

Weekly Report 3/2016

Data source: MerlinX

<http://www.pzot.pl>

<http://www.lece.pl>

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Last week – 3/2016, tours 01.11.15 – 31.10.16

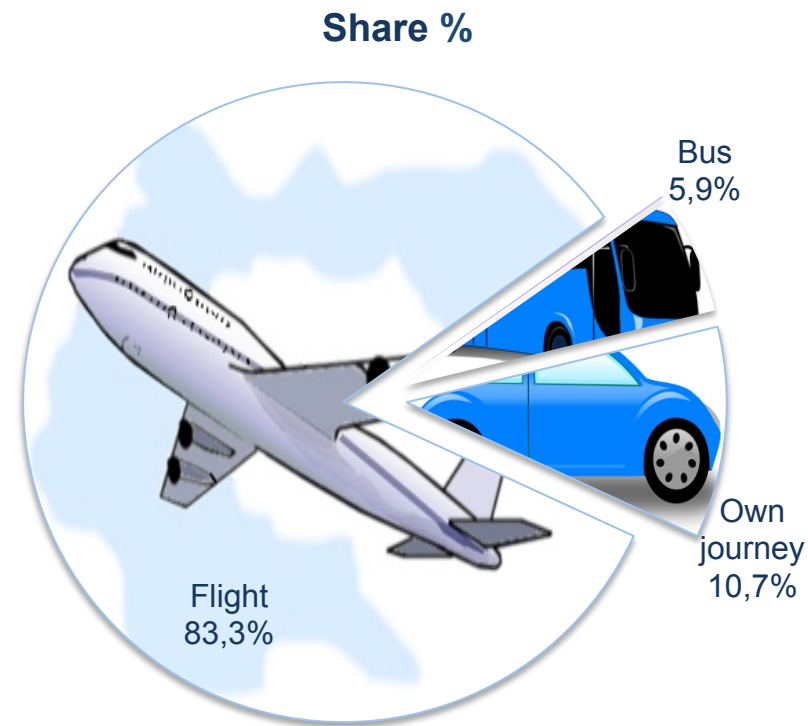
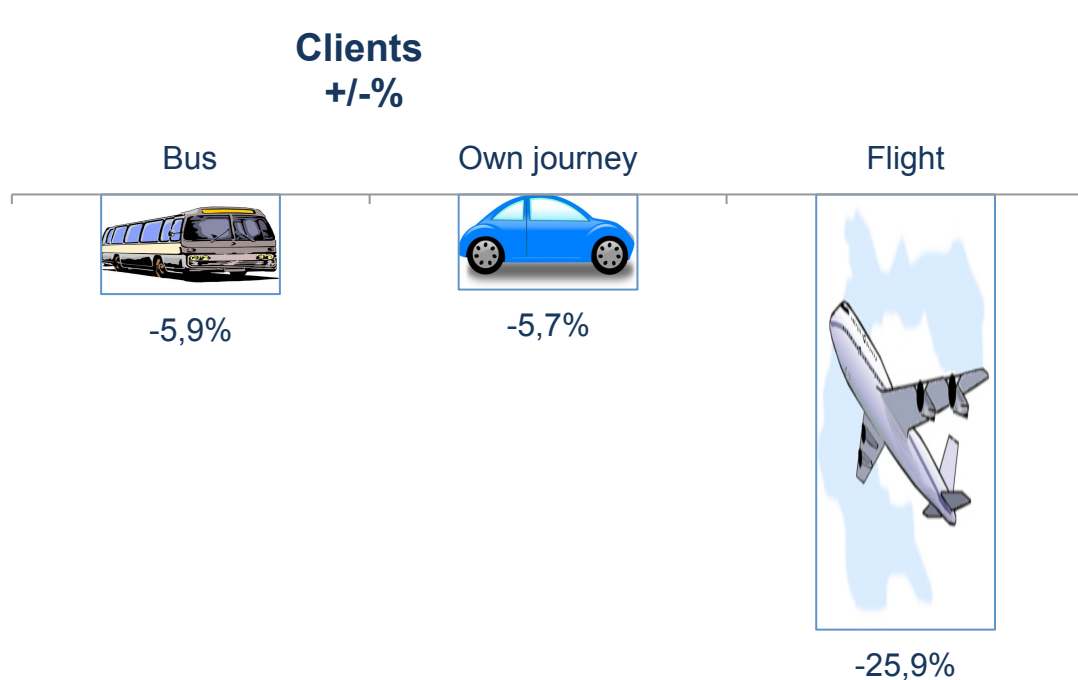
compared with 4. week in 2015 r.



