

Weekly report 01/2017

Data source: MerlinX*

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

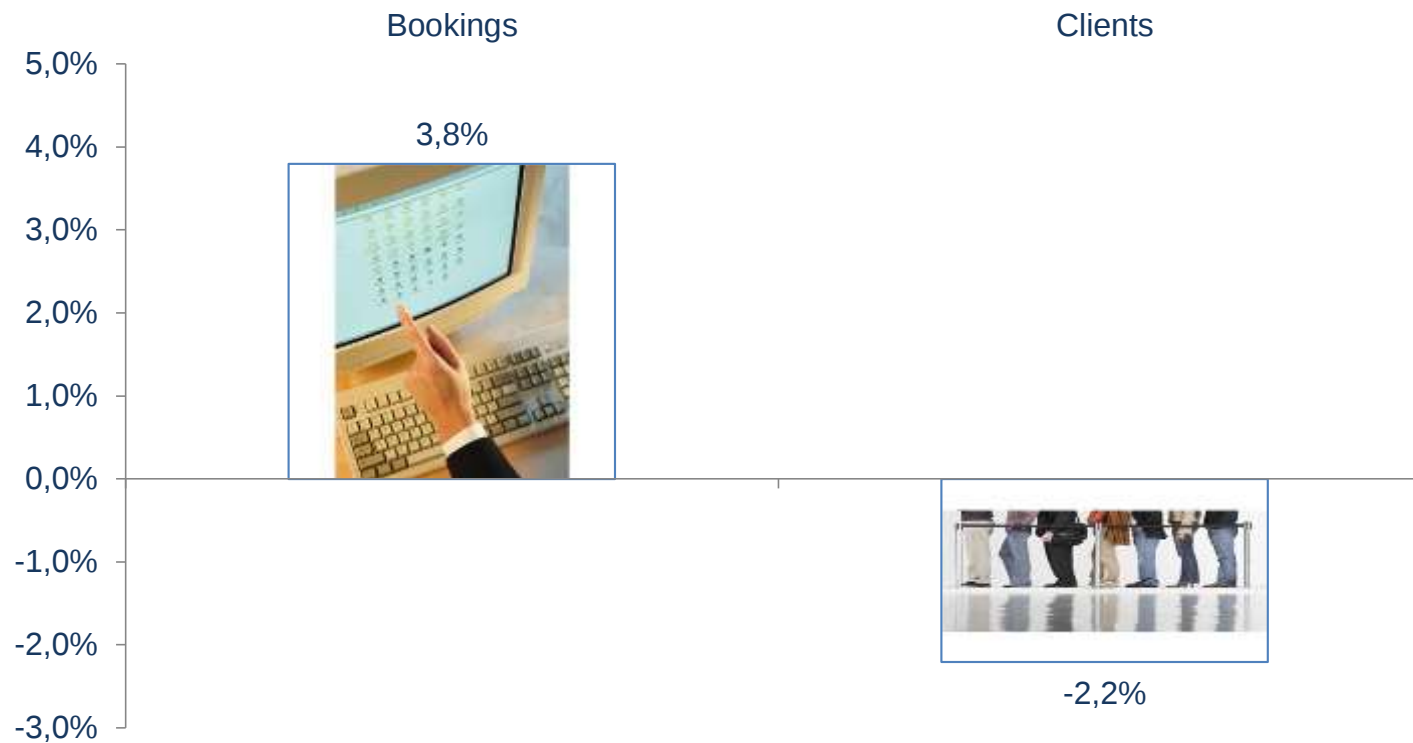
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 01/2017, tours 01.11.16 – 31.10.17

