



Services Division

Annual Survey of Travel Arrangement and Reservation Services, 1998

Confidential when completed

Français au verso

Authority

The survey is conducted under the authority of the Statistics Act, Revised Statutes of Canada, 1985, chapter S19.

In all correspondence concerning this questionnaire please quote this nine digit reference number.



Please revise name and/or address if required



Legal name (please print)

Operating (trading) name
(if different from address label or legal name)

Business address (if different from address label)

Please read carefully before completing the questionnaire

Coverage

This survey is being collected from businesses at the establishment level of organization. For this purpose, an "establishment" is defined as the lowest level of the firm for which separate records are kept for such details as revenue, expenses and employment.

"Single-establishment" firms should report data for all their activities on this report.

Other firms (generally those which are larger and more diverse) will have more complex organizational structures and record-keeping needs, and therefore may have more than one establishment. For this survey, such firms should report data for only their establishments whose principal business activity is in the travel arrangement and reservation services industry (see Section 2). It may be that these establishments engage in sideline activities outside the travel arrangement and reservation services industry; their data (e.g. revenue, expenses, employment, etc.) relating to those activities should also be reported on this form.

This report should **exclude** the revenue of your separately incorporated subsidiaries or foreign branches, but should **include** your portion of the revenue and expenses of unincorporated joint ventures in which you are involved. Please report all amounts in **Canadian dollars**.

Survey Objective

The survey objective is the collection and publication of data necessary for the statistical analysis of the travel arrangement and reservation services industry. The information from the survey can be used by businesses and trade associations for market analysis and assessment of industry performance, operating characteristics and trends, by government to develop national and regional economic policies, by other users involved in research or policy making and by Statistics Canada for maintaining important data input to the preparation of the Canadian System of National Accounts.

Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information relating to any identifiable business without the previous written consent of that business. **The data reported on this questionnaire will be treated in strict confidence, used for statistical purposes, and published in aggregate form only.** The confidentiality provisions of the Statistics Act are not affected by either the Access to Information Act or by any other legislation.

Questions?

If you have any questions regarding this survey, or require assistance in completing the questionnaire, please call us collect.

Operations and Integration Division
Telephone (1-800-916-9316)
Fax (1-613-951-4566); Toll-free Fax (1-888-605-2493)

Please quote the nine digit reference number appearing below the arrow on the address label.

Duplicate Questionnaires

If you receive more than one copy of this questionnaire for the same business, please complete the one that is correctly labelled and return it with the duplicate(s), writing "DUPLICATE" on the relevant form(s).

Return Procedure

Please return the completed questionnaire within 30 days of receipt using the enclosed postage-paid envelope to:

Operations and Integration Division, Statistics Canada
2nd floor, Jean Talon Bldg.
Ottawa, Ontario, Canada K1A 0T6

If you are unable to do so, please inform us of the expected completion date.

For Office Use Only

Status Code

Clerk

5-3300-5: 1998-12-16 STC/SER-425-60130

Please report for your 1998 fiscal year, as reported in section 4 , on page 2.

5 Total Revenue

Please exclude GST and all other taxes collected by you for remittance to a government agency.

If your firm was active only as a **Travel Agency**, please complete only **Part I** below.
 If your firm was active only as a **Tour Operator**, please complete only **Part II** below.
 If your firm was active in **both types of business**, please complete both Parts I and II.

