

## Weekly report 11/2016

Data source: MerlinX\*

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

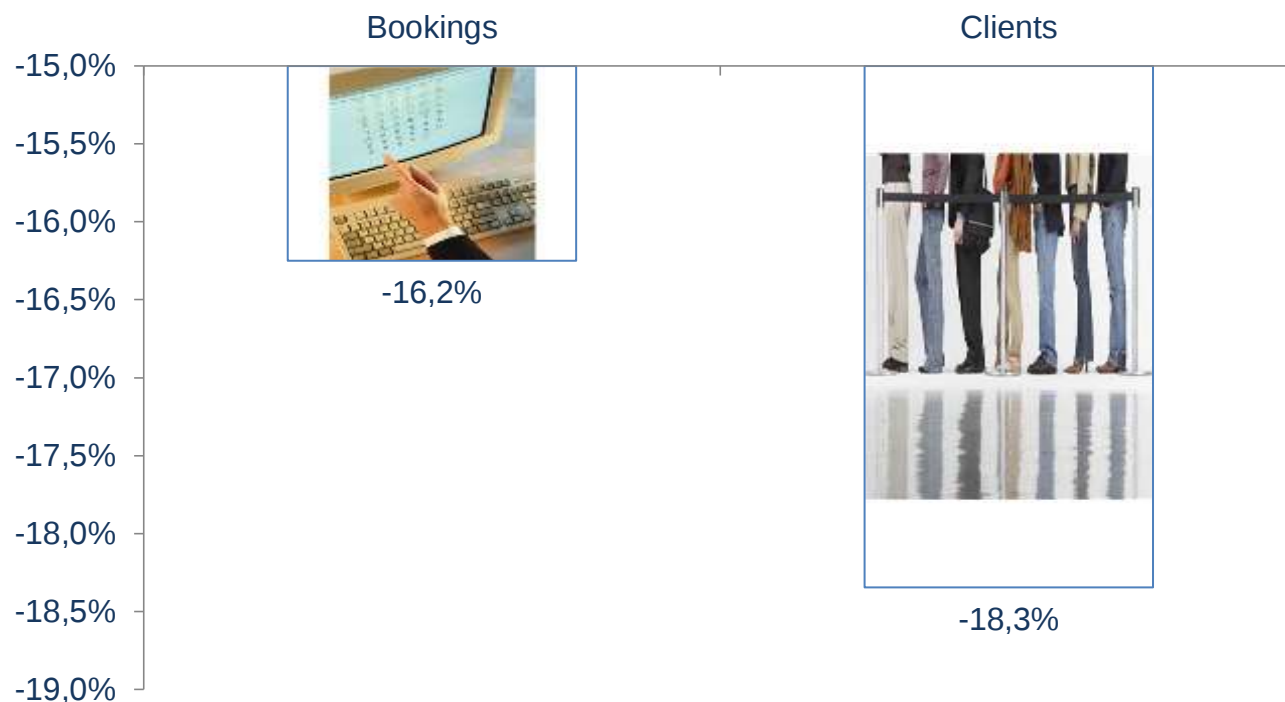
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

# Last week – 11/2016, tours 01.11.15 – 31.10.16

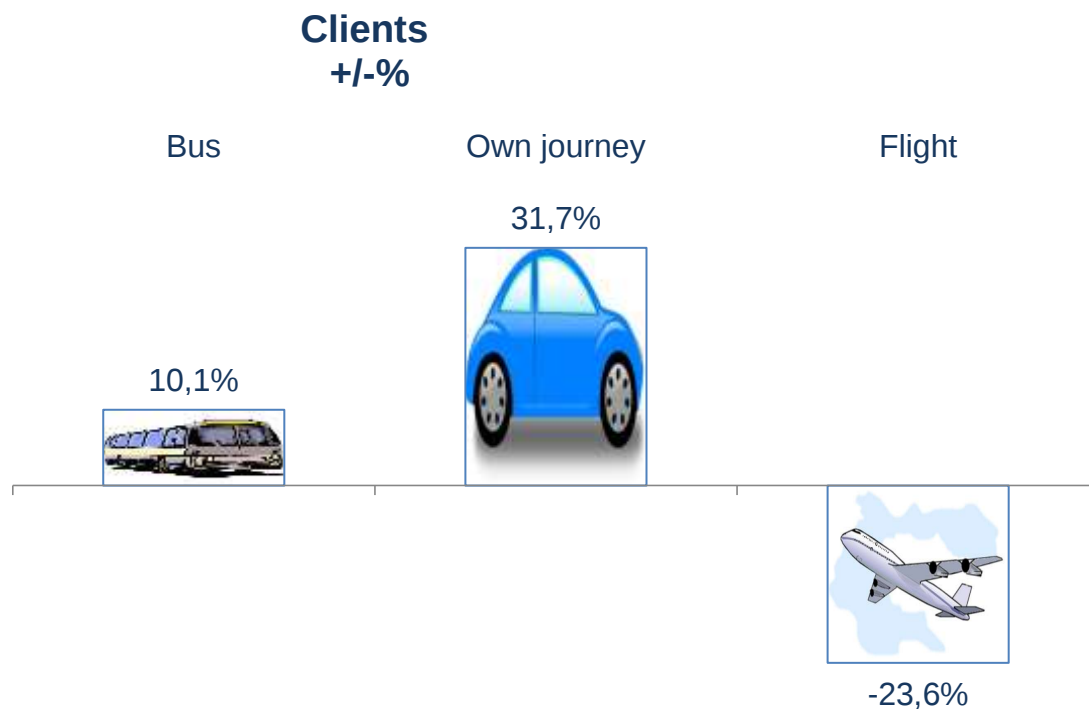
compared with week 12. in 2015 r.



