

**Fantasy Company:** Travel agency for businesses

**Produce:** Travel arrangements

**Name of company:** Now Voyager

**Number of Employees:** 15

* Human Resource Manager
	+ HR. Assistant
* Accountant
	+ Accounting Assistant
* Financial Manager
* Travel Agent (5)
* Corporate Travel Consultant
* Office Manager
	+ Office Assistant
* Marketing Manager
* IT Manager
* CEO

**Authority Structure:** Decentralized Business Model

**Geographic Location:** United States (Mid-west)

**Strength:** strong leadership

**Weakness**: heavy competition

**Company catchphrase:** Wander often, Wonder Always

**Industry:** Travel arrangements and reservation services

## Industry Classification: 2012 NAICS: 5615 - Travel arrangement and reservation services

### Definition: This industry group comprises establishments primarily engaged in (1) travel agency services; (2) arranging and assembling tours; (3) offering convention and visitors bureau services; and (4) offering all other travel arrangement and reservation services.

**Organizational Chart**

**Key Industry Statistics: United States**

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|  | **1997** | **2002** | **2007** | **2012** | **07-12 % Chg** |
| Number of establishments | 36,578 | 28,470 | 22,595 | 20,078 | -11.1% |
| Receipts ($ Millions) | 21,484 | 25,535 | 37,112 | 34,346 | -7.5% |
| Annual payroll ($ Millions) | 7,699 | 8,051 | 12,409 | 10,473 | -15.6% |
| Total employment | 300,504 | 264,614 | 258,329 | 229,383 | -11.2% |
| Receipts per establishment ($1,000) | 587 | 897 | 1,642 | 1,711 | 4.2% |
| Receipts per employee ($1,000) | 71 | 97 | 144 | 150 | 4.2% |
| Receipts per $ of payroll ($) | 2.79 | 3.17 | 2.99 | 3.28 | 9.7% |
| Payroll per employee ($) | 25,622 | 30,425 | 48,035 | 45,657 | -5.0% |
| Employees per establishment | 8.22 | 9.29 | 11.43 | 11.42 | -.1% |
| Receipts per capita ($) | 79 | 89 | 123 | 109 | -11.2% |
| Population per establishment | 7,454 | 10,103 | 13,332 | 15,635 | 17.3% |

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| Nonemployer establishments (establishments without paid employees) |
| Number of establishments | 38,069 | 32,993 | 43,076 | 40,581 | -5.8% |  |
| Receipts ($1,000) | 1,382,219 | 1,433,042 | 1,728,636 | 1,618,978 | -6.3% |  |
| Receipts per establishment ($) | 36,308 | 43,435 | 40,130 | 39,895 | -.6% |  |
| Receipts per capita ($) | 5.07 | 4.98 | 5.74 | 5.16 | -10.1% |  |
| Population |
| Total Population | 272,646,925 | 287,625,193 | 301,231,207 | 313,914,040 | 4.2% |  |

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Resources:

United States Census Bureau. 2012 NAICS: 5615 - Travel arrangement and reservation services. Industry Statistics Portal. <https://www.census.gov/econ/isp/sampler.php?naicscode=5615&naicslevel=4>

Reference for later:

<https://datausa.io/profile/naics/5615/>

<https://siccode.com/en/naicscodes/561510/travel-agencies-2>