

Weekly report 39/2016

Data source: MerlinX*

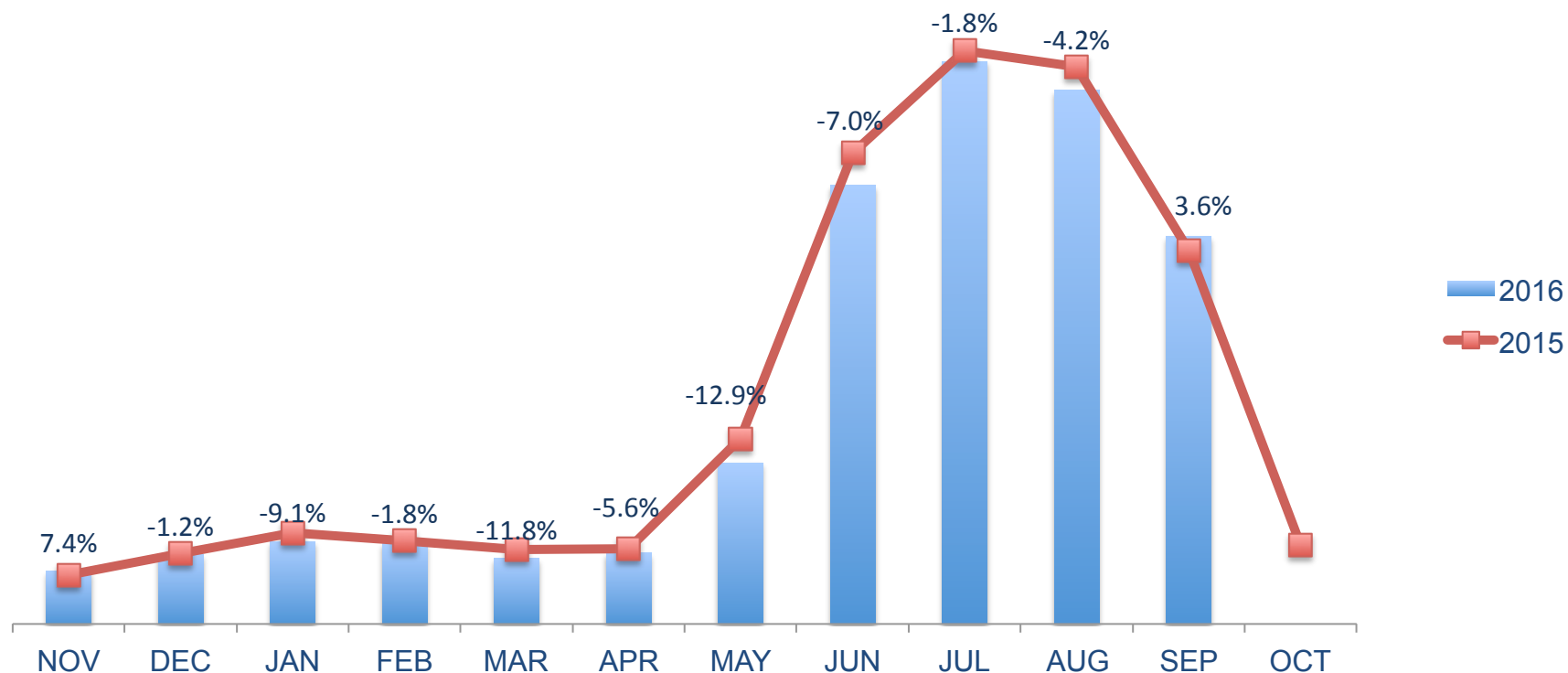
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

