

Weekly report 29/2016

Data source: MerlinX*

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

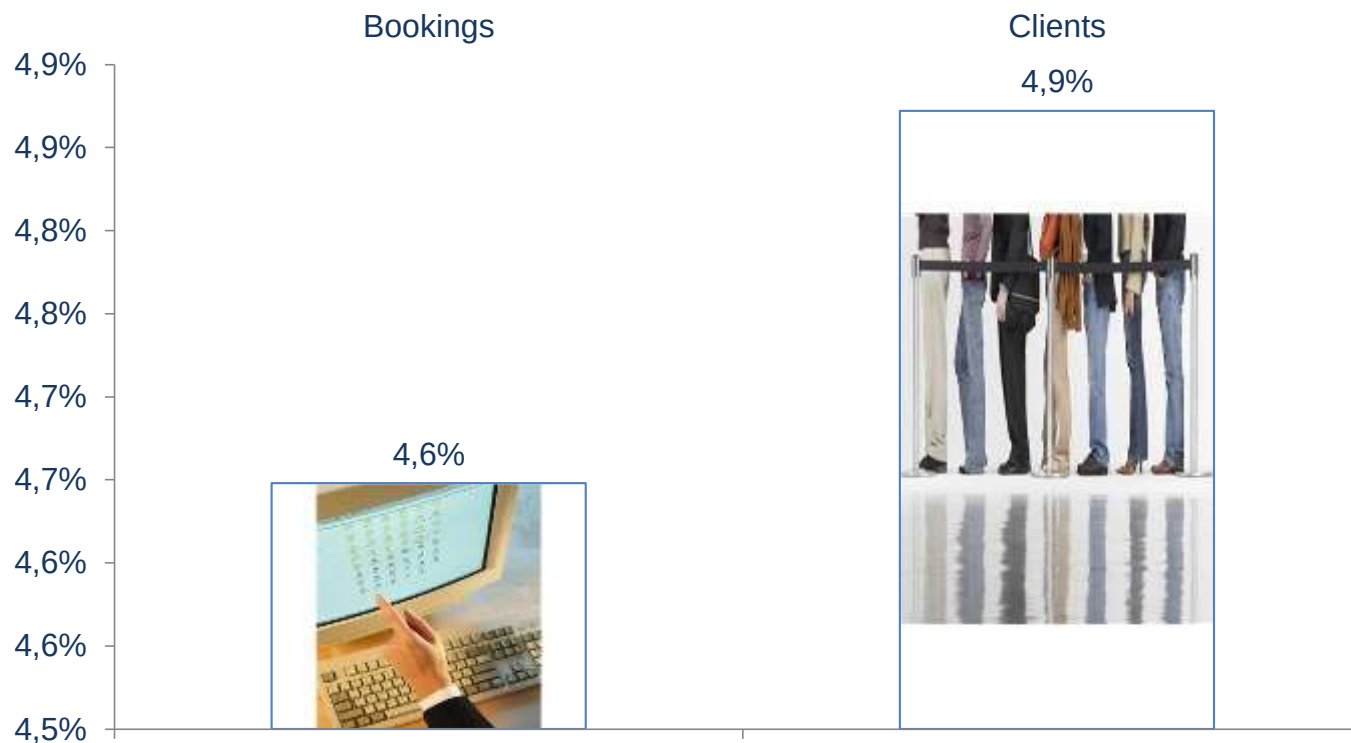
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 29/2016, tours 01.11.15 – 31.10.16

compared with week 30. in 2015 r.



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compared with week 30. in 2015 r.

