

What makes a good tourism attraction leaflet?

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Paula Bardell-Hedley the Director of Research & Marketing at LDS Tourism Services Ltd Chester, posed the Question: **'What makes a successful leaflet or brochure?'** on LinkedIn an online network of more than 30 million experienced business people from around the world.

"Leaflets should encourage people to visit your attraction, region or event. To be successful, the leaflet should have the right look and contain appropriate information. What, in your experience, encourages people to pick up a brochure and take it home to share with others? Is there a 'perfect' leaflet design?"

The question was submitted in October 2008 and LDS were delighted by the sheer number and variety of responses from marketing experts, graphic designers, tourism industry insiders and others with a professional interest in promotional print.

Nick Booker, director of Attract Marketing based in Kenilworth Warwickshire was judged to have provided the best answer out of very many responses from marketing professionals

The Answer was as follows:

- Right size to fit in leaflet stands!
- Name of the attraction at the top so can be seen in stands
- Style to fit the attraction - ie get the branding right
- Not too much info - ref short attention spans enough to convey the essence
- Technical stuff eg no black out of red print - must be easy to read
- Consider who the leaflet is aimed at - is it adults on behalf of children etc
- Unless you have to - no dates on it so they can be used again next year if budgets tight!
- But contradicting above should you renew design each year? Could debate that endlessly
- Consider it as a souvenir - thus requires some decent weight paper
- Stating the bleeding obvious but it's got to differentiate you from rival/competing offers
- Employ a decent designer but be in control - no fancy designs that look great but cannot be read etc
- Go for a few good large photos/illustrations not many small ones

- Make sure there are good directions and a post code - ref SATNAV and a phone number - make sure the phone is manned and/or has a decent well spoken message on opening times etc
- Consider the leaflet as one part of the marketing mix - the seamless journey
- Having got it printed make sure it gets distributed to the right places - know your market place
- Make sure it reflects your corporate identity ref marketing mix