

Weekly report 13/2016

Data source: MerlinX*

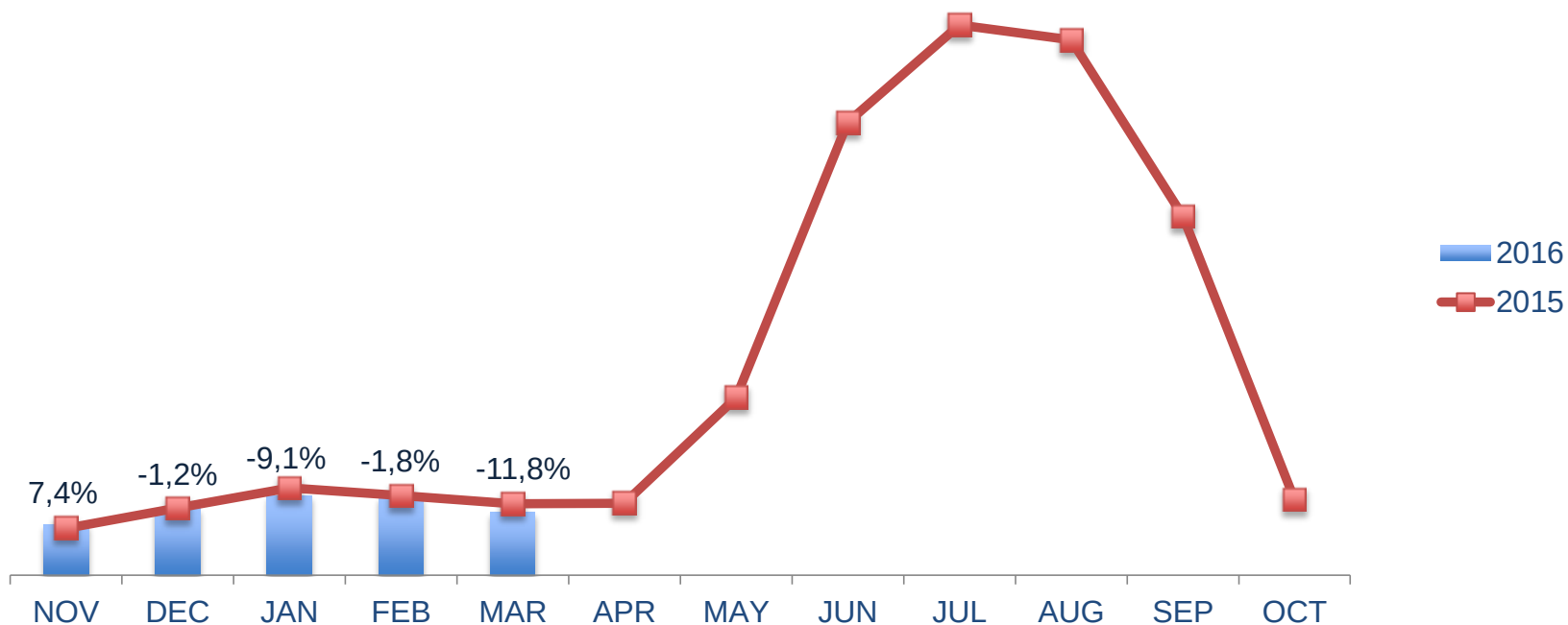
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Monthly departures compared with the previous tourist year.



