## SURVEY OF INTERNATIONAL AIR TRAVELERS DEPARTING THE UNITED STATES

## Dear International Traveler：

Please help the travel industry improve the services they offer you．The information collected in this survey is used by airlines，airports，hotels，government travel offices，destination marketing organizations，and other travel planners and providers to understand you，the international traveler，and thereby take steps to improve your next international trip．

This questionnaire is designed to be completed by both non－U．S．residents who have visited the country and U．S．residents traveling abroad．If you are 18 years of age or older，please complete this voluntary survey．ONLY ONE RESPONSE PER FAMILY，PLEASE．We will not be asking your name or any other personally identifying information．

Upon completing this survey，please return it to the person who gave it to you．The estimated average time to complete this questionnaire is 15 minutes．If you have any comments regarding this survey，or find you need to mail your completed survey，please forward to Office of Travel and Tourism Industries，ITA， Washington DC 20230.
Thank you for your cooperation on this important survey．

This survey also available in Arabic，Chinese，French，German，Italian，Japanese，Korean，Polish，Portuguese，Russian，Spanish．
إستطلاع الرأي هذا متوفرايضا باللفة العربية. تنضل بطب نسخة منه اذا شُئت.

本調査表備有中文版，歡迎索取。
Questionnaire disponible en français．Veuillez le réclamer s＇il vous plaît．
Diese Umfrage ist auch auf deutsch erhältlich．Bei Bedarf bitte ein Exemplar anfordern．
Questa indagine è disponibile anche in italiano．Se necessario，si prega di richiederne una copia．
本アンケートには日本語版も用意してありますので，係のものにお申しつけください。
한국말로 된 설문서도 있습니다．계원에게 요청하십시오．
Ta ankieta jest także na żądanie dostępna po polsku．
Há uma versão em Português da presente pesquisa．Se for necessário，favor pedir uma cópia．
Данный вопросник также имеется на русском языке．Пожалуйста，попросите русскоязычный экземпляр． Este cuestionario también está en español．Solicítelo．

## ONLY ONE RESPONSE PER FAMILY, PLEASE

1a. Today's Date $\longrightarrow$ Month $\mid$ Day $|$| Year |
| :---: |
| b. Name of Airline $\longrightarrow$ |
| c. Flight Number $\longrightarrow$ |

2a. At what airport did or will you board this aircraft today? $\downarrow$
$\square$
b. At which airport will you leave this aircraft? $\downarrow$

3a. Where do you live? $\downarrow$

| City: |  |
| :--- | :--- |
| State: | Postal (ZIP) Code: |
| Country: |  |

## b. For U.S. residents ONLY

What will be your main destination on THIS trip? $\downarrow$

## City/Country:

c. For NON-U.S. Residents ONLY

If this flight is part of the return journey to your home, what was the main destination that you visited since you left home?

City/Country:

4a. What is your country of CITIZENSHIP? $\downarrow$
b. What is your country of BIRTH? $\downarrow$

## 5a. For U.S. residents ONLY

At what city or airport will you pass through U.S. Customs and Passport Control when you return to the U.S.? $\downarrow$

City/Airport:

## b. For Non-U.S. Residents ONLY

When entering the U.S., at what city or airport did you pass through U.S. Customs and Passport Control? $\downarrow$

City/Airport:

## NEXT Column, please

6a. When planning THIS trip, how did you obtain the information used for planning?
Check $(\checkmark)$ the information sources used listed below in the column 6a "Information Sources."
b. For each information source used, please indicate $(\checkmark)$ in 6 b whether this information source was via: Electronic Media, Voice Contact, or Other Media.

