

Weekly report 43/2016

Data source: MerlinX*

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

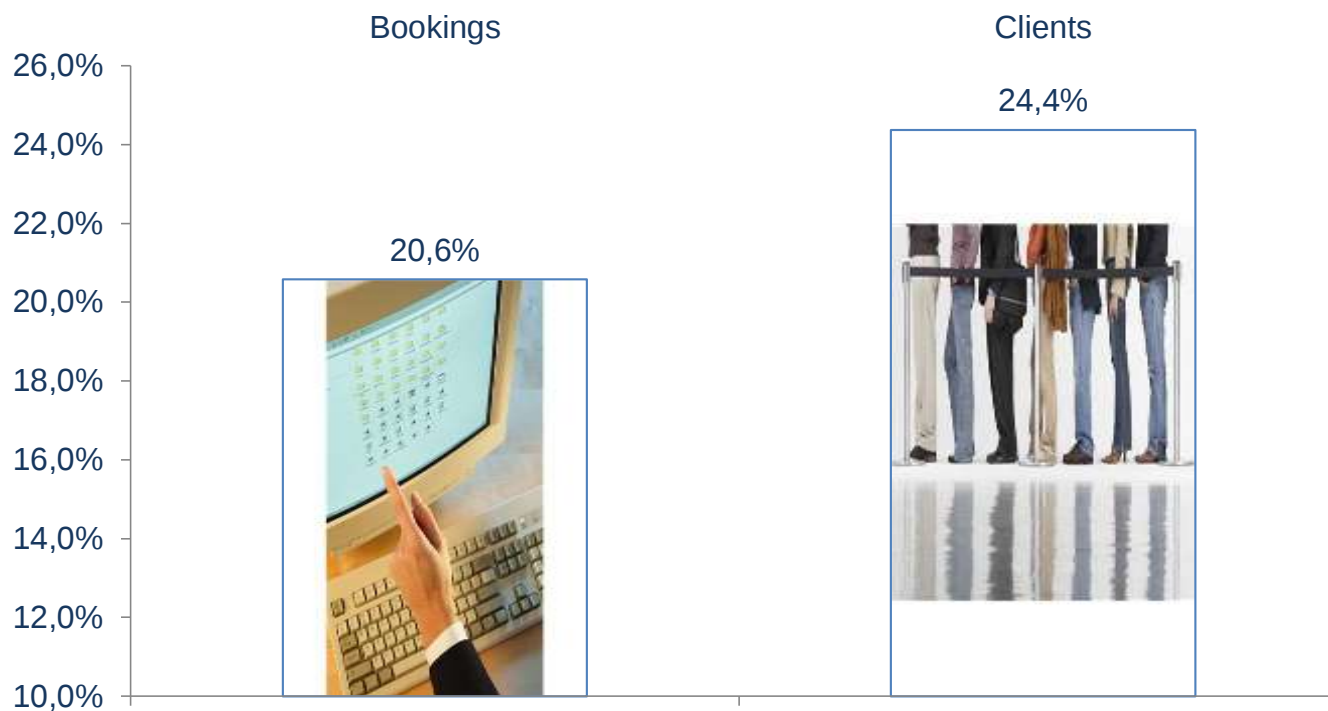
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 43/2016, tours 01.11.16 – 31.10.17

compared with week 44. in 2015 r.



Last week – 43/2016, tours 01.11.16 – 31.10.17

compared with week 44. in 2015 r.