Last week – 13/2016, tours 01.11.15 – 31.10.16

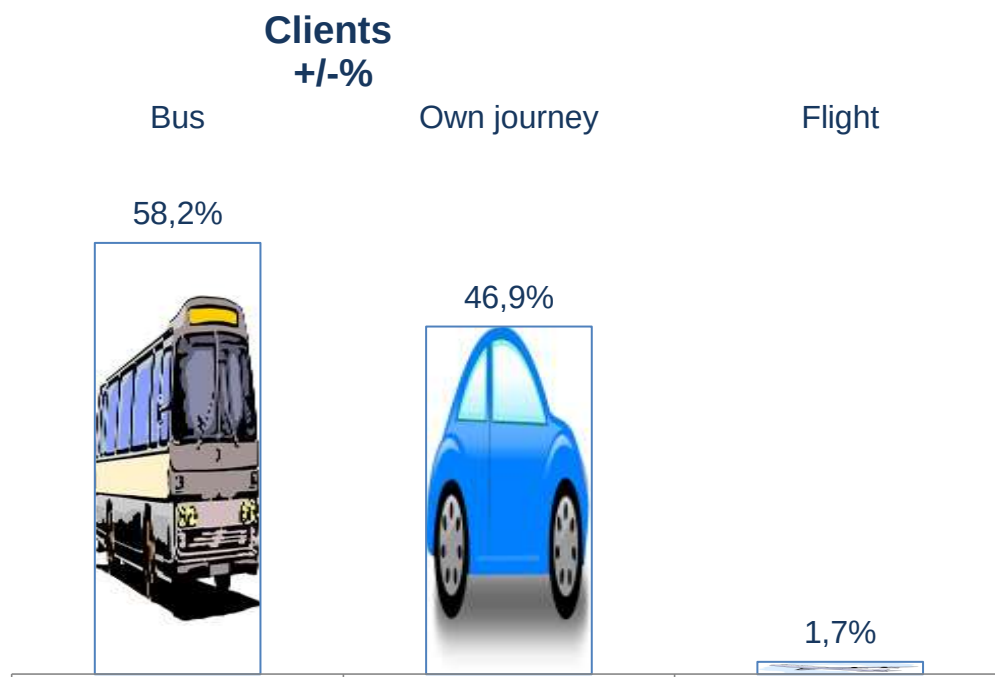
compared with week 14. in 2015 r.



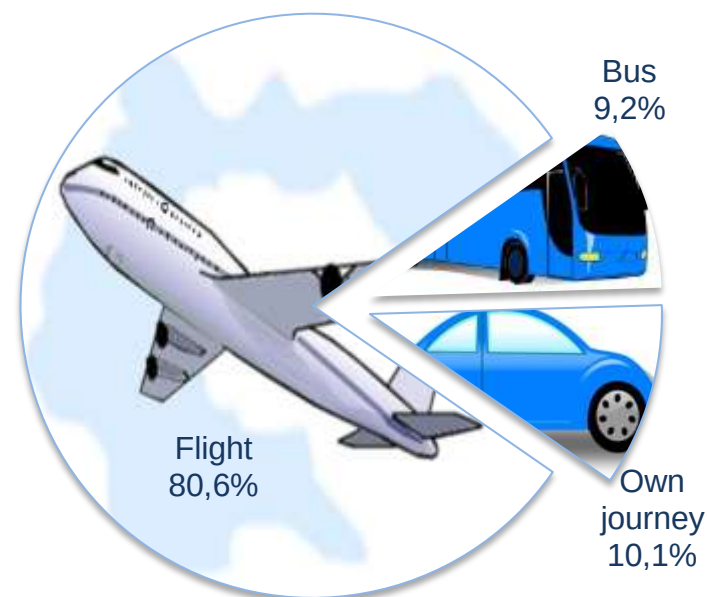
13 is not always unlucky. This time 13th calendar week was quite successful with strong sales increase.

Last week – 13/2016, tours 01.11.15 – 31.10.16

compared with week 14. in 2015 r.



Share %

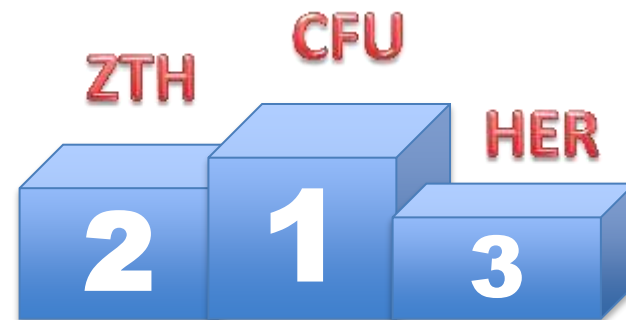


More than 80% customers booked flight packages. Rapidly growing popularity of traveling by bus or own car

Ranking of the most popular countries & destinations in CW13

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Korfu	7 485	2 728
2	Zakynthos	6 503	2 611
3	Heraklion	7 297	2 763
4	Fuerteventura	7 353	3 171
5	Burgas	5 785	2 097
6	Rodos	7 465	2 587
7	Teneryfa	7 198	3 059
8	Chania	6 786	2 696
9	Gran Canaria	6 548	2 776
10	Majorka	7 818	3 213
11	Antalya	5 734	2 178
12	Lanzarote	6 394	2 799
13	Hurghada	4 498	2 209
14	Marsa Alam	5 180	2 265
15	Madera	8 425	3 758
16	Varna	5 402	2 036
17	Pafos	5 540	2 497
18	Barcelona	6 489	2 618
19	Kos	7 464	2 710
20	Malaga	5 546	2 623



