

SCOMM

844:13

SENATE COMMITTEE REPORT

DATE: 4/6/92

FURTHER: L&C

DATE TURNED INTO OFFICE: 4-23-92

Senate Special Committee on
Internat'l Trade & Tourism

considered

HOUSE JOINT RESOLUTION NO. 82

Requesting the federal Office of Management and Budget to revise the Standard Industrial Classification system so that distinct statistics for the travel and tourism industry are compiled.

and recommends:

replace with _____ CS _____ ()

or adopt previous _____ CS _____ ()

attaches amendment(s)

same title
 new title
 technical
title change
(HB only)

adopts _____ Letter of Intent

further referral to the _____

do pass

do not pass

no recommendation

individual recommendations

NEW FISCAL NOTES: Dept/Date

zero fiscal notes _____

fiscal notes _____

appropriation--no fiscal note

PREVIOUS FISCAL NOTES: Dept/Date

zero fiscal notes House ITT 3-4-92

fiscal notes _____

DO PASS:

Cecilia Sturgis

Paul F. Z...

OTHER RECOMMENDATIONS:

Paul Frank (Do Pass)

Chair: Signature and Recommendation

STATE OF ALASKA
1992 LEGISLATIVE SESSION

NO. 1
Bill Version: HJR 82
(H) Publish Date: 3-4-92

Revision Date: _____ Department Affected: _____
 Title: Requesting the federal OMB BRU: _____
to revise the SIC system Component: _____
 Sponsor: House ITT
 Requestor: _____ COMPONENT SERIAL NO.

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EXPENDITURES/REVENUES: (Thousands of Dollars)

OPERATING	FY 93	FY 94	FY 95	FY 96	FY 97	FY 98
PERSONAL SERVICES						
TRAVEL						
CONTRACTUAL						
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS						
TOTAL OPERATING	0					

CAPITAL	0					
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REVENUE FUND SOURCE:	0					
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FUNDING: (Thousands of Dollars)

GENERAL FUND						
FEDERAL FUNDS						
OTHER FUND SOURCE:						
TOTAL	0					

POSITIONS:

FULL-TIME						
PART-TIME						
TEMPORARY						

Estimate of current year impact: _____

ANALYSIS: (Attach a separate page if necessary.)

Prepared By: Rep. Tom Moyer *Tom Moyer* Phone: 465-4930
 Division: Chair, House ITT Date: 3-3-92

Approved by Commissioner: _____ Date: _____
 Agency: _____

Alaska State Legislature

Senator Paul Fischer, Chairman
Senator Al Adams, Vice-Chair
Senator Rick Uehling
Senator Arliss Sturgulewski
Senator Fred Zharoff



Post Office Box V
Juneau, Alaska 99811
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Senate Special Committee on International Trade and Tourism

MEMORANDUM

TO: Senator Al Adams
Senator Fred Zharoff
Senator Arliss Sturgulewski
Senator Rick Uehling

FR: Senator Paul Fischer, Chairman *PF*
Senate Special Committee on International Trade & Tourism

DATE: April 16, 1992

RE: Committee Schedule for the Week of April 20, 1992

Thursday, April 23, 2:30 - 3:30 pm Fahrenkamp Room

HJR 81 - Relating to travel advisories issued by the Department of State.

HJR 82 - Requesting the federal Office of Management and Budget to revise the Standard Industrial Classification system so that distinct statistics for the travel and tourism industry are compiled.

HOUSE SPECIAL COMMITTEE ON INTERNATIONAL TRADE AND TOURISM

ALASKA STATE LEGISLATURE

PO. BOX V, JUNEAU 99811
(907) 465-2973



MEMORANDUM

DATE: April 7, 1992

TO: Senator Paul Fischer, Chair
Senate Special Committee on
International Trade and Tourism

FROM: Representative Tom Moyer, Chair *TM*
House Special Committee on
International Trade and Tourism

RE: HJR 82 (Relating to the Standard Industrial
Classification (SIC) listings by the U.S. Office of
Management and Budget)

I would like to respectfully request that you schedule HJR 82, requesting the federal Office of Management and Budget to revise the Standard Industrial Classification (SIC) system, for a hearing at your earliest convenience. Attached is background information for the resolution.

OMB maintains the Standard Industrial Classification system, which is used to measure industrial activity or material resources in various sectors of our economy. However, the SIC statistics for travel and tourism are not clearly and distinctly identified and are therefore not identifiable within the gross national product or the national trade balance figures.

The U.S. Travel and Tourism Administration is currently advocating for this revision and it appears that OMB is favorably disposed. Revising SIC listings is a lengthy process. Although changes are not scheduled until 1997, we should go on record early and often given that tourism is vital to Alaska's economy.

Thanks for your prompt scheduling of this resolution.

HOUSE SPECIAL COMMITTEE ON INTERNATIONAL TRADE AND TOURISM

ALASKA STATE LEGISLATURE

P.O. BOX V, JUNEAU 99811

(907) 465-2973



MEMORANDUM

DATE: March 2, 1992

TO: Members, House Special Committee on
International Trade and Tourism

FROM: Representative Tom Moyer, Chair

RE: HJR 82 (Relating to the Standard Industrial
Classification (SIC) listings by the U.S. Office of
Management and Budget

Attached is information on HJR 82, which requests the federal Office of Management and Budget to revise the Standard Industrial Classification (SIC) system so that distinct statistics for the travel and tourism industry are compiled.

The federal Office of Management and Budget maintains a Standard Industrial Classification, which is used to measure industrial activity or material resources in various sectors of our economy. However, under the SIC listings statistics for travel and tourism are not clearly and distinctly identified and are therefore not identifiable within the gross national product or the national trade balance figures.

The U.S. Travel and Tourism Administration is currently advocating for this revision and it appears that OMB will soon make the revision for travel and tourism. However, the earliest the revision can show up on paper is five years from now. Because of the importance of tourism in Alaska, the Legislature should go on record in support of this change.

**FINAL REPORT AND RECOMMENDATIONS
ON SIC CODES - TRAVEL AND TOURISM-RELATED SERVICES
Chuck Y. Gee, Chairman
TTAB Subcommittee-SIC Codes**

Background to Report

The United States Travel and Tourism Advisory Board has proposed a revision to the Standard Industrial Classification (SIC) to include an appropriate classification for the travel and tourism industry. This is a matter of considerable importance in recognizing the significant revenue and employment contributions of travel and tourism to the nation's economy. Currently, there is no divisional heading for travel and tourism-related services even though travel and tourism ranks first or second as an industry in 39 out of 50 states and is one of the only industries providing the U.S. with a positive balance of trade. The present code covers travel and tourism-related services under the various categories of transportation, retail trade, services and elsewhere, making it difficult to gain adequate recognition or support for the industry because it does not have an appropriate statistical base within the SIC system, *inter alia*.

