Service Producer Price Index: Travel agency, tour operator and other reservation service and related activities (NACE N79) in Estonia

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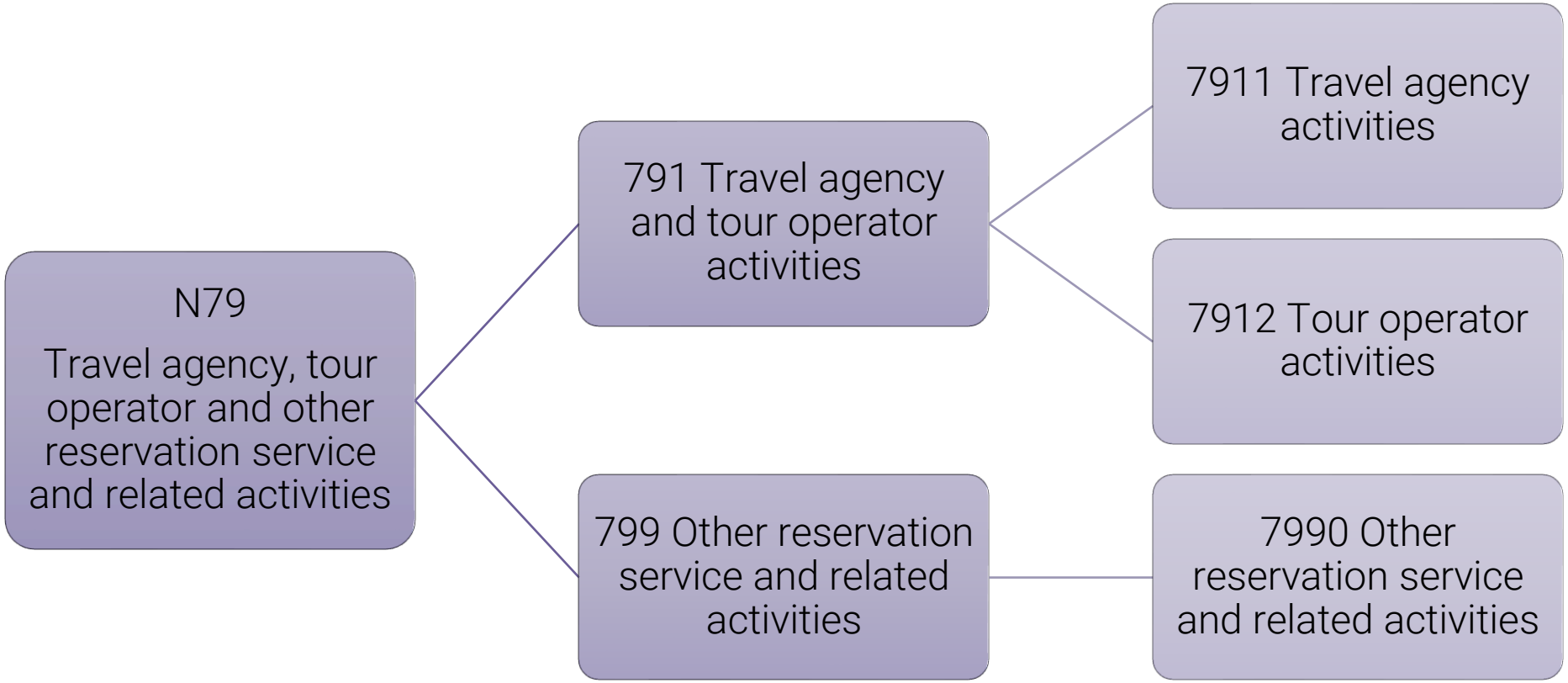
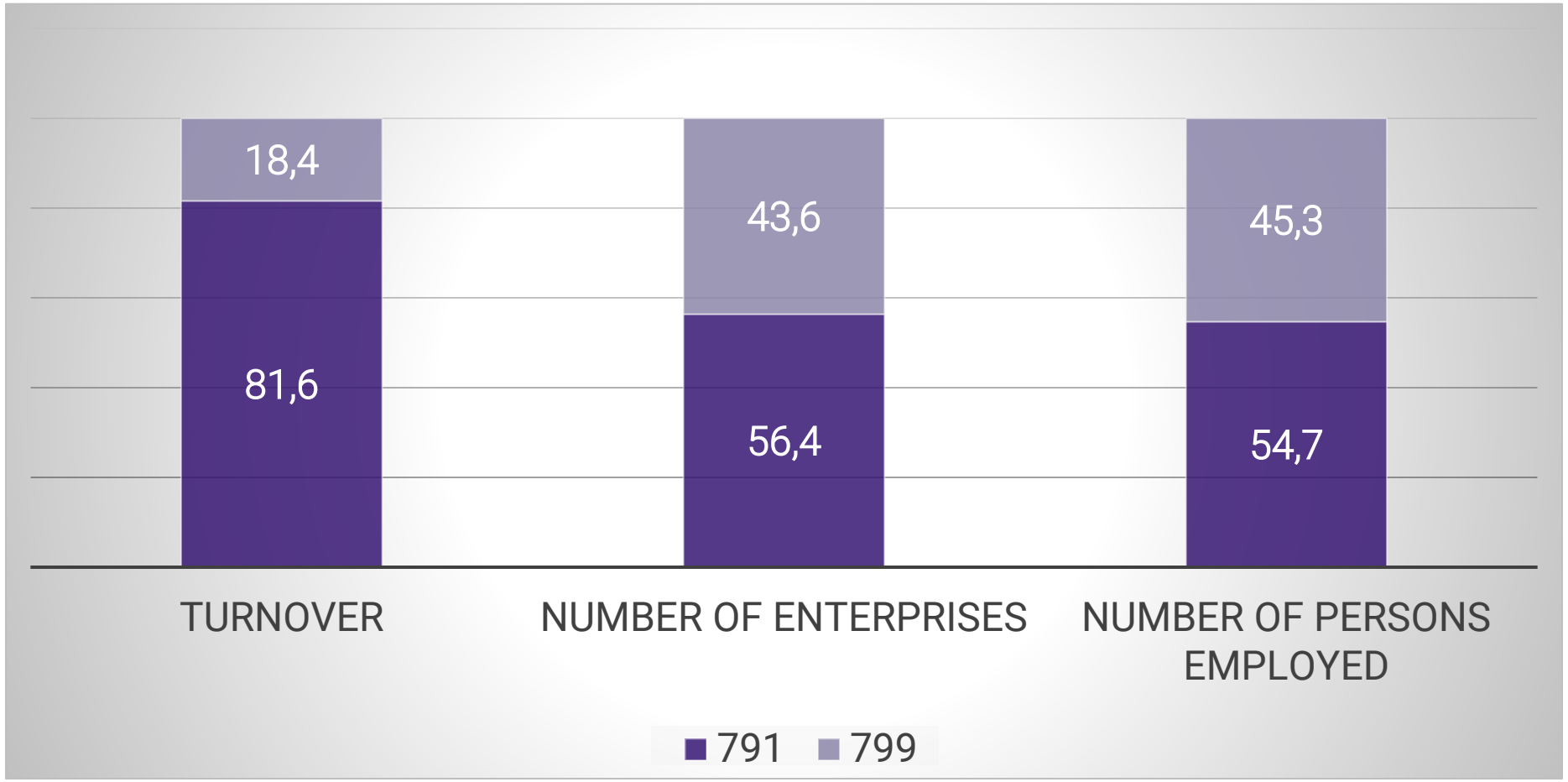
The classification of the activity N79 according to EMTAK (NACE Rev. 2)



