

# A STUDY OF DMO VISITOR GUIDES

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User Profile, Usage & Conversion

Research conducted for the  
WACVB Education & Research Foundation  
by Destination Analysts, Inc.



DESTINATION ANALYSTS



Western Association of  
Convention & Visitors Bureaus  
Education & Research Foundation

# PROJECT OVERVIEW & METHODOLOGY

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# BACKGROUND

In our ever increasingly digital world, printed visitor guides—particularly those published by DMOs—continue to be an important resource for both inspiration and trip planning for many travelers. Destination Analysts' January 2014 edition of *The State of the American Traveler* survey of 2,000+ American leisure travelers found that printed visitor guides were the tenth most popular resource for trip inspiration (8.1%). This same survey found that American travelers estimate that 13.5 percent of their travel planning is done using printed materials before they leave for their trip (Figure B), and this proportion increases to 24.6 percent once they are in their destination (Figure C). In regards to the usage of DMO visitor guides specifically, 21.6 percent of American travelers report having used a DMO visitor guide in the past year—either printed (8.3%) or digital (9.1%) versions, or both (4.2%) (Figure A).

Figure A

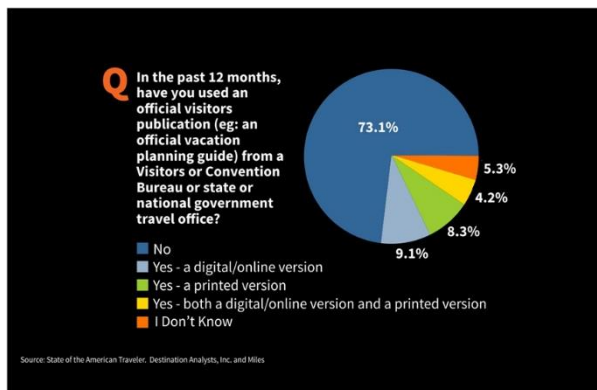


Figure B

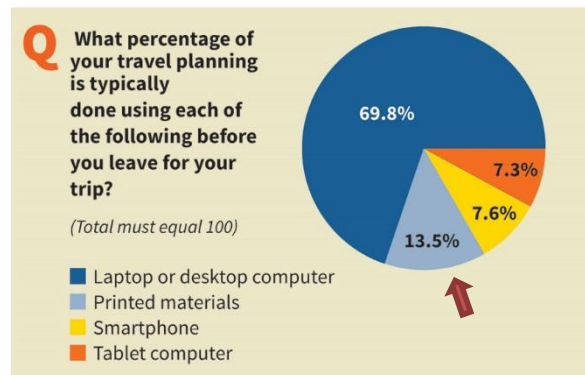
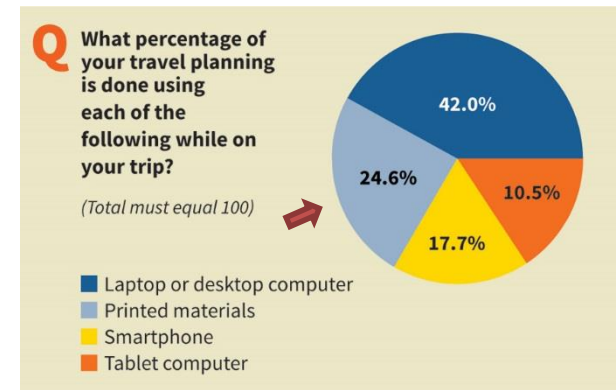


Figure C



# OVERVIEW

The WACVB Education & Research Foundation partnered with Destination Analysts to conduct a study of those who request and use DMO visitor guides to develop a profile of these travelers and examine the level to which this marketing asset converts its users to visitors to the destination it promotes. WACVB member DMOs were invited to participate in this project by having Destination Analysts conduct a survey of direct requestors of their 2013 visitor guide. In total, eleven (11) DMOs undertook this research.

While each participating DMO received a comprehensive custom report on their own visitor guide, this document presents an overview of the aggregate findings of all eleven (11) participating DMOs.

This research was generously supported by the WACVB Education & Research Foundation, along with a contribution from Madden Media.



# RESEARCH OBJECTIVES

The primary goals of this research were to assist western DMOs and the overall DMO industry with:

- Understanding the usage and effectiveness of DMO-sponsored official visitor guides
- Developing a profile of travelers who use DMO-sponsored official visitor guides
- Estimating the economic impact DMO-sponsored visitor guides typically generate for their respective communities

# PARTICIPATING DMOs



[www.VisitMendocino.com](http://www.VisitMendocino.com)



ANCHORAGE CONVENTION  
& VISITORS BUREAU



# METHODOLOGY

This research employed an online survey methodology to collect data from visitor guide requestors. Destination Analysts developed a base survey questionnaire that addressed the study's core objectives and was used for each participating DMO. Participating DMOs also included two custom questions in their respective surveys related to their destination or organization's informational needs. These questions were only asked of the respective DMO's audience.

All DMOs participating in this study were required to add two questions to their visitor guide request form: 1) "Where are you in the process of deciding to travel to (the destination)?" and 2) "In which month are you likely to arrive in (the destination)?" This allowed Destination Analysts to identify those that had already made the decision to visit the destination (and who would therefore be excluded from the estimates of the incremental trips generated by the guide) as well as send the survey as soon as possible after the visitor guide requestor's intended to travel, in order to assist with trip behavior recall.



## Vancouver Official Visitors' Guide Survey

Thanks very much for your help with this survey about our Official Visitors' Guide. Your feedback will help us better serve our valued visitors. If you complete this questionnaire, we will enter your name in a prize drawing to win one of the following prizes ([Official Rules](#)):

- \$500 Visa Gift Card (1 winner)
- \$250 Visa Gift Card (2 winners)
- \$100 Visa Gift Card (4 winners)

Please begin the survey by answering the questions below and then clicking the "Next Page" button.



\*This research project is conducted by Destination Analysts on behalf of Tourism Vancouver. Your responses are confidential. Please see our [privacy policy](#) [here](#). [Questions?](#) [Contact us](#)

1. For survey tracking purposes, please enter the email address where you received this survey invitation.

Email Address:

2. Do you recall receiving a copy of the Vancouver 2013 Official Visitors' Guide (shown above) in the mail?

- Yes  
 No



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# METHODOLOGY (CONTINUED)

Throughout 2013, at the end of each quarter, each participating DMO sent Destination Analysts a list of visitor guide requestors who ordered the DMO's Official Visitors Guide during the previous quarter, including their answers to these two questions. Guide requestors who indicated that they would arrive in the destination during the months of the previous quarter were emailed an invitation to take the online survey approximately two weeks after the end of that quarter. The survey invitations were sent four times: April 2013, July 2013, October 2013 and January 2014.

A sweepstakes to win one of several prizes was offered as an incentive to complete the survey. In total, 9,611 fully completed surveys were collected.



# DMO VISITOR GUIDE USER PROFILE DEMOGRAPHICS & PSYCHOGRAPHICS

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# OVERVIEW: DEMOGRAPHICS & PSYCHOGRAPHICS

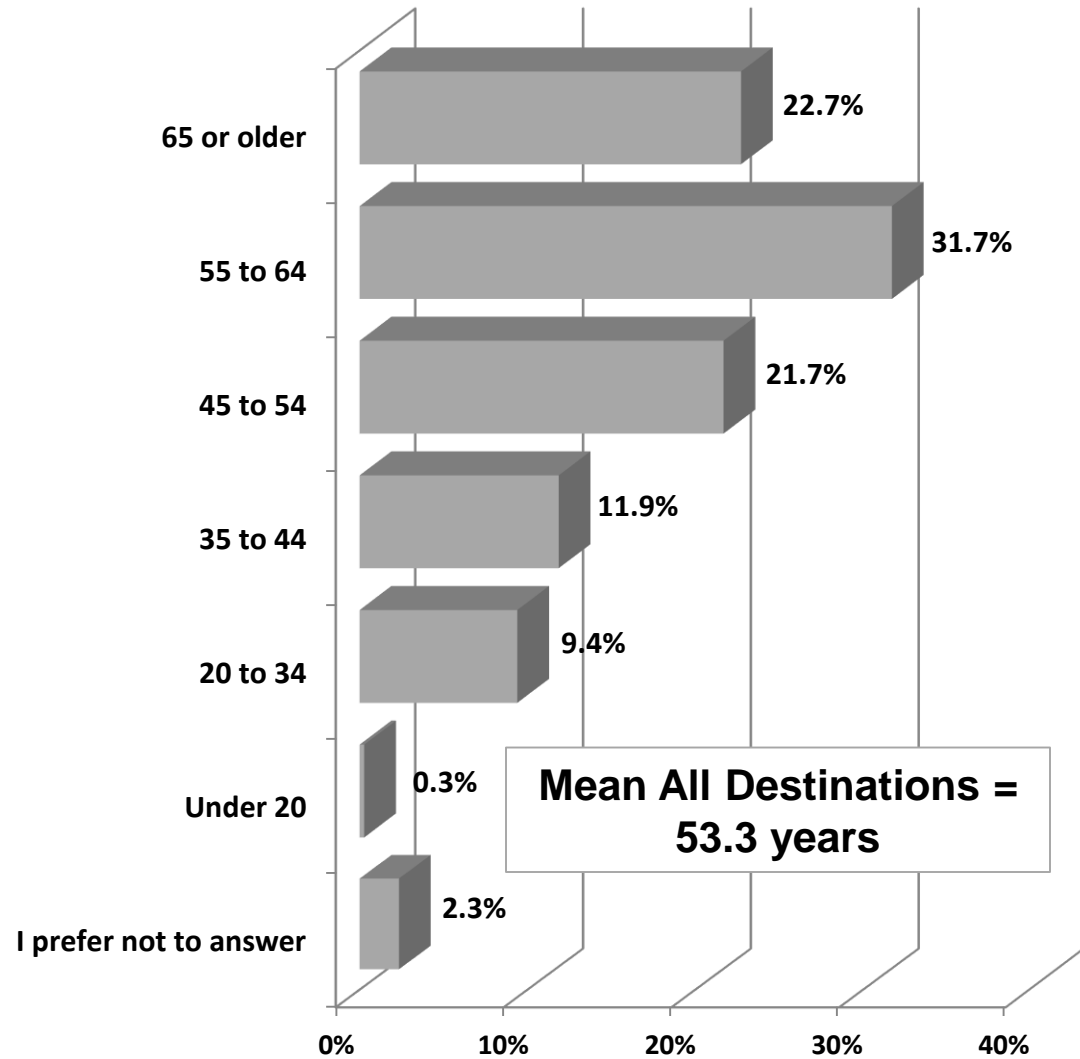
This section presents the findings of the survey's demographic and psychographic questions.

