

Weekly report 21/2016

Data source: MerlinX*

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

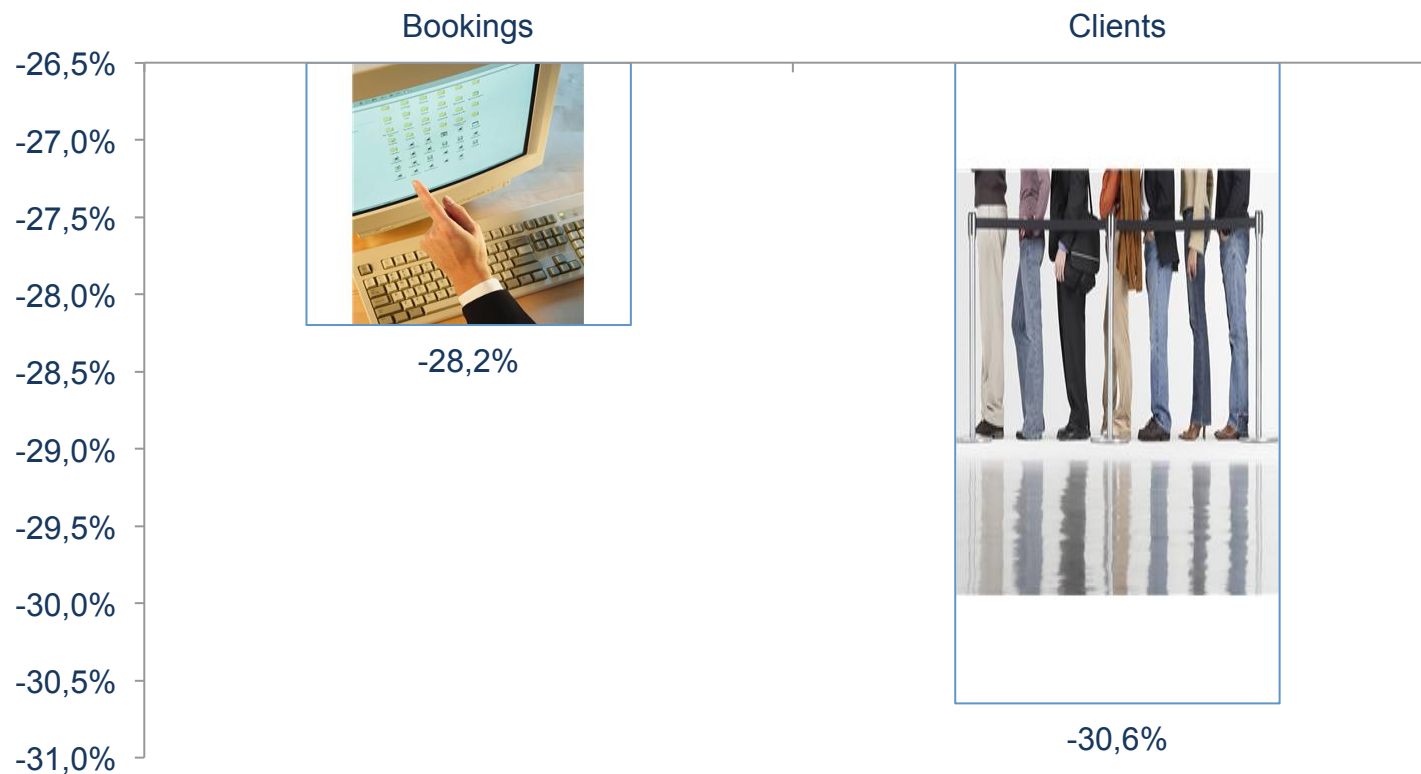
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 21/2016, tours 01.11.15 – 31.10.16

compared with week 22. in 2015 r.



Last week – 21/2016, tours 01.11.15 – 31.10.16

compared with week 22. in 2015 r.

