

Weekly report 46/2016

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 – 46/2016, tours 01.11.16 – 31.10.17

compared with week 47. in 2015 r.



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compared with week 47. in 2015 r.

Clients +/-%

Bus

43,2%



Own journey

5,2%

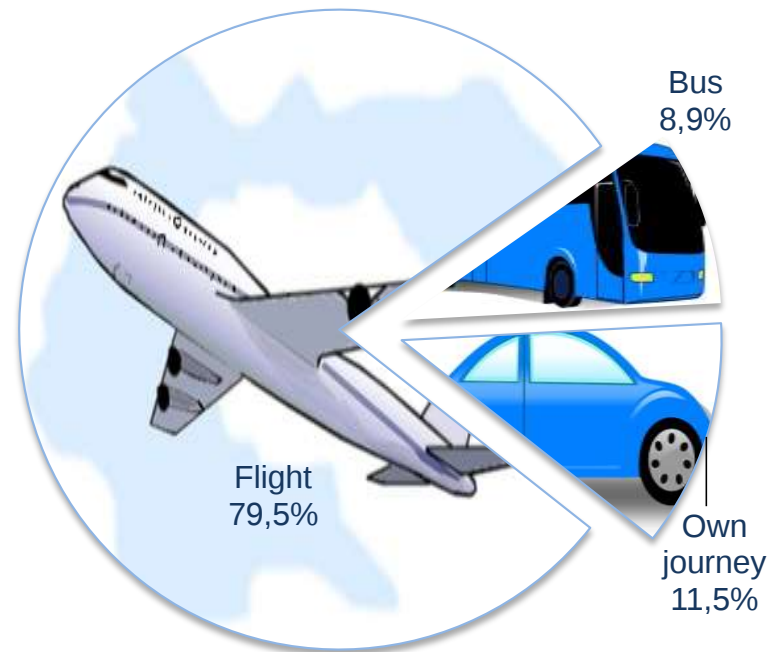


Flight

32,7%



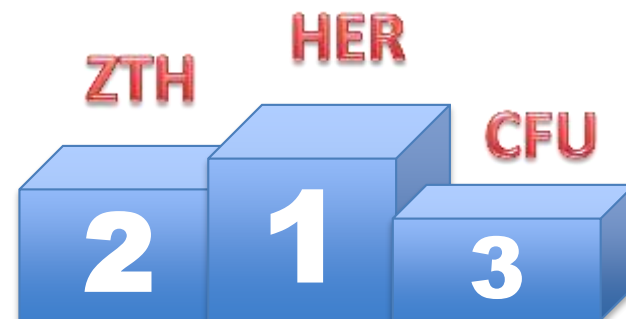
Share %



Ranking of the most popular countries & destinations in CW46

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	8 153	2 785
2	Zakynthos	7 831	2 652
3	Korfu	7 908	2 746
4	Fuerteventura	7 000	2 775
5	Kos	8 474	2 748
6	Rodos	7 773	2 795
7	Teneryfa	6 716	2 937
8	Burgas	6 759	2 181
9	Antalya	7 117	2 484
10	Marsa Alam	5 684	2 600
11	Lanzarote	6 342	2 723
12	Berlin	293	103
13	Chania	8 350	3 006
14	Varna	6 151	2 081
15	Hurghada	5 456	2 365
16	Tirana	5 942	2 456
17	Gran Canaria	7 119	3 121
18	Zanzibar	10 700	5 050
19	Madera	6 724	2 905
20	Malta	3 429	1 661



Rank	Country	Price/booking	Price/person
1	Grecja	8 160	2 733
2	Hiszpania	7 008	2 875
3	Bułgaria	6 000	1 972
3	Włochy	5 314	1 845
3	Egipt	5 563	2 450
3	Niemcy	331	119
3	Turcja	6 885	2 438
3	Kuba	10 643	4 735
3	Austria	3 877	1 415
3	Portugalia	7 357	3 072

