

SUPPORTING STATEMENT
U.S. Department of Commerce
International Trade Administration
Survey of International Air Travelers
OMB CONTROL NO. 0625-0227

A. JUSTIFICATION

This supporting statement is to request an extension/revision of OMB Control No. 0625-0227.

1. Explain the circumstances that make the collection of information necessary.

The Office of Travel and Tourism Industries (OTTI) is within the U.S. Department of Commerce (DOC), International Trade Administration (ITA), Manufacturing and Services (MAS), Services Sector. The results of OTTI efforts support the goals, mandates and mission of DOC making the *Survey of International Air Travelers* (SIAT) research program collection necessary.

The collection enables OTTI to identify and analyze international travel trends, for both government internal or external planning purposes. OTTI is actively seeking to provide leadership in international travel and tourism development activities by other public and private organizations of the U.S. travel industry. The data generated by this survey program, which has a high degree of reliability, validity, accuracy and precision, is required to facilitate and guide the development of the international travel market.

The data from the SIAT program supports the purpose and mission of the International Trade Administration (ITA). ITA's mission is: "To strengthen the competitiveness of U.S. industry, promote trade and investment, and ensures fair trade through the rigorous enforcement of U.S. trade laws and agreements." This mission is girded by an overarching vision: "ITA works to improve the global business environment and helps U.S. organizations compete at home and abroad. ITA supports President Obama's recovery agenda and the [National Export Initiative](#) to sustain economic growth and support American jobs."

The **SIAT is a key data source**, and ITA organization priority whereby OTTI is able to:

- Support the National Export Initiative to grow exports and increase U.S. competitiveness;
- Comply with mandated provisions of the Travel Promotion Act of 2009;
- Lead strong industry relations through the Travel & Tourism Advisory Board;
- Lead a strong promotional platform through the Corporation for Travel Promotion;
- Lead strong interagency work with the Tourism Policy Council;
- Promote a strong cross-team environment with the U.S. Commercial Service Travel and Tourism Team;
- Define emerging travel and tourism markets; and
- Collaborate with ITA/Manufacturing and Services staff.

In 2010, U.S. travel and tourism-related exports totaled \$134.4 billion, positioning travel and tourism as the single largest services export for the United States. Moreover, U.S. travel and tourism exports now account for 24 percent of all U.S. services exports and seven percent of all U.S. exports, goods and services alike. In fact, the United States has enjoyed a travel and tourism trade surplus for twenty-two consecutive years, a trade surplus that increased appreciably last year (50%) to \$31.7 billion, the largest trade surplus ever recorded.

The revised SIAT questionnaire reflects changes in various questions relating to trip purpose; payment methods; booking/information sources; additional package components, health care/vaccinations/travel insurance information; additional transportation used responses; assessment of the visitor's experience; intentions for further travel to the United States; and ethnicity/race. Survey questions relating to a traveler's general impression of their airline carrier, flight connections, several airline rating attributes, baggage delivery wait time; selected activities, number of trips in the last five years, and whether they had personal safety concerns were eliminated from the new SIAT questionnaire.

<<http://tinet.ita.doc.gov/tinews/archive/tinews2011/20110613.html>>

The Survey of International Air Travelers (SIAT) Research Program Supports U.S. Travel and Tourism Marketing Campaigns and Policy Initiatives

The SIAT contributes significantly to promotional and policy initiatives:

(1) Provides the source data to comply with the **U.S. Travel Promotion Act of 2009** (Pub. L. 111-145). The Travel Promotion Act of 2009 mandates (a) expanding the number of inbound air travelers sampled by the Commerce Department's Survey of International Air Travelers to reach a one percent sample size; (b) revising the design and format of SIAT questionnaires to accommodate a new survey instrument; (c) improving response rates to at least double the number of states and cities with reliable international visitor estimates; and (d) improving market coverage (currently survey approximately 0.2 percent of international travelers).

<http://tinet.ita.doc.gov/about/Travel_Promotion_Act.html>

(2) Provides the source data to analyze and report information to the **Corporation for Travel Promotion (CTP)/Brand USA, Inc.**

<<http://www.thebrandusa.com>>

(3) Provides the source data to support the **National Export Initiative (NEI)** to double U.S. exports. The NEI mandates the Commerce Department to assist U.S. businesses in improving their competitiveness and effectiveness in the international travel market.