It would appear there is a sufficient critical mass to argue for a separate grouping to give tourism--an industry with domestic expenditures of \$350 billion in 1989 including \$34 billion in expenditures from foreign visitors, which generated \$339 billion in sales receipts after removal of retail sales tax, a payroll of \$73.8 billion, direct employment of 5.8 million persons, and \$42.9 billion in federal, state and local taxes--the recognition it properly deserves.

The rules proposing changes to the SIC, however, are complicated, dealing with such factors as industry classification, historic continuity, economic significance, specialization and coverage, statistical considerations, and cost considerations. The SIC Codes Subcommittee of the TTAB has undertaken a year-long study of the matter, and this final report reflects the subcommittee's assessment and recommendations to the USTTA.

SIC System

The SIC is a system for classifying business and industry establishments by type of economic activity. Its purposes are (1) to facilitate the collection, tabulation, presentation and analysis of data relating to establishments, and (2) to promote uniformity and comparability in the presentation of statistical data describing the economy of the nation. The SIC is used by federal agencies that collect or publish data by industry. It is also widely used by State agencies, trade associations, private businesses, and other organizations. Due to difficulties in developing effective measurements for travel and tourism, there has never been a proper classification for this industry in the SIC.

Presently, there are 10 major economic sectors assigned under a divisional heading within the SIC, covering the industrial classification of hundreds of products or groups of products produced or distributed, or of services rendered. Travel and tourism activities are included among them, but not recognized as a separate entity. These 10 economic sectors in the SIC are:

<u>Division</u>	<u>Data Measure</u>
• Agriculture, forestry, and fishing (except agricultural services)	Value of Production
• Mining	Value of Production
• Construction	Value of Production
• Manufacturing	Value of Production
• Transportation, Communications, Electric, Gas, and Sanitary Services	Value of Receipts or Revenues
• Wholesale Trade	Value of Sales
• Retail Trade	Value of Sales
• Finance, Insurance, and Real Estate	Value of Receipts
• Services (including agricultural services)	Value of Receipts or Revenues
• Public Administration	Employment or Payroll

The federal SIC system, as currently structured, tends to reflect a national economy based on manufacturing and agriculture, rather than a service-based economy. This may be partly attributable to the fact that the service-based industries have not yet developed the consistency and acceptance of definitions, values and worth as they exist with the more traditional industries of agriculture, manufacturing and mining. Technically speaking, any product or service produced by the travel industry can be identified and coded under the SIC system.

At the state level, the SIC Code Subcommittee found that there was a need for departments/divisions responsible for the classification of industries for statistical purposes to be better educated on the tourism industry, its financial contribution, and its relationship to other sectors of the economy. In Missouri, for example, the department of revenue assigns SIC codes and has a great deal of flexibility. Hawaii generally follows the federal model, however, the department of labor maintains separate employment statistics for verification purposes. There are a number of inherent problems as a result of the states' flexibility

in adding and assigning SIC codes including the arbitrary decision of one person (either a business or a state agency employee) to assign the code which can make data between states incomparable. A national model, therefore, is the only logical approach. A 1990 USTTA survey developed by the School of Travel Industry Management, University of Hawaii, which was conducted by Karen Cardran (Attachment B) and compiled by Nancy Langley at the University of Missouri-Columbia found that of the states responding (38/51 or 74.5% response rate) the major problems were: 1) difficulty in determining the respective shares of tourist vs. non tourist revenue 2) determining tourist-related revenue in related areas 3) lack of consistent definition of what constitutes travel and tourism 4) categorization of tourism-related businesses in other economic sectors 5) insufficient data and 6) no adequate measurements for tourism impact. Despite the difficulties in measurement, the responding states found SIC information to be most useful in: 1) economic planning (76.3%), 3) administrative decision-making (60.5%), 3) employment verification (55.3%) and 4) budgeting allocations (42.1%).

In 1987 USTTA was successful in getting 12 new travel-related industry categories adopted within the SIC system because they met or exceeded the minimum economic significance criteria (i.e., number of employees, number of establishments, payroll, value addition, value of sales or revenue). In addition, there are a number of potential categories under "Travel and tourism-related services" which are currently spread amongst the various SIC divisions.

Consideration of Options

In its assessment, the SIC Codes Subcommittee considered three options:

1. The establishment of a short title under the divisional heading of "Services" that might be given a generic caption such as "travel and tourism-related services" to encompass a number of existing SIC categories and a few additional ones. The list included 23 SIC categories representing travel-related establishments that the federal government recognizes as industries for statistical purposes in representing the U.S. economy. It also included recommendations for 6 additional categories. (See Column I in Attachment A).
2. The establishment of a new title "tourism" and the redesignation of existing SIC codes into new code numbers for the tourism industry proposed by Fred Couzans, Executive Director Plymouth Development Corp.. Mr. Couzans' list included 25 SIC categories and included recommendation for 7 additional categories. (See Column II in Attachment A).

3. The retention of the current SIC code numbers but with some method of identification for cross-referencing so that the categories can be readily separated and arranged to meet research and analysis needs.

After consideration of the options, the SIC Codes Subcommittee recommends the third option which would avoid the need to renumber codes and may lessen the confusion that new code numbers might present. The list which follows, therefore, combines all of the SIC categories identified by the SIC Codes Subcommittee and Mr. Cousans in Options 1 and 2. It also includes additional categories recommended by the committee and Mr. Cousans. This list may be considered to be comprehensive and representative and is as follows:

LIST OF TRAVEL AND TOURISM-RELATED CODES

SIC

Transportation, Ground

4131	Inter-city/Rural Bus transport
4142	Bus charter service, except local
4173	Bus terminal and service facilities
7814	Passenger Car Rental
7819	RV rental (part of)
----	Misc. Ground Transportation Services

Transportation, Water

4481	Deep Sea Transportation of passengers except by ferry
4488	Water Transportation of passengers
4493	Marinas
4499	Misc. Water Transportation Services

Transportation, Air

4512	Air transportation, scheduled
4523	Air transportation, non-scheduled
4581	Airport/Terminal facilities
----	Misc. Air Transportation Services

Transportation, General

4724	Travel agencies
4725	Tour Operators
4729	Passenger transportation arrangement, nec
4789	Transportation services, nec
----	Misc. transportation services, nec

Food and Drink Establishments

5812 Eating places
5813 Drinking places

Retail

5961 Recreational vehicle dealers
5947 Gift, novelty, and souvenir shops
5984 Bottled Gas Dealers
---- Misc. Retail Services for Tourists

