

Weekly report 44/2016

Data source: MerlinX*

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

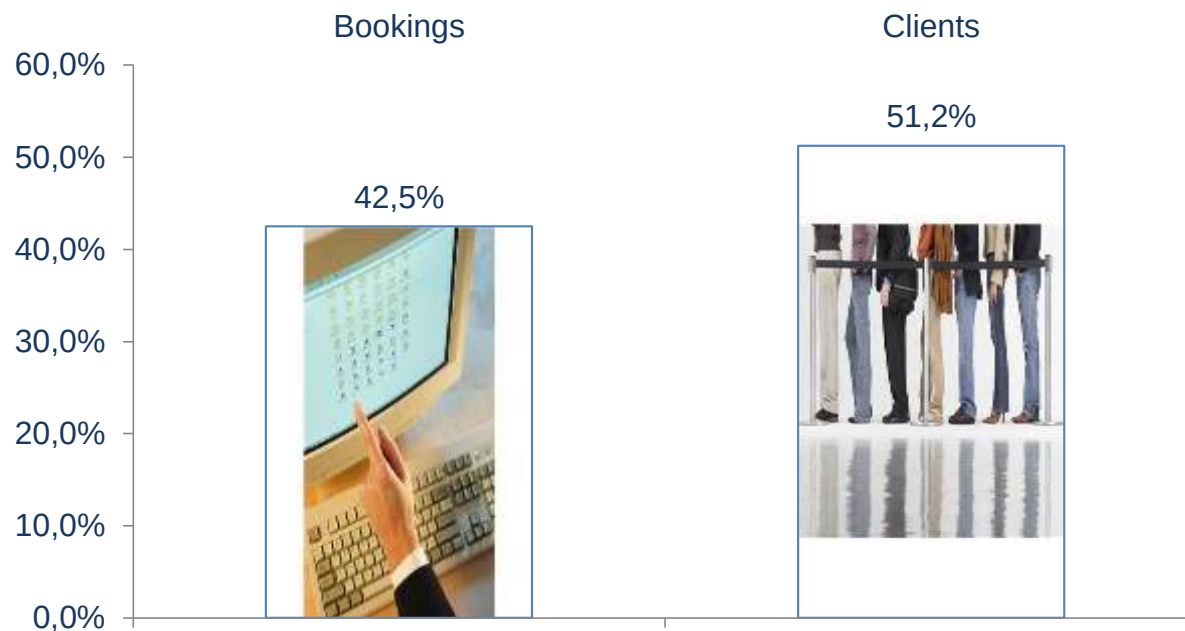
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 44/2016, tours 01.11.16 – 31.10.17

compared with week 45. in 2015 r.



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compared with week 45. in 2015 r.

