

Weekly report 15/2016

Data source: MerlinX*

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

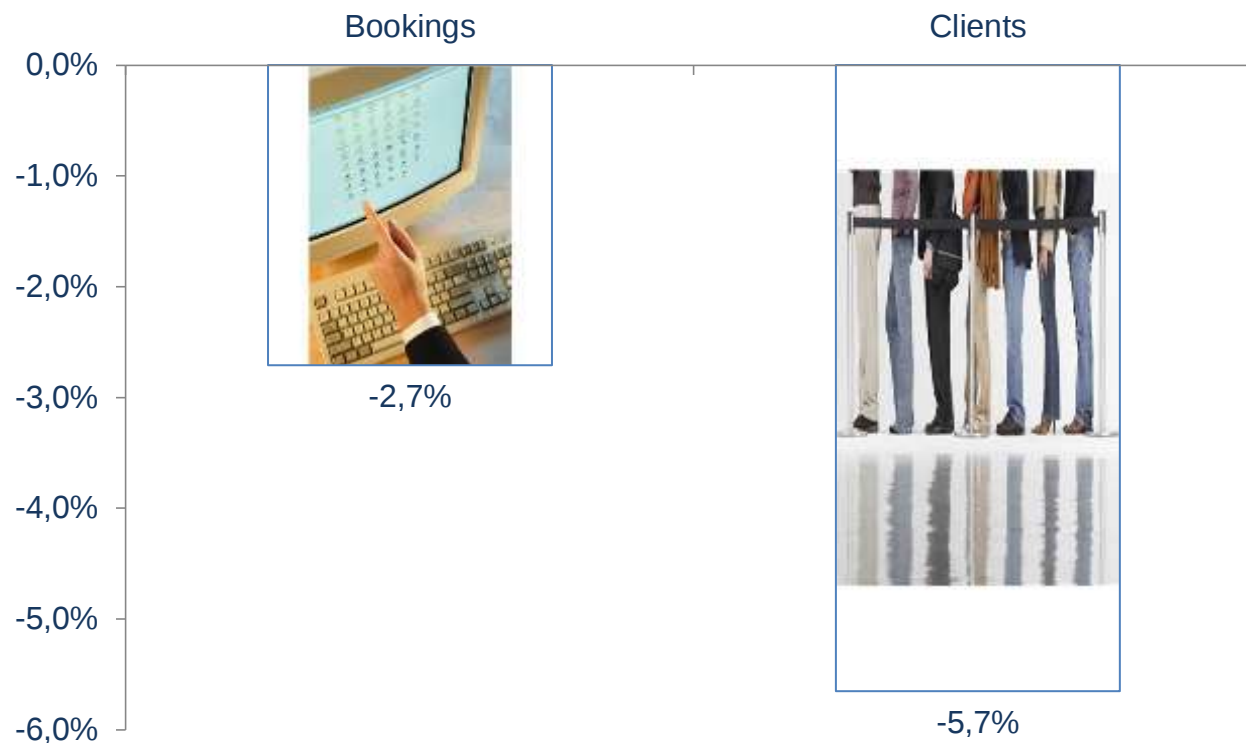
<http://www.pzot.pl>

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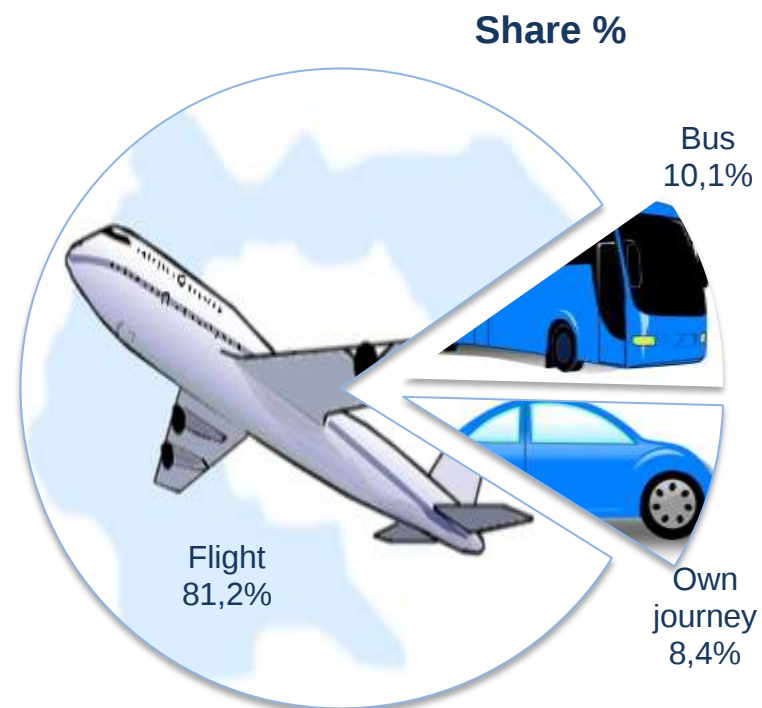
