

Weekly report 48/2016

Data source: MerlinX*

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

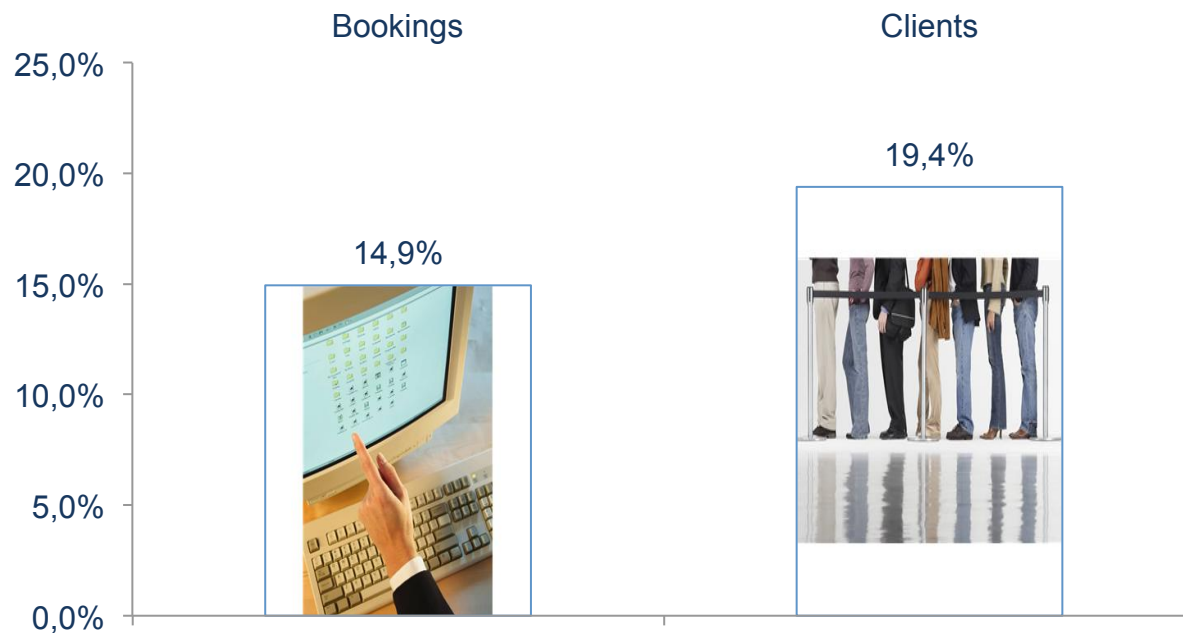
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 48/2016, tours 01.11.16 – 31.10.17

compared with week 49. in 2015 r.



Last week – 48/2016, tours 01.11.16 – 31.10.17

compared with week 49. in 2015 r.

