

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?”*

