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The Power of Visitor Brochures on Display in Ireland

Discovered. Trusted. Chosen. Acted On.

> *Evidence from Visitor International's Ireland survey of 1,153 visitors — part of a wider international survey and what it means for your business.*

If you're considering having your business featured in a visitor brochure display, the question is straightforward: does it reach the right people, and does it actually change what they do? The evidence below comes from Visitor International's Ireland survey of 1,153 visitors. It describes a channel that is not only widely used but remarkably active in its effects — one that works at the most valuable moment in a visitor's trip: when their plans are still being written.

Every Brochure Is Picked Up by Choice

Unlike a billboard, a digital banner, or a social media ad, a visitor brochure is never imposed on anyone. Every single one is picked up by choice — an active, deliberate act reflecting genuine interest in what's inside. That's not a small distinction: it means your message reaches someone who has already signalled they want to know more, rather than an audience having something pushed past them. That self-selection is the structural reason why brochures produce higher engagement and action rates than passive advertising formats.

72%

of all visitors and residents surveyed used a printed guide, brochure, or map during their stay or trip.

99%

of those say printed visitor information is trustworthy — which means your listing begins with credibility already in place, before the visitor has read a word about you specifically.

Your Business Gets Found by People Who Weren't Looking for You

95% of brochure users discovered a place, attraction or service they were previously unaware of

This is the figure that matters most for any business that doesn't already have strong visitor name recognition. Nine in ten people who pick up a brochure find something in it they did not know existed — and that discovery happens in-destination, after arrival, when they are actively making up their minds about how to spend their time. A search engine, by contrast, can often only find you if someone already knows to look. A brochure puts you in front of people who had no idea you were there. Even if they are aware of your business, it's a prompt that helps keep you top of mind.

Discovery Converts Into Visits, Spend, and Changed Plans

Discovery alone would be valuable. What makes visitor brochures commercially exceptional is what follows it:

93%

were influenced to visit a specific place of interest because of something they read in print during their trip.

68%

purchased tickets or merchandise because of something they found in a brochure.

65%

changed their itinerary because of something they read in print.

That last figure deserves particular attention. Two in three users actively rewrote their plans based on what they found in print — meaning a brochure is not just adding to a visitor's existing list, it can replace an alternative that was already there. For any business competing with other local options for a visitor's afternoon, that is a decisive advantage.

Print Starts the Digital Journey — and Guides AI Search

89% went online to search while reading, or right after reading, something in print

Visitor brochures and digital channels are not in competition. In most cases, print is what starts the digital journey: a visitor sees your name in a brochure, and that can trigger an immediate or near-immediate online search. That search is highly specific — they already know your name and what you offer, so they are searching to confirm, book, or find directions, not to browse alternatives. Your digital presence and your brochure listing are most effective when they work in sequence.

There is a further dimension worth noting: AI search and voice assistants can only answer what they are asked. A visitor who has never heard of your business cannot ask Google or AI about it. But a visitor who has just seen your name in a brochure can — and will. Printed brochures often create the prompts that make AI and digital search find you. In a world where more discovery is happening through conversational AI, being named in print is what can make you part of that conversation.

Who Your Brochure Reaches

The people picking up visitor brochures are not a random cross-section of the population. They are primarily leisure visitors and local residents in an active discovery mindset, travelling independently and making their own decisions. Here is the profile:

FAMILIES **48%**

accounted for 48% of all brochure pickups, the single largest segment. The family group is the backbone of the visitor brochure audience. They travel together, they make decisions together — and the brochure is typically how they negotiate what to do next. A business that appears in a brochure is reaching the whole group, not just the person who picked it up.

COUPLES **33%**

accounted for 33% of pickups. The second-largest segment and, individually, the companion type most likely to act on a brochure. Couples typically have fewer logistical constraints than families and more discretionary spend per person — they are a natural audience for experiences, dining, and cultural visits.

WOMEN **65%**

accounted for 65% of all brochure pickups. This goes beyond audience composition. Skift research finds that women make or influence up to 82% of travel decisions, including decisions made within families, couples and groups of friends. A visitor brochure is therefore highly likely to reach the person shaping where the party goes, what it visits and how it spends its time.

FRIENDS **8.5%**

of pickups. Friend groups are a social audience, often motivated by shared activities and experiences. And because 95% of brochure users share their brochure with someone else — reaching an average of 2.3 additional people — a friend group multiplies your reach across its members without any extra cost to you.

96% Are Free to Visit You

96% of brochure users are Free Independent Travellers (FIT) — not locked into a tour, free to visit you any time

This is not a small point for any visitor-facing business. An independent traveller has no pre-arranged schedule, no group itinerary set by a third party, and no pre-paid package committing

their time elsewhere. When they pick up your brochure, they are a genuinely free agent — and the data shows they exercise that freedom: 65% changed their plans mid-trip because of something they read in print. They travel by car, train, tram, bus, bicycle, or on foot, which means they are physically mobile and can act on a decision quickly. The moment someone reads your brochure is, potentially, the moment they decide to visit or buy from you.

Domestic and International: Two Different Kinds of Value

Three-quarters of brochure users (75%) are based in Ireland — including local residents discovering what is on their doorstep. One quarter (25%) are international visitors arriving with less prior local knowledge and more open to spend and explore more.

These two audiences represent different commercial opportunities. International visitors tend to spend more freely on a single trip — more attractions, more activities, more experiences, and more gift shopping. Domestic visitors and local residents, represent repeat stays and visits, word-of-mouth within local networks, and the kind of loyalty that builds over multiple encounters throughout the year. A brochure display reaches both audiences simultaneously.

Your Message Stays With Them

A brochure does not disappear after one glance. Three things happen after a visitor picks one up:

89%	**84%**	**95%**
remember you better in print than in other formats. Being in a brochure is not just an impression — it is a more memorable one.	keep their brochure for the duration of their trip. Your listing can be revisited on day one, day three, or day five — it is a persistent presence carried with them, not a fleeting scroll past on a screen.	share it with an average of 2.3 other people. A single pickup extends to roughly 3 people in total, at no additional cost to you.

In Summary

A visitor brochure display puts your business in front of people who have chosen to look, at the moment they are deciding what to do next, with nothing pre-booked standing between them and a visit to you. The evidence is consistent across every segment of the audience — families, couples, women making the group's decisions, independent travellers free to act on the spot, domestic visitors who can return, and international visitors who will spend generously while they are here. It reaches them while they are still open, prompts a digital search that your own website can then close, and stays in their hands for the duration of the trip.

A NOTE ON WHAT THESE FIGURES DESCRIBE

These findings reflect what happens across a trip, not the impact of any single business or brochure. A visitor typically encounters more than one brochure during a stay, and it is that cumulative exposure that produces results like "93% were influenced to visit a specific place." Read these as evidence of how powerfully the format works — not as a per-brochure conversion guarantee.

SOURCE

Ireland results, Visitor International worldwide visitor survey programme — 1,153 respondents. Women's travel-decision context: Skift Research, "The Woman Traveler," 2024. Memory and retention data: Visitor International programme research.

In Ireland, Glance are a Valued Member of Visitor International. You can view our global research on VisitorInternational.com

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