In summary, DMO Visitor Guide Users are most likely to be:

- **Baby Boomers**—Over half of survey respondents are age 55 or older. The average age is 53.3 years. Only 13.2 percent have children under age 18.
- **Affluent**—The average household income is \$93,030
- **Married**—72.9 percent are married or partnered.
- **Caucasian**—77.1 percent identify as Caucasian.
- **Female**—Survey respondents skewed female (56.4%)
- **Prefer destinations that are historically interesting and where they can enjoy the great outdoors**—Over 70 percent of survey respondents agreed that this described them well.

# AGE

Base= 9,610 completed surveys



Which of the following best describes your age?



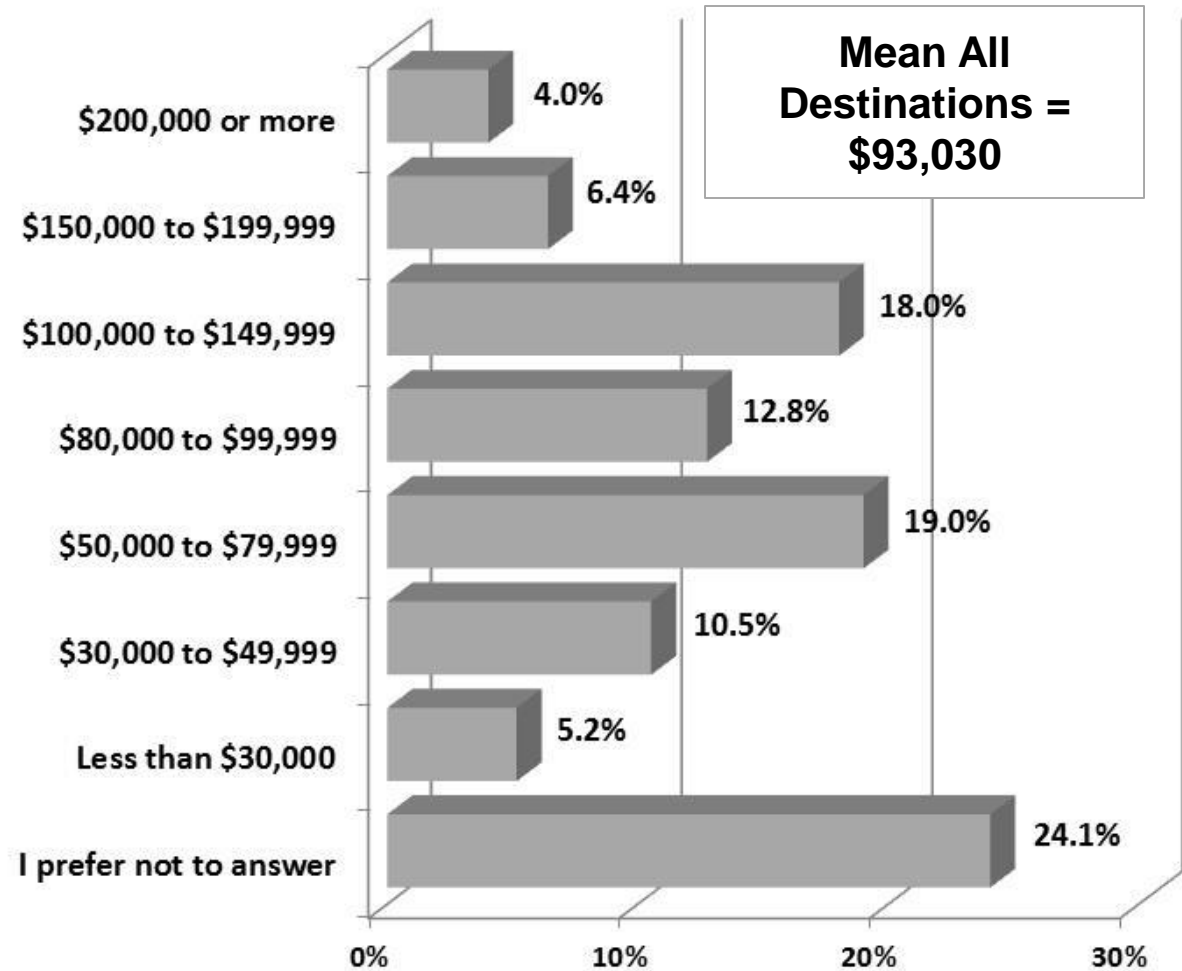
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# INCOME

Base= 9,610 completed surveys



Which of the following best describes the combined annual income of all members of your household?



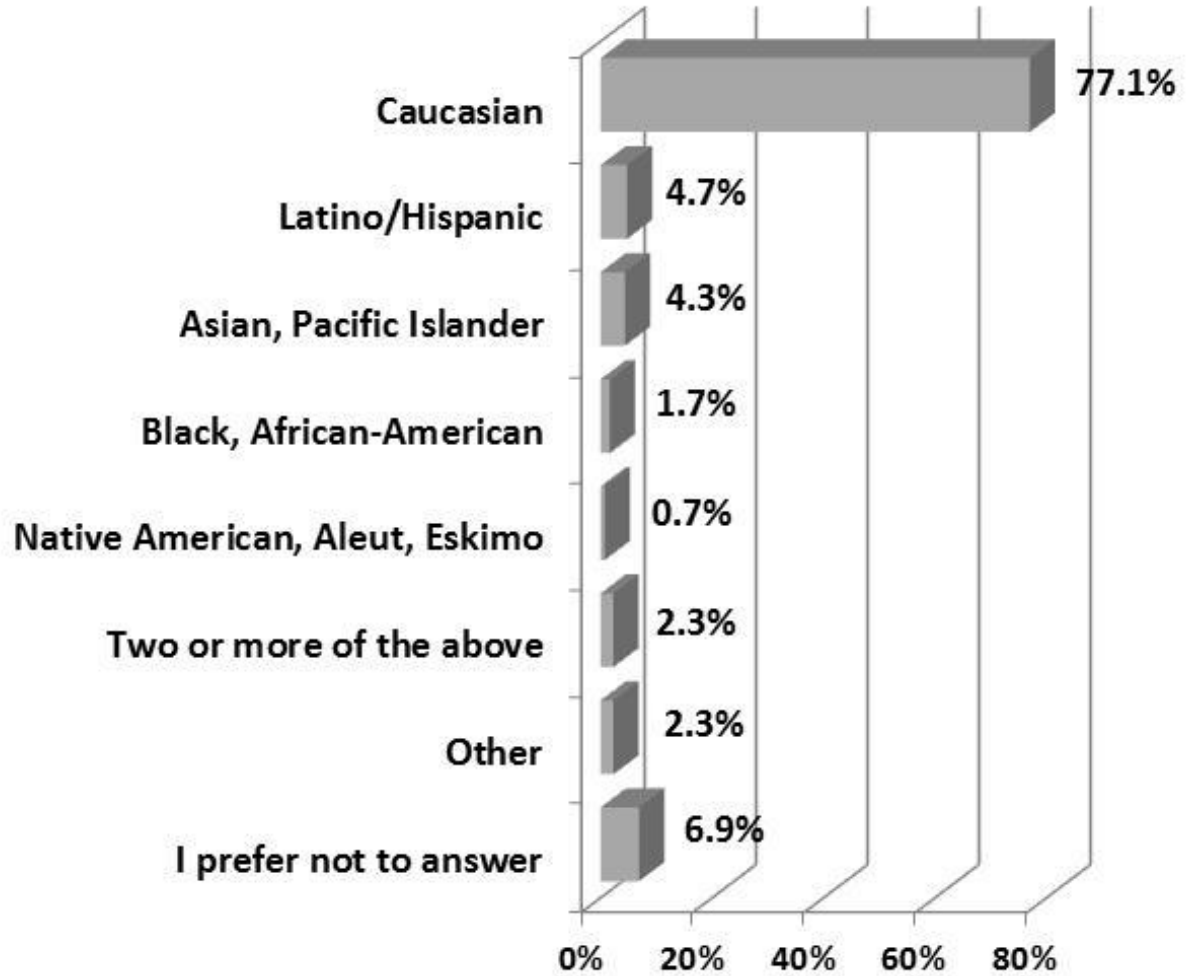
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# ETHNICITY

Base= 9,610 completed surveys



Which best describes your ethnicity?



