

Weekly report 5/2016

*Data source: MerlinX**

** MerlinX to jeden z najpopularniejszych systemów rezerwacyjnych używanych w agencyjnych biurach podróży w Polsce. Wg. turystyka.rp.pl „...prawdopodobnie dane MerlinX pokazują wyniki nieco ponad połowy rynku. Nie zawierają jednak sprzedaży lub tylko mniejszą jej część, takich biur podróży jak Itaka, TUI, Rainbow Tours, Neckermann.”*

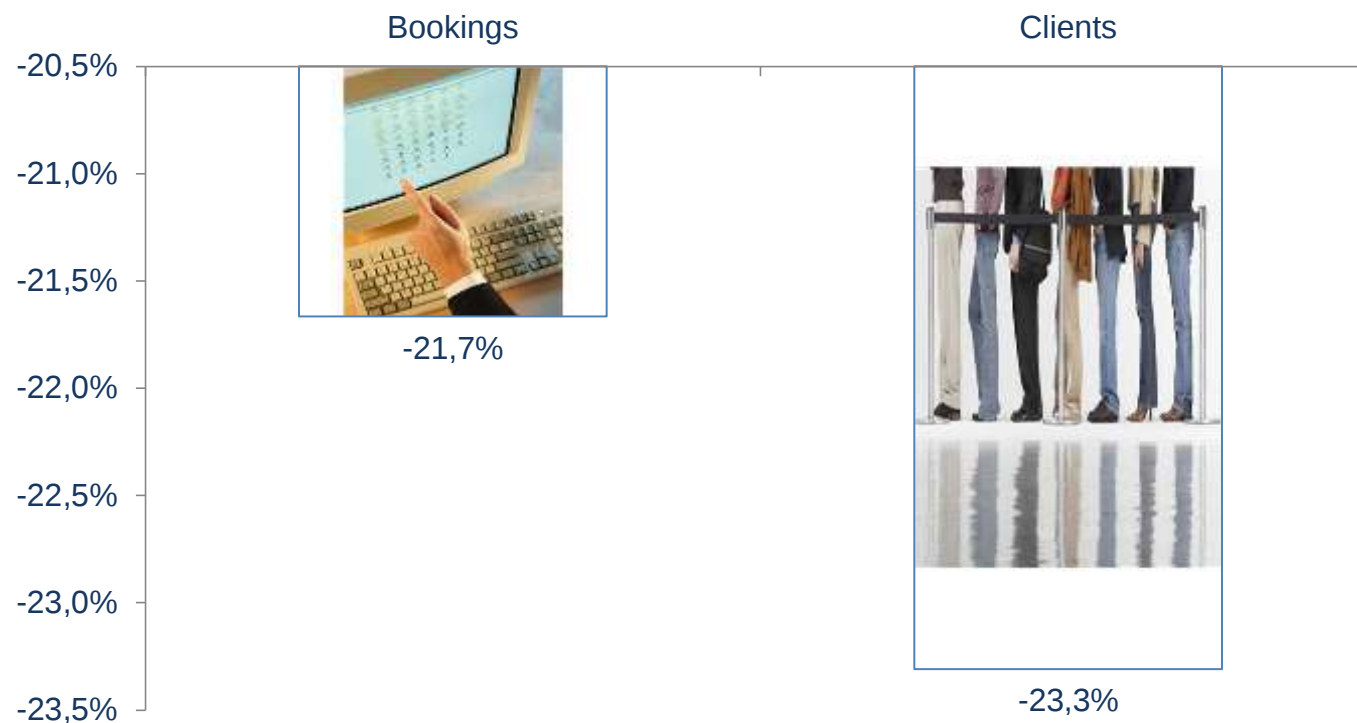
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 5/2016, tours 01.11.15 – 31.10.16

