

Industry paper

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Mini-Presentation
on SPPI
for
Travel agency activities (ISIC 7911)
by
Agnieszka Matulska-Bachura
Beata Cebula

Table of content:

1.	Description and characteristics of the industry.....	3
1.1.	Definition of the industry	3
1.2.	Legal background.....	6
1.3.	Market conditions and constraints.....	7
1.4.	Characteristics of travel agency activities market.....	10
2.	Measurement of SPPI	11
2.1.	General framework	11
2.2.	Pilot study.....	12
2.3.	Description sample selection	12
2.4.	Data obtaining process	13
2.5.	Pricing methods used in travel agency, tour operator and other reservation services and related services and other result of the survey	16
2.6.	Calculation of weights.....	18
2.7.	Calculation of SPPI for <i>Travel agency activities</i>	18
3.	Main conclusions.....	19

Travel agencies are an important part of the tourism market in Poland. They act as intermediaries between customers and tourism service providers, offering services such as the sale of package holidays, bookings and travel advice. The development of online sales is changing the way travel agencies operate, creating new challenges for economic statistics.

The main purpose of this paper is to present practices and experiences of Statistics Poland when information on SPPI for enterprises classified into travel agency activities (ISIC 7911/NACE 79.11) are compiled.

1. Description and characteristics of the industry

1.1. Definition of the industry

According to the **ISIC Rev. 4** and **NACE Rev.2** the **travel agency activities** are classified into the class 7911.

This class includes: activities of agencies, primarily engaged in selling travel, tour, transportation and accommodation services on a wholesale or retail basis to the general public and commercial clients.

In the **Central Product Classification (CPC)**, the products of travel agency activities (ISIC 7911/NACE 79.11) are classified under group 855 Travel arrangement, tour operator and related services and classes 8551 Reservation services for transportation; 8552 Reservation services for accommodation, cruises and package tours.

While in the **Statistical Classification of Products by Activity (CPA Ver. 2.1)** the products of **79.11 Travel agency services** are classified as follows:

79	Travel agency, tour operator and other reservation services and related services	
79.1	Travel agency and tour operator services	
79.11	Travel agency services	
79.11.1	Travel agency services for transport reservations This category includes:- services related to sales of transportation and related services. These services include obtaining a client's requirements, advising on alternatives, assisting in the client's choice and may include issuance of tickets on behalf of the service provider. They are often provided in person, by telephone or over the Internet. Respective reselling services are also included. The reservations can be for domestic and international transport.	
79.11.11	Reservation services for airlines	This subcategory includes:- arranging reservations for airline tickets These services include obtaining a client's requirements, advising on alternatives, assisting in the client's choice and may include issuance of airline tickets on behalf of the service provider. They are often provided in person, by telephone or over the Internet. Respective reselling services are also included. The reservations can be for domestic and international transport.

79.11.12	Reservation services for railways	This subcategory includes: - arranging reservations for rail seats These services include obtaining a client's requirements, advising on alternatives, assisting in the client's choice and may include issuance of railway tickets on behalf of the service provider. They are often provided in person, by telephone or over the Internet. Respective reselling services are also included. The reservations can be for domestic and international transport.
79.11.13	Reservation services for buses	This subcategory includes:- reservation services for bus transportation These services include obtaining a client's requirements, advising on alternatives, assisting in the client's choice and may include issuance of bus tickets on behalf of the service provider. They are often provided in person, by telephone or over the Internet. Respective reselling services are also included. The reservations can be for domestic and international transport.
79.11.14	Reservation services for vehicle rental	This subcategory includes: - arranging reservations for rental cars These services include obtaining a client's requirements, advising on alternatives, assisting in the client's choice. They are often provided in person, by telephone or over the Internet. Respective reselling services are also included. The reservations can be for domestic and international transport.
79.11.19	Other travel agency services for transport reservations	This subcategory includes arranging reservations for other services n.e.c., such as: - reservation services for ferry transportation - reservation services for airport shuttle transportation - other transportation reservation services n.e.c. These services include obtaining a client's requirements, advising on alternatives, assisting in the client's choice and may include issuance of tickets on behalf of the service provider. They are often provided in person, by telephone or over the Internet. Respective reselling services are also included. The reservations can be for domestic and international transport.
79.11.21	Reservation services for accommodation	This subcategory includes: - arranging reservations for accommodation services for: • domestic accommodation reservation services • international accommodation reservation services - direct exchange services for other owners of residential property such as homes or apartments/flats
79.11.22	Reservation services for cruises	This subcategory includes: - arranging reservations for cruise bookings for: • cruises of one day or less • cruises of more than one day
79.11.23	Reservation services for package tours	This subcategory includes: - arranging reservations for package tours: • domestic package tours • international package tours

The contemporary tourism sector, developing dynamically under the influence of changing market trends and legal regulations, currently finds itself at a stage of significant transformation associated with the updating of the classification of economic activities. The introduction of new versions of the Polish Classification of Activities (PKD) 2025 and the Polish Classification of Products and Services (PKWiU) 2025 stems from the revision of the NACE Rev. 2.1 and CPA Ver. 2.2 classifications in European economic statistics. These changes carry consequences that particularly affect the tourism services sector, including travel agencies operating under class 79.11.

