

# Weekly Report 1/2016

*Data source: MerlinX*

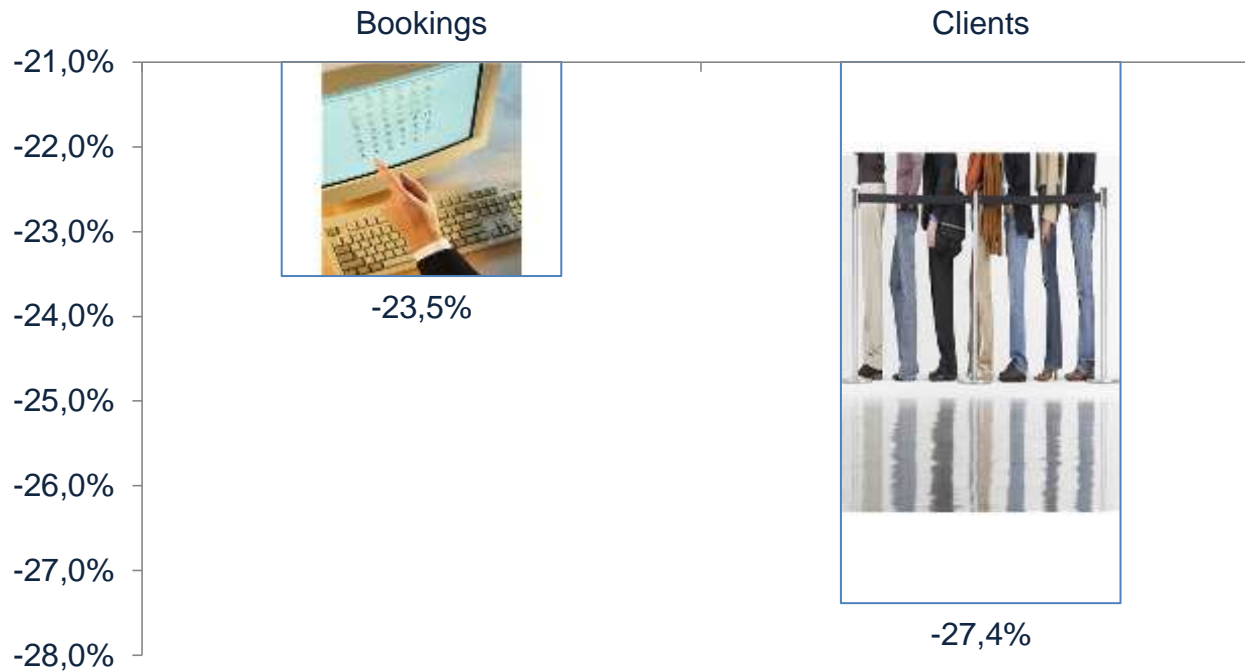
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# Last week – 1/2016, tours 01.11.15 – 31.10.16

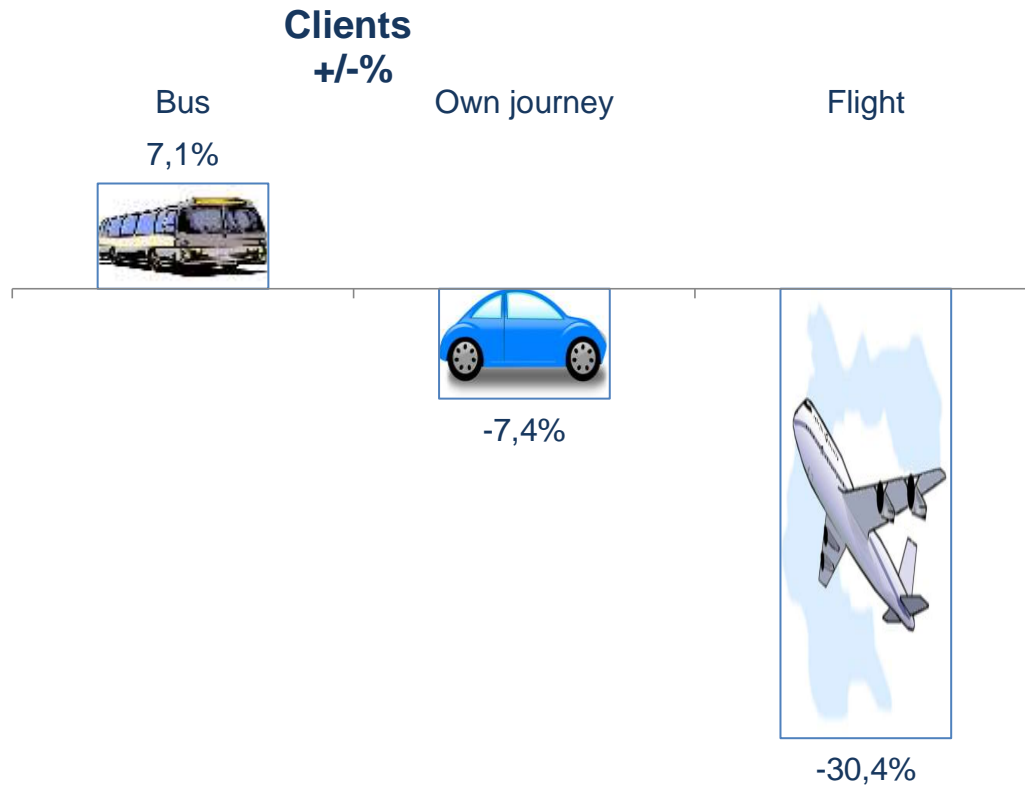
compared with 2. week in 2015 r.



