

Weekly Report 2/2016

Data source: MerlinX

<http://www.pzot.pl>

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Last week – 2/2016, tours 01.11.15 – 31.10.16

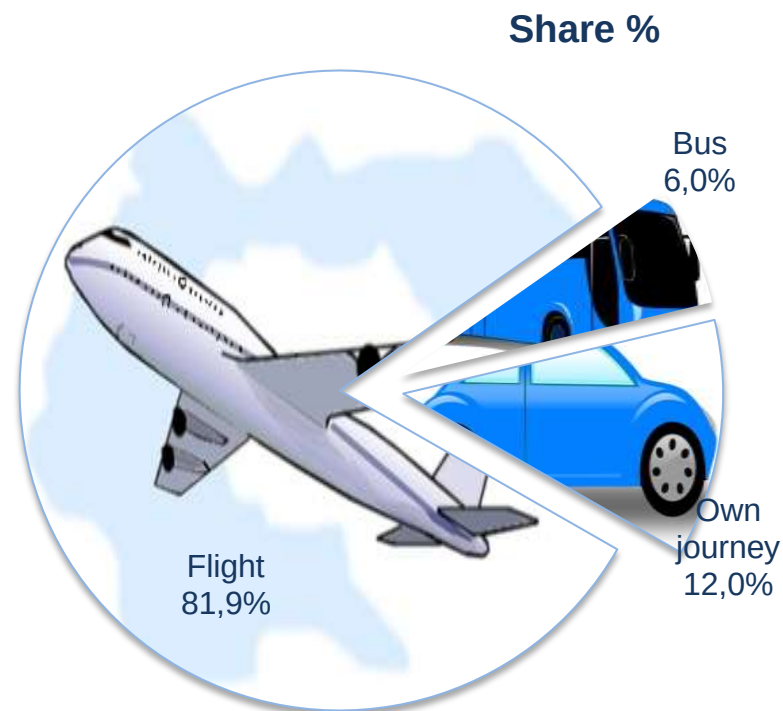
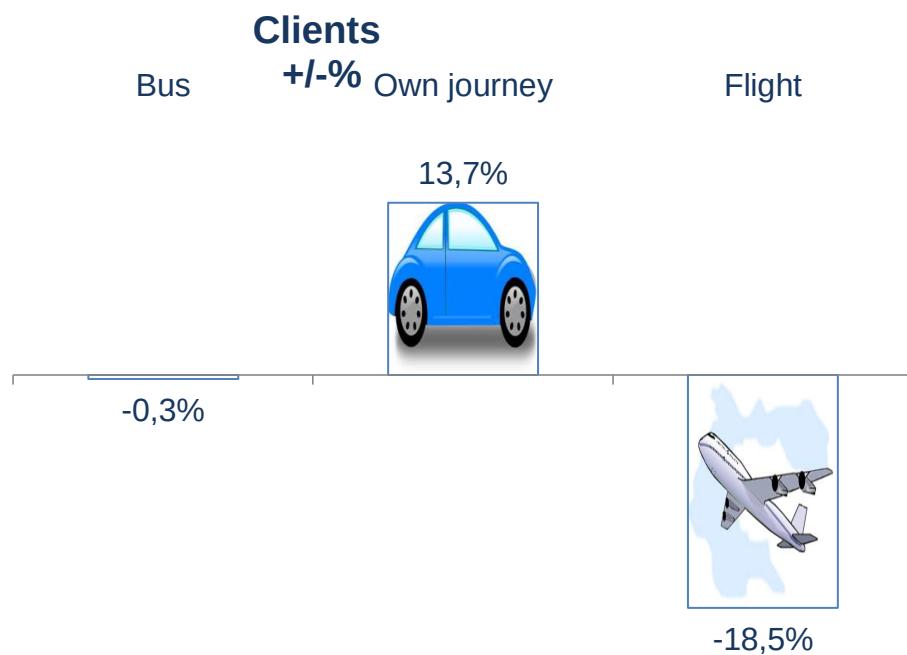
compared with 3. week in 2015 r.



