

Weekly report 28/2016

Data source: MerlinX*

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

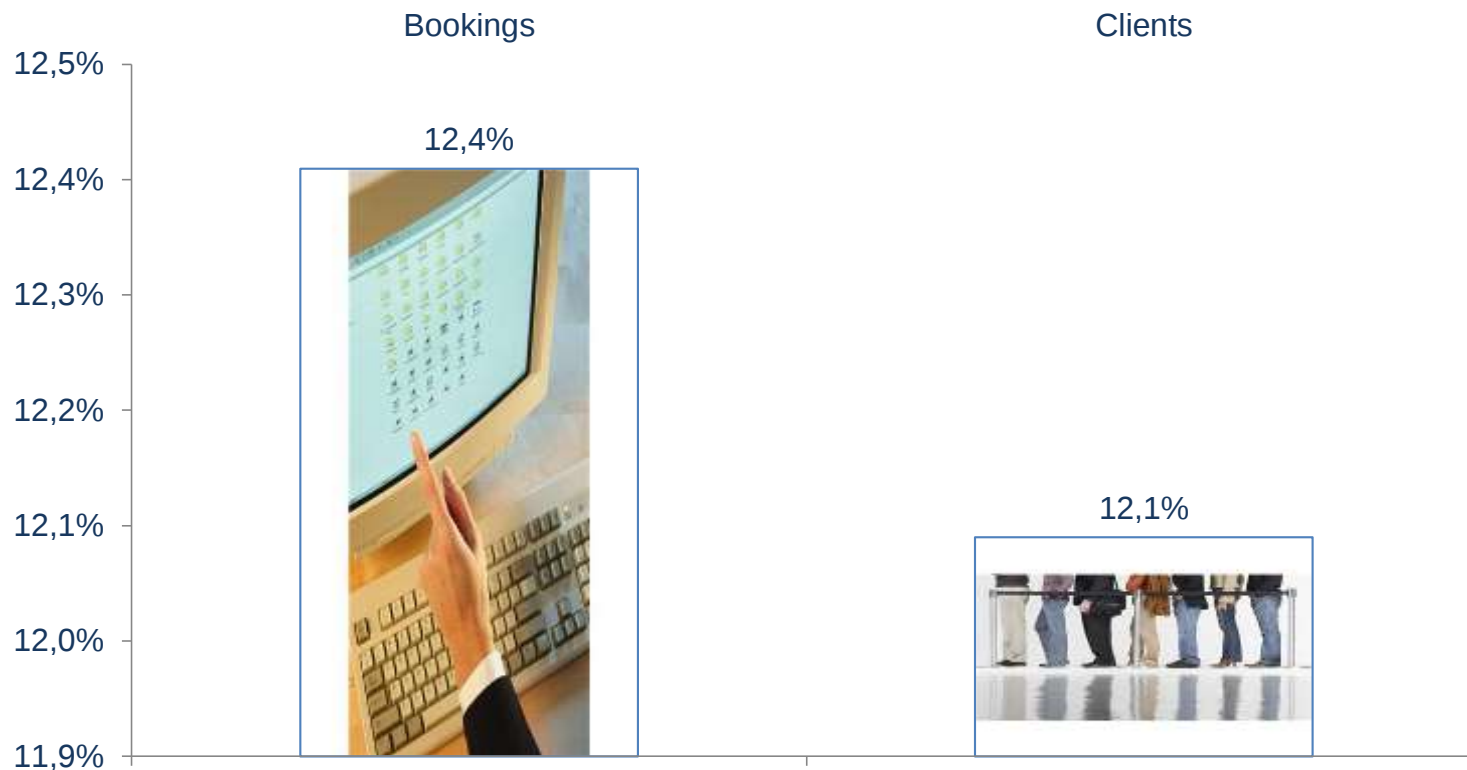
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 28/2016, tours 01.11.15 – 31.10.16

compared with week 29. in 2015 r.



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compared with week 29. in 2015 r.