Clients +/-%

Bus

14,2%



Own journey

25,6%

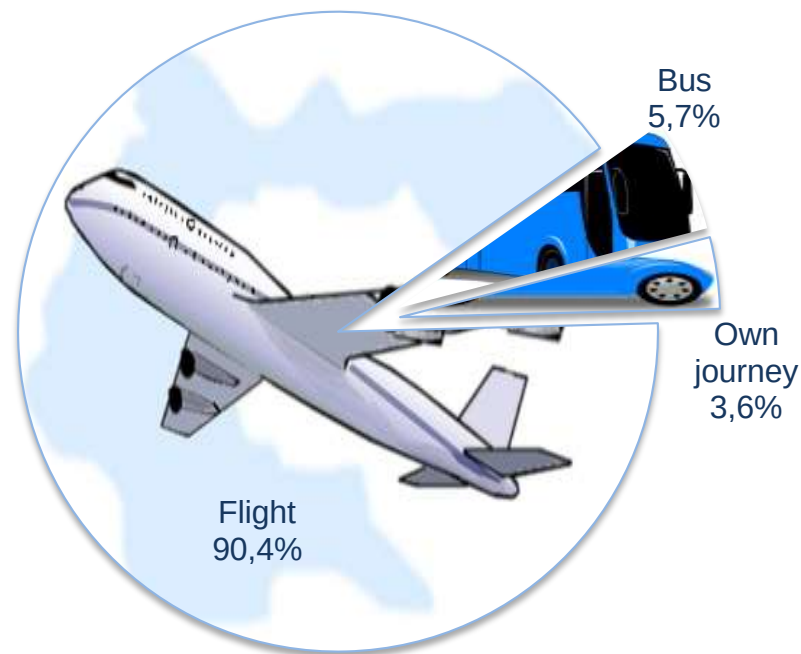


Flight

3,5%



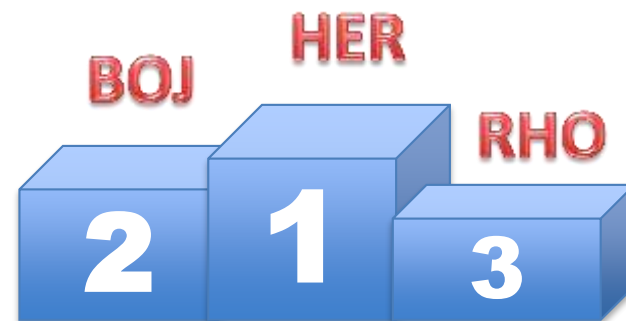
Share %



Ranking of the most popular countries & destinations in CW29

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 774	2 750
2	Burgas	5 184	2 056
3	Rodos	7 039	2 735
4	Korfu	7 295	2 804
5	Zakynthos	7 297	2 822
6	Varna	5 001	2 020
7	Chania	7 390	3 035
8	Antalya	5 216	2 046
9	Kos	8 068	3 052
10	Majorka	7 144	3 152
11	Saloniki	6 072	2 427
12	Barcelona	6 568	2 664
13	Teneryfa	7 584	3 241
14	Hurghada	5 583	2 340
15	Marsa Alam	5 931	2 512
16	Fuerteventura	8 212	3 503
17	Madera	6 484	2 981
18	Gran Canaria	7 965	3 290
19	Bodrum	4 954	2 061
20	Lanzarote	8 574	3 466



Rank	Country	Price/booking	Price/person
1	Grecja	7 167	2 801
2	Hiszpania	7 744	3 204
3	Bułgaria	5 116	2 013
4	Włochy	6 085	2 543
5	Turcja	5 186	2 049
6	Chorwacja	4 392	1 729
7	Egipt	5 868	2 435
8	Portugalia	6 976	3 170
9	Albania	4 854	2 171
10	Cypr	7 430	2 951

