

Weekly report 18/2016

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>

Last week – 18/2016, tours 01.11.15 – 31.10.16

compared with week 19. in 2015 r.



A very long weekend extended until Tuesday kept customers far away from travel shops.

Last week – 18/2016, tours 01.11.15 – 31.10.16

compared with week 19. in 2015 r.

Clients +/-%

Bus



-13,2%

Own journey

20,0%

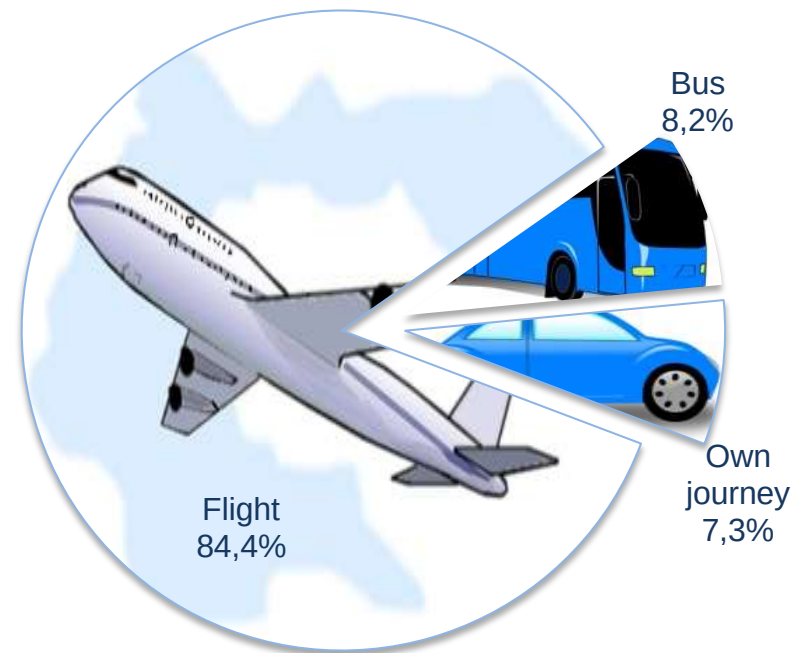


Flight



-38,2%

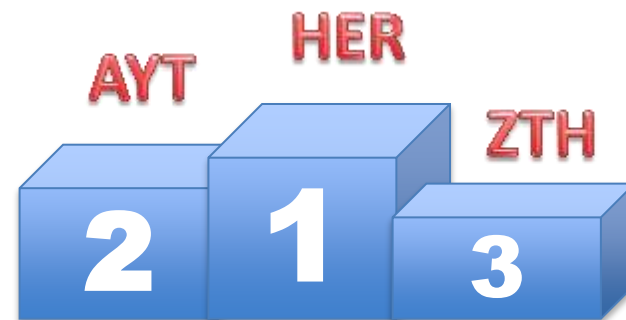
Share %



Ranking of the most popular countries & destinations in CW18

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 064	2 477
2	Antalya	4 871	1 997
3	Zakynthos	5 773	2 359
4	Korfu	6 142	2 508
5	Rodos	5 446	2 252
6	Burgas	5 820	2 150
7	Fuerteventura	7 039	2 910
8	Majorka	6 853	2 838
9	Chania	6 329	2 668
10	Kos	5 525	2 242
11	Teneryfa	6 147	2 800
12	Lanzarote	6 363	2 710
13	Gran Canaria	7 274	3 122
14	Marsa Alam	4 506	2 107
15	Faro	6 229	2 755
16	Varna	4 956	2 110
17	Hurghada	4 687	2 200
18	Barcelona	5 096	2 328
19	Madera	9 078	3 856
20	Bodrum	4 609	2 018



Rank	Country	Price/booking	Price/person
1	Grecja	5 946	2 416
2	Hiszpania	6 732	2 835
3	Bułgaria	4 853	2 003
4	Turcja	4 845	2 036
5	Włochy	5 871	2 378
6	Chorwacja	5 003	1 861
7	Egipt	4 679	2 151
8	Portugalia	7 493	3 230
9	Albania	5 076	2 160
10	Polska	1 945	1 176