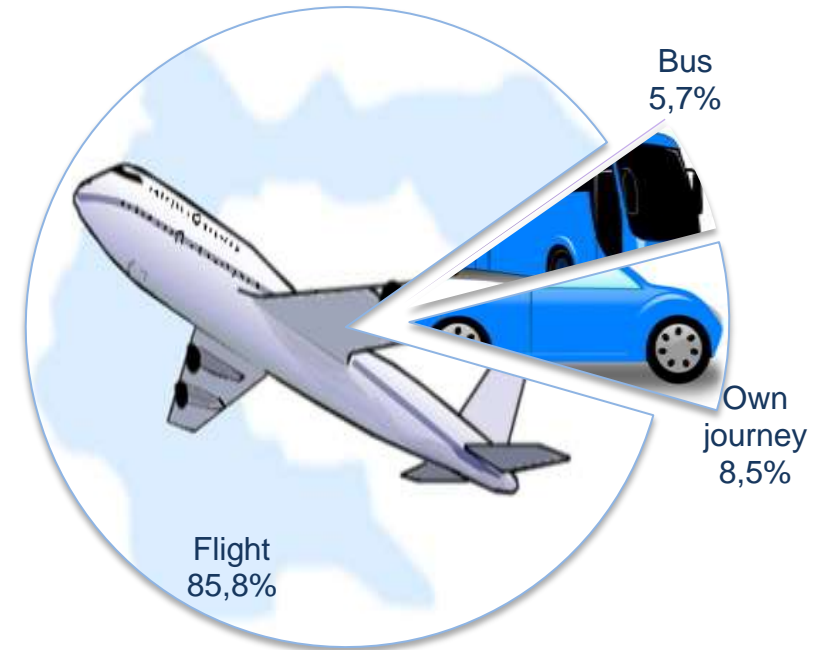
The long lasting downward trend was continued in the very first week of 2016. Nbr. of clients dropped down by 27%

# Last week – 1/2016, tours 01.11.15 – 31.10.16

compared with 2. week in 2015 r.



## Share %

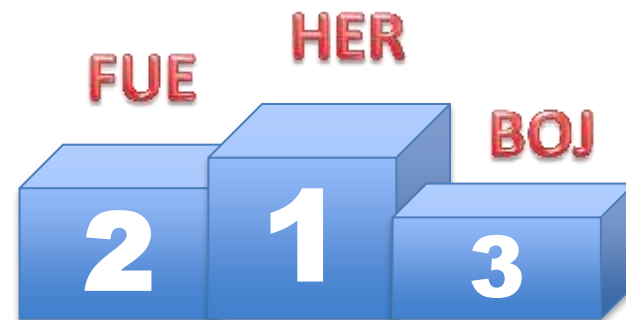


Despite the highest share in sales of flight packages = 85,8%, these were losing more than 30% customers.

