

Weekly report 45/2016

Data source: MerlinX*

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

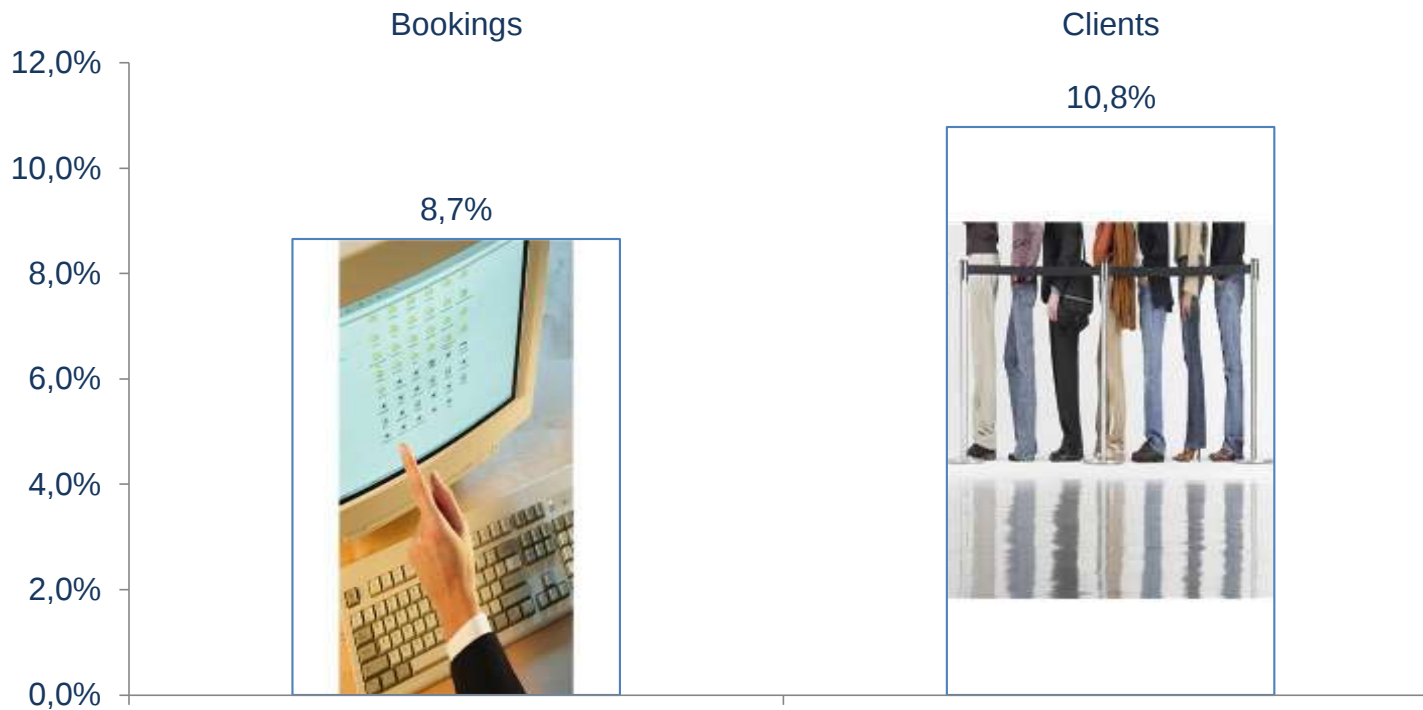
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 45/2016, tours 01.11.16 – 31.10.17

compared with week 46. in 2015 r.



Last week – 45/2016, tours 01.11.16 – 31.10.17

compared with week 46. in 2015 r.

