

Weekly report 22/2016

Data source: MerlinX*

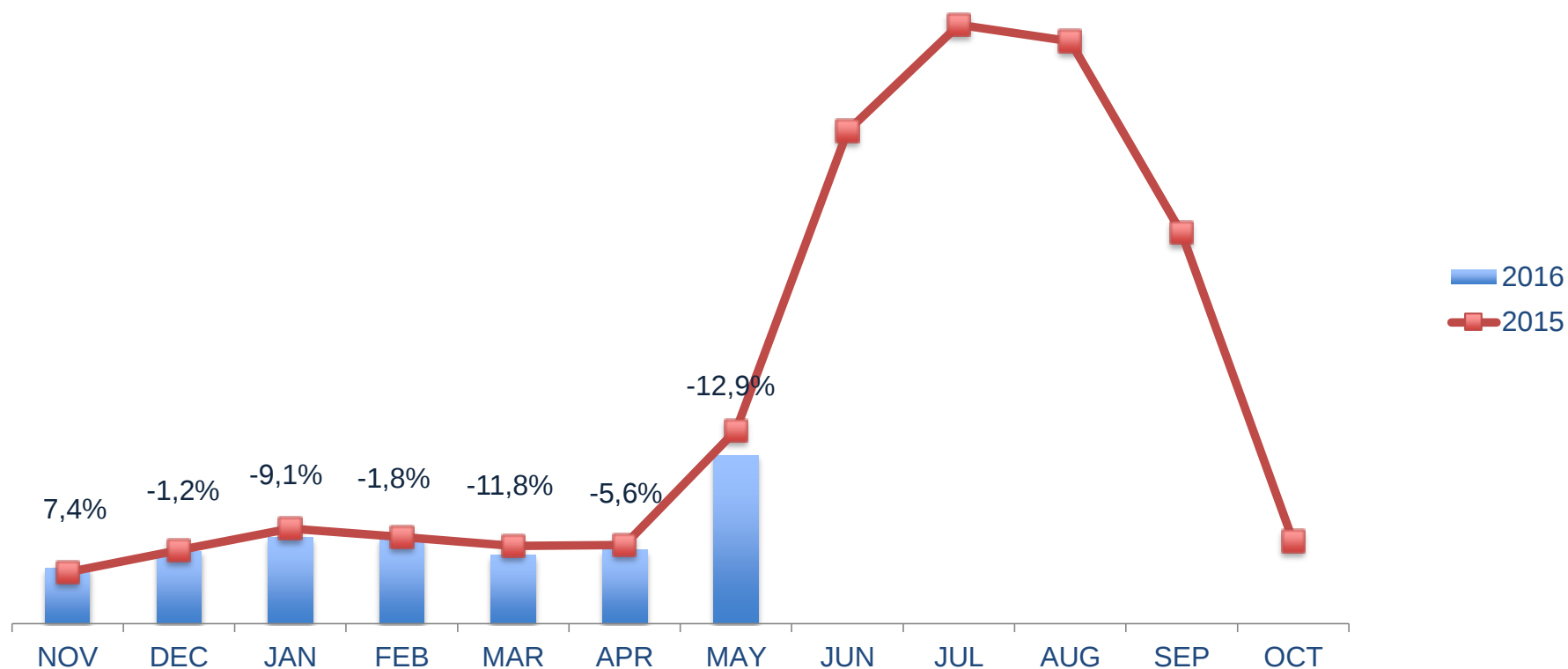
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

