

## Weekly report 17/2016

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>

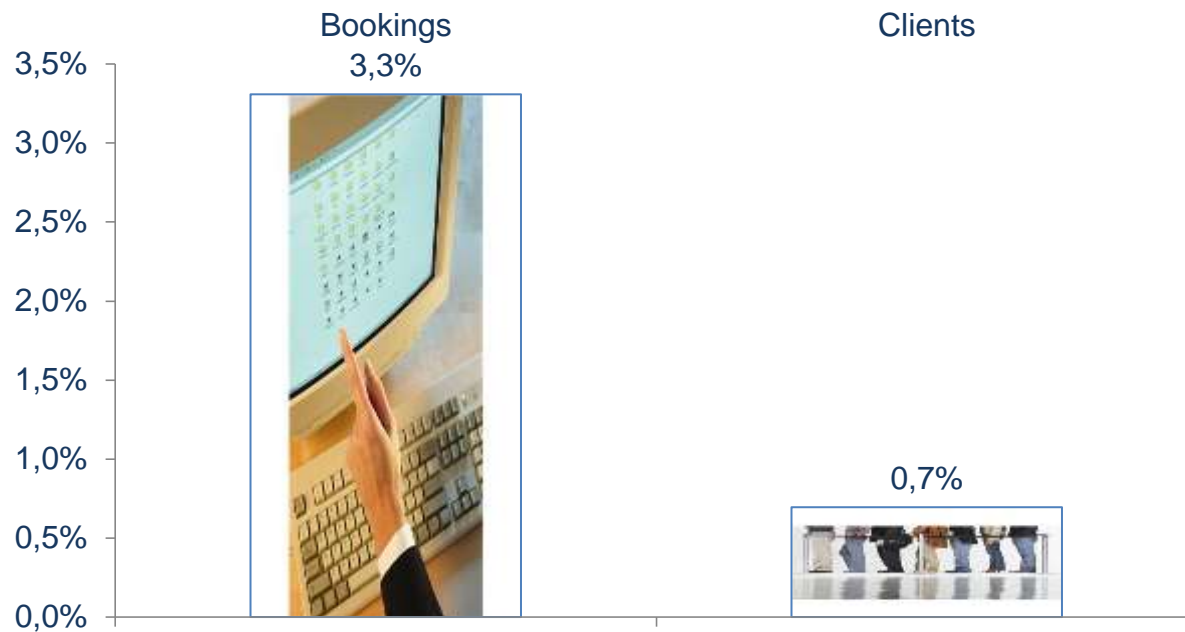
<http://www.merlinx.pl>

# Monthly departures compared with the previous tourist year.



# Last week – 17/2016, tours 01.11.15 – 31.10.16

compared with week 18. in 2015 r.



# Last week – 17/2016, tours 01.11.15 – 31.10.16

compared with week 18. in 2015 r.

