

Weekly report 31/2016

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 – 31/2016, tours 01.11.15 – 31.10.16

compared with week 32. in 2015 r.

Bookings

9,5%



Clients

9,5%



Last week – 31/2016, tours 01.11.15 – 31.10.16

compared with week 32. in 2015 r.

Clients +/-%

Bus

17,9%



Own journey

9,3%

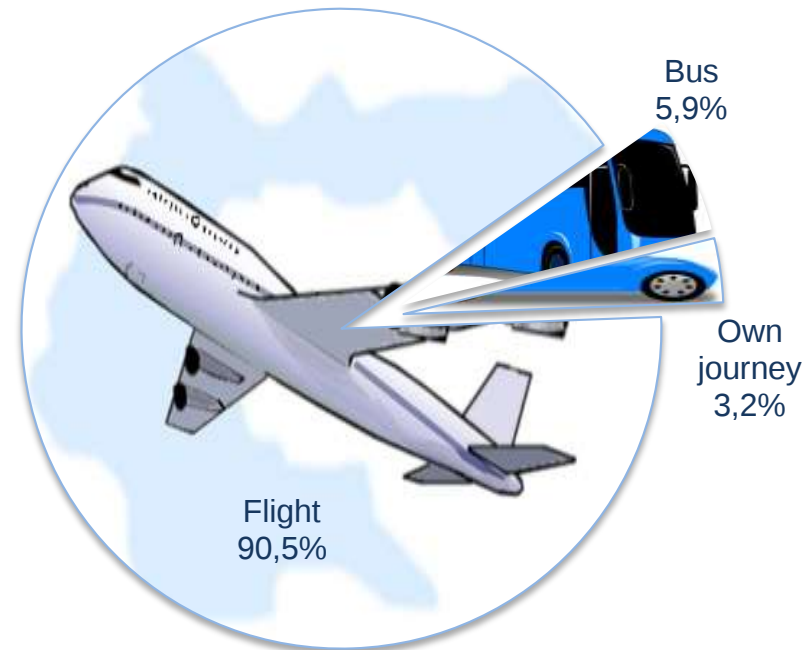


Flight

8,9%



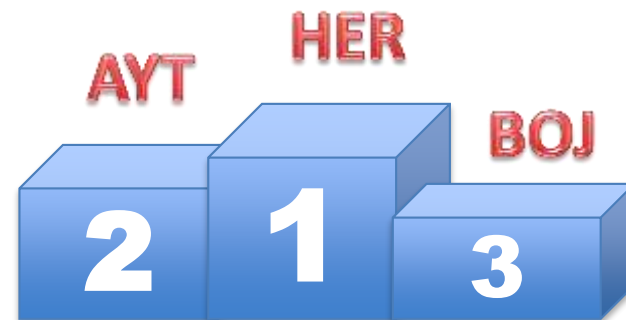
Share %



Ranking of the most popular countries & destinations in CW31

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 247	2 657
2	Antalya	5 461	2 111
3	Burgas	4 828	1 981
4	Korfu	6 927	2 794
5	Zakynthos	6 799	2 707
6	Rodos	7 106	2 827
7	Varna	4 860	2 019
8	Majorka	7 195	3 165
9	Chania	6 902	2 947
10	Kos	7 227	2 915
11	Saloniki	5 734	2 424
12	Fuerteventura	7 605	3 310
13	Bodrum	5 755	2 318
14	Barcelona	5 870	2 643
15	Teneryfa	6 788	3 038
16	Hurghada	5 307	2 237
17	Palermo	7 372	3 051
18	Tirana	5 109	2 359
19	Faro	7 090	3 248
20	Lanzarote	7 879	3 345



Rank	Country	Price/booking	Price/person
1	Grecja	6 838	2 764
2	Hiszpania	7 295	3 142
3	Bułgaria	4 844	1 961
4	Turcja	5 604	2 187
5	Włochy	6 158	2 564
6	Chorwacja	4 143	1 756
7	Egipt	5 424	2 317
8	Albania	4 677	2 166
9	Portugalia	6 892	3 279
10	Cypr	7 300	3 051