**Clients
+/-%**

Bus

Own journey

Flight

47,8%



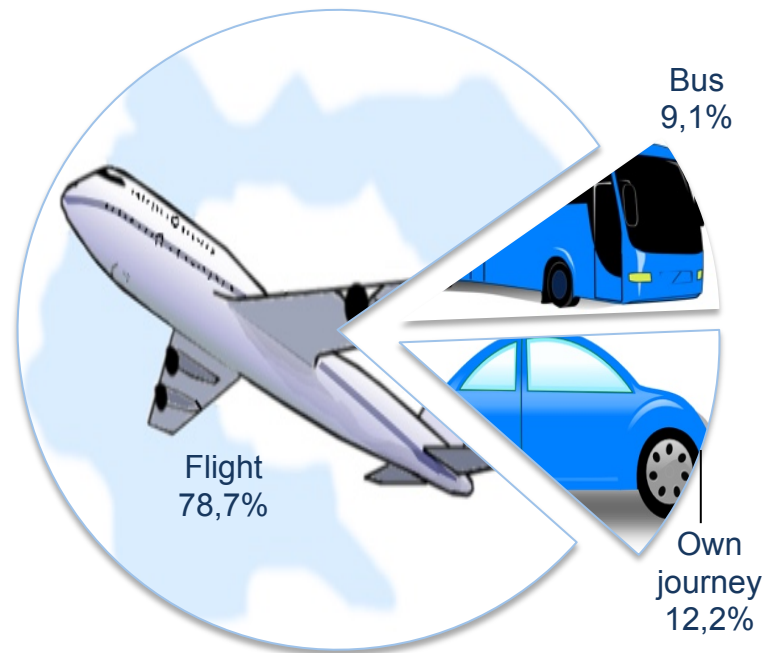
15,1%



17,5%



Share %



Ranking of the most popular countries & destinations in CW48

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Fuerteventura	6 175	2 535
2	Heraklion	7 732	2 775
3	Korfu	8 071	2 717
4	Zakynthos	7 962	2 793
5	Rodos	7 726	2 705
6	Teneryfa	6 408	2 696
7	Marsa Alam	5 167	2 311
8	Antalya	7 273	2 604
9	Lanzarote	5 883	2 414
10	Kos	9 216	3 090
11	Burgas	6 098	2 058
12	Chania	7 898	2 893
13	Gran Canaria	5 086	2 280
14	Madera	5 880	2 661
15	Berlin	295	114
16	Hurghada	5 602	2 365
17	Varna	6 390	2 119
18	Ras Al Chajma	9 508	3 897
19	Tirana	6 292	2 404
20	Zanzibar	12 462	5 739



Rank	Country	Price/booking	Price/person
1	Grecja	8 065	2 751
2	Hiszpania	6 467	2 662
3	Bułgaria	5 743	1 909
3	Egipt	5 511	2 384
3	Włochy	6 061	2 216
3	Turcja	6 865	2 459
3	Chorwacja	4 476	1 586
3	Austria	2 634	1 024
3	Portugalia	6 925	2 963
3	Kuba	11 496	4 984