Country	Price/booking	Price/person
Grecja	7 204	2 675
Hiszpania	7 191	3 030
Bułgaria	4 942	2 028
Włochy	5 401	2 308
Chorwacja	5 717	2 059
Egipt	4 876	2 241
Portugalia	8 418	3 662
Turcja	5 731	2 217
Cypr	5 669	2 477
Albania	5 256	2 273

Greece dominates followed by the Spain and Bulgaria. These top 3 countries attract more than 50% of all tourists.

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

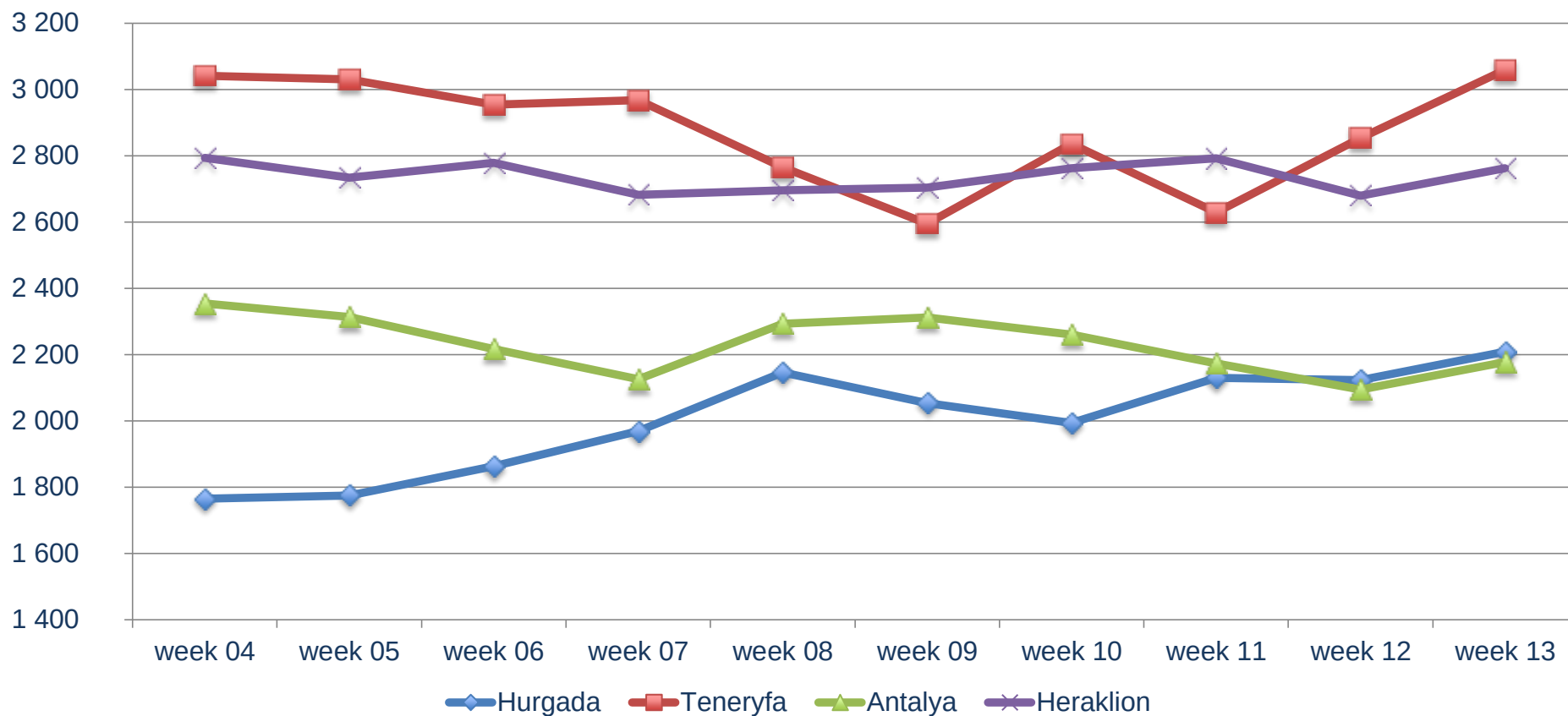
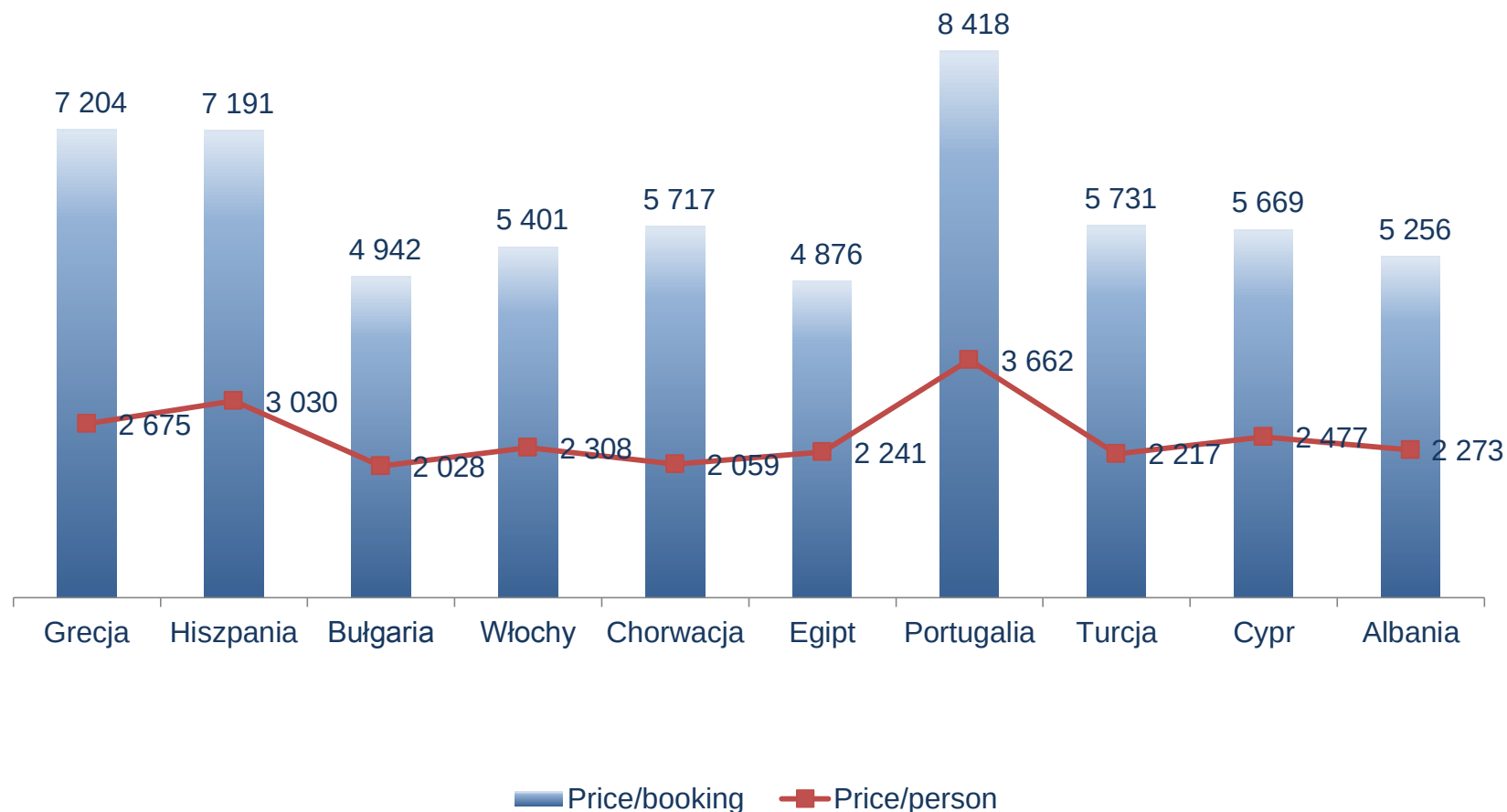