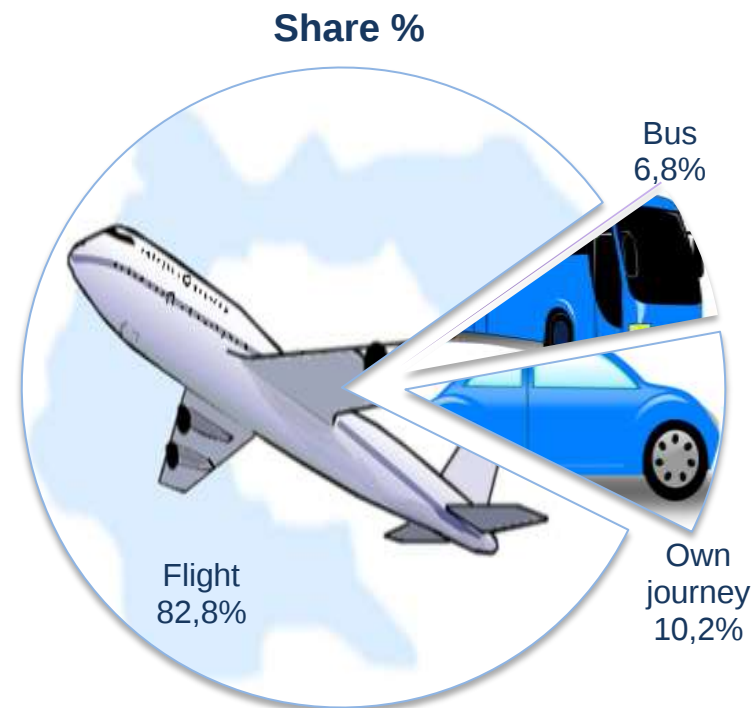
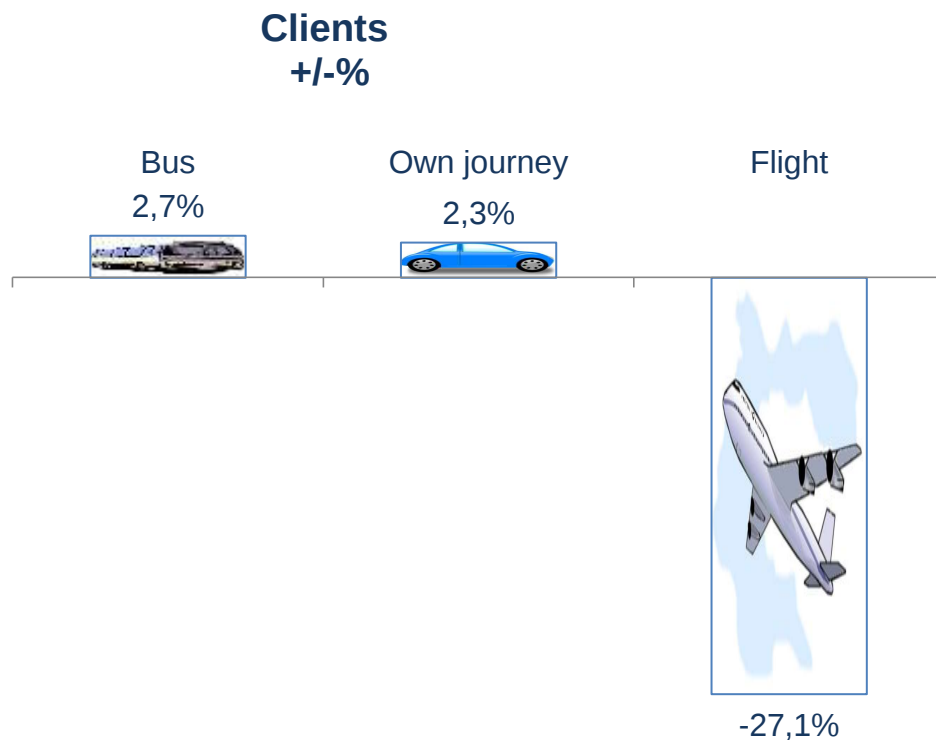
compared with week 6. in 2015 r.



This was the first week of winter holidays in central Poland, 2 weeks later than last year, with decrease of customers number of 23%

Last week – 5/2016, tours 01.11.15 – 31.10.16

compared with week 6. in 2015 r.

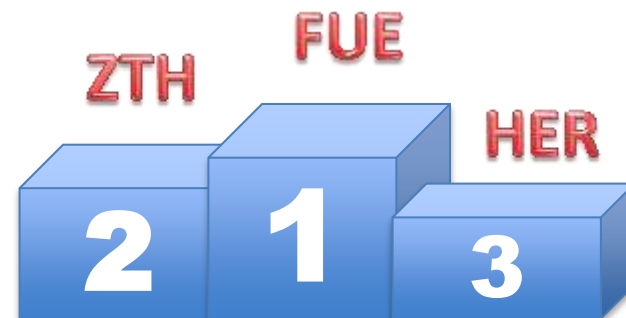


It looks like the clients were skiing last week

Ranking of the most popular countries & destinations in CW5

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Fuerteventura	7 160	2 916
2	Zakynthos	6 916	2 584
3	Heraklion	7 504	2 734
4	Burgas	6 088	2 200
5	Teneryfa	7 359	3 031
6	Korfu	6 979	2 547
7	Rodos	7 442	2 703
8	Chania	7 629	2 903
9	Antalya	6 193	2 314
10	Madera	6 840	2 965
11	Gran Canaria	7 414	3 146
12	Hurghada	3 689	1 775
13	Varna	5 107	2 013
14	Majorka	6 683	2 789
15	Barcelona	5 663	2 415
16	Lanzarote	7 293	3 107
17	Kos	8 049	2 639
18	Pafos	5 653	2 342
19	Marsa Alam	4 806	2 263
20	Włochy	3 290	1 587