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

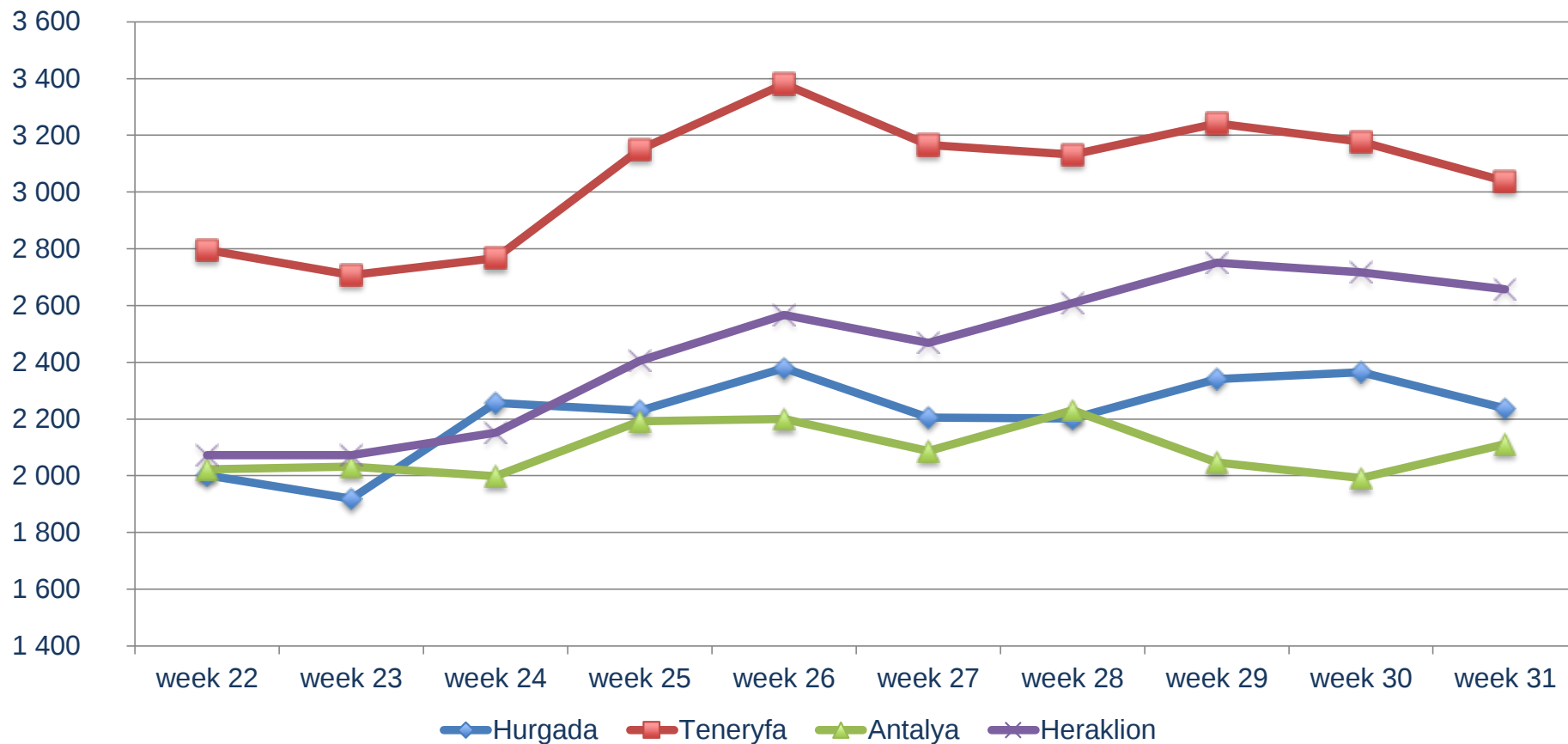
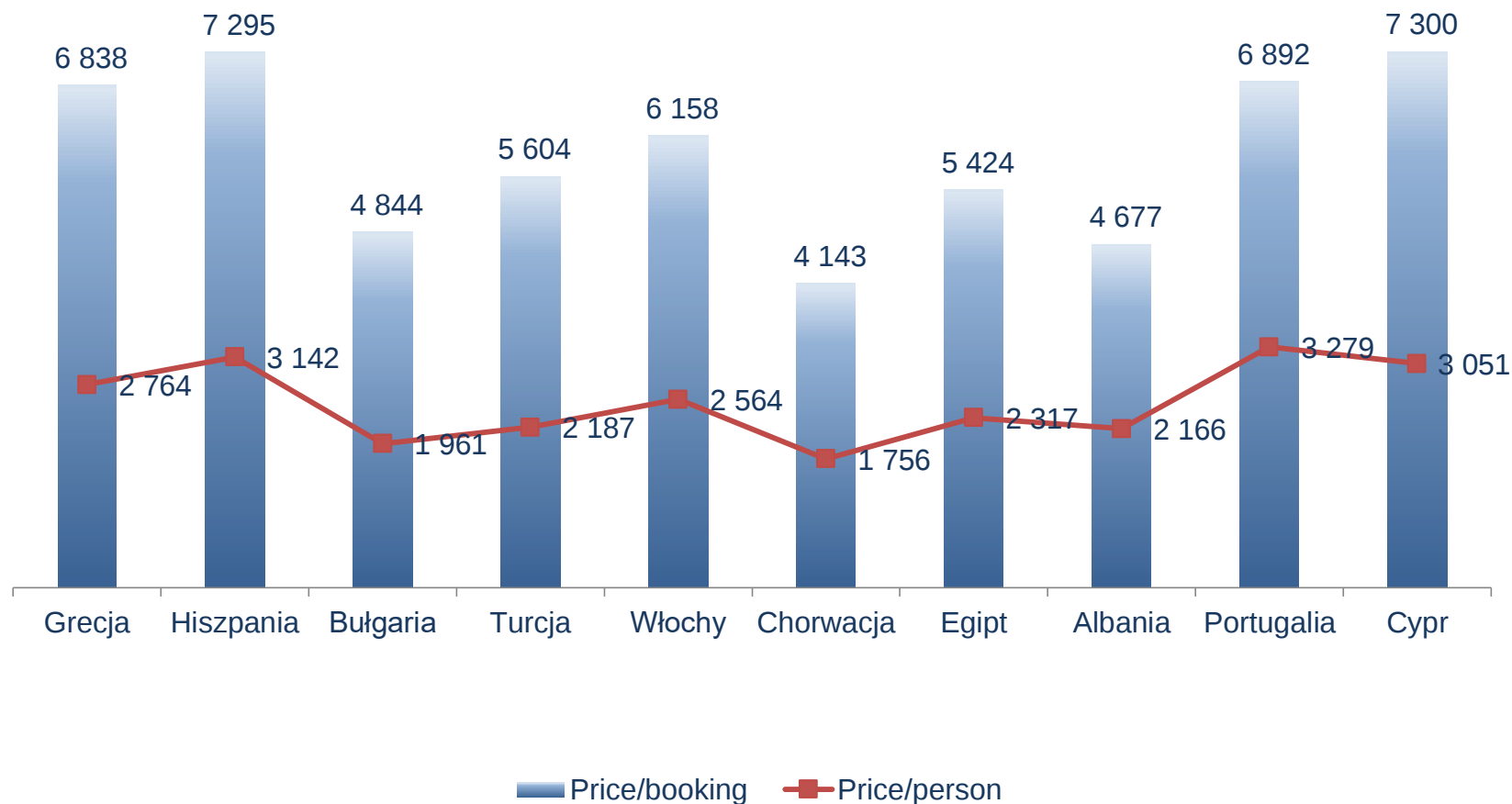


