

# the value of print

A summary of independent research on the reach, influence and impact of printed guides and printed advertising on U.S. leisure travelers

Version 1.0 2017

## AT A GLANCE

### Print use by U.S. leisure travelers

53%



of U.S. travelers reported using a printed resource in planning travel in the previous 12 months

896 million trips

were taken in the last 12 months by this group of U.S. travelers

24%



of U.S. travelers indicated that they used an official destination visitor guide in the past 12 months to plan a trip

400 million leisure trips

were taken by this group of U.S. travelers in the past year – spending an estimated \$161 billion

67%



of readers of official visitor guides indicated that they visited the destination after receiving the guide

88%



of readers who were undecided indicated that the official visitor guide influenced their decision to visit

79%



of visitors use official visitor guides to make specific planning and booking decisions on their trip. Visitors use the official visitor guides to make decisions on the following:

- > 79% activities and attractions to enjoy
- > 54% places to eat or enjoy
- > 21% places to stay

## PROFILE OF VISITOR GUIDE READERS

- > Slightly older
- > Skewed female
- > Significantly more affluent

56% are female

53 years old (avg.)

\$93,000 household income

73% are married



# 3 Myths About Print Advertising

**MYTH:** Print is Dying

**TRUTH:** Print Use Remains Strong

Usage of print publications by U.S. travelers is at record or near-record levels, but how and when print is being used in trip planning is changing.



**Fact:**

In the 10-year history of The State of the American Traveler, print usage has set new records over the last 12 months, with over half of all U.S. leisure travelers using it during 2016-17.

**MYTH:** Print is Only Used by Older U.S. Travelers

**TRUTH:** Print is Used by All Ages of U.S. Travelers

Younger U.S. travelers still use print for inspiration and ideas to complement their increasing range of digital media.



**Fact:**

Gen Y travelers' use of official visitor guides is only slightly less than that of Gen X and Baby Boomers. In other areas of print usage, Gen Y travelers actually use print more in travel decisions (e.g., lifestyle magazines).

**MYTH:** Reducing Print Advertising Can Save Money

**TRUTH:** Print Advertising Helps Drive Bookings

Print advertising is a critical part of an integrated media solution, as the most trusted type of advertising cuts through an increasingly complex digital media market. Major travel brands such as Disney, Southwest and Hilton Hotels remain heavily committed to advertising in print to build their brand and create engagement.

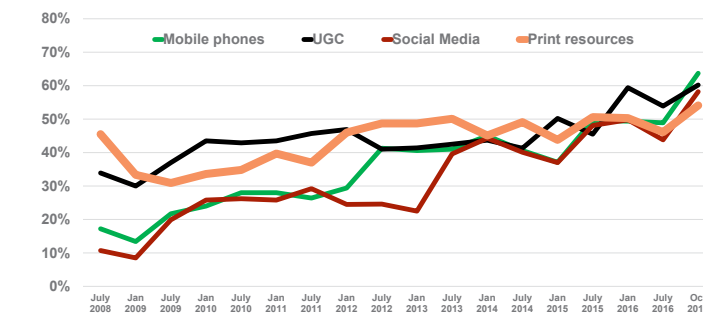


**Fact:**

The average U.S. leisure traveler uses a small number of print publications in trip planning but visits more than 120 websites before and during their travel. Print advertising is trusted by more consumers (82%) than any other type of advertising.

PRINT ADS are the most trusted advertising channel, according to 82% of consumers

US Travelers' Use of Print vs. Digital Media 2008 - 2016



## 4 Tips for Measuring PRINT ADVERTISING

Print advertising is, by nature, more challenging to measure than digital advertising – in which every part of the user and online interactions can be tracked. Here are tips for measuring your print advertising.



### 1 Trackable Phone Numbers

can be a simple, low-cost way to understand response – for businesses where phone calls are an important way travelers contact you. Options start at just a few dollars per line – which offers reporting on the number, duration and origin of callers.



### 2 Deals or Offers

A specific offer or deal such as "Ask for Our Family Fun Special" can be a simple way to assess response – however, recognize that a small proportion of travelers will remember to ask, and such requests can be challenging to answer in a busy office setting.



