

Weekly report 35/2016

Data source: MerlinX*

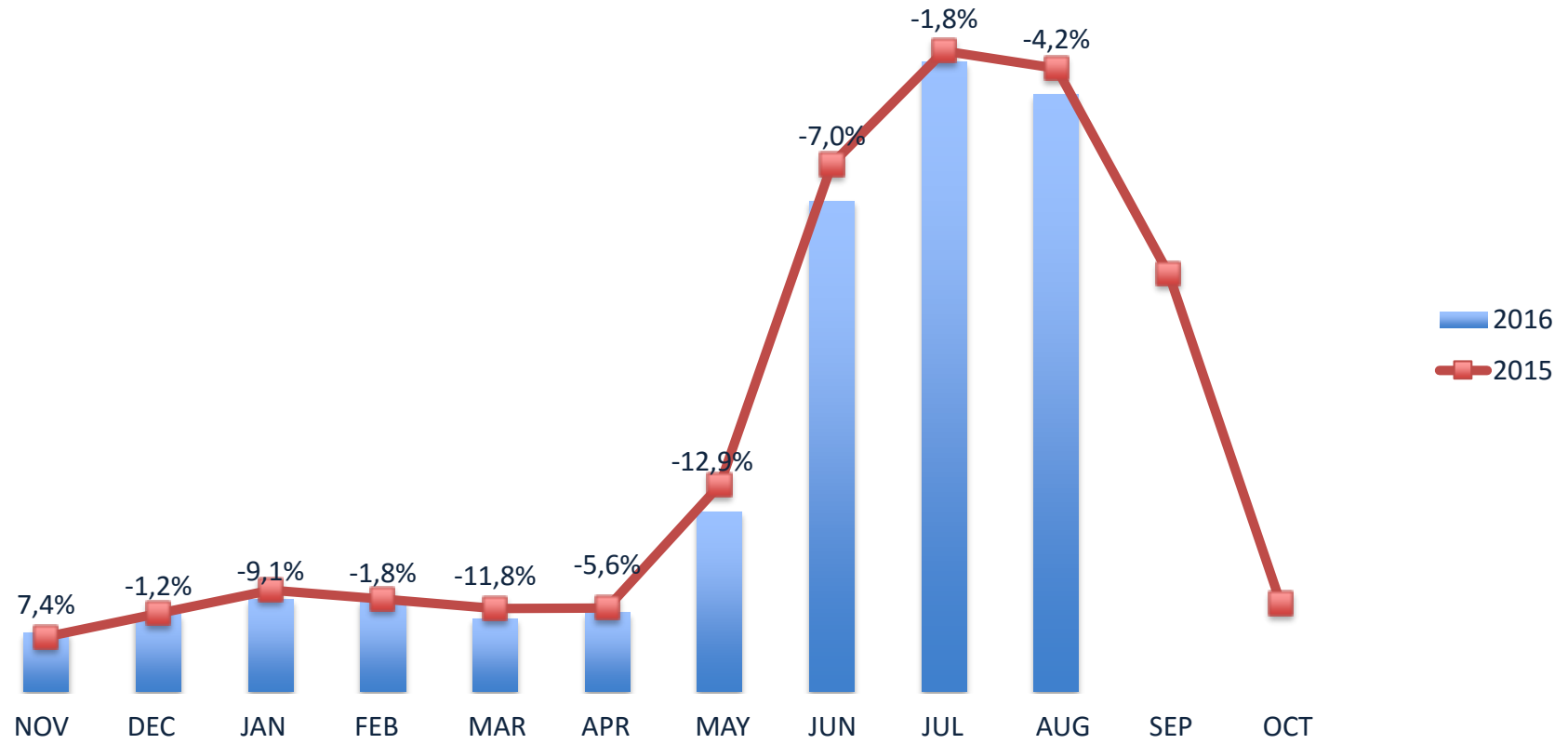
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