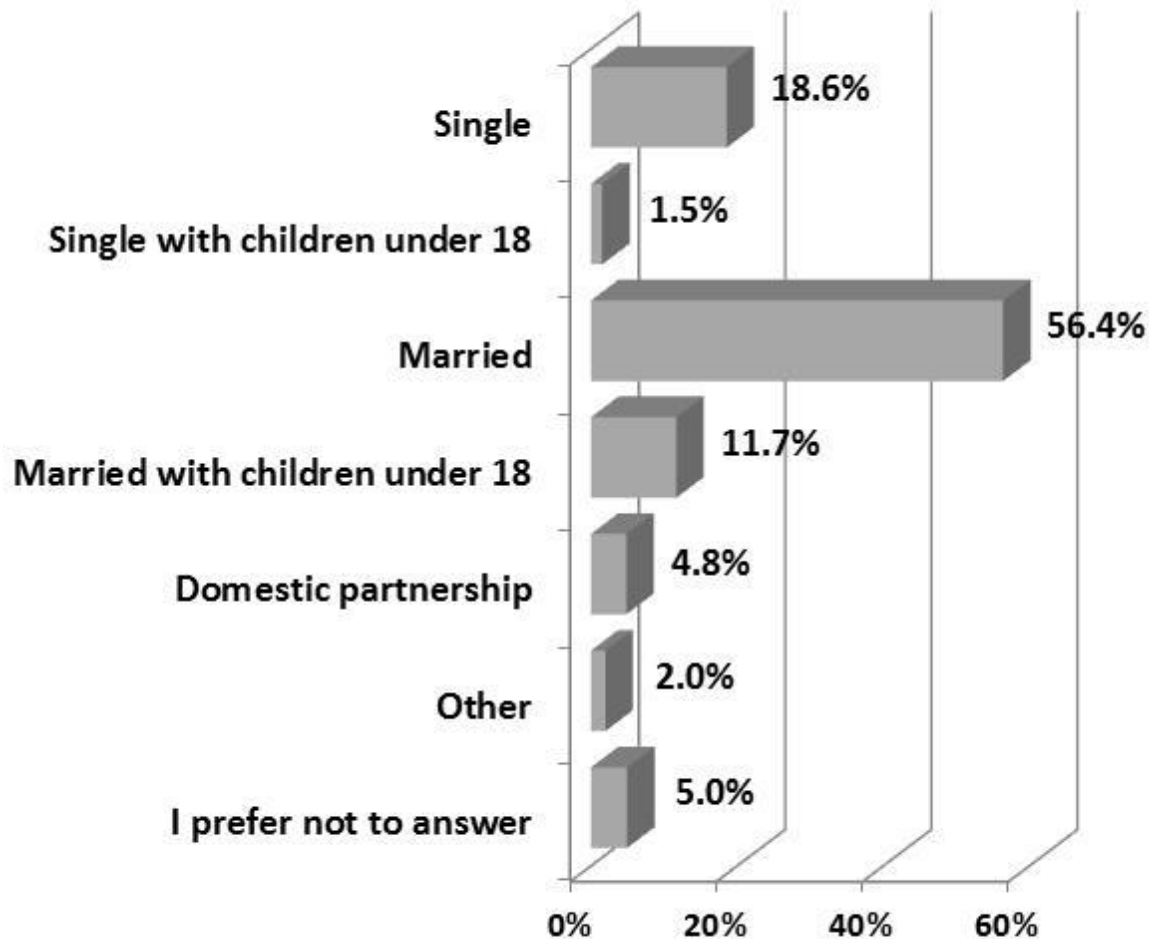
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# MARITAL STATUS

Base= 9,610 completed surveys



Which of the following best describes your current marital status?



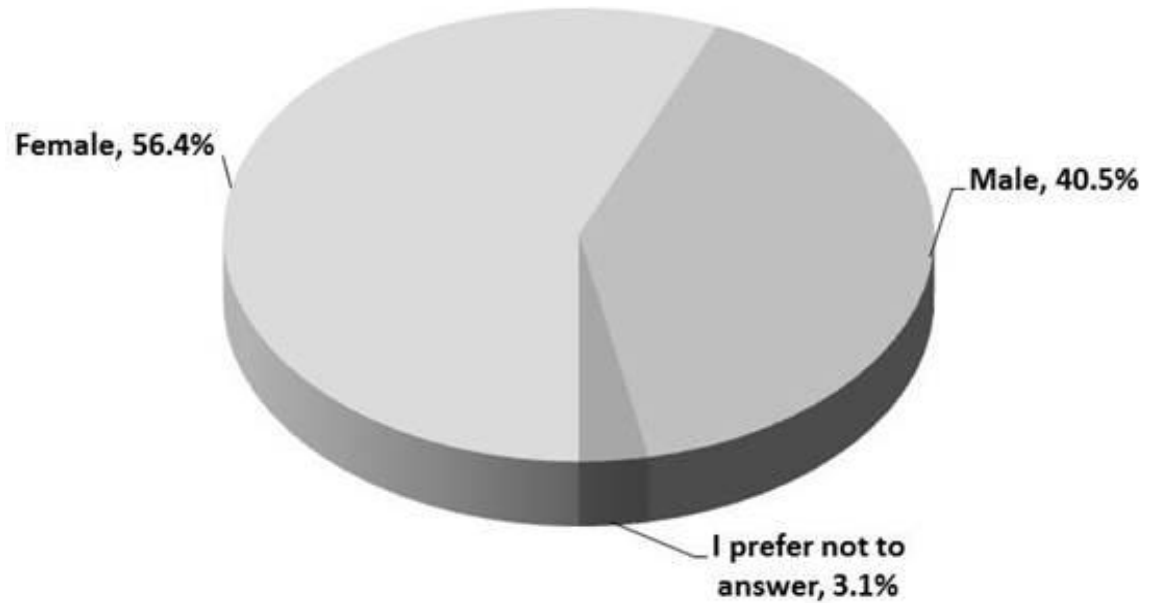
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# GENDER

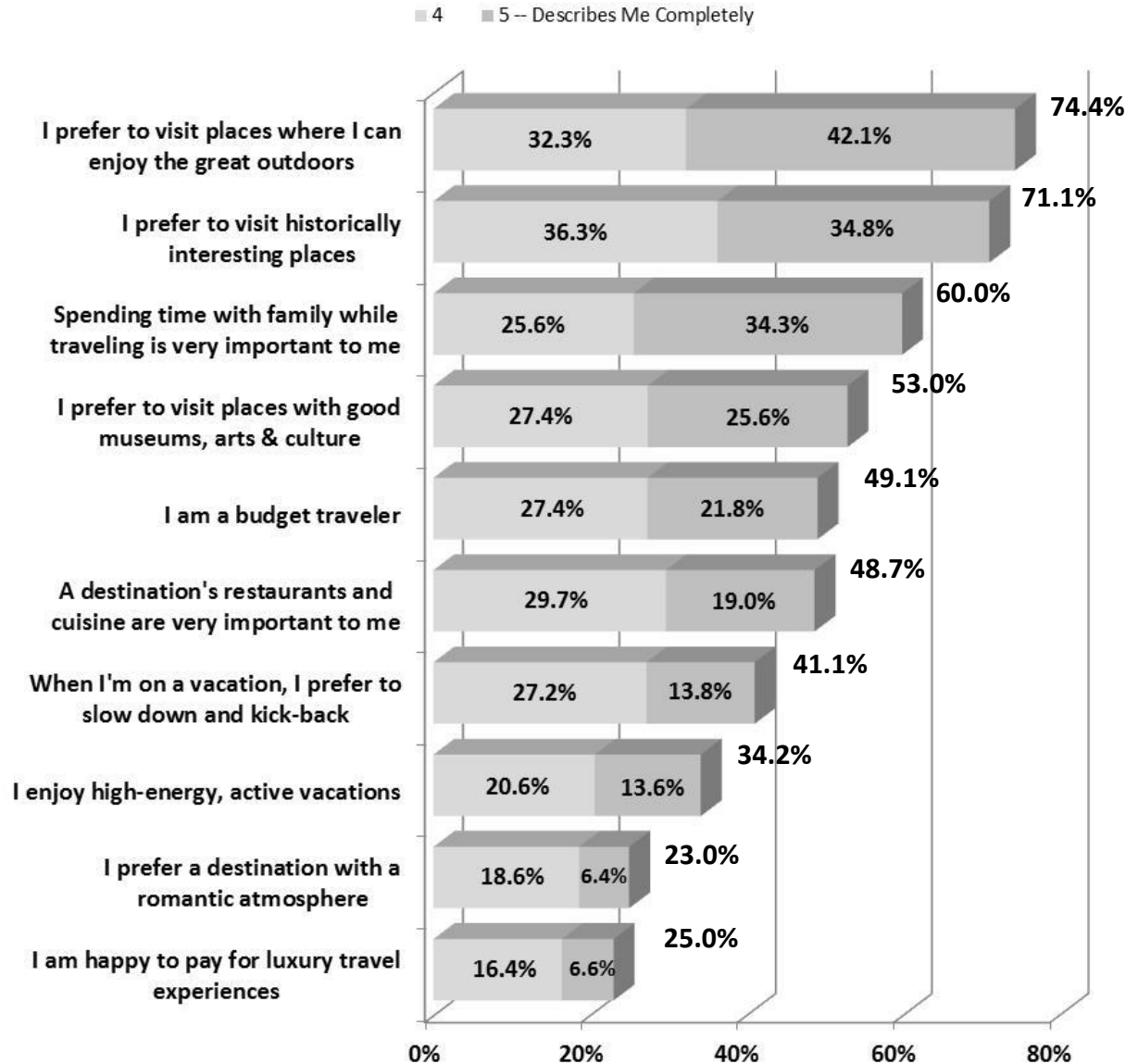
Base= 9,610 completed surveys



What is your gender?

# PSYCHO- GRAPHIC PROFILE

Visitor Guide requestors were presented a list of statements about travel attitudes and behaviors, and then asked to rate how well each statement describes them using a five-point scale in which “1” represents “Does not describe me at all” and “5” represents “Describes me completely.” The chart at right shows the percentage of respondents who selected “4” or “5” for each statement.



How well do each of the following statements describe you? Please use the scale below where “1” represents “Does not describe me at all” and “5” represents “Describes me completely” to rate how well each statement describes you. Base= 9,610 completed surveys





# DMO VISITOR GUIDE USER PROFILE REASONS FOR GUIDE REQUESTS

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# OVERVIEW: WHY TRAVELERS REQUEST DMO VISITOR GUIDES

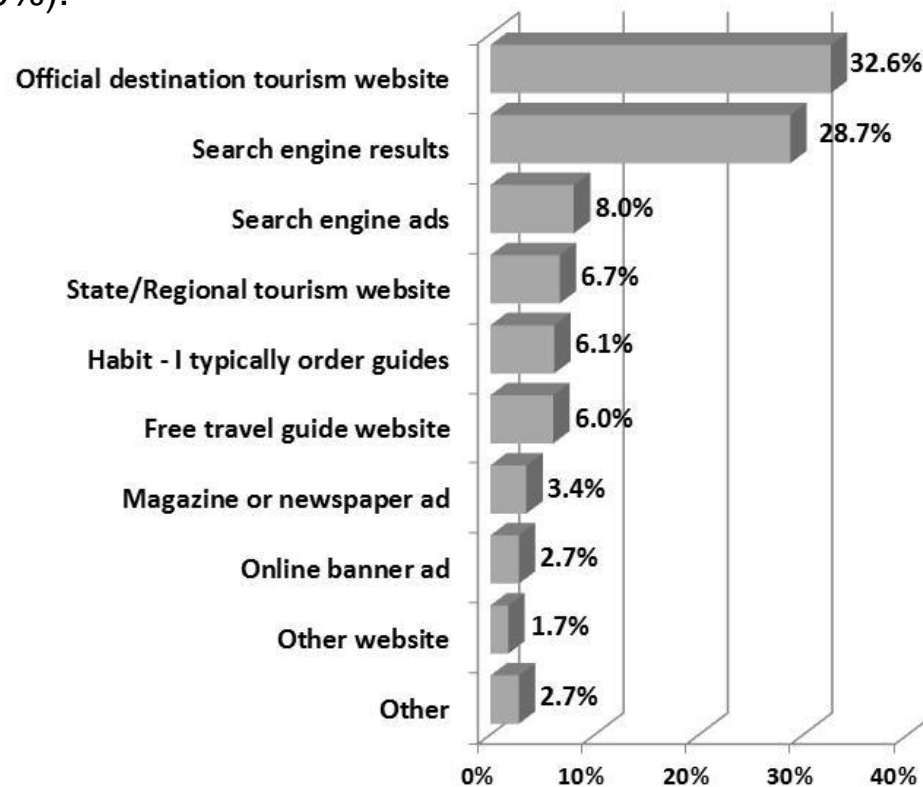
This section presents the findings of the survey's questions related to why the DMO visitor guide was requested.