Clients +/-%

Bus

Own journey
26,7%

Flight

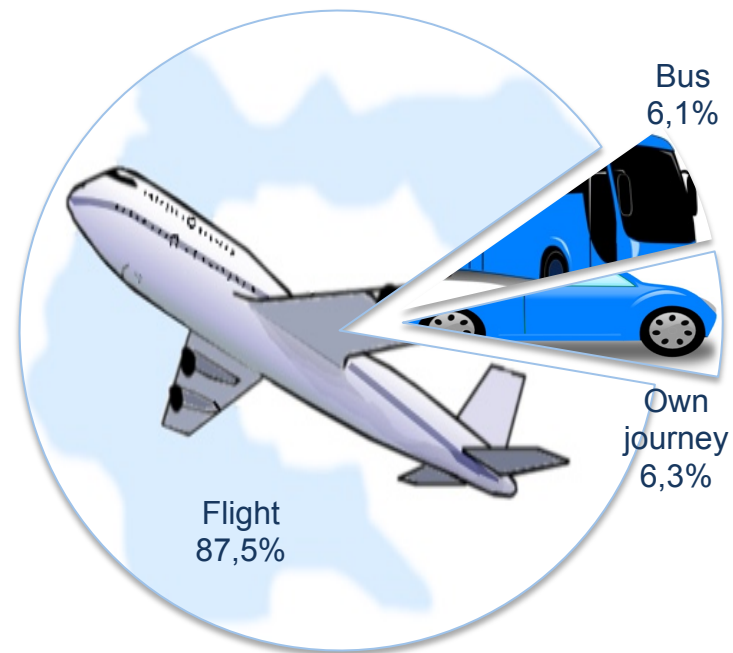


-20,5%



-33,4%

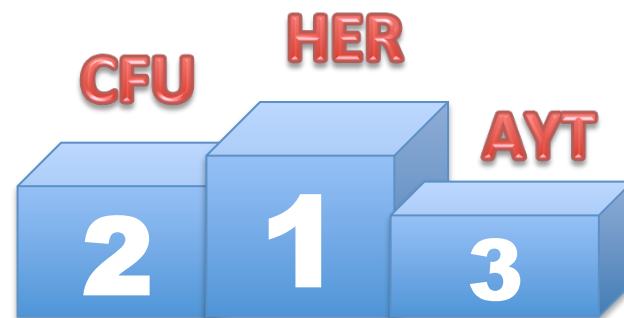
Share %



Ranking of the most popular countries & destinations in CW21

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	5 566	2 303
2	Korfu	5 792	2 288
3	Antalya	5 025	1 987
4	Rodos	5 126	2 096
5	Zakynthos	5 348	2 212
6	Burgas	5 259	2 008
7	Kos	5 628	2 266
8	Chania	5 663	2 379
9	Teneryfa	7 369	3 130
10	Fuerteventura	7 792	3 240
11	Majorka	6 556	2 816
12	Barcelona	5 640	2 555
13	Lanzarote	7 660	2 991
14	Bodrum	4 595	1 991
15	Gran Canaria	6 759	2 945
16	Varna	4 949	1 963
17	Faro	7 959	3 582
18	Sardynia	7 681	2 954
19	Madera	7 767	3 547
20	Kefalonia	5 821	2 294



Rank	Country	Price/booking	Price/person	Share %
1	Grecja	5 583	2 256	41,4%
2	Hiszpania	6 921	2 941	14,3%
3	Turcja	5 055	2 015	9,7%
4	Bułgaria	4 690	1 875	9,5%
5	Włochy	5 334	2 231	5,0%
6	Chorwacja	4 965	1 919	3,5%
7	Portugalia	8 274	3 573	2,1%
8	Egipt	4 336	2 045	2,1%
9	Albania	5 460	2 312	1,5%
10	Cypr	6 131	2 605	1,3%