Rank	Country	Price/booking	Price/person
1	Grecja	7 399	2 662
2	Hiszpania	7 240	2 932
3	Bułgaria	5 634	2 067
4	Włochy	5 363	2 162
5	Turcja	6 562	2 360
6	Egipt	4 285	1 962
7	Portugalia	7 183	3 099
8	Chorwacja	5 078	1 781
9	Cypr	5 740	2 341
10	Albania	5 841	2 235

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

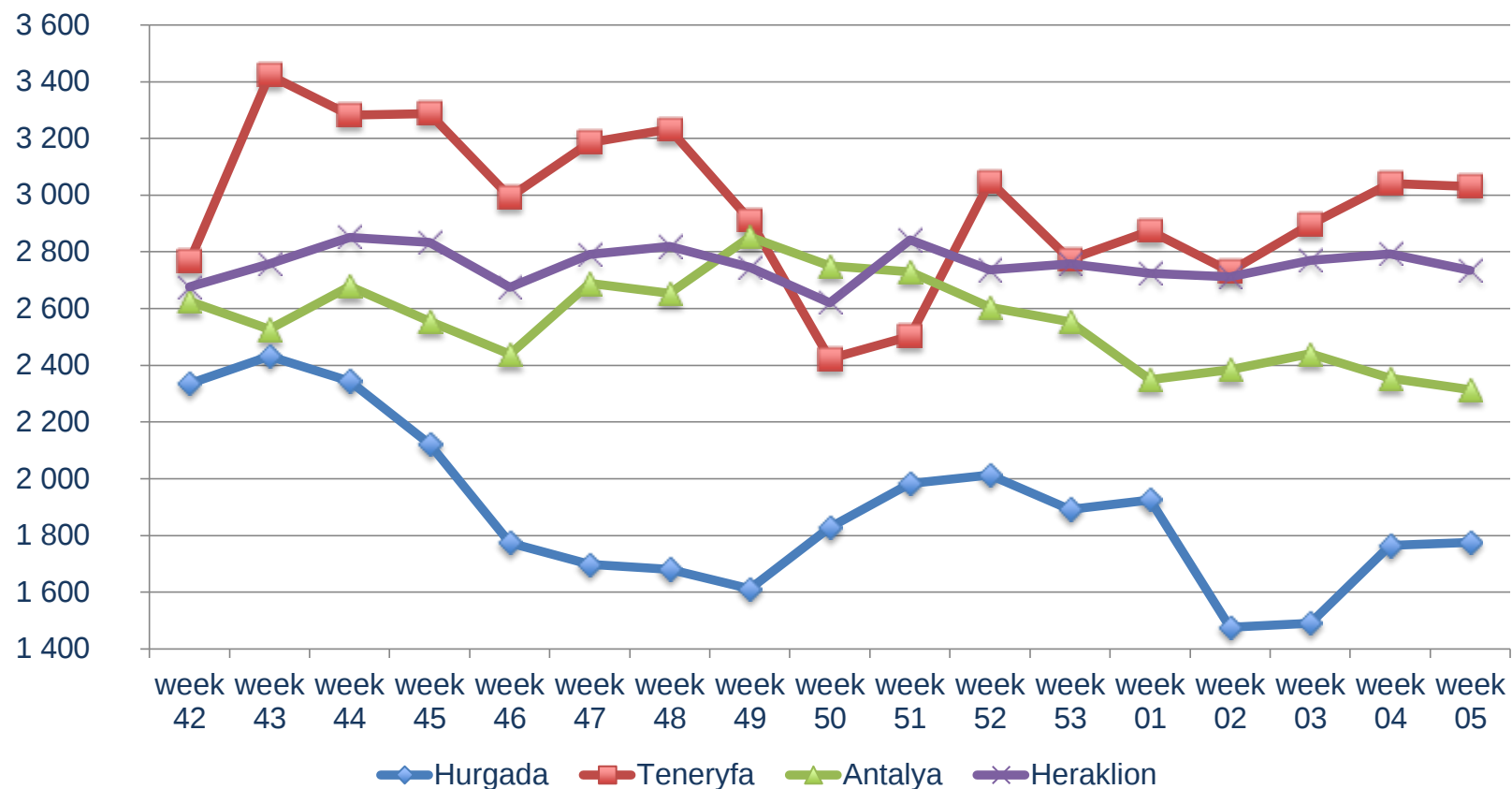
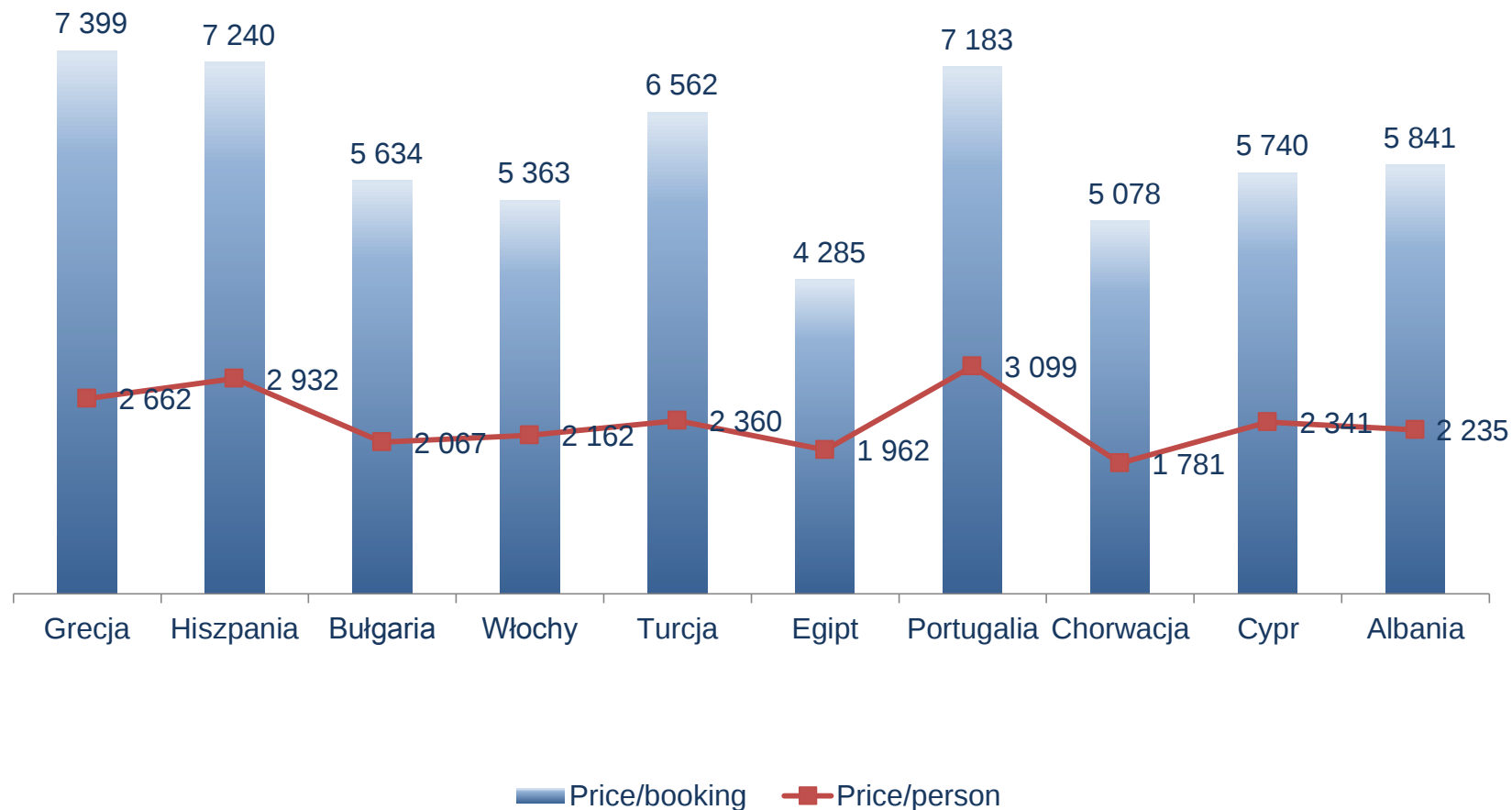