<<http://export.gov/nei/>>

(4) Complies with the 1945, 1961, 1981 and 1996 travel and tourism related acts to collect and publish comprehensive international travel and tourism statistics and other marketing information. The **Bretton Woods Agreements Act of 1945** requires the Commerce

Department to provide export/import and Gross Product data for the United States. The **National Tourism Organization Act of 1996** requires the U.S. Commerce Department to collect and publish comprehensive international travel and tourism statistics and other marketing information.

<<http://www.gpo.gov/fdsys/pkg/PLAW-104publ288/pdf/PLAW-104publ288.pdf>>

- (5) Congressional appropriations funded two international marketing campaigns, promoting the U.S. as a destination in the United Kingdom and Japan.

<http://tinet.ita.doc.gov/about/us_promo_campaign/index.html>

- (6) The U.S. DOC signed a memorandum of understanding with the government of the People's Republic of China on December 11, 2007

<http://www.commerce.gov/NewsRoom/PressReleases_FactSheets/PROD01_004918>

<<http://www.tinet.ita.doc.gov/pdf/MOU.pdf>>

Interagency agreement with BEA. The SIAT research program has been the sole source of travel and passenger fare export and import data used by the DOC's Bureau of Economic Analysis (BEA) to estimate the travel balance of trade and to configure the travel and tourism satellite accounts.

The SIAT is this country's performance measure for international travel and passenger fare exports and imports, nationally and by country. OTTI provides the BEA data on exports and imports for this country, and focuses on international travel's contribution to the economy. To track U.S. economic performance and competitiveness, this country will require the continuation of the SIAT.

Last year, BEA obtained approval for the BE-150 which requires credit card companies to provide their international transactions data which BEA intends to use to strengthen the travel and passenger fare export and import data. While this should provide stronger estimates for travelers who use credit cards, OTTI is unsure how BEA will handle the cash spent by international travelers in the United States and the cash spent by U.S. travelers going abroad. They have talked about not using the OTTI Survey data which would leave them without a source for nearly 50 percent of the in-country and outside-the-country spending.

2. Explain how, by whom, how frequently, and for what purpose the information will be used. If the information collected will be disseminated to the public or used to support information that will be disseminated to the public, then explain how the collection complies with all applicable Information Quality Guidelines.

The collected information is used by numerous public (including governments) and private stakeholders. Although the SIAT data is collected monthly in order to properly reflect seasonality of travel, the processed data is issued quarterly and annually. Both data tables (containing details) and aggregate level data are used continuously either from the printed guides and/or the OTTI website. The metrics provide stakeholders with performance data on

international (overseas and Mexican) travelers to and from the U.S. including, true origin-destination, traveler characteristics, trip planning, demographics and spending data.

OTTI usage of SIAT Data:

OTTI management uses SIAT data to prepare scheduled and ad hoc briefings for the Secretary of Commerce, the Under Secretary (ITA), the Assistant Secretary (MAS) and the Deputy Assistant Secretary (Services) and members of the Travel & Tourism Advisory Board. Many of the briefings are in preparation for Congressional committee meetings and inquiries from the Congressional Budget Office.

Examples of SIAT data can be seen, printed and downloaded from our web site <<http://tinet.ita.doc.gov>>. Examples of SIAT data on the web can be found in the “Latest Inbound and Outbound Statistics” areas, and in the “Research Programs” icon. For a program description, link to: <<http://tinet.ita.doc.gov/research/programs/ifs/description.html>>

The SIAT is the largest research program for OTTI and the data obtained serves as a cornerstone for many other reports and programs. OTTI issues quarterly and annual summary reports on **Overseas Travelers to the United States, U.S. Residents to Overseas Destinations, and U.S. Air Travel to Mexico.**

SIAT Inbound statistics are also used to create a market profile of overseas visitors, five sector profiles on lodging, car rental, business, leisure and cultural heritage, 10 regions of origin profiles and 22 non-resident inbound country reports. The regional profiles are for Africa, Asia, the Caribbean, Central America, Eastern Europe, Europe, the Middle East, Oceania, South America, and Western Europe. The 22 country reports are for Argentina, Australia, Brazil, Canada, China, France, Germany, India, Israel, Italy, Japan, Mexico, the Netherlands, Russia, South Korea, Singapore, South Africa, Spain, Switzerland, Taiwan, the United Kingdom, and Venezuela. OTTI also produces a report on the **Top Cities, Top States and Regions for Overseas Travelers to the United States.**

SIAT Outbound statistics are used to create regional profiles for U.S. travel to Europe and Asia. Also, an annual analysis of outbound travel is produced.