Lodging

7011 Hotels and motels
7021 Rooming and Boarding Houses
---- Bed and Breakfast Inns
7032 Sporting and Recreation Camps
---- Health Spas and resorts
7033 Trailer parks and campsites
7041 Membership-basis organizations hotels
---- Misc. Lodging Services

Services

7312 Outdoor Advertising services
---- Tour Conducting and sightseeing
---- Tourism-related financial services
---- Conventions and meetings-related businesses
---- Tourism advertising and promotion services
---- Travel-related reservation services
---- Misc. services for tourists

Attractions

7992 Public Golf Courses
7996 Amusement Parks
7999 Amusement and Recreation, nec
8412 Museums and art galleries
8422 Botanical and zoological gardens
---- Misc. Attractions, nec

With the exception of the establishment of a separate category of tourism to be established, the SIC Codes Subcommittee is in basic agreement with the recommendations of Dr. Glenn Weaver, University Extension, University of Missouri, Lincoln University (Attachment C) which are as follows:

- Develop educational materials to inform departments of revenue of the nature and needs of the travel/tourism industry.

- Encourage state offices of tourism to establish closer working relationships with departments of revenue, helping to develop a reporting system that more accurately describes tourism businesses in the state.
- Establish a task force from within the tourism industry to prepare recommendations for the next technical committee on industrial classification.
- Propose that a separate category of tourism be established and that the percentages of tourism businesses generally attributed to various businesses (Reported by the Department of Commerce) be reported in the tourism category.
- The total reported for restaurants, motels, etc. can be flagged with an asterisk to show that a percentage was also reported under the category of tourism.
- Develop a standard research program to measure percentage of tourism related business in each category that relates to tourism. Encourage each state to use the research program to collect data and submit it to the USTTA to be used to refine and establish percentages for each business category related to tourism targeting business which do not have specific SIC codes but which relate to tourism.
- Special attention should be directed toward initiating an educational program through the USTTA to increase understanding of domestic tourism industry emphasizing the relationship and dependency of various business sectors of economy.

The SIC Subcommittee of the TTAB wishes to express its appreciation to Ms. Karen Cardran of USTTA, Dr. Glenn Weaver and his staff at the University Extension, University of Missouri/Lincoln University and Dr. George Ikeda, School of Travel Industry Management, University of Hawaii at Manoa for their invaluable assistance in preparing this report.

Attachment A

SOURCES OF TRAVEL AND TOURISM-RELATED CODES

The following list represents indicates origin of code recommendations from the SIC Code Subcommittee's list (I) and Mr. Cousans' list (II). Where a category appears on both lists it is so designated.

<u>SIC #</u>		<u>I</u>	<u>II</u>
4131	Intercity/Rural Bus transport		X
4173	Bus terminal and Service facilities	X	
4142	Bus charter service, except local	X	X
4481	Deep Sea Transportation of passengers except by ferry	X	
4489	Water Transportation of passengers	X	
4493	Marinas		X
4499	Misc. Water Transportation Services		
4512	Air transportation, scheduled	X	X
4932	Air transportation, non-scheduled	X	
4981	Airport/Terminal facilities		X
4724	Travel agencies	X	X
4725	Tour Operators	X	X
4729	Passenger transportation arrangement, nec	X	X
4789	Transportation services, nec	X	
5561	Recreational vehicle dealers	X	
5812	Eating places	X	X
5813	Drinking places	X	X
5947	Gift, novelty, and souvenir shops	X	X
5984	Bottled Gas Dealers		X
7011	Hotels and motels	X	X
7021	Rooming and Boarding Houses		X
7032	Sporting and Recreation Camps		X
7033	Trailer parks and campsites	X	X
7041	Membership-basis organizations hotels	X	X
7312	Outdoor Advertising services		X
7514	Passenger car rental	X	X
7519	RV rental (part of)		X
7992	Public Golf Courses		X
7996	Amusement Parks	X	
7999	Amusement and Recreation, nec	X	
8412	Museums and art galleries	X	
8422	Botanical and ecological gardens	X	

(Additional categories recommended by the SIC Sub-Committee)

Tour conducting and sightseeing	X
Tourism-related financial services	X
Conventions and meetings-related businesses	X
Tourism advertising and promotion services	X
Travel-related reservation services	X
Health spas and resorts	X

(Additional categories recommended by Mr. Couzans)

- Misc. Ground transportation services
- Misc. Air Transportation Services
- Misc. Transportation Services, nec
- Misc. retail services for tourists
- Bed and Breakfast inns
- Misc. Lodging Services
- Misc. attractions, nec

X
X
X
X
X
X
X

Attachment B

SIC CODE SURVEY OF STATES

by Karen Canino

Summary

as of December 12, 1990

Total response out of 50 states and Washington D.C. = 32/51 = 74.5%

System Used - Federal 32/32 = 100%

State 2/38 = 5.3%

Other 4/38 = 10.5% (2 same as US Travel Data Center, 1 special USDA, 1 developed by Price Waterhouse)

Major Problems - Can't determine what share is tourist vs. non tourist revenue - 19/38 = 50.0%

Tourist related revenues don't cover some related areas (ex. taxicab, car rental)

No consistent economic definition of what constitutes travel and tourism - 3/38 = 7.9%

Tourism related businesses are included in other Economic sectors

Not sufficient data available (ex. ESD of state sales tax for all 14 SIC's, corporate income tax) 6/38 = 15.8%

No adequate, simple measurements for tourism's impact - 1/38 = 2.6%

How SIC information is used?

Economic Planning 29/38 = 76.3%

Administrative Decisions 23/38 = 60.5%

Budgetary Allocations 16/38 = 42.1%

Employment Verification 21/38 = 55.3%

Others

- 1) Tracking measure for tourism activity within individual counties and states
- 2) Economic analysis
- 3) Distribution of travel impact
- 4) Relative importance of travel industry in the local economy
- 5) Research (Market Research)
- 6) Policy development and industry targeting
- 7) Estimates of economic impact for the state and local areas

- 8) Statistical reporting of retail sales and tax estimation models
- 9) Data for employers seeking labor and markets, data for workers seeking work
- 10) Tax accounting information
- 11) Primarily an input to our economic impact model
- 12) Tourism Planning
- 13) Monthly establishment survey of employment
- 14) Preliminary GNP
- 15) Information from the monthly estimate of Non-Agricultural wage and salary
- 16) Employment series also received broad coverage by the local media
- 17) Track growth of industries by geographic areas
- 18) Product searches
- 19) Forecasting employment projections
- 20) Wage surveys
- 21) Import / Export data bases
- 22) Revenue forecasting
- 23) Education and training program planning

summary compiled by: Nancy Dixon Langley - University of Missouri - Columbia
Parks, Recreation and Tourism Extension



KNOWLEDGE WORKING
FOR MISSOURIANS

Attachment C

UNIVERSITY OF MISSOURI-COLUMBIA

UNIVERSITY OF MISSOURI-COLUMBIA

618 East Hall
Columbia MO 65211
Telephone (314) 528-2825

December 12, 1990

Dr. Chuck Gee
Dean
School of Travel and Industry Management
University of Hawaii at Manoa

Dear Dr. Gee

We have again looked at the inherent problems for the tourism industry under the present SIC code system. A copy of the summary of information received from the survey Karen Cardran conducted of the state travel offices is enclosed. I know that you are aware of these problems and understand the situation better than most; however, Karen's study documents what you have known for a long time.

