

Weekly report 19/2016

Data source: MerlinX*

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

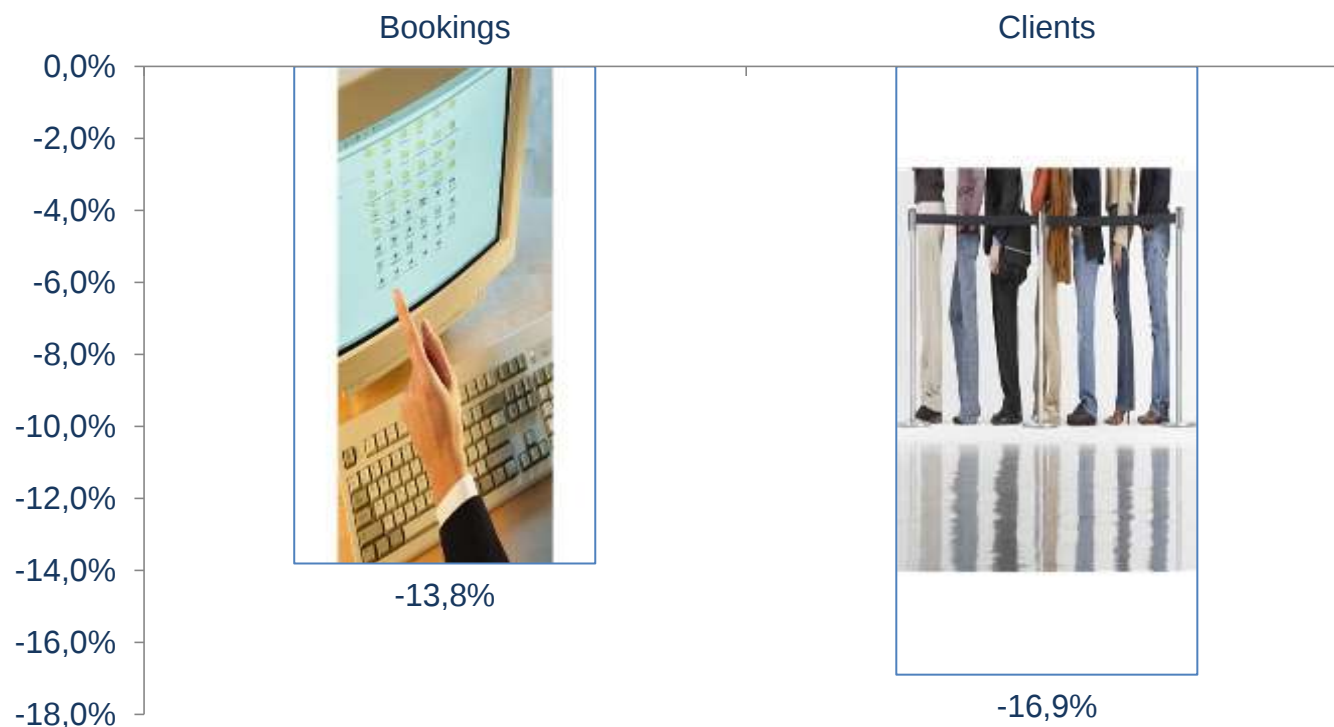
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 19/2016, tours 01.11.15 – 31.10.16

compared with week 20. in 2015 r.



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compared with week 20. in 2015 r.

