

SUPPORTING STATEMENT
U.S. Department of Commerce
International Trade Administration
Survey of International Air Travelers
Collection OMB Control No. 0625-0227

SUPPORTING STATEMENT PART A

Abstract

The *Survey of International Air Travelers* is a primary research program which gathers statistical data about air passenger travelers in U.S. - international markets. This effort addresses two air travel populations: 1) Non-U.S. resident travel to the United States, and 2) U.S. resident travel to international destinations.

NTTO conducts this program as part of its statistical system to comply with requirements noted in Section 10 of Public Law 104-288, the National Tourism Organization Act of 1996. The Act states that Commerce is to collect and publish comprehensive international travel and tourism statistics and other marketing information. In addition, this program is implemented to enable the Bureau of Economic Analysis (BEA) to comply with Section 8 of the Bretton Woods Agreements Act of 1945 (Public Law 79-171, as amended), and implemented by Executive Order No. 10033, which requires them to provide export/import and Gross Domestic Product (GDP) data for the country. The Survey data also contributes to BEA's Travel and Tourism Satellite Account (TTSA) program for the U.S.

More recent legislation, the *Travel Promotion Act of 2009*, mandates that NTTO continue and expand its research activities including the SIAT.

The program also serves as the cornerstone for NTTO's efforts to assist U.S. businesses to improve their competitiveness and effectiveness in the international travel market. Many state tourism offices and convention and visitors' bureaus are dependent upon the program as the source for comparable state and city visitation and international traveler trend information. Other stakeholders include participating airlines, airports, and other government agencies.

Website: <https://www.trade.gov/survey-international-air-travelers-siat>

Justification

- 1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.**

The SIAT fulfills its dual purpose:

a. The SIAT provides international travel data (information) to U.S. states and cities (MSAs):

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). <https://www.congress.gov/111/bills/s1023/BILLS-111s1023es.pdf>

b. The SIAT produces information that directly assists the U.S. Bureau of Economic Analysis (B.E.A.) in quantifying international travel spending (Exports/Imports) as required by the U.S. Congress.

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>

According to B.E.A., the total Travel & Tourism-Related Exports:

Exports	2019	2020
Travel & Tourism	\$233.5 billion	\$83.3 billion
% of All U.S. Exports (Goods + Services)	9.2%	3.9%
% of Service Exports	26.7%	12.0%

The SIAT assisted B.E.A. in estimating the economic impact of COVID-19 in 2020.

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. NTTO 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.

In 2011, BEA obtained approval to require credit card companies to provide their international

transactions data (BE-150). BEA intended to use these data to strengthen the travel and passenger fare export and import data. While this may have provided stronger estimates for travelers who use credit cards, NTTO is unsure how BEA would handle the cash spent by international travelers in the United States and the cash spent by U.S. travelers going abroad. After a trial period, BEA decided in 2014 to forgo substituting the BE-150 for SIAT data and have re-engaged with NTTO to use SIAT data.

2. Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.

Country of residence

Travel planning: Information sources, advance planning decisions/reservations, means of booking, package, and pre-booked lodging.

Trip characteristics: purpose(s) of trip, travel party size, nights in destination, number of destinations visited, accommodations, transportation used, port of entry, leisure activities.

Travel expenditures: total, itemized (including international air), payment methods

Airline choice: factors, seating area, type of airline ticket

Demographics: age, gender occupation, annual household income.

Note: No personal identifiable information (PII) asked. Nor is any information requested especially burdensome

The information will be collected from international air passengers upon their departure from the United States. There are basically two populations of air travelers: 1) non-U.S. residents (i.e. mostly foreigner) returning to their country of residence after having visited the United States; 2) U.S. residents originating their trips from the United States to international destinations. These are both in the same respondent category.

The information is collected by a paper form (questionnaire), distributed, and collected face-to-face by a field service sub-contractor. The respondent, who participates voluntarily, self-administers the questionnaire.

U. S. Government agencies:

Bureau of Economic Analysis (B.E.A.)- estimates U.S.-international travel spending to develop Exports, Imports and Surplus for reports to Congress. Develops estimates for contributions to Gross Domestic Product (U.S. GDP). Uses data in macroeconomic model to assess impact of travel and tourism to the U.S. economy.