5.I Travel Agency Activity – Part 1

a) Gross value	Dollars (omit cents)
Report the gross revenue from travel activities	101
– What is your best estimate of the percentage of the gross revenue from box 101 for each of the following:	Percent (%)
Tour packages	001
Cruise package	002
Other activities	003
Total	100%
b) Total Commission	Dollars (omit cents)
Report the commissions earned from retail travel activity (e.g. sales of tour and cruise packages, accommodation, tickets, vehicle rentals and insurance)	102
– What is your best estimate of the percentage of total commission from box 102 for each of the following:	Percent (%)
Tour Packages	103
Cruise Packages	104
Transportation Fares (e.g. air and rail tickets, including Eurail passes, boat and ferry bookings, including charters, etc.) Exclude fares that are part of tour or cruise packages.	105
Accommodation Exclude accommodation that is part of tour or cruise packages.	106
Vehicle Rentals Exclude rentals that are part of tour or cruise packages.	107
Insurance Products (e.g. health, baggage and cancellation insurance)	108
Other Commissions (e.g. attractions, travellers' cheques, etc.) <i>please specify</i>	109
Total	100%
c) Revenue from other sales	Dollars (omit cents)
Include sales of merchandise (e.g. guides, maps, passport photos, luggage, etc.) <i>please specify</i>	110
d) Service fees	111
Include non-commission charges to clients, e.g. research fees, long-distance telephone calls on behalf of customer, etc. <i>please specify</i>	
e) All Other Revenue	112
Include interest revenues, franchise fees and royalty payments received	
f) Total Revenue from retail travel agency activity	130
Must equal total dollar value of items b, c, d and e	

5.II Tour Operator / Tour Wholesaler Activity – Part II

Please note that your costs for all units of travel purchased from a supplier (e.g. carrier, hotel, sightseeing operator, etc.) should be reported in Section 7 "Purchases by Tour Operators and Travel Agent Wholesalers"

a) Total Package Revenue	Dollars (omit cents)
Report the gross value of tour and cruise package sales	113
– What is your best estimate of the percentage of this revenue from each of the following:	Percent (%)
Tour Packages	114
Cruise Packages	115
Total	100%
b) Tour Wholesale Revenue	Dollars (omit cents)
If your establishment sold travel products (e.g. airline seat tickets, tour or cruise packages) to other travel agencies on a wholesale basis, report that revenue here.	120
Your costs for all units of travel which you sold as a wholesaler (e.g. purchases from tour operators, carriers, hotels, sightseeing operators, etc.) should be reported in Section 7 "Purchases by Tour Operators and Travel Agent Wholesalers".	
– What is your best estimate of the percentage of this revenue from each of the following:	Percent (%)
Tour Packages	116
Cruise Packages	117
Transportation Fares (e.g. air and rail tickets, including Eurail passes, boat and ferry bookings, including charters, etc.) Exclude fares that are part of tour or cruise packages.	118
Other Wholesale Travel Packages, Fares, etc. please specify	119
Total	100%
c) All Other Revenue	Dollars (omit cents)
Include interest revenues, franchise fees and royalty payments received	121
d) Total Revenue from Tour Operating / Wholesale Activity	125
Must equal total dollar value of items a, b and c	

Please report for your 1998 fiscal year, as reported in section 4 , on page 2.

6. Revenue by Destination

What is your best estimate of the percentage of your revenue from travel to:

	Percent (%)
Canadian Destinations:	
a) tour and cruise package	131
b) all other travel to Canadians destinations	132
	133
American Destinations:	
c) tour and cruise package travel	134
d) all other travel to American destinations	135
	136
All Other travel to Foreign Destinations	
e) tour and cruise package travel	136
f) all other travel to others foreign	
Total (total of boxes must equal 100%)	100%

7. To be completed by Tour Operators and Wholesalers Only

	Dollars (omit cents)
a) Please report in Canadian dollars the total cost of all units of travel purchased from a supplier(s) (carrier, hotel, sightseeing, etc.) and all sub-contracted and purchased costs (including labour) which form part or whole of your total sales of tour packages, cruise packages, bookings, etc.	201
b) Commission paid to travel agencies	203

8. Client Base

Please report (estimate if necessary) the percentage of your revenue derived from the following clientele:

	Percent (%)
Domestic clients	
a) Households or individual (for leisure purposes)	180
b) Companies or individual (for business purposes)	181
c) All levels of governments	183
Foreign clients	
d) All foreign visitors (for leisure or business purposes)	185
	189
Total (must add to 100%)	100 %

Please report (estimate if necessary) the percentage breakdown of revenue from sales to foreign visitors (Box 185 above) by their country of origin.

	Percent (%)
U.S.	401
U.K.	402
France	403
Germany	404
Japan	405
Other Foreign	406
	407
Total (must add to 100%)	100 %

9. Operating Expenses

- Do not include capital expenditures.
- Please include GST except the portion which is refundable by government.
- If you prefer, you may attach a copy of your income statement and proceed to Section 10.