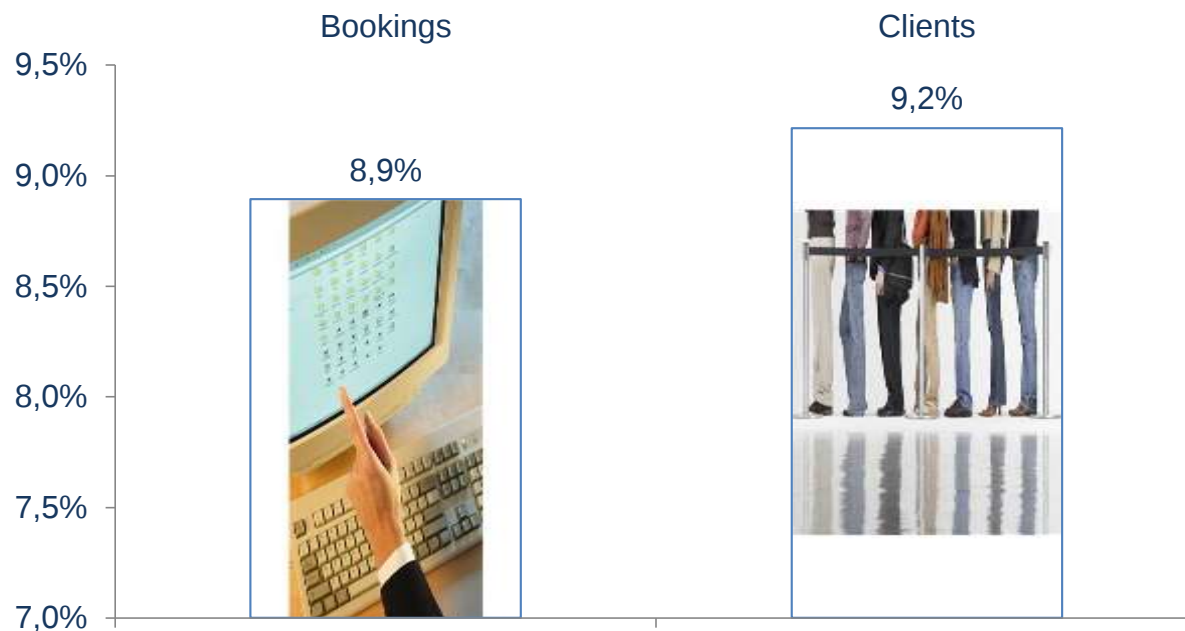
<http://www.merlinx.pl>

Monthly trips compared with previous tourist year



Last week – 35/2016, tours 01.11.15 – 31.10.16

compared with week 36. in 2015 r.



Last week – 35/2016, tours 01.11.15 – 31.10.16

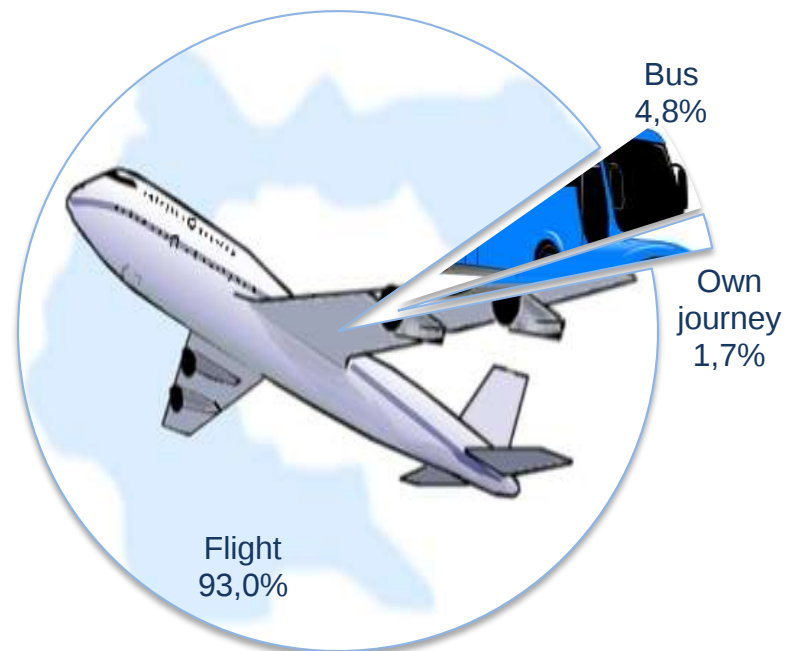
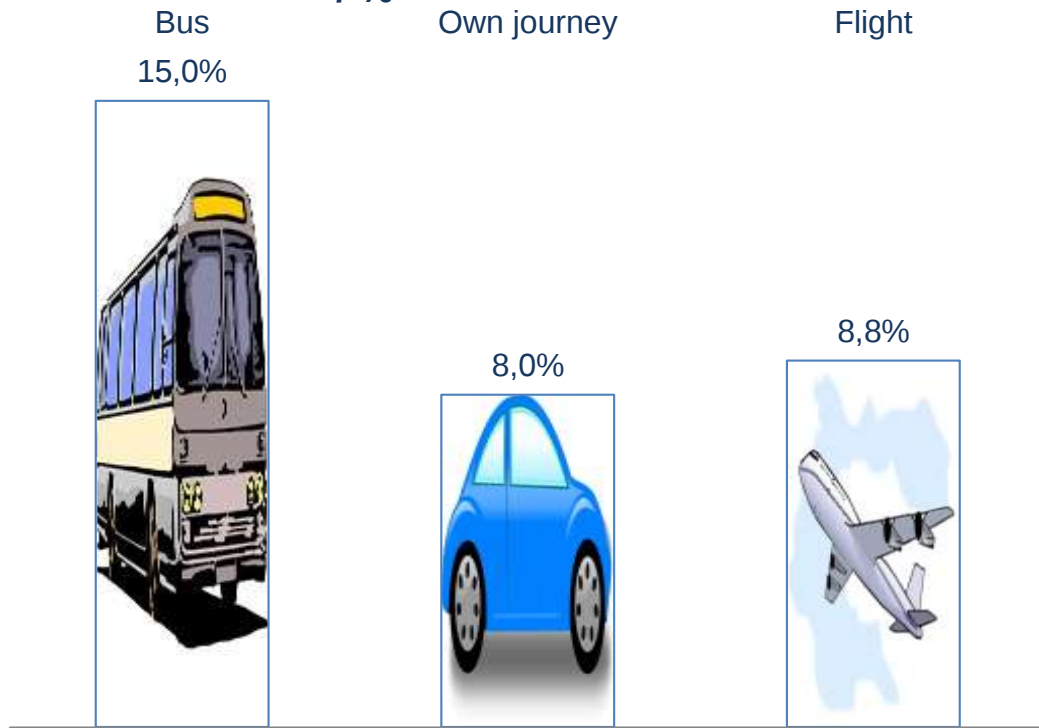
compared with week 36. in 2015 r.