‘Customized’ reports on both inbound and outbound data are developed for and subscribed to by the public and used by destination management organizations (convention and visitors bureaus and state tourism offices) to assist in increasing non-resident visitation to the United States. ‘Customized’ reports are also sold to U.S. airports, airlines, regional travel associations, hotel companies, consultants, advertising firms, universities, foreign national tourism offices, and other travel related businesses. These reports are available in a print and/or Excel format.

Data from SIAT reports and the SIAT database are also used for the **Outlook for International Travel to and from the United States** and the **Impact of International Visitor Spending on State Economies**, OTTI research reports and/or programs. The Impact study was published by the private sector and it detailed the annual distribution and economic impact (employment,

payroll, business receipts, and tax revenues) of spending by foreign visitors. But, they no longer develop the report breaking out the international impact at the state level. When it was issued, it also provided national, regional and state totals for each of the categories listed above. Finally, it provided information on the different types of expenditures that were incurred by international travelers by industry sectors in the country and regions of the country. This report was the only comparable source of information for the states with this type of data. This may be one of the reasons the Travel Promotion Act of 2009 requires that the U.S. Department of Commerce develop “estimates of international travel exports (expenditures) on a State-by-State basis to enable each State to compare its comparative position to national totals and other States.”

SIAT program data are used for OTTI presentations and handout materials given to states, cities, travel industry association meetings and travel trade shows, for example, the Travel Industry Association (TIA) POW WOW trade show, the Travel Outlook Forum, and La Cumbre Latin travel trade show. SIAT data is also used at numerous trade shows supported by Department of Commerce Travel & Tourism Team (Team) members in the United States and in 80 posts around the world. The Team uses the SIAT data to deliver presentations at trade shows and to provide market intelligence to their clients. Reports like the travel and tourism industry sector analyses or the industry market insights use the SIAT data and then are provided to clients. OTTI provides very detailed characteristics of international travelers to the industry in these and other presentations.

OTTI also responds to industry requests for research information by attending specific industry group meetings (i.e., National Tour Association and the American Hotel & Motel Association, etc.) and regional or state/city marketing conferences and seminars. OTTI provides the survey research data to the attendees through presentations and handout materials. These materials detail the international travelers’ characteristics specific to their USA travel industry, region or area. Over 50 major presentations were delivered in FY2011 including Africa Tourism, American Indian Conference, Visit USA committees, Go West Summit, Shop America, World Travel Monitor Forum, Governors’ Conferences, the Travel and Tourism Research Association and to the Air Transport Association.

SIAT is the only source of information available to provide comparable estimates of overseas and Mexican air travel for 21 states/territories and 20 cities within the United States. OTTI develops summary sheets on overseas visitation to states and cities from the SIAT. See OTTI’s website state estimates at:

< http://tinet.ita.doc.gov/outreachpages/download_data_table/2010_States_and_Cities.pdf >

Following is a list of entities (e.g., Federal agencies and travel industry groups) other than Commerce that ‘routinely’ utilize SIAT data:

Federal Agencies

- White House
- U.S. Department of Homeland Security
- U.S. Department of State
- U.S. Department of Transportation (FAA, Office of International Aviation, Scenic Byways Program)

- Bureau of Labor Statistics
- U.S. Department of Interior: U.S. National Park Service, Bureau of Indian Affairs and Fish & Wildlife Service
- Centers for Disease Control and Prevention

Travel Industry Groups

- Participating Airlines
- Airport Authorities
- Convention and Visitors Bureaus
- State Tourism Offices
- Regional Tourism Groups

Other Public and Private Sector Users

- Small and Medium-Sized Enterprises (SME's)
- Large Corporations (Aircraft Manufacturers and Credit Card Companies)

An analysis of subscribers to the SIAT reports, or those accessing OTTI's website was developed for this clearance package. The major users of the research data are: regional, state and city tourism agencies, consulting firms/advertising firms, hotel chains, magazines, trade associations, attractions, rental car companies, communication companies, foreign national tourism offices, travel cards/credit card companies, travel agents and tour operators. Besides the users mentioned above, the following industry groups have also purchased reports: international airlines, not participating in the survey, and universities.

