the value of **print**

a summary of travel and tourism research

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

**AT A GLANCE**

Print use by US leisure travelers

- **53%** of US travelers report using a printed resource in planning their travel in the previous 12 months

- **896 million** trips were taken in the last 12 months by this group of US travelers

- **24%** of US travelers indicated 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 US travelers in the past year – spending an estimated **$161 billion**

- **67%** of readers of official visitor guides indicate 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

Official visitor guides are used by up of visitors 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
- **$93,000** household income
- **73%** are married

Miles is one of the world’s leading marketing agencies working with Destination Marketing Organizations (DMOs) in 90+ destinations across the US and around the world. We publish, develop and support more than 100 of official visitor guides and destination websites and work with thousands of tourism businesses in these cities, states, regions and countries.
3 Myths About Print

1. Print is Dying
   Print Use Remains Strong
   Usage of print publications by US travelers is at record or near-record levels (see graph below) but how and when print is being used in trip planning is changing.

2. Print is Only Used by Older US Travelers
   Print is Used by All Ages of US Travelers
   Younger US travelers still use print for inspiration and ideas to complement their increasing range of digital media.

3. Reducing Print Advertising Can Save Money
   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 advertising cuts through an increasingly complex digital media market.

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

Advertising

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 US leisure travelers using it during 2016-17

Fact:
Gen Y travelers’ usage 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)

Fact:
The average US 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.

4 Tips for Measuring 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.

2. Deals or Offers can also be a simple way to assess response – however recognize that only a proportion of travelers will remember to ask, and that recording such requests can be challenging in a busy office setting.

3. Vanity URLs or QR Code can be a simple, low-cost way to measure response – however recognize that only a proportion of travelers will remember to ask, and that recording such requests can be challenging in a busy office setting.

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

Additional Research

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

Resources

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

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

2 Be Consistent

Engaging with visitors and driving bookings often takes a number of touchpoints and 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 being consistent use of design and images.

3 Use Engaging Images

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

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 usually includes 4 elements that drive travelers from Awareness to Action: A.I.D.A.

- **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


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