

*SPPI
for*
**Travel agency activities
(*ISIC/NACE 7911*)**

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Group**
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Plan of presentation



Description and characteristics of the industry



Measurement of SPPI



Evaluation of measurement



Main conclusions

Description and characteristics of the industry

NACE Rev. 2.1 / PKD2025 - **79.11 Travel agency activities** includes:

- activities of agencies, primarily engaged in the sale of packaged tours and cruises to the general public or to commercial clients, alongside additional accommodation advice or expertise:
 - reservation services for pre-packaged tours, domestic (national) and international
 - reservation services for customised tour packages for groups, domestic (national) or international
- intermediation service activities for the conclusion of contracts for the provision of tourist services from tour operators

This class also includes:

- intermediation of packaged travel services in the destination

This class excludes:

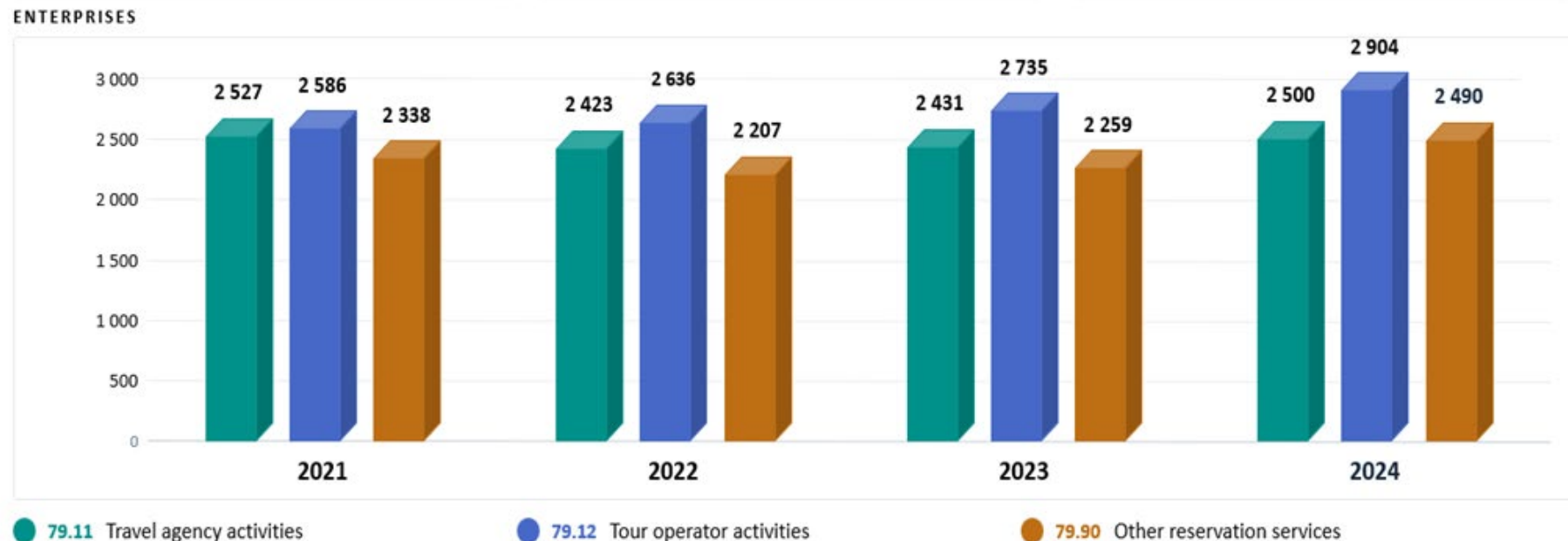
- intermediation service activities for passenger transport only, see 52.32
- intermediation service activities for accommodation only, see 55.40
- activities of factual and legal actions related to the conclusion of contracts for the provision of tourist services, at the request of the customer, see division 69
- selling of deferred travel services: form of distribution of a service linked to travel, which can be of any nature (hotels, restaurants, personal care, leisure activities, etc.), see 82.99

Description and characteristics of the industry



Description and characteristics of the industry

Number of enterprises in NACE classes 79.11, 79.12 and 79.90 in Poland, 2021-2024



Source: Statistics Poland, Structural Business Statistics

Description and characteristics of the industry

Number of persons employed in NACE classes 79.11, 79.12 and 79.90 in Poland, 2021-2024