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

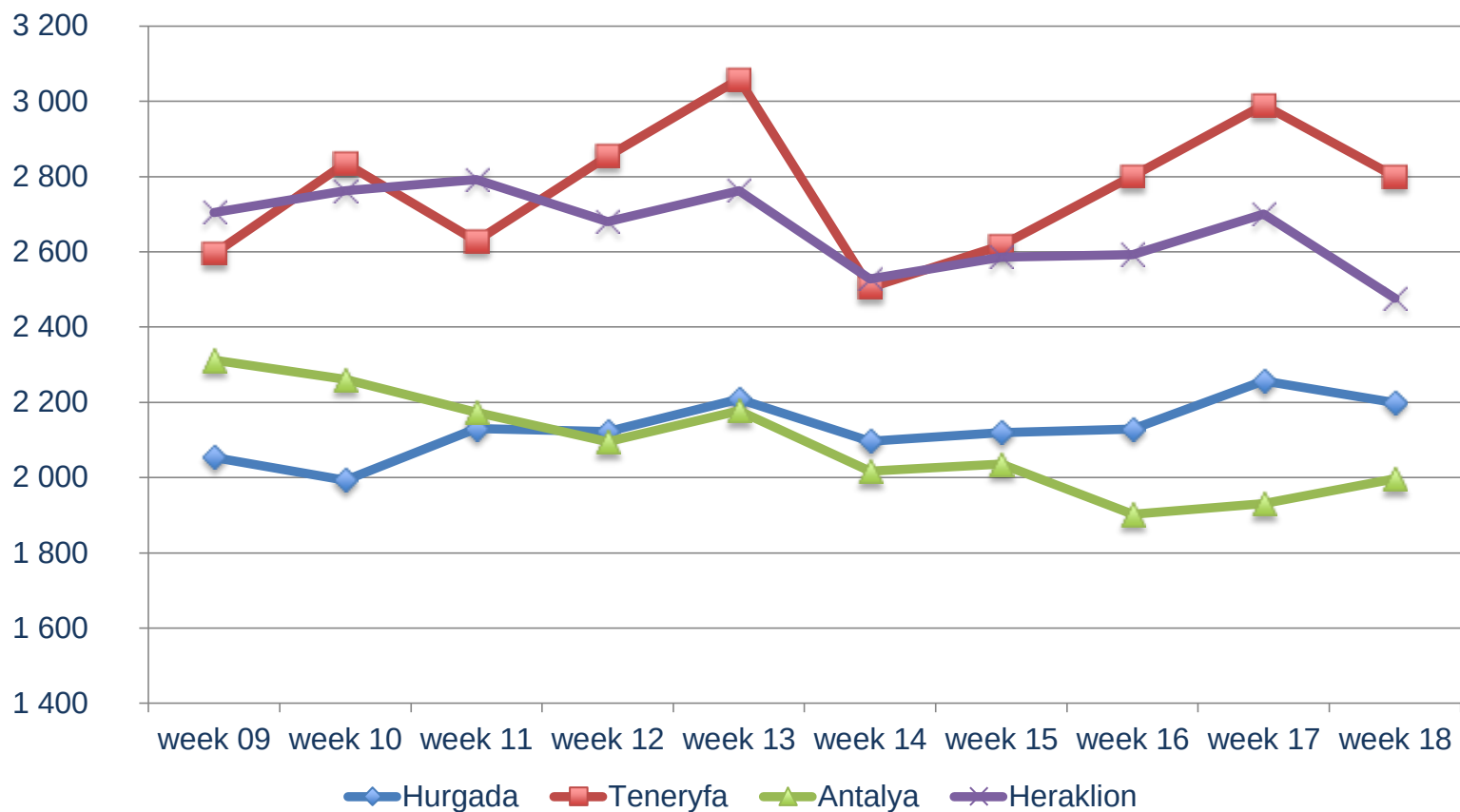
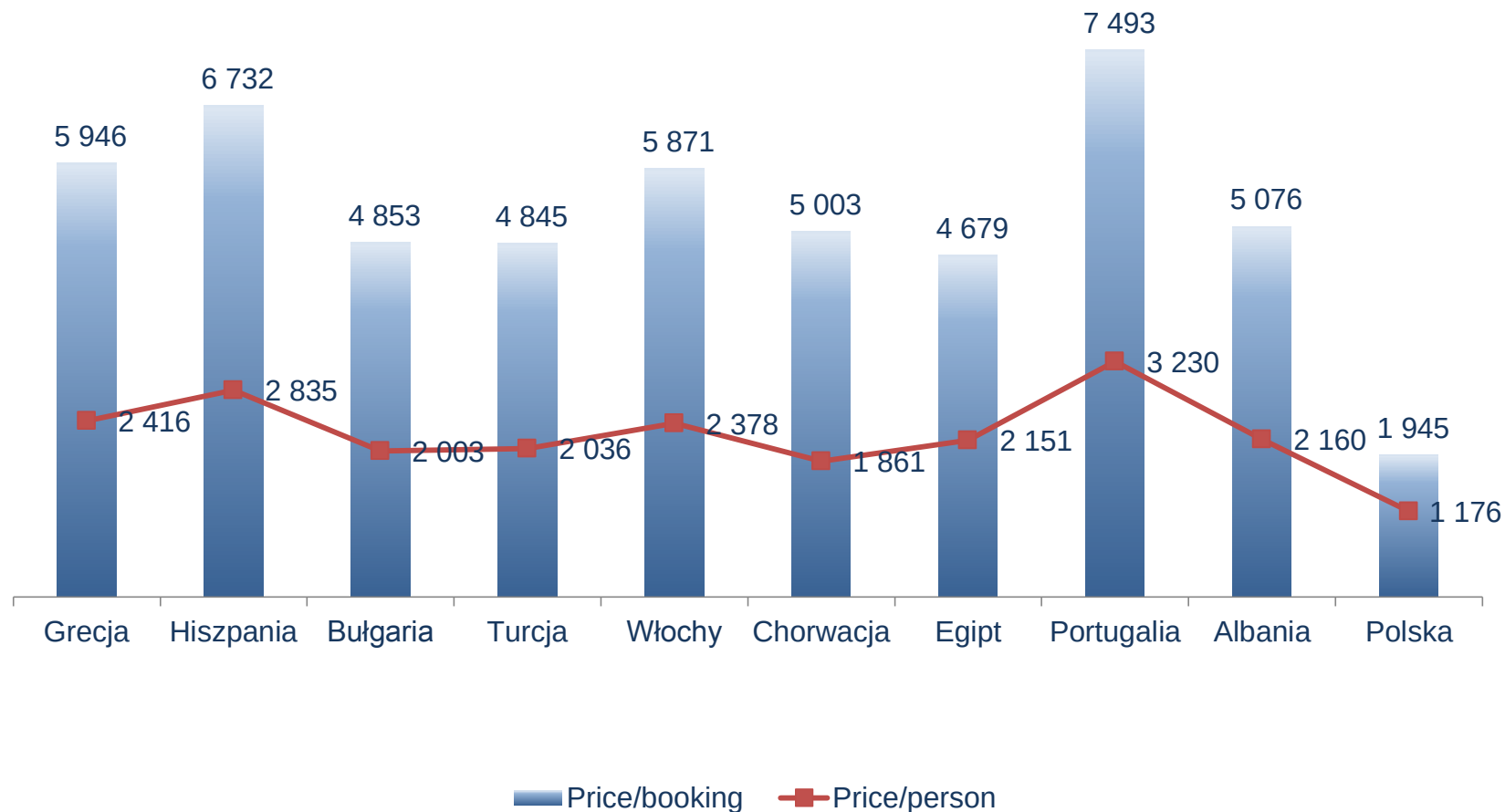