Clients +/-%

Own journey

Flight

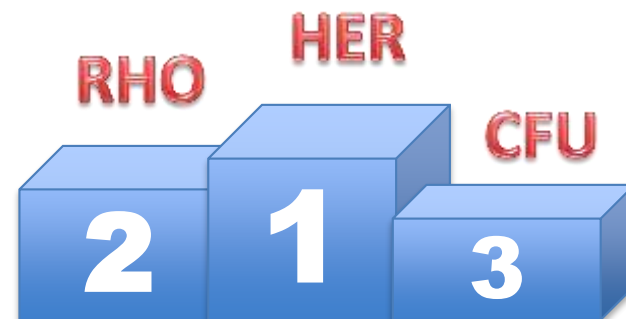
Share %



Ranking of the most popular countries & destinations in CW35

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	4 960	2 233
2	Rodos	5 220	2 315
3	Korfu	5 249	2 317
4	Antalya	4 207	1 948
5	Burgas	3 390	1 560
6	Zakynthos	5 162	2 327
7	Chania	5 986	2 625
8	Kos	5 739	2 526
9	Hurghada	4 029	1 936
10	Majorka	5 678	2 647
11	Varna	2 776	1 301
12	Saloniki	4 340	2 021
13	Fuerteventura	6 623	3 048
14	Teneryfa	6 164	2 861
15	Bodrum	4 154	1 919
16	Barcelona	4 878	2 392
17	Marsa Alam	4 686	2 146
18	Enfidha	3 015	1 448
19	Gran Canaria	6 025	2 737
20	Lanzarote	6 816	3 109



Rank	Country	Price/booking	Price/person
1	Grecja	5 274	2 331
2	Hiszpania	6 022	2 763
3	Turcja	4 057	1 855
4	Bułgaria	3 181	1 456
5	Włochy	4 526	2 177
6	Egipt	4 268	2 010
7	Portugalia	5 507	2 732
8	Chorwacja	3 038	1 474
9	Tunezja	3 096	1 470
10	Cypr	6 346	2 847