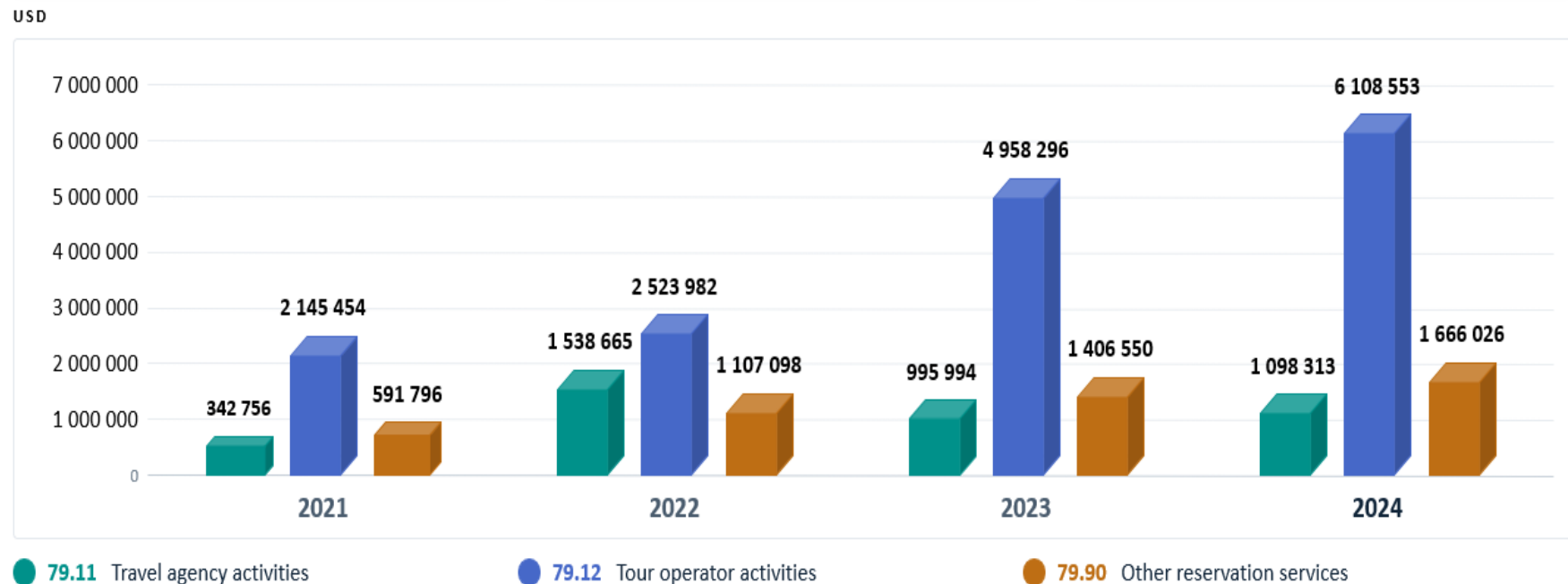
PERSONS



Source: Statistics Poland, Structural Business Statistics

Description and characteristics of the industry

Turnover (in thousand USD) in NACE classes 79.11, 79.12 and 79.90 in Poland, 2021-2024

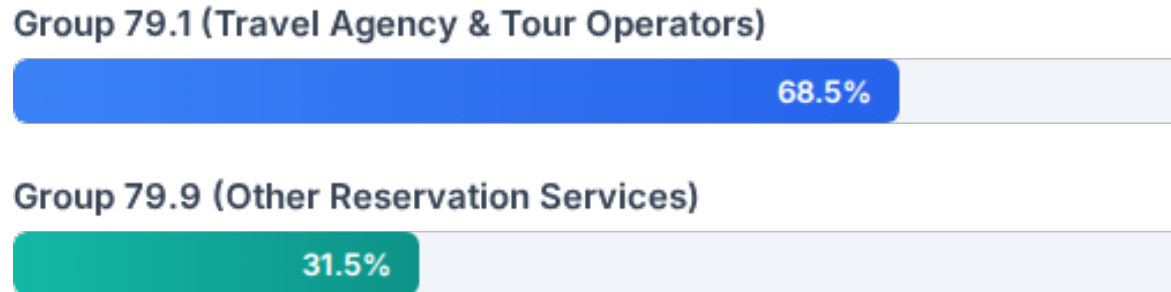


Source: Statistics Poland, Structural Business Statistics

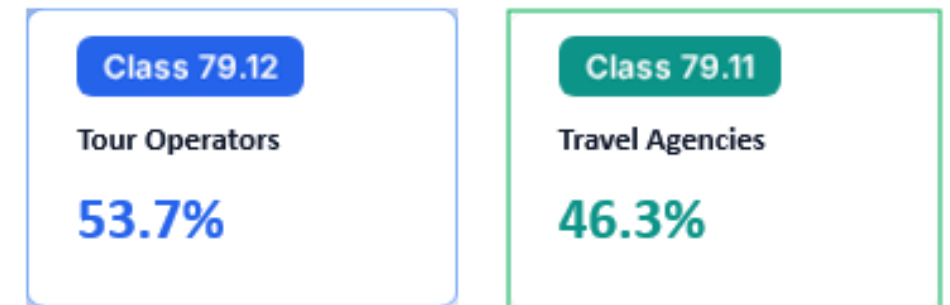
Description and characteristics of the industry



