

Weekly report 36/2016

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 – 36/2016, tours 01.11.15 – 31.10.16

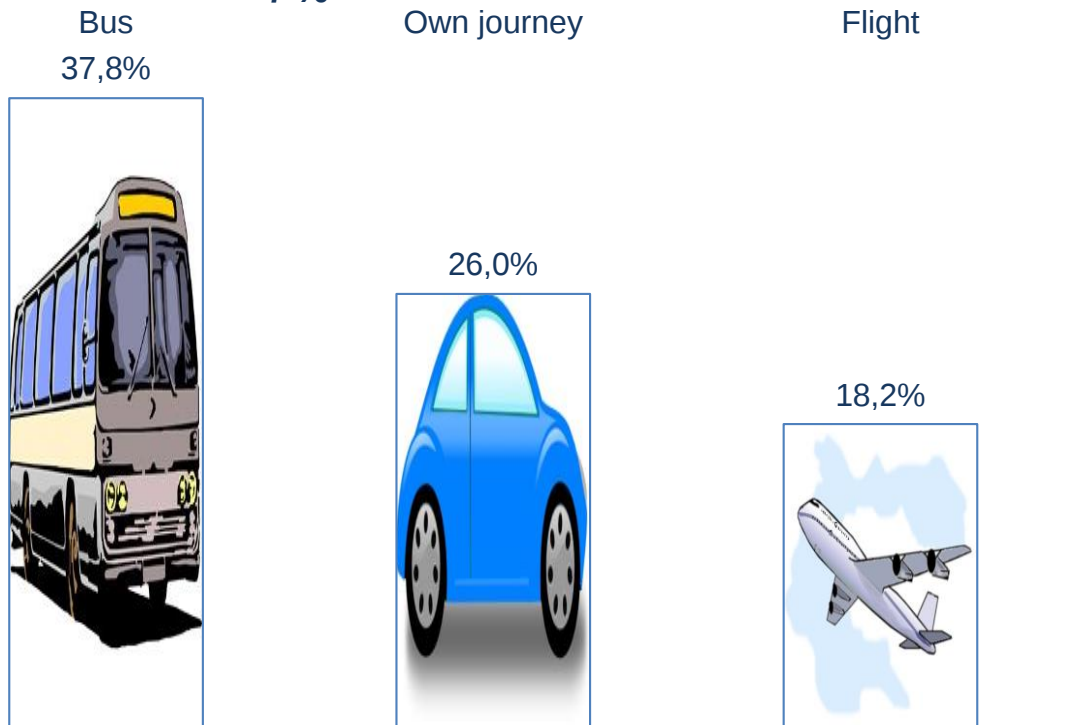
compared with week 37. in 2015 r.



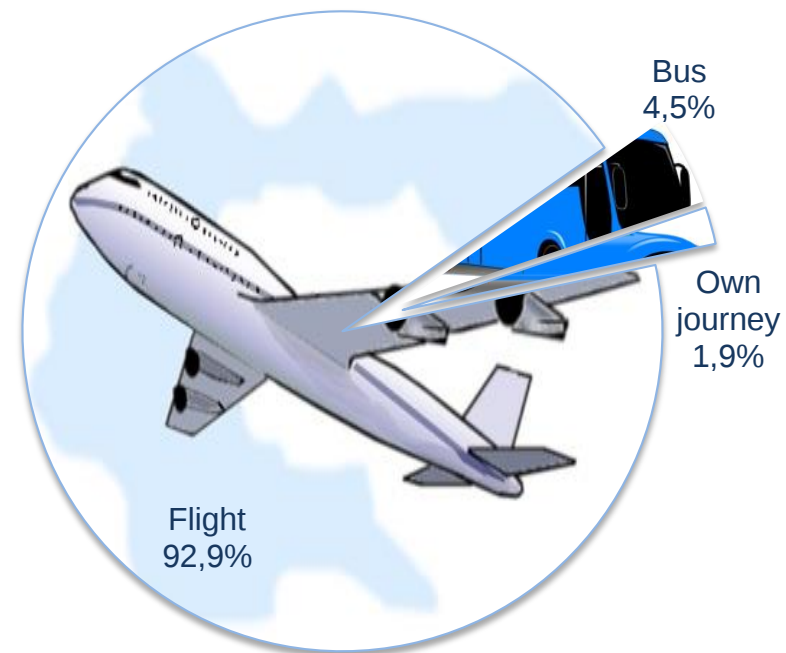
Last week – 36/2016, tours 01.11.15 – 31.10.16

compared with week 37. in 2015 r.

