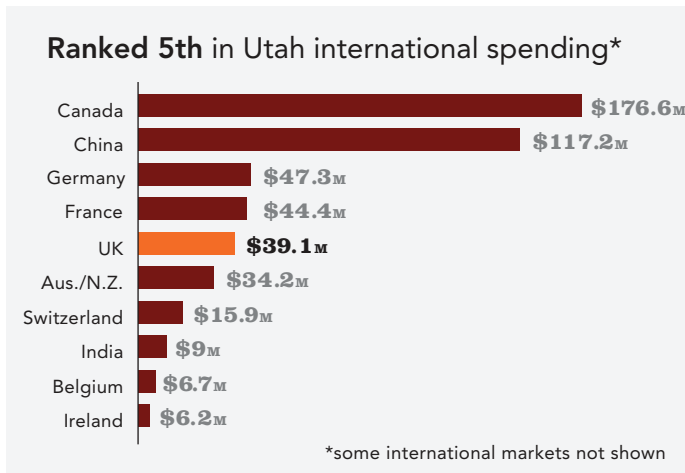


## RANK & SPEND



## VISITOR PROFILE

The primary target consumer audience for Utah in the UK is 50+ years of age, active and with high disposable income. These visitors will generally be travelling as couples on their 3rd or 4th visit to the USA. The secondary target audiences for Utah in the UK are adventurous millennials, without children, who work in urban areas, as well as families with children in their teens. UK ski consumers interested in Utah are experienced skiers looking for somewhere different.

## GETTING TO AND THROUGH UTAH

### To Utah

- Direct service from LHR - SLC
- Direct service LHR & LGW - LAS for southern Utah
- Direct service MAN - LAS for southern Utah

### Through Utah

- Fly/Drive
- RV
- Escorted Group Tours

## TRAVEL HABITS

### Average Vacation Time

Five weeks of paid vacation per year, on average, plus 8 additional public holidays

### Average Length of Stay

- U.S. = 13 nights
- UT = 10-14 days

### Peak Travel Periods

- 3 Season - May to September
- Winter - January to March

**Planning time frame:** 6-12 months in advance

**Booking time frame:** 6-9 months in advance



## WHY UTAH?

- “Bucket list” destination
- Unique scenery
- National Parks
- Ski somewhere “different”

## BUYING TRAVEL

Tour operator / travel agent: Utah is a complex holiday meaning travellers value the expertise of a sales consultant. Some travelers are now purchasing independently or through an OTA.

## CUSTOMER NEEDS AND EXPECTATIONS

- The British eat later than Americans tend to — normally a meal in a restaurant will be around 7:30pm
- Typical tipping levels are around 12% in restaurants and UK travelers 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

### Tour Operators:

- Trailfinders
- Bon Voyage
- America As You Like It
- North America Travel Service
- Audley Travel

### Ski Operators:

- Ski Independence
- Ski Safari
- Ski Solutions

### OTA's

- Booking.com
- Expedia

For more information on the UK market, please contact:

**Celina Sinclair**

**Global Markets Specialist**

**801-538-1710 | [csinclair@utah.gov](mailto:csinclair@utah.gov)**

