

VOORBURG GROUP ON SERVICES STATISTICS

**On the measurement and classification
of the services of Travel agencies and Tour Operators**

**Paper prepared for
19th International Voorburg Conference 2004
Ottawa, Canada September 27-October 1, 2004
Session on CPC and Turnover September 30.**

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On the classification and measurement of the services of Travel Agencies and Tour Operators

I. Introduction

This study examines the issue of the measurement of the services of Travel Agencies and Tour Operators from a conceptual and practical data compilation point of view. A conceptual and measurement issue has arisen because the Recommended Methodological Framework for the Tourism Satellite Account (TSA-RMF) approved in 2000 by the United Nations Statistical Commission, outlines a “net valuation” approach to the measurement of these services.

TSA-RMF draws on and conforms to the concepts of the System of National Accounts (SNA 93) and the Production Accounts of SNA 93 but as yet the System of National Accounts (SNA 93), the Balance of Payments Manual (BPM5), the Manual on Statistics of International Trade in Services (MSITS) or the Central Product Classification (CPC), have no particular guidelines with respect to the measurement of these services. Revision of each of these frameworks and classifications is underway. Among a number of other proposals, the World Tourism Organisation will recommend the adoption of the “net valuation” approach in the upcoming revision of each of these frameworks.

This paper examines the implications of adopting the “net valuation” approach. Drawing on Canadian experience, it examines what data and information are required to be able to adopt the approach. Is it possible to do so with available information or will it require the collection of additional information? What additional information will be required? In what way does the “net valuation” approach affect the classification and definition of services in the CPC.

.....
Acknowledgement: The author gratefully acknowledges the assistance of Art Ridgeway, Director and Denis Caron, Balance of Payments Division; Michel Girard, Director and Michel Bedard, Input Output Division; Chris Jackson, Chief and Conrad Barber-Dueck, I&E Accounts Division; Jocelyn Lapierre, Chief, Tourism Statistics Section, CTCES Division; Daphne Bennett, Chief and Janine Stafford, Services Division and others who were consulted at Statistics Canada, and Katharine Kemp, Consultant. The content and opinions expressed remain the responsibility of the author.

II. The “net valuation approach of the Tourism Satellite Account: Recommended Methodological Framework (TSA-RMF).

Broadly speaking the “net valuation ” approach recommended by TSA-RMF requires that

- (a) the services of Travel Agencies and Tour Operators be treated as commissions or services provided for a fee,
- (b) tour packages be treated as a sum of their parts, disassembled and all their components be shown to be directly purchased by persons and businesses, exported and imported and
- (c) all the services purchased through Travel Agencies and Tour Operators be valued net of commissions paid to them.

Therefore,

- (i) The services of Travel Agencies should be valued in terms of margins retained on sales of services, commissions and fees received.
- (ii) The services of Tour Operators should be valued in terms of commissions or margins.
- (iii) Persons and businesses should be shown as directly purchasing all the component services of tour packages as well as the commissions or margins of the agency creating the package, or retailing it to consumers, whether business or persons. (The case of exports and imports is discussed further below.)
- (iv) All services paying commissions to Travel Agencies should be valued net of those commissions and the services rerouted to the end purchaser of the service.

This approach in which the service will always be valued net of Travel Agency and Tour Operator commissions and margins is recommended on grounds that it will lead to a more consistent valuation of services supplied through travel Agencies and tour operators and those supplied directly and facilitate the analysis of the direct impact of tourism on activities providing services.

[For a complete and exhaustive description of the net valuation approach see TSA-RMF pages 51-56 reproduced in Appendix 1]

III. Tourism Satellite Account and the Production Accounts of the SNA

As the Tourism Satellite Account is derived from and related to the Production Accounts of the SNA, it is necessary that their concepts and practices conform. In the I/O tables, the output of industries is in terms of products. Imported products are added to domestic production to derive total supply. Total supply of the product is then shown to be the intermediate inputs of industries and government (in the USE matrix), their fixed capital formation and the purchases of persons or exports (in the FINAL DEMAND

matrix). The source of information on imports and exports is the Balance of Payments. The Tourism Satellite Account then goes on to isolate expenditures by Tourists and calculate the proportions of Output, GDP, and employment that can be attributed to their expenditure. The information can also be used to calculate their indirect and induced effects.

Travel Agency and Tour Operator services are almost entirely purchased by Tourists, so in principle, the treatment of the industry, and the supply and demand of the product can and should be identical in the two systems, namely, the SNA Input Output tables and the Tourism Satellite Account. In fact only TSA-RMF explicitly recommends a “net valuation” approach to these services and the services purchased through them. Currently neither the System of National Accounts (SNA93) nor the Balance of Payments (BPM5) nor the Manual on Statistics of International Trade in Services (MSITS) provide any specific guidelines in the matter.

IV. Measurement- the Canadian experience

1. Net Valuation of Travel Agency and Tour Operator services

Canada does in fact value the services of Travel Agencies and Tour Operators in terms of commissions and fees. It disassembles tour packages into their component services and separates Tour Operator services. It does this with respect to domestic production as well as exports and imports of these services within the constraints of data availability. However, current practice with respect to the estimation of exports and imports of Travel Agency and Tour Operator services in the Canadian Balance of Payments is different from that recommended by TSA-RMF and a mixed approach is followed with respect to the valuation of the services sold through travel agencies or in the form of tour packages,

A. Domestic Production

At Statistics Canada information relating to domestic production is obtained through an Annual Survey of Travel Arrangement Services. The Survey questionnaire covers Travel Agencies and Tour Operators. Though the industry group for Travel Arrangement Services covers *Other Reservation Services* as well, information for them is obtained from administrative sources.

The questionnaire is reproduced in Appendix 2.

Among the questions asked on the Survey are:
(the numbers are those of the questionnaire)

4. Revenue

- a) Revenues from travel agency activity, *
- b) Revenue from tour operating activity, **
- c) Revenue from wholesale of travel products activity ***
- d) Other operating revenue.
- e) Total operating revenue (sum of a,b,c,d.)
- f) All other revenues
- g) Total revenue (sum of e and f)

* With respect to Travel agency activity respondents are asked to report *commissions* earned from sales of retail travel products e.g. sales of tickets, tour and cruise packages

** With respect to Tour operating activity, respondents are asked to report the *gross* value of tour operator and cruise packages sold.

*** With respect to revenue from the sale of travel products (e.g. airline seat tickets, tour and cruise packages) on a wholesale basis to other travel agencies, respondents are asked to report the *gross* value.

5. Revenue by type of Goods and Services

What percentage of your *total operating revenue* is from

- i) Transportation (e.g. air and rail tickets bookings)
- ii) Tour packages
- iii) Cruise packages
- iv) Accommodation
- v) Vehicle rentals
- vi) Insurance products (e.g. health, baggage and cancellation insurance)
- vii) Services fees (include non-commission charges to clients, e.g. research charges, calls)
- viii) Other sources (e.g. attractions, travellers cheques etc.)

9. Expenses.

Those engaged in tour operator /wholesale activity are asked for the total cost of all units of travel purchased from suppliers (carrier, hotel, sightseeing etc.)

Additional information required

Currently the information requested on this survey with respect to travel agencies is a net value (commissions) but for tour packages and wholesalers, it is their gross value. Total operating revenue is currently a mixture of net and gross values. It is possible to arrive at the net margins of tour operators

and wholesalers by subtracting their reported costs of units of travel purchased from suppliers. However, it would be useful if they could provide a further breakdown of those costs into transportation, accommodation, food services, sightseeing and other, with an indication of the proportion of non-resident services purchased.

B. Exports and Imports

In principle, exports can be estimated both from the supply side and from the demand side. Unless data reconciliation between partner countries is undertaken, imports can only be estimated from the demand side.

The data that are available are described below.