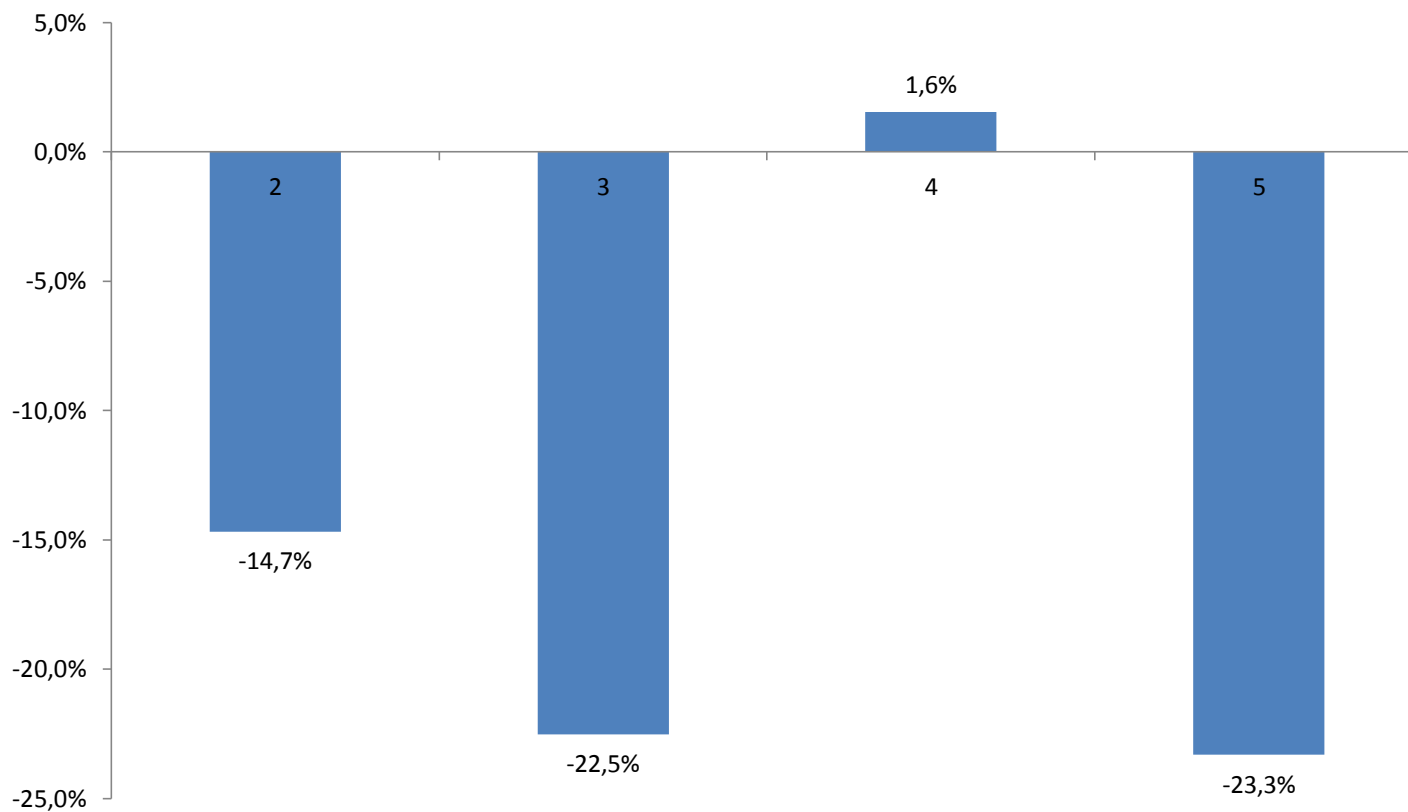
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 5. week



