

Weekly report 50/2016

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>



Z OKAZJI NADCHODZĄCYCH ŚWIĄT BOŻEGO NARODZENIA
Z CAŁEGO SERCA ŻYCZYMY PAŃSTWU,
BY BYŁ TO CZAS WYJĄTKOWY, SPĘDZONY WŚRÓD NAJBLIŻSZYCH OSÓB,
PEŁEN MIŁOŚCI I ZROZUMIENIA.

ŻYCZY
POLSKI ZWIĄZEK ORGANIZATORÓW TURYSTYKI

Last week – 50/2016, tours 01.11.16 – 31.10.17

compared with week 51. in 2015 r.



Last week – 50/2016, tours 01.11.16 – 31.10.17

compared with week 51. in 2015 r.

Clients +/-%

Bus

21,4%



Own journey

1,6%



Flight

14,2%



Share %

Bus
8,1%



Own
journey
11,9%



Flight
79,9%



Ranking of the most popular countries & destinations in CW50

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Fuerteventura	6 727	2 722
2	Heraklion	8 477	2 943
3	Rodos	7 630	2 788
4	Teneryfa	6 607	2 715
5	Lanzarote	5 900	2 467
6	Zakynthos	7 843	2 687
7	Marsa Alam	5 265	2 279
8	Gran Canaria	6 267	2 624
9	Korfu	7 670	2 727
10	Antalya	5 734	2 289
11	Burgas	6 460	2 164
12	Hurghada	5 180	2 357
13	Kos	7 968	2 910
14	Punta Cana	11 740	4 822
15	Agadir	4 444	2 068
16	Holguin	11 275	4 821
17	Chania	6 672	2 698
18	Madera	5 798	2 572
19	Tirana	5 842	2 386
20	Zanzibar	10 116	4 622



Rank	Country	Price/booking	Price/person
1	Hiszpania	6 618	2 667
2	Grecja	7 821	2 752
3	Bułgaria	6 339	2 030
3	Egipt	5 483	2 341
3	Włochy	6 105	2 248
3	Kuba	12 099	5 202
3	Chorwacja	5 404	1 668
3	Turcja	5 657	2 292
3	Dominikana	11 249	4 576
3	Portugalia	6 422	2 795

