5

Percent of all respondents

*Table 13. Sources of Information Actually Used to Get Travel Information Utilized in Planning Trip Since Left Home*

*Used to Get Travel Information on This Trip*

<b>Source of Information</b>	<b>Percent</b>
Brochures from brochure rack	51.7
Friend or relative	42.3
Visitor center	36.5
Printed map	32.3
Internet website	30.6
Travel guide	25.4
TV show or ad with travel information	14.6
Billboard	10.7
Employee at business	10.6
Newspaper	10.4
Travel agency	10.3
Email with travel information	8.5
Radio	5.4
Other	3.5

Percent of all respondents

*How Information From Different Sources Influenced Travel Plans*

Survey questions asked respondents if the identified sources of information had an influence on their trip plans. The tables show if the source had no influence on trip, followed by if they became aware of service due to the source, changed travel plans, purchased something or visited a new area/attraction.

*Table 14. Sources of Information Had No Influence on Trip*

*Had No Influence*

<b>Source of Information</b>	<b>Percent</b>
Brochures from brochure rack	16.9
Friend or relative	25.6
Visitor center	25.0
Printed map	27.4
Internet website	25.8
Travel guide	24.6
Employee at business	34.3
Newspaper	38.2
Travel agency	39.2
TV Show or ad with travel information	36.0
Billboard	30.2
Email with travel information	36.5
Radio	38.7

Percent of all respondents

*Table 15. Became Aware of Service or Attraction Due to Information Source*

*Became Aware of Service or Attraction*

<b>Source of Information</b>	<b>Percent</b>
Brochures from brochure rack	36.2
Friend or relative	25.4
Visitor center	25.0
Printed map	23.2
Internet website	19.9
Travel guide	24.6
Employee at business	14.6
Newspaper	11.3
Travel agency	7.3
TV Show or ad with travel information	11.3
Billboard	15.3
Email with travel information	9.7
Radio	7.6

Percent of all respondents

*Table 16. Change in Travel Plans Due to Information Source*

*Changed Travel Plans*

<b>Source of Information</b>	<b>Percent</b>
Brochures from brochure rack	11.7
Friend or relative	9.6
Visitor center	9.9
Printed map	8.2
Internet website	7.4
Travel guide	8.4
Employee at business	6.1
Newspaper	3.5
Travel agency	7.3
TV Show or ad with travel information	3.0
Billboard	4.1
Email with travel information	4.3
Radio	1.8

Percent of all respondents



*Table 17. Purchased Something Due to Information Source*

*Purchased Something*

<b>Source of Information</b>	<b>Percent</b>
Brochures from brochure rack	7.9
Friend or relative	7.7
Visitor center	6.1
Printed map	4.0
Internet website	7.4
Travel guide	6.4
Employee at business	3.1
Newspaper	2.2
Travel agency	2.5
TV Show or ad with travel information	2.0
Billboard	2.7
Email with travel information	4.3
Radio	2.4

Percent of all respondents

*Table 18. Visited New Area or Attraction Due to Information Source*

*Visited New Area or Attraction*

<b>Source of Information</b>	<b>Percent</b>
Brochures from brochure rack	21.3
Friend or relative	18.0
Visitor center	12.8
Printed map	11.5
Internet website	7.6
Travel guide	16.9
Employee at business	7.0
Newspaper	3.2
Travel agency	4.8
TV Show or ad with travel information	3.8
Billboard	4.2
Email with travel information	2.3
Radio	2.0

Percent of all respondents

Respondents were asked how important the listed information sources were in planning their current trip, since leaving home. Importance was measured on a scale ranging from 1-5, 1 being not at all important to 5 being extremely important influence.