It appears to me that one of the overriding issues concerned with any changes in the system is fragmentation. As long as lodging, food services, transportation, etc. prefer specific identity for their businesses it will be difficult to get adequate changes in the system. Tourism, as you know, requires an amalgamation of numerous businesses and services. Until each of the related businesses acknowledges and supports the idea of an umbrella industry it will be difficult to significantly change the system.

Politically the transportation, food service and lodging industries etc. probably would lose industry support if they promoted themselves as a part of the tourism industry.

We have the technology to report percentages of sales and full time equivalences (FTE's) in employment to give each segment of the economy due recognition. This may be the only solution as an intermediate step. Ultimately, I think this nation has to address the organizational, educational, research, political and financial support for a Leisure Service Industry. Reporting of the sales and employment of leisure service businesses will have the same problems as tourism.

My recommendations:

- Propose that a separate category of tourism be established and that the percentages of tourism businesses generally attributed to various businesses (Reported by the Department of Commerce) be reported in the tourism category.
- The taxal reported for restaurants, motels, etc. can be flagged with an asterisk to show that a percentage was also reported under the category of tourism.

• Develop a standard research program to measure percentage of tourism related business in each category that relates to tourism. Encourage each state to use the research program to collect data and submit it to the USTTA to be used to refine and establish percentages for each business category related to tourism, targeting business which do not have specific SIC codes but which relate to tourism.

• Special attention should be directed toward initiating an educational program through the USTTA to increase understanding of the domestic tourism industry emphasizing the relationship and dependency of various business sectors of economy.

Recommendations from Previous Letter:

• Develop educational materials to inform departments of revenue of the nature and needs of the travel/tourism industry.

• Encourage state offices of tourism to establish closer working relationships with departments of revenue, helping to develop a reporting system that more accurately describes tourism businesses in the state.

• Establish a task force from within the tourism industry to prepare recommendations for the next technical committee on industrial classification.

I received exhibit A from Fred Couzens, Executive Director Plymouth Economic Development Corps., Plymouth, Indiana.

As you know, any model that is adopted at a national level starts to break down and magnifies errors at a local level thus producing criticism and loss of confidence in the model. The national model is however the only logical approach because individual states can't afford the research to establish their own system and if they could there would be so many inconsistencies between the states that the data could not be aggregated to represent an accurate national picture.

I hope these thoughts are of some help.

Best wishes for the holiday season.

Sincerely,


Glenn Weaver

cc: Karen Cardran

Standard Industrial Classification (S.I.C.) Code List

1. Select the "Division" from the list below.

DIVISION A - AGRICULTURE, FORESTRY & FISHING

DIVISION B - MINING

DIVISION C - CONSTRUCTION

DIVISION D - MANUFACTURING

DIVISION E - TRANSPORTATION, COMMUNICATIONS,
ELECTRIC, GAS & SANITARY SERVICES

2. Check the subheading as set out under each "division" on the list.

3. Select the title under the subheading that best describes your business activity.

4. Write the four - digit number that appears in front of your selection in the space provided on your application.

5. Numbers ending with 99 will indicate "nec.," which means "not elsewhere classified."

6. If the S.I.C. Code that describes your business is printed in bold italics, you must meet additional licensing requirements before a business license is issued. Please see the instructions on the Alaska Business License Application regarding Box 11 of the application.

DIVISION F - WHOLESALE TRADE

DIVISION G - RETAIL TRADE

DIVISION H - FINANCE, INSURANCE & REAL ESTATE

DIVISION I - SERVICES

DIVISION J - PUBLIC ADMINISTRATION

DIVISION K - NONCLASSIFIABLE ESTABLISHMENTS

DIVISION A. AGRICULTURE, FORESTRY & FISHING

0100 Agriculture Production - Crops
0119 Cash Grains (incl. Barley Farms), nec.
0134 Potatoes
0139 Feed Crops (incl. Cash Grains), nec.
0180 Vegetables & Melons
0171 Berry Crops
0175 Fruit and Tree Nuts, nec.
0181 Ornamental Nursery Products
0182 Food Crops, Green Under Cover
0190 General Farms
0191 General Farms, Primary Crop

0200 Agricultural Production - Livestock
0212 Beef Cattle
0213 Hogs
0214 Sheep & Goats
0219 General Livestock, nec.
0241 Dairy Farms
0251 Broiler, Fryer and Roaster Chickens
0252 Chicken Eggs
0254 Poultry Hatcheries
0258 Poultry and Eggs nec.
0271 Fur Animals & Rabbits
0272 Horses and other Equines
0273 Animal Aquaculture (Finfish, Shellfish Farms)
0278 Animal Specialties, nec.
0291 General Farms, Primary Animal

0700 Agricultural Services (incl. Animal, Livestock & Aquaculture Services)
0711 Soil Preparation Services
0721 Crop Planting, Cultivating & Protecting
0722 Crop Harvesting, Primarily by Machine
0723 Crop Preparation Services for Market
0741 Veterinary Services for Livestock
0742 Veterinary Services for a Animal Specialties
0751 Livestock Services, etc.
0752 Animal Specialty Services, etc., Veterinary
0781 Landscape Consulting & Planning
0782 Lawn & Garden Services
0783 Ornamental Shrub & Tree Services

0800 Forestry
0811 Timber Tracts
0831 Forest Nurseries & Gathering of Forest Products
0851 Forestry Services

0900 Fishing, Hunting & Trapping
0912 Commercial Fishing, Fishery
0913 Commercial Fishing, Shellfish
0915 Fish Buyer
0918 Misc. Marine Products
0921 Fish Hatcheries & Preserves
0971 Commercial Hunting, Trapping & Game Propagation

DIVISION B. MINING

1000 Metal Mining
1011 Iron Ores
1021 Copper Ores
1031 Lead & Zinc Ores
1041 Gold Ores
1044 Silver Ores
1051 Ferrous Ores
1081 Metal Mining Services
1090 Misc. Metal Ores
1094 Uranium, Radium, Vanadium Ores
1099 Misc. Metal Ores, nec.

