

Weekly report 10/2016

Data source: MerlinX*

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

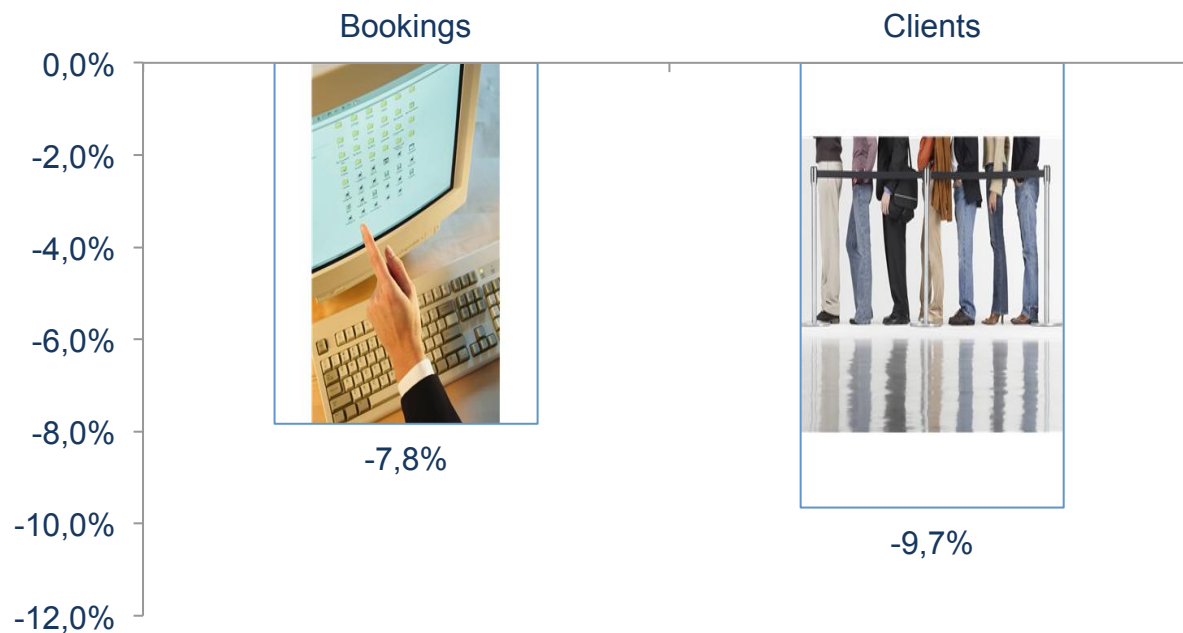
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 10/2016, tours 01.11.15 – 31.10.16

compared with week 11. in 2015 r.



No change for the better. Weekly sales nearly 10% below last year.

Last week – 10/2016, tours 01.11.15 – 31.10.16

compared with week 11. in 2015 r.