Clients +/-%

Share %

Bus
40,9%



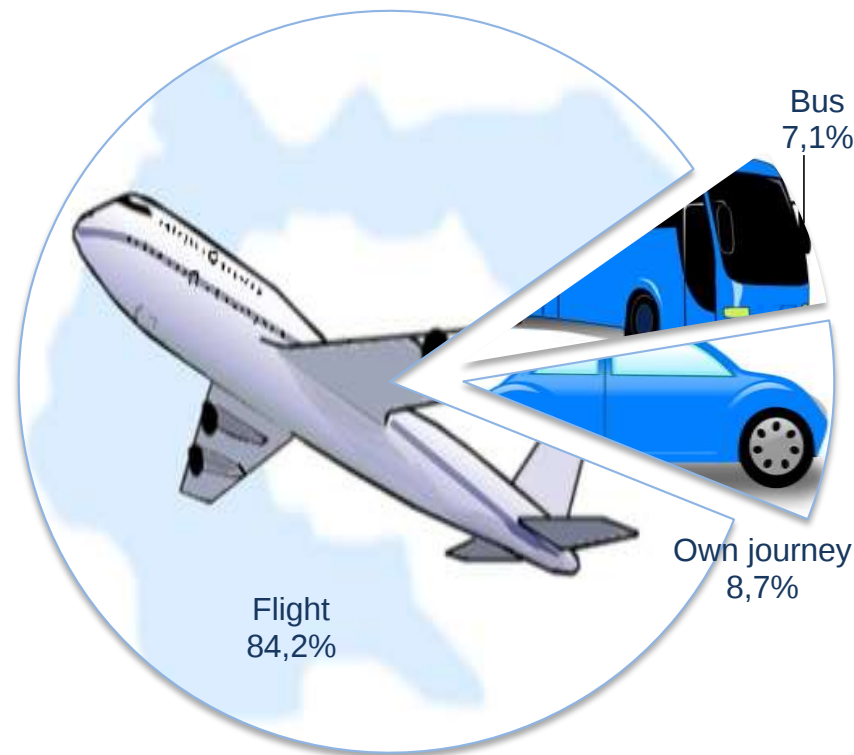
Own journey

7,2%



Flight

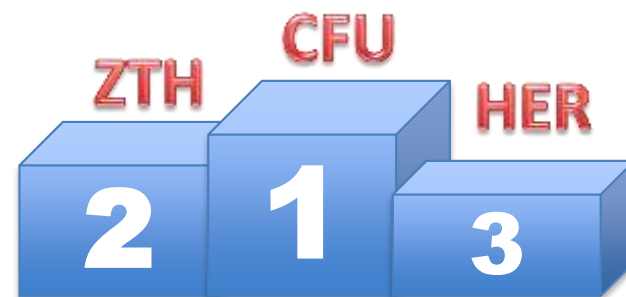
25,2%



Ranking of the most popular countries & destinations in CW43

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Korfu	7 653	2 627
2	Zakintos	7 509	2 702
3	Heraklion	8 075	2 854
4	Chania	8 794	2 854
5	Fuerteventura	9 392	3 433
6	Warna	5 857	2 018
7	Tirana	6 311	2 505
8	Kos	9 198	3 009
9	Burgas	6 979	2 144
10	Rodos	8 117	2 721
11	Marsa Alam	5 761	2 581
12	Antalya	5 953	2 257
13	Teneryfa	8 569	3 255
14	Gran Canaria	8 435	3 558
15	Lanzarote	9 034	3 450
16	Hurghada	5 647	2 454
17	Funchal	8 036	3 756
18	Malaga	8 256	3 357
19	Salalah	10 897	4 347
20	Majorka	7 750	2 977



Rank	Country	Price/booking	Price/person
1	Grecja	7 947	2 735
2	Hiszpania	8 675	3 300
3	Bułgaria	6 132	1 988
4	Włochy	5 822	2 206
5	Egipt	5 911	2 567
6	Albania	6 016	2 252
7	Turcja	6 001	2 303
8	Portugalia	8 150	3 693
9	Kuba	11 589	5 091
10	Austria	2 085	890

