

Weekly report 37/2016

Data source: MerlinX*

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

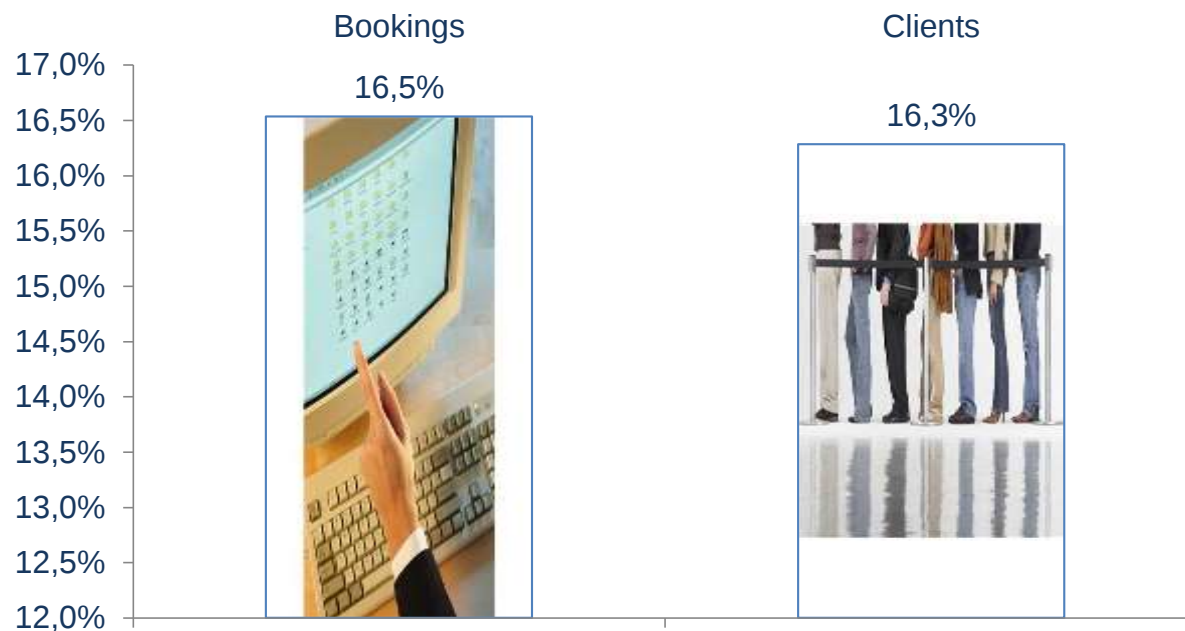
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 37/2016, tours 01.11.15 – 31.10.16

compared with week 38. in 2015 r.



Last week – 37/2016, tours 01.11.15 – 31.10.16

compared with week 38. in 2015 r.