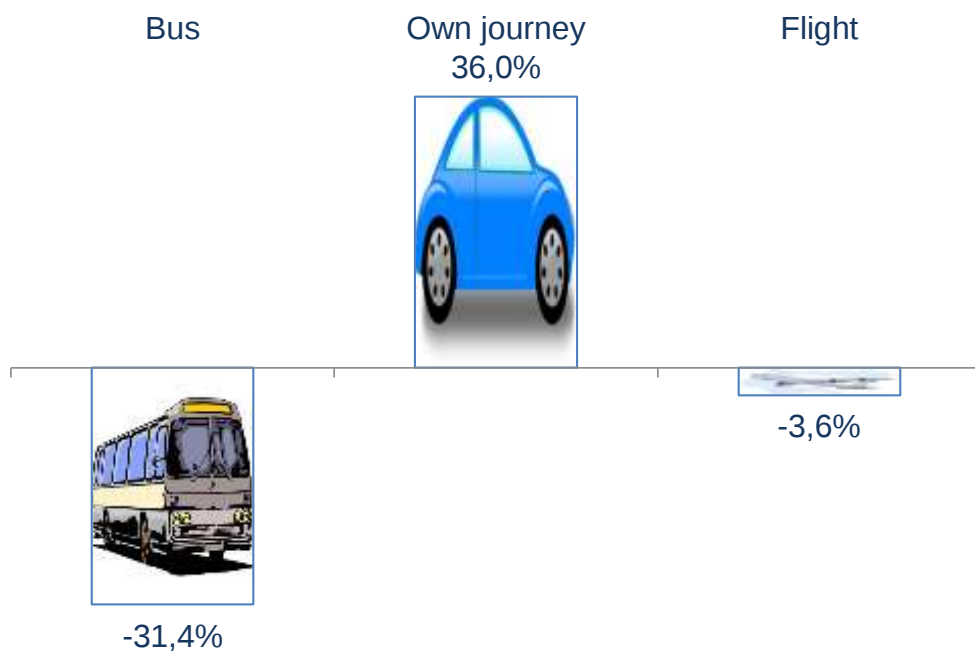
compared with week 01. in 2016 r.



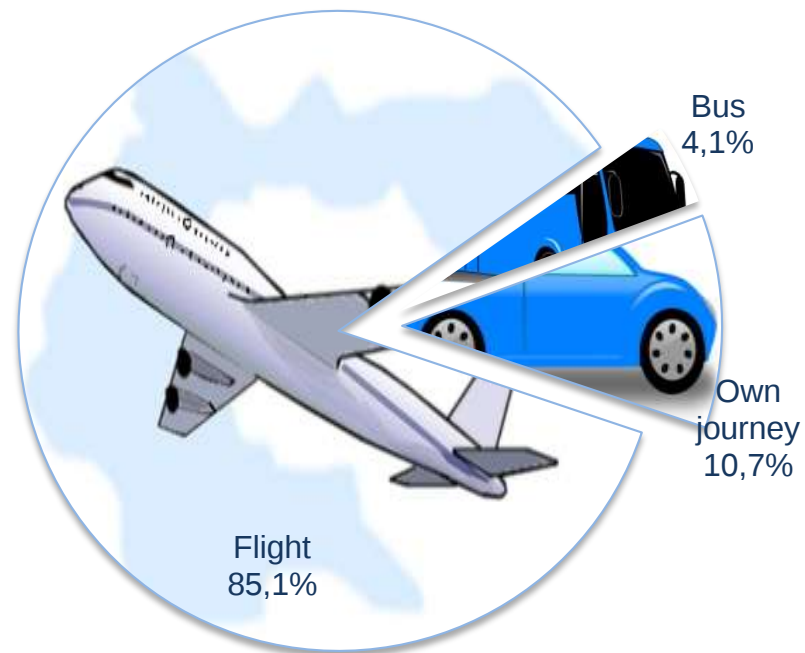
Last week – 01/2017, tours 01.11.16 – 31.10.17

compared with week 01. in 2016 r.