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

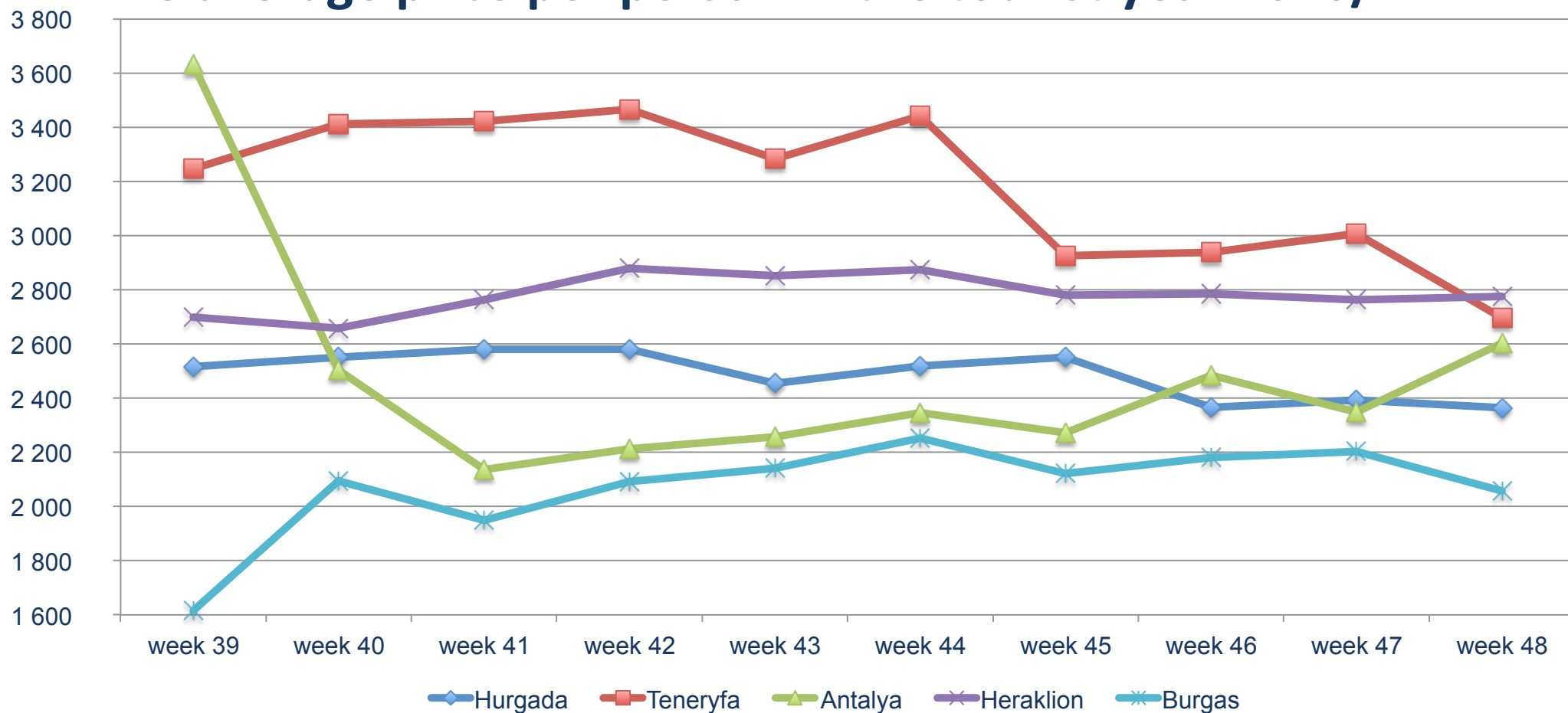
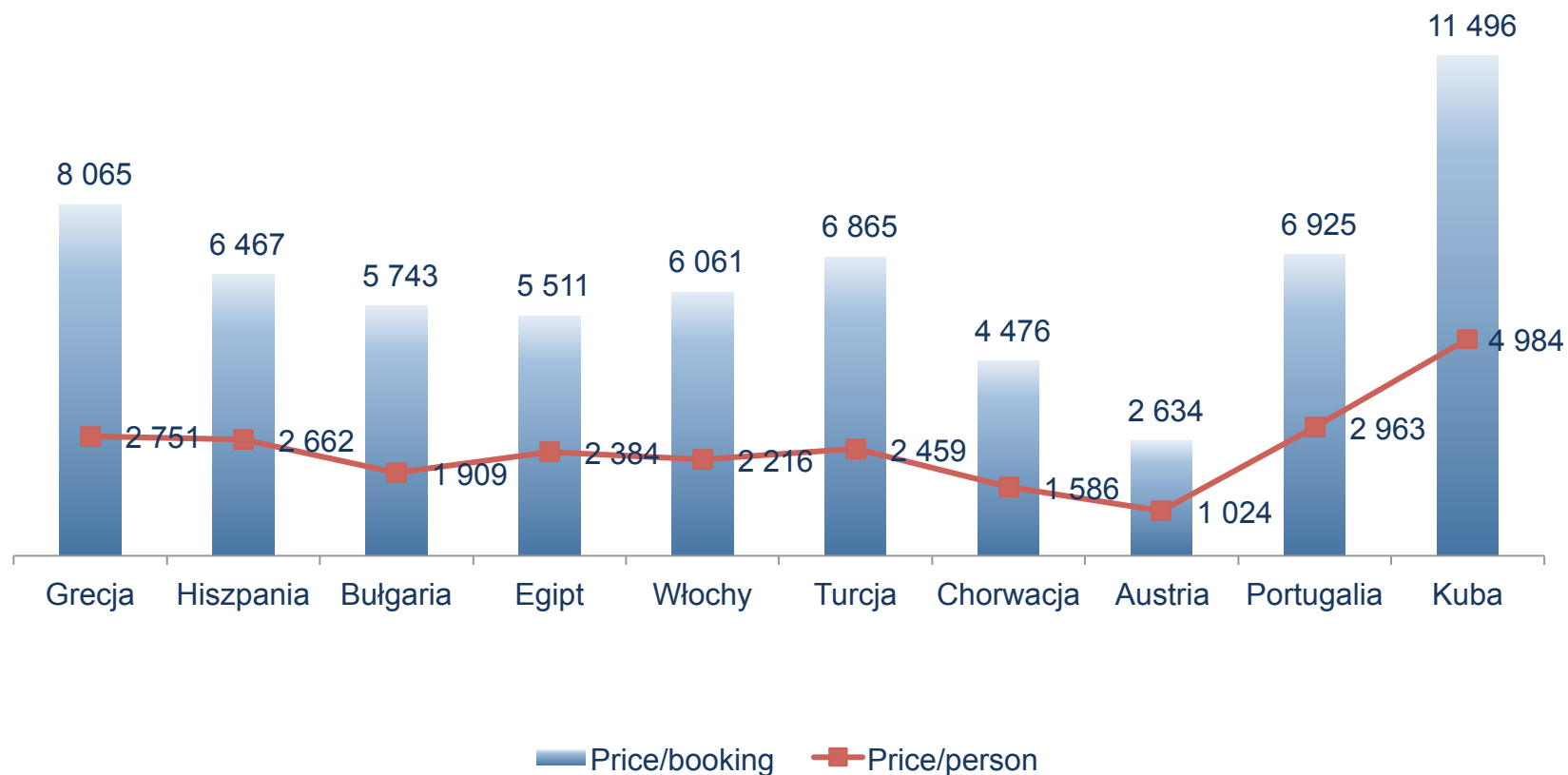