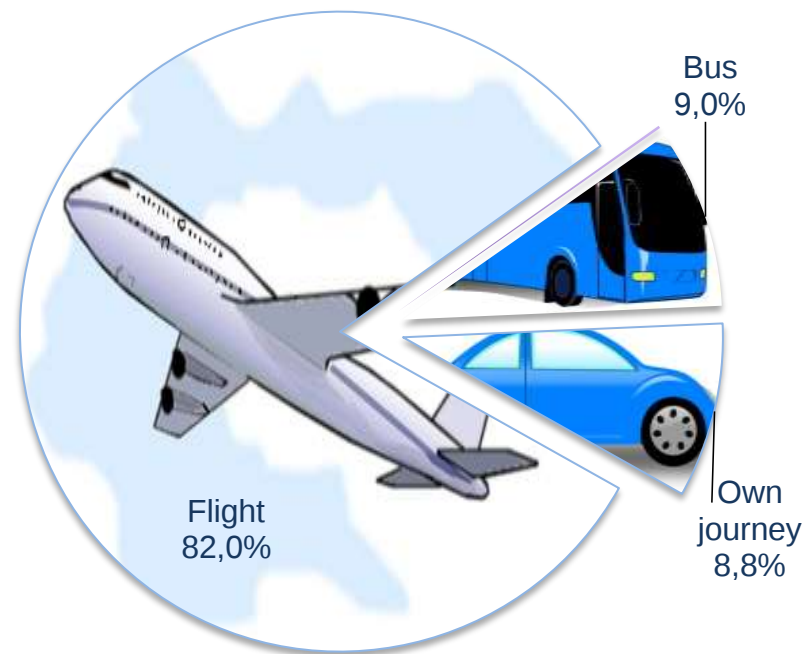
Somber moods dominate the travel market. None positive change for the better in sight.

# Last week – 11/2016, tours 01.11.15 – 31.10.16

compared with week 12. in 2015 r.



**Share %**

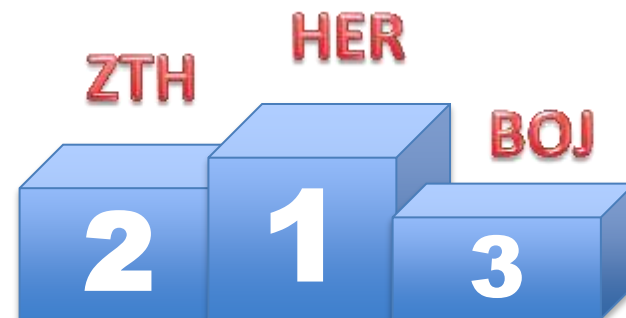


Sale of flight packages is still under strong pressure and in a constant negative trend.

