



# 2012 ECONOMIC CENSUS

## Travel Arrangement and Reservation Services

**DUE DATE**  
**FEBRUARY 12, 2013**

(Please correct any errors in this mailing address.)

**Need help or have questions?**

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** [econhelp.census.gov](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**AS-56103**

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**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://econhelp.census.gov)

- **OR** -

**Mail** your completed form to:

**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:

0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

**1 EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes - Go to **2**    0022  No - Enter current EIN (9 digits) → 0025

    -    

**2 PHYSICAL LOCATION**

**A.** Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031  Yes - Go to line B

0032  No - Enter physical location →

0035 Number and street

0036 City, town, village, etc.    0037 State    0038 ZIP Code

CONTINUE WITH **2** ON PAGE 2

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**2** PHYSICAL LOCATION - Continued

**B.** Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

- 0041  Yes      0042  No      0043  No legal boundaries      0044  Do not know

**C.** In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

- 0046  City, village, or borough      0047  Town or township      0048  Other      0024  Do not know

**3** OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? (Mark "X" only ONE box.)

- 0011  In operation
- 0013  Temporarily or seasonally inactive
- 0014  Ceased operation - Give date at right →
- | Month                | Day                  | Year                 |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
- 0015  Sold or leased to another corporation - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

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0060 Name of new owner or operator	0061 EIN (9 digits)
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.	0064 State	0065 ZIP Code
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

0016  Other - Specify →

**4** MONTHS IN OPERATION

Number of months in operation during 2012 (If none, mark "X" and go to 30.) . . . . .	0002 <input type="checkbox"/>	2012 Number
		<input style="width: 100%;" type="text"/>

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**If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.**

**HOW TO REPORT DOLLAR FIGURES**

Dollar figures should be **rounded to thousands** of dollars.

Mark "X" if None

If a figure is **\$2,035,628.79**:

**Report** →

If a value is "0" (or less than \$500.00):

**Report** →

2012		
\$ Bil.	Mil.	Thou.
	2	036
EXAMPLE		

**5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

Report operating receipts of this establishment

- Travel agents, ticket offices/agencies, and reservation systems should include commissions or fees, not gross sales.
- Tour operators should include the difference between the selling price of their tours and the amount paid to suppliers.
- Convention, visitor, and tourist information bureaus should report total revenue, including contributions, gifts, and grants.

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Operating receipts . . . . . 0100

2012		
\$ Bil.	Mil.	Thou.

**6** Not Applicable.

**7 EMPLOYMENT AND PAYROLL**

**Include:**

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in **1**.

**Exclude:**

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

Mark "X" if None

2012 Number

**A.** Number of employees for pay period including March 12 . . . . . 0320

--	--	--	--	--	--	--	--

**B.** Payroll before deductions  
(Exclude employer's cost for fringe benefits.)

Mark "X" if None

2012

\$ Bil.	Mil.	Thou.

**1.** Annual payroll . . . . . 0300

**2.** First quarter payroll (January-March 2012) . . . . . 0310

**8-18** Not Applicable.

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**19** KIND OF BUSINESS OR ACTIVITY

Which **ONE** of the following best describes this establishment's principal kind of business or activity in 2012?  
If none of the provided selections seem appropriate, provide a specific description of the primary business activity.  
**Mark "X" only ONE box.**

**Travel agency and tour operator**

- 0700 561 510 00 1  Travel agency
- 561 520 00 1  Tour operator - assembling tour packages and selling directly to travelers or through other travel agencies

**Other travel arrangement and reservation services**

- 561 599 70 3  Ticket agency, including airline, railroad, bus, theatrical, sports, cruise ships, amusement, and recreation
- 561 599 20 1  Automobile club
- 561 599 70 2  Reservation system, including airlines, hotels, and restaurants
- 561 591 00 1  Conventions and visitor/tourist information bureaus
- 561 599 80 2  Vacation time share exchange services
- 561 599 20 2  Other membership travel club
- 777 560 00 2  Other travel arrangement and reservation services - Describe ↴

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**Transportation services**

- 485 320 00 3  Limousine or luxury sedan **with drivers**, excluding scheduled airport shuttle services
- 485 510 00 8  Bus charter services - local
- 485 510 00 7  Bus charter services - interstate or interurban
- 487 110 00 5  Sightseeing bus, trolley, or steam train excursions
- 487 210 10 2  Scenic and sightseeing boat, including dinner cruises, excursions, and harbor tours
- 487 990 00 6  Sightseeing airplane or helicopter
- 487 990 00 5  Aerial tramway and cable lift - scenic or sightseeing
- 488 510 20 6  Shipping agents or brokers
- 777 560 00 6  Other transportation services - Describe ↴

0701

**Other kind of business or activity**

- 773 000 00 1  Other kind of business or activity - Describe ↴

0701

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**If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.**

**20 CLASS OF CUSTOMER**

Estimate the percentage of receipts (reported in **5**) by class of customer.