Department of Homeland Security (DHS) – uses data in its “Terrorism Assessment Model”

Department of State (Consular Affairs) – uses data to track the flow of U.S. citizens when travelling abroad.

Center for Disease Control (CDC) – uses data to track the flow of both inbound and outbound travel in its pathogen model.

Bureau of Labor Statistics (BLS) – uses SIAT air fare data to develop an air fare ‘index.’

Department of the Interior (DOI) – U.S. National Park Service (NPS)

National Travel & Tourism Office (NTTO) – publishes travel ‘profiles’ on its website for use by the public, educational institutions, the media, U.S. states, cities and destinations, airlines, airports, financial institutions, consulting companies and small/medium business enterprises. NTTO also uses data to advise a) the Secretary of Commerce, b) U.S. Travel & Tourism Board (TTAB), c) U.S. Tourism Policy Council (TPC).

Public/Private entities:

In addition to the public uses cited above, several destination management organizations (DMOs) subscribe to special data reports that enable them to more effectively market to foreign markets. This enables the U.S. to increase travel exports. Approximately 35 subscribers including New York City (NYC & Co.), Los Angeles, Chicago, the states of California, Florida, Arizona, Illinois, and Texas. In addition, international airlines, U.S. airports, consulting companies and pharmaceutical companies are users of the SIAT data

American Indian Alaska Native Tourism Association (AIANTA) – uses the SIAT data to monitor international visitation to American Indian Communities in the U.S.

Currently the paper survey (questionnaire) is the only practical option. Other options are addressed subsequently.

The collection process is monthly.

This collection effort has been in effect since 1983 and the requirements have not basically changed. What has changed are attempts to change the method of collection. There have been questionnaire changes to reflect user and industry requests.

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g. permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also, describe any consideration of using information technology to reduce burden.

Although the survey (questionnaire) is in paper format, there have been numerous attempts to convert this to an electronic or digital format. Although none have proven to be compelling (yielding more responses than the paper option) we continue to pursue a digital approach as technology allows.

An anthology follows:

E-Survey Pilot Tests: NTTO and its contractor (CIC Research, Inc.) have tested five different electronic approaches to the Survey with the intent of replacing the paper-based system when

appropriate. In 2008 the test was conducted during the booking process. In 2012 the test was done pre-departure as it was in 2014.

- **2008:** Several airlines and industry booking engines (Global Distribution Systems) participated. The e-Survey was divided into pre-trip and post-trip sections. After the booking of an international flight itinerary the booking engine or airline.com offered a ‘pop-up’ to the booker inquiring if he/she would like to *complete the pre-trip portion*. Upon completion of the pre-trip the booker was invited to participate in the post-trip section of the questionnaire after the trip was complete. The results were less than stellar. (results available).
- **2012:** NTTO/CIC partnered with Lufthansa Airlines on 13 of their flights departing from Dulles (IAD), Orlando (MCO) and San Francisco (SFO) during early August. An invitation card, containing a URL, was handed out to passengers in the boarding area and the lounge (IAD). Respondents were asked to access the URL (directing them to the e-version of the questionnaire in English or German) either during pre-departure, or while on-board the flight, or once having arrived at their destination. Respondents could use their personal electronic devices (PED). The results, while modest, do indicate this path is feasible and warrants further study as Wi-Fi technology improves. (results available)
- **2014:** NTTO/CIC partnered with JetBlue Airlines and several other international carriers at New York JFK Airport in October. As with the 2012 test an invitation card, containing a URL, was handed out to passengers in the boarding area. Respondents were asked to access the URL (directing them to the e-version of the questionnaire in English, German, French and Spanish) either during pre-departure, or while on-board the flight, or once having arrived at their destination. Respondents could use their personal electronic devices (PED). These data indicate that the number of responses were lower than in 2012. (results available)
- **2015:** Passenger respondents were asked to use hand-held tablets (android). This e-test was administered at the Los Angeles International Airport (LAX). Test results 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. (results available)
- **2020:** Covid-19 wrought havoc on the ability to administer the collection effort during most of the year. Due to the traveling public’s concern for contracting the virus, meaning not touching a paper survey handed to them, we developed an agile application offering an alternative collection approach. A shortened version of the existing questionnaire was embedded in a QR code scannable by a traveler’s mobile device (smart phone, etc.). The field staff was able to administer the code while maintaining at least a six-foot distance from the respondent. This approach was tested at Dallas-Ft Worth International Airport (DFW), Los Angeles International Airport (LAX) and San Diego International Airport (SAN). The QR code method yielded 4.3 completes per flight vs the traditional survey which produced 8.7 completes per flight. This was not compelling evidence to shift from paper to digital currently.

