

**Table 7.5. Travel Agencies and All Other Travel Arrangement and Reservation Services (NAICS 561510 and 561599)—Estimated Sources of Revenue for Employer Firms: 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004
<b>Operating Revenue</b>	
<b>Total</b> .....	<b>23,429</b>
<b>Sources of Revenue</b>	
Reservation services .....	9,058
Airline seats .....	2,105
Domestic destinations .....	1,111
International destinations .....	993
Rail seats .....	29
Vehicle rental .....	137
Cruises .....	1,945
Lodging .....	2,744
Event tickets .....	1,809
Computerized reservation systems .....	4,349
Packaged tours .....	1,894
Other reservation services .....	204
Other travel arrangement services .....	6,041
Trip planning .....	2,976
Time-share services .....	S
Automobile clubs and road and travel service .....	1,838
Other travel arrangement services revenue .....	241
All other operating revenue .....	2,173

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-7.5 provides estimated measures of sampling variability (coefficients of variation).

**Table 7.6. Tour Operators (NAICS 56152)—Estimated Sources of Revenue for Employer Firms: 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004
<b>Operating Revenue</b>	
<b>Total</b> .....	<b>3,515</b>
<b>Sources of Revenue</b>	
Pre-packaged tours .....	2,136
Domestic travel .....	1,021
International travel .....	1,115
Customized group tours .....	949
Domestic travel .....	582
International travel .....	S
Resale of pre-packaged tours .....	S
All other operating revenue .....	395

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-7.6 provides estimated measures of sampling variability (coefficients of variation).