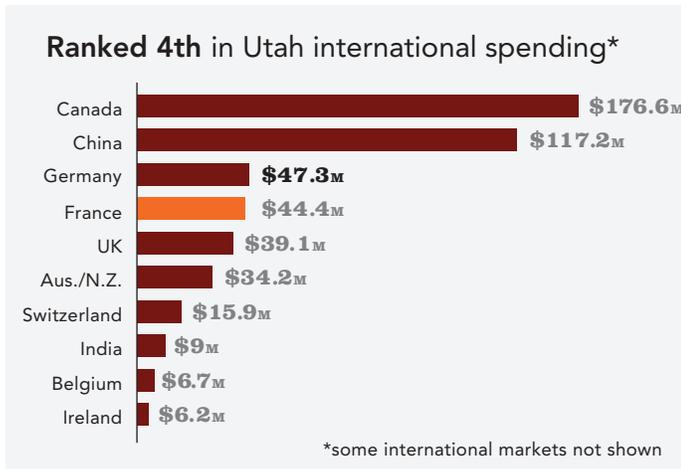


## RANK & SPEND



## VISITOR PROFILE

The French traveler coming to Utah is an independent traveler; with the majority traveling on a fly and drive itinerary. During the summer months of July and August, families (parents with 2–4 kids) represent nearly 80% of the French visitors. Repeat visitors to Utah are an increasing segment of the French travelers — these visitors tend to stay longer and go off the beaten path.

## GETTING TO AND THROUGH UTAH

### To Utah

- Direct service from CDG - SLC, especially the Parisians, who tend to prefer direct flights.
- Direct service from AMS - SLC, those from the French regions, such as Nice, Toulouse, Lyon, Bordeaux, Nantes and Marseille.
- LAX and SFO are still very largely used by the French who are on a fly and drive to the Colorado Plateau

### Through Utah

- FIT
- Fly/drive

## TRAVEL HABITS

### Average Vacation Time

Five weeks of paid vacation per year, on average, plus 2 weeks of additional holidays

### Average Length of Stay

- U.S. = 18 days
- UT = 6–7 days

### Peak Travel Periods

- May–October

**Planning time frame:** 3–6 months in advance

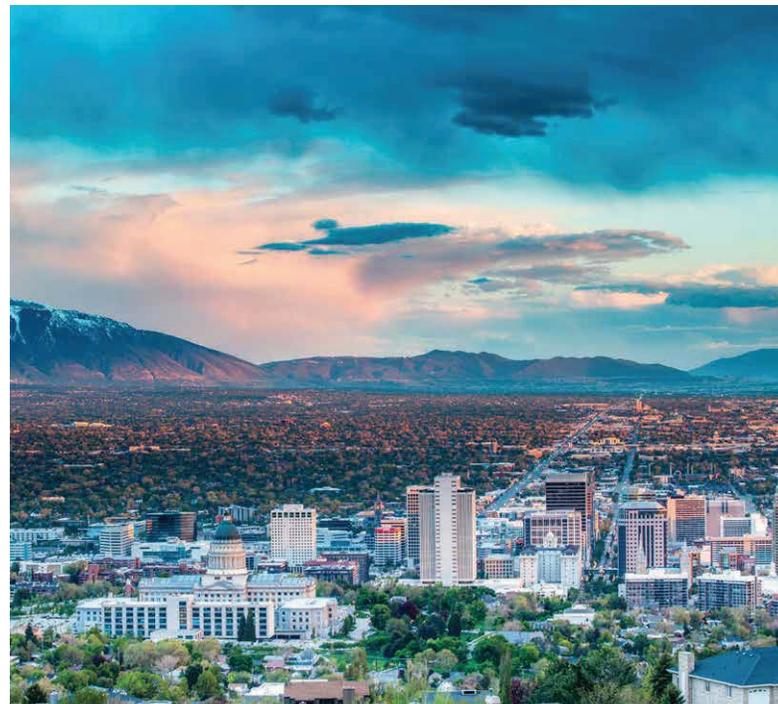
**Booking time frame:** 2–5 months in advance

## WHY UTAH?

- Iconic national parks
- Wide open spaces and variety of landscapes
- Utah’s movie history
- Location between the Colorado Plateau and the Rockies
- Ease of access through direct flight from Paris

## BUYING TRAVEL

The French have traditionally bought travel through tour operators and retail travel agencies, but has seen a shift to direct bookings recently.



## CUSTOMER NEEDS AND EXPECTATIONS

- The French love to interact with locals; any event or activity that allows them to spend some time with local Utahns will be a success.
- French people tend to eat dinner late (7-9:30p.m.); they expect restaurants to serve until 9p.m.
- The French expect hotels to provide breakfast (at least a continental breakfast), as it is customary at home.
- Any attraction, hotel, restaurant or destination offering materials translated into French will have the French visitors' favor.
- Most French like when restaurants calculate the tip for them; this makes it much easier and avoids confusion (Europeans aren't familiar with the tipping process).
- **Attn restaurants and cafes:** the French like water without ice. They prefer to choose a drink once they know what they will eat (to pair drink with food). They also feel very uncomfortable when the check is brought to the table while they're still eating.

## TOP TOUR OPERATORS IN MARKET

### Tour Operators:

- Voyageurs du Monde
- Comptoir des Voyages
- Marco Vasco
- Le Cercle des Vacances
- Vacances Fabuleuses
- Jetset Voyages

### OTA's:

- Booking.com
- Expedia
- Lastminute.com
- Airbnb

For more information on the French market, please contact:

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