**Clients
+/-%**

Bus

Own journey

Flight

6,7%



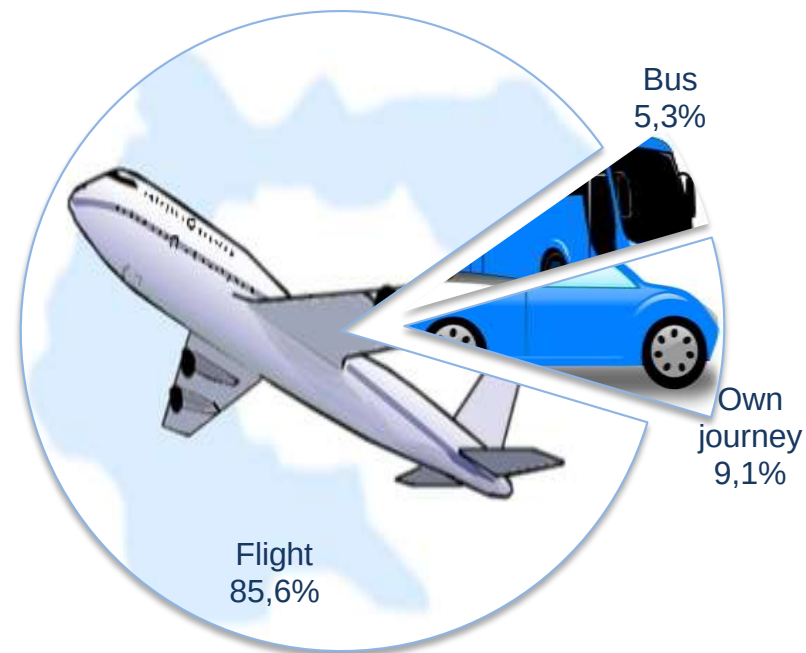
35,5%



57,2%



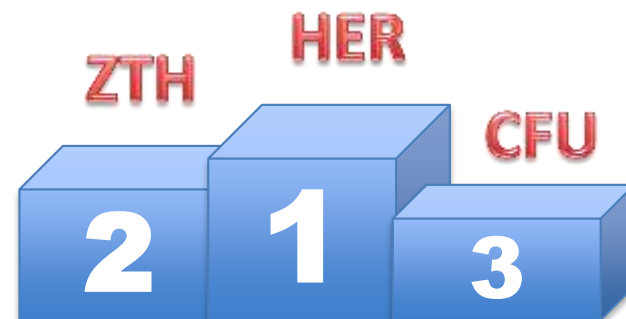
Share %



Ranking of the most popular countries & destinations in CW44

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	8 368	2 875
2	Zakynthos	7 711	2 693
3	Korfu	7 623	2 668
4	Fuerteventura	8 495	3 205
5	Chania	8 677	2 961
6	Teneryfa	8 470	3 441
7	Rodos	7 888	2 721
8	Burgas	6 714	2 252
9	Antalya	6 181	2 346
10	Tirana	6 279	2 445
11	Kos	8 834	3 020
12	Varna	6 789	2 231
13	Marsa Alam	5 524	2 551
14	Gran Canaria	8 250	3 361
15	Lanzarote	8 624	3 200
16	Madera	7 380	3 274
17	Malaga	7 346	3 174
18	Hurghada	6 123	2 518
19	Majorka	8 056	3 188
20	Enfidha	2 775	1 319



Rank	Country	Price/booking	Price/person
1	Grecja	8 224	2 786
2	Hiszpania	8 444	3 249
3	Bułgaria	6 397	2 060
3	Włochy	6 572	2 287
3	Egipt	5 822	2 526
3	Albania	6 061	2 360
3	Portugalia	8 503	3 467
3	Turcja	5 978	2 311
3	Austria	3 158	1 204
3	Kuba	10 428	4 858

