

Weekly report 9/2016

Data source: MerlinX*

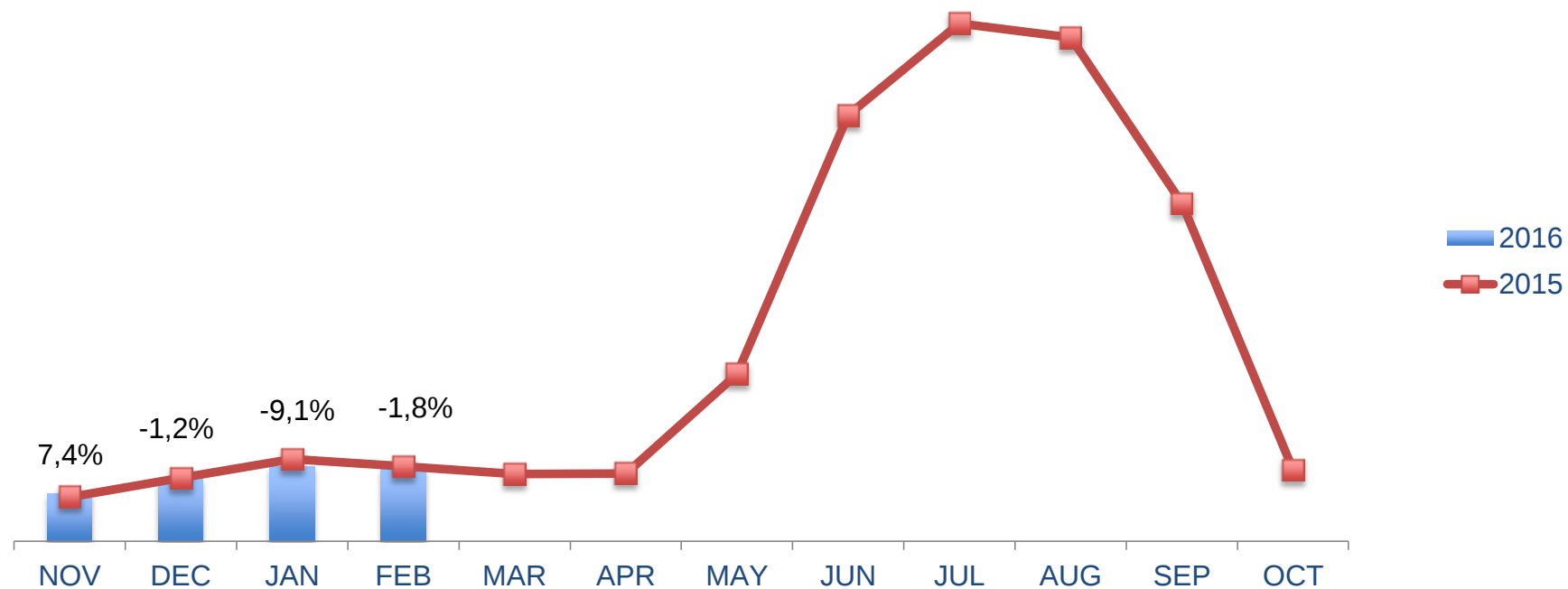
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