Clients +/-%

Bus

43,8%



Own journey

14,3%

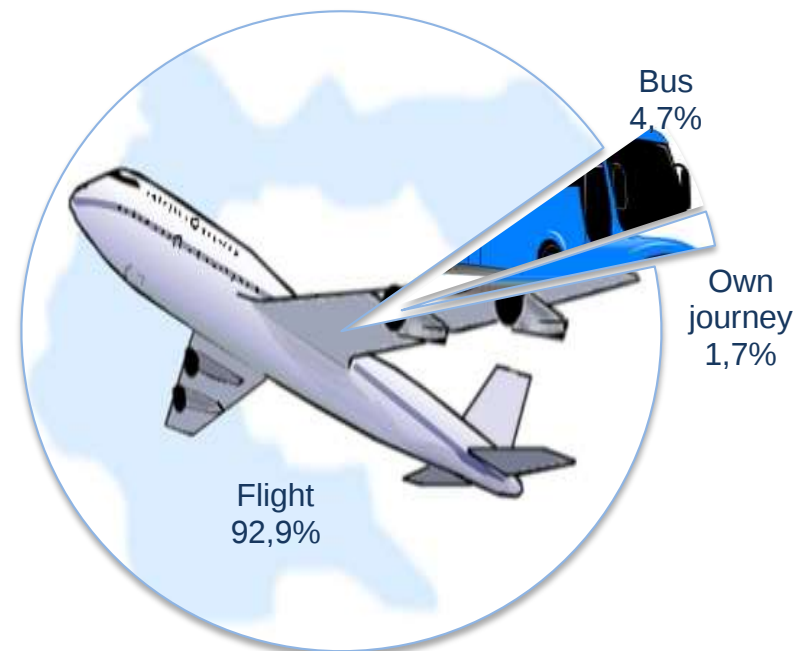


Flight

15,0%



Share %



Ranking of the most popular countries & destinations in CW37

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Antalya	4 329	1 981
2	Rodos	4 954	2 266
3	Heraklion	4 600	2 105
4	Korfu	4 668	2 113
5	Zakynthos	4 848	2 208
6	Chania	5 331	2 442
7	Fuerteventura	6 509	2 876
8	Hurghada	4 447	2 076
9	Kos	5 641	2 523
10	Teneryfa	5 952	2 829
11	Bodrum	4 340	2 012
12	Marsa Alam	4 614	2 236
13	Saloniki	4 257	2 031
14	Gran Canaria	5 928	2 710
15	Lanzarote	6 918	3 136
16	Enfidha	3 417	1 688
17	Kefalonia	5 021	2 209
18	Majorka	5 280	2 553
19	Barcelona	4 622	2 247
20	Faro	6 121	2 939



Rank	Country	Price/booking	Price/person
1	Grecja	4 946	2 231
2	Hiszpania	5 920	2 723
3	Turcja	4 372	1 997
4	Egipt	4 490	2 123
5	Włochy	4 105	2 003
6	Tunezja	3 481	1 694
7	Cypr	6 403	2 774
8	Portugalia	5 745	2 917
9	Albania	3 128	1 590
10	Chorwacja	2 058	1 055