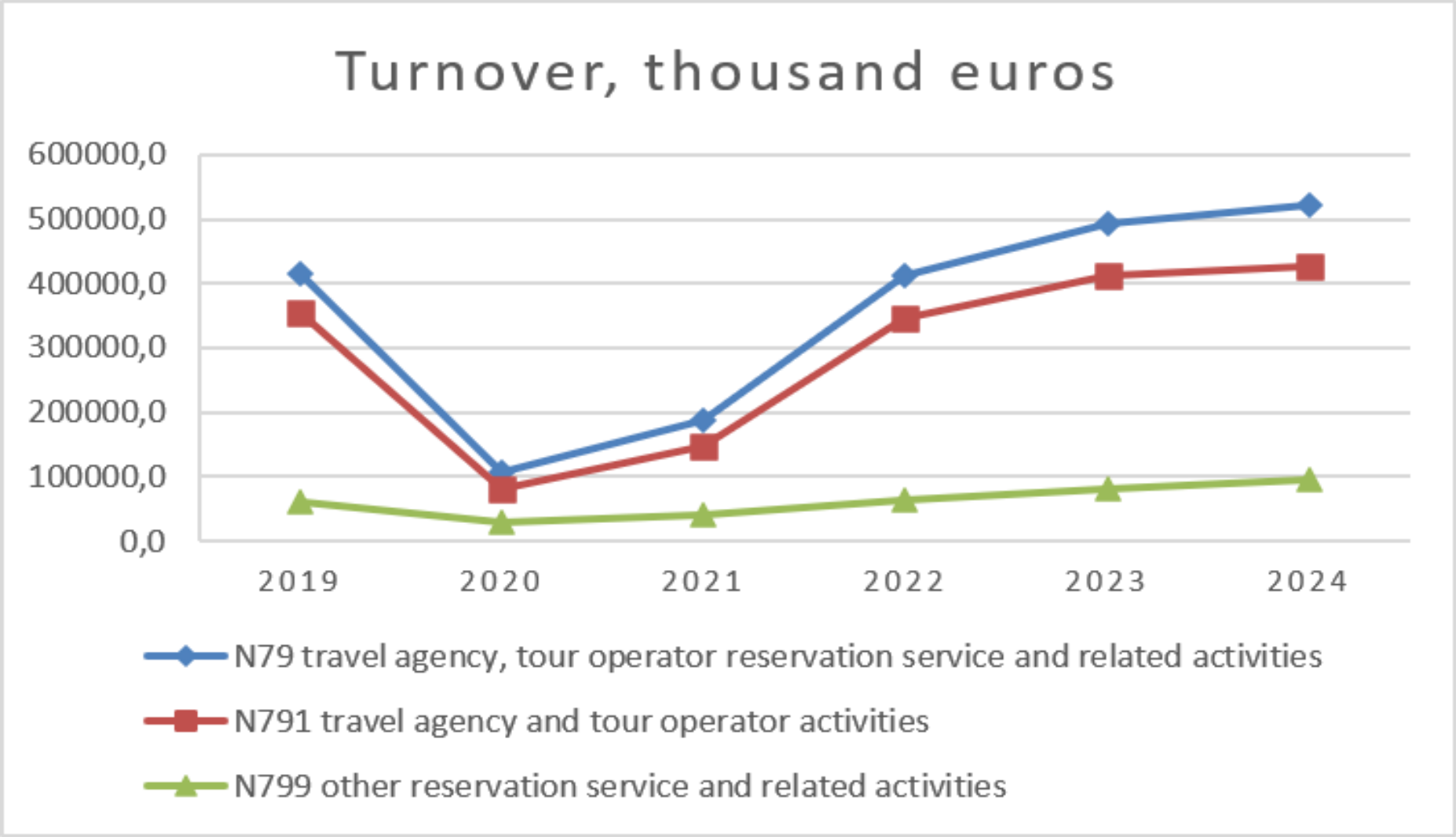
Annual financial statistics data of enterprises by economic activities in 2024

