

Weekly report 16/2016

Data source: MerlinX*

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

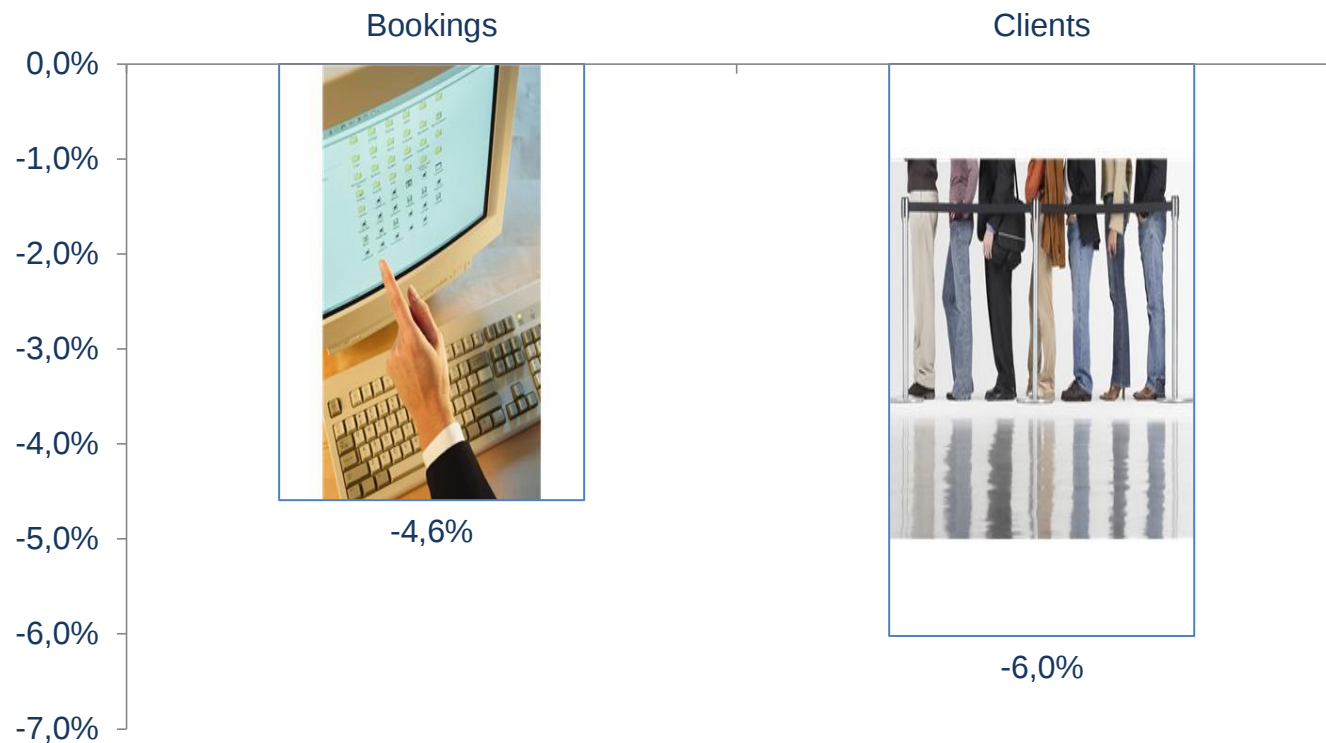
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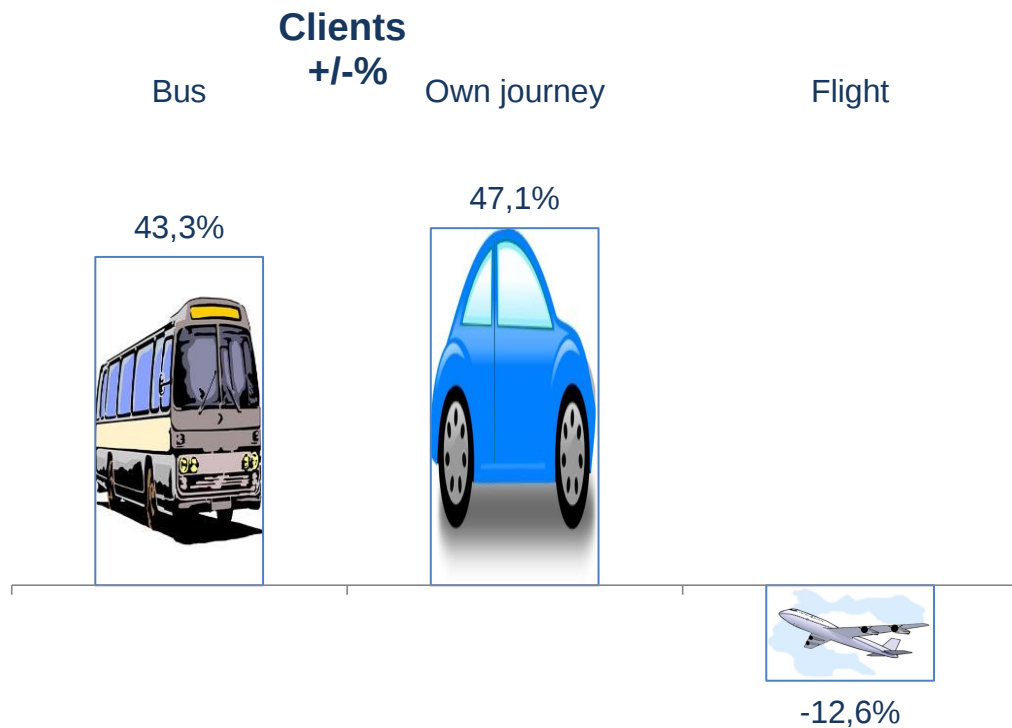
Last week – 16/2016, tours 01.11.15 – 31.10.16