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

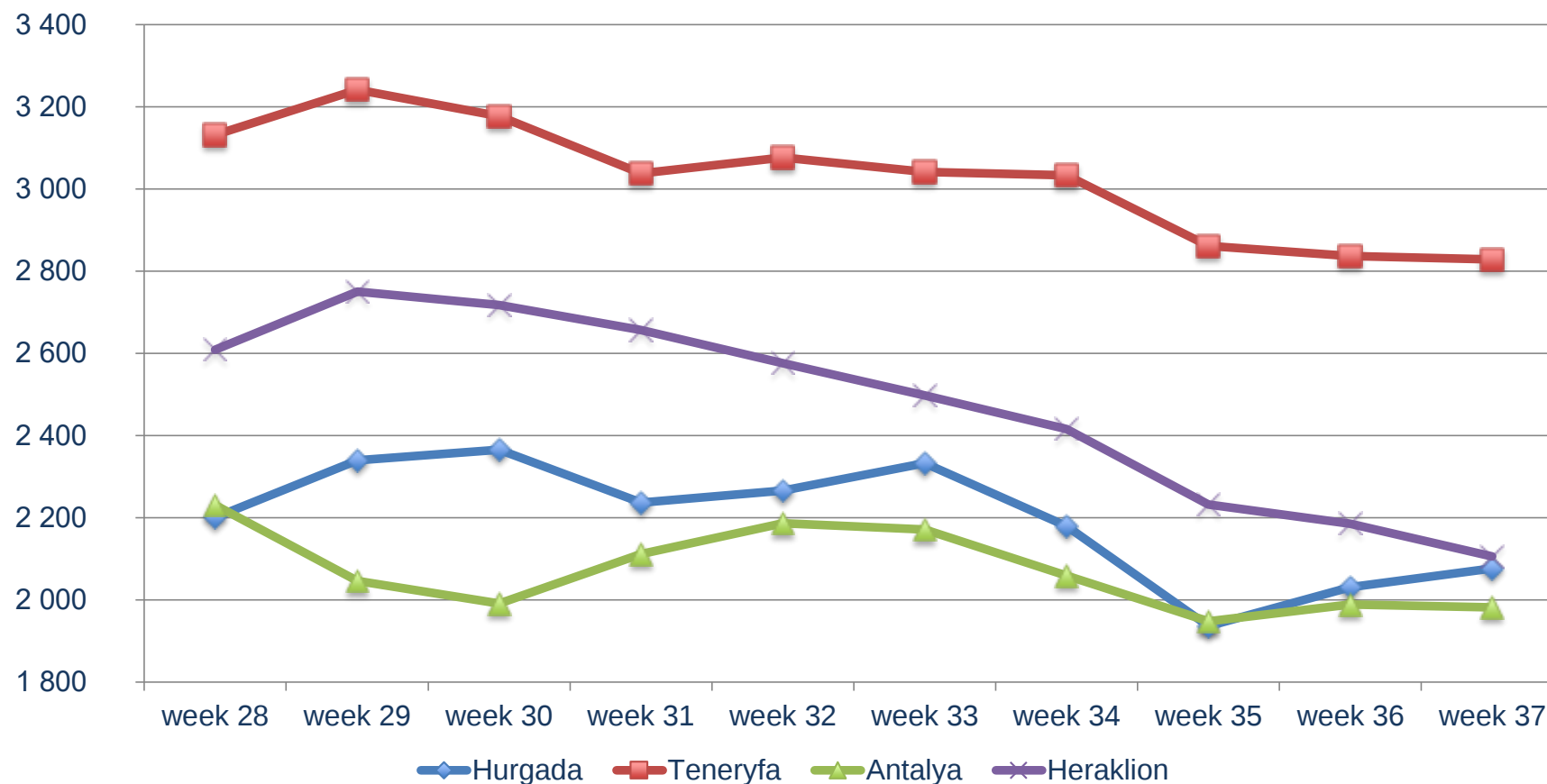
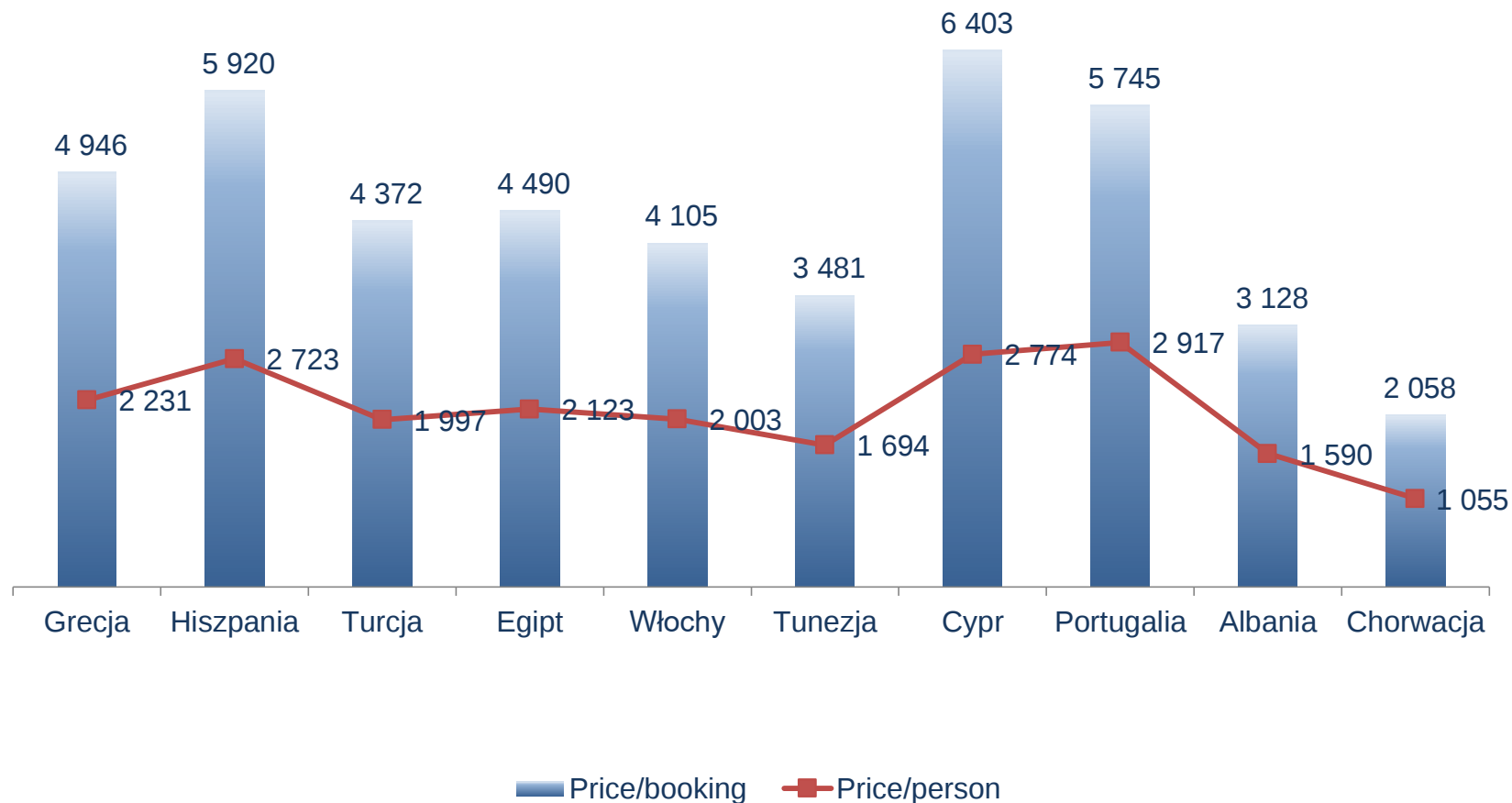