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

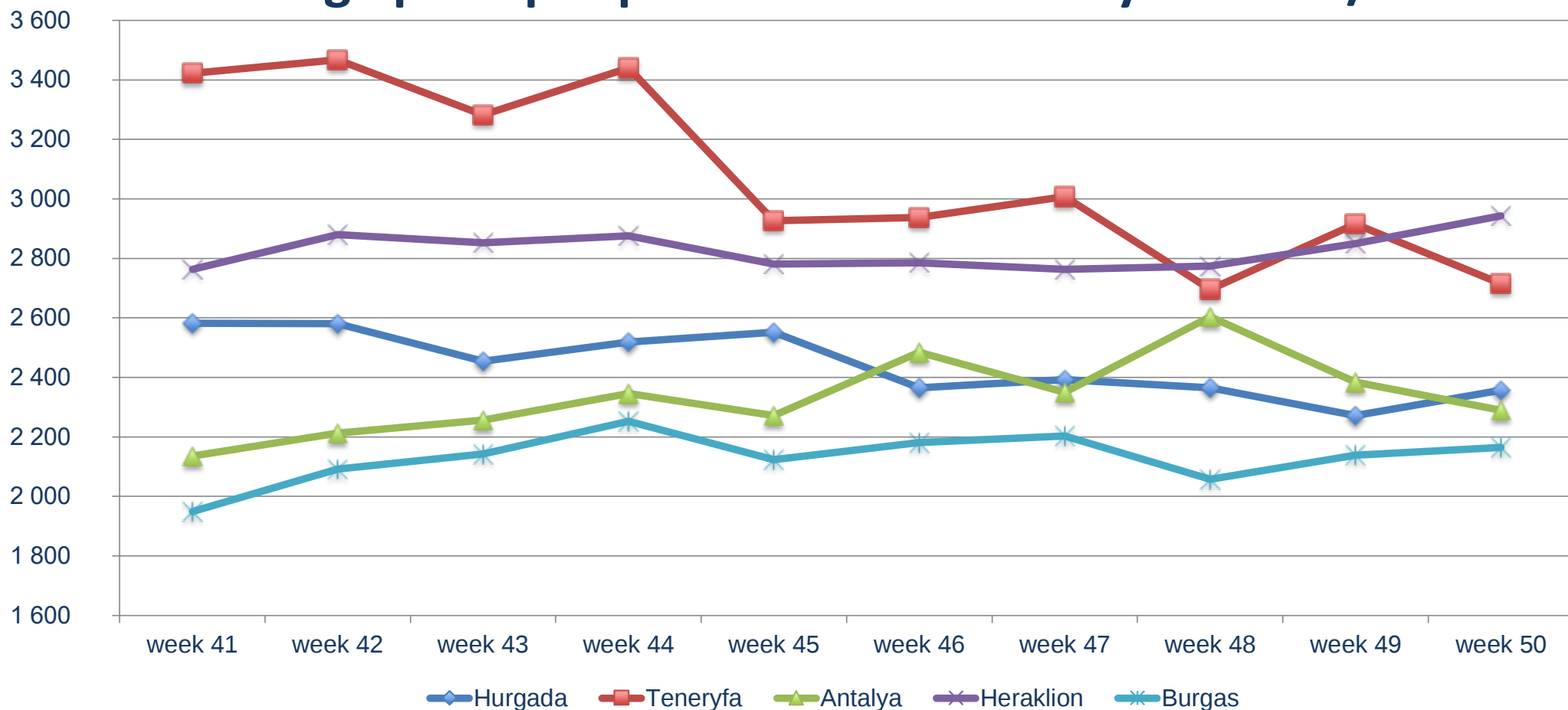
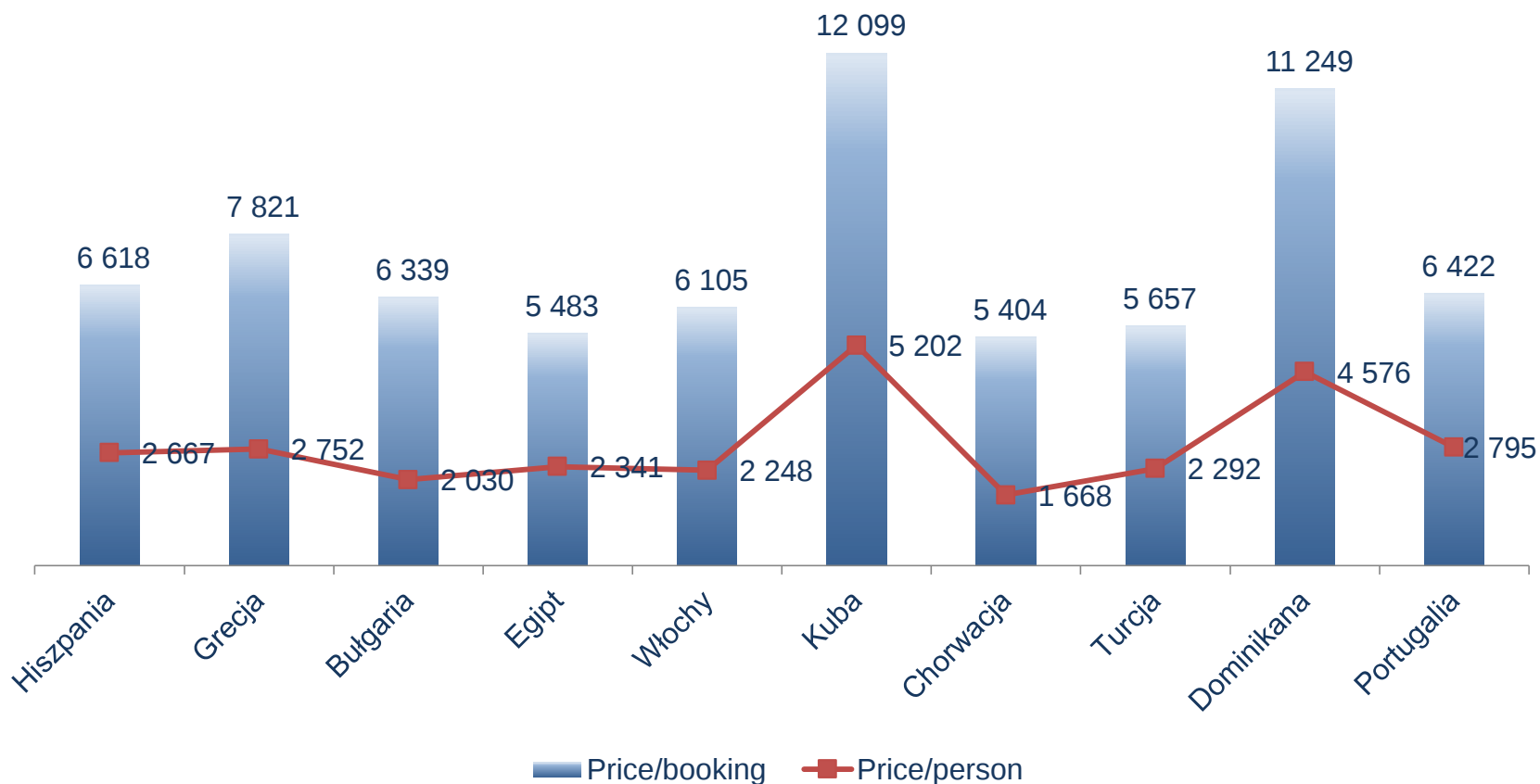


