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Agenda Item 5.7 Information used by Travel Agencies (TAs) and Tour Operators (TOs)

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www.statistik.at

We provide information

About me



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Education	<ul style="list-style-type: none"> MA in Tourism Economics (University of applied Sciences Vienna) BA and MA in Political Science (University of Vienna)
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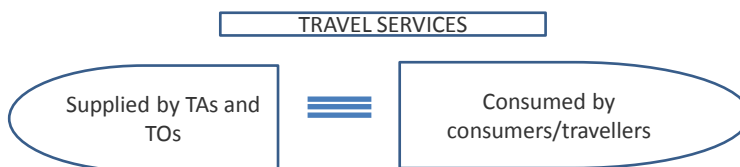
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Supply and demand related information

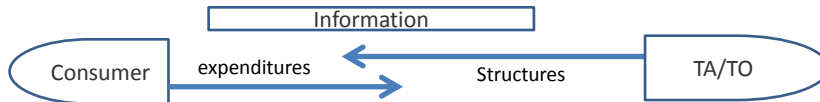
Equilibrium of supply and demand



- Travel products, sold by TAs and TOs are package products in many cases. The variables concerned can be surveyed either from the supply side, from the demand side or in combination.
- As supply should equal demand the outcome should be the same
- The variables of interest can be
 - Expenditure
 - Number of trips
 - Destination

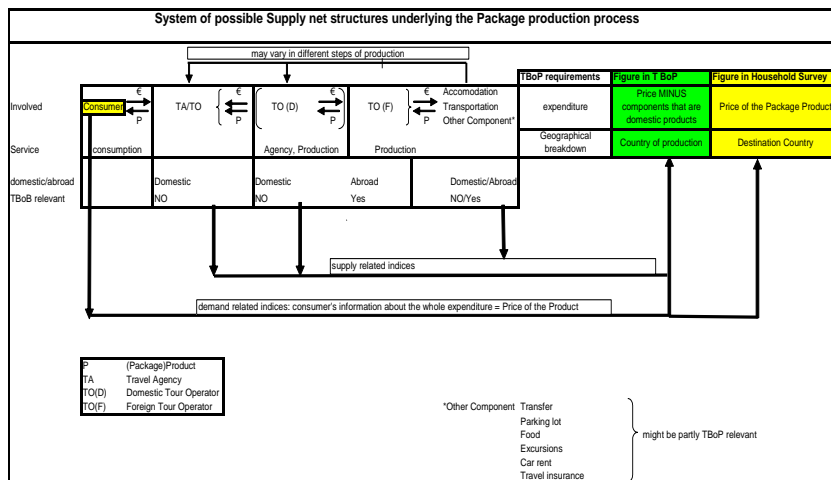
Supply and demand related information

Strength and weaknesses of data sources



- Consumers/Travellers buy travel products that are sold by Travel Agencies, which are produced by Tour Operators
- The price that costumers are paying, is not the price Travel Agencies are earning, as their turnover is only the margin
- For expenditure purposes the information from TAs is therefore not sufficient
 - But it delivers information about
 - Supply net structure
 - Physical flow
 - Structures for disaggregating information from household survey
- The total amount for Package Services is delivered by consumers via surveys

Supply net structure of package products



Source: Statistics Austria, Tourism)

Model questions for Travel Agency Survey



Survey among travel agencies and tour operators

Travel Agencies are asked to give structure information about their business.

Main field of business

- Flight packages
- Coach/Bus packages
- Other?

For getting more detailed information the following question could also be asked:

Please indicate the shares of the package products according to the main mean of transportation

- % flight packages
- % coach packages
- % other (according to the countries specific situations)

Model questions for Travel Agency Survey



Survey among travel agencies and tour operators

For then getting information about domestic transport production and non-domestic production the categories are further divided:

Example: Flight Packages:

Indicate: % of flight packages with domestic carrier
+Indicate: % of costshare of transportation

Indicate: % of flight packages with non-domestic carrier
+Indicate: % of costshare of transportation)

Model questions for Travel Agency Survey



Survey among travel agencies and tour operators

As it is sometimes difficult to distinguish between **TA**

→should only „sell“ a produced travel product to customer

and a **TO**

→should produce a travel product and „sell“ the product to a customer via a TA

and in awareness of several forms of travel companies which are both, TA and TO at the same time, the following question collects the information, who the travel product produces and where it is produced:

Please indicate the share of self produced travel products you sold in your own name and travel products you sold in the name of the producers (TO) of the product.

