DRŽAVNI ZAVOD ZA STATISTIKU
CROATIAN BUREAU OF STATISTICS

Cross cutting topic

SPPI for ISIC 7911 Travel Agency Activities Croatian Experience

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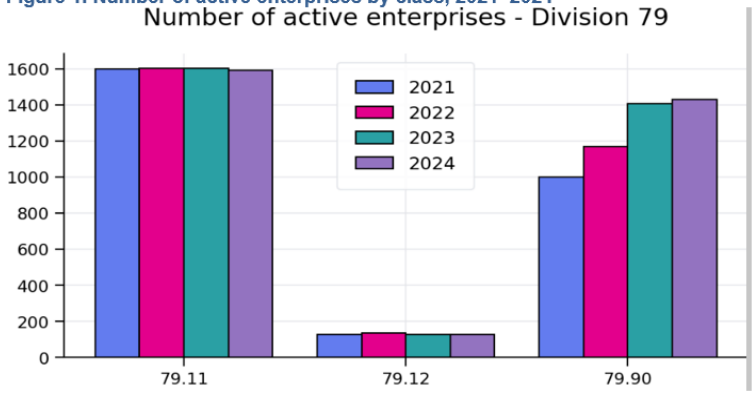
Economic Importance of Travel Agency Activities

- 1,591 enterprises
- 5,308 employed persons
- EUR 903 million turnover
- EUR 170 million GVA

- Dominant economic activity within Division 79

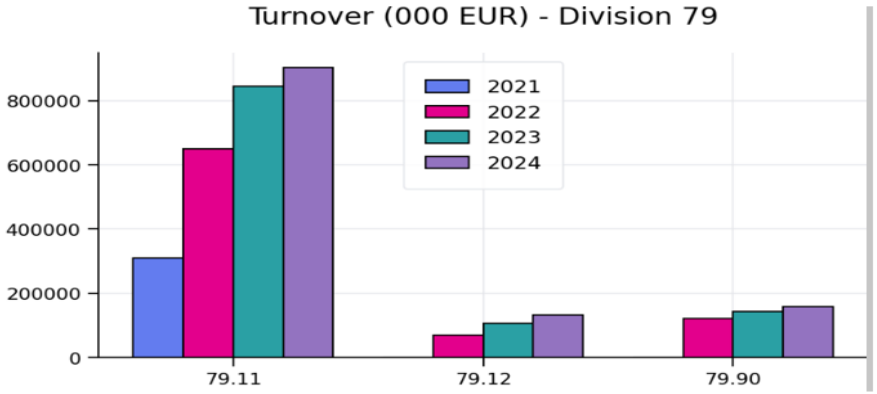
Structure of Division 79

Figure 1. Number of active enterprises by class, 2021–2024



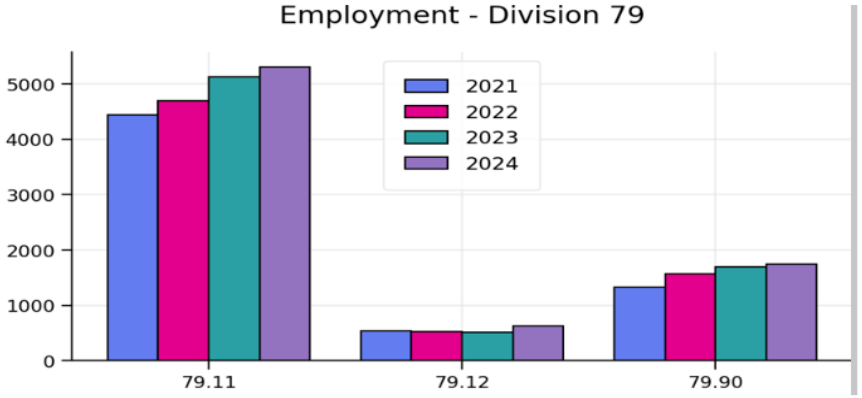
Source: Croatian Bureau of Statistics, Structural Business Statistics, 2024