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

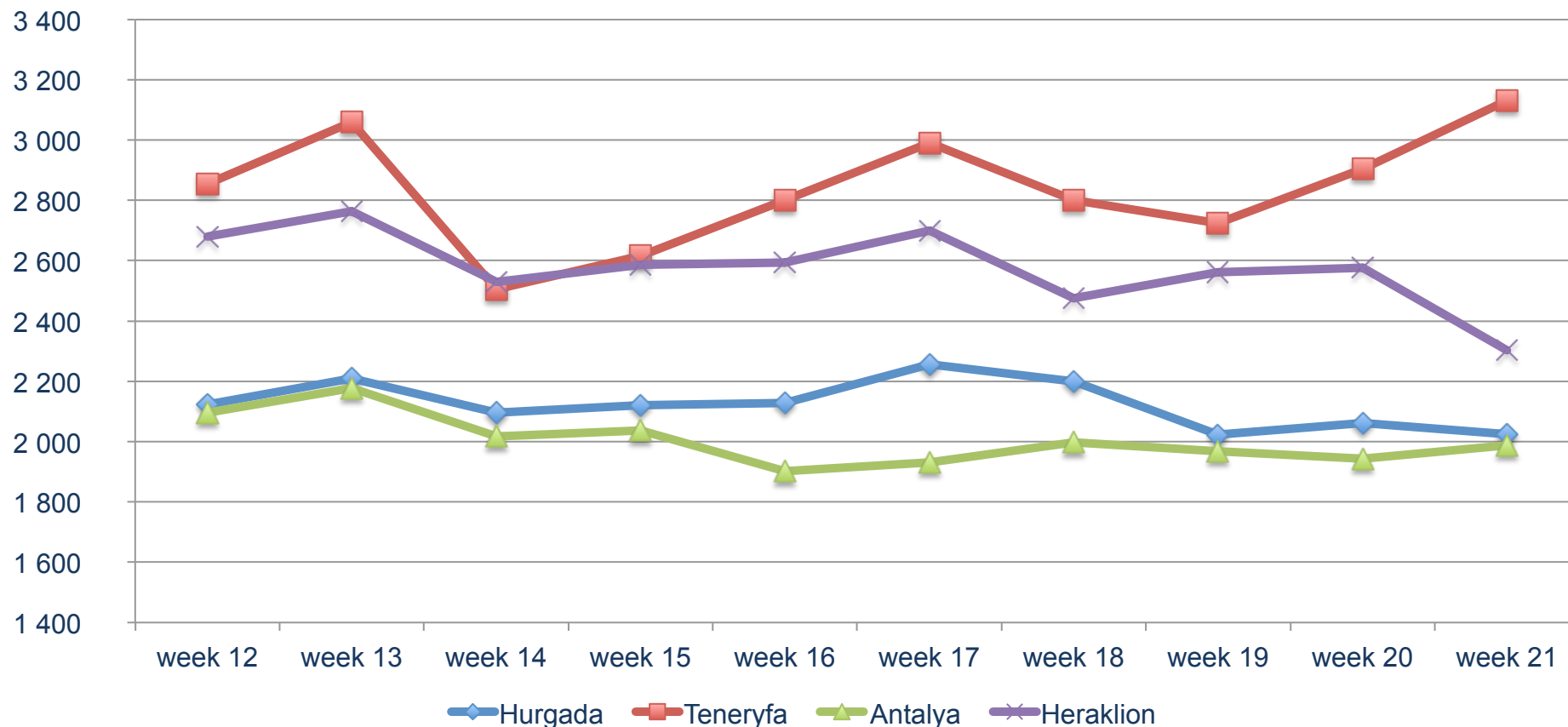
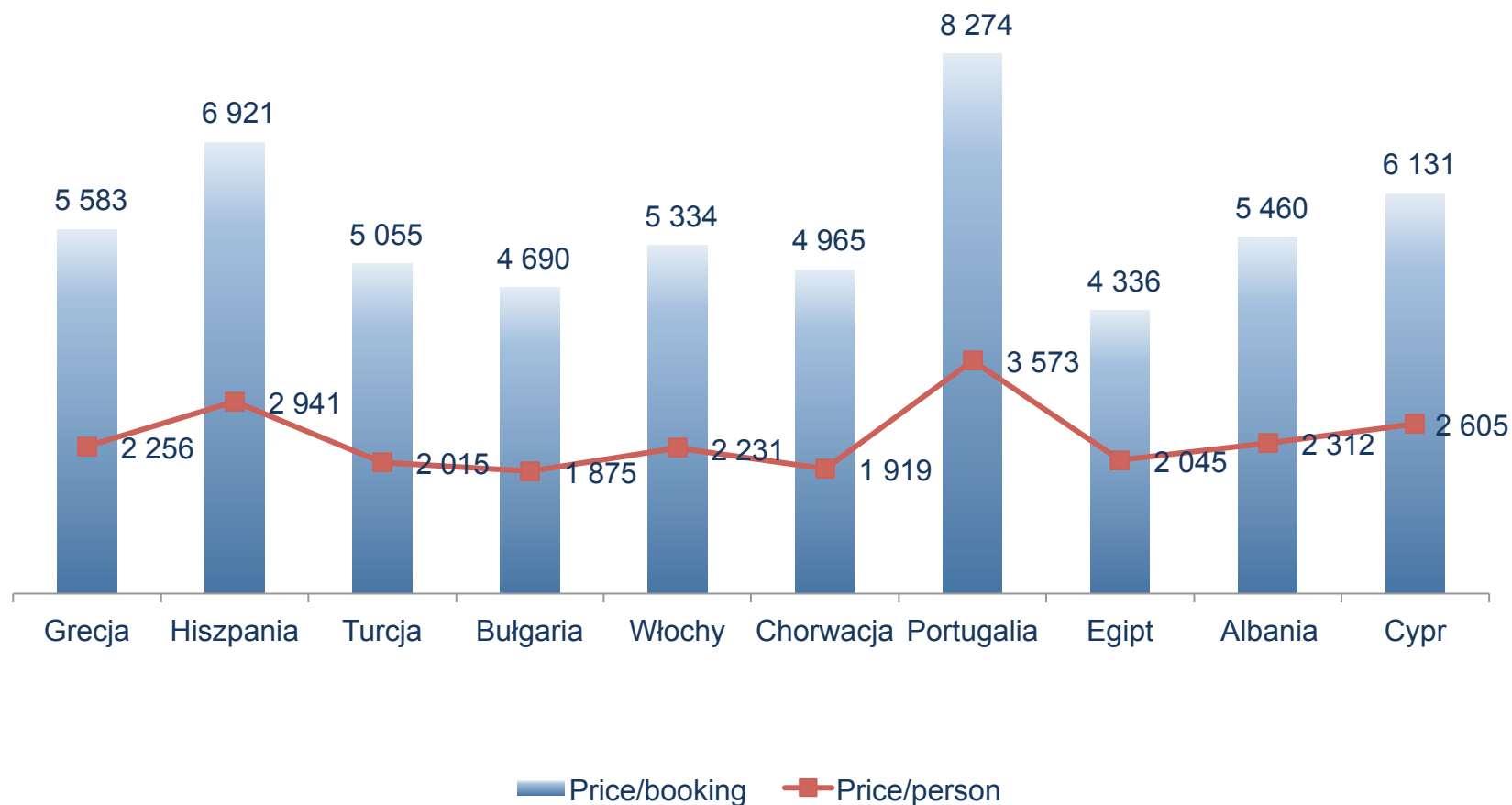