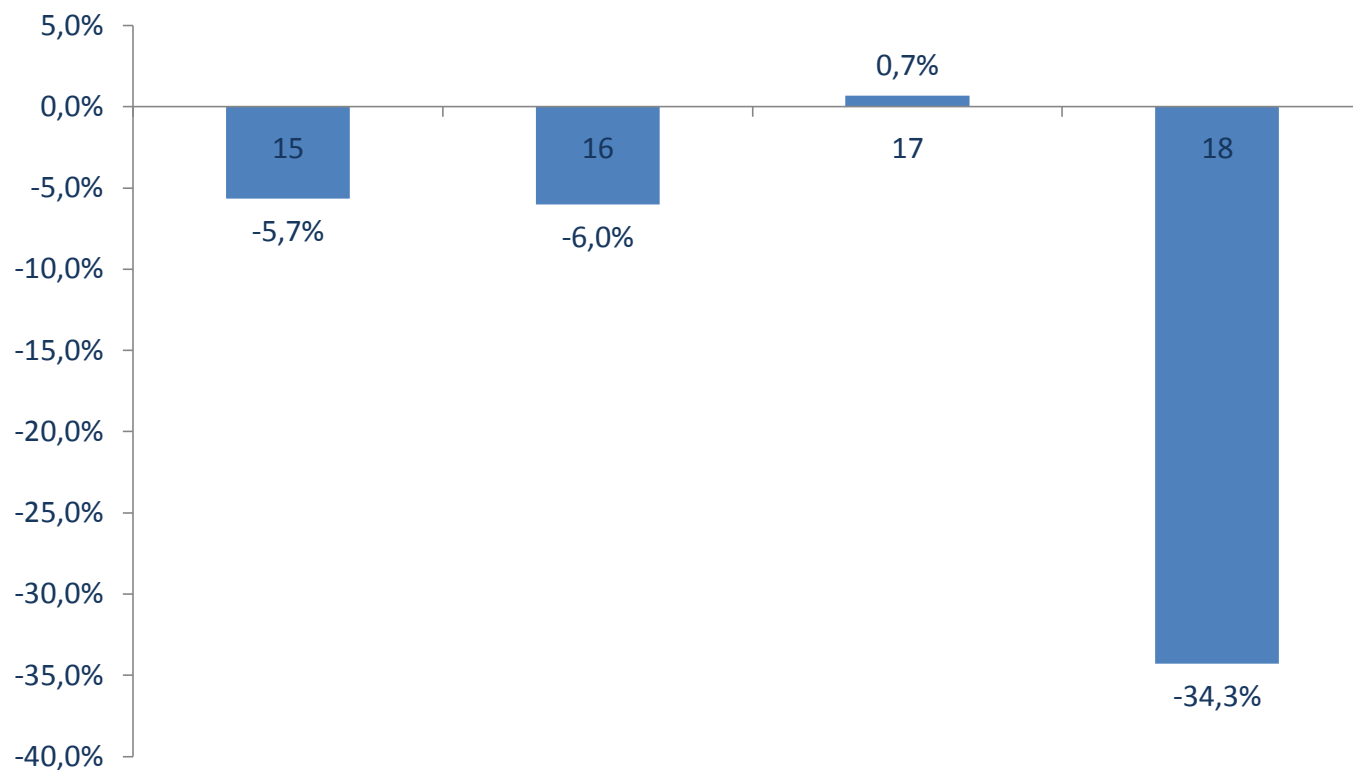
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 18. week



