

Weekly report 51/2016

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>

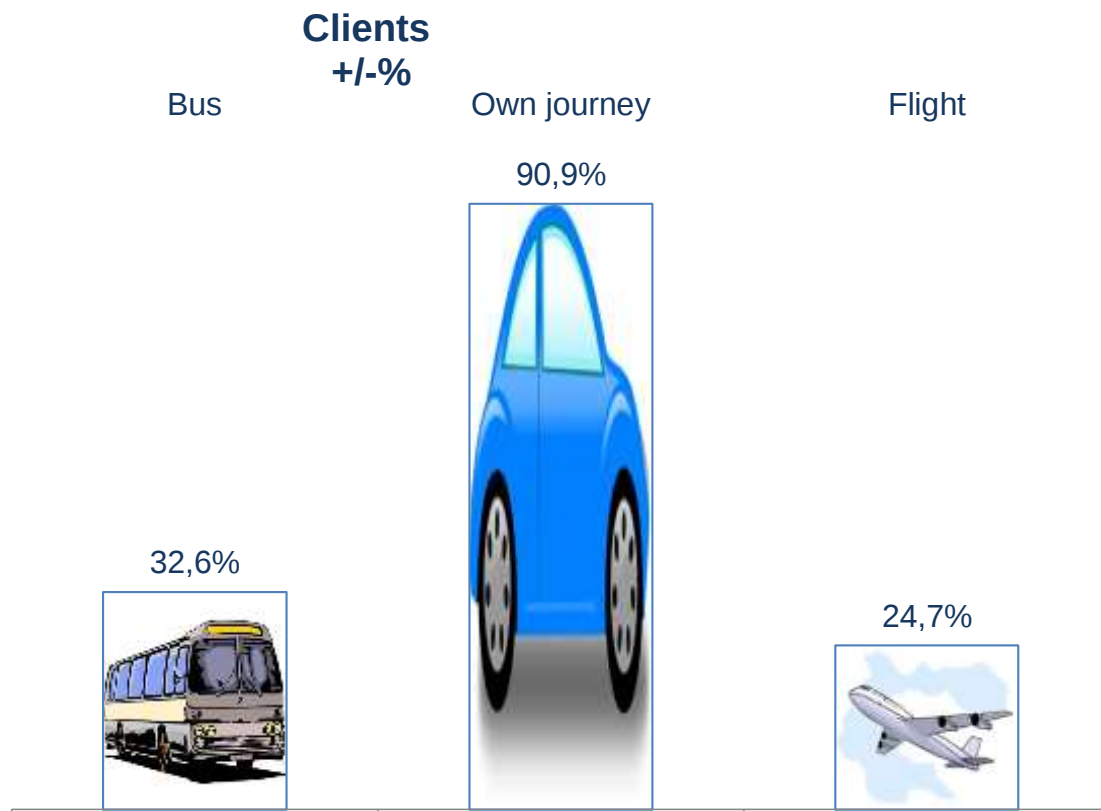
Last week – 51/2016, tours 01.11.16 – 31.10.17

compared with week 52. in 2015 r.