The average price per person in the tourist year 2016/17

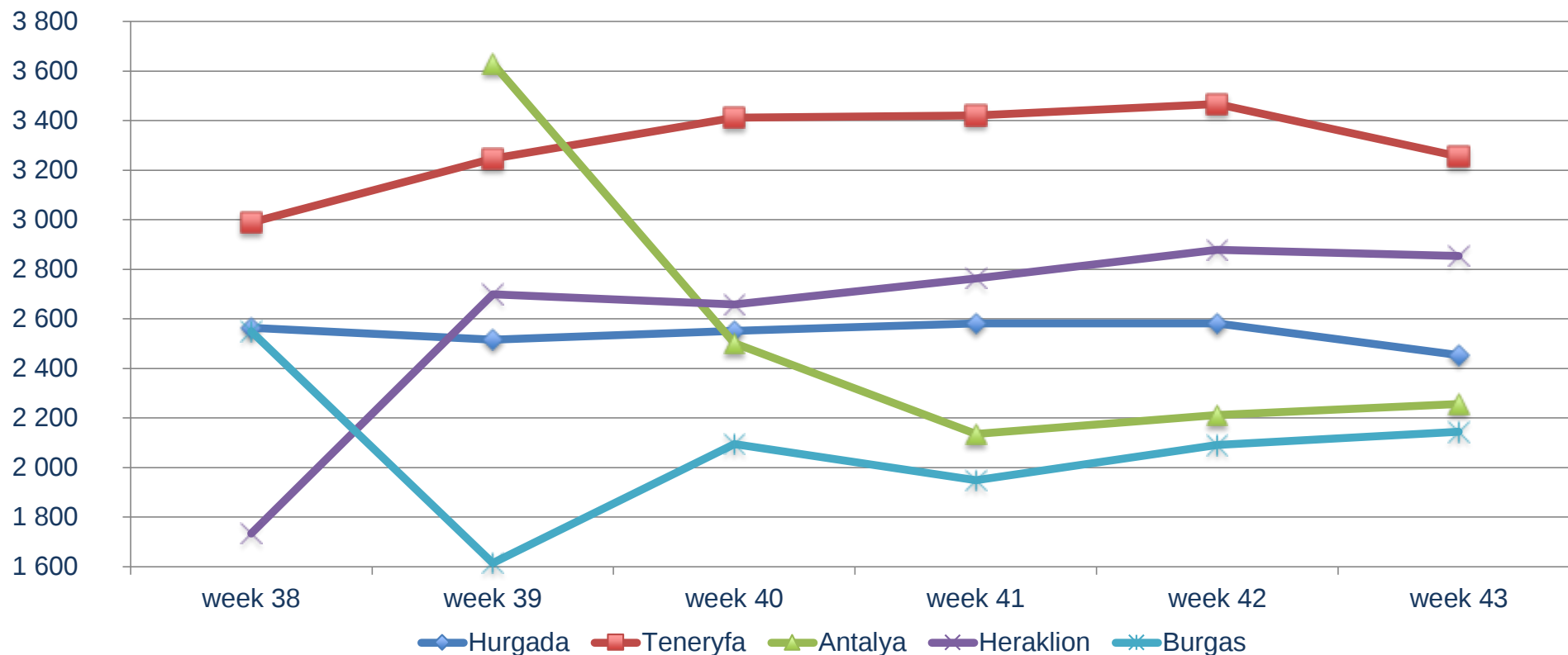
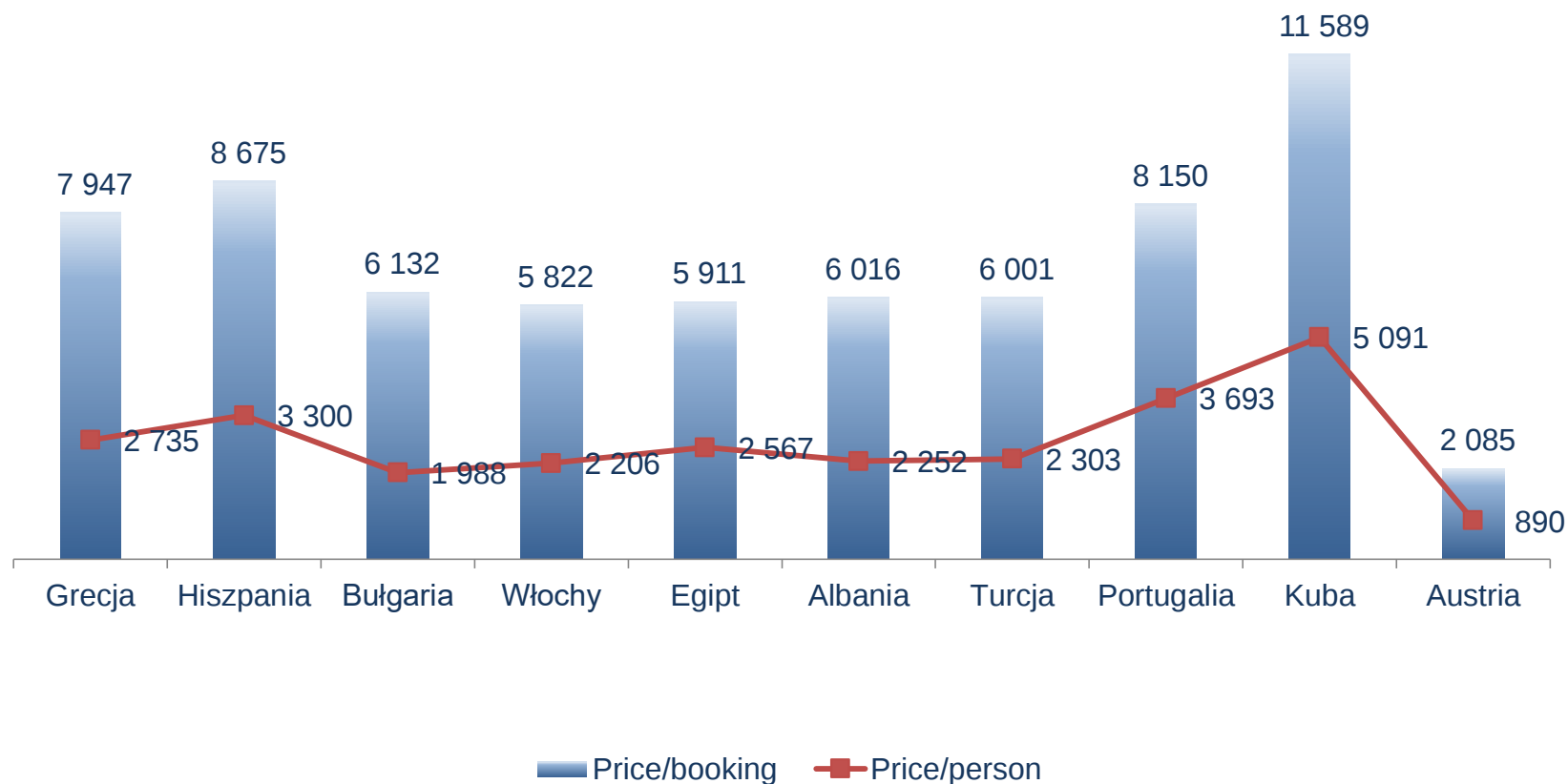