Clients +/-%



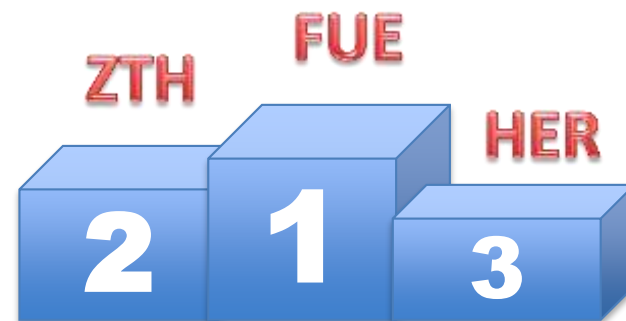
Share %



Ranking of the most popular countries & destinations in CW01

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Fuerteventura	7 378	2 832
2	Zakynthos	8 426	2 877
3	Heraklion	8 433	2 870
4	Korfu	8 218	2 829
5	Rodos	8 042	2 823
6	Lanzarote	7 140	2 841
7	Teneryfa	8 101	3 204
8	Marsa Alam	4 843	2 132
9	Burgas	6 461	2 210
10	Chania	8 371	3 106
11	Madera	6 830	3 015
12	Kos	9 606	3 018
13	Barcelona	6 637	2 826
14	Gran Canaria	7 175	3 119
15	Varna	6 909	2 303
16	Majorka	7 425	3 166
17	Hurghada	5 702	2 444
18	Salalah	10 889	3 991
19	Malaga	6 273	2 504
20	Tirana	7 100	2 560



Rank	Country	Price/booking	Price/person
1	Grecja	8 311	2 845
2	Hiszpania	7 351	2 883
3	Bułgaria	6 408	2 061
3	Egipt	5 371	2 226
3	Włochy	6 326	2 346
3	Portugalia	7 647	3 237
3	Chorwacja	4 866	1 682
3	Albania	6 189	2 389
3	Emiraty Arabskie	10 060	4 257
3	Oman	11 025	4 002