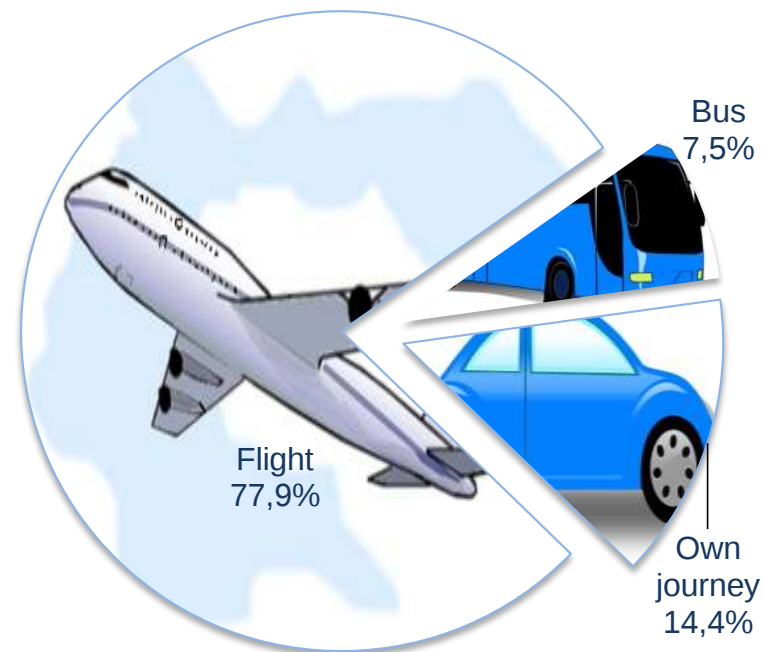


Last week – 51/2016, tours 01.11.16 – 31.10.17

compared with week 52. in 2015 r.



Share %



Ranking of the most popular countries & destinations in CW51

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Fuerteventura	6 272	2 618
2	Teneryfa	6 881	2 888
3	Heraklion	7 561	2 745
4	Lanzarote	6 331	2 528
5	Antalya	5 334	2 143
6	Korfu	7 527	2 588
7	Zakynthos	7 303	2 697
8	Marsa Alam	5 108	2 378
9	Rodos	8 204	2 865
10	Ras Al Chajma	10 187	4 412
11	Hurghada	5 703	2 559
12	Burgas	7 952	2 272
13	Zanzibar	13 227	5 800
14	Gran Canaria	8 127	3 289
15	Kos	10 383	3 054
16	Tirana	6 115	2 478
17	Chania	8 792	3 128
18	Salalah	11 234	4 381
19	Praga	569	255
20	Madera	5 808	2 602



Rank	Country	Price/booking	Price/person
1	Hiszpania	6 764	2 759
2	Grecja	8 054	2 762
3	Egipt	5 532	2 407
3	Bułgaria	6 514	1 916
3	Włochy	5 457	1 969
3	Turcja	5 316	2 064
3	Kuba	13 766	5 768
3	Emiraty Arabskie	10 391	4 526
3	Chorwacja	4 546	1 571
3	Albania	6 111	2 285