# Ranking of the most popular countries & destinations in CW11

tours from 01.11.15 to 31.10.16

| Rank | Destination   | Price/booking | Price/person |
|------|---------------|---------------|--------------|
| 1    | Heraklion     | 7 668         | 2 792        |
| 2    | Zakynthos     | 6 982         | 2 598        |
| 3    | Burgas        | 5 819         | 2 203        |
| 4    | Fuerteventura | 7 380         | 3 065        |
| 5    | Teneryfa      | 6 165         | 2 629        |
| 6    | Korfu         | 7 681         | 2 779        |
| 7    | Rodos         | 7 018         | 2 505        |
| 8    | Gran Canaria  | 6 572         | 2 858        |
| 9    | Chania        | 7 609         | 2 900        |
| 10   | Majorka       | 7 159         | 2 930        |
| 11   | Varna         | 5 634         | 2 120        |
| 12   | Hurghada      | 4 588         | 2 130        |
| 13   | Marsa Alam    | 5 299         | 2 333        |
| 14   | Lanzarote     | 6 868         | 2 896        |
| 15   | Kos           | 7 259         | 2 590        |
| 16   | Antalya       | 5 869         | 2 174        |
| 17   | Barcelona     | 6 089         | 2 601        |
| 18   | Madera        | 8 056         | 3 565        |
| 19   | Rijeka        | 9 309         | 2 864        |
| 20   | Agadir        | 6 243         | 2 664        |



| Rank | Country    | Price/booking | Price/person |
|------|------------|---------------|--------------|
| 1    | Grecja     | 7 448         | 2 712        |
| 2    | Hiszpania  | 6 828         | 2 893        |
| 3    | Bułgaria   | 5 163         | 2 088        |
| 4    | Włochy     | 5 282         | 2 259        |
| 5    | Chorwacja  | 5 035         | 1 859        |
| 6    | Egipt      | 4 990         | 2 236        |
| 7    | Portugalia | 9 068         | 3 693        |
| 8    | Turcja     | 6 045         | 2 270        |
| 9    | Cypr       | 6 730         | 2 814        |
| 10   | Maroko     | 6 254         | 2 642        |