Clients
+/-%

Bus

11,1%



Own journey

15,4%

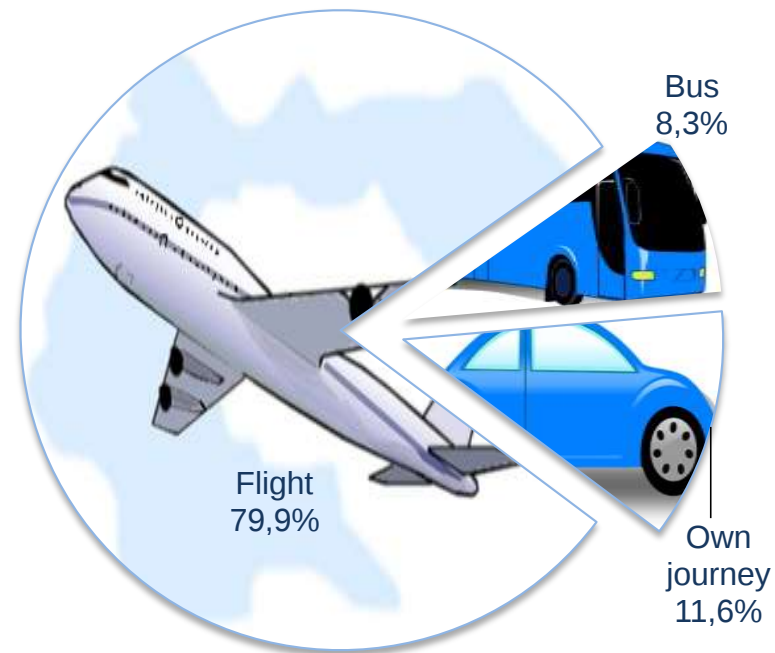


Flight

10,1%



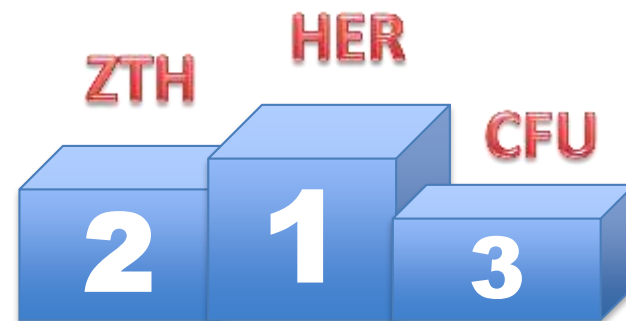
Share %



Ranking of the most popular countries & destinations in CW45

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 834	2 782
2	Zakynthos	7 127	2 557
3	Korfu	7 733	2 654
4	Fuerteventura	7 163	2 905
5	Rodos	7 295	2 593
6	Antalya	5 993	2 271
7	Burgas	6 417	2 123
8	Teneryfa	6 793	2 927
9	Marsa Alam	5 447	2 423
10	Kos	9 648	2 885
11	Gran Canaria	6 412	2 978
12	Tirana	6 010	2 327
13	Chania	8 730	3 005
14	Hurghada	5 809	2 552
15	Lanzarote	7 054	3 057
16	Varna	6 101	2 034
17	Berlin	297	109
18	Zanzibar	11 848	5 392
19	Salalah	10 947	4 160
20	Ras Al Chajma	9 771	4 054



Rank	Country	Price/booking	Price/person
1	Grecja	7 798	2 667
2	Hiszpania	6 968	2 921
3	Bułgaria	5 819	1 901
3	Włochy	5 135	1 919
3	Egipt	5 655	2 478
3	Turcja	5 838	2 263
3	Albania	5 695	2 166
3	Austria	2 723	1 043
3	Kuba	10 642	4 750
3	Niemcy	379	158