# Ranking of the most popular countries & destinations in CW1

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 622	2 724
2	Fuerteventura	6 590	2 708
3	Burgas	6 236	2 141
4	Zakynthos	7 452	2 703
5	Korfu	7 140	2 636
6	Teneryfa	7 058	2 875
7	Chania	8 622	2 880
8	Antalya	6 685	2 350
9	Rodos	7 912	2 588
10	Marsa Alam	3 785	1 696
11	Madera	5 998	2 743
12	Lanzarote	6 874	2 831
13	Varna	5 702	2 128
14	Pafos	3 947	1 707
15	Gran Canaria	7 611	3 179
16	Hurghada	4 344	1 926
17	Barcelona	6 183	2 666
18	Majorka	8 256	3 257
19	Bodrum	7 235	2 683
20	Agadir	4 829	2 301



Rank	Country	Price/booking	Price/person
1	Grecja	7 810	2 723
2	Hiszpania	7 310	2 898
3	Bułgaria	5 988	2 097
4	Włochy	5 642	2 223
5	Turcja	7 226	2 535
6	Egipt	4 163	1 820
7	Portugalia	7 107	3 122
8	Chorwacja	4 662	1 721
9	Cypr	4 358	1 868
10	Dominikana	13 712	5 971

# The average price per person in the tourist year 2015/16

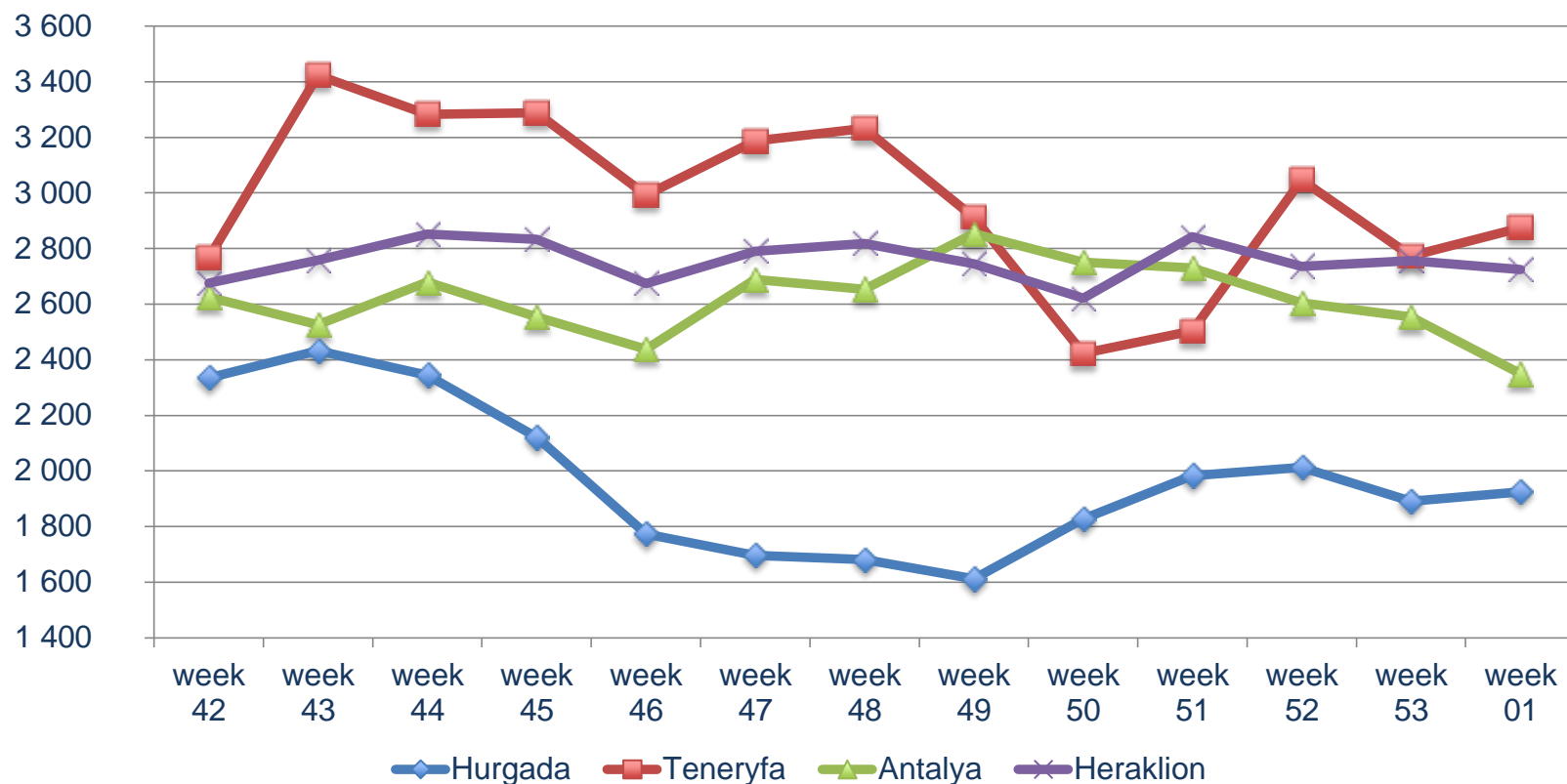
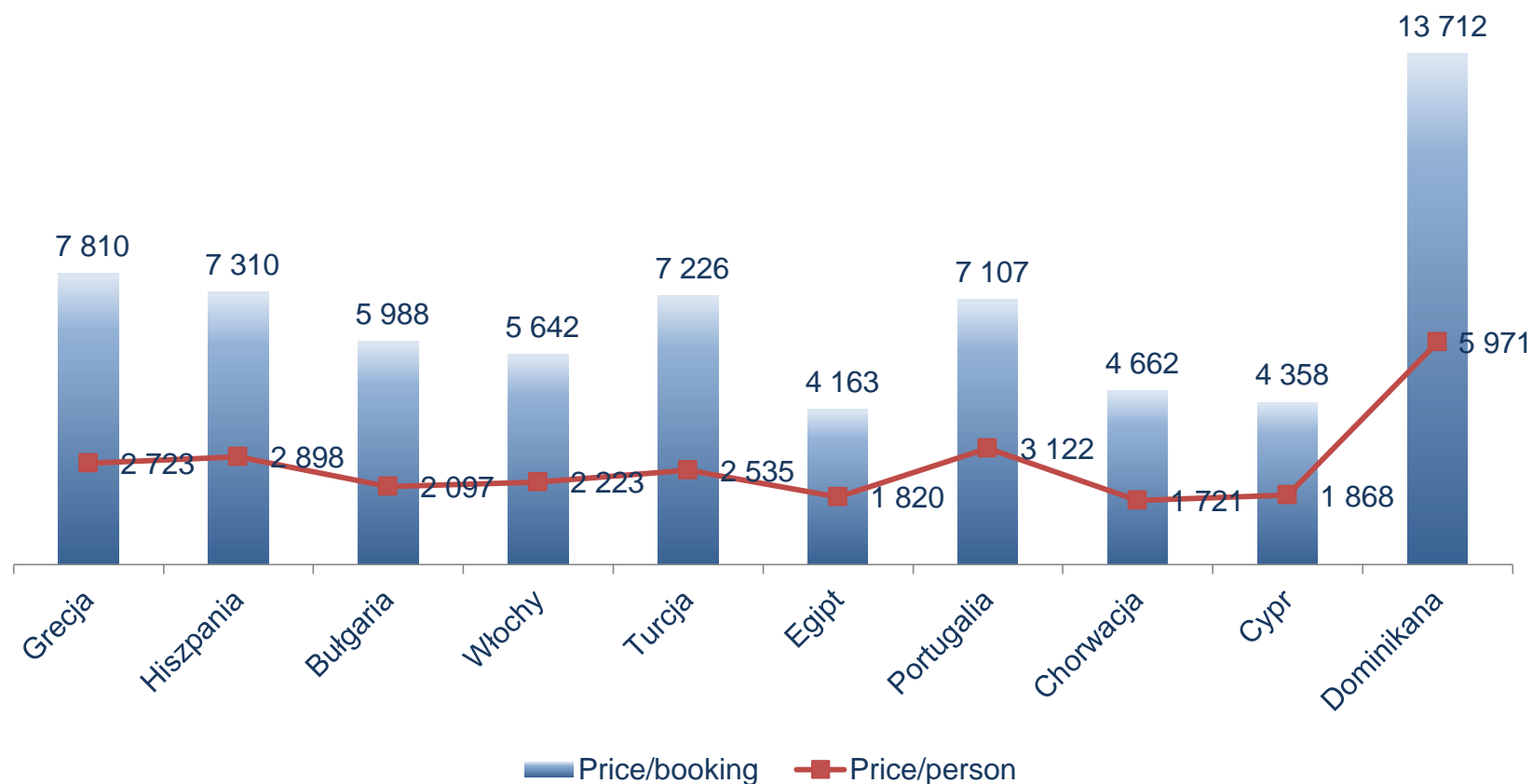