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

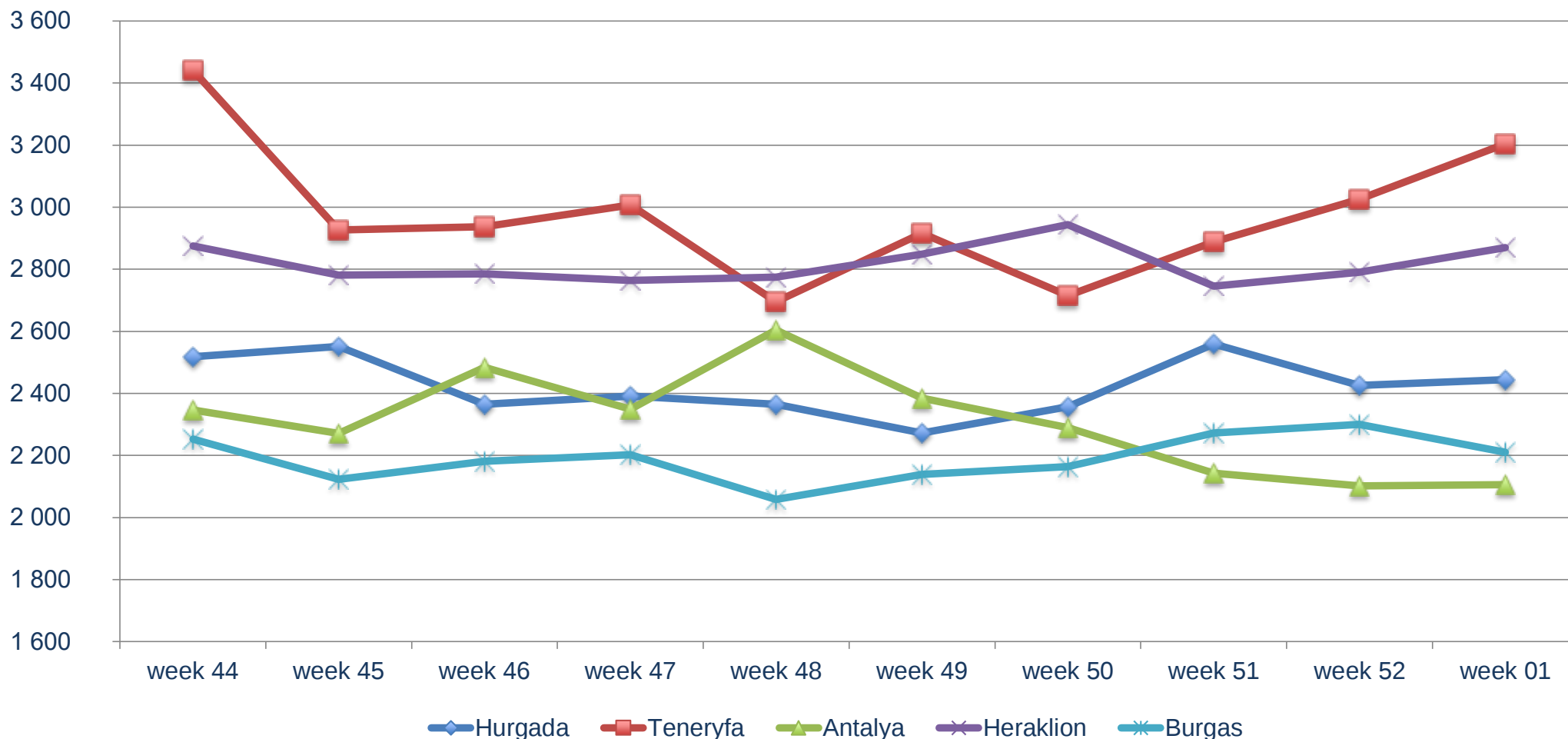
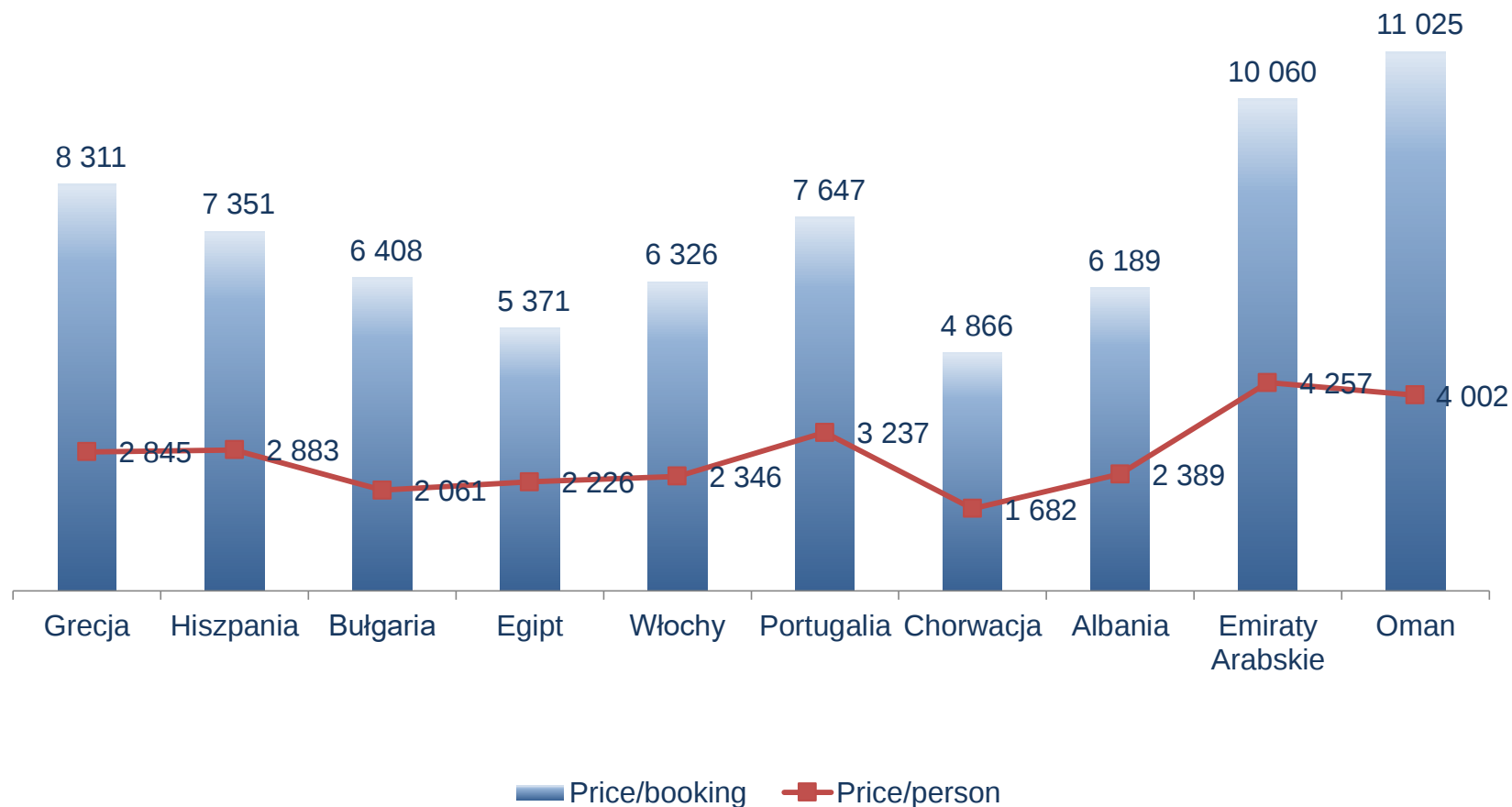