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

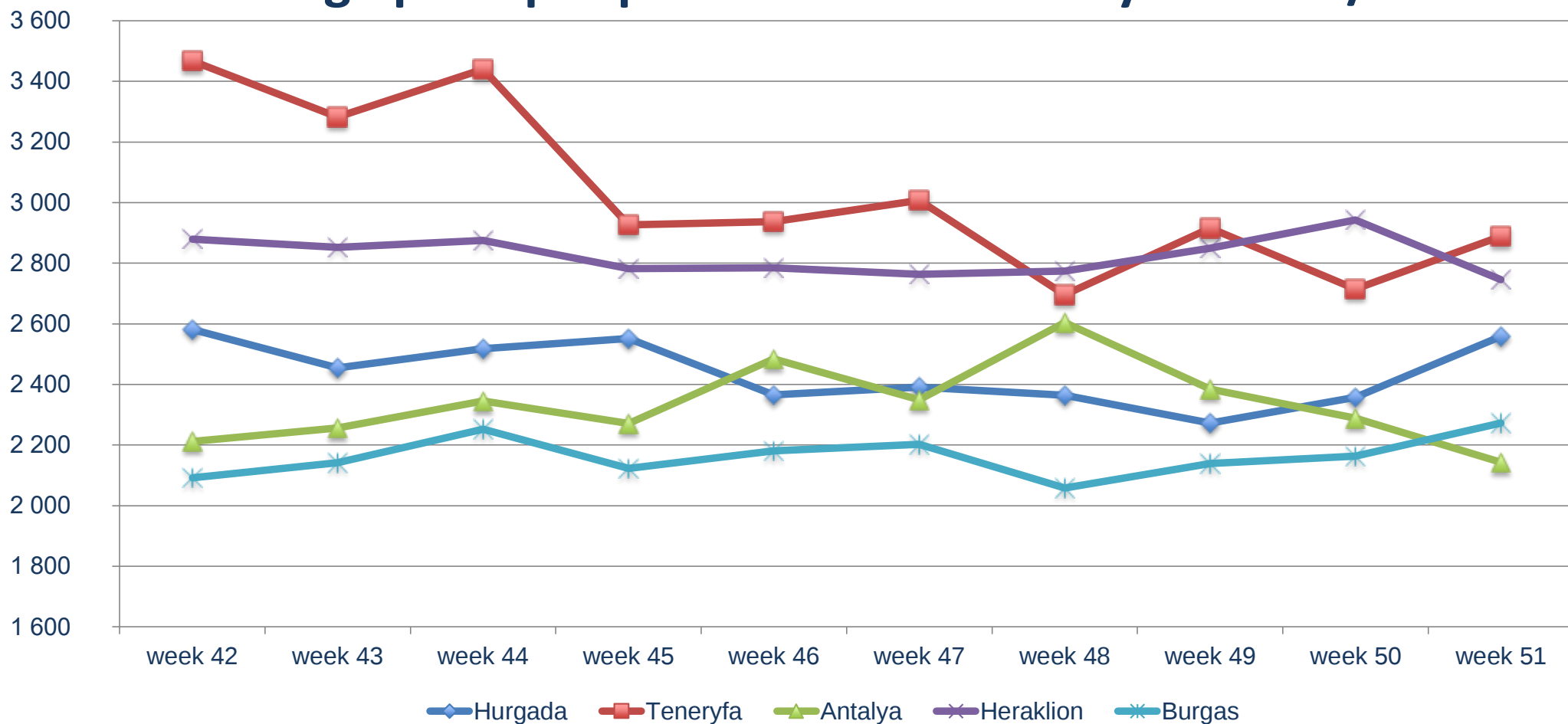
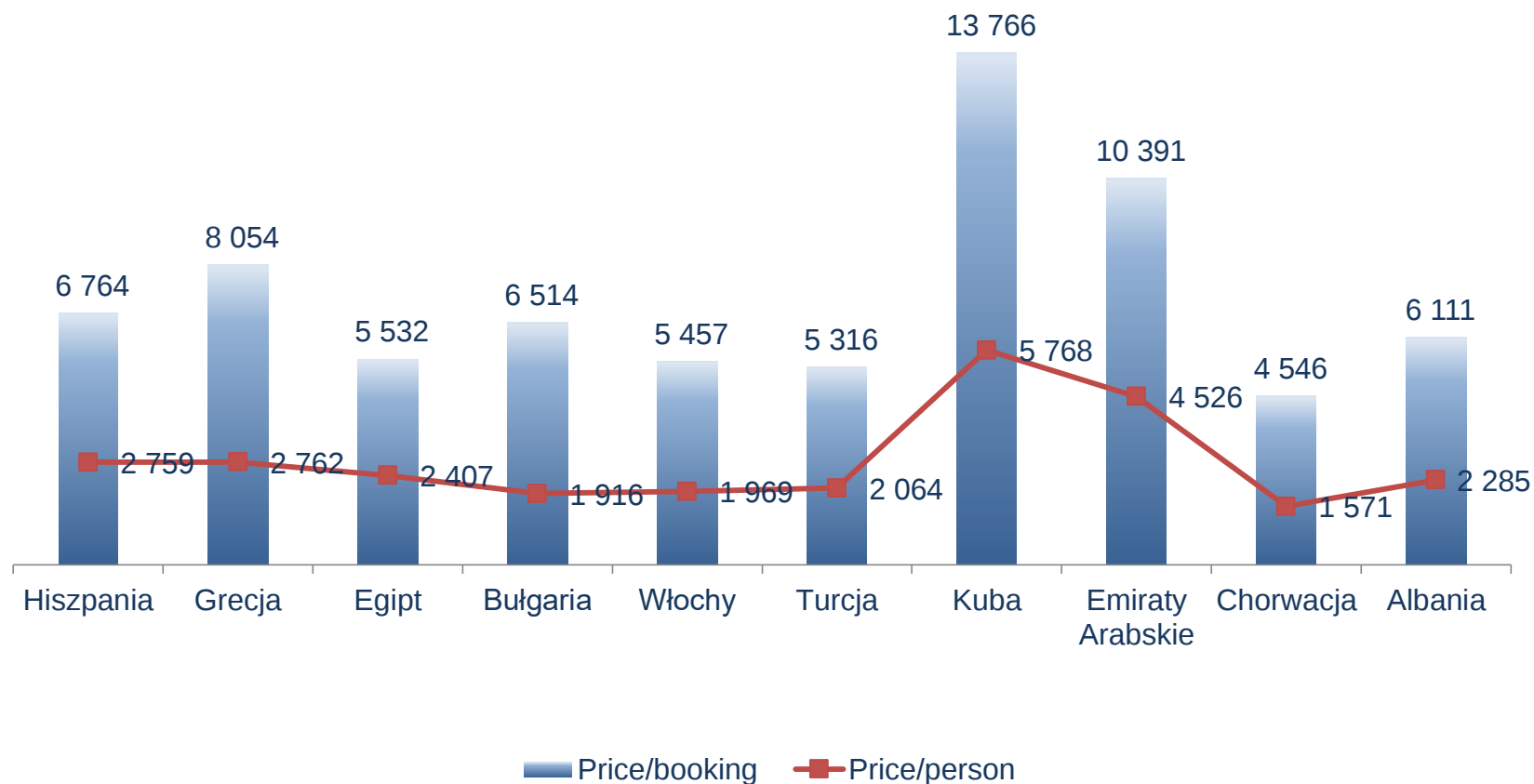