1200 Bituminous Coal & Lignite Mining
1221 Bituminous Coal & Lignite Surface Mining
1222 Bituminous Coal Underground Mining
1241 Coal Mining Services

1300 Oil & Gas Extraction
1311 Crude Petroleum & Natural Gas
1320 Natural Gas Liquids
1381 Drilling Oil & Gas Wells
1382 Oil & Gas Exploration Services
1389 Oil & Gas Field Services, nec.

1400 Nonmetallic Minerals, Except Fuels
1411 Dimension Stone
1420 Crushed & Broken Stone, etc., Refuse
1440 Sand & Gravel

1450 Clay, Ceramic & Refractory Minerals
1470 Chemical & Fertilizer Minerals
1481 Nonmetallic Minerals, Services, etc., Fuels
1499 Misc. Nonmetallic Minerals, etc., Fuels

DIVISION C. CONSTRUCTION

1500 General Building Contractors
1521 General Contractors, Single Family Houses
1522 General Contractors, Residential Buildings, Other Than Single Family
1531 Operative Builders
1541 General Contractors, Industrial Building & Warehouses
1542 General Contractors, Nonresidential Buildings, Other Than Industrial Buildings & Warehouses

1600 Heavy Construction Contractors
1611 Highway & Street Construction, etc., Elevated Highway
1622 Bridge, Tunnel & Elevated Highway Construction
1623 Water, Sewer, Pipeline, Communications & Power Line Construction
1629 Heavy Construction, nec.

1700 Special Trade Construction Contractors
1711 Plumbing, Heating, Air Conditioning
1721 Painting, Paper Hanging, Decorating
1721 Electrical Work (On Site)
1741 Masonry, Stone Setting & Other Stonework
1742 Plastering, Drywall, Acoustical & Installation Work
1743 Terrace, Tile, Marble and Mosaic Work
1751 Carpentry Work
1752 Floor Laying & Other Floor Work, nec.
1761 Roofing, Siding & Sheet Metal Work
1771 Concrete Work
1781 Water Well Drilling
1791 Structural Steel Erection
1792 Glass & Glazing Work
1794 Excavation & Digging Foundation Work
1799 Wrecking & Demolition Work
1799 Installation or Erection of Building Equipment, nec.
1799 Special Trade Contractors, nec.

1800 Construction Exempt From Contractor or Registration

DIVISION D. MANUFACTURING

2000 Food & Kindred Products
2010 Meat Products
2020 Dairy Products
2030 Canned, Frozen & Preserved Fruits, Vegetables & Food Specialties (incl. Jams & Jellies)
2040 Grain Mill Products
2050 Bakery Products
2060 Sugar & Confectionary Products
2070 Fats & Oils
2082 Mill Beverages
2084 Wines, Brandy & Spirits
2085 Distilled & Blended Liquors
2086 Butter & Canned Soft Drinks & Carbonated Waters
2087 Flavoring Extracts & Syrups, nec.
2091 Canned & Cured Seafoods
2092 Prepared Food, or Frozen Fish & Seafood
2098 Refined Coffee
2098 Peas, Beans, Corn Cobs & Similar Staples
2097 Manufactured Ice
2099 Food Preparations, nec.

2100 Textile Manufacturers

2200 Textile Mill Products
2241 Woven Fabric & Other Small Width Mills, Cotton, Wool, Mohair or Similar Animal Fibers, Silk and Man-made Fibers

2250 Knitting Mills
2260 Dyeing & Finishing Textiles, etc.
Wool, Fabrics, & Knit Goods
2271 Carpets & Rugs
2281 Yarn & Thread Mills
2290 Textile goods, nec.

2300 Apparel & Other Textile Products
2310 Men's & Boy's Suits, Coats & Overcoats
2320 Men's & Boy's Furnishings, Work Clothing & Head Garments
2330 Women's, Misses & Junior's Dresswear
2350 Hats, Caps and Millinery
2360 Girl's, Children's & Infant's Dresswear
2371 Fur Goods
2380 Misc. Apparel & Accessories
2390 Misc. Fabricated Textile Products

2400 Lumber & Wood Products
2411 Logging
2420 Sawmills & Planing Mills
2430 Millwork, Veneer, Plywood & Structural Wood Members (incl. Wood Cabinets)
2440 Wood Containers
2451 Mobile Homes
2452 Prefabricated Wood Buildings & Components
2490 Misc. Wood Products
2500 Furniture & Fixtures
2510 Household Furniture
2520 Office Furniture
2540 Parloirs, Shelving, Lockers, Office & Store Fixtures
2590 Misc. Furniture & Fixtures

2600 Paper & Allied Products
2610 Pulp Mills
2620 Paper Mills
2631 Paperboard Mills
2650 Paperboard Containers & Boxes
2670 Converted Paper & Paperboard Products, etc. Containers & Boxes

2700 Printing & Publishing
2710 Newspapers, Publishing, or Publishing & Printing
2720 Periodicals, Publishing, or Publishing & Printing
2731 Book Publishing
2732 Book Printing
2740 Misc. Publishing
2750 Commercial Printing
2760 Marbled Business Forms
2770 Printing Plants
2790 Service Industries for the Printing Trade

2800 Chemicals and Allied Products
2810 Industrial Inorganic Chemicals
2820 Plastics & Synthetics, etc. gases
2830 Drugs
2840 Soaps, Detergents & Cleaning Preparations, Perfumes, Cosmetics & Other Toilet Preparations
2850 Paints, Varnishes, Lacquers, Enamels & Allied Products
2860 Industrial Organic Chemicals
2870 Agricultural Chemicals
2890 Misc. Chemical Products

2900 Petroleum Refining and Related Industries
2911 Petroleum Refining
2920 Asphalt Paving & Roofing Materials
2990 Misc. Petroleum & Coal Products

3000 Rubber & Misc. Plastics Products
3100 Leather & Leather Products
3111 Leather Tanning & Finishing
3130 Hat & Shoe Cut Stock & Findings
3140 Footwear, Except Rubber
3150 Leather Goods & Millinery
3160 Luggage
3170 Handbags & Personal Leather Goods
3180 Leather Goods, nec.

