

Weekly report 26/2016

Data source: MerlinX*

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

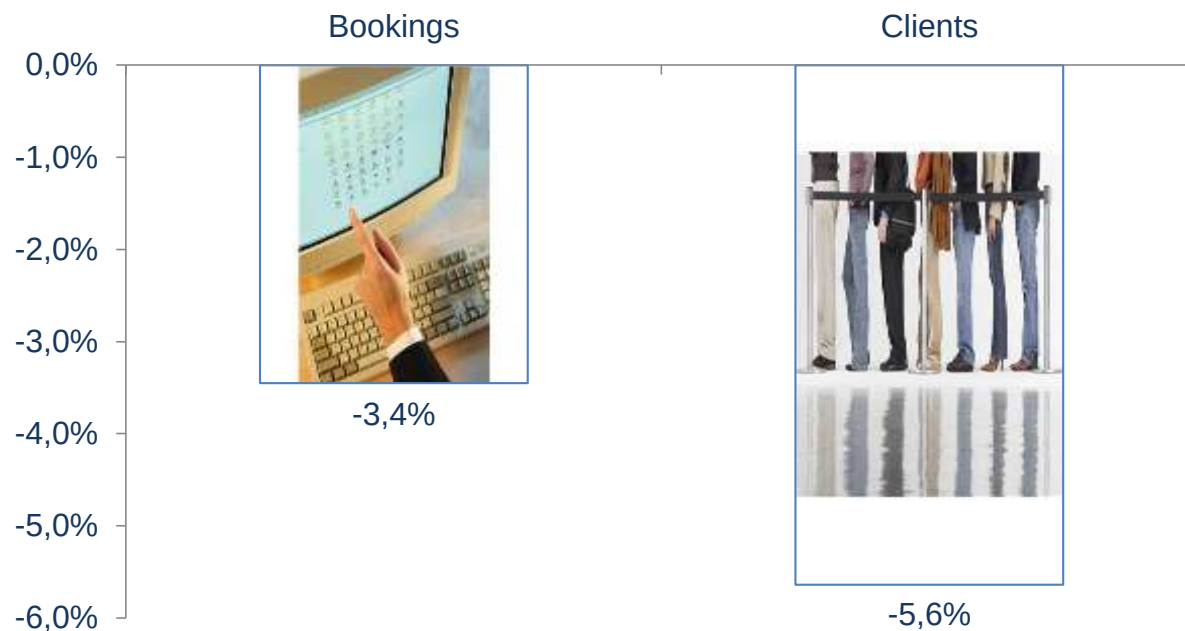
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 26/2016, tours 01.11.15 – 31.10.16

compared with week 27. in 2015 r.



Last week – 26/2016, tours 01.11.15 – 31.10.16

compared with week 27. in 2015 r.