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

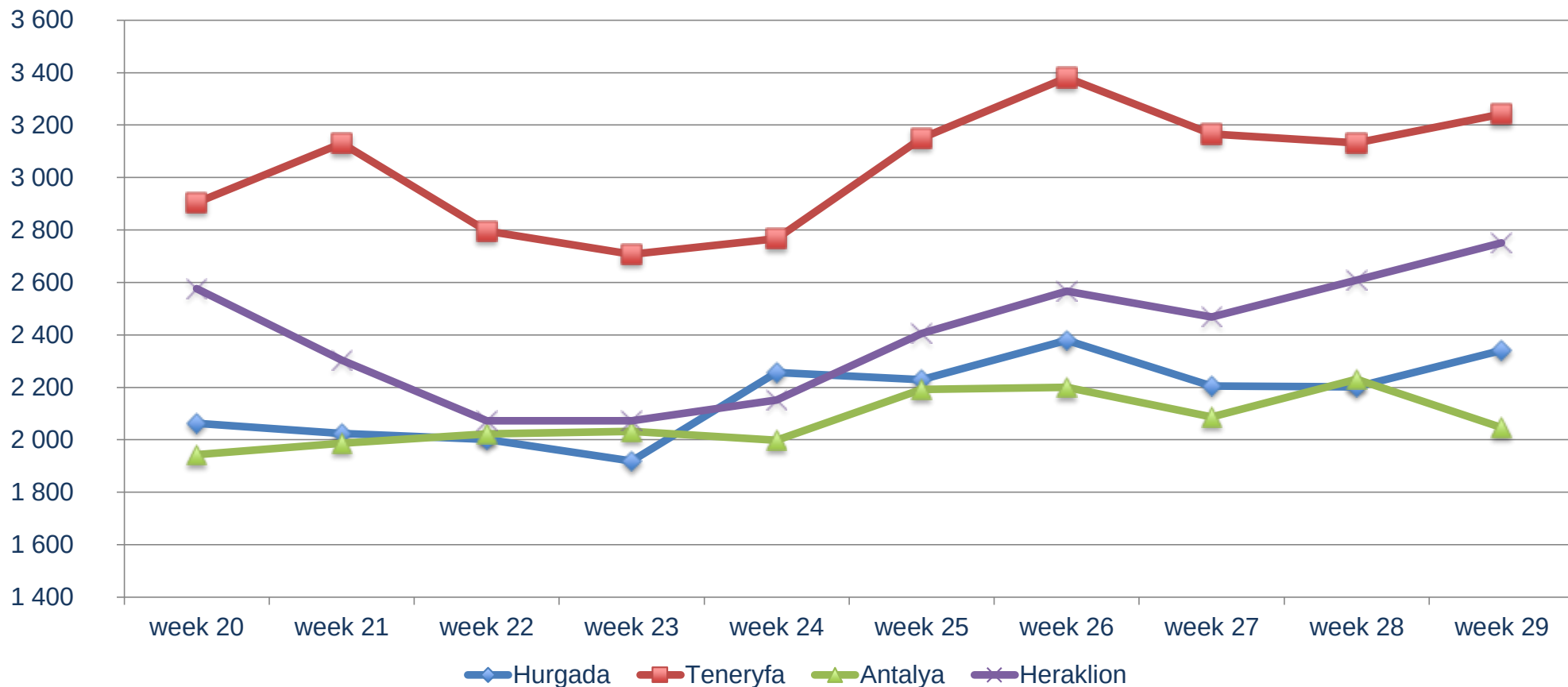
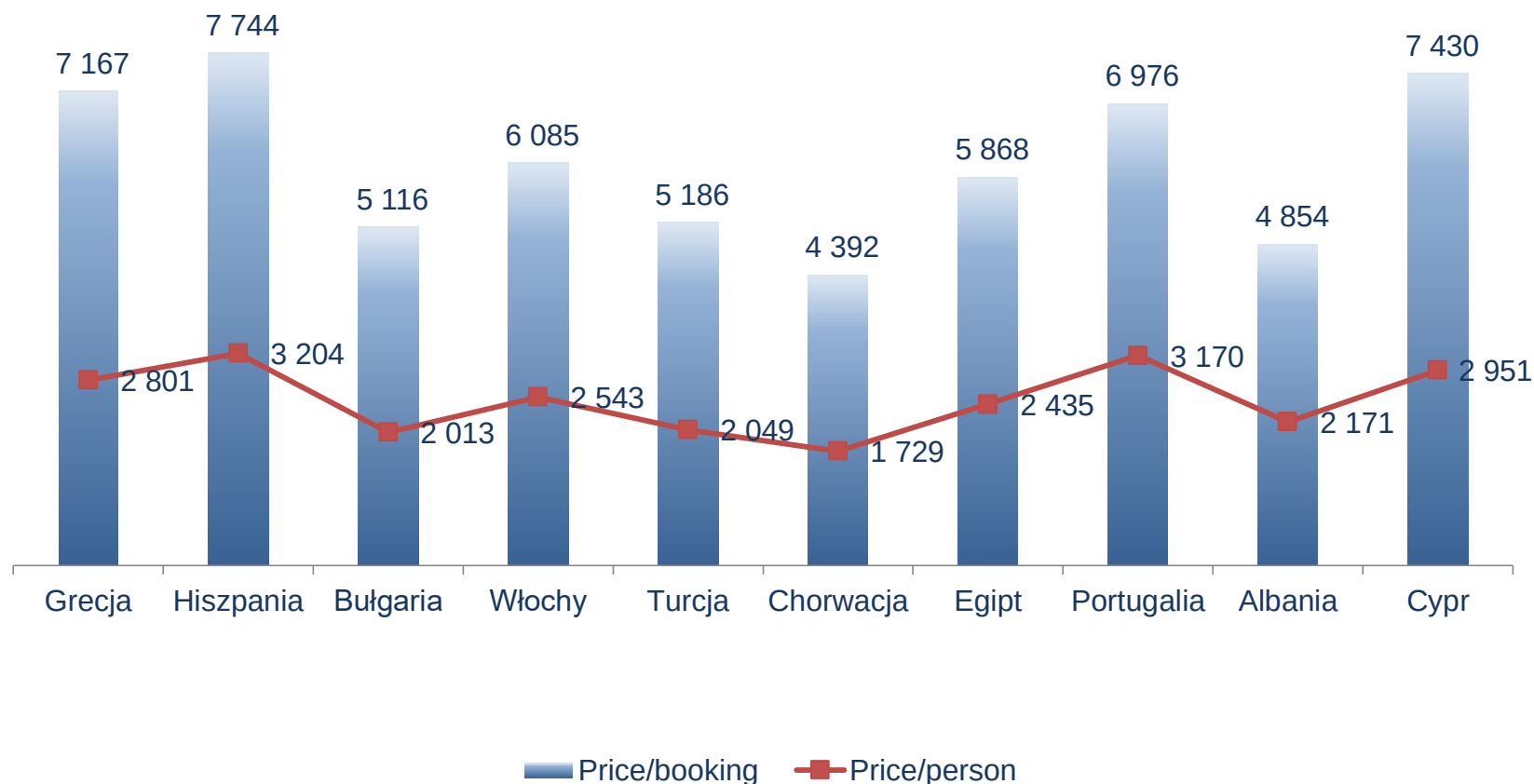


