

Weekly report 33/2016

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 – 33/2016, tours 01.11.15 – 31.10.16

compared with week 34. in 2015 r.



Last week – 33/2016, tours 01.11.15 – 31.10.16

compared with week 34. in 2015 r.

Clients +/-%

Bus

Own journey

Flight

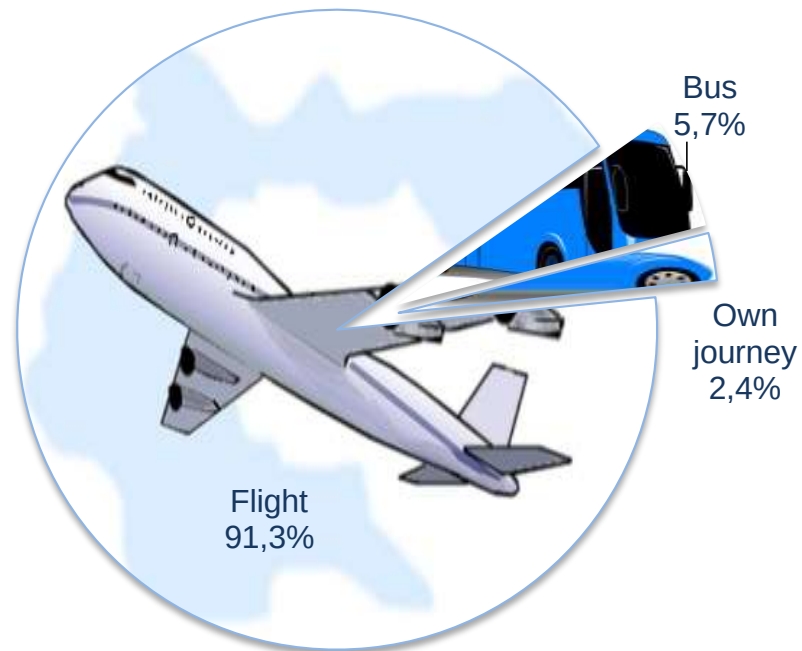
4,7%

5,7%

-4,7%



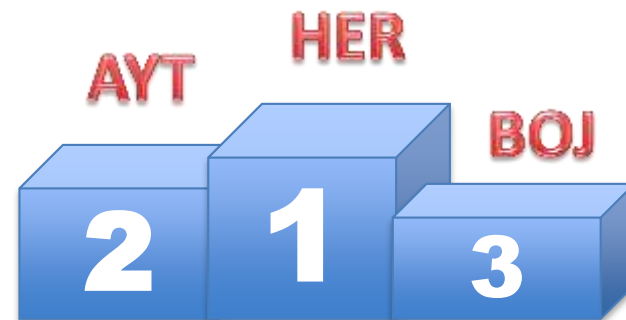
Share %



Ranking of the most popular countries & destinations in CW33

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	5 710	2 497
2	Antalya	5 289	2 171
3	Burgas	4 063	1 781
4	Korfu	6 086	2 612
5	Rodos	6 130	2 652
6	Zakynthos	5 769	2 521
7	Chania	6 288	2 732
8	Majorka	6 455	2 869
9	Varna	4 075	1 801
10	Kos	6 454	2 640
11	Saloniki	5 262	2 237
12	Fuerteventura	7 018	3 193
13	Barcelona	5 164	2 452
14	Teneryfa	6 281	3 042
15	Tirana	4 365	2 052
16	Bodrum	5 329	2 345
17	Hurghada	4 862	2 333
18	Marsa Alam	5 471	2 462
19	Lanzarote	7 178	3 216
20	Enfidha	3 699	1 722



Rank	Country	Price/booking	Price/person
1	Grecja	6 009	2 563
2	Hiszpania	6 449	2 928
3	Bułgaria	4 054	1 761
4	Turcja	5 381	2 207
5	Włochy	5 329	2 408
6	Egipt	5 155	2 385
7	Chorwacja	3 701	1 683
8	Albania	4 070	1 905
9	Cypr	6 354	2 854
10	Portugalia	6 460	3 222