Clients

+/-%

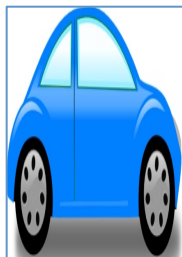
Bus

44,1%

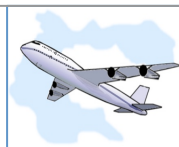


Own journey

34,3%

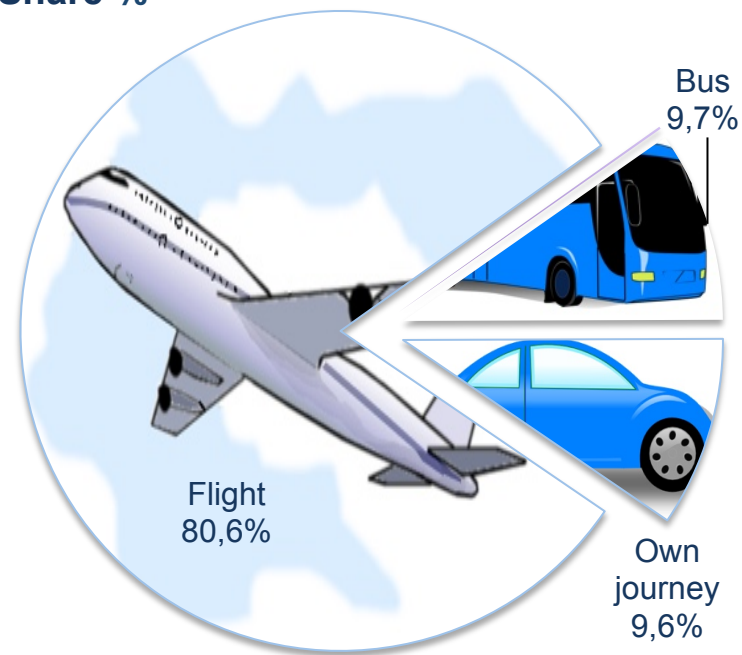


Flight



-16,6%

Share %

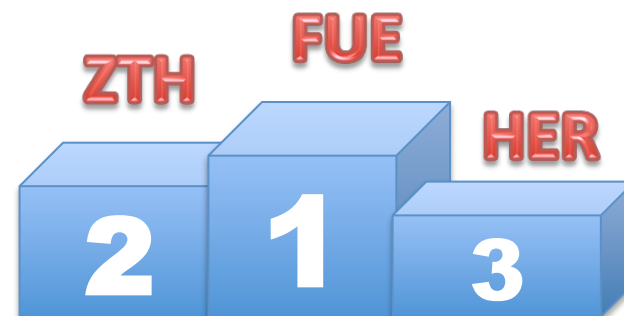


Sale of flight packages is still under strong pressure and in a constant negative trend

Ranking of the most popular countries & destinations in CW10

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Fuerteventura	7 009	2 758
2	Zakynthos	7 325	2 640
3	Heraklion	7 465	2 762
4	Teneryfa	6 527	2 836
5	Burgas	5 704	2 100
6	Rodos	6 819	2 466
7	Antalya	6 023	2 260
8	Korfu	6 979	2 503
9	Hurghada	4 182	1 993
10	Gran Canaria	7 556	3 086
11	Chania	7 661	2 835
12	Marsa Alam	4 781	2 150
13	Madera	6 022	2 806
14	Varna	5 288	2 046
15	Majorka	7 505	3 008
16	Lanzarote	6 912	2 770
17	Pafos	4 469	1 962
18	Bodrum	6 186	2 443
19	Agadir	5 097	2 307
20	Amsterdam	386	193



Rank	Country	Price/booking	Price/person
1	Hiszpania	7 072	2 852
2	Grecja	7 144	2 639
3	Bułgaria	4 784	1 969
4	Włochy	5 324	2 267
5	Egipt	4 552	2 075
6	Turcja	6 658	2 436
7	Chorwacja	5 399	1 841
8	Portugalia	6 959	3 129
9	Cypr	4 466	1 969
10	Dominikana	10 334	4 748