Clients +/-%

Bus

Own journey

Flight

13,4%

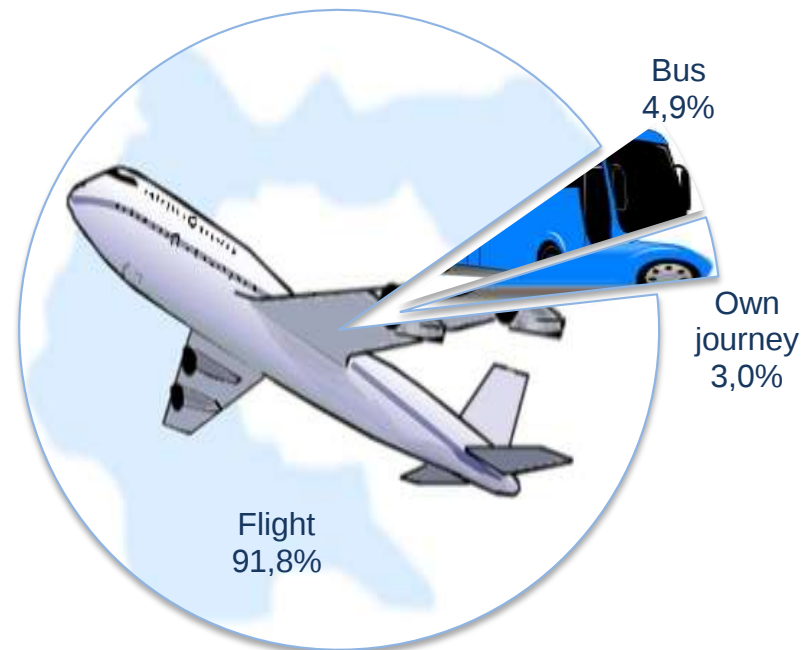


0,7%



-4,7%

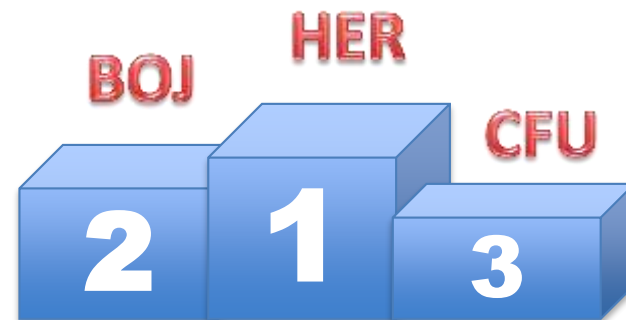
Share %



Ranking of the most popular countries & destinations in CW28

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 627	2 608
2	Burgas	5 102	1 990
3	Korfu	7 067	2 699
4	Rodos	6 965	2 683
5	Zakynthos	6 999	2 715
6	Antalya	5 926	2 231
7	Varna	4 722	1 939
8	Kos	7 601	2 879
9	Chania	6 944	2 856
10	Majorka	7 027	3 028
11	Saloniki	6 083	2 330
12	Barcelona	6 592	2 633
13	Bodrum	5 840	2 330
14	Teneryfa	7 424	3 132
15	Fuerteventura	7 654	3 136
16	Kefalonia	7 062	2 561
17	Ateny	6 808	2 471
18	Hurghada	5 290	2 201
19	Gran Canaria	7 550	3 212
20	Marsa Alam	5 682	2 465



Rank	Country	Price/booking	Price/person
1	Grecja	6 994	2 678
2	Hiszpania	7 500	3 091
3	Bułgaria	4 929	1 938
4	Turcja	5 946	2 265
5	Włochy	5 933	2 453
6	Chorwacja	4 185	1 713
7	Egipt	5 543	2 334
8	Albania	5 011	2 193
9	Portugalia	7 189	3 201
10	Cypr	7 477	3 022