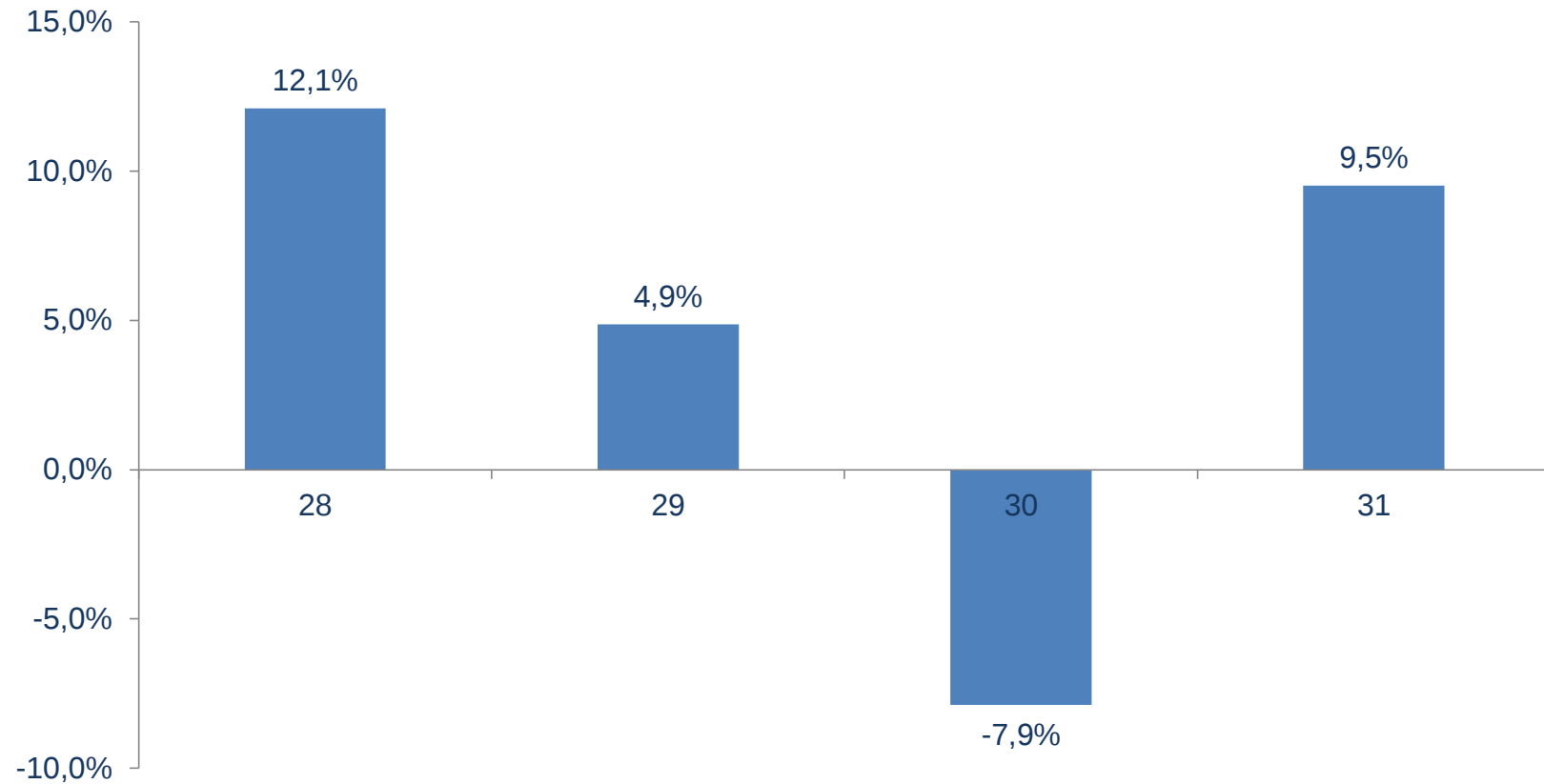
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 31. week



