

From: Addison Schonland <aschonland@airinsight.com>
Sent: Friday, July 12, 2024 9:52 AM
To: Richard Champley (Federal) <Richard.Champley@trade.gov>
Subject: OMB Control Number 0625-0227

Dear Mr Champley

I write you in support of the Survey of International Air Travelers (SIAT).

As a user of several travel and aviation datasets I find this source useful and necessary for analyses.

For example, whereas DoT data provides key numbers, these numbers are highly specific and do not offer the “where” or “why” to the DoT’s “what” and “when”.

As an example, I briefed Hawaii travel officials yesterday using a combination of DoT and DHS data. While this data has significant use, we agreed the abovementioned survey is necessary to tie the other data sources together. Taking the example further, in our conversation we discussed how using the DHS data could help identify new markets for Hawaii to attract tourists from New Zealand and the Philippines.

But absent SIAT data, Hawaii officials struggle to market their destination to these two target markets. Specifically, they need traveler demographics to provide airlines with a “picture” of the target travel. Only the SIAT can do this.

Please endeavor to keep this program funded and operational. It offers decades to history and uniquely is able to show how the market changed after the pandemic. There is no other data source that offers anything like this level of insight.

Regards,
Addison Schonland
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