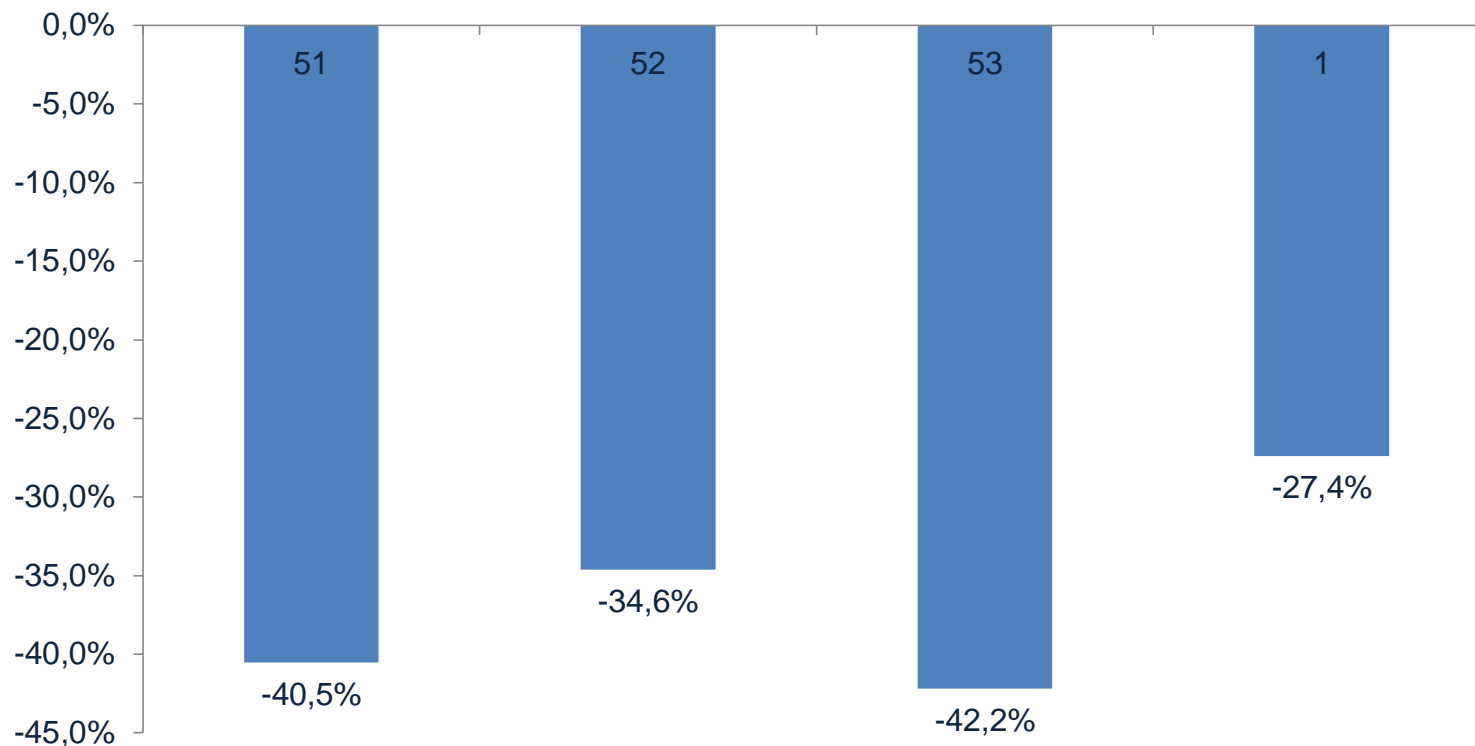
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