2012	
Whole percent of receipts	
1. Household consumers and individuals (Report receipts from individually owned businesses on lines 2 and 3 as appropriate.) . . . . . 3100	□ □ □ %
2. Travel agencies and other resellers . . . . . 3110	□ □ □ %
3. All other business firms and farms . . . . . 3127	□ □ □ %
4. Not-for-profit organizations (Include religious organizations.) . . . . . 3107	□ □ □ %
5. Federal government . . . . . 3105	□ □ □ %
6. State and local government . . . . . 3106	□ □ □ %
<b>7. TOTAL</b> . . . . .	<b>100</b> %

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**21 SUPPORT SERVICES**

Was this establishment primarily engaged in providing management, administrative, or support services to other establishments of your enterprise (rather than for the general public or other business firms) in 2012?

0998  Yes

0999  No

**HOW TO REPORT PERCENTS**

Percents should be **rounded to whole** percents.

If figure is **38.76%** of total sales: **Report** →

2012			
Report thousands of dollars OR whole percents. Estimates are acceptable.			
\$ Bil.	Mil.	Thou.	Percent
□ □ □	□ □ □ □	□ □ □ □	□ □ <b>39</b>

**22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in **5**). See HOW TO REPORT DOLLAR FIGURES on page 3 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

**Line 1** - Report commissions and fees for making reservations and providing travel services for passenger transportation, cruises, lodging, car rentals, event tickets, etc.

**Line 1i and line 1j** - Report commissions and fees from acting as a sales or referral agent for tour operators. Report the difference between the selling price of pre-packaged tours (wholesale or retail) and the amount paid to suppliers.

**Line 2** - Report receipts for assisting travelers by assembling travel information, advice, and travel plans on a fee basis. Include ticket issuing fees and other fees paid directly to travel agents by travelers.

**Line 3** - Report receipts from arranging, assembling, and marketing tour packages for travel agents, tour wholesalers, or individuals, which may include any or all of the following: transportation, tourist visas, lodging and hotel transfers, with or without other services, such as activities, cruises, attractions, and meals. Include city sightseeing tours.

**Line 4** - Report receipts from assembling, organizing, and reserving custom tour packages for groups of people with a common interest (e.g., sports, culture, adventure, religion, education, conferences, and conventions). May include negotiating special rates for: airline, rail or bus seats, lodging, local sightseeing tours, meals, greens fees at golf clubs, and contracting for specialized communications.

**Line 5** - Report the fees and commissions for the resale of pre-packaged tours acquired from other tour operators, travel agents, and/or individuals.

CONTINUE WITH **22** ON PAGE 6

CONTINUE ON PAGE 6

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**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

**Line 6a** - Report receipts for assisting clients in locating meeting space, preparing and gathering customized proposals, checking hotel availability, arranging escorted site inspections of the venues, providing meeting planner guides, and website access or other reference materials with destination details. Include negotiating special group rates for lodging.

**Line 6b** - Report receipts from the provision of information (including sightseeing tour information) to visitors or potential visitors about their destination area through brochures and by personal consultation. Include helping a group or association locate restaurants for its members, as well as promoting and marketing of destinations.

**Line 6c** - Report receipts from the provision of local registration personnel who know the city. Ensures that clients meet florists, photographers, and other necessary professionals within the local market. Assist clients in scheduling shuttle services, limo pickups for VIPs, and any special assistance needed for handicapped attendees.

**Line 7a** - Report membership dues and fees for services such as emergency road service, trip planning, supplying guidebooks and maps, and negotiating discounts for accommodations, attractions, and other services to members.

**Line 7b** - Report receipts for brokering timeshare swaps between timeshare owners. Exclude timeshare sales.

**Line 8d** - Report receipts from the provision of cellular telephones to clients while in travel status, and the provision of assistance such as medical, legal, dental, consular, or air ambulance services.

**Line 8e** - Report receipts from other travel related services. Include foreign currency exchange services and wire transfer services. Include corporate travel management software services to business clients for travel management information systems, automated expense reporting systems, automated booking systems, and credit card reconciliation systems, including surcharge and reports.