Clients +/-%

Bus



-9,7%

Own journey

7,3%

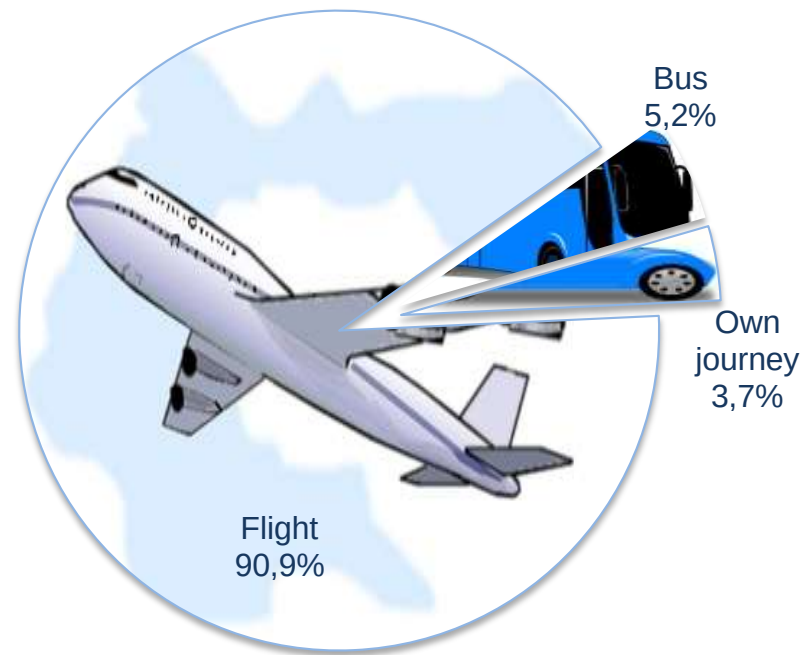


Flight



-5,9%

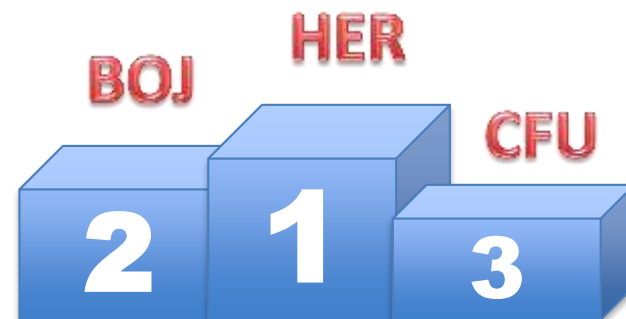
Share %



Ranking of the most popular countries & destinations in CW26

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 564	2 566
2	Burgas	4 744	1 848
3	Korfu	6 806	2 583
4	Rodos	6 399	2 501
5	Zakynthos	6 383	2 461
6	Varna	4 414	1 774
7	Antalya	5 812	2 200
8	Chania	6 482	2 628
9	Majorka	6 869	2 908
10	Kos	7 051	2 721
11	Saloniki	2 973	2 019
12	Fuerteventura	7 734	3 099
13	Kefalonia	6 195	2 188
14	Barcelona	6 506	2 607
15	Bodrum	5 549	2 106
16	Gran Canaria	8 070	3 325
17	Teneryfa	8 443	3 380
18	Tirana	4 617	1 984
19	Madera	6 363	2 948
20	Palermo	6 115	2 536



Rank	Country	Price/booking	Price/person
1	Grecja	6 138	2 482
2	Hiszpania	7 137	2 948
3	Bułgaria	4 494	1 784
4	Turcja	5 565	2 123
5	Włochy	5 692	2 294
6	Chorwacja	5 028	2 563
7	Albania	4 315	1 890
8	Portugalia	6 613	3 023
9	Egipt	5 686	2 356
10	Cypr	6 186	2 548

