

From: Daryl Cronk [<mailto:Daryl.Cronk@visitorlando.com>]
Sent: Tuesday, November 01, 2011 9:31 AM
To: Hynek, Diana
Subject: renewal of the Survey of International Air Travelers program

Greetings.

This communication is in regards to the renewal of the Survey of International Air Travelers program administered by the Office of Travel and Tourism Industries. The data collected through this program is of vital importance to my organization (Visit Orlando) and many others in the travel industries. Visit Orlando spends millions of dollars in marketing to attract foreign visitors to Orlando, and a key to any successful marketing program is knowledge of the target audience. We rely on the data provided OTTI to provide insights into our key international origin markets. Unfortunately the OTTI data is often superficial and insufficient due to the limitations forced on the program because of funding limitations.

We strongly support the provisions of the Travel Promotion Act related to OTTI and hope OTTI will receive the necessary funding to achieve the objectives included in the TPA:

- (1) expanding access to the official Mexican travel surveys data to provide the States with traveler characteristics and visitation estimates for targeted marketing programs;
- (2) expanding the number of inbound air travelers sampled by the Commerce Department's Survey of International Travelers to reach a 1 percent sample size and revising the design and format of questionnaires to accommodate a new survey instrument, improve response rates to at least double the number of States and cities with reliable international visitor estimates and improve market coverage;
- (3) developing estimates of international travel exports (expenditures) on a State-by-State basis to enable each State to compare its comparative position to national totals and other States;
- (4) evaluate the success of the Corporation in achieving its objectives and carrying out the purposes of the Travel Promotion Act of 2009; and
- (5) research to support the annual reports required by section 202(d) of this Act.

Sincerely,

Daryl Cronk
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The logo for Visit Orlando, featuring the word "Visit" in a light blue script font and "Orlando" in a bold orange sans-serif font.

Marketing the area globally as the premier leisure, convention and business destination.