Travel Market is hoping and waiting for a change of the negative trend. Last week ended with sales decrease of 23%

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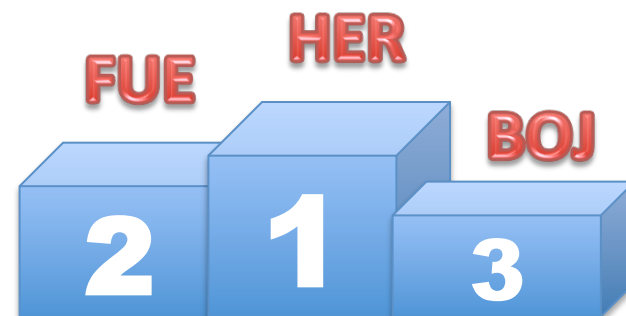


Sale of flight packages is still under high pressure however their share in total sales remains above 83%

Ranking of the most popular countries & destinations in CW3

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 491	2 771
2	Fuerteventura	7 193	2 853
3	Burgas	5 999	2 119
4	Zakynthos	6 843	2 568
5	Teneryfa	7 158	2 896
6	Korfu	7 256	2 672
7	Rodos	7 602	2 732
8	Chania	8 277	2 964
9	Antalya	6 988	2 440
10	Varna	5 587	2 072
11	Madera	6 205	2 729
12	Hurghada	3 277	1 491
13	Gran Canaria	7 399	3 150
14	Barcelona	5 869	2 547
15	Majorka	7 111	3 066
16	Lanzarote	7 206	2 954
17	Rijeka	7 122	2 520
18	Malaga	5 656	2 555
19	Marsa Alam	4 951	2 147
20	Faro	10 033	3 867



Rank	Country	Price/booking	Price/person
1	Grecja	7 349	2 687
2	Hiszpania	7 305	2 915
3	Bułgaria	5 598	2 041
4	Włochy	4 888	1 969
5	Chorwacja	5 433	1 913
6	Portugalia	7 432	3 110
7	Egipt	4 006	1 784
8	Turcja	7 006	2 420
9	Cypr	5 413	2 221
10	Kuba	13 784	6 265