Another example of an important user of SIAT data is the University Health System Consortium (UHC), a current Cooperator Project (Market Development Cooperator Program (MDCP) <<http://ita.doc.gov/td/mdcp/>> that is creating a forum for international patient programs, UHC purchased SIAT data on the demographics of U.S. inbound and outbound travelers. With SIAT statistics, UHC can better market their health care services and successfully develop markets in the European Union, Saudi Arabia, the United Arab Emirates, Kuwait, Qatar, Jordan and Latin America.

The OTTI Survey of International Air Travelers has also been used by travel and tourism firms that have obtained Market Development Cooperator Program awards. Currently, the Capital Region USA is using the OTTI data to support its efforts in its MDCP, as well as the National Tour Association use of the Survey data to support its MDCP in China. Other past MDCP award winners have also used the data.

The information will be disseminated and will comply with the applicable Information Quality Guidelines.

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological techniques or other forms of information technology.

Presently, the SIAT is in paper form only. However, in 2008 OTTI experimented with an e-version using Global Distribution System. Please see the OTTI web site for “E-Survey” results: <<http://tinet.ita.doc.gov/research/programs/ifs/description.html>>

Although the current Survey questionnaire is paper-based, OTTI encourages its contractor to provide proven innovative solutions regarding the distribution and collection process by proposing state-of-the-art technological improvements to include, but not limited to, scan technologies, use of on-board entertainment systems, internet connections to personal display devices, and/or other electronic collection mechanisms.

A part of the SIAT contract [CLIN 11] instructs the contractor to identify and test new methodologies and innovative solutions. Specifically, the contractor is asked to research new methodologies for a feasible system to replace the existing SIAT paper and pencil data collection methodology. The goal is for the contractor to propose candidate survey methodologies that will be technically feasible and cost efficient in order to collect more responses with greater coverage of global origin markets and destinations. The proposed data collection method should result in respondent data that will be of better quality than the existing SIAT and at a lower per unit cost.

4. Describe efforts to identify duplication.

OTTI reviewed the components of many private sector and U.S. Government data sources that were closely related to the SIAT program as part of our dialogue with the **Corporation for Travel Promotion (CTP)/Brand USA, Inc.** and **NYC & Company**, a private non-profit corporation that is the official tourism marketing organization for New York City. It was found there would be no duplication of OTTI efforts and all data sources were found to be deficient for OTTI needs because of their limited scope.

Although other travel surveys have similar basic questions about the traveler (e.g., age, gender, purpose of trip), there is no existing national survey that gathers the same information in terms of content, scope, and duration.

5. If the collection of information involves small businesses or other small entities, describe the methods used to minimize burden.

This collection does not involve small businesses or entities.

6. Describe the consequences to the Federal program or policy activities if the collection is not conducted or is conducted less frequently.

If the SIAT collection is not conducted:

- (1) OTTI will not have consistent reportable data for historical value and performance measures at a time when the travel and tourism industry has been identified as one of the top industries expected to successfully deliver on the President's National Export Initiative (NEI).
- (2) OTTI will not have the capability to support the National Economic Council and the Jobs Council which have both focused on travel and tourism as a key instrument for economic recovery and an employment generator, for which the export value will contribute significantly.
- (3) The Corporation for Travel Promotion (CTP/Brand USA, Inc.), established under the Travel Promotion Act, has only just begun to develop the international travel promotion and marketing campaign to stimulate this top services export. Needless to say, the Corporation is highly dependent upon SIAT and the accompanying statistical system elements to guide their strategic direction and to measure their performance once their efforts are launched.
- (4) The SIAT data is used in the ongoing production of the Travel and Tourism Satellite Accounts (TTSA) for which we pay \$300,000 a year for BEA to produce. The government and industry rely upon the TTSA as the ONLY measure of employment generated by travel and tourism exports, which are crucial to the President's National Export Initiative.
- (5) OTTI has consistently expressed concern over the differences that will exist should only credit card data be used for this vital export. We know that credit card data will miss a major portion of market expenditure data, more so for some than others, but still will not be complete. OTTI understands that the International Monetary Fund suggests using this transactional data for balance of trade data, and we support it as part of the total toolkit, but not as the only source.