# Average booking price and the price per person in 1. week



# The last four weeks of sales of the tourist year 2015/16 - customers

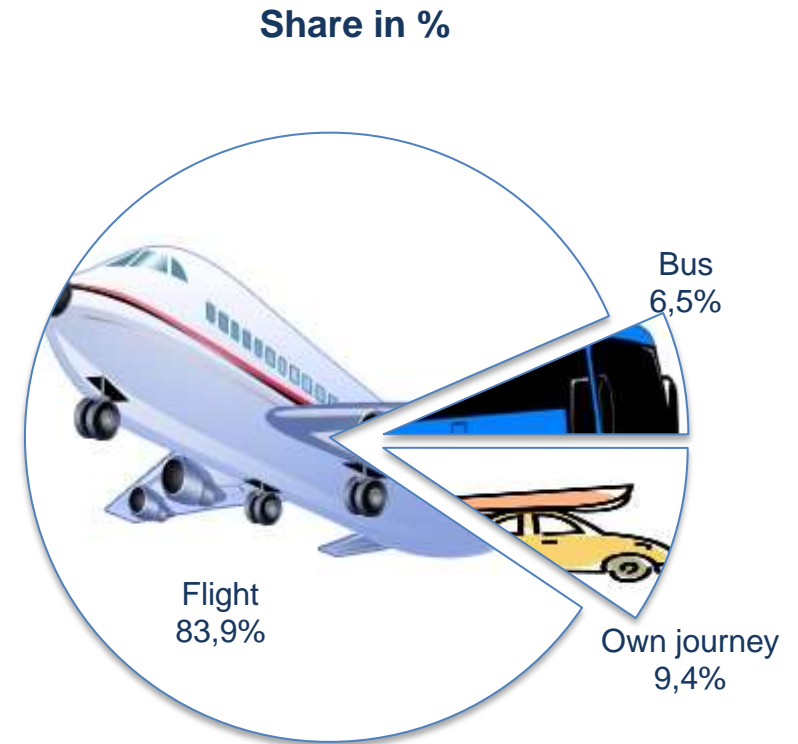
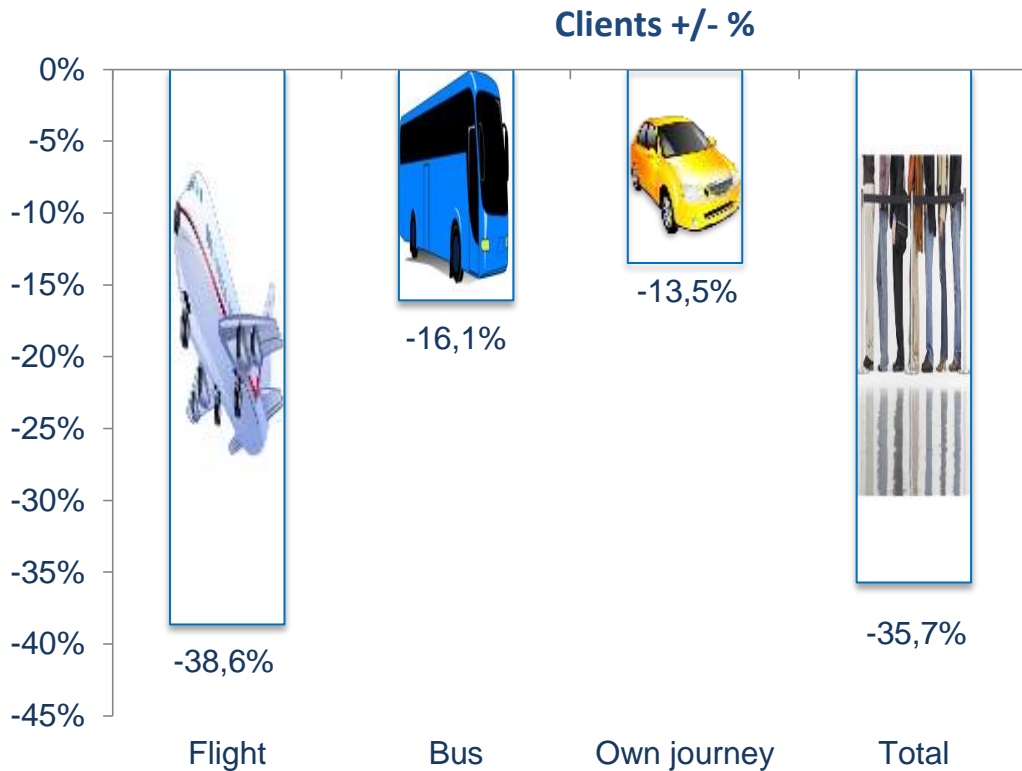
compared with 4 analogous weeks in tourist year 2014/2015.



All travel agents and tour operators were waiting for the change of downward trend but it didn't happen.

# The sales trend of the last four weeks

compared with 4 analogous weeks in tourist year 2014/2015.