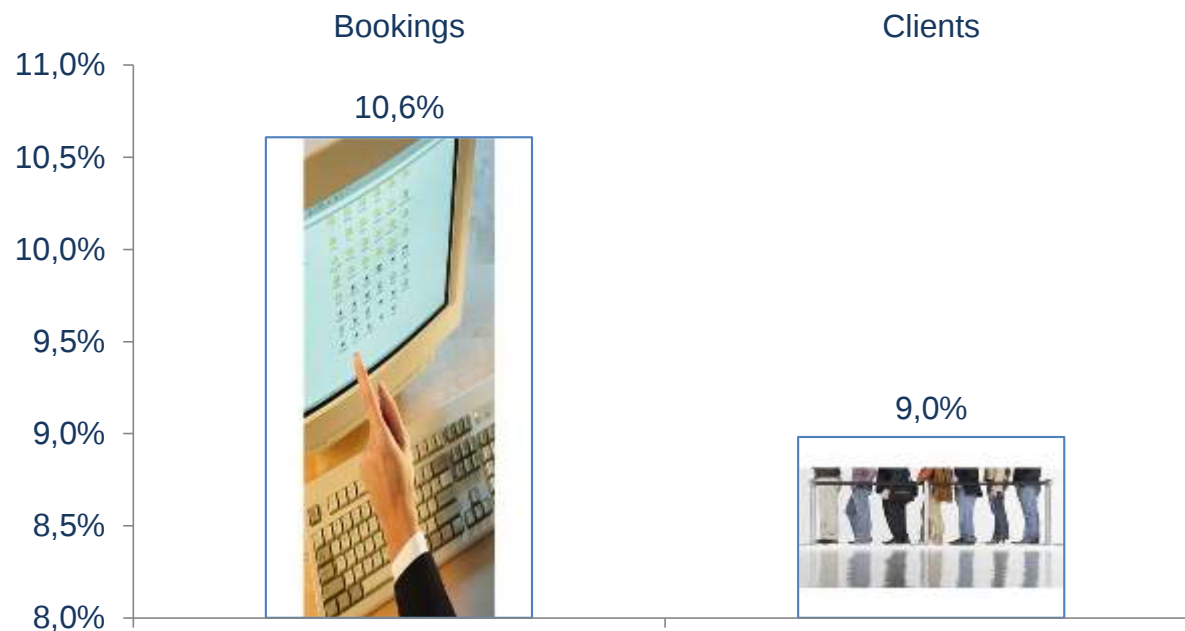
<http://www.merlinx.pl>

Monthly departures compared with the previous tourist year.



Last week – 22/2016, tours 01.11.15 – 31.10.16

compared with week 23. in 2015 r.



Last week – 22/2016, tours 01.11.15 – 31.10.16

compared with week 23. in 2015 r.