1. Supply side

The Annual survey of Travel Arrangement Services Survey also collects information on *Operating revenue* by type of client.

Respondents are asked to provide a percentage distribution of operating revenue by

Clients in Canada

- a) individuals or households (for leisure purposes)
- b) individuals or companies (for business purposes)
- c) all levels of government (e.g. federal, provincial, territorial and municipal)

Foreign Clients

- d) all foreign clients (for leisure or business purposes)

Total

Respondents are also requested to indicate the percentage breakdown of operating revenue from sales to foreign clients: i.e.,

US, UK, France, Germany, Japan, Other foreign, Total

Data shortcomings

In principle this information could make it possible to derive an approximate supply side estimate of exports. However, because Total operating revenue contains the gross value of tour packages and wholesalers and what is required is a net valuation of exports, it is first necessary to estimate net earnings on tour packages and by wholesalers, with the help of the cost data collected on the survey. Further, even if it were assumed that the proportion of revenues from foreign clients was equally applicable to net revenues as to gross, as the part of the survey that refers to percentage of revenue by client is

not edited and weighted in the same manner as the revenue section, it is not possible to use the available information to produce a reliable or usable estimate of exports.

Additional data

To make it possible to use the client information to estimate exports from the supply side, it would be necessary that information be sought on the percentage distribution by client of *net revenues*, preferably for each of the three types of services, travel agency services, tour operator services and wholesaling separately, and that the data be suitably edited and weighted.

2. Demand side

Currently exports and imports of Travel related services are estimated from the demand side for the Balance of Payments. The source for estimating them is the International Travel Survey, (ITS) a survey that uses five questionnaires. *Exports* are estimated from the Government travel survey of US visitors to Canada, the Government travel survey of visitors to Canada. and United States Resident Questionnaire for Same Day Automobile Travel between the U.S. and Canada. *Imports* are estimated from the International Survey of Canadian Residents and the Canadian Resident Questionnaire for Same Day Automobile Travel between the U.S. and Canada.

The questionnaires are reproduced in Appendix 3.

Information requested

Among the questions asked, on these border surveys conducted by Statistics Canada, are: (The numbers are those of the questionnaire)

9. The type of transportation used to enter Canada, to leave Canada and used while in Canada.(plane, train, boat, bus, private automobile, rented automobile, private plane , private boat, other)

Questions

what type of transportation did you use to enter Canada ?

what type of transportation did you use to leave Canada ?

what type of Transportation did you use while in Canada ?

10. If commercial transportation is used to enter or leave Canada, they are asked a series of questions relating to origin and destination, the routes and carriers used and fares (including taxes) paid

Questions

From where did the travelling party leave?

To where did the travelling party go?

What was the name of the carrier/s used?

How much were these fares (*including* package tours) for the entire travelling party?

Currency (if other than Canadian)

11. They are asked what class of fares were used (first class, business class, economy class, charter class, frequent flyer plan.).

12. They are also asked whether these fares were part of a package and which other items were part of the package.

Questions

Were these part of a package?

Which of the following items were also included?

accommodation /meals,

accommodation only,

rented car

other.

13. They are asked whether the trip included

a cruise

a Eurail pass

14. A further question is asked about **total spending in Canada** including cash/credit transactions on food, accommodation, entertainment, merchandise, gifts, auto operation, local transportation, etc. including taxes and tips, even if paid for by someone else or a business.

15. Finally they are asked for percentages of expenditure on the following:

Accommodation

Transportation

Food and beverages

Recreation and entertainment

Other.

Estimates

Using the responses to these questionnaires two estimates are created for the Balance of Payments, (a) Passenger Transportation including all commissions and (b) Travel.

- (i) Exports and imports of Transportation services are estimated first. Travel Agencies commissions are assumed to be included in the estimates of Transportation and are left there.
- (ii) Cruises are separated from other tour packages. A broad assumption is made with respect to the proportion of the average value of tour packages that can be attributed to Tour Operator and Travel Agency commissions as well as to the transportation component(s). Estimated margins or commissions on Tour packages are added to Transportation.
- (iii) The remaining components: Accommodation, Food services and other expenditures are left in the Balance of Payments Travel aggregate.

Currently because only these two aggregates are produced for the Balance of Payments, it devolves upon the Input Output system and CTSA to use alternative sources of data, make the necessary estimates of the detailed components and reconcile the results.

Issues with respect to the estimates

To conform to the approach recommended by TSA-RMF, to begin with, it is the residence of the Travel Agency or Tour Operator and the residence of the consumer purchasing their services that determines whether the transaction between them is a domestic transaction, an export or an import.

According to TSA-RMF, because resident purchases from resident Travel Agencies and Tour Operators are a domestic transaction and non-resident purchases from a non-resident agency are to be ignored, the only transactions to be counted as exports and imports of travel agency and tour operator services are purchases by non-residents from resident agencies and purchases by residents from non-resident agencies.

Currently, it is the residence of the carrier from which the ticket is purchased that is used to decide whether the commission is a domestic transaction or an import or export. If the country of residence of the client were used as a proxy, there would be no imports and exports of these services at all. To conform to the TSA-RMF approach it is necessary to know the country of residence of the Travel agency whose services were used. More information is also required on the origin of the components of tour packages. Currently, apart from transportation, which is separately analysed in terms of resident and non-resident carriers, all the other components of tour packages whose destination is another country are treated as imports or exports. It is assumed that apart from margins, commissions and transportation, all the other components of Tour packages whose destination is another country refer to services supplied and consumed at the destination. This is the case for accommodation, food and beverages and vehicle rental. It is assumed that insurance is purchased domestically. However, it is necessary to know both

the value of the separate component services of tour packages and their country of origin to correctly assign them as required by TSA-RMF. It can happen that the country of residence of the providers of the service purchased, is not that of the country visited nor of the country of residence of the visitor. This information will likely have to be collected from supply side surveys sent to travel Agencies, tour operators and other reservation agencies. There are transactions between agencies in different countries that take place which have to be recorded for the Balance of Payments and which would have to be netted out of the value of the services purchased.

A separate issue arises for the allocation of services in the I-O tables and CTSA because TSA-RMF advocates that tour packages should be disassembled and component services produced abroad be shown as direct imports (by persons or businesses), not imports of intermediate inputs by Tour Operators. This is discussed again later.

Additional data requirements

The International Travel Survey is the source for the estimates related to Travel- related services in the Balance of Payments. In the future it is possible that the BOP too will need to separate its estimates of Travel Agency and Tour Operator services from Transportation. There is also the need to break down the Travel aggregate further into Accommodation, food and beverage services and other (from the EBOPS memorandum items of the Manual on Statistics of International Trade in Services).

To conform to the TSA-RMF “net valuation” approach, it is necessary to collect supplementary information on the residence (country) of the travel agency or tour operator (through whom tickets or services were purchased). If the data could be collected through the International Travel Survey, it would be possible for all three frameworks , BOP, SNA/I-O and CTSA to compile consistent data and to use it to adopt the TSA-RMF approach to the estimation of exports and imports of Travel Agency and Tour Operator services.

Ideally, it would also be useful to collect more information on the country of origin of the component services of tour packages but this could only be from the supply side on questionnaires addressed to Tour Operators and Wholesalers.

Estimates compiled from household surveys such as surveys of travellers (for example) the ITS, may underestimate total imports and exports of travel related goods and services particularly for tour packages, which constitute a small proportion of the total expenditure, so for the Input-Output Tables and CTSA, the need to reconcile the overall results with estimates of exports derived from the supply side would arise in any case.

A new issue

International Airlines now operate as Alliances. The carriers to which the fares were paid may not correspond precisely to the carriers used. Currently the questionnaire asks for the name of the carrier used and the fare paid. This is a subject that needs further research to determine, whether and how adjustments can be made for the fact that a traveller may purchase a ticket from one member of the Alliance but actually travel on the flight of another.