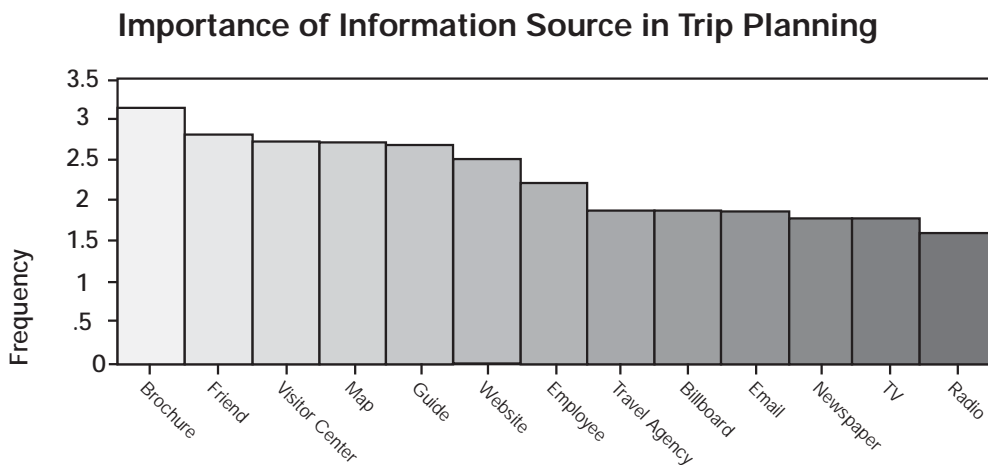
*Table 19. Importance of Information Source in Trip Planning Since Leaving Home*

*Importance of Information Source*

Source of Information	Percent
Brochures from brochure rack	3.1
Friend or relative	2.8
Visitor center	2.7
Printed map	2.7
Travel guide	2.7
Internet website	2.5
Employee at business	2.2
Travel agency	1.9
Billboard	1.9
Email with travel information	1.9
Newspaper	1.8
TV Show or ad with travel information	1.8
Radio	1.6

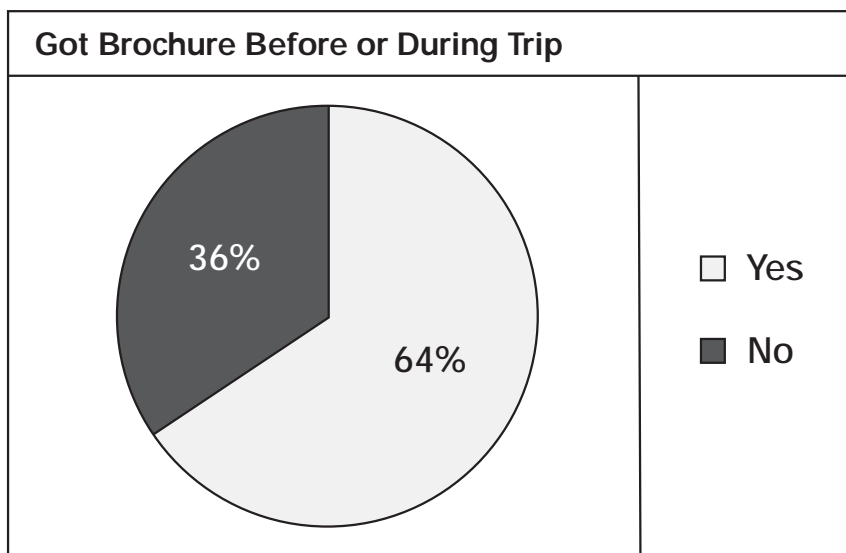
Importance ranges  
 1-Not at all; 2-not very; 3-somewhat; 4-very; 5-extremely

*Figure 8.*



Next the survey asked if the respondent had gathered brochures from racks before or during their trip. Propensity to gather brochures is then compared by respondent characteristics of residence, trip purpose, days away from home and number of prior visits. These later tables indicate if any specific types of travelers are more inclined to gather brochures before and during a trip.