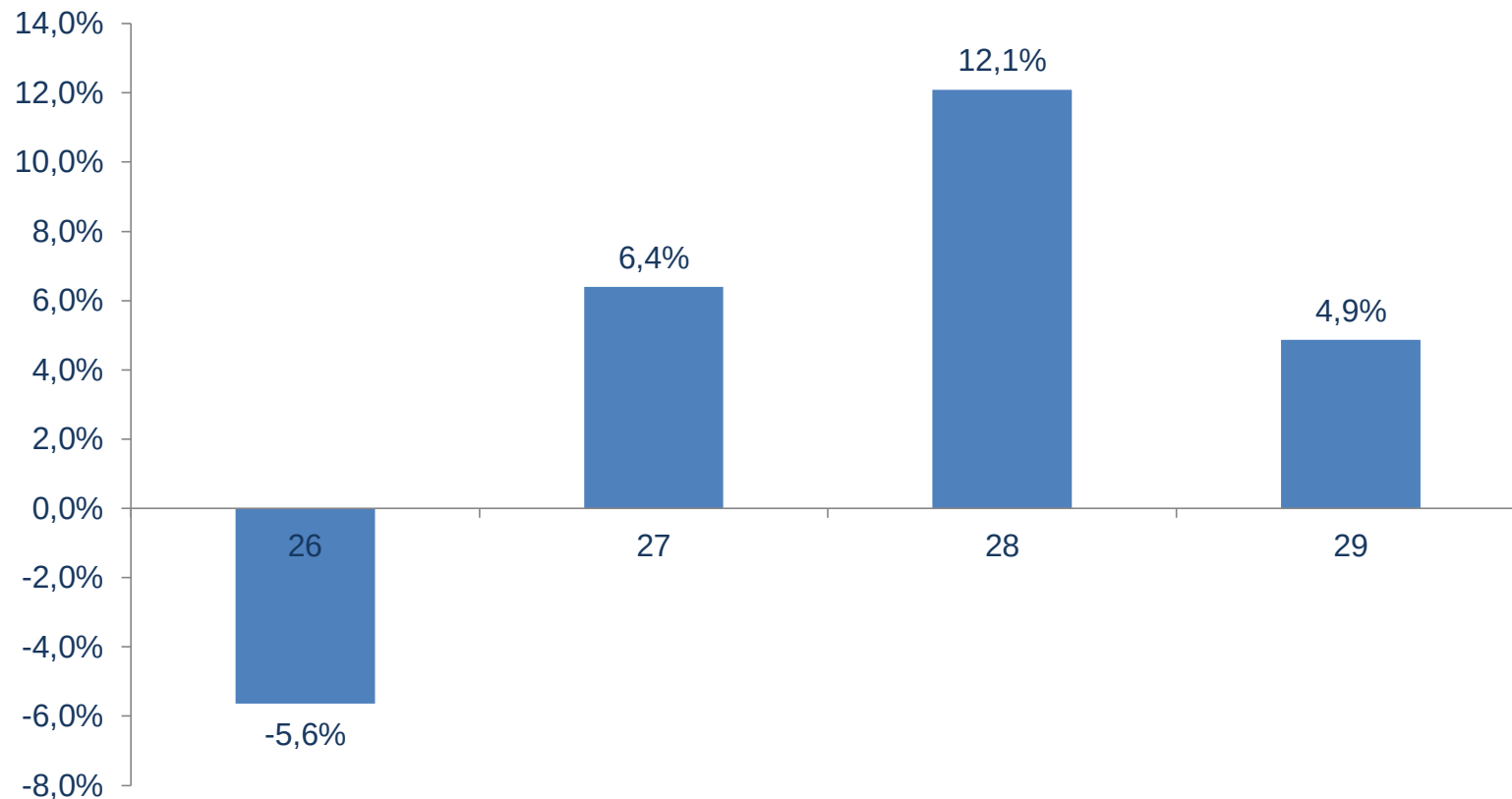
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 29. week



