

**Request for Approval under the “Generic Clearance for Improving Customer Experience: OMB Circular A-11, Section 280 Implementation”
(OMB Control Number: 1405-0241; Expiration Date: 11-30-2026)**

TITLE OF INFORMATION COLLECTION: International Travel Information Post Transaction Survey (A-11, Sec 280).

PURPOSE OF COLLECTION:

We will gather post-transaction survey data from individuals visiting our international travel information pages on Travel.State.Gov to measure their experience and drive improvement to our travel information services based on this and other data collected.

TYPE OF ACTIVITY: (Check one)

- Customer Research (Interview, Focus Groups)
- Customer Feedback Survey
- User Testing

ACTIVITY DETAILS

1. How will you collect the information? (Check all that apply)

- Web-based or other forms of Social Media
- Telephone
- In-person
- Mail
- Other, Explain

2. Who will you collect the information from?

This survey will be collected from a random sample of individuals visiting the Department of State’s international travel information webpages (travel.state.gov/content/travel/en/international-travel/ and all subpages). We are initially targeting 16,500 survey respondents annually in order to have statistical significance to our visitor population. We will update our sample sizes and other key targeting criteria as we monitor and refine our analyses of the population and important subgroups who participate in this service but .

3. How will you ask a respondent to provide this information?

Individuals will be prompted to participate in the short survey via a pop-up invitation triggered after spending more than 5 mins on the webpages.

4. What will the activity look like?

The survey has four questions and will take approximately 5 mins per individual submission.

5. Please provide your question list.

See attached draft survey.

Please make sure that all instruments, instructions, and scripts are submitted with the request.

6. When will the activity happen?

The new survey for these webpages will go live January 2, 2024 and data will be collected daily.

7. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

[] Yes [X] No

If Yes, describe: N/A

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Visitors to webpages >5 mins.	16,500	5	1,375
Totals			

CERTIFICATION:

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;

3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.
8. Additional release of data will be coordinated with OMB.

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