The long lasting downward trend slowed down in the 2nd week of 2016. Nbr. of clients dropped down by 14,7%

Last week – 2/2016, tours 01.11.15 – 31.10.16

compared with 3. week in 2015 r.



Noticeable change in the type of trips booked through travel agencies to the disadvantage of flight packages.

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	Burgas	6 190	2 194
2	Teneryfa	6 930	2 732
3	Fuerteventura	6 839	2 749
4	Korfu	7 742	2 710
5	Heraklion	5 651	2 737
6	Chania	11 363	2 807
7	Rodos	7 493	2 630
8	Funchal	5 613	2 570
9	Antalya	6 422	2 385
10	Warna	5 344	1 949
11	Zakynthos	6 867	2 460
12	Arrecife	7 055	2 770
13	Majorka	7 747	3 044
14	Zakintos	7 176	2 851
15	Barcelona	5 802	2 589
16	Hurghada	3 368	1 476
17	Marsa Alam	3 817	1 667
18	Malaga	5 730	2 566
19	Las Palmas	8 393	3 199
20	Kos	7 554	2 556



Rank	Country	Price/booking	Price/person
1	Grecja	7 333	2 656
2	Hiszpania	7 100	2 836
3	Bułgaria	5 696	2 004
4	Włochy	5 038	1 991
5	Portugalia	6 314	2 804
6	Turcja	6 471	2 398
7	Chorwacja	5 266	1 833
8	Egipt	3 805	1 642
9	Cypr	4 474	1 880
10	Austria	5 919	1 609