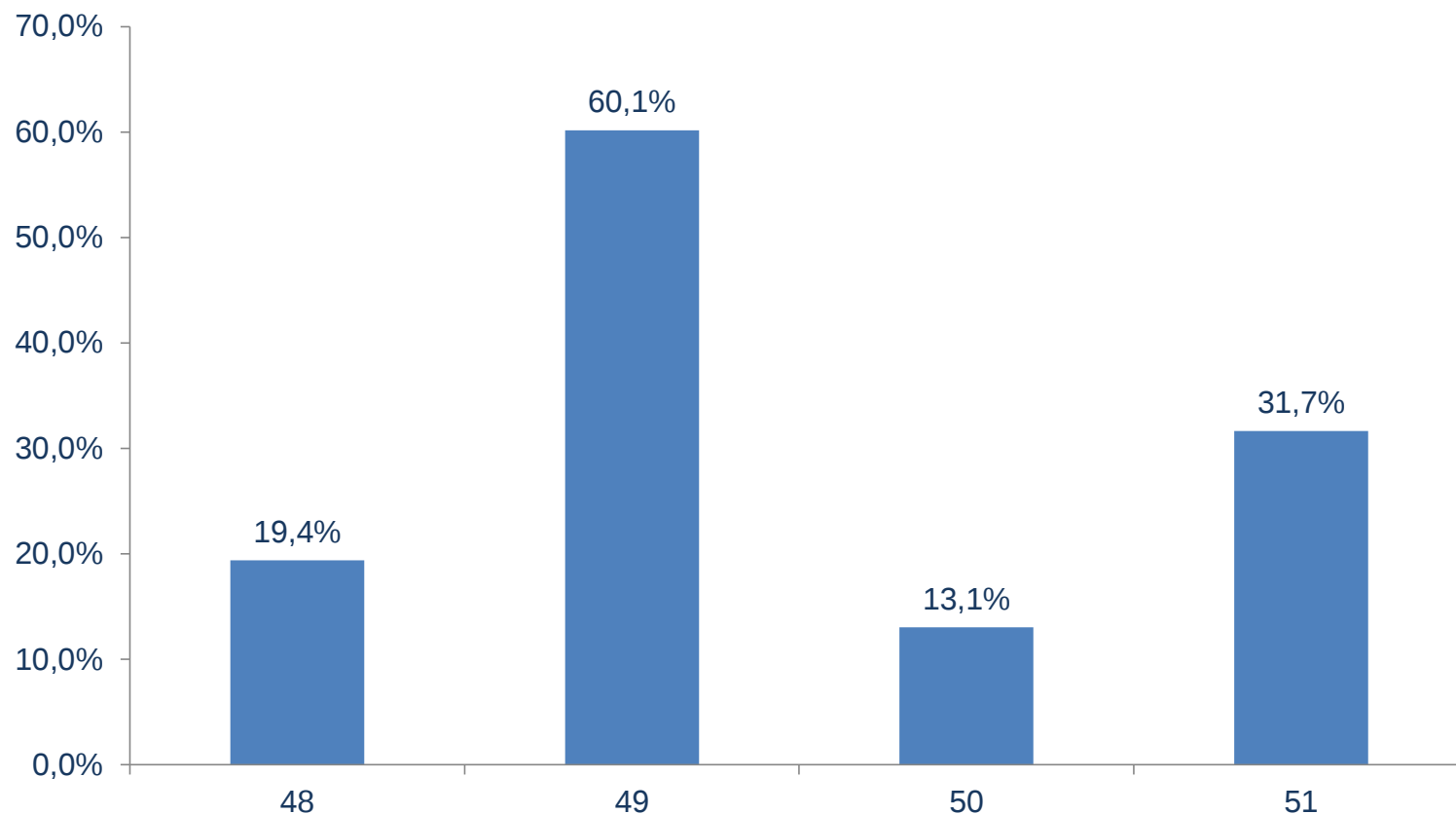
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 51. week



