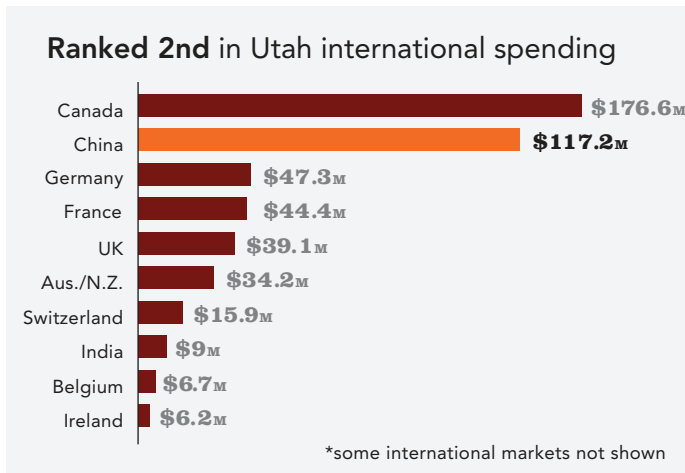


RANK & SPEND



VISITOR PROFILE

Chinese visitors to Utah are frequent travelers to the U.S., having been at least once. They are pursuing a deeper travel experience through outdoor activities and nature experiences, are fans of photography and are interested in self-driving itineraries. The Chinese business travelers coming to Utah are attending for MICE trade shows and conferences.

GETTING TO AND THROUGH UTAH

To Utah

- No direct flights to SLC. Utilizes the direct services through SEA, SFO and LAX
- Seattle is the top gateway flight path

Through Utah

- Fly/drive
- Small group
- Escorted group

For more information on the Chinese market, please contact:

Jody Blaney
Global Markets Specialist
801-538-1377 | jblaney@utah.gov

TRAVEL HABITS

Average Vacation Time

China has 11 public holidays per year. They also have two "Golden Weeks"— Chinese New Year Week and National Day Week.

Average Length of Stay

- U.S. = 10–15 days
- UT = 2–4 days

Peak Travel Periods

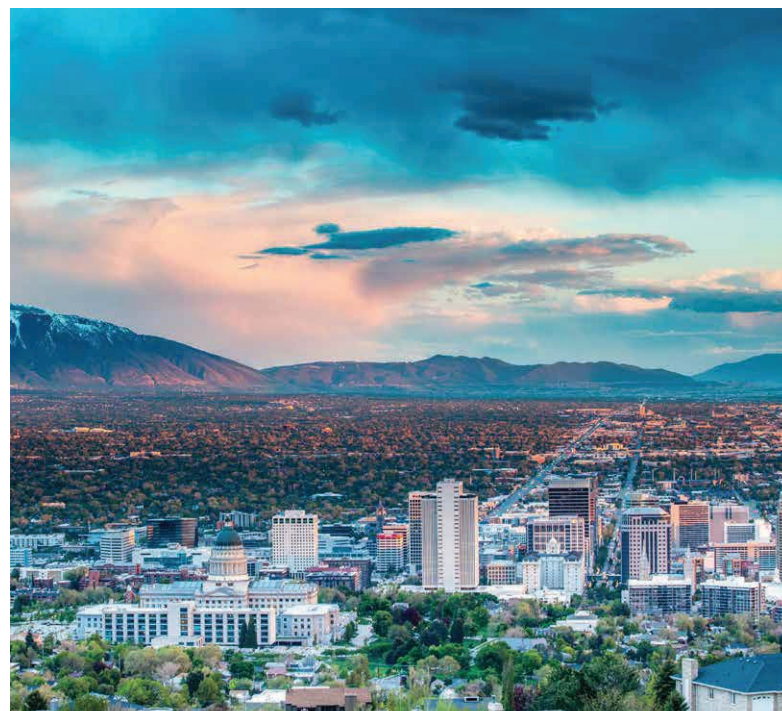
- May
- July–August
- October

Planning time frame: 1–2 months in advance

Booking time frame: 1–2 months in advance

WHY UTAH?

- Unique and exclusive landscapes
- National Parks and Monuments
- Rising interest in winter activities
- Stargazing
- Professional sports
- Luxury hotel properties
- Utah's movie history



BUYING TRAVEL

Tour operators for group travelers and OTA platforms for FIT travelers. Content platforms like Red and TikTok are popular and assist Chinese travelers with decision making.

CUSTOMER NEEDS AND EXPECTATIONS

- Impeccable service delivered in a respectful way. The recollection of how they were treated will linger long after they return home. A smile and welcoming attitude from the heart are even more important than providing service in the Chinese languages.
- Efficient, responsive service. For example, meals delivered within 20 minutes, room keys provided within 5 minutes of check-in and immediate attention from concierge.
- Chinese are good bargainers, and while they are accustomed to negotiating on price, they won't be offended if no discount is offered (when handled politely).
- You can make your Chinese visitors feel special by acknowledging important dates/events that

have meaning to them while they are with you, if relevant. For example, during Chinese Spring Festival, red lanterns or Chinese Knots hung at entry gates can create a warm welcome.

TOP TOUR OPERATORS IN MARKET

- China Tourism Group
- China Youth Travel Service Ltd
- Shanghai Spring Tour
- American International Travel Services Inc
- Guangzhou Dista International Travel Service Co., Ltd
- Diamond Travel Alliance
- Chengdu Champion Holiday International Co., Ltd