Clients
+/-%

Bus

14,0%



Own journey

20,5%

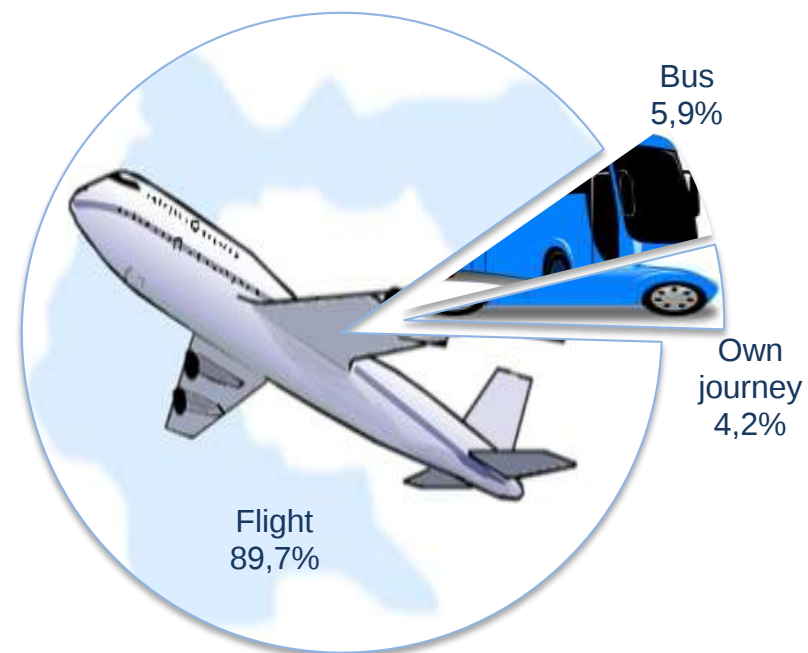


Flight

8,1%



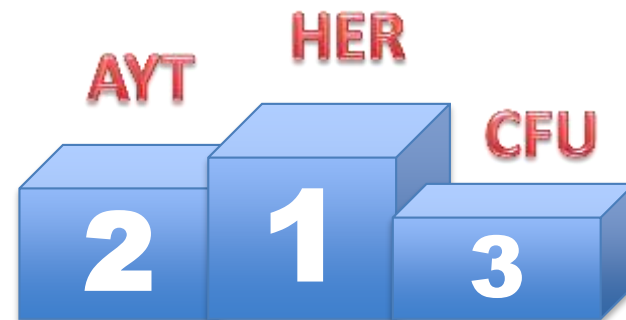
Share %



Ranking of the most popular countries & destinations in CW22

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	5 193	2 072
2	Antalya	5 214	2 023
3	Korfu	5 329	2 096
4	Rodos	4 586	1 895
5	Kos	5 895	2 276
6	Chania	5 139	2 177
7	Burgas	5 228	2 021
8	Majorka	6 344	2 692
9	Teneryfa	6 744	2 796
10	Fuerteventura	6 232	2 719
11	Gran Canaria	6 565	2 959
12	Bodrum	4 088	1 726
13	Barcelona	4 885	2 136
14	Lanzarote	6 800	2 854
15	Saloniki	3 758	1 677
16	Tirana	6 241	2 420
17	Madera	8 343	3 650
18	Pafos	7 234	3 001
19	Faro	6 713	2 882
20	Girona	5 210	2 229



Rank	Country	Price/booking	Price/person
1	Grecja	5 229	2 094
2	Hiszpania	6 295	2 682
3	Turcja	4 754	1 882
4	Bułgaria	4 630	1 883
5	Włochy	5 105	2 137
6	Chorwacja	4 582	1 865
7	Egipt	4 452	1 948
8	Albania	5 257	2 204
9	Portugalia	7 881	3 321
10	Cypr	6 985	2 910