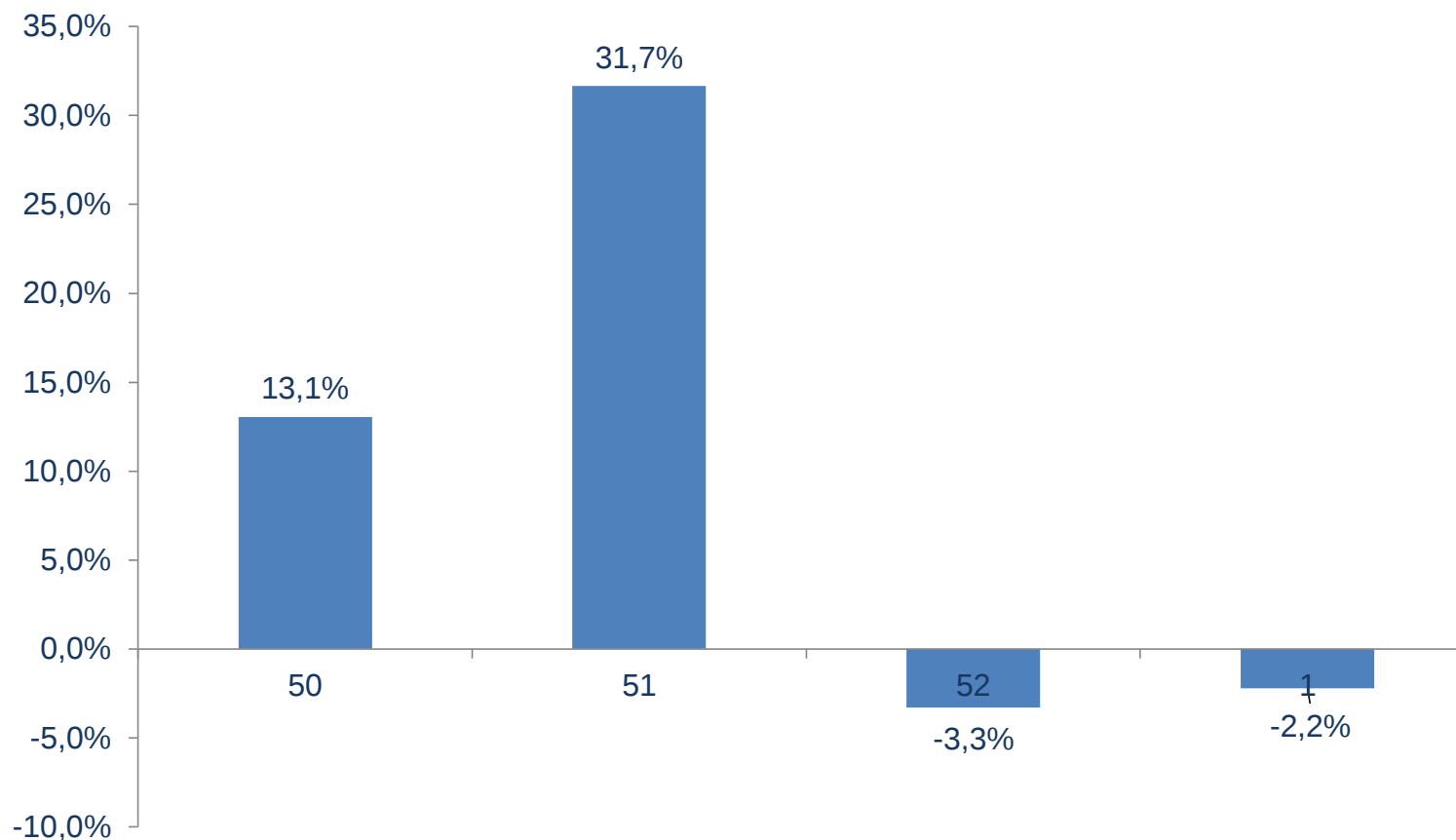
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Bargas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 01. week