According to 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

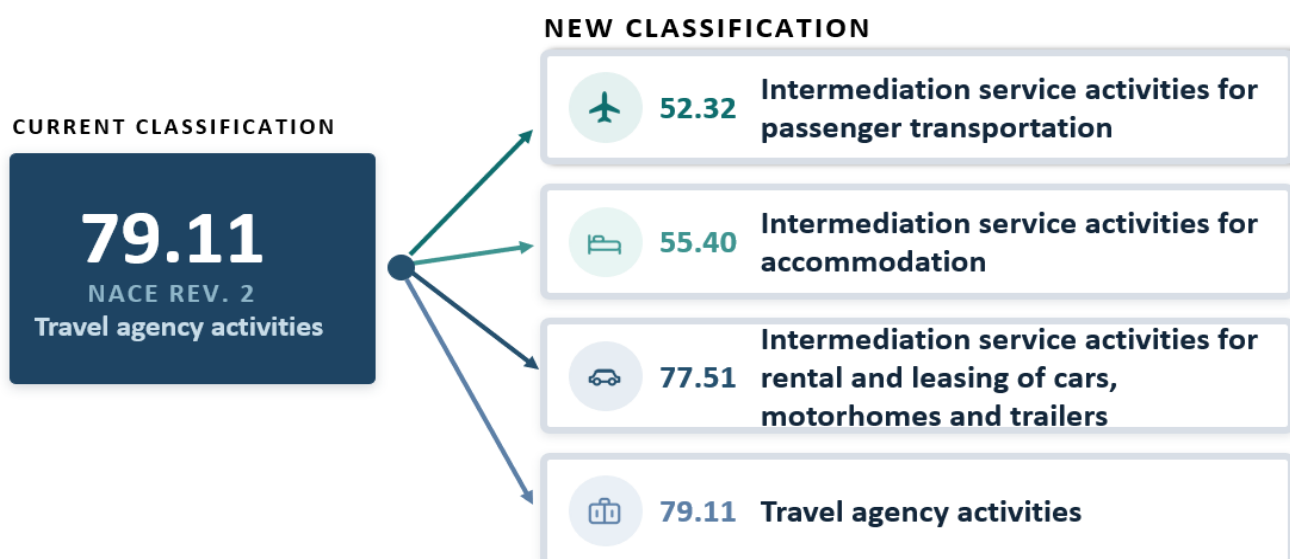
intermediation service activities for accommodation only, see 55.40

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

According to the new classification structure, a significant part of the activities currently covered by **79.11 – Travel agency activities** under NACE Rev. 2/PKD 2007 has been reclassified into other, newly specialised activity classes. As a result, the scope of class **79.11** has been distributed across four classes: **52.32, 55.40, 77.51 and 79.11** under NACE Rev. 2.1/PKD 2025.

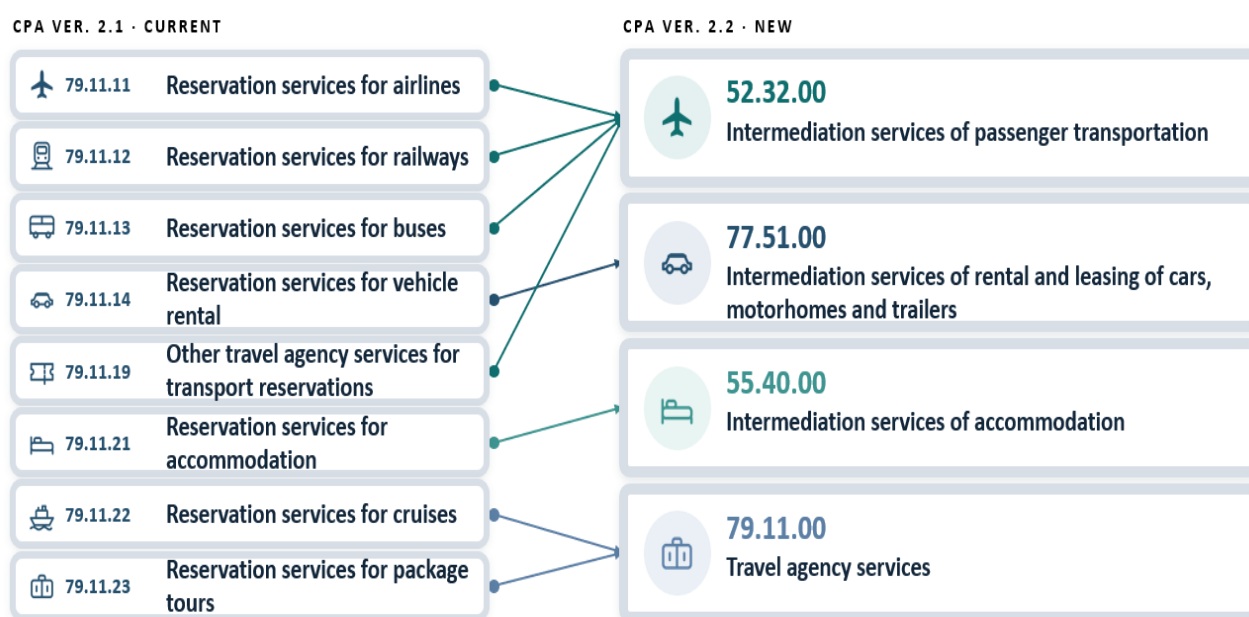
Graph 1 Class 79.11 – Travel agency activities under NACE Rev. 2 vs. NACE Rev. 2.1



This change is a consequence of a new approach to the classification of intermediary activities. Under PKD 2025, the aim is to assign an intermediary's activity to the **specific market or type of service to which the intermediation relates**. This is particularly relevant in the tourism sector, as modern travel agents may act as intermediaries not only in the sale of traditional package tours, but also in **accommodation bookings, the sale of transport tickets, and car rental services**.

The new classification therefore allows intermediary activities to be more precisely divided and identified according to the type of service being intermediated.

Graph 2 Travel agency activities according to CPA Rev. 2.1 vs. CPA 2.2



1.2. Legal background

In Poland, tourism services are regulated by the Act of November 24, 2017, on Tourism Events and Related Tourism Services.