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

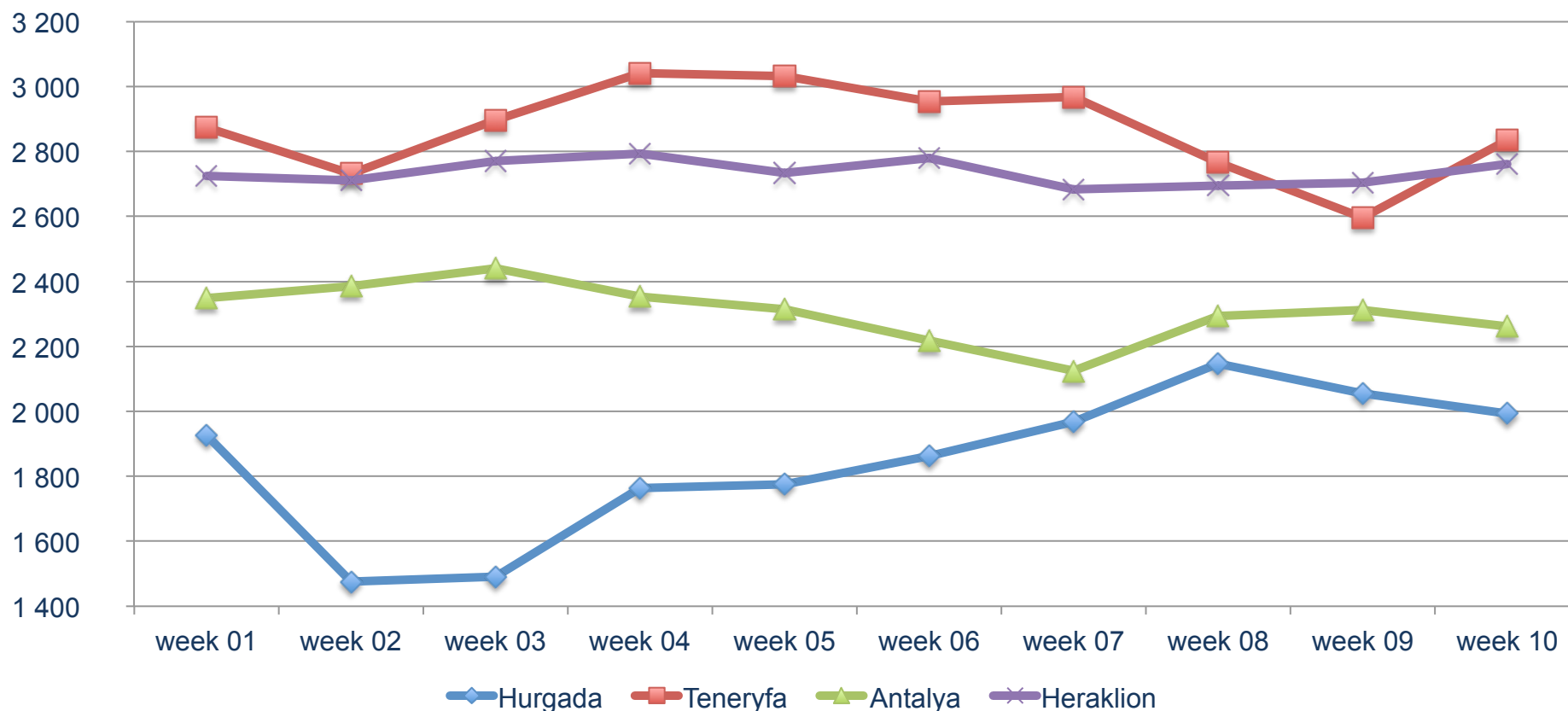
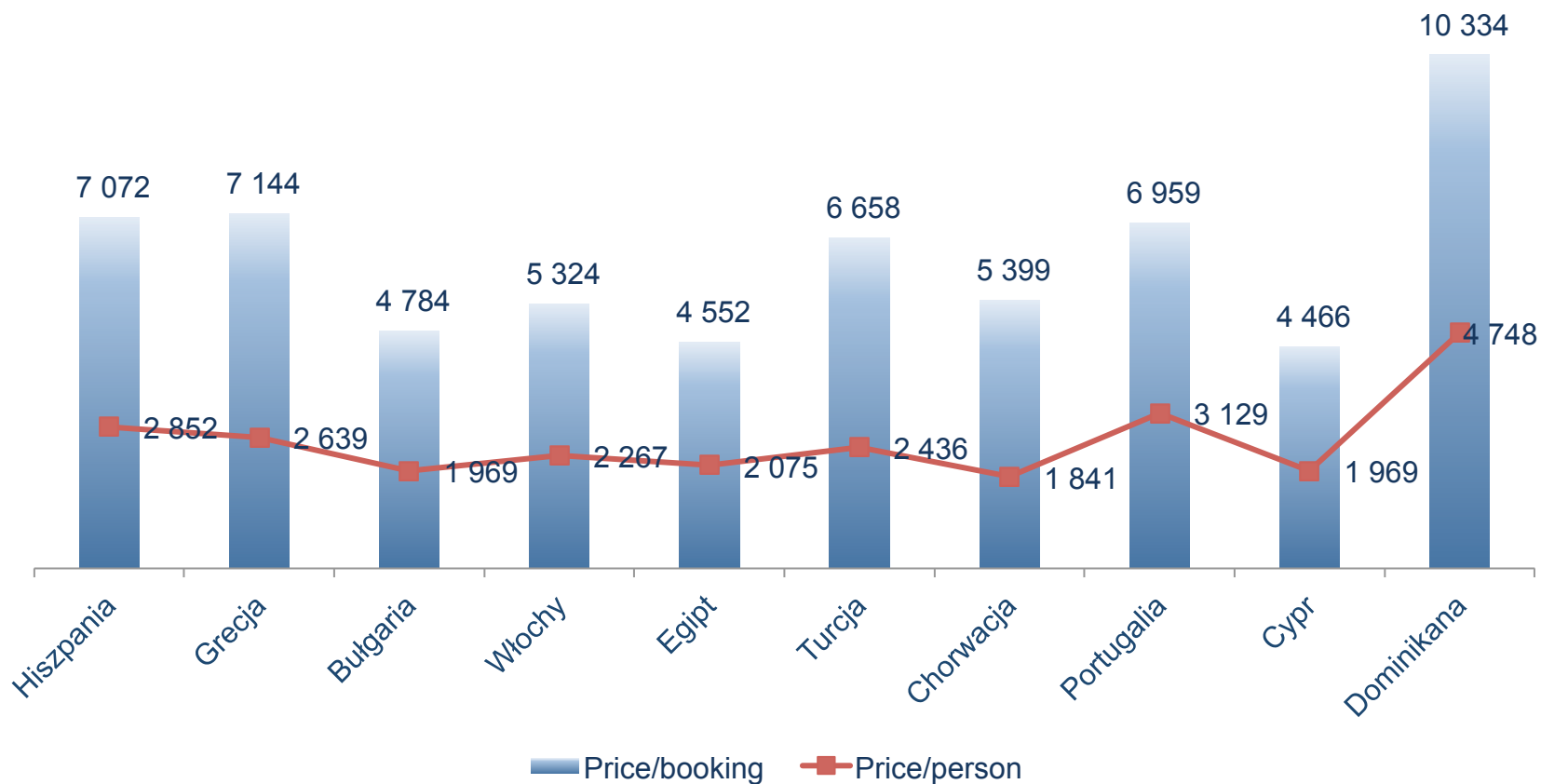