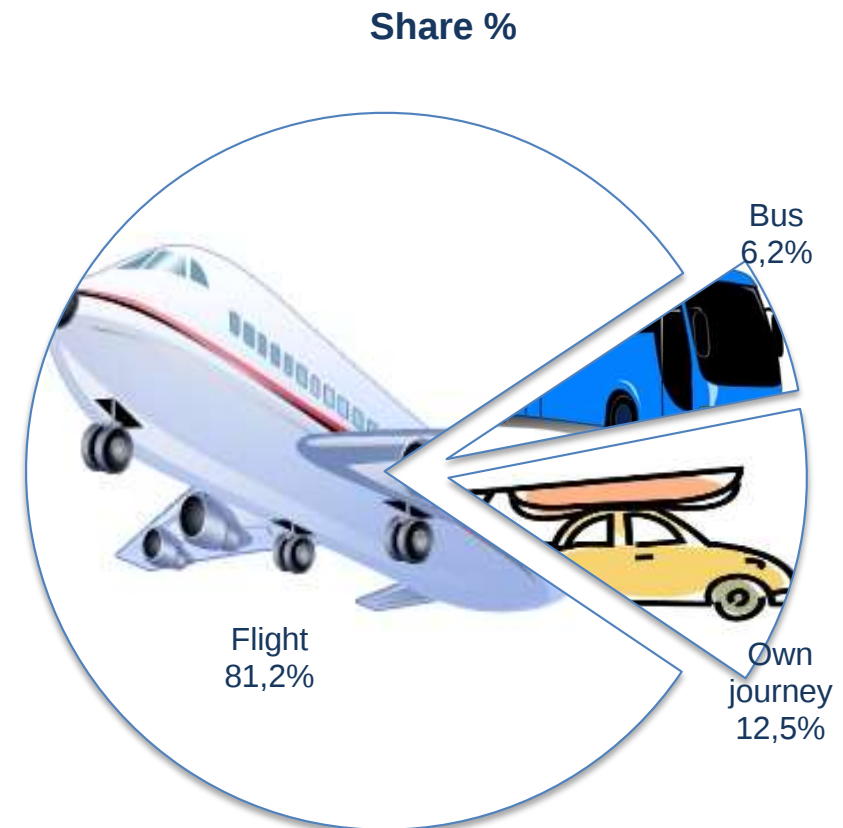
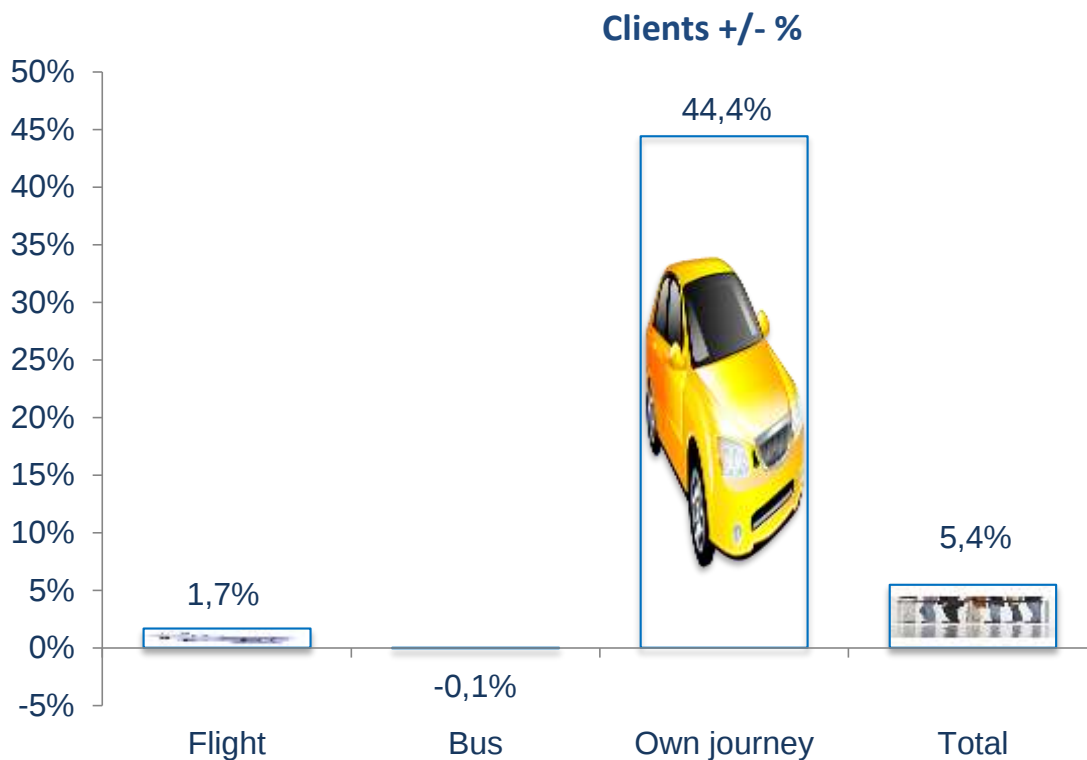
The last four weeks of sales of the tourist year 2016/17 - customers