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

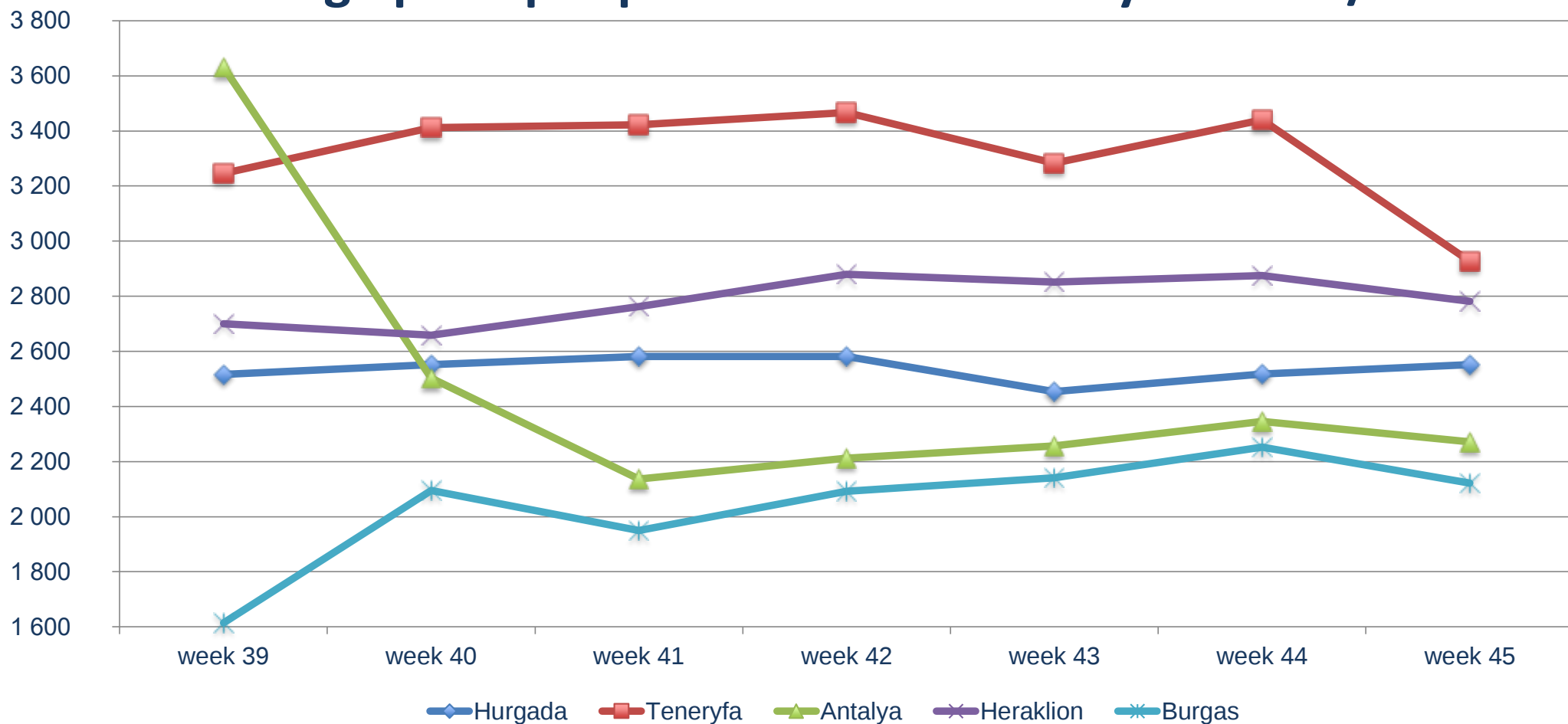
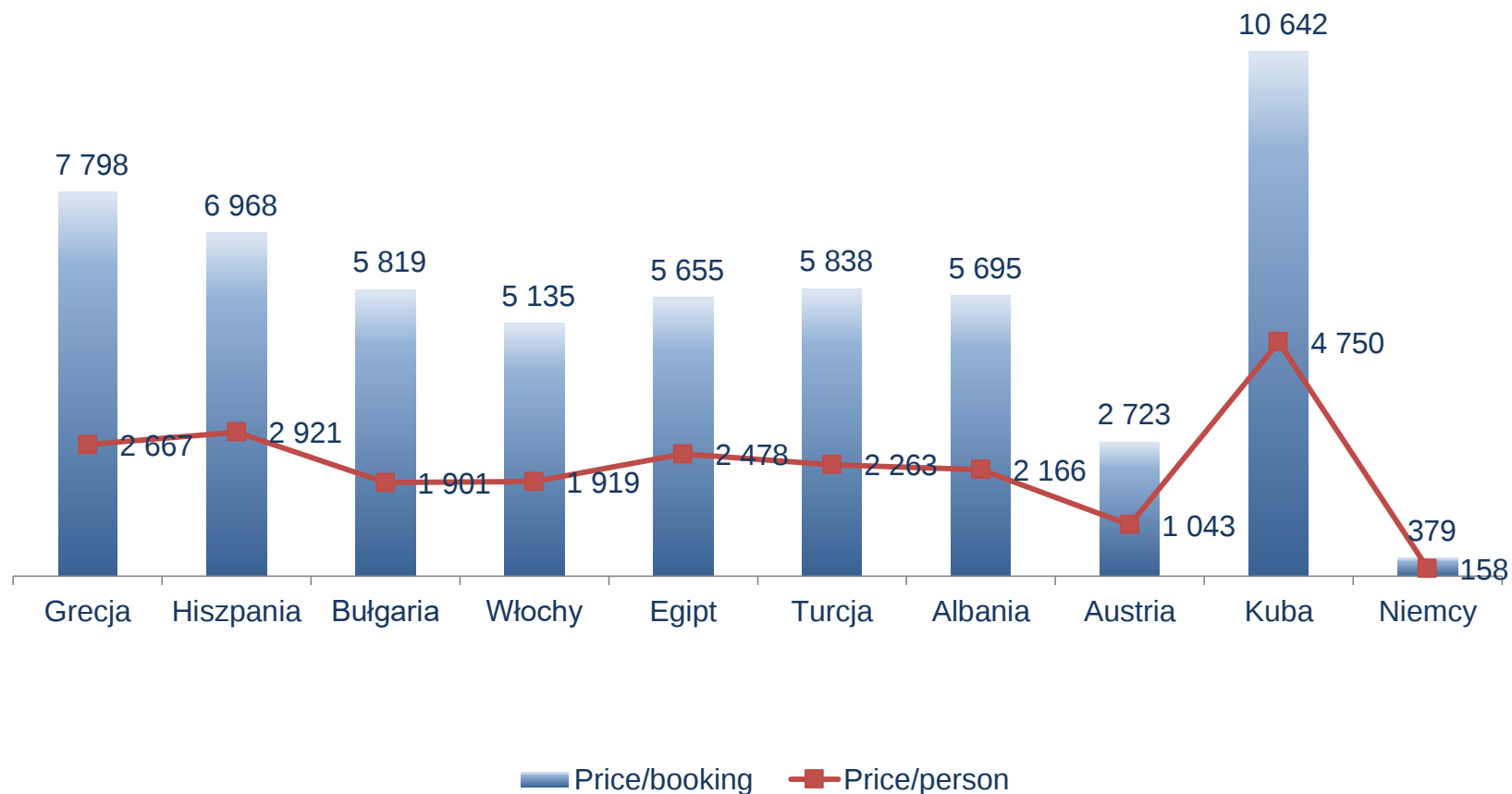


