

Weekly report 14/2016

Data source: MerlinX*

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

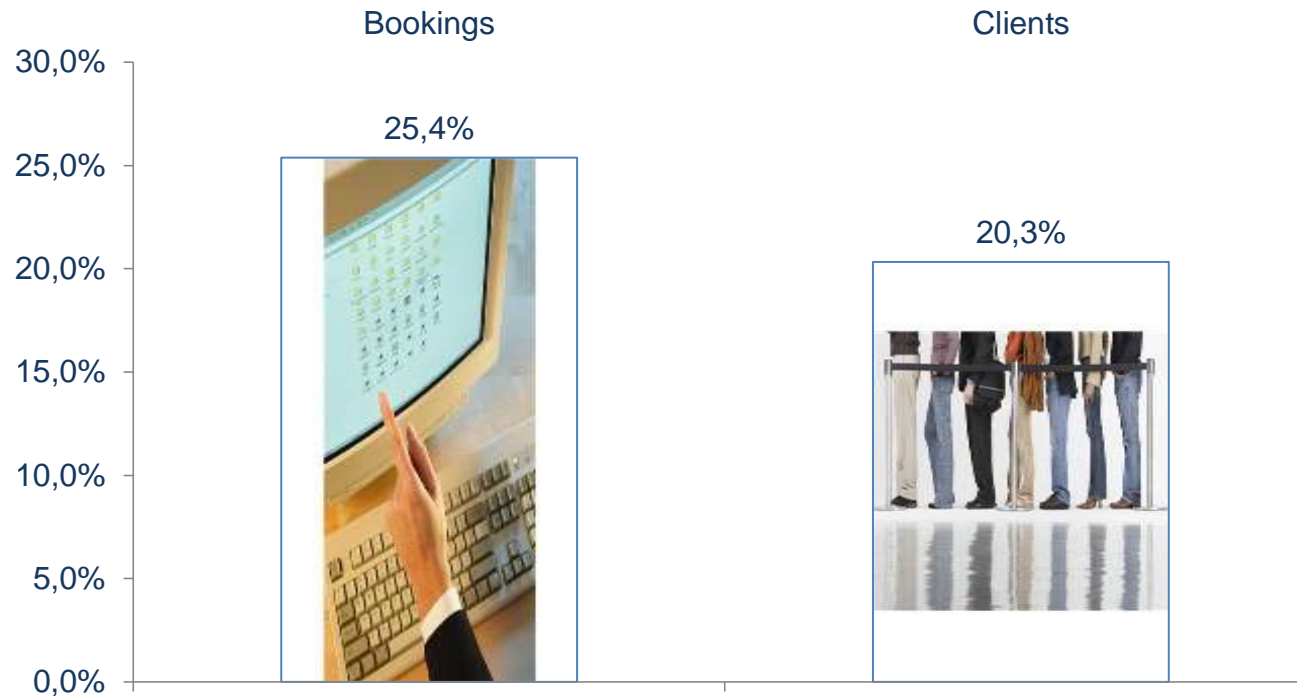
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 14/2016, tours 01.11.15 – 31.10.16

compared with week 15. in 2015 r.



20% more clients booked their trips but ... that week last year was shorter because of Easter Monday

Last week – 14/2016, tours 01.11.15 – 31.10.16

compared with week 15. in 2015 r.

