

Weekly report 52/2016

Data source: MerlinX*

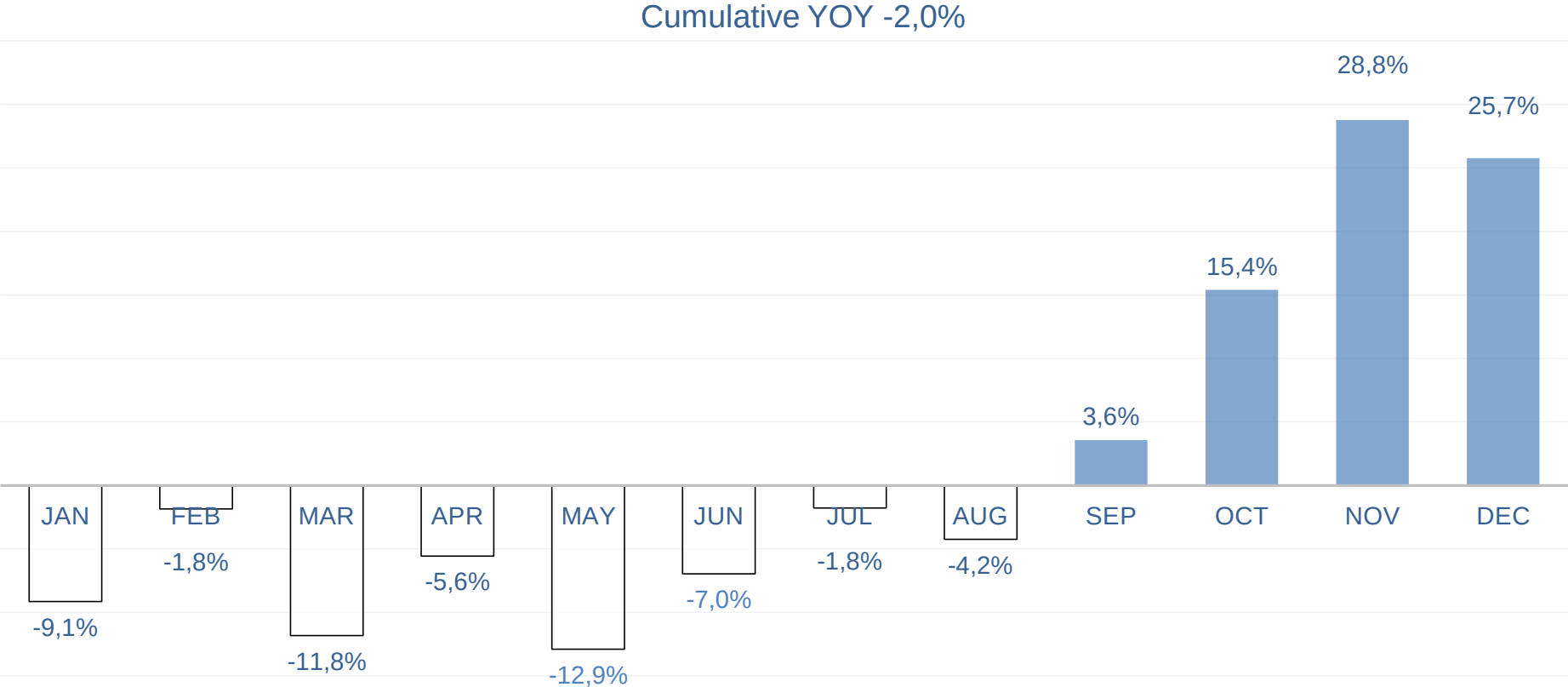
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