2. Net valuation of services purchased through Travel Agencies and Tour Operators.

Currently in Canada, a mixed approach is adopted in the Input Output System.

Over 70 % of total travel agency and tour operator commissions, fees and margins are shown to be paid directly by persons and businesses or exported, less than 30% are treated as the intermediate costs of business.

Among industries shown to pay commissions to Travel Agencies are:

Transportation, Accommodation, Food Services, Car rental, Insurance, and some others. The most important is Transportation. Thus the output of all industries shown to pay commissions as intermediate costs is valued gross of those commissions. Because commissions or margins related to Tour packages are separately estimated, the services within tour packages can be assumed to be valued net of commissions.

Adjusting the value of output

To arrive at services net of commissions paid to Travel Agencies, for the TSA, it would in principle be possible to subtract the value of commissions shown as intermediate expenses, from the value of output of the industry paying them. However difficulties would arise because they would also have to be deducted from the value of products produced. In order to value the output of services, net of commissions, commissions paid will have to be deducted from the value of the principal product of the industry or prorated over all the outputs of the industry, or a choice made as to the products whose value should be adjusted.

Whereas some conventions might be set up to do this for certain services such as Transportation, and possibly Accommodation, Food services and certain others, in the case of Insurance, it would not be reasonable to net out commissions paid only to Travel Agencies, as they, like other agents and brokers to the industry, are paid for services rendered.

It will also be necessary to reassign the commissions presently assigned as intermediate costs of industries, to persons and businesses.

Finally, though this will not affect the GDP of industries, nor any calculations related to the share of GDP attributable to Tourism, it would not be possible to show the Tourism share of demand by product, exports and imports unless the adjustments were also made to the value of output of services of the affected I-O industries and products.

Improving the estimates

Information with respect to commissions paid to Travel Agencies and Tour Operators are estimated from the Annual Survey of Travel Arrangements and from a variety of administrative sources and production surveys. It would be useful if respondents to production surveys in the important areas of Transportation, Accommodation, Food Services, Rental and Leasing of cars, Recreation and Entertainment, were specifically asked for commissions paid to Travel Agencies or Tour Operators and their country of residence. It would be better still if they could value their output net of commissions paid to Travel Agencies and net of discounts given to wholesalers and tour operators.

V. Classification.

A. Industries/ Activities

In the current ISIC (ISIC Rev 3) Activities of Travel Agencies and Tour Operators are in the category TRANSPORT, STORAGE and COMMUNICATION, at the four-digit level.

The structure is

630. Supporting and auxiliary transport activities; activities of travel agencies.

6304. Activities of Travel Agencies and Tour Operators (together with tourist assistance services nec).

The UN Draft proposal for the 2007 revision of ISIC, proposes that Travel Agency and Tour Operator Services be elevated to the two digit level, that its scope be expanded to include Other reservation services and that the group be placed under a new Division 7. ADMINISTRATIVE AND SUPPORT SERVICES.

The proposed structure is

72 Travel agency, Tour Operator and Other reservation service activities
721 Travel Agency and Tour Operator service activities
7211 Travel agencies
7212 Tour Operators
722 Other reservation services

This proposal is endorsed.

B. Products

In the current CPC (CPC v.1) the following services appear.

678 Travel agency, tour operator and tourist guide services
6781 Travel agency and Tour Operator services
67811 Travel agency services
67812 Tour operator services
67813 Tourist information services
6782 Tourist guide services

In the current CPC (CPC v.1) this group of services appear under category 67 Supporting and Auxiliary Transport Services.

It is recommended that for the revision of the CPC, this group of products be moved to a new high level grouping of Administrative and Support Services.

It is expected that countries that have tested more detailed categories of these services in their own statistical collection programs will be able to make proposals for greater CPC detail.

At a minimum it is recommended that the classes and their definitions be changed as follows:

678 Travel agency, tour operator, tourist guide, tourist information and other reservation services.

6781 Travel Agency and Tour Operator services

67811 Travel Agency services

This subclass includes

-reservation and sales of travel tickets, lodging, *cruises and other package tours* on a fee or commission basis.

67812 Tour Operator services

This subclass includes

- services of organizing and arranging package tours (all-inclusive tours). Such a package **may include some or all of the following:** passenger and baggage transportation, accommodation, sightseeing arrangements and similar services provided during a package tour.

For each it would also be useful to separate commissions received from service providers and service fees (or margins charged to clients).

Currently the CPC makes no statement with respect to the valuation of the service.

It is recommended that in an appropriate section of the Introduction to the CPC, it is mentioned that *the output of Tour Operator services is a service product that can be valued, either as the total value of the tour package or only as the margin or commission earned by the Tour Operator, depending upon the purpose of the data.*

6782 Tourist guide services

6783 Tourist information services

6784 Other reservation services

It is further recommended that new classes are created for cruises in Division 85 Water Transport Services

85112 Coastal and transoceanic water transport services of passengers on cruises

This sub-class includes

Sea cruises (transportation, accommodation, food services, recreational and other entertainment in an all-inclusive fare).

85212 Inland water transport services of passengers on cruises

This sub-class includes

Inland water cruises (transportation, accommodation, food services and other incidental services in an all inclusive fare)

VI. Conclusions

The TSA-RMF approach to the net valuation of Travel agency and Tour Operator Services has two aspects, the first, that their services be valued as commissions, fees and margins and the second, that all the services sold through them are valued net of their commissions. The approach requires that tour packages be disassembled and that all the component services be shown as direct purchases of persons (and businesses) not the intermediate inputs of Tour Operators. Exports and imports of travel agency services are determined by the country of residence of the client and of the travel agency. Further that the exports and imports of all the component services of tour packages are then determined by the country of residence of the direct purchaser and that of the service supplier. As the TSA is a satellite account, the approach has implications for data compiled for the Balance of Payments and the production accounts of the SNA.

1. Measurement and data collection

To implement the “net valuation” approach, supplementary data need to be collected.

Supplementary data from the supply side

(a) From Travel Agencies-

Data are required on

- (i) the percentage of operating revenues (commissions and fees) from non-resident or foreign clients.

(b) From Tour Operators-

Currently it is possible to estimate domestic output of Tour Operators and wholesalers in terms of margins by subtracting the cost of purchased travel services from their gross revenues, but it would be useful to compile data separately for Tour Operators and wholesalers.

Additional data are required on:

- (i) percentage of net revenues from foreign clients.
- (ii) percentage breakdown of actual costs or payments for airline seats, other forms of transportation, rail, bus etc. accommodation, food services, sightseeing and other and

(iii) percentage of these services purchased from resident or non-resident airlines, transportation companies, hotels etc.

(c) From Services such as Transportation, Accommodation, Food Services, Recreation and Entertainment, Car Rental.

As the recommendation is that the value of output of services purchased through Travel Agencies and Tour Operators should be valued net of commissions paid to them, if production surveys are used to collect output information, at a minimum, it is necessary to ask respondents for

(i) the total amount of commissions paid to Travel Agencies and their country of residence.

If possible they need to be asked to report

(ii) the value of their output net of commissions and discounts, otherwise the problem of assigning it by product will remain.

Supplementary data from the demand side

To more closely conform to the approach of TSA-RMF, it would be necessary to ask respondents for

(i) the country of residence of the Travel Agencies through whom travel services were purchased by the traveller.

With this information it would be possible for all three frameworks, BOP, SNA/I-O and CTSA to consistently use the same source for estimating exports and imports of Travel Agency and Tour Operator services and adopt the TSA-RMF approach. It would also be possible to compare demand with supply estimates obtained through the supply side surveys for exports of these services.

2. Classification

Some proposals for changes to the CPC are provided. Proposals for greater detail are welcomed from countries that have been successful in collecting it.