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

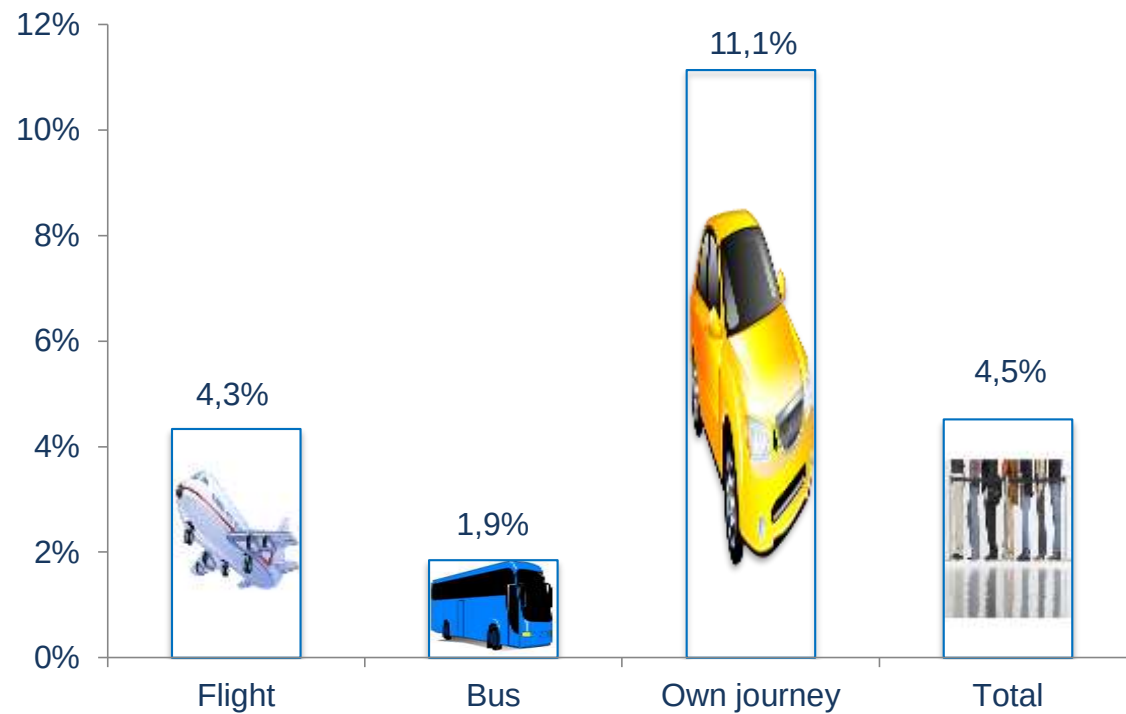
compared with 4 analogous weeks in tourist year 2014/2015.