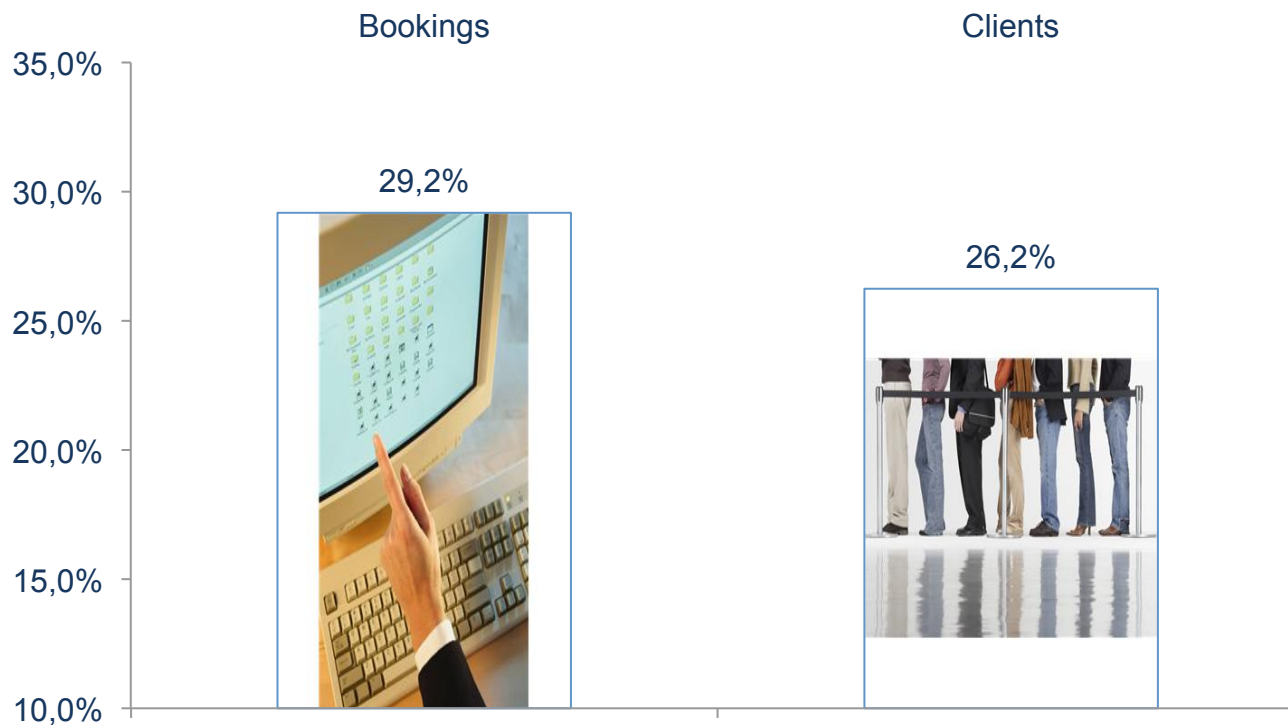
<http://www.merlinx.pl>

Monthly trips compared with previous tourist year



Last week – 39/2016, tours 01.11.15 – 31.10.16

compared with week 40. in 2015 r.



Last week – 39/2016, tours 01.11.15 – 31.10.16

compared with week 40. in 2015 r.