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

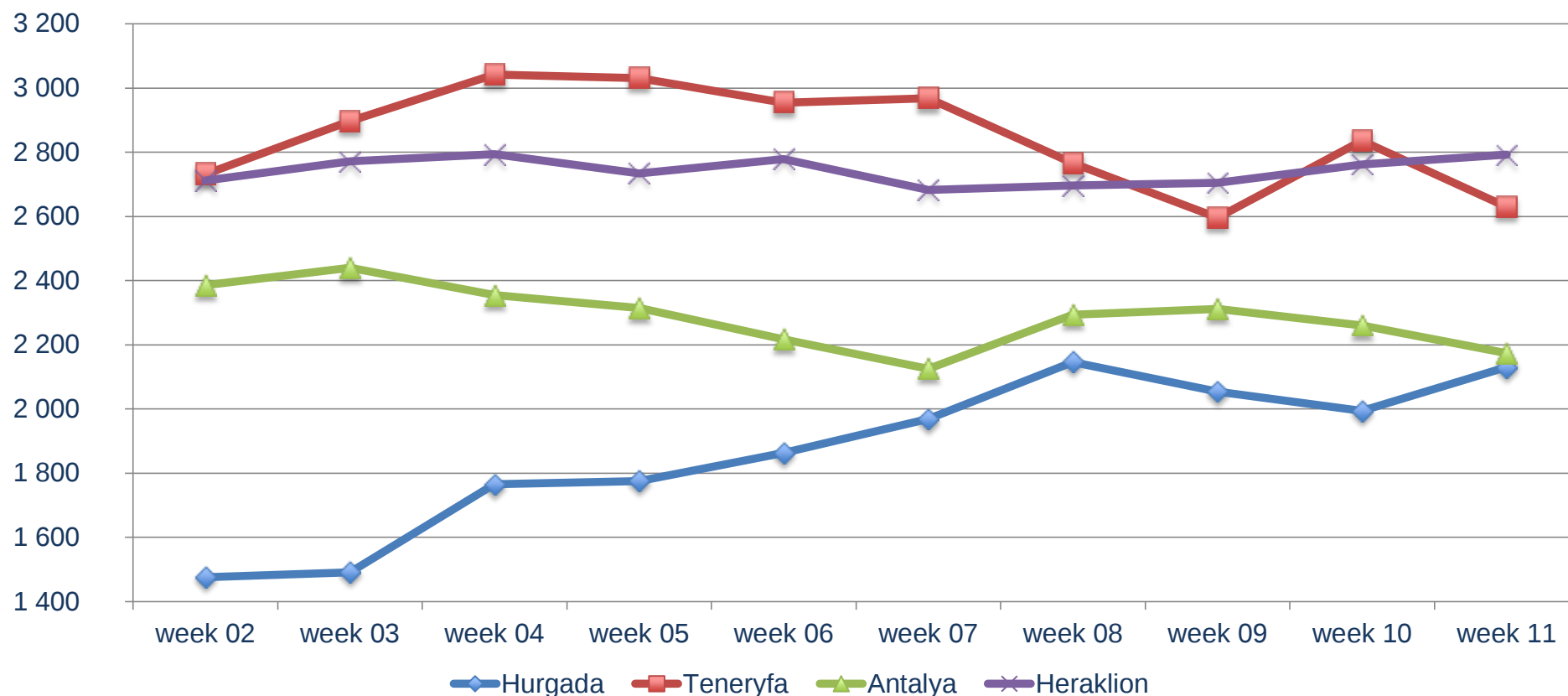
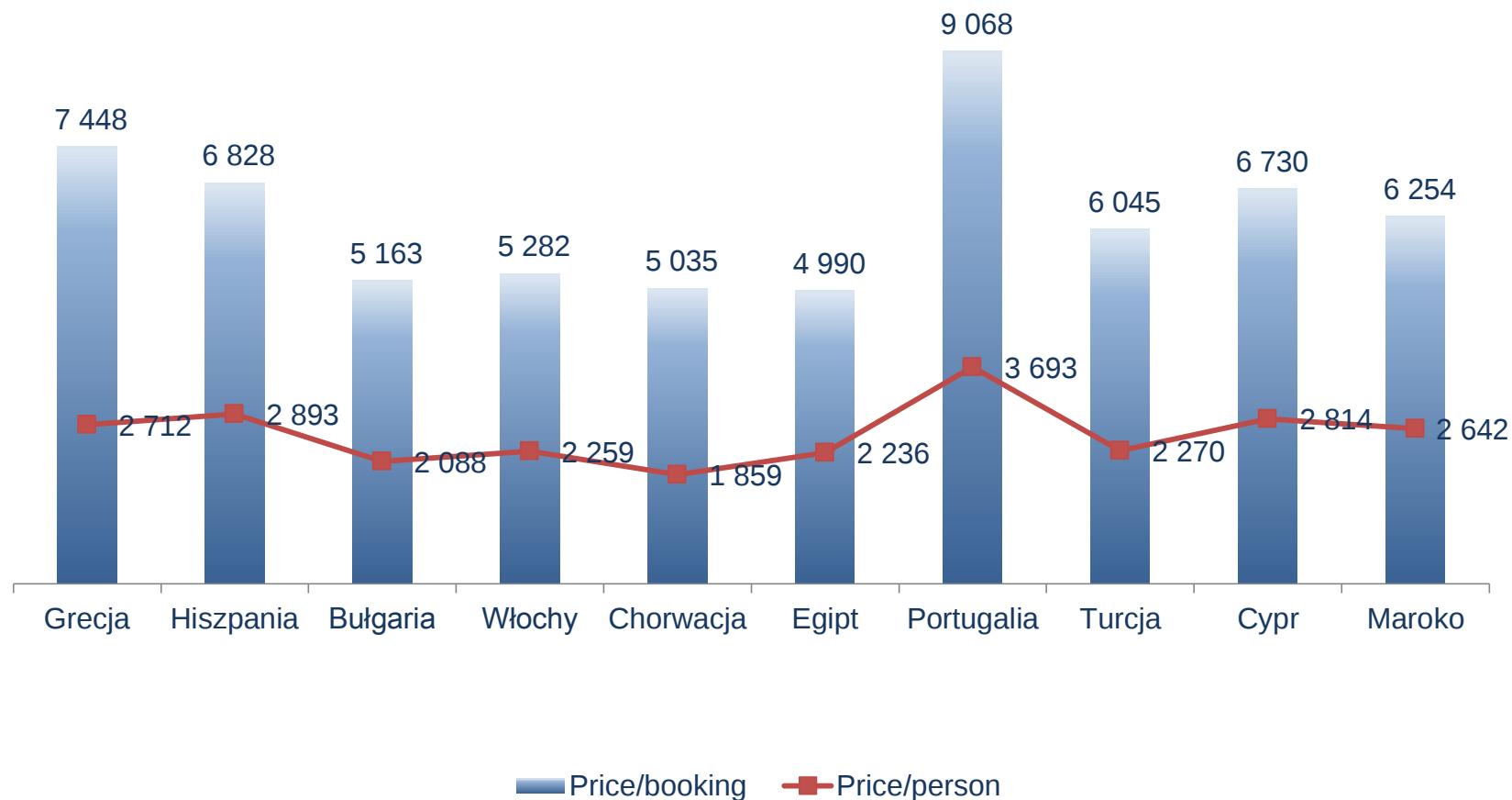


