SPPI for Other Reservation Services in Ireland
Other reservation services a small industry in Ireland

- Number of Enterprises, Persons Employed, and € Turnover (thousands) in NACE 79.90 Other Reservation Services 2012, by numbers of persons employed. (ASI)

<table>
<thead>
<tr>
<th>Persons Employed</th>
<th>Enterprises</th>
<th>Persons Employed</th>
<th>Turnover €000's</th>
<th>Enterprises percentage</th>
<th>Persons Employed percentage</th>
<th>Turnover percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 9</td>
<td>128</td>
<td>350</td>
<td>93,324</td>
<td>92%</td>
<td>21%</td>
<td>44%</td>
</tr>
<tr>
<td>10 or more</td>
<td>12</td>
<td>1,320</td>
<td>119,521</td>
<td>8%</td>
<td>79%</td>
<td>56%</td>
</tr>
<tr>
<td>Total</td>
<td>140</td>
<td>1,671</td>
<td>212,845</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Only 0.1% of all turnover in the Irish services sector
Pricing methods

• Direct Use of Prices of Repeated Services
• List prices
• Percentage Fee
What’s really in this class?
A merger of two NACE 1.1 codes

- 74% of enterprises were previously classed as NACE Rev 1.1 I6330 (Activities of travel agents and tour operators; tourist assistance activities n.e.c), as we might expect

- But 26% of enterprises were previously classed as NACE Rev 1.1 O92 (Recreational, cultural and sporting activities)
Some businesses classified elsewhere

• Tourist marketing businesses classified as M73.11 (Services provided by advertising agencies)
• Ticket reservation agencies classified as R9002 (Support services to performing arts)
• Other relevant enterprises classified as N8220 (Call centre services)
Summary

• Enterprises in this classification are a very small part of the Irish economy

• Classification has not very clearly defined boundaries so;
  – Many different sorts of businesses in the classification
  – Businesses you might expect to see here are classified elsewhere