**Clients
+/-%**

Own journey

Flight

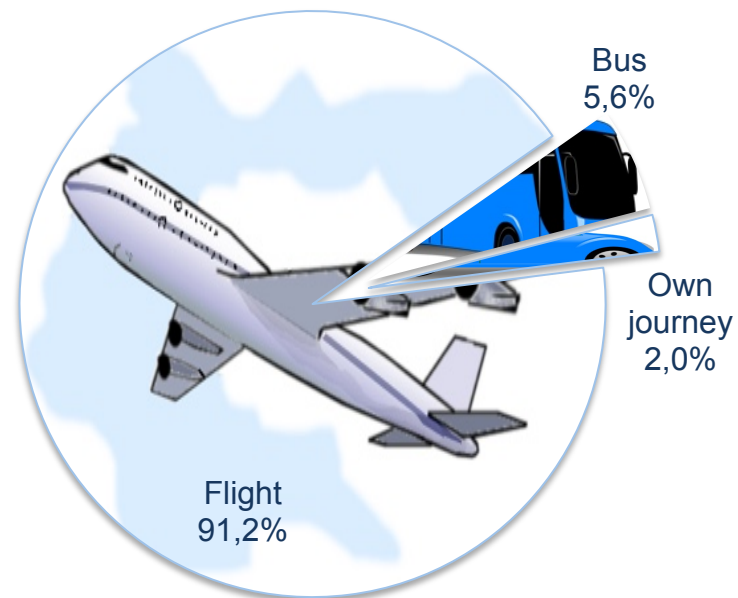
Bus
74,4%

23,3%

23,9%



Share %



Ranking of the most popular countries & destinations in CW39

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Antalya	4 296	2 040
2	Heraklion	4 410	2 046
3	Teneryfa	5 264	2 338
4	Marsa Alam	4 839	2 313
5	Korfu	3 582	1 680
6	Zakynthos	4 098	1 814
7	Fuerteventura	6 410	2 905
8	Rodos	4 694	2 181
9	Kos	4 661	2 187
10	Chania	4 179	2 004
11	Enfidha	3 219	1 527
12	Lanzarote	6 584	2 957
13	Hurghada	4 350	2 185
14	Gran Canaria	6 066	2 800
15	Faro	5 074	2 458
16	Madera	5 465	2 775
17	Preveza	2 767	1 326
18	Włochy	2 558	1 376
19	Bodrum	3 756	1 857
20	Alicante	4 147	1 866



Rank	Country	Price/booking	Price/person
1	Grecja	4 171	1 922
2	Hiszpania	5 844	2 644
3	Egipt	4 803	2 257
4	Turcja	4 277	2 009
5	Tunezja	3 341	1 543
6	Portugalia	5 567	2 783
7	Włochy	3 019	1 604
8	Cypr	6 740	2 578
9	Wyspy Zielonego Przylądka	7 517	3 430
10	Maroko	4 985	2 519