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

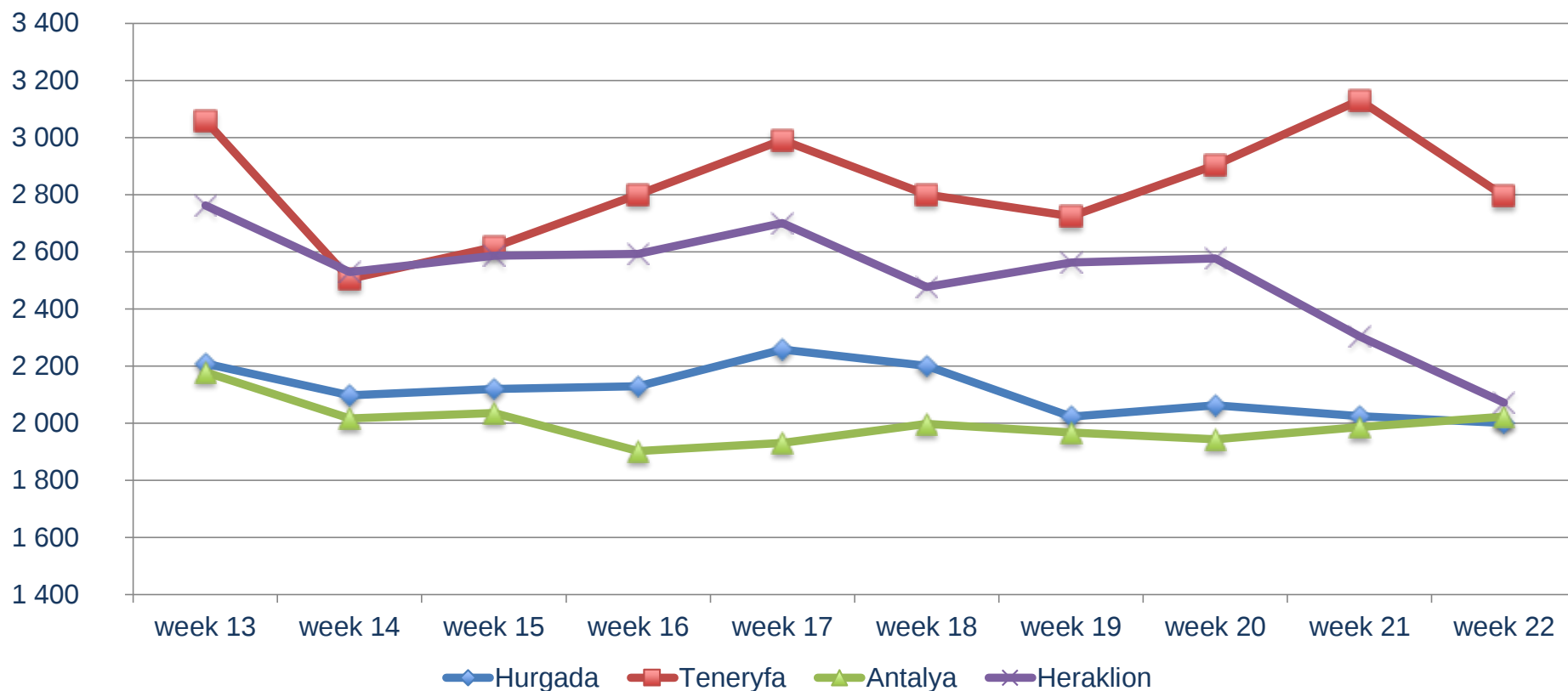
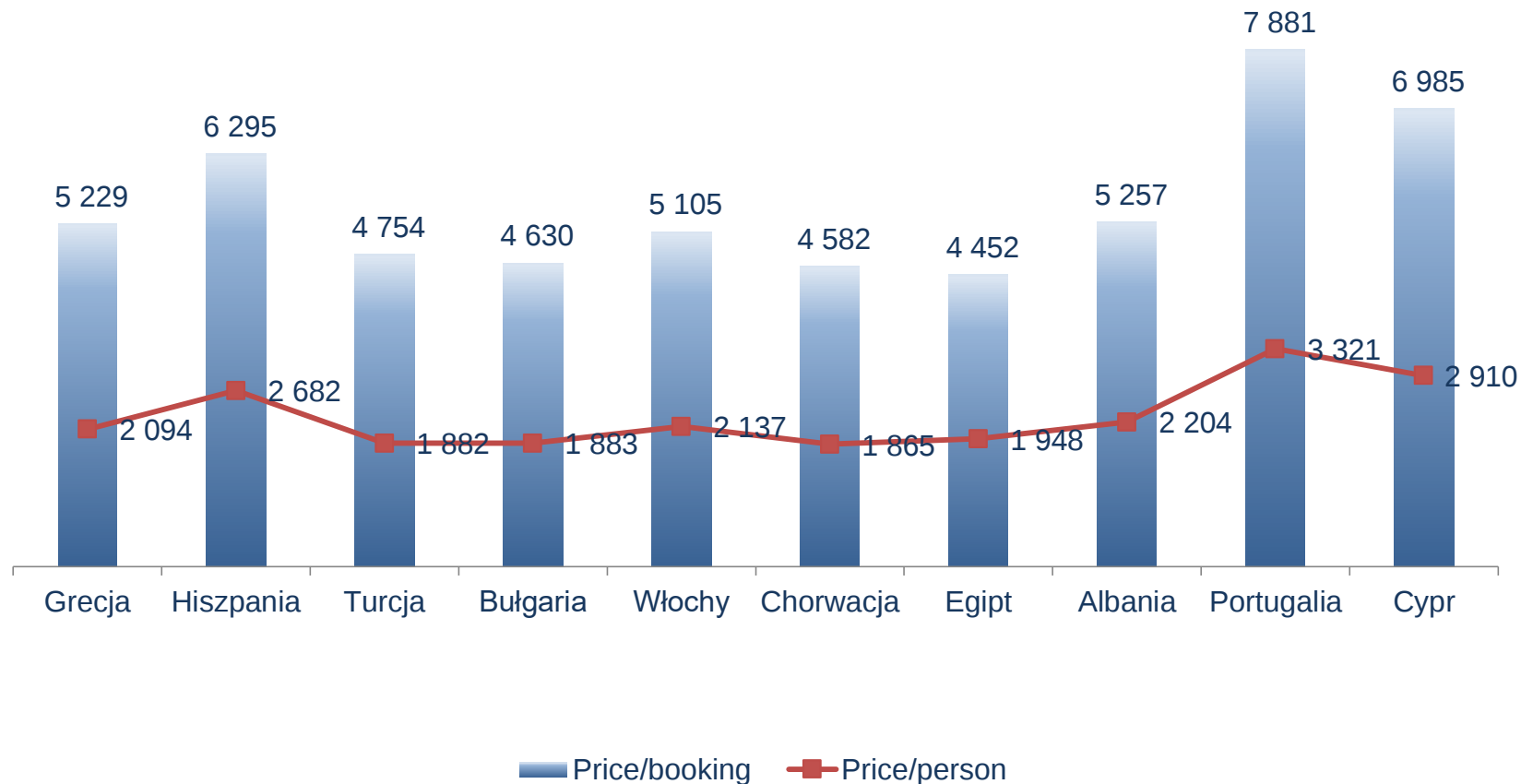