Although the current Survey questionnaire is paper-based, NTTO 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.

One of the optional line items in the SIAT contract directs 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 survey methodologies that will be technically feasible and cost efficient and would 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, increased quantity than the existing SIAT and at a lower per unit cost. To date, all tests conducted have not reduced the cost per complete. The paper survey method still collects more surveys per attempt than any of the electronic tests. Therefore, we are using the most efficient method available.

Nonetheless We will continue to search for a more effective method (digital or otherwise) to administer the SIAT.!

4. Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purposes described in Question 2.

The SIAT does not duplicate information collected from other sources in Commerce, nor from other government sources nor from outside (public/private) sources.

NTTO and other government agencies, party to the **U.S. Tourism Policy Council (TPC)**, have conducted an inventory of all federal agency data collection efforts. No duplication or redundancies were noted. The inventory is available upon request.

One application which appears to have some commonality with the SIAT is the U.S. Department of Transportation (DOT) “Origin-Destination Survey” a/k/a the O&D Survey. This survey is an extraction of ticketing data from 10% of tickets issued by U.S. airlines. Consequently, it excludes tickets issued by foreign airlines (SIAT is inclusive of all ‘flag’ carriers). Also, DOT’s survey itinerary data is on-line carrier data and does not contain “true origin and destination data.) For example, while the ticket O&D contains the Frankfurt (FRT) to Los Angeles (LAX) flight O&D, it does not account for cases in which the traveler started travel, by train, from Bonn, GR and traveled beyond LAX to Bakersfield, CA.

However, the international air fare information from the DOT O&D survey does correlate quite closely with the air fare data captured from the SIAT (Q. 19.b). This was confirmed by the independent study conducted by the University of North Carolina – Chapel Hill (J. Williams), available upon request. This demonstrates the **accuracy** of the SIAT air fare data. Accuracy being defined as” results that compare favorably to known and proven outcomes.”

Also, the fact that numerous federal government agencies subscribe to the SIAT data (B.E.A., DHS, BLS, CDC, DOS, DOI) strongly infers that these agencies have not found other sources

of travel data they need.

In the private sector 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. Other industry users, have found this to be the case with credit card systems (Visa's 'Visa Vue', which is limited to details of credit card spending.)

Also, the fact that numerous private organizations subscribe to the SIAT data (destination management organizations, state tourism offices) strongly infers that these organizations have not found other sources of travel data they need.

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

This collection does not involve small businesses or entities as respondents.

6. Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.

If we did not conduct the SIAT we would be in violation of the Travel Promotion Act and:

- (1) NTTO 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 export initiatives.
- (2) NTTO 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) d/b/a Brand USA, Inc.), established by the Travel Promotion Act, continuously develops their international travel promotion and marketing campaigns to stimulate this top services export.
- (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.

- (5) The discontinuance of the SIAT collection would seriously impede BEA's effort to estimate international travel and tourism services (Exports, Imports, Balance of Trade, as mandated by Congress). Visitor spending in the U.S. and various countries, and spending on air fares are estimated. As reported earlier, BEA recently decided to re-engage usage of SIAT data after 1) their trial with credit card data and 2) their independent evaluation of the SIAT program.