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

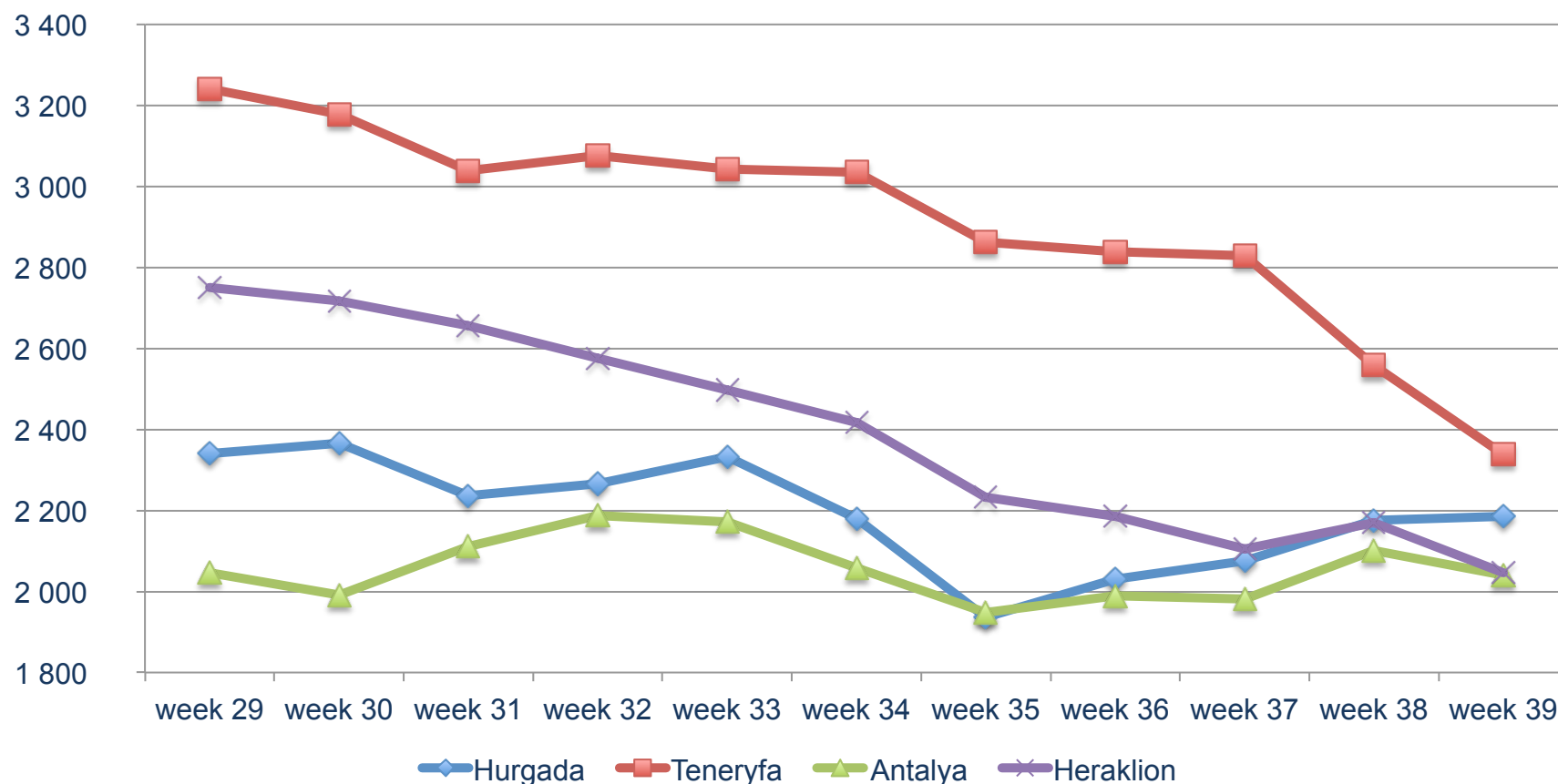
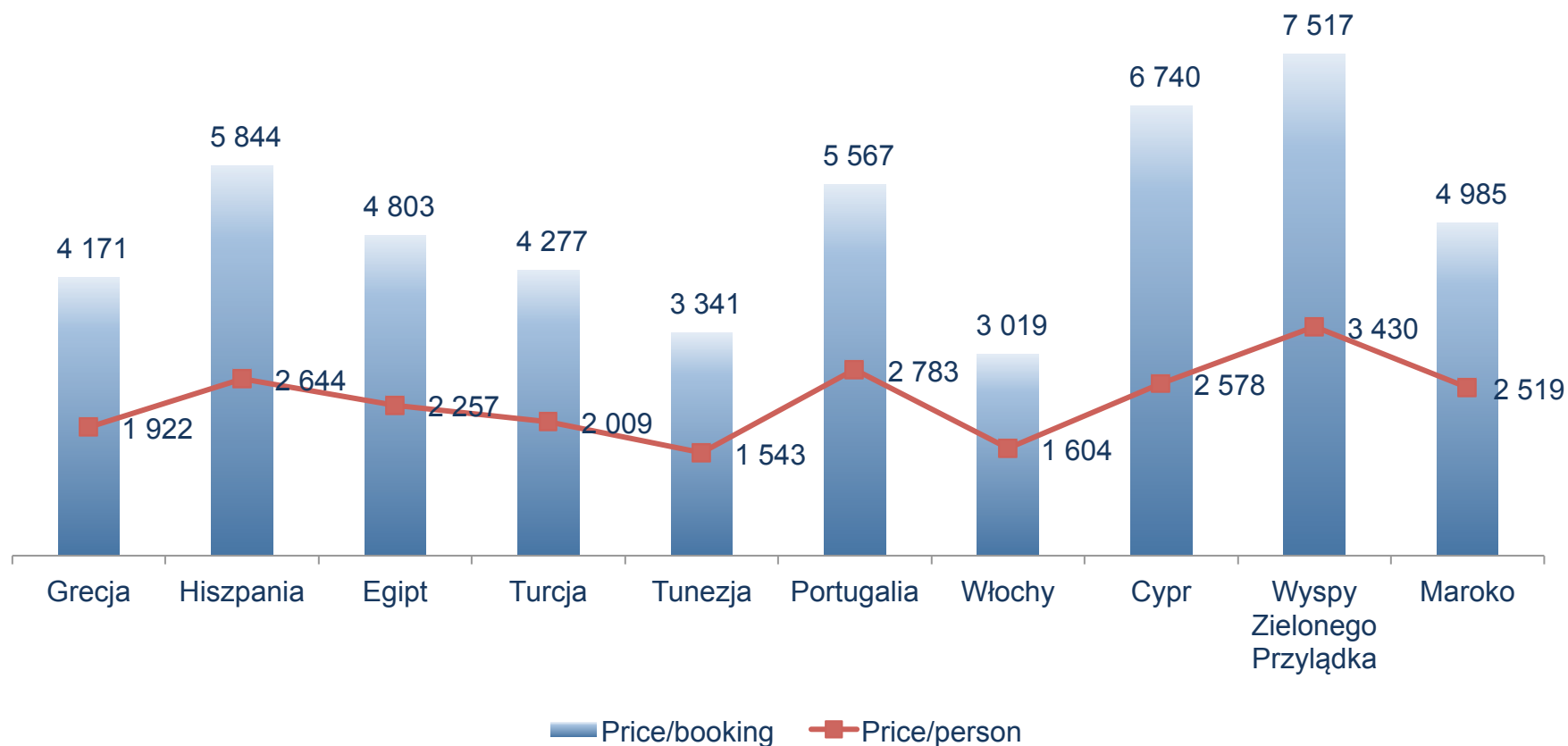