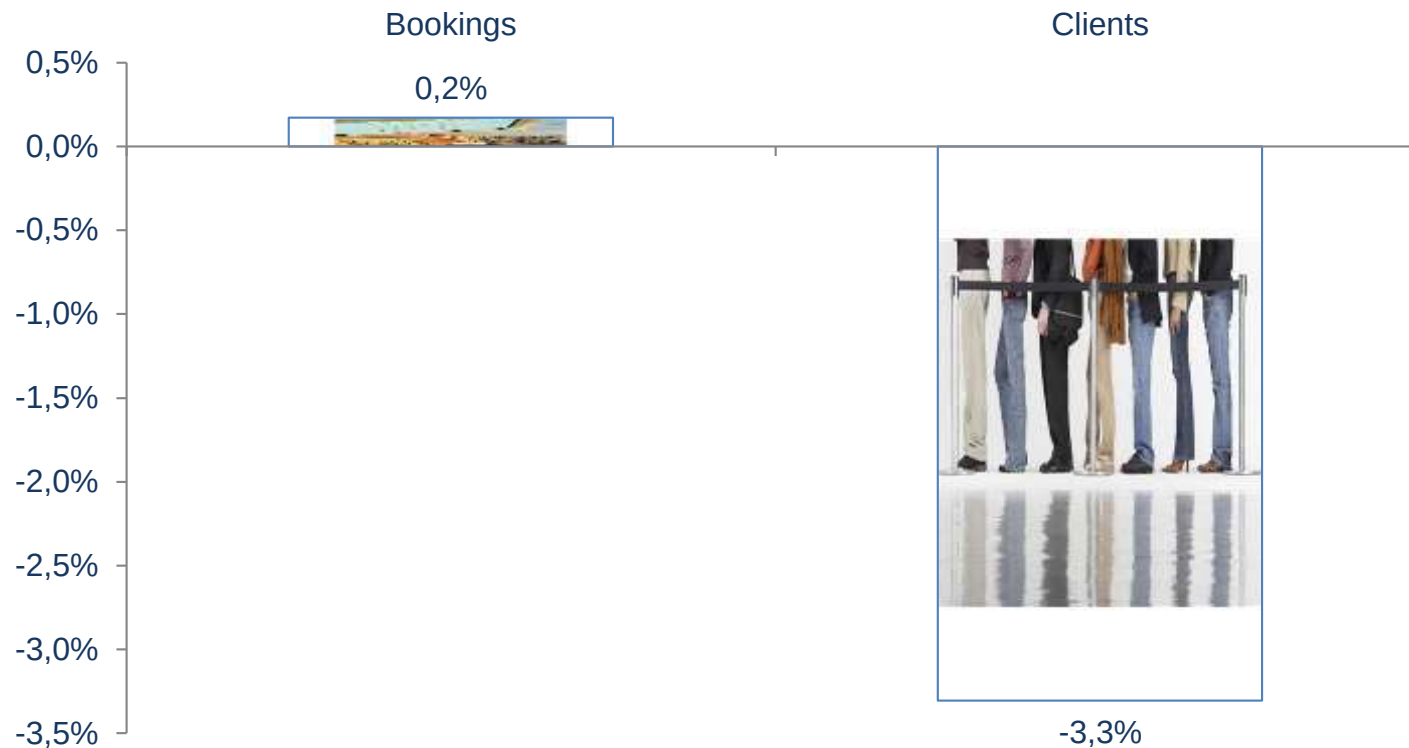
<http://www.merlinx.pl>

Monthly trips compared with previous calendar year



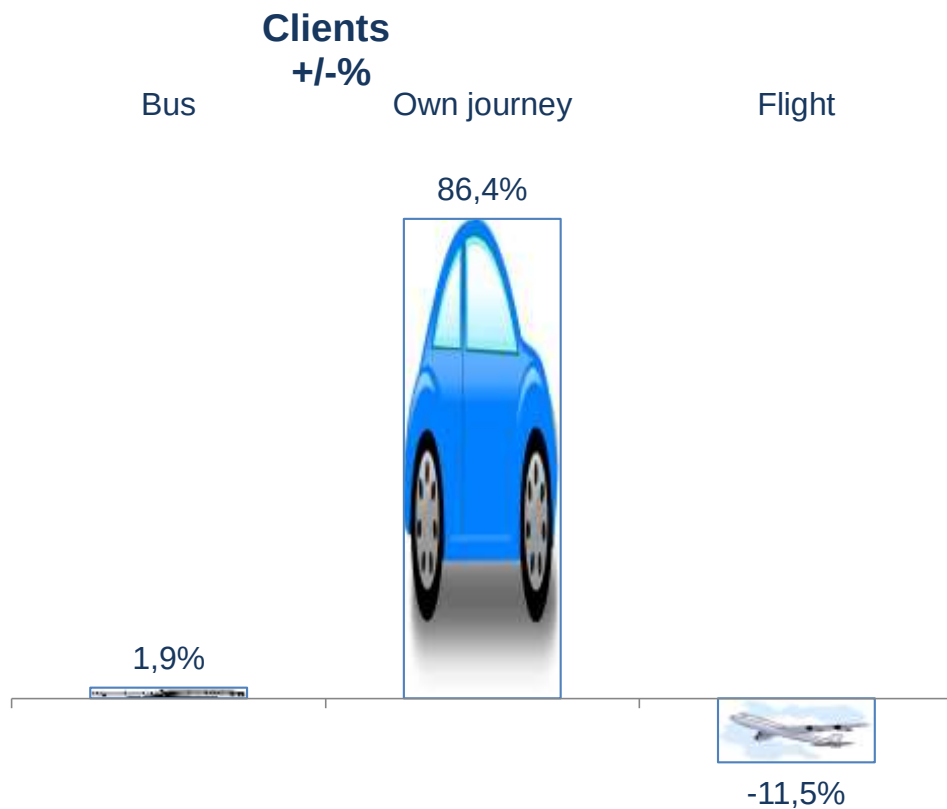
Last week – 52/2016, tours 01.11.16 – 31.10.17

compared with week 53. in 2015 r.