Figure 3. Turnover by class, 2021–2024

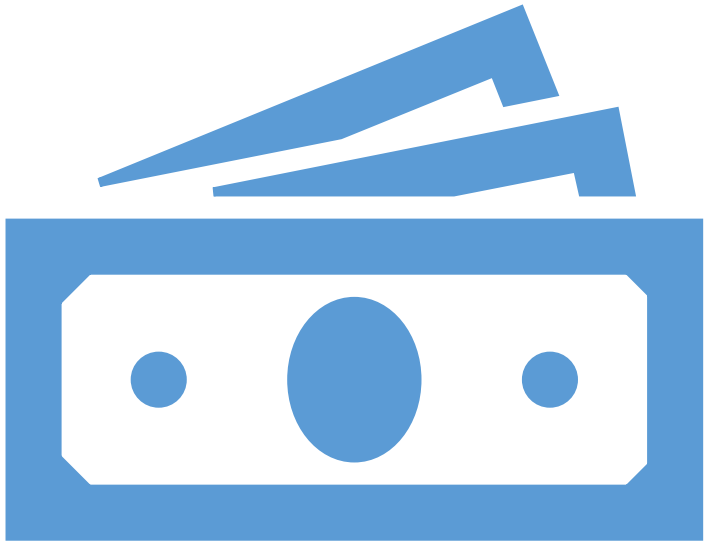


Source: Croatian Bureau of Statistics, Structural Business Statistics, 2024

Figure 2. Number of persons employed by class, 2021–2024



Source: Croatian Bureau of Statistics, Structural Business Statistics, 2024



Output Concept in Travel Agency Activities

Customer → Travel Agency → Service Provider

Output:

✅ commissions

✅ fees

✅ margins

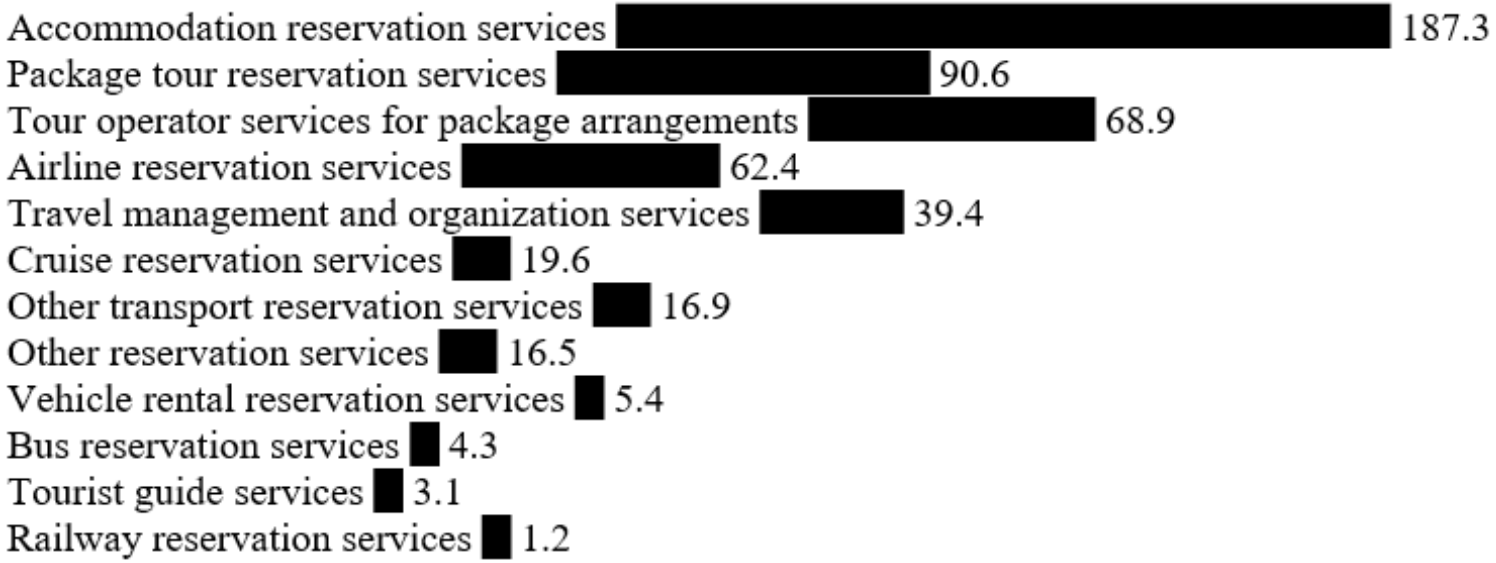
NOT:

❌ hotel room price

❌ airline ticket price

Main Service Groups Observed

Figure 4. Distribution of Weights by Service Group, Division 79, Q1 2026



Source: Croatian Bureau of Statistics, SPPI Survey for Division 79, Q1 2026.