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

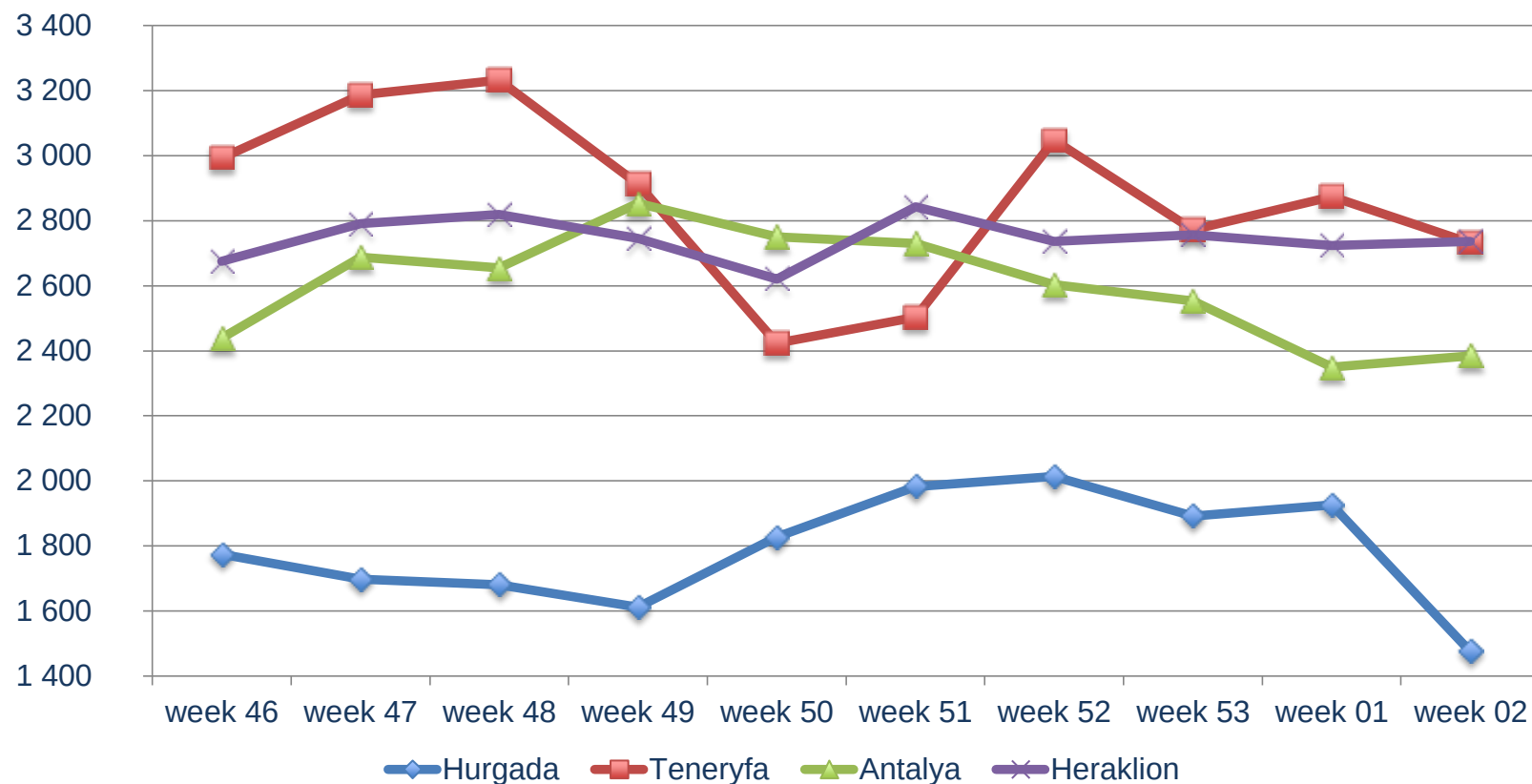
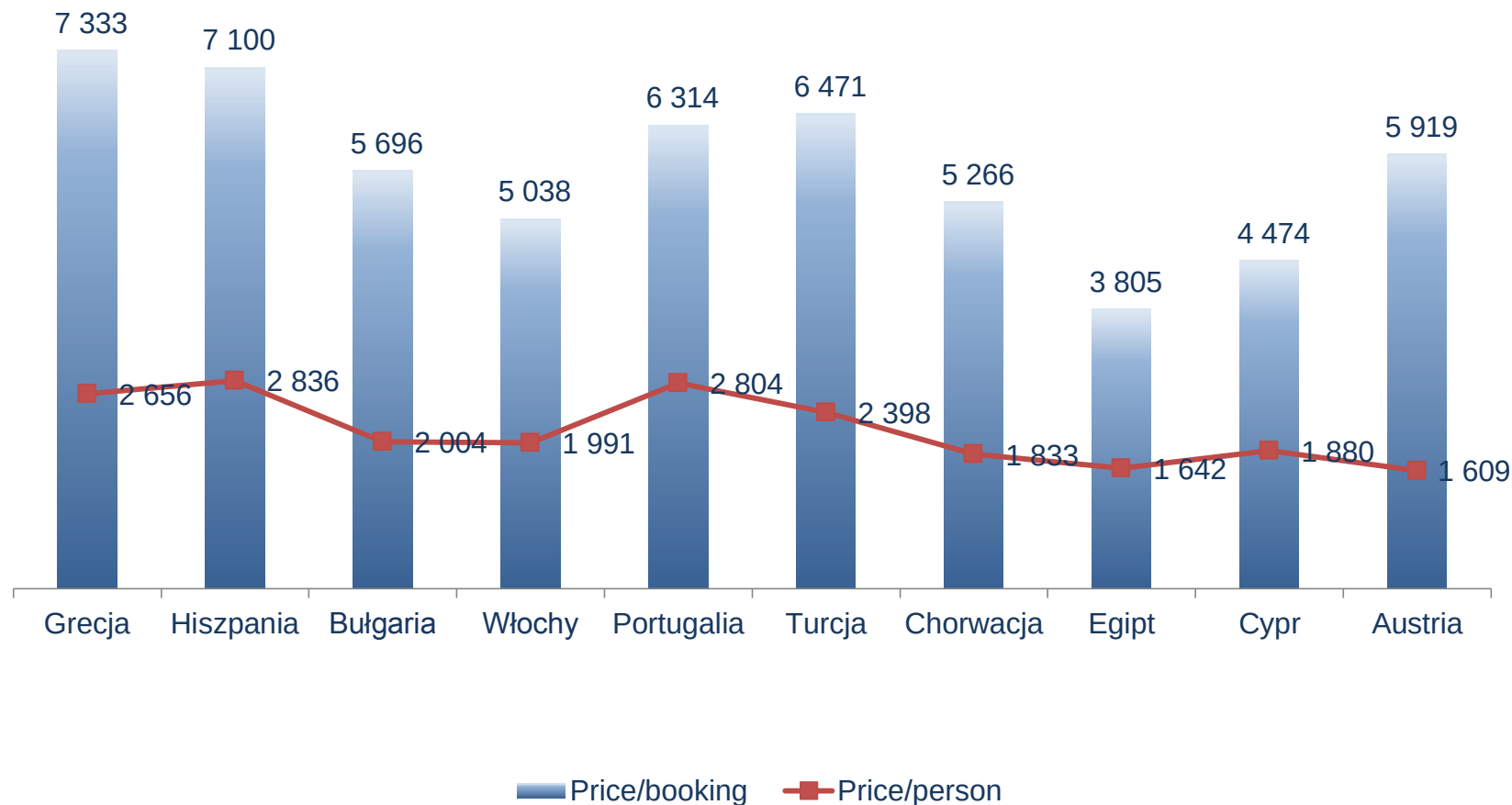