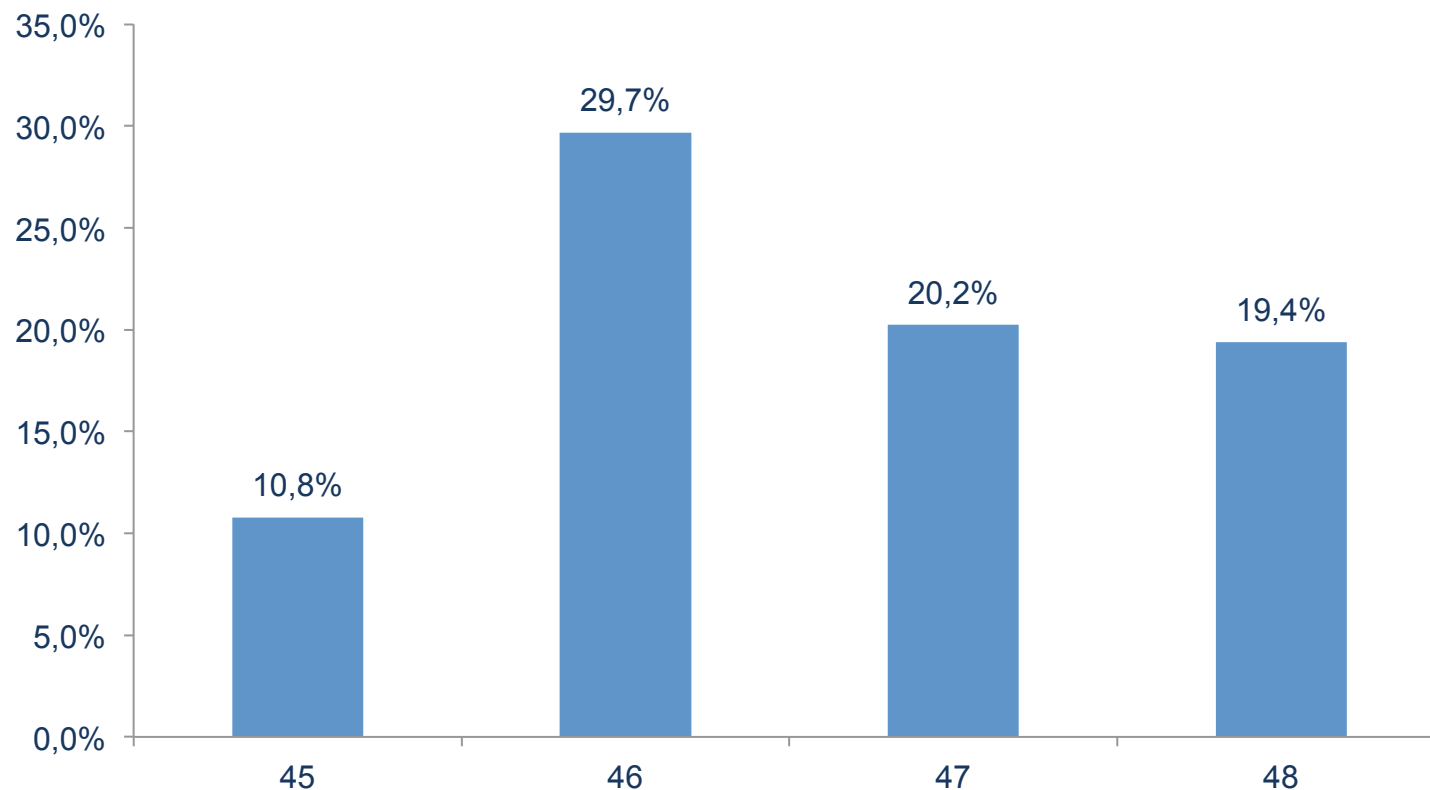
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 48. week