Clients +/-%

Bus

48,4%



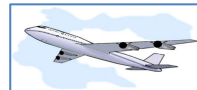
Own journey

81,7%

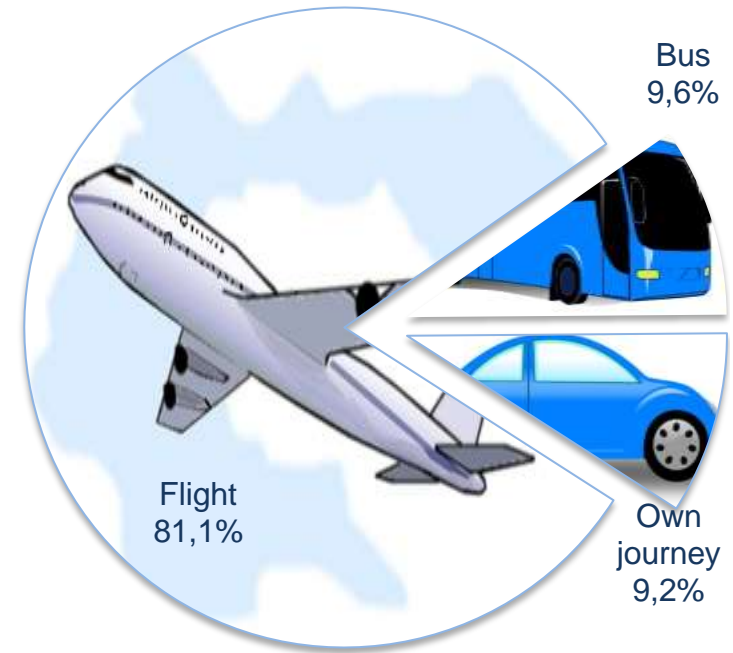


Flight

13,5%



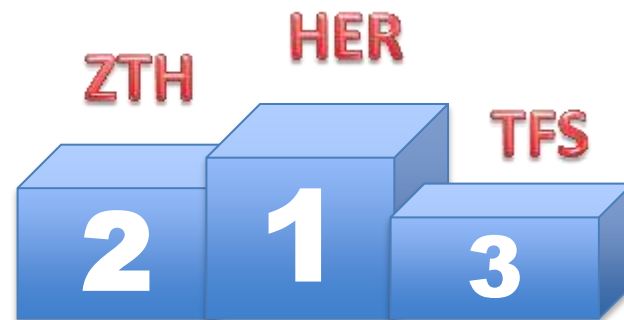
Share %



Ranking of the most popular countries & destinations in CW14

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 554	2 529
2	Zakynthos	6 919	2 562
3	Teneryfa	5 710	2 505
4	Fuerteventura	6 569	2 920
5	Korfu	6 892	2 567
6	Burgas	6 070	2 124
7	Rodos	6 723	2 510
8	Chania	7 316	2 894
9	Hurghada	4 539	2 097
10	Antalya	4 970	2 017
11	Gran Canaria	6 552	2 811
12	Kos	5 451	2 320
13	Majorka	7 860	3 184
14	Lanzarote	5 981	2 673
15	Tirana	5 703	2 315
16	Barcelona	5 686	2 386
17	Marsa Alam	4 831	2 262
18	Varna	5 017	2 012
19	Madera	8 001	3 594
20	Malaga	6 191	2 814



Rank	Country	Price/booking	Price/person
1	Grecja	6 821	2 563
2	Hiszpania	6 525	2 809
3	Bułgaria	5 046	1 986
4	Włochy	5 002	2 166
5	Egipt	4 772	2 182
6	Turcja	5 248	2 099
7	Chorwacja	5 363	1 962
8	Portugalia	8 196	3 468
9	Albania	5 008	2 155
10	Cypr	5 519	2 458