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Appendix 1

TOURISM SATELLITE ACCOUNT RECOMMENDED METHODOLOGICAL FRAMEWORK “net valuation”

TOURISM SATELLITE ACCOUNT: Recommended Methodological Framework

A. Tables and accounts

A.1. General remarks

- 4.1. The formal differences between the TSA tables and those in 1993 SNA are numerous but are mainly due to differences in presentation rather than differences in concept. Consequently, developing a country's TSA requires from the compiler not only a basic set of direct data-collection procedures but also a transformation and partitioning of the information already existing in the national accounts of a country into the tourism orientation embodied in the TSA.
- 4.2. This process consists of:
 - The extraction of data on tourism-specific products and activities from the databases used for the elaboration of make and use matrices of national accounts;
 - The transformation of package tours from their gross valuation in the national accounts of some countries to the net valuation required by the TSA (see paras. 3.46-3.51 above);
 - The extraction of the value of travel agency services from the costs of the services in which they are included (principally transport, package tours, and accommodation) in order to consistently consider travel agencies as part of a country's tourism industries. This also requires, within the consumption of non- resident and resident visitors travelling outside the economic territory of the country of reference, the identification of the residence of the different providers of the services (e.g., air transport, hotel lodging) as well as that of the travel agency itself if the service of such transactor was used in the purchase of the above-mentioned services;
 - The breakdown of the value of goods acquired by visitors between the distribution margins and the basic value of the good (see paras. 4.83-4.90 below);
 - The identification of visitor consumption in all its components (visitor consumption in cash and transactions in kind) as distinct from non-visitor consumption;
 - A dual classification of business tourism expenses, both as a component of visitor consumption where the balance between supply and use is concerned, and as a cost of production of productive activities when describing these production processes and establishing tourism value added and tourism gross domestic product.

A.2. Net valuation

- 4.3. Of the six transformations of basic information that have been mentioned, four of them (different classifications for products and activities, separation of the margins from the value of goods, identification of visitor consumption and dual classification of business tourism expenses) have only a formal effect on the standard national accounts tables. This means that breakdowns by products and activities of totals are modified but not the total values themselves. However, this is not the case for the net valuation of package tours and for the extraction of travel agency services, which have implications for the values and classifications of flows within the different concepts of visitor consumption. It is thus necessary to give a more thorough overview of these implications.
- 4.4. Data presented using these six transformations will be considered as following the net valuation recording (that is, net valuation of tour operators services and of travel agencies services).

A.2.1. Net valuation of package tours

- 4.5. In the TSA, services provided by tour operators have to be valued in a net form: this requirement derives from the need for a consistent treatment between tourism services acquired directly and services (of the same type) acquired through tour operators. No requirement is made for valuation in gross terms for the purposes of international comparisons because it is not clear whether all countries would use such a valuation, particularly if their national accounts did not require it.
- 4.6. This form of valuation has the following consequences for the measurement of visitor consumption:
- (a) In the case of a resident visitor, travelling within the economic territory of the country of reference and purchasing a package tour with this intention, the breakdown of package tours has no consequence for the total value assigned to visitor consumption before or after the breakdown: it is broken down into all its components, which all are part of domestic tourism consumption. With the policy of open skies, transportation might be provided by a non-resident, but since the transportation takes place between two locations within the economic territory of the country of reference, it still is part of domestic tourism consumption, even when provided by a non-resident.
 - (b) In the case of a resident visitor, intending to travel outside the economic territory of reference, who purchases a package produced by a resident tour operator directly or through a resident travel agency, in a gross system of valuation this expenditure as a whole is part of domestic tourism consumption. Nevertheless, for a net valuation two different situations have to be considered:

- Some services within the package are provided by resident producers. These expenses, along with the service of the tour operator and that of the travel agency which sold it, are assigned to domestic tourism consumption and are broken down into their product components;
 - Some services within the package are provided by non-resident producers. These services are part of what has been defined as outbound tourism consumption;
- (c) If a resident visitor, intending to travel outside the economic territory of the country of reference, purchases a package produced by a non-resident tour operator directly outside the country or through a resident travel agency, in a gross system of valuation the value of the expenditure is considered as a whole as part of outbound tourism consumption. Nevertheless, in a net system of valuation two different situations have again to be considered:
- Some services within the package are provided by resident producers. These expenses, along with the (eventual) service of the travel agency, are assigned to domestic tourism consumption and are broken down into their product components;
 - Some services within the package are provided by non-resident producers. These services, along with that of the tour operator, are part of what has been defined as outbound tourism consumption;
- (d) In the case of a non-resident visitor, planning to travel to the country of reference, who purchases a package tour directly or through a travel agency before departure, in a gross system of valuation, two different situations might also occur, whether the tour operator is resident or non-resident in the country of reference. After observing that the service proper to the travel agency itself is outside the scope of the TSA (a transaction between two non-residents), if the tour operator is a non-resident then nothing is reported in the TSA, but if the tour operator is a resident then the total amount of its value is recorded as inbound tourism consumption. Within a net system of reporting, the analysis is somewhat more complex:
- The services (including eventually that of the tour operator) sold through the package provided by producers that are resident in the country of reference are to be considered within inbound tourism consumption;
 - The services (including eventually that of the tour operator) sold through the package provided by producers that are non-resident in the country of reference are outside the scope of the TSA since they refer to services provided by non-residents to a non-resident.
- 4.7. As a consequence of these adjustments, not only is the breakdown by products modified but the global value of domestic tourism consumption, outbound tourism consumption and inbound tourism consumption are also modified; this is because of the difference of residence between tour operators producing and selling package

tours and the tourism services that they (implicitly) retail. Figure 4.1. summarizes the findings.

Figure 4.1

Summary presentation of the aggregated effects of using a net valuation of package tours on domestic tourism consumption, outbound tourism consumption and inbound tourism consumption

Characteristics of the visitor	Residence of the tour operator	Classification in a gross valuation of package tours	Classification in a net valuation of package tours
Resident visitor, travelling within the economic territory of the country of reference	Country of reference	The package, as an aggregated product, is part of domestic tourism consumption	All the components of the package, including the service of the tour operator, are part of domestic tourism consumption
Resident visitor whose destination is outside the economic territory of the country of reference	Country of reference	The package, as an aggregated product, is part of domestic tourism consumption	The domestically produced components, including the services of the tour operator and of the travel agency which sold the package, are part of domestic tourism consumption ; the other non-domestically produced components are part of outbound tourism consumption
Resident visitor, whose destination is outside the economic territory of the country of reference	Other than country of reference	The package, as an aggregated product, is part of outbound tourism consumption	The domestically produced components, including the services of the travel agency which sold the package, are part of domestic tourism consumption ; the other non-domestically produced components, including the service of the tour operator, are part of outbound tourism consumption
Non-resident visitor, travelling within the economic territory of the country of reference	Country of reference	The package, as an aggregated product, is part of inbound tourism consumption	The domestically produced components, including the services of the tour operator, are part of inbound tourism consumption ; the other non-domestically produced components, including the services of the travel agency which sold the package are excluded from the measurement concerning the country of reference;
Non-resident	Other than	The package, as	The domestically produced components

Characteristics of the visitor	Residence of the tour operator	Classification in a gross valuation of package tours	Classification in a net valuation of package tours
visitor travelling, within the economic territory of the country of reference	the country of reference	an aggregated product, is excluded from the measurement concerning the country of reference	are part of inbound tourism consumption ; the other non-domestically produced components, including the service of the tour operator and the services of the travel agency which sold the package, are excluded from the measurement concerning the country of reference