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

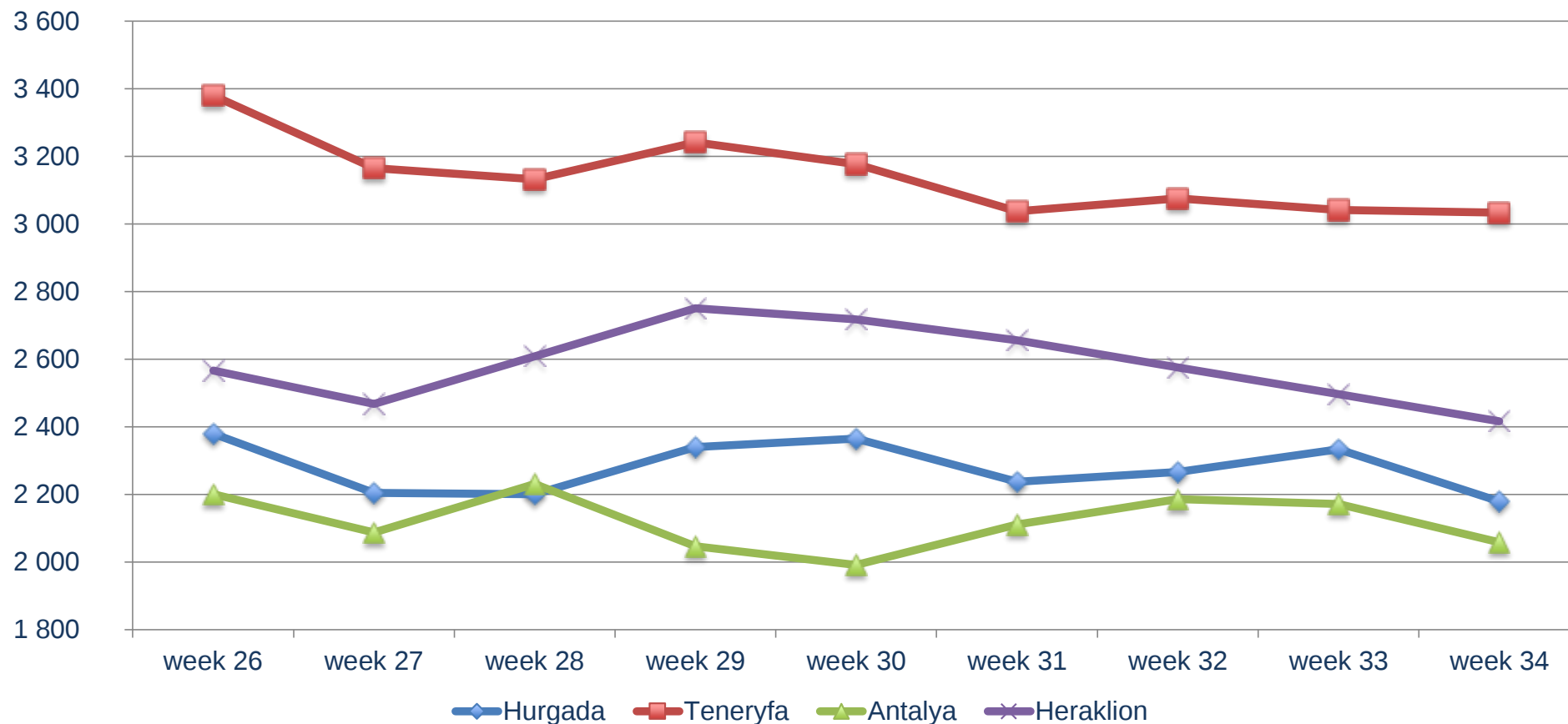
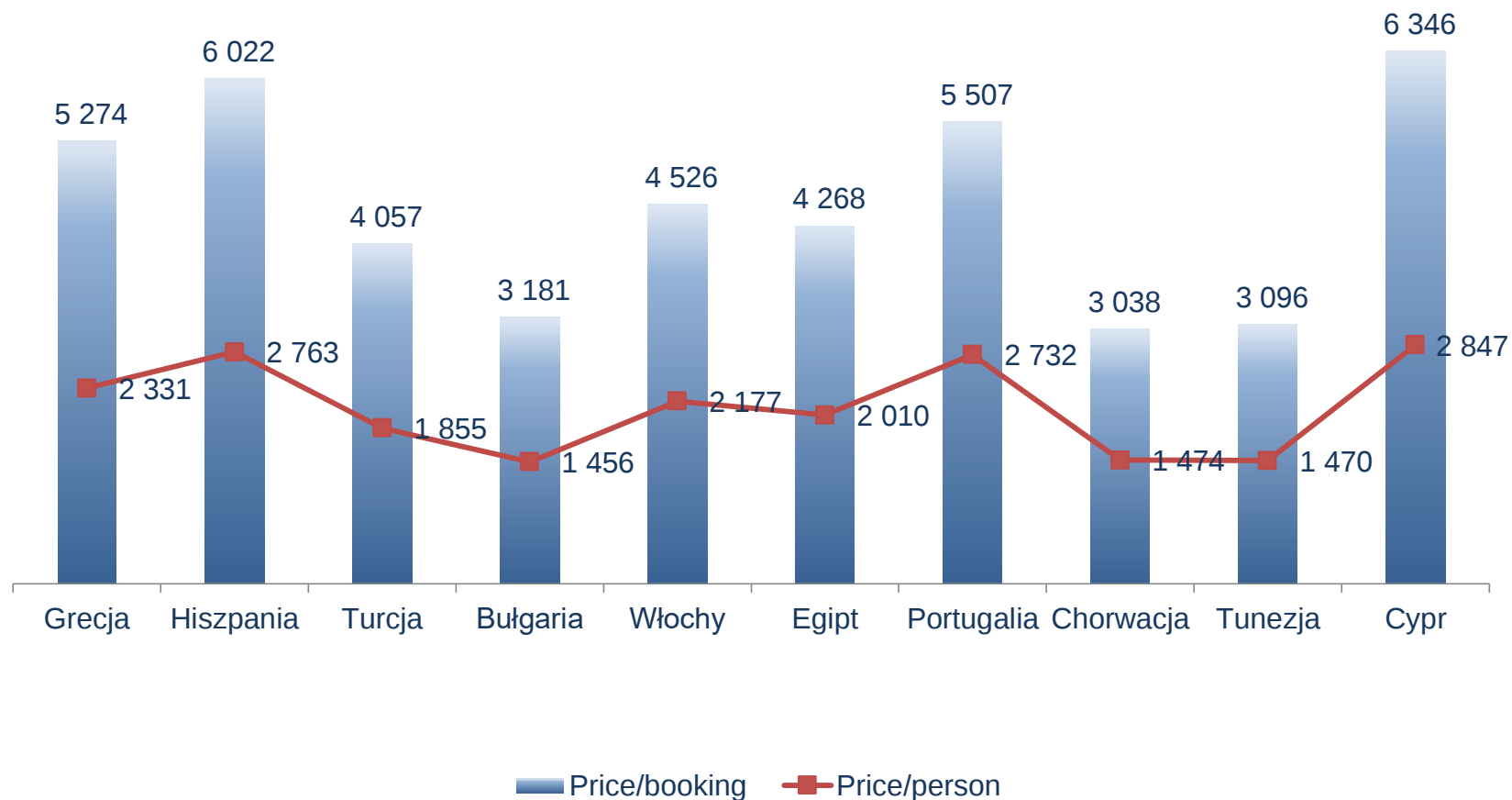