If the SIAT is collected less frequently:

- (1) Collection of the SIAT data on a less frequent basis (less than monthly) would impede the purpose and accuracy of the statistics generated from this program.
- (2) There are significant seasonality differences in the characteristics of international travelers. Like all travel, certain areas are more popular during different times of the year. There are also significant variances among the different countries that make up the international travel market. To maintain a representative sample of all overseas and Mexican travelers, the current collection process must be maintained.

7. Explain any special circumstances that require the collection to be conducted in a manner inconsistent with OMB guidelines.

The SIAT collection will be conducted monthly to allow OTTI to meet the needs of other federal agencies and public stakeholders.

8. Provide a copy of the PRA Federal Register notice that solicited public comments on the information collection prior to this submission. Summarize the public comments received in response to that notice and describe the actions taken by the agency in response to those comments. Describe the efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported.

A Federal Register Notice was published on September 20, 2011 (Vol. 76, No. 182, pages 58243-58244). In response, four supportive comments were received: (1) U.S. Cultural & Heritage Tourism Marketing Council (USCHT); (2) Visit Orlando; (3) Travel Market Insights (TMI); and (4) Office of Tourism Development, Maryland Department of Business and Economic Development (Maryland).

The U.S. Cultural & Heritage Tourism Marketing Council (USCHT) informed the U.S. Department of Commerce (DOC) that it highly recommends that the Survey of International Air Travelers (SIAT) be expanded not only to meet the requirements of the Travel Promotion Act of 2009, but to provide more extensive and relevant information on international visitors to better assist marketing the United States. The Council supports the use of seat back video screens on planes, interactive video on ships and iPads in planes and ships to request Survey information. The Council also recommended that the Survey budget be expanded.

Visit Orlando, whose strategic focus is to build economic prosperity for the Orlando region through travel and tourism, informed DOC that SIAT data is of vital importance to their organization. Visit Orlando spends millions of dollars in marketing to attract foreign visitors to Orlando, and a key to their successful marketing program is knowledge of the target audience. SIAT data provides insights into their key international origin markets. Visit Orlando also recommends that the SIAT be expanded to meet the requirements of the Travel Promotion Act of 2009.

Travel Market Insights (TMI) works with destination marketing organizations and U.S. businesses to expand U.S. travel and tourism exports. TMI views the SIAT as the only primary resource available to measure and steer travel and tourism export investment and promotion; the SIAT is vital for budgeting, reporting return on investment, economic impact and reporting jobs. TMI stated that the SIAT is required to assist travel and tourism businesses compete globally. Specifically, TMI sees the SIAT program as a necessary tool for achieving the goals of the

National Export Initiative to double exports; and recommends that the SIAT be expanded to meet the requirements of the Travel Promotion Act of 2009 (TPA). TMI stated that one way to enhance the quality, utility and clarity of the information collected through the SIAT program is to fulfill the intent of the TPA. TMI also supports the need to explore automated collection techniques, with required funding generated from public-private partnerships.

The Office of Tourism Development/Maryland Department of Business and Economic Development (Maryland) which promotes and enhances the spending of tourists in the United States uses the SIAT data for research on the U.S. travel and tourism market. Maryland sees the SIAT program as vital to its success with information that cannot be obtained through the private sector or on a state level with any consistency without a federal lead. Maryland stated that there are no other sources of data on international traveler characteristics and visitation that are comparable to the SIAT program. Maryland also sees the SIAT program as a necessary tool for achieving the goals of the National Export Initiative to double exports; and recommends that the SIAT be expanded to meet the requirements of the Travel Promotion Act of 2009 (TPA). Maryland stated that one way to enhance the quality, utility and clarity of the information collected through the SIAT program is to fulfill the intent of the TPA. Maryland also supports the need to explore automated collection techniques, with required funding generated from public-private partnerships

Persons Consulted Outside this Agency:

OTTI Staff consults with U.S. industry to assess the impact of proposed domestic and international regulatory policies that affect U.S. industry's competitiveness and the expansion of U.S. exports.