Model questions for Travel Agency Survey



Survey among travel agencies and tour operators

Travel products that are sold via domestic TAs might be produced by non-domestic TOs and therefore are imported services which are sold to domestic customers.

In order to get the share between domestic production of travel packages and import, the following question is asked:

Please indicate the share of package products you sold to domestic consumers which were produced by a domestic TO compared to a non-domestic TO

→These questions are separately asked for the main subaggregates of travel products according to the main means of transport.

Model questions for Travel Agency Survey



Survey among travel agencies and tour operators

Travel products might be split up by several criterias in order to get homogenous subsets. One criteria is the main mean of transport. Another criterium is the distance to destination. Therefore the question is asked:

Please indicate the share between longhaul-destination products and shorthaul-destination products you sold.

The distance to destination has influence on the transportation share, at least for flight packages the question is asked:

Please indicate the share of flight compared to the whole costs of the travel product

→for longhaul destinations in %

→for shorthaul destinations in %

Model questions for Travel Agency Survey



Survey among travel agencies and tour operators

For imported package products the exporting partner country is of interest:

Please indicate the countries from where you imported the package products

→For all questions in the questionnaire it is to emphasize:

- No absolute figures are indicated
- Focus of interest is always the specific distribution which is indicated by shares and structures
- If the Travel agency does not have the specific information because of lacks in the accounting system, complexity of the questions, etc. at least an expert guess could be done!

→The shares are further be used to disaggregate the figure from the demand side (household survey or border survey)

Use of the data

Demand and supply side information are confronted

→ Aim

Creation of subsets of package tours with widely homogenous supply net structures

➤ Subset 1	➤ Subset 2	➤ Subset xy
➤ Domestic Carrier	➤ Foreign Carrier	➤
➤ TO in third country is involved	➤ NO TO in third country is involved	➤
➤ Longhaul Destination	➤ Shorthaul Destination	➤

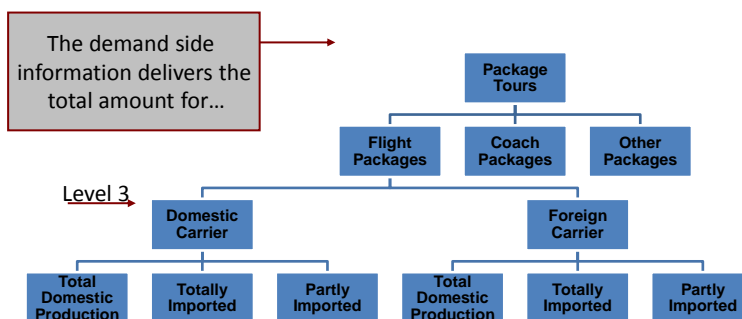
The creation in subsets is achieved by subaggregating the aggregate delivered by the household survey (or the border survey)

Use of the data

Demand and supply side information are confronted

Disaggregation tree for package tours:

(Focus on Air Transportation)



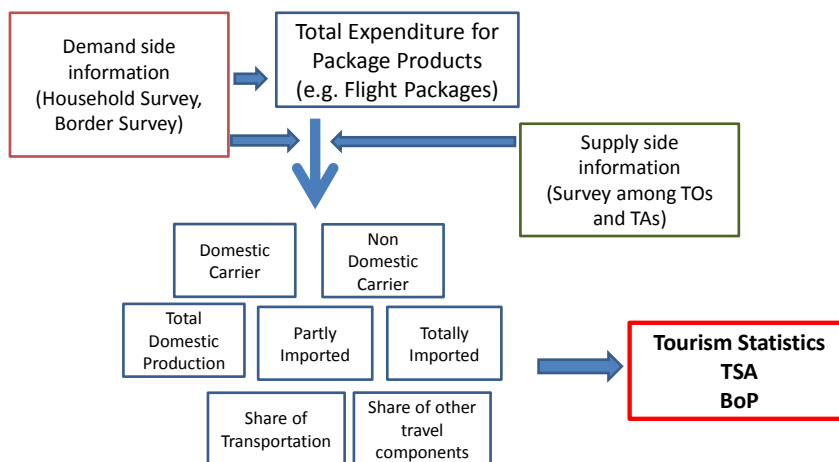
Down to level 3 → Disaggregation by demand related information

→ No further information by consumer

→ Other sources have to be used

Use of the data

Example



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Travel Agencies and Tour Operators

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