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

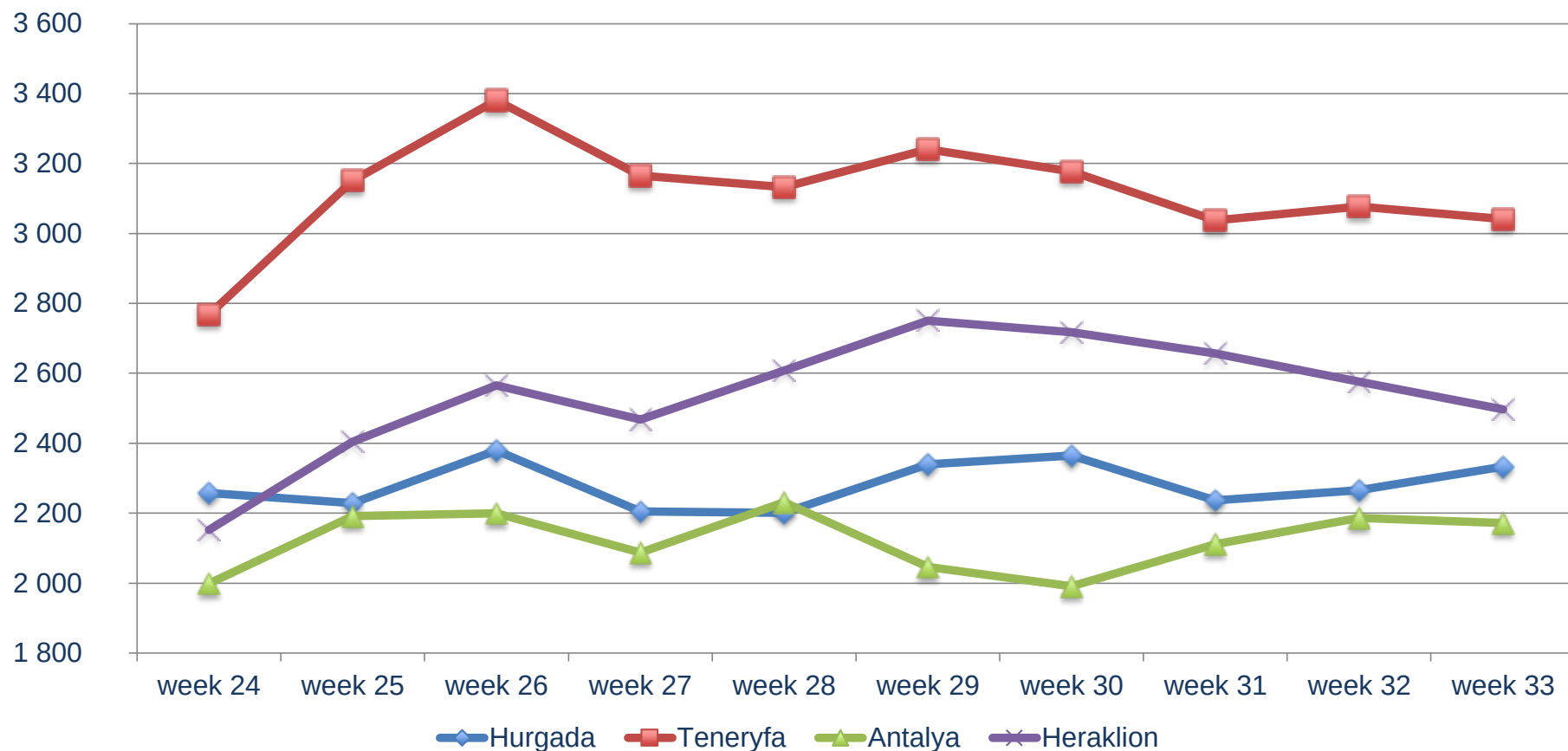
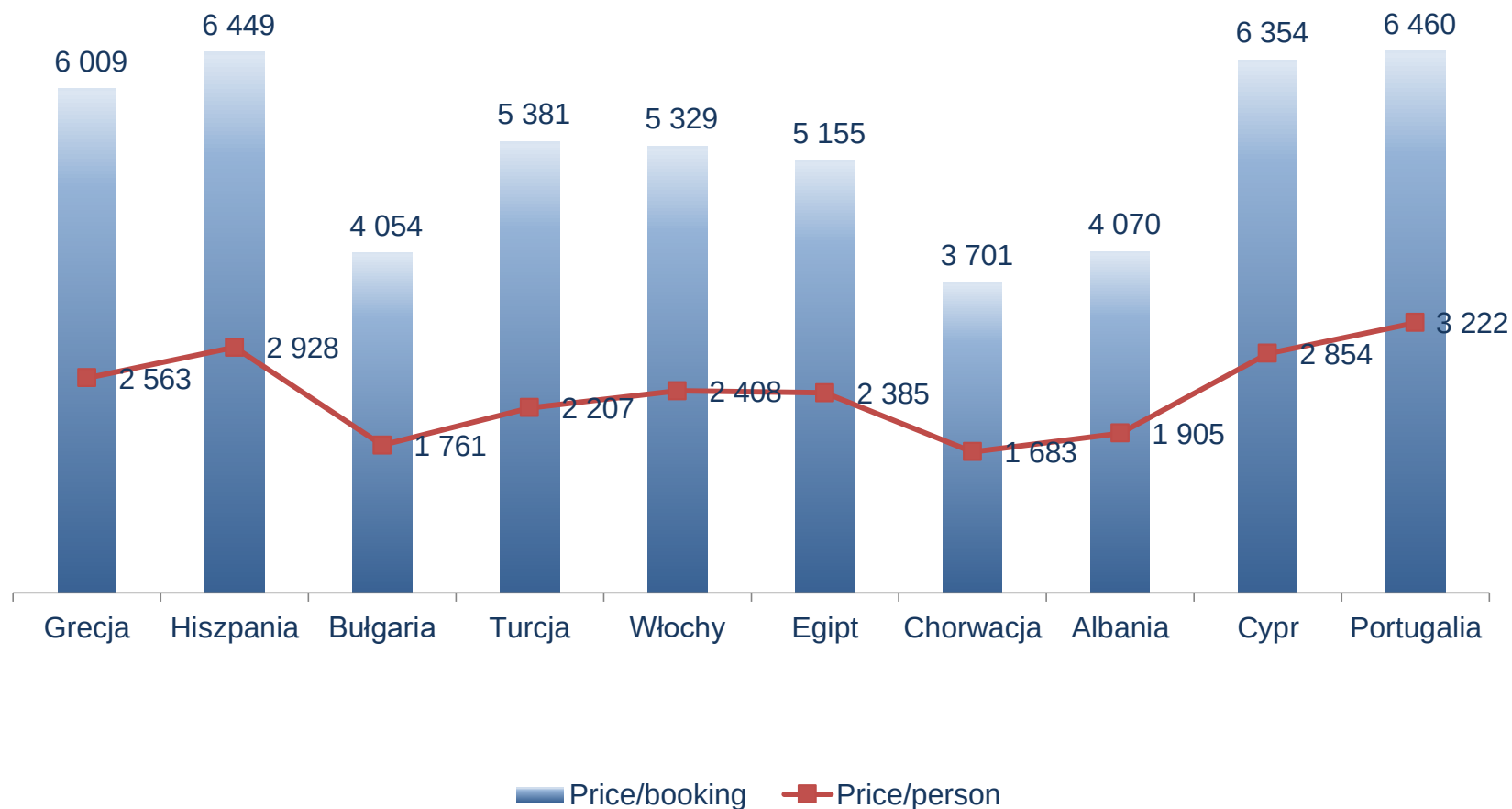


