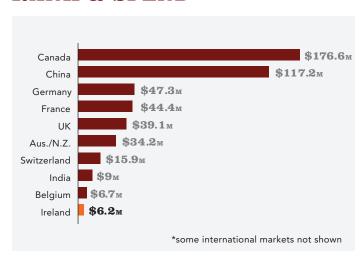


## **MARKET PROFILE IRELAND**

#### RANK & SPEND



#### VISITOR PROFILE

AND IST TEOR II PROMITE ouples on their 3rd or 4th visit to the USA Hikely to have on their unstertaken a New England or Kalifornian road trip before travelling to Utah or Californian road trip before travelling to Utah.

#### **GETTING TO AND** THROUGH UTAH

To Utah

- No direct flight to SLC or LAS from Dublin
- Aer Lingus, Ireland's national carrier, is expanding capacity and routes

#### GETTING TO AND

THROUGH UTAH fit from U.S. <del>ip</del>amignation pre-clearance at Dublin airport

Through Utah tights to SLC or LAS from Dublin

- FlyXerrivingus, Ireland's national carrier, is
- Expanding roupations and routes
  - Visitors from Ireland benefit from U.S.

TRAVEL HABITS
Through Utah
Average Vacation Time

• Fly/drive
Four weeks of paid vacation per year ar

Four weeks of paid vagation per year, on average, plus 2 weeks of additional public holidays

#### AVEROAVEEdth HEABITS

Alle Bage 1 Varciathion Time

Four weeks ayspaid vacation per year, on PeakerTrave bResribouseks of additional public

bolidayseptember

Playring time frame: Stay ar in advance

Booking time 2 frame: 6-9 months in advance

• UT = 10 days

**Peak Travel Periods** WHY UTAH? May-September

- Planting time frame: 1 year in advance
- Batining rime frame: 6–9 months in advance





# MARKET PROFILE IRELAND

#### WHY INCA HRAVEL

- Traditionsaleynthyough tour operators and retail
- travel agencies.

## BCHSTICMERA VEEDS

Transpart Thought Tour Tourness and retail trevel again clean later than Americans tend to – normally a meal in a restaurant will be around 7.30p.m.

CUSTOMER NEEDS
The trish love an alcoholic drink – be clear
AND EXPEGRATIONS Icohol can be

- PWE Mash deat later than Americans tend to nerTrypiliyab tripped high levelst awealne twild one 10% wantd 7.82% in restaurants, and they are not accustomed
- the principle of a least of the state of t
- Mysleawith parijing watereasetweeted with and 12% in relateurants, and they are not accustomed to tipping in bars make it as clear as possible on bills what the tip expectations are.
- Hot tea is the drink of choice at breakfast, made with boiling water and served with fresh milk.

## TOOPTOOPROOPERATORIS INNWARENET

- Plantimon Travaevel
- An Aerrieo ai coa SakSyky
- An Aerrieoraico a Hobbiodia y a y s
- ToToruAnAemieraica
- Traidaiinficheolers

For more information on the Irish market, please contact:

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