compared with week 17. in 2015 r.

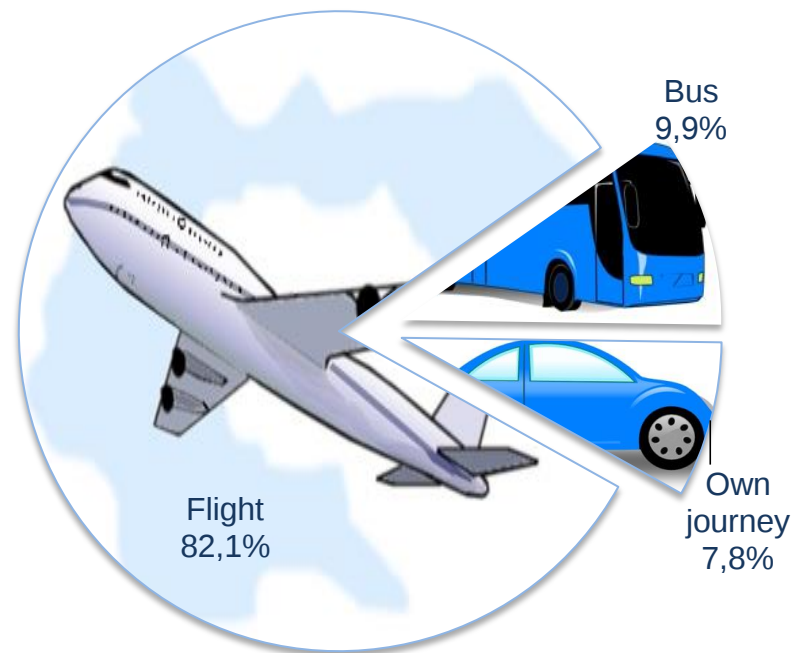


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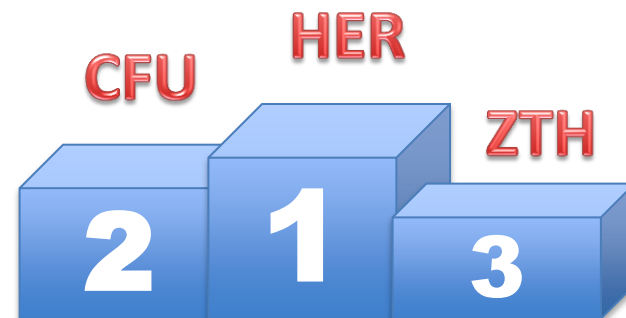
Share %



Ranking of the most popular countries & destinations in CW16

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 925	2 593
2	Korfu	6 569	2 532
3	Zakynthos	6 243	2 456
4	Burgas	5 546	2 072
5	Antalya	4 567	1 902
6	Rodos	6 496	2 501
7	Chania	6 873	2 665
8	Tirana	6 574	2 527
9	Fuerteventura	7 570	3 005
10	Majorka	6 804	2 798
11	Kos	6 270	2 455
12	Teneryfa	6 480	2 801
13	Hurghada	4 706	2 129
14	Barcelona	5 412	2 314
15	Gran Canaria	6 820	3 123
16	Marsa Alam	4 716	2 253
17	Bodrum	4 424	1 958
18	Saloniki	4 968	2 031
19	Lanzarote	6 261	2 852
20	Varna	5 097	2 117