3200 Stone, Clay, Glass & Ceramic Products
3210 Felt Goods
3220 Glass & Glass Work, Pressed or Blown
3230 Glass Products, Made of Purchased Glass

3240 Cement, Hydraulic
3250 Structural Clay Products
3260 Pottery & Related Products
3270 Concrete, Gypsum & Plaster Products
3280 Clay Stones & Stone Products
3290 Abrasives, Abrasives & Misc. Nonmetallic Minerals Products

3300 Primary Metal Industries
3400 Fabricated Metal Products

3500 Industrial / Commercial Machinery & Computer Equipment
3600 Electronic & Other Electrical Equipment & Components, etc. Computer Equipments

3700 Transportation Equipment
3710 Motor Vehicles & Equipment
3720 Aircraft & Parts
3730 Ship & Boat Building & Repairing
3740 Railroad Equipment
3750 Motorcycles, Bicycles & Parts
3790 Misc. Transportation Equipment

3800 Measuring, Analyzing & Controlling Instruments; Photographic, Medical & Optical Goods, Watches & Clocks

3900 Misc. Manufacturing Industries
3910 Jewelry, Silverware & Plated Ware
3930 Musical Instruments
3940 Dolls, Toys, Games & Sporting & Athletic Goods
3950 Pens, Pencils & Other Writing Materials
3960 Costume Jewelry, Costume Novelties, Buttons & Misc. Novelties, etc. Processed Metals or Stones
3990 Misc. Manufacturing Industries

DIVISION E. TRANSPORTATION & PUBLIC UTILITIES

4000 Railroad Transportation

4100 Local & Suburban Transit & Interurban Highway Passenger Transportation
4110 Local & Suburban Passenger Transportation
4120 Taxicabs
4130 Heavy & Rural Bus Transportation
4141 Local Bus Charter Service
4142 Bus Charter Service, etc. Local
4151 School Buses
4170 Terminal & Service Facilities for Motor Vehicle Passenger Transportation

4200 Motor Freight Transportation & Warehousing
4210 Trucking & Courier Services, Except Air
4220 Public Warehousing & Storage
4230 Trucking Terminal Facilities

4300 U.S. Postal Service

4400 Water Transportation
4410 Deep Sea Foreign Transportation of Freight
4420 Deep Sea Domestic Transportation of Freight
4440 Water Transportation of Freight, nec.
4481 Deep Sea Transportation of Passengers, etc. by Ferry
4482 Ferries
4488 Water Passenger Transport, nec.
4491 Marine Cargo Handling
4492 Towing & Tugboat Services
4493 Marinas
4499 Water Transportation Services, nec.

4500 Air Transportation
4512 Air Transportation, Scheduled
4513 Air Courier Services
4522 Non-scheduled Air Transportation
4581 Airports, Flying Fields & Airport Terminal Services

4600 Pipelines, Except Natural Gas
4612 Crude Petroleum Pipelines
4613 Refined Petroleum Pipelines
4619 Pipelines, nec.

4700 Transportation Services
4724 Travel Agencies
4725 Tax Operators
4729 Arrangement of Passenger Transportation, Inc.
4730 Arrangement of Transportation of Freight & Cargo
4741 Rental of Railroad Cars
4780 Misc. Services Incident to Transportation

4800 Communication
4810 Telephone Communications
4820 Telegraph & Other Message Communication
4832 Radio Broadcasting Station
4833 TV Broadcasting Station
4841 Cable & Other Pay Television Services
4889 Communication Services, nec.

4900 Electric, Gas & Sanitary Services
4911 Electric Services
4920 Gas Production & Distribution
4930 Combination Electric, Gas & Other Utility Services
4940 Water Supply
4952 Sewerage Systems
4953 Refuse Systems
4958 Sanitary Services, nec.
4961 Steam & Air Conditioning Supply
4971 Insulation Systems

DIVISION F. WHOLESALE TRADE

5000 Wholesale Trade - Durable Goods
5012 Automobiles & Other Motor Vehicles
5013 Motor Vehicle Supplies & New Parts
5014 Tires & Tubes
5015 Motor Vehicle Parts, Used
5021 Furniture
5023 Home Furnishings
5031 Lumber, Plywood, Millwork & Wood Panels
5032 Brick, Stone & Related Construction Materials
5033 Roofing, Siding & Insulation Materials
5038 Construction Materials, nec.
5040 Professional & Commercial Equipment / Supplies
5060 Electrical Goods
5070 Hardware, Plumbing & Heating Equipment
5080 Industrial Machinery, Equipment & Supplies
5091 Sporting & Recreational Goods & Supplies
5092 Toys & Hobby Goods & Supplies
5093 Scrap & Waste Materials
5094 Jewelry, Watches, Precious Stones & Precious Metals
5099 Durable Goods, nec.

5100 Wholesale Trade Non-durable Goods
5110 Paper & Paper Products
5122 Drugs, Proprietary & Sundries
5130 Apparel, Piece Goods & Notions (inc. Footwear)
5140 Groceries & Related Products
5150 Farm Products Raw Materials
5160 Chemicals & Allied Products
5170 Petroleum & Petroleum Products
5180 Beer, Wine & Distilled Beverages
5191 Farm Supplies
5192 Books, Periodicals & Newspapers
5193 Flowers, Nursery Stock & Plants - Supplies
5194 Tobacco & Tobacco Products
5198 Paints, Varnishes & Supplies
5199 Non-durable Goods, nec.

DIVISION G. RETAIL TRADE

5200 Building Materials, Hardware, Garden Supply & Mobile Home Dealers
5211 Lumber & Other Building Materials Dealers
5231 Paint, Glass & Wallpaper Stores
5251 Hardware Stores
5261 Retail Nurseries & Garden Stores
5271 Mobile Home Dealers

5300 General Merchandise Stores
5311 Department Stores
5331 Variety Stores
5399 Misc. General Merchandise Stores

5400 Food Stores
5411 Grocery Stores
5421 Meat & Fish (Seafood) Markets, inc. Freezer Provisions
5431 Fruit & Vegetable Markets
5441 Candy, Nut & Confectionery Stores
5451 Dairy Product Stores
5461 Retail Bakeries
5499 Misc. Food Stores

5600 Automobile Dealers & Gasoline Service Stations
5611 New & Used Motor Vehicle Dealers
5621 Used Motor Vehicle Dealers Only
5631 Auto & Home Supply Stores
5641 Gas Service Stations
5651 Boat Dealers
5661 Recreational Vehicle Dealers

5877 Motorcycle Dealers
5888 Automotive Dealers, nec. (inc. Aircraft Sales)

5600 Apparel & Accessory Stores
5611 Men's & Boy's Clothing & Accessories
5621 Women's Clothing Stores
5632 Women's Accessory & Specialty Stores
5641 Children's & Infant's Wear Stores
5651 Family Clothing Stores
5661 Shoe Stores
5699 Misc. Apparel & Accessories (inc. Custom Tailors)

