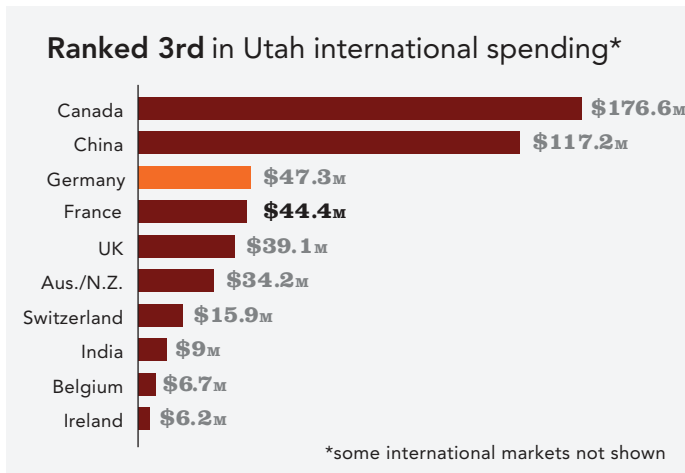


RANK & SPEND



VISITOR PROFILE

Active families seeking quality time with fun, yet educational, aspects for their kids. These visitors are traveling during school holidays and tend to be budget cautious. | Outdoorsy couples are those with two sources of income and no children. They are looking for transformational travel and the chance to immerse themselves in nature/local life. | Globetrotting retirees are an affluent target group who are very comfortable traveling; they will travel for a longer period of time and have the ability to choose off-season.

GETTING TO AND THROUGH UTAH

To Utah

- No direct flights to SLC
- Utilizes the direct services through CDG, LHR and AMS with KLM/Delta/AF
- Condor direct flights from DUS and FRA to LAS for Southern Utah

Through Utah

- Fly/drive
- RV Trips
- Small groups

TRAVEL HABITS

Average Vacation Time

Five weeks of paid vacation per year, on average, plus 9-13 additional public holidays depending on region of the country

Average Length of Stay

- U.S. = 18 days
- UT = 7.5 days

Peak Travel Periods

- May–September (3 Season)
- November/February/March (Ski)



Planning time frame: 3–5 to 6–12 months in advance

Booking time frame: 5–10 months in advance

WHY UTAH?

- National parks
- Outdoor recreation
- Off the beaten path experiences

BUYING TRAVEL

51% Tour Operator, 36% Direct Bookings and 13% other (OTA). Long-haul travel requires detailed advice and is largely sold through tour operators or travel agencies.

CUSTOMER NEEDS AND EXPECTATIONS

The German traveler expects their hotel to provide breakfast (at least a continental breakfast) as it is customary at home. Traditionally, they aren't used to the level of air conditioning utilized inside buildings in the U.S. and prefer to have control of the thermostat within their hotel room. Cleanliness is an important factor when picking accommodations.

Germans are looking for activities and outfitters that provide authentic experiences based around

hidden gems. It is a high advantage to have German-speaking guides on-site. Prefer package deals, with no hidden fees and clear pricing structures. Make tipping expectations as clear as possible for guides, drivers, and cleaning service.

TOP TOUR OPERATORS IN MARKET

Big 3 Tour Operators:

- TUI Deutschland
- DERTOURISTIK
- FTI Touristik

USA Specialist Tour Operators:

- CANUSA
- CRD International
- America Unlimited
- Explorer Fernreisen

For more information on the German market, please contact:

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