Rank	Country	Price/booking	Price/person
1	Grecja	6 609	2 496
2	Hiszpania	6 882	2 891
3	Bułgaria	4 896	2 048
4	Turcja	4 659	1 972
5	Włochy	5 620	2 244
6	Chorwacja	4 941	1 874
7	Albania	6 011	2 356
8	Egipt	4 852	2 190
9	Portugalia	8 290	3 497
10	Cypr	7 002	2 942

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

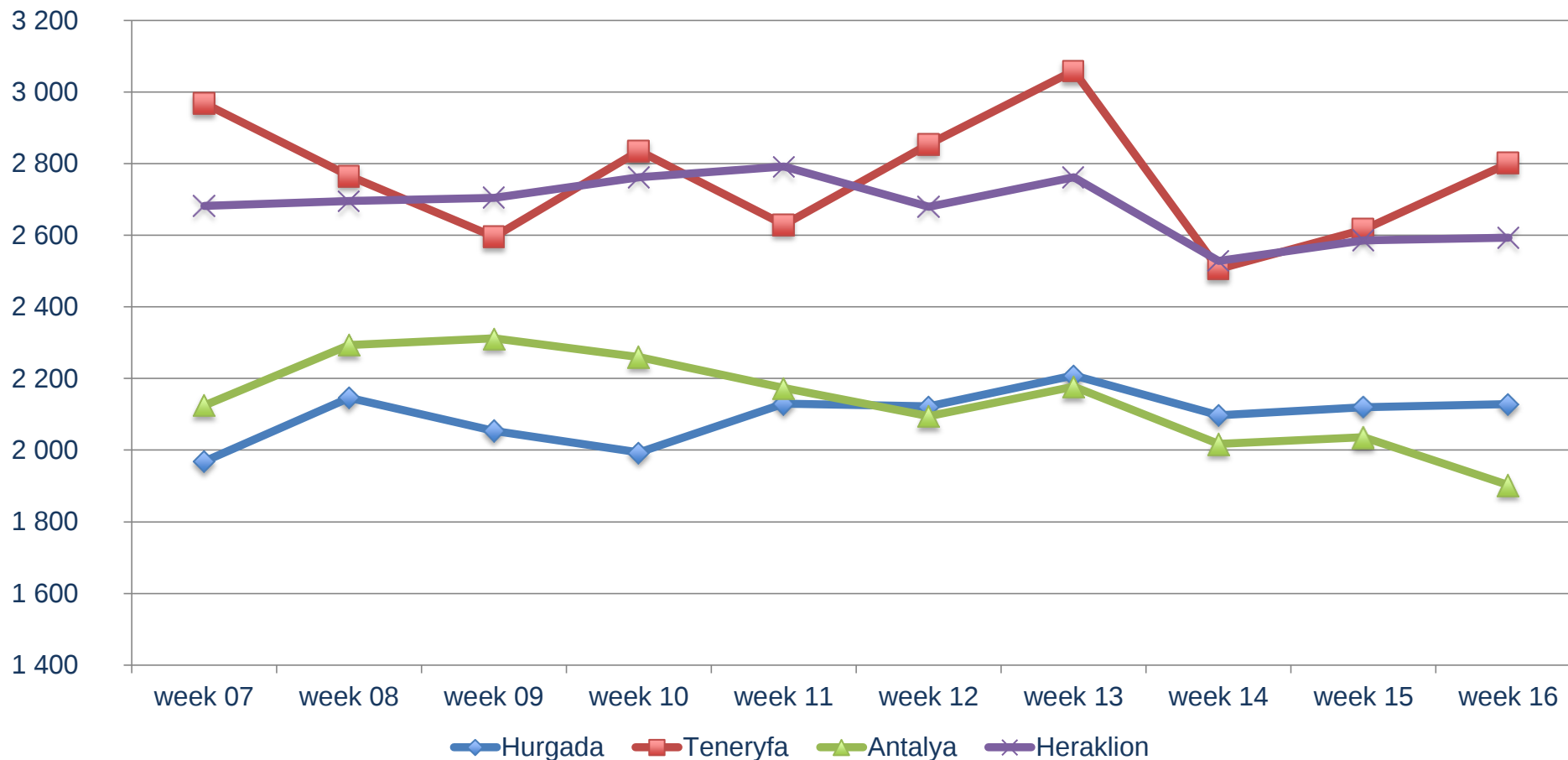
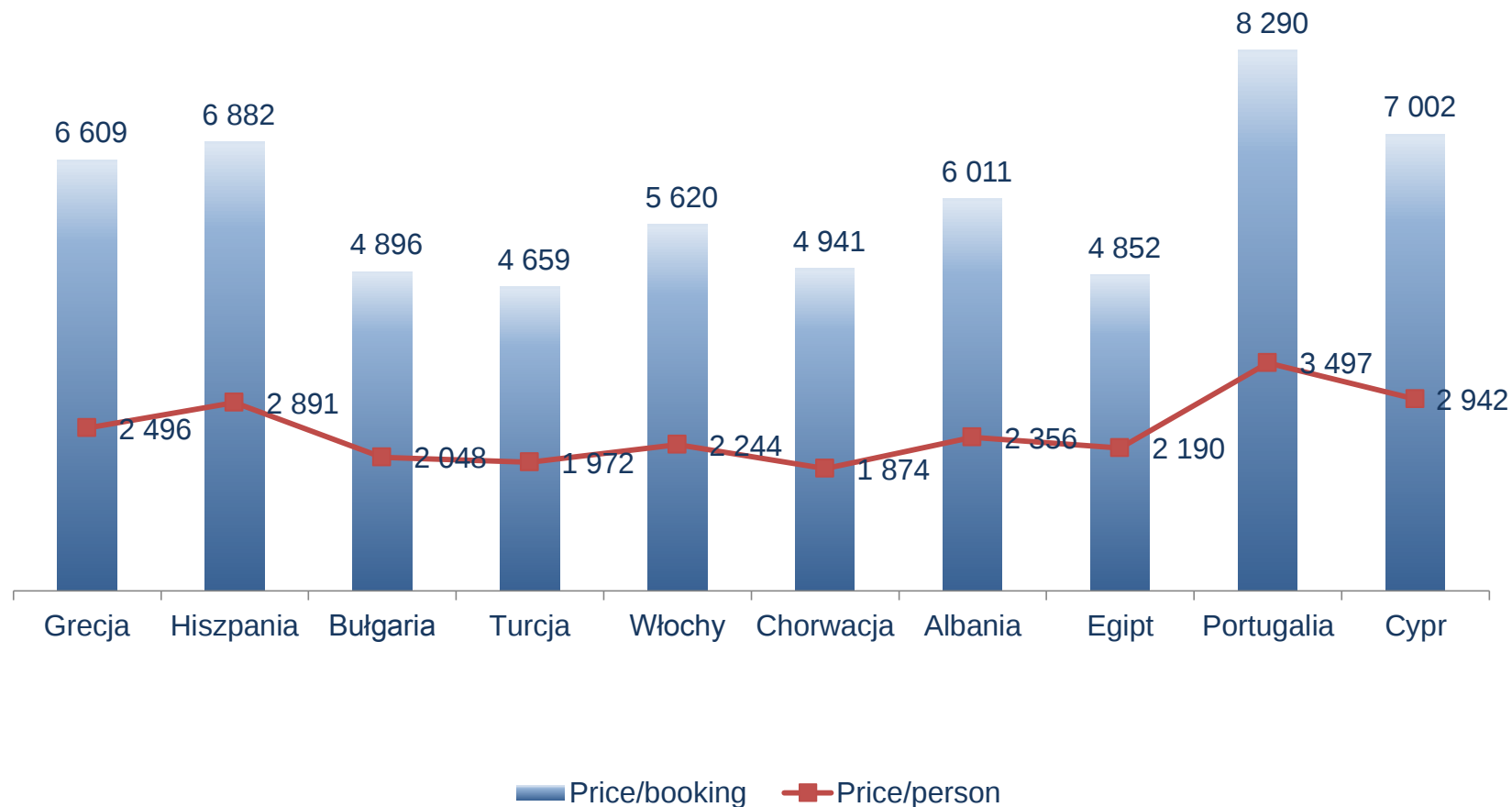