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

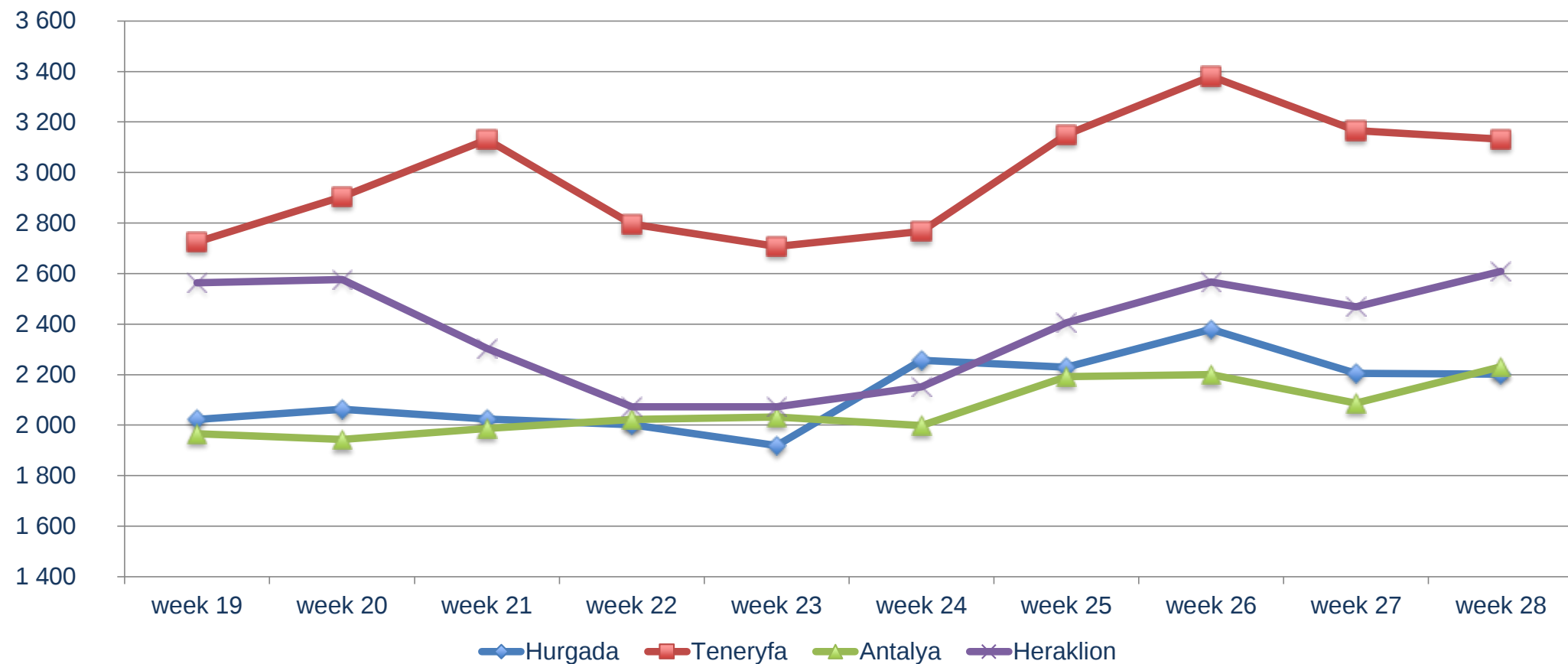
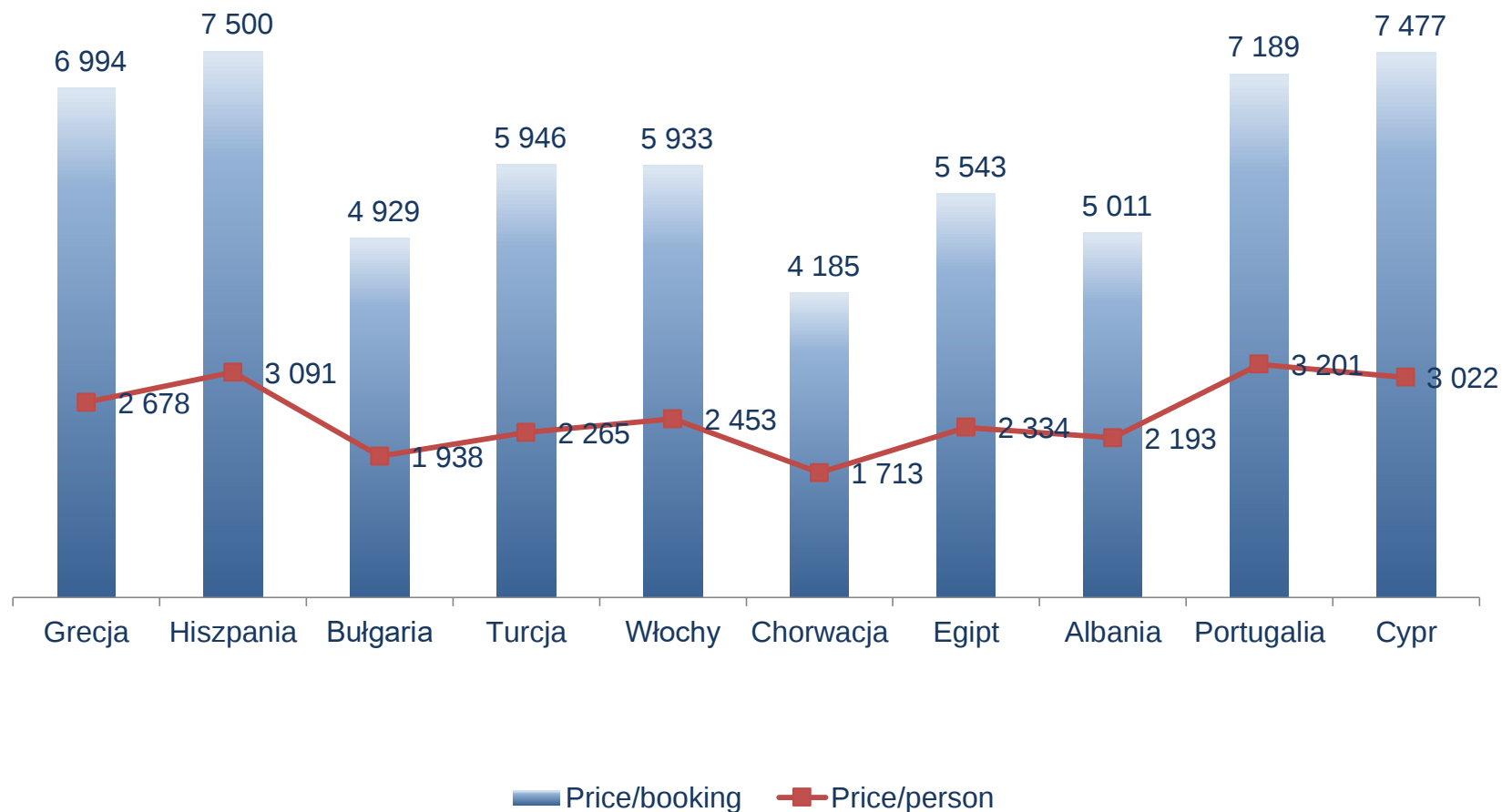