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

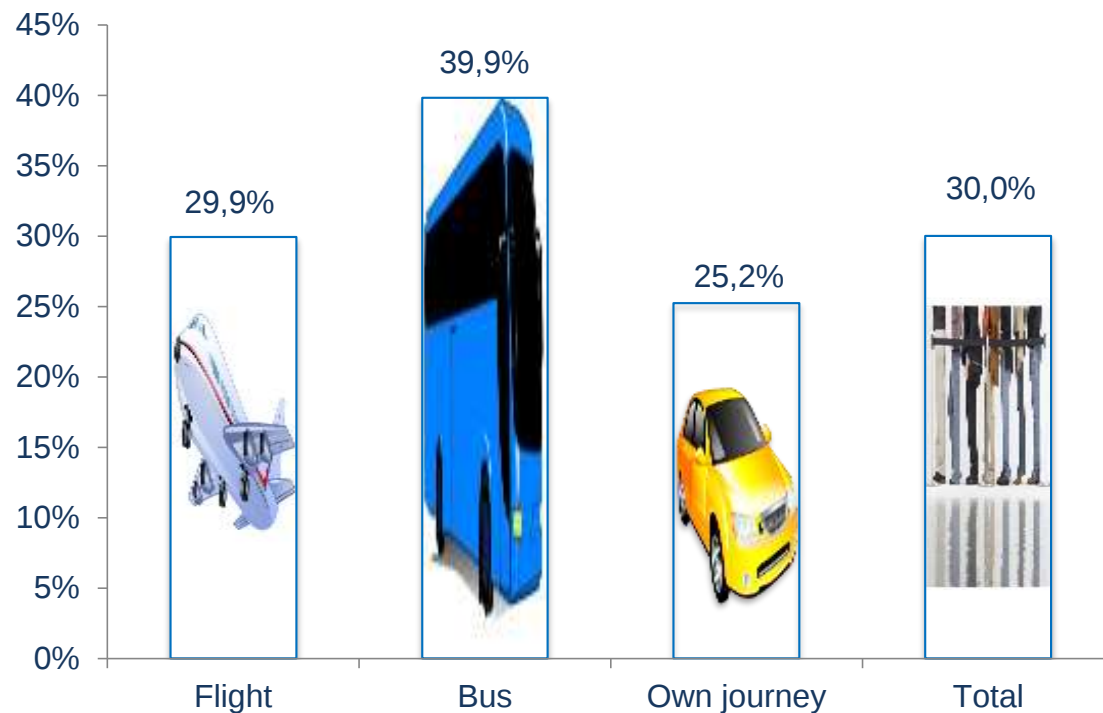
compared with 4 analogous weeks in tourist year 2015/2016.