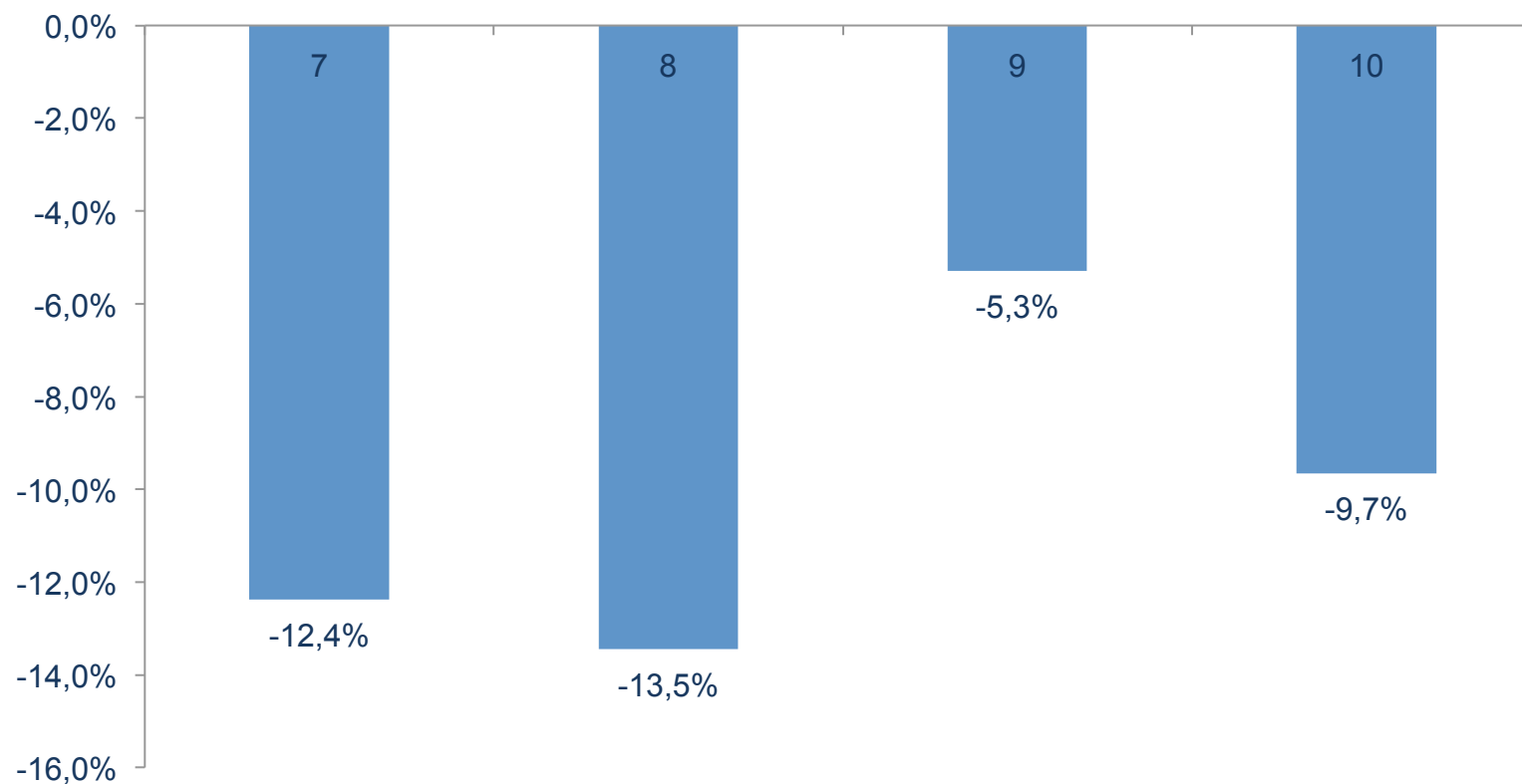
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 10. week