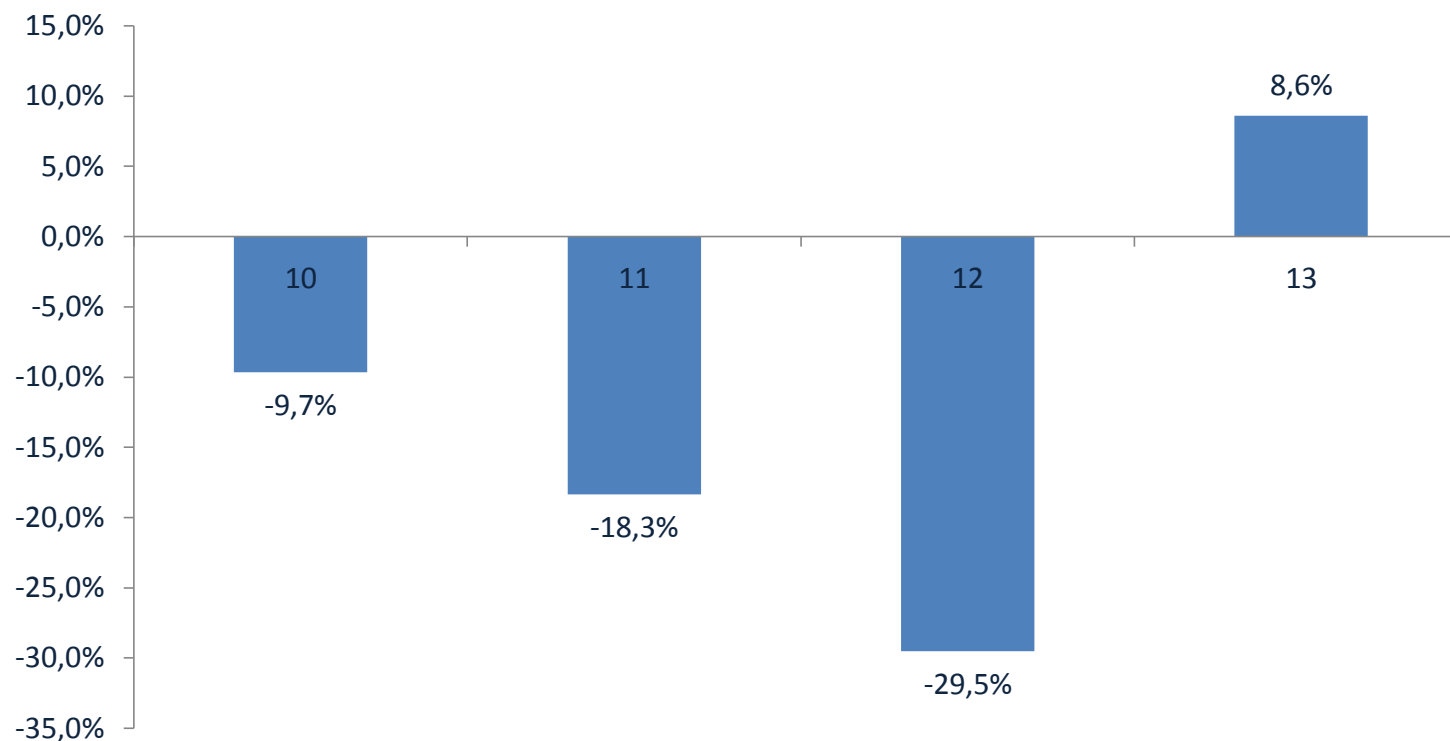
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 13. week