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

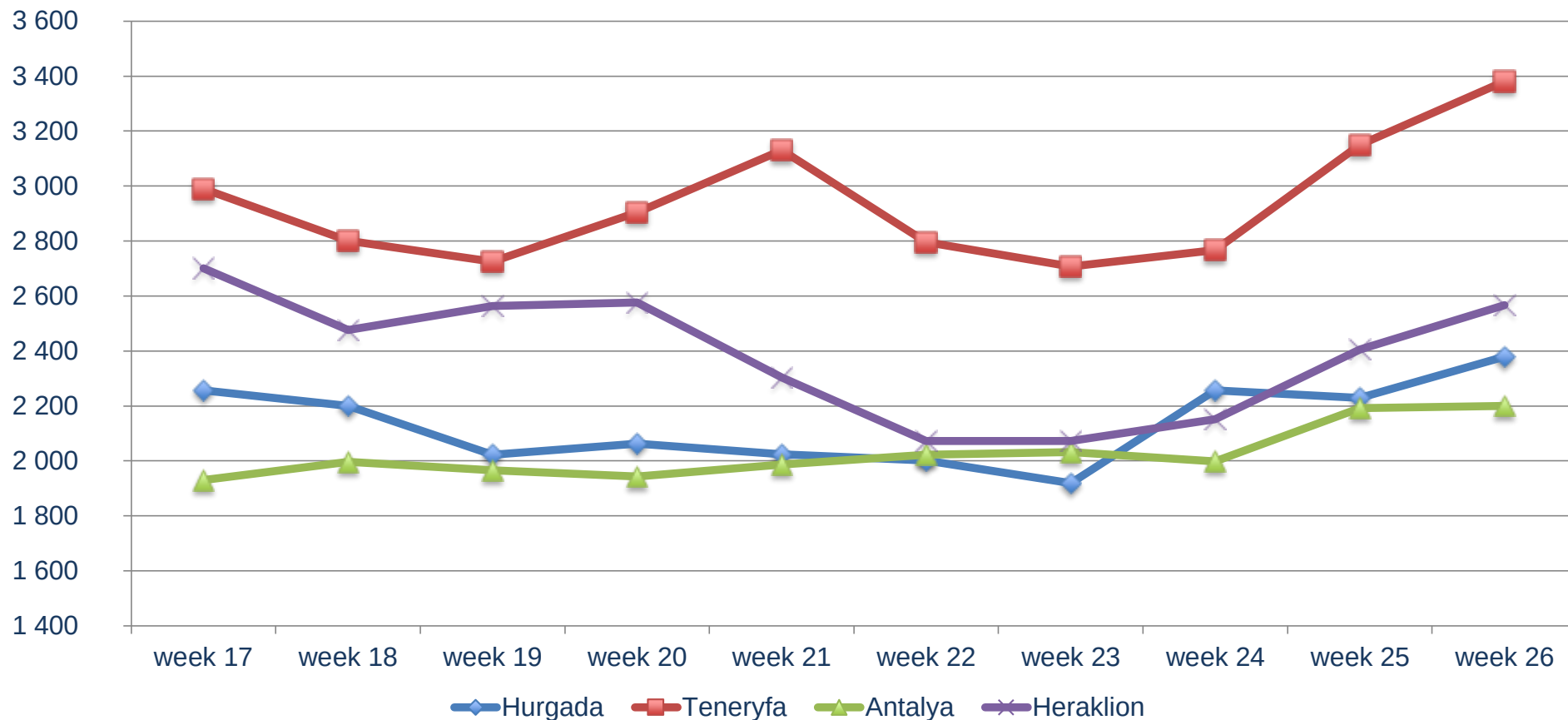
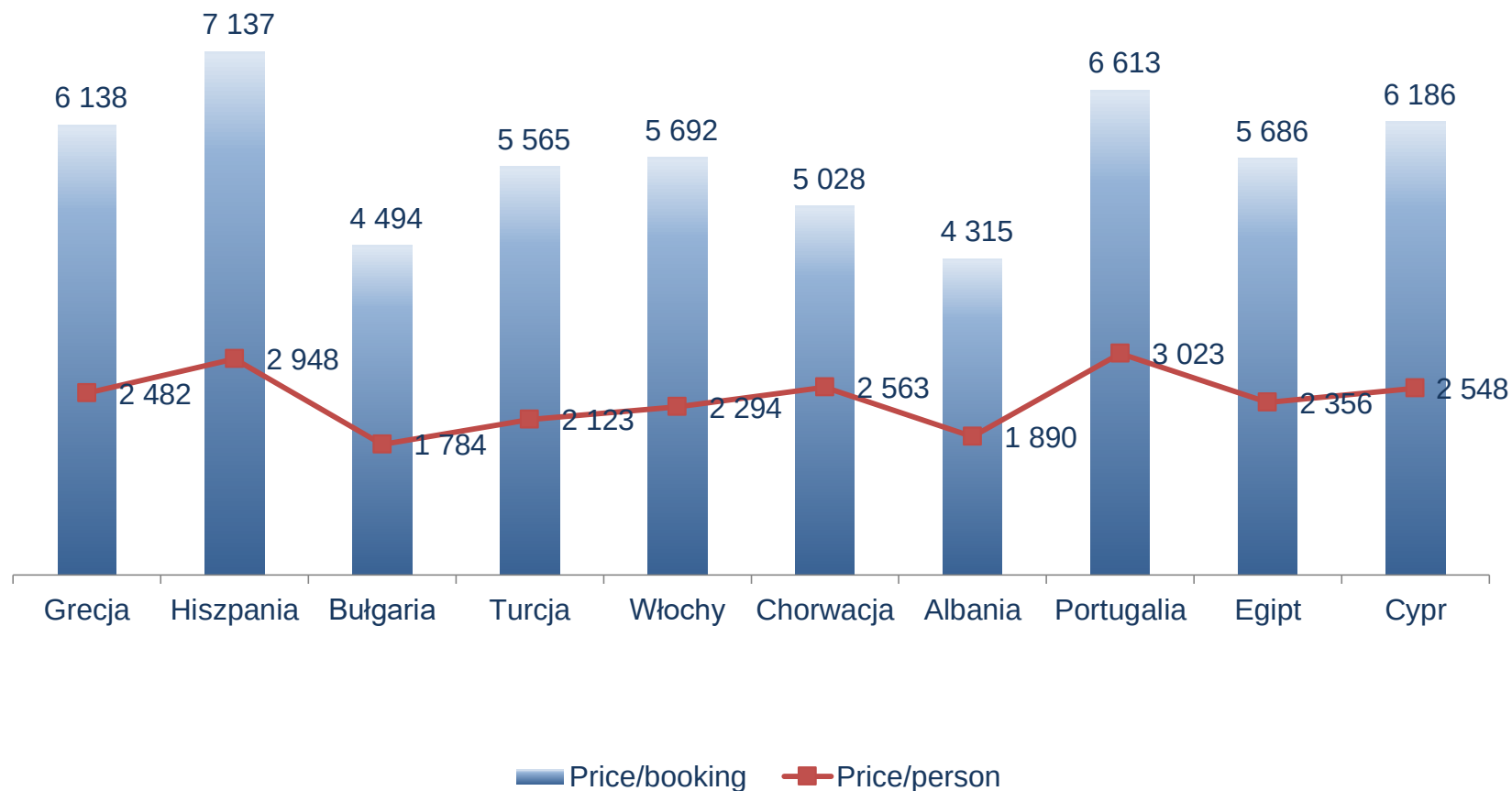