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

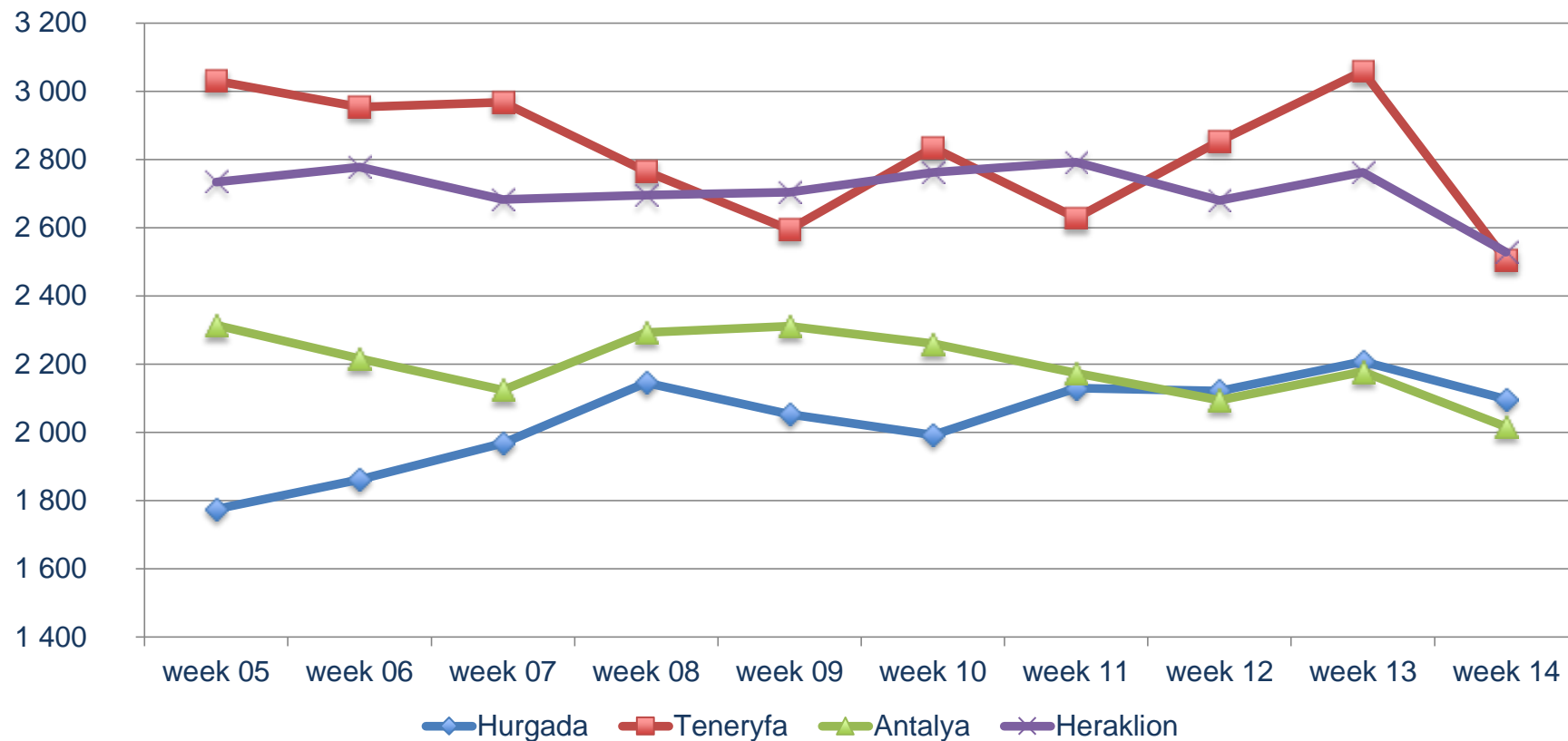
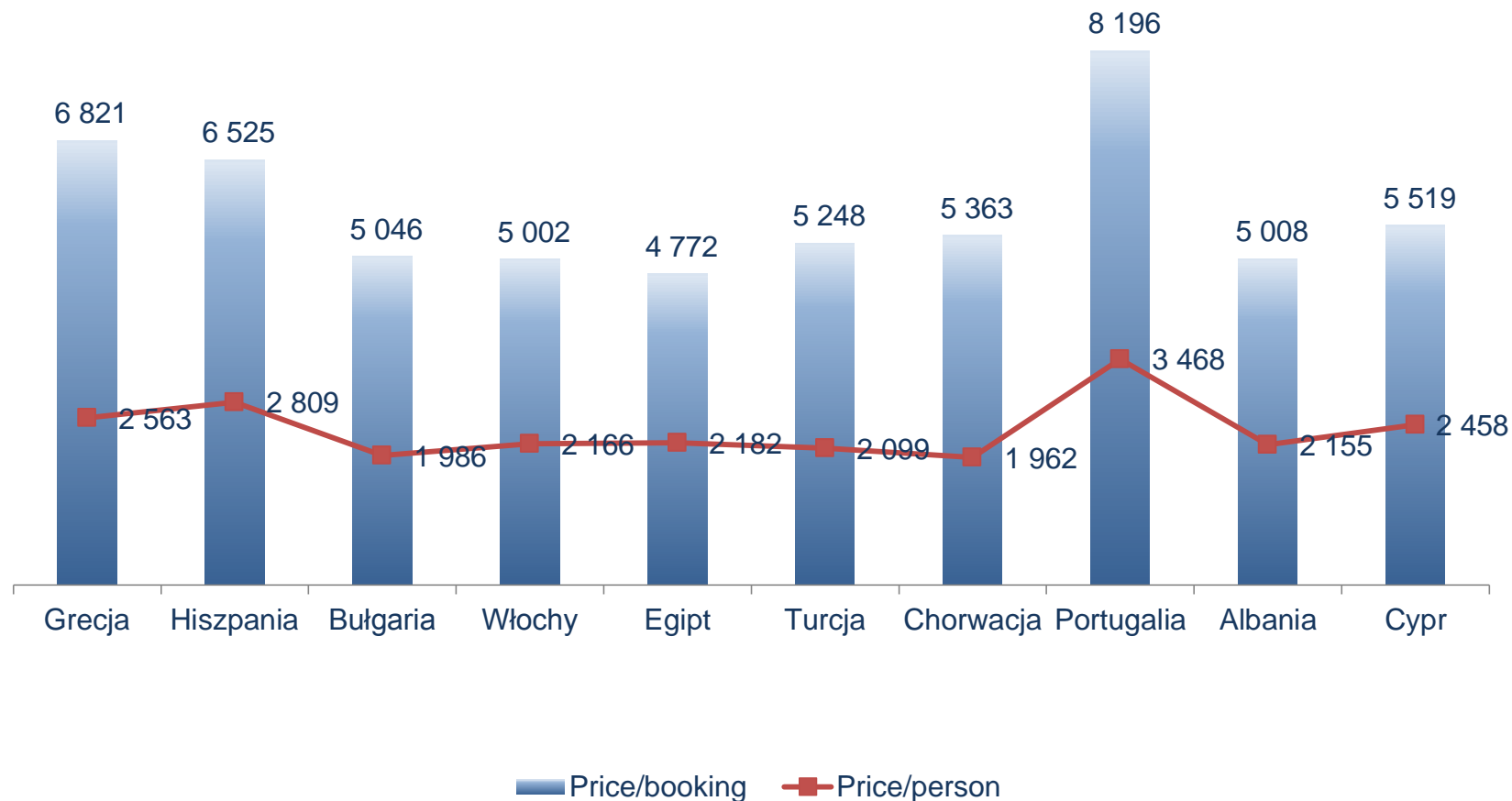