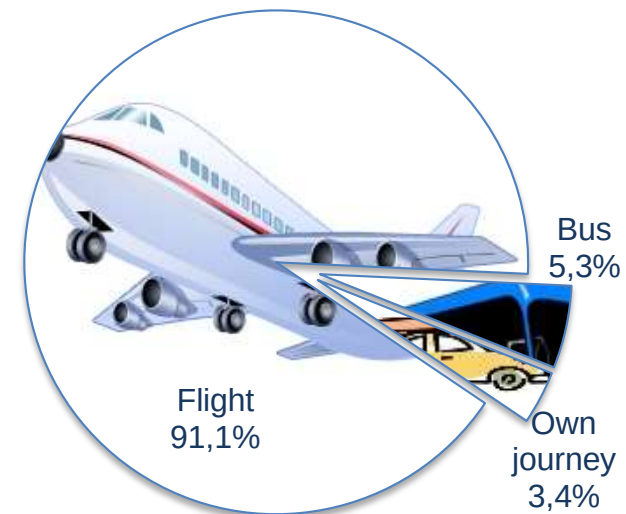
The sales trend of the last four weeks

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

Clients +/- %

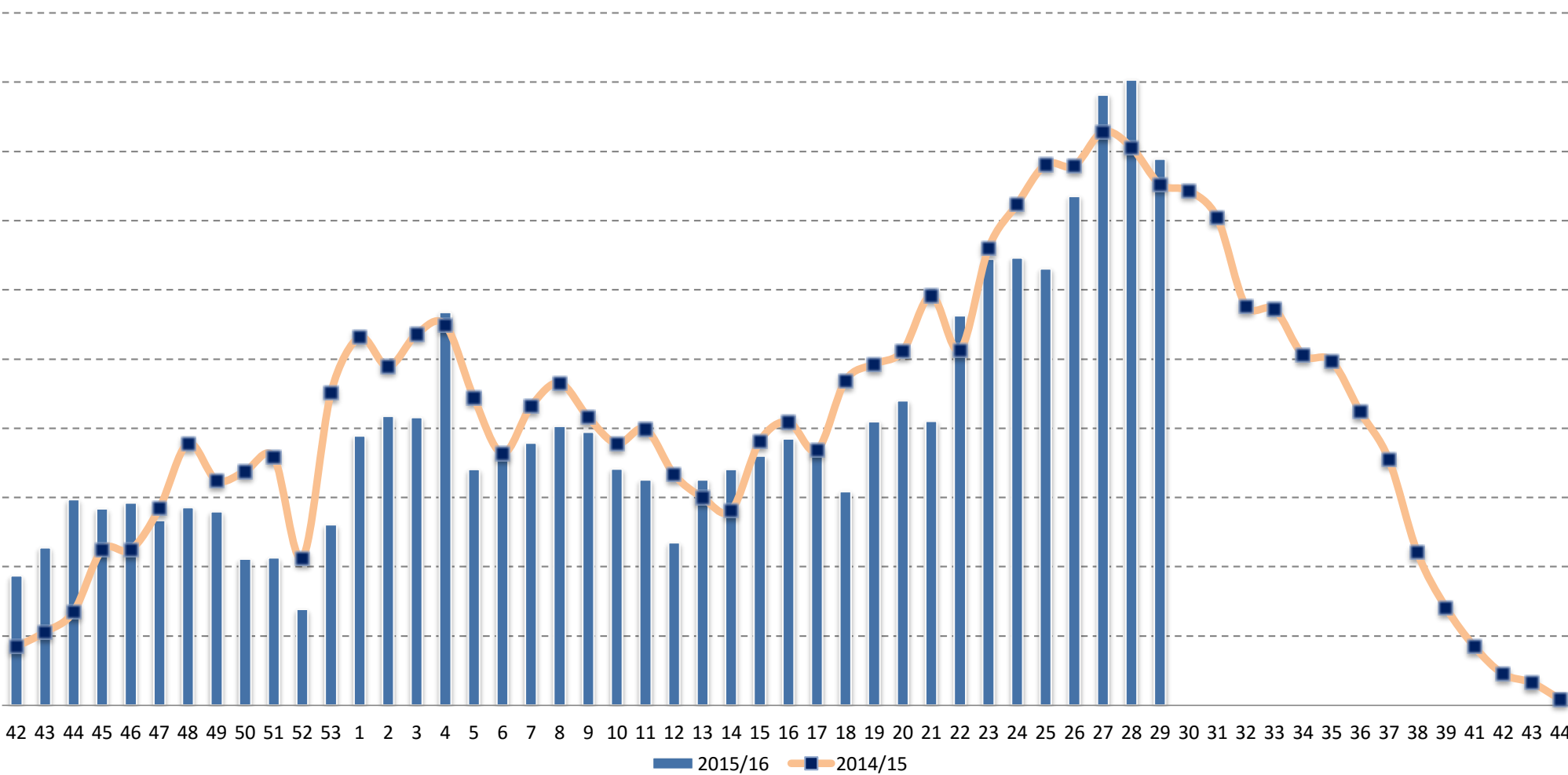


Share %



Weekly sales compared with the previous tourist year

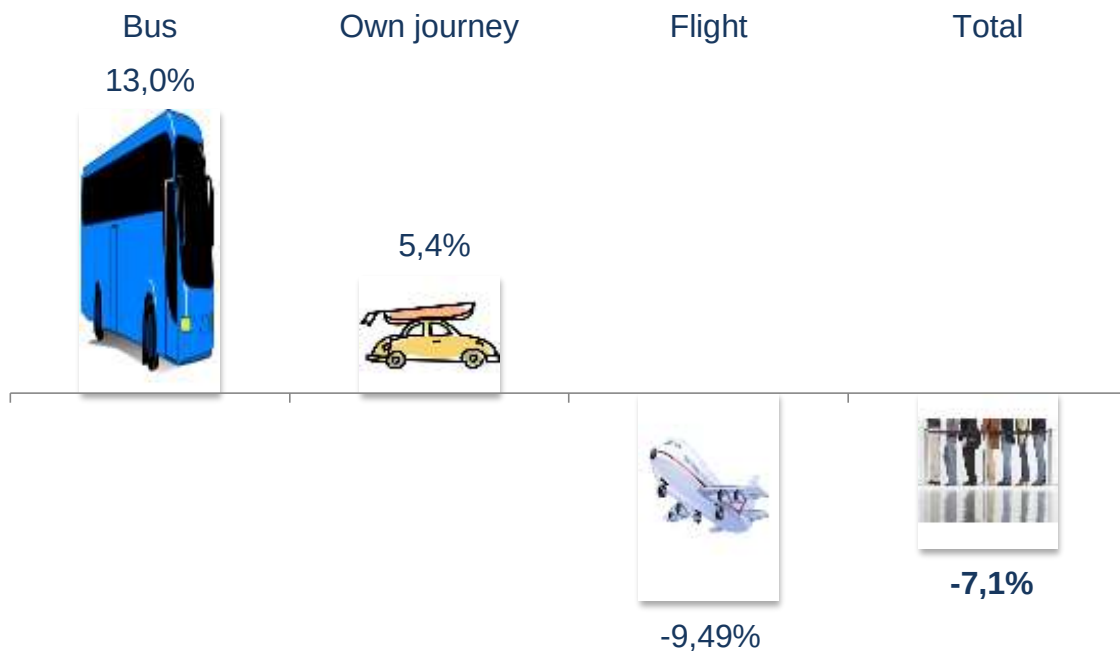
Bookings weekly 15/16 vs. 14/15



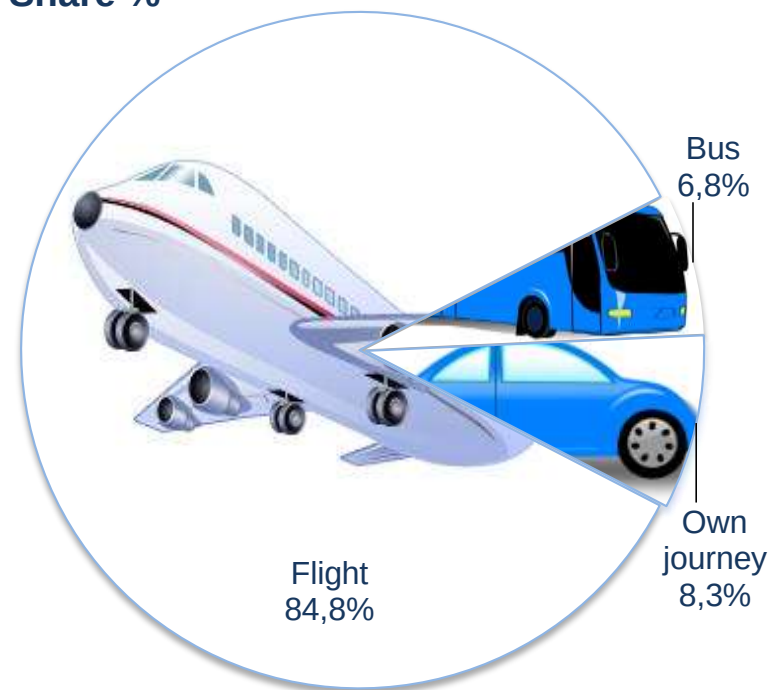
Cumulative sales of 2015/16

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	6%
2	Hiszpania	41%
3	Bułgaria	40%
4	Włochy	49%
5	Turcja	-64%
6	Egipt	-72%
7	Chorwacja	88%
8	Portugalia	27%
9	Cypr	14%
10	Albania	++
11	Austria	120%
12	Polska	137%
13	Kuba	89%
14	Dominikana	102%
15	Emiraty Arabskie	++
16	Maroko	-47%
17	Wyspy Zielonego Przylądka	++
18	Tajlandia	30%
19	Czechy	124%
20	Francja	-31%

Rank	Destination	+/- % last year
1	Heraklion	-8%
2	Burgas	-6%
3	Zakynthos	-4%
4	Korfu	-4%
5	Rodos	-25%
6	Antalya	-66%
7	Fuerteventura	1%
8	Teneryfa	-4%
9	Chania	-13%
10	Varna	6%
11	Majorka	-2%
12	Kos	-47%
13	Gran Canaria	42%
14	Hurghada	-71%
15	Lanzarote	-4%
16	Barcelona	-8%
17	Madera	6%
18	Marsa Alam	-57%
19	Bodrum	-70%
20	Saloniki	18%



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