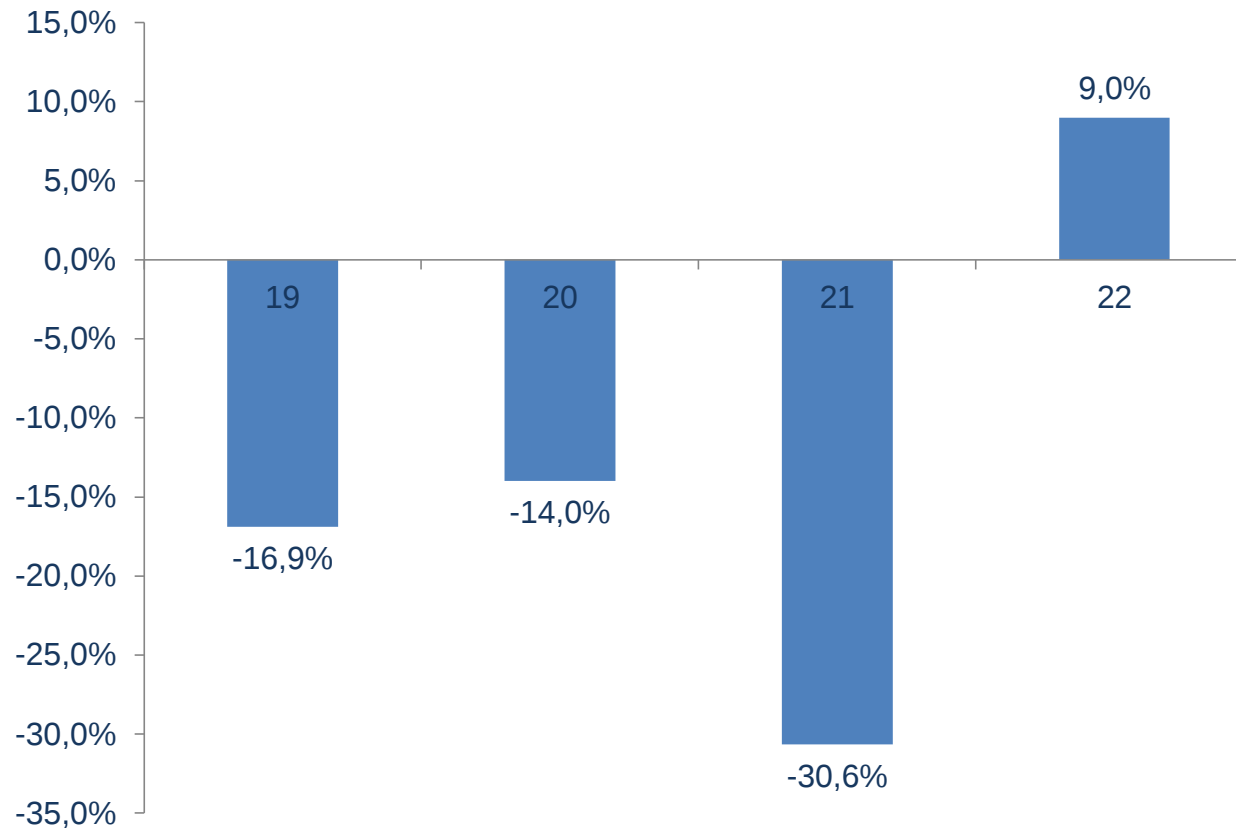
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 22. week



