

Weekly report 47/2016

Data source: MerlinX*

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

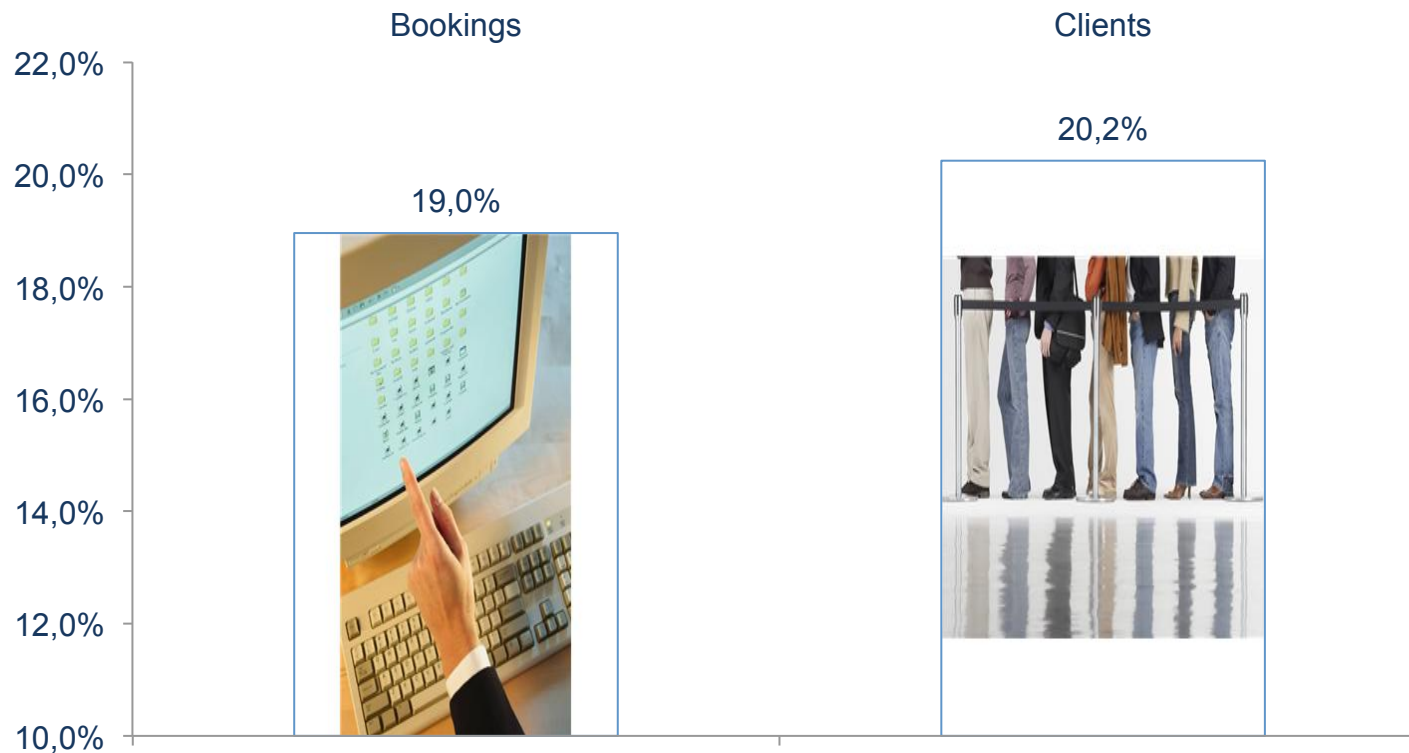
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 47/2016, tours 01.11.16 – 31.10.17

compared with week 48. in 2015 r.



Last week – 47/2016, tours 01.11.16 – 31.10.17

compared with week 48. in 2015 r.

