

Weekly report 41/2016

Data source: MerlinX*

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

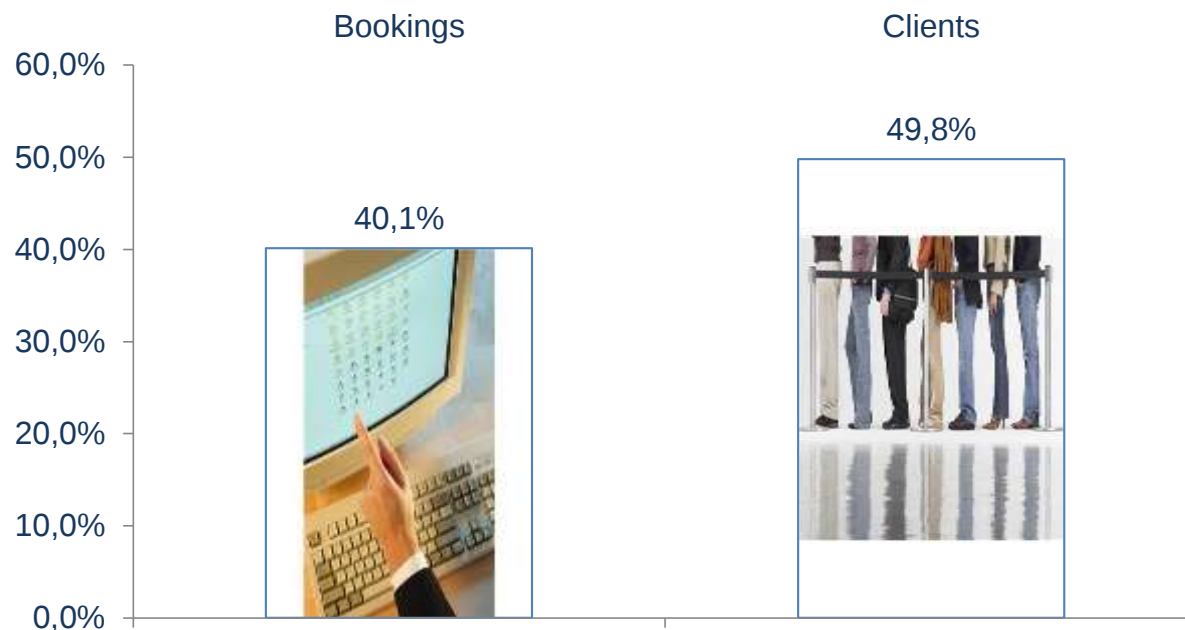
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 41/2016, tours **01.11.16 – 31.10.17**

compared with week 42. in 2015 r.



Last week – 41/2016, tours 01.11.16 – 31.10.17

compared with week 42. in 2015 r.