Pursuant to Article 22(2) of the Act of November 24, 2017, on Tourist Events and Related Tourist Services, activities involving the organization of tourist events and the facilitation of the purchase of related tourist services require registration in the Register of Tourism Organizers and Entrepreneurs Facilitating the Purchase of Related Tourism Services. The register is open to the public, allowing travelers to verify a travel agency's credibility before booking a trip.

As of January 1, 2026, new regulations are in effect in Poland that strengthen tourist protection, increase market transparency, and introduce modern solutions for the tourism industry.

The new regulations ensure easier access to financial guarantees—meaning fewer barriers for tour operators—greater protection for tourists, clear rights, access to information and transparency, and support for the industry—stability and security. As of July 1, 2026, the Electronic Contract Registry—a modern reporting system—was introduced.

The Act of November 24, 2017, on Tourist Events and Related Services was subsequently amended—the amendment took the form of the Act of July 3, 2026, (Journal of Laws 2026, item 1006), which entered into force on August 11, 2026. The amendment implements the EU Directive on Package Travel

into Polish law. In March 2026, the European Parliament adopted the amendments to Directive (EU) 2015/2302.

The amendment to the Act of July 3, 2026, introduced changes to the Act on Package Tours and Related Travel Services.

The published document clarifies the provisions regarding the liability of organizers and the rights of customers.

- Impact on the market: The new EU regulations modify the rules for selling tours and the protection systems in the event of travel agency insolvency.

Tourist Rights

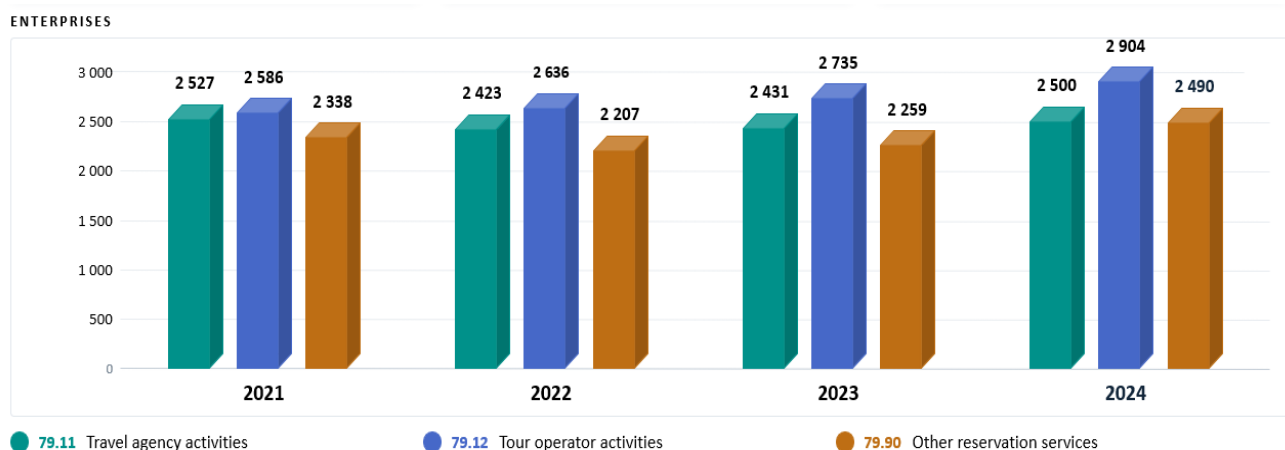
- Protection of Advance Payments: The regulations strengthen the refund of payments made in extraordinary circumstances.
- Cancellation: Customers retain the right to cancel the contract under clear conditions specified in the Act.

1.3. Market conditions and constraints

In Poland in 2024 there were about 2500 of enterprises with their core activity classified into 79.11 Travel agency activities by ISIC Rev.4. It constituted about 0.09% of total number of enterprises in total economy¹. In the same year, enterprises operating in this class, employed 6 615 of persons (with about 0.06% share in total economy). At the same time, they generated turnover 1 098 413 (in thousand) USD (with about 0.05% share in total economy).

An analysis of developments over the period 2021–2024 indicates that the number of enterprises operating in the travel agency sector remained relatively stable. Over the entire period, the number of enterprises in 79.11 Travel agency activities (ISIC 7911/NACE 79.11) decreased only slightly, by 1.07%. At the same time the number of persons employed in these enterprises increased by 11.16%. The most dynamic change was observed in turnover. In 2024, turnover in these enterprises grew by 220.44% compared with 2021.

Graph 3 Number of enterprises in NACE classes 79.11; 79.12 and 79.90 in Poland, 2021-2024



Source: Statistics Poland, Structural Business Statistics

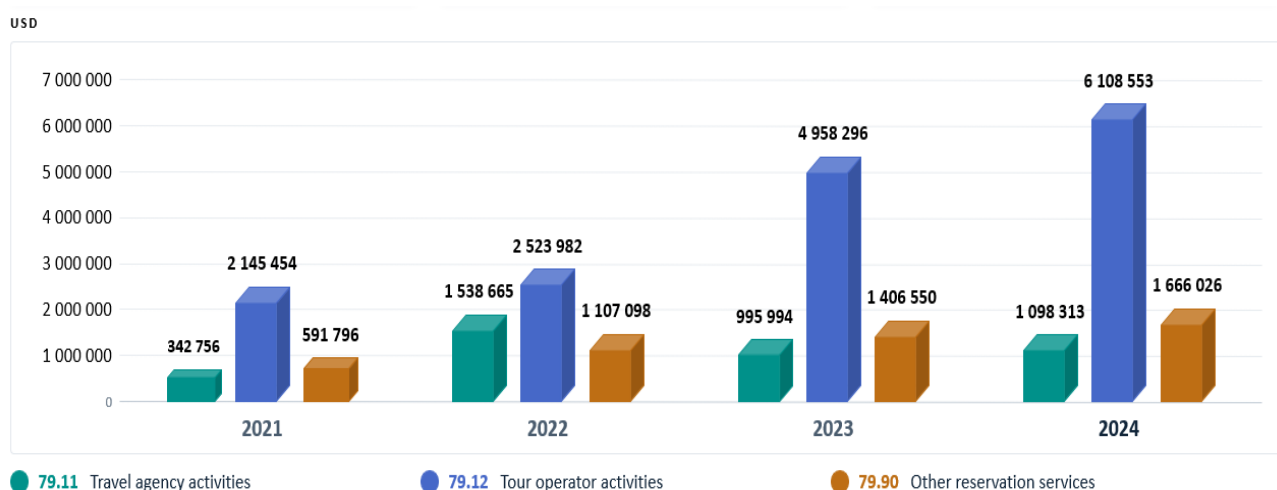
¹ Total economy (Sections B-S, except Section O and S94 by NACE Rev.2);

