



Overseas Visitors to U.S.

NTA and TMI

U.S. Inbound Destination Cooperative Research Program

The Power of Partnership - NTA is teaming up with Travel Market Insights (TMI) to provide NTA members with cost effective access to overseas visitor metrics. This partnership provides members access to the best annual inbound overseas consumer research available.

TMI specializes in developing U.S. international inbound reports for DMOs and businesses. Traditionally, the basic cost for the raw data was too costly for many DMOs and businesses—making this vital data inaccessible to many. By cooperatively buying the raw data, NTA and TMI can now offer DMOs and businesses affordable reports on overseas visitors (to most U.S. destinations).

Cost starts as low as \$3,600 for a report. Cost is based on the NTA/TMI cooperative research program only.

What's Included

- Overseas Arrivals
- Residency of overseas visitors - ranked
- Trip planning
- Spending
- Purpose of trip
- Activities
- Visitor demographics
- 29 tables are featured in all

Deadline for ordering

- 2011 Visitor Report Commitment - **Due by May 1, 2012.**

Reports Delivered

- Reports begin to be produced in August 2012. Report delivery will be based on a first come first out basis. Contact TMI for additional details.

Special Notes

- The cooperative program is based on a minimum number of cooperating subscribers. Should the minimum not be met the subscribers will have the choice to withdraw or consider additional cost split evenly.

-Turn over for ordering information-



NTA/TMI U.S. Inbound Research Cooperative Program (continued)

Data Collection

- TMI specializes in developing custom reports using the Survey of International Air Travelers (SAIT). The consumer inbound metrics are collected as overseas travelers depart the United States. The majority of the consumer surveys are conducted in the airport boarding area and on board as travelers return home. The survey (available in 12 languages and consisting of 29 multi-part questions) is self-administered by the traveler.

Product Differentiation

- Survey data provides information on the entire U.S. – overseas and Mexican-air market places or any sub-region and/or true origin-destination itineraries, unlike individual airline, alliance-only surveys or datasets that are predominantly U.S. carrier focused. Survey data reveals the nature of the customer, his/her choice patterns and demographics and is not just an onboard service evaluation.

Table with 6 columns: Cross-tab Choice 1, Cross-tab Choice 2, Cross-tab Choice 3, Cross-tab Choice 4, Cost (in U.S.). Rows include Custom Example 1, Custom Example 2, and a field for entering a custom choice.

Name: _____
Company: _____
E-mail: _____

Title: _____
Address: _____
Phone: _____

Signature: _____

SEND ORDER FORM TO: Travel Market Insights, Attention Inbound Coop Research Program. By e-mail to: scott@travelmi.com. Travel Market Insights will contact you for billing and to confirm your request. If you would like further information about the reports please contact Mr. Scott C. Johnson, Principal at Travel Market Insights. Call 518-668-2559 or send Scott an e-mail at Scott@travelmi.com.