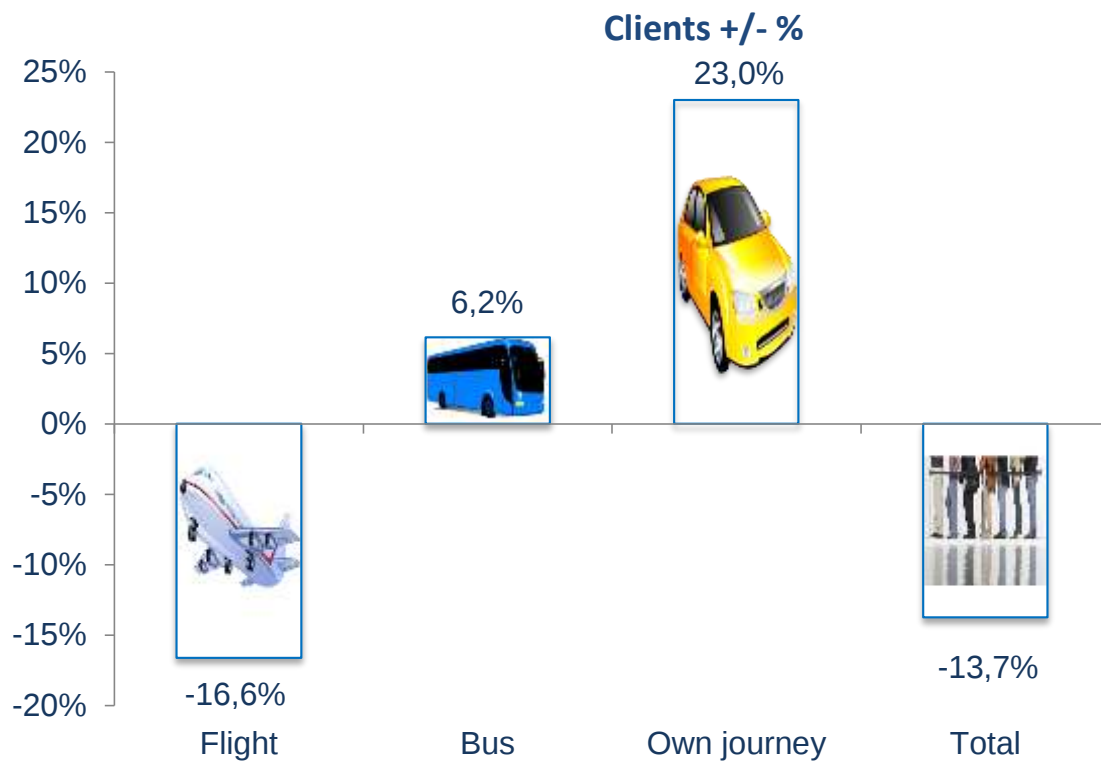
The last four weeks of sales of the tourist year 2015/16 - customers