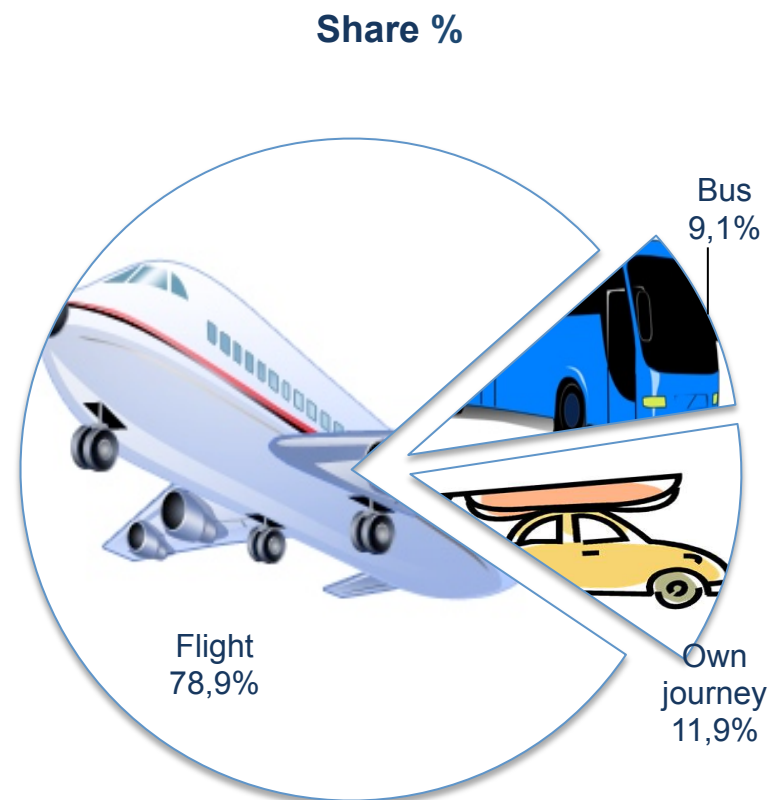
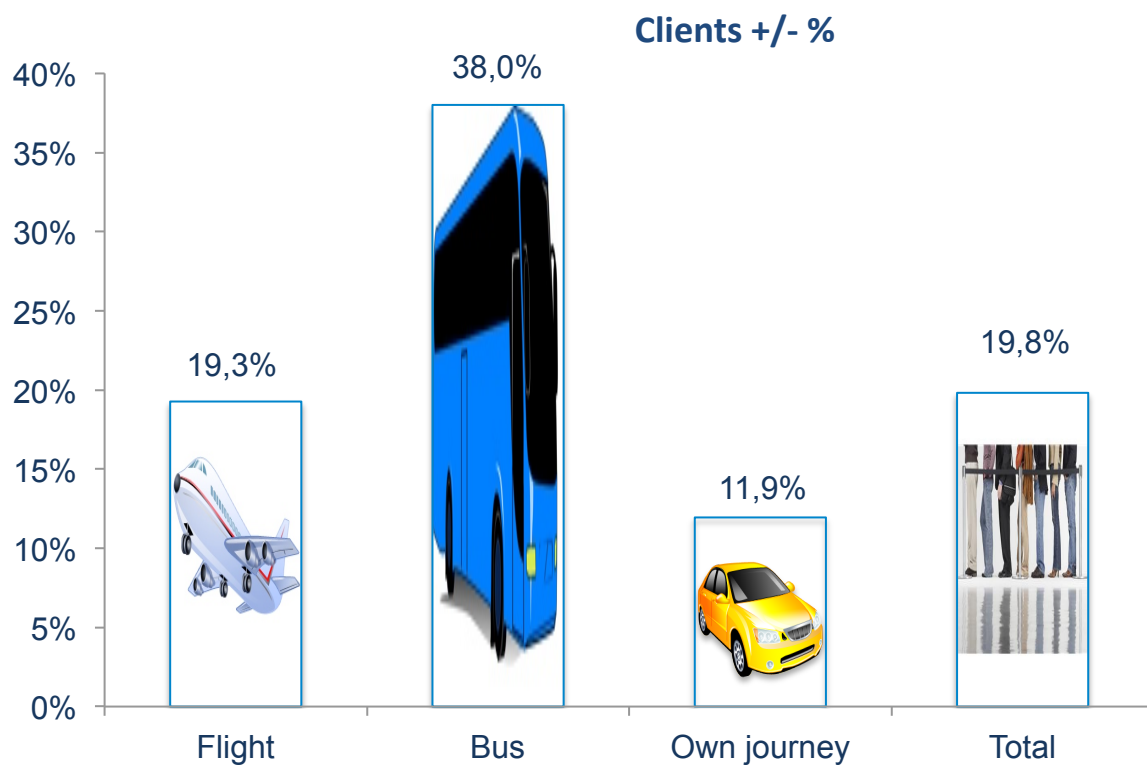
The last four weeks of sales of the tourist year 2016/17 - customers