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

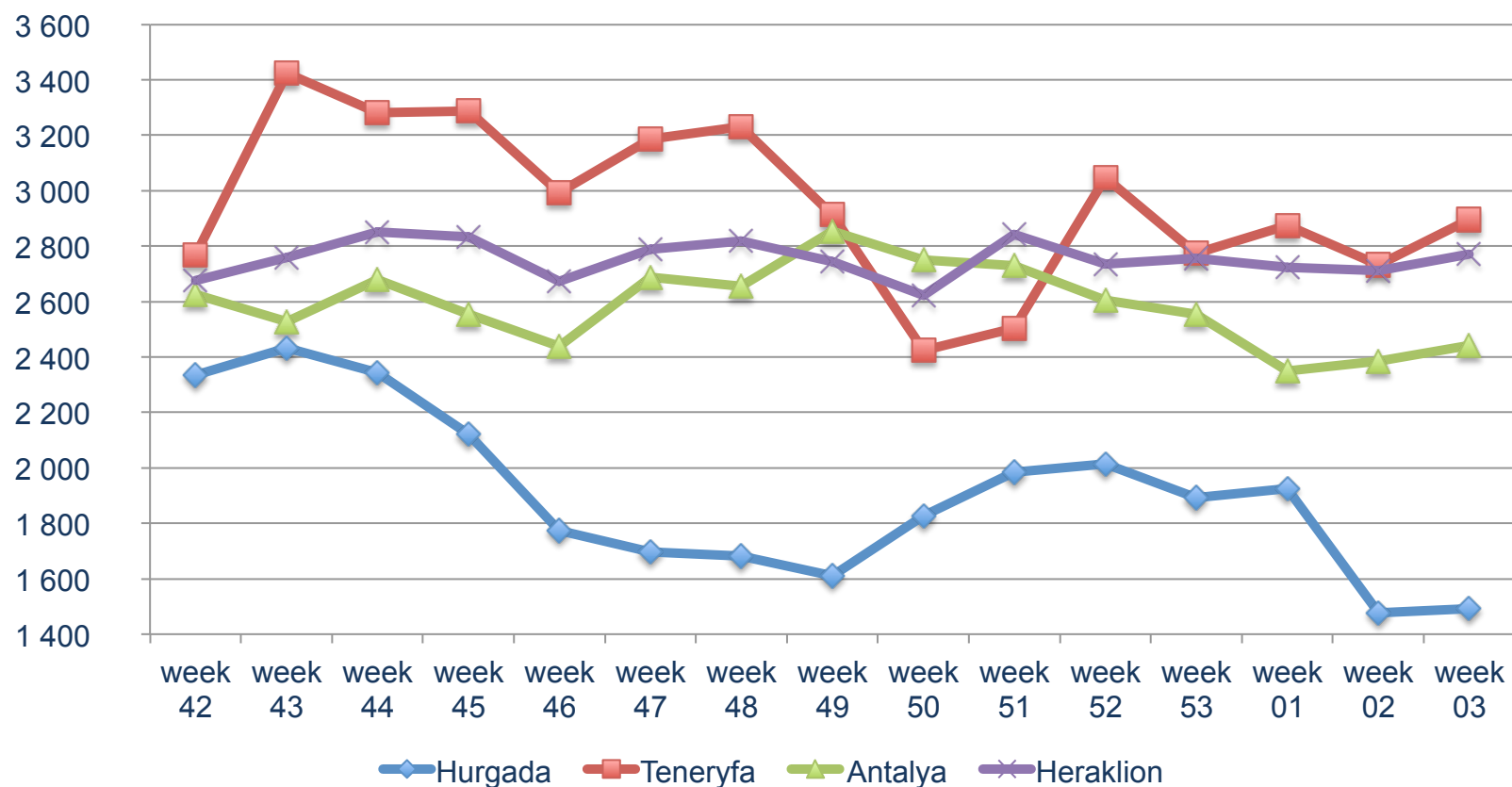
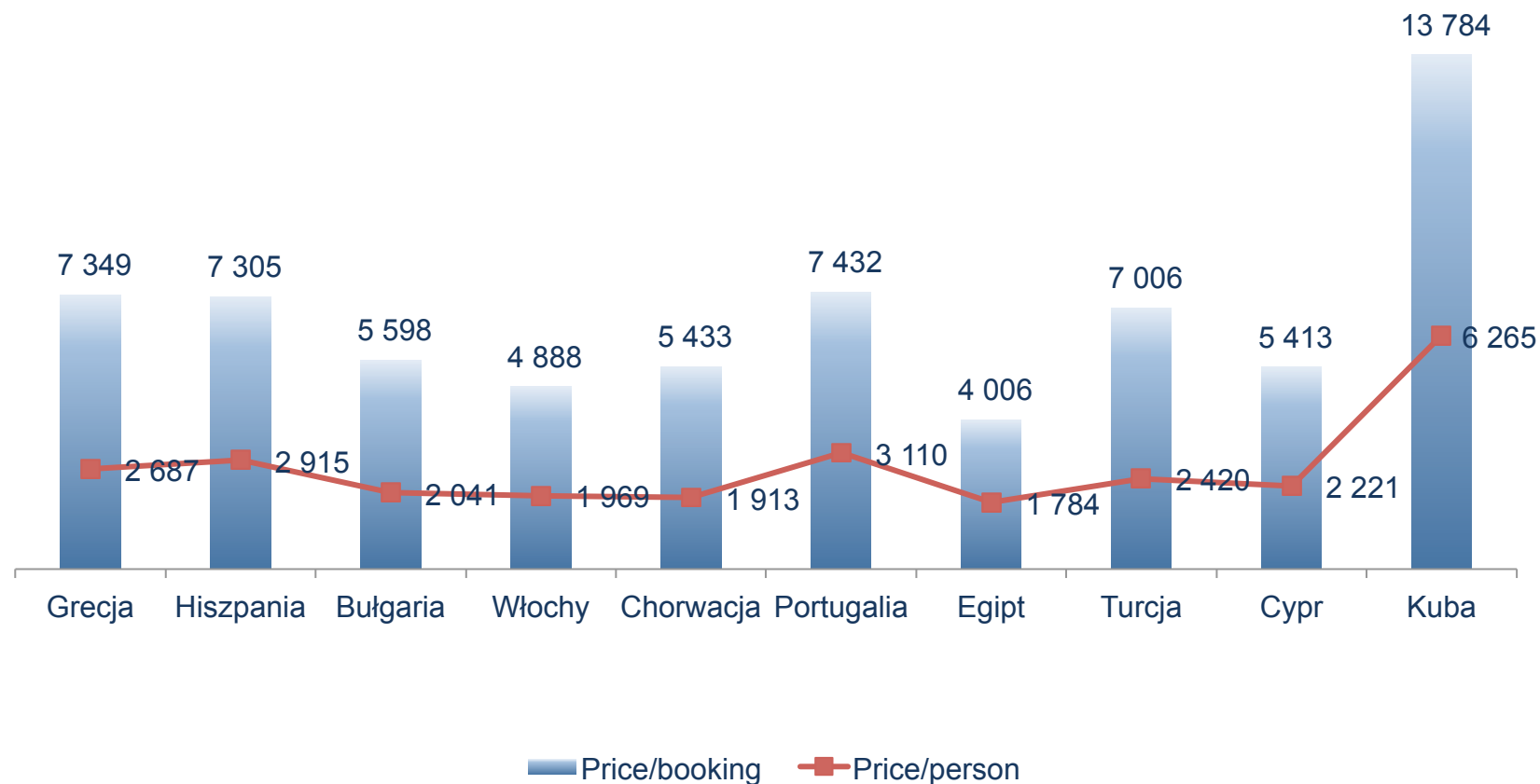