Clients +/-%



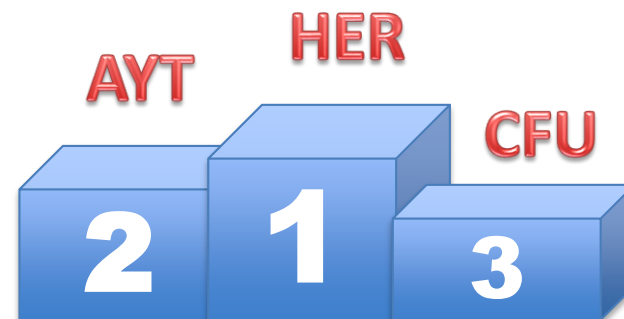
Share %



Ranking of the most popular countries & destinations in CW36

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	4 718	2 185
2	Antalya	4 287	1 989
3	Korfu	5 077	2 251
4	Rodos	5 232	2 314
5	Zakynthos	4 903	2 215
6	Chania	5 616	2 592
7	Kos	5 446	2 382
8	Majorka	5 507	2 514
9	Burgas	3 209	1 533
10	Fuerteventura	6 392	2 948
11	Hurghada	4 138	2 031
12	Saloniki	4 386	2 089
13	Teneryfa	6 124	2 838
14	Marsa Alam	4 923	2 333
15	Bodrum	4 301	2 043
16	Enfidha	3 282	1 564
17	Barcelona	4 589	2 288
18	Gran Canaria	5 731	2 634
19	Lanzarote	7 001	3 293
20	Faro	5 489	2 744



Rank	Country	Price/booking	Price/person
1	Grecja	5 112	2 292
2	Hiszpania	5 825	2 677
3	Turcja	4 304	1 977
4	Włochy	4 378	2 110
5	Egipt	4 477	2 136
6	Bułgaria	3 032	1 469
7	Tunezja	3 411	1 570
8	Portugalia	5 273	2 637
9	Chorwacja	3 082	1 466
10	Cypr	6 309	2 842