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

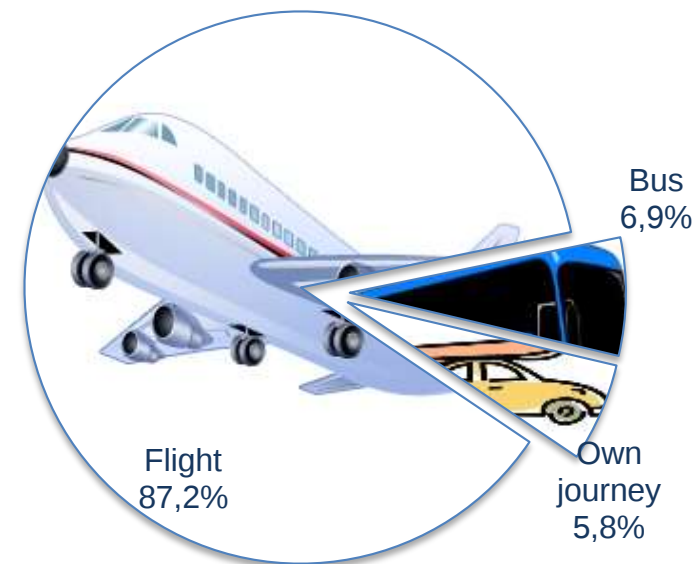


The sales trend of the last four weeks

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

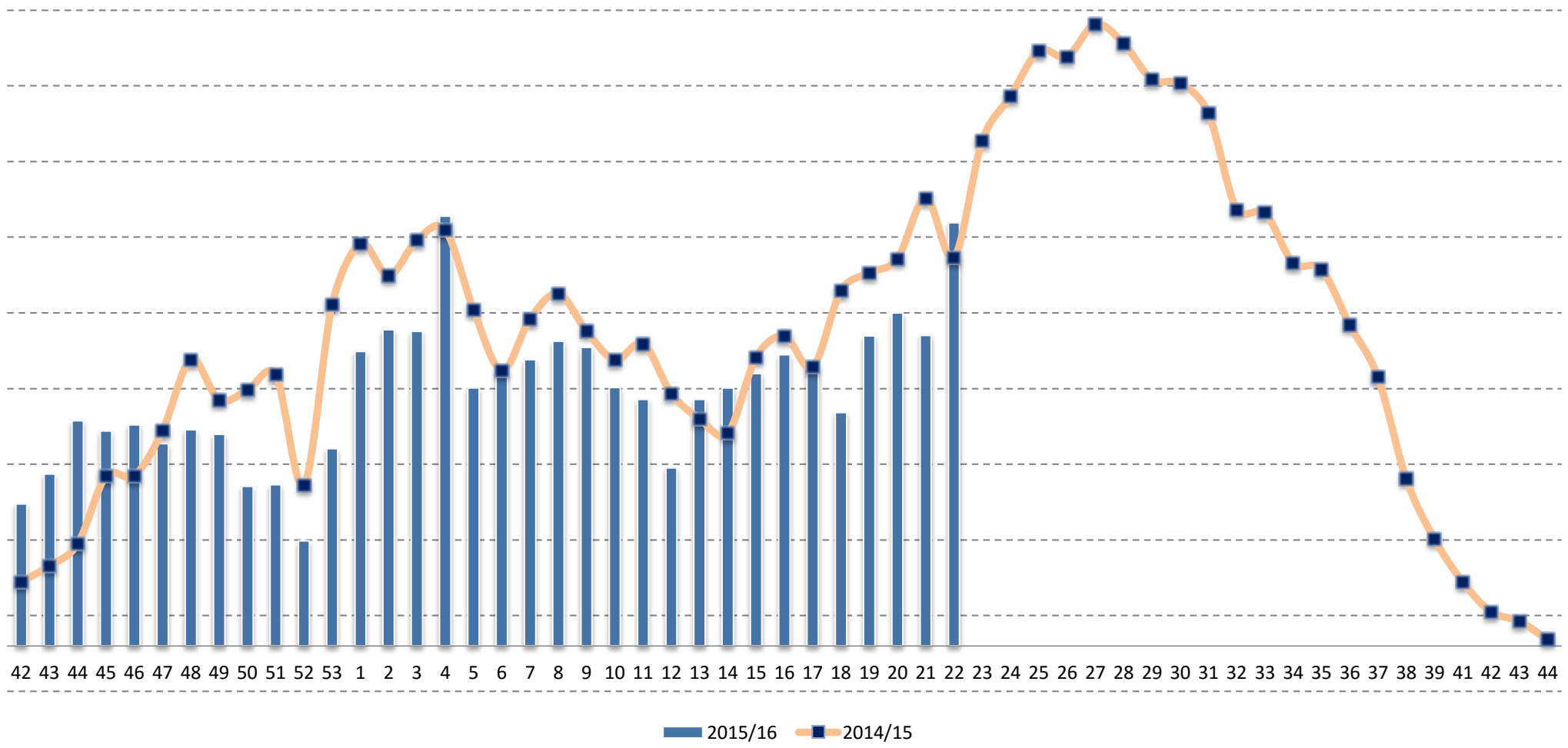


Share %



Weekly sales compared with the previous tourist year

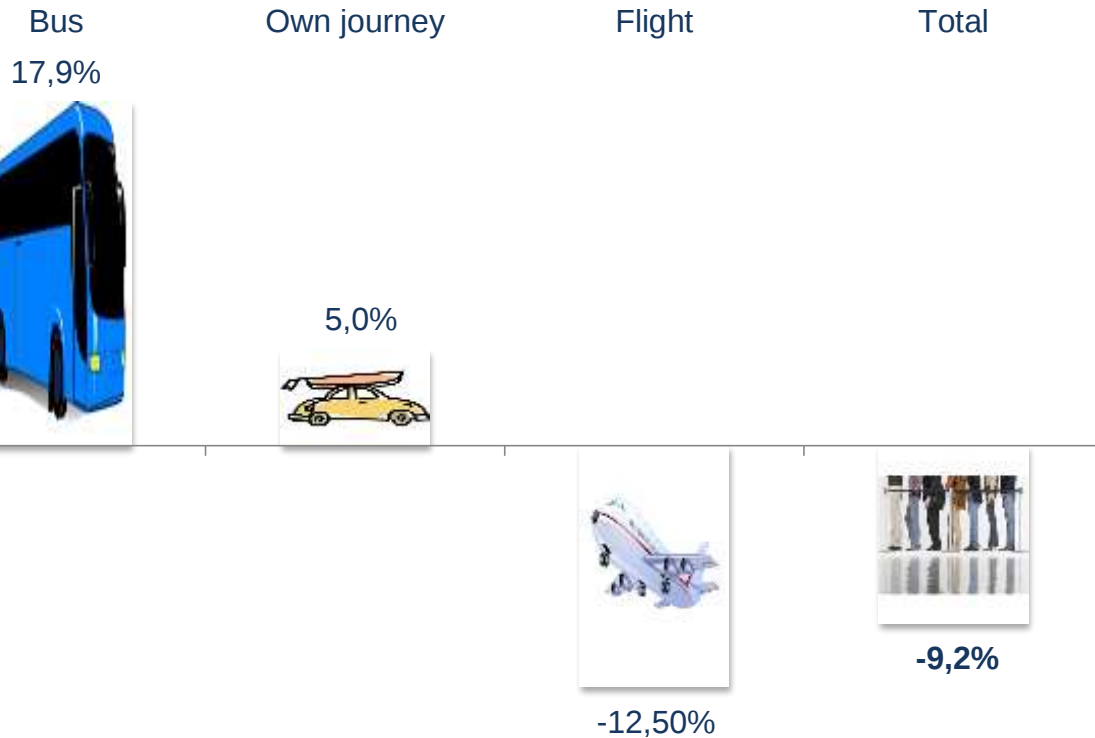
Bookings weekly 15/16 vs. 14/15



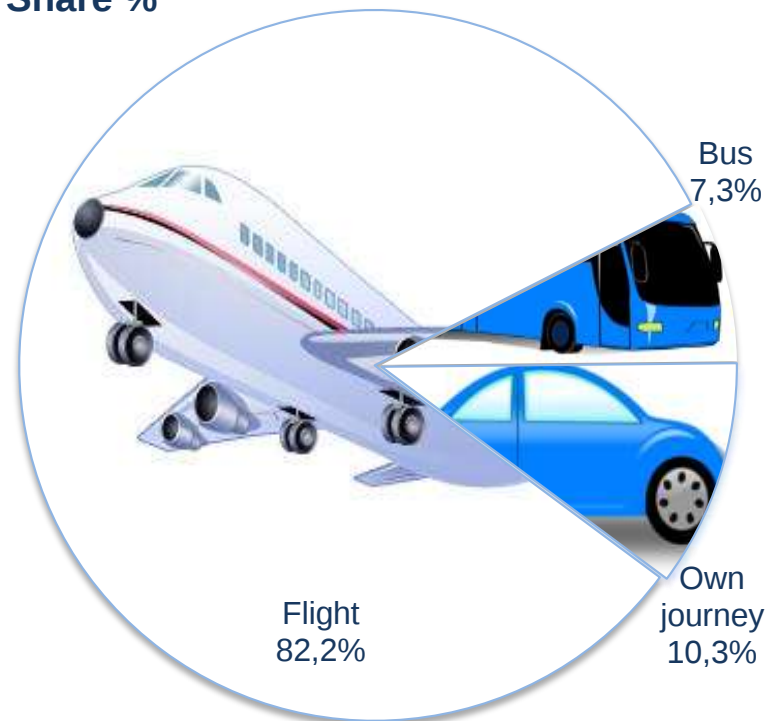
Cumulative sales of 2015/16

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	-1%
2	Hiszpania	51%
3	Bułgaria	72%
4	Włochy	50%
5	Turcja	-68%
6	Egipt	-73%
7	Portugalia	50%
8	Chorwacja	112%
9	Cypr	24%
10	Albania	++
11	Austria	120%
12	Kuba	92%
13	Emiraty Arabskie	++
14	Dominikana	104%
15	Polska	175%
16	Maroko	-42%
17	Tajlandia	31%
18	Wyspy Zielonego Przylądka	++
19	Czechy	139%
20	Francja	-24%

Rank	Destination	+/- % last year
1	Heraklion	-21%
2	Fuerteventura	9%
3	Zakynthos	-1%
4	Korfu	-17%
5	Burgas	6%
6	Teneryfa	-1%
7	Antalya	-69%
8	Rodos	-34%
9	Chania	-10%
10	Hurghada	-72%
11	Gran Canaria	47%
12	Majorka	9%
13	Lanzarote	-7%
14	Varna	22%
15	Madera	24%
16	Marsa Alam	-58%
17	Kos	-54%
18	Barcelona	3%
19	Bodrum	-72%
20	Pafos	-13%



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