



The International Association of
Visitor Information Providers

VisitorInternational.com

TIPS ON DESIGNING A VISITOR BROCHURE FOR A DISPLAY RACK



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International Research, undertaken by Visitor International in conjunction with Bentley University confirms that, even in the digital age, brochures are proven to be the number one means of influencing visitors **during their trip**.

They bring products and services to the attention of visitors in a targeted way that no other promotional medium can.

However, some brochures are more effective than others, and the difference usually comes down to their design.

In the following pages are some brochure design tips based on the learnings, over 40 years, of the members of Visitor International – The International Association of Visitor Information Providers.

Note: The 'Brochure Wise' statistics in this guide are drawn from the findings of an international research survey undertaken by Visitor International in conjunction with Bentley University, Center for Marketing Technology. 2,020 visitors were interviewed in 17 locations in North America and Europe during summer 2018 to provide the data.

Note: The members of Visitor International distribute over 535 million visitor brochures, maps, and guides each year.

These are read by over 1.8 billion visitors annually and result in billions in spending on products, experiences and services - supporting businesses, communities and destinations.

Brochure Wise

Almost 4 out of 5 visitors (79%) pick up a visitor brochure during their trip.



TIPS ON DESIGNING A VISITOR BROCHURE FOR A DISPLAY RACK

#1: Define your Target Audience

Define precisely the customer you are seeking to influence and make sure that your brochure is communicating directly to this targeted group. Perhaps they are couples, or families, activity enthusiasts, or visitors of a certain age or with particular interests.

#2: Use Professionals

Use professionals to design, print, and distribute your brochures. Good quality design and print reflects best on your product or service – and will repay you through higher conversions. Not using professionals is a false economy and is likely to cost you through lost business.

#3: Understand the Brochure Distribution Environment

Your brochure will often be presented on a display rack along with other brochures, each of them competing in one way or another for the attention of the visitor.

Therefore, understand the environment your brochure is sitting into. Go and see the brochure racks. Make sure YOUR product or service offering and brochure design will help you stand out relative to the other product and service providers with brochures on display.

Take particular note of those businesses that compete directly with you.

#4: Brief your Designer

Select your designer carefully based on their proven ability, and brief them thoroughly. Explain your business, your brand, your target audience, and your ambition. Give your view on the look and style of the brochure you require, but give them scope to interpret and provide you with creative solutions.

Brief them on your competitors and your points of difference. Provide them with examples of brochures you like, regardless of sector, and why you like them. Advise them on what you don't like. Have them look at the brochure display racks too, so they understand the environment!



Brochure Wise

Almost 3 out of 4 visitors (73%) are influenced by a visitor brochure during their trip.

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#5: Your Brochure Title

Your brochure title is extremely important. It should sit to the top of the brochure, be informative and attract the attention and interest **of the targets you want to reach.**

It should instantly convey what your product, visitor experience, or service is about and typically suggest the benefits and include a call to action – visit, buy, discover, experience, explore, enjoy, etc.

#6: Your Lead Message

For best visibility in brochure racks make sure your most important promotional message is positioned within the top one-third of your brochure.

This is the portion of the brochure most clearly visible, as display racks typically have tiered slots or pockets with the different brochures sitting one in front of the other – sometimes partly blocking the lower part of the brochure behind. Your lead message should, therefore, be a 'call to action' and encourage your targets to pick up your brochure.

If they don't pick up your brochure, then there is no possibility of a resulting sale.

#7: Write to Persuade

Your brochure should be written to take full advantage of that special one-to-one time brochures create with your potential customer.

In writing, always remember your target audience. To the visitor the most important thing about your product, experience, or service, is how it relates to them.

Write to persuade, but without 'puffery'. Present your information truthfully, clearly, and convincingly.

Avoid long blocks of text. Use headlines, sub-headlines and bullet-points to make your brochure easier to read and understand.



Brochure Wise

Nearly 3 out of 4 visitors (73%) would consider altering their plans because of a visitor brochure.

TIPS ON DESIGNING A VISITOR BROCHURE FOR A DISPLAY RACK

#8: Ensure your brochure is Informative

Make sure your brochure conveys all the information a visitor needs to make their decision to visit you or to buy your product or service.

If there are information gaps, it creates uncertainty.

Make sure, for instance, you give your opening dates and times and either your precise prices or a price range.

#9: The Importance of Photographs

Photographs are extremely important and influential in helping visitors decide whether to visit or buy from you. However, to be effective they must present you well.

Poor photographs are not 'neutral' in marketing, they can actually deter and 'unsell' you.

Consider using captions with your photographs, these are widely read.

#10: Ensure you are Found!

