



International Arrivals Data Collection: California Overview INDUSTRY BRIEFING

DATA FREEZE BACKGROUND

- On April 9, the National Travel and Tourism Office (NTTO) announced it would suspend data releases on overseas arrivals to the United States, pending the improvement of collection and reporting of I-94 data by the Customs and Border Protection Agency (CBP).
- Recent data supplied by CBP is believed to have undercounted some U.S.-bound international visitors last year.
- According to the Department of Commerce, the NTTO flagged anomalies in the data, including an increasing number of international travelers being categorized as U.S. residents.

VISIT CALIFORNIA'S RESPONSE

- Visit California supports the Commerce Department's decision to suspend publication of overseas visitation data, based on evidence that U.S.-bound visitors were being undercounted. We appreciate the commitment of both Commerce and the CBP to identifying a solution and providing accurate data on international visitors.

HOW VISIT CALIFORNIA ANALYZES INTERNATIONAL ARRIVALS

- Visit California uses several government and private-sector resources to track international arrivals, relying heavily on Department of Commerce data as one input, and providing the report as a resource to California's travel and tourism industry partners.
- In applying visitor trend data to its global marketing program, Visit California also considers data provided by individual airports, global economic and travel forecasting, online travel searches, hotel occupancy and Visit California's own international network and regional gateway destinations' localized research.
- The diversity of data provides a system of checks and balances to ensure anomalies can be explained and visitation is reported as accurately as possible.

- Visit California will continue to make Department of Commerce data through September 2017 available on its website, with the caveat that the numbers are likely to be revised. In the meantime, Visit California will continue to leverage alternative forecasting and tracking methods.