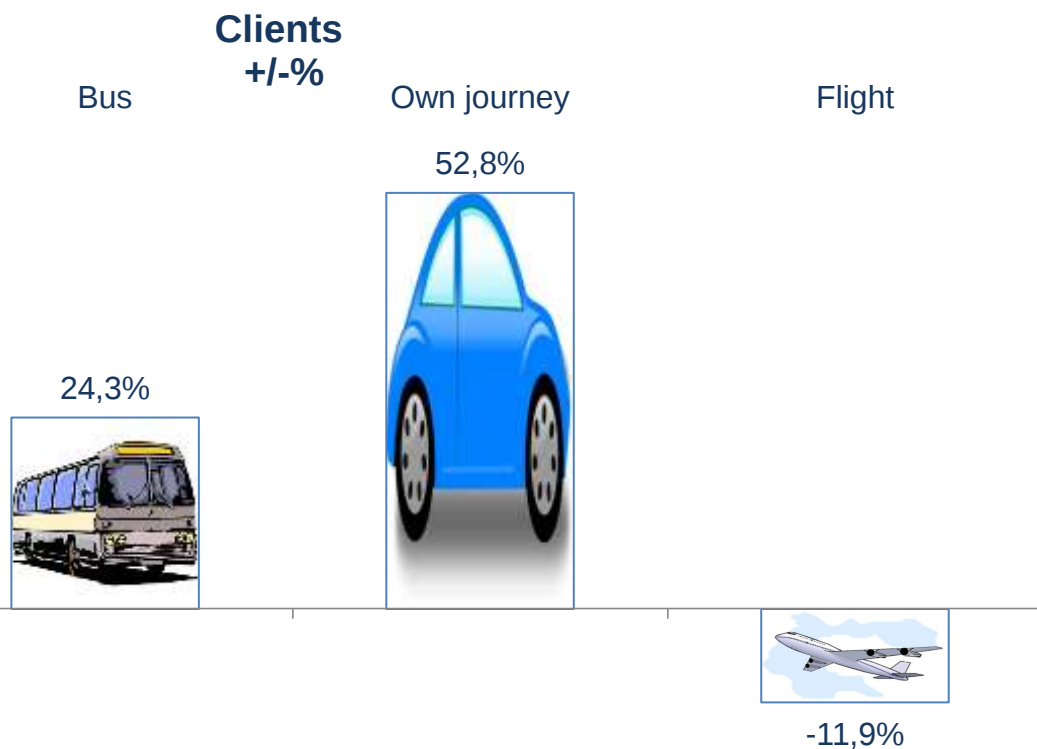
Last week – 15/2016, tours 01.11.15 – 31.10.16

compared with week 16. in 2015 r.



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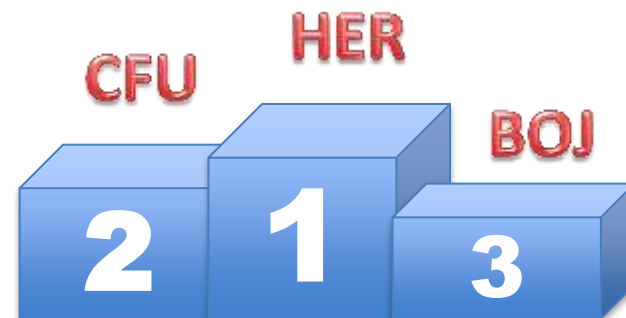
compared with week 16. in 2015 r.



