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Overview of How and Why Tracking Tourism Data is Critical to Your Success

GO INTERNATIONAL 

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Tourism research uses data to help all travel related businesses better understand their visitors and make better marketing decisions

Listen to the wind,
it talks.

Listen to the silence,
it speaks.

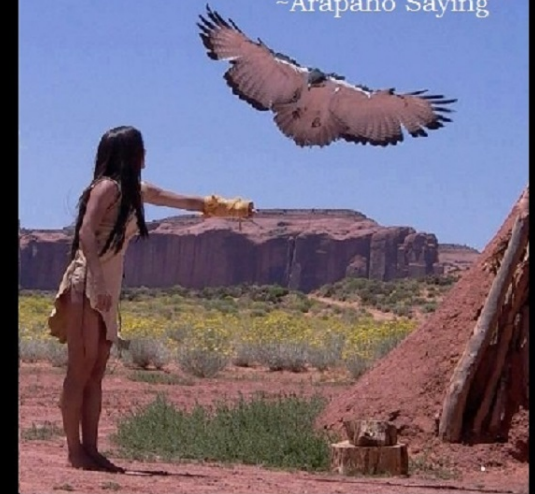
Listen to your heart,
it knows.

~ Native American proverb

fb/sun gazing

When we show respect for
other living things, they
show respect for us.

~Arapaho Saying



worldofproverbs.com



Sources of Research

- **Primary:** Conducting the research on your own or by using a company who does this
- **Secondary:** Information that has been collected by others and is available to you



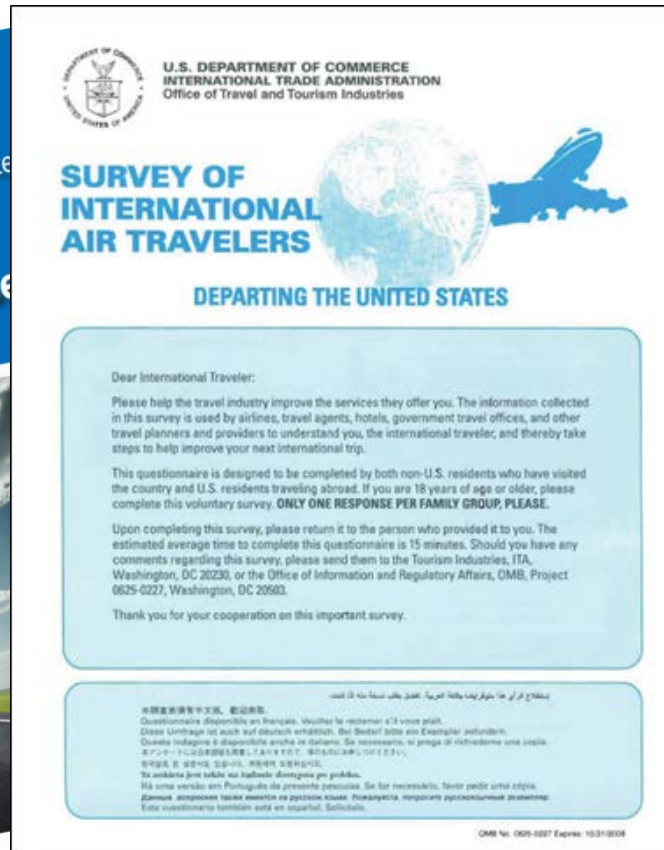
Primary Research Sources

- **Domestic travel research firms: D.K. Shifflet & Associates, Longwoods, TNS, & others**
- **International Research: National Travel & Tourism Office, Individual Commercial Service Offices (like Italy, United Kingdom, Germany)**



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Snapshots: NTTO Research Documents





Secondary Sources

- **Global Travel Related Organizations**
 - United Nations World Tourism Organization
 - World Travel & Tourism Council
- **Global Regional Tourism Organizations**
 - Pacific Asian Travel Association
 - European Travel Commission
- **National Travel & Tourism Offices**
- **Travel Associations**
- **State Tourism Offices**
- **City Convention & Visitor Bureaus**
- **Universities**



Useful Data from State/City Tourism Offices

- Most, if not all subscribe to one of the 3 domestic research firms and have profiles of domestic travel to their state or city.
- Most do or have economic impact data for the state or city.
- The top states and cities have overseas data from our office on the international market.
- Most do tracking of their ads & social media impacts.



Collecting Data Locally

- **Airport Traffic Counts**
- **Visitor Centers**
- **Hotels**
- **Attractions**
- **Restaurants**
- **Events**



How to DIY or Practically So

- Work with your local colleges/universities to have them undertake a tourism impact and/or economic impact study on your behalf
- Engage tribal members in collecting “raw” data for you
- Ask cashiers at attractions, restaurants, gas stations, to ask every customer what their zip code is. If they’re not from the U.S., ask from what country they are visiting
- Engage business owners/operators in collecting “raw” data for you



More on DIY

- **Work with airport rental car companies to get state/country of residence**
- **Work with state tourism offices & destination marketing organizations to add questions to their already in-progress research, if possible**
- **Work with tour operators selling your product to provide you with useful data**



Researchers Beware (and Be Aware)

- If you're doing "visitor counts" at the entrances to attractions, tribal lands, etc., be aware that not everyone who crosses the thresholds is actually a visitor
- If you're doing "license plate" capture, be aware that not every out of state license plate is actually a visitor AND, further
- Be aware that not every visitor in a vehicle with an in-state license plate is actually from that state – they could be driving a rental car



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The Quickest Way to U.S. International Tourism Information:

<http://travel.trade.gov/>

Includes International Travel Research Online

Order, read, download & print the latest statistics on international travel to and from the U.S.

- All of the latest summary tables highlighting specific tourism trends
- More than 30 plus market and regional profiles available
- Forecast of international travelers to the U.S. through 2021
- Information on NTTO's eight ongoing market analysis (research) programs
- Updated monthly statistics on arrivals and departures
- Late-breaking TI News announcements and information releases
- Links and information on the Commerce, Commercial Service Travel & Tourism Team in the USA & Abroad
- Links to other organizations in the travel industry

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