Clients +/-%

Bus

17,0%



Own journey

19,4%

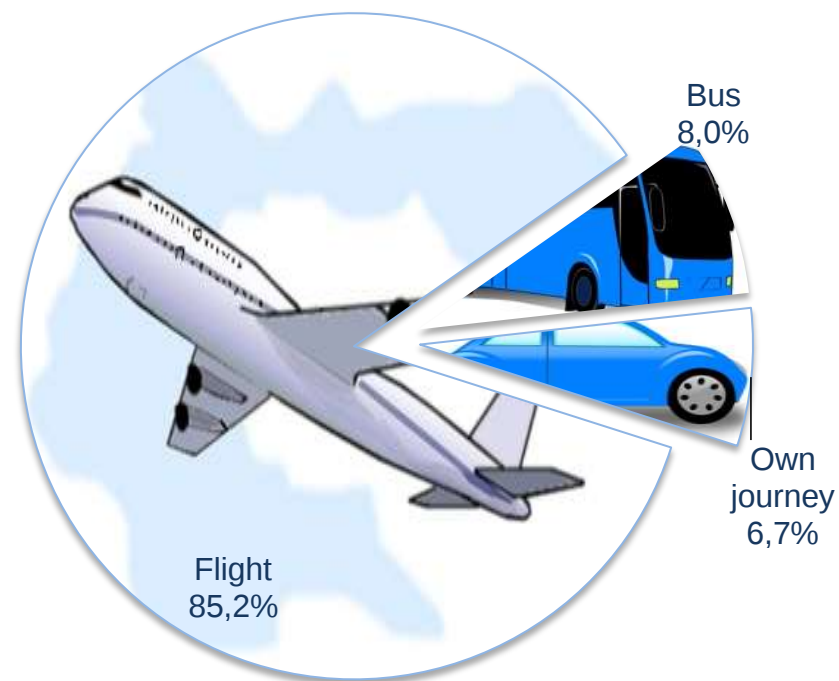


Flight



-20,9%

Share %



Ranking of the most popular countries & destinations in CW19

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Antalya	4 755	1 967
2	Heraklion	6 110	2 563
3	Zakynthos	6 201	2 435
4	Rodos	6 573	2 513
5	Korfu	6 208	2 465
6	Fuerteventura	6 326	2 777
7	Burgas	5 471	2 080
8	Chania	6 612	2 743
9	Kos	6 067	2 338
10	Teneryfa	6 443	2 725
11	Majorka	6 308	2 573
12	Barcelona	5 713	2 374
13	Gran Canaria	6 177	2 704
14	Lanzarote	6 659	2 809
15	Marsa Alam	5 088	2 145
16	Tirana	5 855	2 356
17	Saloniki	5 254	2 170
18	Varna	5 426	2 105
19	Pafos	6 145	2 746
20	Faro	7 735	3 384



Rank	Country	Price/booking	Price/person
1	Grecja	6 353	2 482
2	Hiszpania	6 480	2 758
3	Turcja	4 843	2 002
4	Bułgaria	4 951	2 012
5	Włochy	5 643	2 314
6	Egipt	4 765	2 107
7	Chorwacja	4 666	1 936
8	Albania	5 212	2 242
9	Cypr	6 549	2 774
10	Portugalia	8 571	3 722

AYT great come back on top of the ranking.