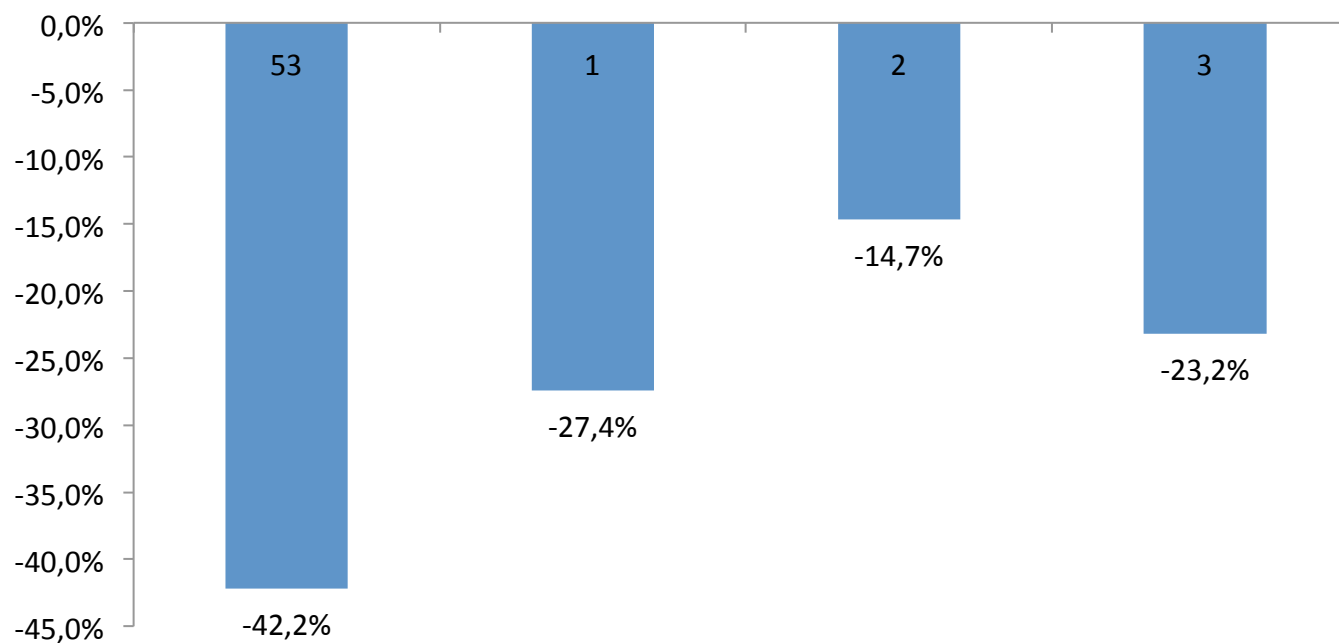
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 3. week