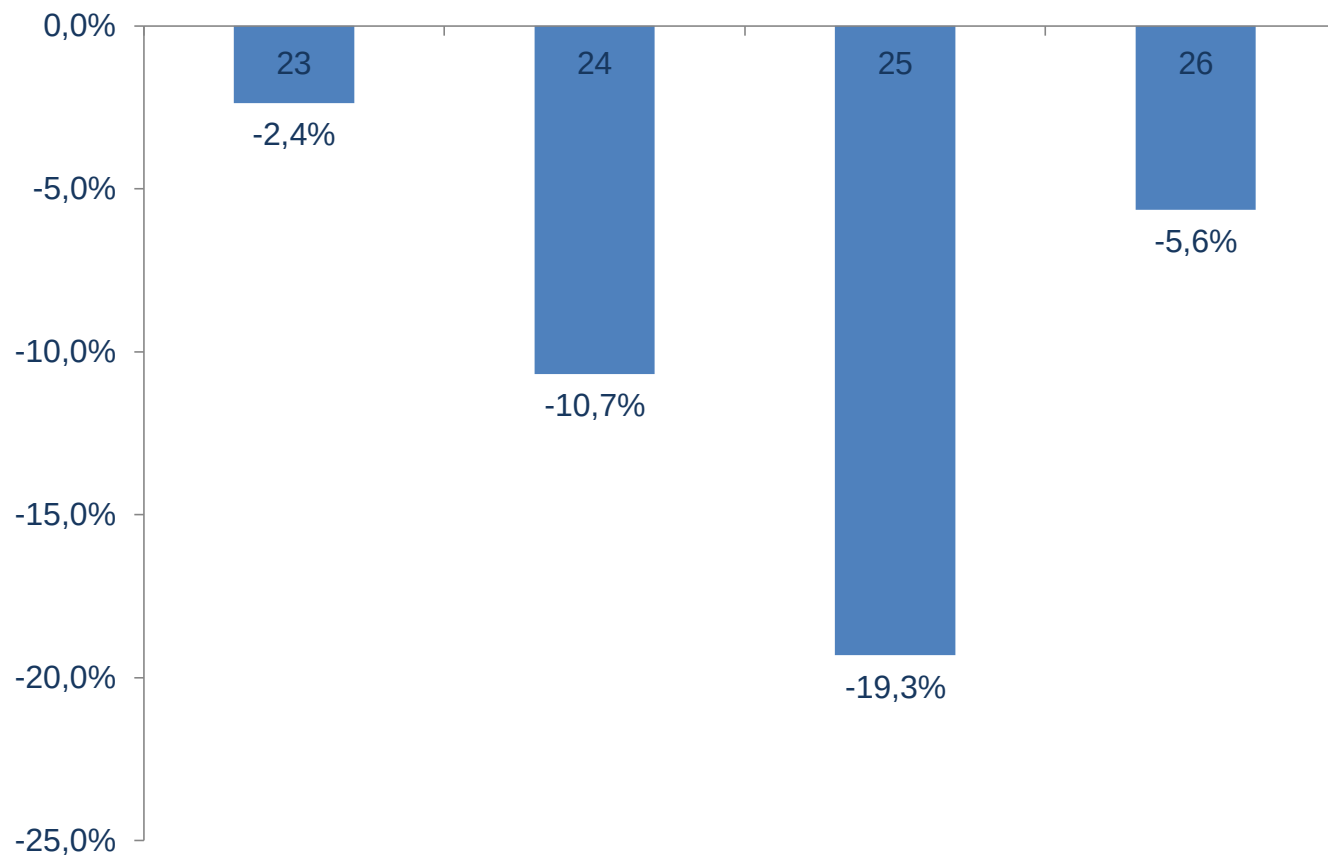
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 26. week