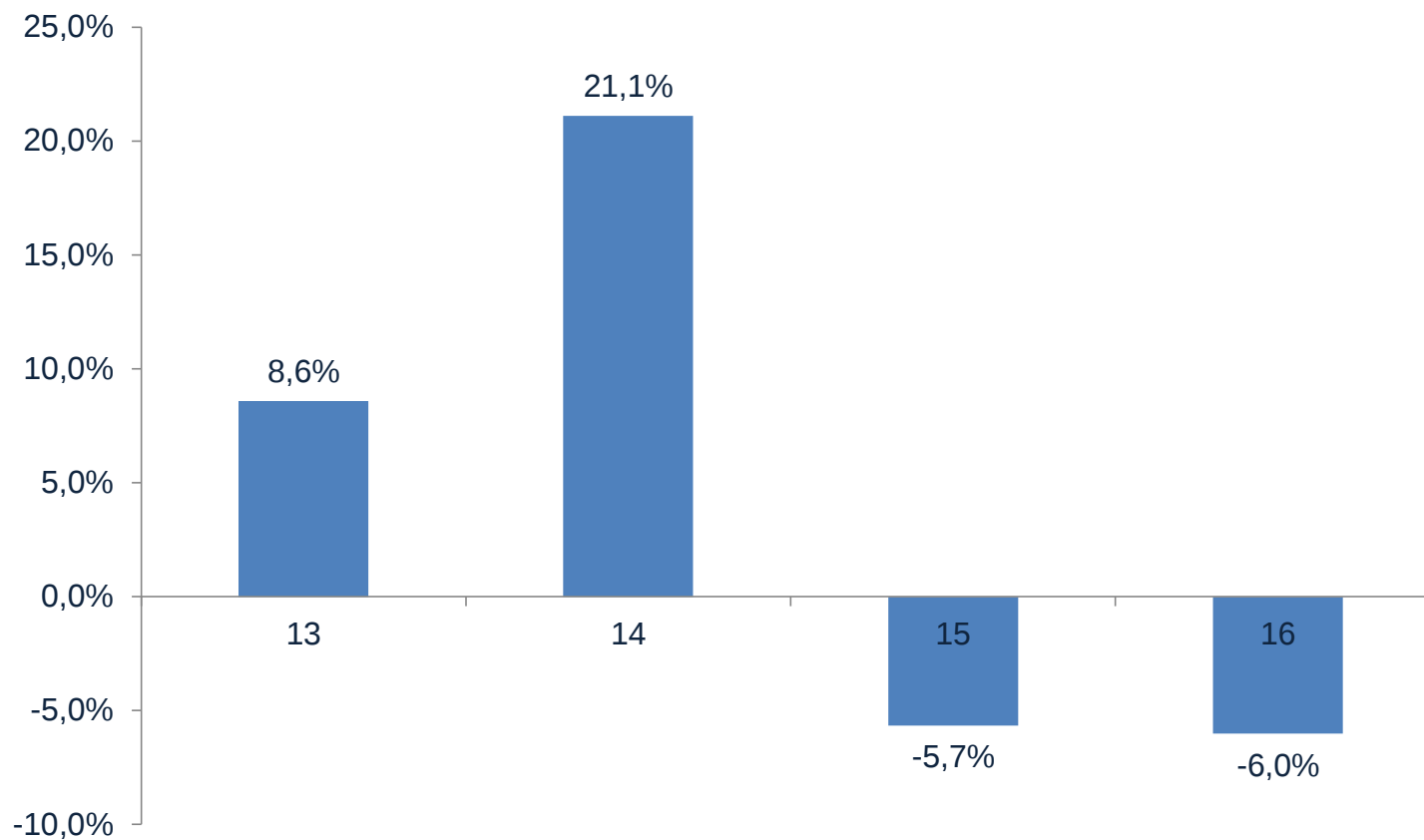
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 16. week