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

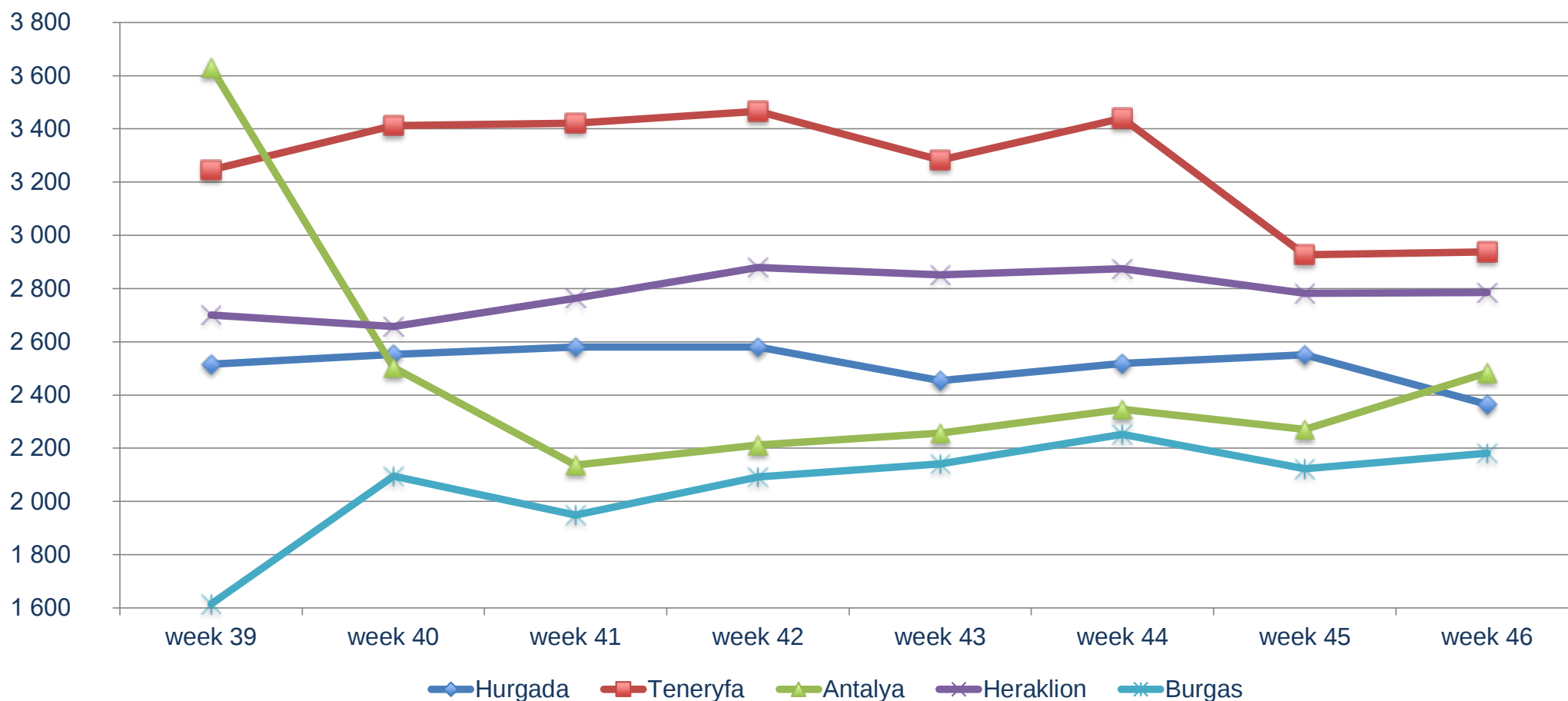
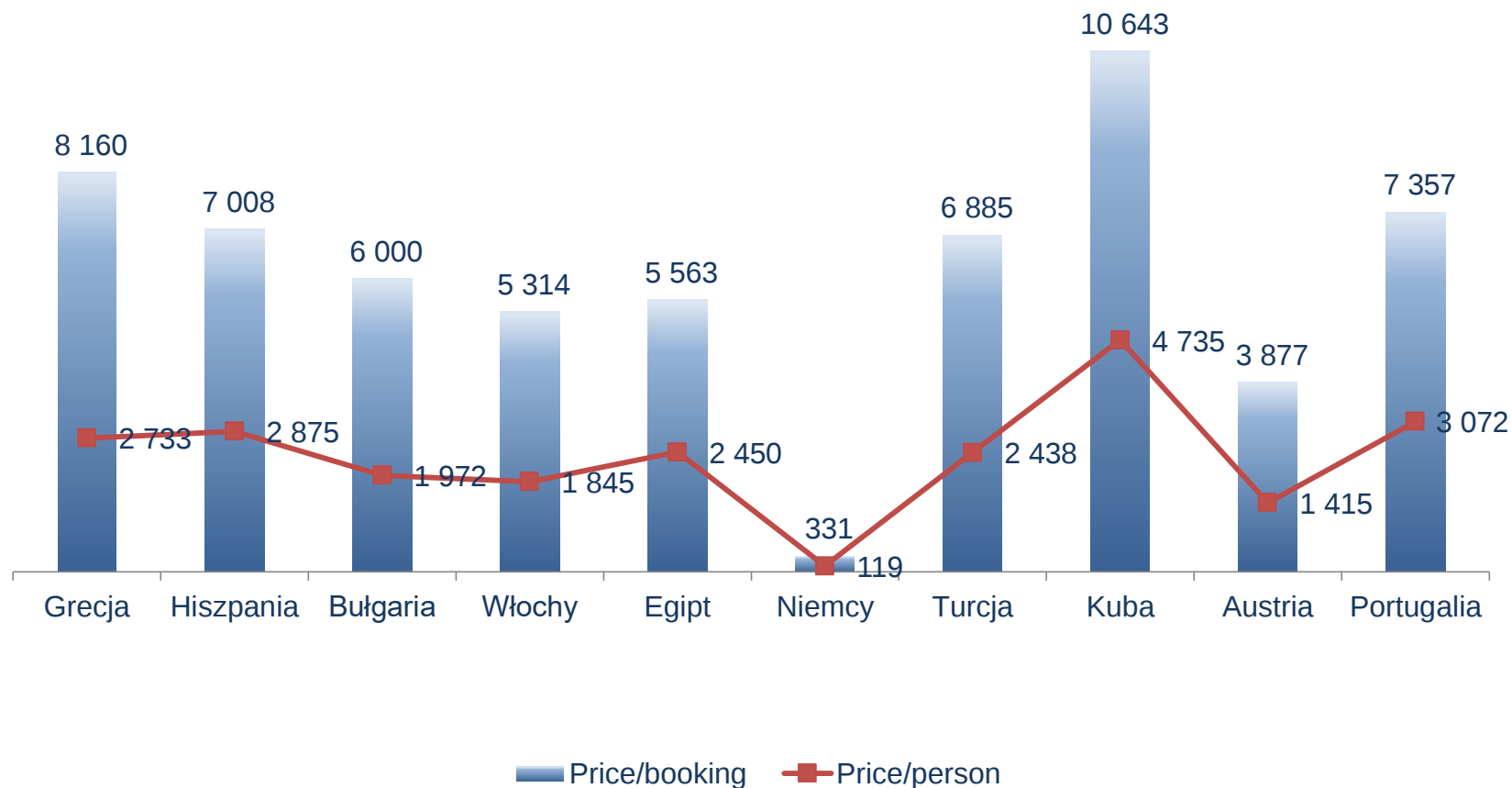