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

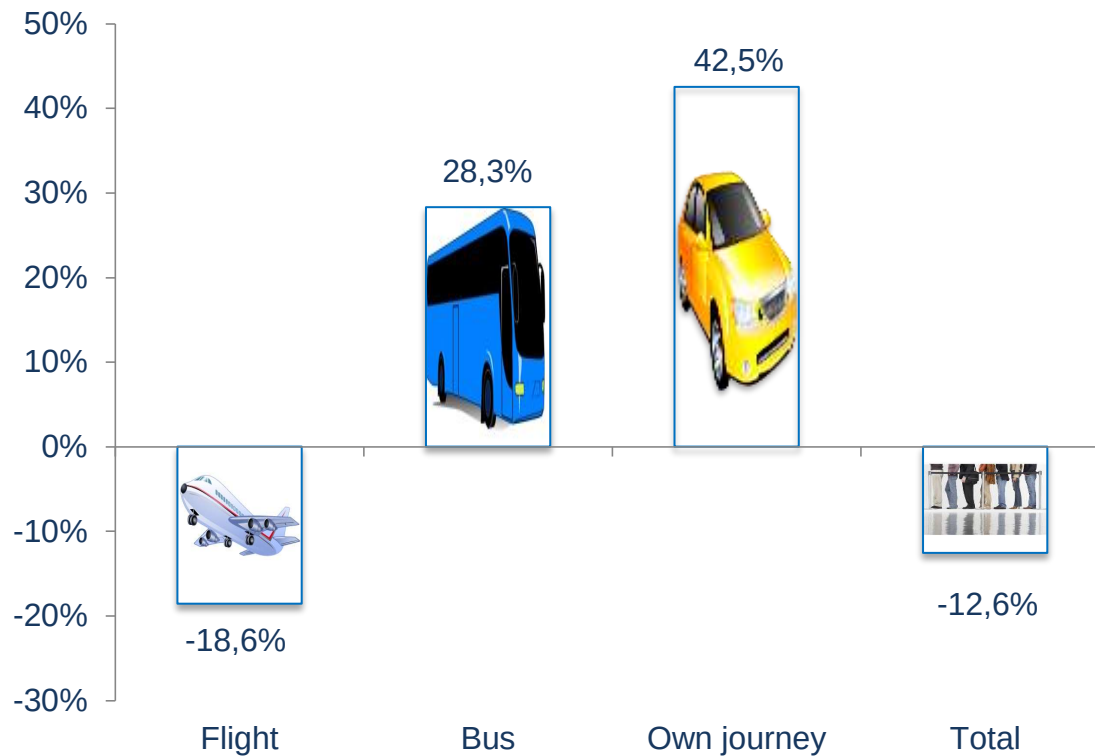
compared with 4 analogous weeks in tourist year 2014/2015.