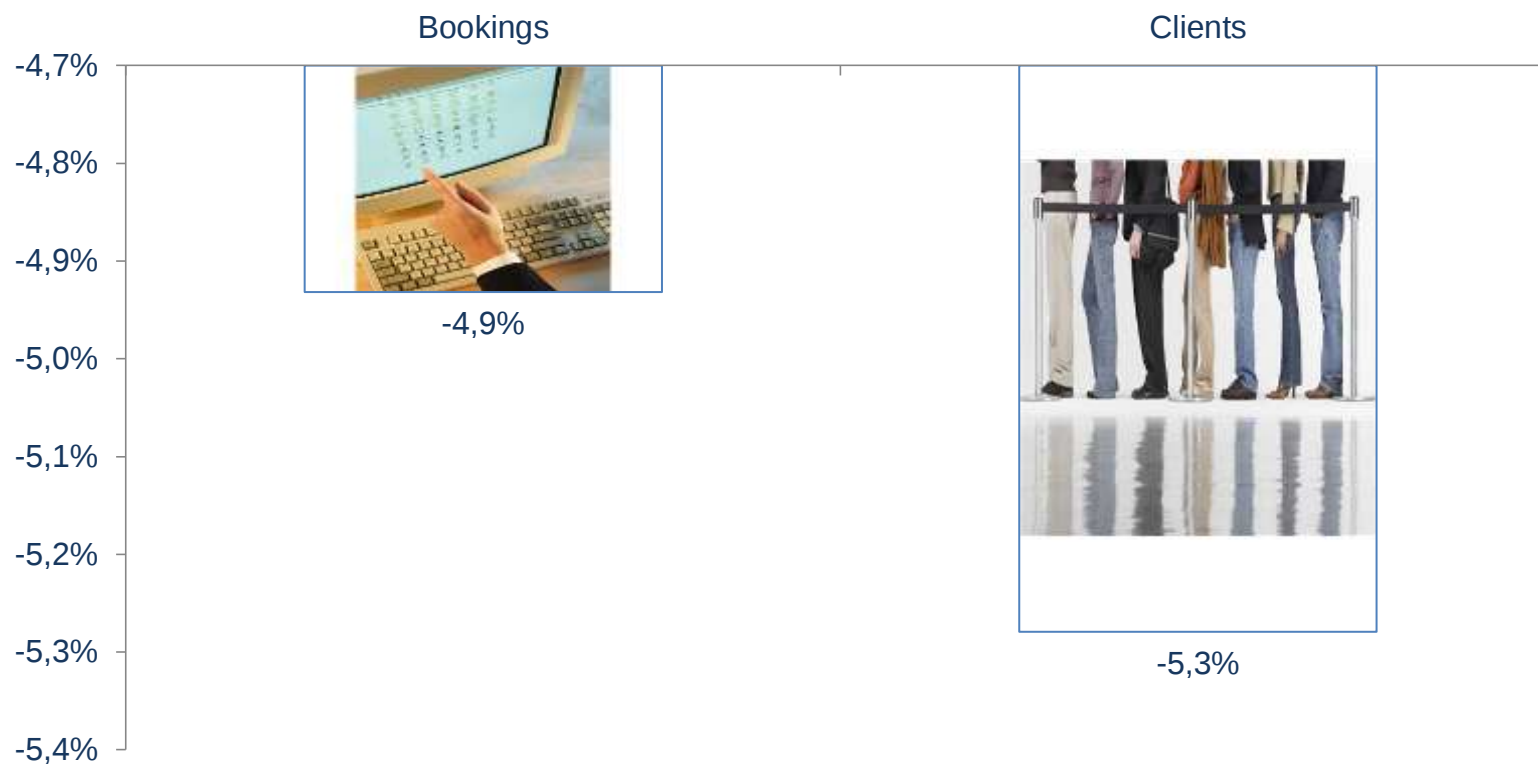
<http://www.merlinx.pl>

Monthly departures compared with the previous tourist year.



Last week – 9/2016, tours 01.11.15 – 31.10.16

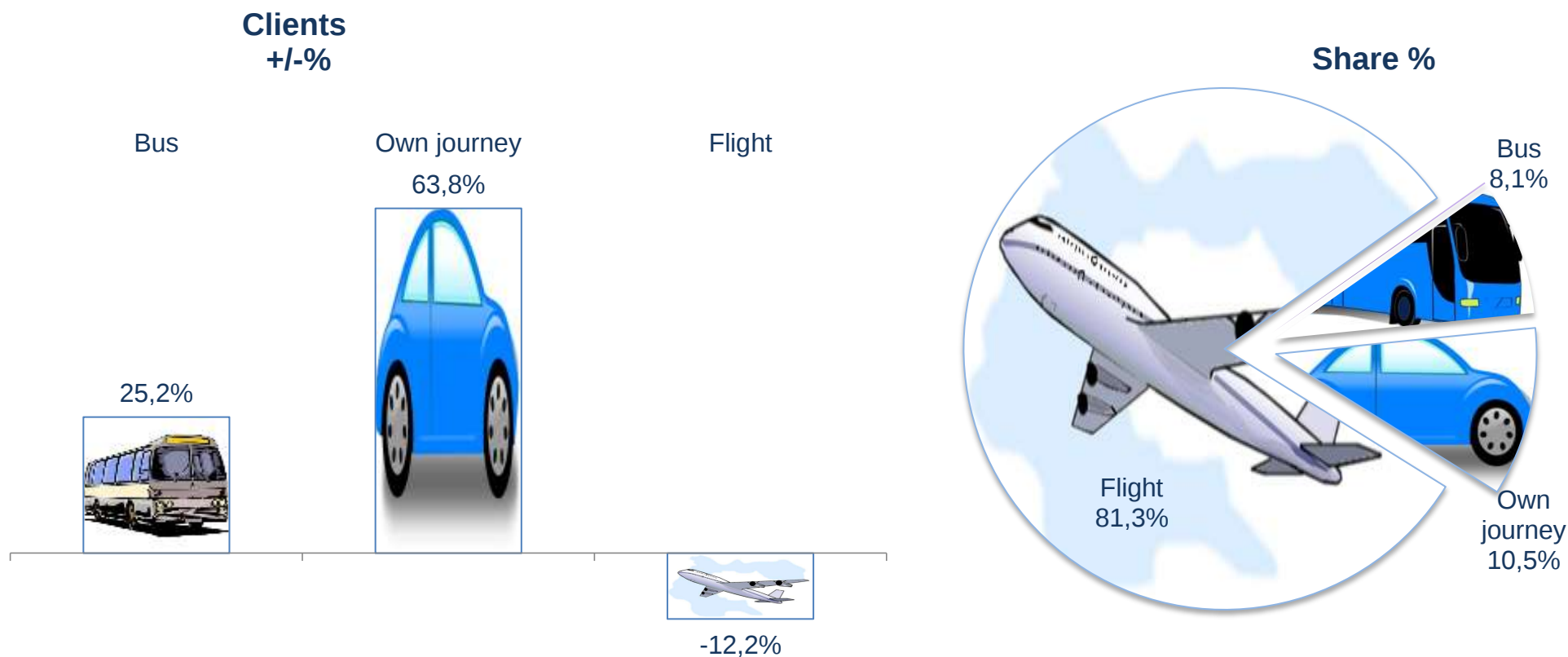
compared with week 10. in 2015 r.



