

It's Official..... leaflet distribution works

The Association of Professional Brochure Distributors was interested in quantifying the influence that leaflets gathered from racks during trips have on trip planning and purchases.



A total of 2,569 surveys were completed by a random sample of visitors at a range of attractions.

Findings indicated that leaflets were the most frequently used source of information for during-trip planning. With at least 65% of respondents actually taking a leaflet from a rack.

Of these:

- Nearly 85% became aware of a service or destination of interest.
- About 40% changed their travel plans to include a visit to the attraction.
- Just under 50% purchased something featured on the leaflet.
- 69% agreed the leaflet display racks were very or extremely helpful in planning their current trip.
- The influence of a leaflet does not end immediately after collection as over 50% of respondents were very likely to purchase something or visit a destination they'd seen on a leaflet in the next six months.

For more information about the Association of Brochure Distributors go to www.iapbd.com

Contact Us

Carrbridge

Station Road, Carrbridge, Inverness-shire,
PH23 3AP

T. 01479 841 900 F. 01479 841 750
E. info@landmark-press.com

Edinburgh

c/o Len Lothian U Store, 11 Granton
Square, Edinburgh, EH5 1HX

T. 01479 841 900 F. 01479 841 750
E. info@landmark-press.com