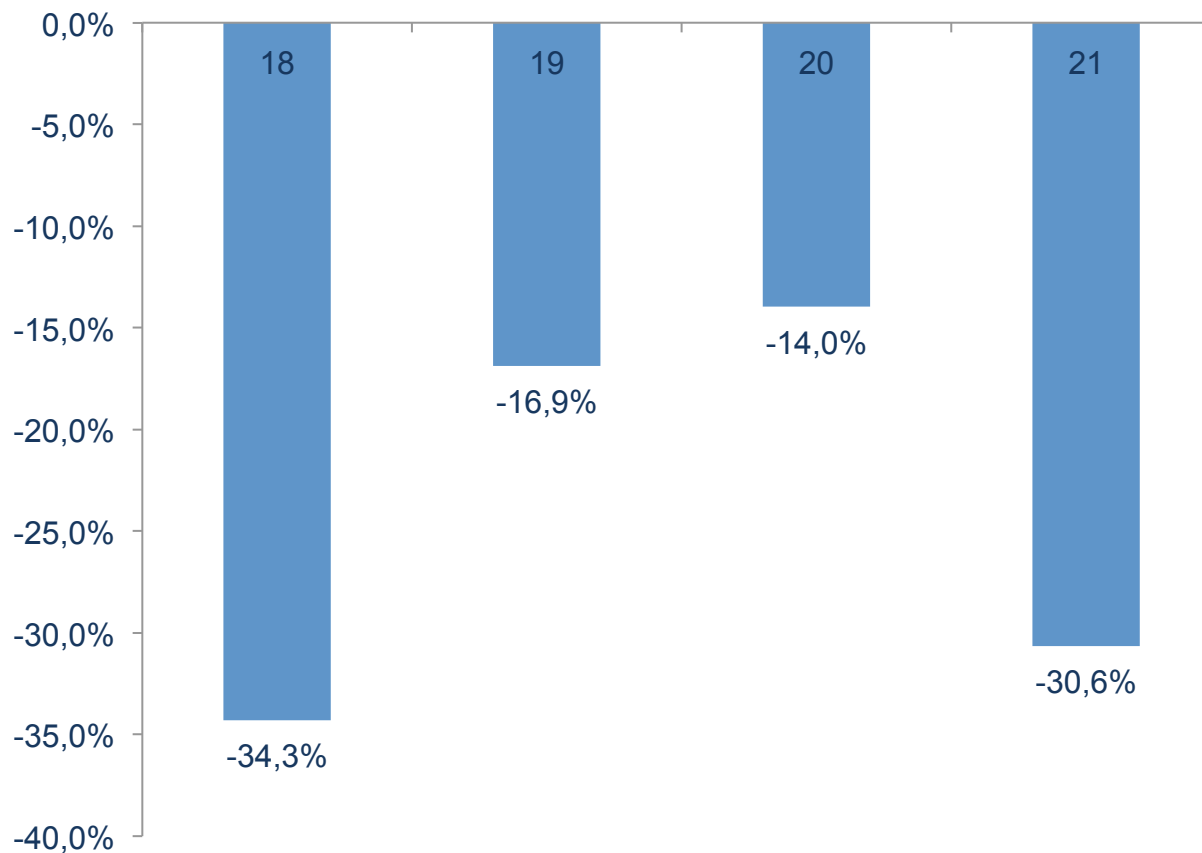
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 21. week