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

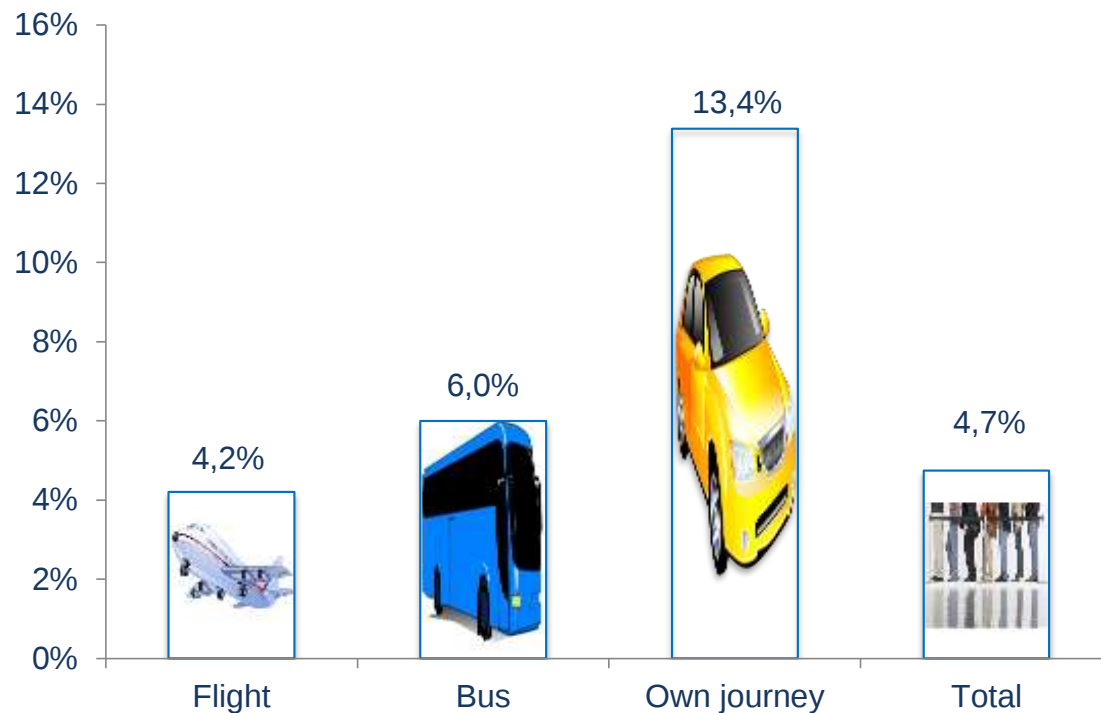
compared with 4 analogous weeks in tourist year 2014/2015.