Such a slight drop of 5% in weekly sales might be considered as a quite strong performance lately

Last week – 9/2016, tours 01.11.15 – 31.10.16

compared with week 10. in 2015 r.

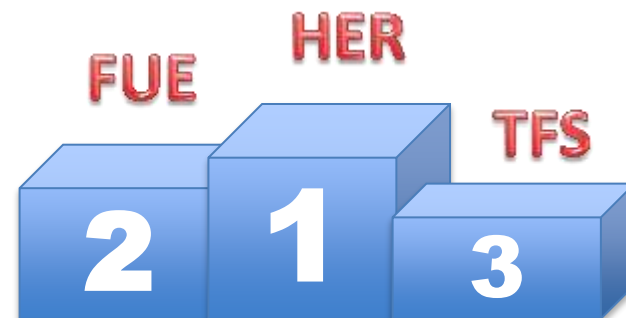


Sale of flight packages is still under strong pressure and in a constant negative trend

Ranking of the most popular countries & destinations in CW9

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 600	2 705
2	Fuerteventura	6 355	2 697
3	Teneryfa	6 294	2 596
4	Burgas	6 121	2 192
5	Zakynthos	7 384	2 716
6	Korfu	7 443	2 699
7	Rodos	6 764	2 601
8	Antalya	6 289	2 312
9	Chania	7 806	2 998
10	Gran Canaria	6 920	2 963
11	Hurghada	4 343	2 054
12	Madera	6 342	2 906
13	Marsa Alam	5 050	2 230
14	Majorka	7 100	3 006
15	Lanzarote	7 474	2 963
16	Varna	5 412	2 096
17	Pafos	5 159	2 208
18	Agadir	4 688	2 256
19	Bodrum	5 897	2 310
20	Barcelona	5 666	2 409



Rank	Country	Price/booking	Price/person
1	Grecja	7 352	2 701
2	Hiszpania	6 759	2 786
3	Bułgaria	5 208	2 014
4	Włochy	5 391	2 095
5	Turcja	6 356	2 386
6	Egipt	4 819	2 165
7	Chorwacja	5 318	1 983
8	Portugalia	7 311	3 174
9	Cypr	5 641	2 343
10	Maroko	4 816	2 248

