

Weekly report 34/2016

Data source: MerlinX*

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

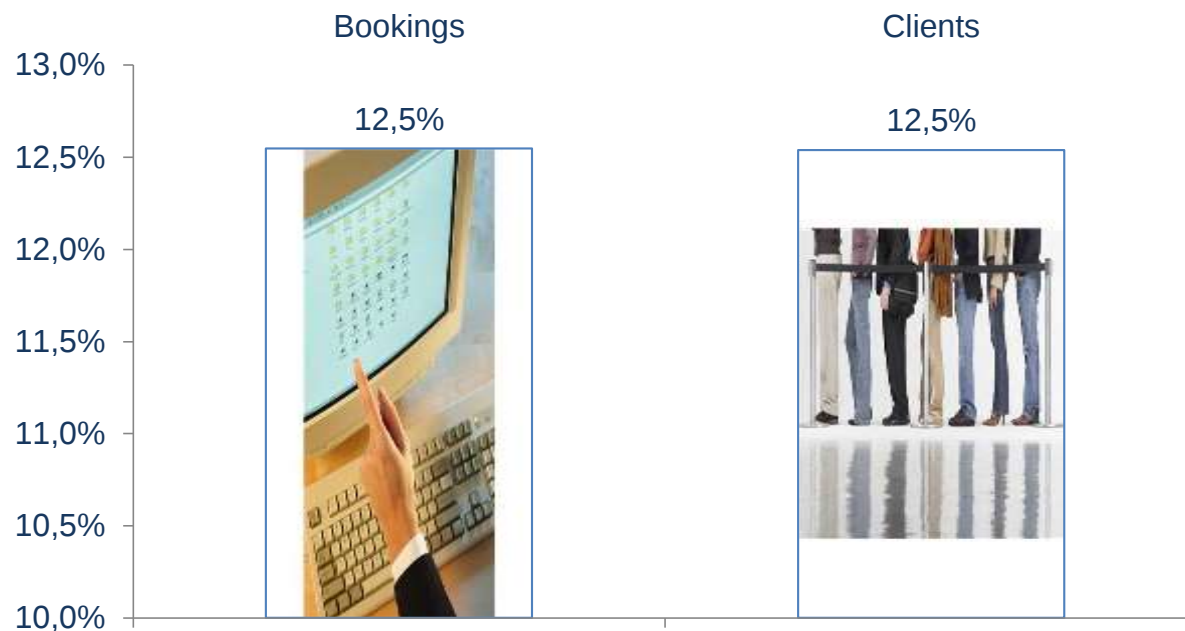
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 34/2016, tours 01.11.15 – 31.10.16

compared with week 35. in 2015 r.



Last week – 34/2016, tours 01.11.15 – 31.10.16

compared with week 35. in 2015 r.