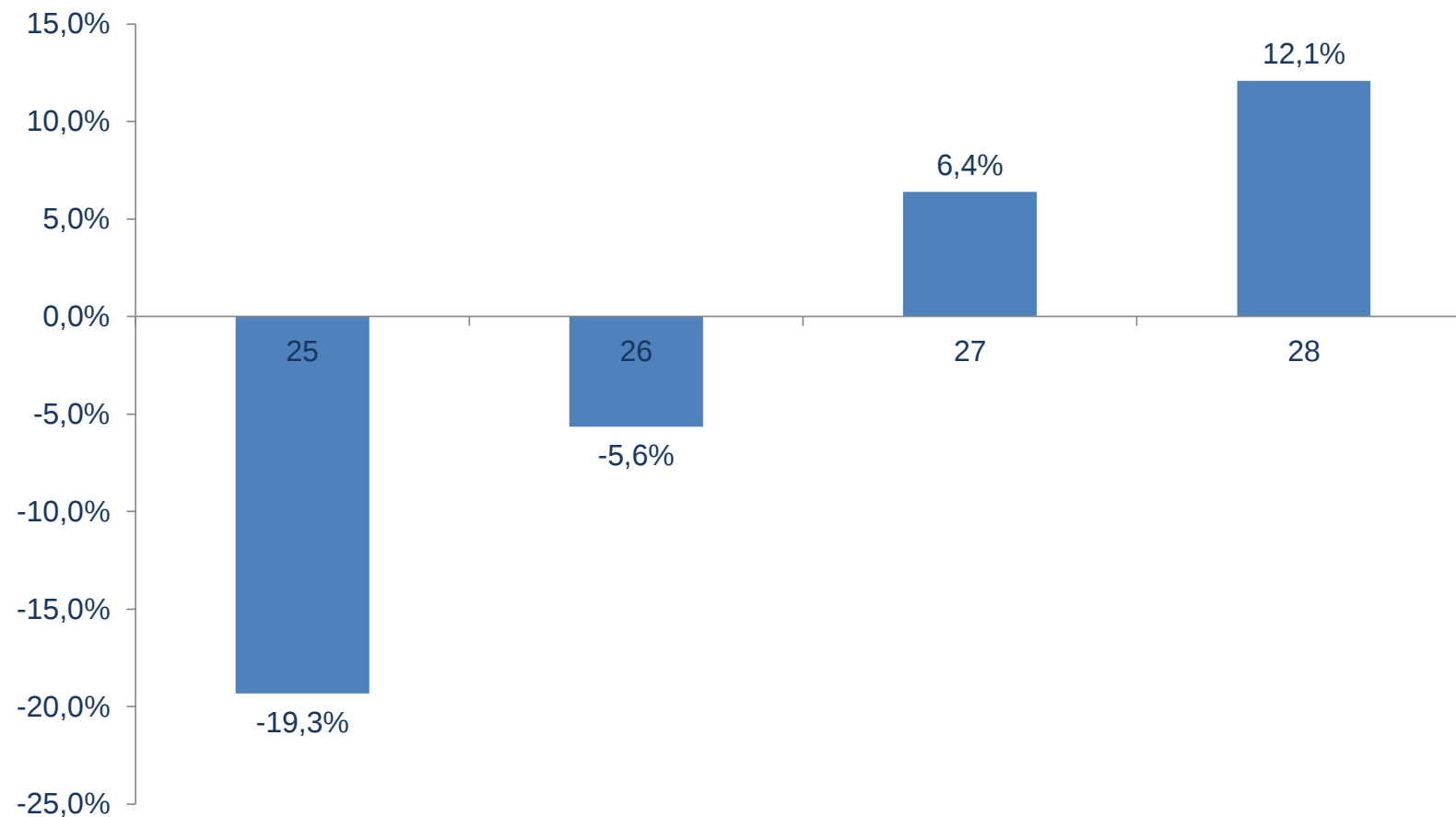
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 28. week