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

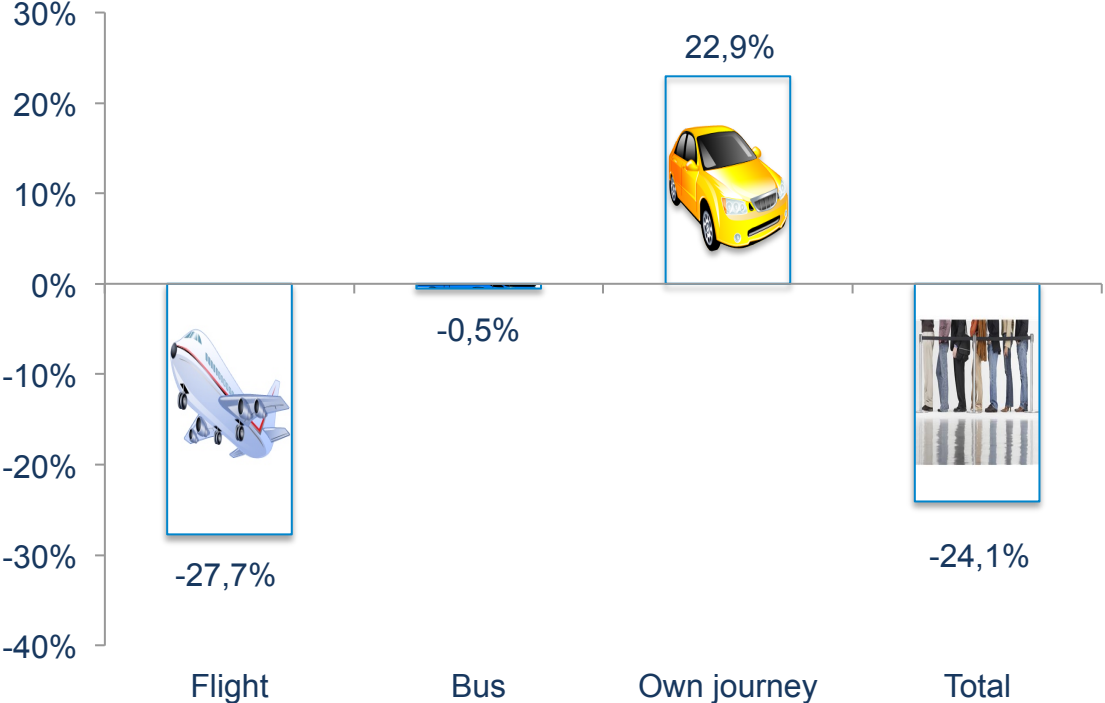
compared with 4 analogous weeks in tourist year 2014/2015.