Ranking of the most popular countries & destinations in CW15

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 684	2 586
2	Korfu	7 244	2 564
3	Burgas	5 545	2 157
4	Zakynthos	6 533	2 576
5	Rodos	6 432	2 451
6	Teneryfa	6 093	2 616
7	Chania	6 748	2 760
8	Antalya	5 084	2 036
9	Tirana	5 961	2 332
10	Fuerteventura	6 976	3 005
11	Gran Canaria	7 156	2 926
12	Hurghada	4 541	2 120
13	Lanzarote	6 921	2 876
14	Barcelona	5 056	2 208
15	Majorka	7 082	2 910
16	Kos	6 666	2 534
17	Pafos	5 688	2 482
18	Varna	5 399	2 005
19	Marsa Alam	4 803	2 174
20	Malaga	5 945	2 650



Rank	Country	Price/booking	Price/person
1	Grecja	6 592	2 529
2	Hiszpania	6 596	2 795
3	Bułgaria	4 729	1 977
4	Turcja	5 450	2 134
5	Chorwacja	4 956	1 831
6	Włochy	5 361	2 369
7	Albania	5 516	2 239
8	Egipt	4 796	2 159
9	Portugalia	7 920	3 445
10	Cypr	5 701	2 539

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

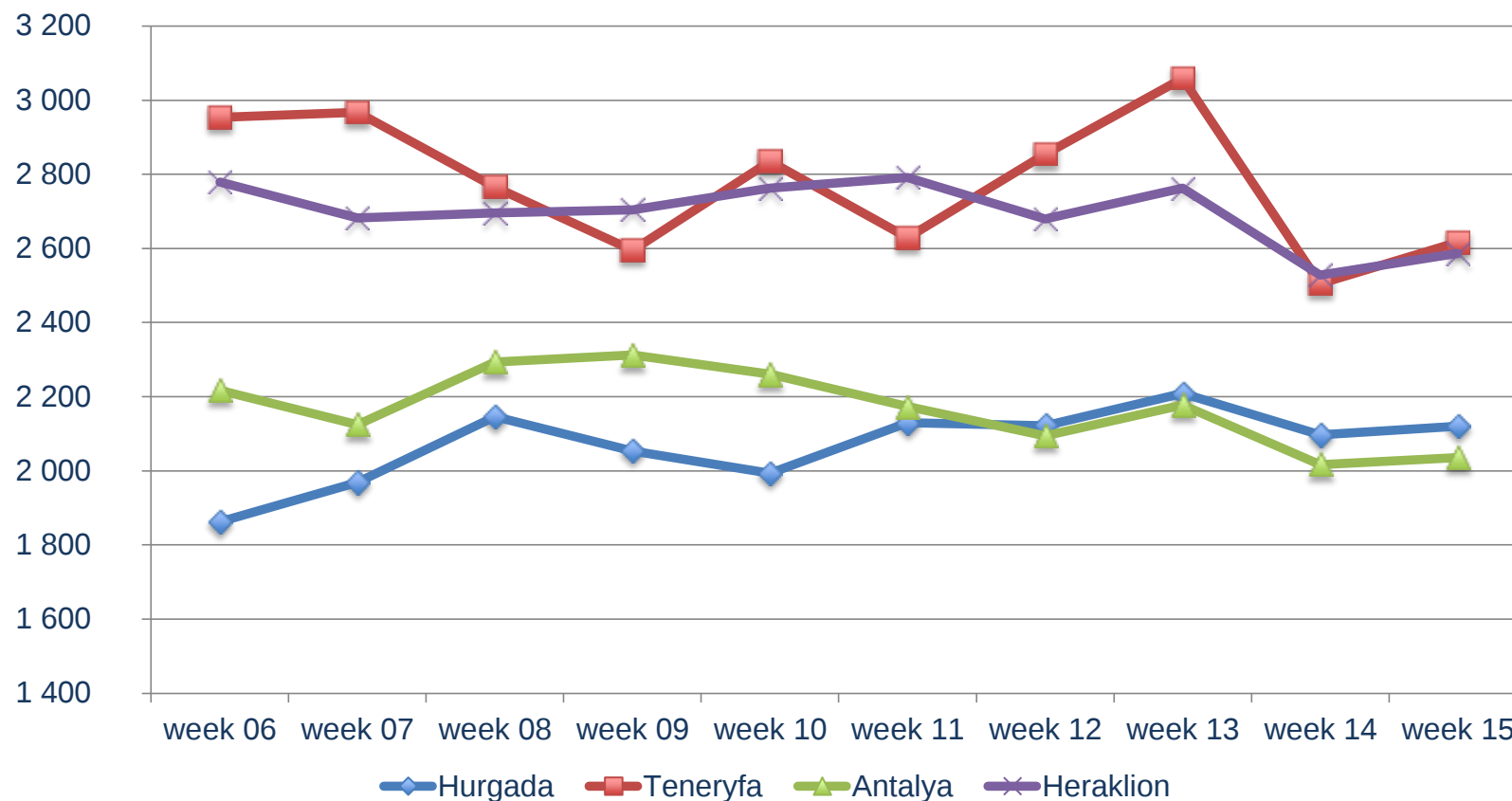
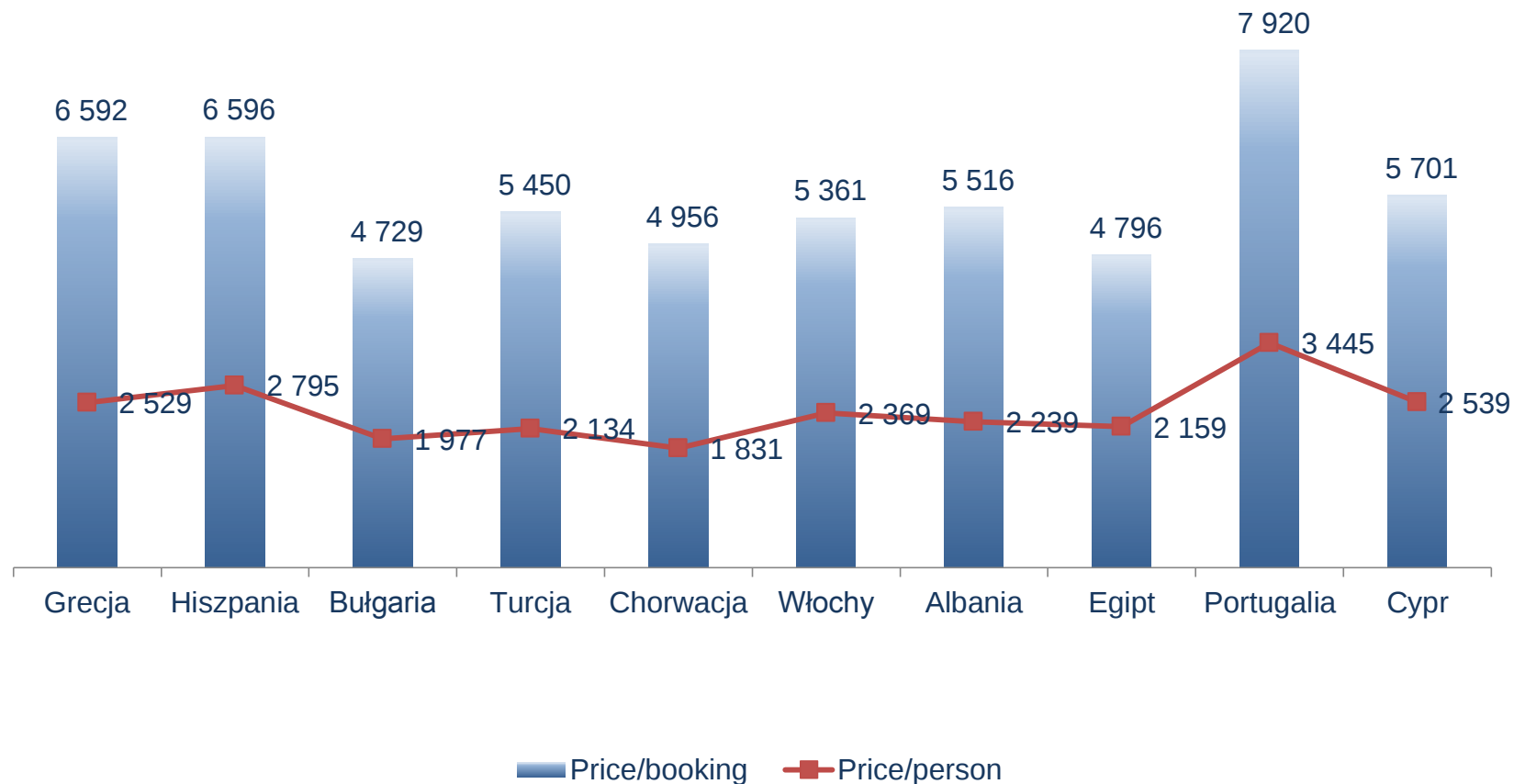