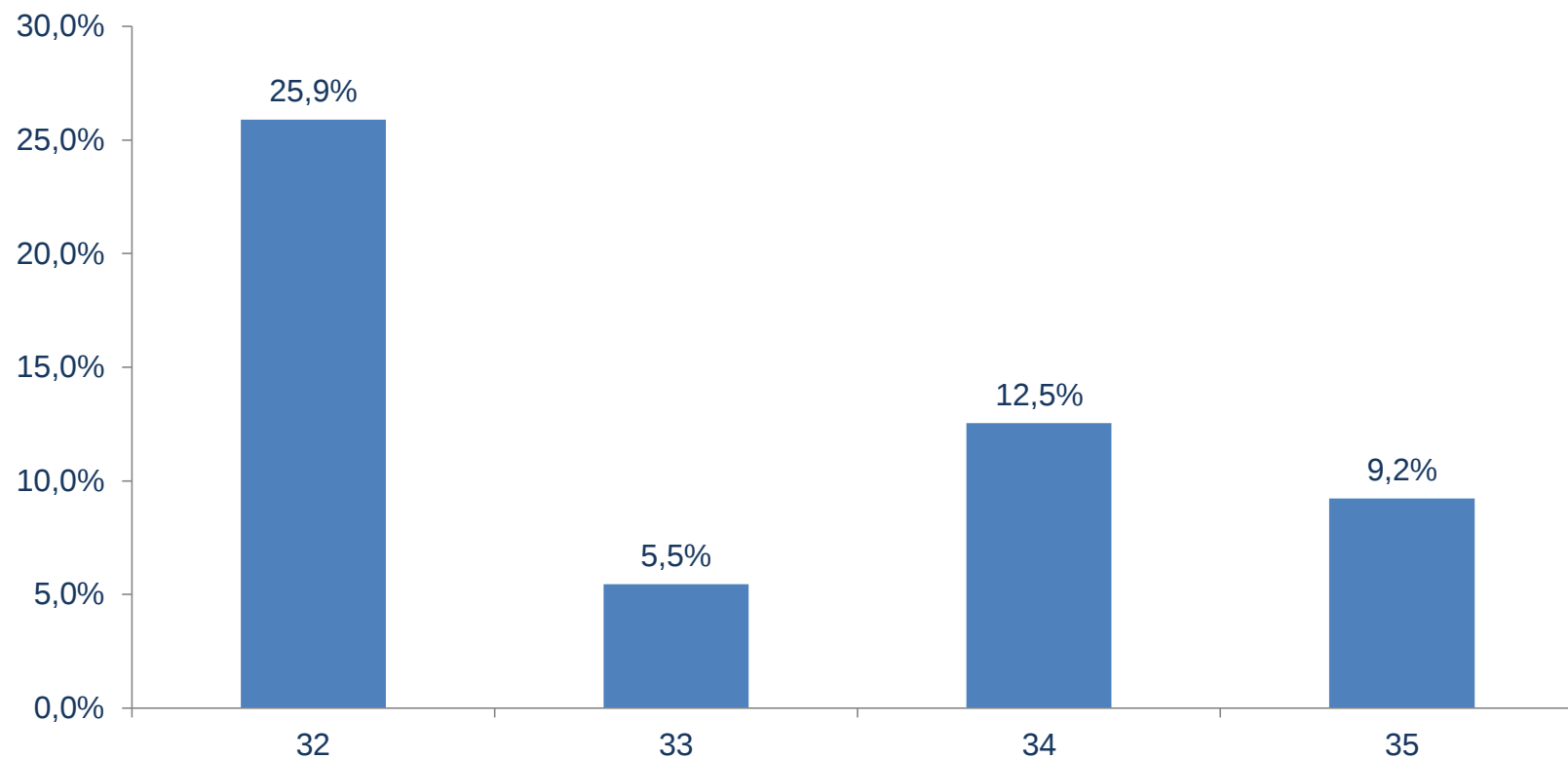
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 35. week