|  | 6a. Information Sources | (V) | 6b. Media for Information Sources |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Electronic Media (Internet or Social Media) | Voice Contact (Phone or In-Person) | Other Media (TV, Radio or Print Media) |
| 1 | Airline | $\square$ | $\square$ | $\square$ | $\square$ |
| 2 | Corporate Travel Department | $\square$ | $\square$ | $\square$ | $\square$ |
| 3 | National/State/City Travel Office | $\square$ | $\square$ | $\square$ | $\square$ |
| 4 | Online travel agency (e.g., Expedia/Ebookers) | $\square$ | $\square$ | $\square$ | $\square$ |
| 5 | Personal recommendation (e.g., friends/relatives) | $\square$ | $\square$ | $\square$ | $\square$ |
| 6 | Tour Operator/Travel Club | $\square$ | $\square$ | $\square$ | $\square$ |
| 7 | Travel Agency Office | $\square$ | $\square$ | $\square$ | $\square$ |
| 8 | Travel Guide | $\square$ | $\square$ | $\square$ | $\square$ |
| 9 | Other (Specify) | $\square$ | $\square$ | $\square$ | $\square$ |

7. When planning THIS trip, how many days prior to departure:
a. Did you make the decision
to travel?
b. Did you make your air
travel reservations? $\longrightarrow$ days

8a. Did you visit a health care provider to receive vaccinations or medication specifically for this trip?
$1 \square \mathrm{Yes}$
$2 \square \mathrm{No}$ - Go to question 9, next page
b. If "yes," approximately how many days in advance of this trip did you visit a health care provider?
9. How were AIRLINE reservations made for this trip?

|  | Airline Reservations | Electronic Media (Internet) | Voice Contact (Phone or In-Person) |
| :---: | :---: | :---: | :---: |
|  | Directly with the airline | $\square$ | $\square$ |
| 2 | Corporate travel dept. | $\square$ | $\square$ |
| 3 | Internet booking service | $\square$ | $\square$ |
| 4 | Tour operator/Travel club | $\square$ | $\square$ |
| 5 | Travel agency office | $\square$ | $\square$ |
| 6 | Other (Specify) | $\square$ | $\square$ |

10a. How far in advance was payment made for your international air tickets?

| Months |  |  | Weeks |  |
| :--- | :--- | :--- | :--- | :--- |
|  | (or) |  | (or) |  |

b. Are these ONE WAY tickets?
$1 \square$ Yes
$2 \square$ No
11. Was travel insurance purchased for this trip?
$1 \square$ Yes
$2 \square$ No
3■Don't Know
12a. Before you left home, did you or your family make reservations for paid accommodations or commercial lodging?
$1 \square$ Yes - GO to question $12 b$
2 $\square$ No - SKIP to question 13a
$3 \square$ Don't Know - SKIP to question $13 a$
b. How did you make your reservations for paid accommodations or commercial lodging?

|  | Lodging Reservations | Electronic <br> Media <br> (Internet) |
| :--- | :---: | :---: |
| 2 | Voice <br> Contact <br> (Phone or <br> In-Person) |  |
| 2 | Directly with the lodging <br> establishment | $\square$ |
| Corporate travel department | $\square$ | $\square$ |
| Internet booking service <br> (e.g., Hotels.com) | $\square$ | $\square$ |
| 4 | Through the airline | $\square$ |
| 5 | Tour operator/Travel club | $\square$ |
| 6 | Travel agency office | $\square$ |
| 7 | Other (Specify) | $\square$ |

13a. In Column A below, please indicate what is/was the MAIN purpose of your trip? Check $(\checkmark)$ ONLY ONE in Column A.
b. In Column B, please mark any other trip purpose(s). Check ( $V$ ) AS MANY AS APPLY in Column B.

14. With whom are you traveling now?

Check ( $\sqrt{ }$ ) ALL that apply
$1 \square$ Spouse/Partner
2 $\square$ Family/Relatives
$3 \square$ Business associate(s)
$4 \square$ Friend(s)
5 $\square$ Tour group
$6 \square$ Traveling alone
15. Including yourself, how many adults and/or children are in your travel party? Do not include other tour group members if you did not plan to travel with them before booking the tour.