If the SIAT were collected less frequently, NTTO would be out of compliance with the Travel Promotion Act which requires an increase in collections. Also,

- (1) Collection of the SIAT data on a less frequent basis (less than monthly) would impede the purpose and reliability 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 would cause an information collection to be conducted in a manner:

- (1) Individuals are not required to report. Responses are voluntary. Individual respondents are selected randomly and there would not be any predictable frequency of reporting.
- (2) Respondents are not required to prepare a written response to a 'collection of information'. Rather they are asked to 'check' responses from a menu or give short responses.
- (3) Respondents are only asked to provide the original survey document.
- (4) Respondents are not required, or asked, to retain any records.
- (5) The intent of this question is not clear!?
- (6) This is not required. Also, occupation categories and race/ethnicity categories follow OMB.
- (7) Pledges of confidentiality do not apply. We do share aggregated data with other agencies as mentioned above. However, on a micro basis we would not disclose proprietary data. For example, American Airlines Report would not be shared with Delta Air Lines.
- (8) Respondents are not required, or asked, to share proprietary trade secrets. Nor do we ask PII.

8. If applicable, provide a copy and identify the date and page number of publications in the Federal Register of the agency's notice, required by 5 CFR 1320.8 (d), soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken by the agency in

response to these comments. Specifically address comments received on cost and hour burden.

The 60-Day Federal Register Notice was published on March 15, 2021, Vol. 86, Page 14726.

Responses to the 60-day FRN were received, and are being evaluated, from:

- Bureau of Economic Analysis (B.E.A.), May 11, 2021
- U.S. National Park Service (NPS), April 26, 2021
- Indigenous Tourism Collaborative (AIANTA), May 17, 2021
- INBOUND Report (Media), May 6, 2021
- Private individual (Erdmann), May 17, 2021
- Private individual (LaPointe), March 18, 2021

In addition to the above action, NTTTO maintains a public website with published data (including SIAT summaries) and manages an ‘Ask NTTTO’ Q&A electronic box soliciting continual comments.

NTTTO does not do any follow up with those who responded to its survey, since we don’t have names, contact information. However, on the front page of the questionnaire this appears.... “If you have any comments regarding this survey, ... Please forward to National Travel and Tourism Office, ITA, Washington, DC 20230 or the Office of Information and Regulatory Affairs, OMB, Control 0625-0227, Washington D.C. 20503.”

NTTTO does iterate with public and private users of the data. Periodically we conduct a ‘Request for Information’ and re-bid this contract every 5 years.

9. Explain any decision to provide any payment or gift to respondents, other than remuneration of contractors or grantees.

This is not applicable since we have not offered incentives to respondents, except for select testing of incentives (\$5.00 Starbucks card) on several flights during the Covid-19 period. Noting of significance resulted from this test.

We are generally in favor of using incentives, specifically to improve data quality. Several issues need to be resolved, i.e. control of award inventory and its funding sources.

10. Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy. If the collection requires a systems of records notice (SORN) or privacy impact assessment (PIA), those should be cited and described here.

The confidentiality of a respondent is assured in the opening statement of the SIAT questionnaire. Additionally, neither the names nor PII of respondents are solicited or recorded. The aircraft 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 or attitudes, religious beliefs, and other matters that are commonly considered private. This justification should include the reasons why the agency considers the questions necessary, the specific uses to be made of the information, the explanation to be given to persons from whom the information is requested, and any steps to be taken to obtain their consent.

The SIAT questionnaire asks about annual household income and travel expenditures that could be considered “sensitive.” These questions are used by DOC (NTTO 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.

In addition, the OMB approved questionnaire does ask about ethnicity and race (Q. 33) for U.S. residents only. This enables the government to measure and analyze the diversity of international travel.

12. Provide estimates of the hour burden of the collection of information.

The estimated number of respondents (approved by OMB 4/30/2018) was increased from 99,400 to 300,000 air travelers to allow NTTO to comply with provisions of the Travel Promotion Act (One percent of U.S.-international air traveler (households) would be circa 450,000 air travelers). The estimated time to complete the survey is 15 minutes. Therefore, the estimated burden hours total changed from 24,850 to 75,000 hours.

Please note that the respondents reply to the questionnaire **voluntarily**. Not ‘required’ to respond. Also, note that on average only 45 percent of respondents are U.S. citizens.

