

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

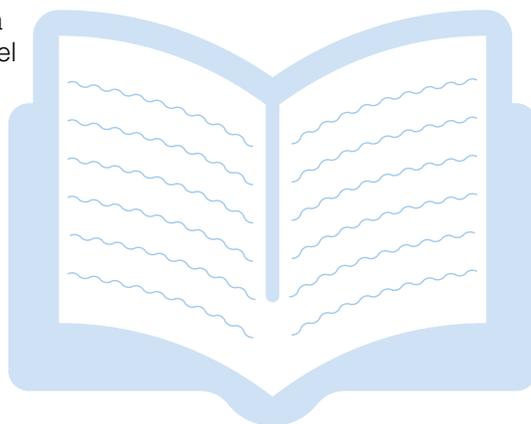
24%



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.

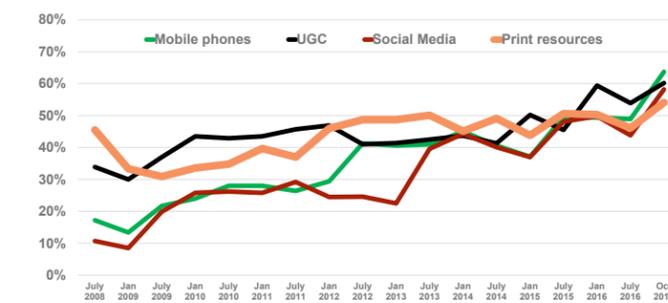


Fact:

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) 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

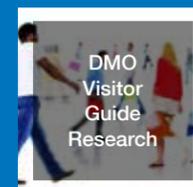
Miles creates an array of free tourism marketing white papers, all geared toward helping you to create and track effective tourism marketing campaigns.



(Download these research essentials and whitepapers at www.milespartnership.com)

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