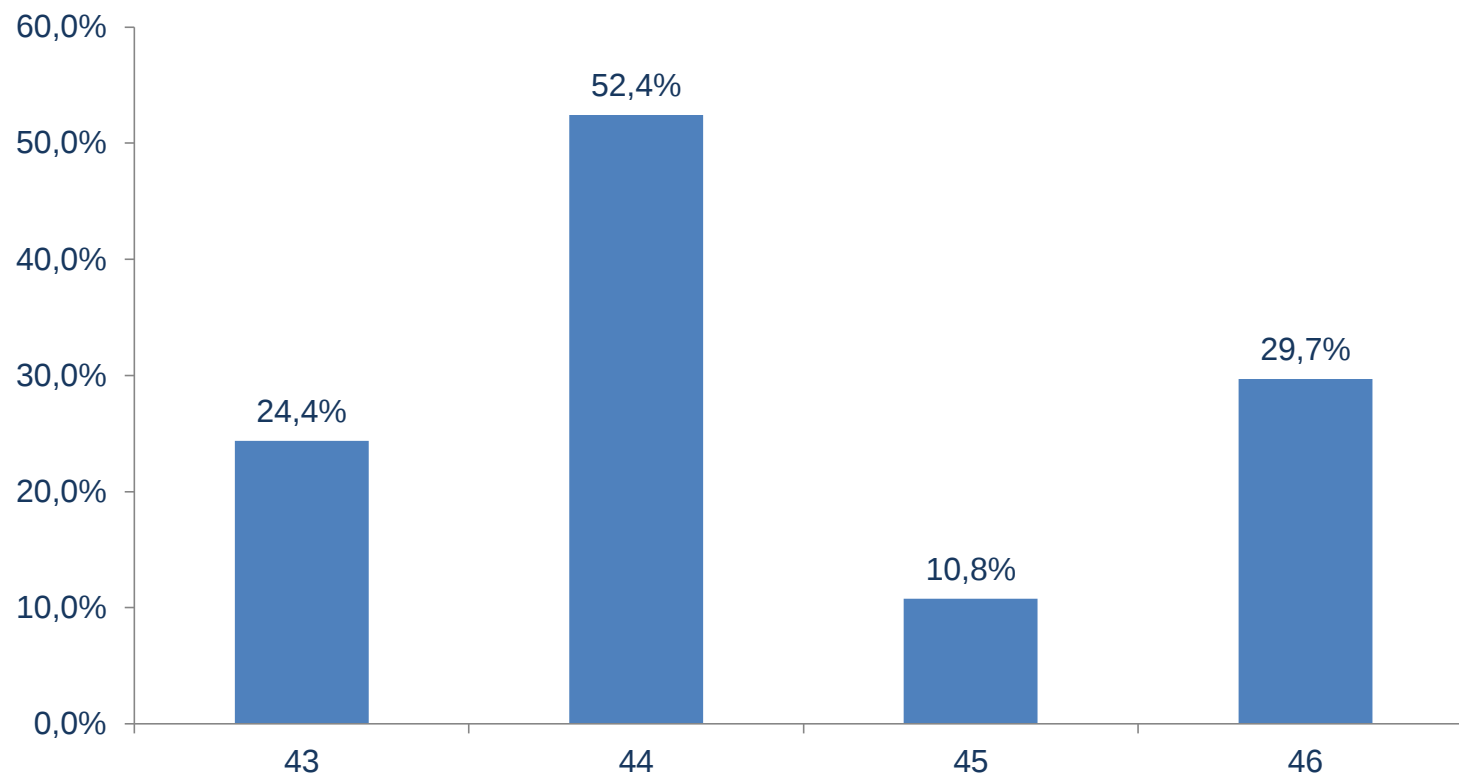
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 46. week