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

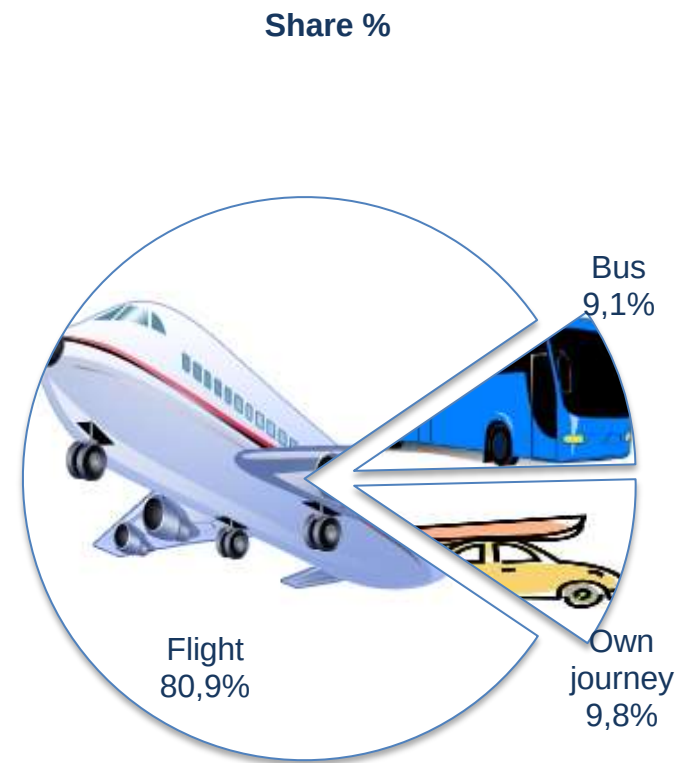
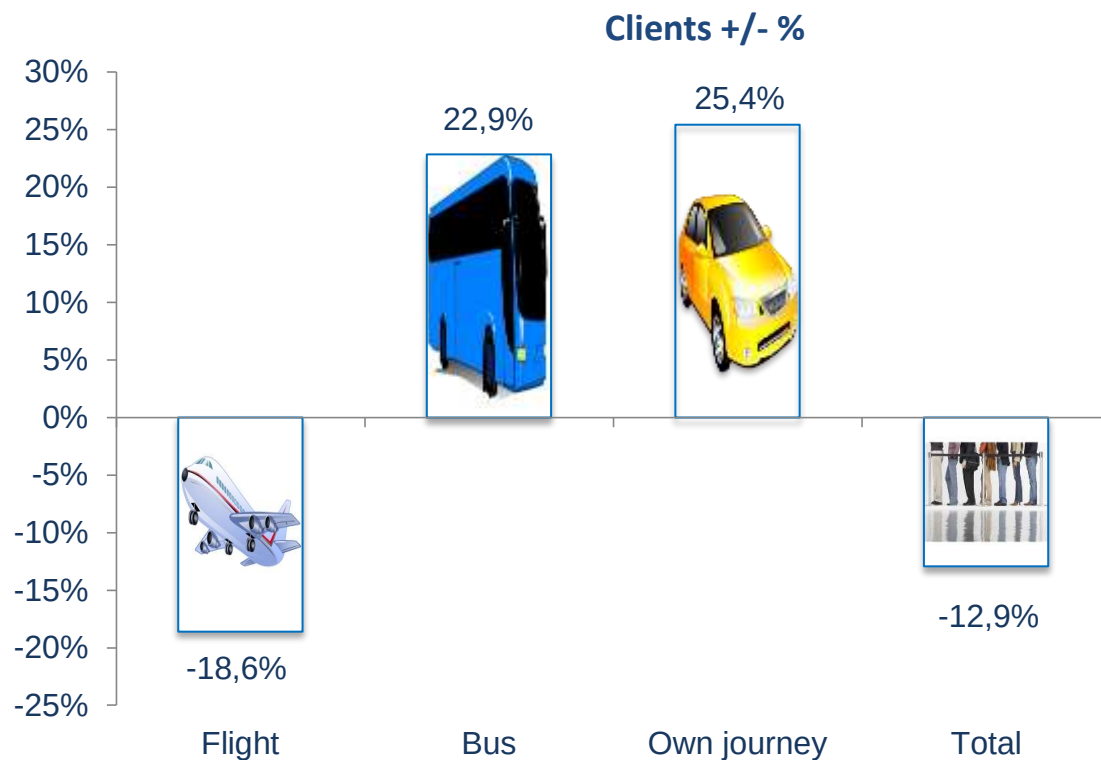
compared with 4 analogous weeks in tourist year 2014/2015.



This weekly sales increase might be a one time case due to different Easter dates. Let's wait another week.