Clients +/-%

Bus

52,9%



Own journey

12,8%

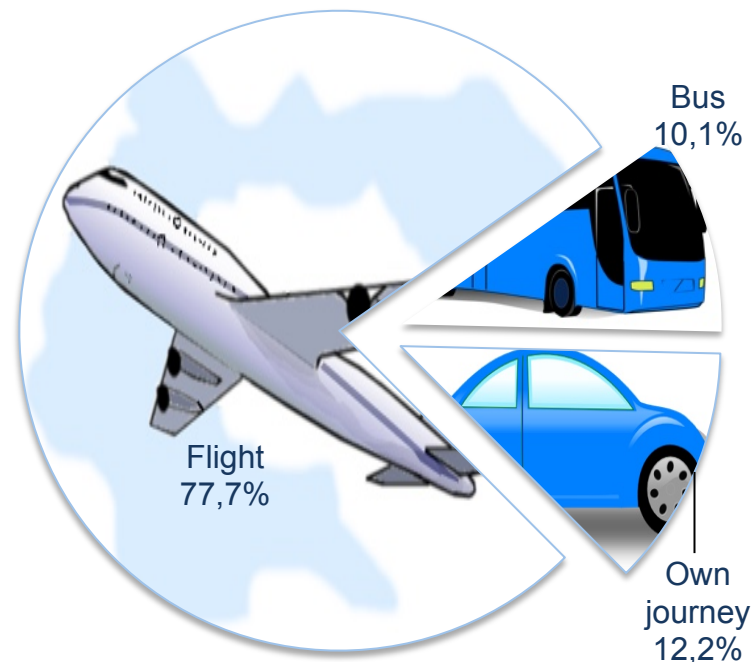


Flight

18,2%



Share %



Ranking of the most popular countries & destinations in CW47

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Fuerteventura	6 423	2 643
2	Heraklion	7 845	2 763
3	Korfu	7 938	2 706
4	Zakynthos	7 256	2 570
5	Rodos	8 188	2 784
6	Teneryfa	7 304	3 008
7	Antalya	6 535	2 350
8	Marsa Alam	5 441	2 465
9	Kos	8 547	2 922
10	Gran Canaria	5 860	2 569
11	Lanzarote	6 060	2 472
12	Burgas	6 692	2 202
13	Chania	8 045	3 060
14	Berlin	256	100
15	Tirana	6 271	2 406
16	Varna	5 901	2 056
17	Madera	5 027	2 500
18	Hurghada	4 893	2 392
19	Ras Al Chajma	10 516	4 157
20	Malta	3 836	1 741



Rank	Country	Price/booking	Price/person
1	Grecja	7 988	2 716
2	Hiszpania	6 673	2 727
3	Bułgaria	5 608	1 888
4	Włochy	5 657	2 064
5	Egipt	5 324	2 426
6	Kuba	11 154	5 145
7	Turcja	6 213	2 281
8	Albania	5 885	2 200
9	Chorwacja	5 453	1 784
10	Niemcy	326	133