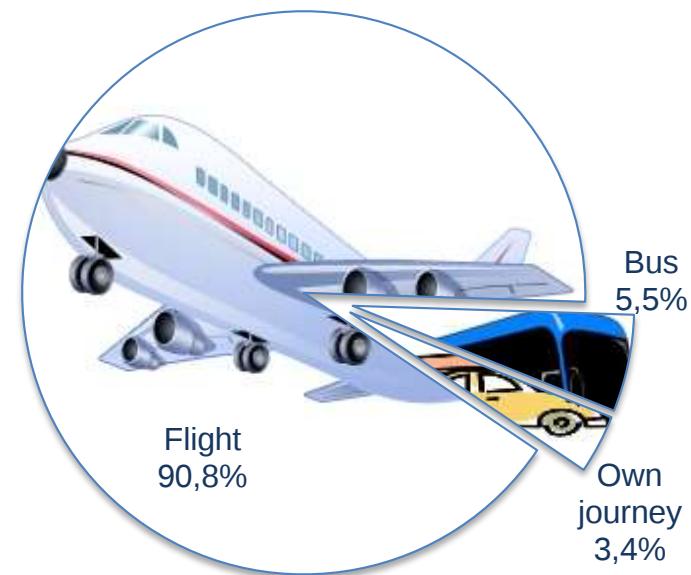
The sales trend of the last four weeks

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

Clients +/- %

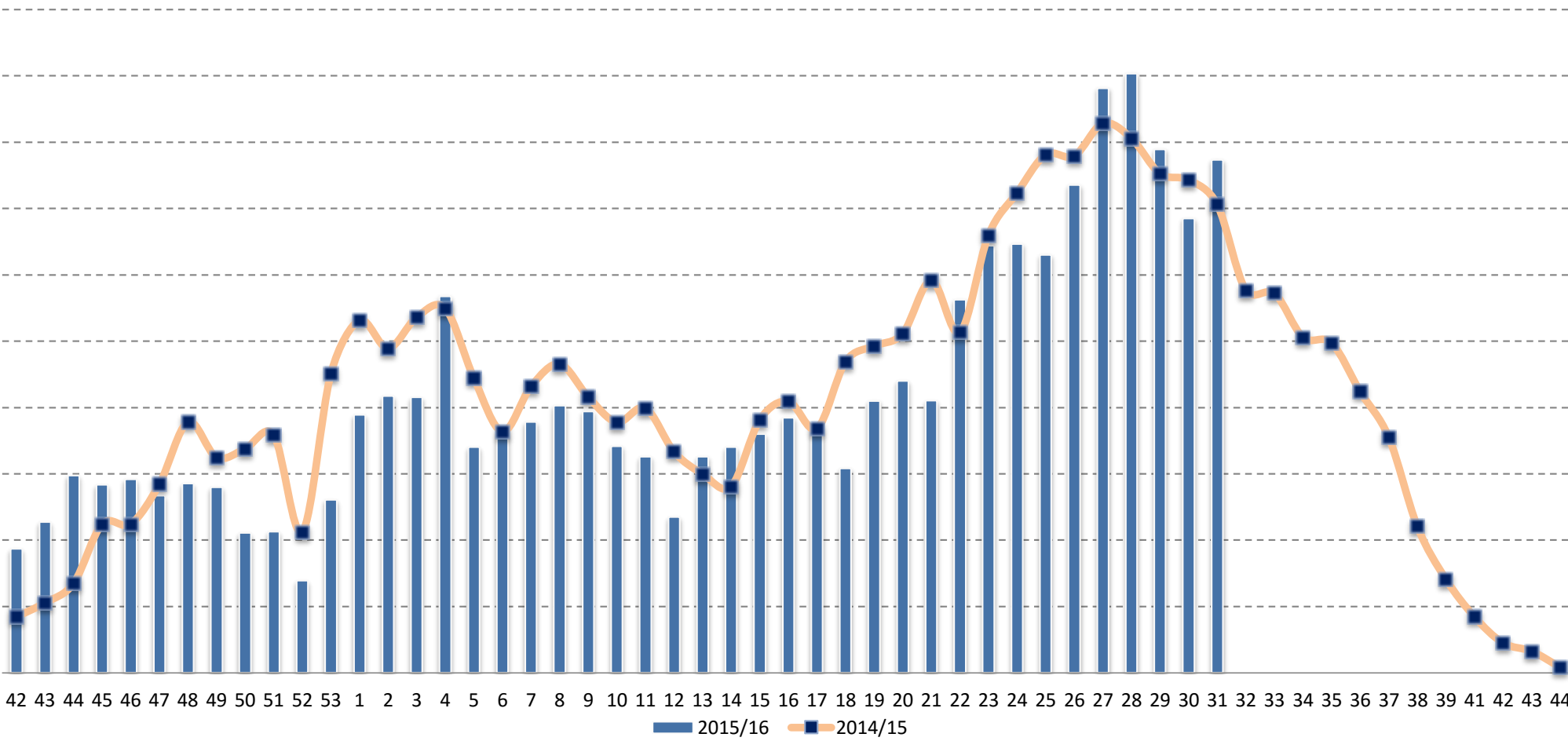


Share %



Weekly sales compared with the previous tourist year

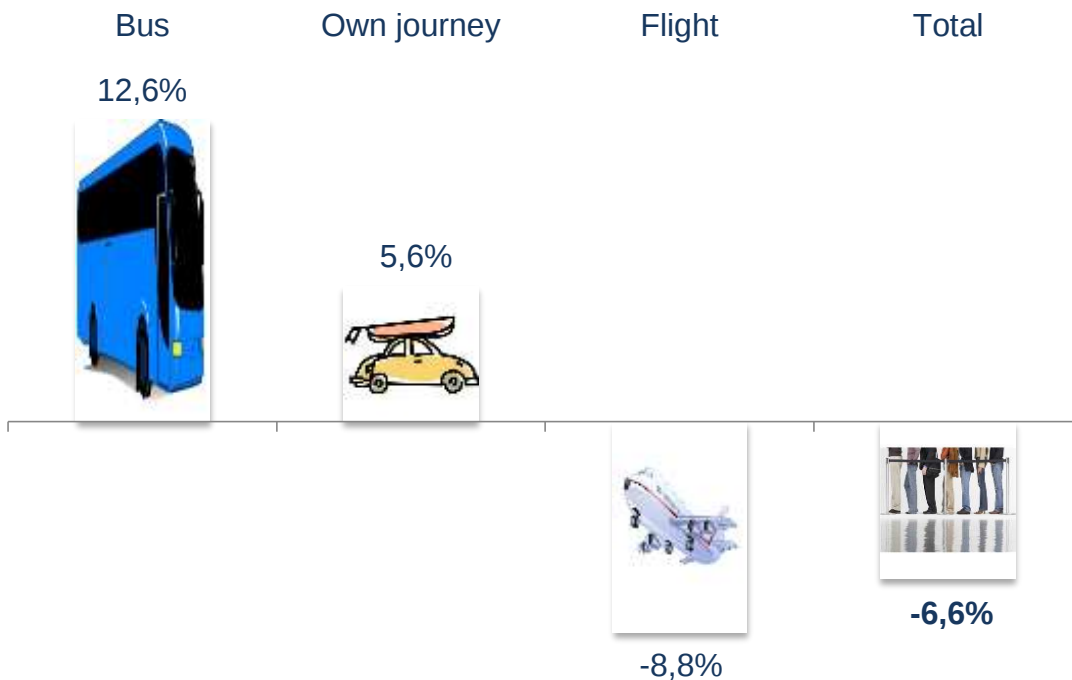
Bookings weekly 15/16 vs. 14/15



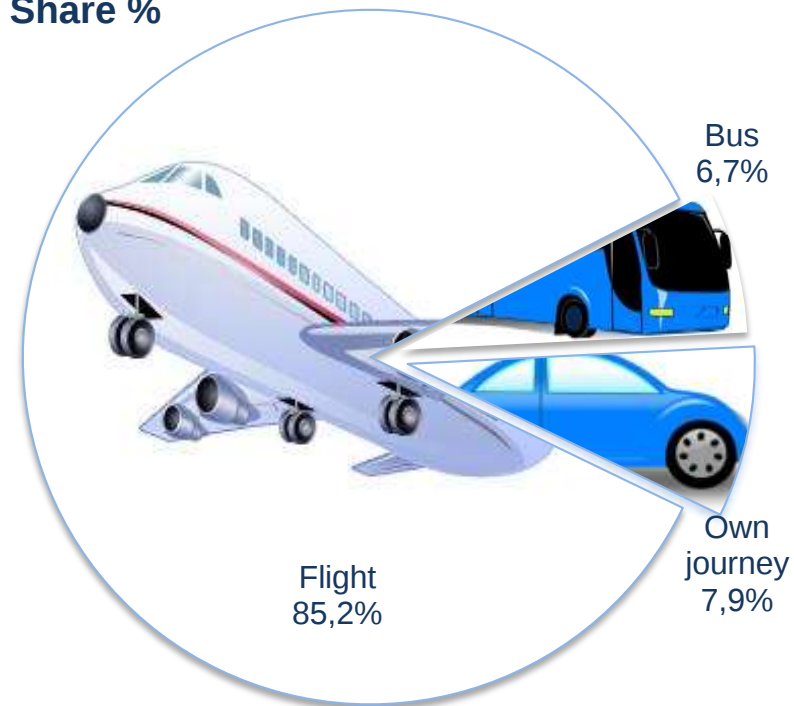
Cumulative sales of 2015/16

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	4%
2	Hiszpania	40%
3	Bułgaria	37%
4	Włochy	49%
5	Turcja	-62%
6	Egipt	-71%
7	Chorwacja	86%
8	Portugalia	26%
9	Cypr	10%
10	Albania	++
11	Austria	116%
12	Polska	130%
13	Kuba	89%
14	Dominikana	103%
15	Maroko	-48%
16	Emiraty Arabskie	++
17	Wyspy Zielonego Przylądka	++
18	Czechy	115%
19	Tajlandia	29%
20	Francja	-35%

Rank	Destination	+/- % last year *
1	Heraklion	7%
2	Burgas	20%
3	Korfu	15%
4	Zakynthos	12%
5	Rodos	-11%
6	Antalya	-56%
7	Fuerteventura	24%
8	Teneryfa	19%
9	Varna	32%
10	Chania	1%
11	Majorka	20%
12	Kos	-37%
13	Gran Canaria	51%
14	Barcelona	15%
15	Lanzarote	20%
16	Hurghada	-62%
17	Madera	15%
18	Bodrum	-64%
19	Marsa Alam	-48%
20	Saloniki	29%

* estimated



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