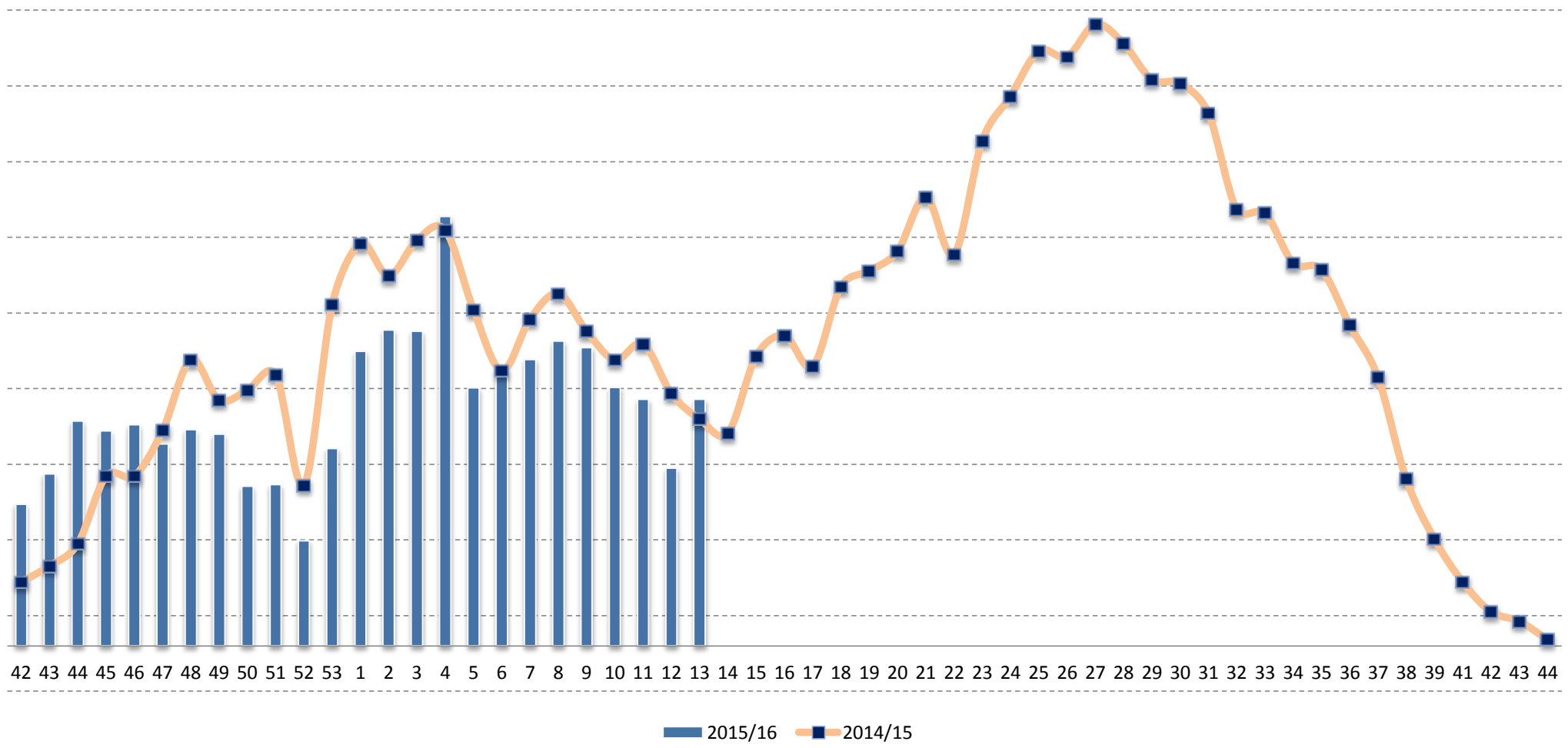
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

