One of the unique features of the Survey of International Air Travelers (Survey) is its ‘data-mining’ potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized ad-hoc reports, special tables, data files, or diskettes can be developed if the standard pre-formatted reports do not meet your needs.

Customized reports, tables or data files enable you to choose the format and content to answer questions you have about non-resident travelers to the United States or U.S. resident travel to international destinations. A combined year report, i.e., 2015 – 2017, can easily be developed.

You can learn more about ordering custom Reports by visiting NTTO's web site at: <http://travel.trade.gov/research/programs/ifs/customized.html>. You are welcome to contact NTTO at: (202) 482-0140 and talk to Richard Champley. CIC Research, Inc. can be reached at (858) 637-4000. CIC’s main web site page is: <http://home.cicresearch.com/>.

The U.S. Department of Commerce’s National Travel and Tourism Office (NTTO) is proud of the many resources available from its Research Team making it easy for you to link to comprehensive statistics, analysis and market research on international travel to and from the United States and on the industry’s impact on the U.S. economy.

Networking with NTTO’s Research Team will help you remain or become more competitive by providing statistical and policy-based information to help focus your business planning and market development, reduce your business costs, increase your productivity and aid job creation and retention.

To help improve conditions that directly affect your ability to export NTTO has created a National Travel and Tourism Strategy. From global economics and business, to foreign and domestic policy, NTTO’s dedicated Research Team can connect you with industry expertise and data to help you make balanced and successful business decisions.

We invite you to give us a call.

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The SIAT is a primary research program that uses sampling methodologies to collect performance data from two separate populations of international travelers. In this instance, the SIAT collects data from airline passengers who use U.S. or foreign flag carriers (70 plus participants). SIAT data will help you learn more about:

- True origin-destination (O&D) via airport gateway, based on country of residence
- U.S. citizen and non-U.S. citizen air traffic (differentiating characteristics from the BTS T-100)
- U.S. carriers and foreign flag carriers
- Scheduled and charter flights
- U.S. and foreign gateway airports
- Countries and regions

The U.S. Department of Commerce focuses on U.S. citizen departure traffic as a basis for developing travel "import" estimates. U.S. citizen departure traffic is also used to expand the survey estimates developed by the U.S. Travelers – Survey of International Air Travelers (outbound) program. For complete details on this program, please reference the description of the “Survey of International Air Travelers” located on the previous panel of this brochure.

Summary level information is presented on the NTTO website. Detail data are available by subscription as off-the-shelf standard reports, custom reports (to your specs), and/or trend data (all available in print, excel and adobe format). A complete database is also available.

1 Includes overseas and Mexico

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**Survey of International Air Travelers (SIAT) Outbound**

The SIAT is a primary research program that uses sampling methodologies to collect performance data from two separate populations of international travelers. In this instance, the SIAT collects data from airline passengers who use U.S. or foreign flag carriers (70 plus participants). SIAT data will help you learn more about:

- True origin-destination (O&D) via airport gateway of origin cities and states
- Overseas countries visited (outbound)
- Trip planning process (e.g., sources used and decision timing)
- Traveler characteristics (e.g., purpose of trip, travel party, length of trip)
- Spending patterns
- Rating information (available only to airlines and airports)
- Leisure activities undertaken by travelers
- Demographics (age, gender, income, residence, citizenship, etc.)

SIAT differentiators:

- Offers a total market perspective
- Focuses on the traveler as a consumer
- Provides annual data

Summary level information is presented on the NTTO website. Detail data are available by subscription as off-the-shelf standard reports, custom reports (to your specs), and/or trend data (all available in print, excel and adobe format). A complete database is also available.

2 Includes overseas and Mexico