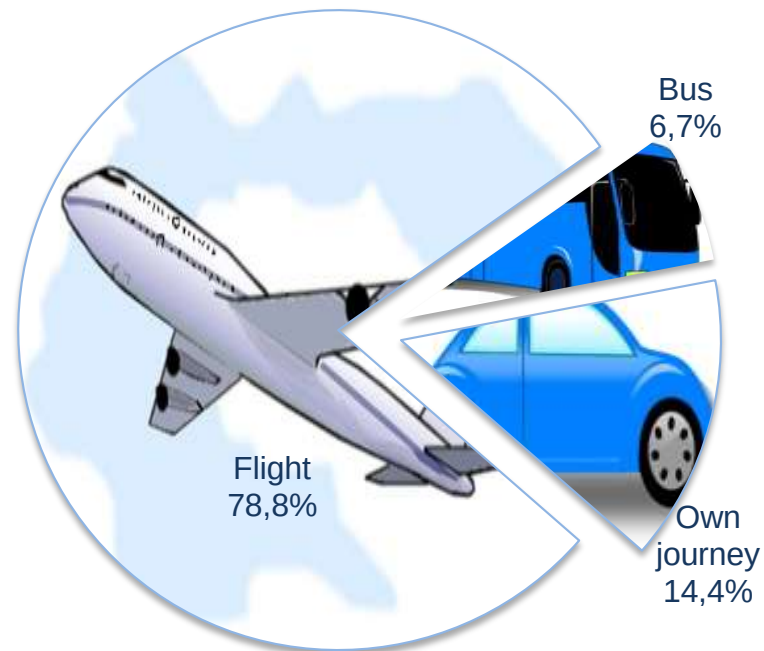


Last week – 52/2016, tours 01.11.16 – 31.10.17

compared with week 53. in 2015 r.



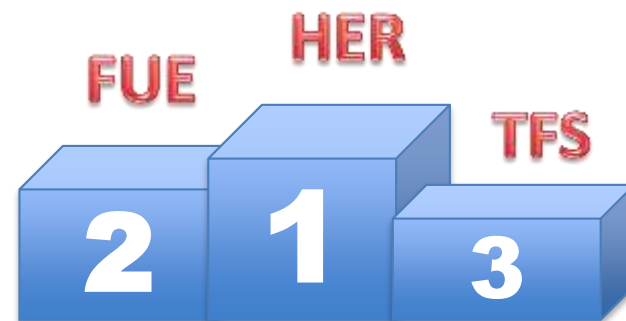
Share %



Ranking of the most popular countries & destinations in CW52

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 697	2 790
2	Fuerteventura	7 270	2 924
3	Teneryfa	7 430	3 026
4	Lanzarote	6 318	2 575
5	Rodos	7 330	2 599
6	Zakynthos	8 054	2 812
7	Korfu	7 938	2 717
8	Antalya	4 942	2 102
9	Marsa Alam	5 280	2 343
10	Burgas	7 043	2 301
11	Gran Canaria	7 285	2 977
12	Madera	5 435	2 445
13	Hurghada	5 391	2 426
14	Ras Al Chajma	11 723	4 703
15	Varna	6 521	2 148
16	Tirana	6 264	2 379
17	Kos	9 443	3 016
18	Malaga	6 265	2 736
19	Chania	7 291	2 796
20	Praga	383	180



Rank	Country	Price/booking	Price/person
1	Grecja	7 714	2 725
2	Hiszpania	7 112	2 881
3	Bułgaria	6 188	1 904
3	Egipt	5 332	2 347
3	Włochy	5 780	2 065
3	Portugalia	6 150	2 672
3	Turcja	5 041	2 050
3	Kuba	13 188	5 551
3	Chorwacja	4 641	1 628
3	Emiraty Arabskie	11 731	4 692

