



Travel Trade Barometer



INTERNATIONAL
TRADE
ADMINISTRATION

Office of Travel and Tourism Industries



Quarterly Country-Specific Metrics – Reliable and Timely Qualitative Trade Insight on Bookings, Trends, and Projections

The Power of Partnership - The ever-changing international travel market conditions demand timely and consistent metrics to drive national policy and destination/business level decisions. The Travel Trade Barometer program meets this need through a partnership among the U.S. Department of Commerce-Office of Travel and Tourism Industries (OTTI), National Tour Association (NTA), Travel Market Insights (TMI), and in-country Travel Trade that sell and promote travel to the United States. In 2009, TMI and the NTA joined with OTTI, the Sloan Travel and Tourism Industry Center at the University of South Carolina, and other partners to establish the Japan Travel Trade Barometer. In addition to the new Japan Barometer, subscribers can also access four other countries—UK, Germany, Mexico and Canada. These top five visitor markets generate 73% of all travel to the United States.

Countries: [United Kingdom](#), [Germany](#), [Mexico](#), [Canada](#), and now [Japan](#).

What does the only U.S. specific in-bound quarterly travel trade Barometer provide your destination or business?

- Booking performance to the United States and your destination/business
- Projected bookings to the United States and your destination/business (3 and 6 months out)
- Defines and monitors motivators and deterrents for travel to the United States
- Reports U.S. competitive position with other long-haul destinations
- Monitors travel product trends (amusement/theme parks, city travel, family, etc.)
- **Custom reports**
 - Product awareness assessment
 - Product perception assessment
 - Disaster impact and monitoring

Proven Performance – How accurate is the Travel Trade Barometer?

- Since its inception in 2002, the Travel Trade Barometer results consistently match official U.S. arrival figures, but on a more timely basis.
- In May 2005 the Barometer accurately projected what no other source had for the UK market – that bookings to the U.S. were not going to meet other more optimistic projections. More importantly, the Barometer identified key reasons why bookings were sluggish and to what destinations. Results continue to be an early leading indicator.

Sampling

- Sampling is targeted and selected for a representative group of key in-country travel trade that sell and promote travel to the United States.

Over for Subscription and Contact Information

Subscription and Sponsor Options

Core Subscription \$1,000 (\$2,000 for Japan) per country for four consecutive quarterly reports.

The Core Subscription reports on bookings, inquiries, and travel demand to the U.S., package travel, independent travel, competitive demand, and motivators and deterrents for travel at the national level.

Destination Subscription \$4,000 (\$10,000 for Japan) per country for four consecutive quarterly reports.

The Destination Subscription reports bookings and projected bookings to your destination/business. This subscription includes all core subscription results.

Customized Subscription Level 1 \$7,500 (call for Japan) per country for four consecutive quarterly reports. The

Customized Subscription allows for two proprietary questions. It also includes the results of the Core Subscription plus the Destination Subscription (if applicable).

Customized Subscription Primary Level: \$25,000 per country

Benefits: Proprietary question(s) set up and development. Input into the design and content of the study; acknowledgement on website and other collateral as a “research partner;” and participation in press conference announcing results. All benefits for Core, Destination, and Custom Level 1.

NTA Discount:

NTA members save 5% on the above-listed subscription prices!

Please contact me for additional information on the following subscriptions/sponsorship:

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Japan*

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Company: _____

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