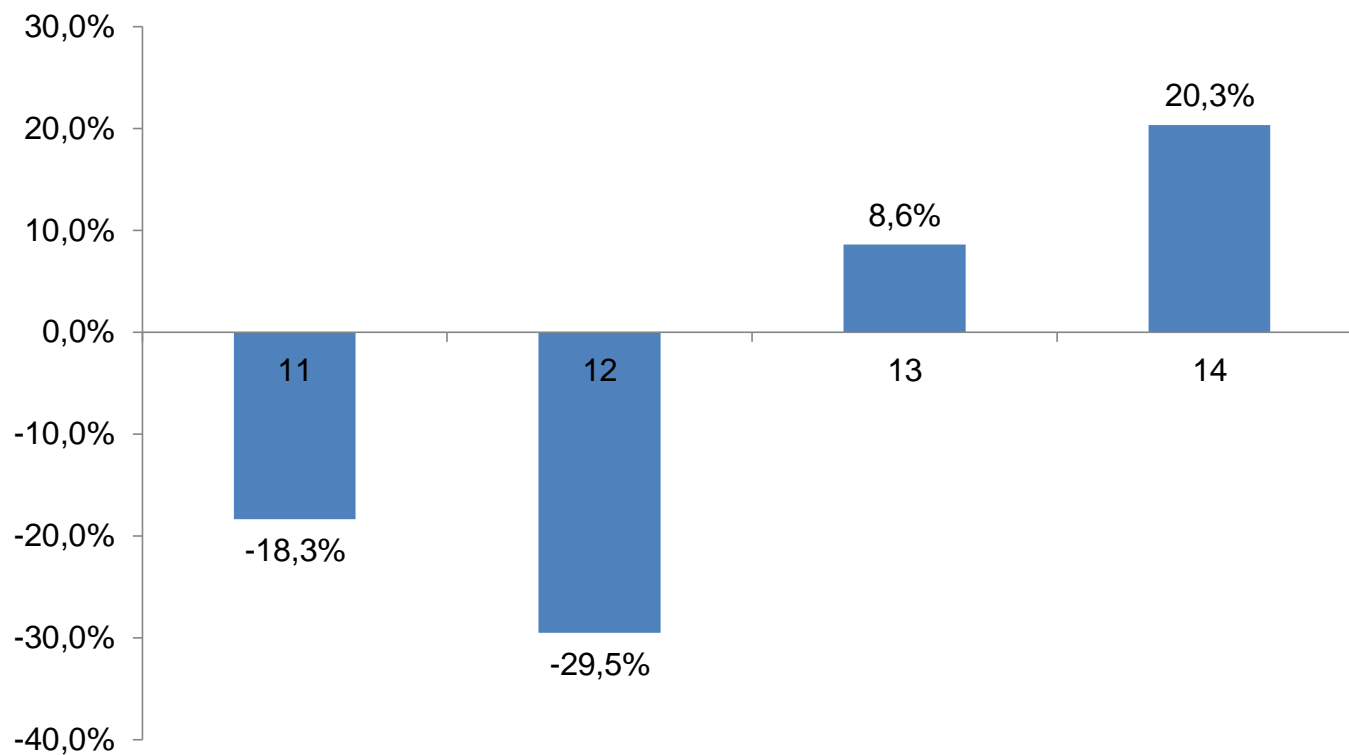
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 14. week