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

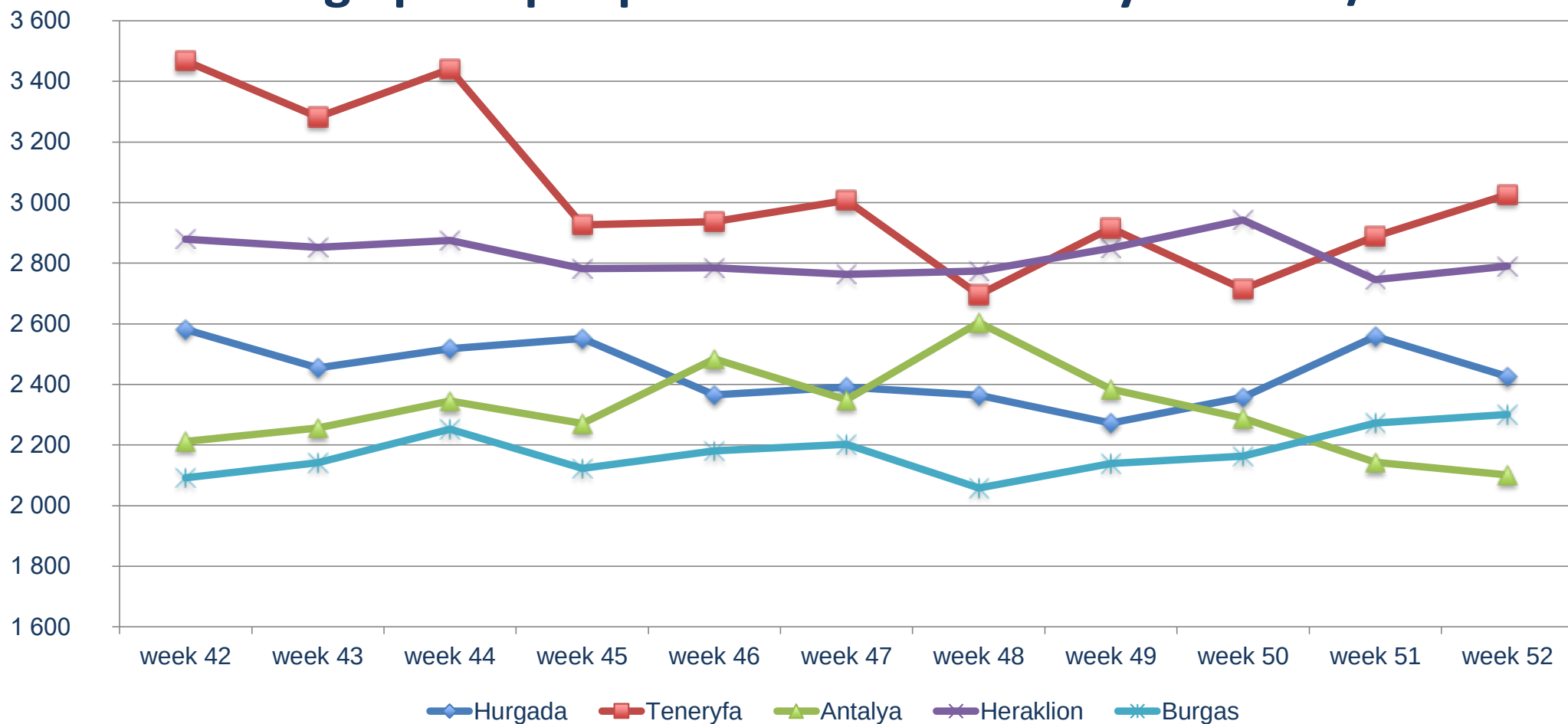
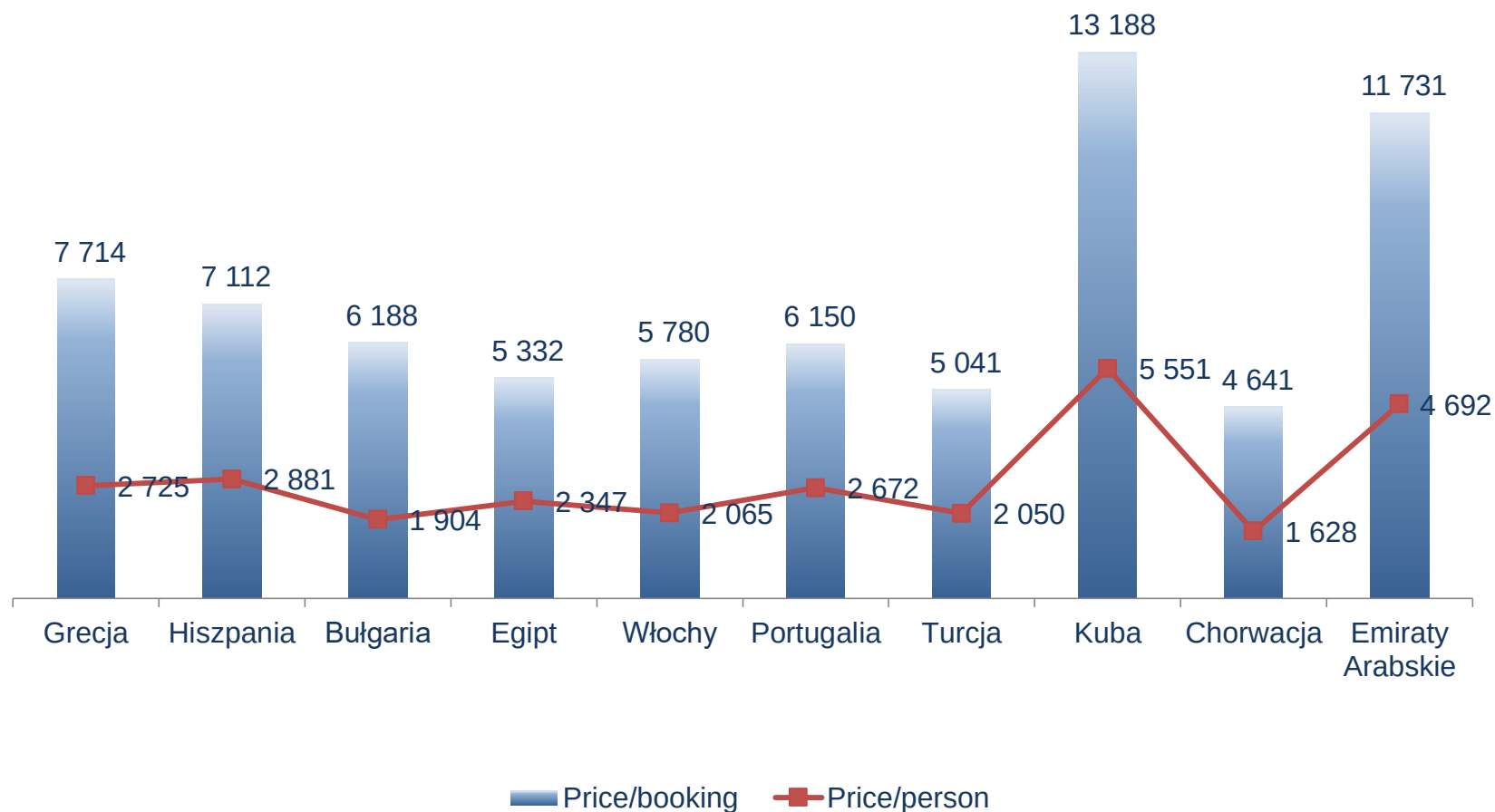