Clients +/-%

Bus

Own journey

Flight

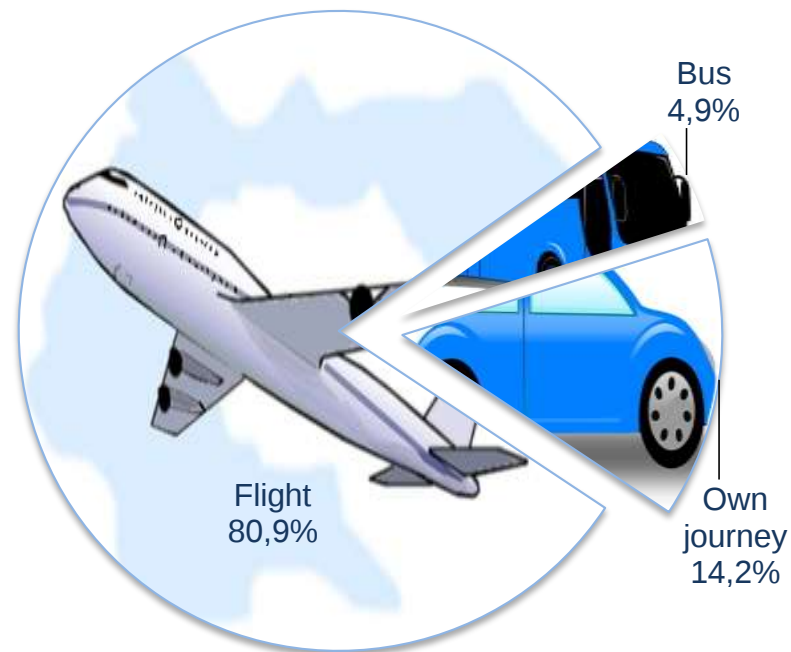
51,6%

52,7%

10,0%



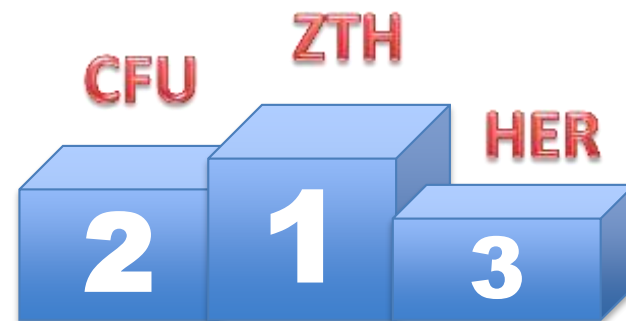
Share %



Ranking of the most popular countries & destinations in CW41

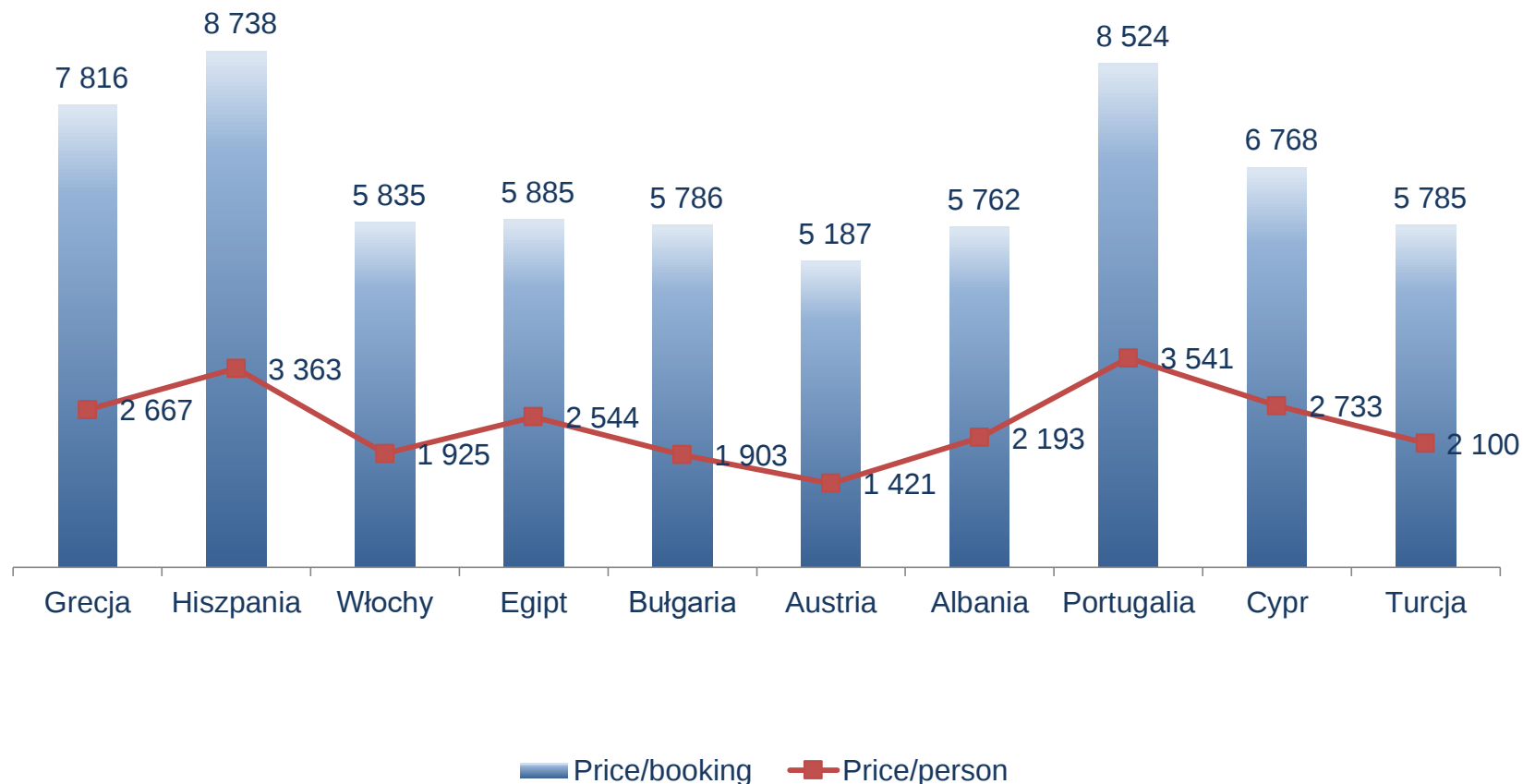
tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Zakynthos	7 672	2 603
2	Korfu	6 711	2 436
3	Heraklion	7 910	2 763
4	Chania	9 096	2 934
5	Fuerteventura	8 930	3 394
6	Marsa Alam	6 008	2 610
7	Hurghada	5 808	2 581
8	Burgas	5 642	1 949
9	Teneryfa	8 585	3 422
10	Tirana	6 402	2 445
11	Kos	8 117	2 737
12	Varna	5 882	1 953
13	Antalya	6 023	2 136
14	Rodos	8 121	2 800
15	Gran Canaria	9 524	3 849
16	Lanzarote	8 935	3 245
17	Madera	8 703	3 659
18	Majorka	7 253	2 881
19	Malaga	6 857	3 152
20	Pafos	7 271	3 055