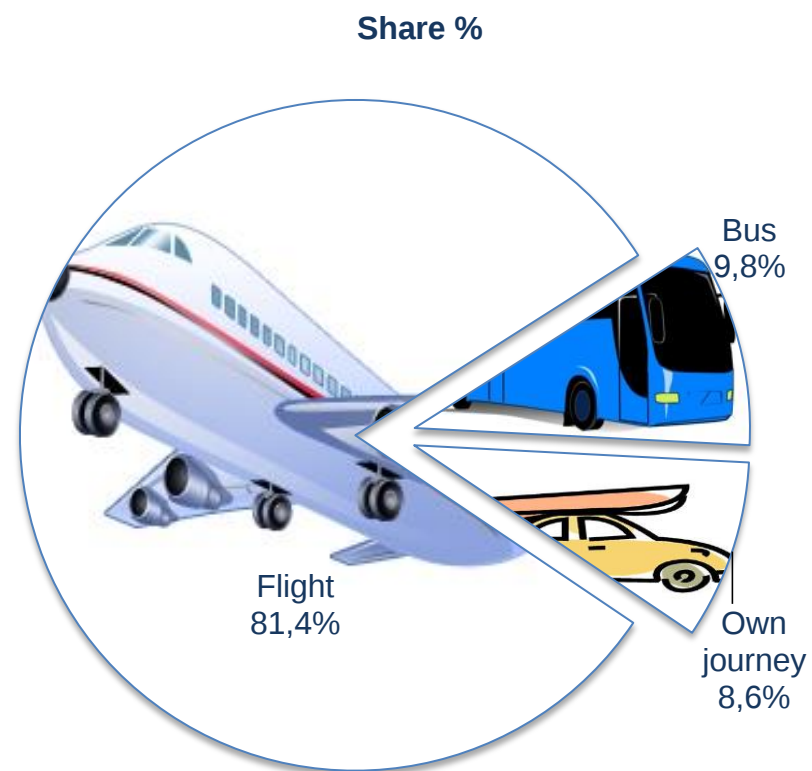
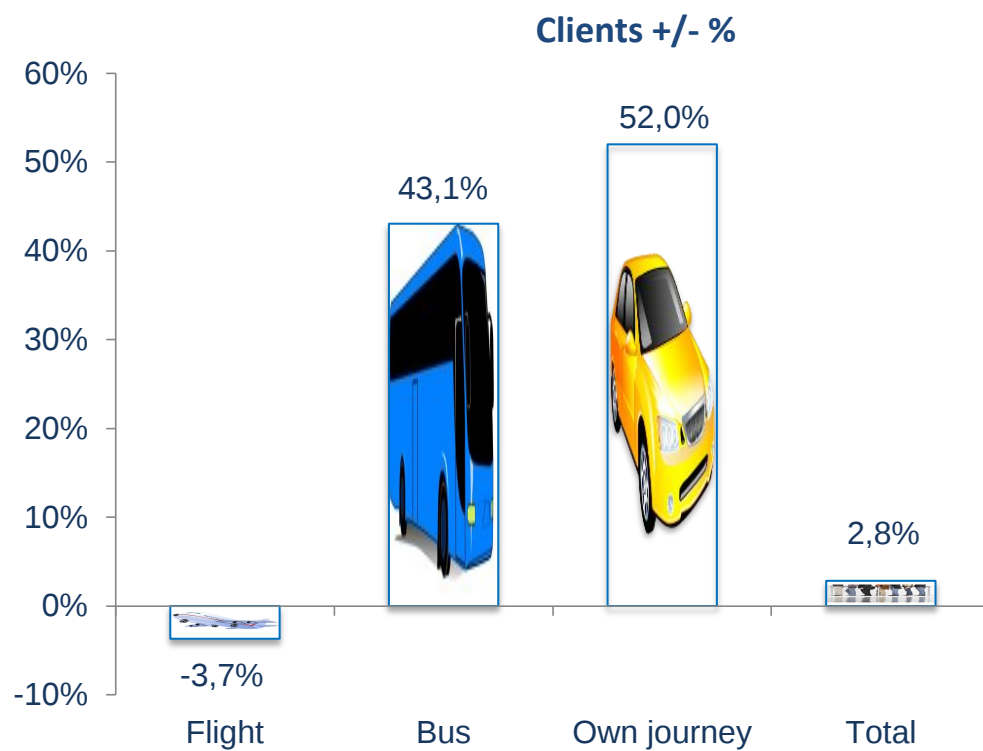
The last four weeks of sales of the tourist year 2015/16 - customers