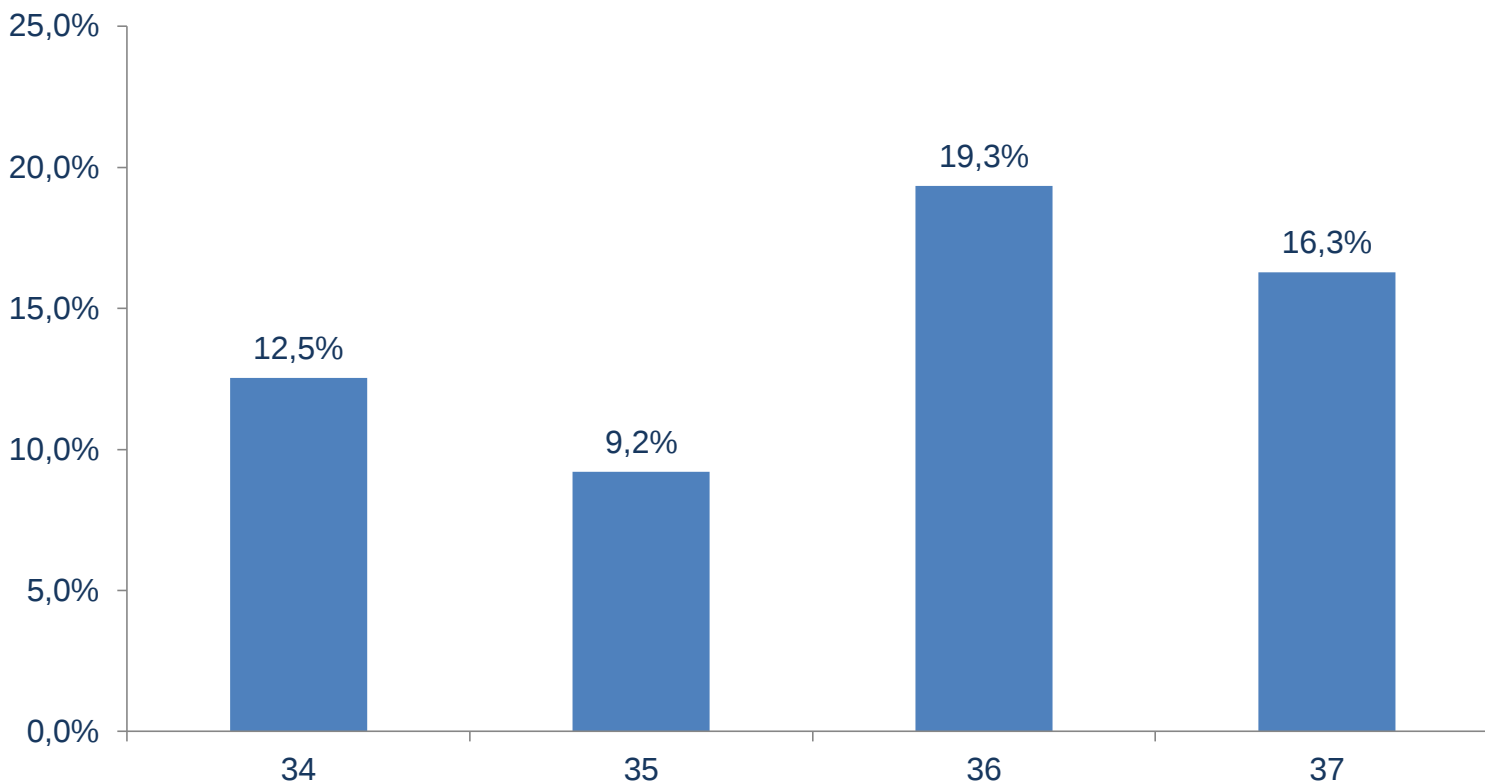
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 37. week



