



INTERNATIONAL
TRADE
ADMINISTRATION

NEW INITIATIVES IN TRAVEL AND TOURISM STATISTICS

United States Efforts

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OTTI Statistical System

- Research Program Details

<http://travel.trade.gov/research/index.html>

- Data release

Inbound data:

http://travel.trade.gov/outreachpages/inbound.general_information.inbound_overview.html

Outbound Data:

http://travel.trade.gov/outreachpages/outbound.general_information.outbound_overview.html





Supplemental Airport Survey Program 2008 - present



- Started in 2008 because certain airlines and airports were not able to produce completed surveys in proportion to their traffic numbers. In 2008, the NTTO surveyed at the 25 U.S. airports, boarding area collections accounted for only 27% of questionnaires. By 2012, the share was 77% boarding area and 23% in-flight. 2016: collections 92% at airport.
- A public/private partnership with airports and/or convention & visitors bureaus were developed to survey additional flights on a monthly basis (at no cost to the government). This helped to reduce the deficit in collections and improve market coverage from airlines that serve specific airports.
- NTTO pays for contract management, printing of the surveys, data processing and shipment of surveys to and from ports or airlines.
- In return participants obtain a 12 column, 37 table report on overseas visitors to the U.S.





Analysis of Custom Report/Data Sales

- Categories of Custom Report/Data File Clients

- 13/17 cities as some states ask for cities
- 9/23 states as tourism regions ask for states in their region
- 3/4 tourism regions
- 7/8 others

- Types of other clients

- Airports
- Theme Park
- Credit Card Companies
- Ad Firms
- Associations
- Shopping firm
- Federal Agencies



NTTO Efforts to Find Alternative Collection Method

Methodology changes in data collection

Goal: Increase collections, lower unit cost

- Previous attempts with reservation booking engines
- ‘e-Survey’ in airport departure gate and/or on-board via international Wi-Fi, etc.
 - Lufthansa in 2012
 - JetBlue in 2014 (October)
- Others?



Alternative Methods Tested & Results - 2008

- e-SIAT pilot in 2008 (Flight Reservations)

Passenger booking of an international flight

Via GDS's and airline '.com' sites (they receive \$1 per)

Pre-trip and post-trip sections

Results: from 8/15 – 12/31/08

4,000,000 Observations

12,300 'Clicks' (0.3% response)

2,000 Pre-trips (16.2% response)

400 Post-trip (20% response)



Alternative Methods Tested & Results - 2012

- E-SIAT July 31 – Aug 7, 2012 (Flight Departure)
Paper Survey replaced with e-invite card (URL)
Invites passenger response in three venues:
 - Gate area (airport Wi-fi)*
 - On board (Lufthansa flight with FlyNet)*
 - After arrival at destination

*use of PDA's (PC, Tablet, B/B, iphone)
14 flights departing SFO, MCO and IAD
Response – 3-4 completes per flight vs 13-17 now



Alternative Method – October 2014

- E-SIAT JetBlue, and select other international carriers, departing from JFK Airport.
- Similar to 2012 Lufthansa e-test
- Leverage the increased availability of international Wi-Fi and passenger usage of PEDs.
- More language options available for this test.... Spanish and French in addition to English/German.
- On average, only one response per flight!



Alternative Method Test – 2015

- The E-SIAT tablet test (android), administered at the Los Angeles International Airport (LAX), yielded approximately eight (8) completed responses per flight compared to the current, paper-based method, which produced 14 surveys per flight.
- The results do not warrant the immediate adoption of the tablet methodology as a replacement for the current approach. However, the results were positive enough to warrant additional testing of this method. The major caveats are that the tablet approach requires more field service interaction than the legacy (paper) method and appears to increase passenger response time



Additional TPA Requirements

OFFICE OF TRAVEL & TOURISM INDUSTRIES SHALL:

- Expand access to the official Mexican travel surveys data
- “Expand the number of inbound air travelers sampled by the Survey of International Travelers to reach a 1 percent sample size, revise the questionnaire (done), improve response rates to at least double the number of States and cities with reliable international visitor estimates and improve market coverage”
- Develop estimates of international travel exports (expenditures) on a state-by-state basis
- Evaluate the success of the Corporation in achieving its objectives





Summary of Expanding the 2016 SIAT Sample 2-5 times (Overseas Sample which excludes Canada & Mexico & U.S. outbound)

Sample Collected >400	Current	\$ 5 million*	3 times	4 Times	5 Times
Country sample	23	43 or 0	49	55	60
State/Territories sample	24	31 or 0	36	42	43
Cities	25	46 or 0	58	70	81
Overseas sample	46,615	89,100 or 0	139,845	186,460	233,075

* Note: The FY2018 ITA budget calls for a \$2 million cut of the SIAT budget, but asks for a \$5 million budget for the program. If Congress does not approve the increase we could have no survey

To develop the estimates, we used the 2016 overseas sample shares and projected the sample collections using the share of sample projected by increasing the sample 2-5 times it current level.

Note: The NTTD would recommend a focus upon top countries being over sampled, and a cap of collections of a few select top states/cities, adding new airports to survey from, and over sampling of small destinations and ports.



FY2017 & Beyond: Other Alternative Methods

- Beacon technology.. Emit 'APP' to passenger PED in gate area./Wi-Fi
- Develop a pro and con for all possible alternative methods, like.....
- Hand-Held Devices at Departure Gates?
- ESTA and/or DA.com Survey test?
- Expansion of SASP? Make further revisions to airport departure survey methodology?
- Internet Panel tests? E-Mail Surveys? Pop-Up Surveys?
- Payment data (credit cards)?
- Combine Multiple Years of Data & Release Nationally or Others methods?
- Review current SIAT Method to find ways to reduce costs, increase sample, conduct more effective sampling by looking at others who conduct similar surveys?
- Conduct tests of most promising methods , analyze the results and develop a recommendation for best method?
- Work with Mexico Tourism/Banco and add destination visited to their survey & obtain USA clients to fund it?



Variability Analysis

- Method to determine the ‘Standard Error’
- Variability to an estimate, i.e. # visitors, #nights, amount of spending +/-.
- “Jackknife” resampling method

Overseas to U.S., visiting Los Angeles

12.65% ... SE = 0.40%

Estimates are not an absolute #, but subject to +/-