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

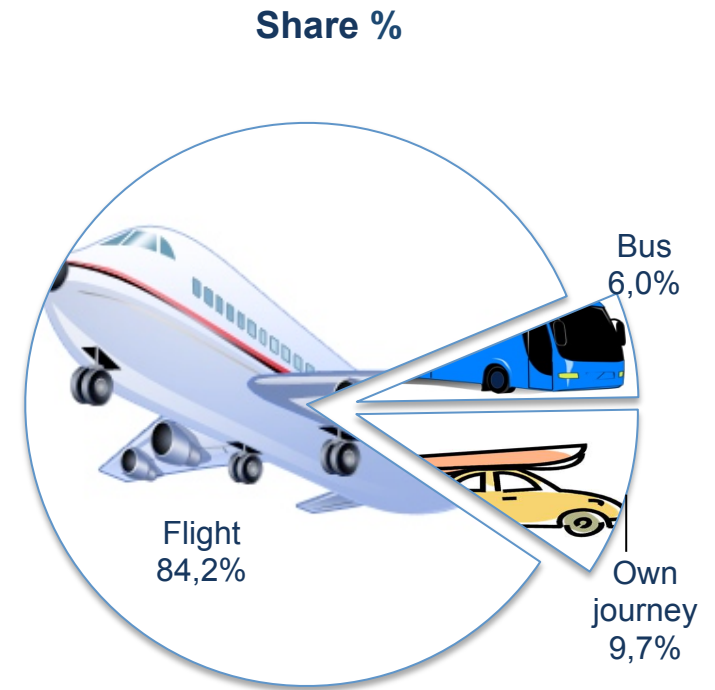
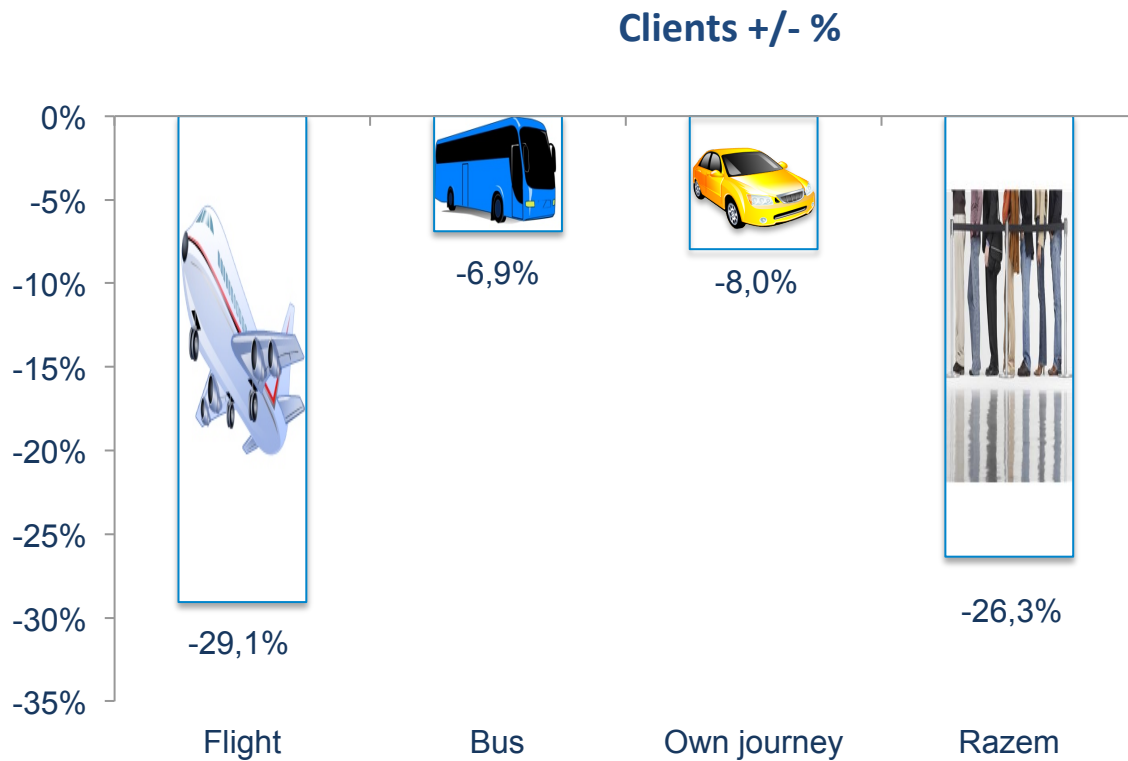
compared with 4 weeks is analogous in tourist year 2014/2015.