Clients
+/- %

Bus

Own journey

Flight

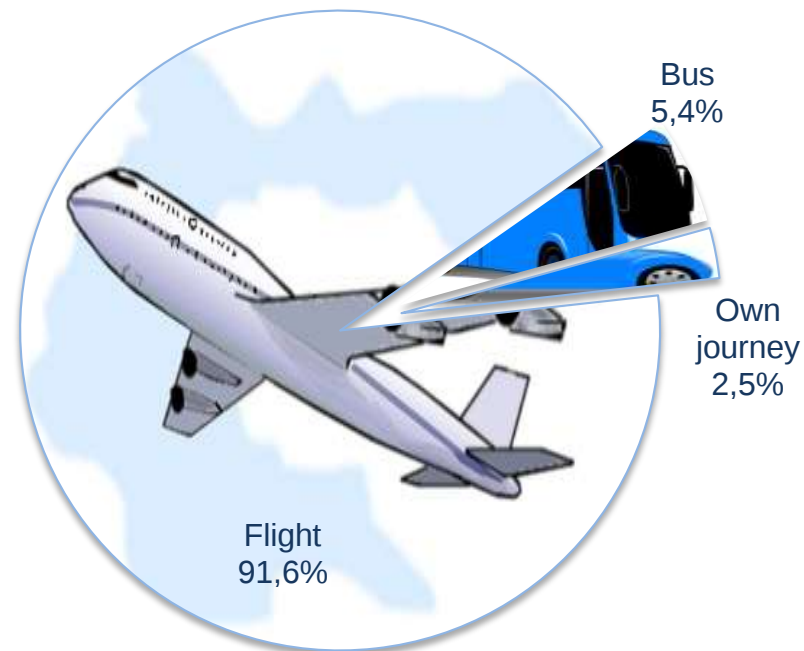
44,1%

12,3%

3,0%



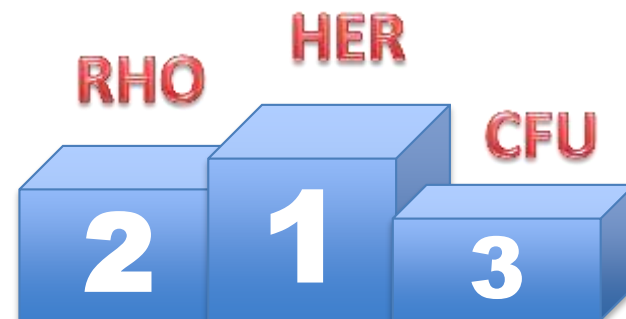
Share %



Ranking of the most popular countries & destinations in CW34

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	5 480	2 416
2	Rodos	5 719	2 511
3	Korfu	5 614	2 448
4	Burgas	3 768	1 715
5	Zakynthos	5 501	2 462
6	Antalya	4 864	2 059
7	Varna	3 606	1 658
8	Chania	6 038	2 757
9	Kos	6 271	2 554
10	Majorka	6 067	2 819
11	Fuerteventura	6 505	2 967
12	Saloniki	4 624	2 154
13	Teneryfa	6 571	3 034
14	Hurghada	4 555	2 180
15	Enfidha	3 494	1 679
16	Barcelona	5 161	2 419
17	Marsa Alam	5 117	2 373
18	Ateny	5 284	2 388
19	Madera	5 753	2 867
20	Gran Canaria	6 575	3 221



Rank	Country	Price/booking	Price/person
1	Grecja	5 657	2 468
2	Hiszpania	6 302	2 882
3	Bułgaria	3 736	1 674
4	Turcja	4 719	2 007
5	Włochy	4 973	2 323
6	Egipt	4 729	2 211
7	Chorwacja	3 139	1 496
8	Portugalia	5 935	2 908
9	Albania	3 767	1 857
10	Tunezja	3 608	1 712