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

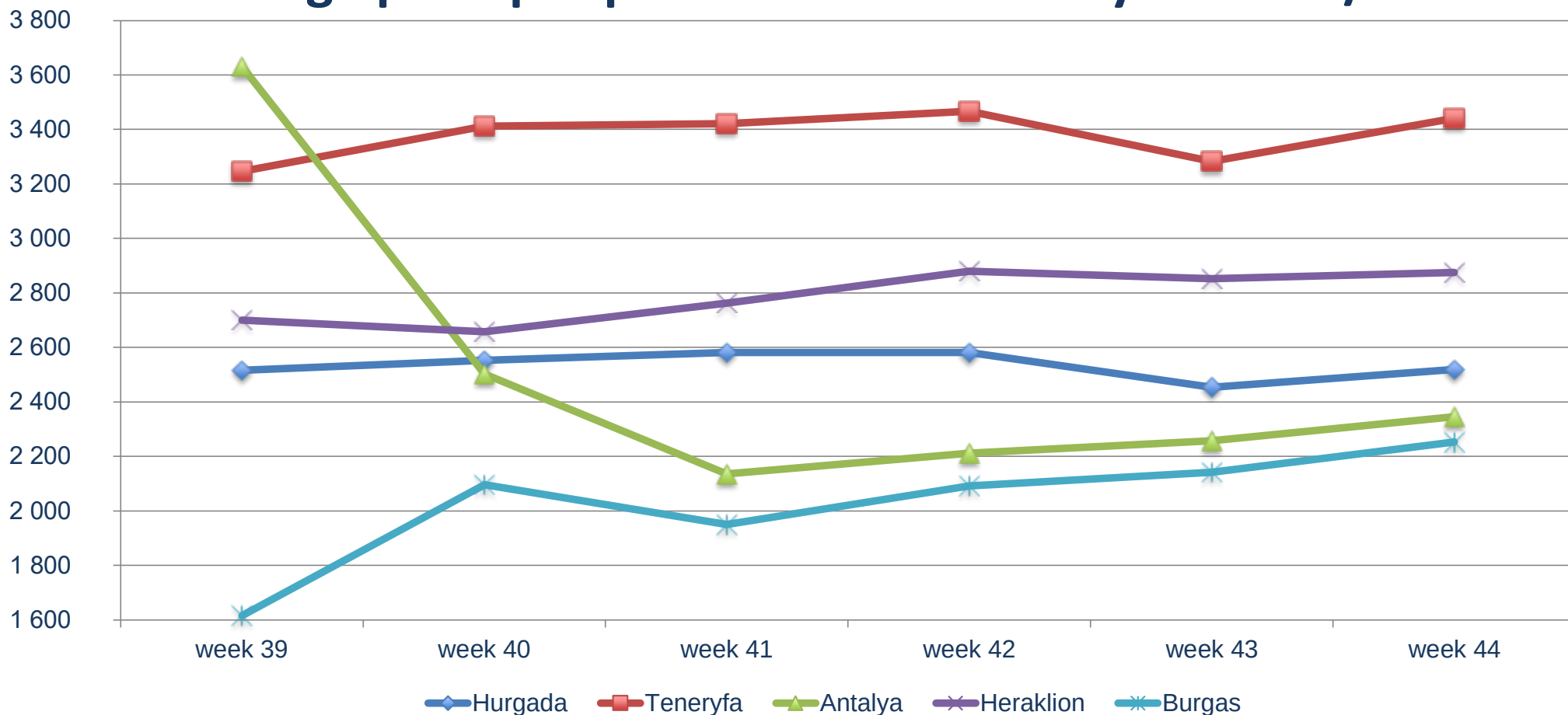
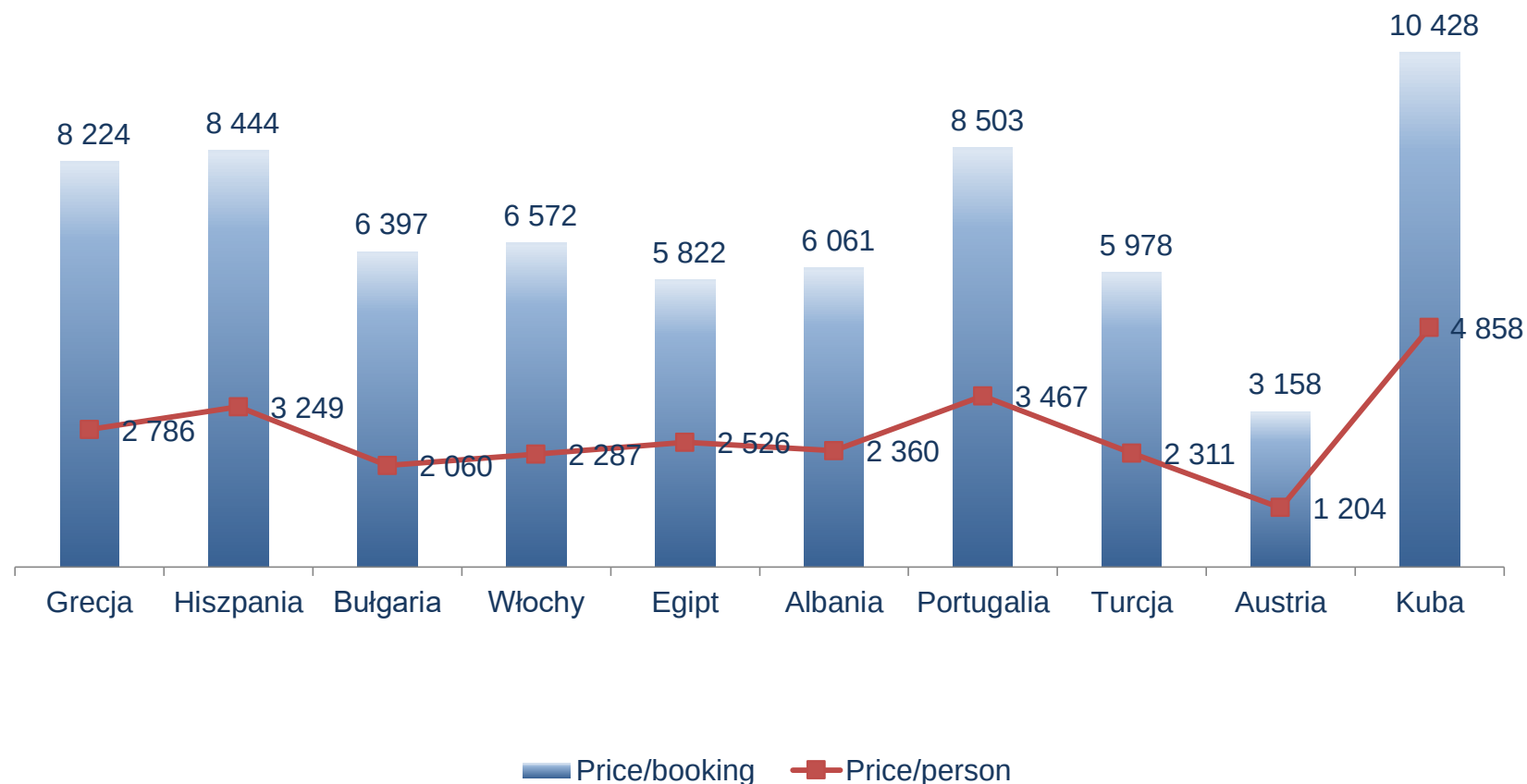