Number of adults: $\longrightarrow$ Include yourself:
Number of children
under 18 years old:
16. How many nights away from home have you spent or will you spend on this trip?
Number of nights in the U.S.A. (including U.S. territories)
Number of nights outside the USA
Total number of nights away
from home on this trip
17. IN ORDER OF VISIT, list the principal places visited or to be visited on this trip, and indicate the number of nights at each place. Under the section for number of nights, if you did not or will not stay overnight at a place visited, enter " 0 ". Under the section for type of lodging, indicate the company name OR mark the appropriate space under Private Home or Other.

| Destinations (Cities/Attractions) In the order of your itinerary Enter ONLY ONE destination per line | State or Country | Number of Nights | Type of Lodging Indicate ONE per line |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Accommodation or Lodging (Hotel or Motel, etc.) Specify name of company | Check ( $\checkmark$ ) |  |
|  |  |  |  | Private Home | Other |
| 1. |  |  |  | $\square$ | $\square$ |
| 2. |  |  |  | $\square$ | $\square$ |
| 3. |  |  |  | $\square$ | $\square$ |
| 4. |  |  |  | $\square$ | $\square$ |
| 5. |  |  |  | $\square$ | $\square$ |
| 6. |  |  |  | $\square$ | $\square$ |
| 7. |  |  |  | $\square$ | $\square$ |

18a. Is this trip part of a prepaid, inclusive tour package?

```
1\squareYes
2\squareNo - SKIP to question 19
```

b. If yes in 18a, which of the following does/did your package include? Check $(\checkmark)$ ALL that apply
$1 \square$ Airfare
$4 \square$ Cruise
$5 \square$ Guided toursMeals
$7 \square$ Rail tickets
$2 \square$ Attractions/Events/Entertainment
8 $\square$ Recreation
$3 \square$ Bus/Coach
$9 \square$ Rental car
$10 \square$ Tour guide for entire trip
$11 \square$ Accommodation -
How many nights lodging are included? $\longrightarrow$ Nights:

c. Enter the month and year this package was booked. $\rightarrow$| Month | Year | $\begin{array}{c}\text { Don't Know } \\ \square\end{array}$ |
| :---: | :---: | :---: |

d. Approximately how much did the prepaid package cost and how many people's expenses are included? Please indicate the total amount, the country of currency, and the number of people included below.

19. These next questions ask about the amount of money spent, or expected to be spent, by you and your travel party (travelers for whom you have financial responsibility). Please estimate how much total money has been spent, or will be spent, outside your own country. If you had a prepaid package, do not include those items you listed in 18d above.
a. What was the TOTAL spent outside your own country, excluding a pre-paid package?
b. If the cost of international air travel was not part of a trip package in Question 18d, what was the total cost of the international air travel tickets including taxes and fees?
c. How much money was spent at the airport of U.S. departure?

| Amount | Country of currency | \# of people <br> included <br> in spending |
| :--- | :--- | :--- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## U.S. RESIDENTS - SKIP TO QUESTION 20

## For Non-U.S. Residents ONLY

| 19. (continued) | Amount of spending | Country of <br> currency | \# of people <br> included in <br> spending |
| :---: | :---: | :---: | :---: |
| d. Of the total expenditure given in 19a, please <br> estimate how much was spent in the USA. <br> Specify total cost $\longrightarrow$ |  |  |  |

e. Of the total expenditure given in 19d above, please estimate (in currency) how much was for:

1. Accommodations/Lodging in the U.S.
2. Additional air transportation in the U.S.
3. Entertainment and recreation in the U.S.
4. Food and beverages in the U.S.
5. Ground transportation (rail, bus, taxi, etc.) in the U.S.
6. Shopping, gifts, and other purchases in the U.S.
7. Medical services in the U.S.
8. Other spending, if any, in the U.S.

|  |  |  |
| :--- | :--- | :--- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