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

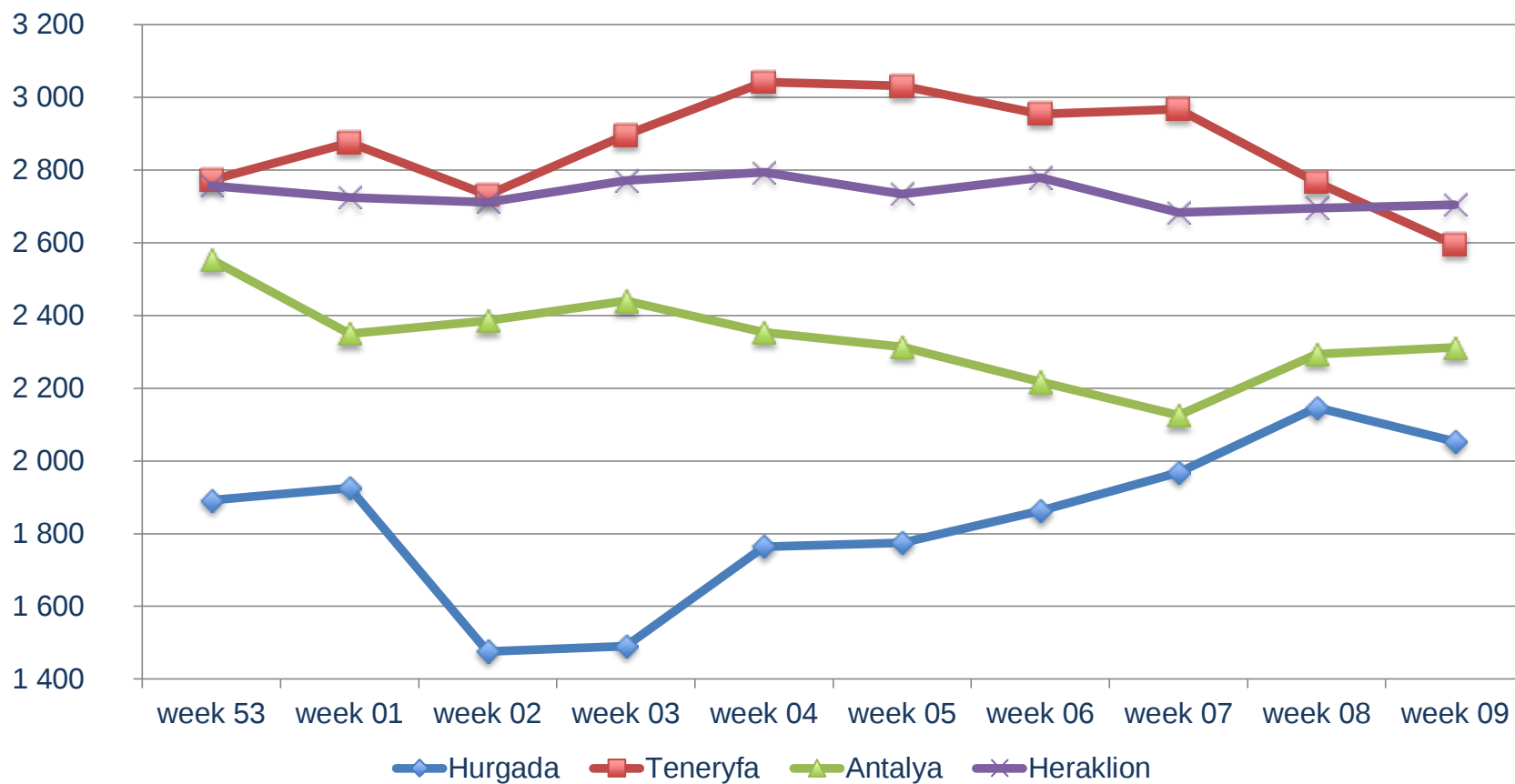
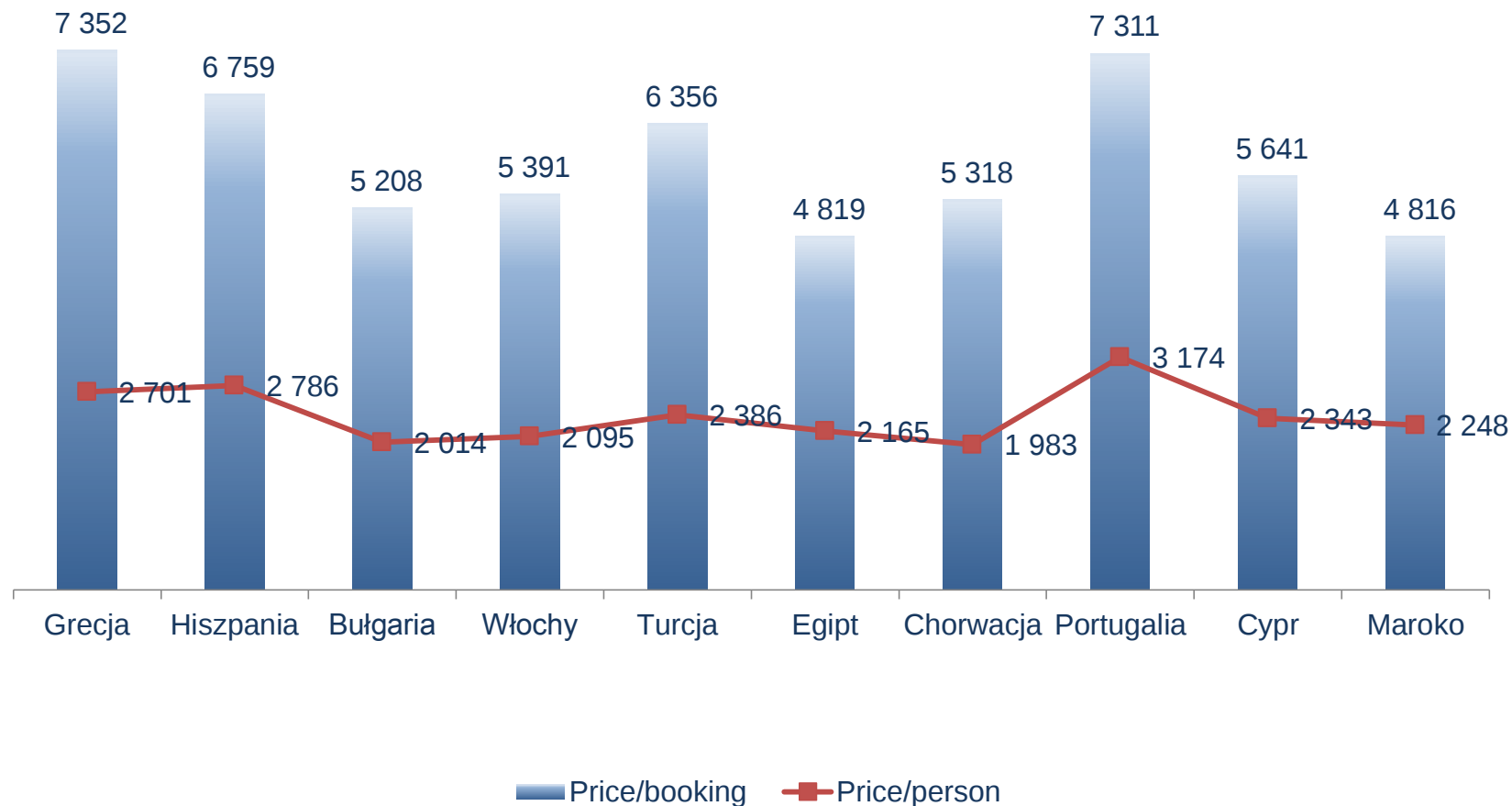