5700 Home Furniture, Furnishings & Equipment Stores
5712 Furniture Stores
5713 Floor Covering Stores
5714 Drapery & Upholstery Stores
5719 Misc. Home Furnishings Stores
5722 Household Appliance Stores
5731 Radio, Television & Consumer Electronics Stores
574 Computer & Computer Software Stores
5738 Recorded & Pre-recorded Tape Stores
5736 Musical Instrument Stores

5800 Eating & Drinking Places
5812 Eating Place
5813 Drinking Places (Alcoholic Beverages)

5900 Miscellaneous Retail
5912 Drug & Proprietary Stores
5921 Liquor Stores
5932 Used Merchandise Stores
5941 Sporting Goods Stores & Bicycle Shops
5942 Book Stores
5943 Stationery Stores
5944 Jewelry Stores
5945 Hobby, Toy & Game Shops
5946 Camera & Photographic Supply Stores
5947 Gift, Novelty & Souvenir Shops
5948 Luggage & Leather Goods Stores
5949 Sewing, Needlework & Piece Goods
5961 Catalog & Mail Order Houses
5962 Automatic Vending Machine Operators
5963 Direct Selling Organizations
5964 Fuel Oil Dealers
5964 Liquefied Petroleum Gas (Bottled) Dealers
5989 Fuel Dealers, nec. (inc. Retail Coal & Fuel Wood Dealers)
5992 Florists
5993 Tobacco Stores & Stands
5994 News Dealers & News Stands
5995 Optical Goods Stores
5999 Misc. Retail Stores, nec. (inc. Art Galleries)

DIVISION H. FINANCE, INSURANCE & REAL ESTATE

6000 Depository Institutions
6011 Federal Reserve Banks
6018 Central Reserve Depository Institutions, nec. (inc. Federal Home Loan Banks)
6021 National Commercial Banks
6022 State Commercial Banks, nec.
6029 Commercial Banks, nec.
6035 Savings Institutions, Federally Chartered
6036 Savings Institutions, Not Federally Chartered
6061 Credit Unions, Federally Chartered
6062 Credit Unions, Not Federally Chartered
6080 Foreign Banks
6081 Nondepository Trust Facilities
6098 Depository Banking Functions, nec.

6100 Nondepository Credit Institutions
6111 Federally Sponsored Credit Agencies
6141 Personal Credit Institutions
6150 Business Credit Institutions
6162 Mortgage Bankers & Loan Correspondents
6163 Loan Brokers

6200 Security & Commodity Brokers, Dealers Exchange & Services
6211 Security Brokers, Dealers & Flotation Companies
6221 Commodity Contracts Brokers & Dealers
6231 Security & Commodity Exchanges
6262 Investment Advice
6268 Services Allied With the Exchange of Securities & Commodities, nec.

6300 Insurance Carriers
6311 Life Insurance
6321 Accident & Health Insurance
6324 Hospital & Medical Service Plans
6331 Fire, Marine & Casualty Insurance
6351 Surety Insurance
6361 Title Insurance
6371 Pension, Health & Welfare Funds
6398 Insurance Carriers, nec.

6411 Insurance Agents, Brokers & Services

6500 Real Estate
6512 Nonresidential Building Contractors
6513 Apartment Building Operators
6514 Cleaning Operators, nec. (Apt.)
6515 Mobile Home Site Contractors
6519 Lessors of Real Property, nec.
6521 Real Estate Agents & Managers
6532 Appraisers
6541 Title Abstract Offices
6550 Subdividers & Developers

6700 Holding & Other Investment Offices
6712 Office of Bank Holding Company
6719 Holding Offices, nec.
6722 Management Investment Offices, Open-End
6726 Unit Investment Trusts, Fixed-Amount Certificate Offices, & Closed-End Management Investment Offices
6732 Education, Religious & Charitable Trusts
6733 Trusts, nec.
6742 Oil Royalty Trusters
6798 Real Estate Investment Trusts
6799 Investors, nec.

DIVISION I. SERVICES

7000 Hotels & Other Lodging Places
7011 Hotels, Motels & Tourist Courts
7021 Rooming & Boarding Houses
7032 Sporting & Recreational Camps
7033 Recreational Vehicle Parks & Campsites
7041 Hotels & Lodging House Operated by Membership Organizations

7200 Personal Services
7211 Power Laundries, Family & Commercial
7212 Garment Pressing
7213 Linen Supply
7215 Coin-Operated Laundry & Cleaning
7216 Dry Cleaning Plants, Except Plug
7217 Carpet & Upholstery Cleaning
7218 Industrial Laundries
7219 Laundry & Garment Services, nec.
7221 Photo Studios, Fixing
7221 Beauty Shops
7241 Barber Shops
7251 Shoe Repair
7261 Pawnshop, Jewelry & Credit Office
7291 Tax Return Preparation Services
7298 Misc. Personal Services, nec.

7300 Business Services
7311 Advertising Agency
7312 Outdoor Advertising Services
7313 Radio, Television & Publisher's Advertising Representatives
7319 Advertising, nec.
7322 Advertisement & Collection Services
7323 Credit Reporting Services
7331 Direct Mail Advertising Services
7334 Photocopying & Duplicating Services
7335 Commercial Photography
7336 Commercial Art & Graphic Design
7338 Secretarial & Court Reporting
7342 Duplicating & Post Control Services
7349 Building Maintenance Services, nec.
7350 Misc. Equipment Rental & Leasing
7361 Employment Agencies
7363 Help Supply Services
7370 Computer & Data Processing Services
7381 Detective & Protective Services
7382 Security Systems Services
7383 News Syndicates
7384 Photofinishing Labs
7389 Business Services, nec.

7500 Auto Repair, Services & Garages
7513 Truck Rental & Leasing
7514 Passenger Car Rental
7515 Passenger Car Leasing
7519 Utility Trailer & Recreational Vehicle Rental
7521 Automobile Parking
7530 Auto Repair Shops
7542 Car Washes
7549 Auto Services, Except Repair & Car Washes

7600 Misc. Repair Services
7622 Radio & Television Repair Shops
7623 Refrigeration & Air Conditioning Service & Repair Shops
7629 Electronic & Electrical Repair Shops, nec.
7631 Watch, Clock & Jewelry Repair
7641 Reupholstery & Furniture Repair
7692 Watch Repair
7699 Repair Shop & Related Services, nec.