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

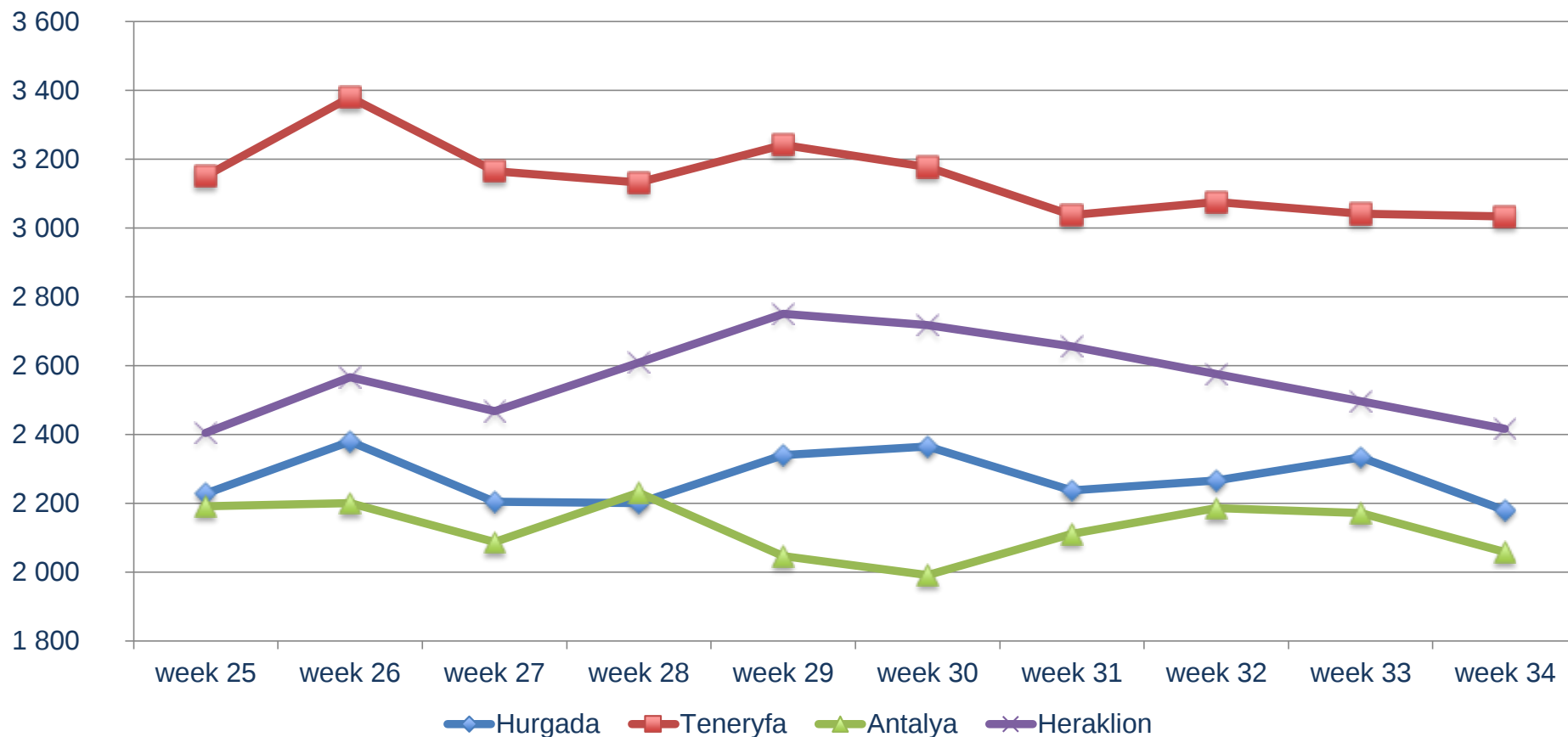
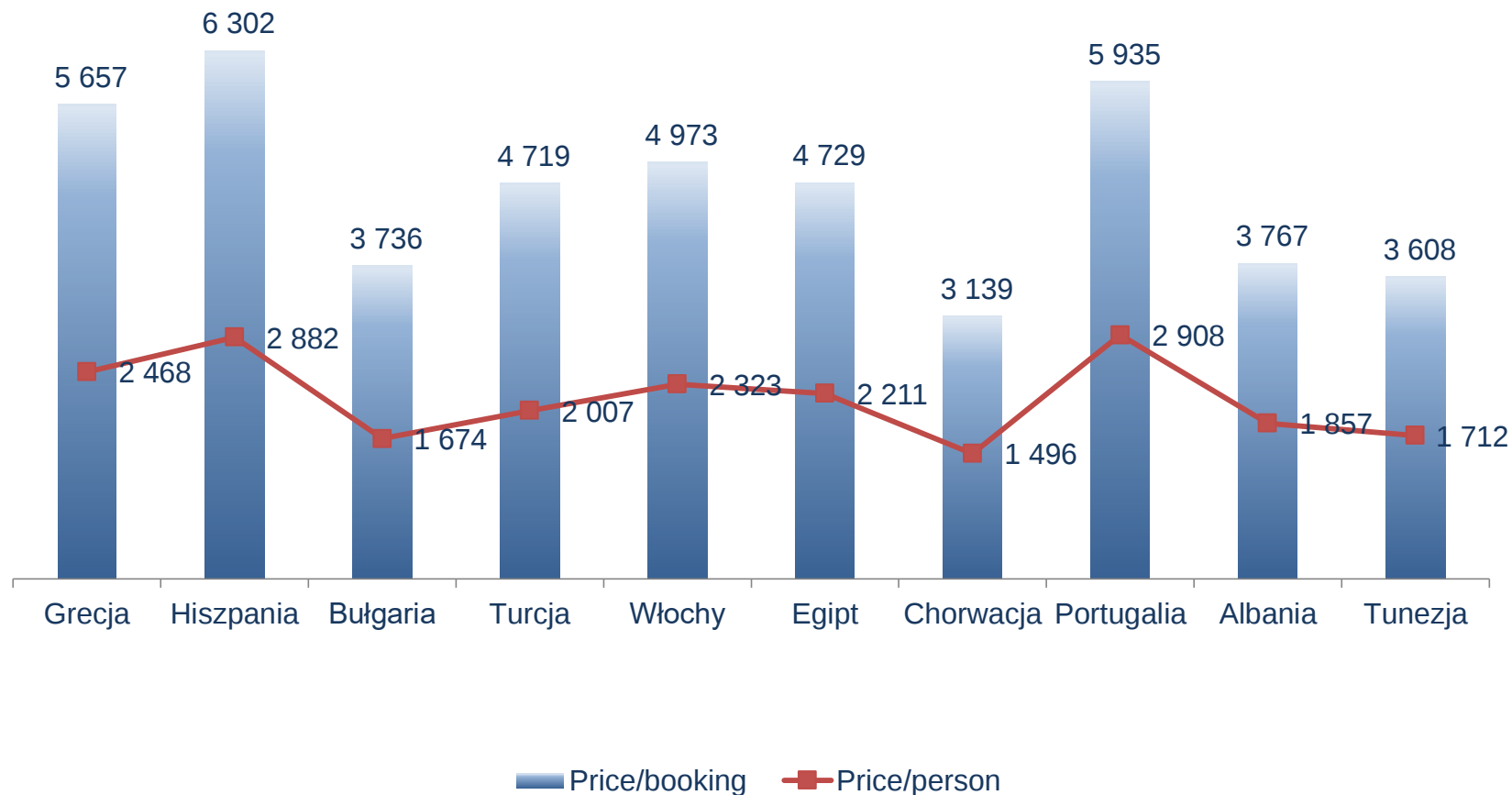