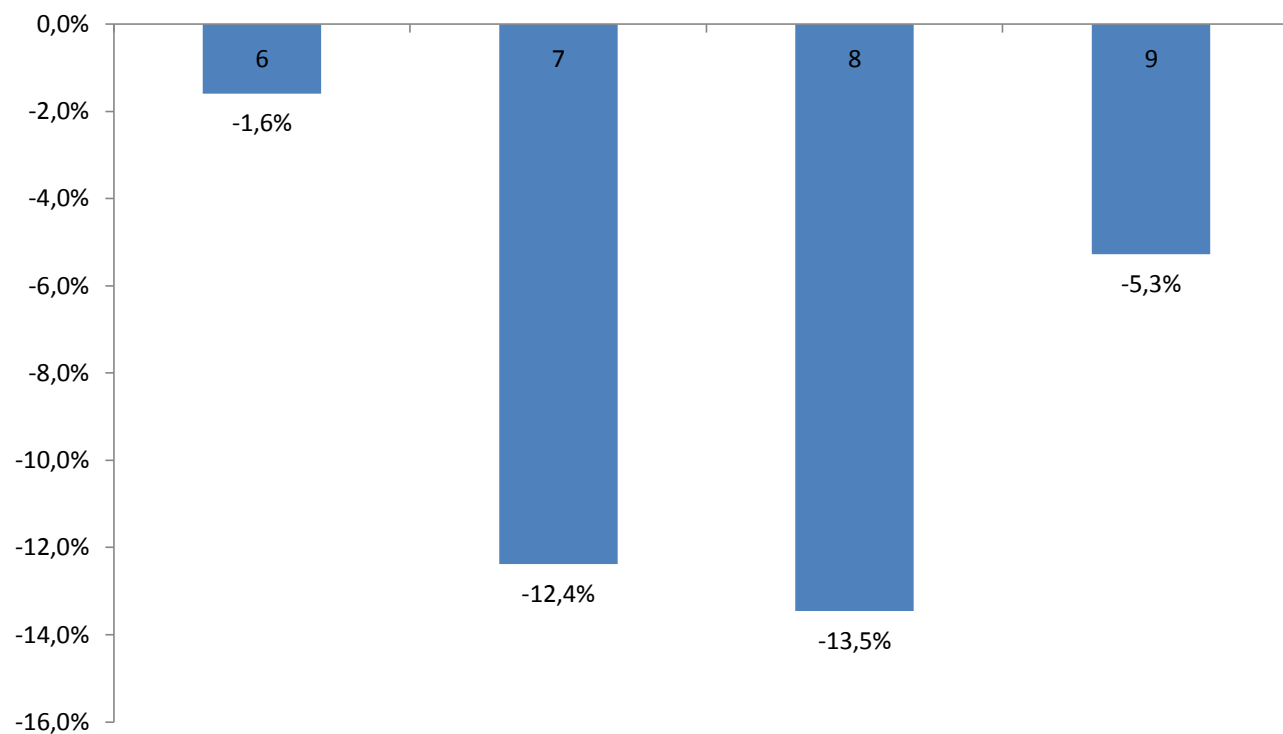
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 9. week