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

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

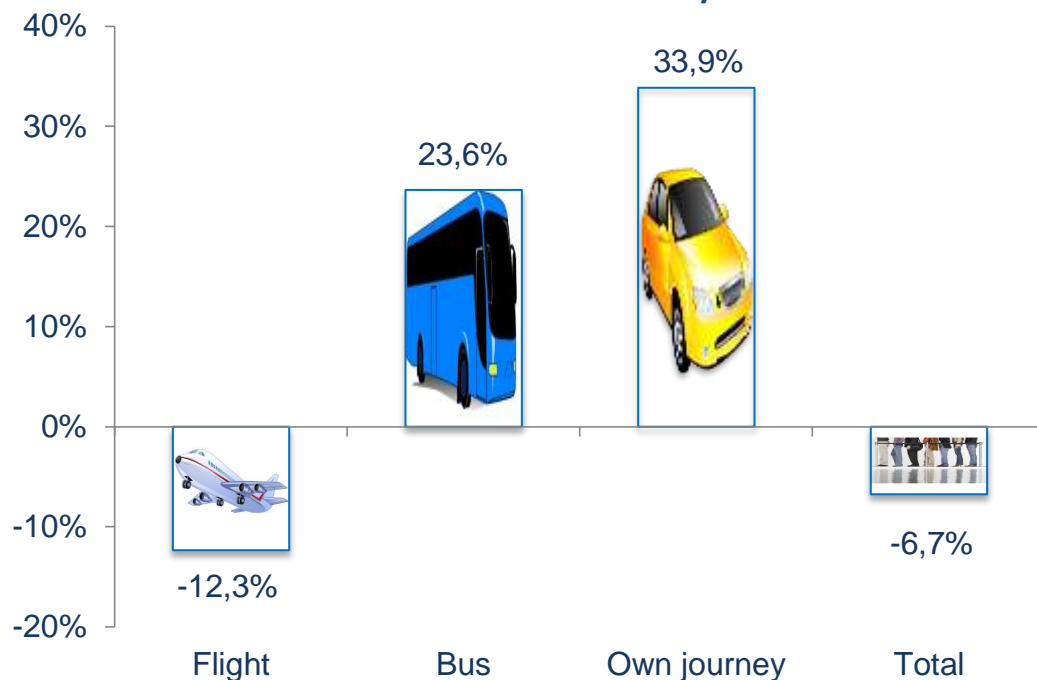


Different Easter dates have shaken sales statistics

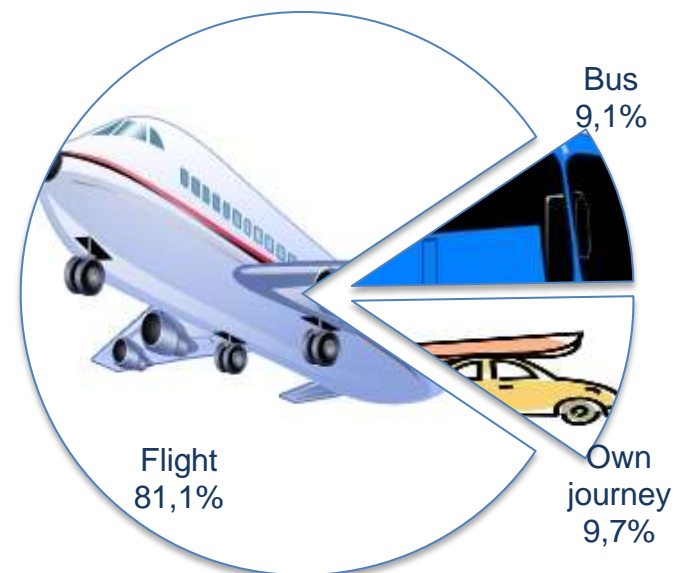
The sales trend of the last four weeks

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

Clients +/- %

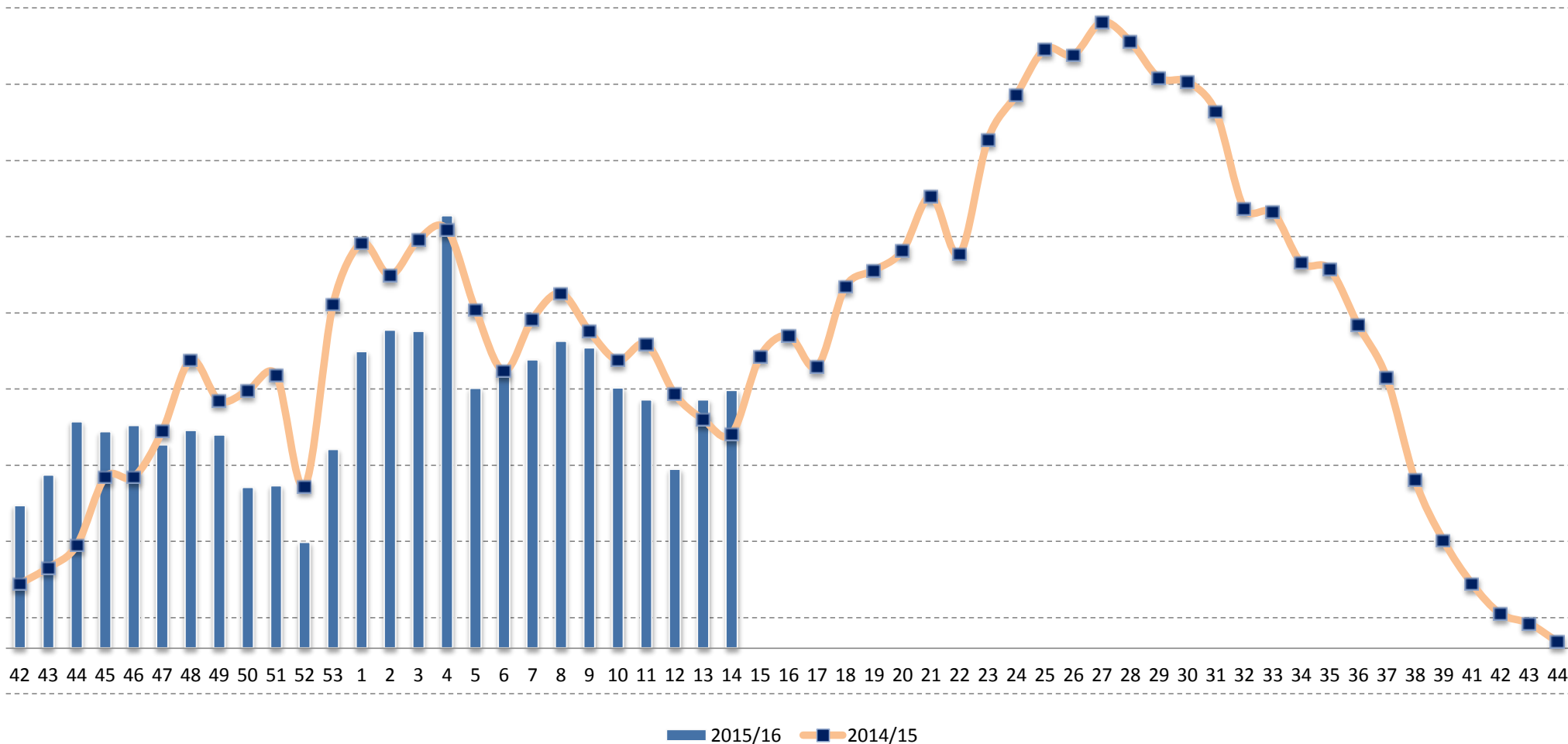


Share %



Weekly sales compared with the previous tourist year

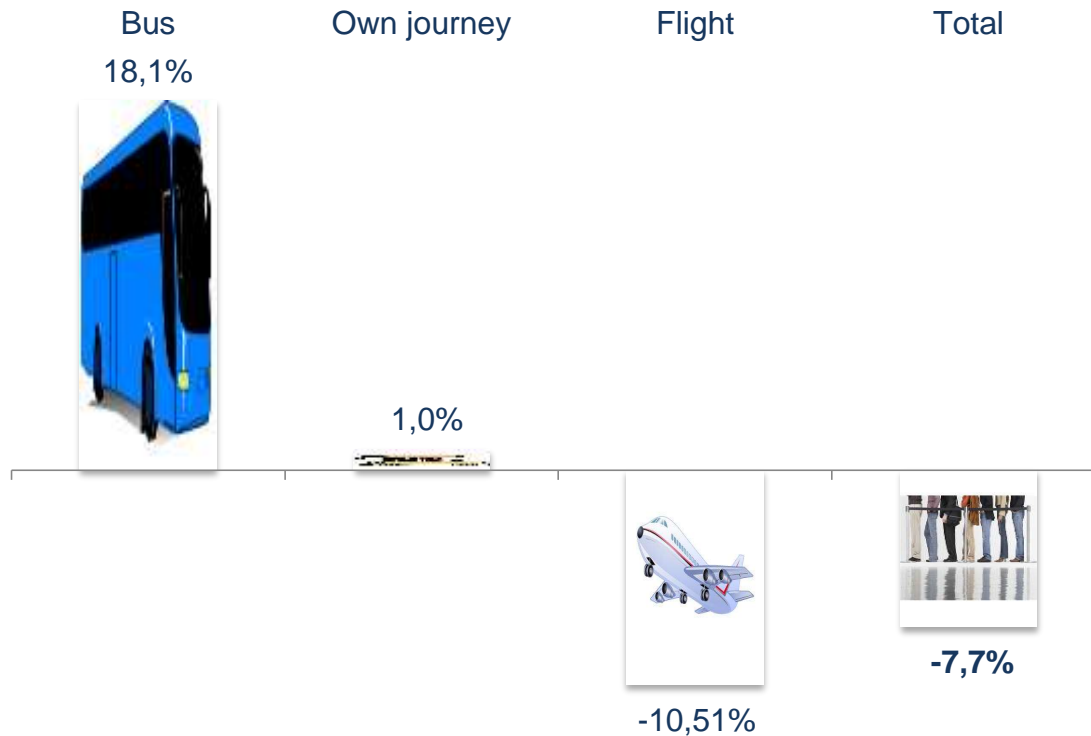
Bookings weekly 15/16 vs. 14/15



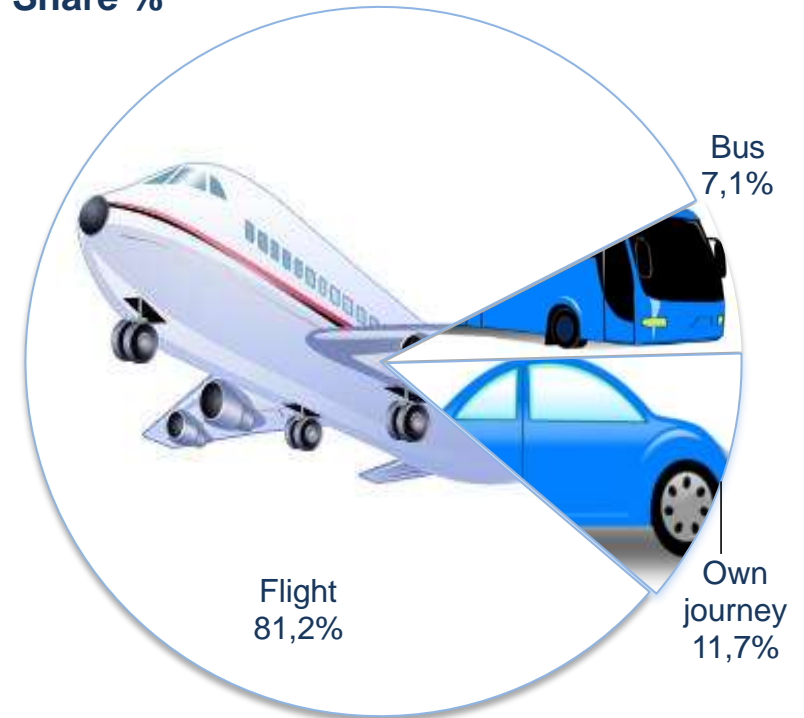