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

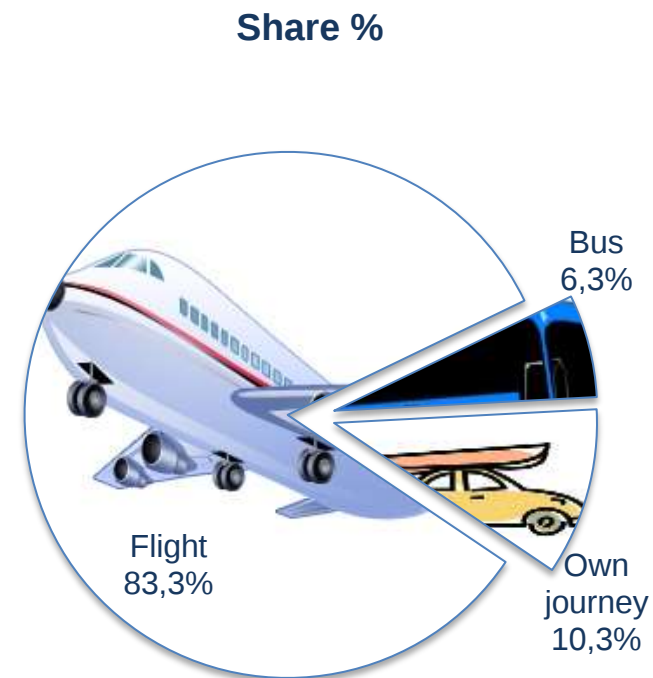
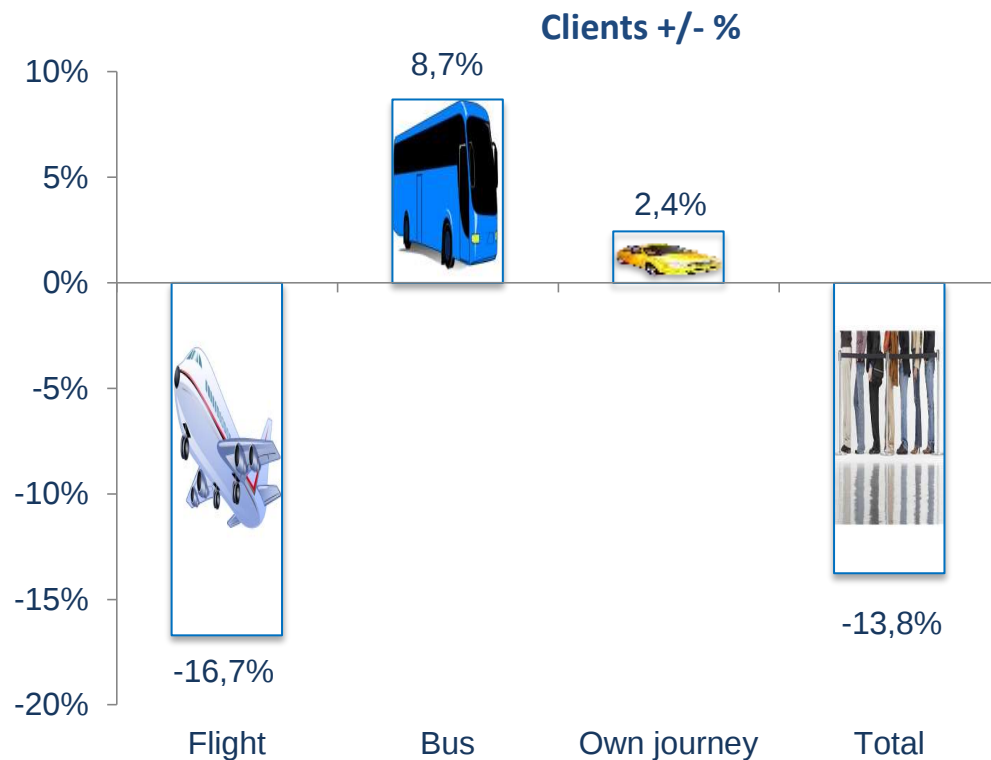
compared with 4 analogous weeks in tourist year 2014/2015.