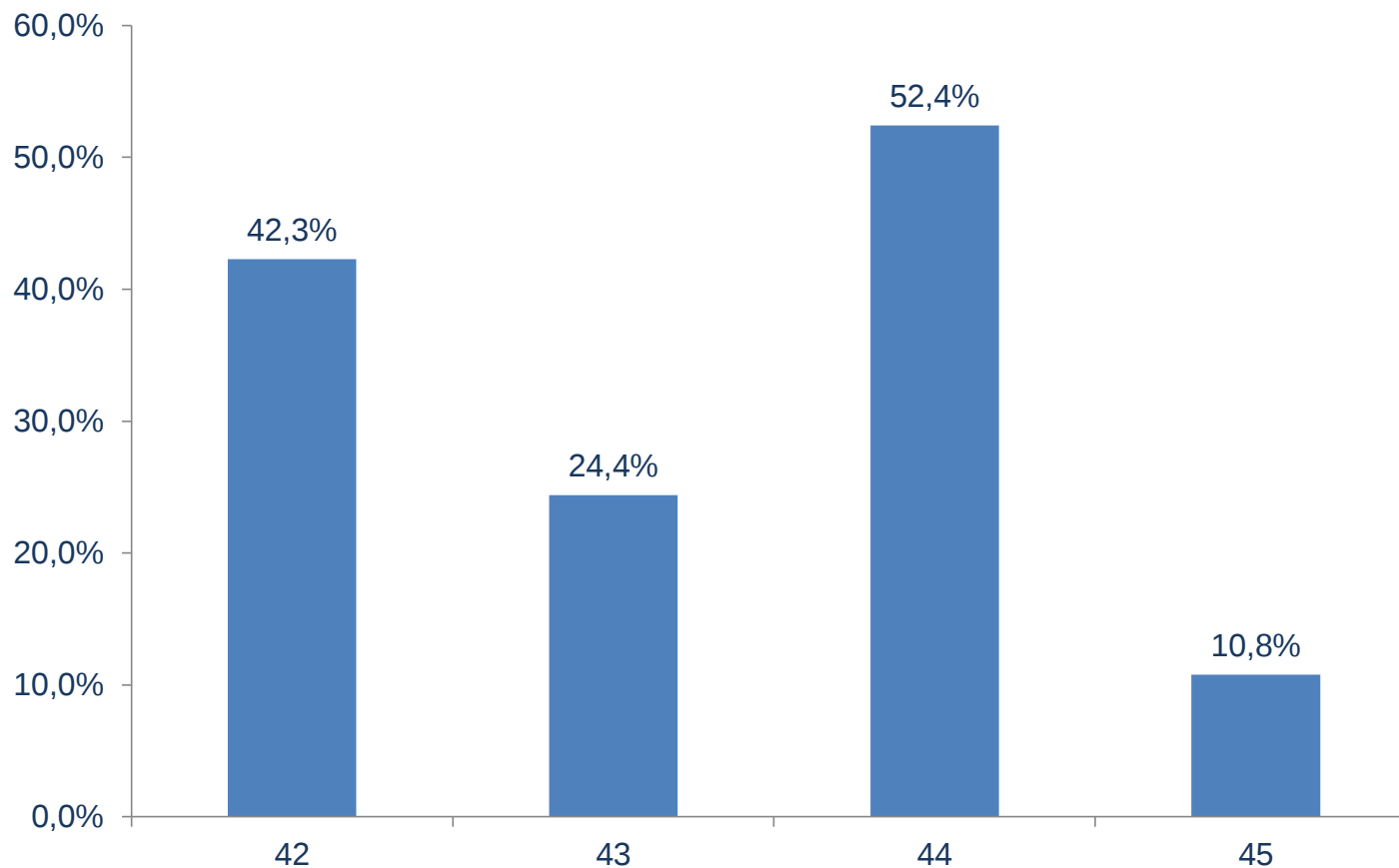
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 45. week