## Clients +/-%

Bus  
73,1%



Own journey

49,0%

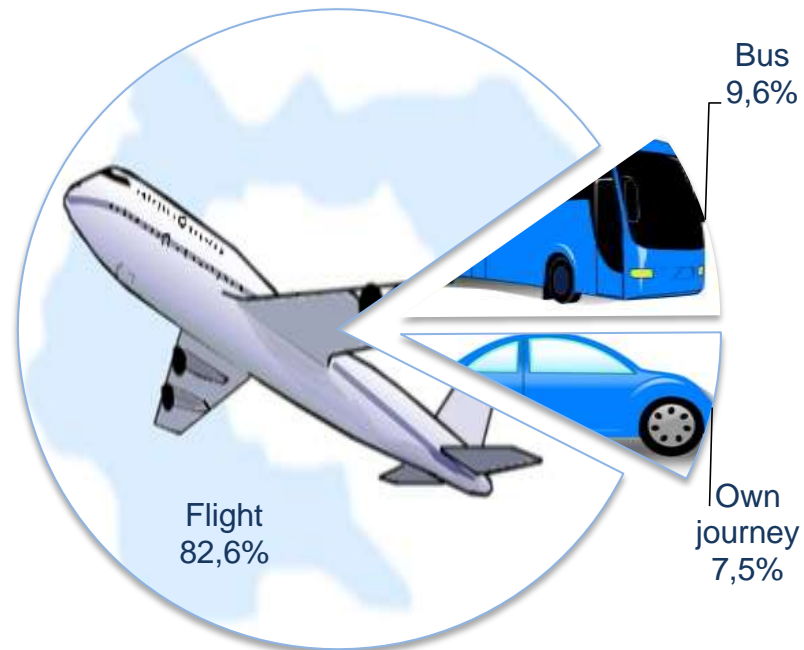


Flight

-6,8%



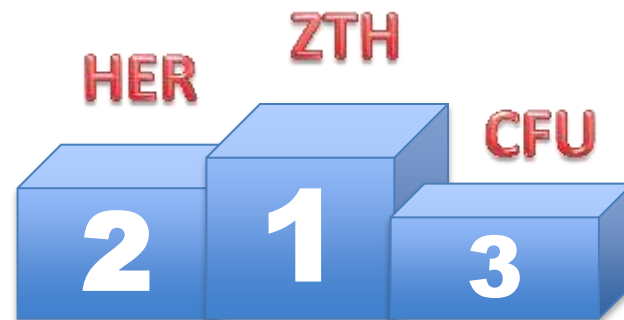
## Share %



# Ranking of the most popular countries & destinations in CW17

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Zakynthos	6 160	2 391
2	Heraklion	6 961	2 700
3	Korfu	6 967	2 533
4	Rodos	6 217	2 455
5	Antalya	4 901	1 930
6	Fuerteventura	7 331	3 090
7	Burgas	5 339	1 983
8	Chania	7 248	2 889
9	Teneryfa	7 147	2 990
10	Majorka	6 474	2 584
11	Gran Canaria	6 766	2 887
12	Kos	6 386	2 448
13	Madera	8 595	3 663
14	Tirana	5 680	2 304
15	Barcelona	5 738	2 333
16	Varna	5 445	2 202
17	Faro	7 561	3 229
18	Pafos	7 348	2 985
19	Hurghada	4 769	2 257
20	Lanzarote	7 371	3 135



Rank	Country	Price/booking	Price/person
1	Grecja	6 652	2 540
2	Hiszpania	6 919	2 876
3	Bułgaria	4 480	1 939
4	Turcja	5 292	2 071
5	Włochy	5 331	2 282
6	Chorwacja	4 920	1 821
7	Egipt	5 111	2 347
8	Portugalia	8 643	3 496
9	Albania	5 393	2 139
10	Cypr	7 102	2 857