Graph 4 Number of persons employed in NACE classes 79.11; 79.12 and 79.90 in Poland, 2021-2024



Source: Statistics Poland, Structural Business Statistics

Graph 5 Turnover (in thousand USD) in NACE classes 79.11; 79.12 and 79.90 in Poland, 2021-2024



Source: Statistics Poland, Structural Business Statistics

These data should be interpreted in the context of the COVID-19 pandemic and the subsequent recovery of the tourism market. The years 2021–2022 represented a transition period from severely restricted tourism activity towards a gradual recovery in demand for travel services. In 2021, the tourism sector was still significantly affected by pandemic-related restrictions, including quarantine requirements, transport capacity limits and entry restrictions in many countries. In 2022, however, travel demand rebounded strongly, primarily as a result of the gradual lifting of most COVID-19-related restrictions. According to another data published by Statistics Poland², 34.2 million tourists used tourist accommodation establishments in Poland in 2022, i.e. 54.3% more than in 2021. The number of overnight stays rose by 43.2%, to 90 million. This means that for tourism businesses 2022 was generally a year of strong growth in demand. In 2022, 34.2 million tourists were accommodated in tourist accommodation establishments, with 90.0 million overnight stays. Compared to 2021, it was more by 54.3% and 43.2%, respectively. The occupancy rate of bed places in all tourist accommodation establishments in 2022 amounted to 40.4% and was higher by 8.1 percentage point compared to the previous year. These indicators demonstrate that 2022 was a year of substantial recovery in tourism demand following the pandemic-related restrictions.

² Statistics Poland (GUS), *Occupancy of tourist accommodation establishments in 2022*, 6 April 2023.

The increase in the number of tourists and overnight stays between 2021 and 2024 indicated a systematic recovery in activity in the tourism sector. These changes were also reflected in the performance of enterprises involved in the intermediation, organization and sale of travel-related services, including entities classified under NACE 79.11. During the period under review, these enterprises recorded a marked increase in turnover. Turnover growth was consistent with the observed increase in tourist activity, demand for travel-related services and the gradual recovery of international tourist mobility. From a statistical perspective, the period 2021–2024 was therefore characterized by a simultaneous increase in tourism activity and an improvement in the revenue performance of enterprises operating in the field of travel intermediation.

In the years 2021 - 2024, activities classified under Division 79 – Travel agency and tour operator services were characterized by dynamic turnover growth, accompanied by a relatively modest increase in the number of enterprises and a moderate increase in employment. Sector turnovers increased by approximately 188%, while the number of enterprises grew by 5.9% and employment by 18.3%.

The population of enterprises classified under this division was dominated by units with the number of persons employed 9 and less, which accounted for the largest share of the total number of enterprises - at 97.8%. By comparison, enterprises with the number of persons employed more than 9 persons represented only 2.2% of the total population.

Rapid growth was also observed among enterprises employing 10 or more persons, with their turnover increasing by 318% over the four-year period. At the same time, turnover remained highly concentrated among large enterprises. Enterprises employing 50 or more persons, despite accounting for only 0.3% of the total number of enterprises in 2024, generated as much as 71.2% of the total turnover in Division 79. Enterprises employing up to 9 persons, although representing the majority of enterprises in terms of number, accounted for only 15.5% of turnover in 2024.

In 2024, 68.5% of entities classified under division 79 (Travel agency and tour operator services) were entities from group 79.1 (Travel agency and tour operator activities), and 31.5 % - entities from group 79.9 (Other reservation service and related activities)

Group 79.1 (Travel agency and tour operator activities) had the largest number of entities classified to this division, mainly from class 79.12 (Tour operator activities), which accounted for 53.7%. A further 46.3% of entities came from class 79.11 (Travel agency activities).

In 2024, 81.2% of the turnover of enterprises classified under division 79 (Travel agency and tour operator services) was generated by entities from group 79.1 (Travel agency and tour operator activities), and 18.8% was generated by entities from group 79.9 (Other reservation service and related activities)

