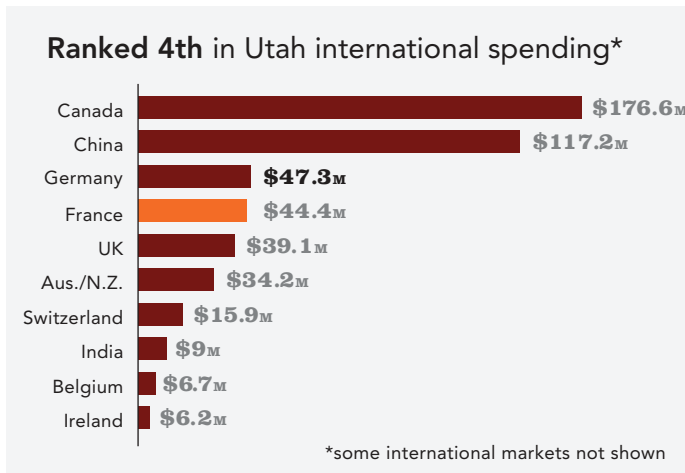


RANK & SPEND



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

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