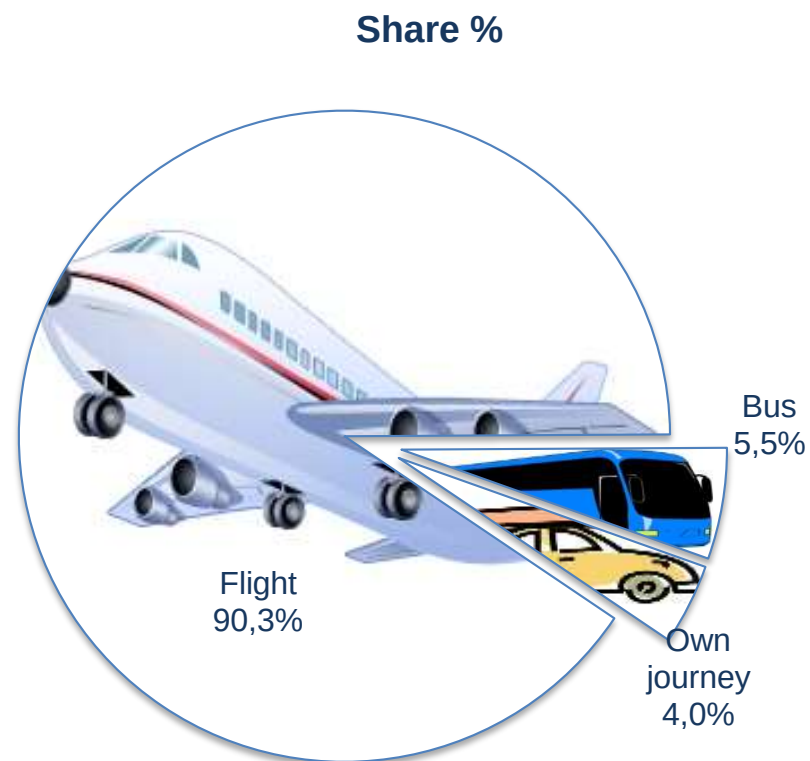
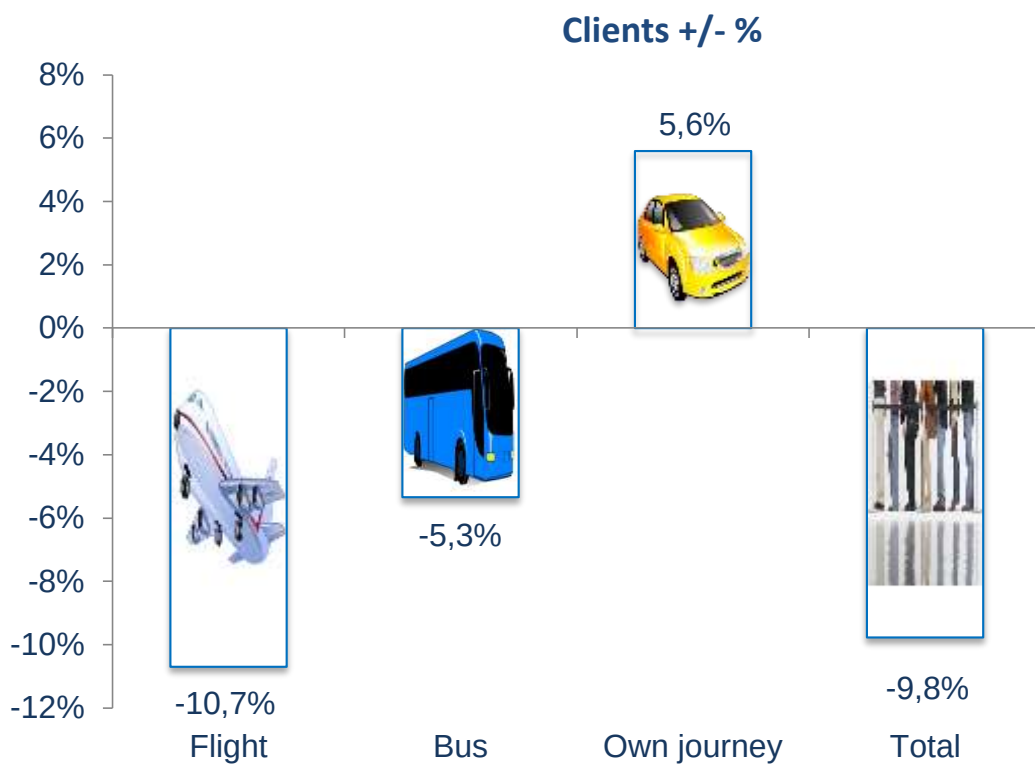
The last four weeks of sales of the tourist year 2015/16 - customers