There were some up and down but mostly drops lately

The sales trend of the last four weeks

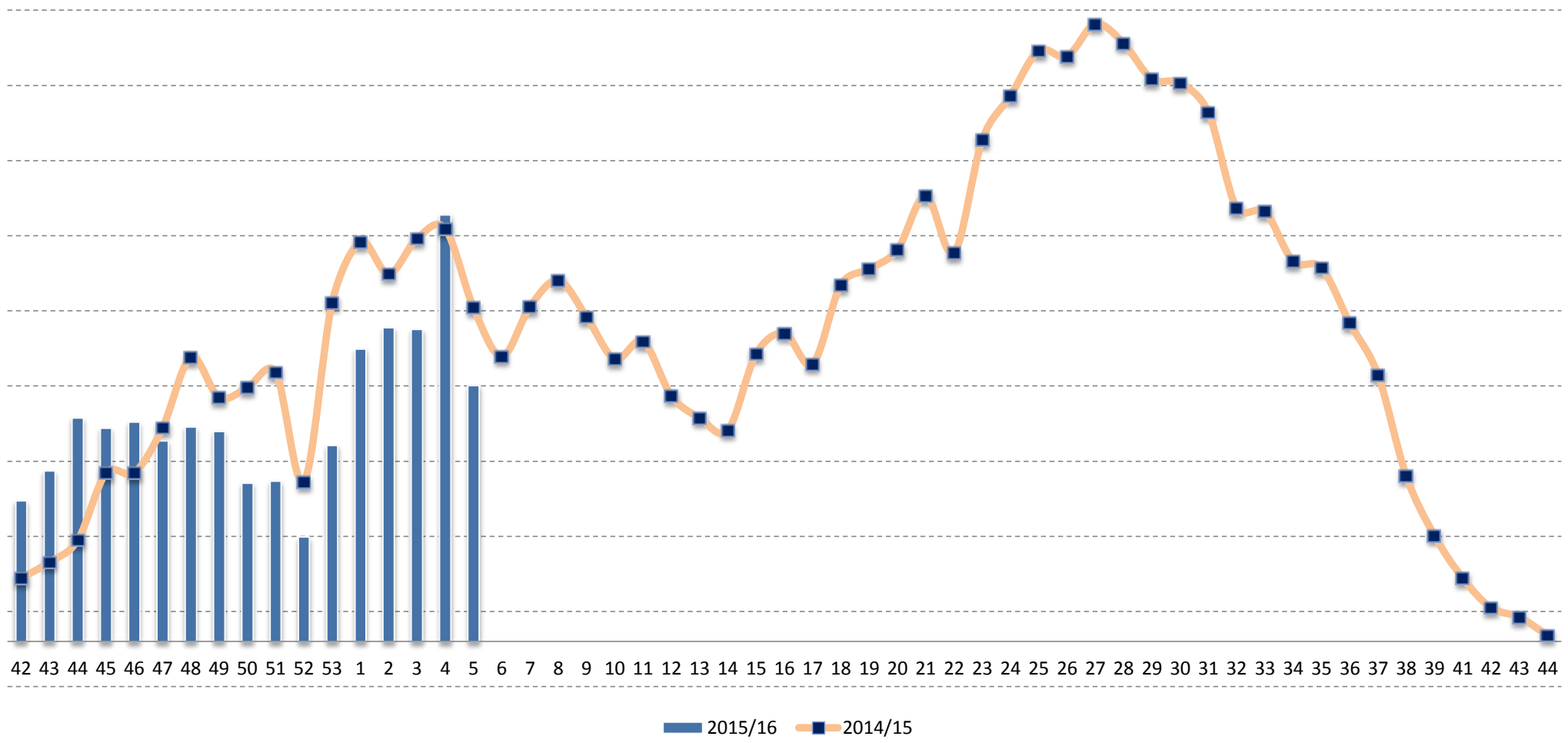
compared with 4 analogous weeks in tourist year 2014/2015.



It is very hard time while waiting so long for a positive change in mood in outgoing travel

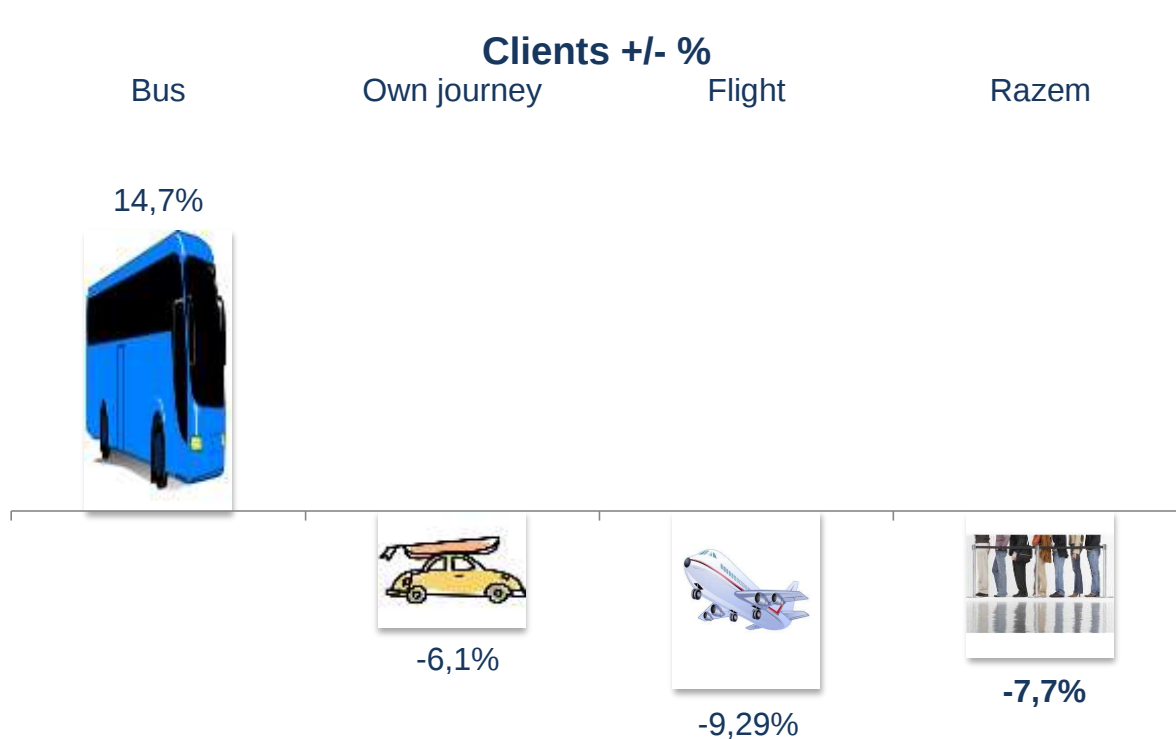
Weekly sales compared with the previous tourist year