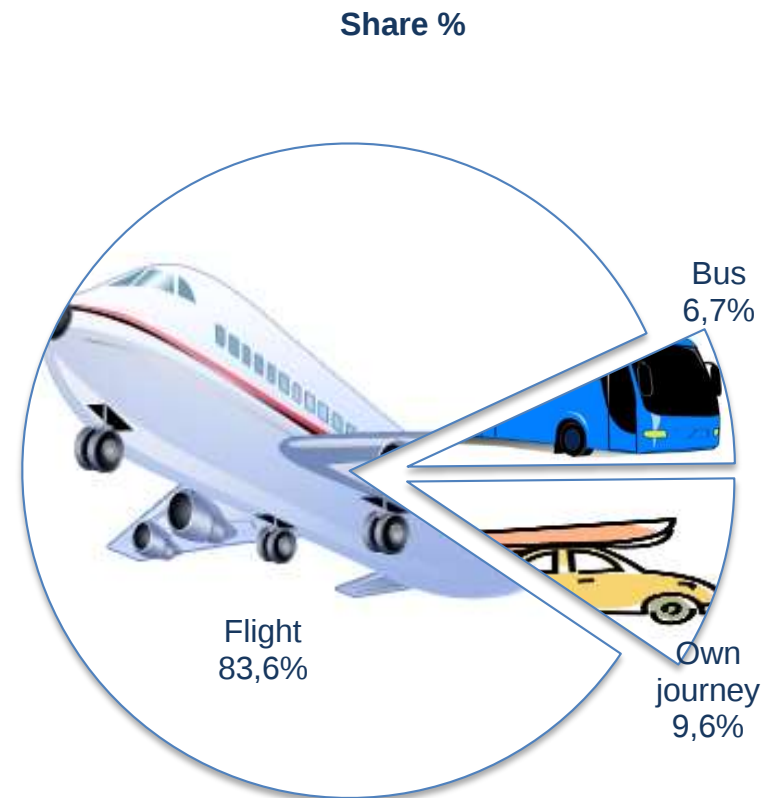
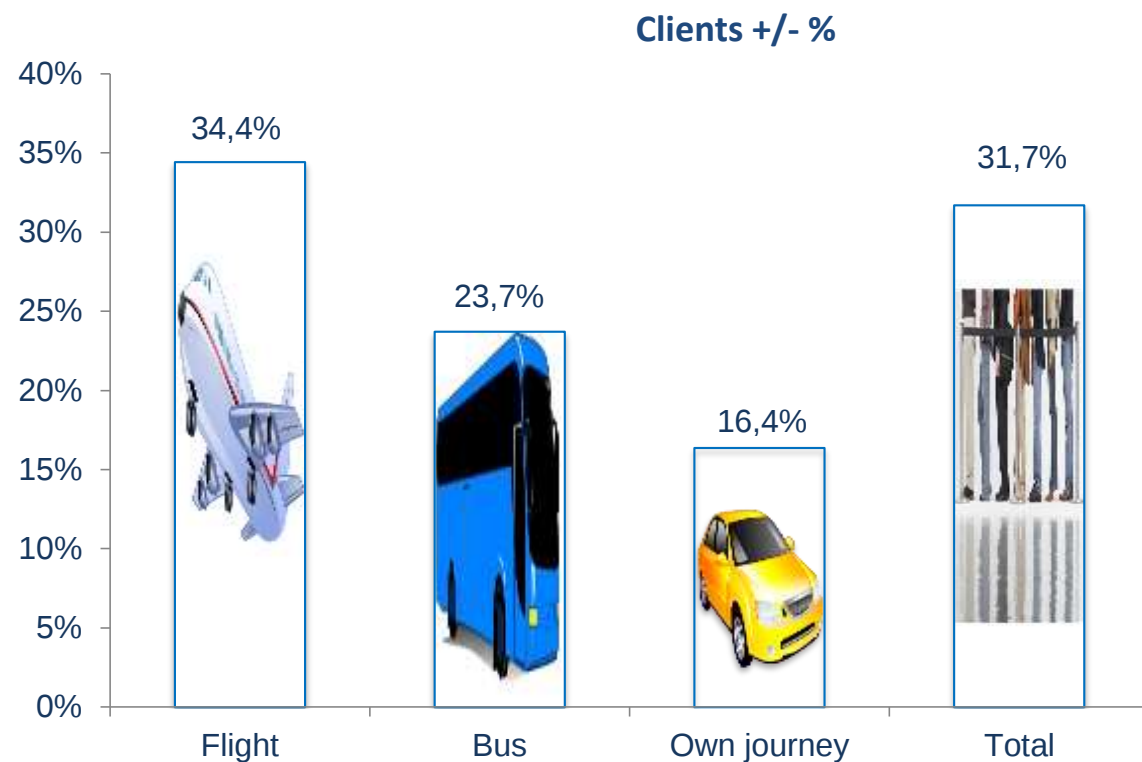
The last four weeks of sales of the tourist year 2016/17 - customers