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

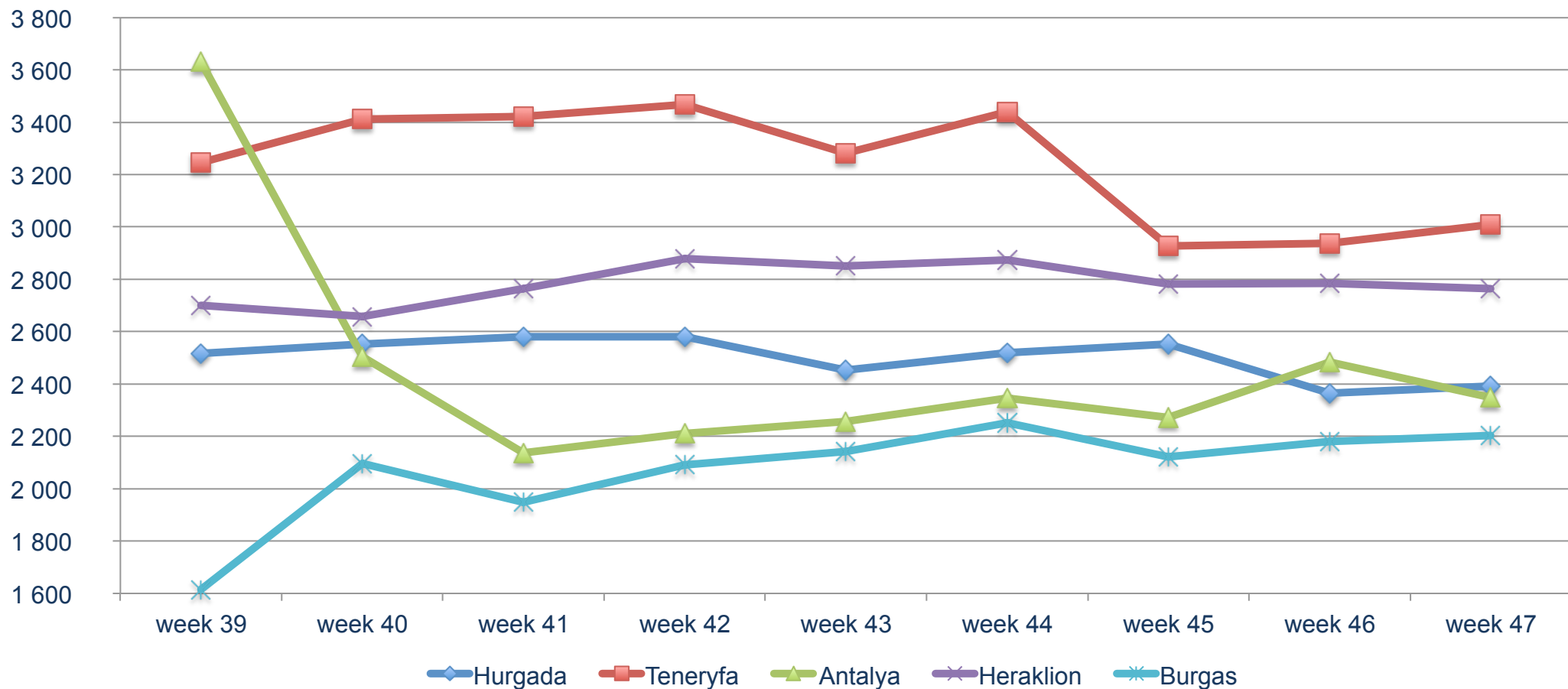
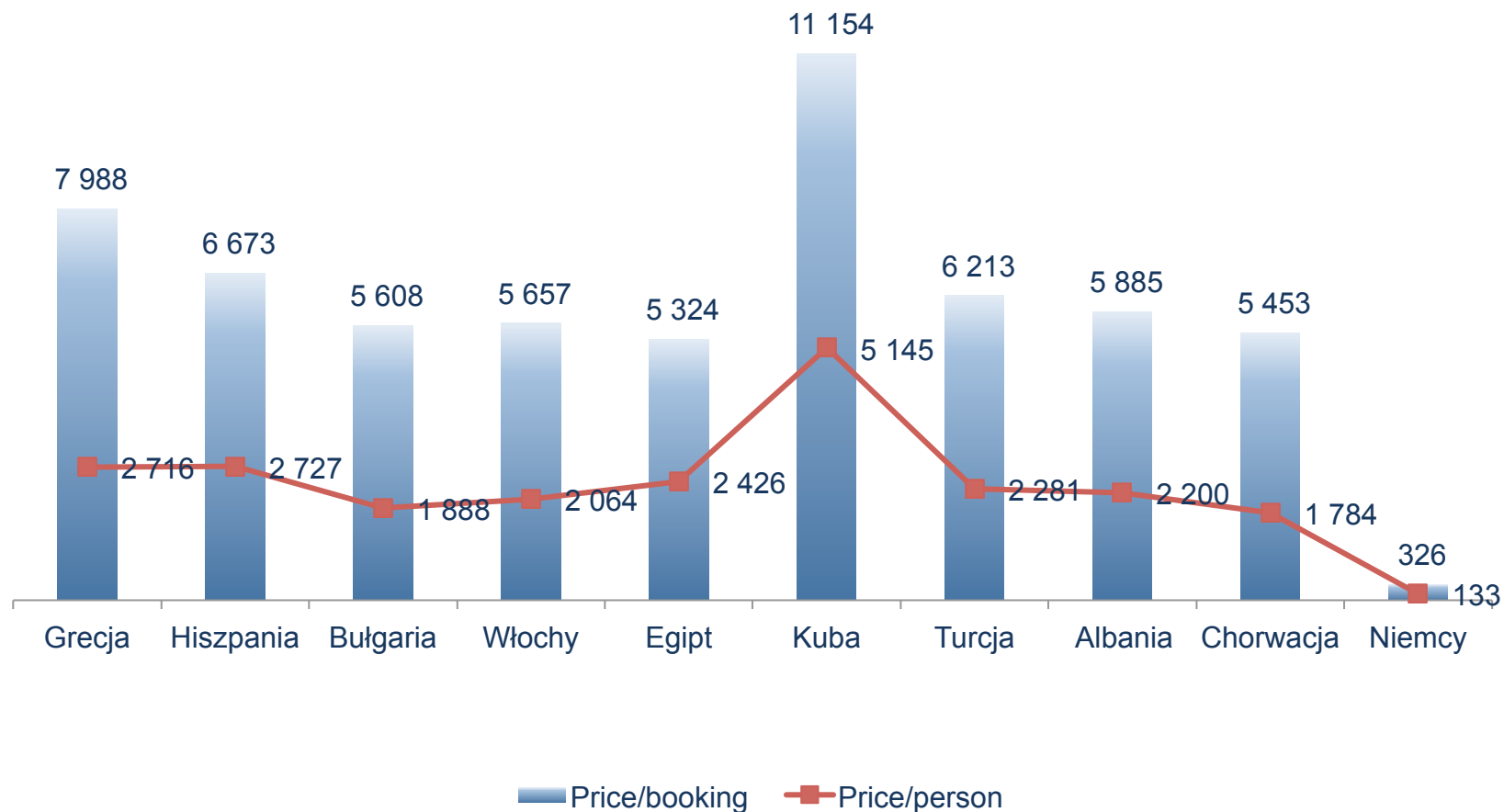