Estimated Annualized Respondent Burden Hours – Maximum Allowed

Information Collection Instrument	Type of Respondent	# Respondents (a)	Annual # of Responses/ Respondent (b)	Total # of Annual Responses c = a x b	Burden Hours/Response (d)	Total Annual Burden Hours
SIAT 0625-0227	International Air Passenger (Adult Head of Household)	300,000	1	300,000	15/60	75,000
Totals:				300,000		75,000

Estimated Annualized Respondent Burden Hours – Budgeted CY2022 (Actual)

Information	Type of Respondent	# Respondents	Annual # of	Total # of Annual	Burden Hours/Response	Total Annual
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Collection Instrument		(a)	Responses/ Respondent (b)	Responses c = a x b	(d)	Burden Hours
SIAT 0625-0227	Air Passenger (Adult Head of Household)	101,697	1	101,697	15/60	25,425
Totals:				101,697		25,425

The estimated annualized respondent cost is \$0.00 (none) since the survey is voluntary on the part of the respondent who is in the airport departure gate area waiting to board the flight. About five percent of respondents are in the aircraft seat during flight.

13. Provide an estimate for the total annual cost burden to respondents or record keepers resulting from the collection of information. (Do not include the cost of any hour burden already reflected on the burden worksheet).

There are no capital/start-up or ongoing operation/maintenance costs associated with this information collection.

All data are maintained in SAS and Excel and .pdf workbooks. Source documents: SIAT questionnaires responded to, are maintained on contractor site for a retention period.

14. Provide estimates of annualized cost to the Federal government. Also, provide a description of the method used to estimate cost, which should include quantification of hours, operational expenses (such as equipment, overhead, printing, and support staff), and any other expense that would not have been incurred without this collection of information.

The cost to the federal government is governed by the contract with our contractor:

We are under a GSA (competitive schedule) based Blanket Purchase Order (BPA) for a five-year period (2019 – 2024) consisting of a base period and four option periods: GS-00F-040CA, issued by the Procurement Office in NIST Enterprise Services. All provisions of the contract follow Federal Acquisitions Regulations (FAR).

Funding for the FY2021 (covering CY2022), including our plan and scope of future efforts, has been approved by ITA management (Assistant Secretary, Industry & Analysis; Chief Financial Officer). FY2022 (covering CY2022) is also approved and ITA management is requesting additional funds from Congress (House) to expand SIAT sample.

Annualized Costs to the Federal Government – CY2022

Staff	Grade/Step	Salary		% of Effort	Total Annualized Cost to Gov't
Federal Oversight					
DOC Contract Officer Rep (COR)	GS13-10	\$133,000		80%	\$106,400
DOC Program Manager (PM)	GS13-10	\$133,000		70%	\$ 93,100
DOC Other Staff (2)	GS13-9	\$120,000		20%	\$24,000
Contractor Cost (labor)					
16 in-house contractor staff		\$2,124,952		100%	\$2,124,952
5 field sub-contractor staff		\$1,404,992		100%	\$1,404,992
Contractor Cost (Non-labor)					
Operational Costs for Data Collection Activities –Printing, equipment, overhead)					\$185,238
Travel					0
Other Contractual costs for data collection (PPE, etc.)					\$647,642
Training					0
Other Costs					0
Total Cost to the Government					\$4,586,324

15. Explain the reasons for any program changes or adjustments reported in ROCIS.

Program adjustments were necessary due to the impact of COVID-19 in 2020.

COVID-19 Impact on the 2020 SIAT BPA

- COVID-19 has had a severe impact on the SIAT. The 28 participating international U.S. gateway airports and the 109 international airlines have had overwhelming restrictions placed on them. As a result of these constraints, NTTO reduced the SIAT program beginning mid-March 2020 through May 2020. In June 2020, the SIAT began to resume. While the CY2020 survey target was 110,000 the resulting **total sample in 2020 reached just 43,512 at a cost of \$44.79 per completed survey** (surveys for overseas, Mexico Air, and Canada Air).

Overseas visitation to the United States was decreased 81 percent in 2020. However, the number of SIAT surveys administered declined just 60 percent despite airport closures, last minute flight cancellations and the challenges of utilizing personal protective equipment (PPE).

