THE POWER OF VISITOR GUIDES

The Official Washington State Visitors’ Guide influences travel decisions!

Recent studies demonstrate the high value of visitor guides*:
• Of undecided travelers, more than 80% were influenced to choose a destination after reviewing a visitor guide.
• More than 50% of respondents used a visitor guide to plan their trip.
• Nearly 40% used a visitor guide both prior to and during their visits.
• 45% spent more than 45 minutes reading a visitor guide.
• Another 53% spent between 15 and 45 minutes reading a visitor guide.

“DID READING THE GUIDE INFLUENCE OR CHANGE THE FOLLOWING ASPECTS OF YOUR TRIP?”*

- 50% Added Attractions
- 45% Added Activities
- 24% Spent More Money
- 17% Stayed Longer

*WACVB study conducted by Destination Analysts, March 2014 and Visitor Guide study conducted by National Laboratory for Tourism & Ecommerce, Temple University March 2014