20. Please tell us HOW payment was made, or will be made, to cover ALL expenses on this trip.

| Type of payment | Percentage of <br> expenses | Issuing Company(ies) Maestro, VISA, etc. |
| :--- | ---: | ---: |
| Cash advance/ <br> withdrawal using <br> credit card | $\%$ |  |
| Purchases using credit <br> card | $\%$ |  |
| Cash advance/ <br> withdrawal using <br> debit card | $\%$ |  |
| Purchases using debit <br> card | $\%$ |  |
| Cash brought from <br> home | $\%$ |  |
| Traveler's checks | $100 \%$ |  |
| TOTAL |  |  |

21. What types of transportation were or will be used on THIS trip? Check $(\checkmark)$ ALL that apply
$1 \square$ Air travel between non-U.S. cities
$2 \square$ Air travel between U.S. cities
$3 \square$ Auto, private or company
$4 \square$ Bus between cities
$5 \square$ City subway/Tram/Bus
$6 \square$ Cruise ship/River boat 1+ nights
$7 \square$ Ferry/River taxi/Short scenic cruise
$8 \square$ Motor home/Camper
$9 \square$ Railroad between cities
$10 \square$ Rented bicycle/Motorcycle/Moped
$11 \square$ Taxicab/Limousine
$12 \square$ Rented auto - Specify company name below $\downarrow$
22. On this trip, did, or will, anyone in the traveling party engage in any of the following leisure activities?

Check ( $\sqrt{ }$ ) ALL that apply
$1 \square$ Go sightseeing
$2 \square$ Go shopping
$3 \square$ Go nightclubbing/Dancing
$4 \square$ Go on guided tour(s)
$5 \square$ Go to a casino/GambleAttend a sporting eventAttend a concert/Play/MusicalVisit amusement/Theme parksVisit national parks/MonumentsVisit art galleries/Museums
$11 \square$ Visit cultural/Ethnic heritage sights
$12 \square$ Visit American Indian communities
$13 \square$ Visit small towns/Countryside
$14 \square$ Visit historical locations
$15 \square$ Experience fine dining
Participate in activities:
$16 \square$ Hunting/Fishing
$17 \square$
Snow sports
$18 \square$ Golfing/Tennis
$19 \square$ Camping/Hiking
$20 \square$ Water sports
$21 \square$ Environmental/Ecological excursions
$22 \square$ Other (specify) $\longrightarrow$
23. Please rate THIS airline for the flight you are taking today. Check $(\checkmark)$ one for each attribute below

|  | Excellent | Good | Average | Below <br> average | Poor | Not <br> Applicable |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Pre-flight |  |  |  |  |  |  |
| a. Airline club/Lounge | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| b. Check-in personnel | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| c. Check-in waiting time | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| d. Convenient schedule | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| e. Reservation experience | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| f. Ticket price | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| In-flight |  |  |  |  |  |  |
| g. Cabin cleanliness | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| h. Flight attendant service | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| i. Food/Beverage quality | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| j. In-flight entertainment | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| k. Seat comfort | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| I. Overall evaluation of flight | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |

24. Would you choose or recommend this airline for another trip on this route? Check ( $\sqrt{ }$ ) ONE
$1 \square$ Definitely would
$2 \square$ Probably would
$3 \square$ Probably would not
$4 \square$ Definitely would not
$5 \square$ Not sure
25. What were your three main reasons for flying on THIS AIRLINE? Indicate by marking " 1 " for the most important reason, " 2 " for the next important reason, and " 3 " for the third most important reason. DO NOT indicate more than three reasons.
__Airfare
_Convenient schedule
___Non-stop flights
___Employer policy
__Safety reputation
___Loyalty to carrier
__On-time reputation
_Previous good experience
__Mileage bonus/Frequent flyer program _In-flight service reputation
___Not involved in choice of airline