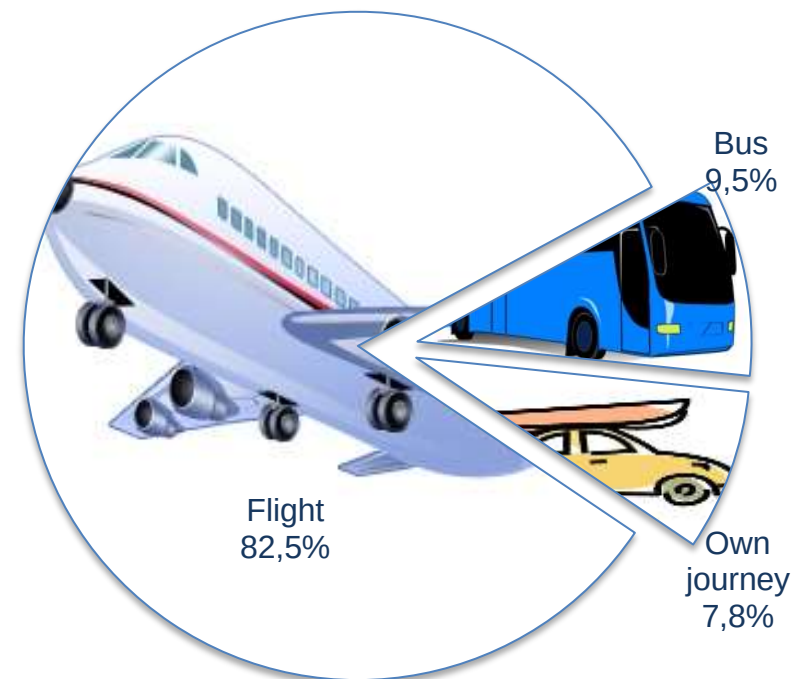
The sales trend of the last four weeks

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

Clients +/- %

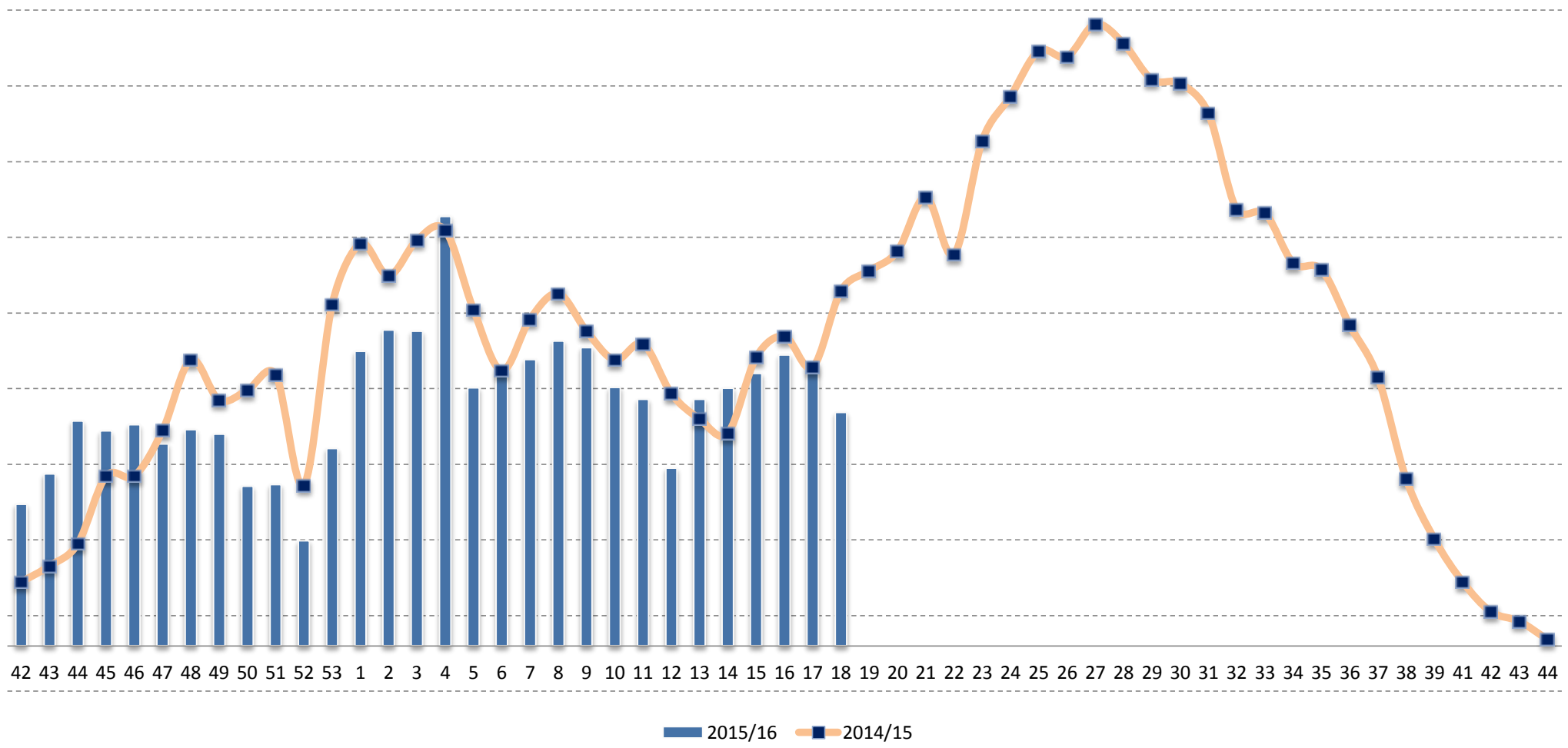


Share %



Weekly sales compared with the previous tourist year

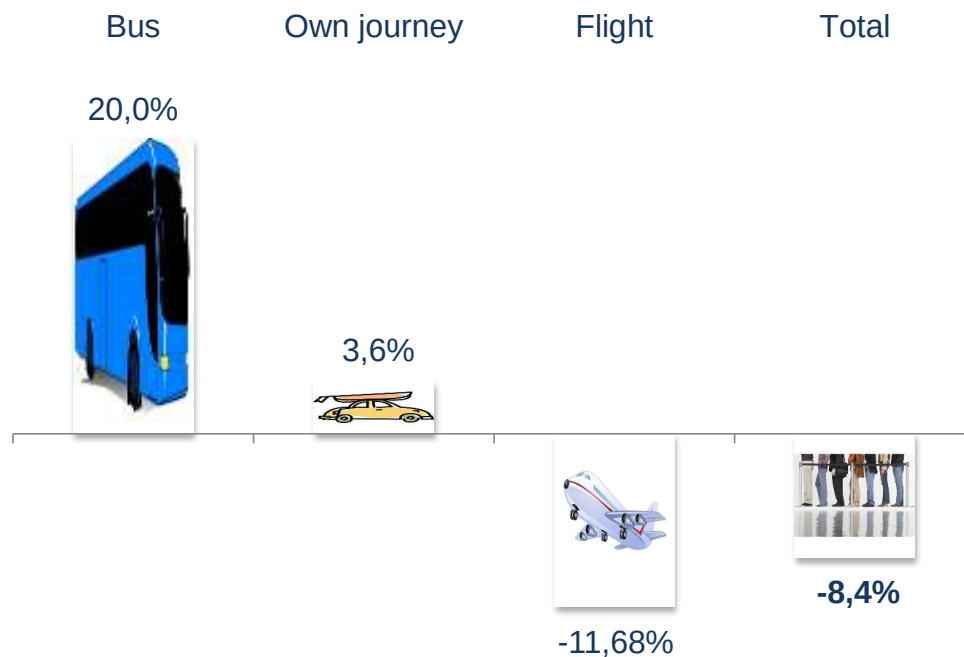
Bookings weekly 15/16 vs. 14/15



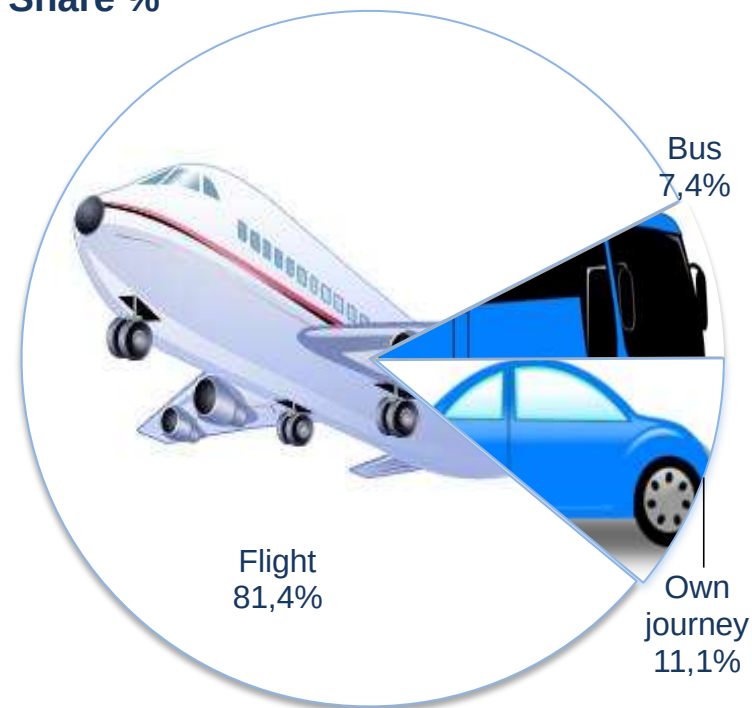
Cumulative sales of 2015/16

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	0%
2	Hiszpania	54%
3	Bułgaria	99%
4	Włochy	49%
5	Egipt	-72%
6	Turcja	-72%
7	Portugalia	66%
8	Chorwacja	119%
9	Cypr	21%
10	Austria	119%
11	Kuba	92%
12	Albania	++
13	Emiraty Arabskie	++
14	Dominikana	105%
15	Maroko	-39%
16	Polska	181%
17	Tajlandia	31%
18	Wyspy Zielonego Przylądka	++
19	Czechy	137%
20	Francja	-21%

Rank	Destination	+/- % last year
1	Fuerteventura	12%
2	Heraklion	-21%
3	Zakynthos	9%
4	Teneryfa	1%
5	Burgas	18%
6	Korfu	-17%
7	Rodos	-38%
8	Antalya	-74%
9	Hurghada	-71%
10	Chania	-8%
11	Gran Canaria	45%
12	Madera	35%
13	Lanzarote	-10%
14	Varna	42%
15	Majorka	18%
16	Marsa Alam	-57%
17	Barcelona	7%
18	Pafos	-15%
19	Kos	-60%
20	Bodrum	-73%



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