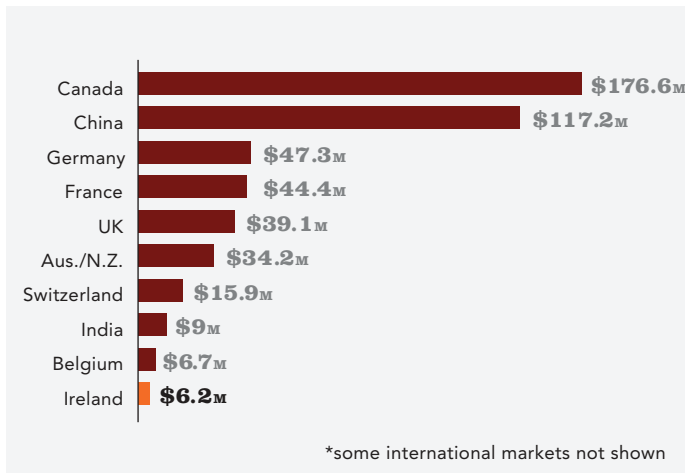


RANK & SPEND



VISITOR PROFILE

Age 50+ generally travelling in couples on their 3rd or 4th visit to the USA. Likely to have undertaken a New England or Californian road trip before travelling to Utah.

GETTING TO AND THROUGH UTAH

To Utah

- No direct flights to SLC or LAS from Dublin
- Aer Lingus, Ireland's national carrier, is expanding capacity and routes
- Visitors from Ireland benefit from U.S. immigration pre-clearance at Dublin airport

Through Utah

- Fly/drive
- Escorted group tours

TRAVEL HABITS

Average Vacation Time

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

Average Length of Stay

- U.S. = 12 nights
- UT = 10 days

Peak Travel Periods

- May–September

Planning time frame: 1 year in advance

Booking time frame: 6–9 months in advance



WHY UTAH?

- Unique scenery
- National parks

BUYING TRAVEL

Traditionally through tour operators and retail travel agencies.

CUSTOMER NEEDS AND EXPECTATIONS

- The Irish eat later than Americans tend to – normally a meal in a restaurant will be around 7.30p.m.
- The Irish love an alcoholic drink – be clear about licensing laws and where alcohol can be purchased.
- Typical tipping levels are between 10% and 12% in restaurants, 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.

TOP TOUR OPERATORS IN MARKET

- Platinum Travel
- American Sky
- American Holidays
- Tour America
- Trailfinders

For more information on the Irish market,
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