OTTI, through its presentations at conferences and industry meetings, regularly discusses the SIAT. Continuous efforts have been made by the staff to improve this program. Input from the private sector is constantly sought. Examples to consult outside this office include the following:

- On August 20, 2009, OTTI solicited recommendations from the travel industry sectors for a questionnaire revision.
<<http://tinet.ita.doc.gov/tinews/archive/tinews2009/20090820.html>>
- On June 13, 2011, OTTI released the proposed draft SIAT questionnaire to the travel industry sector. The new questionnaire (English version plus its translations into eleven foreign languages) reflects input from over 70 respondents, including segments of the travel industry (airlines, travel associations, destinations, lodging); consultants; financial firms; educational institutions; and U.S. government agencies.
<<http://tinet.ita.doc.gov/tinews/archive/tinews2011/20110613.html>>
- A Request for Proposals (RFP) was issued on July 11, 2011, soliciting bids for a new five year SIAT contract with this advisement, "OTTI's goal is to improve the current Survey program which has been in existence since 1983." The new contract, based on full and open competition, is schedule for award by early December 2011 and will be in effect

through June 30, 2017.

<<http://tinet.ita.doc.gov/tinews/archive/tinews2011/20110711.html>>

- The U.S. Travel Association (U.S. Travel) annual Marketing Outlook Forum in October, from 2009 through 2011. OTTI staff met with the state travel researchers group each year to obtain feedback from the industry.
- The Travel and Tourism Research Association (TTRA) annual June meetings from 2009 through and 2011. Meetings with selected travel research representatives were conducted to learn how we can improve the program.
- OTTI is in continuous discussions with key participating airlines, both U.S. and foreign, regarding methodology and usefulness of data. This includes trade associations, Air Transport Association (ATA) and the International Air Transport Association (IATA).
- OTTI is in dialogue with academics from the University of Georgia and University of California, Los Angeles (UCLA) regarding a joint project to study travel data. The joint project includes a comparative study of SIAT data and U.S. Department of Transportation (DOT) International Origin-Destination survey data. Focus will be on O&D air itineraries and international air fares. This will include both non-resident and U.S. resident populations, but may be limited to U.S. carriers who, unlike foreign carriers, are required to file this data with DOT.

9. Explain any decisions to provide payments or gifts to respondents, other than remuneration of contractors or grantees.

Not applicable.

10. Describe any assurance of confidentiality provided to respondents and the basis for assurance in statute, regulation, or agency policy.

The confidentiality of a respondent is assured in the opening statement of the SIAT questionnaire. Additionally, the names of respondents are not solicited or recorded. The seat number is not recorded, which prevents any tracking of the respondent's identity.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private.

The current questionnaire asks questions about annual household income and travel expenditures and could be considered "sensitive." These questions are required by DOC (OTTI and BEA) to

analyze international money flows from travel and tourism for the configuration of the travel account and the balance-of-trade, expenditure patterns, and the socio-economic levels of travelers.

12. Provide an estimate in hours of the burden of the collection of information.

The estimated number of respondents is 99,400 air travelers and estimated time to complete the survey is 15 minutes. Therefore, the estimated burden hours total is **24,850**.

13. Provide an estimate of the total annual cost burden to the respondents or record-keepers resulting from the collection (excluding the value of the burden hours in Question 12 above).

Not applicable.

14. Provide estimates of annualized cost to the Federal government.

Cost of contractor services and/or other reimbursements to individuals or organizations:

The estimated CY2012 cost to the federal government is: **estimated \$1.89 million**. The method used to estimate this cost includes:

The amount paid to the contractor to run this fixed price contract for the SIAT and provide program changes due to a new questionnaire instrument. In addition, the contractor must run the following base programs to support the SIAT: the DHS I-94 for non-resident arrivals to the United States, DHS Advance Passenger Information System (APIS) (formerly I-92) for U.S. residents traveling overseas and the Official Airline Guide (OAG) database to randomly select flights departing the United States: **estimated \$1.81 million**.

This estimated CY2012 cost to the federal government also includes the following labor estimate: The cost of federal employee labor in contract management (contract officer representative) plus monitoring, quality control and administration of collected information (this includes working with both the contractor and NOAA Procurement/NIST Payables and U.S. Department of Interior Procurement) - 45 percent (COR/ staff in charge) and 20 percent, respectively of two staff members' salary and benefits of the project: **estimated \$80,000**.