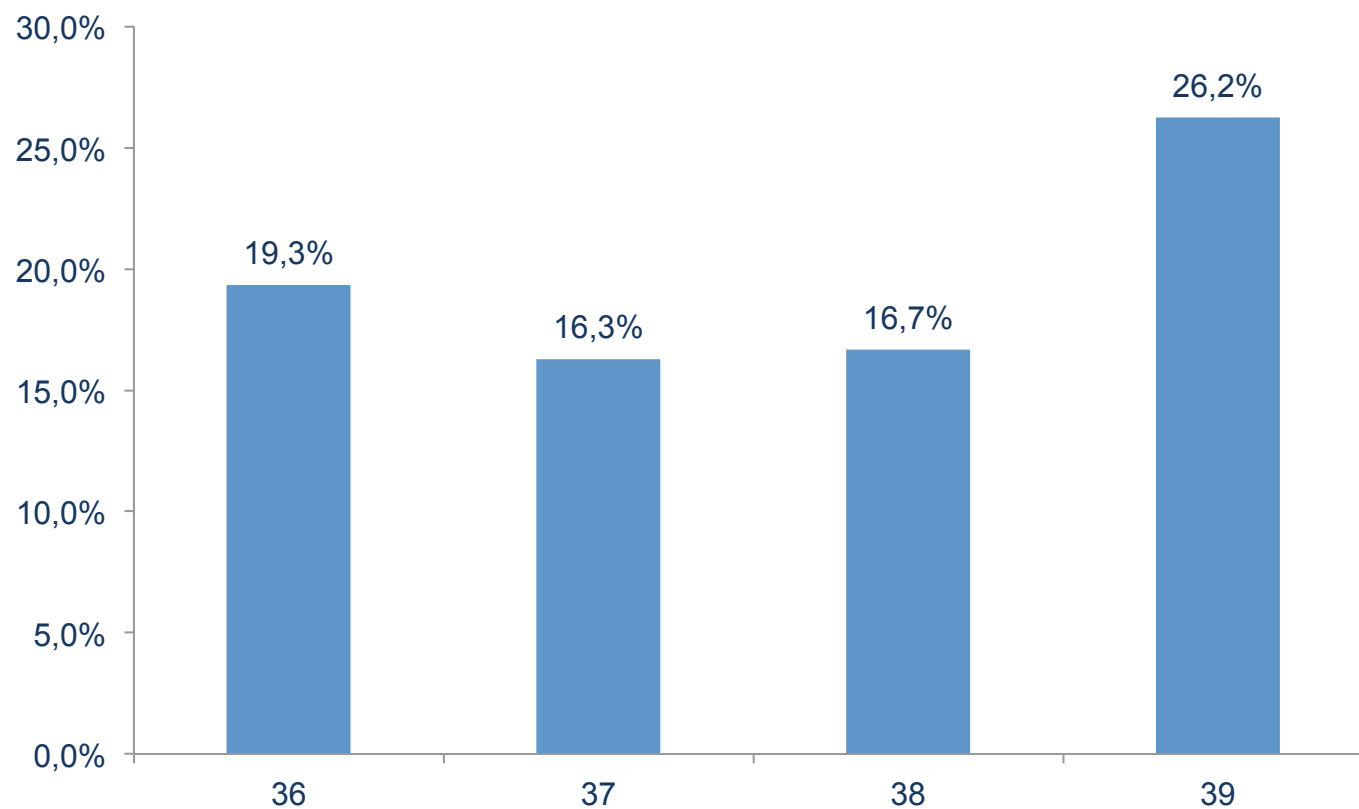
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 39. week