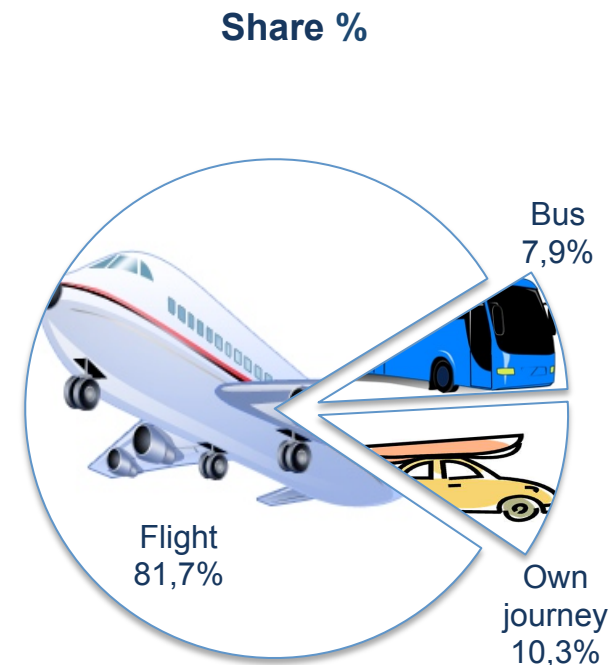
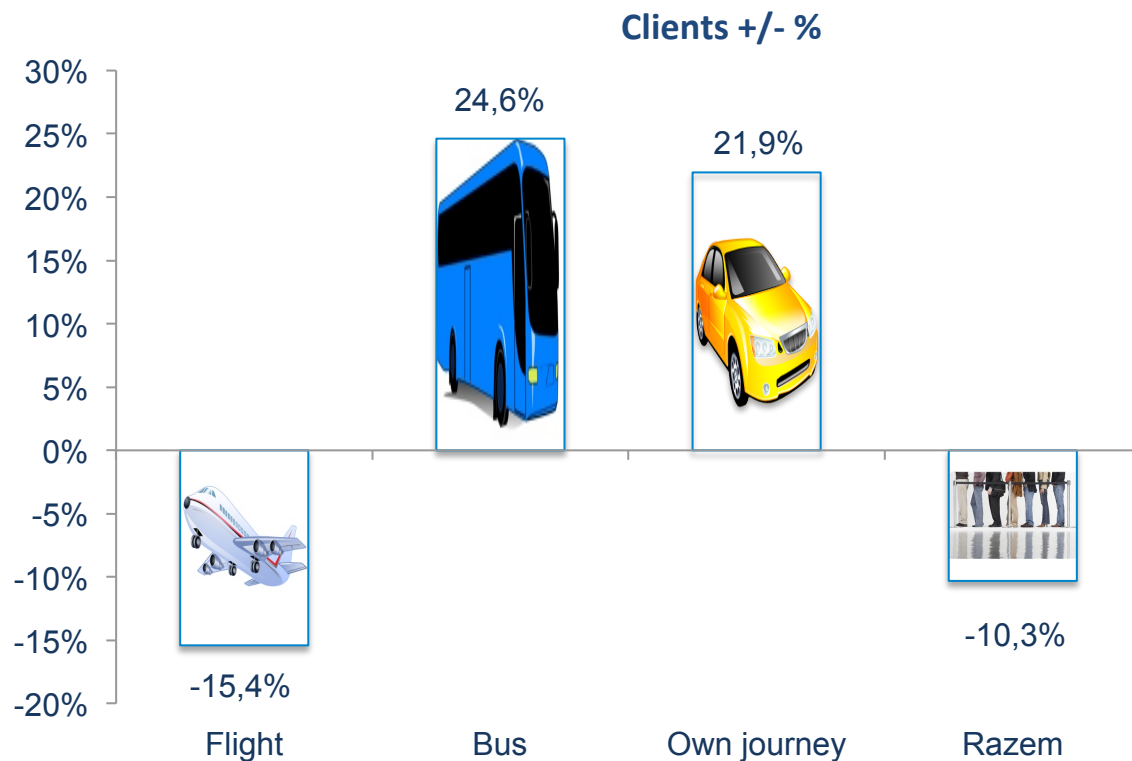
The last four weeks of sales of the tourist year 2015/16 - customers