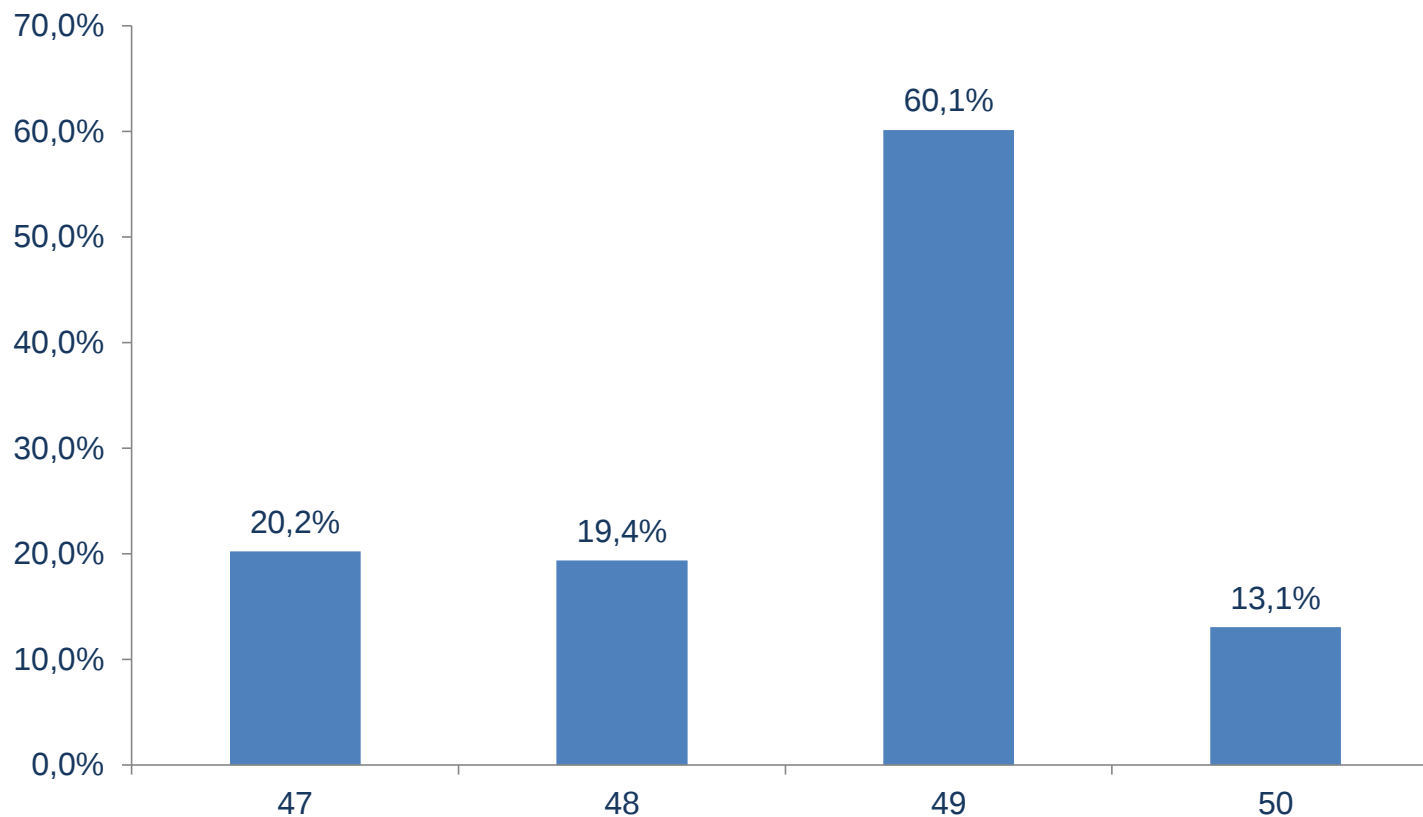
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 50. week