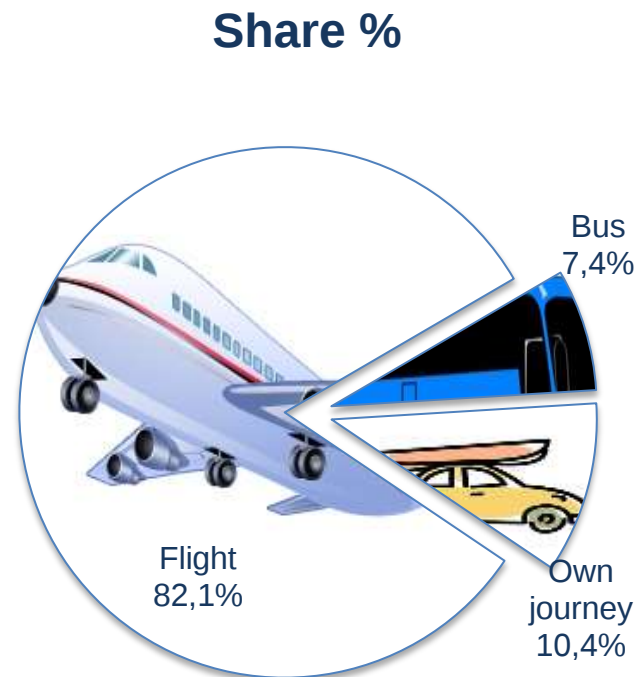
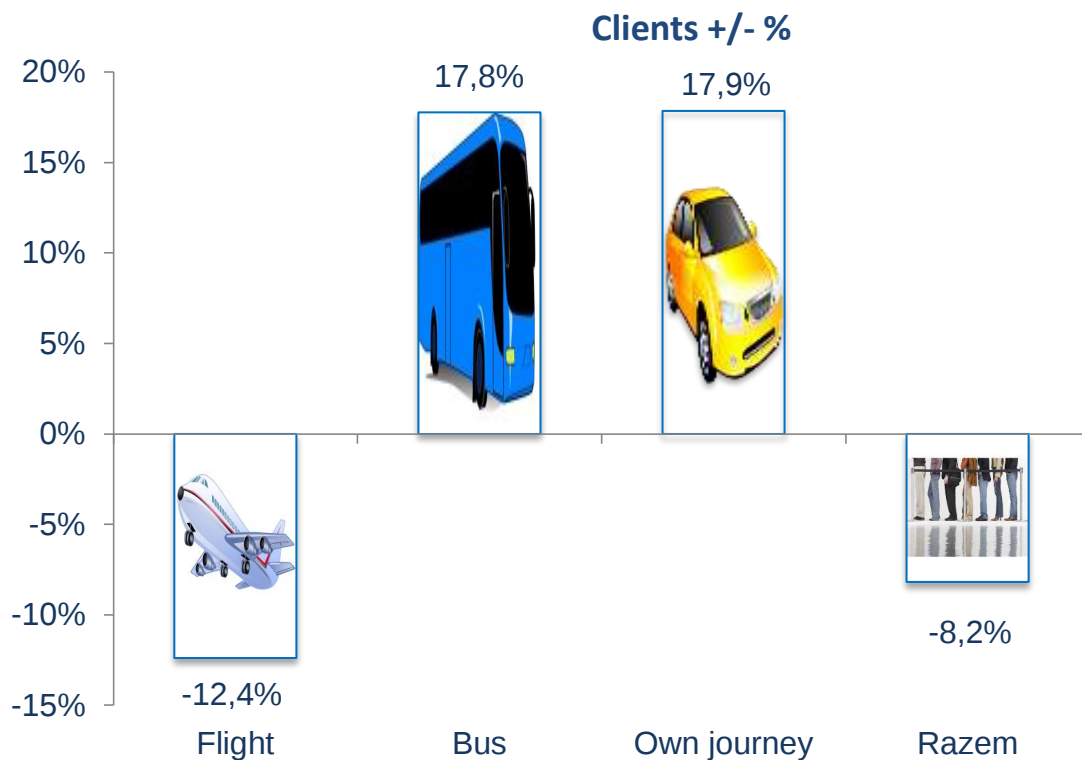
The last four weeks of sales of the tourist year 2015/16 - customers