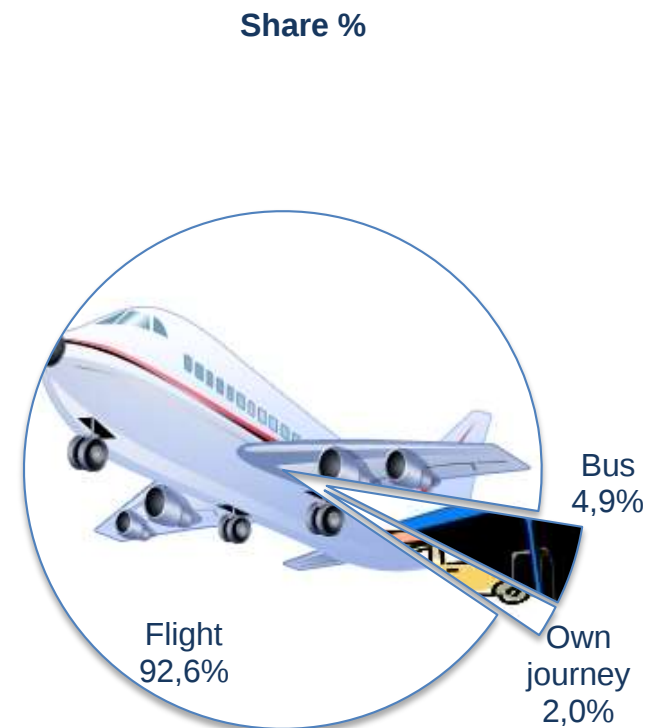
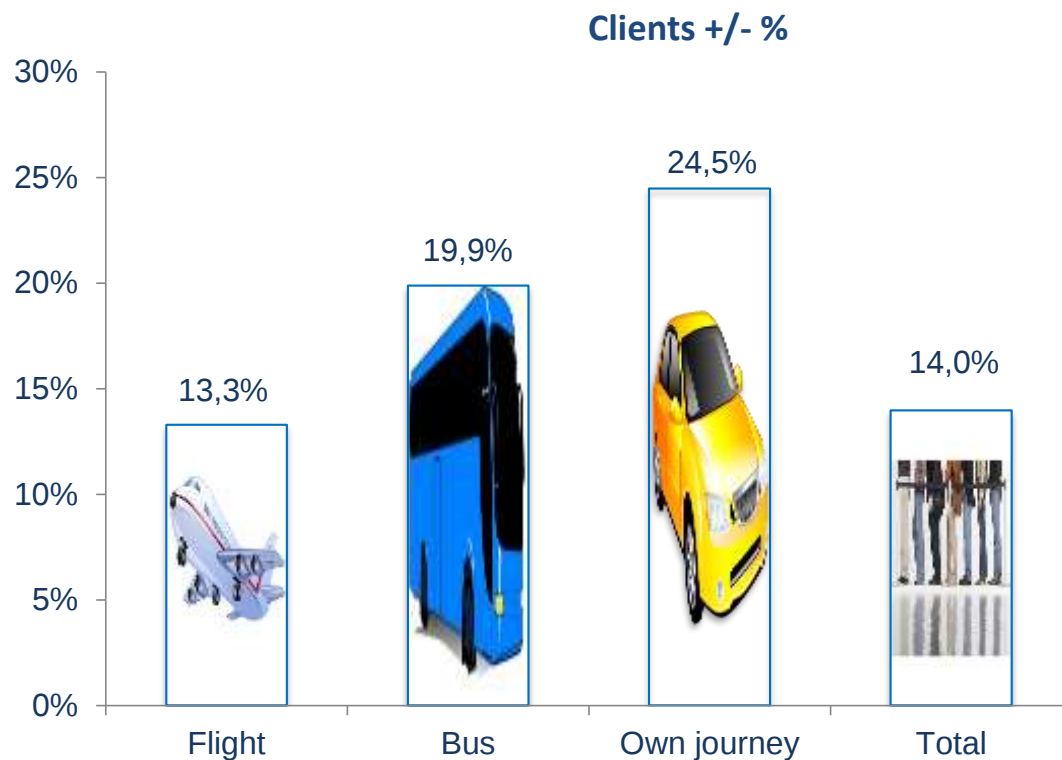
The last four weeks of sales of the tourist year 2015/16 - customers