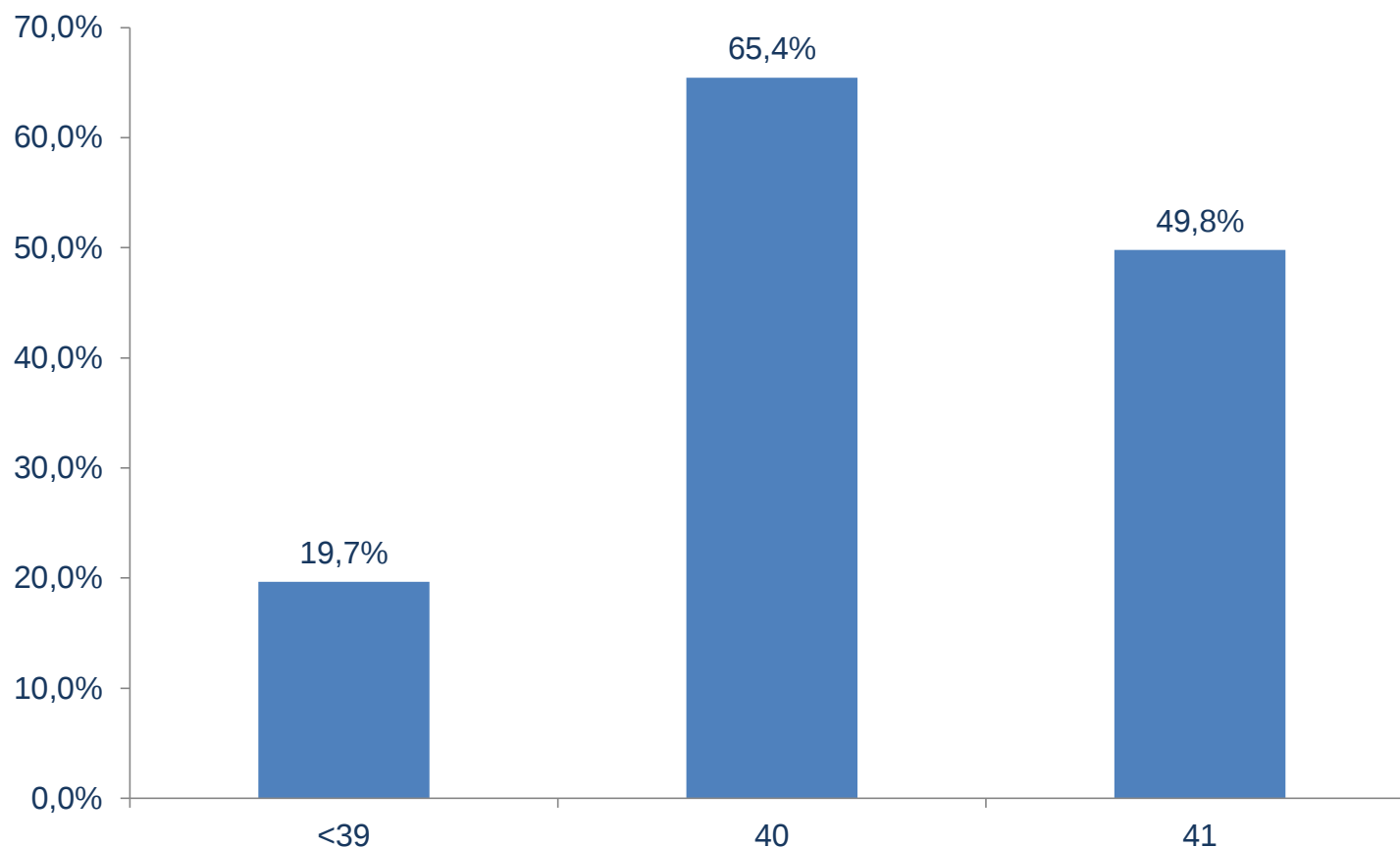
Rank	Country	Price/booking	Price/person
1	Grecja	7 816	2 667
2	Hiszpania	8 738	3 363
3	Włochy	5 835	1 925
4	Egipt	5 885	2 544
5	Bułgaria	5 786	1 903
6	Austria	5 187	1 421
7	Albania	5 762	2 193
8	Portugalia	8 524	3 541
9	Cypr	6 768	2 733
10	Turcja	5 785	2 100