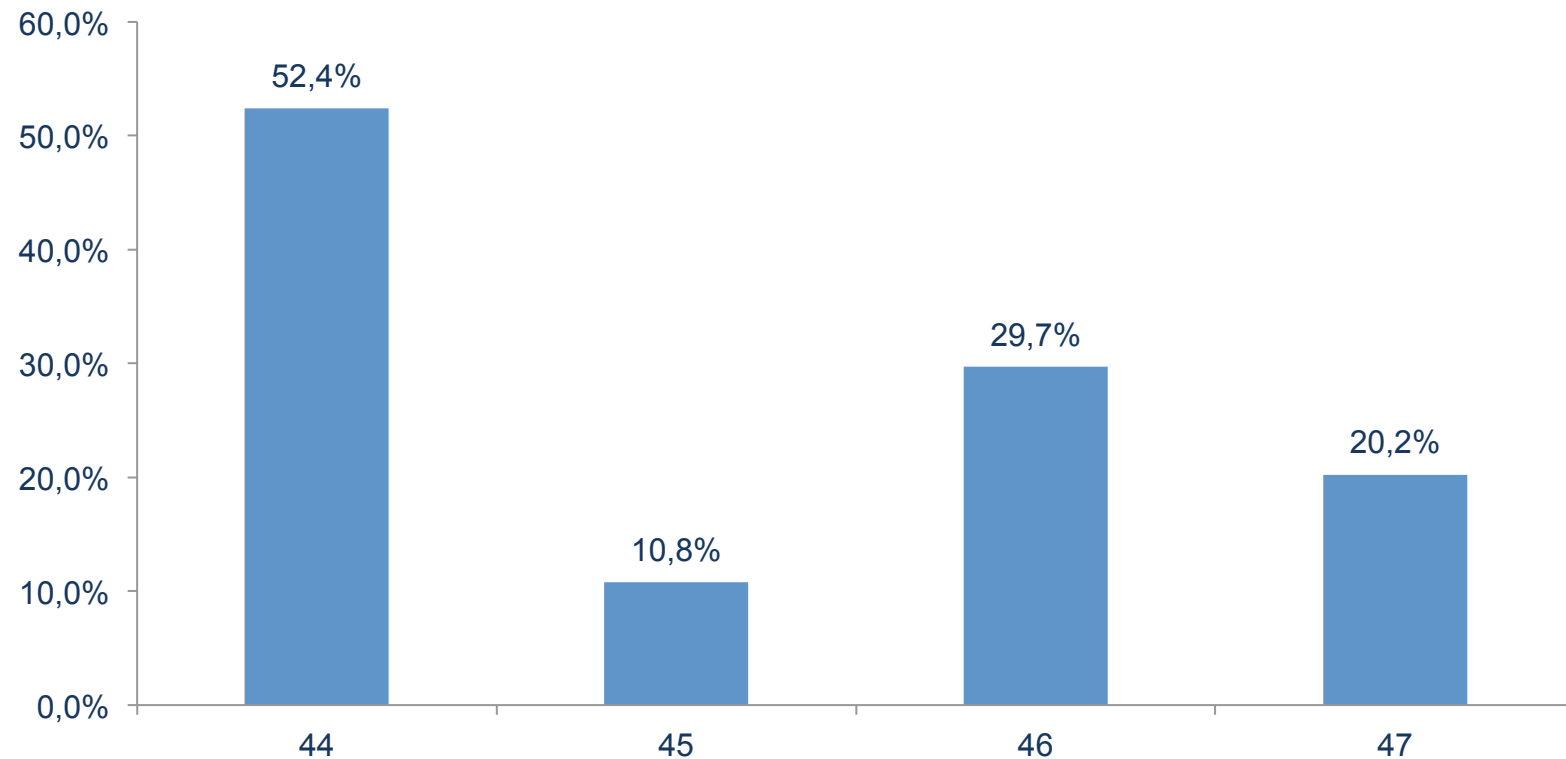
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