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

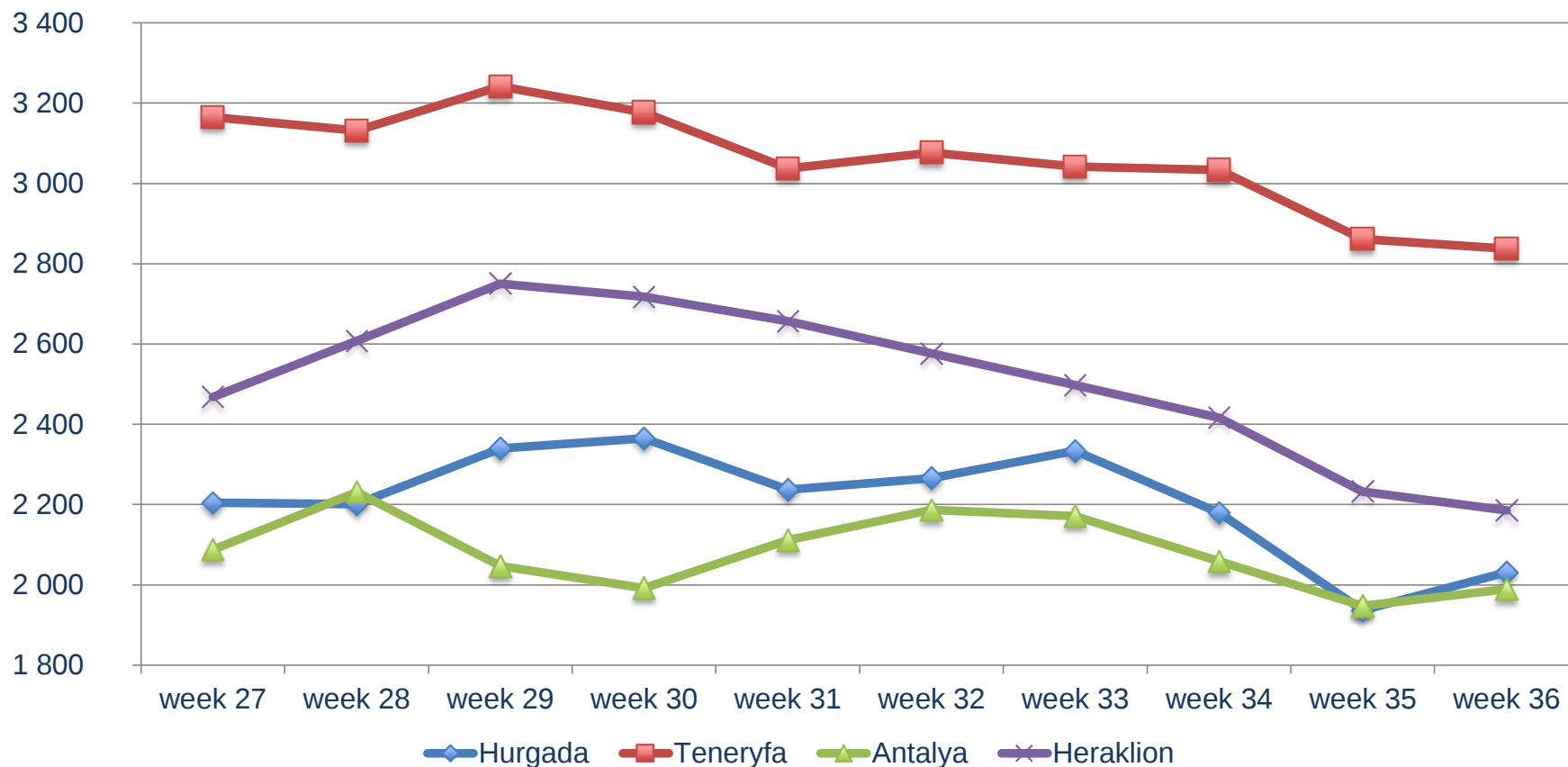
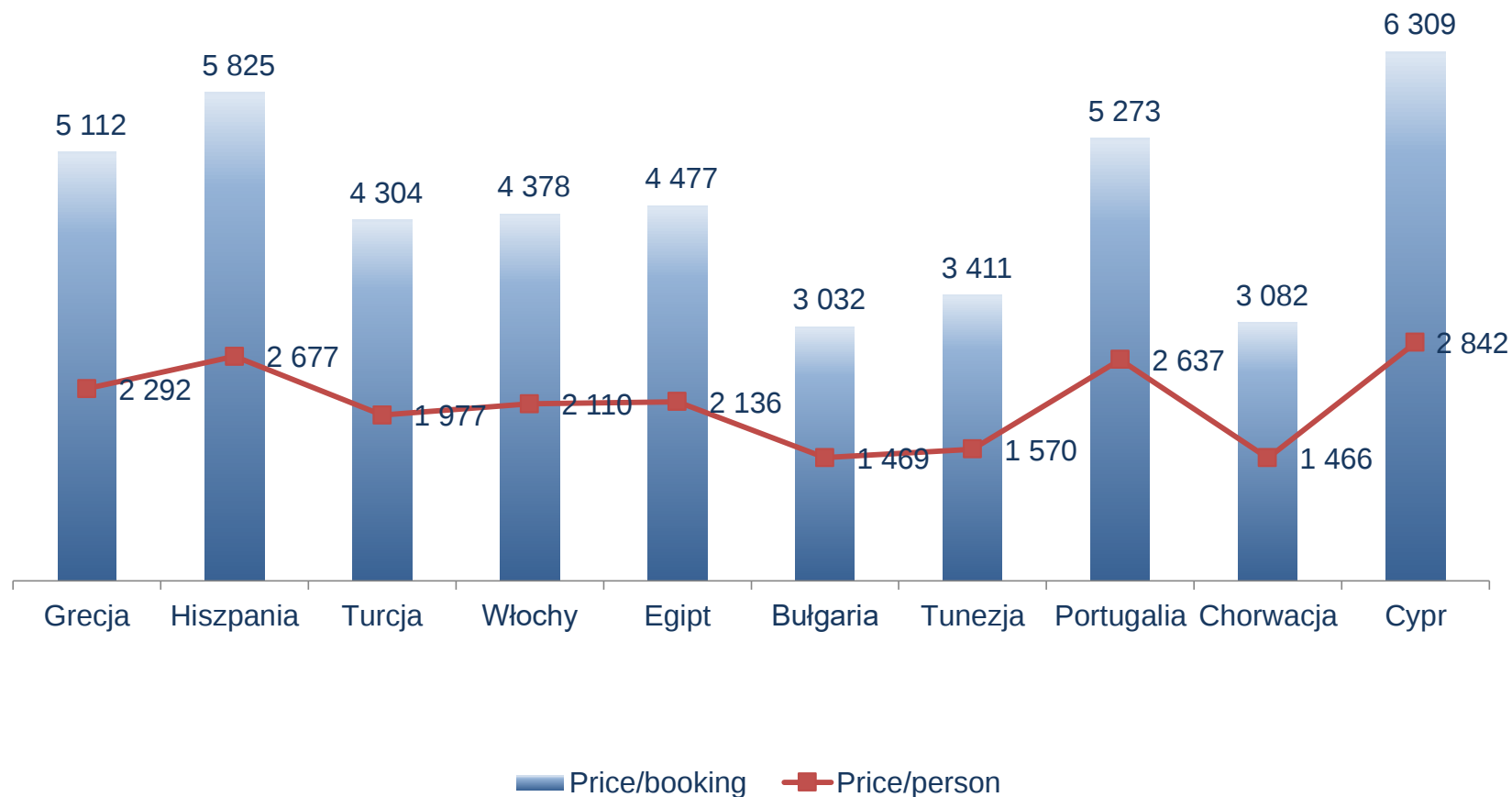


