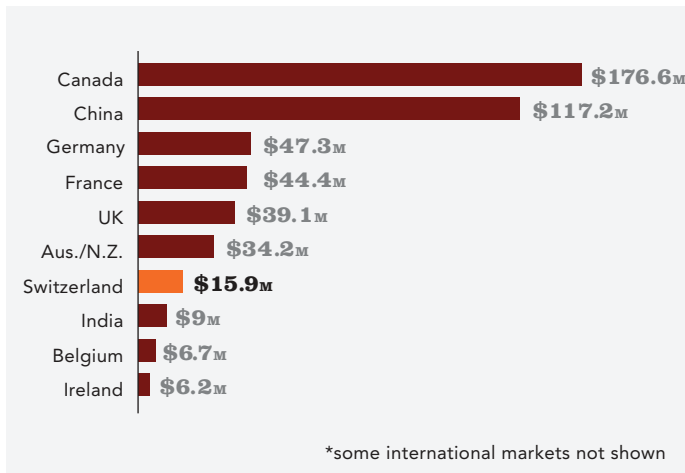


## RANK & SPEND



## 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. | Experienced skiiers exploring new resorts.

## GETTING TO AND THROUGH UTAH

### To Utah

- No direct flights to SLC. SFO and LAX are direct options
- Edelweiss Airline offers direct flights from ZHR to LAS, DEN, and SAN

### Through Utah

- Fly/drive
- RV trips
- Small groups

## TRAVEL HABITS

### Average Vacation Time

Five weeks of paid vacation per year, on average, plus 10–14 additional public holidays depending on region of the country

### Average Length of Stay

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

### Peak Travel Periods

- Spring: April-May
- Summer: June-August
- Fall: September-October
- Winter: December/February-March



**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

71% of travel was booked via the internet. Tour operator bookings, however, are still growing (+2%), especially for long-haul travel which requires detailed advice.

## CUSTOMER NEEDS AND EXPECTATIONS

The Swiss 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 room. Cleanliness is an important factor when picking accommodations.

The Swiss are looking for activities and outfitters that provide authentic experiences based around hidden gems. Preference for package deals with no hidden fees and clear pricing structure. Make tipping expectations as clear as possible for guides, drivers, and cleaning service.

## TOP TOUR OPERATORS IN MARKET

- Knecht Reisen
- Hotelplan / Travelhouse
- KUONI
- TUI Suisse
- FTI
- Globetrotter

For more information on the Swiss market, please contact:

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