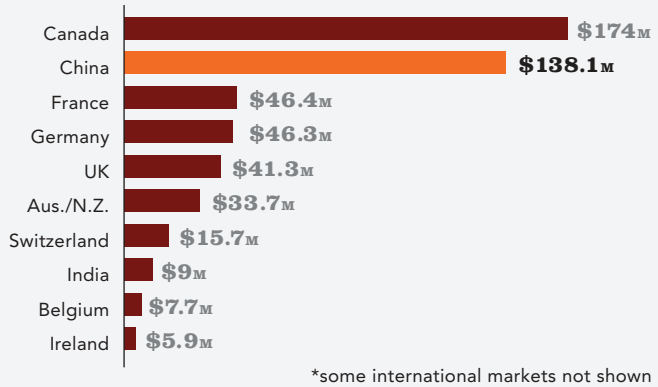
LIFE UTAH ELEVATED

MARKET PROFILE
CHINA

RANK & SPEND

Ranked 2nd in Utah international spending



*some international markets not shown

VISITOR PROFILE

Chinese visitors to Utah are frequent travelers to the U.S., having been at least once. They are pursuing a deeper travel experience through outdoor activities and nature experiences, are fans of photography and are interested in self-driving itineraries. The Chinese business travelers coming to Utah are attending for MICE trade shows and conferences.

GETTING TO AND THROUGH UTAH

To Utah

- No direct flights to SLC. Utilizes the direct services through SEA, SFO and LAX
- Seattle is the top gateway flight path

Through Utah

- Fly/drive
- Small group
- Escorted group

For more information on the Chinese market, please contact:

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TRAVEL HABITS

Average Vacation Time

China has 11 public holidays per year. They also have two "Golden Weeks"— Chinese New Year Week and National Day Week.

Average Length of Stay

- U.S. = 10–15 days
- UT = 2–4 days

Peak Travel Periods

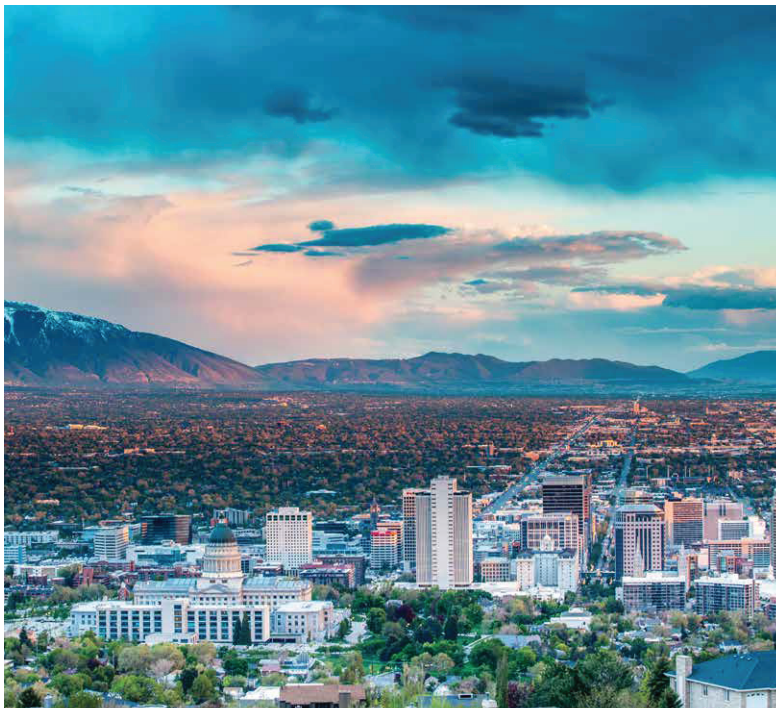
- May
- July–August
- October

Planning time frame: 1–2 months in advance

Booking time frame: 1–2 months in advance

WHY UTAH?

- Unique and exclusive landscapes
- National Parks and Monuments
- Rising interest in winter activities
- Stargazing
- Professional sports
- Luxury hotel properties
- Utah's movie history



BUYING TRAVEL

Tour operators for group travelers. Ctrip and other OTA platforms for FIT travelers. About 72% of travel bookings are made via a mobile device.

CUSTOMER NEEDS AND EXPECTATIONS

• Impeccable service delivered in a respectful way. The recollection of how they were treated will linger long after they return home. A smile and welcoming attitude from the heart are even more important than providing service in the Chinese languages.

• Efficient, responsive service. For example, meals delivered within 20 minutes, room keys provided within 5 minutes of check-in and immediate attention from concierge.

• Chinese are good bargainers, and while they are accustomed to negotiating on price, they won't be offended if no discount is offered (when handled politely).

• You can make your Chinese visitors feel special by acknowledging important dates/events that have meaning to them while they are with you, if relevant. For example, during Chinese Spring Festival, red lanterns or Chinese Knots hung at entry gates can create a warm welcome.

TOP TOUR OPERATORS IN MARKET

• Beijing Fancy Tours International Travel Service Co., Ltd.

• Beijing China International Travel Service Co., Ltd.

• America International Travel Service Inc.

• Dista Group LLC

• Galaxy Tour Inc.

• Champion Holiday