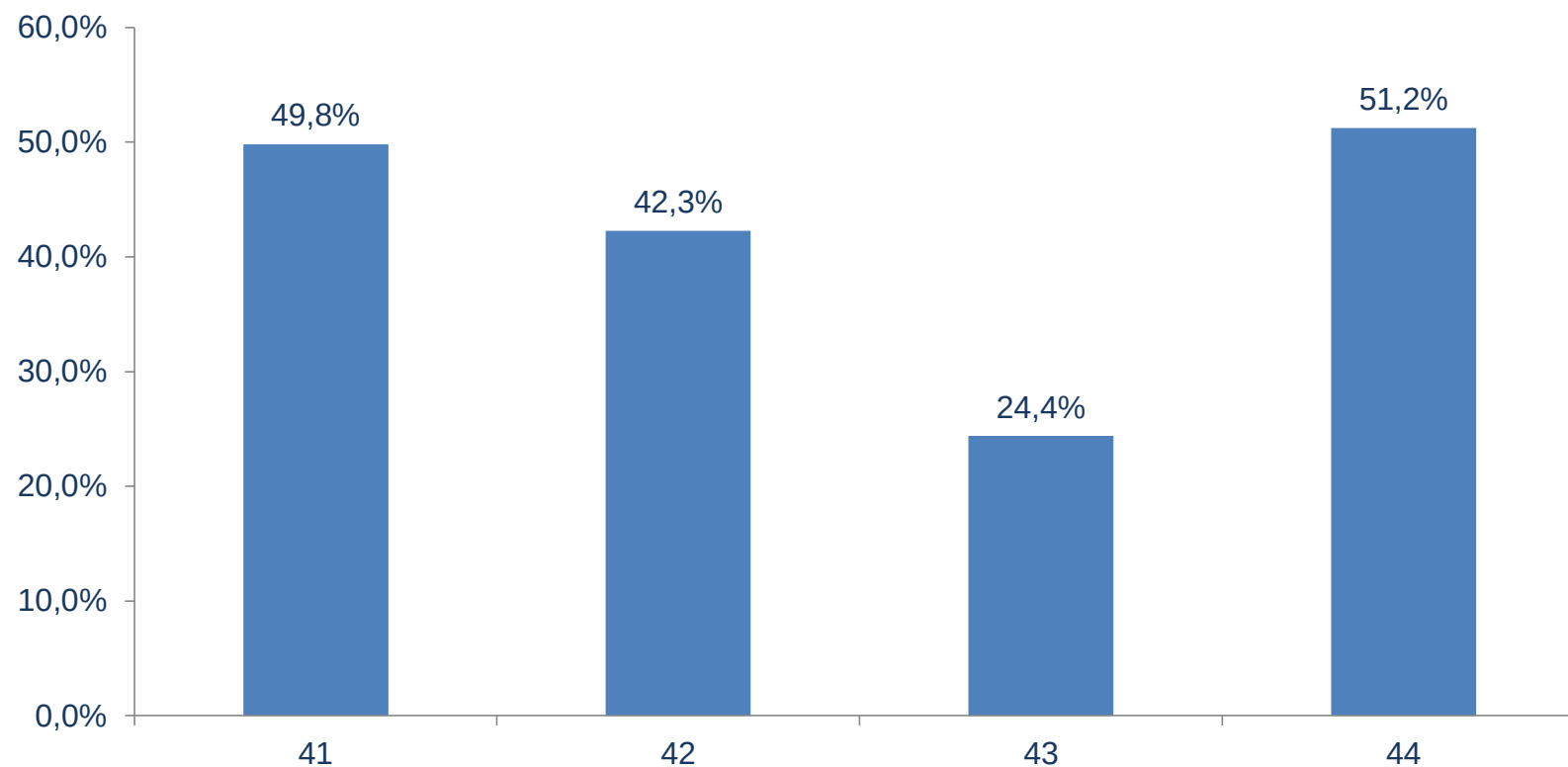
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 44. week



