

Other reservation service: Turnover Measures and Practices at the U.S. Census Bureau

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Definition of the Service

Revenue received for the provision of other reservation services

- **Market Provision of Services**
 - Employers
 - Non-employers
- **Generally commissions or fees received (not gross value of travel services booked)**



2012 Size Data

Private employer establishments:	3,858
Employees in private establishments:	107,237
Receipts/revenue from private employers:	\$15,957,409,000

2012 Economic Census



Differences between NAICS and ISIC

- **NAICS Includes:**
 - Automobile clubs (ISIC 9499)
- **NAICS Excludes:**
 - Tourist Guides (NAICS 713990, All Other Amusement and Recreation Industries)

Automobile club services accounted for almost 15% of industry revenue. Revenue for tourist guide services is not available.



Specialized Product Offerings

- **Commissions for event tickets**
 - Over 1/3 of revenue, representing 87.6 percent of revenue when reported by an establishment
- **Automobile Club Services**
 - 15% of revenue, representing 89.6 percent of revenue when reported by an establishment
- **Condominium Time Share Exchange Services**
 - 5% of revenue, representing 87.6 percent of revenue when reported by an establishment

Units offering these services are very specialized



Other Products Offered

- **Commissions for domestic lodging**
- **Commissions for computerized reservation services**
- **Convention and planning services**
- **Visitor information services**
- **Commissions for airline seats**
- **Other**

There is substantial revenue from reservation services classified elsewhere (e.g., travel agents)



Turnover Data Availability

- **Comprehensive Economic Census Data**
 - Collected in years ending with 2 and 7
 - Detailed industry and product turnover data
- **Service Annual Survey**
 - Sample based estimates
 - Industry turnover estimates
 - Product turnover estimates at Industry Group level
- **Quarterly Services Survey**
 - Sample based estimates
 - Industry group revenue estimates
 - Class of customer breakouts



Additional Data Collected

- **Economic Census**
 - Class of customer breakdown
 - Value of exported services
 - Employment/payroll
 - Value of employer benefits
 - Franchise status
- **Service Annual Survey**
 - Operating expenses (personnel costs, expensed materials and supplies, expensed purchased services, other expenses)
 - e-commerce revenue



Additional Details Collected in 2007 and Later

- **Business Expenses** – In Census years, the SAS program collects 20 expense groupings, including estimates for expenditures on cost of purchased software; cost of purchased repair and maintenance services, cost of data processing and purchased computer services; and cost of rental and lease payments.



Product Distribution

Relative importance of top 5 products collected for Other reservation services

Product	Value (\$ approx)	Percent of Industry Reported Revenue
• Commissions for event tickets	5,245,000,000	32.9%
• Automobile club services	2,337,000,000	14.6%
• Commissions for domestic lodging	1,359,000,000	8.5%
• Commissions for computerized reservation services	1,300,000,000	8.1%
• Condominium time-share exchange services	868,000,000	5.4%



Future Product Collection

Planning full NAPCS implementation in 2017 Economic Census

- All products eligible for all industries
- One product code regardless of producing industry



Comparability of Price and Product Data

There are currently no SPPIs for Other reservation services produced.

Portions of Other SPPIs could be used for lodging reservations and flight reservations. Still large portions of output are not covered.



Additional Work

Detail important missing or unclear products in NAPCS:

- New “sharing economy” services
 - classification
 - measurement



More Additional Work

Define/refine scope of Other Reservation Services

- Acting as a reservation agent (broker) for:
 - Private homes?
 - Private vehicles?
 - Equipment?
- Reservation Services or with real estate, rental and leasing?



Questions?

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