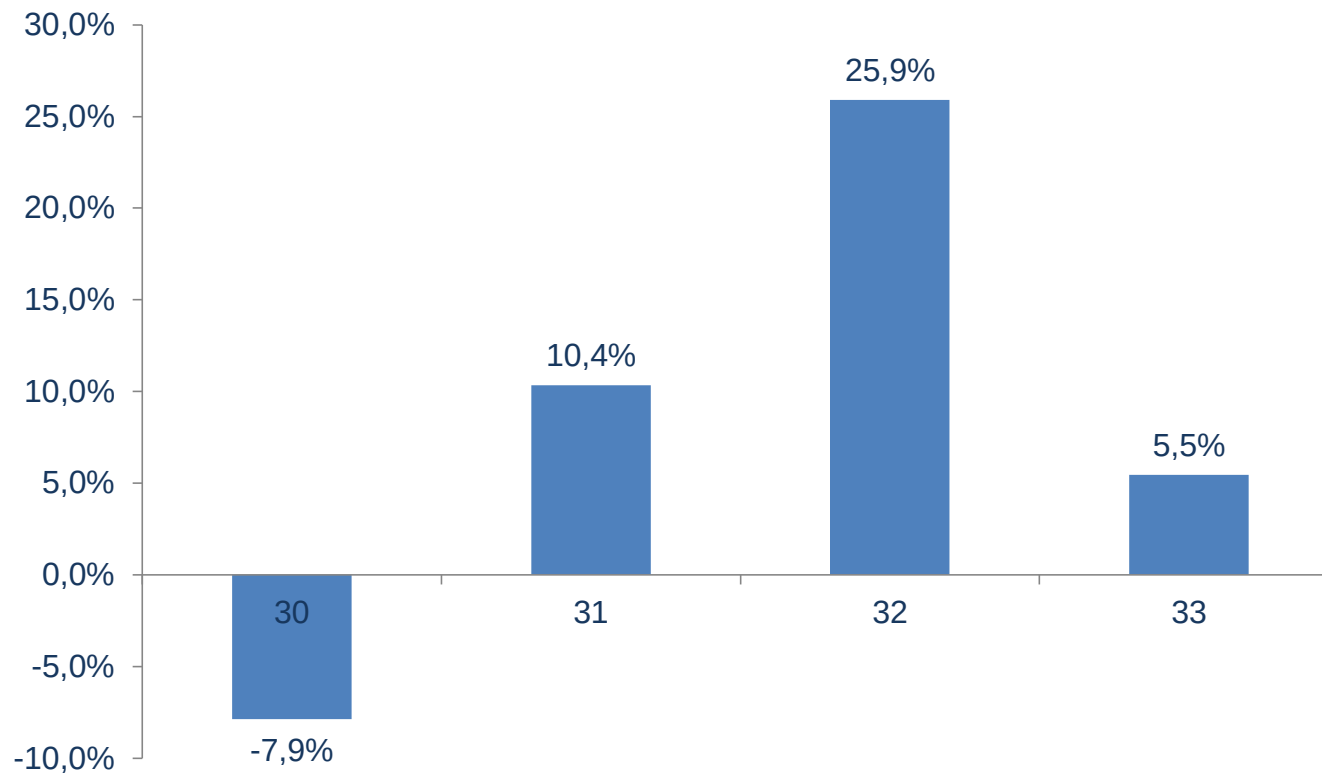
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 33. week