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



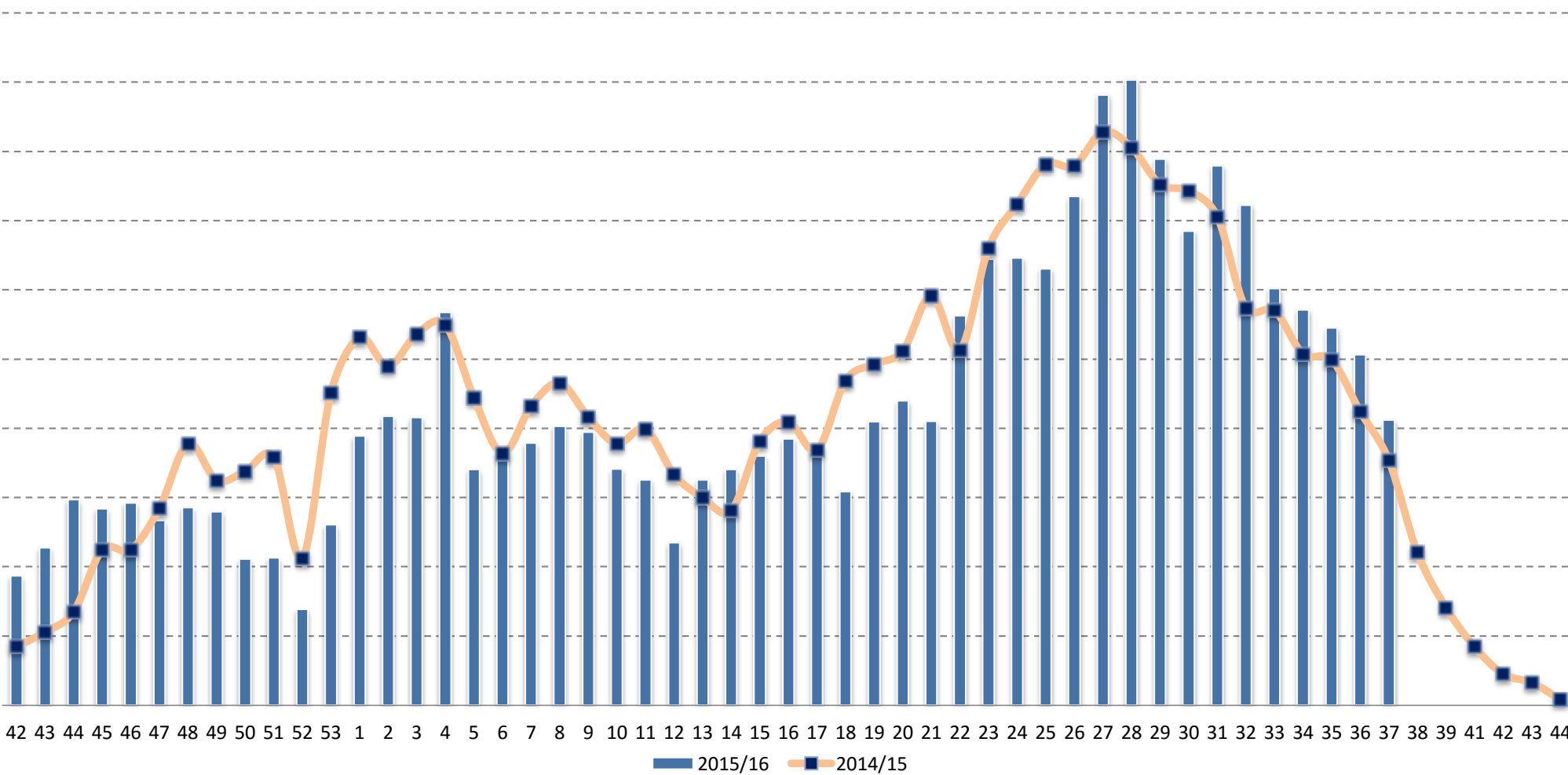
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