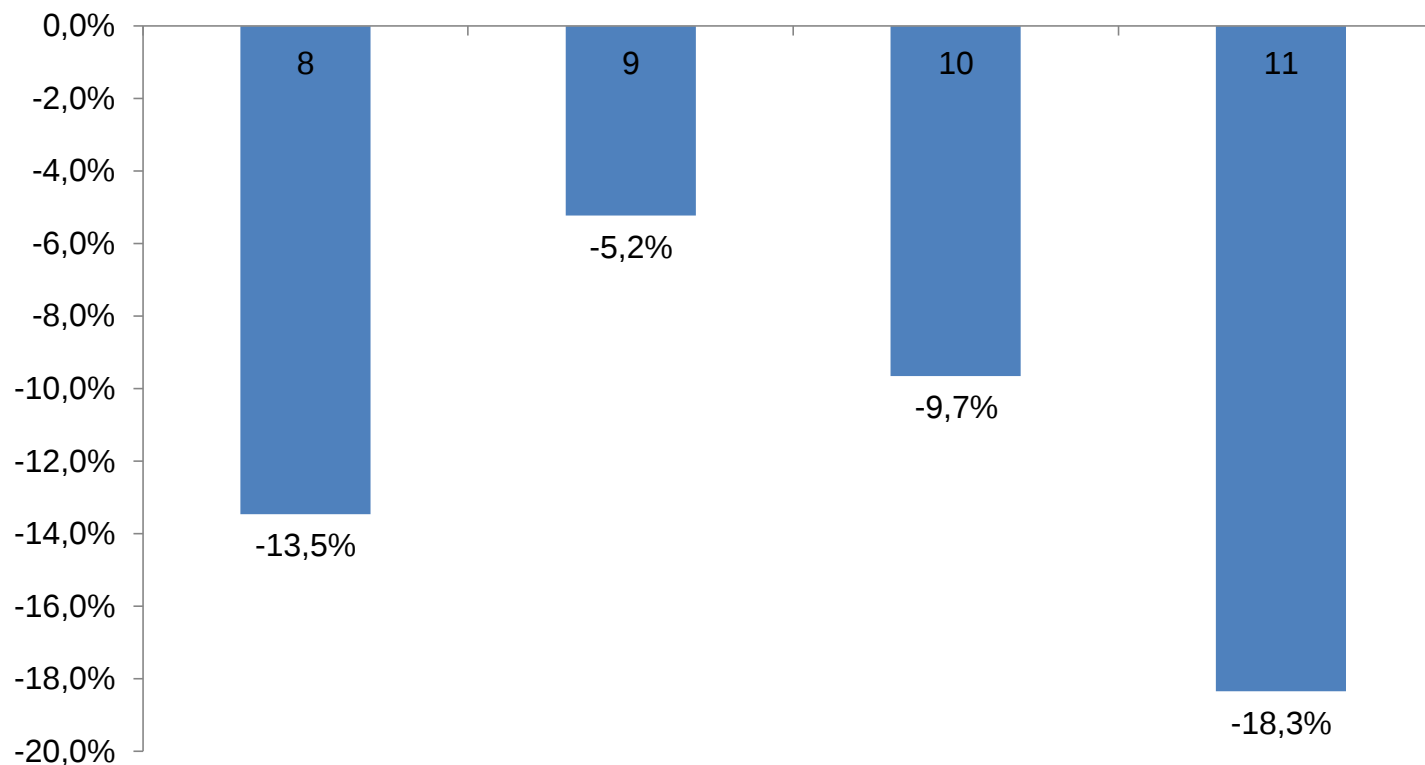
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