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

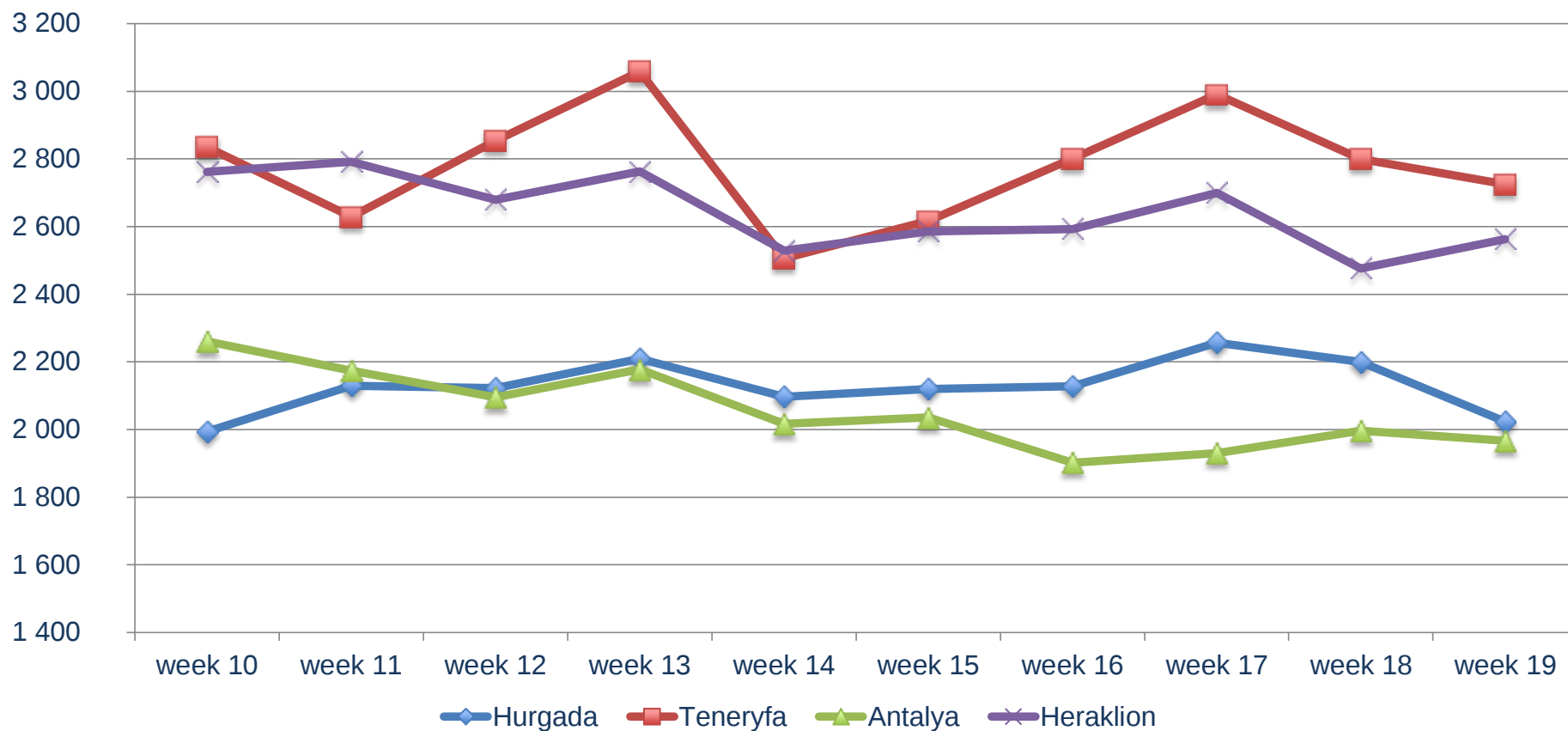
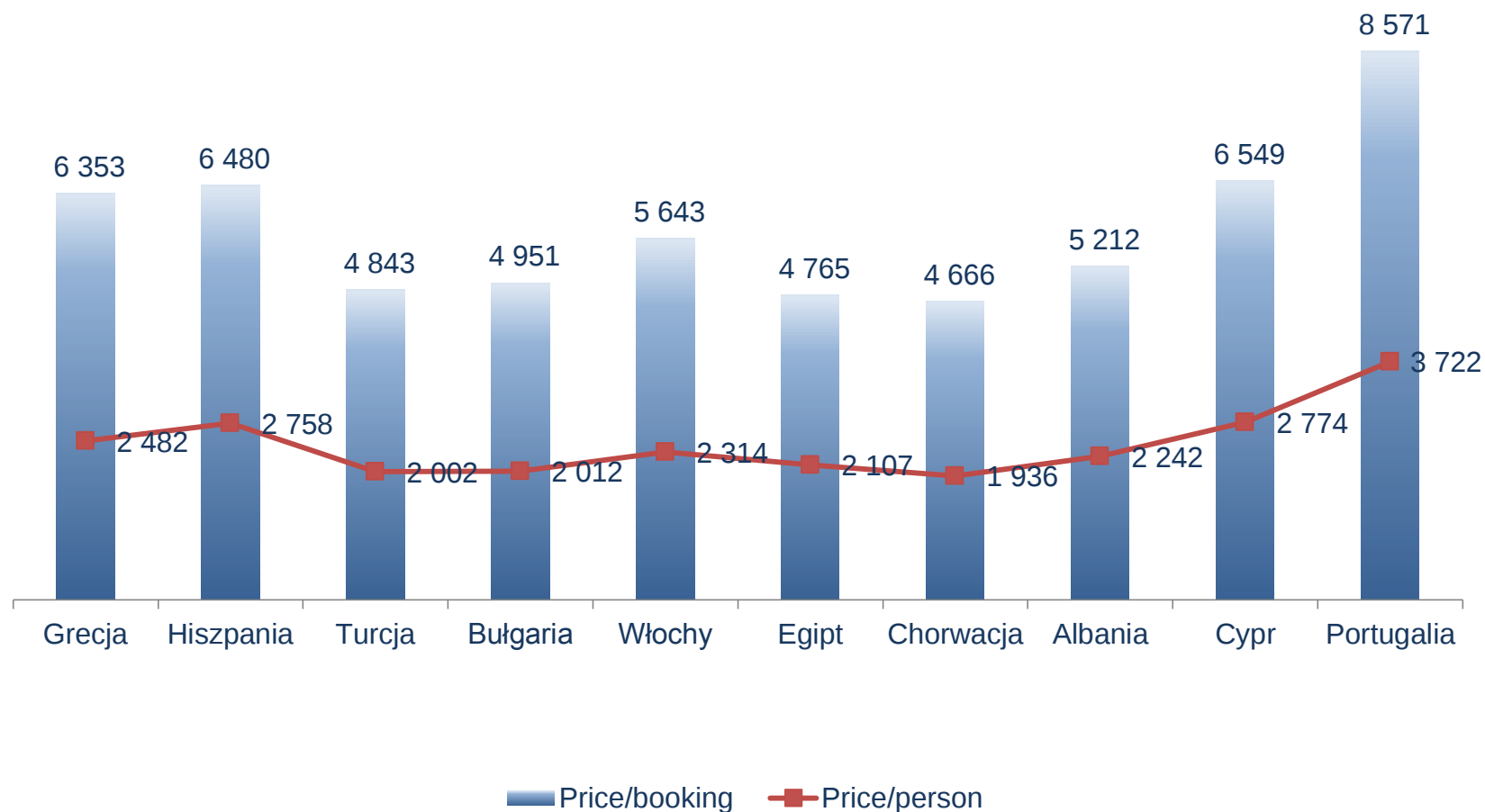