Average price per booking and the price per person in 41. week



The last four weeks of sales of the tourist year 2016/17 - customers

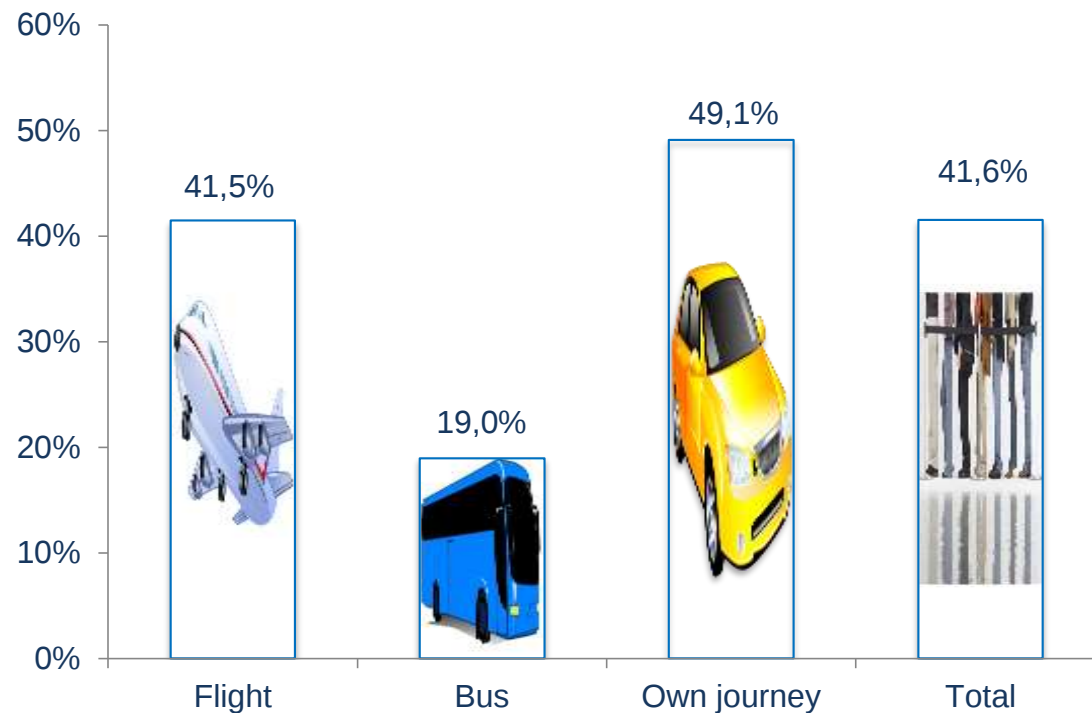
compared with 4 analogous weeks in tourist year 2015/2016.