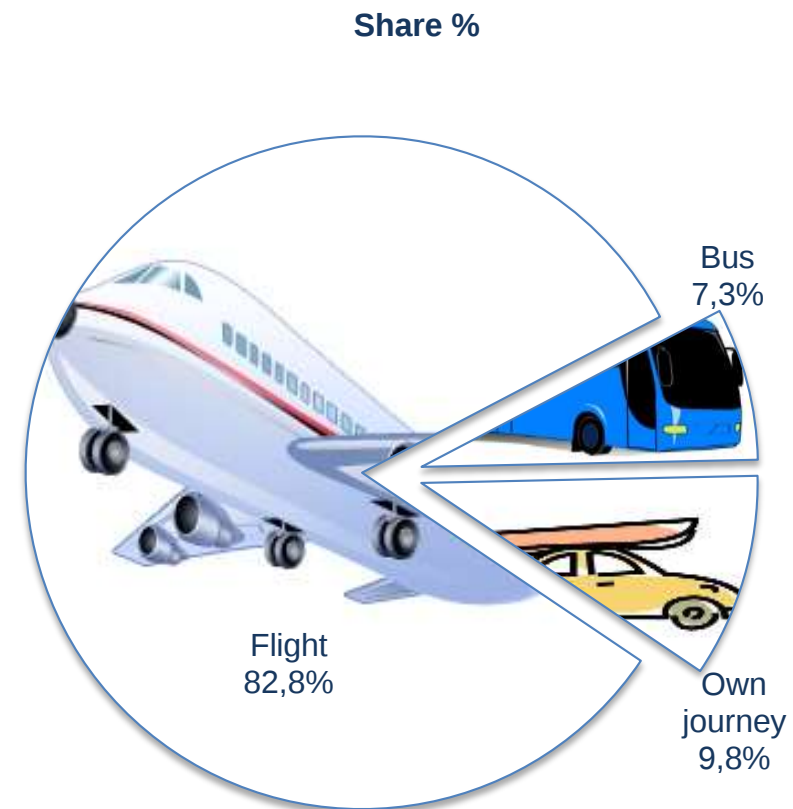
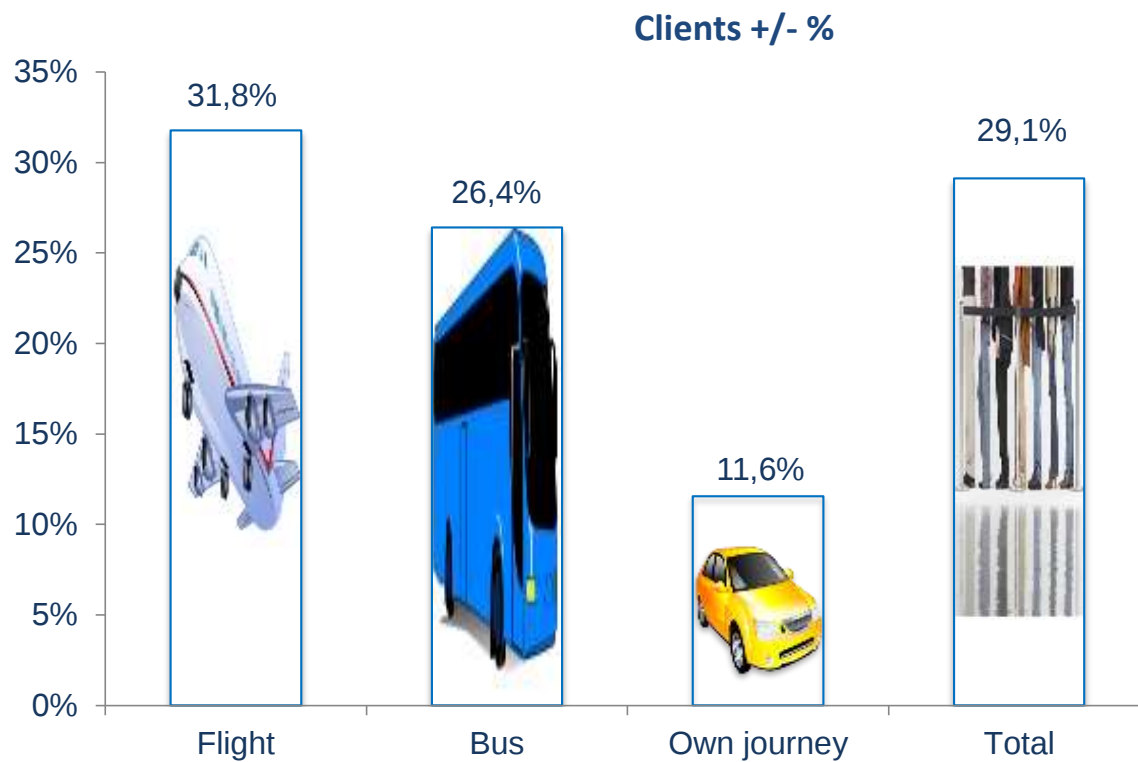
The last four weeks of sales of the tourist year 2016/17 - customers