In summary:

- **DMOs' digital marketing efforts drive demand for visitor guides**—The majority of visitor guide requestors initially learn about the DMO's visitor guide on the DMO's website or through search engine results and ads, versus it being a habit to order visitor guides.
- **Travelers request DMO visitor guides primarily to serve as a trip planning tool**—The top motivations for ordering a DMO visitor guide are to have a resource to plan a vacation and learn about the destination, and to have a guide to take on a trip.
- **Attractions and maps are the top content sought from DMO visitor guides.** About 80 percent of visitor guide users were seeking information on the destination's attractions and nearly 70 percent wanted maps.

# HOW TRAVELERS LEARN ABOUT VISITOR GUIDES

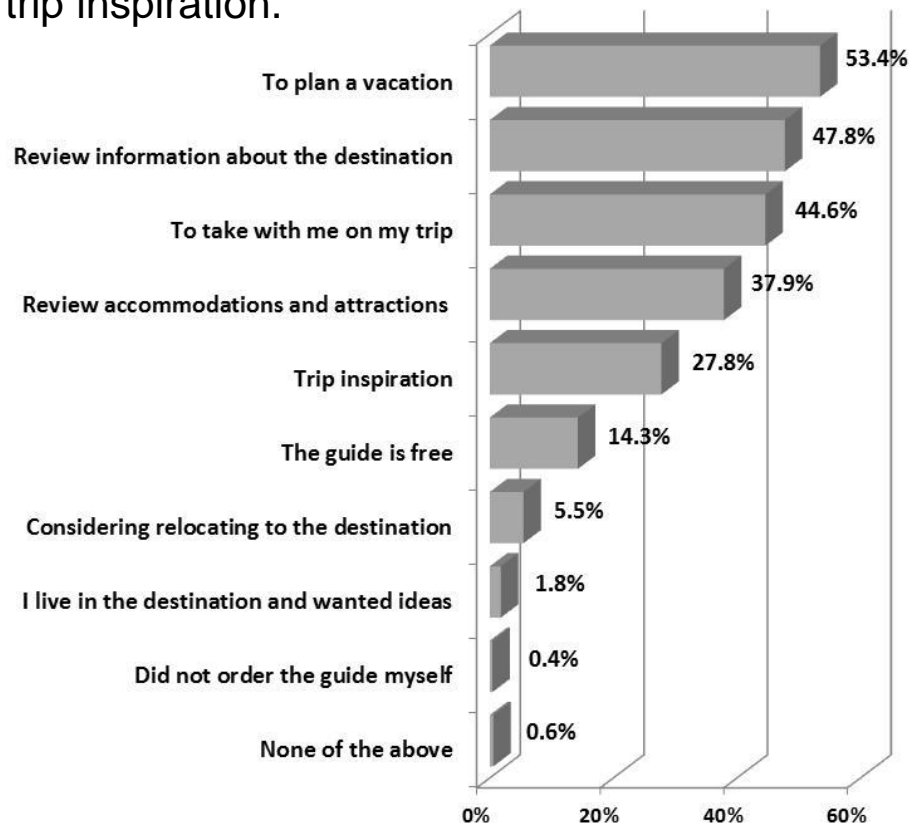
All survey respondents were asked how they initially learned about the DMO's Official Visitor Guide. The chart below shows the percentage of survey respondents who selected each source. Nearly one third of survey respondents initially learned about the guide through the DMO's website (32.6%). Highlighting the importance of search engine marketing in supporting the DMO's objectives, respondents also learned about these visitors guides via search engine results (28.7%) or search engine ads (8.0%).



How did you initially learn about our Official Visitor Guide?  
Base= 9,610 completed surveys

# REASONS FOR ORDERING VISITOR GUIDES

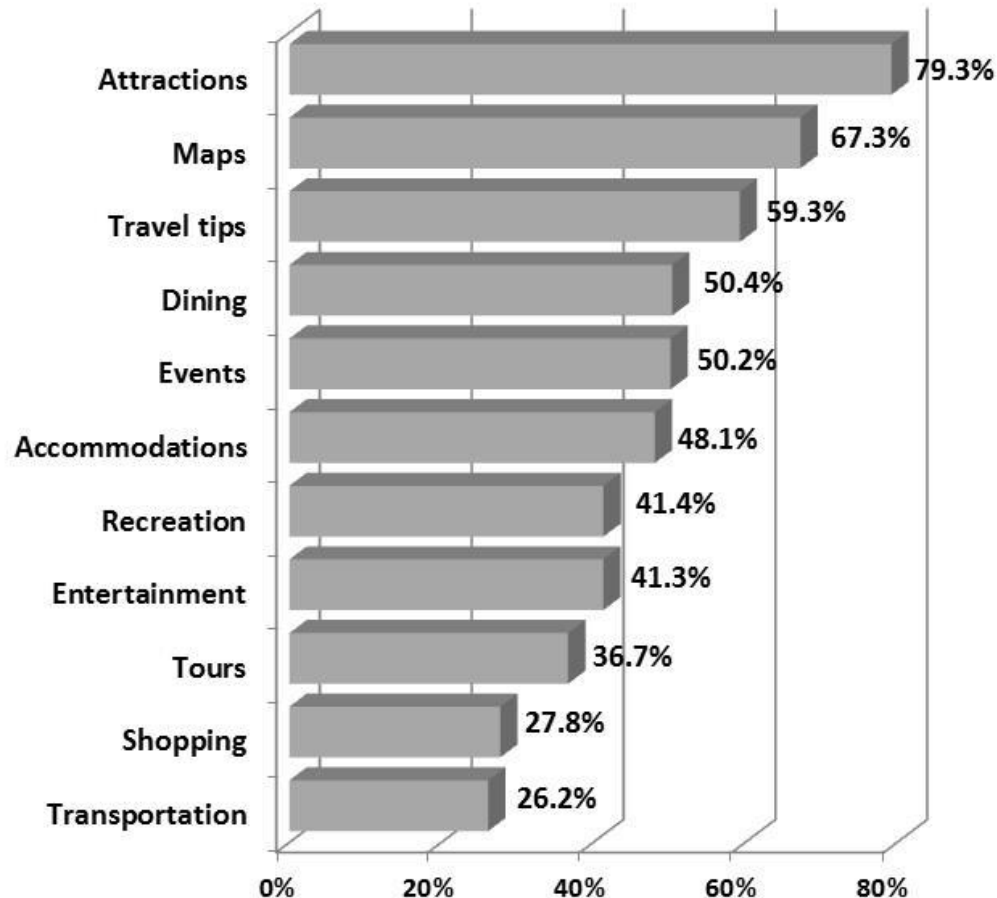
Visitors Guide requestors were asked about their motivations for ordering the DMO visitor guide. Travelers requesting DMO visitor guides primarily order the guide to serve as a trip planning tool: to help plan their vacation (53.4%), to review information about the destination (47.8%) and to have a guide to take on their trip (44.6%). Just under 30 percent ordered the guide specifically for trip inspiration.



Which of the following describes your reason(s) for ordering the Official Visitors Guide? (Select all that apply) Base= 9,610 completed surveys

# CONTENT SOUGHT IN VISITOR GUIDES

At the time of ordering the visitor guide, the significant majority of requestors was specifically seeking content on attractions (79.3%), and access to maps (67.3%).



Which types of information were you specifically seeking when you ordered the Official Visitors Guide? (Select all that apply) Base= 9,610 completed surveys

# DMO VISITOR GUIDE USER PROFILE USAGE & TRIP BEHAVIORS

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# OVERVIEW: USAGE AND TRIP BEHAVIORS

This section presents the findings of the survey's questions related to how the DMO visitor guide was used.

In summary:

- **Nearly 70 percent of potential visitors actually travel to the destination after receiving the DMO visitor guide**—The majority of visitor guide requestors initially learn about the DMO's visitor guide on the DMO's website or through search engine results and ads, versus it being a habit to order visitor guides.
- **These trips are largely vacations in which the visitor stays in a hotel**—70.4 percent of these visitors characterize their trip as a vacation and 68.8 stay in a hotel.
- **One in five visitor guide users had not yet made their destination decision when they requested the guide.**
- **Of those that are subject to influence by the guide, nearly 90 percent ultimately decide to visit the destination because of the DMO's visitor guide.**