If you want visitors to call to you, always highlight your address and the ways to get to you. Consider giving your GPS co-ordinates, including a mini-map of your location, or highlighting a nearby landmark if this is likely to be helpful in them finding you.

#11: Your Contact details

Your brochure may not necessarily answer all the questions a potential customer will want to know. Ensure you provide your full contact information – phone, email and website.



Brochure Wise

More than 4 out of 5 visitors (85%) become aware of an attraction or business as a result of picking up a brochure.

TIPS ON DESIGNING A VISITOR BROCHURE FOR A DISPLAY RACK

#12: Use Incentives

Consider using coupons, offers, or competitions within your brochure. These are incentives, and can also be one means of tracking how well the brochure is performing. However, don't make judgements on the performance of your brochure based on returns of coupons alone. Brochures influence in many different ways.

#13: The Back Cover

Consider putting your brochure title and sales message at the top of the back of your brochure too. In this way, if a visitor places it back in the rack the wrong way round, it still conveys your message.

#14: Connecting your brochure to Digital

Brochures 'during trip' are #1 in driving awareness and stimulating the 'visit' and 'buy' actions of over 7 in 10 brochure users during a trip. However, the resultant action is often then enabled by the visitors use of mobile web and apps e.g. they go online to make a booking or to purchase.

Ensure you prominently feature your website address, app and social media platforms (as appropriate) – provided they add value to your communication and can facilitate a sale.

Consider using a QR Code as another means of engaging potential visitors and bring them online.

#15: The Call to Action

Throughout the brochure, it's important to feature 'call to actions', to encourage visitors to take the next step, ultimately ending with a sale – a 'Visit' or 'Buy' action.

#16: Quality Print

Make sure you use a good quality paper and of the right weight. The wrong paper weight and grain can result in the brochures sagging on the display stands.

This looks bad and also prevents visitors from seeing your message.



Brochure Wise

More than 3 out of 5 visitors (61%) plan to purchase tickets or merchandise they learned about from a brochure. Many will use mobile websites and apps to complete the transaction.

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#17: Print Quantities

Make sure and print adequate supplies. There are economies of scale in printing, so overestimate your requirements rather than underestimate. The members of Visitor International are Professional Brochure Distributors, and they can help you determine the quantity of your brochures they would expect to use on a seasonal or annual basis.

Because shorter print runs are more expensive per brochure, the main reason to consider opting for smaller print quantities is if you intend to change your message from time to time, for example on a seasonal basis.

#18: Use Professional Brochure Distributors

Always use professional brochure distributors. The members of **Visitor International** are experts and each has a unique offering, distributing brochures through their display networks in their respective areas. These are networks that they have built up over time, in the places that visitor's frequent (lodgings, top attractions, airports, tourist and travel centers, and more).

They haven't just selected the best places to distribute brochures, but the best means to display them, to maximize the opportunity for your brochure to be seen and to be picked up.

When you become a client, you have access to their networks.

Our members regularly service all display stands to ensure your up-to-date brochures are always on display so that visitors don't miss out on finding you. They also engage with concierge staff and other hospitality professionals to help ensure they meet the information needs of visitors.

Cost Savings

Our member's distribution processes deliver great efficiencies. They distribute for multiple clients at the same time, and this results in cost savings to you and also reduces your carbon footprint.

Free Advice

Our members are always happy to provide advice on how best to reach visitors and what works best in terms of design and incentives to stimulate business. They can all offer customized solutions to meet your needs, and many also offer brochure design, print, warehousing and other support services.



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**For a list of
members, visit
VisitorInternational.com**

6 REASONS BROCHURES ARE THE #1 INFLUENCER DURING TRIPS

#1: Visitor brochures are **SELECTED**

Brochures are powerful because, unlike general advertising, they are **selected** by visitors and picked from a display for viewing. The very act of selection reflects the visitor's interest, and increases the likelihood that they will visit or buy from you.

#2: **Right time, right place**

Brochures are presented at the precise time the visitor is nearby and actively exploring what to do, see and enjoy.

#3: **Easy read on the move**

Brochures and maps are easy to read at anytime or anywhere during a trip. They are not dependent on digital connections.

#4: **Brochures engage more senses**

Reading brochures is relaxing, and engage far more of the senses than reading online. Visitors can more easily absorb the information and act upon it.

#5: **Trusted and easy to share**

Brochures and maps are more trusted and easy to share with friends and family. Because they are shared, each brochure reaches, on average, 3.5 readers. Sharing is like an endorsement and positively influences actions.

#6: **Visitors love deals**

Visitors love to receive offers, and brochures often include discounts, coupons and deals.





**For more information on
Visitor International, our
members and our
Research, visit
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