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

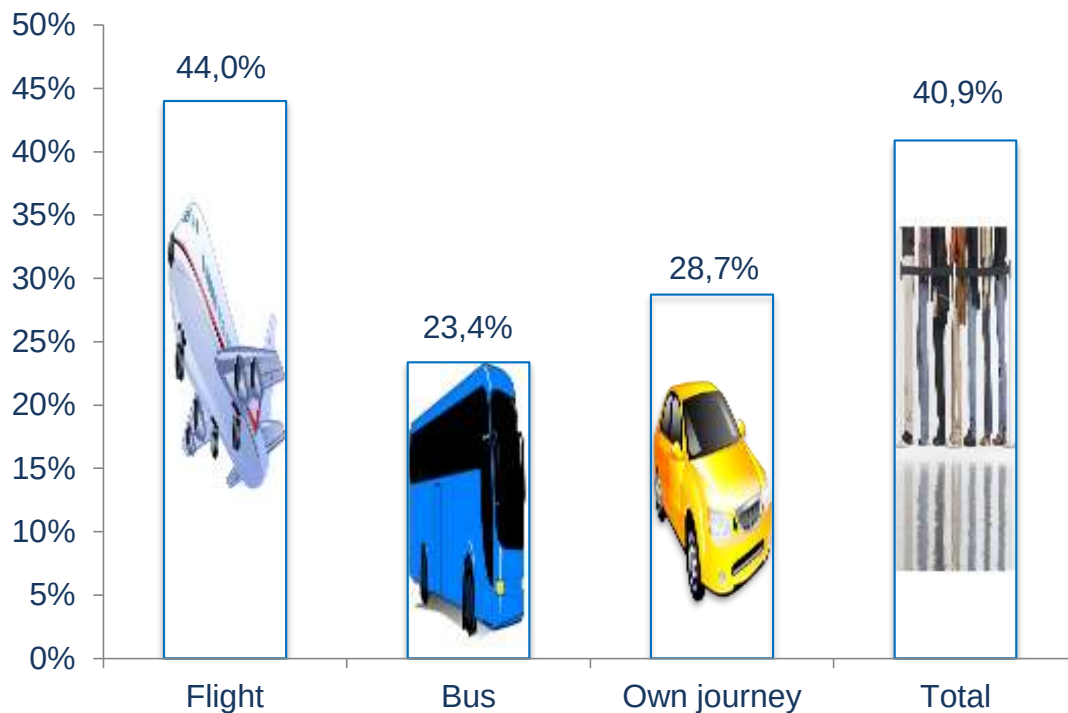
compared with 4 analogous weeks in tourist year 2015/2016.