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



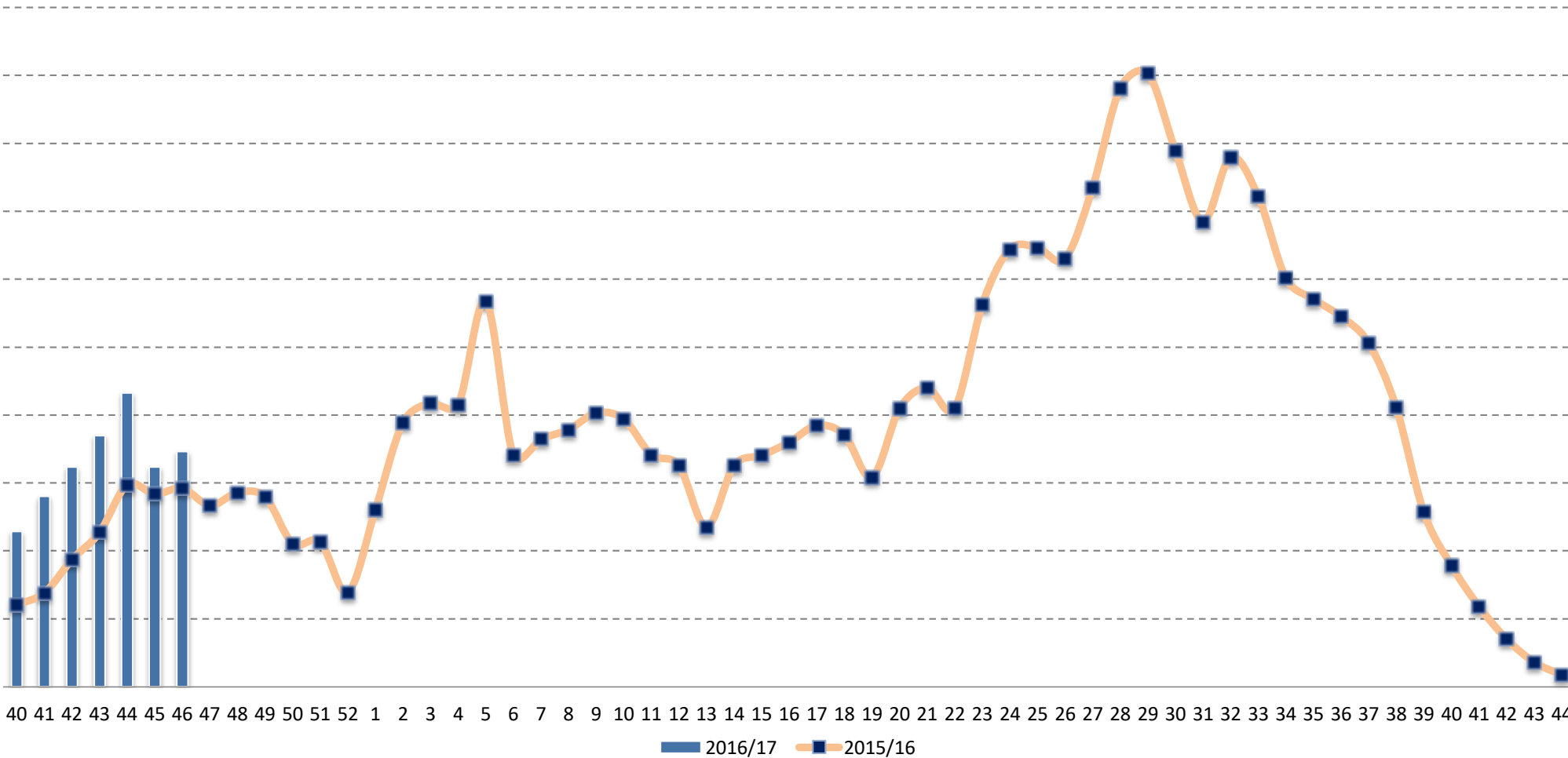
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

