

TOURISM MARKETERS SMART COMPARISON CHART

Thinking of the best way to reach visitors and trip takers? Here's how your options measure up. We know The Daily Adventure Visitor Guides offer unparalleled advantages over other print and online channels. However, you decide!



GLANCE

FEATURE	THE DAILY ADVENTURE	Mags & Newspapers	DIGITAL ONLY
Targeted Audience	Exclusively Visitors & Trip-Takers.	Mixed audiences, diverse interests. Not visitor focused.	Broad, general audiences.
Distribution Precision	Distributed where visitors are : hotels, other accommodations, top attractions, tourist centres, airports, and other transport hubs.	Varies, via newsagents, shops or unsolicited door drops.	Always available, but passive and easily ignored.
Relevance to Trip Takers	100% relevant. Curated tourism content for each Regional Edition (Dublin, West, Cork & Kerry, Shannon Region and South East).	Mostly mixed content, seldom relevant to visitors / trip-takers.	Vast, overwhelming and unfocused.
Seasonal Availability & Message Visibility	Highly visible. Available to visitors 24/7 for the entire tourism season. Visitors choose it.	Limited lifespan - a day or week. Usually discarded after reading. There today, forgotten tomorrow.	Always online amid vast content. Visitors typically need to already know you to remember to seek you out.
Reader Dwell Time	Highest dwell time. 86% keep for the duration of their visit or even longer, for sharing and future visits.	Usually discarded after reading, low dwell time.	Varies widely. Typically fleeting. If found at all, you can be gone in a swipe.
Reader Intent	Typically picked up during trips, when visitors are actively thinking "What will we do next?"	Typically read at leisure, if at all in the case of door drops, and not specifically travel-focused.	Varies widely, can be easily distracted amid vast content.
Digital Driver & Engagement	85% of Daily Adventure readers go online to find out more, book, or buy, prompted by our guides.	Lower engagement with digital content, less likely to drive online actions.	Users must first find you and engage with your content. The Daily Adventure is often the prompt.
Business Conversion Rate	Extremely high. Trip takers pick up the Daily Adventure guides by choice , reflecting interest & intent.	Lower, due to the random opportunity to see you within mixed content.	Lower within vast content, unless they seek you out, perhaps prompted by the Daily Adventure!
Print & Readership	Each of the 5 Regional Editions prints 100,000 copies with 250,000+ trip-focused readers.	Readership varies and is diverse, not travel-focused.	Global, vast content, with low opportunity to be seen unless specifically searched for.
Cost to Visitors	Ireland's #1 Visitor Guides are Completely FREE to Visitors.	Often requires purchase or subscription, or is unsolicited.	Free, except for premium news and content.

Interested in reaching visitors? Phone Glance at 061 338 588 or email info@Glance.ie