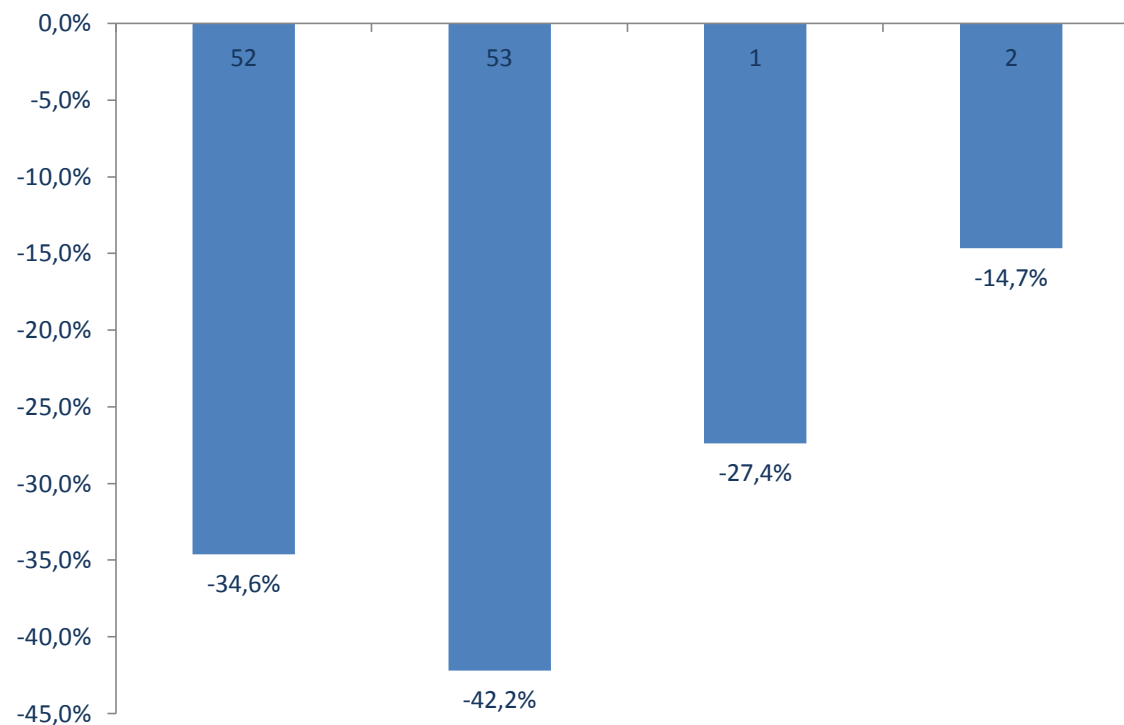
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