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Description of sales, shipments, receipts, or revenue <b>(Travel agents, ticket office agencies, and reservation systems should include commissions or fees, not gross sales.)</b>	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Commissions and fees for reservation and travel services				
<b>a.</b> Airline seats - International travel . . . . . 33271				
<b>b.</b> Airline seats - Domestic travel . . . . . 33272				
<b>c.</b> Rail seats . . . . . 33273				
<b>d.</b> Vehicle rental . . . . . 33274				
<b>e.</b> Cruises - One day . . . . . 33275				
<b>f.</b> Cruises - More than one day . . . . . 33276				
<b>g.</b> Lodging - Domestic . . . . . 33277				
<b>h.</b> Lodging - International . . . . . 33278				
<b>i.</b> Packaged tours - Domestic . . . . . 33279				
<b>j.</b> Packaged tours - International . . . . . 33281				
<b>k.</b> Event tickets . . . . . 33282				
<b>l.</b> Computerized reservation system services . . . . . 33283				

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CONTINUE WITH **22** ON PAGE 7

**If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.**

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue <b>(Travel agents, ticket offices/agencies, and reservation systems should include commissions or fees, not gross sales.)</b>	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Commissions and fees for reservation and travel services - Continued				
<b>m.</b> Other reservation services - Describe ↴				
<input type="text"/> 33284				
<b>n. Add lines 1a through 1m</b> . . . . .				
<b>2.</b> Trip planning services . . . . .				
<b>3.</b> Arranging, assembling, and marketing pre-packaged tours				
<b>a.</b> International travel . . . . .				
<b>b.</b> Domestic travel . . . . .				
<b>c. Add lines 3a and 3b</b> . . . . .				
<b>4.</b> Assembling, organizing, and reserving customized group tour packages				
<b>a.</b> International travel . . . . .				
<b>b.</b> Domestic travel . . . . .				
<b>c. Add lines 4a and 4b</b> . . . . .				
<b>5.</b> Pre-packaged tour reselling services . . . . .				
<b>6.</b> Services provided to support conventions and promote tourism, including services funded through local appropriations or tax receipts				
<b>a.</b> Convention planning and assistance services . . . . .				
<b>b.</b> Visitor information and sightseeing tour services . . . . .				
<b>c.</b> Convention support services . . . . .				

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CONTINUE WITH **22** ON PAGE 8

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue <b>(Travel agents, ticket offices/agencies, and reservation systems should include commissions or fees, not gross sales.)</b>	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>7.</b> Other travel services				
<b>a.</b> Automobile club services . . . . . 33240				
<b>b.</b> Condominium time-share exchange services . . . . . 33250				
<b>8.</b> Other travel related services				
<b>a.</b> Travel insurance services . . . . . 33211				
<b>b.</b> Travel document services . . . . . 33212				
<b>c.</b> Travelers check sales . . . . . 33263				
<b>d.</b> Cellular phone and emergency travel services . . . . . 33264				
<b>e.</b> Other travel related services - Describe ↴				
<div style="border: 1px solid black; height: 20px; width: 100%;"></div> . . . . . 33265				
<b>f. Add lines 8a through 8e</b> . . . . . 33260				
<b>9.</b> Resale of travel accessories and other merchandise . . . . . 39641				
<b>10.</b> All other operating receipts - Describe if more than 10 percent of total receipts ↴				
<div style="border: 1px solid black; height: 20px; width: 100%;"></div> . . . . . 39739				
<b>11. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars</b> . . . . . 39850				100

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**23** and **24** Not Applicable.

**25** EXPORTED SERVICES

**NOTE** - An exported service is a product (e.g., service performed, license agreement) that is sold or transferred to, or performed for a customer or client (individual, government, business establishment, etc.) located **outside** the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include products provided to unaffiliated and affiliated foreign firms (e.g., foreign parent firms, subsidiaries, branches). Exclude products provided to domestic subsidiaries of foreign firms.

**A.** Did the receipts or revenue (reported in 5) include any amounts for exported services?

0911  Yes - Go to line B

0912  No - Go to 26

**B.** Amount of receipts or revenue for exported services . . . . . 0914

2012		
\$ Bil.	Mil.	Thou.

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**If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.**

**26** SPECIAL INQUIRIES

**A. TRAVEL AGENCY ESTABLISHMENT CLASSIFICATION**

*(To be completed by travel agents only.)*

Does this travel agent establishment operate online only (not a physical location for customers)?

9851  Yes

9852  No

**B. FRANCHISE**

**1.** Was this establishment operating under any trademark(s) authorized by a franchisor in 2012?  
*(Mark "X" only ONE box.)*

0237  Yes - franchisee-owned establishment

0238  Yes - franchisor-owned establishment

0239  No

**2.** If yes, provide the trademark(s) below. ↴

0235

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**27-29** Not Applicable.

REMARKS *(Please use this space for any explanations that may be essential in understanding your reported data.)*

**30** CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

Yes  No - Enter time period covered →

FROM	Month	Year	TO	Month	Year
	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>

Name of person to contact regarding this report

Title

Area code	Number	Extension
<input type="text"/>	<input type="text"/>	<input type="text"/>

Area code	Number
<input type="text"/>	<input type="text"/>

E-mail address

Date completed	Month	Day	Year
	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Thank you for completing your 2012 ECONOMIC CENSUS form.  
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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