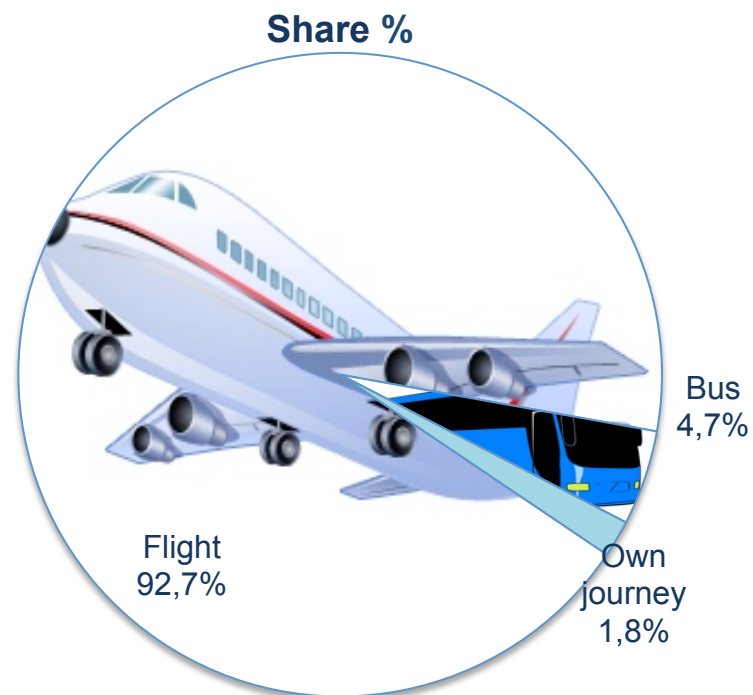
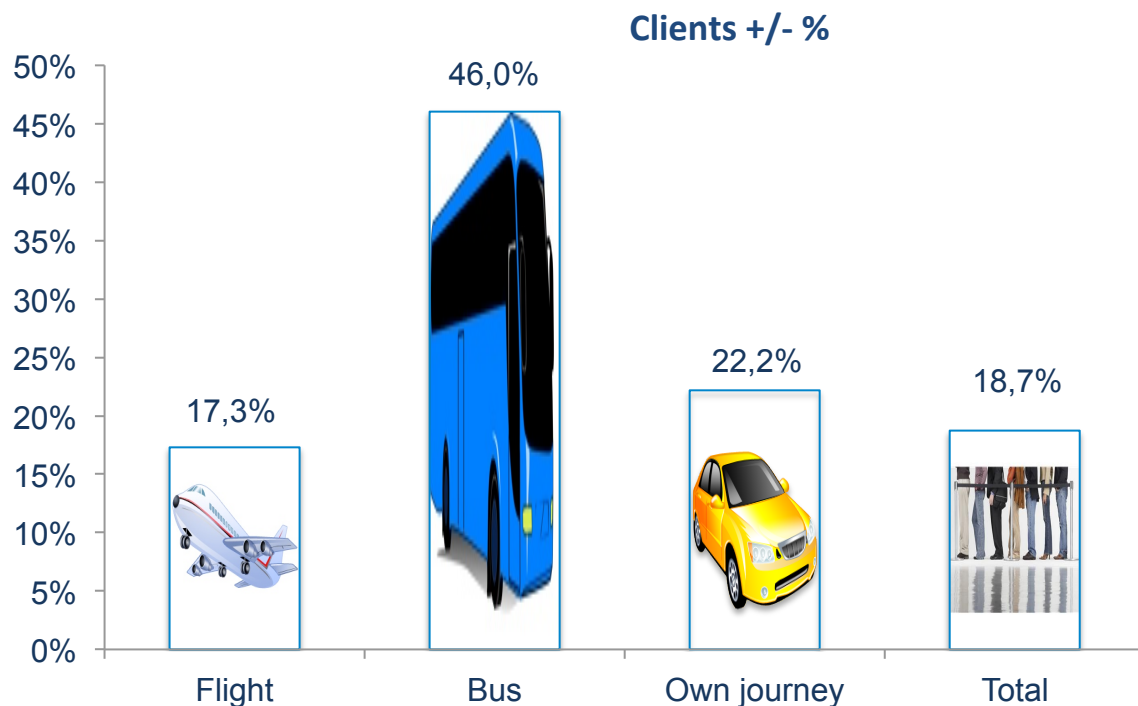
The last four weeks of sales of the tourist year 2015/16 - customers