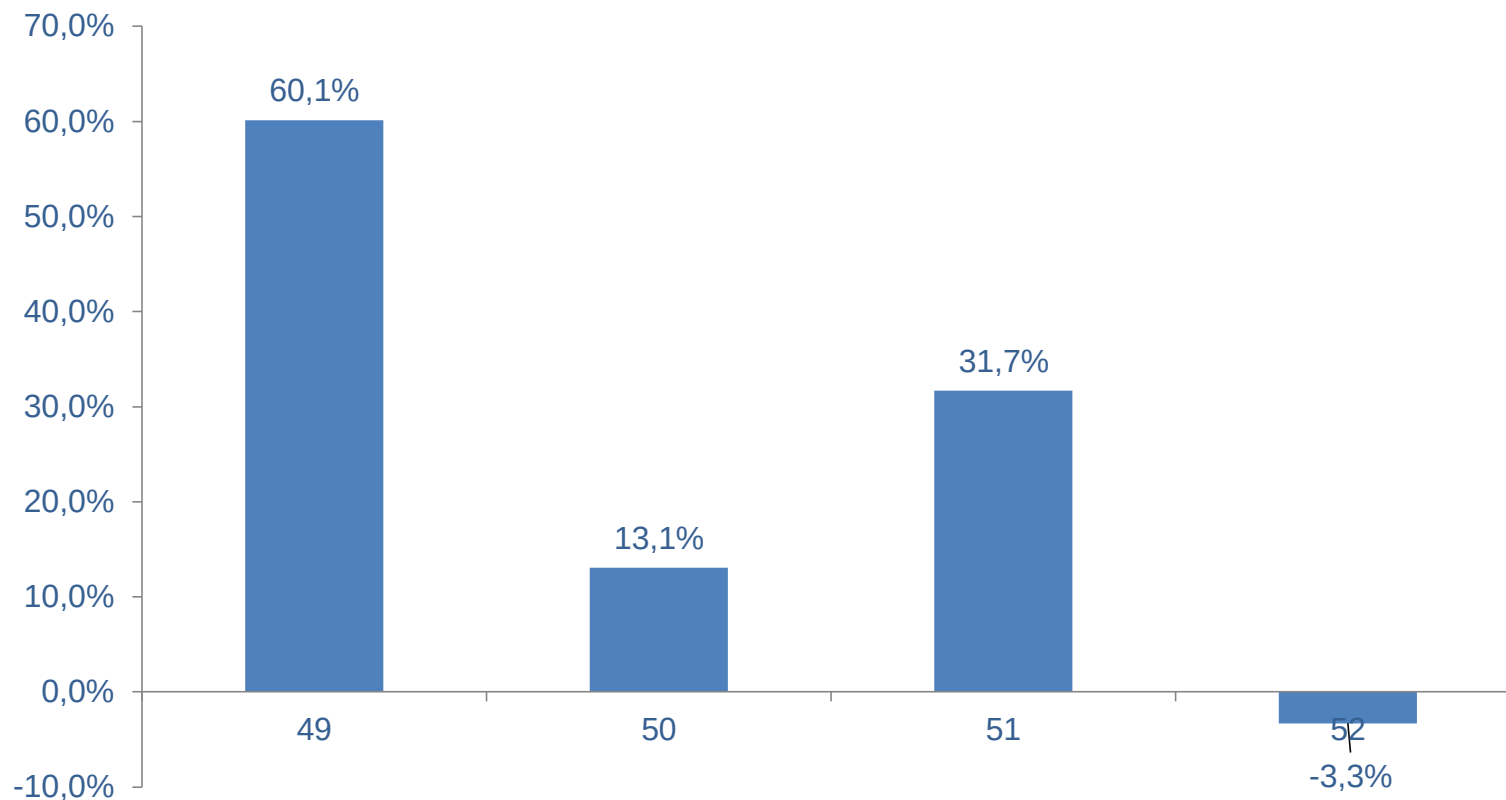
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 52. week