	Dollars (omit cents)
a) Salaries and wages paid to employees for whom you issued a T4 supplementary form; include vacation pay, bonuses and commissions	160
b) Employee benefits paid for all employees for whom you issued a T4 supplementary form; include employer's contributions to pension, medical/life, employment insurance and workers' compensation plans	161
c) Rent and/or lease of land and buildings	162
d) Rent and/or lease of motor vehicles	163
e) Computer services purchased including rent/lease of computer equipment, data processing and software development	164
f) Rent and/or lease of other machinery and equipment	165
g) Repairs and maintenance	166
h) Legal, accounting, management and consulting fees	167
	168
i) Advertising and sales promotion	169
j) Insurance	170
k) Taxes, permits and licenses (exclude income taxes)	171
l) Heat, light, power and water	172
m) Telephone, telecommunications, postage and courier fees	173
n) Travel and entertainment	174
o) Royalties and franchise fees	175
p) Depreciation and amortization	176
q) Interest expense	177
r) Office and all other supplies and materials used in the business (do not include supplies charged directly to customers – include those under Section 7)	178
s) All other operating expenses excluding bad debts. Include fees paid to contract workers. (Please specify major items or attach a separate sheet)	
	179
t) Total Operating Expenses (sum of items (a) to (s))	

10. Employment

Please report the **average number** of persons employed by this firm during the **1998** reporting period.

a) Paid Employees

Employees to whom you paid salaries and wages as shown in Operating Expenses, (Section 9, Box 160)

– **Full-time Employees**
Worked more than 30 hours per week

– **Part-time Employees**
Worked less than 30 hours per week

	Full Year Employee (12 months)	Part year Employee (Seasonal)	Total Number
– Full-time Employees	198	199	152
– Part-time Employees	200	202	151
b) Working proprietors and/or working partners of unincorporated businesses			153

11. Marketing Information

Please answer the following questions (as best you can), relating to the **marketing practices** of your establishment during the **1998** reporting period.

Please report which of the following advertising methods you used in **1998** to promote your business. Please check (✓) below where applicable (more than one box may be checked):

- 271** Directories and Guide Listing
- 272** Radio Ads
- 273** Newspaper Ads
- 274** Magazine Ads
- 275** Television Ads
- 276** Brochures
- 277** Direct Mail
- 278** Travel Information Offices
- 279** Trade Shows/Market places
- 280** Consumer Shows
- 281** The Internet
- 282** Sales trips
- 283** Other (please specify) _____

Do you market your products in partnership with other business interests?

- 211** 1 Yes 2 No

↓
If yes, with which of the following agencies?
(check as many as apply)

- 212** Governments
- 213** Industry associations
- 214** Hotels
- 215** Attractions
- 216** Transportation companies
- 217** Restaurants

12. Tour and Cruise Packages

If your firm reported revenue from the sales of tour packages or cruise packages (see Section 5) please answer the following:

A) Please report (estimate, if necessary) for 1998:

	Number
a) the number of individual packages sold	259
Dollars (omit cents)	
b) average price per person of most popular package sold	260

B) Type of Package Sold

	Percent (%)
Please estimate the percentage of your tour and cruise sales for each of the following products:	
a) Adventure/Ecotours/Outdoor	141
b) City experience/touring	142
c) Cultural	143
d) Sports	144
e) Resorts	145
f) Learning/educational	146
g) Other (please specify)	147
h) Total (must add to 100%)	148 100%

C) Distribution Channels

	Percent (%)
Please distribute as best as you can in percentages sales of your tour packages and cruises for the following distribution channels:	
a) Direct sales	230
b) CRS Computer Reservations Systems (e.g. airline systems)	234
c) Other electronic information services (e.g. Check-Inns)	240
d) Other Wholesalers	228
e) Travel agencies	232
f) Company-owned retail outlets	233
g) The Internet	246
h) Alliance with other suppliers (e.g. transportation companies, hotels)	249
i) Direct to tour operators in foreign countries	237
j) Special interest groups (e.g. associations)	238
k) Total (must add to 100%)	239 100%