# OVERVIEW: USAGE AND TRIP BEHAVIORS

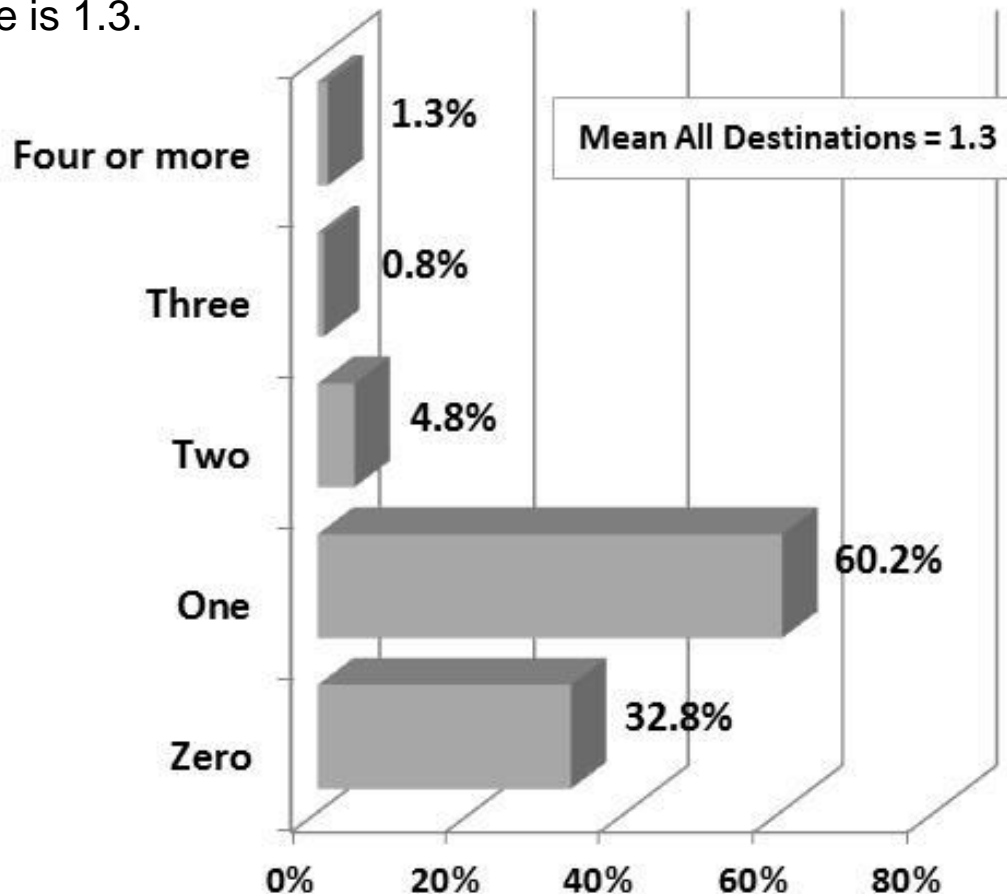
(CONTINUED)

- **DMO visitor guides are also effective at lengthening stays in the destination**—27.8 percent of those that had already made the destination decision when they requested the DMO visitor guide said the guide ultimately influenced the number of days they spent in the destination. Of this group, 70.8 percent reported having increased their intended length of stay in the city by 1.9 days on average.
- **Once a traveler receives a DMO visitor guide, it largely becomes the primary trip planning resource**—80.1 percent said they used the visitor guide as a trip planning resource before arriving in the destination and said 74.9 percent they used it in-market—far and away the highest degree of usage amongst the resources tested.
- **The guides are largely used to select attractions and restaurants in the destination, as well as review maps.** Nevertheless, 21.1 percent use these guides to select a hotel.



# TRIPS TO THE DESTINATION

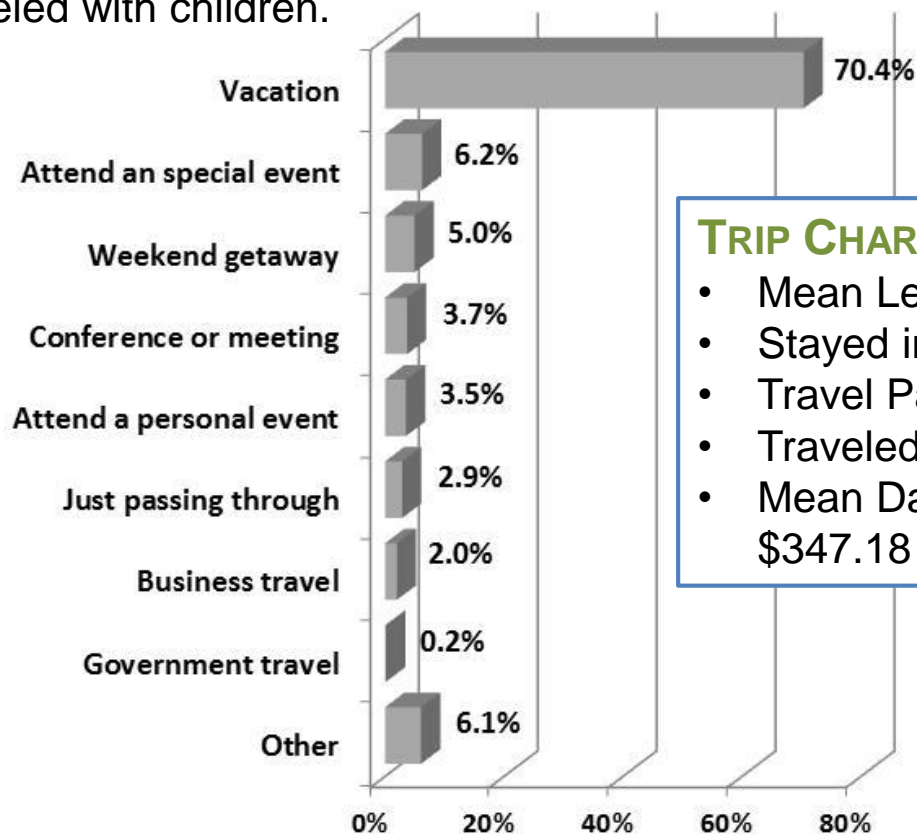
Nearly 70 percent of (non-local) DMO visitor guide users take at least one trip to the destination after receiving the guide. The mean number of trips taken to the destination after receiving the guide is 1.3.



Since receiving the Official Visitor Guide, how many trips to (Destination) have you made? Base= 8,034 completed surveys

# TRIP TYPE & CHARACTERISTICS

DMO visitor guide users who took a trip to the destination after receipt of the guide were asked a series of questions about their visit. As shown in the chart below, the vast majority characterize their trip as a vacation. They are primarily hotel guests that stay 3.5 days in the destination and spend \$347.18 a day. The average travel party size is 3.0, although only 16.1 percent traveled with children.



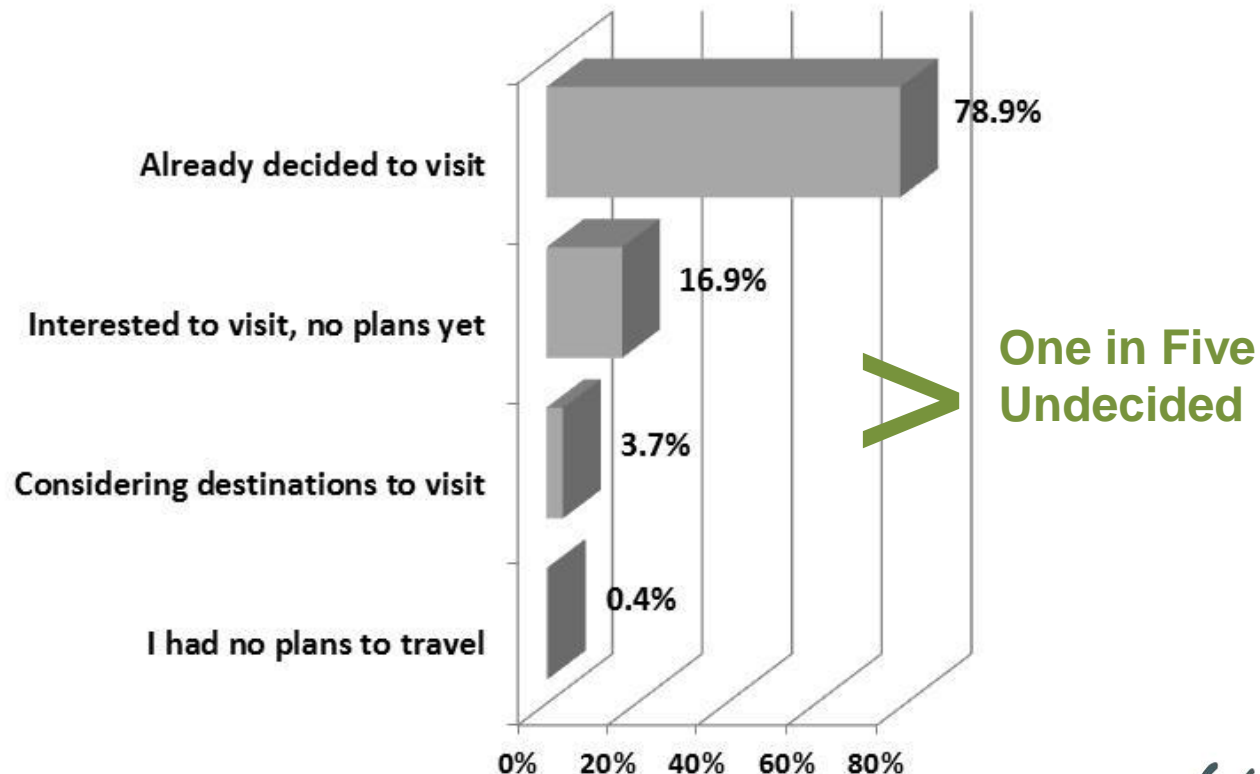
## TRIP CHARACTERISTICS

- Mean Length of Stay: 3.5 days
- Stayed in Hotel in Destination: 68.8%
- Travel Party Size: 3.0
- Traveled with Children: 16.1%
- Mean Daily Travel Party Spending: \$347.18

Which of the following best describes the reason for your most recent trip to (Destination)? Base= 8,034 completed surveys

# POINT IN DESTINATION DECISION

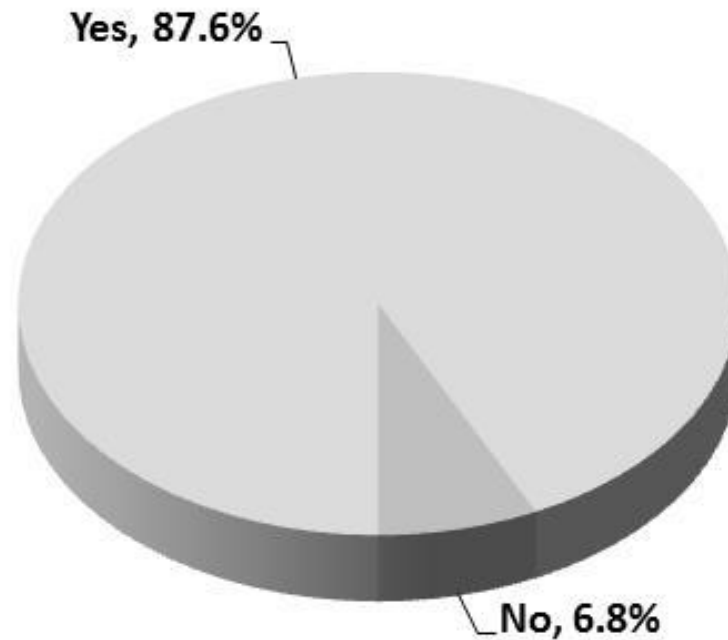
Visitor Guide users who traveled to the destination for leisure after receiving the guide were asked which point in the destination decision process they were in when they received the guide. On average, one in five (20.6%) were still undecided about taking a trip to the destination when they received the guide, and therefore subject to influence by the guide in making the ultimate decision to visit the destination.