Source markets in Asia and Europe declined, however relative market share increased from South and Central America, the Caribbean, and Mexico. Nevertheless, U.S. states and cities (destinations) visited remained relatively the same compared to 2019. For example, the top 15

states were the same for both CY 2019 and CY 2012.

Program changes or adjustments

Information Collection Item/Category	# Surveys		Miscellaneous Costs		Reason for change or adjustment
	2020	2019	Current	Previous	
Respondent Group	43,512	93,360	0	0	Unit cost increased from \$30.61 (2019) to \$44.79 (2020)

Note: **A change in the burden estimate, due to previous miscalculations in the burden estimates is noted in the ICR.** The correct estimate appears in the ICR and in section 12, above, Maximum Allowed grid. The 2021 total burden hours requested for 300,000 surveys is 75,000.

Background:

In 2012 the authorized ICR reflected a ceiling of 99,400 respondents with 24,850 burden hours.

In 2015 the authorized ICR reflected a revised ceiling of 300,000 respondents with 45,000 burden hours. In retrospect this was problematic since the number of respondents tripled yet the total burden hours only doubled, but the average completion time per respondent remained at 15 minutes.

In 2018 the authorized ICR again reflected a ceiling of 300,000 respondents and 45,000 burden hours.

	2012	2015	2018	2021
# Respondents	99,400	300,000	300,000	300,000
Burden Hours	24,850	45,000	45,000	75,000 req.
Hours/Respond.	0.25 (15/60)	0.15 (9/60)	0.15 (9/60)	0.25 (15/60)
Completion time	15 minutes	9 minutes*	9 minutes*	15 minutes

*The imputed completion time, per survey respondent, of nine minutes did not reflect the actual completion time of 15 minutes. It appears that 0.15 was inserted into the estimate calculation rather than 15/60 (=0.25).

16. For collections of information whose results will be published, outline plans for

tabulation and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of information, completion of report, publication dates, and other actions.

Tables and Publications for General Users (Public):

Annual statistical publications, based on travel populations – U.S. resident and non-resident

- United States Residents' Travel Abroad to Overseas Destinations (and to Mexico, by air).
- Overseas Visitors' Travel (and Mexican air travel) to the United States.

Both ‘National Reports’ and select Country reports (11) 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.

These reports are produced in print versions (including .pdf) and in Excel workbooks.

Select attributes from the Excel reports are arrayed in special Excel based ‘Profiles’, spanning the period from 1997 – 2020. These are posted on the NTTO website.

<https://www.trade.gov/travel-and-tourism-research> (Markets and Sector Profiles)

Reports and Files for Special Users:

The statistics produced from the SIAT can be tabulated and analyzed in a variety of ways. No single standard published report or series of reports can meet all 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.

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). Since FY2014, BEA asked for more information from NTTO due to its renewed plans to use the SIAT data.

Complex Analytical Techniques.

In answer to the question, “Are the Survey data reliable?”

NTTO and its contractor initiated a project to determine the reliability of the SIAT data. Reliability can be defined as **data consistently good in quality or performance; able to be trusted.**

NTTO/CIC Research have implemented an optional task (3.5.11) ‘Sample Reliability Estimates’ from the current SIAT BPA contract. Initial work was done under the prior contract (Task order 14-310) to determine the feasibility of moving forward with this effort. The endgame is to determine the ‘standard error’ of critical variable estimates using Variance Analysis.

CIC Research personnel worked with an Iowa State University professor of statistics to produce sample reliability estimates for statistical values appearing in published and custom SIAT reports. An industry standard methodology, known as the ‘Jackknife Method’, is applicable to systems involving cluster sampling. The SIAT utilizes cluster sampling in that it randomly selects flights to be sampled. See Appendix for explanation of the Jackknife Methodology.

For detail on Variance estimates and Reliability analysis, and the Jackknife Methodology, see Part B.

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

The agency plans to display the expiration date for OMB approval of the information collection on all instruments.

18. Explain each exception to the certification statement identified in “Certification for Paperwork Reduction Act Submissions.”

The agency certifies compliance with 5 CFR 1320.9 and the related provisions of 5 CFR 1320.8(b)(3).