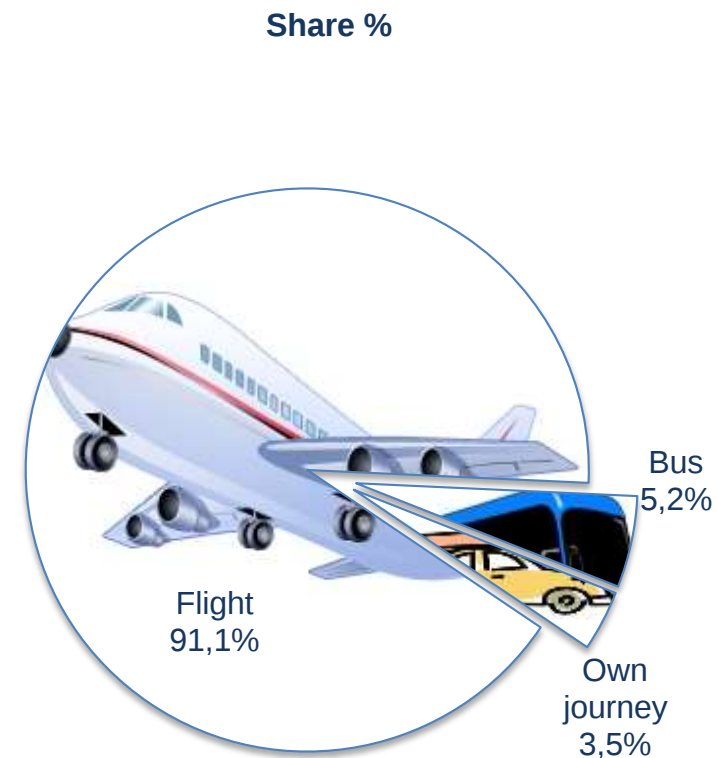
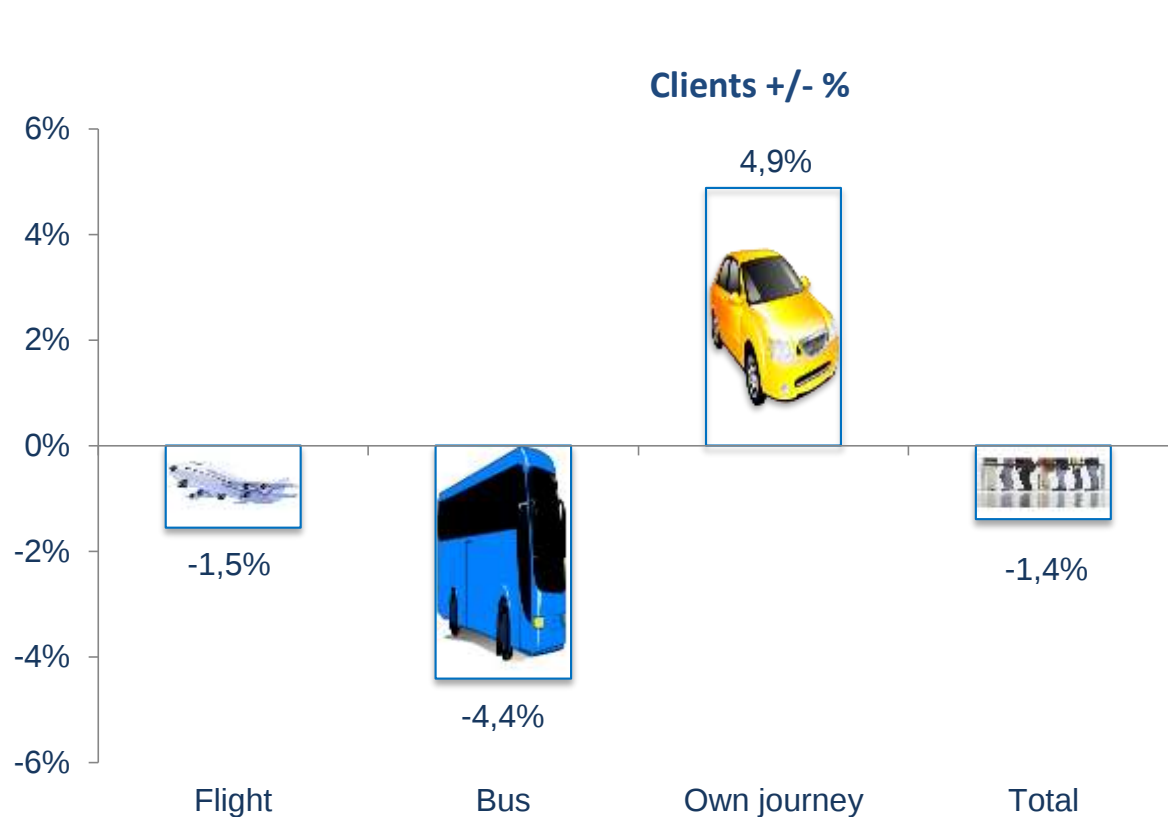
The last four weeks of sales of the tourist year 2015/16 - customers