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



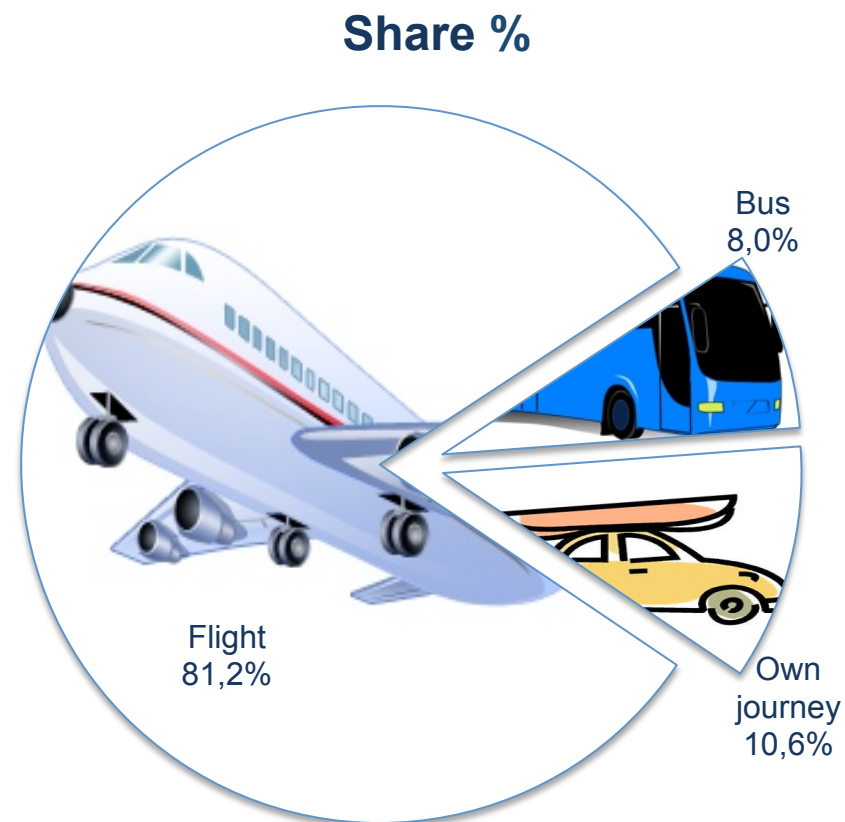
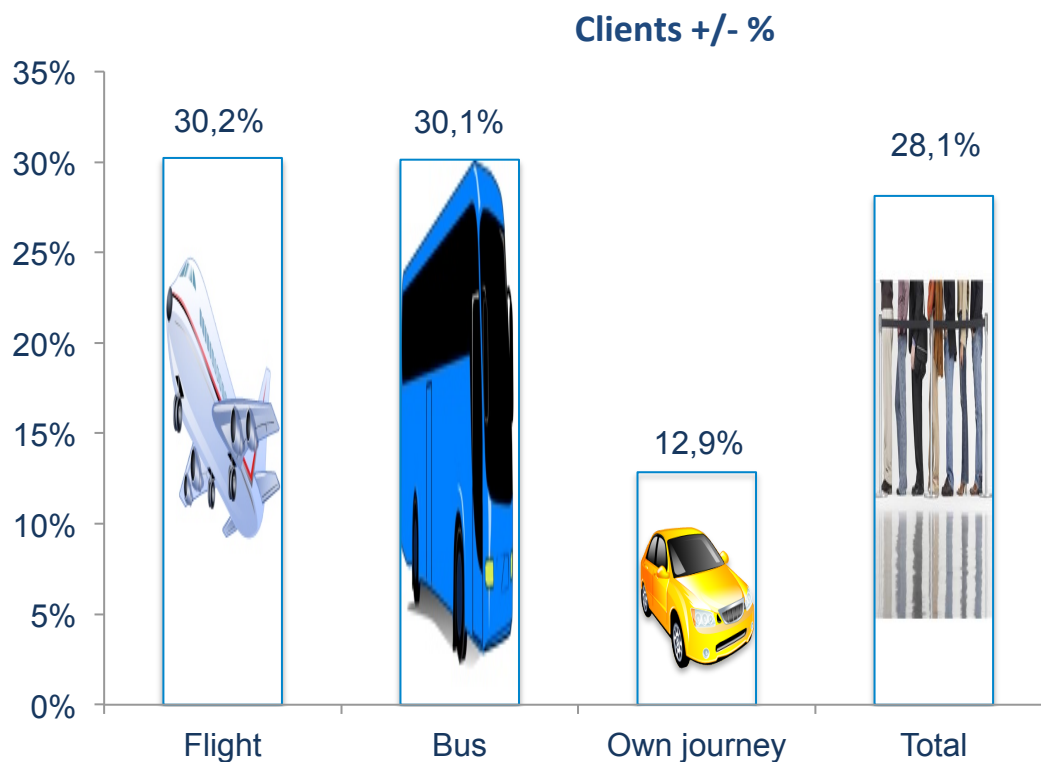
The last four weeks of sales of the tourist year 2016/17 - customers