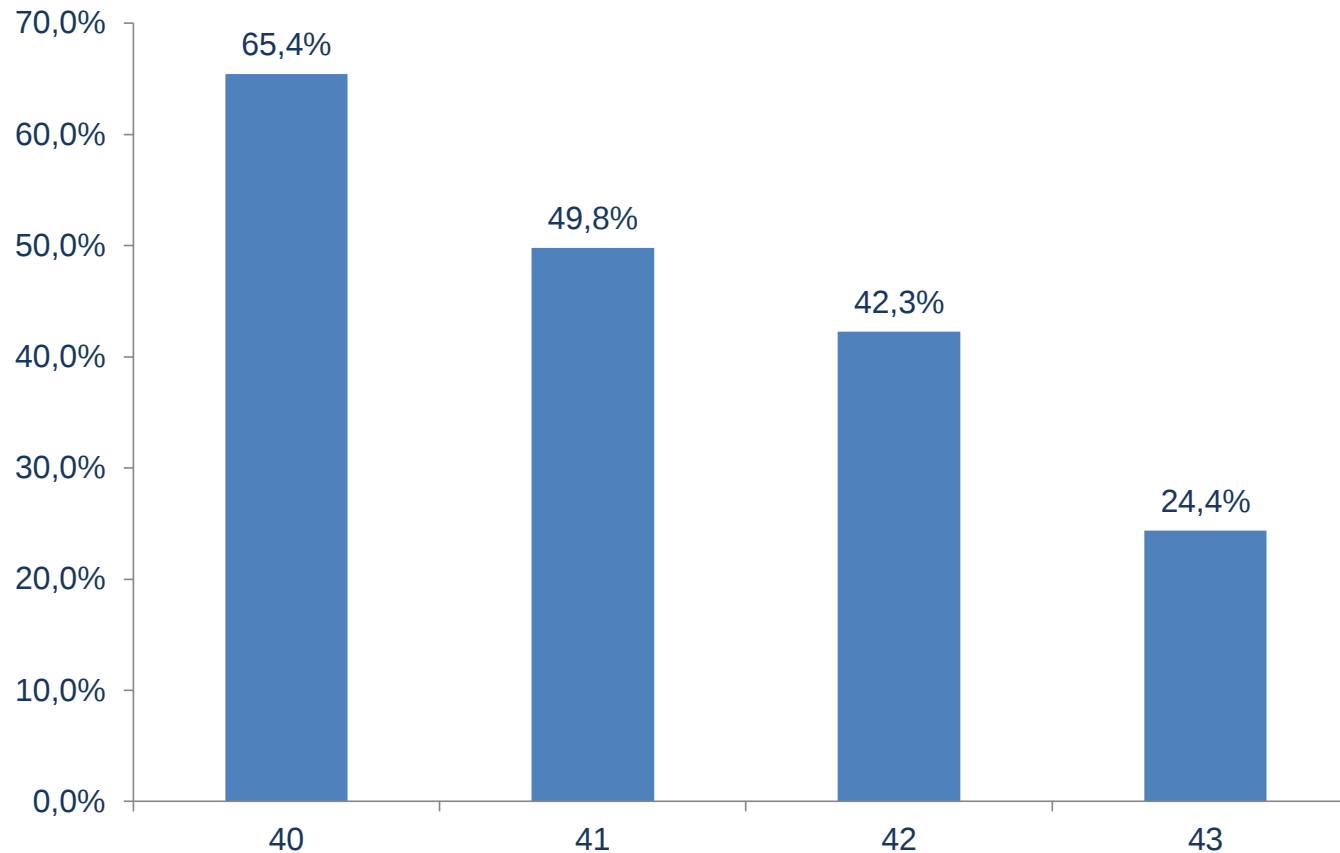
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 43. week