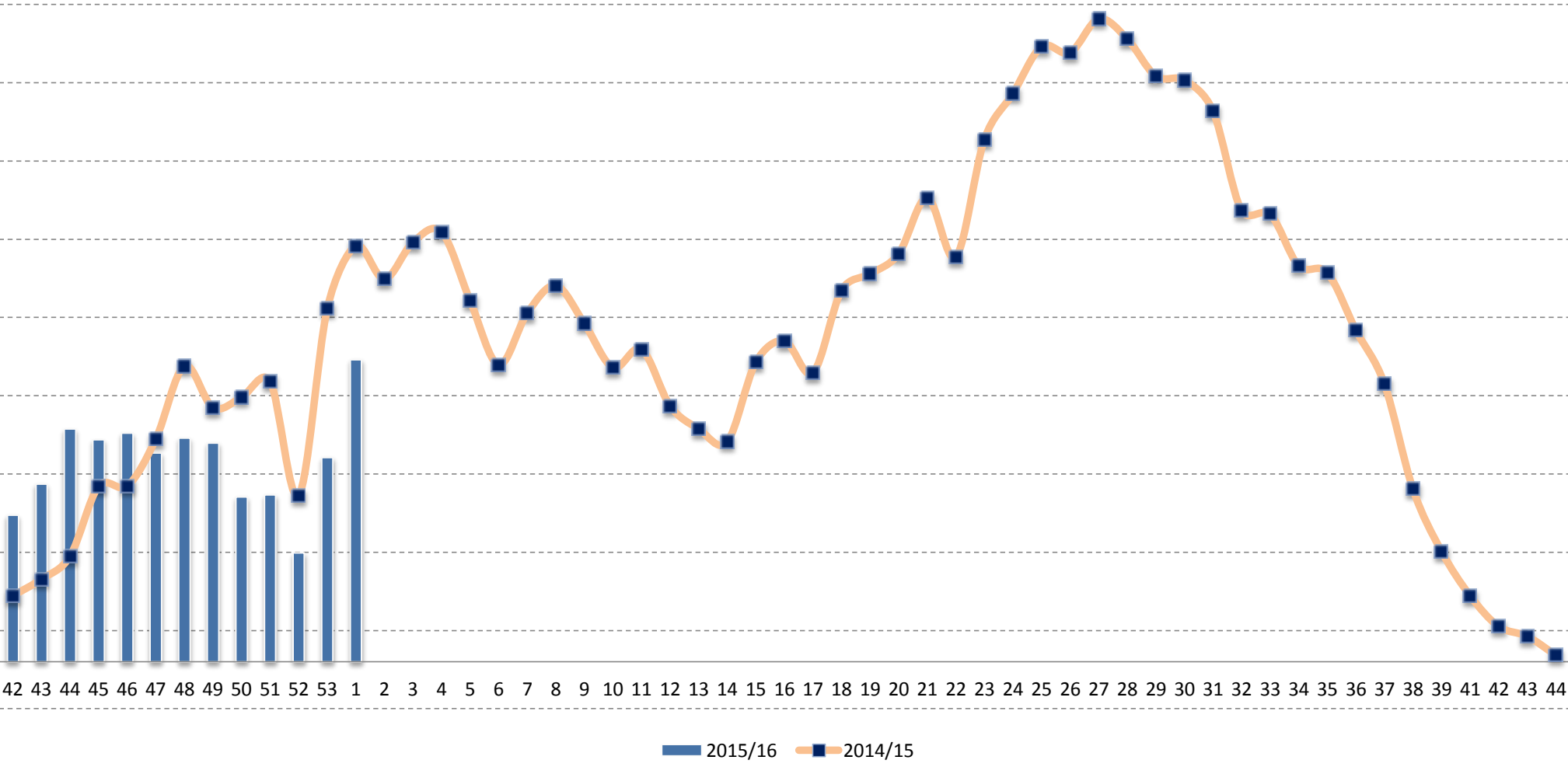


A slight relaxation of decrease from last 4 weeks didn't improve the difficult booking situation in travel offices.