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



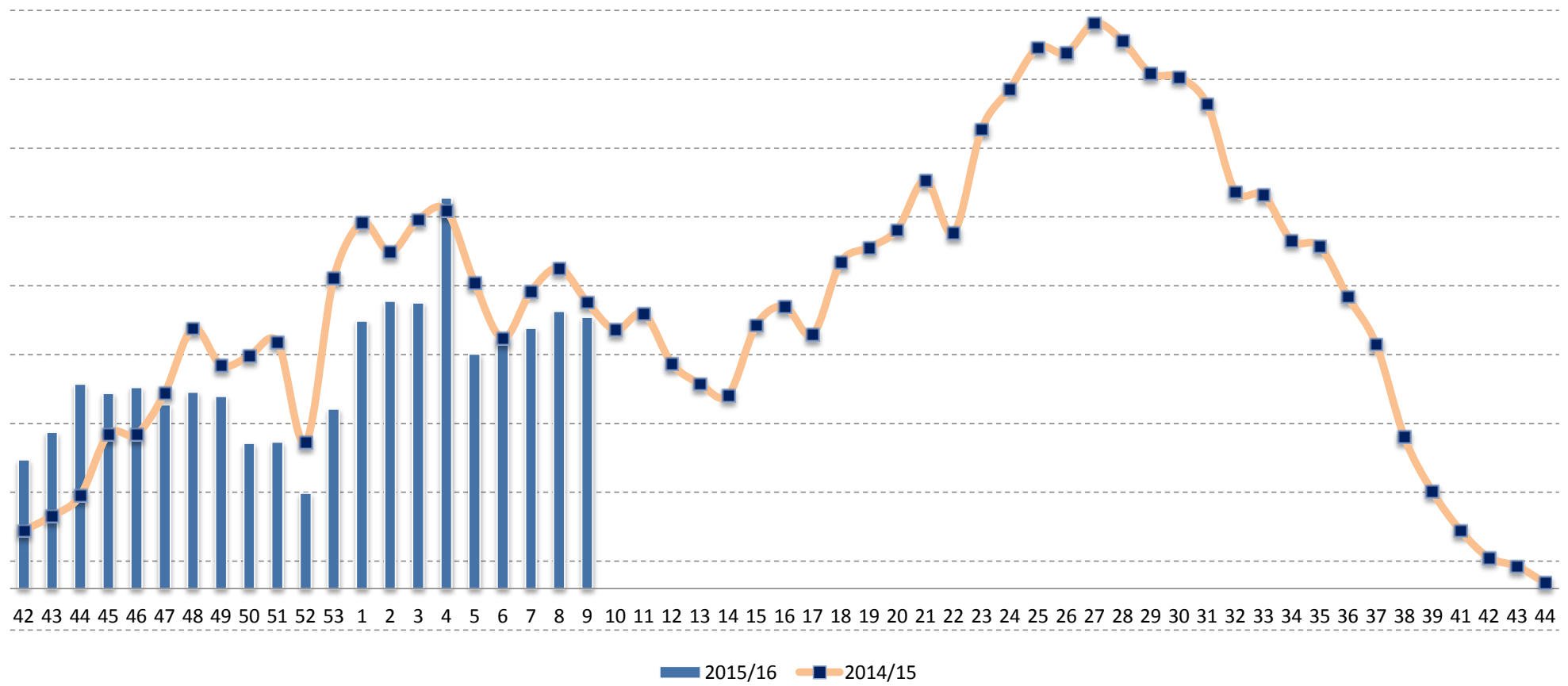
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