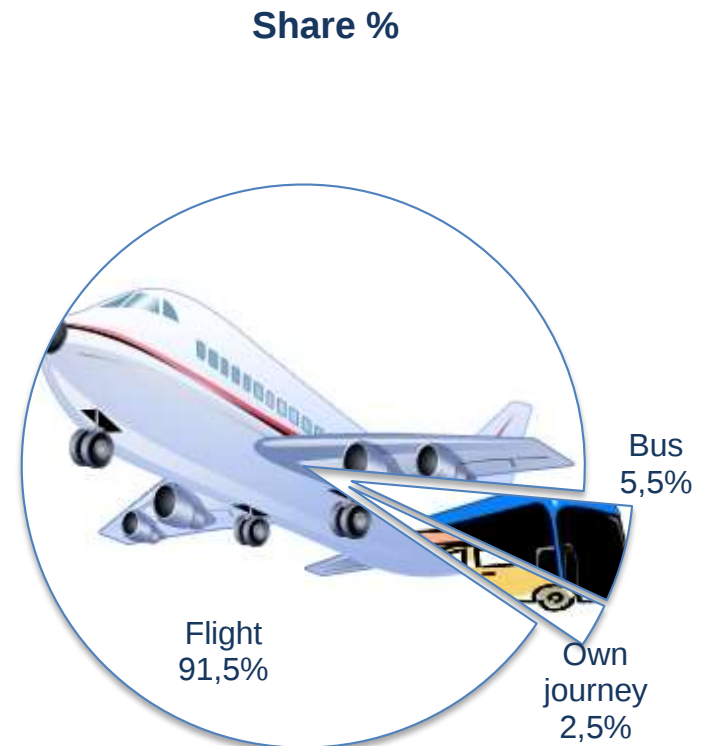
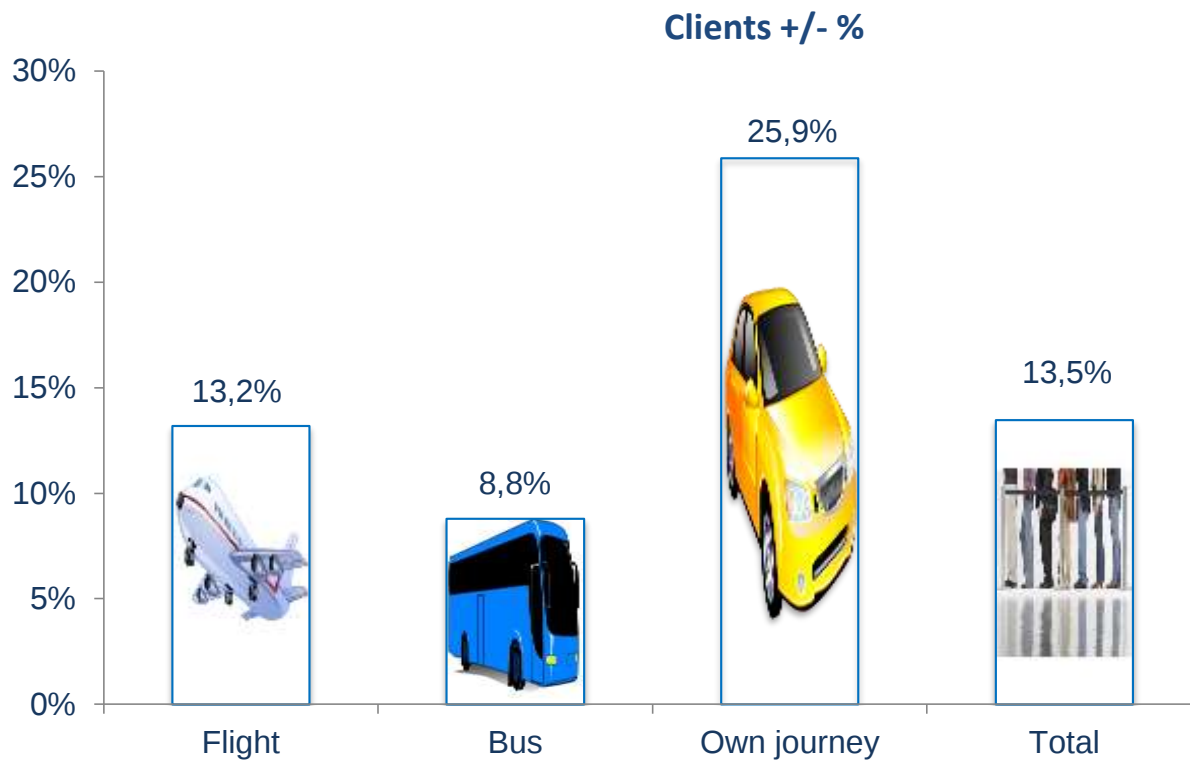
The last four weeks of sales of the tourist year 2015/16 - customers