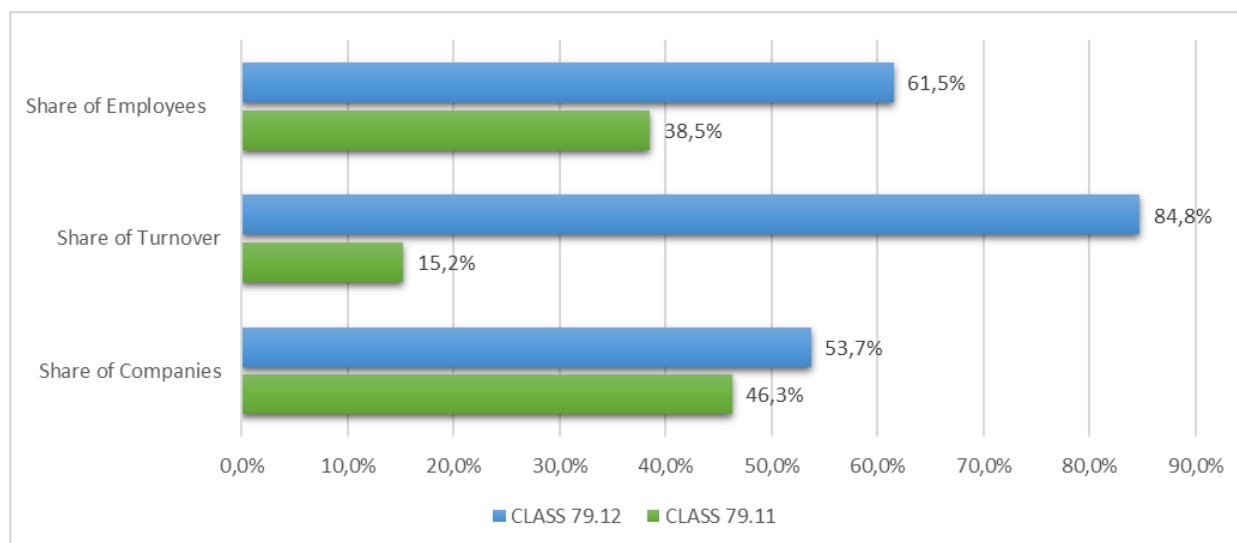
Within group 79.1 (Travel agency and tour operator activities), entities from class 79.12 (Tour operator activities) accounted for 84.8% of turnover, and entities from class 79.11 (Travel agency activities) for 15.2%.

The largest number of persons employed in entities classified under division 79 worked in group 79.1 (Travel agency and tour operator activities), representing 78.0% of all employed. Group 79.9 (Other reservation service and related activities) accounted for 22.0%.

Within group 79.1 (Travel agency and tour operator activities), the majority of employed people worked in entities classified under class 79.12 (Tour operator activities) accounting for 61.5% of total employment, while 38.5% were employed in entities classified under class 79.11 (Travel agency activities).

In 2024, group 79.1 dominated division 79 in terms of the number of entities, turnover and employment. Within this group, class 79.12 accounted for a particularly high share of turnover (84.8%), considerably exceeding its shares in the number of entities (53.7%) and employment (61.5%). By comparison, class 79.11 accounted for 15.2% of turnover, while representing 46.3% of the entities and 38.5% of employment.

Graph 6. Share of classes 79.11 and 79.12 in the number of enterprises, turnover and employment in 2024 (%)



Source: Statistics Poland, Structural Business Statistics

1.4. Characteristics of travel agency activities market

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

Tour Operator

An entity that organizes a tourism event (i.e. a so-called "tourist package" or "package tour"). The package comprises component services such as: transport, accommodation, catering, insurance, and tour guide/courier services.

The tour operator is the entity responsible to the client for the proper organization and performance of the service.

In order to conduct tour-operator activity in Poland, entry in the register — the Register of Tour Operators and Travel Intermediaries — is required.

Travel Intermediary

An entity that, on a client's instruction, concludes contracts with tour operators or with providers of individual tourism services (e.g. hotel or transport services). Travel intermediaries must be entered in the Register of Tour Operators and Travel Intermediaries.

Travel Agent

A travel agent is a tourism undertaking other than a tour operator which, under an agency agreement, sells or offers for sale tourism events created by a tour operator. Travel agents are not required to be entered in the Register of Tour Operators and Travel Intermediaries.

A special form of agent operating on the Polish market is the so-called **multi-agent**, which acts on behalf of multiple tour operators. Multi-agents provide a wide range of offers, enabling price comparison and the combination of offers from several tour operators. **Online Travel Agencies (OTAs)** — i.e. online travel agencies (platforms and portals) — are also active on the market, allowing clients to independently search for, compare, and book hotels, flights, cars, and excursions in one place. Popular examples include Booking.com, Expedia, and Agoda. These agencies act as intermediaries between the traveler and the service provider (e.g. a hotel or airline), aggregating offers from around the world on a single website or application.

Furthermore, the roles played on the tourism market may overlap — for instance, a tour operator may act as an agent offering another tour operator's package, while a travel agency may itself organize a tourism event.

Following the pandemic period, which had a very negative impact on the tourism market, the market — both in terms of the activity of tour operators and that of travel agents and intermediaries — is currently developing dynamically. The Polish market is dominated by a small number of major tour operators, while online sales dominate agency activity. Travel agencies frequently combine online sales with sales through stationary outlets. Franchise networks operating under a specific brand are also expanding. Competition in the tourism services market is likewise intensifying. New technologies such as artificial intelligence and data analytics (data integration) are being used to maintain competitiveness in the market.

Cooperation models between travel agents and tour operators in Poland

Travel agents in Poland operate primarily based on the agency model. Acting as intermediaries, they sell trips on behalf of and for the account of the tour operator, earning a commission in the process. In this model, the price of the trip is set by the tour operator, who also retains ownership of the service.

Agency model

This is the most popular sales system (e.g., in stationary agencies or popular online portals).

- The agent enters into an agreement with the tour operator.
- The client pays for the trip, and the funds go directly to the tour operator, who is responsible for delivering the travel package.
- The commission is paid to the agent by the tour operator.
- The traveler signs the contract directly with the tour operator.

Merchant model (Merchant/margin model)

In this model, the intermediary (e.g., OTA platforms) purchases a travel service (e.g., accommodation or a package) in bulk or at a negotiated net price from the supplier. They then determine the final price for the client, with their profit derived from the margin (the difference between the purchase price and the selling price). In Poland, this model is primarily used for:

- Hotel reservations and tickets (via online platforms and booking portals).
- Trips where the intermediary assembles the transport and accommodation services themselves and deals with the client in their own name.