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

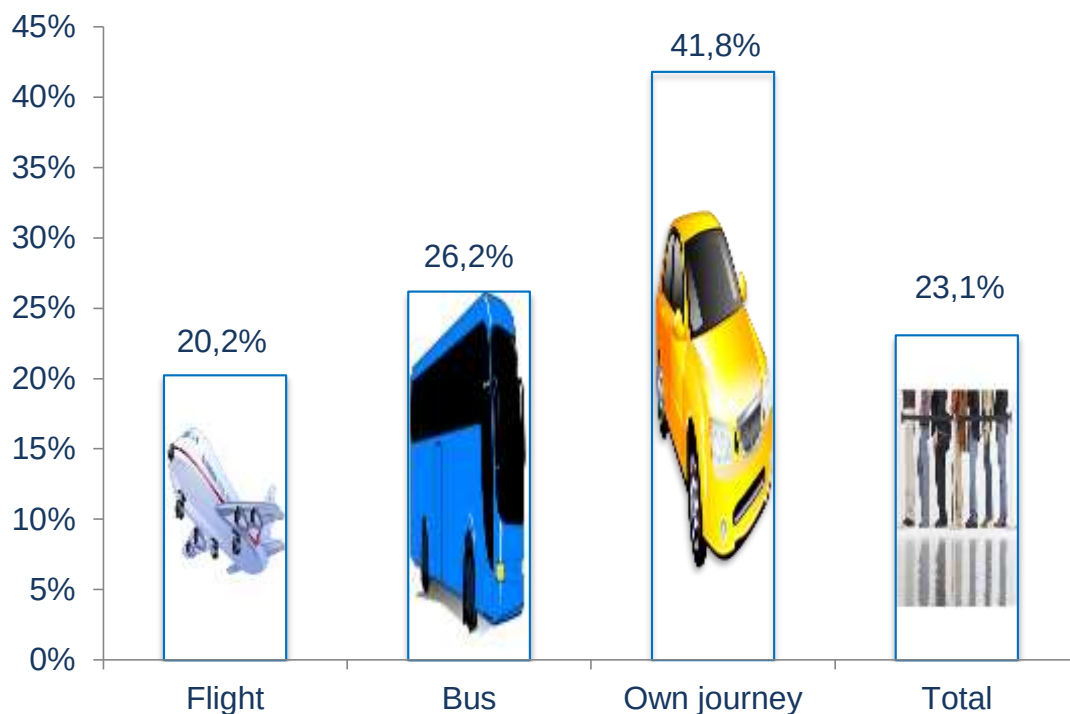
compared with 4 analogous weeks in tourist year 2015/2016.