Bookings weekly 15/16 vs. 14/15

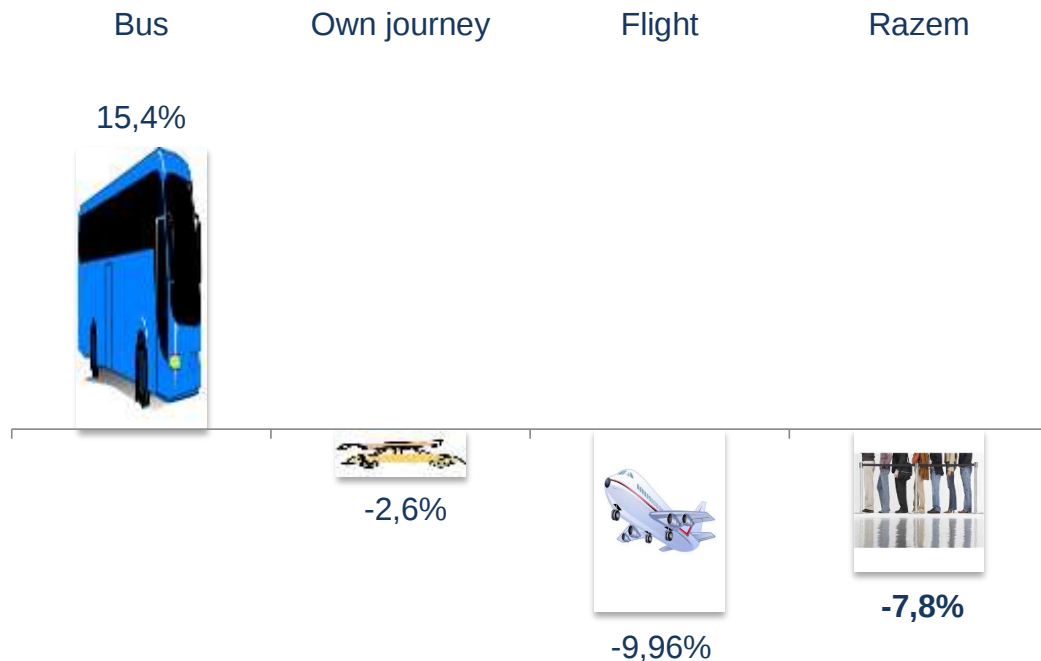


First Minute sales for Summer 2016 during last 3 months were not successful at all.

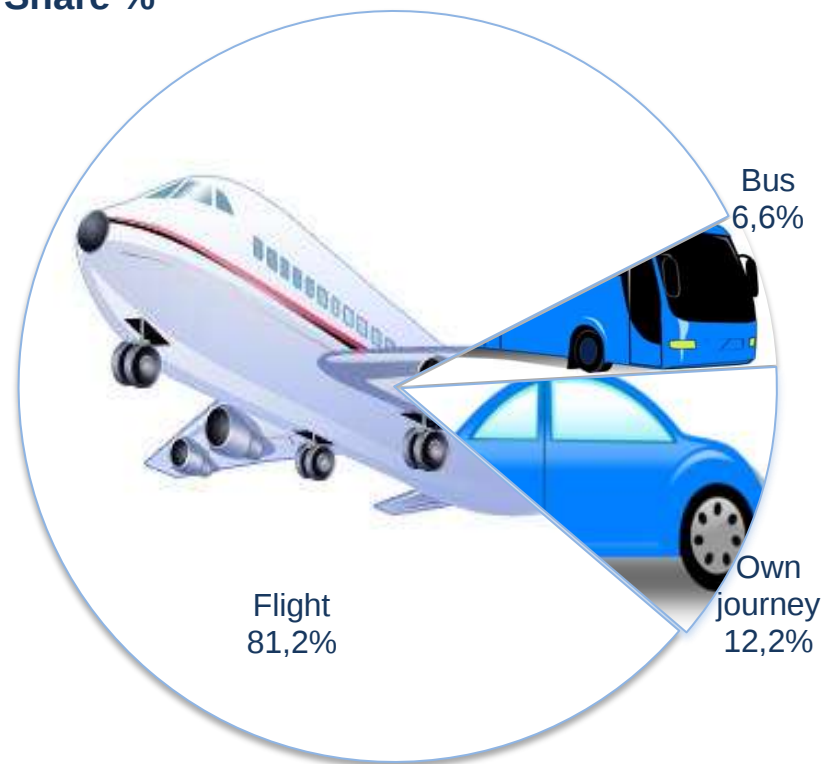
Cumulative sales of 2015/16

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

Clients +/- %



Share %



There were minor cosmetic changes to the overall negative picture of current sales trend which shows drop of 7,8% now.

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

Rank	Country	% last year
1	Hiszpania	63%
2	Grecja	11%
3	Włochy	51%
4	Bułgaria	149%
5	Egipt	-72%
6	Turcja	-72%
7	Portugalia	82%
8	Chorwacja	96%
9	Austria	119%
10	Cypr	27%
11	Kuba	97%
12	Dominikana	95%
13	Emiraty Arabskie	++
14	Tajlandia	34%
15	Maroko	-42%
16	Wyspy Zielonego Przylądka	++
17	Tanzania	25%
18	Polska	196%
19	Albania	140%
20	Czechy	137%

Rank	Destination	% last year
1	Fuerteventura	24%
2	Heraklion	-8%
3	Teneryfa	15%
4	Zakynthos	22%
5	Burgas	38%
6	Korfu	-8%
7	Hurghada	-71%
8	Rodos	-34%
9	Antalya	-75%
10	Gran Canaria	38%
11	Madera	49%
12	Chania	9%
13	Lanzarote	-14%
14	Varna	70%
15	Marsa Alam	-59%
16	Majorka	40%
17	Barcelona	19%
18	Pafos	-12%
19	Bodrum	-72%
20	Malaga	16%



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