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



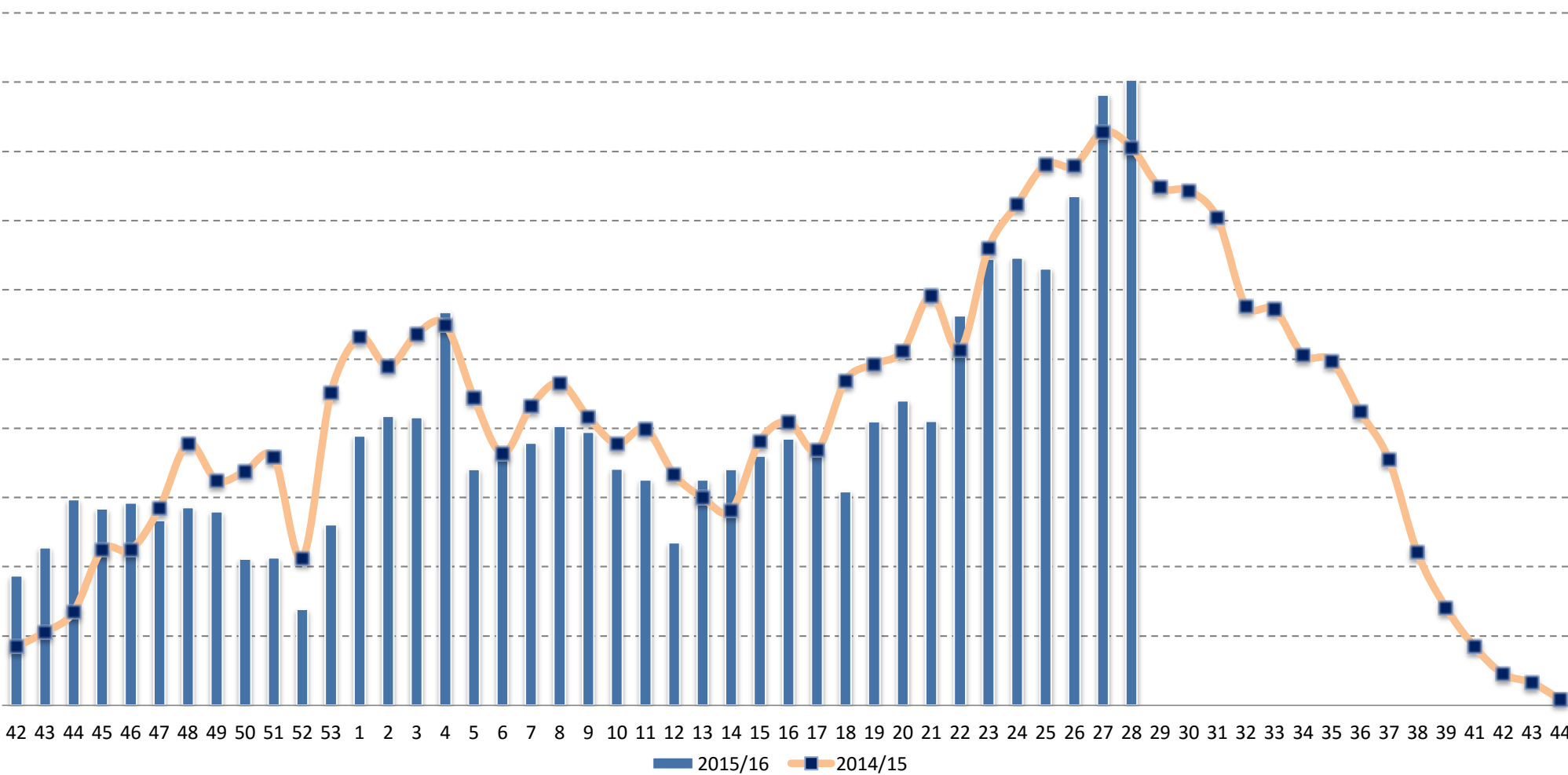
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