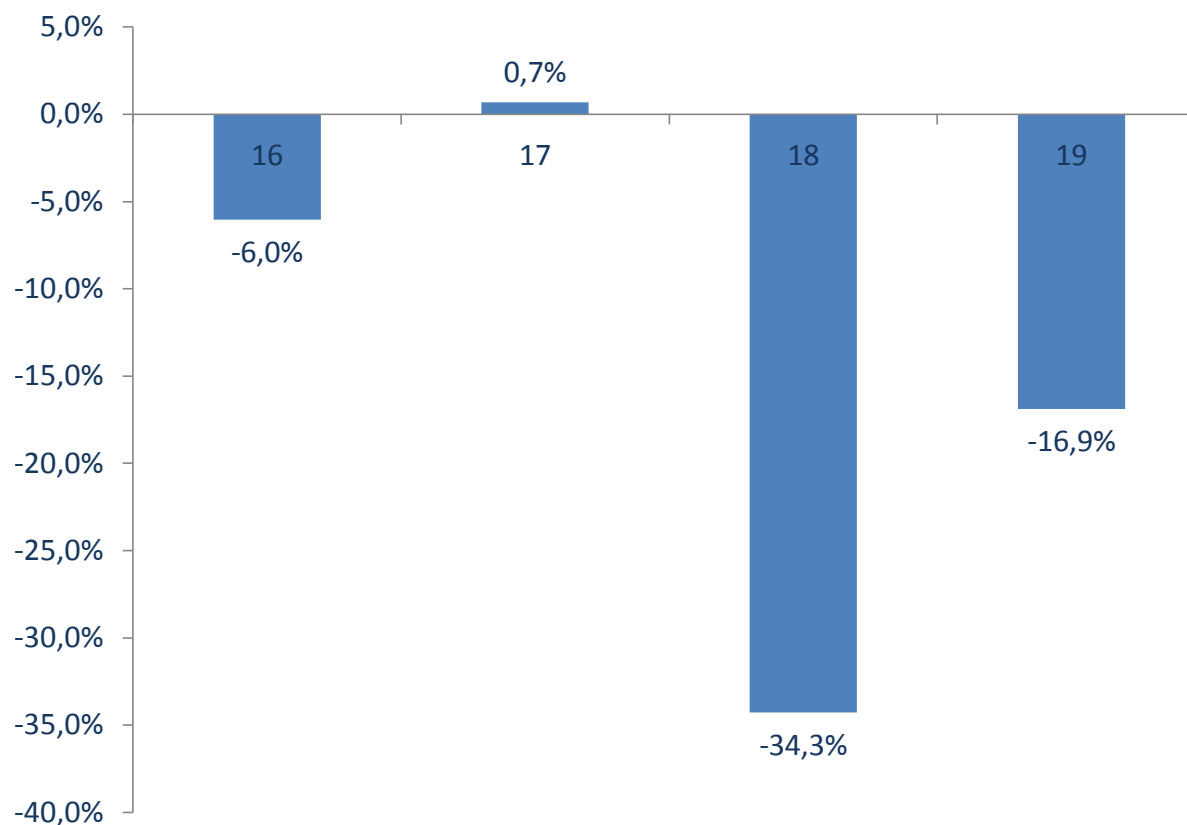
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 19. week