*Figure 9. Got a Brochure from Brochure Racks Before or During Trip*



*Table 20. Got Brochure Before or During by Residence*

Got Brochure Before or After • Residence Crosstabulation

			Residence		Total
			Non-Resident	Resident	
Got Brochure Before or After	No	Count	274	130	404
		% Within Residence	28.1%	55.8%	33.4%
		% of Total	22.7%	10.8%	33.4%
	Yes	Count	701	103	804
		% Within Residence	71.9%	44.2%	66.6%
		% of Total	58.0%	8.5%	66.6%
Total		Count	975	233	1208
		% Within Residence	100.0%	100.0%	100.0%
		% of Total	80.7%	19.3%	100.0%

Chi-Square significance=0.000

*Table 21. Got Brochure Before or During By Trip Purpose*

Brochure Before/After • Trip Purpose Crosstabulation

			Trip Purpose			Total
			Leisure/ Vacation	Business	Personal	
Brochure Before/After	Yes	Count % Within Trip Purpose	23 3.4%	7 9.5%	10 11.9%	40 4.8%
	No	Count % Within Trip Purpose	661 96.6%	67 90.5%	74 88.1%	802 95.2%
Total		Count % Within Trip Purpose	684 100.0%	74 100.0%	84 100.0%	842 100.0%

Chi-Square significance=0.002

*Table 22. Got Brochure Before or During By Number of Days Away From Home*

Brochure Before/After • Trip Away Crosstabulation

			Trip Purpose			Total
			Leisure/ Vacation	Business	Personal	
Brochure Before/After	Yes	Count % Within Trip Purpose	12 21.8%	8 9.1%	17 2.5%	37 4.5%
	No	Count % Within Trip Purpose	43 78.2%	80 90.9%	670 9735%	793 95.5%
Total		Count % Within Trip Purpose	55 100.0%	88 100.0%	687 100.0%	830 100.0%

Chi-Square significance=0.000

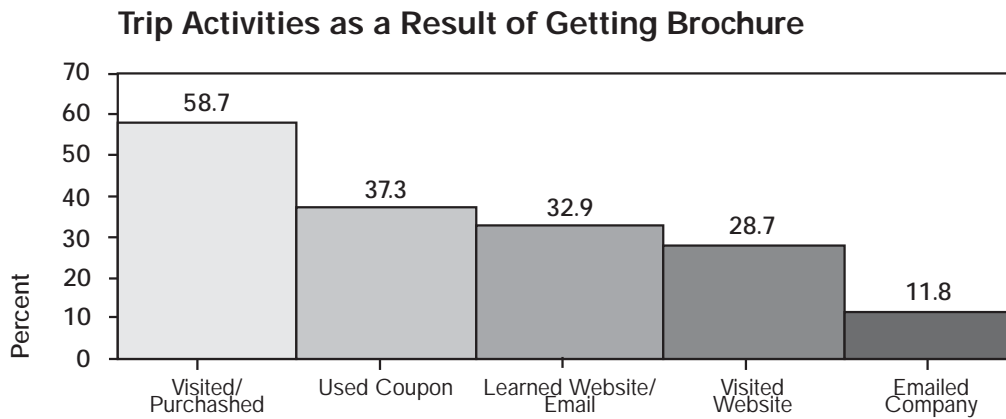
*Table 23. Trip Activities as a Result of Getting Brochure From Brochure Rack*

The survey asked if getting a brochure from a brochure rack before or during the trip influenced their plans in several ways.