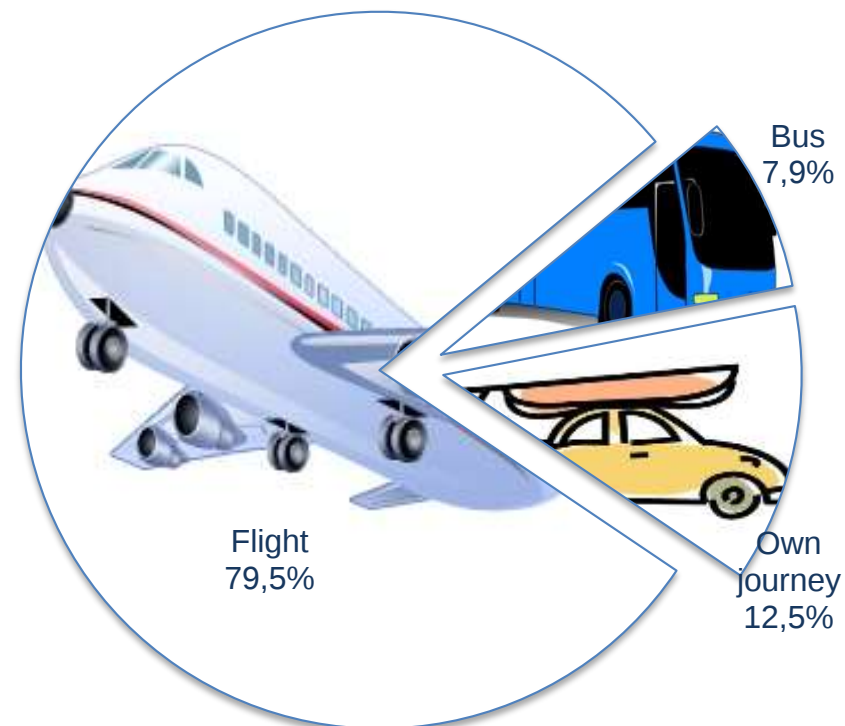
The sales trend of the last four weeks

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

Clients +/- %

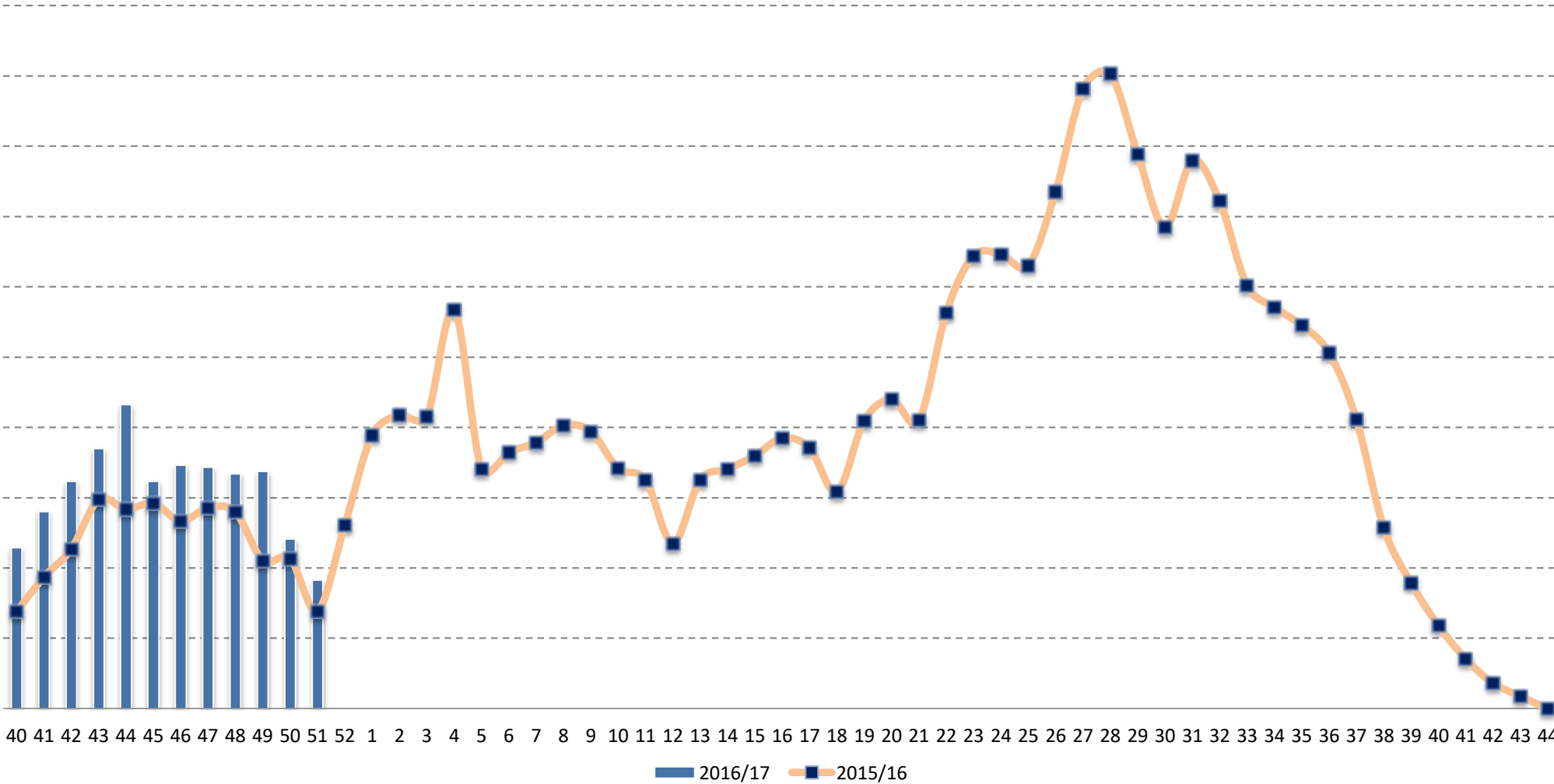


Share %



Weekly sales compared with the previous tourist year

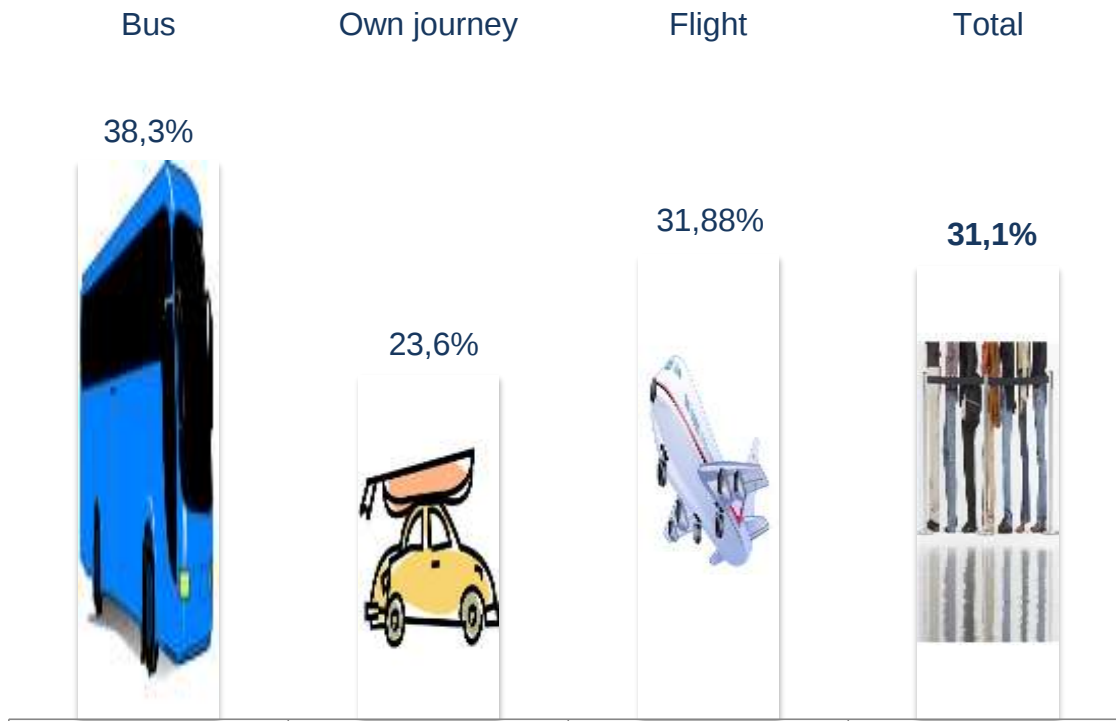
Bookings weekly 16/17 vs. 15/16



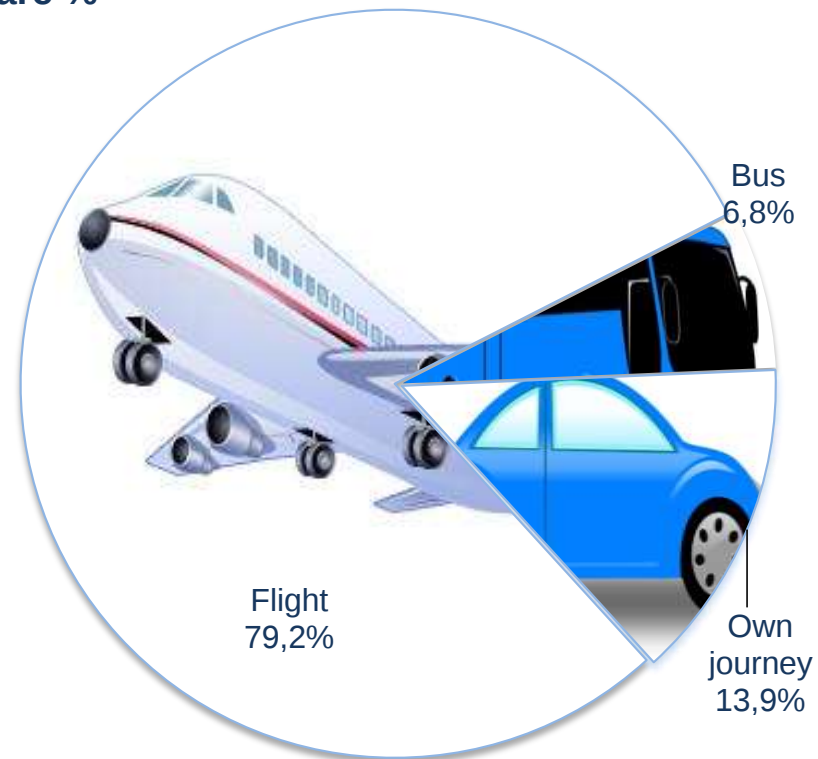
Cumulative sales of 2016/17

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

Clients +/- %



Share %



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

Rank	Country	+/- % last year
1	Grecja	100%
2	Hiszpania	3%
3	Włochy	-15%
4	Bułgaria	24%
5	Egipt	7%
6	Kuba	30%
7	Austria	17%
8	Albania	++
9	Portugalia	-6%
10	Turcja	-15%
11	Oman	++
12	Tanzania	64%
13	Dominikana	33%
14	Emiraty Arabskie	13%
15	Chorwacja	85%
16	Cypr	0%
17	Niemcy	119%
18	Czechy	39%
19	Tajlandia	-2%
20	Wyspy Zielonego Przylądka	16%

Rank	Destination	+/- % last year
1	Heraklion	72%
2	Fuerteventura	11%
3	Zakynthos	77%
4	Korfu	89%
5	Teneryfa	-8%
6	Burgas	25%
7	Marsa Alam	48%
8	Wiedeń	63%
9	Rodos	63%
10	Lanzarote	22%
11	Chania	88%
12	Gran Canaria	15%
13	Varna	33%
14	Kos	192%
15	Salalah	++
16	Zanzibar	37%
17	Tirana	++
18	Antalya	46%
19	Hurghada	-25%
20	Ras Al Chajma	16%



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