# Average price per booking and the price per person in 11. week



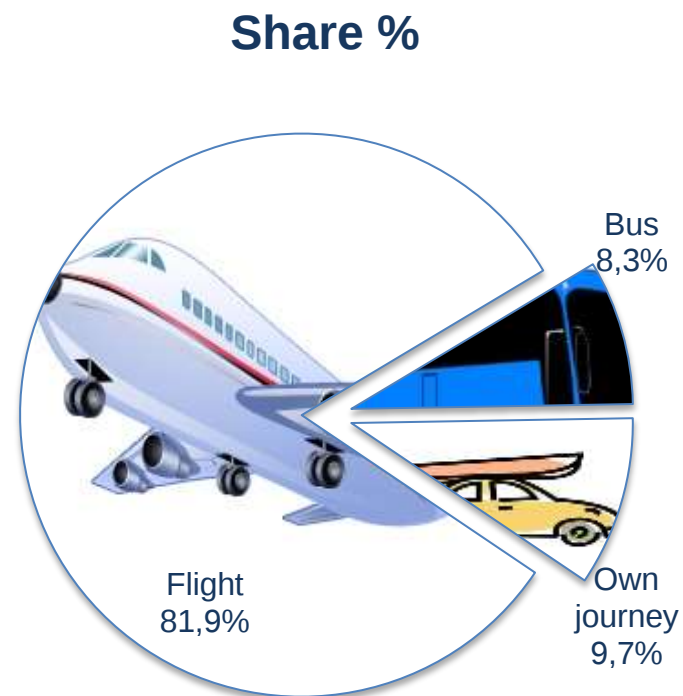
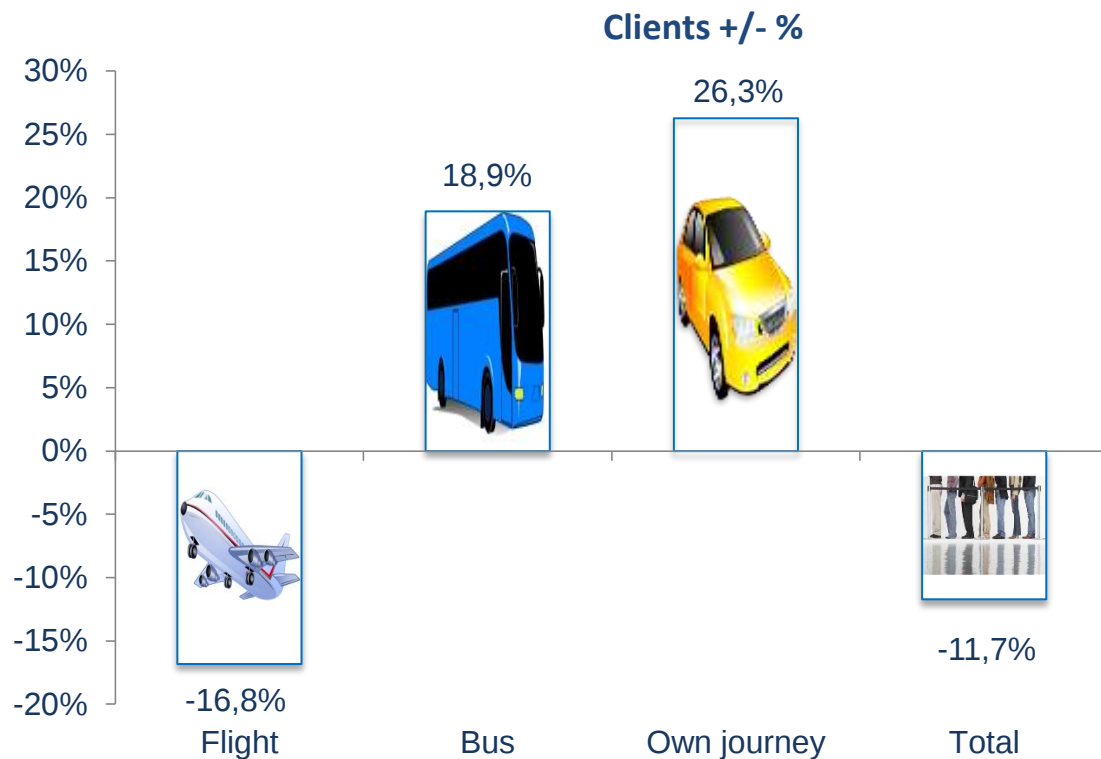
# The last four weeks of sales of the tourist year 2015/16 - customers