*Trip Activities Influenced From Getting Brochure*

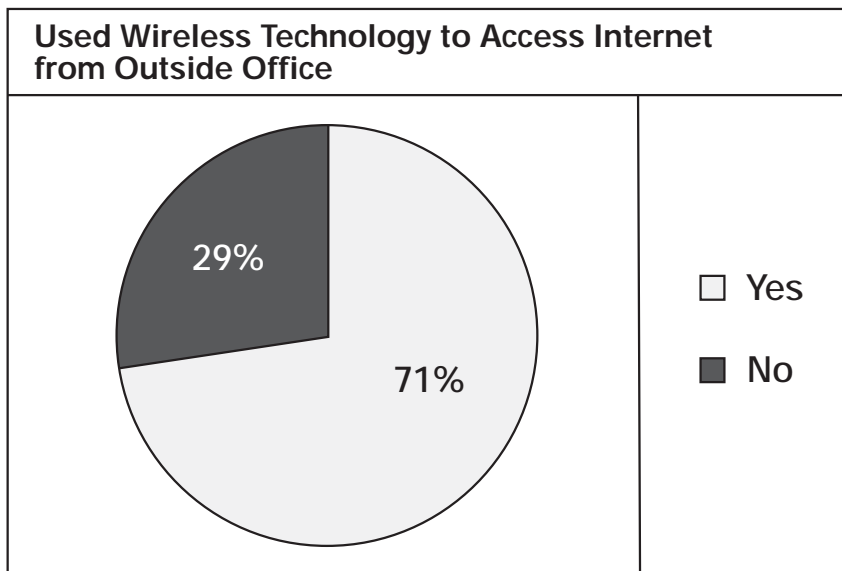
Source of Information	Percent
Actually Visited an Attraction or Purchased Something	58.7
Used a Discount Coupon	37.3
Learned About Company Website or Email Address	32.9
Visited an Organization or Company Website	28.7
Emailed an Organization or Company	11.8

Figure 10.



A final set of questions asked respondents if they or someone in their travel group used wireless technology, such as WiFi, and a laptop computer to access the internet and gather tourist information from outside of a company office during the trip.

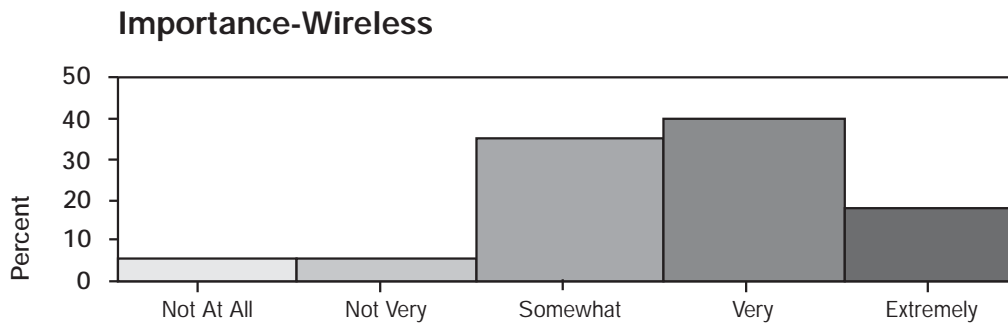
Figure 11.



*Table 24. Importance of Wireless Technology in Planning Trip*

		Count	Col%
Importance- Wireless	Not At All	16	4.4%
	Not Very	16	4.4%
	Somewhat	129	35.3%
	Very	141	38.6%
	Extremely	63	17.3%
Group Total		365	100.0%

*Figure 12.*



## IV-CONCLUSIONS

The goal of this research was to conduct a survey of travelers that documents the effectiveness of brochure rack-distribution relative to other information channels. Through a cooperative effort with APBD members, 1,259 travelers in 14 cities in three countries submitted survey information. Surveys were distributed at lodgings, attractions and visitor centers that were representative of tourists in the area. Over three-quarters of respondents were non-residents, on vacation or a leisure trip, and were spending more than one day away from home; with about 40 percent never having visited the area before.

Respondents were asked if they got a brochure from a brochure rack prior to leaving home and over a third (34%) had done so. The most frequent respondent to pick-up a brochure prior to leaving home was a first-time visitor (40%), on a multi-day (39%) trip, with a vacation or leisure purpose (37%), who was a non-resident (36%). Over half (53%) got a brochure from a rack since leaving home. About two-thirds (64%) of respondents got a brochure either before or during their trip. The most frequent respondent to acquire a brochure either before or during their trip was on a multi-day (98%) trip, with a vacation or leisure purpose (97%), who was a non-resident (72%). This means that almost all respondents on a multi-day vacation got a brochure from a brochure rack either before or after their trip to help them plan it.