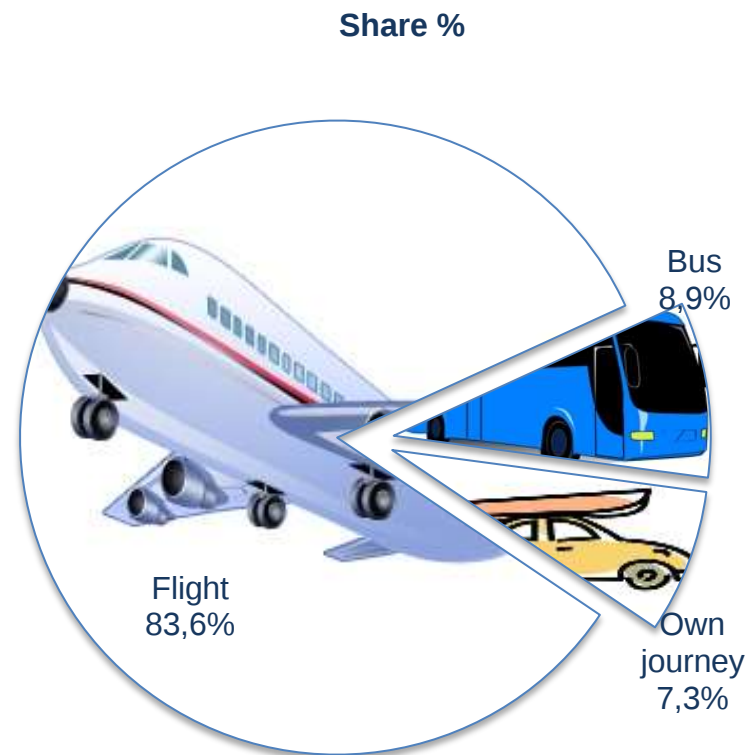
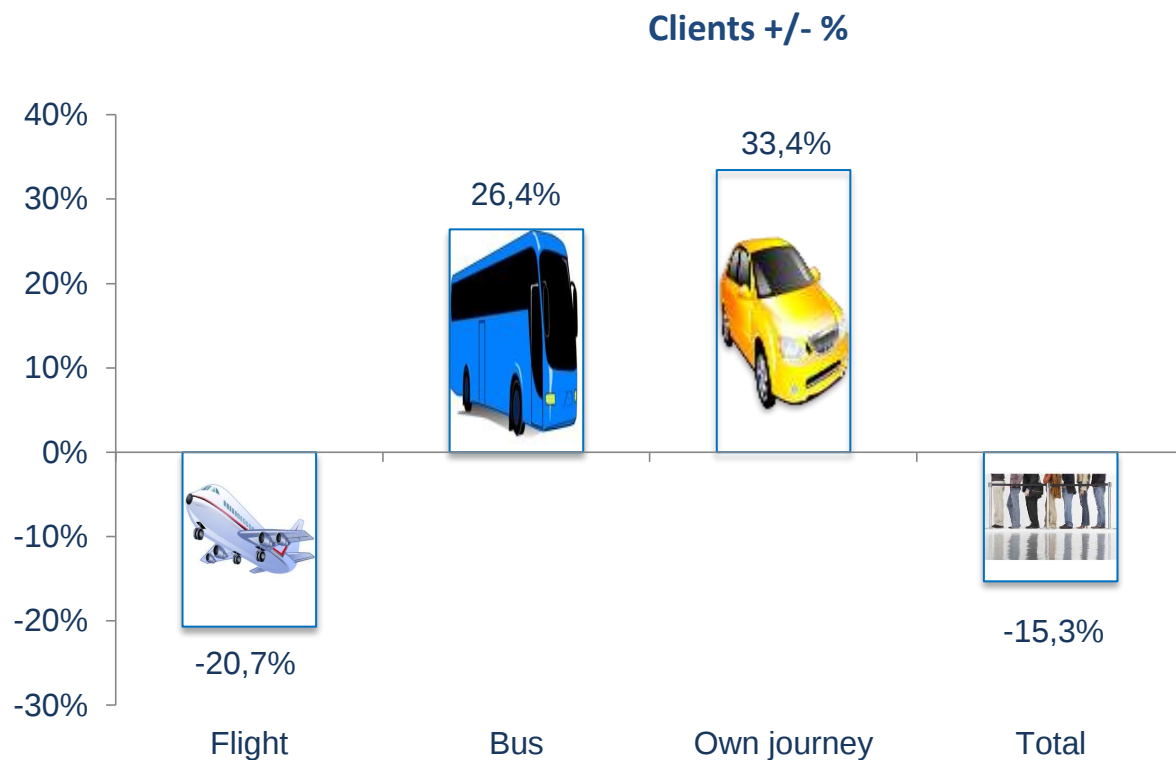
The last four weeks of sales of the tourist year 2015/16 - customers