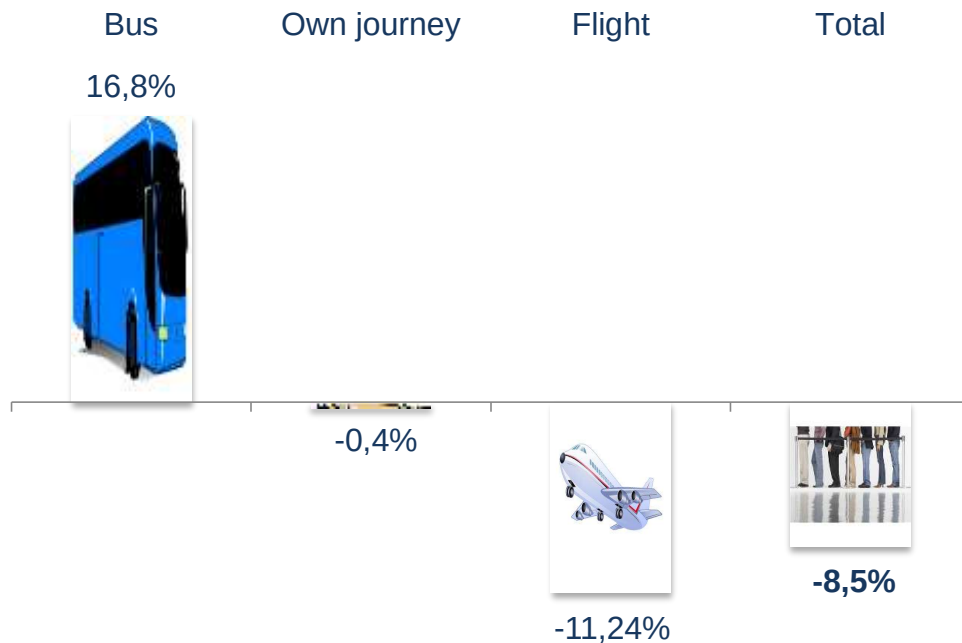
Bookings weekly 15/16 vs. 14/15



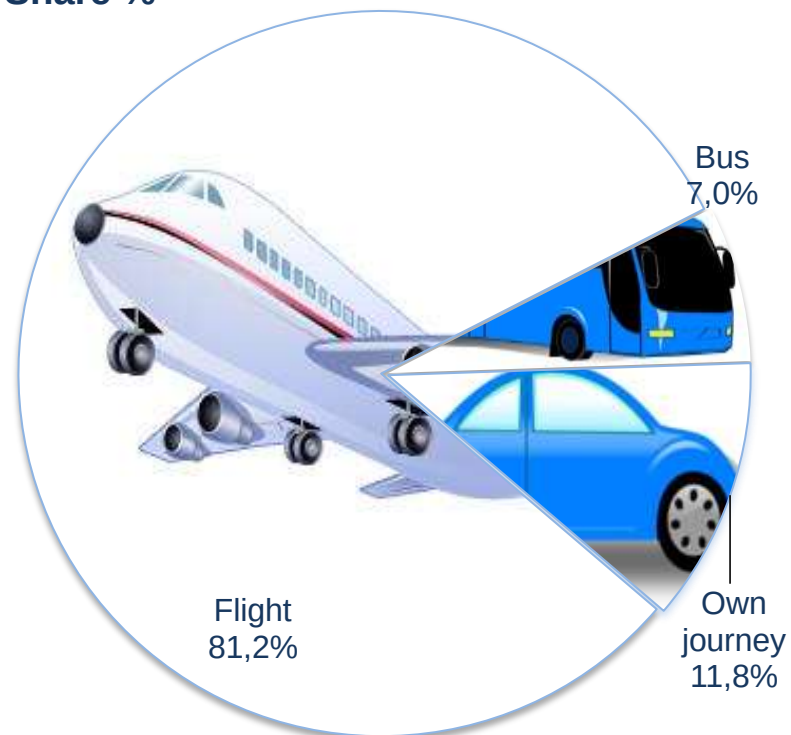
Cumulative sales of 2015/16

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

Clients +/- %



Share %



A slight improvement to the overall negative picture of current sales trend which shows drop of 8,5% now.

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

Rank	Country	+/- % last year
1	Hiszpania	57%
2	Grecja	6%
3	Bułgaria	118%
4	Włochy	51%
5	Egipt	-73%
6	Turcja	-73%
7	Portugalia	73%
8	Chorwacja	112%
9	Cypr	26%
10	Austria	120%
11	Kuba	93%
12	Dominikana	104%
13	Emiraty Arabskie	++
14	Maroko	-41%
15	Tajlandia	31%
16	Polska	181%
17	Albania	185%
18	Wyspy Zielonego Przylądka	++
19	Tanzania	27%
20	Czechy	137%

Rank	Destination	+/- % last year
1	Fuerteventura	18%
2	Heraklion	-15%
3	Teneryfa	11%
4	Zakynthos	17%
5	Burgas	27%
6	Korfu	-11%
7	Rodos	-37%
8	Hurghada	-71%
9	Gran Canaria	40%
10	Antalya	-76%
11	Madera	43%
12	Chania	2%
13	Lanzarote	-14%
14	Varna	54%
15	Marsa Alam	-57%
16	Majorka	33%
17	Barcelona	11%
18	Pafos	-13%
19	Bodrum	-73%
20	Malaga	11%

Most probably in a week time Greece will become the leader of this ranking.



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