A.2.2. Net valuation of travel agency services

- 4.8. The net valuation that results from the extraction of the value of travel agency services from the costs of the services in which they are embedded have the following consequences:
- (a) In the case of a resident visitor, travelling within the economic territory of the country of reference, this breakdown has no consequence for the total value assigned to visitor consumption: its only effect is a different product breakdown of domestic tourism consumption;
 - (b) In the case of a resident visitor, intending to travel outside the economic territory of the country of reference and who purchases a service before departure through a travel agency, two different cases have to be considered:
 - The service sold through the travel agency is provided by a resident producer. In this case, dividing the value paid by visitors between the value of the service and the value of the travel agency service still consists in assigning the total value to domestic consumption since both are provided by residents. We are in a similar case as the previous one: the total value of the expense is assigned to domestic tourism consumption and is broken down into its components;
 - The service sold through the travel agency is provided by a non-resident producer. In this case, the service is part of what has been defined as outbound tourism consumption (assuming that the consumption of the service occurs outside the country of reference), but the part corresponding to the value of the services of the travel agency itself remains as part of domestic tourism consumption. The total value of consumption is not modified by this new treatment, but the parts corresponding to domestic tourism consumption and outbound tourism consumption are altered: domestic tourism consumption is increased by the value of the travel agency services, while outbound tourism consumption is decreased by the same amount;
 - (c) In the case of a non-resident visitor whose trip will take him/her inside the economic territory of the country of reference and who purchases a service through a travel agency before departure, two different situations might also occur. Note that the travel agency must be located outside the economic territory of the country of reference, so that the service of the travel agency is outside the scope of the TSA (a transaction between two non-residents):
 - The service sold through the travel agency is provided by a producer resident in the country of reference: although the service proper to the travel agency itself is outside the scope of the TSA, this is not the case of the tourism service “retailed” by this agency, which is part of inbound tourism consumption. The net value of the service (once the cost of the travel agency service has been deducted) is still part of inbound tourism consumption, but this value is now smaller than before this

operation, as the payments made by the producer to non resident travel agencies have to be deducted;

- The service sold through the travel agency is provided by a non-resident produce. In this case, the service is also outside the scope of the TSA.

4.9. As a consequence of these adjustments, not only is the breakdown by products modified by this type of procedure but the global value of domestic tourism consumption, outbound tourism consumption and inbound tourism consumption are also modified because of the difference of residence between travel agencies “retailing” tourism services and that of the tourism services that they retail. Figure 4.2. summarizes the findings.

Figure 4.2

Summary presentation of the aggregated effects of extracting travel agency services from the value of tourism services

Characteristics of the visitor	Residence of the travel agency	Classification in a gross valuation	Classification in an adjusted valuation
Resident visitor, travelling within the economic territory of the country of reference	Country of reference	The service purchased, as an aggregated product, is part of domestic tourism consumption ; The service of the travel agency is an intermediate consumption for the production of this service	The value of the (tourism) service purchased is diminished by the value of the service of the travel agency; all the components of the service, including that of the travel agency, are part of domestic tourism consumption
Resident visitor, whose destination is outside the economic territory of the country of reference	Country of reference	The service purchased, as an aggregated product, is part of domestic tourism consumption if domestically produced, part of outbound tourism consumption if not; The service of the travel agency is an intermediate consumption for the production of a domestically produced service, or an export if not	The net value of domestically produced components, including the services of the travel agency itself are part of domestic tourism consumption ; The net value of other non domestically produced components are part of outbound tourism consumption
Non-resident visitor to the economic territory of the country of reference	Other than country of reference	The service purchased, as an aggregated product, is excluded from the measurement concerning the country of reference if not domestically produced, part of inbound tourism consumption if not; The service of the travel agency is an imported consumption for the production of a domestically produced service, or excluded from the measurement concerning the country of reference if not	The net value of domestically produced components are part of inbound tourism consumption ; The other non-domestically produced components, including the services of the travel agency, are excluded from the measurement concerning the country of reference

VOORBURG GROUP ON SERVICES STATISTICS

**On the measurement and classification
of the services of Travel agencies and Tour Operators**

**Appendices 2 and 3
Questionnaires**

**Paper prepared for
19th International Voorburg Conference 2004
Ottawa, Canada September 27-October 1, 2004
Session on CPC and Turnover September 30.**

**Shaila Nijhowne
Consultant
World Tourism Organisation**

Appendix 2



Service Industries Division

Annual Survey of Travel Arrangement Services, 2002

▼ Reference number ▼

This information is collected under the authority of the *Statistics Act, Revised Statutes of Canada, 1985, Chapter S19.*

Completion of this questionnaire is a legal requirement under this Act.

This document is confidential when completed.

Français au verso



If necessary, please correct pre-printed information using the corresponding boxes below:

0001	Legal name	0004	Address (number and street)		
0002	Business name	0005	City	0006	Province or State
0003	C/o	0053	Country	0007	Postal code / Zip code

Please read carefully before completing the questionnaire

A. General Information

Survey Purpose

This survey collects financial and operating data needed for the statistical analysis of the Travel Arrangement industry. The information from the survey can be used by organizations involved in research or policy making such as the Canadian Tourism Commission.

Coverage

Please complete the questionnaire for the business unit(s) in the pre-printed area above. For this purpose, a "business unit" is defined as the lowest level of the firm for which separate records are kept for such details as revenue, expenses and employment.

Data-Sharing Agreements

In order to reduce response burden and to provide consistent statistics, Statistics Canada has entered into data sharing agreements with the statistical agencies of *Quebec, Manitoba and British Columbia* in accordance with Section 11 of the *Statistics Act, Revised Statutes of Canada, 1985, Chapter S19.* For business locations operated in *Quebec, Manitoba and British Columbia*, the agreements authorize Statistics Canada to forward a record of the data collected in this survey to the statistical agencies of these provinces. The *Statistics Acts* of these provinces include the same provisions for confidentiality and penalties for disclosure of information as the federal *Statistics Act*.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

Fax or Other Electronic Transmission Disclosure

Statistics Canada advises you that there could be a risk of disclosure during the facsimile or other electronic transmission. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded to all information collected under the authority of the *Statistics Act*.

Reporting Instructions

- Report for **all** operation(s) and/or location(s) pre-printed in the above address area. If it is not possible to report for the above business unit(s), please explain the reason(s) in the comments section at the end of the questionnaire.
- When precise figures are not available, please provide your best estimates.

Return of Questionnaire

Please mail the completed questionnaire(s) in the enclosed envelope or fax it to Statistics Canada at 1 888 605-2493 within 30 days of receipt.

Lost the return envelope or need help? Call us at **1 800 916-9316** or mail to:

Statistics Canada, Operations and Integration Division, 120 Parkdale Avenue, Ottawa, Ontario K1A 0T6

5-3300-5: 2002-09-26 STC/SER-425-60130

1. Business Activity

- a) Please describe the nature of your business activity in 2002: 0141 _____
- b) Is this a change from the previous year? 0142 1 Yes 3 No
 If yes, please provide details in the "Comments" section on page 8.
- c) Please check (✓) below the one industry which most accurately describes your firm's principal source of operating revenue.
- 0057 Travel Agencies, NAICS 561510
- 0058 Tour Operators / Wholesalers, NAICS 561520
- 0040 Other (please specify) 0041 _____

2. Form of Organization

- a) Type of organization (please check **one** only):
- 0024 1 Sole proprietorship 2 Partnership 3 Incorporated company 4 Co-operative
 5 Joint venture 6 Government business entity 7 Government 8 Non-profit organization
- b) Is the sole purpose of this business unit to provide services to your parent company, an affiliated company or a professional practice?
 0029 1 Yes 3 No
 If yes, please name the company or professional practice 0030 _____
- c) Is this business affiliated with a chain or franchise group?
 0789 1 Yes 3 No
 If yes, please provide name 0790 _____

3. Reporting Period

- a) Please report for your **fiscal year** ending between April 01, 2002 and March 31, 2003.
- 0011 From

YYYY	MM	DD

 0012 To

YYYY	MM	DD
- b) **Period of Operation.** If you did not operate this business for a full year, please check (✓) the reason below:
- 0042 Seasonal operation From

--	--	--	--

 To

--	--	--	--
- 0032 New business in 2002, effective date

YYYY	MM	DD
- 0034 Change of ownership (please provide name, address of other owner and effective date)
- 0124

--	--	--	--	--	--	--	--

YYYY	MM	DD
- 0035 Ceased operation (please specify), effective date 0119

YYYY	MM	DD
- 0036 Temporarily closed (please specify), effective date 0049

YYYY	MM	DD

Please report for your 2002 fiscal year, as indicated in section 3.
Please exclude GST and all other taxes collected by you for remittance to a government agency.