When you received the Official Visitor Guide, where were you in the process of deciding to travel? Please select the one option that best describes where you were in your travel decision. Base= 9,610 completed surveys

# IMPACTED DESTINATION DECISION (UNDECIDED TRAVELERS)

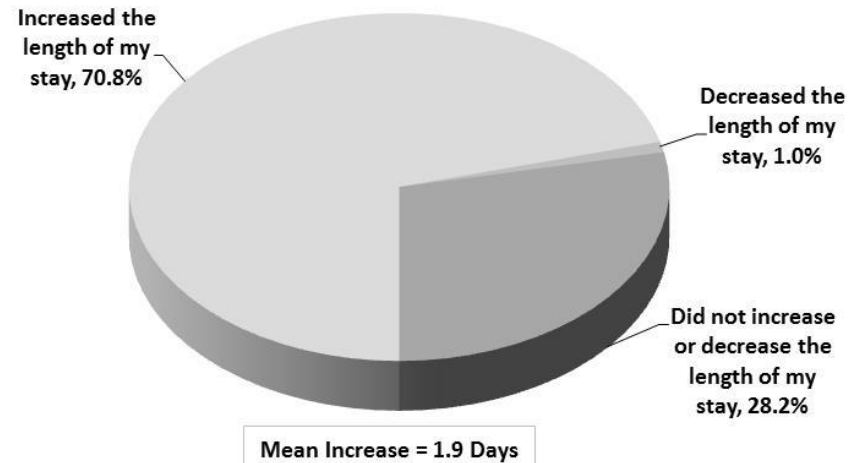
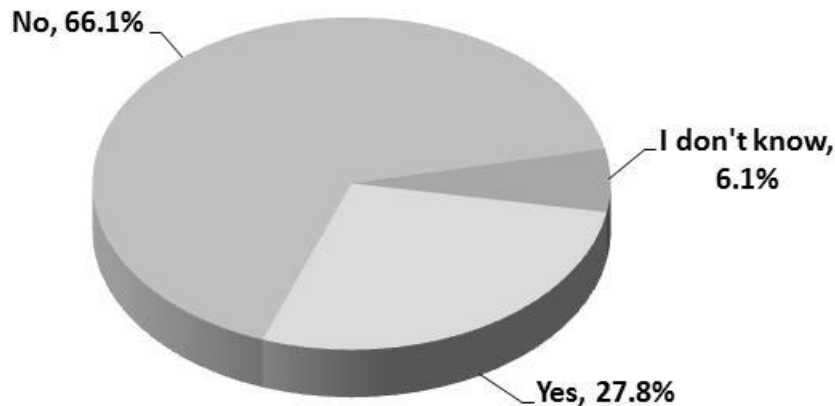
Those who did not already have plans to travel to the destination when they received the visitor guide were asked if the guide ultimately helped them make the decision to visit the destination. 87.6 percent of these visitor guide users reported that the guide indeed helped them make the decision to visit the destination.



Do you feel that the Official Visitor Guide helped you make your decision to visit (Destination)? Base = 1,157 completed surveys

# IMPACTED LENGTH OF STAY (TRAVELERS WHO ALREADY MADE DESTINATION DECISION)

DMO visitor guide users who had already decided to visit the destination for leisure upon receipt of the guide and all business/group meetings travelers were asked if the guide in any way influenced the number of days they ultimately spent in the destination on their trip. 27.8 percent reported that the guide indeed influenced the number of days they spent in the destination. Of those who said that the DMO visitor guide influenced the number of days they ultimately spent in the destination, 70.8 percent reported having increased their intended length of stay in the city by 1.9 days on average.



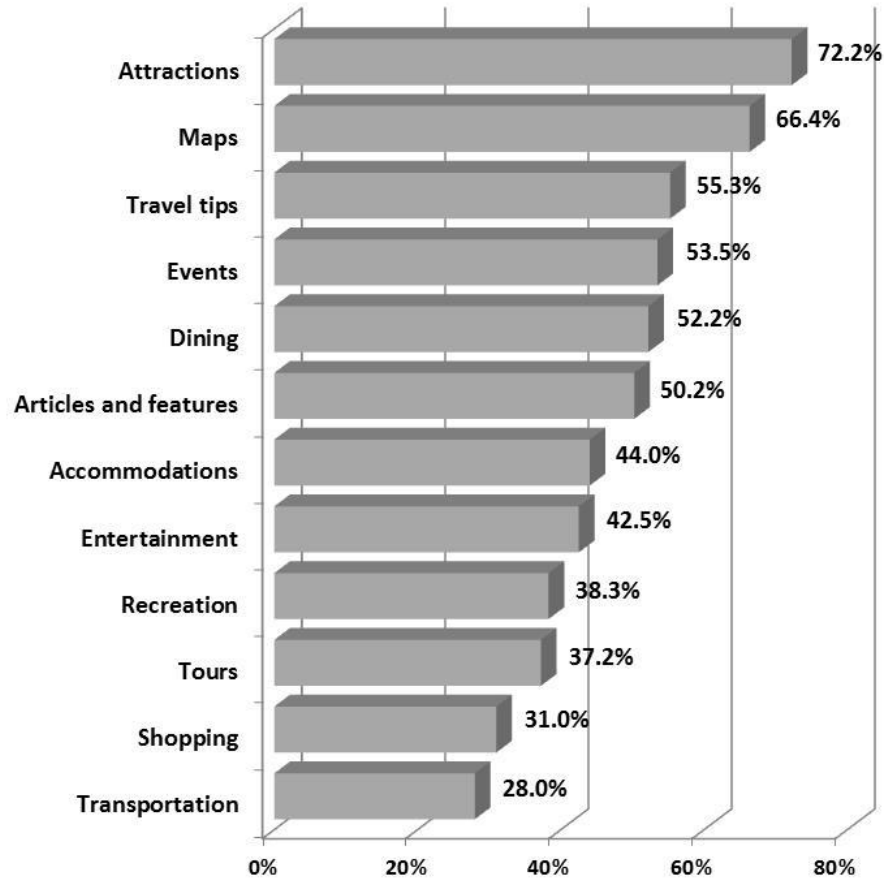
Do you feel that the Official Visitor Guide in any way influenced the number of days you spent in (Destination) on this trip?  
Base= 4,385 completed surveys

How did the Official Visitor Guide influence the number of days you spent in (Destination) on this trip? Base= 1,182 completed surveys



# CONTENT CONSUMED IN VISITOR GUIDES

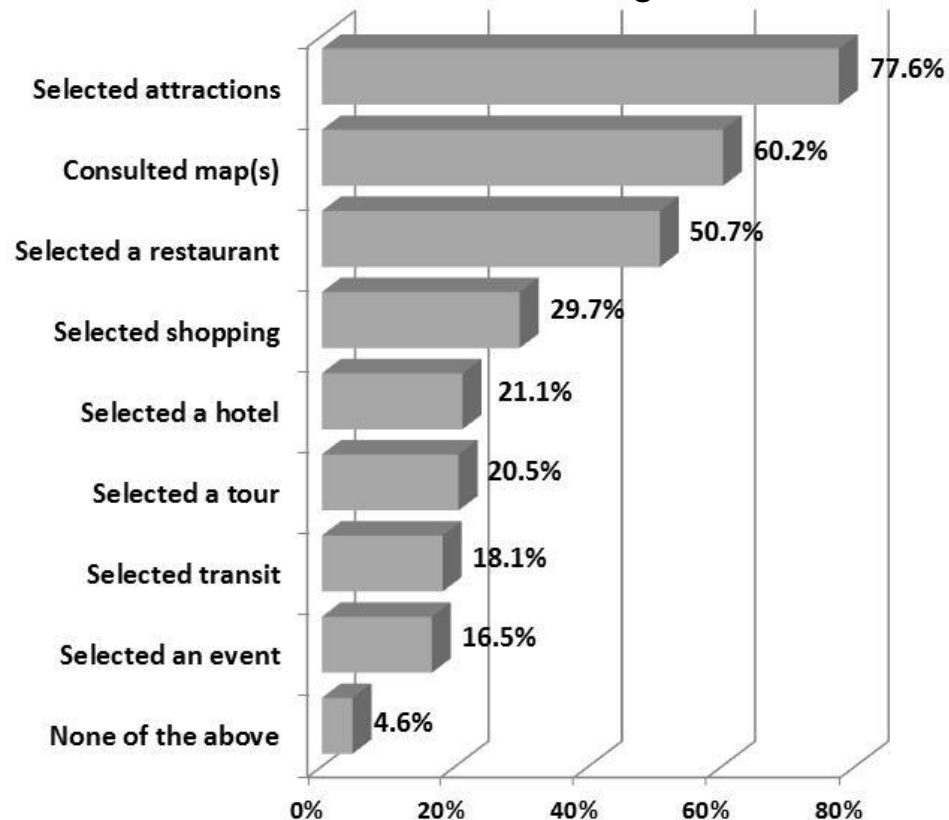
In terms of the content users actually access in DMO visitor guides, users primarily review information on attractions (72.7%), maps (66.4%), travel tips (55.3%), events (53.5%) and dining (52.2%), as well as the guide's articles and features (50.2%).



Which types of content and other information contained in the Official Visitor Guide did you read or review? (Select all that apply)  
Base= 9,610 completed surveys

# TRIP DECISIONS MADE WITH VISITOR GUIDES

DMO visitor guide users who traveled to the destination post-receipt of the guide were asked which travel planning tasks they accomplished or travel decisions they made based on information they found in the guide. By far, the most common use of these guides is to select attractions (72.2%). The guide was also commonly used to consult maps (60.2%) and select a restaurant (50.7%). About one in five used the visitor guide to select a hotel (21.1%).