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



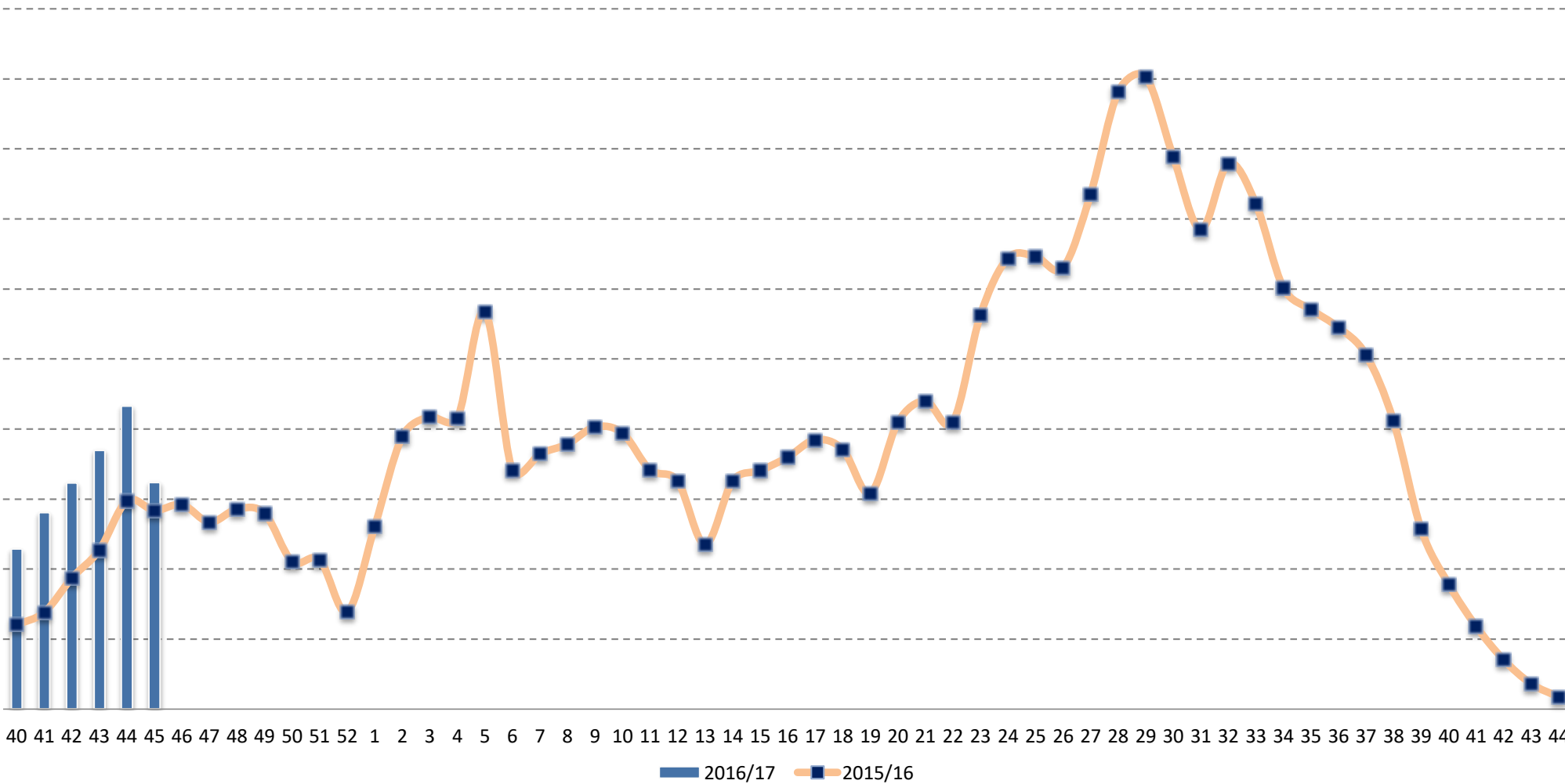
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