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



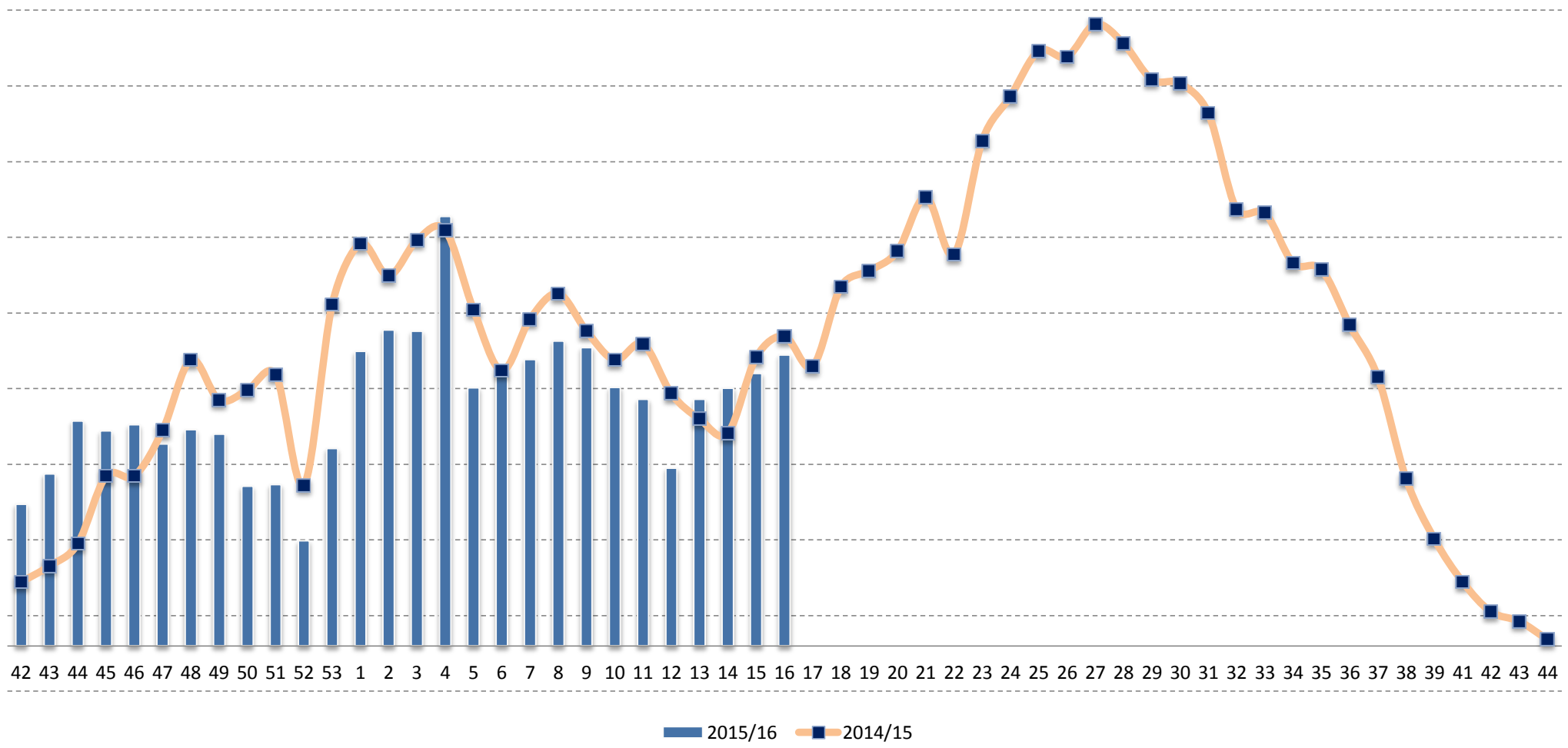
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