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



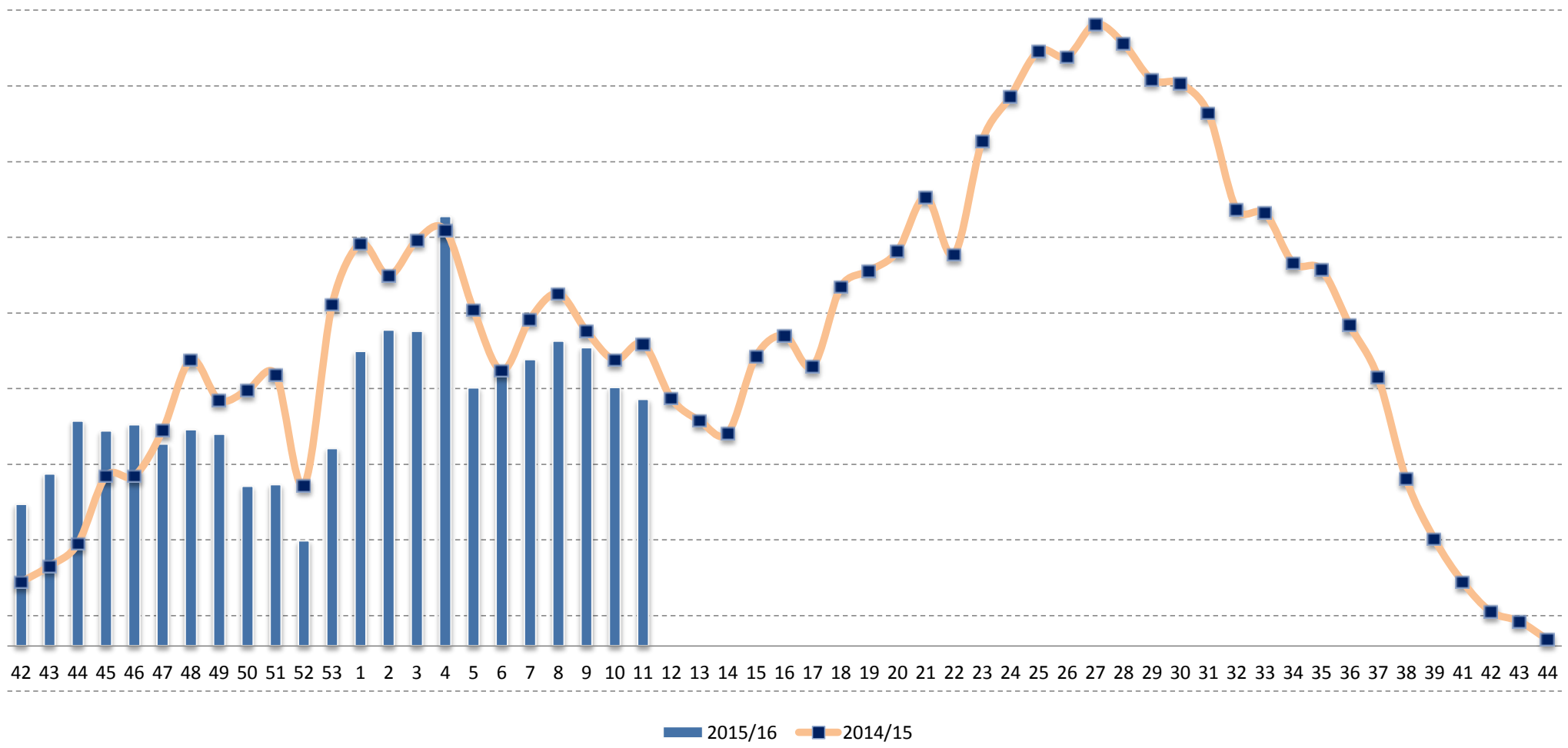
# The sales trend of the last four weeks