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



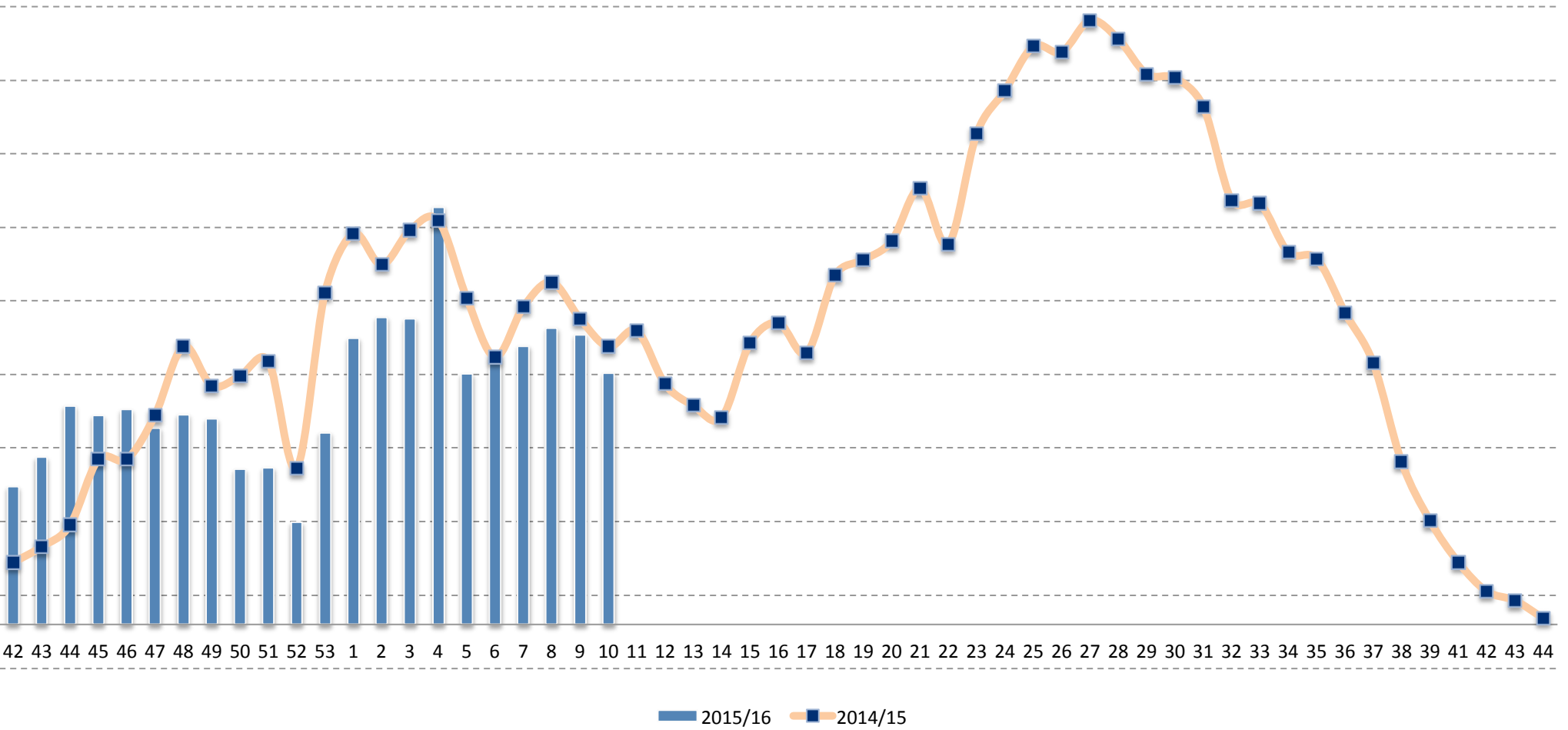
The sales trend of the last four weeks

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



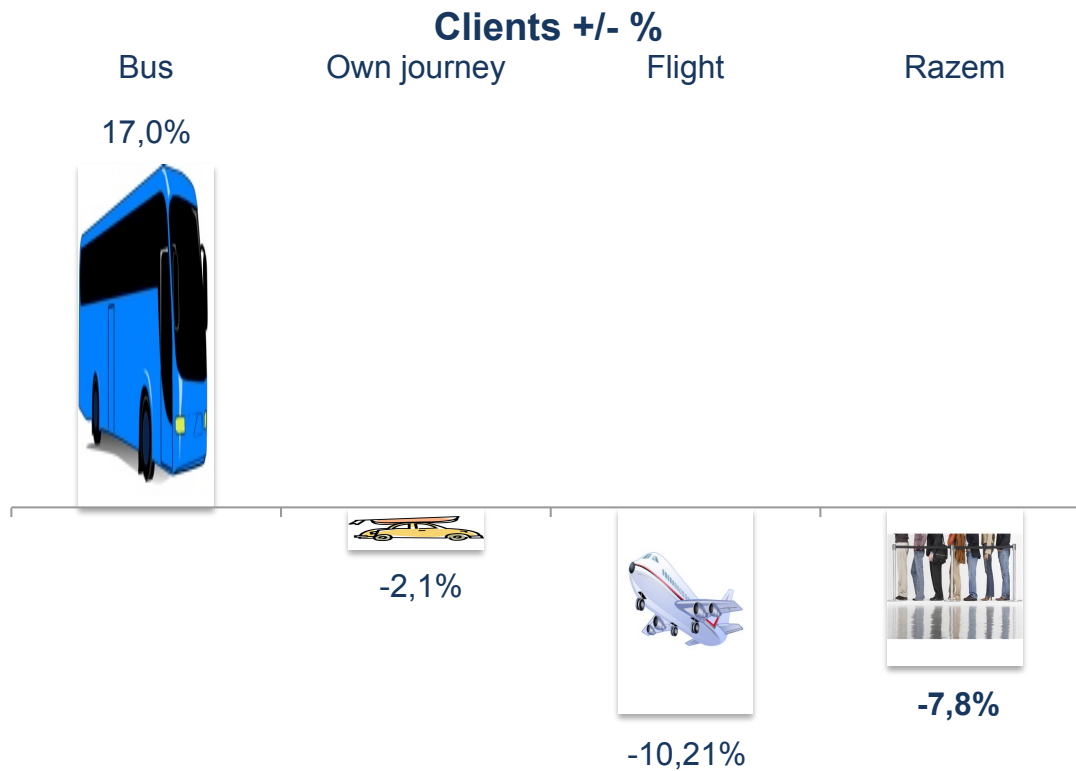
Weekly sales compared with the previous tourist year