2. Measurement of SPPI

2.1. General framework

The Producer Price Index for Services (SPPI) is one of variables compiled according to European business statistics Regulation (variable producer prices – 130 201). In compliance with the requirements resulted from EBS Regulation data on SPPI are compiled quarterly for specified groupings by NACE Rev.2 and transmitted to Eurostat within 90 days after ending the reference quarter. 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). Commission Implementing Regulation 2020/1197 laying down technical specifications and arrangements pursuant to Regulation (EU) 2019/2152 mentioned above. The SPPI is obligatory for NACE 79 *Travel agency, tour operator and other reservation services and related services according to EBS regulation from 2021. Poland compiled index for NACE 79 since 2016.*

Data on SPPI are compiled at the NACE 79 *Travel agency, tour operator and other reservation services and related services*. Data on SPPI are used for deflating various nominal values in current prices, for example macroeconomic variables, turnover, revenues from the sale of products, service production (index of service production - ISP), etc. They are widely used in the national accounts statistics and business statistics. Moreover, data on SPPI are used when analyses of inflation are conducted.

SPPI in Poland is B-to-All survey. The index covers services provided to customers that are enterprises or persons that represent enterprises as well as consumers. All data are based on survey, administrative data are not used.

In Poland the survey on SPPI was launched in 2008 in order to meet to the requirements resulted from the membership in the European Union. *Travel agency, tour operator and other reservation services and related services* were not surveyed in the first years of the survey as the activities were not covered by the EU regulation (former STS Regulation). NACE 79 are surveyed in Poland since 2016.

2.2. Pilot study

In order to follow newly emerging needs of data users, new UE requirements and to improve data quality in years 2014 - 2015 Statistics Poland conducted pilot study. The purpose of the pilot study was to obtain from the selected group of enterprises information on the characteristics of services they provide, pricing mechanisms applied by enterprises as well as accessibility of data necessary for compilation of SPPI.

The pilot study comprised above 1 100 enterprises with the number of persons employed 10 and more which run selected business services industries, within this the Travel agency activities 7911 as a part of *Travel agency, tour operator and other reservation services and related services* (NACE 79). There were 65 enterprises with the core activity in NACE 79 selected for the pilot study but 32 responded. Information obtained from enterprises enabled to better understand the way the market of *Travel agency, tour operator and other reservation services and related services* operates. In turn, it allowed to establish the pricing mechanisms applied by enterprises. This also allowed to prepare questionnaire that contained a set of information specifically designed for a given activity, including travel agency activities.

The pilot study showed that there is a significant number of enterprises whose primary NACE activity is classified under other codes (i.e. 7912 and 7990), but which generate a significant share of their revenue from NACE 7911 activities. Overall, responded 14 enterprises participated in the pilot study and reported significant revenues from activities within NACE 7911.

The enterprises participating in the pilot study that reported significant revenues from NACE 7911 activities also indicated that the most important factors determining the price level were: the scope of the service, the subject of the booking, the booking method, and the type of customer.

The study showed that the surveyed units identified both other enterprises and individual customers as their main clients.

As a result the new tool for data collection has been introduced since the first quarter of 2018. Moreover, the procedure for selecting the sample frame as well as the procedure for index estimation has been changed. This made it possible to collect more detailed data on service price levels and improved data quality.

2.3. Description sample selection

The survey on SPPI comprises enterprises with the number of persons employed 10 and more which run, within both the primary as well as secondary activity, the selected services industries.

The enterprises are selected purposively basing on information included in the business register (the Base of Statistical Units – BJS) as well as data collected within the business statistics, especially within the questionnaire *Annual survey on enterprises* (SP)³

The sample frame is established separately for each of services industry covered by the SPPI survey on the base of information collected within the above mentioned questionnaires as well as the business register. However, information on the revenues from the sale of products, goods and materials broken down by the kind of activity at the 4-digit class level of NACE which are collected

³ The SP questionnaire is filled in by enterprises with the number of persons employed 10 and more. The subjective scope of survey concerns information included in the financial statements: balance sheet and the profits and losses account. However, there are also collected information on turnover with the breakdown into the kind of activity at the 4-digit class level of NACE. These data are used for selecting the sample frame.

within the SP questionnaire, are particularly useful. Basing on this information it is possible to establish the core and secondary activity of enterprises.

As a result starting from the first quarter of 2018 in the sample frame there are two groups of enterprises. The first one includes the enterprises with their core activity classified into NACE 79.11 and the second one enterprises with other core activities which showing revenues from 79.11 as secondary activity.

In Module 19 of the survey register for the first quarter of 2026, a total of 116 units were included, comprising:

- 35 units classified under NACE 7911,
- 50 units classified under NACE 7912,
- 17 units classified under NACE 7990,
- 14 units classified under other NACE codes.

NACE 7911 services are provided by both units for which NACE 7911 is their primary activity and units for which this activity is classified as a secondary activity. Among them are units whose primary NACE activity is classified under codes 7912 or 7990, as well as units classified under other NACE codes (e.g. 55.10 and 56.10).

A challenge is the difficulty in obtaining data from international (global) booking platforms. For formal reasons, i.e. because their registered offices are located outside Poland, these platforms are not included in the survey sample.

2.4. Data obtaining process

Data on services producer prices are collected by the use of the C-06 questionnaire which is filled in by respondents electronically by statistical website. When respondents choose their services representatives firstly they select 6-digit CPA grouping of services which should have the significant share in their turnover value. Then within such a grouping they establish the services representatives following the below recommendations:

- The service should be as representative as possible for the activity of given enterprise;
- The service should have significant share in the turnover value of 6-digit CPA grouping;
- The service should be rendered the most often, repeatable and foreseen to be produced also in future;
- The service should individual and named;
- The dynamic of price should be as much as possible characterizes the changes in price levels which take place in the grouping;

The selected representative service should be constant for consecutive reference periods. It means that in the consecutive quarters the prices should be reported for the same representative services which were selected when enterprise entered the survey. The change of representative service is possible only if the representative was not rendered any more or stopped to be representative for the given enterprise.