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



# Weekly sales compared with the previous tourist year

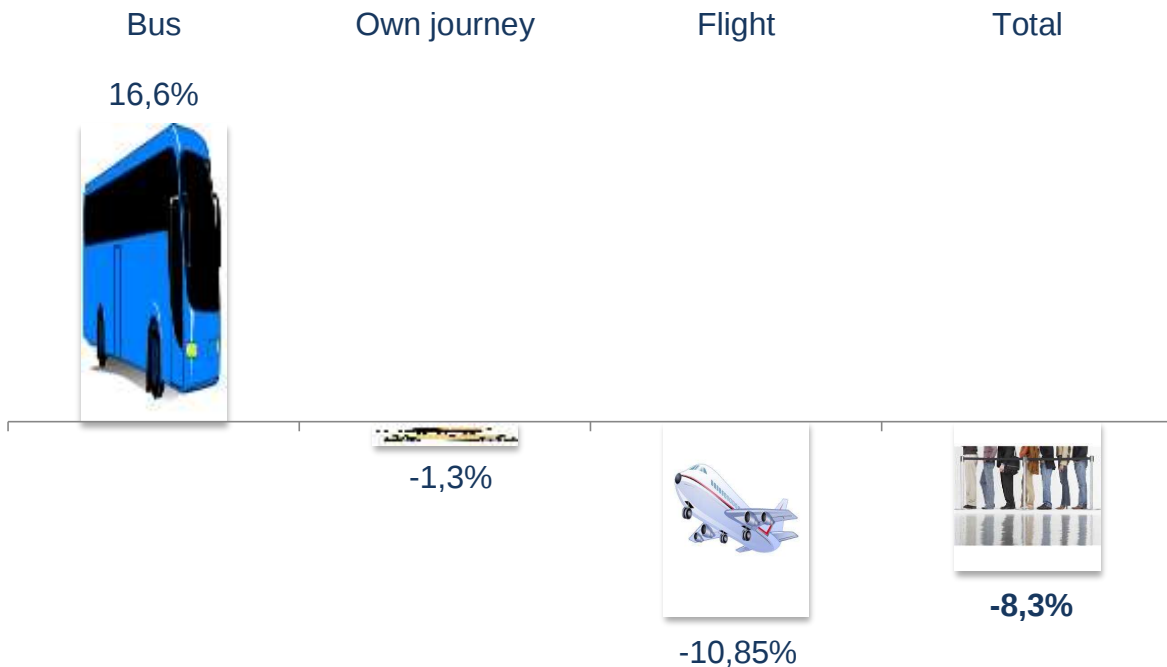
Bookings weekly 15/16 vs. 14/15



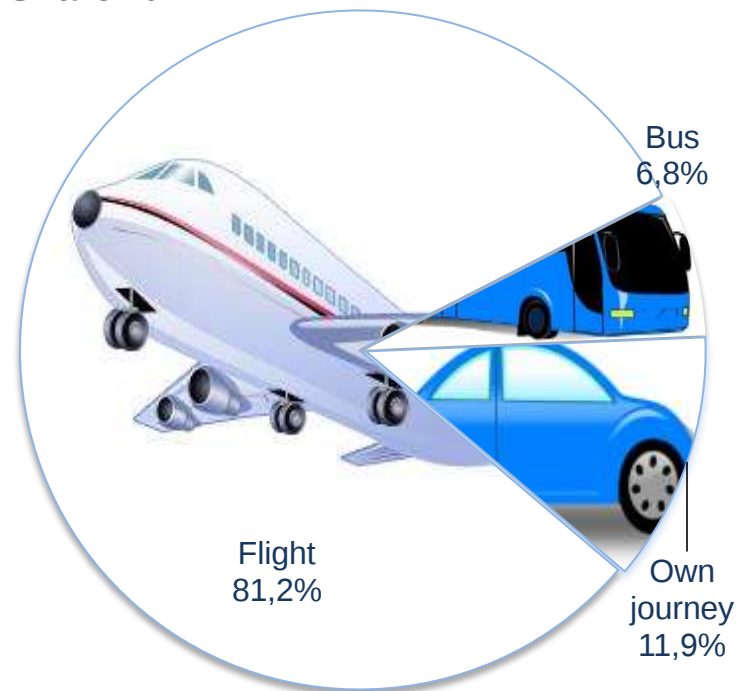
# Cumulative sales of 2015/16

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

## Clients +/- %



## Share %



There are no signs of improvement in travel shops.

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

| Rank | Country                   | +/- % last year |
|------|---------------------------|-----------------|
| 1    | Hiszpania                 | 60%             |
| 2    | Grecja                    | 8%              |
| 3    | Bułgaria                  | 137%            |
| 4    | Włochy                    | 51%             |
| 5    | Egipt                     | -73%            |
| 6    | Turcja                    | -73%            |
| 7    | Portugalia                | 76%             |
| 8    | Chorwacja                 | 108%            |
| 9    | Cypr                      | 26%             |
| 10   | Austria                   | 119%            |
| 11   | Kuba                      | 93%             |
| 12   | Dominikana                | 102%            |
| 13   | Emiraty Arabskie          | ++              |
| 14   | Tajlandia                 | 32%             |
| 15   | Maroko                    | -42%            |
| 16   | Wyspy Zielonego Przylądka | ++              |
| 17   | Polska                    | 184%            |
| 18   | Tanzania                  | 27%             |
| 19   | Albania                   | 160%            |
| 20   | Czechy                    | 135%            |

| Rank | Destination   | +/- % last year |
|------|---------------|-----------------|
| 1    | Fuerteventura | 22%             |
| 2    | Heraklion     | -10%            |
| 3    | Teneryfa      | 13%             |
| 4    | Zakynthos     | 20%             |
| 5    | Burgas        | 35%             |
| 6    | Korfu         | -10%            |
| 7    | Rodos         | -35%            |
| 8    | Hurghada      | -71%            |
| 9    | Gran Canaria  | 37%             |
| 10   | Antalya       | -76%            |
| 11   | Madera        | 44%             |
| 12   | Chania        | 6%              |
| 13   | Lanzarote     | -14%            |
| 14   | Varna         | 65%             |
| 15   | Marsa Alam    | -58%            |
| 16   | Majorka       | 37%             |
| 17   | Barcelona     | 17%             |
| 18   | Pafos         | -12%            |
| 19   | Bodrum        | -72%            |
| 20   | Malaga        | 11%             |



Detailed reports are available for PZOT members  
Questions regarding market data please send to [pzot@pzot.pl](mailto:pzot@pzot.pl)