7900 Motion Pictures
7912 Motion Picture & Video Tape Production
7919 Services Allied to Motion Pictures
7920 Motion Picture Distributor & Services
7932 Motion Picture Theaters, nec.
7933 Drive-In Motion Picture Theaters
7941 Video Tape Rental

7900 Amusement & Recreation Services
7911 Dance Halls, Studios & Schools
7922 Theatrical Producers & Mgmt. Theatrical Services
7929 Circus, Orchestras, Actors & Other Entertainers & Entertainment Groups
7933 Bowling Centers
7940 Amusement Parks
7941 Physical Fitness Facilities
7949 Public Golf Courses
7953 Canoe Amusement Centers
7956 Amusement Parks
7957 Amusement Sports & Recreation Clubs
7959 Amusement, Recreation Services, nec.

8000 Health Services
8011 Office & Clinics of Physicians
8021 Office & Clinics of Dentists
8031 Office & Clinics of Chiropractors, Physiotherapists
8041 Office & Clinics of Optometrists
8042 Office & Clinics of Ophthalmologists
8043 Office & Clinics of Podiatrists
8049 Office & Clinics of Health Practitioners, nec.
8051 Skilled Nursing Care Facilities
8052 Intermediate Care Facilities
8059 Nursing & Care Facilities, nec.
8060 Hospitals
8062 General Medical & Surgical Hospitals
8063 Psychiatric Hospitals
8069 Specialty Hospitals, Excluding Psych.
8071 Medical Laboratories
8072 Dental Laboratories
8082 Home Health Care Services
8083 Kidney Dialysis Centers
8083 Specialty Outpatient Facilities, nec.
8089 Health & Allied Services, nec.

8111 Legal Services
8200 Educational Services
8211 Elementary & Secondary Schools
8221 Colleges, Universities & Professional Schools
8222 Junior Colleges & Technical Institute
8231 Libraries & Information Centers
8243 Data Processing Schools
8244 Business & Secretarial Schools
8249 Vocational Schools, nec.
8298 Schools & Educational Services, nec.

8300 Social Services
8322 Individual & Family Services
8323 Job Training & Related Services
8324 Child Day Care Services
8361 Residential Care
8369 Social Services, nec.

8400 Museums, Art Galleries & Botanical & Zoological Gardens

8600 Membership Organizations
8611 Business Associations
8621 Professional Organizations
8631 Labor Organizations
8641 Civic, Social & Fraternal Associations
8651 Political Organizations
8661 Religious Organizations
8699 Member Organizations, nec.

8700 Engineering, Accounting, Research, Management & Related Services
8711 Engineering Services
8712 Architectural Services
8713 Surveying Services
8721 Auditing, Accounting & Bookkeeping Services
8730 Research, Development & Testing Services
8741 Management Services
8742 Management Consulting Services
8743 Public Relations Services
8744 Facilities Support Management Services
8748 Business Consulting Services, nec.

8800 Private Households (Domestic Services)
8899 Misc. Services, nec.

DIVISION J. PUBLIC ADMINISTRATION

9100 Executive, Legislative & General Government

9200 Justice, Public Order & Safety

9300 Public Finance, Taxation & Monetary Policy

9400 Administration of Human Resource Programs

9500 Administration of Environmental Quality & Housing Programs

9600 Administration of Economic Programs

9700 National Security & International Affairs

DIVISION K. NONCLASSIFIABLE ESTABLISHMENTS
9800 Nonclassifiable Establishments

CODE CHANGE?

Proposed Revision in U.S. Industry Statistics Could Benefit Travel in the Long Run

BY PETER HAMM

WASHINGTON— In what could turn out to be one of the most crucial victories the travel industry has ever had in federal lobbying, it appears a major revision of government statistics on business will include more specific numbers on travel and tourism.

The revised statistics, called the Standard Industrial Classification (SIC), could have a profound effect on how travel and tourism bodes in both federal and state lobbying efforts, how government policymakers treat the travel industry, and how travel agents—whose sales are now virtually invisible in government statistics—are viewed as part of the overall retailing industry. Getting more recognition through the SIC system could also lead to more political clout for the industry, more government attention and tax relief in lean years.

Though such a revision probably won't show up on paper for five years (1997 is the next time the system can be revised), industry officials are already celebrating positive signs from the Office of Management and Budget (OMB). Tourism's sway with the OMB and the White House has never been particu-

larly great. President Jimmy Carter, for example, once called tourism "frivolous."

But clearer SIC listings, according to John Keller, director of the U.S. Travel and Tourism Administration (USTTA), are "really the only way that tourism is ever going to be legitimately...included in the economic statistics of this country."

Rep. Robin Tallon (D-S.C.), chairman of the Congressional Travel and Tourism Caucus, says the move would be a good one for government as well as the industry. "More and more, we're seeing tourism regarded as an important factor in economic models and forecasts," he says.

"We can't afford to ignore the contribution that tourism makes to our economy and our balance of trade. Including tourism...will certainly recognize this industry as a rapidly growing and increasingly important sector of our economy."

Big Payoff

If the groundwork laid by private sector advisors to Keller (and begun by his predecessors, Donna Tuttle and Rockwell Schnabel) pays off in the OMB's 1997 revision of the SIC system, the end result could be the most significant contribution any USTTA

director has made to travel in the agency's 30-year history.

SIC data is used to calculate gross national product and the extent of the nation's trade deficit. Travel and tourism could benefit from a more distinct inclusion in the nation's balance sheet. The industry contributed a \$9 billion trade surplus last year, but since there's no such line on the ledger, only industry-generated publicity led to anyone knowing about it.

According to Robert Juliano, a labor lobbyist and a member of the advisory board of the USTTA, a revised SIC statistic would answer Capitol Hill critics who say travel does not contribute that much and who doubt the sales figures submitted by the industry.

Travel and tourism industry sales figures are currently "split up among lots of categories," Keller says. "The issue is [travel and tourism] is not recognized as an industry. Airplanes are one place, restaurants are someplace else, hotels someplace else."

More government recognition could be a major boost for travel agents, who are perhaps the biggest losers under the current classification system. The earnings of agents are buried deeply inside the stan-

dard umbrella classifications of either "Retail Sales" or "Services." With a separate travel and tourism line item, however, retailers could say they are the principal sales and distribution system of that government-reported economic figure. A subclassification in the listings could even show agency sales specifically.

Outlook Good

Unless cracks develop in the industry's lobbying efforts to change the SIC system, prospects appear strong that the new classification will be adopted. But a critical public comment period would precede the adoption of any change.

One reason OMB is finally reacting favorably, officials say, is that its analysts think the entire SIC system needs an overhaul in 1997.

USTTA's advisory board drafted a report on arguments in favor of an SIC line that has been submitted to the OMB, and most industry observers believe chances for a revision in the code in 1997 are good. "It's going to happen in the '90s," says James Gaffigan, an American Hotel and Motel Association vice president. "Tourism will be there."