



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
 Washington, DC 20233-0001
 OFFICE OF THE DIRECTOR

Dear Company Representative:

We are writing to ask for your help with the U.S. Census Bureau's **2011 Annual Accommodation or Food Services Report**. Summary statistics from this report give an up-to-date picture of U.S. economic activity in the accommodation and food services sector and provide the nation's policymakers and business leaders with measures of this important economic sector.

The Census Bureau is determined to provide the most accurate and useful statistics possible. To achieve that standard, we need participation from all types of businesses, including your business. We acknowledge that completing any report takes time and thought. For this reason, we urge you to view participation not only as a public service, but also as a sensible long-term investment – an investment that returns benefits to you by laying the foundation for sound economic policies and successful business decisions.

In order to improve the efficiency of the sample and to redistribute the reporting burden for small and medium-sized companies, we have re-designed and re-selected the sample of firms used for the Annual Accommodation or Food Services Report. **Please note: We are asking you to provide data for 2011 and 2010**, even if you were in the prior sample and have previously reported data for 2010. Providing both years of data will help to properly link estimates from the prior and new samples and ensure that the published estimates are reliable and consistent over time. Report forms for future years will request only one year of data until a new sample is selected.

Reporting instructions are included on the enclosed form, and estimates are acceptable. You may report by mail, fax, or Internet. Please see the front page of the form for pertinent information concerning each of these options.

This report is **MANDATORY** and **must be returned by the due date shown on the front of the form**. Title 13, United States Code, Sections 182, 224, and 225 require your participation. Section 9 of Title 13 requires that the Census Bureau keep this report strictly confidential. Your information is used only to develop summary statistics that do not reveal the individual activities of your company. Under the same law, information cannot be used for taxation, regulation, or investigation.

If you have any questions or concerns about completing this report, please contact the Annual Retail Branch directly at 301-763-2747 or toll free at 1-800-327-4389 (**select option 2**) weekdays between 8 a.m. and 5 p.m. Eastern time. You also may access our Web site at <http://www.census.gov/econhelp/arts> for information about electronic reporting and answers to **Frequently Asked Questions**.

Thank you in advance for ensuring that the results of the 2011 Annual Accommodation or Food Services Report are comprehensive, timely, and reliable.

Sincerely,

Robert M. Groves
 Director

Enclosures



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Dear Company Representative:

We are writing to ask for your help with the U.S. Census Bureau's **2011 Annual Retail Trade Report**. Summary statistics from this report give an up-to-date picture of U.S. economic activity in the retail trade sector and provide the nation's policymakers and business leaders with measures of this important economic sector.

The Census Bureau is determined to provide the most accurate and useful statistics possible. To achieve that standard, we need participation from all types of businesses, including your business. We acknowledge that completing any report takes time and thought. For this reason, we urge you to view participation not only as a public service but also as a sensible long-term investment – an investment that returns benefits to you by laying the foundation for sound economic policies and successful business decisions.

In order to improve the efficiency of the sample and to redistribute the reporting burden for small and medium-sized companies, we have re-designed and re-selected the sample of firms used for the Annual Retail Trade Survey. **Please note: We are asking you to provide data for 2011 and 2010**, even if you were in the prior sample and have previously reported data for 2010. Providing both years of data will help to properly link estimates from the prior and new samples and ensure that the published estimates are reliable and consistent over time. Report forms for future years will request only one year of data until a new sample is selected.

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Helping You Make Informed Decisions

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