It looks like the sad story of the sales in travel offices will be continued.

The sales trend of the last four weeks

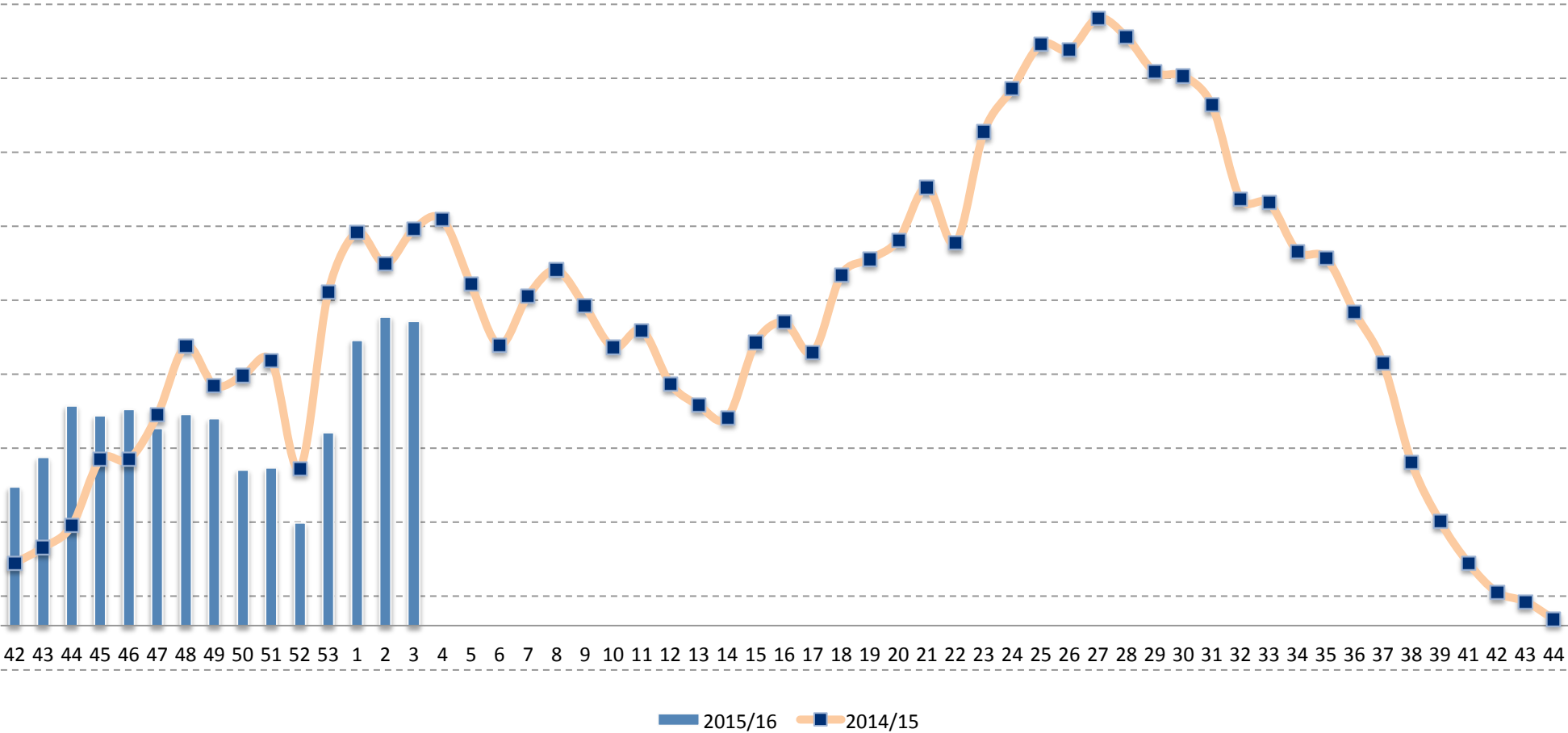
compared with 4 analogous weeks in tourist year 2014/2015.



January has not fulfilled the big hopes of outgoing travel business

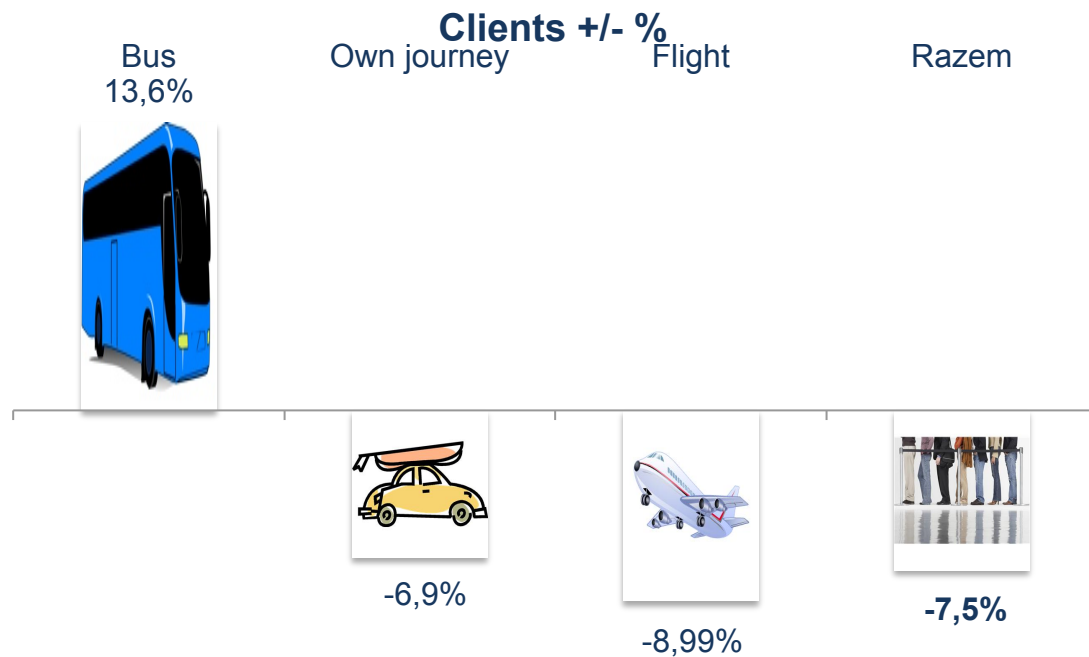
Weekly sales compared with the previous tourist year