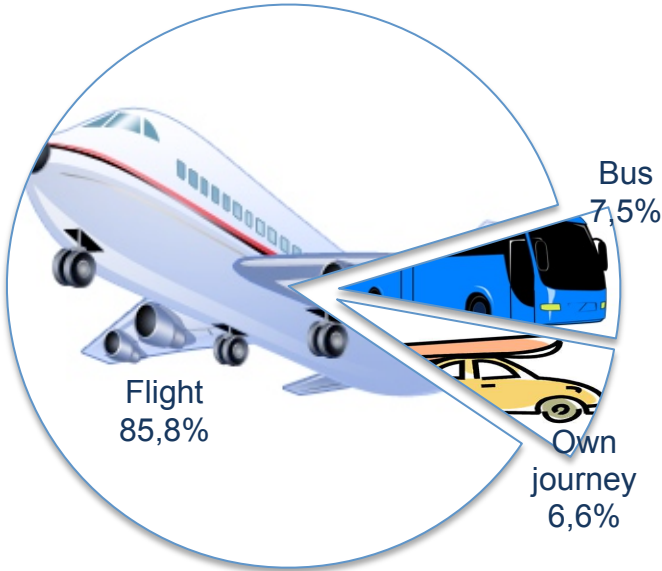
The sales trend of the last four weeks

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

Clients +/- %

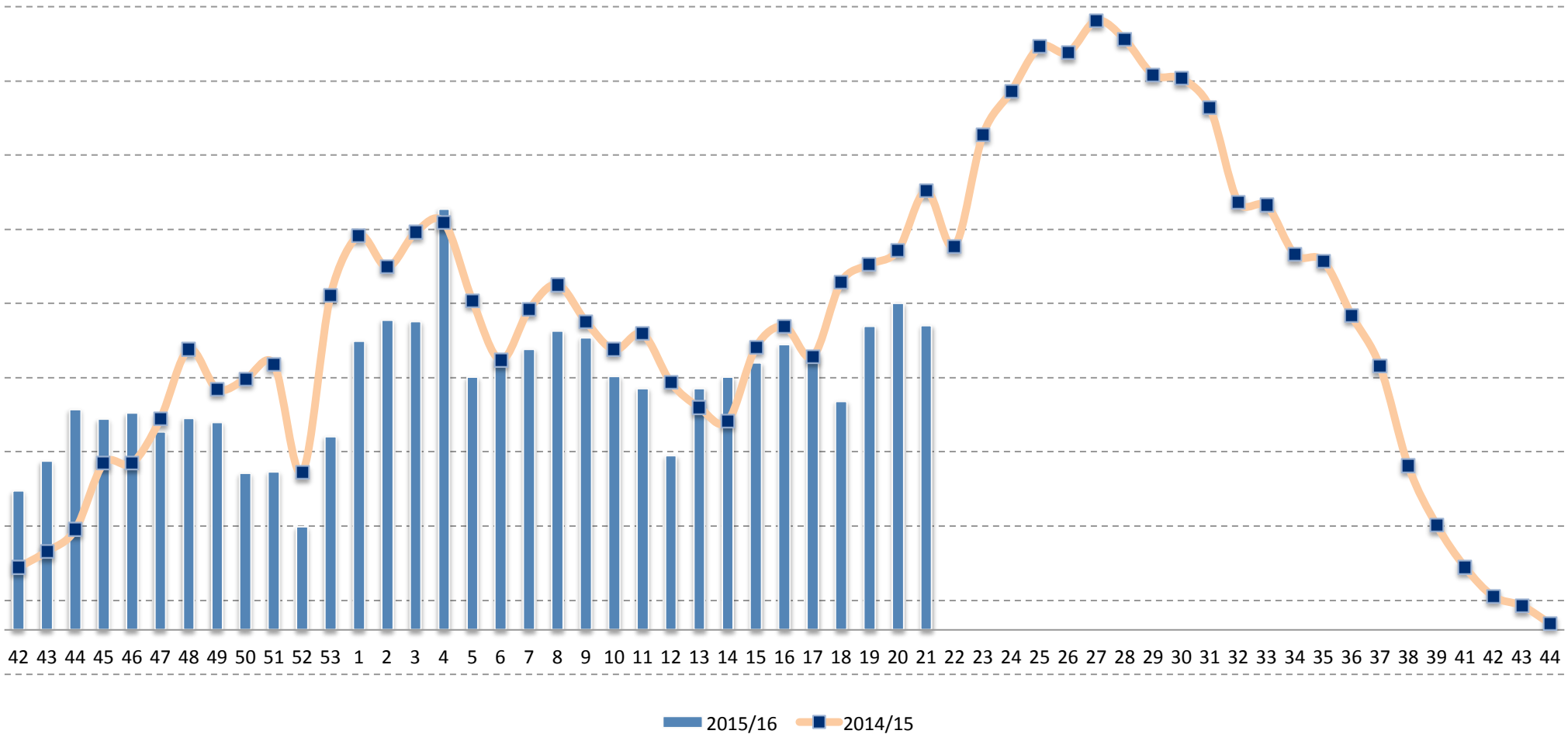


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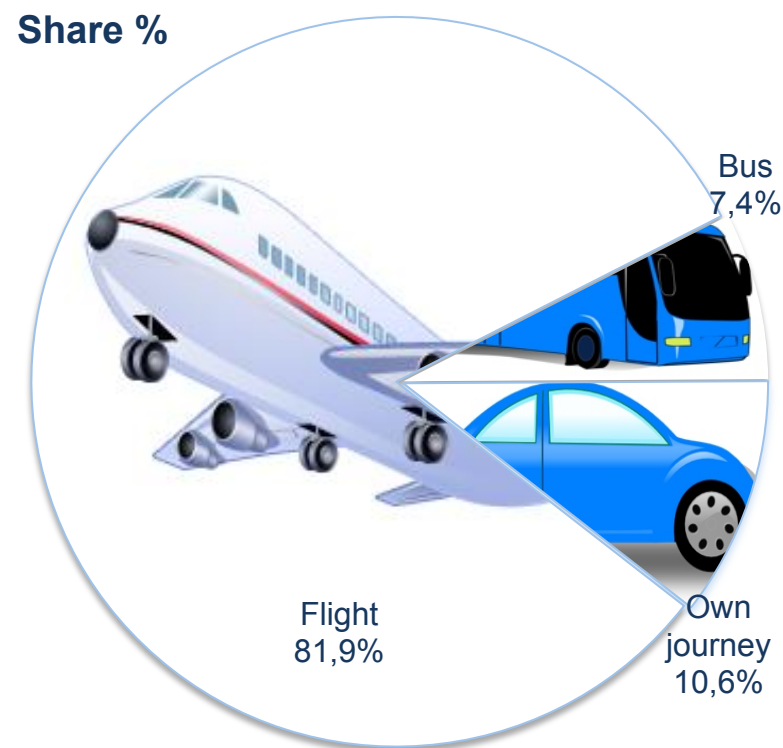
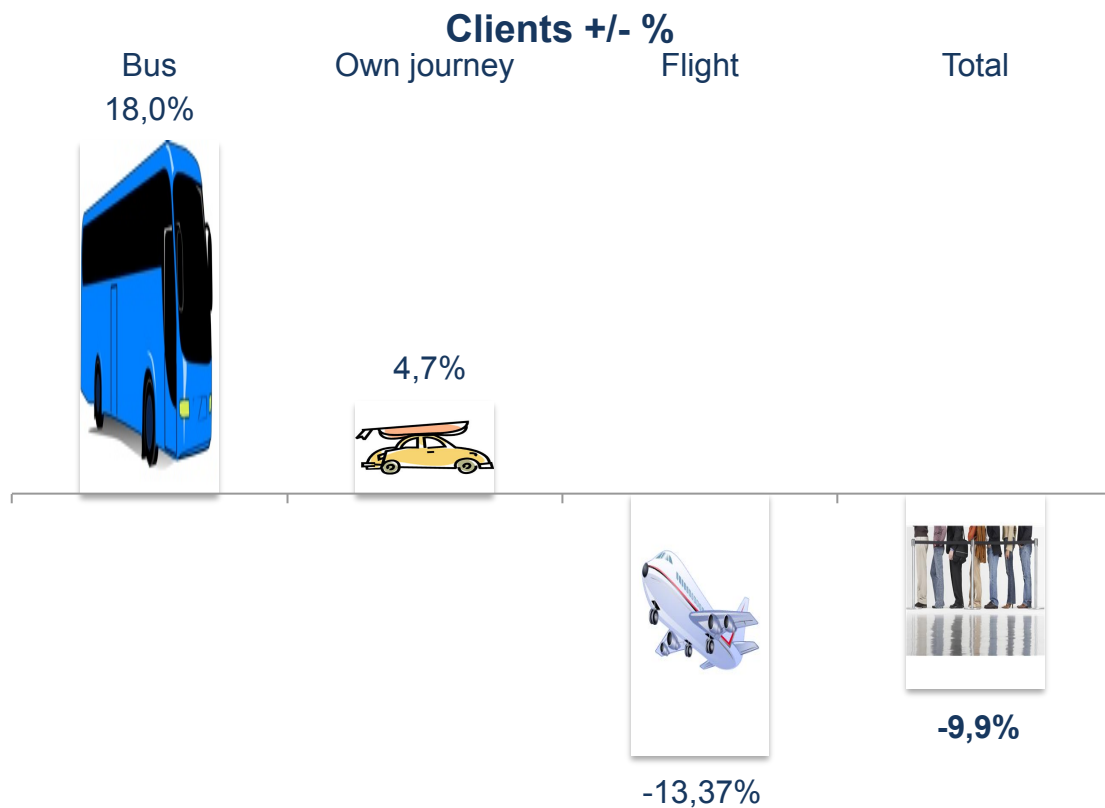
Weekly sales compared with the previous tourist year

Bookings weekly 15/16 vs. 14/15



Cumulative sales of 2015/16

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



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

Rank	Country	+/- % last year
1	Grecja	-3%
2	Hiszpania	50%
3	Bułgaria	78%
4	Włochy	49%
5	Turcja	-70%
6	Egipt	-73%
7	Portugalia	55%
8	Chorwacja	113%
9	Cypr	25%
10	Austria	120%
11	Albania	++
12	Kuba	92%
13	Emiraty Arabskie	++
14	Dominikana	104%
15	Polska	173%
16	Maroko	-41%
17	Tajlandia	31%
18	Wyspy Zielonego Przylądka	++
19	Czechy	136%
20	Francja	-23%

Rank	Destination	+/- % last year
1	Heraklion	-24%
2	Fuerteventura	10%
3	Zakynthos	0%
4	Burgas	9%
5	Teneryfa	-1%
6	Korfu	-19%
7	Antalya	-71%
8	Rodos	-36%
9	Chania	-10%
10	Hurghada	-72%
11	Gran Canaria	45%
12	Lanzarote	-9%
13	Majorka	10%
14	Madera	28%
15	Varna	27%
16	Marsa Alam	-58%
17	Barcelona	4%
18	Kos	-56%
19	Pafos	-13%
20	Bodrum	-73%



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