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

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

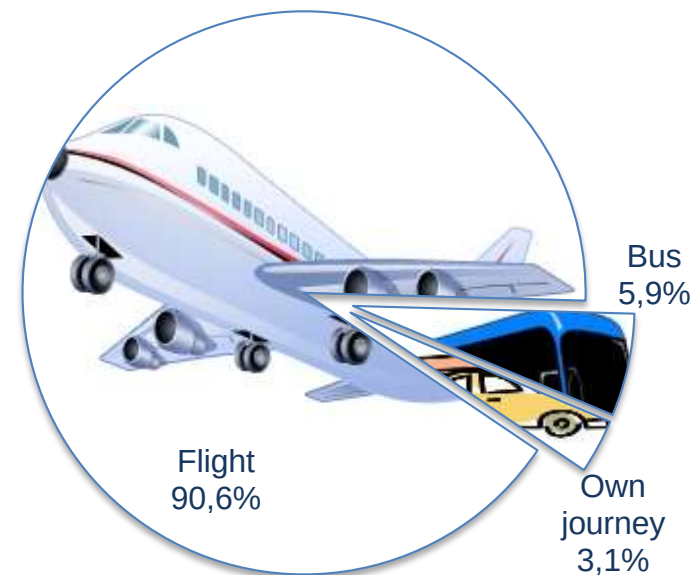
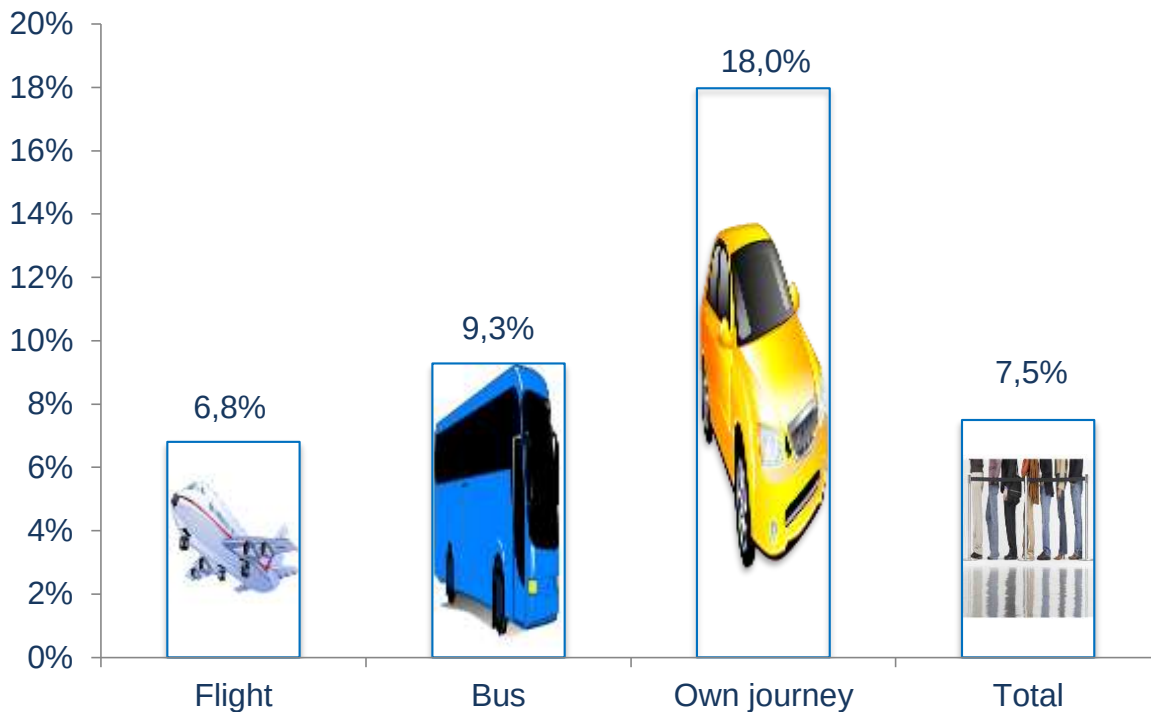