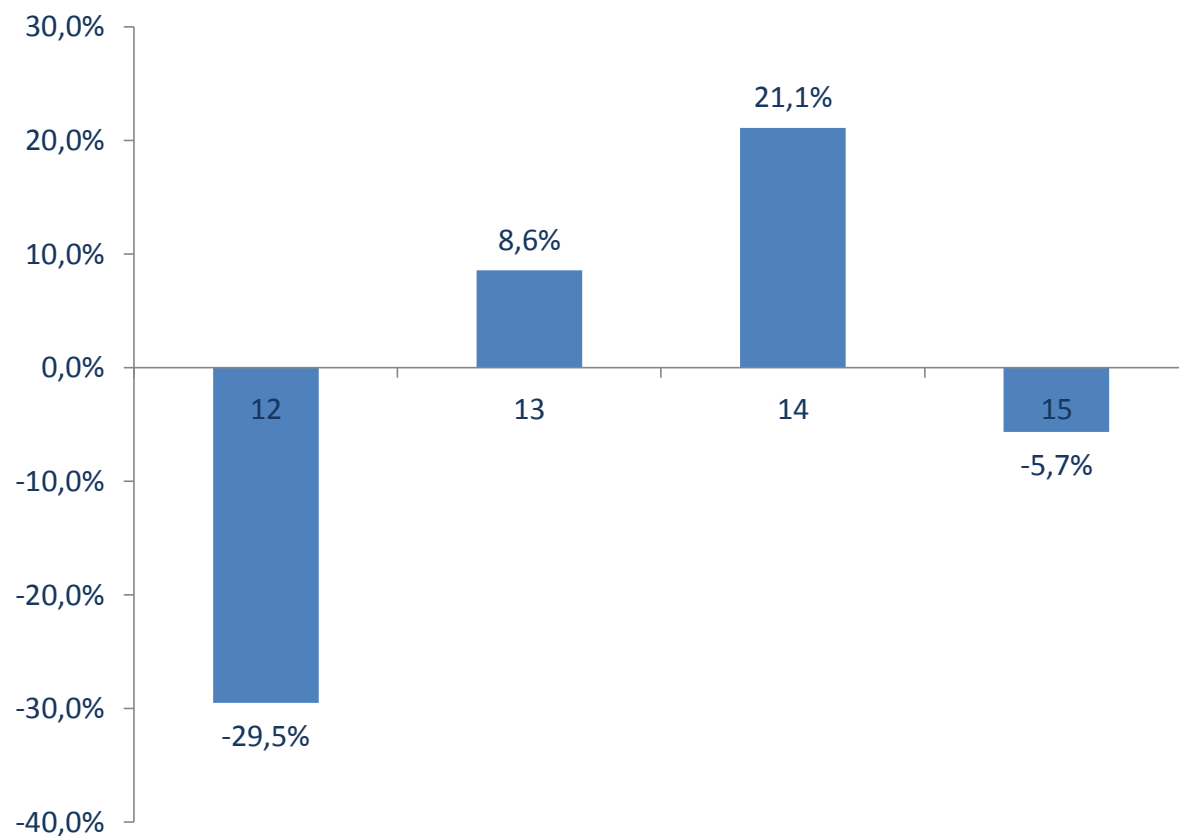
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 15. week