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



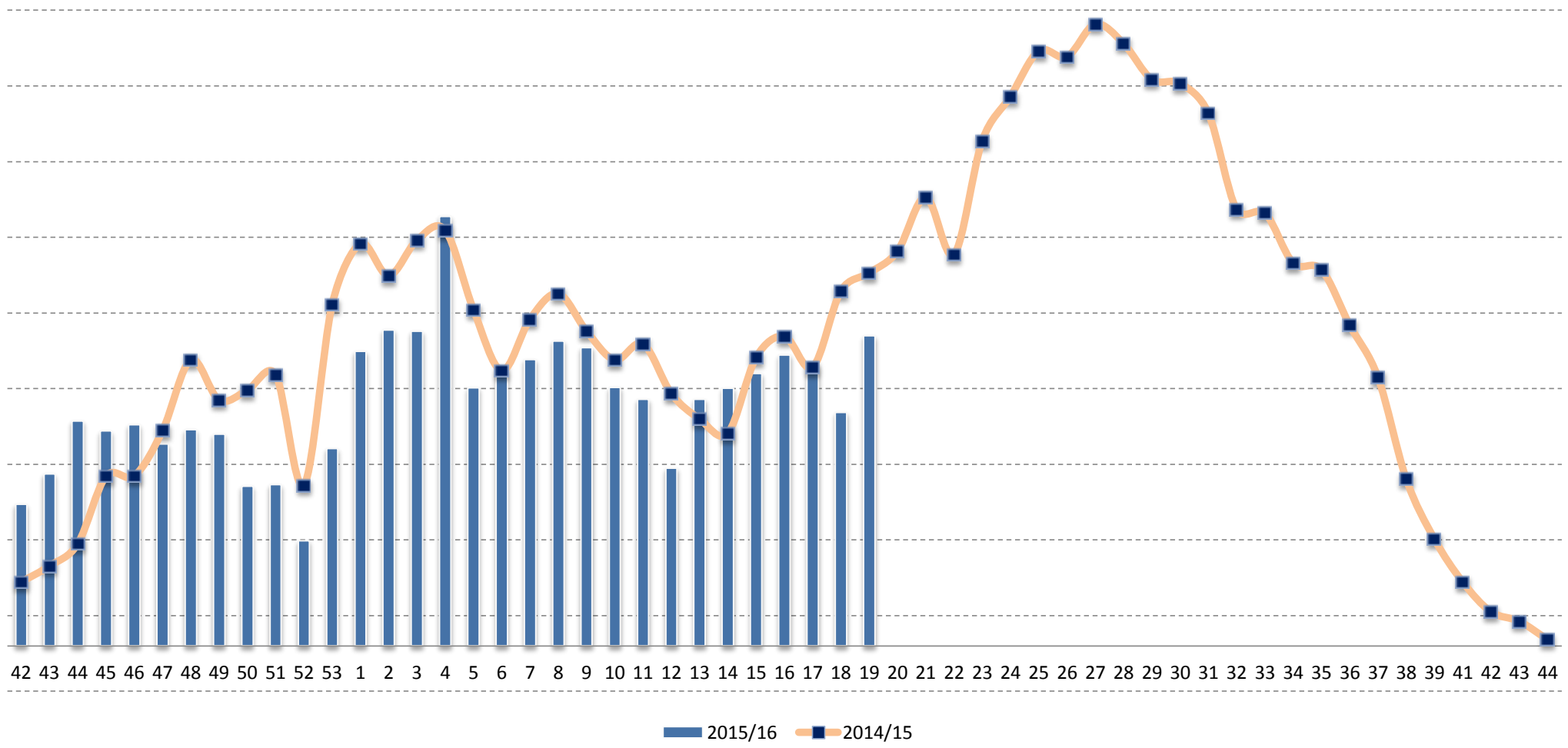
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