NEXT Column, please

26a. Where are you sitting, or where will you sit in the aircraft today? Check ( $\checkmark$ ) ONE
$1 \square$ First class
$2 \square$ Executive/Business class
3 $\square$ Premium economy
$4 \square$ Economy/Tourist/Coach
b. What type of airline ticket do you have? Check ( $\checkmark$ ) ALL that apply
$1 \square$ Paid ticket
2 $\square$ Paid upgrade
$3 \square$ Frequent flyer award ticket
$4 \square$ Frequent flyer upgrade
$5 \square$ Discount/Group fare
6 $\square$ Non-revenue
7 $\square$ Don't know
27. Please rate the following attributes of the AIRPORT from which you have just departed (or are currently waiting to depart) the U.S.

|  | Excellent | Good | Average | Below average | Poor | Did Not Use |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| a. Airport terminal cleanliness | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| b. Airport terminal signage | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| c. Business center/wireless availability | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| d. Concession prices | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| e. Ease of transit through airport | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| f. Ground transportation | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| g. Retail goods/Services/Duty Free | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| h. Security measures | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| i. Terminal seating availability | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| j. Overall airport evaluation | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |

## U.S. RESIDENTS - SKIP TO QUESTION 30a

## 28a. For Non-U.S. Residents Only:

Please rate your Passport Control and U.S. Customs experience at the airport where you entered the U.S. Check $(\checkmark)$ ONE rating for each

|  | Excellent | Good | Average | Below average | Poor | Don't Know |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 1. Passport Control |  |  |  |  |  |  |
| a. Processing time | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| b. Staff courtesy | $5 \square$ | $4 \square$ | $3 \square$ | $2 \square$ | $1 \square$ | $0 \square$ |
| 2. Customs baggage clearance |  |  |  |  |  |  |
| a. Processing time $5 \square$ $4 \square$ $3 \square$ <br> b. Staff courtesy $5 \square$ $4 \square$ $3 \square$ |  |  |  |  |  |  |

b. About how long did it take you to clear Passport Control, Baggage Claim, and Customs when entering the United States? Specify in minutes

## Minutes:

29a. Do you expect to visit the United States again?
$1 \square$ Yes
$2 \square$ No ... If not, would you please share the reason? $\rightarrow$
b. How well did this overall trip experience in the U.S. meet your expectations? Check ( $\checkmark$ ) ONLY ONE
$1 \square$ Exceeded expectations
$2 \square$ Met expectations
$3 \square$ Did not meet expectations

30a. Is this your first trip by air to/from the United States? Check ( $\checkmark$ ) ONE
$1 \square$ Yes - SKIP to question 31
$2 \square$ No - Go to question 30b
b. Including this trip, how many round trips by air have you made to/from the U.S. in the past 12 months?

Include this trip:
31. Please give us some information about yourself.
a. What is your occupation? Check $(\checkmark)$ ONE
$1 \square$ Management, Business, Science, and Arts Occupations
$2 \square$ Service Occupations
$3 \square$ Sales and Office Occupations
$4 \square$ Natural Resources, Construction, and Maintenance Occupations
$5 \square$ Production, Transportation, and Material Moving Occupations
$6 \square$ Military/Government
$7 \square$ Homemaker
$8 \square$ Student
$9 \square$ Retired
$10 \square$ Other (specify) $\longrightarrow$
b. What is your age? $\downarrow$

Years:
c. What is your gender?
$1 \square$ Female
$2 \square$ Male
32. What is the total combined annual income of all members of your household? Give your answer either in U.S. dollars or in your own country's currency. Please specify the country of currency.
a. Total annual household income $\longrightarrow$ Amount:
b. Country of currency $\longrightarrow$ Country:

## For U.S. Residents Only:

33a. What is your ethnicity? Check $(\sqrt{ })$ ONE
$1 \square$ Hispanic
$2 \square$ Non-Hispanic
b. What is your race? Check $(\checkmark)$ ALL that apply
$1 \square$ American Indian/Alaskan Native
$2 \square$ Asian
3 $\square$ Hawaiian/Pacific Islander
$4 \square$ Black
$5 \square$ White