The sales trend of the last four weeks

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

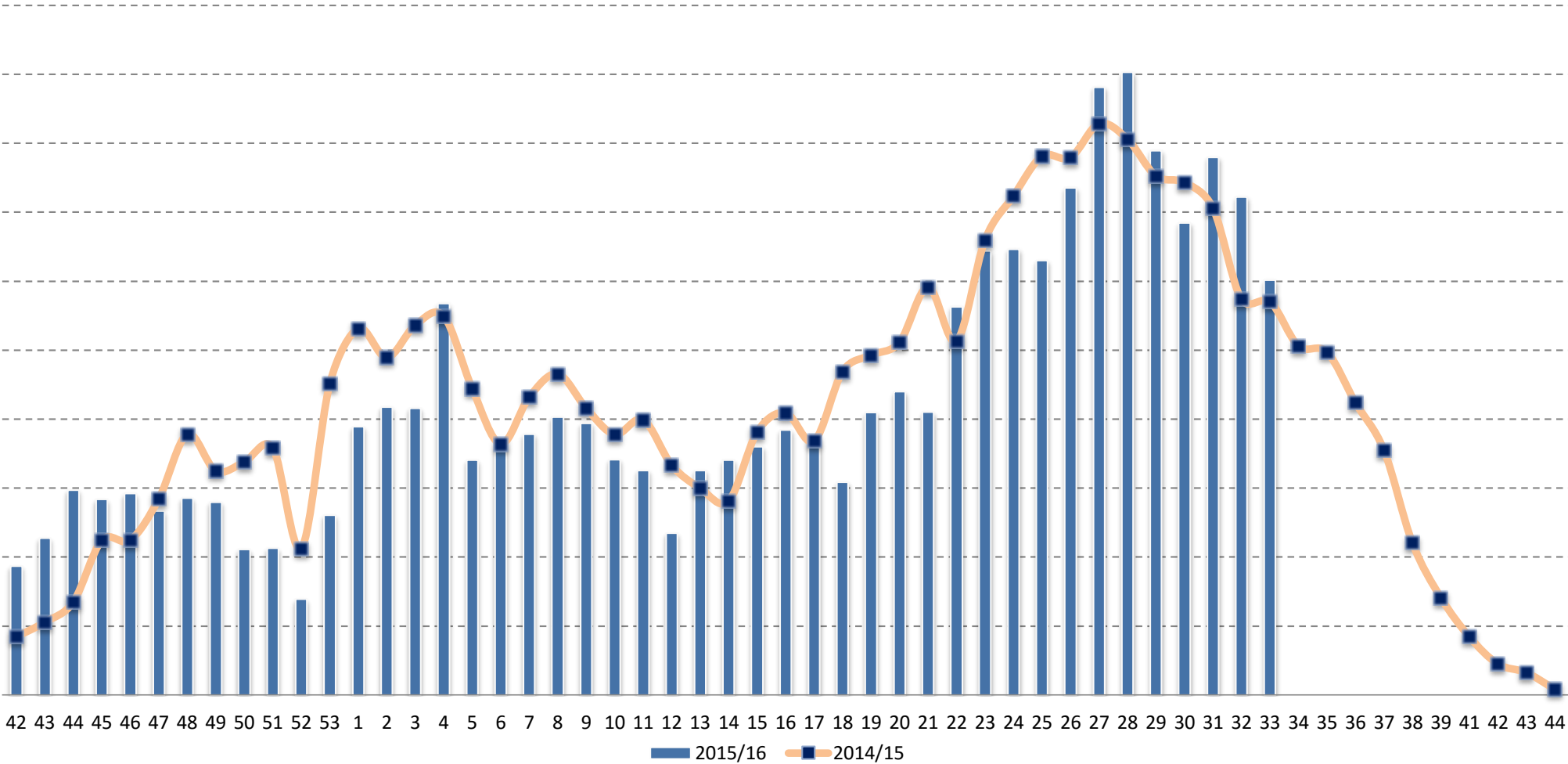
Clients +/- %

Share %



Weekly sales compared with the previous tourist year

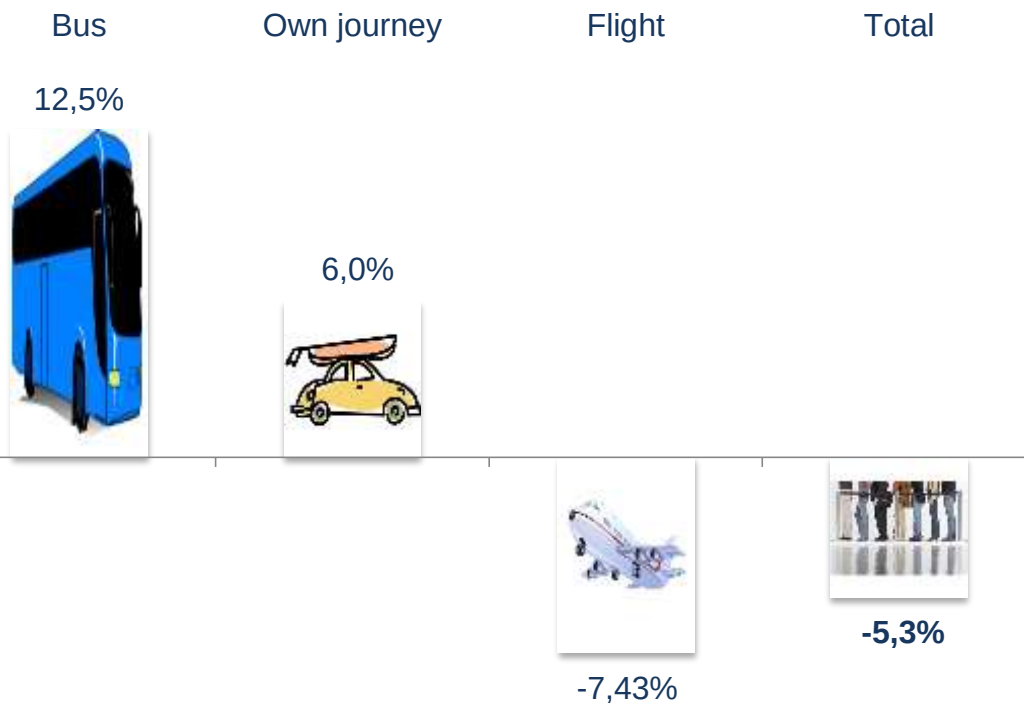
Bookings weekly 15/16 vs. 14/15



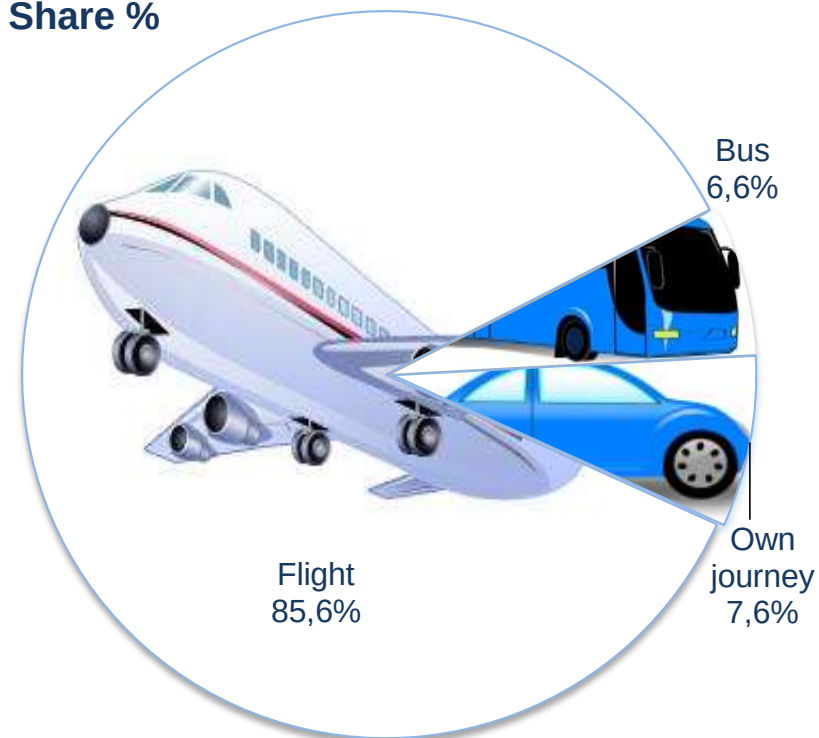
Cumulative sales of 2015/16

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	5%
2	Hiszpania	40%
3	Bułgaria	37%
4	Turcja	-61%
5	Włochy	50%
6	Egipt	-71%
7	Chorwacja	84%
8	Portugalia	24%
9	Albania	++
10	Cypr	10%
11	Austria	114%
12	Polska	119%
13	Kuba	88%
14	Dominikana	104%
15	Maroko	-48%
16	Emiraty Arabskie	++
17	Wyspy Zielonego Przylądka	++
18	Czechy	113%
19	Tajlandia	29%
20	Francja	-37%

Rank	Destination	+/- % last year *
1	Heraklion	8%
2	Burgas	22%
3	Korfu	17%
4	Zakynthos	13%
5	Rodos	-10%
6	Antalya	-54%
7	Fuerteventura	24%
8	Varna	29%
9	Teneryfa	23%
10	Chania	1%
11	Majorka	23%
12	Kos	-34%
13	Gran Canaria	51%
14	Barcelona	14%
15	Lanzarote	22%
16	Hurghada	-61%
17	Madera	18%
18	Bodrum	-64%
19	Marsa Alam	-47%
20	Saloniki	31%

** estimated*



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