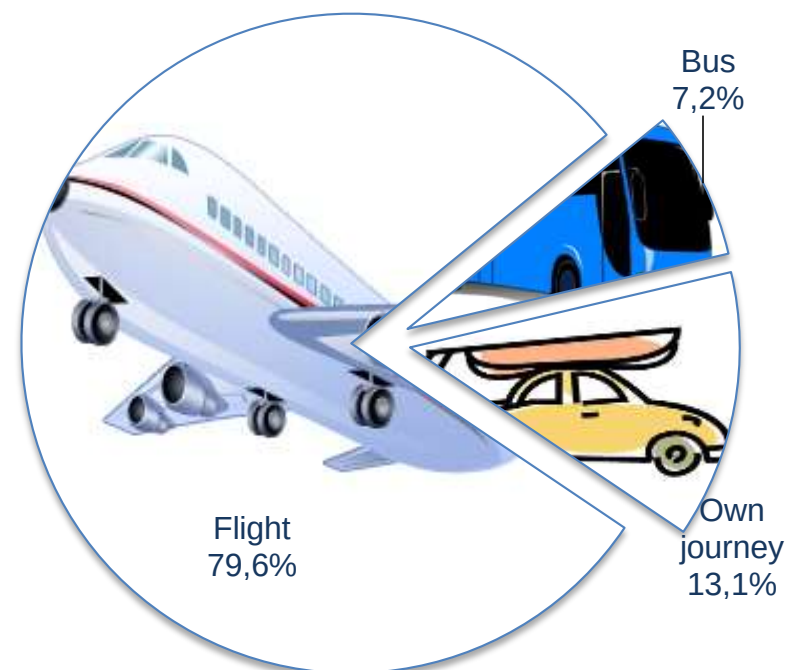
The sales trend of the last four weeks

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

Clients +/- %

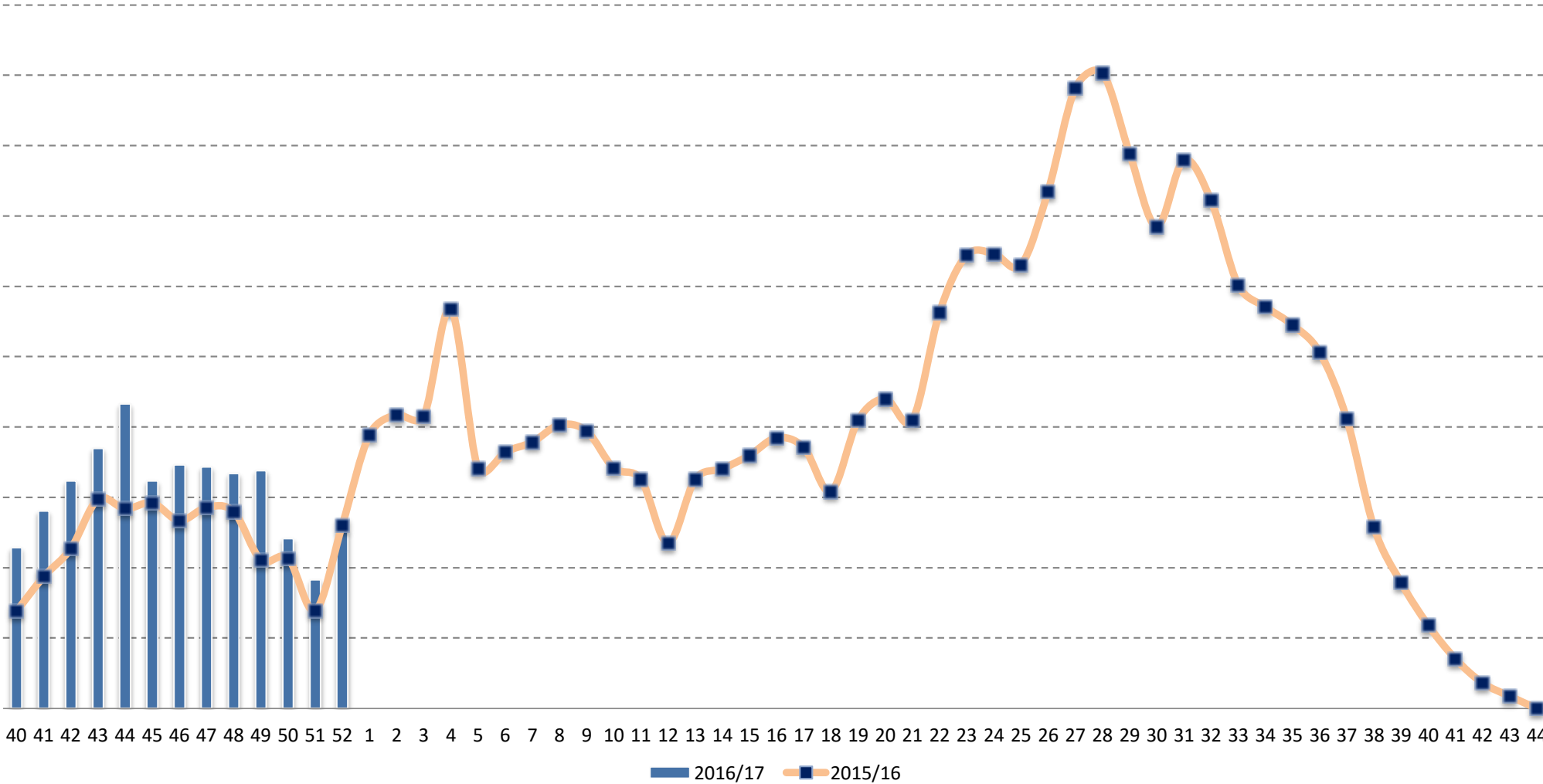


Share %



Weekly sales compared with the previous tourist year

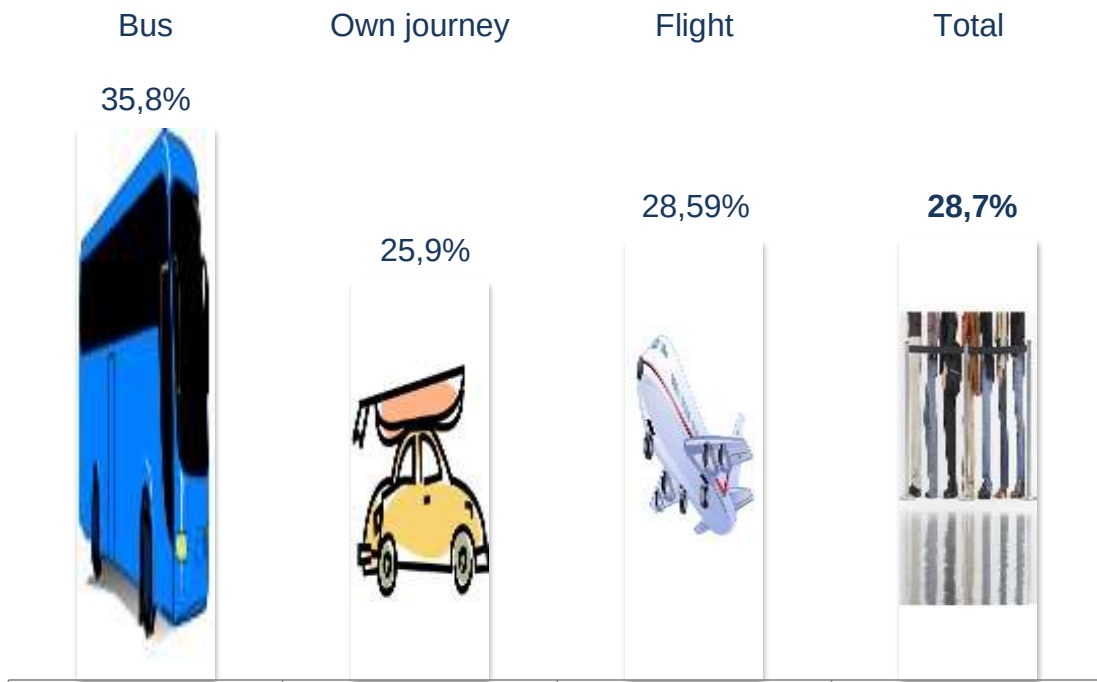
Bookings weekly 16/17 vs. 15/16



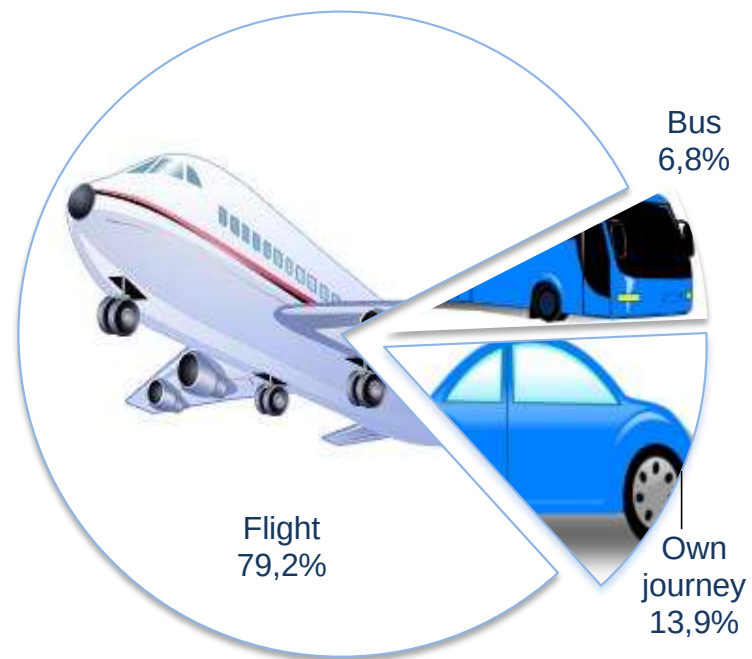
Cumulative sales of 2016/17

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	90%
2	Hiszpania	1%
3	Włochy	-15%
4	Bułgaria	20%
5	Egipt	7%
6	Kuba	35%
7	Austria	17%
8	Portugalia	-6%
9	Albania	++
10	Turcja	-17%
11	Oman	++
12	Tanzania	68%
13	Emiraty Arabskie	17%
14	Chorwacja	74%
15	Dominikana	33%
16	Cypr	-10%
17	Czechy	41%
18	Tajlandia	-1%
19	Niemcy	116%
20	Wyspy Zielonego Przylądka	17%

Rank	Destination	+/- % last year
1	Heraklion	63%
2	Fuerteventura	9%
3	Zakynthos	71%
4	Korfu	80%
5	Teneryfa	-8%
6	Burgas	20%
7	Marsa Alam	46%
8	Rodos	59%
9	Wiedeń	59%
10	Lanzarote	24%
11	Gran Canaria	13%
12	Varna	29%
13	Chania	77%
14	Kos	179%
15	Antalya	43%
16	Tirana	354%
17	Salalah	230%
18	Zanzibar	39%
19	Hurghada	-25%
20	Madera	-9%



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