Bookings weekly 15/16 vs. 14/15

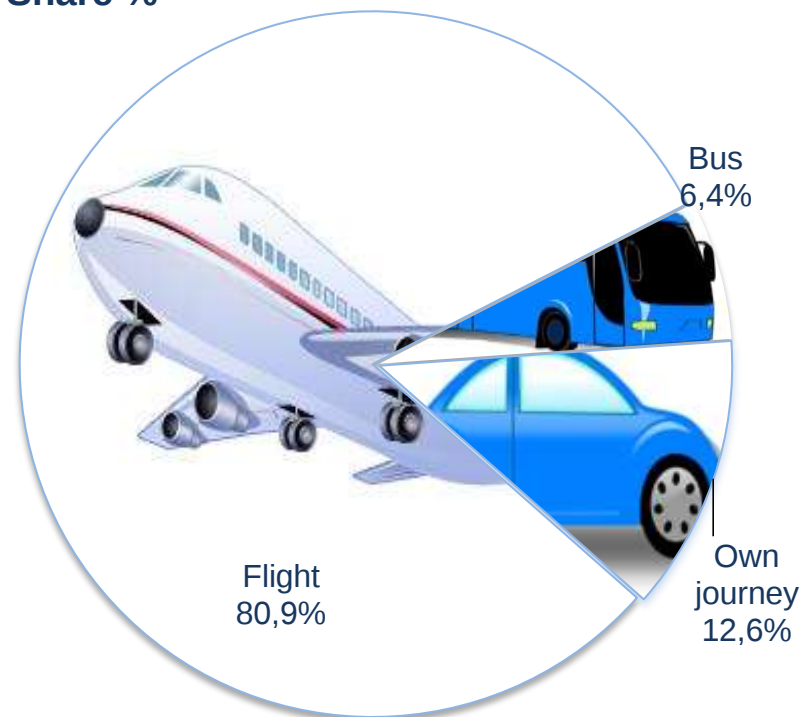


Cumulative sales of 2015/16

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



Share %



The decrease of customers number went down slightly to the current level of minus 7,7%

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

Rank	Country	% last year
1	Hiszpania	66%
2	Grecja	9%
3	Włochy	48%
4	Bułgaria	179%
5	Egipt	-71%
6	Turcja	-72%
7	Portugalia	83%
8	Austria	114%
9	Kuba	105%
10	Cypr	34%
11	Chorwacja	70%
12	Emiraty Arabskie	++
13	Dominikana	89%
14	Tajlandia	37%
15	Tanzania	35%
16	Maroko	-39%
17	Wyspy Zielonego Przylądka	++
18	Czechy	134%
19	Polska	208%
20	Francja	-16%

Rank	Destination	% last year
1	Fuerteventura	26%
2	Teneryfa	16%
3	Heraklion	-9%
4	Zakynthos	20%
5	Burgas	42%
6	Korfu	-12%
7	Hurghada	-71%
8	Rodos	-32%
9	Gran Canaria	37%
10	Madera	51%
11	Lanzarote	-14%
12	Antalya	-75%
13	Marsa Alam	-59%
14	Chania	5%
15	Varna	77%
16	Majorka	42%
17	Barcelona	15%
18	Pafos	-7%
19	Ras Al Chajma	
20	Bodrum	-73%



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