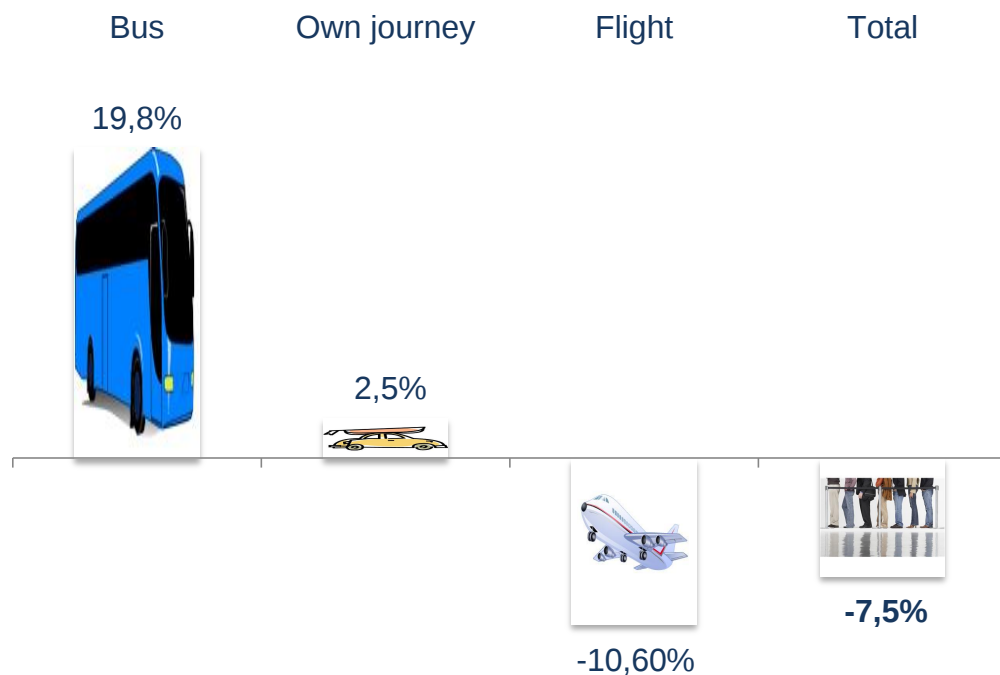
Bookings weekly 15/16 vs. 14/15



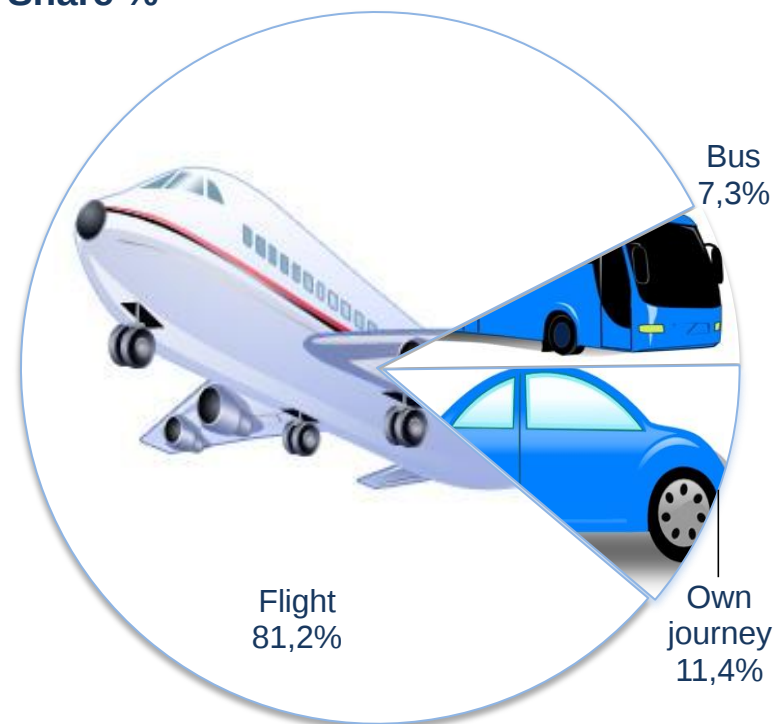
Cumulative sales of 2015/16

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

Clients +/- %



Share %



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

Rank	Country	% last year
1	Grecja	3%
2	Hiszpania	56%
3	Bułgaria	107%
4	Włochy	50%
5	Egipt	-72%
6	Turcja	-73%
7	Portugalia	71%
8	Chorwacja	117%
9	Cypr	24%
10	Austria	119%
11	Kuba	93%
12	Emiraty Arabskie	++
13	Dominikana	105%
14	Albania	++
15	Maroko	-39%
16	Tajlandia	31%
17	Polska	185%
18	Wyspy Zielonego Przylądka	++
19	Czechy	138%
20	Francja	-22%

Rank	Destination	% last year
1	Fuerteventura	15%
2	Heraklion	-18%
3	Teneryfa	3%
4	Zakynthos	12%
5	Burgas	23%
6	Korfu	-14%
7	Rodos	-38%
8	Hurghada	-71%
9	Antalya	-75%
10	Gran Canaria	42%
11	Chania	-3%
12	Madera	38%
13	Lanzarote	-11%
14	Varna	46%
15	Marsa Alam	-57%
16	Majorka	27%
17	Barcelona	10%
18	Pafos	-14%
19	Bodrum	-73%
20	Malaga	12%



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