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



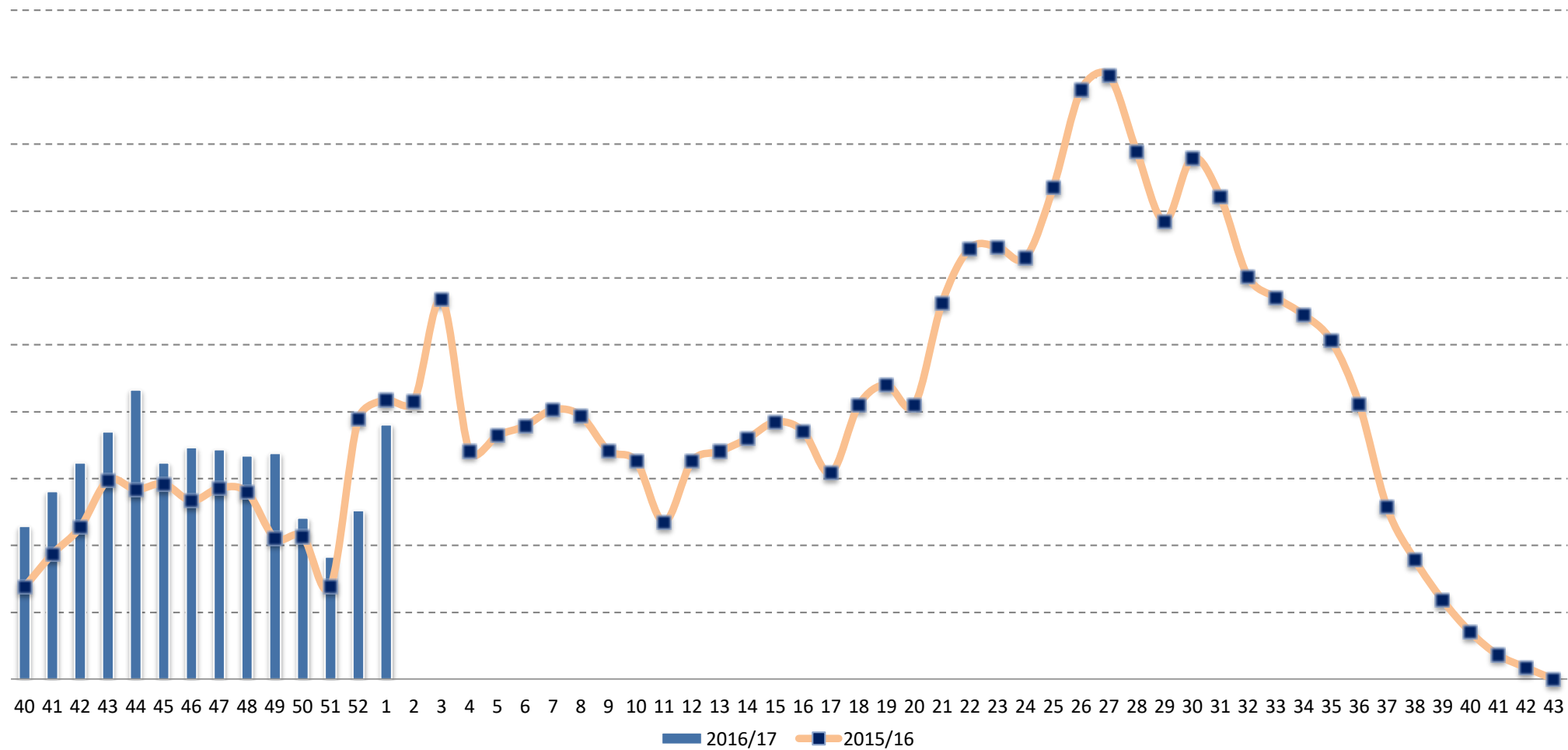
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