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

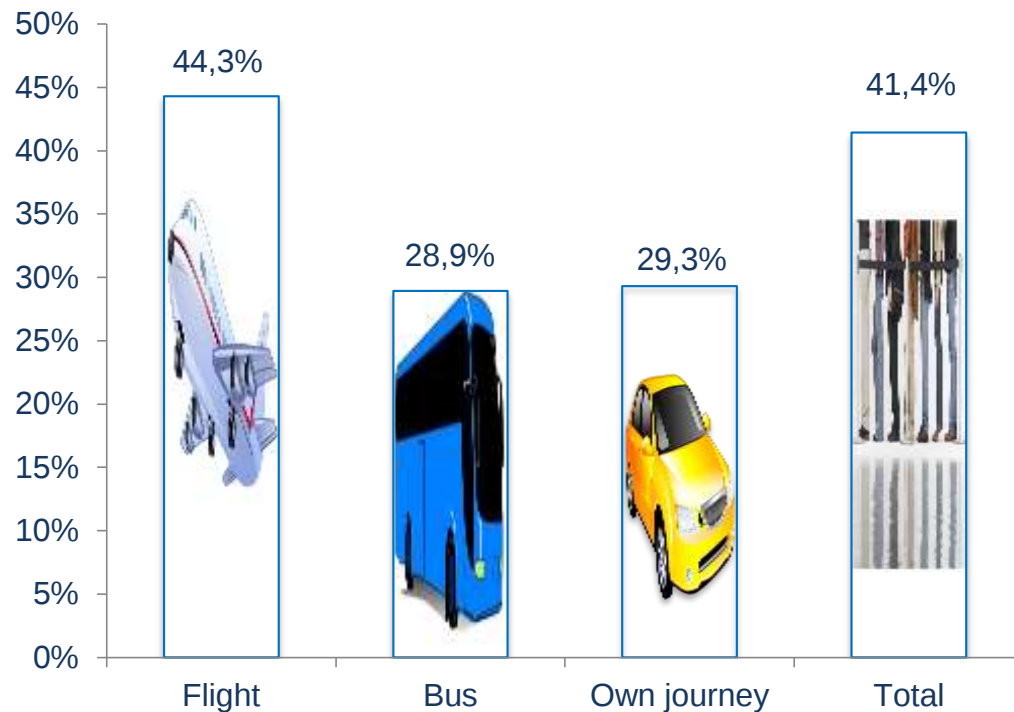
compared with 4 analogous weeks in tourist year 2015/2016.