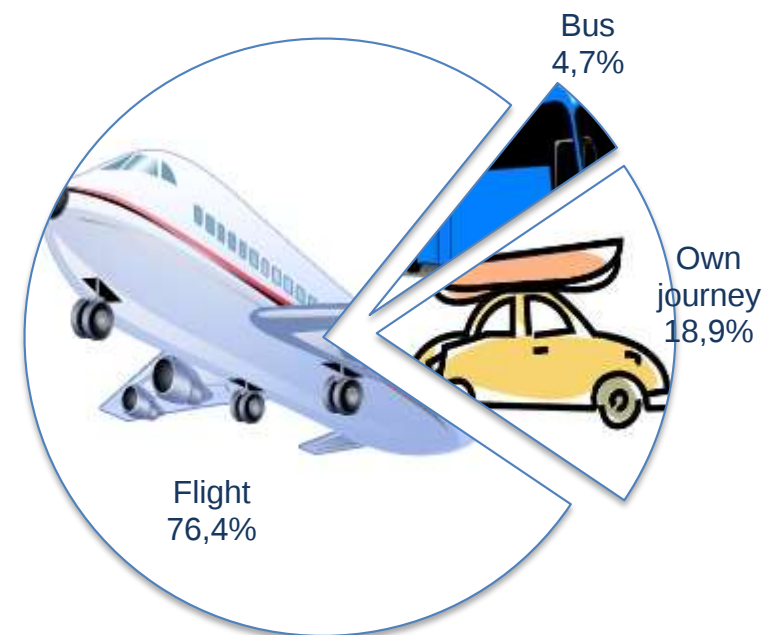
The sales trend of the last four weeks

compared with 4 analogous weeks in tourist year 2015/2016.