4. Revenue

a) Revenue from travel agency activity

If your business unit sold retail travel products (e.g. sales of tickets, tour and cruise packages, etc.) on a commission basis, please report **total commissions** here

(\$ CDN)
2219

b) Revenue from tour operating activity

If your business unit earned revenue from tour operating activity, please report the **gross value** of tour and cruise packages sold

2232

c) Revenue from wholesale of travel products activity

If your business unit sold travel products (e.g. airline seat tickets, tour or cruises packages) to other travel agencies on a wholesale basis, report the **gross value** here

2236

d) Other operating revenues (guides, maps, luggage, etc.)

2228

e) Total operating revenue (sum of items a, b, c and d)

2080

f) All other revenue

include interest revenues, dividends, investment income, capital gains, etc.

2097

g) Total revenue (sum of items e and f)

2098

5. Revenue by Type of Goods and Services

What percentage of your **total operating** revenue reported in cell 2080 is from:

- i) Transportation fares (e.g. air and rail tickets bookings)
- ii) Tour packages
- iii) Cruise packages
- iv) Accommodation
- v) Vehicle rentals
- vi) Insurance products (e.g. health, baggage and cancellation insurance)
- vii) Services fees (include non-commission charges to clients, e.g. research charges, calls)
- viii) Other sources (e.g. attractions, travellers' cheques, etc.)

Percent (%)
2220
2221
2222
2223
2224
2225
2226
2233
100%

Total

6. Revenue by Destination

Please indicate the percentage of your **total operating** revenue (cell 2080) from travel to:

Canadian Destinations:

- a) Tour and cruise packages
- b) All other travel to Canadians destinations

USA Destinations:

- c) Tour and cruise packages
- d) All other travel to American destinations

All Travel to Other Foreign Destinations:

- e) Tour and cruise package travel
- f) All other travel to other foreign destinations

g) Total

Percent (%)
2243
2270
2271
2272
2273
2274
100%

7. Web Site

Did your business operate a website during your 2002 fiscal reporting year?
If yes, please answer the following questions:

2275 Yes No **If no, go to Question 8.**

a) What were the uses of your web site (check (✓) any that apply)

2276 Advertise travel products and services

2277 Sell travel goods and services

2278 Enhance customers relations

2279 Other (please specify) 2280

b) What percentage of your **total operating** revenue (cell 2080) was conducted over your web site?

2281 %

c) What percentage of your web site sales (cell 2281) were made to clients outside Canada?

2282 %

8. Distribution of Operating Revenue by Type of Client

Please indicate the percentage of your **total operating** revenue (cell 2080) derived from the following clientele:

Clients in Canada

a) Individuals or Households (for leisure purposes)

Percent (%)
2283

b) Individuals or Companies (for business purposes)

2284

c) All levels of government (e.g. federal, provincial, territorial and municipal)

2285

Foreign clients

d) All foreign clients (for leisure or business purposes)

2286

Total

100%

Please indicate the percentage breakdown of operating revenue from sales to **foreign clients** (cell 2286).

U.S.

2287

UK

2288

France

2289

Germany

2291

Japan

2292

Other foreign

2293

Total

100%

9. Expenses

Please report expenses for your 2002 fiscal year in **Canadian dollars**.
Do not include income taxes.

	(\$ CDN)
	4368
a) Total cost of all units of travel purchased from suppliers (carrier, hotel, sightseeing, etc.)	4369
b) Commission paid to travel agents	3010
c) Salaries and wages	3040
d) Benefits paid to employees	4115
e) Rent and lease of premises, equipment and vehicles	4365
f) Advertising and sales promotion	4102
g) Telephone, telecommunications, postage, courier fees and Internet	3303
h) Office expenses	4410
i) Taxes, permits and licences, royalties and franchise fees	4520
j) Depreciation and amortization	4630
k) Interest expenses (both long and short-term)	4349
l) Write-offs, valuation adjustments, capital losses	4569
m) All other expenses, (please specify significant amounts) 4561	4569
	4699
n) Total Expenses (sum of items a to m)	4699

10. Employment

	Number
a) Paid Employees Please report the average number of persons employed during the reporting period to whom you paid Salaries and Wages (as shown in section 9 Expenses, cell 3010).	6071
i) Full-time full-year Worked more than 30 hours per week	6072
ii) Full-time part year (seasonal) Worked more than 30 hours per week	6074
iii) Part-time full-year Worked less than 30 hours per week	6075
iv) Part-time part year (seasonal) Worked less than 30 hours per week	6312
v) Total number of employees	6321
b) Working proprietors and/or partners of unincorporated businesses	6320
c) Contract Workers (individuals engaged only for the duration of a specific project or term)	6320

11. Market Analysis

a) Demand for products and services (fiscal year 2002)

i) Please check (✓) all the products / services that you typically sell.

Airline tickets only	<input type="checkbox"/>	9685
Adventure tours / Ecotours / Outdoor	<input type="checkbox"/>	9686
Education / Cultural tours	<input type="checkbox"/>	9687
Sports packages	<input type="checkbox"/>	9688
Resorts packages	<input type="checkbox"/>	9689
Other (please specify)	<input type="checkbox"/>	9690
<input type="text"/>		

ii) Please check (✓) the products / services which generated the greatest demand for your business (**check only one**)

Airline tickets only	<input type="checkbox"/>	9692
Adventure tours / Ecotours / Outdoor	<input type="checkbox"/>	9693
Education / Cultural tours	<input type="checkbox"/>	9694
Sports packages	<input type="checkbox"/>	9695
Resorts packages	<input type="checkbox"/>	9696
Other (please specify)	<input type="checkbox"/>	9697
<input type="text"/>		

b) What is your busiest season (fiscal year 2002)?

Summer 9698 Fall 9699 Winter 9700 Spring 9701

c) Factors affecting your business growth (fiscal year 2002)

Please indicate how the following factors affect the growth of your business unit.

	No effect	Very negatively	Somewhat negatively	Somewhat positively	Very positively
9702 Internet reservations	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
9703 Competition	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
9704 Event of September 11, 2001	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
9705 Relationship with suppliers (e.g. airlines)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
9706 Business affiliations	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
9707 Access to financing	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
9708 Economic conditions	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
9709 Lack of qualified staff	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
9711 Service charges	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
9713 Other (please specify)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
<input type="text"/>					

12. Provincial/Territorial Distribution Table

a) Please report the number of business units operated in Canada during the reporting period. "Business unit" is defined as the lowest level of the firm for which separate records are kept for such details as revenue, expenses and employment.

Number
5001

b) Do you have permanent business locations in **more** than one province or territory?

9966 ³ No – Please go to Section 13

¹ Yes – Please complete 12 c)

ê

c) Please report the following data for the provinces or territories in which you have business units.