Which of these travel planning decisions or tasks did you make or complete based on information from the Official Visitor Guide? (Select all that apply) Base= 9,610 completed surveys

# PRE-TRIP TRAVEL PLANNING RESOURCES

	All Destinations (Avg.)
Official Visitor Guide (printed)	81.3%
Official tourism website	42.4%
Online maps	41.7%
Printed maps	39.9%
Official Visitor Guide (digital)	24.8%
Opinions of friends	24.7%
Visitor Information Center	22.1%
Travelers' reviews of hotels	20.5%
Official email newsletter	17.8%
Travelers' destination reviews	16.3%
Travelers' reviews of restaurants	15.3%
Commercial guidebook	14.8%
Online travel agency	14.4%
Mobile app	10.0%
Travelers' itinerary or blog	9.9%
Travel or lifestyle magazine	7.5%
Other travel-related e-mail	7.0%
Travel agent	7.0%
Official Facebook page	4.7%
Direct mail piece	4.7%
Newspaper travel section	3.4%
Other online video	3.2%
Official YouTube channel	2.8%
Other Facebook content	2.2%
Travel related programming on TV	2.2%
Official Twitter page	0.6%
Other Twitter content	0.2%
Travel related radio program	0.2%
Sample Size	5396

DMO visitor guide users who traveled to the destination were presented with a list of resources and asked to identify which they used to help plan their trip before arrival and which they used while in the destination. In addition to using the printed DMO visitor guide (81.3%), a sizable percentage of these travelers also used the DMO's website (42.4%). Both online (41.7%) and printed (39.9%) maps are commonly used to trip plan prior to arriving in the destination.

Which of the following resources did you use to plan your trip, BEFORE ARRIVING in (Destination)? (Select all that apply) Base= 9,610 completed surveys



# IN-MARKET TRAVEL PLANNING RESOURCES

	All Destinations (Avg.)
Official Visitor Guide (printed)	74.9%
Printed maps	46.4%
Visitor Information Center	26.3%
Online maps	22.0%
Opinions of friends	16.7%
Mobile app	11.2%
Official tourism website	10.9%
Commercial guidebook	9.3%
Travelers' reviews of restaurants	7.7%
Official Visitor Guide (digital)	6.7%
Travelers' destination reviews	5.6%
Travel or lifestyle magazine	5.0%
Travelers' reviews of hotels	4.2%
Travel agent	3.2%
Newspaper travel section	3.1%
Travelers' itinerary or blog	2.8%
Online travel agency	2.7%
Official email newsletter	2.2%
Direct mail piece	1.9%
Other travel-related e-mail	1.6%
Travel related programming on TV	1.4%
Official Facebook page	1.4%
Other Facebook content	1.1%
Other online video	1.0%
Official YouTube channel	0.6%
Official Twitter page	0.4%
Other Twitter content	0.3%
Travel related radio program	0.2%
Sample Size	5396

In terms of the resources used for trip planning purposes in-market, DMO visitor guide users continued to rely on the printed visitor guide (74.9%). In addition, these travelers used a Visitor Information Center (26.3%), as well as printed (46.4%) and online (22.0%) maps to help plan their trip while in-market.

Which of the following resources did you use to plan your trip, WHILE IN (Destination)? (Select all that apply) Base= 9,610 completed surveys

# OPINIONS ABOUT DMO VISITOR GUIDES

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# OVERVIEW: OPINIONS ABOUT DMO VISITOR GUIDES

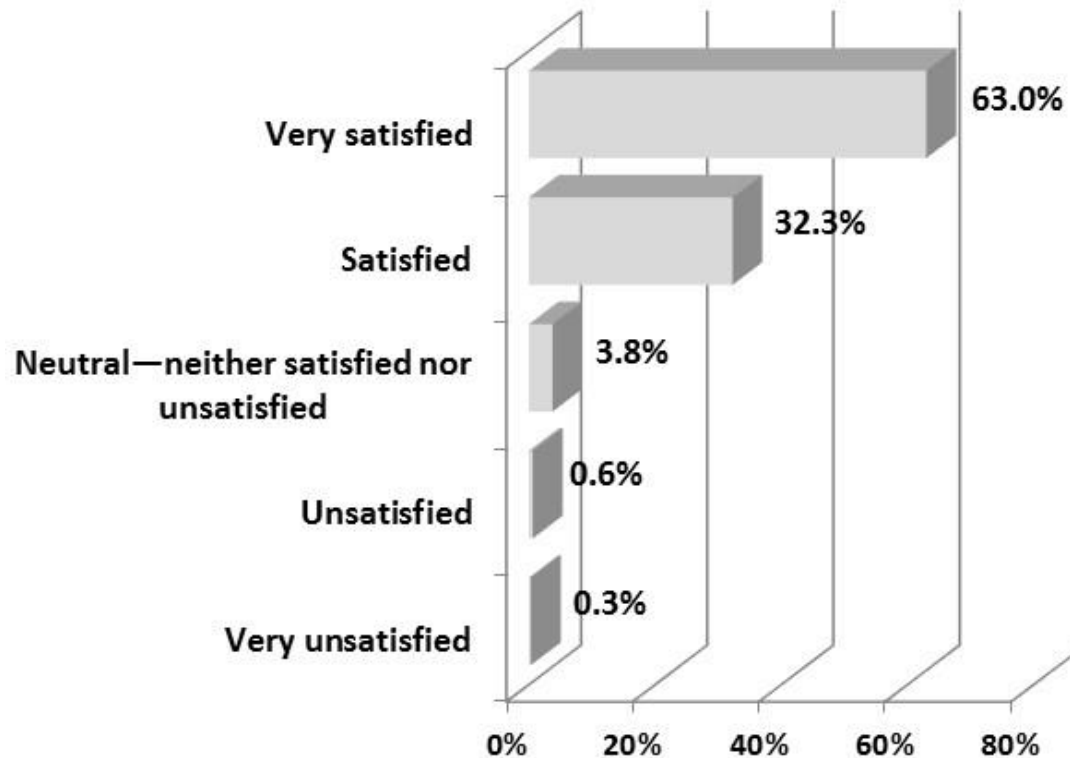
This section presents the findings of the survey's questions related to users' general assessment of the DMO visitor guide.

In summary:

- **There is a high degree of satisfaction with DMO visitor guides.** 95.3 percent of DMO visitor guide users surveyed who visited the destination after receiving the DMO visitor guide were "Satisfied" (32.3%) or "Very satisfied" (63.0%) with the guide.
- **Articles and ads are widely considered the most helpful content in DMO visitor guides**—The guide's articles are considered the most helpful overall (76.5%), although 67.3 percent rated the guide's advertisements as helpful to their trip planning, as well.

# SATISFACTION

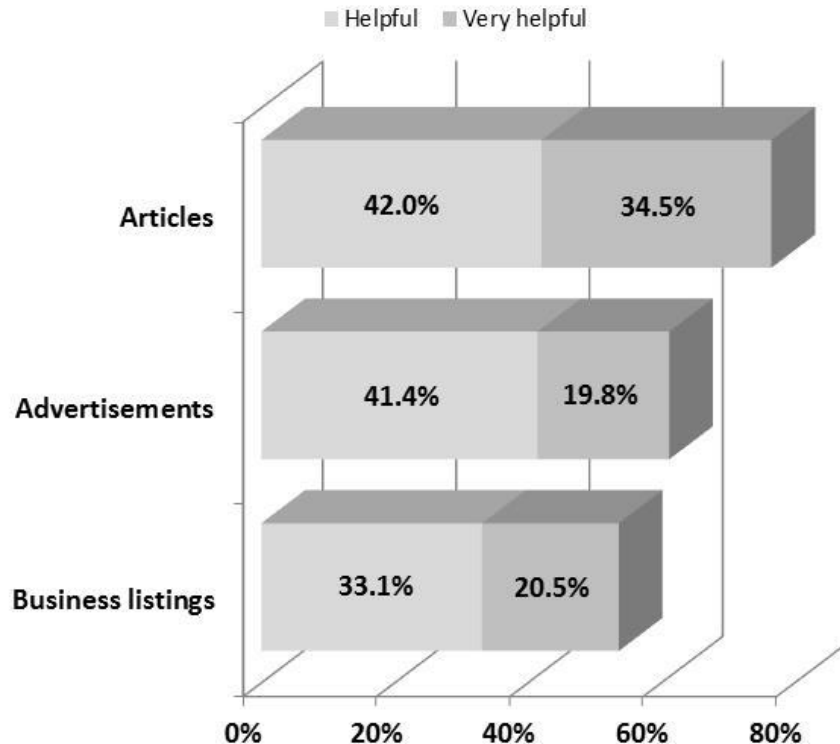
DMO visitor guide users were asked to rate their overall satisfaction with the guide using a 5-point scale from "Very unsatisfied" to "Very satisfied." In total, 95.3 percent of DMO visitor guide users who visited the destination after receiving the guide were "Satisfied" (32.3%) or "Very satisfied" (63.0%) with the guide.