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



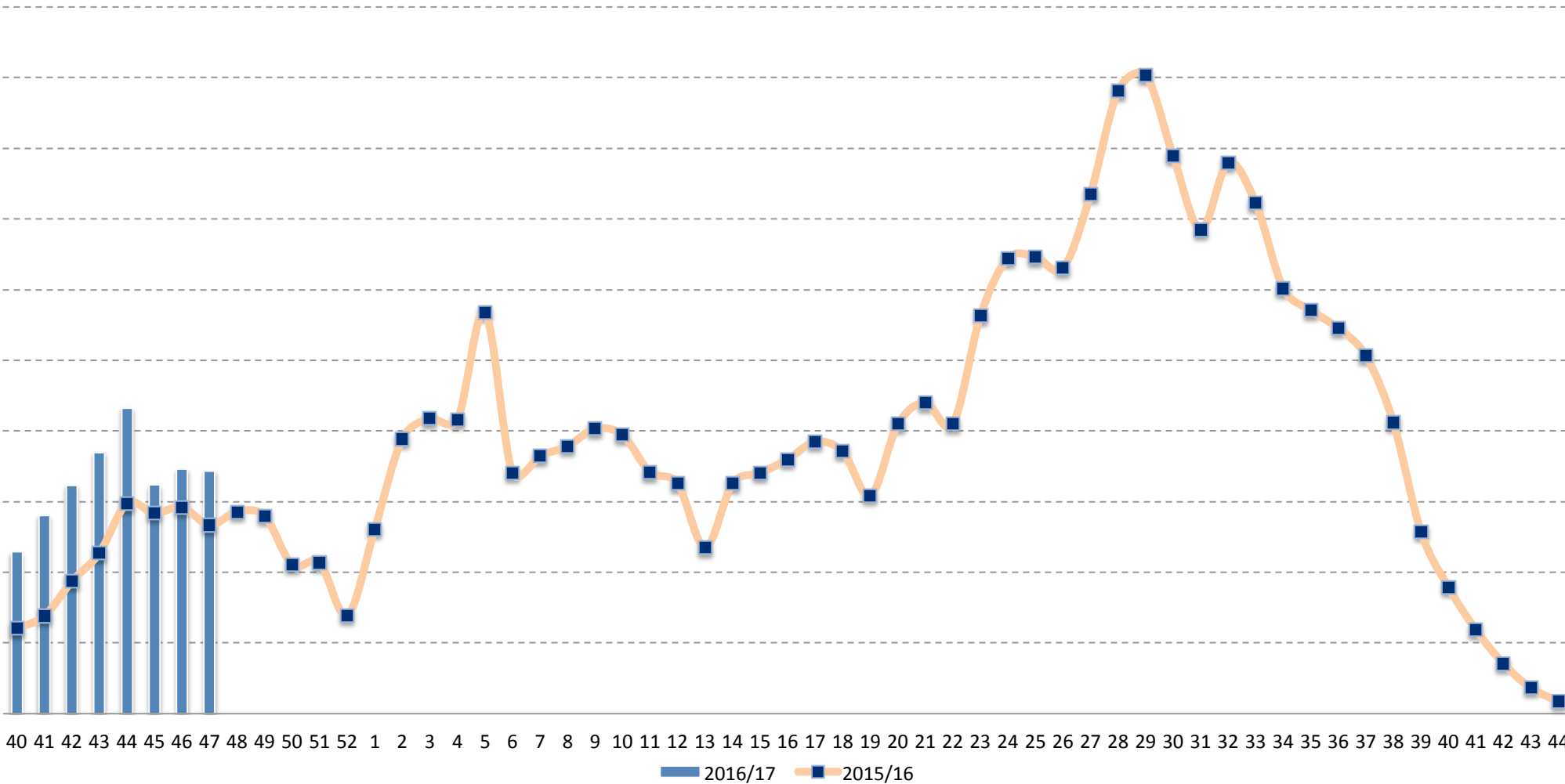
The sales trend of the last four weeks

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

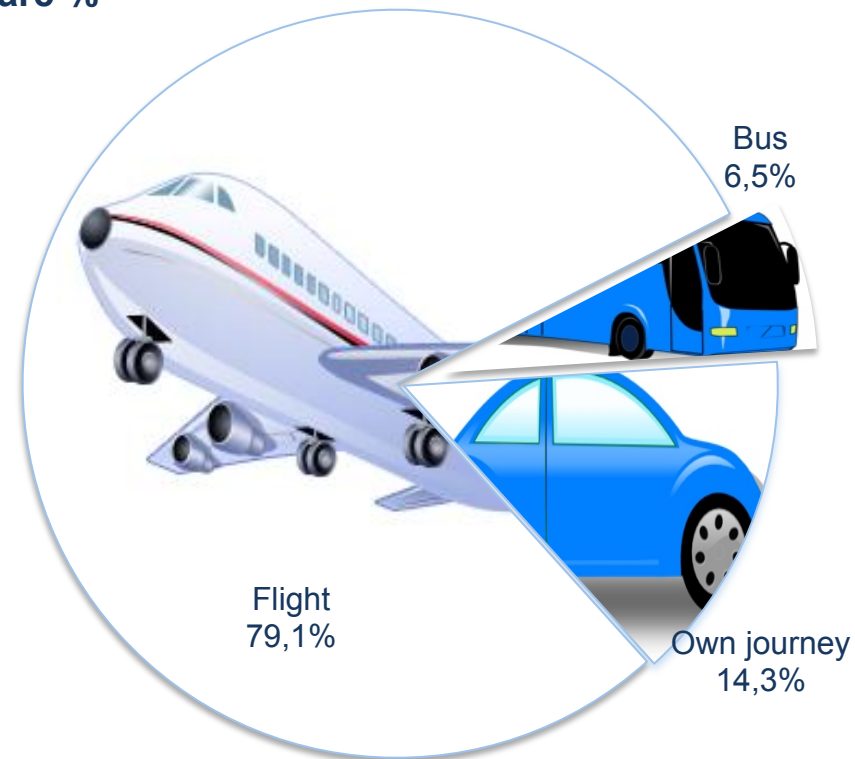
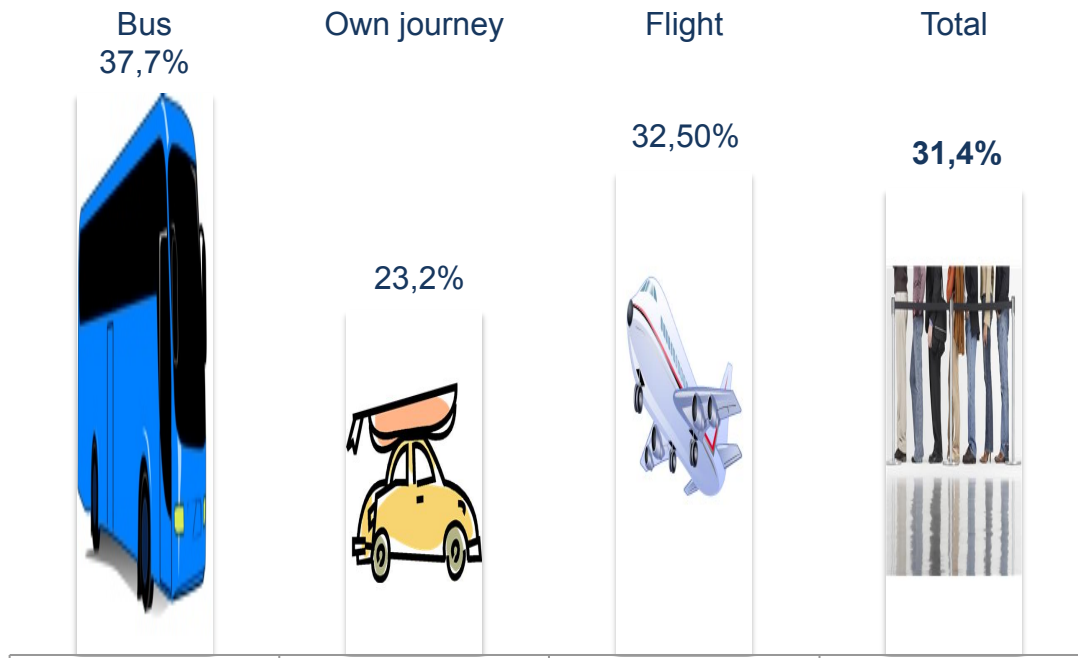


Cumulative sales of 2016/17

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	106%
2	Hiszpania	2%
3	Włochy	-13%
4	Bułgaria	35%
5	Egipt	3%
6	Austria	24%
7	Kuba	19%
8	Albania	++
9	Portugalia	-8%
10	Oman	++
11	Tanzania	53%
12	Turcja	-32%
13	Dominikana	44%
14	Emiraty Arabskie	-5%
15	Cypr	24%
16	Chorwacja	107%
17	Niemcy	123%
18	Tajlandia	-7%
19	Czechy	43%
20	Wyspy Zielonego Przylądka	13%

Rank	Destination	+/- % last year*
1	Zakynthos	79%
2	Heraklion	81%
3	Fuerteventura	6%
4	Korfu	99%
5	Teneryfa	-9%
6	Wiedeń	79%
7	Burgas	37%
8	Marsa Alam	50%
9	Chania	107%
10	Varna	43%
11	Gran Canaria	18%
12	Kos	197%
13	Lanzarote	17%
14	Salalah	351%
15	Rodos	50%
16	Zanzibar	31%
17	Tirana	461%
18	Hurghada	-24%
19	Madera	-13%
20	Antalya	23%

* estimated



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