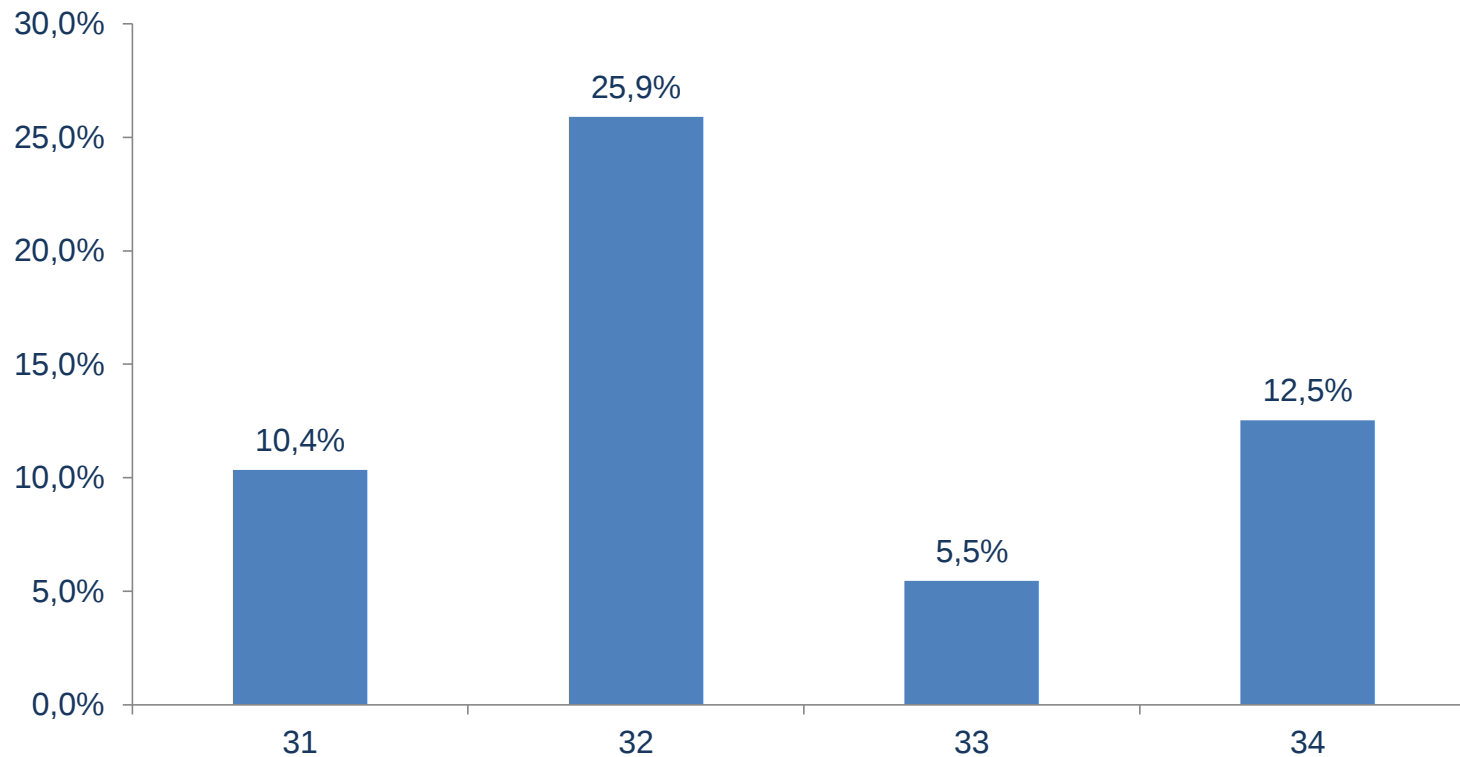
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 34. week