Province or Territory	Business units (Number)	Total Revenue (\$ CDN)	Salaries, Wages and Benefits (\$ CDN)	Employees (Number)	Total Expenses (\$ CDN)
Nfld.Lab.	5002	4824	4826	6225	4925
P.E.I.	5003	4829	4831	6230	4936
N.S.	5004	4834	4836	6235	4935
N.B.	5005	4839	4841	6240	4940
Que.	5006	4844	4846	6245	4945
Ont.	5007	4849	4851	6250	4950
Man.	5008	4854	4856	6255	4955
Sask.	5009	4859	4861	6260	4960
Alta.	5010	4864	4866	6265	4965
B.C.	5011	4869	4871	6270	4970
Nunavut	5012	4884	4886	6275	4975
N.W.T.	5013	4879	4881	6280	4980
Yukon	5014	4874	4876	6285	4985
Canada total	5015	4889	4891	6290	4990

Should equal Box 5001, Section 12	Should equal Box 2098, Section 4	Should equal the sum of Boxes 3010 and 3040, Section 9	Should equal Box 6312, Section 10	Should equal Box 4699, Section 9
---	--	---	---	--

13. Certification

I certify that the information contained herein is complete and correct to the best of my knowledge.

Signature of authorized person	Title 0014	0015 Date		
		Year	Month	Day

Name of person to contact for further information (please print)	0013	
	First name	
0026		
1 <input type="radio"/> Mr. 2 <input type="radio"/> Mrs. 3 <input type="radio"/> Miss 4 <input type="radio"/> Ms.	0054	
	Last name	

E-mail address: 0018	Web site address: 0020
-------------------------	---------------------------

Telephone number: () 0017	Extension: 0027	Fax number: () 0016
-------------------------------	--------------------	-------------------------

How long did you spend collecting the data and completing this questionnaire?	9910 hour(s)	9909 minute(s)
---	--------------	----------------

Comments

If more space is required please enclose a separate sheet.

9920

9913

9914

9915

9916

For information only

Note of Appreciation

Canada owes the success of its statistical system to a long-standing co-operation involving Statistics Canada, the citizens of Canada, its businesses, governments and other institutions such as the Canadian Tourism Commission. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

Statistics Canada's publications are available for use in Statistics Canada's regional offices and all major libraries. As well, please visit our web site at www.statcan.ca

Please make a copy of
this completed questionnaire
for your records.

Thank You For Your Co-operation

Appendix 3



Government Travel Survey of Visitors to Canada



46

- REG PERS
 CHARTER SELF

Confidential when completed
 Version française disponible

Dear visitor :

We are currently conducting a travel survey between Canada and overseas countries and we would be interested in knowing about the trip you have taken to Canada. Information from this voluntary survey will be used by members of the Canadian travel industry and government tourism organizations to better understand and serve you, the travelling public.

We would appreciate it if you could spare 10 to 15 minutes of your time to complete this questionnaire. If you require assistance, do not hesitate to ask our Statistics Canada representative. Upon completion, please return the questionnaire to her/him.

This survey is conducted under the authority of the *Statistics Act* (R.S.C. 1985, c. S19) and individual information from your questionnaire will be kept strictly confidential.

Thank you for your co-operation on this important survey and have a nice flight.

1. Where do you live? Usual place of residence

Country

- 01 United Kingdom 03 Germany
 02 France 04 Japan

Other, specify _____

If Canada or United States, please return the questionnaire to our representative.

City/Town _____

State/Province/Territory _____

1a. Are you travelling as a member of i) a crew or ii) a military or diplomatic corps or one of their dependents?

- 1 Yes If «yes», please return the questionnaire to our representative.
 2 No

2a. Where and when did you enter Canada?

Name of Canadian border crossing or airport _____

Day Month Year

____|____|____|____|____|____|____|____|

2b. Where will you leave Canada?

- 01 Halifax International Airport
 02 Montreal - Dorval / Mirabel Airport
 03 Pearson International Airport, Toronto (T1, T2, T3)
 04 Calgary International Airport
 05 Vancouver International Airport

When will you leave Canada?

Day Month Year

Nights

____|____|____|____|____|____|____|____|

____|____|____|

2c. When entering Canada, did you travel...

- 1 From U.S.A. only 2 Directly from another country 3 From another country via the U.S.A.

▼
 Please return the questionnaire to our representative.

2d. When leaving Canada, will you travel...

- 4 To U.S.A. only 5 Directly to another country 6 To another country via the U.S.A.

3. The next questions refer to your **travelling party**. Your travelling party is either yourself (if travelling alone) **OR** yourself, your friends and family members travelling with you. In your travelling party, include only those for whom you are able to report **spending** and **activities**.

How many people including yourself were in the **travelling party**?

4. How many people in the **travelling party** were in each of the following groups?

Age groups ▶	Under 2 years	2 to 11	12 to 14	15 to 19	20 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and over
	01	02	03	04	05	06	07	08	09	10	11
Female ▶											
	12	13	14	15	16	17	18	19	20	21	22
Male ▶											

5. What was the **travelling party's** main reason for taking this trip to Canada?

Check one only.

(e.g. If a person on a business trip took his/her family along to visit relatives, check reason for trip as "business".)

Business

- 01 Meetings 02 Convention, conference, trade show, seminar 03 Other work

Pleasure

- 04 Holiday, vacation 05 Visit friends or relatives 06 Visit second home, cottage, condo 07 Attend events, attractions

Other

- 08 Personal (medical, wedding, etc.) 09 In transit to / from other countries **and** passing through Canada Customs In transit to / from other countries **without** passing through Canada Customs ▶ *If «In transit to / from other countries **without** passing through Canada Customs », please return the questionnaire to our representative.*
- 10 Educational study 11 Shopping 12 Other – Specify

6. On this trip in Canada did anyone in the **travelling party**...

Check all that apply.

- 21 Visit friends or relatives 32 Visit a theme or amusement park
- 22 Attend a festival or fair 33 Visit a national or provincial nature park
- 23 Attend a cultural performance (a play, a concert, etc.) 34 Participate in sports or outdoor activities Specify ▼
- 24 Visit a museum or art gallery 35 Boating - motor boat, sail boat, kayak, canoe or other
- 25 Visit a historic site 36 Golfing
- 26 Visit a zoo, aquarium or botanical garden 37 Downhill skiing or snow boarding
- 27 Attend a sports event 38 Hunting
- 28 Go shopping 39 Fishing
- 29 Go sightseeing Other sports or outdoor activities Specify ▼
- 30 Go to a bar or night club
- 31 Go to a casino

7. How would you rate the following aspects of your trip in Canada?

	Good	Average	Poor	Not applicable
Transportation services	01 <input type="radio"/>	06 <input type="radio"/>	11 <input type="radio"/>	<input type="radio"/>
Accommodation services	02 <input type="radio"/>	07 <input type="radio"/>	12 <input type="radio"/>	<input type="radio"/>
Hospitality of local people	03 <input type="radio"/>	08 <input type="radio"/>	13 <input type="radio"/>	<input type="radio"/>
Value for your money	04 <input type="radio"/>	09 <input type="radio"/>	14 <input type="radio"/>	<input type="radio"/>
Variety of things to see and do	05 <input type="radio"/>	10 <input type="radio"/>	15 <input type="radio"/>	<input type="radio"/>

8. While in Canada, what place(s) did the <u>travelling party</u> visit? <i>Please name all places visited even if you did not stay overnight. (Exclude stop-overs at airports.)</i>		Number of nights spent at each place	Where did the travelling party stay? <i>Check all that apply.</i>					
Name of city(ies) / town(s) visited	Name of province(s) / territory(ies) visited		Hotel	Motel	Home of friends or relatives	Camping or trailer park	Cottage or cabin	Other
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
			1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

9. Does anyone in the travelling party own any of the accommodations used on this trip? 1 Yes ► Go to Question 11 2 No ► Go to Question 11

For administrative use only

10. When entering Canada, did you travel ...
 1 From U.S.A. only 2 Directly from another country 3 From another country via the U.S.A.
 When leaving Canada, will you travel ...
 4 To U.S.A. only 5 Directly to another country 6 To another country via the U.S.A.