From the first reference quarter of 2018 data on SPPI are collected on the modernized questionnaire C-06. Currently used questionnaire consists of 22 modules. Each module is dedicated for separate services industry covered by the SPPI survey. In a given module there are as many sections as the pricing methods possible for given services industry. The pricing methods currently applied in measuring the price development for *Travel agency, tour operator and other reservation services and related services* (NACE 79) were selected on the basis of experiences gained within the SPPI survey as well as the results of pilot study conducted by Statistics Poland in years 2014-2015. Comparing to the previous version of questionnaire the scope of collected information has been widened by data on type of clients and their residence. Description of services representatives depends on the kind of services observed Information on SPPI for Travel agency activities -7911 collected within the

module no 19 dedicated to *Travel agency, tour operator and other reservation services and related services*. The respondents are obliged to fill in one or more modules depending on their primary and secondary activity.

The module no 19 consists of four sections:

- section no 1: direct use of prices of repeated services,
- section no 2: contract pricing method,
- section no 3: unit value method,
- section no 5: percentage fee method.

The variables collected when using the different methods:

- Direct use of prices of repeated services - unit of measure, type of customer, customer's location, type of price information, price in the reporting period, price in the previous period, reasons for price change, description of the service;
- Contract pricing - unit of measure, duration of the contract, customer name, type of customer, customer's location, price in the reporting period, price in the previous period, reasons for price change, description of the service;
- Unit value method - unit of measure, type of customer, customer's location, value of the sold service in the reporting period, value of the sold service in the previous period, amount of the sold service in the reporting period, amount of the sold service in the previous period; reasons for price change, description of the service;
- Percentage fee method - type of customer, customer's location, percentage fee in the reporting period, percentage fee in the previous period, the value of the product to which the fee relates in the reporting period, the value of the product to which the fee relates in the previous period, reasons for percentage fee change, description of the service.

After providing the 6-digit CPA code for the representative services respondent ticks the kind of services from the list of services. To each 6-digit CPA code the suitable names of services are assigned. Then the enterprise describes the scope of services and provides some additional information. Each representative service has its unique number which is unchangeable during the survey. After that the responding unit fills in the suitable sections of questionnaire taking into account the applied pricing mechanism.

The Section no 1 is devoted for measuring the price development in representative services. As a result, in that section respondents are obliged to provide information on prices which are established using various pricing mechanisms. In that section respondent provides data necessary for the direct use of prices of repeated services method. The reported prices can come from one invoice, be calculated on the basis of few invoices, come from the list of prices or to be estimated by staff of enterprise.

The Section no 2 concerns the long-term contract pricing method. As representative service the contract signed with the given client for the period of at least 6 months should be taken. Moreover, selected contract should assume providing the same or very similar service for longer time and payments for services should be made at least once a quarter.

The Section no 3 is aimed at monitoring the prices which are calculated as quotient of value and volume of sale realized in given reference quarter within many transactions. That pricing methods can be applied if enterprise is able to provide information on the value of turnover and volume of homogenous services provided to clients.

The Section no 5 is applied to services in which prices are calculated as a percentage fee related to value of given good, service, contract. The respondent for representative service provide both information: percentage fee and related value.

Within the sections of module no 19 the respondents report the following information:

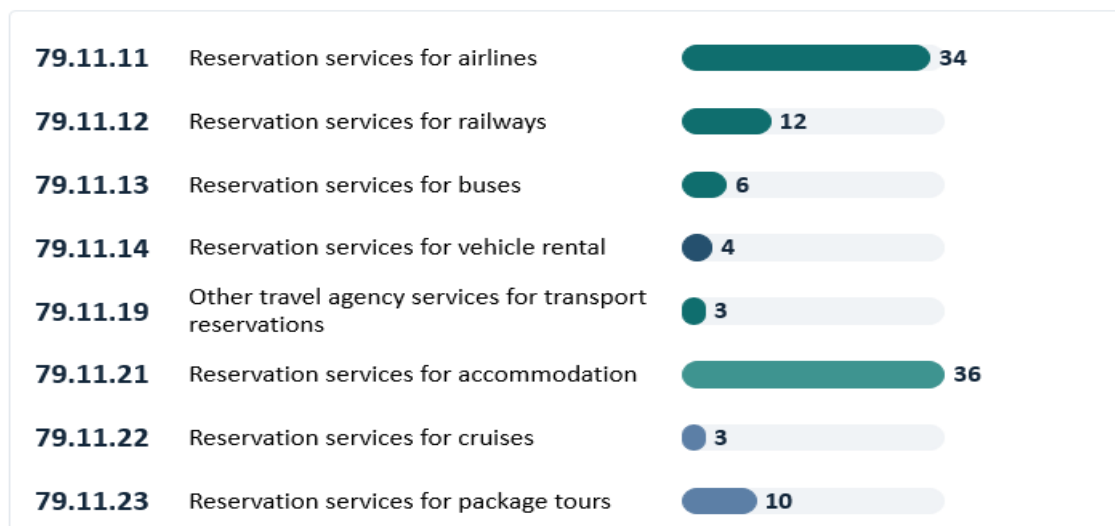
TYPE OF INFORMATION	POSSIBLE OPTIONS OF ANSWER	DIRECT USE OF PRICES OF REPEATED SERVICES	CONTRACT PRICING METHOD	UNIT VALUE METHOD	PERCENTAGE FEE METHOD
UNIT OF MEASURE	<i>selected from the list</i>	X	X	X	
TYPE OF CLIENT	<i>enterprise, public body, individual client</i>	X	X	X	X
RESIDENCE OF CLIENT	<i>in country, outside country</i>	X	X	X	X
CLIENT NAME	<i>real name or symbol of the client</i>		X		
DURATION OF THE CONTRACT			X		
TYPE OF PRICE	<i>price from the representative transaction, average price from few comparable transactions, price from the list, price from the model estimated by respondent</i>	X			
PRICE LEVELS	<i>for the reporting and previous quarter</i>	X	X		
VALUE OF THE SOLD SERVICE	<i>for the reporting and previous quarter</i>			X	
AMOUNT OF THE SOLD SERVICE	<i>for the reporting and previous quarter</i>			X	
PERCENTAGE FEE	<i>for the reporting and previous quarter</i>				X
THE VALUE OF THE PRODUCT TO WHICH THE FEE RELATES	<i>for the reporting and previous quarter</i>				X
REASONS FOR CHANGE IN PRICE LEVELS	<i>selected from the list</i>	X	X	X	
REASONS FOR CHANGE IN PERCENTAGE FEE	<i>selected from the list</i>				X