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

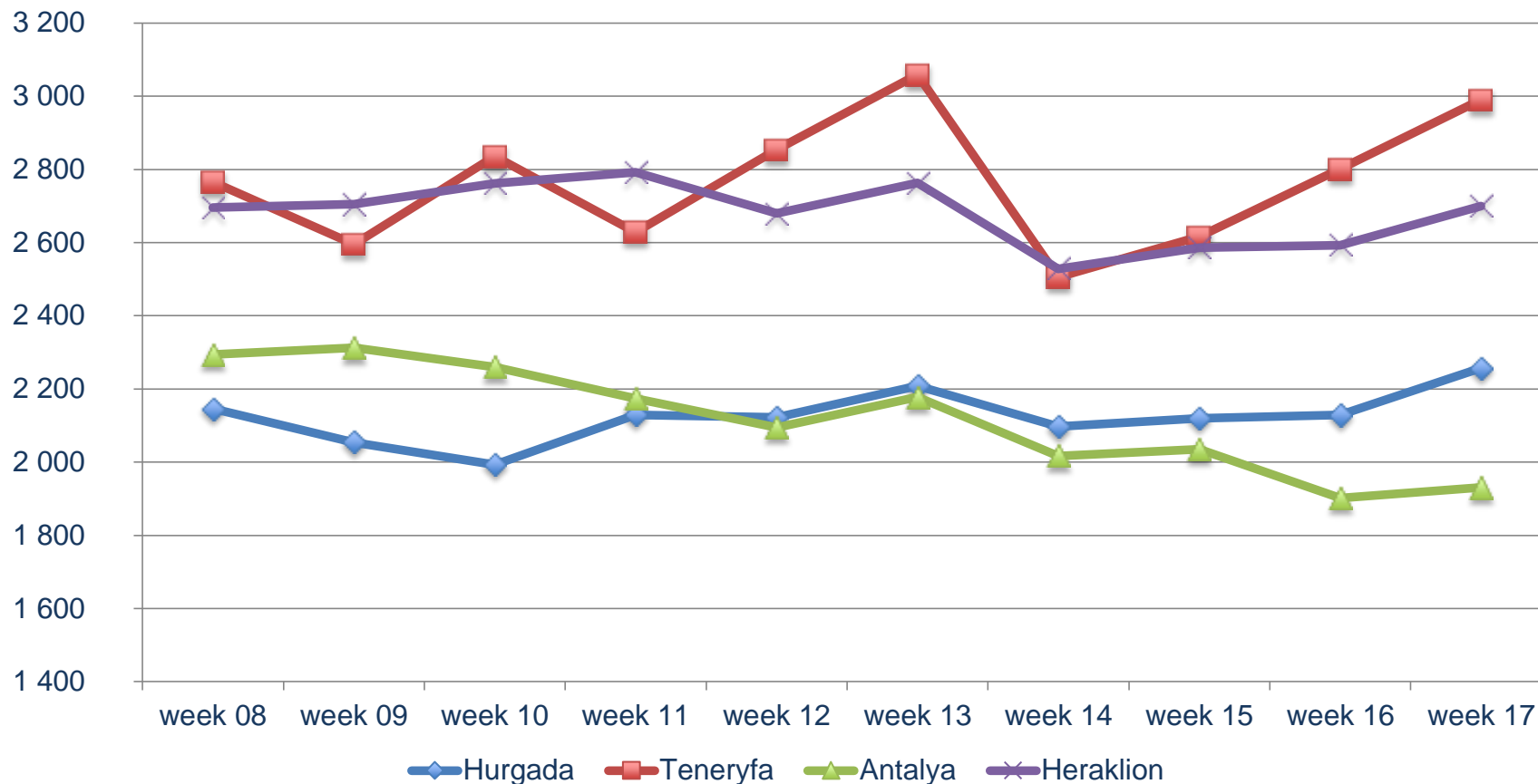
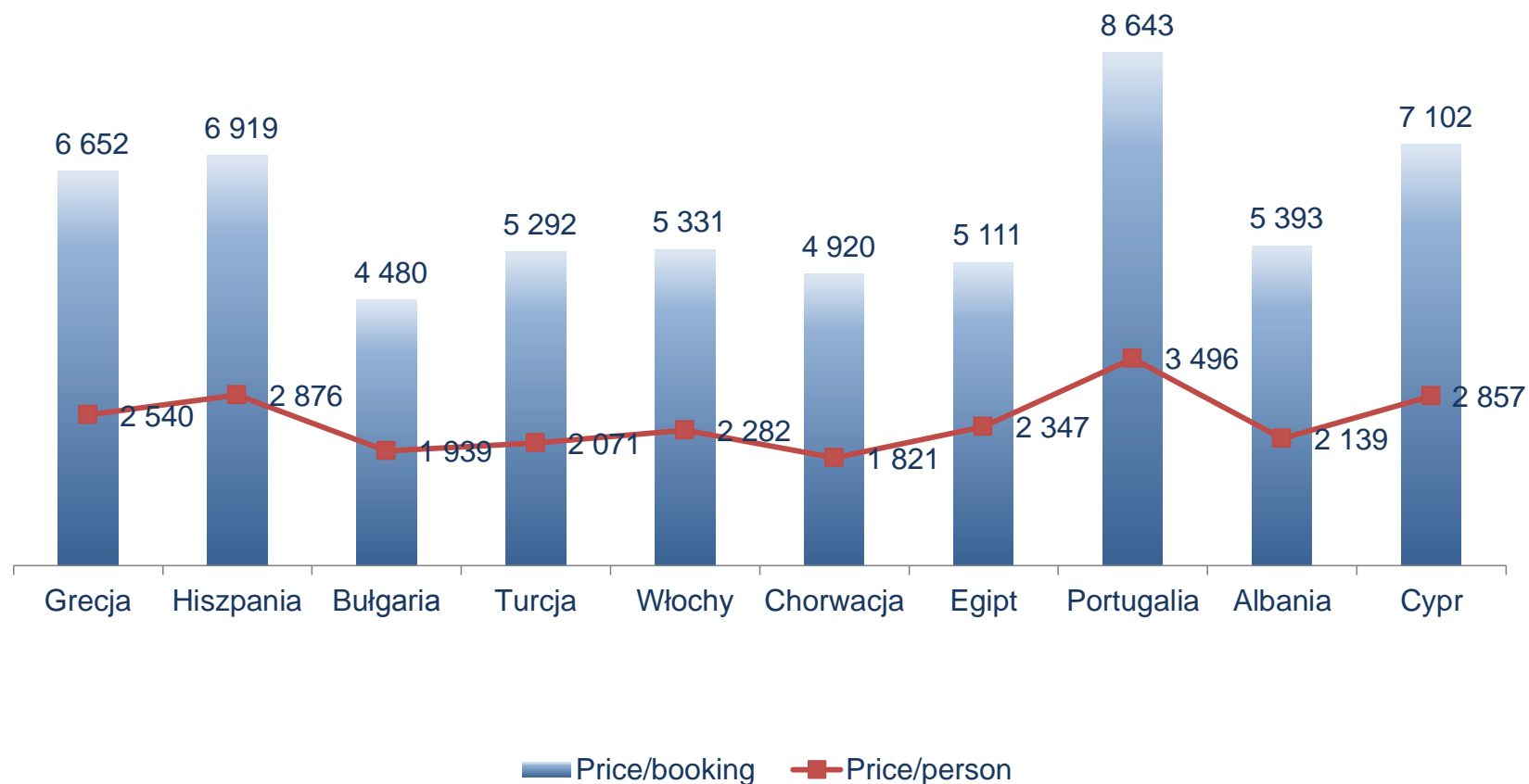