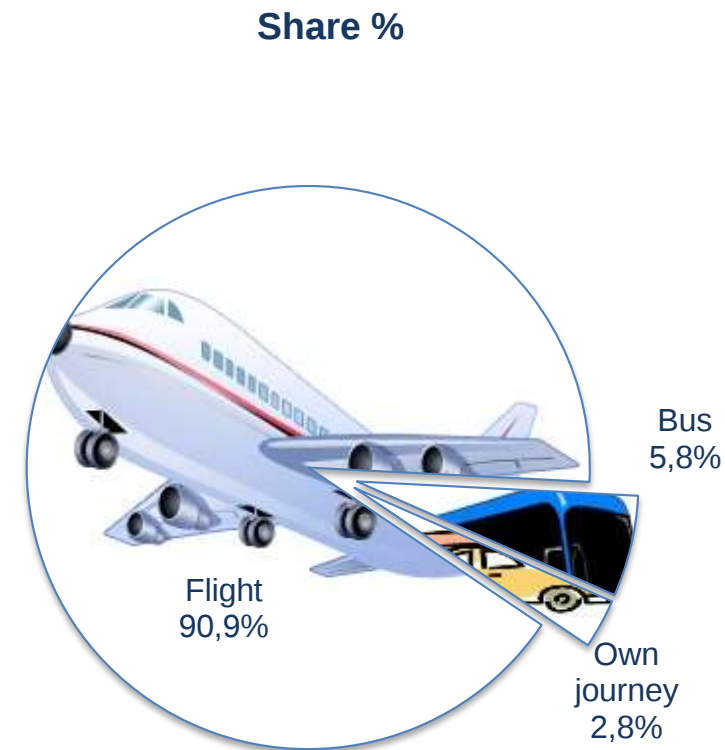
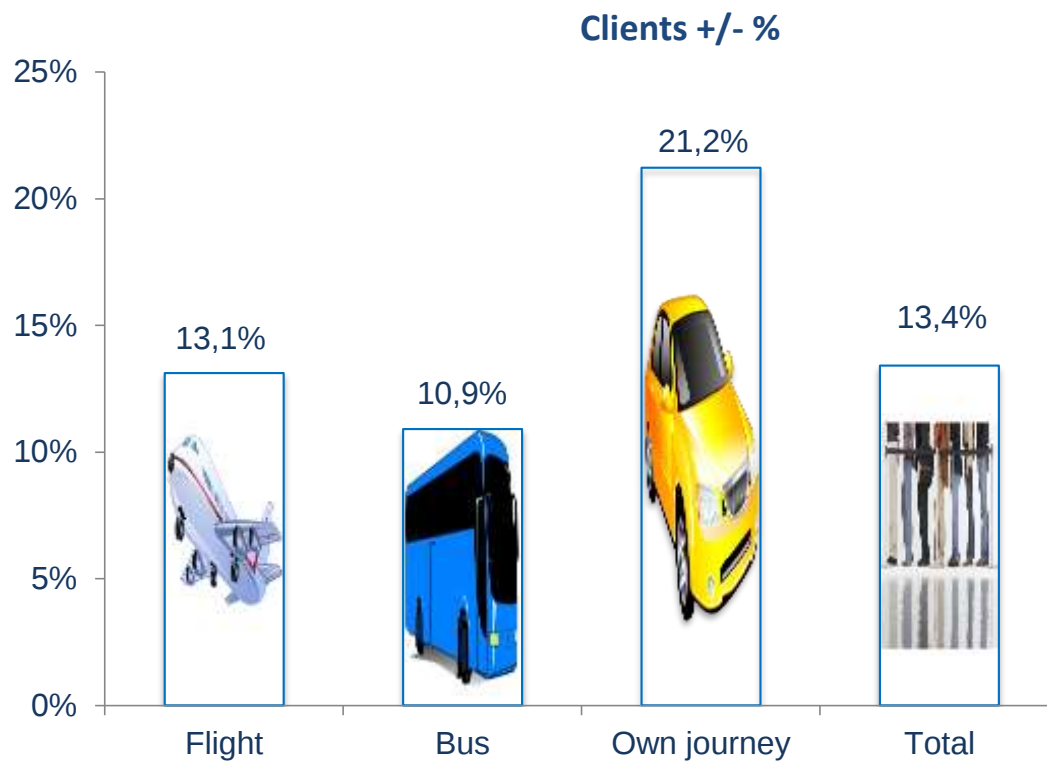
The last four weeks of sales of the tourist year 2015/16 - customers