11. For this trip, what means of transportation did you use

a) . . . <u>to enter</u> Canada? <i>Check one only.</i>	Commercial	Other
	01 <input type="radio"/> Plane 02 <input type="radio"/> Train	03 <input type="radio"/> Boat 04 <input type="radio"/> Bus 05 <input type="radio"/> Private automobile 06 <input type="radio"/> Rented automobile
	07 <input type="radio"/> Private plane 08 <input type="radio"/> Private boat	09 <input type="radio"/> Other
b) . . . <u>to leave</u> Canada? <i>Check one only.</i>	10 <input checked="" type="radio"/> Plane 11 <input type="radio"/> Train	12 <input type="radio"/> Boat 13 <input type="radio"/> Bus 14 <input type="radio"/> Private automobile 15 <input type="radio"/> Rented automobile
	16 <input type="radio"/> Private plane 17 <input type="radio"/> Private boat	18 <input type="radio"/> Other
c) . . . <u>while</u> in Canada? <i>Check all that apply.</i>	19 <input type="radio"/> Plane 20 <input type="radio"/> Train	21 <input type="radio"/> Boat 22 <input type="radio"/> Bus 23 <input type="radio"/> Private automobile 24 <input type="radio"/> Rented automobile
	25 <input type="radio"/> Private plane 26 <input type="radio"/> Private boat	27 <input type="radio"/> Other (metro, subway, taxi)

12. Please report the routes, carriers and fares (including taxes) to enter and leave Canada.
Please print.

a) From which country did the <u>travelling party</u> come immediately before entering Canada (excluding stop-overs at airports)? <input type="text"/>	Name of airline or other carrier <input type="text"/>	c) Fares Round trip fare (including package tours) for entire travelling party <input type="text"/>	Entry fare for the <u>travelling party</u> <input type="text"/>	Currency (if other than CAN \$) <input type="radio"/> French franc <input type="radio"/> British pound <input type="radio"/> EMU Euro <input type="radio"/> German mark <input type="radio"/> Japanese yen <input type="radio"/> Other, specify <input type="text"/>



**United States Resident
Questionnaire for
Same Day Automobile
Travel Between the
U.S. and Canada**

Welcome! This survey which is a cooperative effort between the U.S. and Canadian Governments, measures the level of U.S. same day international travel – an economic and cultural activity that is beneficial to hundreds of communities on both sides of the border.

Please take the time to tell us about this same day trip. This voluntary survey is conducted under the authority of the Statistics Act (R.S.C. 1985, c S19) and your answers will be kept confidential. Your cooperation is essential and appreciated. Please print.

1. Where do you live? Country: 2 United States 1 Canada 3 Other
 State: _____
 City/Town: _____
 ZIP Code: _____

2. On this trip, where and when did you enter Canada? _____
 Date: _____ (Month / Day / Year)

Definition of TRAVELLING PARTY . . . Includes yourself and only those for whom you feel comfortable reporting spending.

3. On this trip, how many people, including yourself, were in the travelling party?

4. What was the main destination on this trip?
 Province: _____
 City/Town: _____

5. What was the TOTAL SPENDING (including cash or credit transactions) on this trip for all persons reported in Question 3? Estimates are appreciated or if no spending occurred, please check the appropriate box.
 6 Spending > \$ _____ .00 > Currency 8 \$ Canadian
OR 7 No spending 9 \$ U.S.

6. What was the MAIN reason for this trip?
 1 Commuting to work 2 Business 3 Pleasure (including shopping or entertainment)
 4 Visit friends or relatives 5 Other (specify) _____

THANK YOU. Please drop this card in any mail box on your return to the U.S.
Confidential when completed (LE FRANÇAIS EST DISPONIBLE SUR DEMANDE)

8-2200-345.1: 2002-06-14 STC/ECT-250-02797

Statistics Canada / Statistique Canada

Canada

For information only



**Canadian Resident
Questionnaire for
Same Day Automobile
Travel Between the
U.S. and Canada**

Welcome!

In a given year, more than 50 million international automobile trips of less than 24 hours are taken by both U.S. and Canadian residents. This voluntary sample survey measures the level of same day international travel – an economic and cultural activity that is beneficial to hundreds of communities on both sides of the border.

Please take the time to tell us about this same day trip. The survey is conducted under the authority of the Statistics Act (R.S.C. 1985, c S19) and your answers will be kept confidential. Your cooperation is essential and appreciated. Please print.

**Questionnaire destiné aux
résidents canadiens revenant
d'un voyage effectué aux
États-Unis en automobile le
même jour**

Bienvenue!

Au cours d'une année, il y a plus de 50 millions de voyages internationaux par automobile de moins de vingt-quatre heures effectués par des résidents américains et canadiens. Cette enquête volontaire par échantillonnage vise à déterminer les caractéristiques des voyages internationaux du même jour – une activité culturelle et économique bénéfique pour des centaines de localités des deux côtés de la frontière.

Veuillez prendre le temps de nous renseigner sur ce voyage d'un même jour. L'enquête est menée selon les dispositions de la Loi sur la statistique (L.R.C. 1985 ch. S19) et vos réponses seront tenues confidentielles. Votre collaboration est essentielle et appréciée. Ecrire en lettres moulées s.v.p.

1. Where do you live? Country: 1 Canada 2 United States 3 Other
Où habitez-vous? Pays: Canada États-Unis Autres

Province: _____
City/Town: _____
Cité/Ville: _____
Postal Code: _____
Code postal: _____

2. On this trip, where and when did you enter Canada?
Lors de ce voyage, où et quand êtes-vous entré(e) au Canada?

_____ Date _____
M D / J Y / A

Canadian border crossing – Endroit (Poste-frontière)

Definition of TRAVELLING PARTY . . . La définition D'UN GROUPE DE VOYAGE ...
Includes yourself and only those for whom you feel comfortable reporting spending. Nous vous demandons d'inclure vous-même et seulement les personnes pour qui vous êtes en mesure de rapporter les dépenses.

3. How many people, including yourself, were in the travelling party?
Combien de personnes, y compris vous-même, étiez-vous incluses dans votre groupe de voyage?

4. What was the main destination on this trip?
Quelle était votre destination principale lors de ce voyage?

State: _____
État: _____
City/Town: _____
Cité/Ville: _____

5. What was the TOTAL SPENDING (including cash and credit transactions) on this trip for all persons reported in Question 3? Estimates are appreciated or if no spending occurred, please check the appropriate box.
Quelles étaient LES DÉPENSES TOTALES (incluant les transactions au comptant et à crédit) au cours de ce voyage pour toutes les personnes déclarées à la question 3? Des estimations seraient appréciées ou s'il n'y a pas eu de dépenses, veuillez cocher la case appropriée.

6 Spending / Dépenses \$ _____ .00 Currency / Devise 8 \$ Canadian / Canadien 9 \$ U.S. / U.S.

7 No Spending / Aucune dépense

6. What was the MAIN reason for this trip? / Quelle était la raison PRINCIPALE de ce voyage?

1 Commuting to work / Navette travail/domicile 2 Business / Affaires 3 Pleasure (including shopping or entertainment) / Agrément (y compris magasinage ou divertissements)

4 Visit friends or relatives / Visite à des amis ou des parents 5 Other (specify) / Autre (précisez) _____

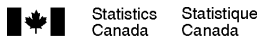
Confidential when completed
THANK YOU. Please drop this card in
any mail box in Canada.



Confidentiel une fois rempli
MERCI. Veuillez déposer cette carte dans
n'importe quelle boîte postale au Canada.

8-2200-338: 2002-06-14

STC/ECT-250-02797 SQG/ECT-250-02797



Canada