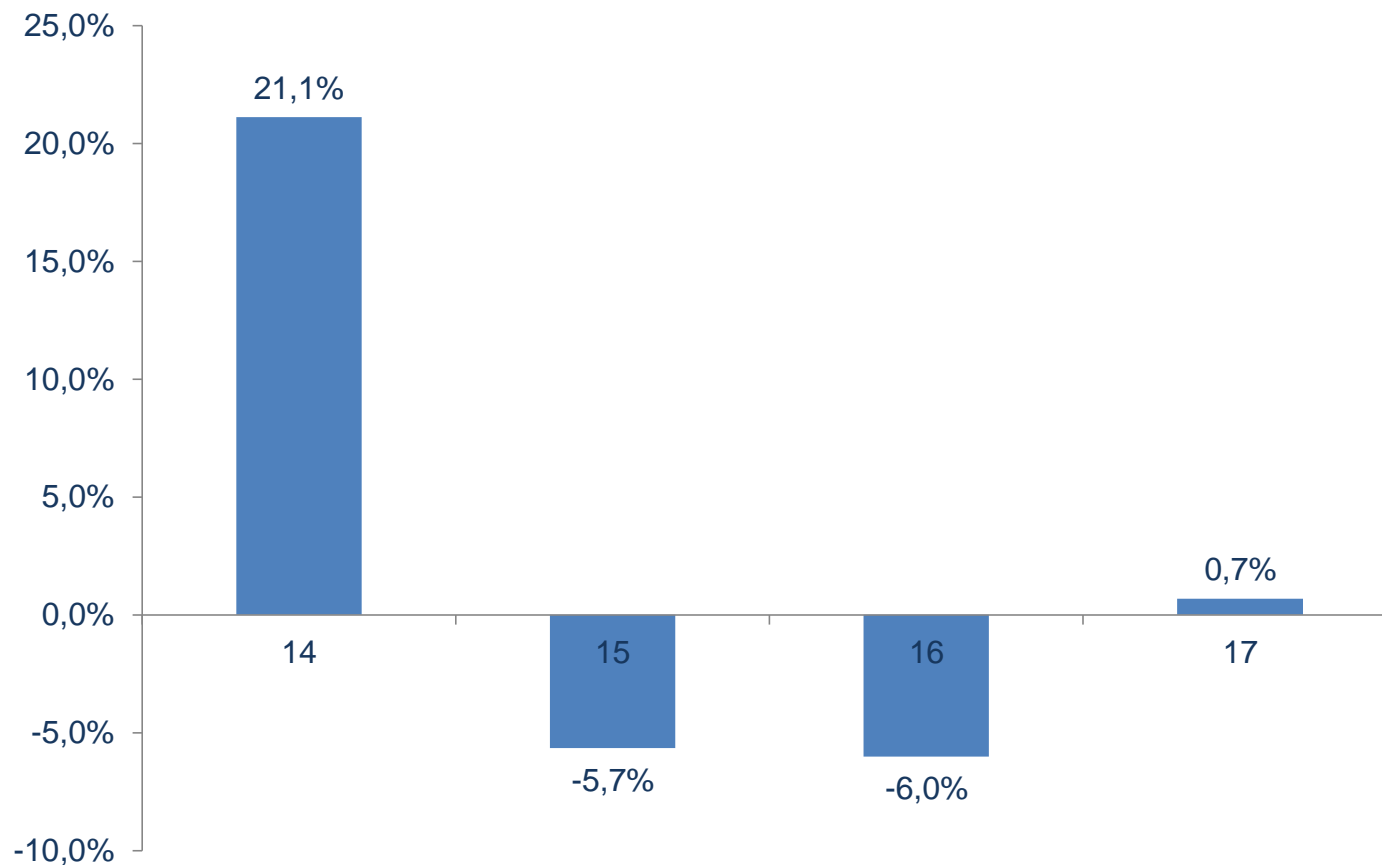
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