Clients +/- %

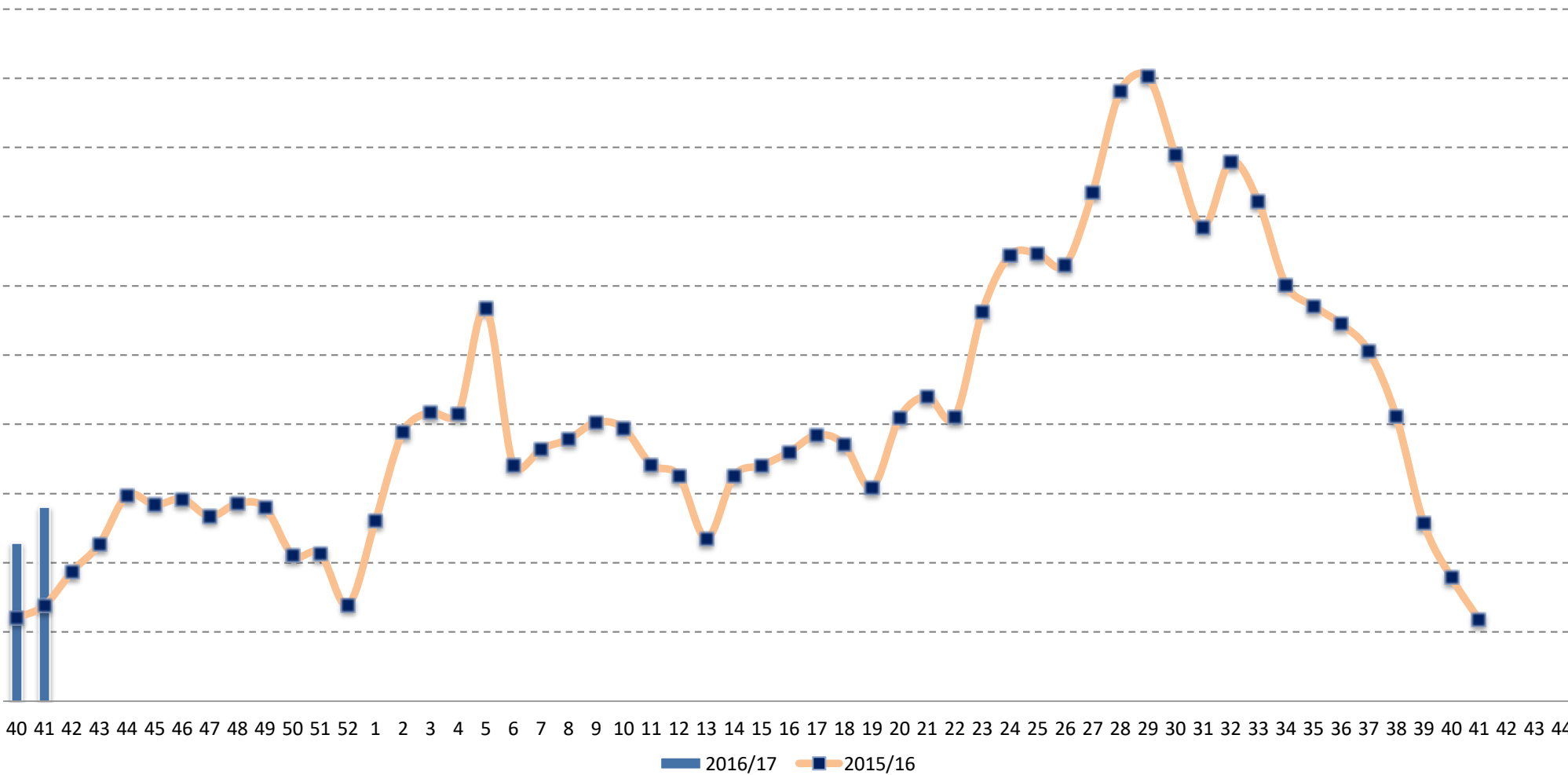


Share %



Weekly sales compared with the previous tourist year

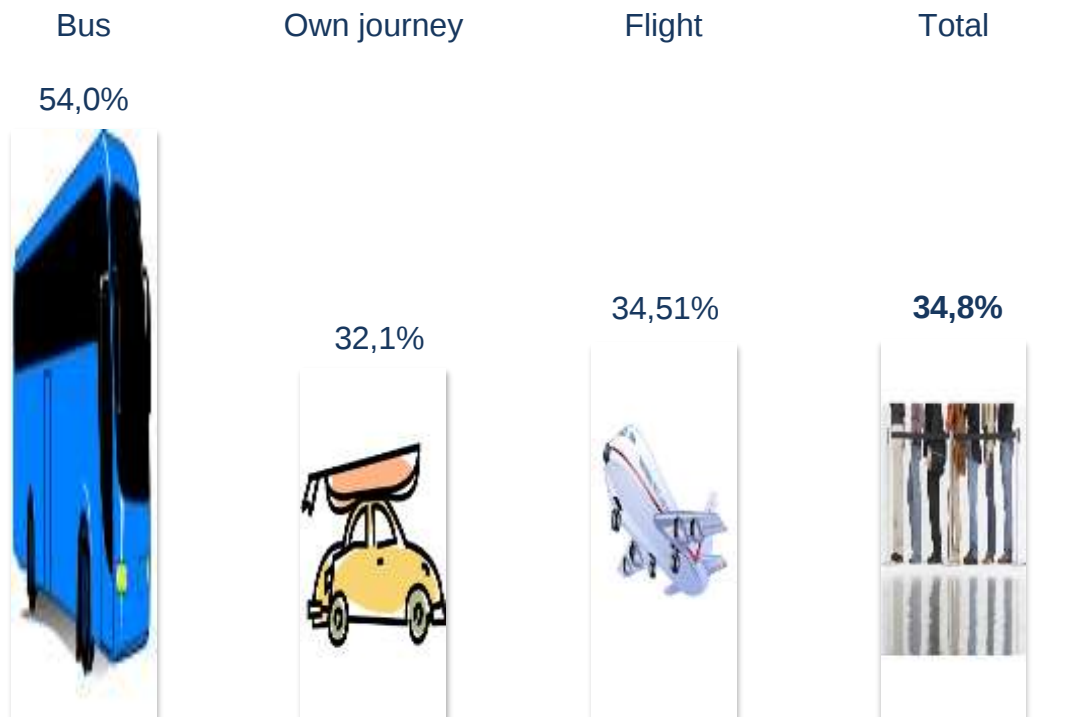
Bookings weekly 16/17 vs. 15/16



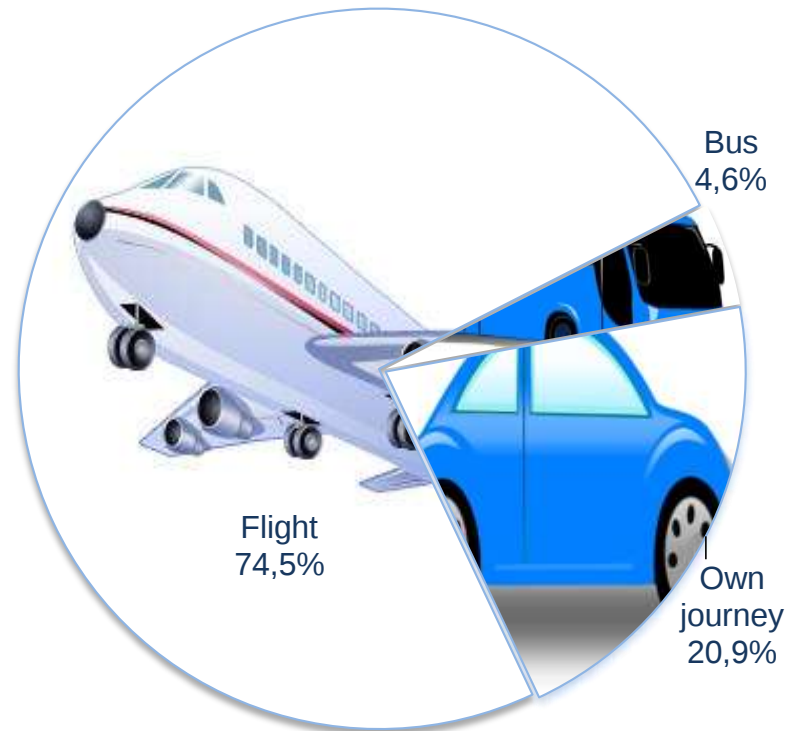
Cumulative sales of 2016/17

compared to sales in the same period last tourist year 2015/16

Clients +/- %



Share %



Ranking of the most popular countries & destinations in 2016/17

Rank	Country	+/- % last year
1	Hiszpania	13%
2	Grecja	++
3	Włochy	-2%
4	Egipt	7%
5	Austria	29%
6	Oman	++
7	Kuba	-18%
8	Tanzania	22%
9	Dominikana	16%
10	Emiraty Arabskie	-26%
11	Bułgaria	118%
12	Portugalia	-10%
13	Tajlandia	-3%
14	Wyspy Zielonego Przylądka	24%
15	Albania	++
16	Cypr	5%
17	Czechy	35%
18	Malta	++
19	Panama	++
20	Niemcy	58%

Rank	Destination	+/- % last year
1	Fuerteventura	-9%
2	Zakynthos	163%
3	Salalah	
4	Teneryfa	-39%
5	Zanzibar	-18%
6	Marsa Alam	23%
7	Korfu	251%
8	Gran Canaria	-1%
9	Heraklion	89%
10	Ras Al Chajma	-40%
11	Hurghada	-20%
12	Madera	-41%
13	Lanzarote	-6%
14	Chania	360%
15	Punta Cana	394%
16	Cabo Verde Sal	-23%
17	Villa Clara	72%
18	Krabi	36%
19	Kos	763%
20	Varna	2%



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