

Glance Brochure Display

GLANCE

Display
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BrochureDisplay

Put your message into the Hands and Minds
of visitors when they are thinking
'What Will We Do Next?'

BOOKINGS
OPEN
FOR 2027

BOOK NOW and
feature from March
2027 — ready for St
Patrick's Day, Easter
and the summer
season.



CHOOSE YOUR DISTRIBUTION AREA



DISTRIBUTED TO TOP VISITOR LOCATIONS

Our Display Racks are in locations
with **HIGH** visitor footfall,
including:



Hotels & other
accommodation



Top Attractions



Airports & Gateways



Tourist Offices



PRECISION TARGETING

Place your brochure in the locations you
want to reach visitors in.



- Clare
- Cork
- Dublin (also with
whereCARDS)
- Galway
- Kildare (with
whereCARDS)
- Kilkenny
- Killarney
- Limerick
- Waterford
- Wexford

SPECIAL BONUS INCLUDED



Cork Airport is included in
the Cork route & **Shannon
Airport** is included in the
Clare & Limerick routes



HIGH 'LOOK & BOOK' CONVERSIONS

Brochures work best because they
are **SELECTED** by choice.



The act of selection
reflects visitor interest.
This leads to higher
'visit and buy'
conversion rates.



BROCHURES CHANGE MINDS!

65% of visitors who pick up brochures
during a trip change their plans based on
what they read. They are open to visit or
buy from you!



MOBILE AND FREE TO VISIT YOU

96% of brochure pickups are by independent travellers
moving by car, train, tram, bus, or on foot — not locked into
someone else's tour itinerary. They're free to change plans
and visit you when your message catches their eye.



WE DISTRIBUTE & MERCHANDISE



Your brochure is cared for
throughout the season by our
'on the road' teams, so you stay
visible to visitors **24/7**

BROCHURES: GREEN AND POWERFUL



Brochures are made from
renewable resources, quickly
biodegradable, and part of the
circular economy. Loved by visitors
for their reliability and ease of use,
brochures support sustainability
while delivering real business
results for tourism businesses.



BROCHURES DRIVE DISCOVERY. DIGITAL OFTEN FOLLOWS.

Visitor brochures are often
where visitors **FIRST** discover
businesses. Visitor International
research shows that, during
their trip, almost nine in 10
brochure readers, 89%, use
their mobile phone to search,
plan, book or learn more based
on what they read.



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THE POWER OF VISITOR BROCHURES

DISCOVERED. TRUSTED. CHOSEN. ACTED ON.



Evidence from Visitor International's **Ireland Survey** of 1,153 visitors.

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72%

USE BROCHURES

to plan and navigate their trip.

100%

PICK UP BY CHOICE

Every brochure is picked up by choice — reflecting interest that leads to higher visit and buy conversions.

99%

TRUST BROCHURES

In the age of AI and misinformation, trust matters and influences.

75%/25%

DOMESTIC / OVERSEAS

The pick-up split from brochure racks. Domestic visitors are spontaneous and can easily revisit. Overseas visitors explore further.

BROCHURES INFLUENCE, DRIVE DISCOVERY AND ACTIONS

Among brochure users during a trip:



95%

discovered a place, attraction or service they were previously unaware of.

**BROCHURES
POWER
DISCOVERY**



93%

were influenced to visit a specific place of interest.

**BROCHURES
DRIVE VISITS**



65%

changed their itinerary because of something they read in print.

**BROCHURES
CHANGE
MINDS**



68%

purchased tickets or merchandise because of something they found in print.

**BROCHURES
STIMULATE
SPEND**

PRINT, DIGITAL AND AI



89%

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

**PRINT STARTS
THE DIGITAL
JOURNEY**



100%

AI and search can only answer what's asked of them. Brochures prompt visitors to ask about you.

**PRINT GUIDES
AI AND SEARCH**

BROCHURE REACH KEY SEGMENTS



48%

ARE FAMILIES

The largest brochure-user segment, looking for things that suit everyone and create great memories.



33%

ARE COUPLES

Highly engaged. They seek tailored travel, culture, activities, experiences, and more.



65%

ARE WOMEN

Two-thirds of brochure users are women, and they are the greatest influencers when it comes to travel.



89%

REMEMBER MORE

Visitors remember you in print more than other formats.

**PRINT KEEPS
YOU
MEMORABLE**



84%

KEEP FOR TRIP

Visitors keep brochures of interest for the duration of their trip.

**YOU STAY TOP
OF MIND**



95%

SHARE BROCHURES

On average, brochures of interest are shared with 2.3 others.

**PRINT
AMPLIFIES
REACH**

INDEPENDENT. FLEXIBLE. FREE TO VISIT YOU.



96% of visitors are Free Independent Travellers (FIT) — not locked into a tour, and free to visit you any time. They travel by car (69%), train, tram, bus, bicycle, or on foot.

BROCHURES INFLUENCE THEM



Read the Research

RESEARCH GUIDES BETTER DECISIONS

This research was undertaken by **Visitor International**, the International Association of Visitor Information Providers, as part of its Global Research programme. As the only Irish member of the association, **Glance** combines international insights with its own Irish research to help clients make stronger marketing decisions.

NOTE: These research findings, by **Visitor International**, reflect what happens across a trip, not the impact of each individual brochure.

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