The survey provided a list of tourist information sources and asked if they had seen or heard any of these since leaving home. Brochures from a brochure rack was the most frequently mention media (53%) followed by friend/relatives (49%), visitors centers (39%), printed map (38%), website (31%), and travel guides (29%). TV (21%), billboard (21%), staff at business (20%) newspaper (19%), travel agency (13%), email (11.2%), radio (10%) and other sources (6%) made up the balance. When asked which of these sources were actually used to get travel information, brochures from brochure racks was the most often utilized (52%), followed by friend/relatives (42%), visitor centers (36%) and printed maps (32%). Respondents most frequently became aware of a service or attraction from brochures in racks (36.2%), friends/relatives (25%) and visitor centers (25%). Information in brochures from racks was also the most commonly mentioned information source that encouraged them to visit a new area or attraction (21%), change their travel plans (12%), and to purchase something (8%). Respondents stated that the most important information sources in trip planning since leaving home were—in order from most to least important—brochures from a rack, friends/relatives, visitor centers, printed maps, travel guides, internet website and employee at a business.

Another part of the survey queried respondents to determine if getting a brochure from a brochure rack either before or after their trip influenced it in several ways. Over half (59%) actually visited an attraction or purchased something, over one-third (37%) used a discount coupon from a brochure, one-third (33%) learned about a company website or email address, over one-quarter (29%) actually visited an organization or company website, and over one-tenth actually emailed the organization or company either before or during the trip (12%). These data demonstrate that brochures are driving visitors to company websites and generating email inquiries.

A final survey section asked respondents about the use of wireless technology (such as WiFi and a laptop computer) outside of company offices to access the internet and gather travel information during their trip. Over one third (29%) used wireless to access the internet outside their office to help plan their trip. Respondents who used wireless technology were more likely to be traveling for business purposes (46%), visited the area previously 3-4 times (34%), and were on a multi-day trip

(31%). The majority (56%) of those who used wireless to gather trip information rated wireless technology as either “very” or “extremely” important in their trip planning. Those respondents traveling for business purposes (62%) rated wireless either “very” or “extremely” important. 56% of vacation/leisure travelers rated wireless “very” or “extremely” important. This information shows the growing use and importance of wireless technology for trip planning.

In summary, about one in three respondents gathered a brochure from brochure racks to help them plan their trip prior to leaving home, about half gathered a brochure since leaving home and nearly two of three collected a brochure to help them plan their trip either before or during their travel. These data showed the high frequency of brochure-gathering before and during travel. Brochure collection was most frequently done by those on a multi-day trip, with a vacation or leisure purpose, who were non-residents. These tourists are most easily influenced and the exact target for many tourism businesses. Brochures from a brochure rack were the most frequently used type of media, with much greater use levels than chamber of commerce visitor centers, printed maps, travel guides, billboard, websites, newspapers, travel agencies, email or radio. Brochures also outperformed all other media and information distribution channels in helping respondents become aware of a new service or attraction, decide to visit a new area or attraction, change their travel plans and decide to purchase something. Respondents stated that the most important information source in trip planning since leaving home were brochures from a rack, compared to all the other media, including travel guides and internet websites. Information searches via websites connected by wireless networks and laptop computers was used by about a third of respondents, the vast majority of whom rated wireless as very important in their trip planning. But again, brochures had a significant impact by providing website and email addresses for over a third of respondents. In other words, brochures are driving business to company websites via wireless and landline networks and email.

There is strong evidence that brochures distributed in racks continue to have their basic appeals of simplicity, colorful presentation, and placement relevancy. Results from this traveler survey conclusively demonstrated that brochures out competed all other media for distribution of during-trip information. They are used by a broad cross-section of travelers, even those who accessed the internet via WiFi. Brochures were more effective than other tourism information channels—not just for information searches—but to change travel plans and result in reservations and purchases.