



## ***New Custom Plus data tables from the Survey of International Air Travelers***

The NTTO has developed additional tables for purchase beyond the 37 tables included in the Overseas Travelers to the U.S., country reports, and custom reports.

These are available starting with the new 2012 questionnaire and some of the questions we asked that did not make it into the National Report.

The name for these additional data tables is Custom Plus. Currently, it applies to the 2012-2015 data and depending on industry interest, we will decide what to do for 2016 and beyond.

Custom Plus will provide additional breakout for tables:

Table 2, Question 6a: How did you obtain the information used for planning this trip?

Table 5, Question 9: How were airlines reservations made for this trip?

Table 8, Questions 12a/b: Before you left home, did you make reservations for lodging, if so how?

For each of these questions, the type of media source was collected, indicating electronic media, voice contact, and/or other media. To provide this information to the industry, we have created the attached tables to show the additional breakouts and what the format of each table would look like, along with the actual results for 2012.

Table 12/13, questions 13/b: What was the main (and all) purpose(s) of your trip

New Table, questions 8a/b: Did you visit a health care provider to receive vaccinations or medication specifically for this trip? And how many days in advance of this trip did you visit a health care provider?

**Option 1: Information Sources:** (this will be a link to tables 44-46 for all overseas travelers banner 1-4 as a PDF, and an expansion of Table 2 in the National Report).

Table 44: How did you obtain information used for planning this trip (Electronic Media?)

Table 45: How did you obtain information used for planning this trip (Voice Contact?)

Table 46: How did you obtain information used for planning this trip (Other media?). Other media includes TV, radio, or print media.

All three of these linked tables are considered just “one” additional table when purchasing Option 1.

**Option 2: Means of Booking Air Trip** (this will be a link to tables 49-50 for all overseas travelers banner 1-4 as a PDF.

This is an expansion of Table 5, Question 9: How were airlines reservations made for this trip? For now, it is labeled, table 49-50, see below. There are two linked tables that are considered together when purchasing Option 2:

Table 49: How were airlines reservations made for this trip? (Electronic Media?)

Table 50: How were airlines reservations made for this trip? (Voice Contact?)

**Option 3: Pre-Booked Lodging** (this will be a link to tables 52-53 for all overseas travelers banner 1-4 as a PDF)

This is an expansion of Table 8, Questions 12a/b: Before you left home, did you make reservations for lodging, if so how? For now, it is labeled, table 52-53, see below. The two tables can be purchased together as Option 3:

Table 52: How did you make reservations for paid accommodations or commercial lodging? (Electronic Media?)

Table 53: How did you make reservations for paid accommodations or commercial lodging? (Voice Contact?)

**Option 4: Detailed Purpose of Trip** (this will be a link to tables 54 & 56 for all overseas travelers banner 1-4 as a PDF and expansion of Table 12 & 13).

Table 54 (Questions 13a) What was the main purpose of your trip (Detailed with 15 breakouts of this table).

Table 56: (Questions 13a/b). All purpose(s) of trip (Detailed with 15 breakouts of this table).

**Option 5: Health Care Provider Information** (this will be a link to tables 47 & 48 for all overseas travelers banner 1 as a PDF)

Table 47 (Questions 8a). Did you visit a health care provider to receive vaccinations or medications specifically for this trip?

Table 48 (question 8b). Days in advance you visited a health care provider.

### **Costs for Extra Tables:**

The NTTO will provide the 2012 U.S. level data from these tables as a PDF only for banners 1-4 for each of the tables from the Overseas Travelers to the U.S. report (they can be found at the bottom of this page, see below).

These tables may only be purchased if a NTTO client has already purchased a custom report for us and we would use the same banners developed and add any of the 4 optional tables.

The charged for the 2012 data us: \$1,200 per table, where tables 44-46 are bundled as one table, tables 49-50 are bundled as one table, and tables 52-53 are bundled as one table, and so forth. So, there are 1 to 5 sets of tables available. So, if you wanted three it would cost \$3,600.

If you want to change the format of any of these tables it becomes a custom table. The costs are \$1,985 per table with no linkage among the tables for 2012.

If you want banners 1-4 at the national level provided in the same format as your custom report the cost is \$1,200 per table, no linkages.

If you are interested in the 2013 and future tables at the national level, there will be a fee. Contact the NTTTO staff for costs. The 2012 tables are available on the NTTTO website as a PDF. If you would like these tables in Excel, please contact the NTTTO for a price.

Custom Plus Costs per Table:

Year of Data	Custom Plus Table - no changes to set up & banners/column heading	Modified Custom Plus Table
2012	\$1,200	\$1,985
2013	\$1,260	\$2,085
2014	\$1,360	\$2,250
2015	\$1,430	\$2,365

Examples of the 2012 data for banners 1-4 for each of the options:

**Option 1: Information Sources:** (tables 44-46 as a PDF below)

[2012 Banner 1-4](#)

**Option 2: Means of Booking Air Trip** (tables 49-50 as a PDF below)

[2012 Banner 1-4](#)

**Option 3: Pre-Booked Lodging** (tables 52-53 as a PDF below)

[2012 Banner 1-4](#)

**Option 4: Detailed Purpose of Trip** (tables 54 & 56 as a PDF below)

[2012 Banner 1-4](#)

**Option 5: Health Care Provider Information** (tables 47-48 as a PDF below)

[2012 Banner 1-4](#)

**Interested in other questions/tables?**

Please see the NTTTO current questionnaire at:

[http://travel.trade.gov/pdf/Revised\\_SIAT\\_Questionnaire.pdf](http://travel.trade.gov/pdf/Revised_SIAT_Questionnaire.pdf)

Are there other questions that are asked and not provided as part of the 37 tables that would be of interest to the industry? If so, which tables? If there is interest, should any restrictions be placed upon the use or access of this data to clients?

To see the 2012 and future report formats for the 37 tables, go to:

<http://travel.trade.gov/research/programs/ifs/examples.html>

To see the 4 banners and 37 tables available, click on the links below to open a file that shows the report formats and layout.

### **National Report 37 tables format**

**To see the Overseas (Non-U.S. Resident) Travelers Inbound to the U.S. or National Report format, go to:**

[2012 Q1 Banner 1  
Banner 4](#)

[2012 Q1 Banner 2](#)

[2012 Q1 Banner 3](#)

[2012 Q1](#)

Finally, if you have any additional questions or need other information related to the Custom Plus Reports, please contact Richard Champley or Ron Erdmann at the NTTD. To email or call them, their contact information may be found at:

<http://travel.trade.gov/about/overview.html>