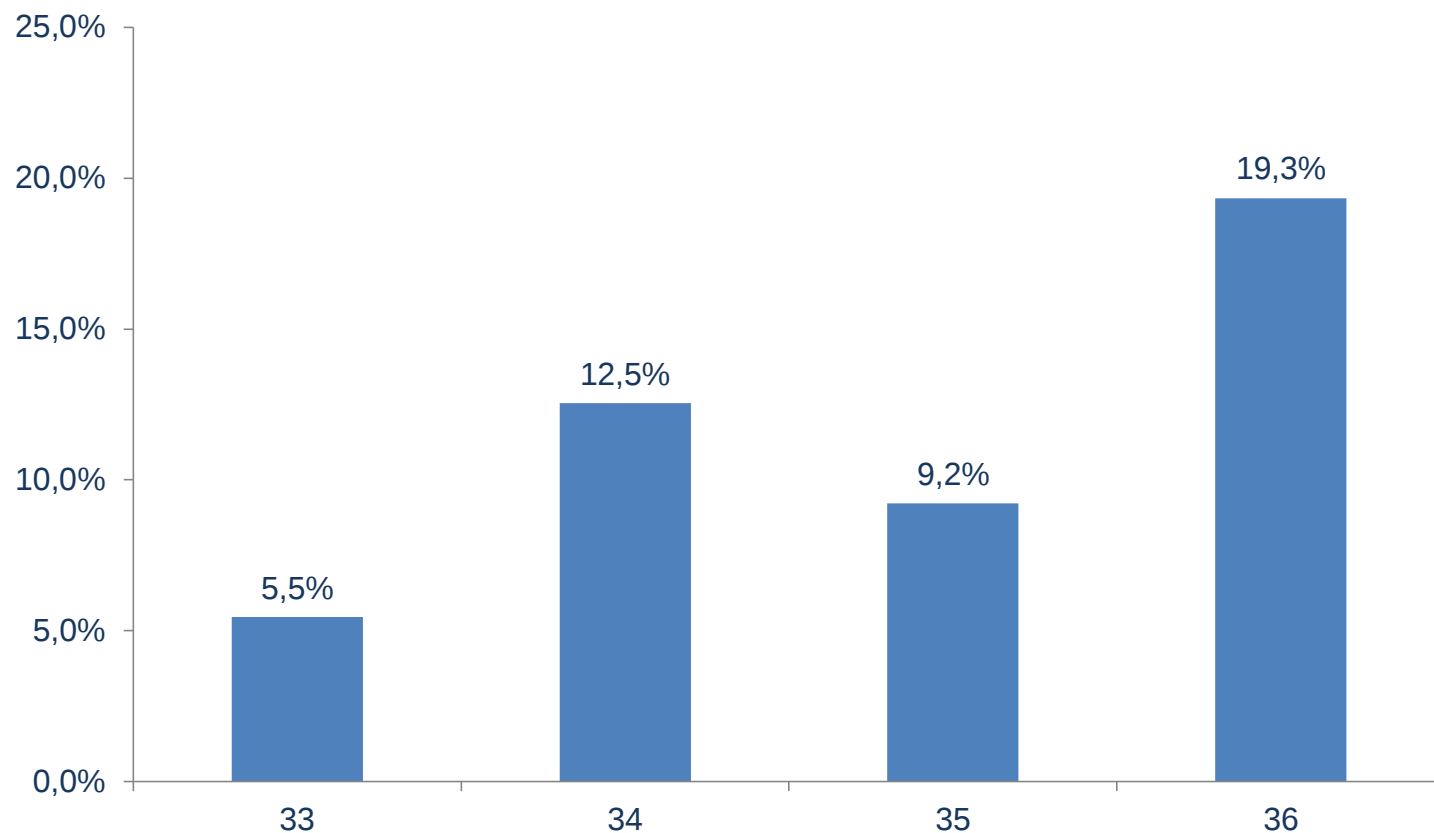
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 36. week