	Number of enterprises	Number of persons employed	Turnover, thousand Euros	Value added, thousand Euros
Economic activities total	159 747	544 890	93 786 159.2	22 394 938.9
79 Travel agency, tour operator and other reservation service and related activities	699	1 948	521 012.2	71 230.2
791 Travel agency and tour operator activities	394	1 065	425 334.6	39 848.6
799 Other reservation service and related activities	305	883	95 677.5	31 381.6

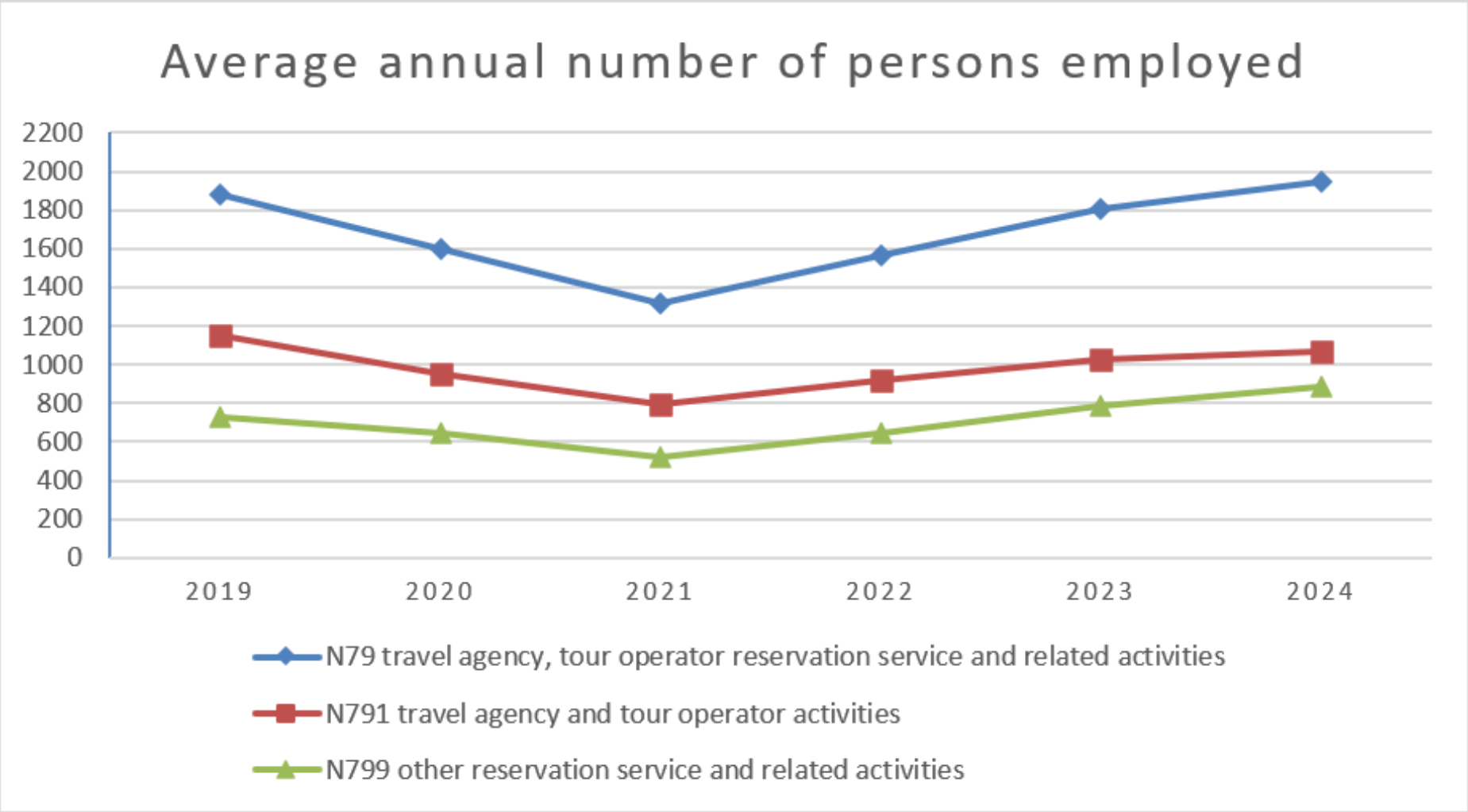
The contribution (%) of the industries within N79 to the values of the main financial indicators of the sector in 2024



The dynamics in turnover of sector N79 from the beginning of 2019



The dynamics in the number of persons employed in sector N79 from the beginning of 2019