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

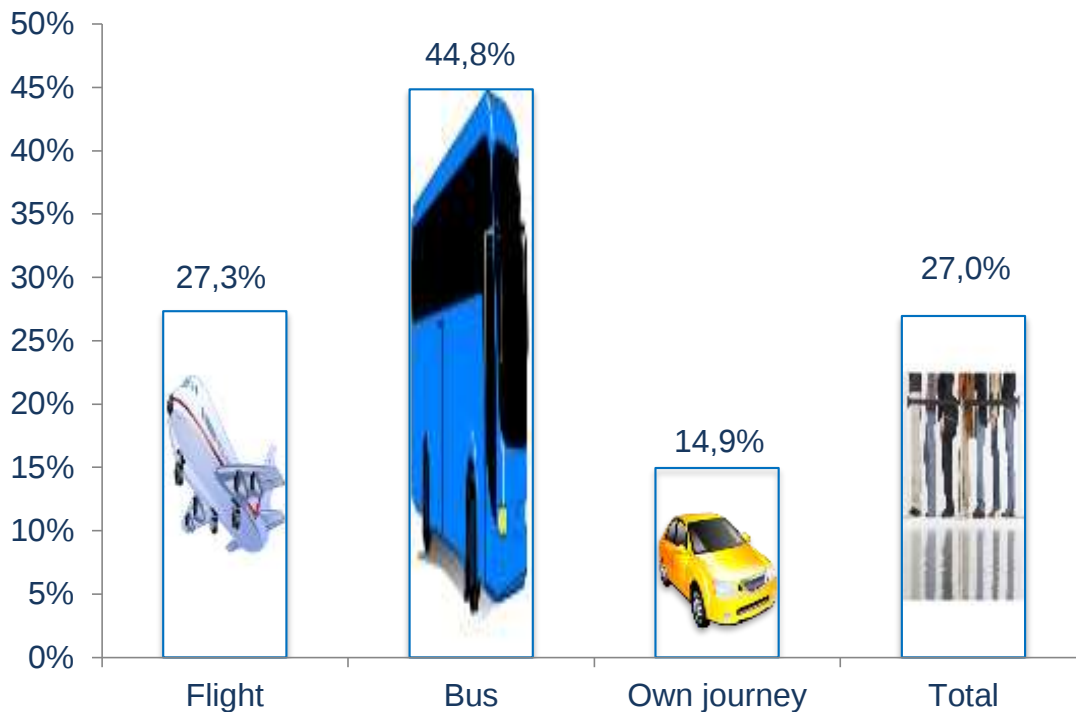
compared with 4 analogous weeks in tourist year 2015/2016.