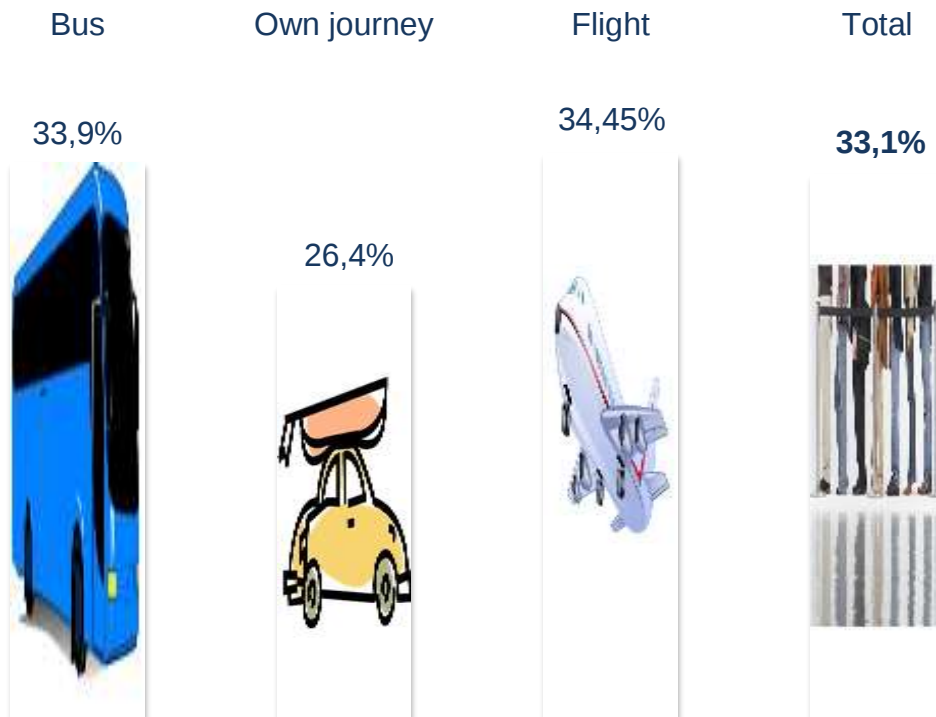
Bookings weekly 16/17 vs. 15/16



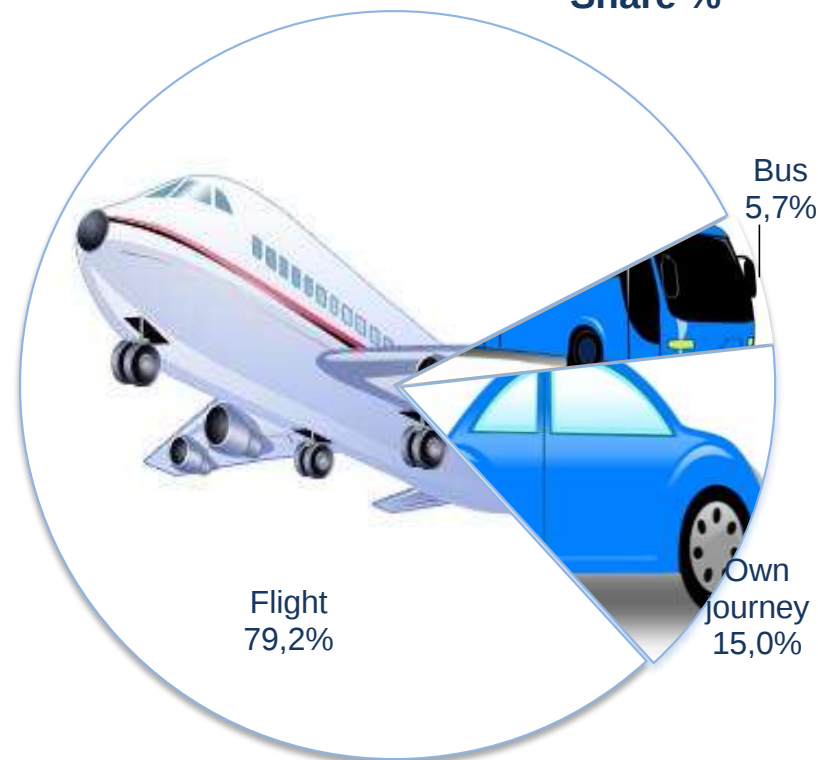
Cumulative sales of 2016/17

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	120%
2	Hiszpania	3%
3	Włochy	-7%
4	Egipt	-1%
5	Bułgaria	67%
6	Austria	29%
7	Kuba	1%
8	Albania	++
9	Portugalia	-4%
10	Oman	++
11	Tanzania	41%
12	Dominikana	35%
13	Turcja	-37%
14	Emiraty Arabskie	-18%
15	Cypr	32%
16	Tajlandia	-4%
17	Wyspy Zielonego Przylądka	16%
18	Czechy	44%
19	Chorwacja	162%
20	Niemcy	75%

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%



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