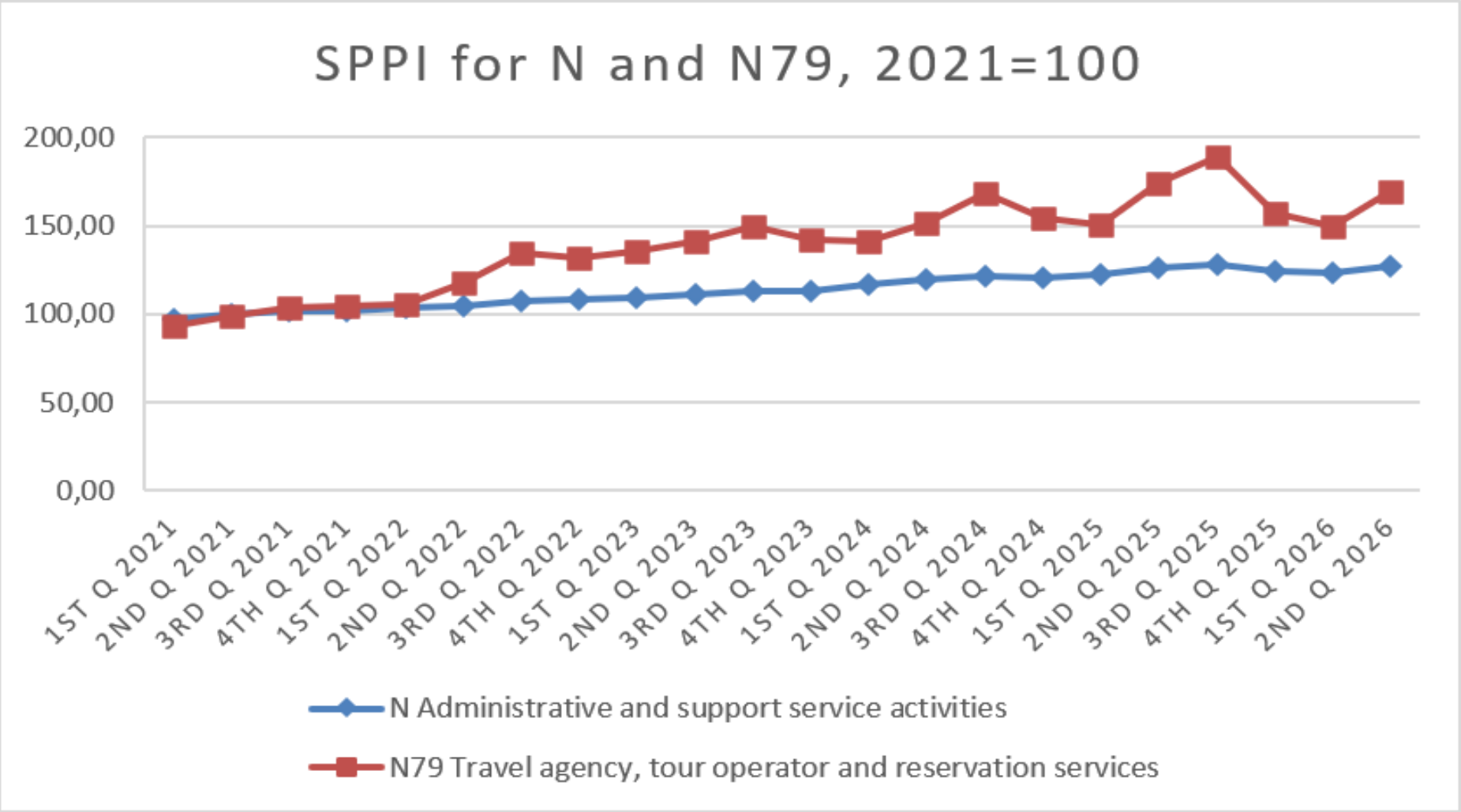
Measurement of SPPI

- The weights and base prices for calculation are updated every year.
- The sample was applied to the group level of EMTAK, considering the criteria of turnover and availability of prices.
- Statistical population – All enterprises whose main or secondary economic activity is N79.
- Frame - List of economic units who are active in the field of N79. The list is generated from the Business Register for Statistical Purposes.
- Data on turnover from business services are received from the Commercial Register.
- The SPPI at 2-digit level for industry N79 is published.

Measurement of price changes

- **List prices available on the web-pages** of the largest enterprises (fixed reservation, change or cancellation fees; hourly charges for consultation; fees quoted as a percentage of sold product value).
- **Questionnaire asking the unit price** (e.g. service price per trip, per customer, per work hour)
- **CPI data** of package holidays, visits to spas and entertainment centres.

The Service Producer Price Index for N and N79 from the 1st quarter of 2021



Evaluation of measurement

- Regarding the classification of enterprises and their main activities, it is difficult to set apart travel agencies from tour operators, as enterprises in the sector often perform both activities.
- When collecting data, it is important to take the response burden into consideration.
- Alternative data sources may not always perfectly meet our needs, but they can significantly reduce the response burden.

Thank you for your attention!

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