DESCRIPTION OF THE SERVICE	<i>the most important price-determining characteristics of the observed representatives according to the features specified for particular kind of services (CPA)</i>	X	X	X	X
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Data collected from respondents via reporting website are validated automatically. After approving unit data provided by respondents they are downloaded to IT system of survey. In case of non-response data for given enterprise are imputed with the geometrical average of SPPIs compiled for other enterprises in given industry.

2.5. Pricing methods used in travel agency, tour operator and other reservation services and related services and other result of the survey

In the 1st quarter of 2026, data were collected from 45 units for 108 representatives items under CPA 79.11, including:



The main pricing methods used for Travel agency, tour operator and other reservation services and related services (CPA 79.11) is direct use of prices of repeated services. Out of 108 representative services in 79.11 reported within the questionnaire C-06 for first quarter of 2026 most often (75 items) the direct use of prices of repeated services was indicated by respondent as the pricing method, followed by contract pricing method (16 items) and percentage fee method (15 items). Unit value method was used only incidentally (only 2 items).

Type of main collected price are: transaction price, average price from few comparable transactions, price from the price list and percentage fee and the value of the product to which the fee relates. Main reasons for price changes are market factors (particularly seasonality). Next are cost factors (e.g., increases in transport and accommodation costs) and applied rebates, deductions, discounts, promotions, subsidies to services. Currency exchange rates also play a significant role.

In the 1st quarter of 2026 92 representative services were services for domestic clients (16 for foreign clients).

Most of the collected quotations concerned services provided to businesses and public institutions (70 quotations), while services provided to individual clients accounted for 38 quotations (the survey in that industry could be described as typical BtoAll survey, when services for business as well for individual clients play significant role). The specific type of client may be a tour operator on behalf of whom the agent acts.

The most commonly used units of measure are:

- item (e.g. a railway or airline ticket reservation)
- day (unit of measurement used mainly for accommodation reservation services)
- person-day (unit used for billing group events)

Factors which determine the price level specified in the questionnaire are:

- kind of the service,
- subject of the reservation
- scope of the service/additional information related to the service

In the section regarding “kind of the service” the following services are listed:

- 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)

Regarding the "subject of the reservation" section, respondents present two approaches:

Selecting a representative service described in general terms (e.g., booking flight tickets or accommodation) versus selecting a specific representative service (e.g., booking a specific tour package).

In the section “*scope of the service/additional information related to the service*” additional information specifying the service is often provided (e.g., the pricing mechanism).

The vast majority of travel agency services are comparable in subsequent quarters.

Change of destination and change of standard of accommodation are mentioned as the reasons for the few cases of lack of comparability.

The main findings identified for measuring the SPPI in *Travel agency activities* are presented in the table below:

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

2.6. Calculation of weights

In order to calculate weights used for aggregation of indices data on turnover are applied. For compiling the ISIC/NACE class level indices the unit data collected within the above mentioned SP questionnaire are used. When the indices at the class level are aggregated into the higher ISIC/NACE levels the weights are calculated on the base of turnover which come from the structural business statistics. The system of weights is changed every 5 years.

2.7. Calculation of SPPI for Travel agency activities

The procedure of SPPI estimation consists of few stages:

- 1) Firstly, the basic indices for each reported services representatives are calculated with the previous quarter as the base reference period.
- 2) Then, the price indices at the enterprise level are compiled as a geometrical average of price indices for representatives reported by given responding unit. That average comprises only services representatives covered by surveyed industry. The price indices are calculated for all enterprises covered by sample frame established for given industry (also for enterprise with secondary activities).
- 3) After that the SPPI for the class ISIC/NACE level is estimated with the Laspeyres price index formula, i.e. weighted average of price indices at enterprise level. As the weights unit data on turnover at the class level kind of activity for given enterprise⁴ are used. The index comprises indices for all enterprises in the sample frame established for given industry.
- 4) The next steps includes the aggregation of indices for higher level of ISIC/NACE levels. There is also Laspeyres price index formula used. For the group, division or section levels the calculations are carried out with the use of system of weights based on turnover values from the base year which come from the structural business statistics.

The SPPI is presented with the base of previous reference period = 100, the base year = 100 and the same reference period of previous year = 100.

⁴ Data on turnover by the NACE level kind of activity can be a proxy for product level data.

3. Main conclusions

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

When preparing the sample for NACE 79.11, the entire population of units classified under NACE 79 should be taken into account, as services classified under 79.11 are also provided by units whose primary activity is classified under NACE 79.12 and 79.90.

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 are services provided to other businesses as well to individual consumers (BtoAll service).

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

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.

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

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