### 3 Vanity URLs or QR Code

The majority of visitor guide readers go online for additional information. You can use a web address (e.g., [www.mywebsite.com/familyfun](http://www.mywebsite.com/familyfun)) or a QR code and use your online analytics to measure response.

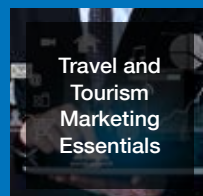
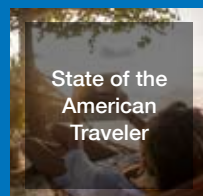


### 4 Conduct Research

Finally, consider conducting research on use of printed guides. For example, if your advertising is about building awareness, consider an Advertising Recognition and Perception Study every few years.

## Additional Research

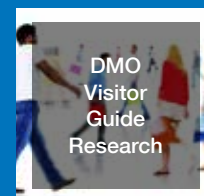
Miles creates an array of free tourism marketing white papers, all geared toward helping you to create and track effective tourism marketing campaigns.



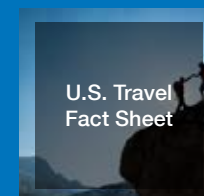
(Download these research essentials and whitepapers at [www.milespartnership.com](http://www.milespartnership.com))

## Resources

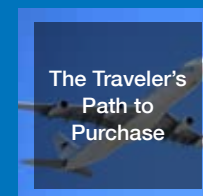
Detailed citations, references and copies of the independent research used in this summary are available at <http://budurl.com/MilesValueofPrint>



A study of DMO Visitor Guides: Usage, Visitor Profile & Conversion in 11 U.S. Cities, Destination Analysts, DMA West, 2014



U.S. Travel Fact Sheet, US Travel Association, 2016



The Traveler's Path to Purchase, Expedia Media Solutions, 2016

# 4 Tips for Developing Effective Print Ad Creative

## 1 Have a Clear Purpose: Build Awareness or Drive Immediate Action



Identify the primary objective for your advertising: Is it to create awareness and build your brand, or do you want to focus on driving immediate bookings? It's difficult for a single ad to do all things well.

## 3 Use Engaging Images

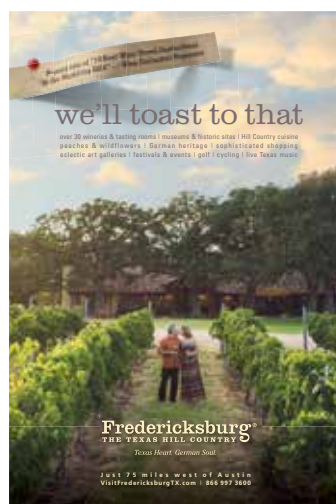


Photography is at the heart of the best print advertising. Invest in great images – both from professional photographers and from visitors and locals (user-generated content).

## 2 Be Consistent

Engaging with visitors and driving bookings often takes a number of interactions across multiple channels. Make sure your print ads are tightly integrated with advertising on digital channels by cross-promoting your web and social media channels, highlighting what's available online (e.g., “Check our website for the best available rate”) and using design and images consistently.

## 4 Create a Connection with Copywriting and Design



Impactful print advertising uses the size, spread and tactile quality of print along with effective design and evocative headlines to create an emotional connection with the reader.

## Advertising Essentials

Great advertising includes 4 elements that drive travelers from Awareness to Action:

**Awareness** - the ad stands out and captures attention

**Interest** - it draws readers in and creates engagement

**Desire** - the ad connects with the reader's emotions

**Action** - it encourages response through a clear call to action

*Sources of Research:* Destination Analysts (State of the American Traveler 2006–2017), US Travel Association (Impact of Travel on State Economies 2016, Domestic Travel Market Report 2016, International Top 20 Report 2008–2015), Brand USA and PhocusWright (International Market Profiles 2015). The Traveler's Path to Purchase Expedia & comScore. November 2016. Advertising Trust Survey, Sherpa Marketing Survey, October 2016.

➔ **MORE:** For a full list of research and other resources, visit [www.MilesPartnership.com](http://www.MilesPartnership.com)