Division 79 Entity Share



Class Composition within Group 79.1



Source: Statistics Poland, Structural Business Statistics

Description and characteristics of the industry

Division 79 Total Turnover

Group 79.1 (Travel Agency & Tour Operators)

81.2%

Group 79.9 (Other Reservation Services)

18.8%

Group 79.1 Internal Turnover Share

Class 79.12 (Tour Operators)

84.8%

84.8%

Class 79.11 (Travel Agencies)

15.2%

15.2%

Group 79.1 Internal Employment Share

Class 79.12 (Tour Operators)

61.5%

61.5%

Class 79.11 (Travel Agencies)

38.5%

38.5%

Source: Statistics Poland, Structural Business Statistics

Description and characteristics of the industry

The tourism services market can be broken down into the following types of entities:



- Tour Operator



- Travel Intermediary



- Travel Agent



- Multi-agent,



- Online Travel Agencies (OTAs)

Cooperation models between travel agents and tour operators in Poland:



Agency Model



Tour Operator



Travel Agent



Commission



Merchant Model



Tour Operator



Travel Merchant



End Customer

Measurement of SPPI

- SPPI is one of variables compiled according to European business statistics Regulation
- Regulation (EU) 2019/2152 of the European Parliament and of the Council on European business statistics, repealing 10 legal acts in the field of business statistics (EBS-Regulation)
- SPPI calculated based on data collected within the statistical report C-06 *Report on services producer prices* via reporting website;
- SPPI compiled and disseminated at the industry level, however, data collected at the product level
- sample frame:
 - ✓ established separately for each of services industry covered by the SPPI;
 - ✓ comprises enterprises with 10 and more the persons employed, running, their primary or secondary activity in given industry;
 - ✓ selected purposively basing on information included in the business register as well as data on turnover collected within the business statistics;

C-06 Report on services producer prices

- 22 modules – each dedicated to separate services industry
- module no 19 - *Travel agency, tour operator and other reservation services and related services:*

The CPA code of service	Main pricing methods	Type of main collected price	Factors determining the services price (features specified for particular kind of services (CPA) in questionnaire)
79.11.11 79.11.12 79.11.13 79.11.14 79.11.19 79.11.21 79.11.22 79.11.23	section no 1: direct use of prices of repeated services; section no 2: contract pricing method; section no 5: percentage fee method	• transaction price • average price from few comparable transactions • price from the price list • percentage fee and the value of the product to which the fee relates	Kind of the service, subject of reservation, scope of the service /additional information related to the service

Pricing Methods Applied (Q1 2026 - 108 Items)

Method	Count	Description / Application
Direct Use of Repeated Prices	75	Transaction price or price list for repeated representative services.
Contract Pricing	16	Long-term corporate contracts (minimum 6 months duration).
Percentage Fee Method	15	Commission fee % + underlying product transaction value.
Unit Value Method	2	Total revenue divided by sales volume for homogenous items.

C-06 Report on services producer prices

22 modules – each dedicated to separate services industry

module no 19 - *Travel agency, tour operator and other reservation services and related services:*

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☰ Kind of the Service

✈ air ticket reservation services

🚆 railway ticket reservation services

🚌 bus ticket reservation services

🚗 car rental reservation services

🚢 ferry transport ticket reservation services

✈ airport shuttle transport ticket reservation services

🏠 accommodation reservation services

⚓ cruise reservation services

🌐 domestic and international tour reservation services

📅 reservation services for timeshare properties

🏢 conference centre and exhibition hall reservation services

🎫 reservation services for admission tickets to recreational, entertainment and sporting events

⋮ other (please specify)

Evaluation of measurement

Main conclusions



Changes in the classifications, namely the introduction of NACE Rev. 2.1 and CPA 2.2, pose a challenge for the calculation of indices for activity 79.11, as the scope of units covered by the survey will undergo significant changes.



Travel agency activities prices can be surveyed based on direct use of prices of repeated services, contract prices and percentage fee method.



Changes in destination and changes of standard of accommodation could be the reasons of a lack of comparability.



The tourism market, both in terms of the activity of tour operators and that of travel agents is developing dynamically.



Travel agency activities are services provided to other businesses as well to individual consumers (B-to-All service).



Two types of representative services dominate the survey: one reflecting a series of standard transactions, and the other linked to the selection of a specific, described transaction.



The comparability of prices depends on maintaining continuity regarding the type of services being booked.

Thank you for your time and attention

**Statistics Poland,
Prices and Services Statistics Department**