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

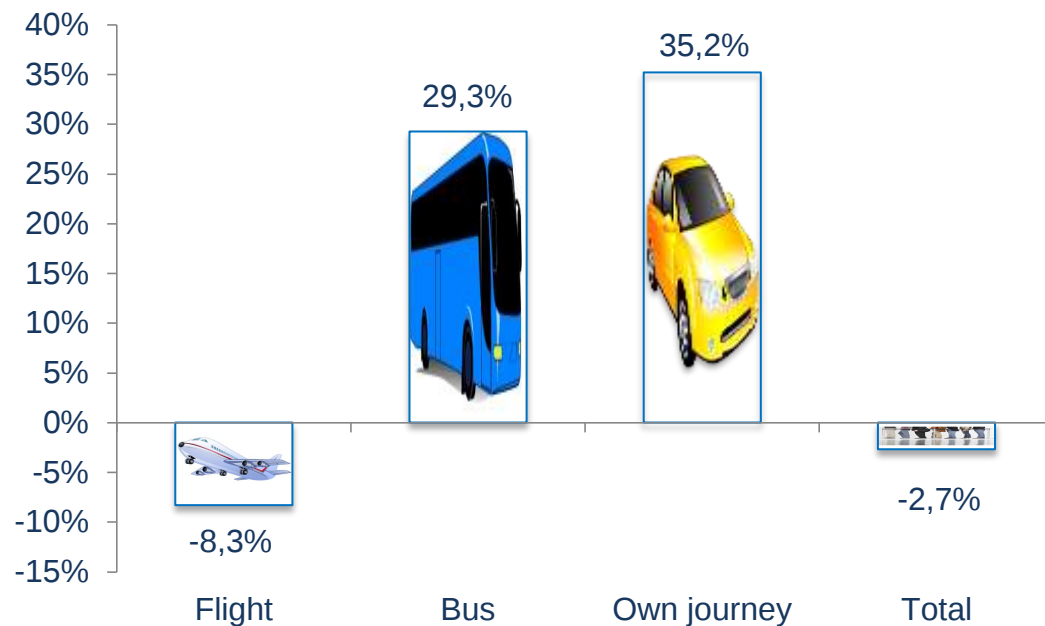
compared with 4 analogous weeks in tourist year 2014/2015.