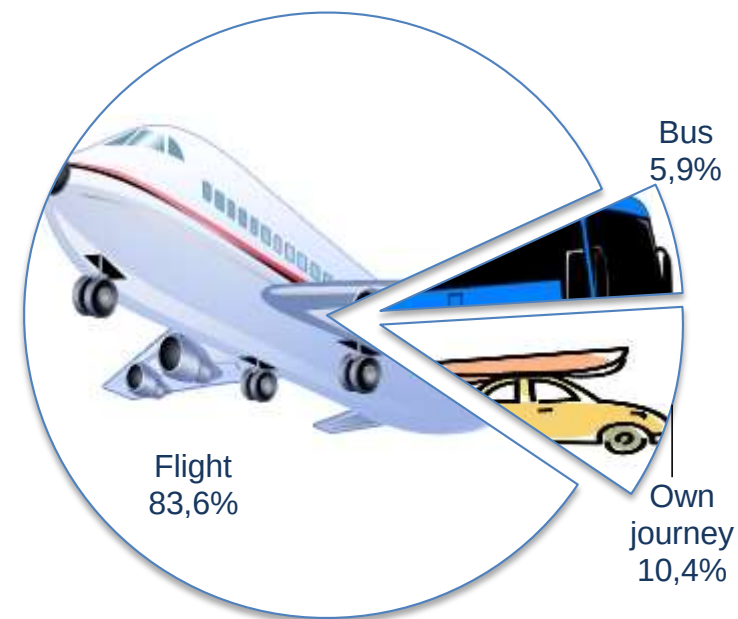
The sales trend of the last four weeks

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

Clients +/- %

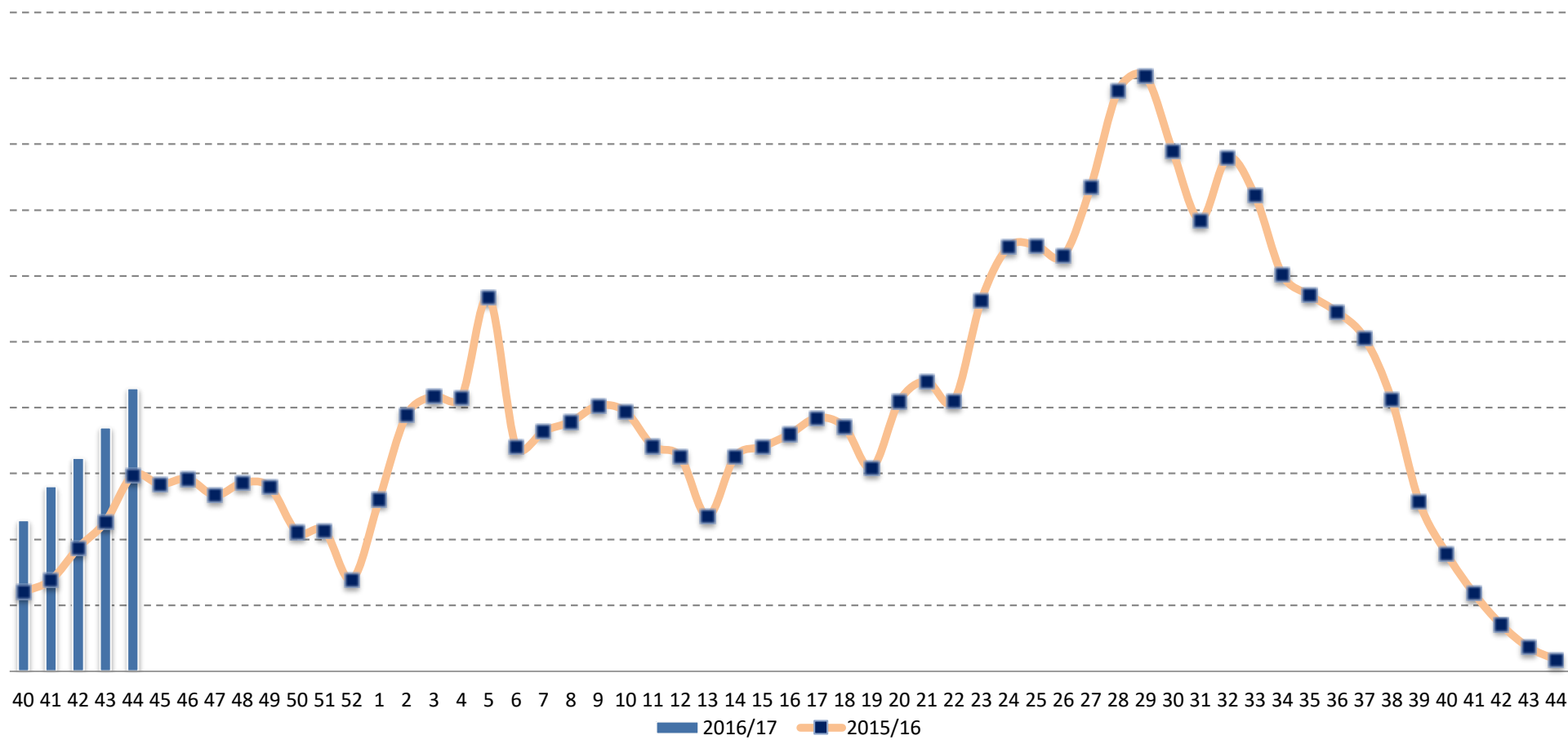


Share %



Weekly sales compared with the previous tourist year

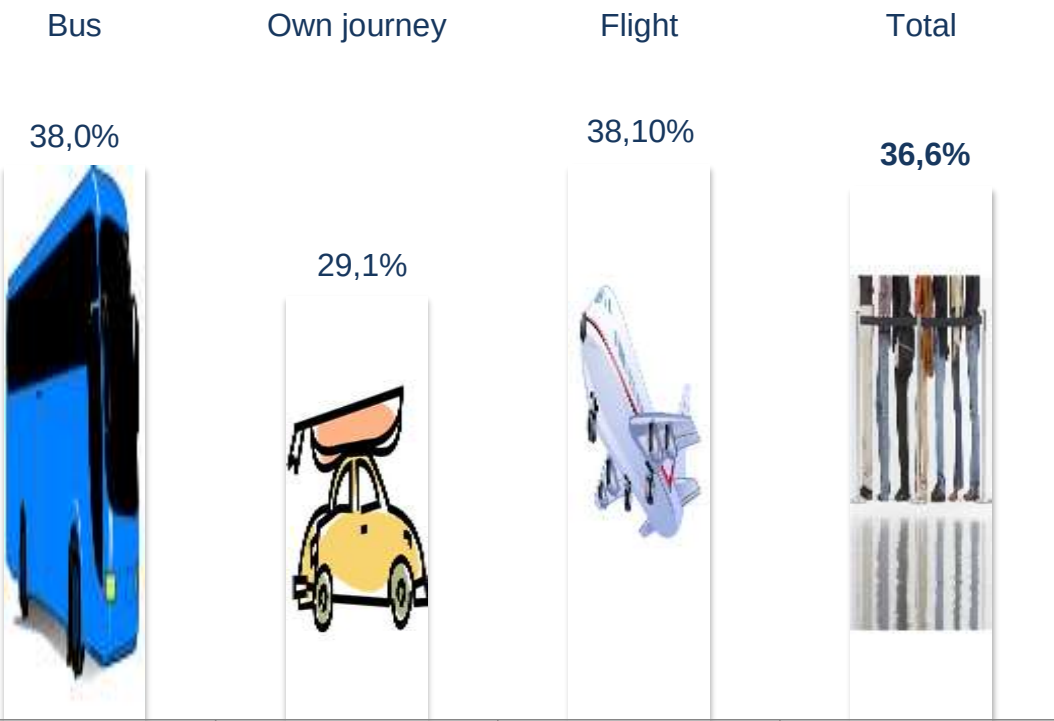
Bookings weekly 16/17 vs. 15/16



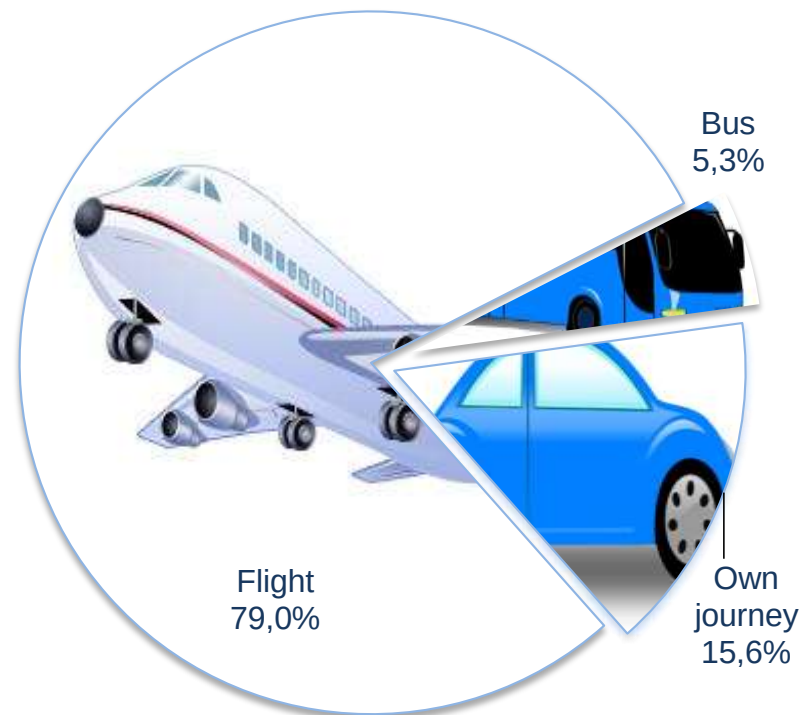
Cumulative sales of 2016/17

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	Grecja	144%
2	Hiszpania	7%
3	Włochy	-4%
4	Egipt	-1%
5	Bułgaria	91%
6	Austria	28%
7	Kuba	-4%
8	Portugalia	-1%
9	Oman	++
10	Albania	++
11	Tanzania	34%
12	Dominikana	35%
13	Emiraty Arabskie	-23%
14	Turcja	-40%
15	Cypr	36%
16	Tajlandia	-9%
17	Wyspy Zielonego Przylądka	18%
18	Czechy	42%
19	Chorwacja	++
20	Malta	++

Rank	Destination	+/- % last year*
1	Zakynthos	110%
2	Heraklion	108%
3	Fuerteventura	3%
4	Korfu	139%
5	Wiedeń	133%
6	Teneryfa	-12%
7	Chania	204%
8	Marsa Alam	47%
9	Salalah	547%
10	Burgas	76%
11	Gran Canaria	28%
12	Zanzibar	22%
13	Varna	59%
14	Lanzarote	22%
15	Kos	232%
16	Tirana	684%
17	Madera	-12%
18	Hurghada	-19%
19	Ras Al Chajma	-11%
20	Rodos	53%

**estimated*



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