# Average price per booking and the price per person in 17. week



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

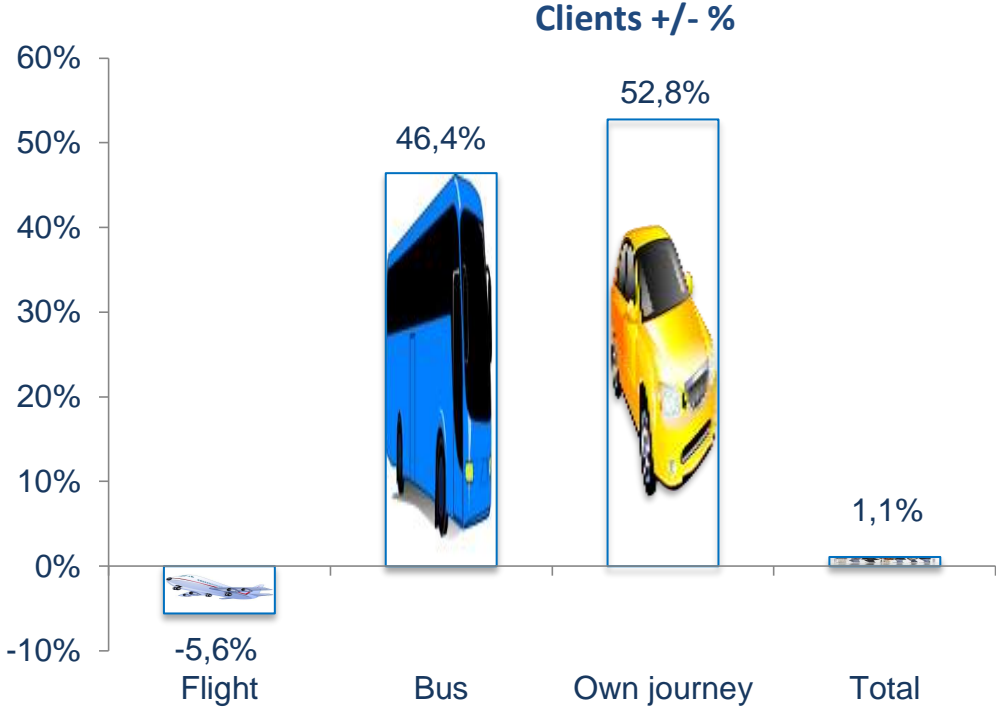
*compared with 4 analogous weeks in tourist year 2014/2015.*