Note: Data collection costs via airport gate intercept method are contained in contract costs with the major SIAT contractor (above). For the on-board method survey collection, 'costs' are in-kind contributions from the participating airlines, specifically from the airlines' airport managers who arrange to put the flight kits on the flights and mail completed kits back to the contractor. The flight attendants hand-out and collect completed surveys.

This estimate will be reduced somewhat by the sale of 'Customized' reports using SIAT data. In FY2011, the **sales of 'Customized' reports using SIAT data totaled \$268,308.**

Another offset in the costs is through the Supplemental Airport Survey Program (SASP). This program obtains the support from local travel firms to collect additional surveys at 14 airports in 2011. The data collections are at no cost to the government and are added to the program to improve market coverage, obtain access to passengers on airlines who do not allow us access to their travelers because we are not allowed access to their crews to survey passengers onboard the aircraft.

OTTI estimates that in 2011, that if targets are reached, we could collect over 17,600 surveys for the program under the SASP. The average cost for airport intercepts at the ports has been estimated at \$8.50 per survey. Therefore, in 2011, the savings to the U.S. government could be over \$149,000 in data collection costs. In 2010, OTTI had eight airports in the SASP program and collections were around 9,000 surveys. Collections under this program in 2009 were from six airports.

15. Explain the reasons for any program changes or adjustments.

The survey revisions cited in Question 1 are a program change but there is no expected change in burden hours.

16. For collections whose results will be published, outline the plans for tabulation and publication.

The following schedules reflect the survey's information collection and publications dates.

Tabulation and Publication Plans:

a) Data to Participating Airlines and Airports: Each participating airline and airport will receive a set of inbound and outbound quarterly reports. These reports are also sold to the public. The airlines also receive their individual quarterly airline reports of passengers.

b) Outputs for General Users: There are several separate annual statistical publications. One of these reports is United States Residents' Travel Abroad to Overseas Destinations (excluding Canada and Mexico). Another report provides data on Overseas Visitors' Travel to the United States. Both reports are designed to provide essential market information for users requiring an in-depth knowledge of the characteristics and travel patterns of international travelers. The reports contain data on the residence of travelers, the purpose of their trip, the port at which they enter and leave the country, the multiple destinations they visit, the length of stay, their type of lodging, as well as how much they spend on major items. Other useful marketing data include their use of travel agents in providing information and booking trips, other travel information sources, and domestic transportation selected. A breakdown of expenditures include data on tour

packages, international airfares, lodging, transportation, food and beverage, entertainment, gifts, souvenirs and other purchases.

The design of the tabular formats for the published reports was initiated to include as many important market segmentations as feasible. The major variables shown appear on the horizontal axis of tables as column headings. They are cross tabulated with all relevant items from the survey. The various data elements from the questionnaire appear on the vertical axis, essentially providing profiles of each major market group represented by the column headings.

The annual 2010 inbound and outbound national report is sold for \$1,395 (print version) and \$3,570 (Excel files). Additionally, annual country reports for the 22 inbound country markets are sold. The cost for an annual country report is \$645. The 2010 United States to Mexico report is sold for \$1,505. For Excel files, the price increases to \$3,275. The cost for the Top U.S. State and Top U.S. City Report is \$3,495 (print version) and \$4,390 (Excel files). Custom reports are also developed and sold.

c) Outputs for Special Users: The statistics produced from the SIAT can be tabulated and analyzed in a great variety of ways. No single standard published report or series of reports can meet all of the possible needs of outside users. Therefore, through data-mining techniques customized reports from the database are developed to assist users in obtaining the data they need. This type of report is becoming a popular option. (Please refer to the section on data users.)

Data files further enable serious data users to cross tabulate and combine data, on their own, in ways that are not published or available in the pre-programmed tabulation series. The data files are available in various electronic media and the cost is based upon the sample size of the data request.

BEA receives data files and reports produced from the database as part of a negotiated cost reimbursable inter-agency agreement. The data is used by BEA to estimate this nation's travel balance of payments, contribution to the gross domestic product (GDP) and the Travel and Tourism Satellite Account (TTSA). In FY2012, BEA has asked for less information from OTTI because of its plans to use the credit card data.

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons why display would be inappropriate.

Not applicable. The expiration date is displayed on the front page of the questionnaire.

18. Explain each exception to the certification statement.

Not applicable.