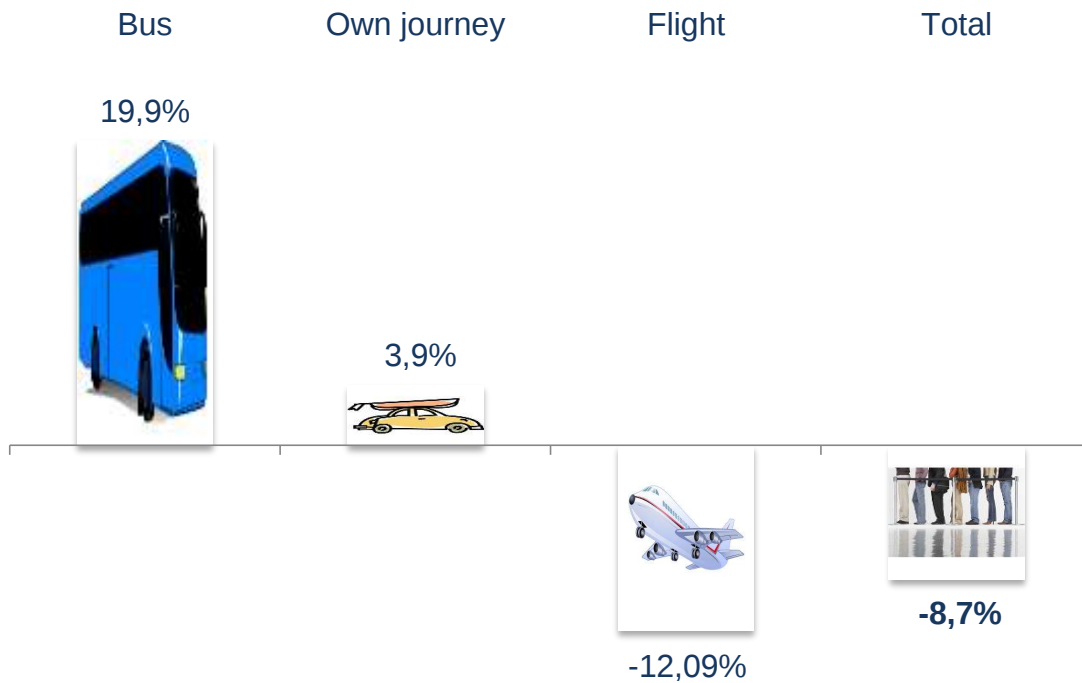
Bookings weekly 15/16 vs. 14/15



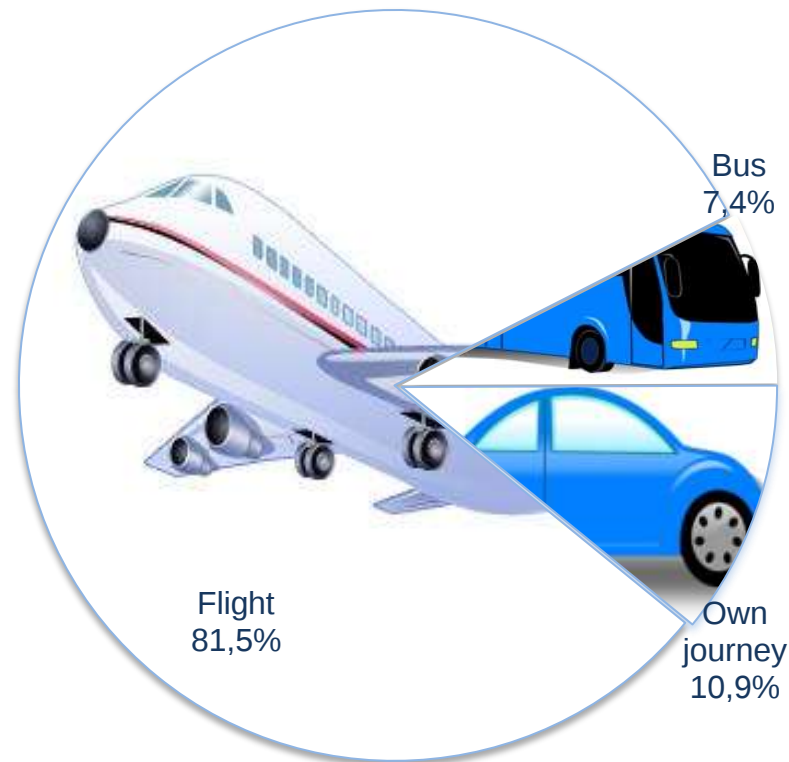
Cumulative sales of 2015/16

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	-1%
2	Hiszpania	53%
3	Bułgaria	94%
4	Włochy	49%
5	Egipt	-72%
6	Turcja	-71%
7	Portugalia	62%
8	Chorwacja	117%
9	Cypr	22%
10	Austria	119%
11	Albania	++
12	Kuba	92%
13	Emiraty Arabskie	++
14	Dominikana	104%
15	Maroko	-40%
16	Polska	177%
17	Tajlandia	31%
18	Wyspy Zielonego Przylądka	++
19	Czechy	138%
20	Francja	-22%

Rank	Destination	+/- % last year
1	Fuerteventura	13%
2	Heraklion	-22%
3	Zakynthos	6%
4	Teneryfa	-1%
5	Burgas	16%
6	Korfu	-18%
7	Rodos	-37%
8	Antalya	-73%
9	Hurghada	-71%
10	Chania	-9%
11	Gran Canaria	47%
12	Lanzarote	-9%
13	Madera	33%
14	Varna	38%
15	Majorka	16%
16	Marsa Alam	-57%
17	Barcelona	7%
18	Pafos	-14%
19	Kos	-59%
20	Bodrum	-74%



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