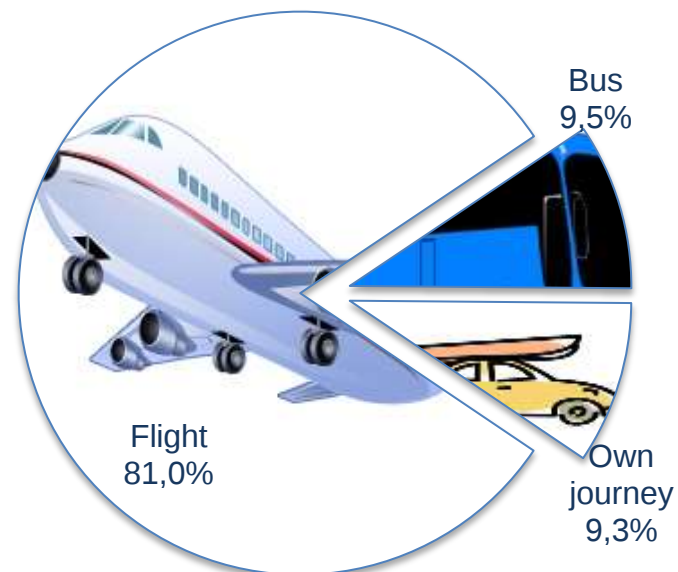
The sales trend of the last four weeks

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

Clients +/- %

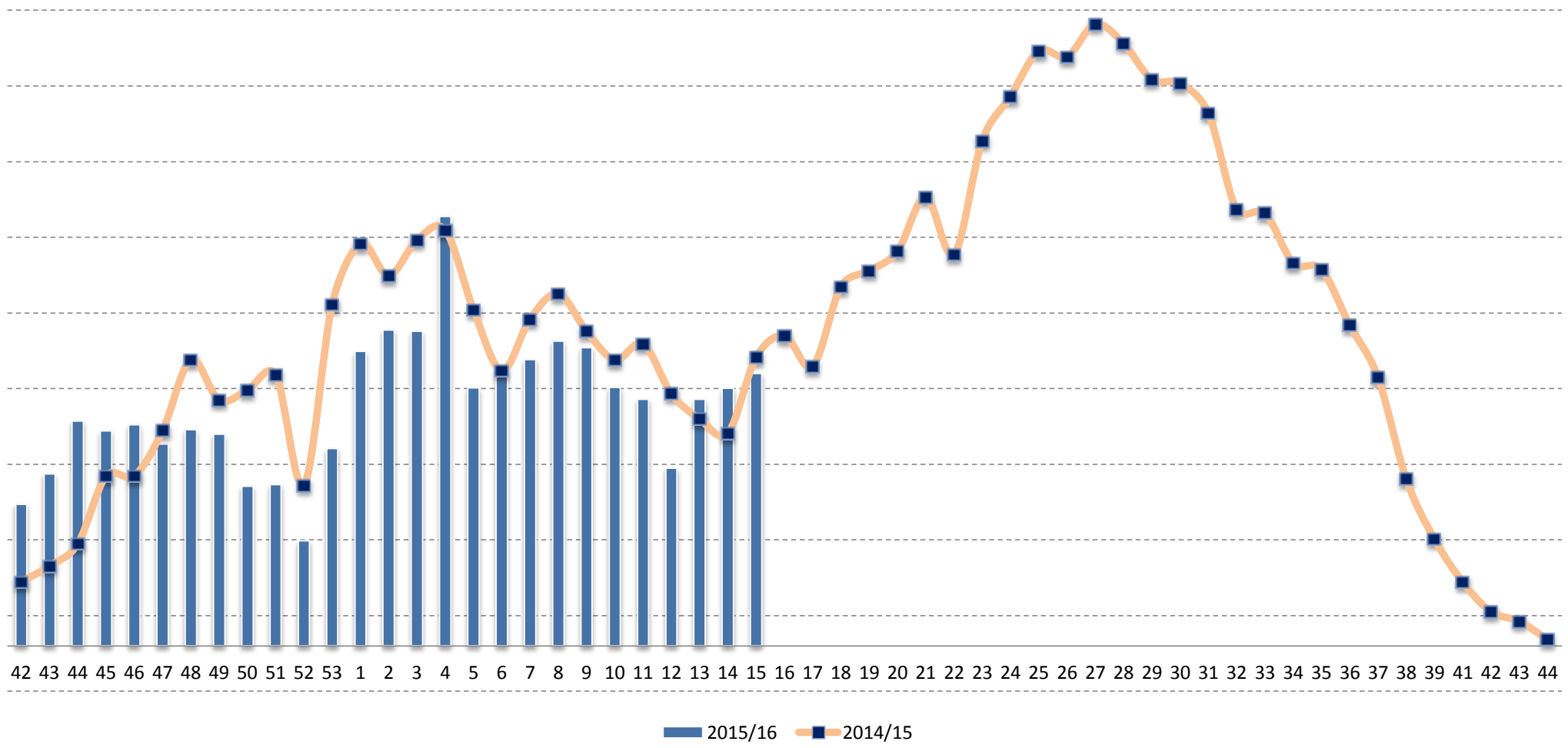


Share %



Weekly sales compared with the previous tourist year

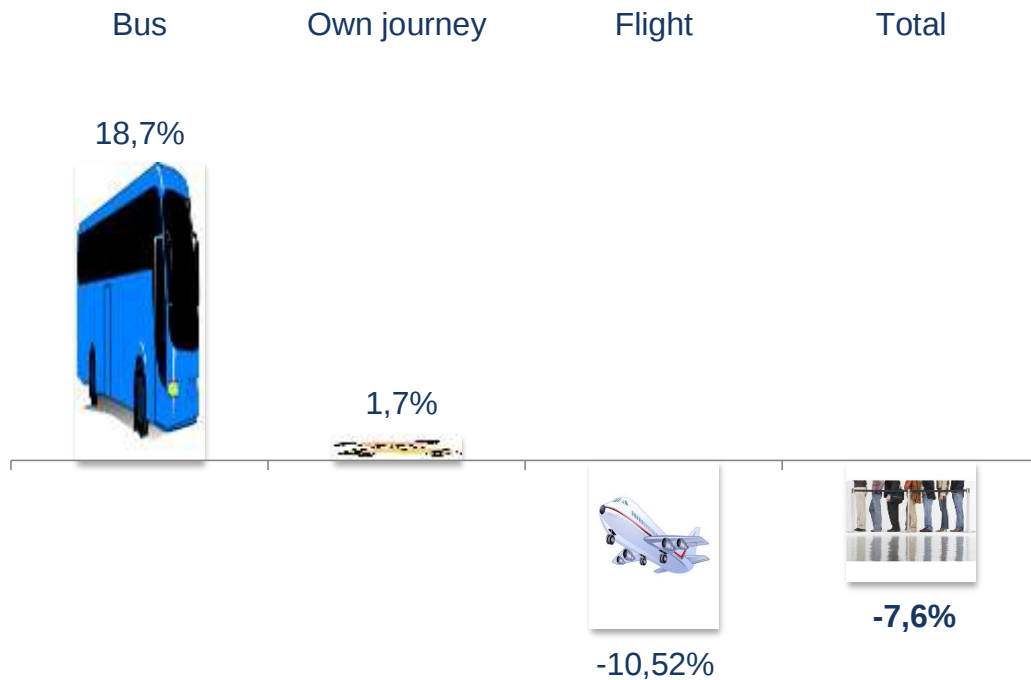
Bookings weekly 15/16 vs. 14/15



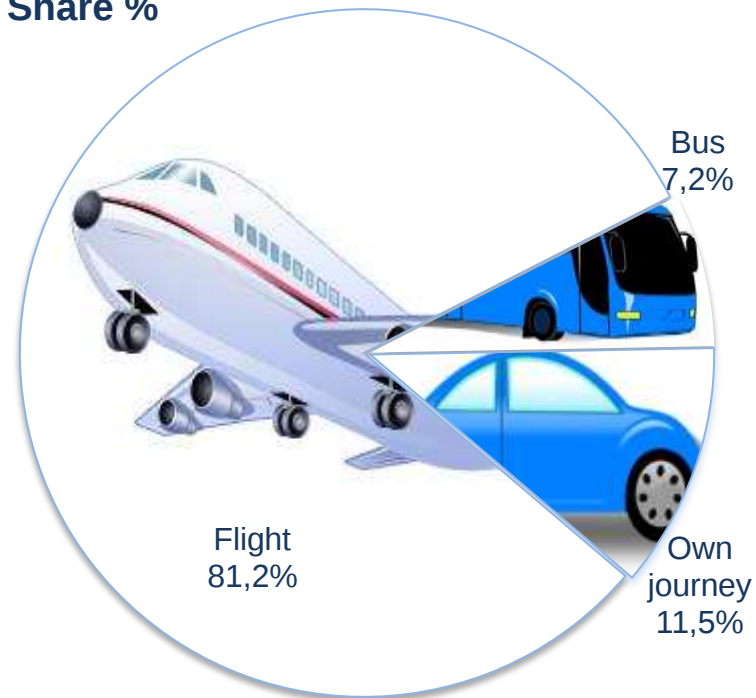
Cumulative sales of 2015/16

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

Clients +/- %



Share %



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

Rank	Country	% last year
1	Grecja	4%
2	Hiszpania	57%
3	Bułgaria	110%
4	Włochy	49%
5	Egipt	-72%
6	Turcja	-73%
7	Portugalia	72%
8	Chorwacja	113%
9	Cypr	25%
10	Austria	119%
11	Kuba	93%
12	Emiraty Arabskie	++
13	Dominikana	106%
14	Maroko	-39%
15	Albania	++
16	Tajlandia	31%
17	Polska	189%
18	Wyspy Zielonego Przylądka	++
19	Tanzania	27%
20	Czechy	138%

Rank	Destination	% last year
1	Fuerteventura	16%
2	Heraklion	-17%
3	Teneryfa	10%
4	Zakynthos	14%
5	Burgas	23%
6	Korfu	-13%
7	Rodos	-37%
8	Hurghada	-71%
9	Antalya	-76%
10	Gran Canaria	42%
11	Chania	0%
12	Madera	41%
13	Lanzarote	-12%
14	Varna	50%
15	Marsa Alam	-57%
16	Majorka	29%
17	Barcelona	11%
18	Pafos	-14%
19	Bodrum	-73%
20	Malaga	11%



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