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



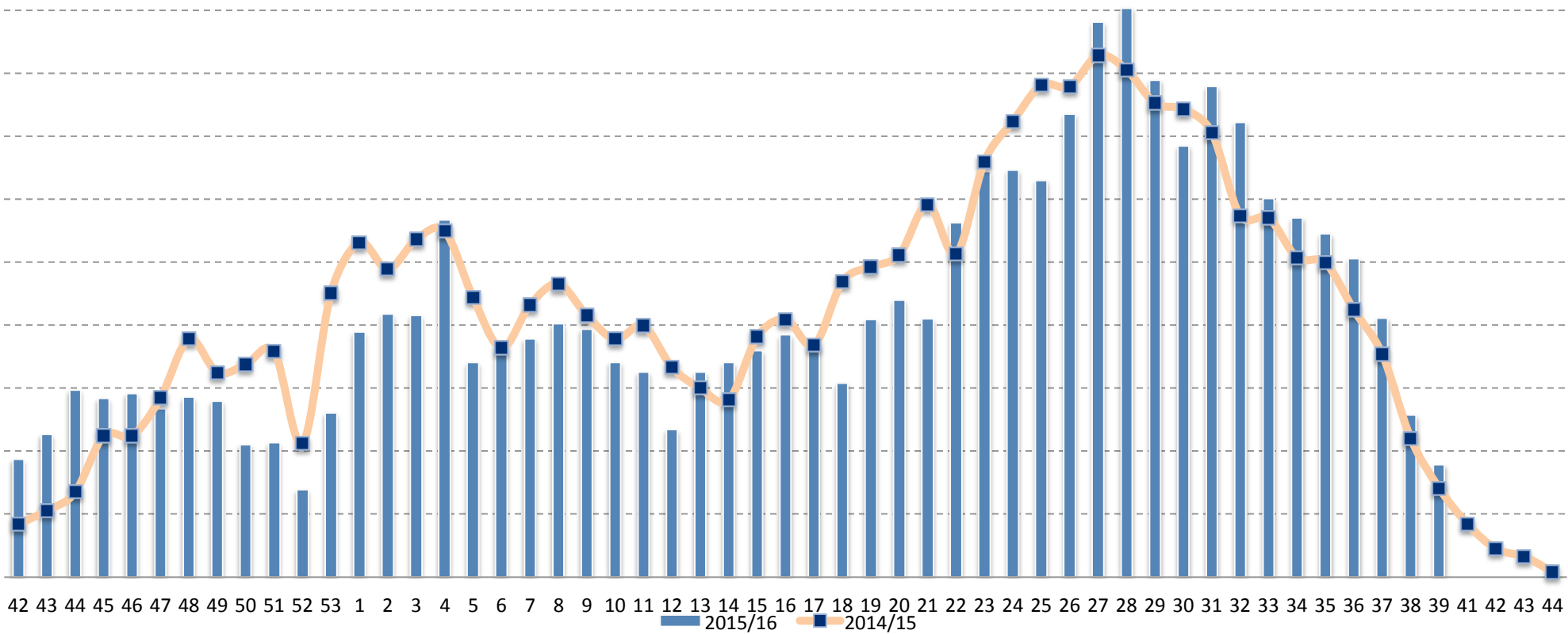
The sales trend of the last four weeks

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
13,5%



Own journey

6,5%



Flight



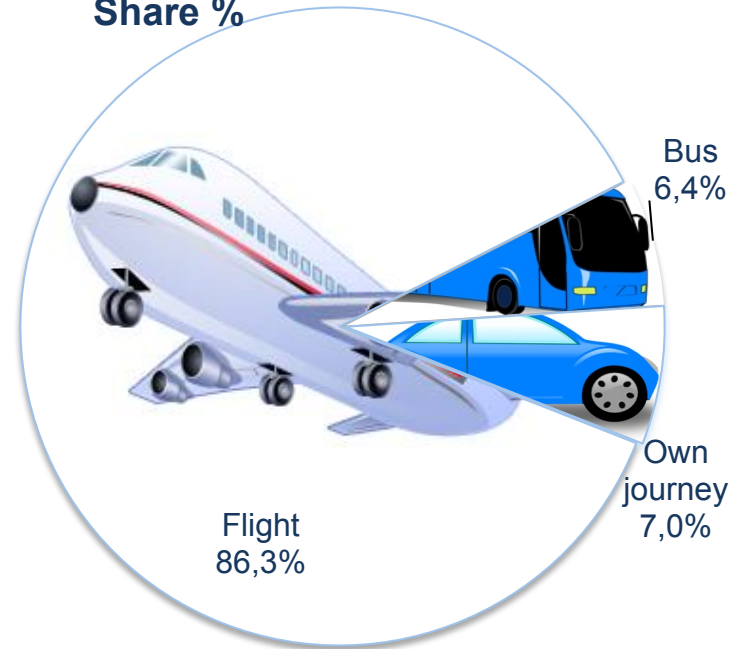
-5,35%

Total



-3,5%

Share %



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

Rank	Country	+/- % last year
1	Grecja	7%
2	Hiszpania	39%
3	Bułgaria	37%
4	Turcja	-59%
5	Włochy	50%
6	Egipt	-67%
7	Chorwacja	80%
8	Portugalia	23%
9	Cypr	5%
10	Albania	++
11	Polska	101%
12	Austria	112%
13	Maroko	-49%
14	Dominikana	106%
15	Kuba	88%
16	Emiraty Arabskie	++
17	Tunezja	-70%
18	Wyspy Zielonego Przylądka	++
19	Czechy	103%
20	Tajlandia	28%

Rank	Destination	+/- % last year *
1	Heraklion	12%
2	Burgas	23%
3	Korfu	22%
4	Zakynthos	15%
5	Rodos	-8%
6	Antalya	-51%
7	Fuerteventura	23%
8	Teneryfa	21%
9	Varna	34%
10	Chania	4%
11	Majorka	25%
12	Kos	-35%
13	Gran Canaria	59%
14	Hurghada	-61%
15	Lanzarote	22%
16	Barcelona	14%
17	Marsa Alam	-47%
18	Saloniki	45%
19	Bodrum	-63%
20	Madera	16%

* estimated



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