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



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

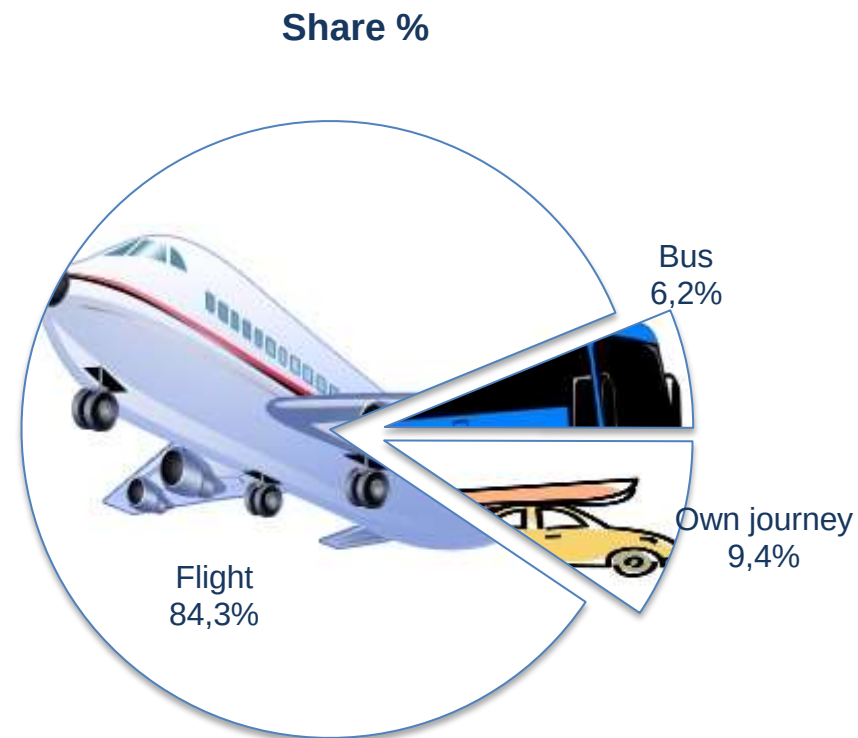
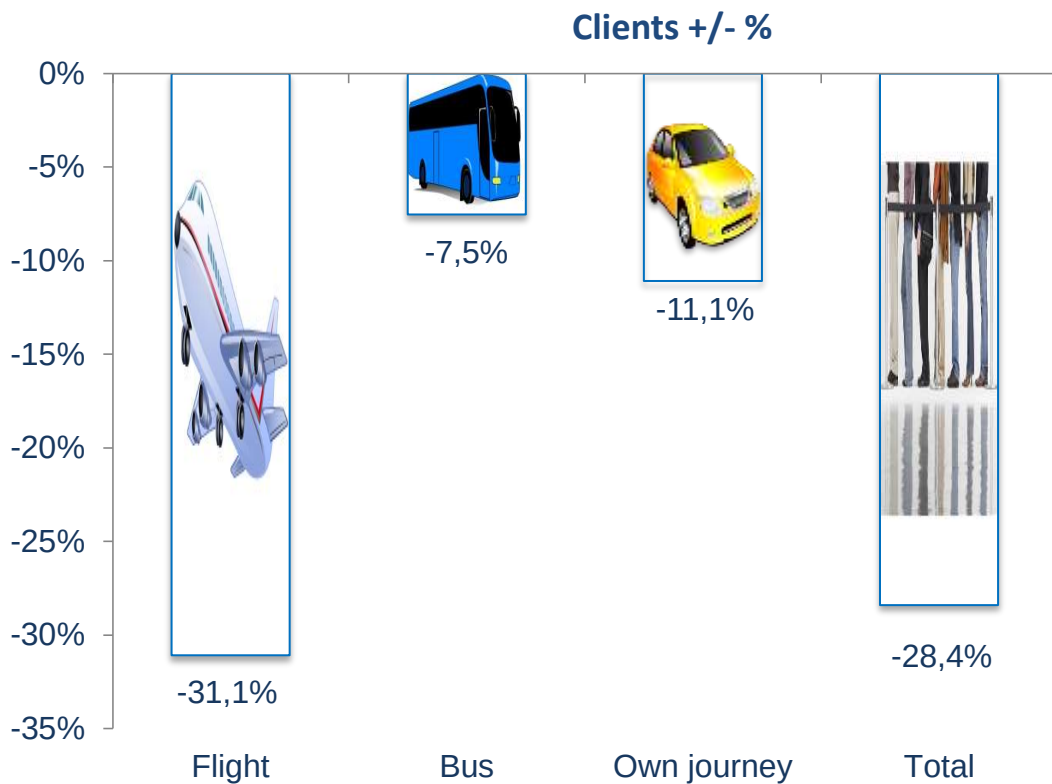
compared with 4 analogous weeks in tourist year 2014/2015.