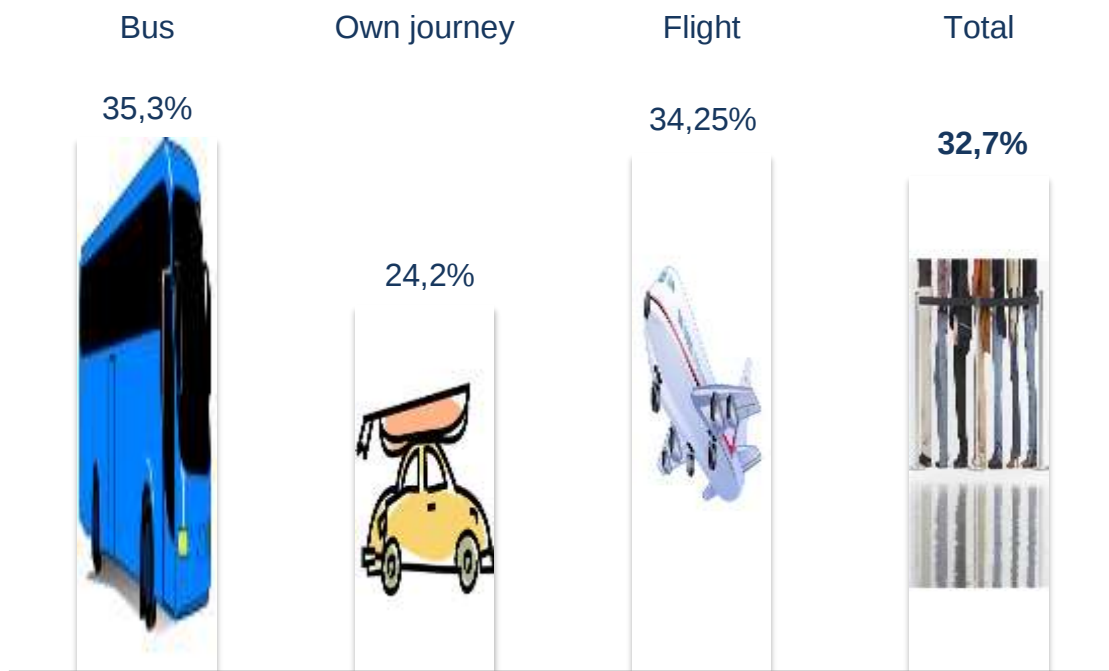
Bookings weekly 16/17 vs. 15/16



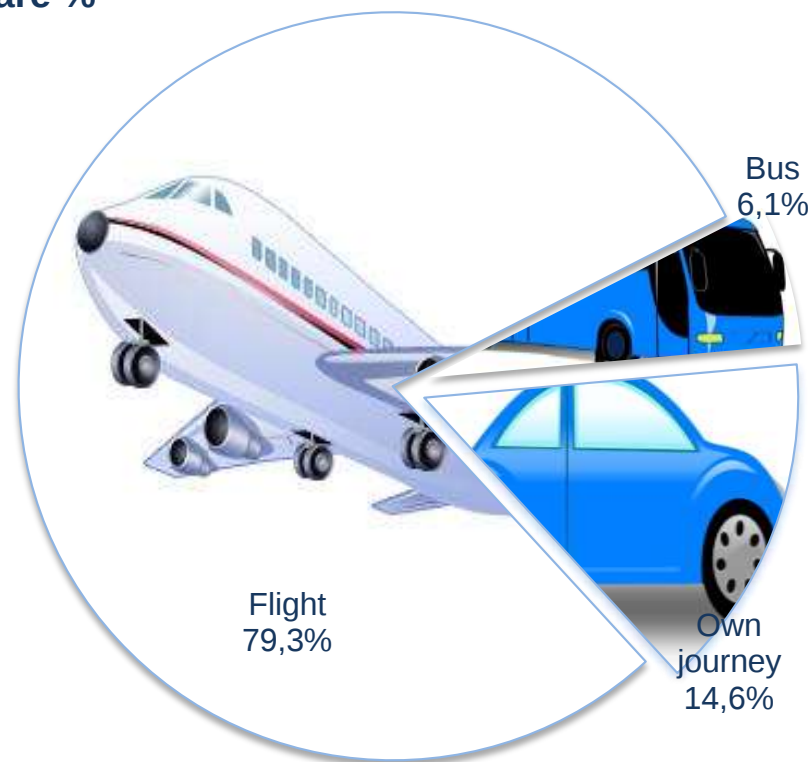
Cumulative sales of 2016/17

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	115%
2	Hiszpania	2%
3	Włochy	-10%
4	Egipt	1%
5	Bułgaria	49%
6	Austria	26%
7	Kuba	9%
8	Portugalia	-5%
9	Albania	++
10	Oman	++
11	Tanzania	49%
12	Turcja	-34%
13	Dominikana	42%
14	Emiraty Arabskie	-12%
15	Cypr	31%
16	Tajlandia	-4%
17	Chorwacja	126%
18	Czechy	43%
19	Niemcy	105%
20	Wyspy Zielonego Przylądka	14%

Rank	Destination	+/- % last year *
1	Zakynthos	87%
2	Heraklion	93%
3	Korfu	107%
4	Fuerteventura	2%
5	Teneryfa	-11%
6	Wiedeń	92%
7	Burgas	52%
8	Marsa Alam	49%
9	Chania	133%
10	Varna	49%
11	Gran Canaria	20%
12	Salalah	394%
13	Kos	201%
14	Zanzibar	472%
15	Lanzarote	20%
16	Rodos	50%
17	Tirana	513%
18	Hurghada	-23%
19	Madera	-13%
20	Ras Al Chajma	-2%

* estimated



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