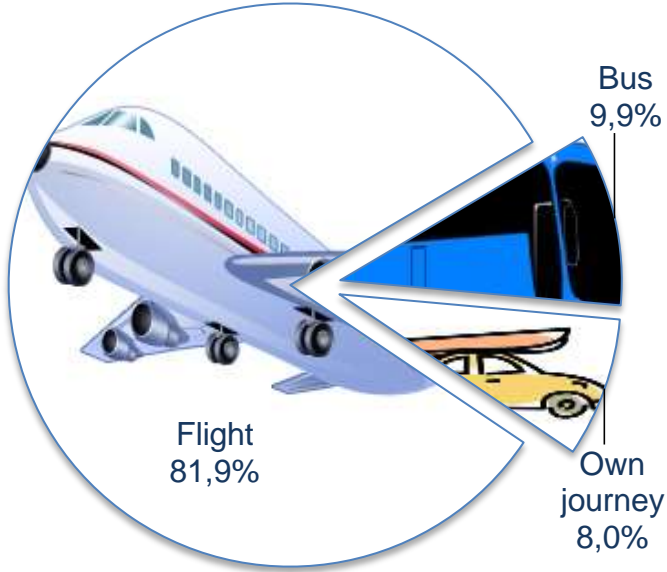


# The sales trend of the last four weeks

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

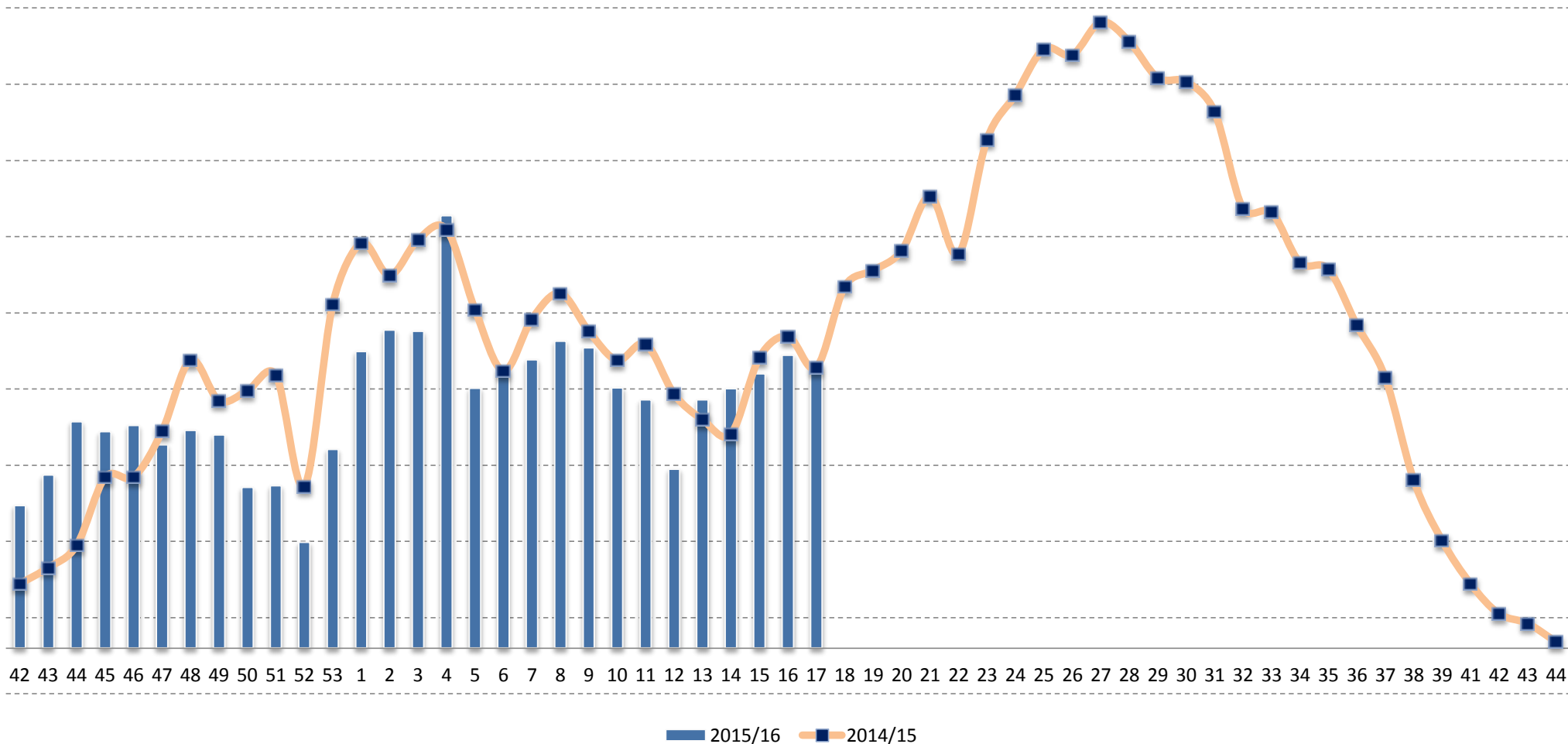


### Share %



# Weekly sales compared with the previous tourist year

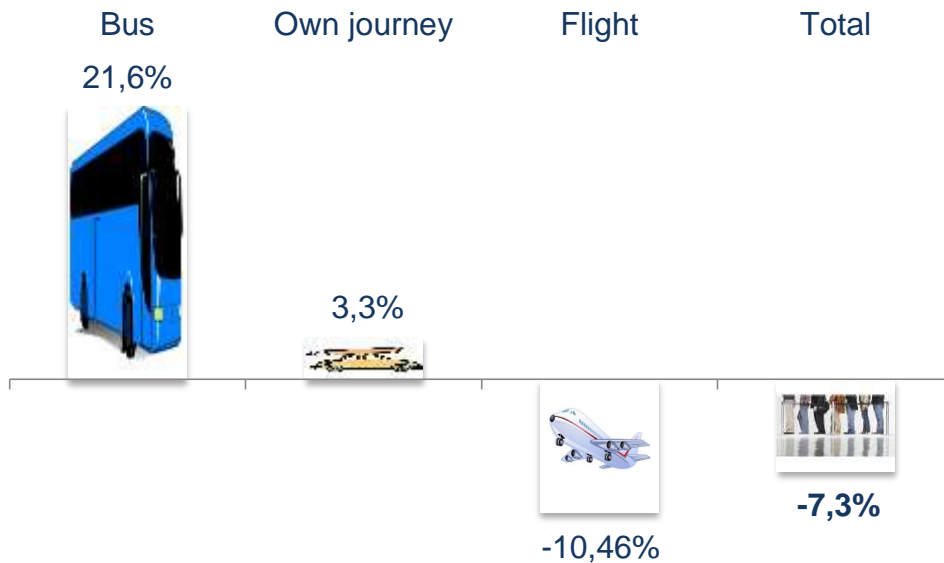
Bookings weekly 15/16 vs. 14/15



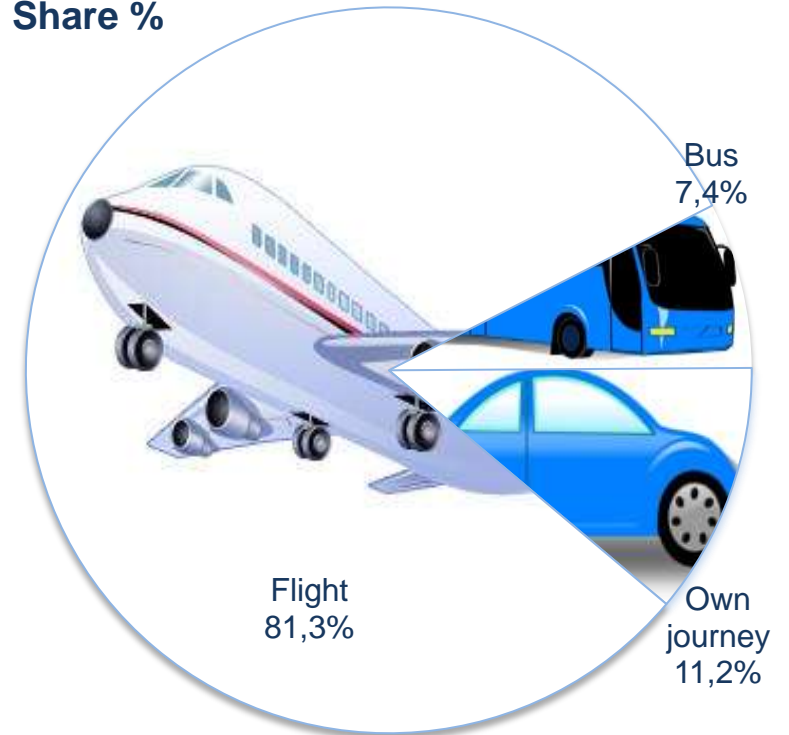
# Cumulative sales of 2015/16

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	2%
2	Hiszpania	57%
3	Bułgaria	105%
4	Włochy	51%
5	Egipt	-72%
6	Turcja	-72%
7	Portugalia	69%
8	Chorwacja	122%
9	Cypr	24%
10	Austria	119%
11	Kuba	93%
12	Emiraty Arabskie	++
13	Dominikana	106%
14	Albania	++
15	Maroko	-39%
16	Polska	186%
17	Tajlandia	31%
18	Wyspy Zielonego Przylądka	++
19	Czechy	139%
20	Francja	-21%

Rank	Destination	% last year
1	Fuerteventura	15%
2	Heraklion	-19%
3	Zakynthos	12%
4	Teneryfa	3%
5	Burgas	21%
6	Korfu	-15%
7	Rodos	-38%
8	Antalya	-75%
9	Hurghada	-71%
10	Gran Canaria	46%
11	Chania	-5%
12	Madera	38%
13	Lanzarote	-10%
14	Varna	45%
15	Marsa Alam	-57%
16	Majorka	24%
17	Barcelona	9%
18	Pafos	-14%
19	Kos	-60%
20	Bodrum	-73%



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