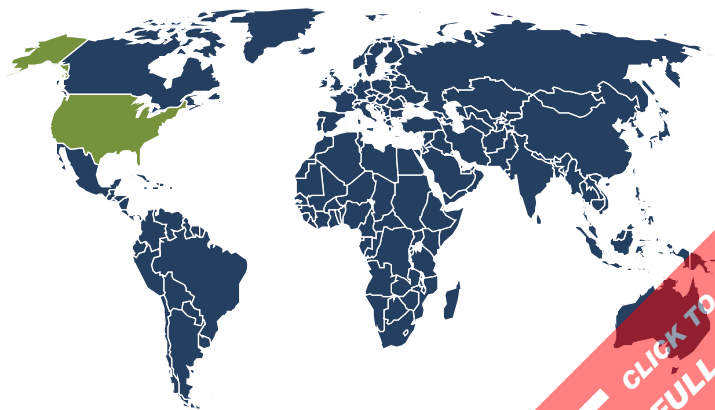




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US Collection

Travel Services: United States

November 2016



Highlights

Market Environment

Historical Trends | Key Economic Indicators

Segmentation and Forecasts

Sources of Revenue | Markets

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts US travel service revenues in US dollars to 2020. Total revenue is segmented by source in terms of:

- lodging commissions
- event ticket commissions
- airline seat commissions
- cruise commissions
- other commissions such as those from booking tours, other forms of transport, and use of electronic reservation systems
- tours
- trip planning
- other travel services such as automobile club fees, travel insurance, and provision of traveler's checks
- other sources such as advertising and sale of products.

For the purpose of this report, commissions refer to remittances made by other travel companies (eg, airlines, hotels, tour operators), such as those made for the referral of customers. Fees paid directly to the travel service provider by the customer for arranging services (eg, accommodations, entertainment, transport) are included in trip planning revenue. US travel service revenues include income from all domestic locations primarily engaged in providing travel services. The revenues of both employer and nonemployer firms are included.

Total revenue is also segmented by market in terms of:

- leisure
- business.

To illustrate historical trends, total revenue and the various segments are provided in annual series from 2005 to 2015.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to

consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

Sources

Travel Services: United States (FF95038) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
561510	Travel Agencies	4724	Travel Agencies
561520	Tour Operators	4725	Tour Operators
561599	All Other Travel Arrangement and Reservation Services	4729	Arrangement of Passenger Transportation, NEC
		7999	Amusement and Recreation Services, NEC

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TicketNews

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Travel & Leisure

www.travelandleisure.com

TravelPulse

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Travel Weekly

www.travelweekly.com

Agencies & Associations

American Hotel & Lodging Association

www.ahla.com

American Society of Travel Agents

www.asta.org

International Air Transport Association

www.iata.org

Regional Airline Association

www.raa.org

United States Census Bureau

www.census.gov

United States Department of Commerce

www.commerce.gov

Bureau of Economic Analysis

www.bea.gov

International Trade Administration

www.trade.gov

United States Travel Association

www.ustravel.org

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