



### Custom Reports, Tables and Data Files

One of the unique features of the Survey of International Air Travelers (Survey) is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized ad-hoc reports, special tables, data files, or diskettes can be developed if the standard pre-formatted reports do not meet your needs.

Customized reports, tables or data files enable you to choose the format and content to answer questions you have about non-resident travelers to the United States or U.S. resident travel to international destinations. A combined year report, i.e., 2009 – 2011, can easily be developed.

You can learn more about ordering custom Reports by visiting NTTO's web site at: <http://travel.trade.gov/research/programs/ifs/customized.html>.

You are also welcome to contact NTTO at: (202) 482-0140 and talk to Richard Champley or Ron Erdmann.

We also link to the National Travel and Tourism Office's (NTTO) contractor for the Survey research program, CIC Research, Inc.

CIC Research, Inc. can be reached at (858) 637-4000. CIC's main web site page is: <http://home.cicresearch.com/>.

## Link.

The U.S. Department of Commerce's National Travel and Tourism Office (NTTO) is proud of the many resources available from its Research Team making it easy for you to link to comprehensive statistics, analysis and market research on international travel to and from the United States and on the industry's impact on the U.S. economy.

## Network.

Networking with NTTO's Research Team will help you remain or become more competitive by providing statistical and policy-based information to help focus your business planning and market development, reduce your business costs, increase your productivity and aid job creation and retention.

## Connect.

To help improve conditions that directly affect your ability to export, President Obama has endorsed the National Travel and Tourism Strategy. From global economics and business, to foreign and domestic policy, NTTO's dedicated Research Team can connect you with industry expertise and data to help you make balanced and successful business decisions.

We invite you to give us a call.

Isabel Hill  
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# Research Team



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## International Travel to the United States (I-94)

The National Travel and Tourism Office (NTTO)

collects monthly visitation data based on the U.S. Department of Homeland Security's (DHS) **I-94** arrivals records, which gives a total count of non-U.S. travelers to the United States from overseas countries. **I-94** Mexico data are available for air travelers. Aggregate travel data are obtained from Banco de Mexico. Canada arrival data are obtained directly from Statistics Canada.

**I-94** data can help you learn more about:

- Visitor 'visa' types (e.g., B, F, M, WB/WT): Business, Pleasure and Students, plus other codes
- Country/world region of origin (based on residency, however available by citizenship)
- Mode of travel (air, sea and land)
- Minimum stay (more than one night)
- Demographics (age, gender)
- Port of entry
- Address (state) while in the United States
- Country/world region
- Inbound flight level data only

Overseas travelers are from countries for which a visa is required, or from visa-waiver countries. Prior to departure, travelers from visa-waiver countries are required to complete an on-line application with DHS in the Electronic System for Travel Authorization.

The U.S. Department of Commerce focuses on non-resident arrival traffic as a basis for developing travel 'export' estimates. **I-94** data are also used to expand the survey estimates developed by the *Overseas Travelers – Survey of International Air Travelers* (inbound) program.

Summary level information is presented on the NTTO website. Detail data are available by subscription as off-the-shelf standard reports, custom reports (to your specs), and/or trend data (all available in print, excel and adobe format). A complete database is also available.



## Survey of International Air Travelers (SIAT) Inbound

The **SIAT** is a primary research program that uses sampling methodologies to collect performance data from two separate populations of international travelers<sup>1</sup>. In this instance, the **SIAT** collects

- **Non-U.S. travelers who visit the United States (Weighted to the I-94 program/inbound)**

Data are collected from airline passengers who use U.S. or foreign flag carriers (70 plus participants).

**SIAT** data will help you learn more about:

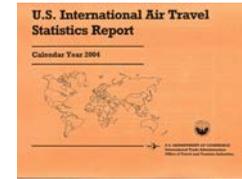
- True origin-destination (O&D) via airport gateway, based on country of residence
  - U.S. cities/states visitation (**inbound**)
- Trip planning process (e.g., sources used and decision timing)
- Traveler characteristics (e.g., purpose of trip, travel party, length of trip)
- Spending patterns
- Rating information (available only to airlines and airports)
- Leisure activities undertaken by travelers
- Demographics (age, gender, income, residence, citizenship, etc.)

**SIAT** differentiators:

- Offers a total market perspective
- Focuses on the traveler as a consumer
- Provides annual data

Summary level information is presented on the (NTTO) website. Detail data are available by subscription as off-the-shelf standard reports, custom reports (to your specs), and/or trend data (all available in print, excel and adobe format). A complete database is also available.

<sup>1</sup> Includes overseas and Mexico



## U.S. International Air Travel Statistics APIS (formerly I-92)

NTTO reports monthly data based on the U.S. Department of Homeland Security **Advanced Passenger Information System (APIS) (formerly I-92)** arrival/departure records, which gives a total count of all non-stop air traffic that arrives in the United States and that departs from the United States.

Breakouts include:

- U.S. citizen and non-U.S. citizen air traffic (differentiating characteristics from the BTS T-100)
- U.S. carriers and foreign flag carriers
- Scheduled and charter flights
- U.S. and foreign gateway airports
- Countries and regions

The U.S. Department of Commerce focuses on U.S. citizen departure traffic as a basis for developing travel "import" estimates.

U.S. citizen departure traffic is also used to expand the survey estimates developed by the *U.S. Travelers – Survey of International Air Travelers* (outbound) program. For complete details on this program, please reference the description of the "Survey of International Air Travelers" located on the previous panel of this brochure.

Summary level information is presented on the NTTO website. Detail data are available by subscription as off-the-shelf standard reports, custom reports (to your specs), and/or trend data (all available in print, excel and adobe format). A complete database is also available.



## Survey of International Air Travelers (SIAT) Outbound

The **SIAT** is a primary research program that uses sampling methodologies to collect performance data from two separate populations of international travelers<sup>2</sup>. In this instance, the **SIAT** collects

- **U.S. residents who travel abroad (Weighted to the APIS [formerly I-92] program/outbound)**

Data are collected from airline passengers who use U.S. or foreign flag carriers (70 plus participants).

**SIAT** data will help you learn more about:

- True origin-destination (O&D) via airport gateway of origin cities and states
  - Overseas countries visited (**outbound**)
- Trip planning process (e.g., sources used and decision timing)
- Traveler characteristics (e.g., purpose of trip, travel party, length of trip)
- Spending patterns
- Rating information (available only to airlines and airports)
- Leisure activities undertaken by travelers
- Demographics (age, gender, income, residence, citizenship, etc.)

**SIAT** differentiators:

- Offers a total market perspective
- Focuses on the traveler as a consumer
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Summary level information is presented on the (NTTO) website. Detail data are available by subscription as off-the-shelf standard reports, custom reports (to your specs), and/or trend data (all available in print, excel and adobe format). A complete database is also available.

<sup>2</sup> Includes overseas and Mexico