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



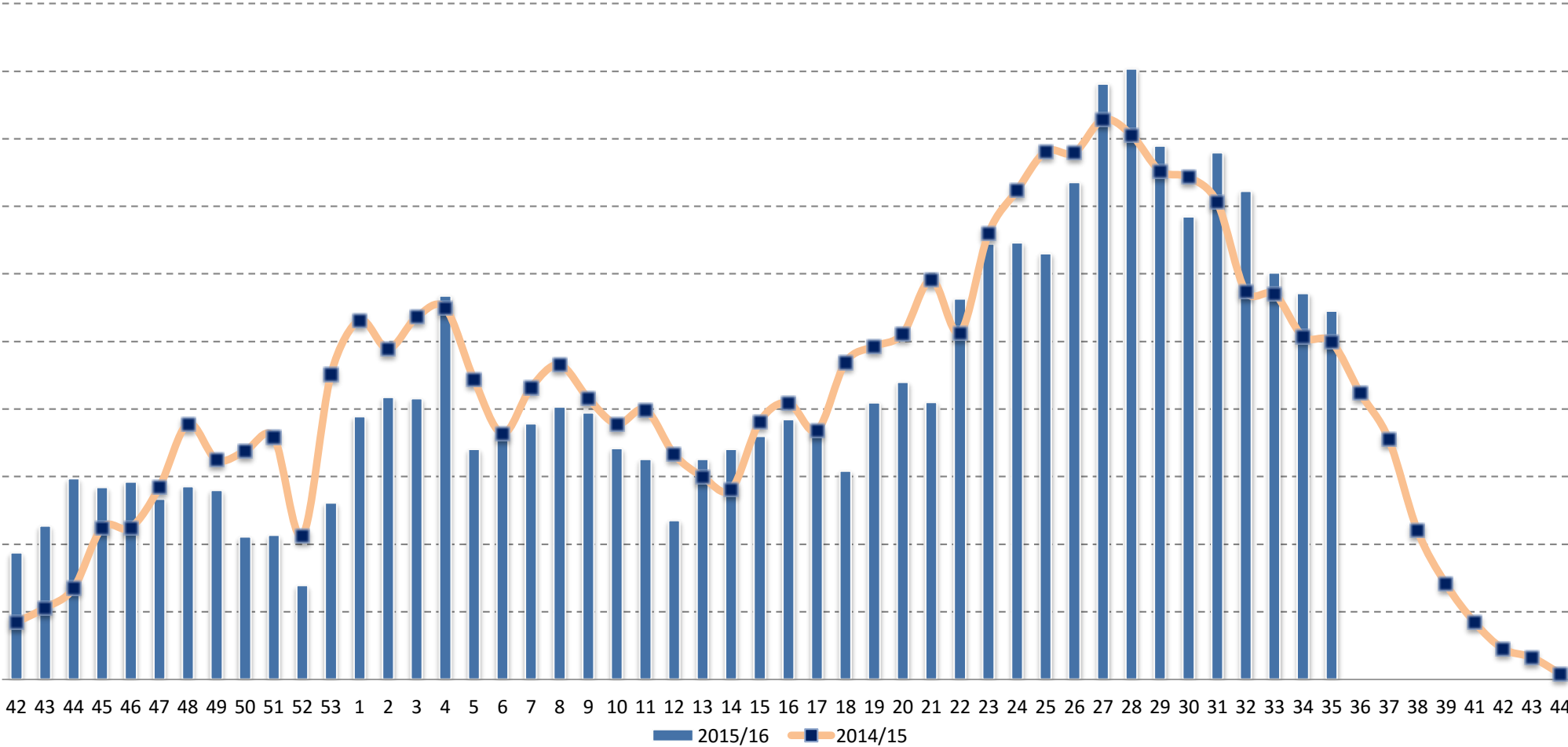
The sales trend of the last four weeks

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



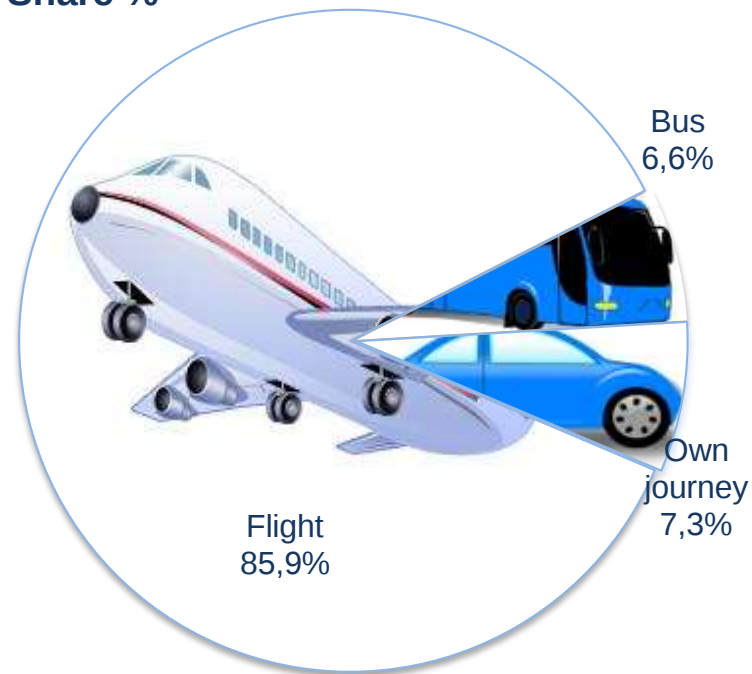
-6,58%

Total



-4,6%

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	82%
8	Portugalia	24%
9	Albania	++
10	Cypr	7%
11	Polska	111%
12	Austria	113%
13	Maroko	-49%
14	Kuba	88%
15	Dominikana	104%
16	Emiraty Arabskie	++
17	Wyspy Zielonego Przylądka	++
18	Czechy	110%
19	Tajlandia	29%
20	Francja	-39%

Rank	Destination	+/- % last year
1	Heraklion	10%
2	Burgas	22%
3	Korfu	18%
4	Zakynthos	14%
5	Rodos	-10%
6	Antalya	-54%
7	Fuerteventura	24%
8	Teneryfa	24%
9	Varna	30%
10	Chania	2%
11	Majorka	24%
12	Kos	-35%
13	Hurghada	-60%
14	Barcelona	15%
15	Lanzarote	23%
16	Gran Canaria	49%
17	Marsa Alam	-47%
18	Bodrum	-64%
19	Madera	15%
20	Saloniki	34%

* estimated



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