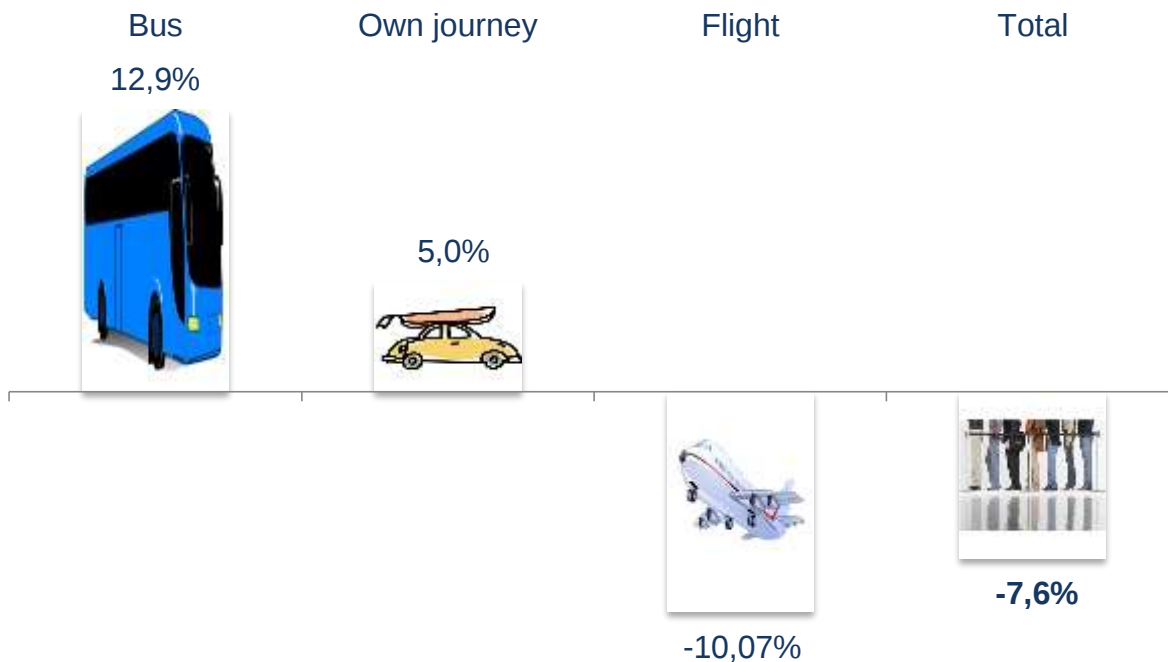
Bookings weekly 15/16 vs. 14/15



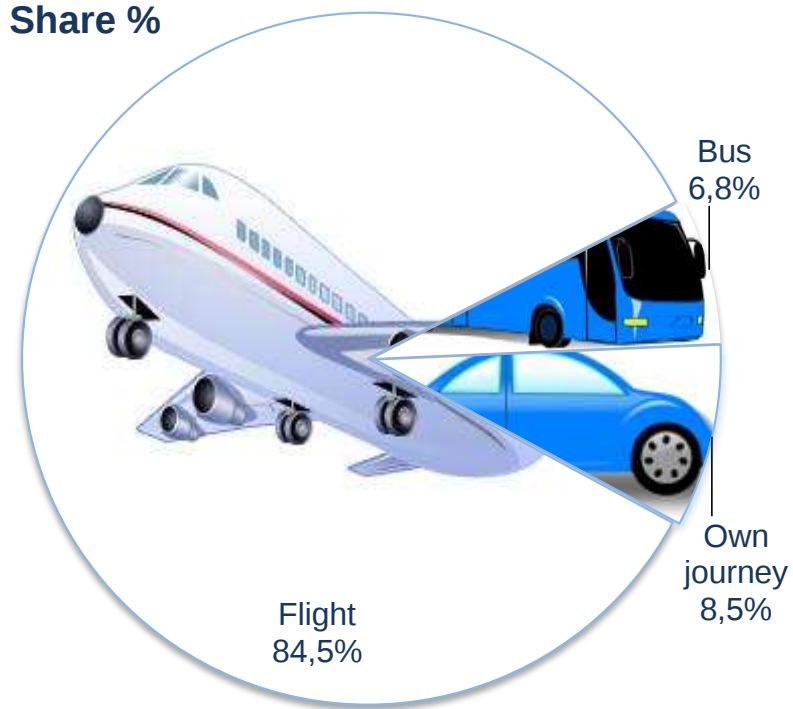
Cumulative sales of 2015/16

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	6%
2	Hiszpania	41%
3	Bułgaria	40%
4	Włochy	49%
5	Turcja	-64%
6	Egipt	-73%
7	Chorwacja	89%
8	Portugalia	27%
9	Cypr	14%
10	Albania	++
11	Austria	120%
12	Polska	141%
13	Kuba	90%
14	Emiraty Arabskie	++
15	Dominikana	103%
16	Maroko	-46%
17	Tajlandia	30%
18	Wyspy Zielonego Przylądka	++
19	Czechy	125%
20	Francja	-30%

Rank	Destination	+/- % last year
1	Heraklion	-9%
2	Burgas	-7%
3	Zakynthos	-3%
4	Korfu	-4%
5	Rodos	-25%
6	Antalya	-66%
7	Fuerteventura	2%
8	Teneryfa	-4%
9	Chania	-12%
10	Varna	6%
11	Majorka	-1%
12	Kos	-47%
13	Gran Canaria	40%
14	Hurghada	-72%
15	Lanzarote	-5%
16	Madera	7%
17	Barcelona	-8%
18	Marsa Alam	-58%
19	Bodrum	-69%
20	Saloniki	17%



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