# Weekly sales compared with the previous tourist year

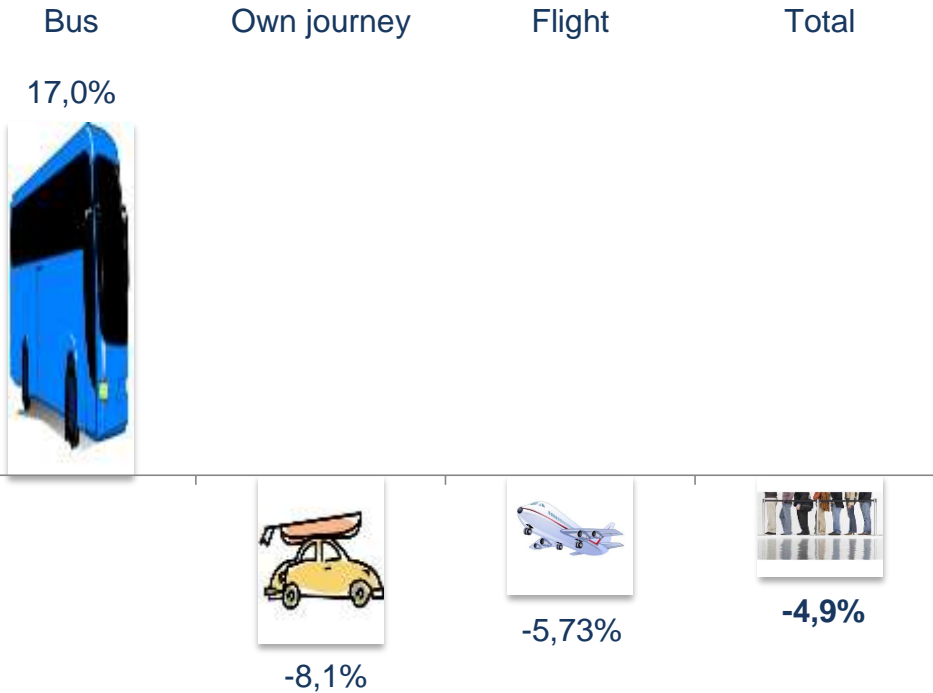
Bookings weekly 15/16 vs. 14/15



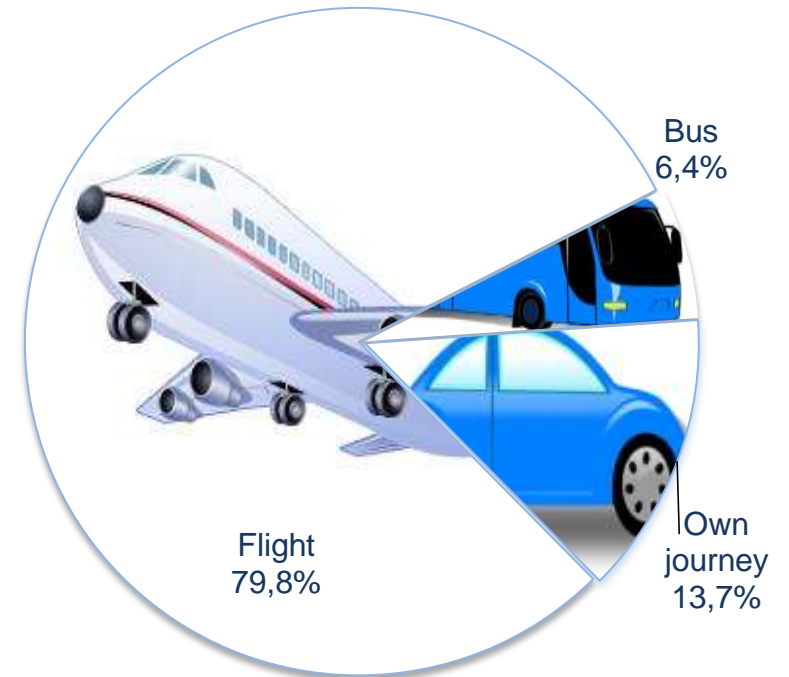
# Cumulative sales of 2015/16

compared to sales in the same period of last tourist year 2014/15

## Clients +/- %



## Share %



After 6 months of sales of travel in tourist year 2015/16 the cumulative number of clients decreased by nearly 5%

# Ranking of the most popular countries & destinations in 2015/16

Rank	Country	% last year
1	Hiszpania	67%
2	Grecja	4%
3	Włochy	57%
4	Egipt	-65%
5	Bułgaria	++
6	Turcja	-69%
7	Portugalia	75%
8	Austria	118%
9	Kuba	116%
10	Cypr	39%
11	Emiraty Arabskie	++
12	Dominikana	69%
13	Tajlandia	43%
14	Chorwacja	54%
15	Tanzania	36%
16	Wyspy Zielonego Przylądka	++
17	Czechy	162%
18	Maroko	-37%
19	Francja	-15%
20	Polska	++

Rank	Destination	% last year
1	Fuerteventura	29%
2	Teneryfa	14%
3	Heraklion	-15%
4	Zakynthos	10%
5	Hurghada	-67%
6	Burgas	39%
7	Korfu	-13%
8	Gran Canaria	43%
9	Lanzarote	-14%
10	Madera	44%
11	Marsa Alam	-55%
12	Rodos	-34%
13	Antalya	-73%
14	Varna	106%
15	Chania	3%
16	Pafos	-1%
17	Majorka	47%
18	Ras Al Chajma	
19	Barcelona	9%
20	Zanzibar	21%



Detailed reports are available for members of PZOT  
Questions regarding data from MerlinX system please send to [pzot@pzot.pl](mailto:pzot@pzot.pl)