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



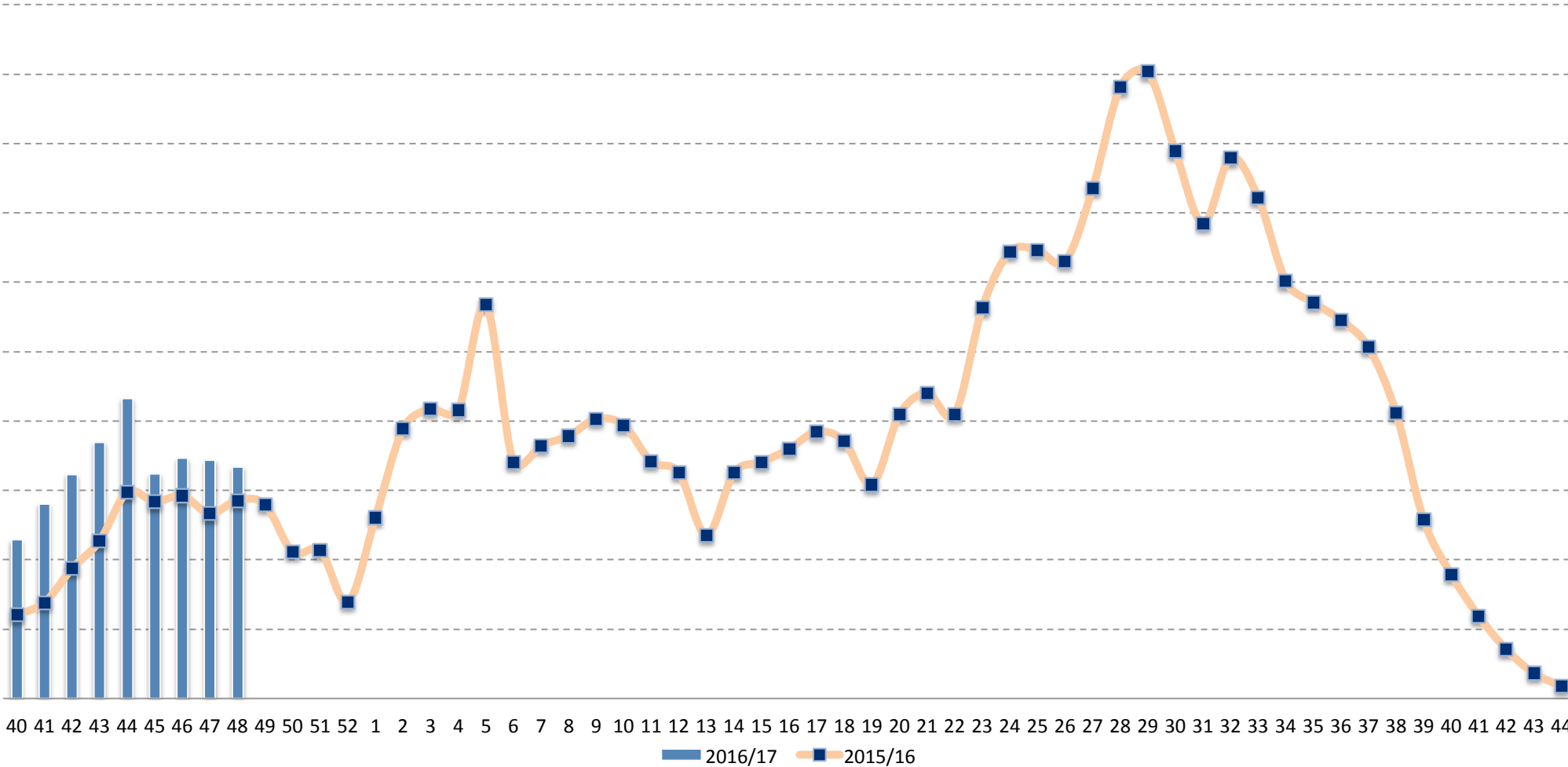
The sales trend of the last four weeks

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



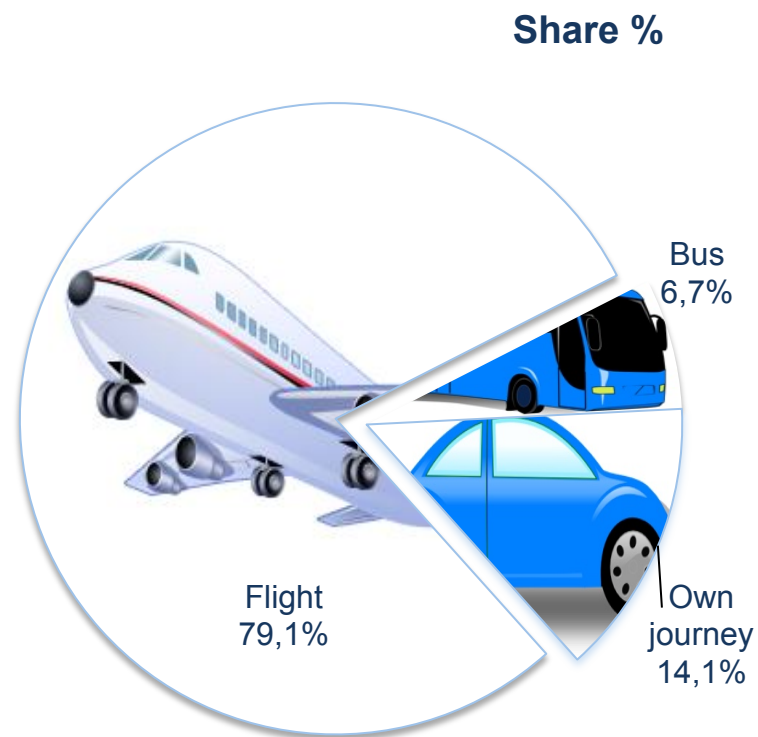
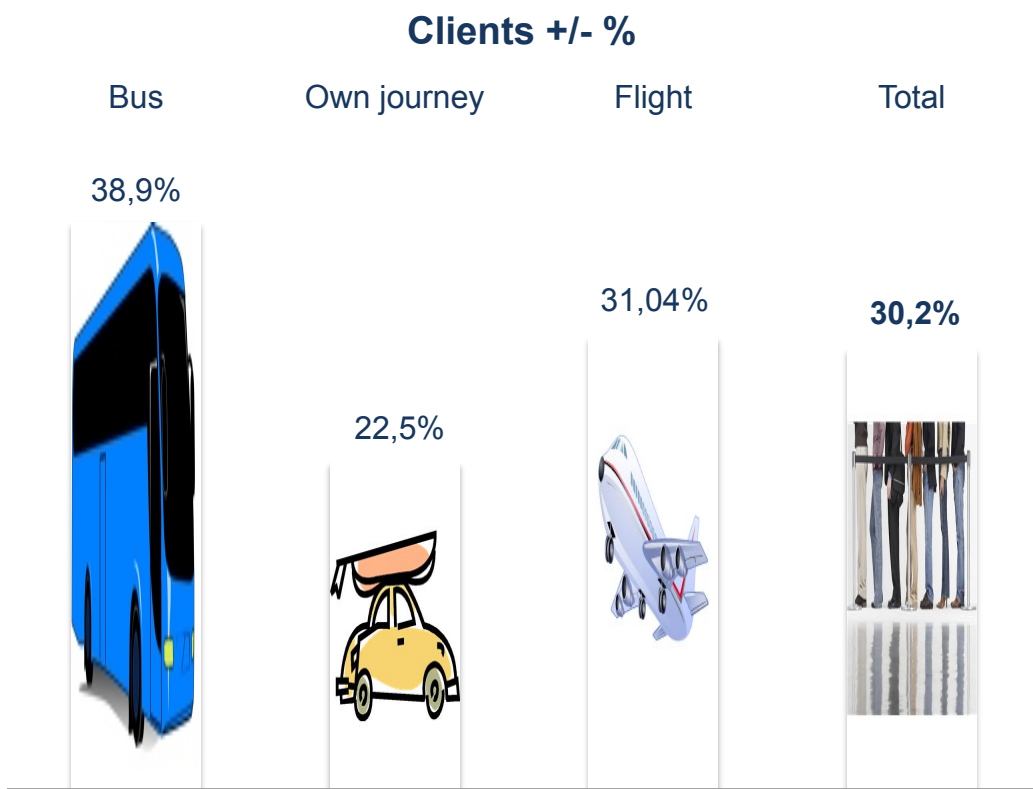
Weekly sales compared with the previous tourist year

Bookings weekly 16/17 vs. 15/16



Cumulative sales of 2016/17

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



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

Rank	Country	+/- % last year
1	Grecja	102%
2	Hiszpania	0%
3	Włochy	-15%
4	Bułgaria	29%
5	Egipt	5%
6	Austria	21%
7	Kuba	22%
8	Albania	++
9	Portugalia	-7%
10	Turcja	-27%
11	Oman	++
12	Tanzania	55%
13	Dominikana	41%
14	Emiraty Arabskie	2%
15	Chorwacja	93%
16	Cypr	14%
17	Niemcy	125%
18	Czechy	43%
19	Tajlandia	-7%
20	Wyspy Zielonego Przylądka	12%

Rank	Destination	+/- % last year*
1	Heraklion	75%
2	Zakynthos	76%
3	Fuerteventura	5%
4	Korfu	94%
5	Teneryfa	-10%
6	Burgas	32%
7	Wiedeń	71%
8	Marsa Alam	49%
9	Chania	95%
10	Varna	37%
11	Kos	198%
12	Gran Canaria	14%
13	Rodos	54%
14	Lanzarote	20%
15	Salalah	315%
16	Zanzibar	32%
17	Tirana	++
18	Antalya	31%
19	Madera	-11%
20	Hurghada	-25%

* estimated



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