It's too early to suppose that downward trend has been changed. It could still take several weeks.

The sales trend of the last four weeks

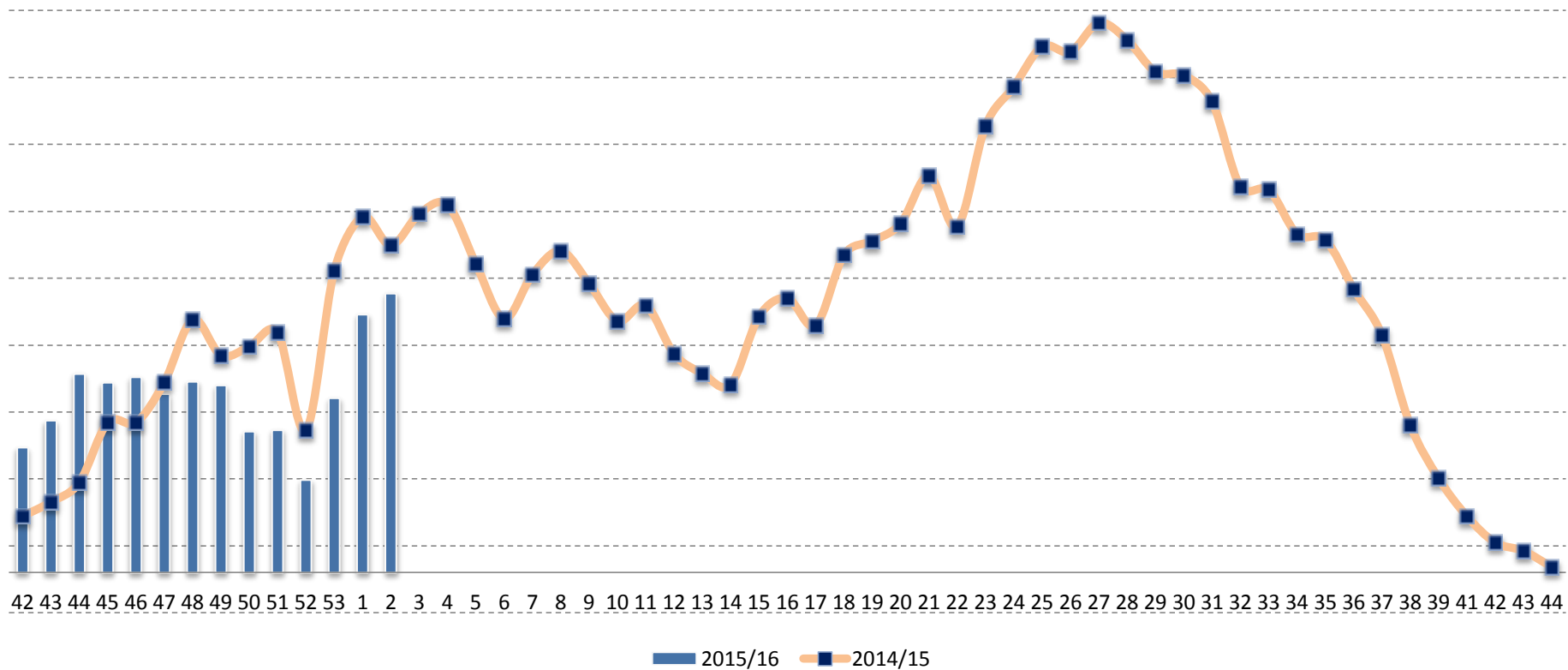
compared with 4 analogous weeks in tourist year 2014/2015.