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

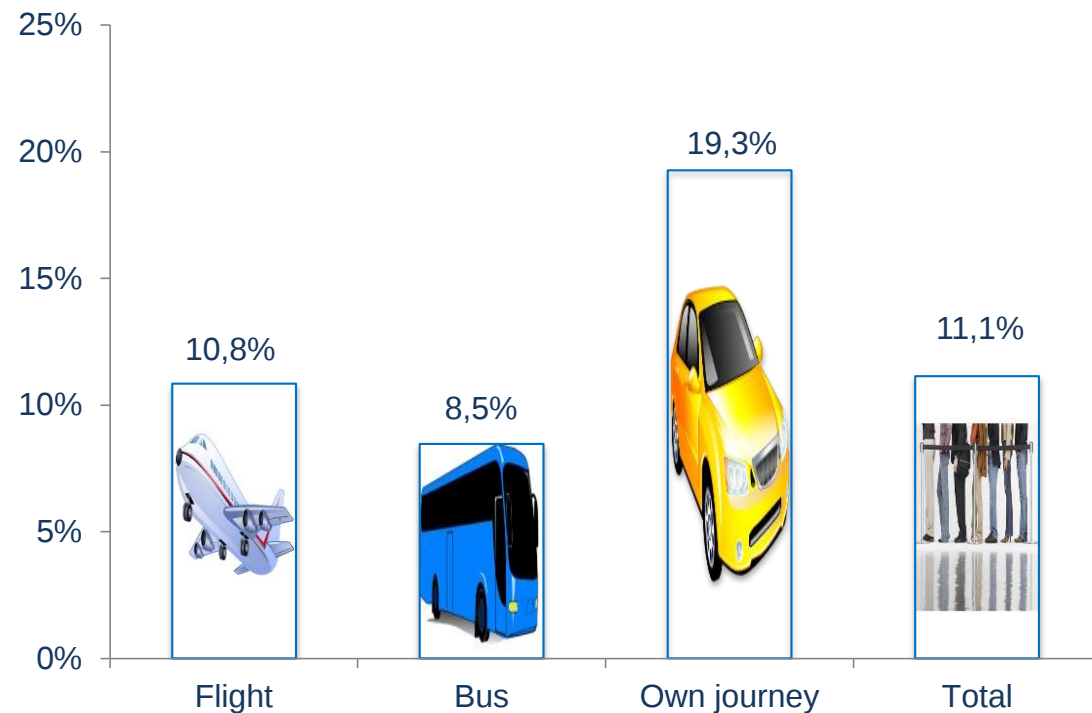
compared with 4 analogous weeks in tourist year 2014/2015.