Cumulative sales of 2015/16

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

Clients +/- %



Share %



Another slight improvement to the overall negative picture of current sales trend which shows drop of 7,7% now.

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

Rank	Country	+/- % last year
1	Grecja	6%
2	Hiszpania	58%
3	Bułgaria	116%
4	Włochy	50%
5	Egipt	-72%
6	Turcja	-73%
7	Portugalia	75%
8	Chorwacja	113%
9	Cypr	25%
10	Austria	119%
11	Kuba	93%
12	Dominikana	105%
13	Emiraty Arabskie	++
14	Maroko	-40%
15	Tajlandia	32%
16	Albania	203%
17	Polska	194%
18	Wyspy Zielonego Przylądka	++
19	Tanzania	27%
20	Czechy	138%

Rank	Destination	+/- % last year
1	Fuerteventura	17%
2	Heraklion	-15%
3	Teneryfa	12%
4	Zakynthos	16%
5	Burgas	25%
6	Korfu	-12%
7	Rodos	-37%
8	Hurghada	-71%
9	Antalya	-76%
10	Gran Canaria	41%
11	Chania	2%
12	Madera	42%
13	Lanzarote	-14%
14	Varna	53%
15	Marsa Alam	-57%
16	Majorka	32%
17	Barcelona	12%
18	Pafos	-14%
19	Bodrum	-73%
20	Malaga	11%

Greece became the ranking leader of the most popular countries among Polish tourists



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