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

MARKET PROFILE
IRELAND

RANK & SPEND

<table>
<thead>
<tr>
<th>Country</th>
<th>Rank</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>1</td>
<td>$176.6M</td>
</tr>
<tr>
<td>China</td>
<td>2</td>
<td>$117.2M</td>
</tr>
<tr>
<td>Germany</td>
<td>3</td>
<td>$47.3M</td>
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<tr>
<td>France</td>
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<tr>
<td>UK</td>
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<td>Aus./N.Z.</td>
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<td>Switzerland</td>
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<td>India</td>
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<td>Belgium</td>
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<tr>
<td>Ireland</td>
<td>10</td>
<td>$6.2M</td>
</tr>
</tbody>
</table>

*some international markets not shown
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

WHY UTAH?
• Unique scenery
• National parks

MARKET PROFILE IRELAND

For more information on the Irish market, please contact:
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