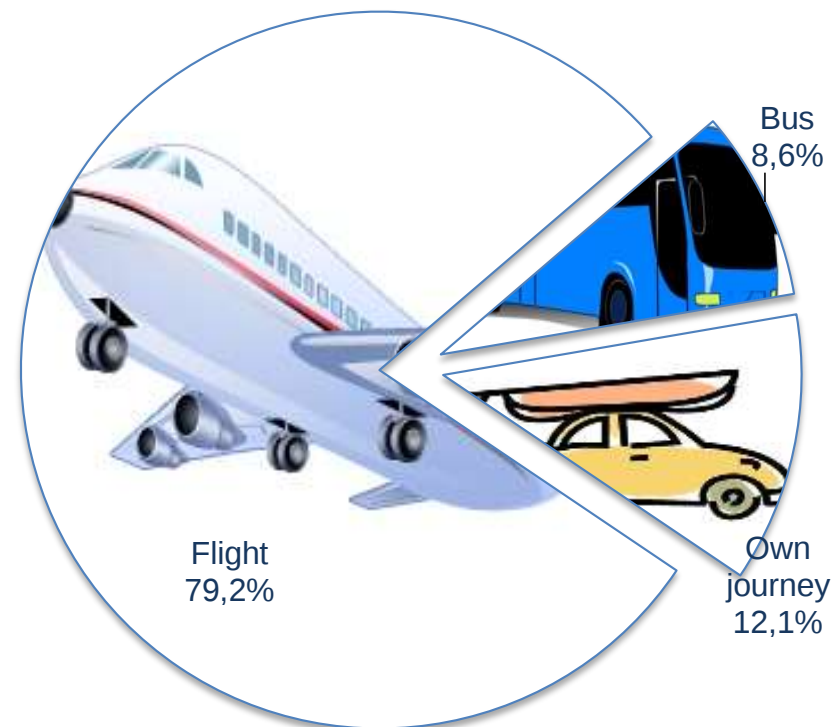
The sales trend of the last four weeks

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

Clients +/- %

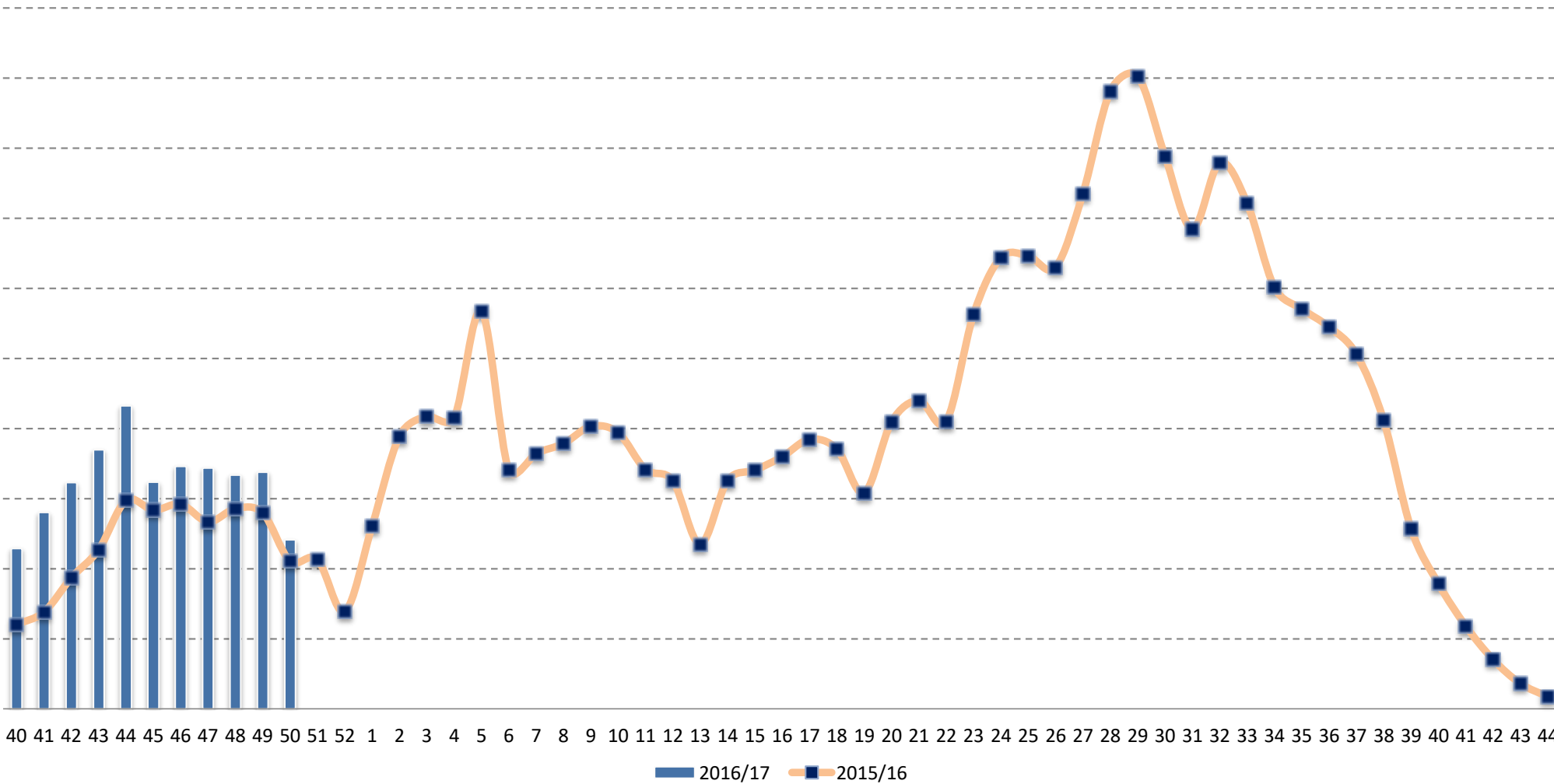


Share %



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 +/- %

Bus

38,6%



Own journey

21,7%



Flight

32,19%

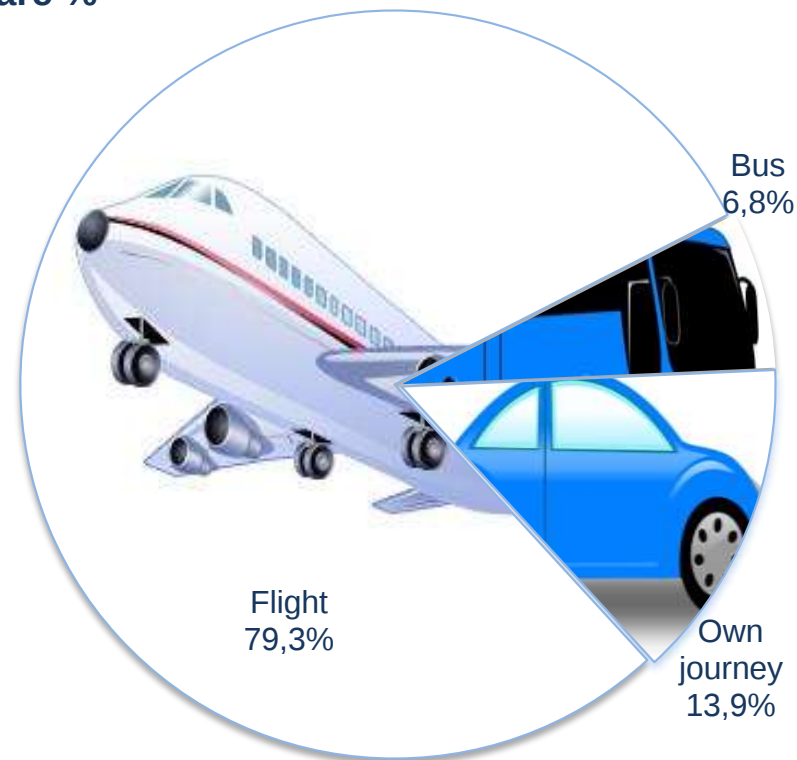


Total

31,0%



Share %



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

Rank	Country	+/- % last year
1	Grecja	103%
2	Hiszpania	2%
3	Włochy	-15%
4	Bułgaria	26%
5	Egipt	7%
6	Austria	17%
7	Kuba	27%
8	Albania	++
9	Portugalia	-6%
10	Turcja	-18%
11	Oman	++
12	Tanzania	60%
13	Dominikana	34%
14	Emiraty Arabskie	10%
15	Chorwacja	86%
16	Cypr	4%
17	Niemcy	123%
18	Tajlandia	-4%
19	Czechy	39%
20	Wyspy Zielonego Przylądka	11%

Rank	Destination	+/- % last year
1	Heraklion	75%
2	Zakynthos	78%
3	Fuerteventura	9%
4	Korfu	91%
5	Teneryfa	-11%
6	Burgas	27%
7	Wiedeń	63%
8	Marsa Alam	50%
9	Rodos	66%
10	Chania	90%
11	Lanzarote	20%
12	Gran Canaria	17%
13	Varna	35%
14	Kos	193%
15	Salalah	++
16	Zanzibar	34%
17	Tirana	++
18	Antalya	43%
19	Hurghada	-25%
20	Madera	-9%



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