Bookings weekly 15/16 vs. 14/15

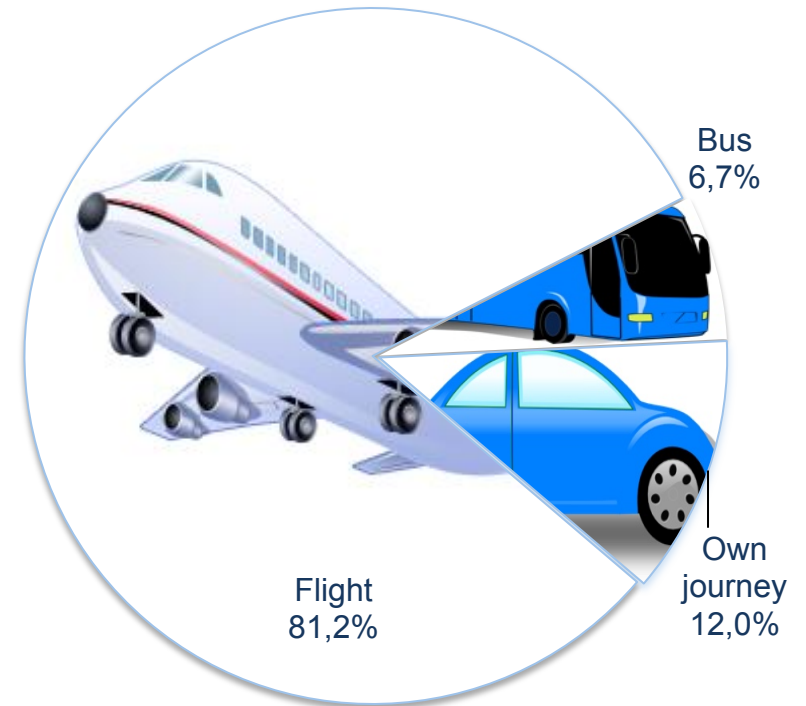


Cumulative sales of 2015/16

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



Share %



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

Rank	Country	% last year
1	Hiszpania	63%
2	Grecja	10%
3	Bułgaria	143%
4	Włochy	52%
5	Egipt	-73%
6	Turcja	-72%
7	Portugalia	80%
8	Chorwacja	101%
9	Austria	119%
10	Cypr	27%
11	Kuba	93%
12	Dominikana	99%
13	Emiraty Arabskie	++
14	Tajlandia	32%
15	Maroko	-43%
16	Wyspy Zielonego Przylądka	++
17	Tanzania	23%
18	Polska	189%
19	Albania	152%
20	Czechy	139%

Rank	Destination	% last year
1	Fuerteventura	24%
2	Heraklion	-9%
3	Teneryfa	15%
4	Zakynthos	23%
5	Burgas	36%
6	Korfu	-9%
7	Rodos	-34%
8	Hurghada	-71%
9	Antalya	-75%
10	Gran Canaria	36%
11	Madera	47%
12	Chania	8%
13	Lanzarote	-14%
14	Varna	69%
15	Marsa Alam	-58%
16	Majorka	40%
17	Barcelona	19%
18	Pafos	-11%
19	Bodrum	-72%
20	Malaga	14%



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