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



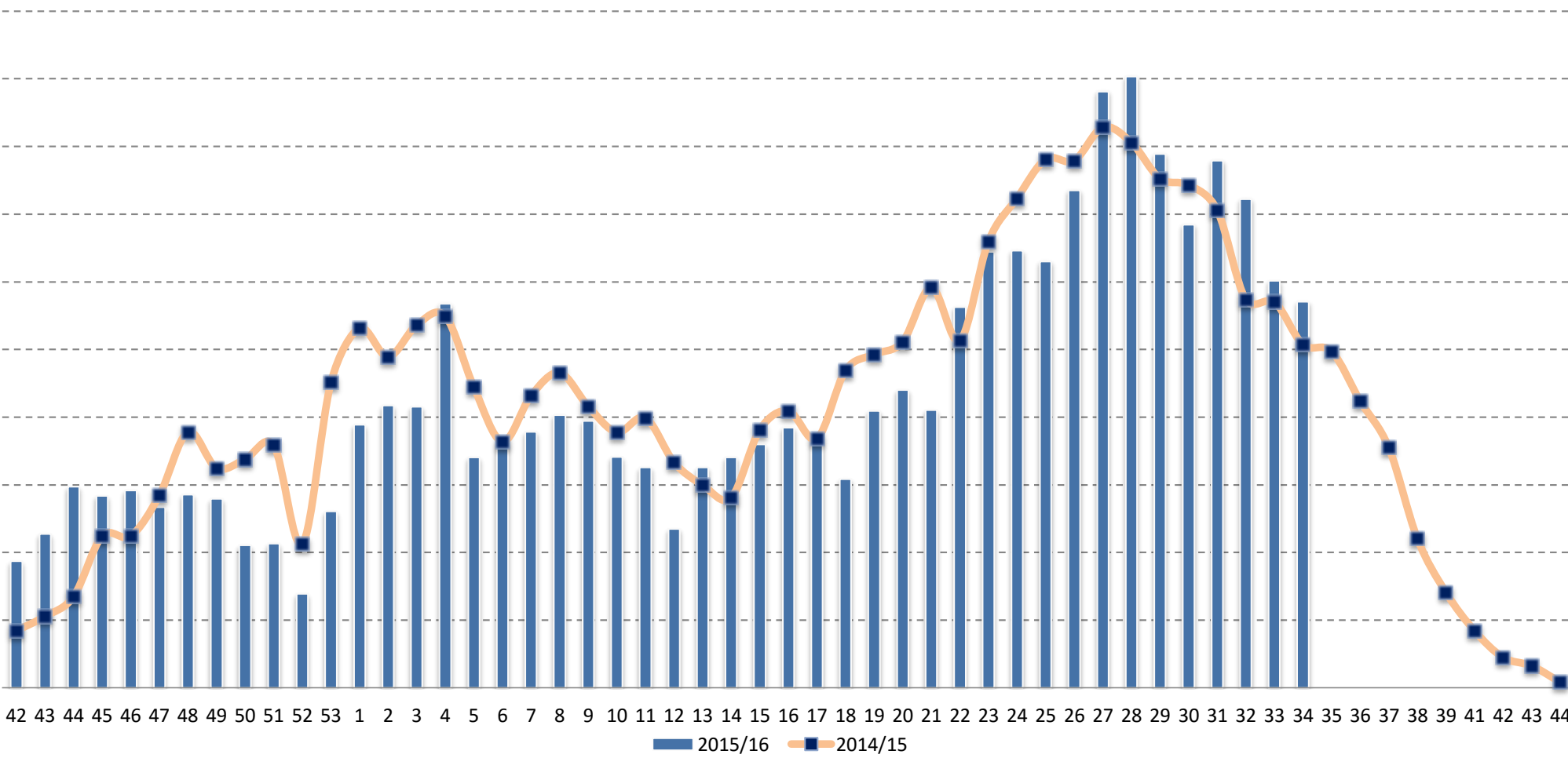
The sales trend of the last four weeks

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

12,3%



Own journey

6,3%



Flight



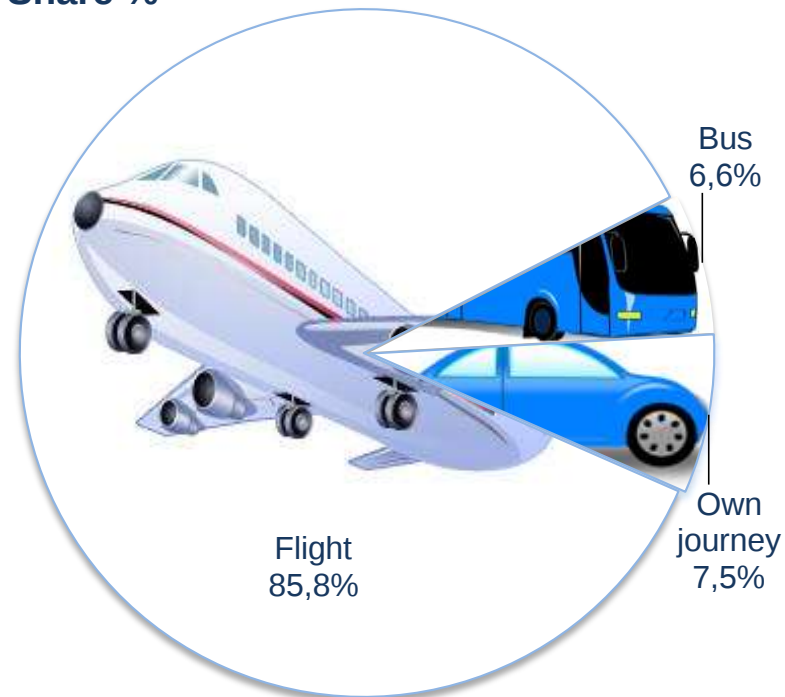
-6,95%

Total



-4,9%

Share %



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

Rank	Country	+/- % last year
1	Grecja	6%
2	Hiszpania	40%
3	Bułgaria	37%
4	Turcja	-61%
5	Włochy	49%
6	Egipt	-70%
7	Chorwacja	83%
8	Portugalia	24%
9	Albania	++
10	Cypr	9%
11	Polska	116%
12	Austria	113%
13	Kuba	88%
14	Dominikana	104%
15	Maroko	-49%
16	Emiraty Arabskie	++
17	Wyspy Zielonego Przylądka	++
18	Czechy	112%
19	Tajlandia	29%
20	Francja	-38%

Rank	Destination	+/- % last year
1	Heraklion	9%
2	Burgas	22%
3	Korfu	17%
4	Zakynthos	14%
5	Rodos	-10%
6	Antalya	-54%
7	Fuerteventura	24%
8	Teneryfa	20%
9	Varna	34%
10	Chania	1%
11	Majorka	24%
12	Kos	-34%
13	Hurghada	-65%
14	Gran Canaria	63%
15	Barcelona	12%
16	Lanzarote	22%
17	Marsa Alam	-47%
18	Madera	18%
19	Bodrum	-63%
20	Saloniki	33%

** estimated*



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