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



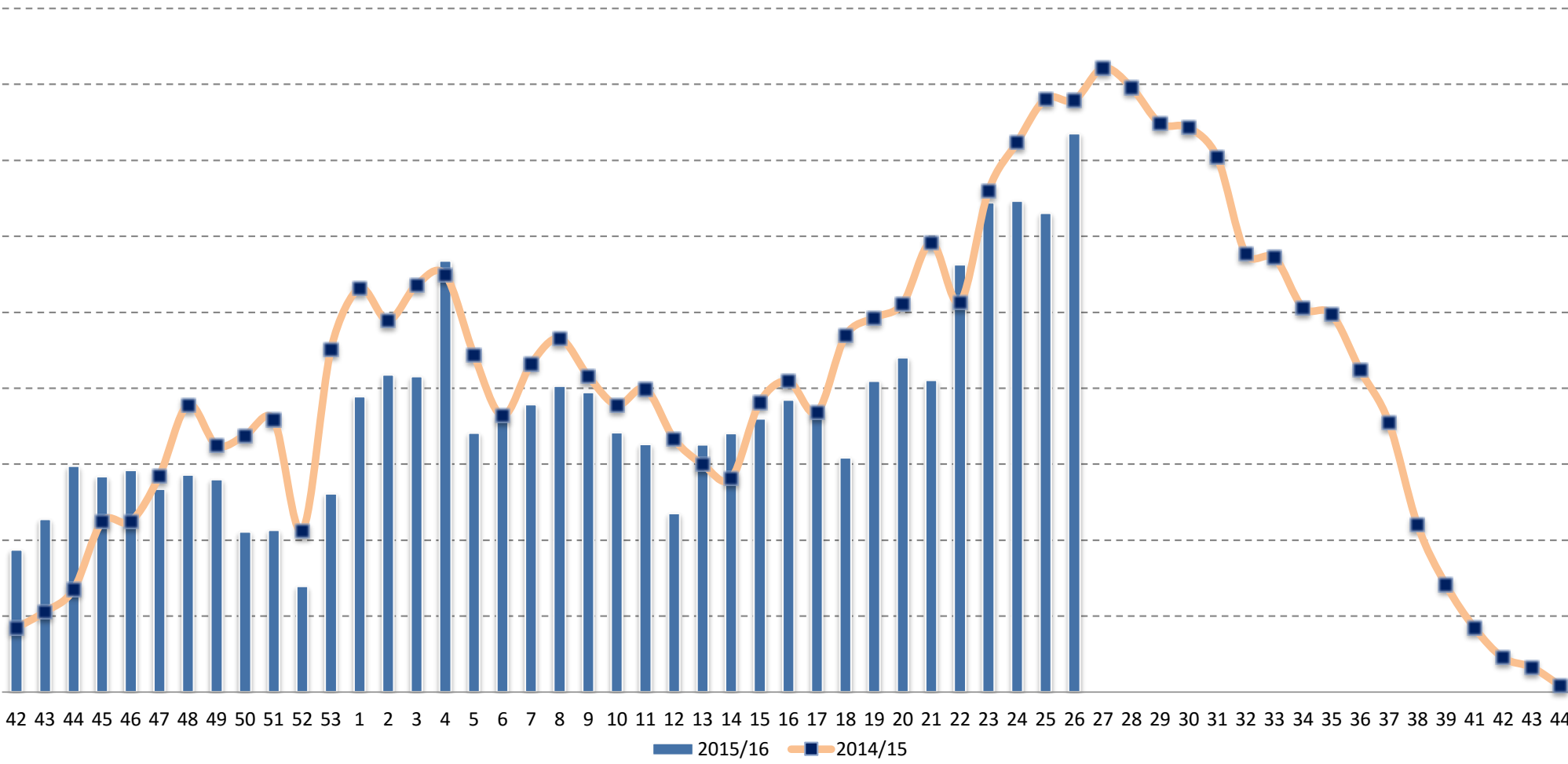
The sales trend of the last four weeks

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 +/- %

Bus

14,0%



Own journey

4,9%



Flight



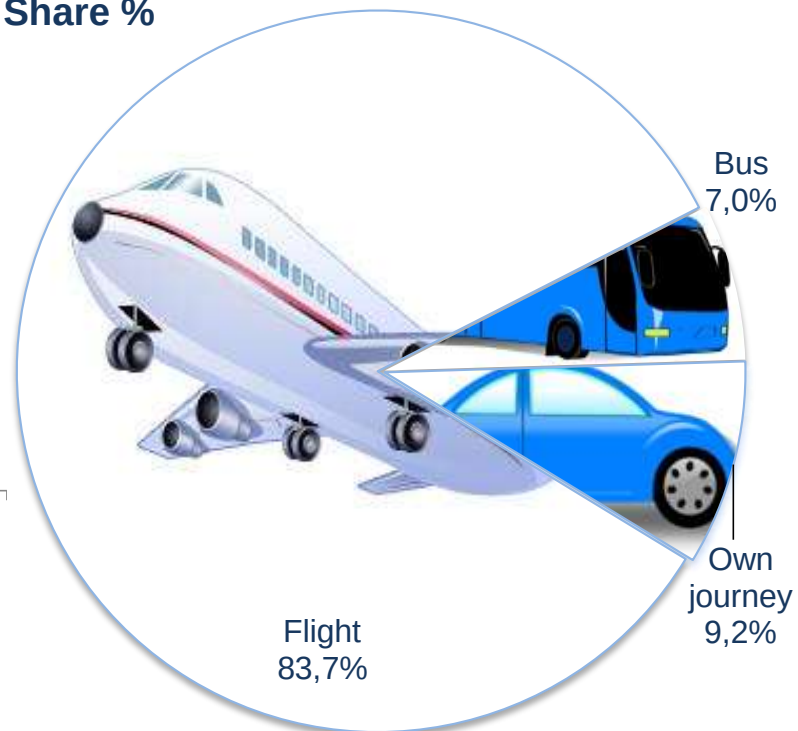
-12,13%

Total



-9,3%

Share %



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

Rank	Country	+/- % last year
1	Grecja	2%
2	Hiszpania	42%
3	Bułgaria	44%
4	Włochy	49%
5	Turcja	-65%
6	Egipt	-73%
7	Chorwacja	102%
8	Portugalia	30%
9	Cypr	17%
10	Albania	++
11	Austria	122%
12	Kuba	90%
13	Polska	152%
14	Emiraty Arabskie	++
15	Dominikana	103%
16	Maroko	-45%
17	Tajlandia	30%
18	Wyspy Zielonego Przylądka	++
19	Czechy	136%
20	Francja	-27%

Rank	Destination	+/- % last year
1	Heraklion	-14%
2	Zakynthos	-3%
3	Korfu	-9%
4	Burgas	-7%
5	Fuerteventura	4%
6	Antalya	-66%
7	Rodos	-27%
8	Teneryfa	-4%
9	Chania	-12%
10	Varna	8%
11	Majorka	1%
12	Gran Canaria	39%
13	Hurghada	-72%
14	Kos	-50%
15	Lanzarote	-7%
16	Madera	10%
17	Marsa Alam	-59%
18	Barcelona	-7%
19	Bodrum	-70%
20	Pafos	-18%



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