Bookings weekly 15/16 vs. 14/15

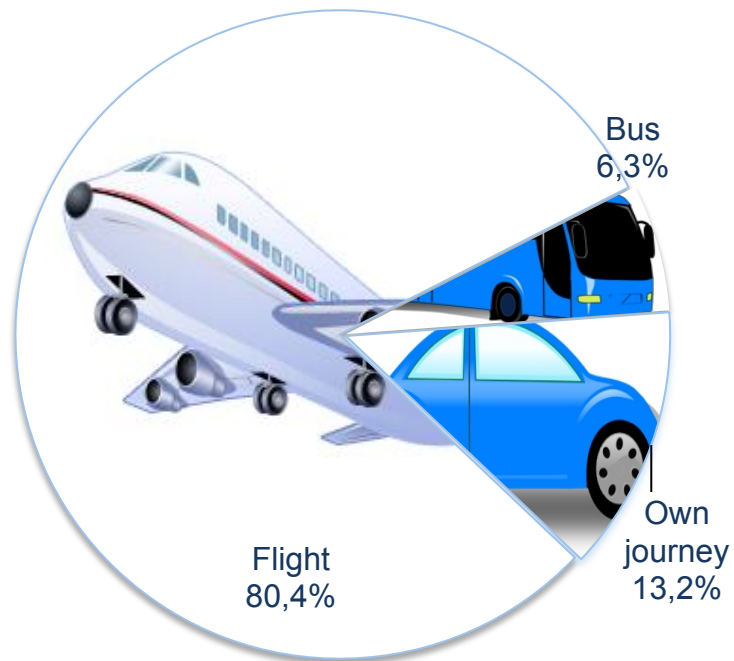


Cumulative sales of 2015/16

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



Share %



The cumulative number of clients decreased by 7,5%.

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

Rank	Country	% last year
1	Hiszpania	64%
2	Grecja	4%
3	Włochy	49%
4	Bułgaria	186%
5	Egipt	-70%
6	Turcja	-72%
7	Portugalia	76%
8	Austria	118%
9	Kuba	108%
10	Cypr	31%
11	Chorwacja	59%
12	Emiraty Arabskie	++
13	Dominikana	81%
14	Tajlandia	38%
15	Tanzania	34%
16	Wyspy Zielonego Przylądka	++
17	Maroko	-42%
18	Czechy	151%
19	Polska	++
20	Francja	-20%

Rank	Destination	% last year
1	Fuerteventura	26%
2	Teneryfa	14%
3	Heraklion	-14%
4	Zakynthos	12%
5	Burgas	33%
6	Korfu	-16%
7	Hurghada	-70%
8	Gran Canaria	37%
9	Madera	47%
10	Lanzarote	-15%
11	Rodos	-34%
12	Marsa Alam	-58%
13	Antalya	-75%
14	Chania	2%
15	Varna	75%
16	Majorka	41%
17	Pafos	-7%
18	Barcelona	7%
19	Ras Al Chajma	
20	Zanzibar	16%



Detailed reports are available for members PZOT
Questions regarding market data please send to pzot@pzot.pl