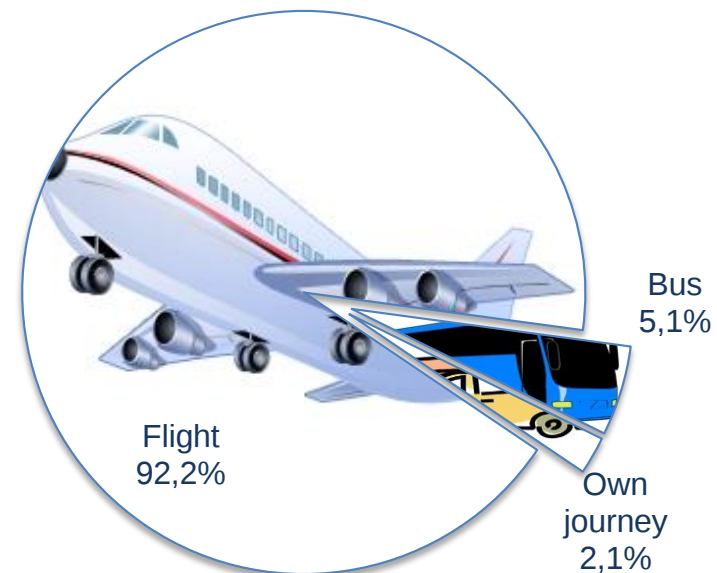
The sales trend of the last four weeks

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

Clients +/- %

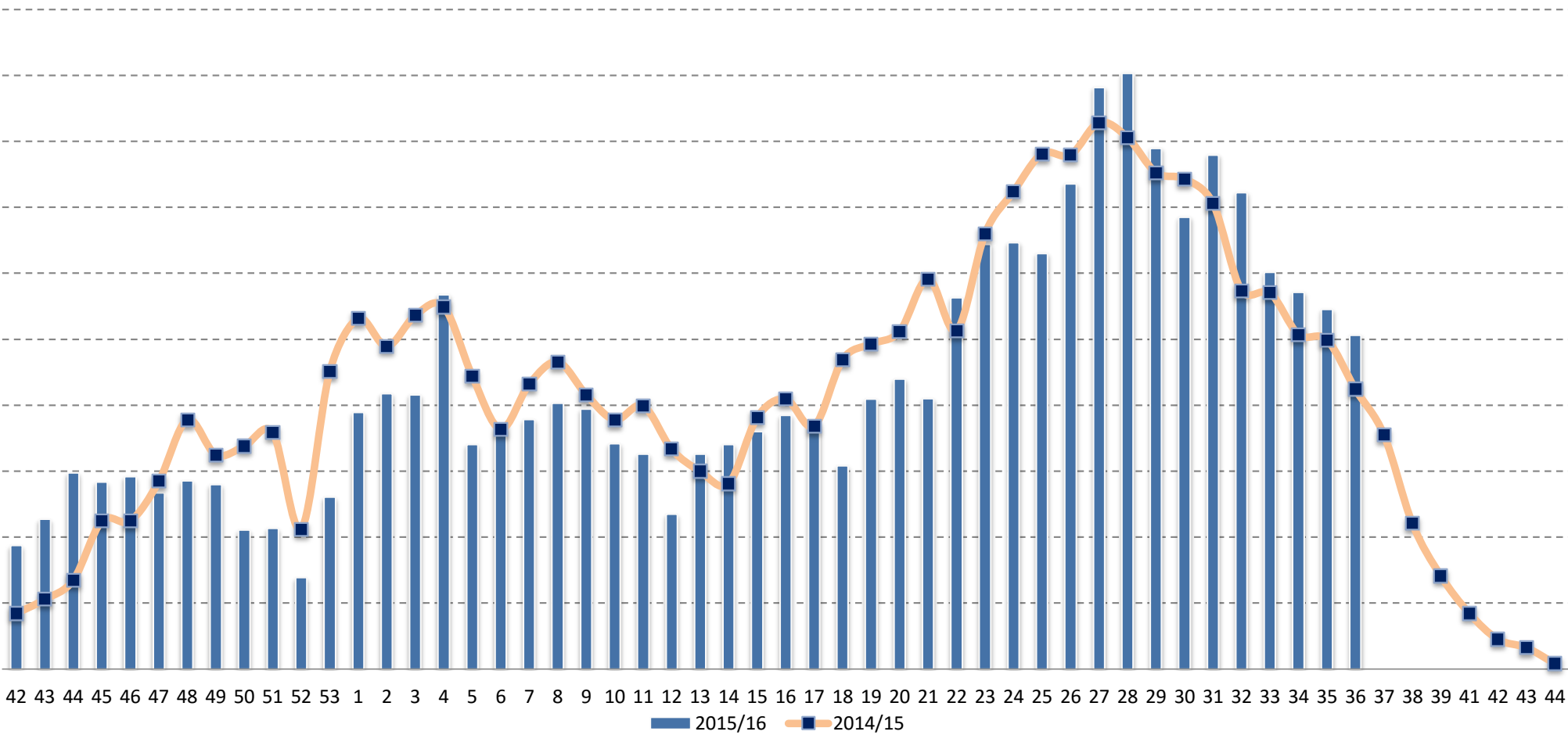


Share %



Weekly sales compared with the previous tourist year

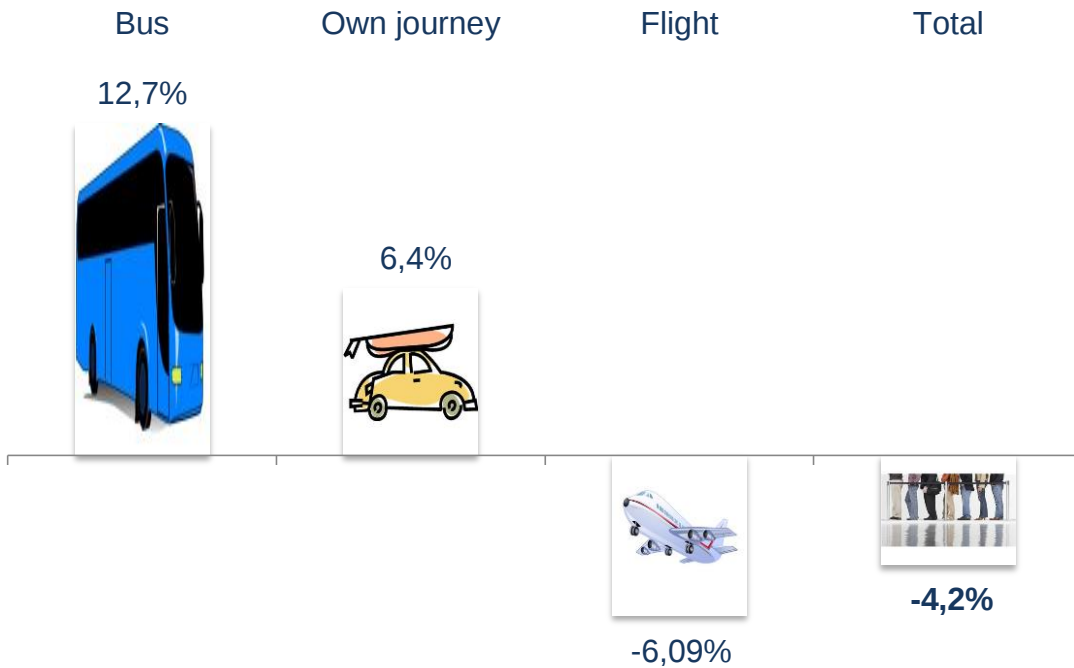
Bookings weekly 15/16 vs. 14/15



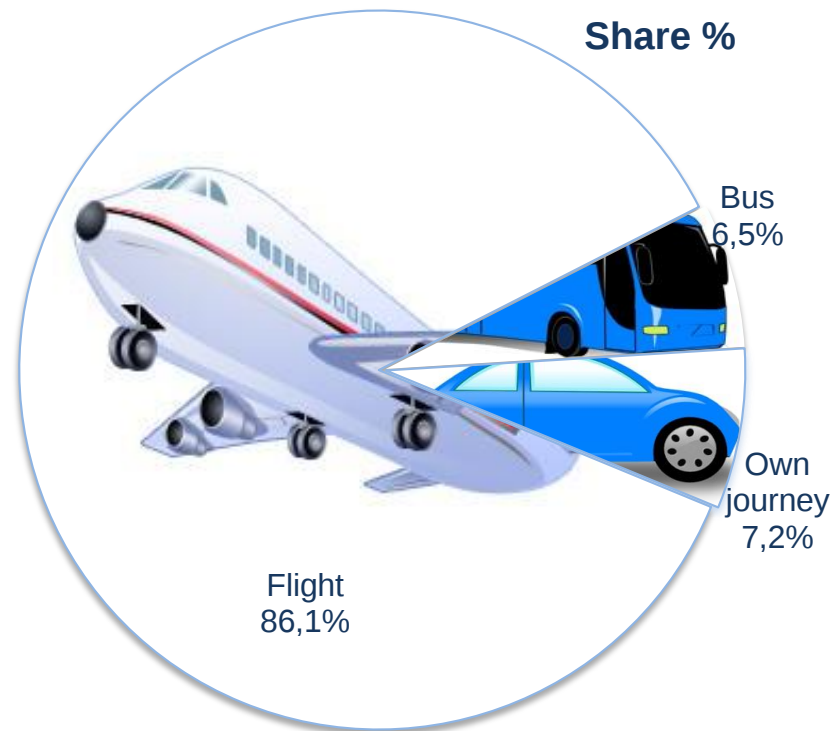
Cumulative sales of 2015/16

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	7%
2	Hiszpania	40%
3	Bułgaria	37%
4	Turcja	-60%
5	Włochy	50%
6	Egipt	-69%
7	Chorwacja	81%
8	Portugalia	24%
9	Albania	++
10	Cypr	7%
11	Polska	110%
12	Austria	112%
13	Maroko	-49%
14	Dominikana	104%
15	Kuba	88%
16	Emiraty Arabskie	++
17	Wyspy Zielonego Przylądka	++
18	Czechy	109%
19	Tunezja	-75%
20	Tajlandia	29%

Rank	Destination	+/- % last year*
1	Heraklion	12%
2	Burgas	23%
3	Korfu	19%
4	Zakynthos	14%
5	Rodos	-9%
6	Antalya	-53%
7	Fuerteventura	23%
8	Varna	34%
9	Teneryfa	20%
10	Chania	2%
11	Majorka	25%
12	Kos	-34%
13	Gran Canaria	61%
14	Barcelona	13%
15	Hurghada	-63%
16	Lanzarote	22%
17	Saloniki	43%
18	Bodrum	-64%
19	Marsa Alam	-49%
20	Madera	18%

* estimated



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