In general, how satisfied are you with the Official Visitor Guide?  
Base= 9,610 completed surveys

# HELPFULNESS OF CONTENT

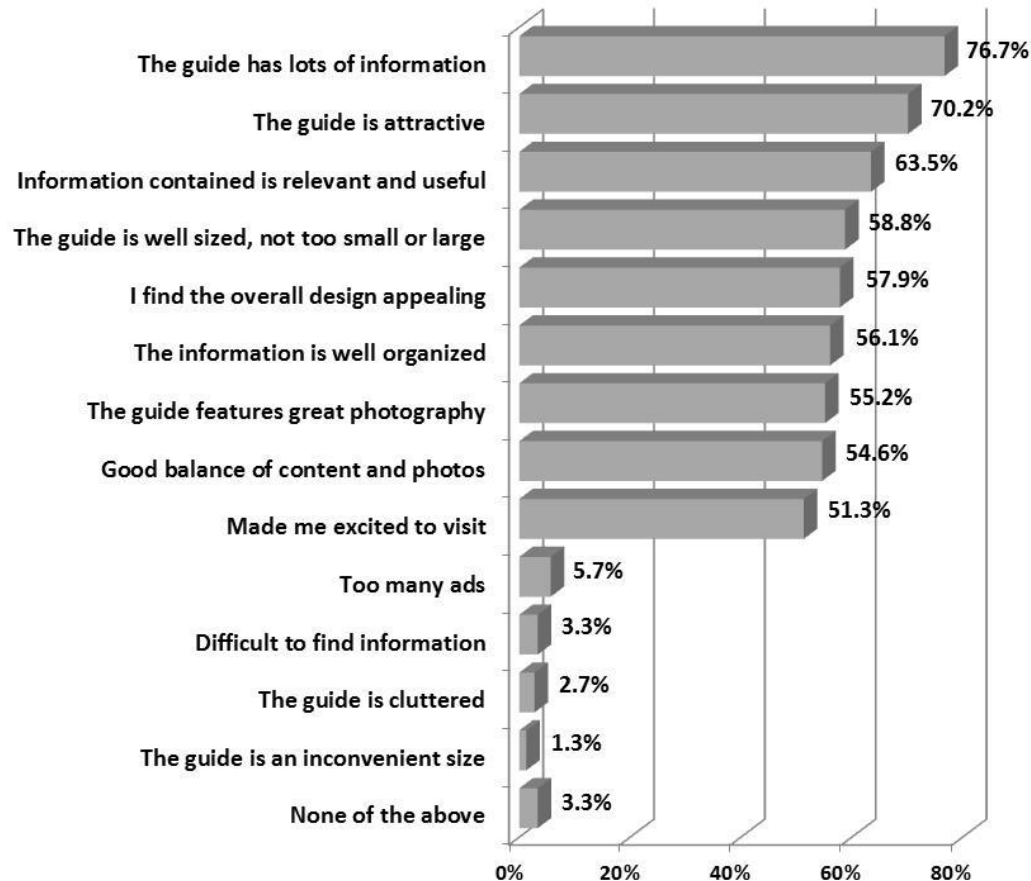
DMO visitor guide users who traveled to the destination were asked to rate how helpful the articles, advertisements and business listings contained in the guide were to planning their trip to the destination. The chart below shows the proportion of DMO visitor guide users who considered each type of guide content to be "Helpful" or "Very helpful" for trip planning. The guide's articles are considered the most helpful overall (76.5%), although 67.3 percent rated the guide's advertisements as helpful to their trip planning, as well.



How helpful were each of the following types of Official Visitor Guide content in assisting you to plan your trip in (Destination)? Please use the scale from "Very unhelpful" to "Very helpful" below.  
Base= 9,610 completed surveys

# HOW USERS DESCRIBE DMO VISITOR GUIDES

Presented with a list of statements about the DMO visitor guide's design, layout, and presentation, users were asked to select those with which they "Agree" or "Strongly agree." These guides are most commonly considered to "have lots of information" (78.9%), be "attractive" (77.0%), and contain "relevant and useful" content (65.6%).



Which of the following statements do you agree or strongly agree with to describe the design, layout and presentation of the Official Visitor Guide? (Select all that apply)

Base= 9,610 completed surveys

# THE ECONOMIC IMPACT OF DMO VISITOR GUIDES

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# WHAT WE ARE MEASURING

Visitor spending economic impact for a destination marketing organization's marketing program—such as a visitor guide—can best be defined as the total amount of direct visitor spending in the destination that is generated by the program. Alternatively, a DMO marketing program's economic impact can be defined as the amount of visitor spending in the destination that would not have occurred in the absence of the program. In short, a goal of this research was to measure how much the DMO visitor guides studied brought back to their communities in visitor spending economic impact, which can later be measured against the amount of money spent producing and distributing these guides to determine ROI.

The steps to determining the economic impact of these DMO visitor guides are detailed following.





# CONVERSION ANALYSIS

The surveys used in this research collected information critical to calculating economic impact, such as actual visitation to the destination after ordering the visitor guide, whether those that did visit the destination had already made up their mind to visit the destination—and how long they would stay—when requesting the DMO’s visitor guide, as well as detailed information on their trip purpose and in-market spending behavior. Such data allowed us to differentiate between leisure and business/conference visitors and others and measure in-market spending by visitors influenced by the DMO visitor guide to visit or extend their stay in the destination.

The economic impact estimates derived for this report include all direct spending in the destination by two types of visitors: those who took incremental trips to the destination and those who extended the length of their trip based on information found in the DMO visitor guide. These two visitor types are distinguished following:

- 1. Visitors on **incremental trips** had not fully made up their mind to visit the destination when they ordered the DMO visitor guide and stated that the visitor guide influenced their decision to ultimately visit the destination. To be considered an incremental visitor, respondents who had not made up their mind to visit prior to ordering the DMO visitor guide must then state in a subsequent survey response that the visitors guide helped them make their decision to visit and that the guide was “Important” or “Very important” to their decision to visit.
- 2. Visitors who **extended their stay in the destination** can be leisure travelers, business travelers or convention/group meeting attendees. Leisure travelers who did not state that the DMO visitor guide influenced their decision to visit the destination and all business and convention travelers were asked a series of questions on the influence of the DMO visitor guide on their length of their stay in the destination. Economic impact estimates for this group only include spending during reported “additional” days in-market generated by the DMO visitor guide.

# KEY ECONOMIC IMPACT FINDINGS

- **Incremental trips generated by the 11 DMO visitor guides in this study:** For the 134,636 persons receiving these visitor guides through direct order, an estimated 7,092 incremental trips were generated for the respective destinations. The average incremental trip lasted 3.5 days (resulting in 22,165 total trip days) with a reported in-market spending of \$347.18 per day. In total, the incremental trips generated by these DMO visitor guides resulted in approximately \$175,400,492 in new visitor spending in these destinations.
- **Incremental spending on trips extended as a result of the 11 DMO visitor guides in this study:** DMO visitor guides can also encourage longer stays in a destination and thus increase the visitor spending the destination realizes. It is estimated that an additional 9,355 incremental trips days were generated by these visitor guides from visitors who lengthened their initial intended stay in the destinations. In total, the incremental trip days generated by these guides resulted in approximately \$72,728,849 in new visitor spending in these destinations.
- **Total Estimated Economic Impact:** The two components discussed above (spending on incremental trips and additional days in market) comprise the program's economic impact as defined in this study. It is estimated that as a result of the direct order distribution of the 11 DMO visitor guides in this study, \$248,129,342 in direct visitor spending was generated for these destinations. Alternatively, given the 134,636 visitor guides distributed during the year, the guides' overall economic impact is estimated to have been \$48 per guide.



# COMPARATIVE FINDINGS BY DMO

The key findings on the economic impact generated by the visitor guide of each participating DMOs in the study are summarized below. In order to make these comparisons, the figure of 1,000 directly distributed visitor guides is used as the basis for all estimates shown below.

<i>Estimates Based on 1,000 Directly Distributed Visitor Guides</i>	DESTINATION 1	DESTINATION 2	DESTINATION 3	DESTINATION 4	DESTINATION 5	DESTINATION 6	DESTINATION 7	DESTINATION 8	DESTINATION 9	DESTINATION 10	DESTINATION 11
Incremental trips generated by Visitor Guide	29 trips	14 trips	32 trips	37 trips	58 trips	63 trips	41 trips	54 trips	62 trips	84 trips	62 trips
Average visitor spending per day on incremental trips	\$425.81	\$396.01	\$406.22	\$368.94	\$303.98	\$366.60	\$316.18	\$235.54	\$282.06	\$243.33	\$344.16
Average trip length of incremental trips	3.8 days	3.5 days	3.4 days	2.9 days	3.2 days	3.1 days	2.9 days	2.3 days	3.2 days	2.5 days	3.6 days
Total visitor spending on incremental trips	\$47,317	\$19,577	\$44,968	\$39,691	\$55,995	\$72,839	\$37,866	\$28,924	\$55,444	\$50,384	\$76,496
Days spent in market on trips extended by Visitor Guide	79 days	46 days	67 days	71 days	74 days	19 days	69 days	47 days	66 days	56 days	74 days
Total visitor spending on trips extended by Visitor Guide	\$33,692	\$18,415	\$27,077	\$26,173	\$1,644	\$7,065	\$21,821	\$10,966	\$18,592	\$13,663	\$25,504
Total economic impact/ROI of Visitor Guide program	\$81,009	\$37,991	\$72,045	\$65,864	\$78,414	\$79,903	\$59,687	\$39,890	\$74,036	\$64,047	\$102,000
Total economic impact/ROI of per distributed Visitor Guide	<b>\$81.00</b>	<b>\$37.99</b>	<b>\$72.05</b>	<b>\$65.86</b>	<b>\$78.41</b>	<b>\$79.90</b>	<b>\$59.69</b>	<b>\$38.89</b>	<b>\$74.04</b>	<b>\$64.05</b>	<b>\$102.00</b>

**Note:** Destinations 1-5 are major U.S. cities.  
Destinations 6-11 are smaller cities, rural areas or boutique destinations.

# COMPARATIVE FINDINGS BY DMO

The real, total economic impact of the DMO visitor guides studied to their respective communities in 2013 is compared below.

	DESTINATION 1	DESTINATION 2	DESTINATION 3	DESTINATION 4	DESTINATION 5	DESTINATION 6	DESTINATION 7	DESTINATION 8	DESTINATION 9	DESTINATION 10	DESTINATION 11
Number of Visitor Guides directly distributed	6,853	10,661	14,727	16,418	40,595	4,739	5,253	535	30,486	7,956	3,266
Economic impact of incremental trips	\$324,261	\$208,706	\$662,244	\$651,641	\$2,273,137	\$345,182	\$198,910	\$15,475	\$1,690,274	\$400,853	\$249,836
Economic impact of lengthened trips	\$230,892	\$196,317	\$398,757	\$429,712	\$910,106	\$33,479	\$114,627	\$5,867	\$566,801	\$108,706	\$83,295
<b>Economic impact of visitor guide program</b>	<b>\$555,153</b>	<b>\$405,024</b>	<b>\$1,061,001</b>	<b>\$1,081,353</b>	<b>\$3,183,243</b>	<b>\$378,661</b>	<b>\$313,538</b>	<b>\$21,341</b>	<b>\$2,257,075</b>	<b>\$509,559</b>	<b>\$333,131</b>

**Note:** Destinations 1-5 are major U.S. cities.  
Destinations 6-11 are smaller cities, rural areas or boutique destinations.