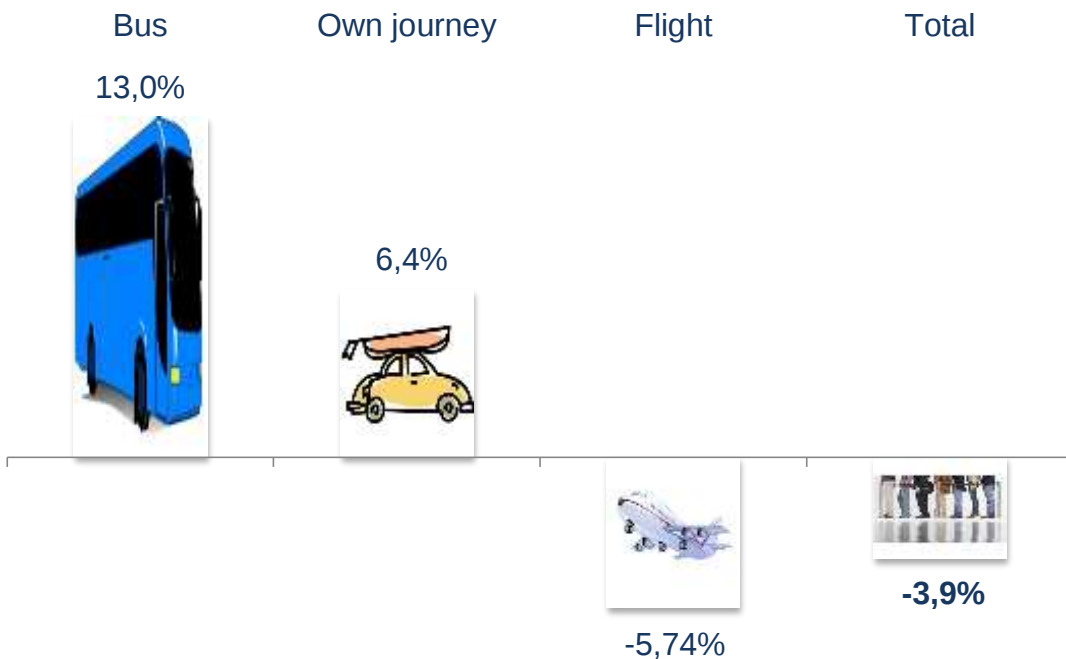
Bookings weekly 15/16 vs. 14/15



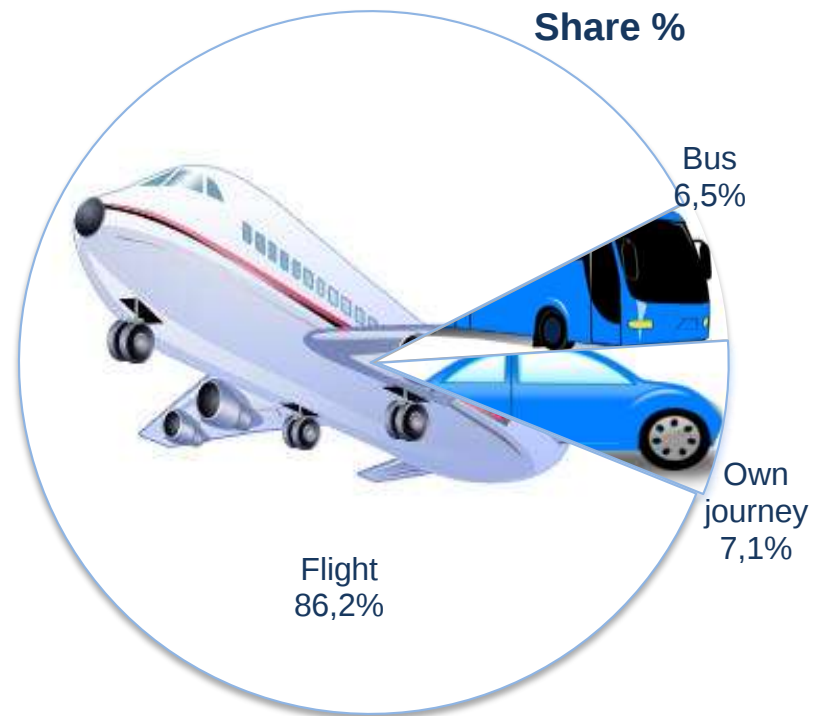
Cumulative sales of 2015/16

compared to sales in the same period last tourist year 2014/15

Clients +/- %



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	-68%
7	Chorwacja	80%
8	Portugalia	23%
9	Albania	++
10	Cypr	6%
11	Polska	107%
12	Austria	112%
13	Maroko	-49%
14	Dominikana	105%
15	Kuba	88%
16	Emiraty Arabskie	++
17	Wyspy Zielonego Przylądka	++
18	Tunezja	-73%
19	Czechy	107%
20	Tajlandia	29%

Rank	Destination	+/- % last year *
1	Heraklion	12%
2	Burgas	23%
3	Korfu	20%
4	Zakynthos	14%
5	Rodos	-8%
6	Antalya	-53%
7	Fuerteventura	23%
8	Varna	34%
9	Teneryfa	20%
10	Chania	3%
11	Majorka	25%
12	Kos	-35%
13	Gran Canaria	62%
14	Barcelona	14%
15	Hurghada	-62%
16	Lanzarote	22%
17	Saloniki	44%
18	Bodrum	-63%
19	Marsa Alam	-49%
20	Madera	17%

* estimated



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