D) Duration of Packages

Please report (estimate, if necessary) the average duration of tour packages or cruises sold – check (✓) **one only**

a) less than 1 week	<input type="checkbox"/> 241
b) 1 to 2 weeks	<input type="checkbox"/> 242
c) 2 to 3 weeks	<input type="checkbox"/> 243
d) 3 to 4 weeks	<input type="checkbox"/> 244
e) more than 1 month	<input type="checkbox"/> 245

Based on your experience, in recent years, has the average duration of tour packages and cruises – check (✓) **one only**

a) increased	<input type="checkbox"/> 251
b) decreased	<input type="checkbox"/> 252
c) not changed	<input type="checkbox"/> 253

13. Tour Packages

If your firm reported revenue from the sales of tour packages (see Section 5 Part II) please answer the following:

Please report (*estimate, if necessary*) the **percentage** of your sales of tour packages derived from:

	Percent (%)
	221
a) Escorted tours	222
b) Motorcoach tours	223
c) Independent tours	224
d) Special interest tours	225
e) Other (<i>please specify</i>)	226
f) Total (must add to 100%)	100%

Please report (*estimate, if necessary*) the percentage of revenue from tour packages occurring in:

	Percent (%)
	254
a) Summer	255
b) Fall	256
c) Winter	257
d) Spring	258
e) Total (must add to 100%)	100%

14. Provincial Distribution

a) Please report the number of permanent business locations operated in Canada during the reporting period. (Include warehouses, head offices, research facilities and trading locations.)

Number
024

b) Do you have permanent business locations in **more** than one province?

300 1 No – Please go to Section 15
 2 Yes – Please complete 14 (c)
 ↓

c) Please report the number of permanent business locations, total revenue and selected expenses, by province.

Province	Locations (Number)	Total Revenue \$ (omit cents)	Salaries, Wages and Employee Benefits \$ (omit cents)
Nfld.	301	314	327
P.E.I.	302	315	328
N.S.	303	316	329
N.B.	304	317	330
Que.	305	318	331
Ont.	306	319	332
Man.	307	320	333
Sask.	308	321	334
Alta.	309	322	335
B.C.	310	323	336
Nunavut	340	341	342
N.W.T. (without Nunavut)	311	324	337
Yukon Territory	312	325	338
Total	313	326	339

Should equal Item 14 (a)	Should equal the sum of items 5.I (f) and 5.II (d)	Should equal the sum of Items 9 (a) and 9 (b)
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15. Trade Patterns: Sales Within Province/Territory, Inter-provincial and International Exports

- (1) Businesses with locations in only one province or territory, please complete the vertical column in the table below that represents the province or territory of your business location(s); list the percentage of total revenue (**the sum of items 5.I (f) and 5.II (d)**), generated by clients from the applicable geographic regions listed in the horizontal table rows. Remember to include the share of revenue from sales to clients within the same province or territory as the business location and check that the vertical column percentages add to 100.
- (2) Businesses located in more than one province/territory, please complete **a separate vertical column for each province/territory for which you have reported revenue in Section 14**. Distribute the revenue earned by your locations in each province/territory according to the geographic residence of your locations' clients.

If you do not keep records of this information, your best estimate is acceptable.

Client Residence ▼	Your Business Location(s)													
	Nfld. %	P.E.I. %	N.S. %	N.B. %	Que. %	Ont. %	Man. %	Sask. %	Alta. %	B.C. %	Nvt %	N.W.T. (without Nvt) %	Yukon %	
Newfoundland														
Prince Edward Island														
Nova Scotia														
New Brunswick														
Quebec														
Ontario														
Manitoba														
Saskatchewan														
Alberta														
British Columbia														
Nunavut														
Northwest Territories (without Nunavut)														
Yukon Territory														
Foreign														
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Each column completed *must* add up to 100%.

16. Certification

I certify that the information contained herein is complete and correct to the best of my knowledge.

Signature of authorized person

Title

Name of person to contact for further information (*please print*)

- Mr. Mrs.
 Miss Ms.

Title

Date	Day	Month	Year	Area code	Telephone number	Ext.	Fax

How long did you spend collecting the data and completing this form?

801

hours