CPA Alignment

- The Croatian SPPI service groups are fully aligned with CPA 79.11

79.11 Travel agency services

79.11.1 Travel agency services for transport reservations

79.11.11 Reservation services for airlines

79.11.12 Reservation services for railways

79.11.13 Reservation services for buses

79.11.14 Reservation services for vehicle rental

79.11.19 Other travel agency services for transport reservations

79.11.2 Travel agency services for reservation of accommodation, cruises and package tours

79.11.21 Reservation services for accommodation

79.11.22 Reservation services for cruises

79.11.23 Reservation services for package tours

Pricing Methods Used in the Croatian SPPI

Transaction Price (TC)

- Directly observed transaction price
- Used when a repeatable and well-defined service can be identified
- Reflects the actual price charged to the customer

Percentage Fee (PN)

- Used when the agency's income is generated through commissions, fees or margins
- Focuses on the value of the intermediary service
- Particularly suitable for accommodation reservations, airline reservations and package travel arrangements

Example

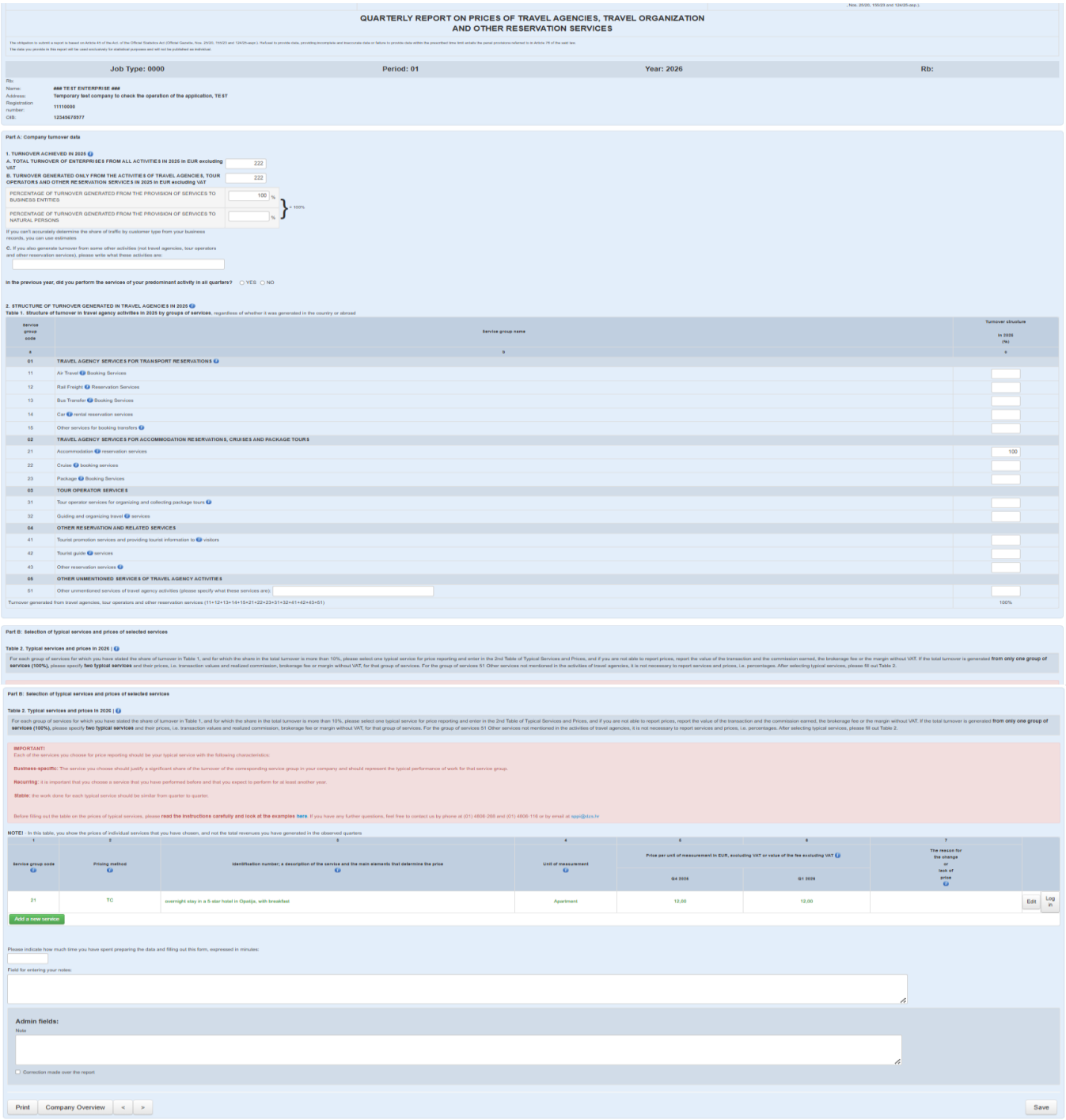
Underlying transaction value: EUR 1,000

Commission rate: 10%

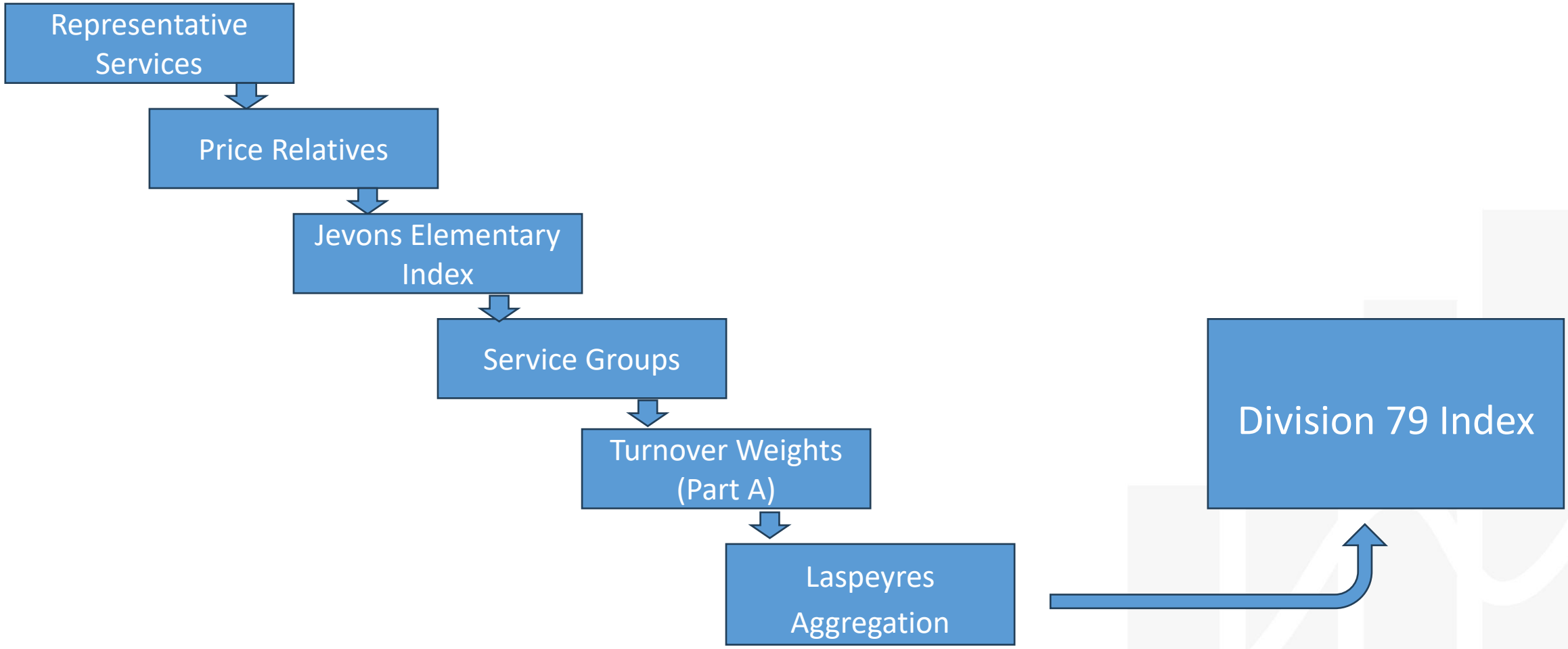
SPPI price= EUR 100

Price Collection

- a web questionnaire
- Part A
  - Annual turnover
  - Weights
- Part B
  - Quarterly prices
  - Representative services



Index Compilation Process



Main Challenge: Seasonality

Seasonal agencies

Q1 ✕

Q2 ✓

Q3 ✓

Q4 ✕

↓

No observed Q4 price

↓

Expert estimate

↓

Base-period price for index calculation

Other Methodological Challenges

Tailor-made travel arrangements

Service heterogeneity

Maintaining representative services

Conclusions

- ✅ **Output measured through commissions, fees and margins**
- ✅ **Travel agencies are measured as intermediaries, not tourism providers**
- ✅ **Combination of TC and PN methods**
- ✅ **Seasonality remains the key methodological challenge**

Thank you for your attention

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