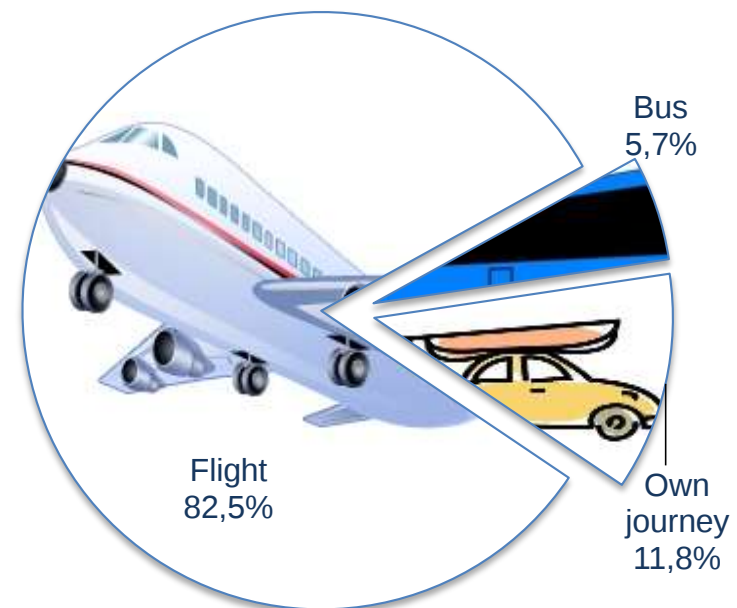
The sales trend of the last four weeks

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

Clients +/- %

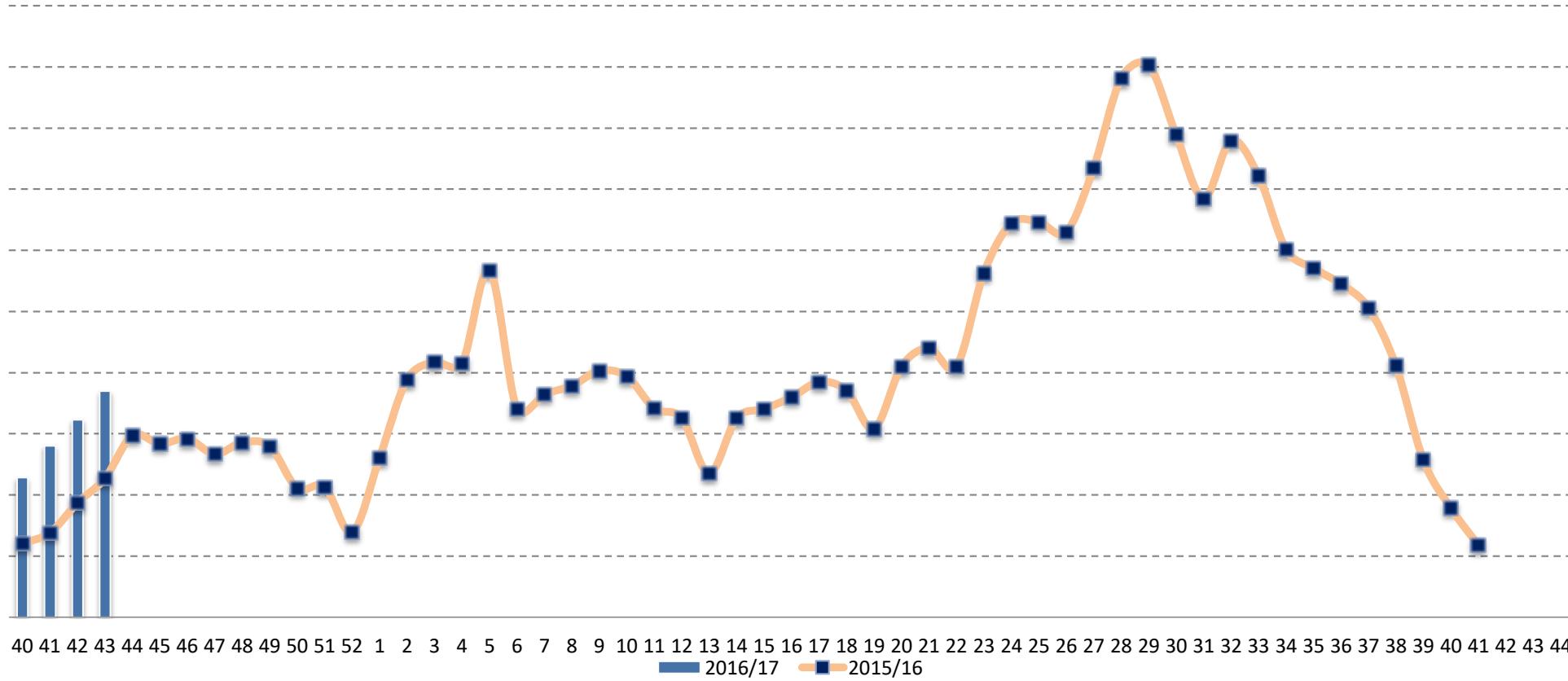


Share %



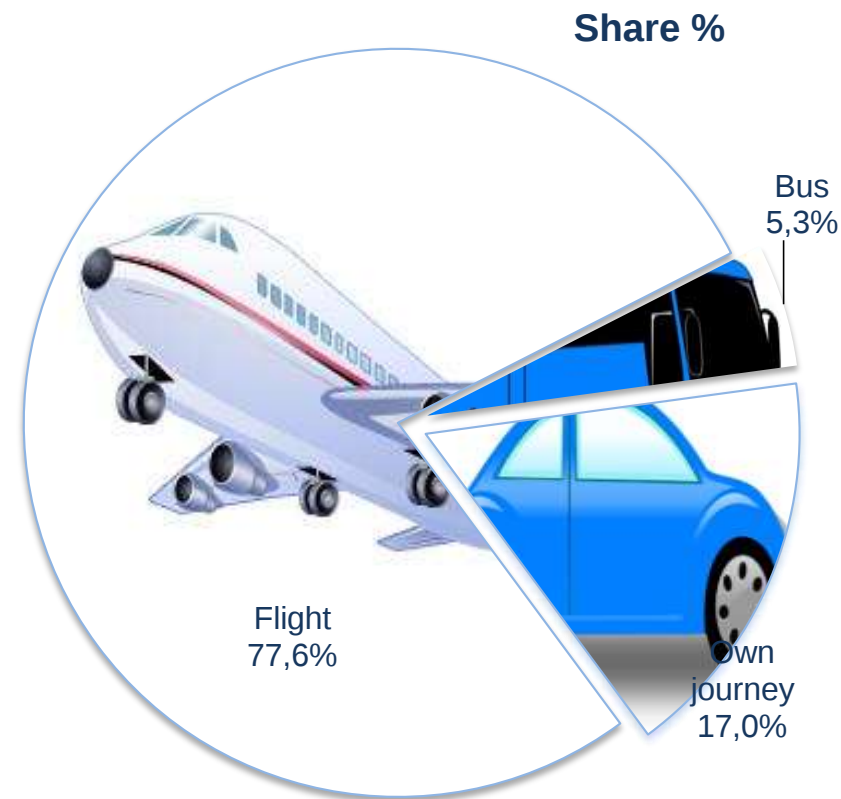
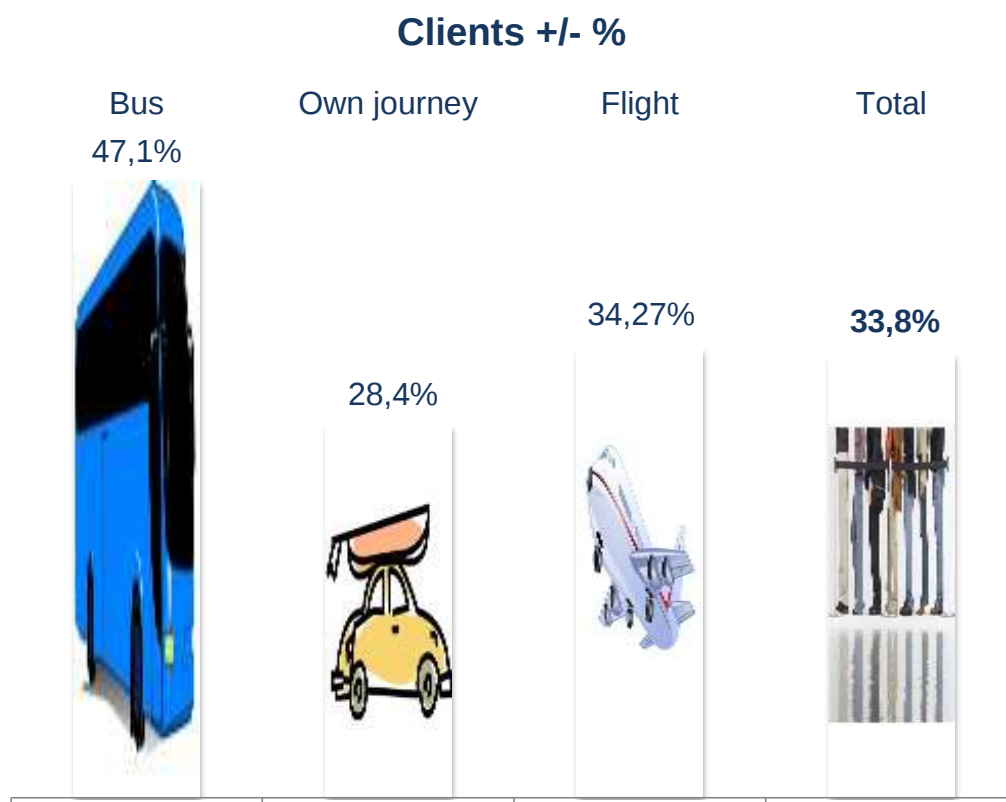
Weekly sales compared with the previous tourist year

Bookings weekly 16/17 vs. 15/16



Cumulative sales of 2016/17

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



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

Rank	Country	+/- % last year
1	Grecja	145%
2	Hiszpania	4%
3	Włochy	-1%
4	Egipt	0%
5	Bułgaria	86%
6	Austria	23%
7	Kuba	-9%
8	Oman	++
9	Portugalia	-4%
10	Tanzania	28%
11	Albania	++
12	Dominikana	26%
13	Emiraty Arabskie	-25%
14	Tajlandia	-9%
15	Cypr	29%
16	Wyspy Zielonego Przylądka	15%
17	Turcja	-40%
18	Czechy	36%
19	Chorwacja	++
20	Malta	++

Rank	Destination	+/- % last year
1	Zakynthos	98%
2	Korfu	118%
3	Heraklion	77%
4	Fuerteventura	-24%
5	Marsa Alam	27%
6	Teneryfa	-36%
7	Salalah	++
8	Chania	245%
9	Zanzibar	++
10	Gran Canaria	++
11	Hurghada	
12	Funchal	-34%
13	Kos	316%
14	Lanzarote	40%
15	Tirana	++
16	Warna	160%
17	Burgas	58%
18	Ras al-Chajma	++
19	Punta Cana	++
20	Rodos	28%



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