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

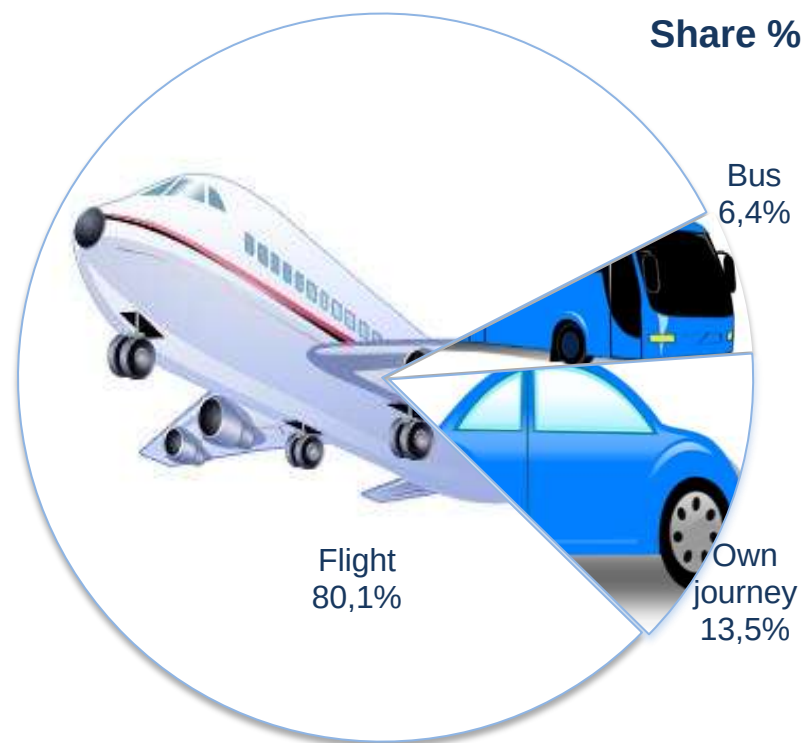
Bookings weekly 15/16 vs. 14/15



The ninth consecutive weekly sales decline.

Cumulative sales of 2015/16

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



The cumulative number of clients decreased by nearly 6%.

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

Rank	Country	% last year
1	Hiszpania	67,2%
2	Grecja	5,0%
3	Włochy	48,4%
4	Bułgaria	++
5	Egipt	-67,9%
6	Turcja	-70,5%
7	Portugalia	78,3%
8	Austria	118,2%
9	Kuba	110,4%
10	Cypr	35,8%
11	Emiraty Arabskie	++
12	Dominikana	77,2%
13	Tajlandia	40,6%
14	Chorwacja	58,2%
15	Tanzania	33,4%
16	Wyspy Zielonego Przylądka	++
17	Czechy	148,3%
18	Maroko	-38,2%
19	Polska	++
20	Francja	-16,2%

Rank	Destination	% last year
1	Fuerteventura	27%
2	Teneryfa	13%
3	Heraklion	-23%
4	Hurghada	-69%
5	Burgas	101%
6	Korfu	-12%
7	Funchal	49%
8	Marsa Alam	-57%
9	Zakynthos	-28%
10	Antalya	-74%
11	Chania	5%
12	Arrecife	++
13	Rodos	-51%
14	Las Palmas	-
15	Barcelona	6%
16	Zanzibar	18%
17	Majorka	25%
18	Warna	++
19	Malaga	31%
20	Faro	34%

Travel agencies' customers are looking for destinations currently considered as safe.



Detailed reports are available for members of PZOT
Questions regarding data from MerlinX system please send to pzot@pzot.pl