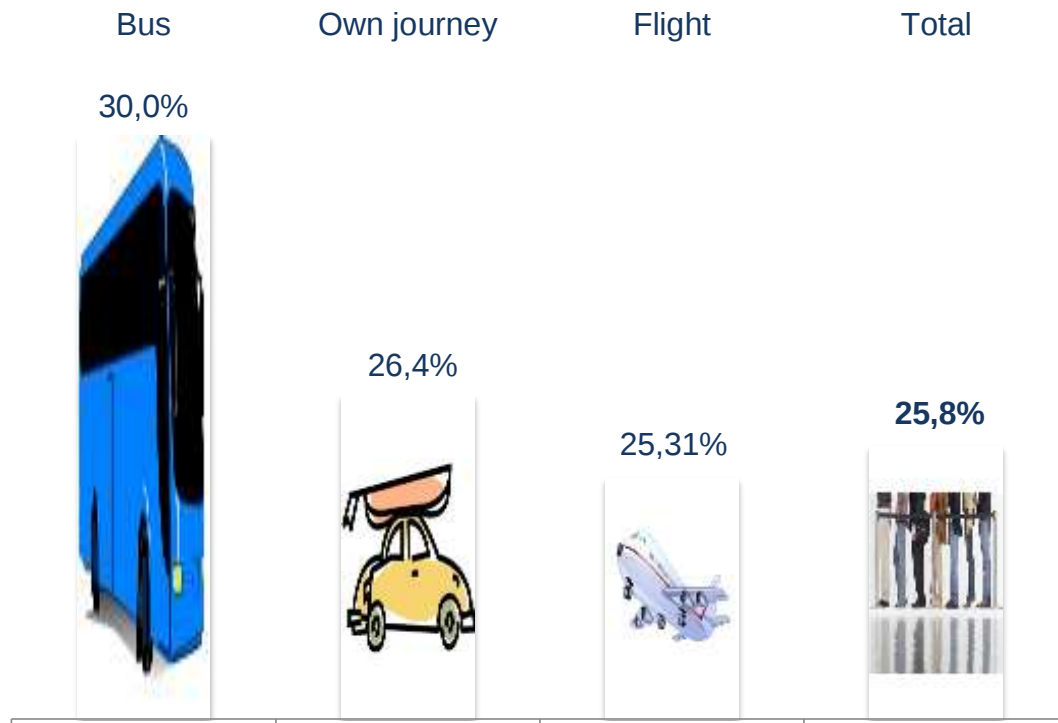
Bookings weekly 16/17 vs. 15/16



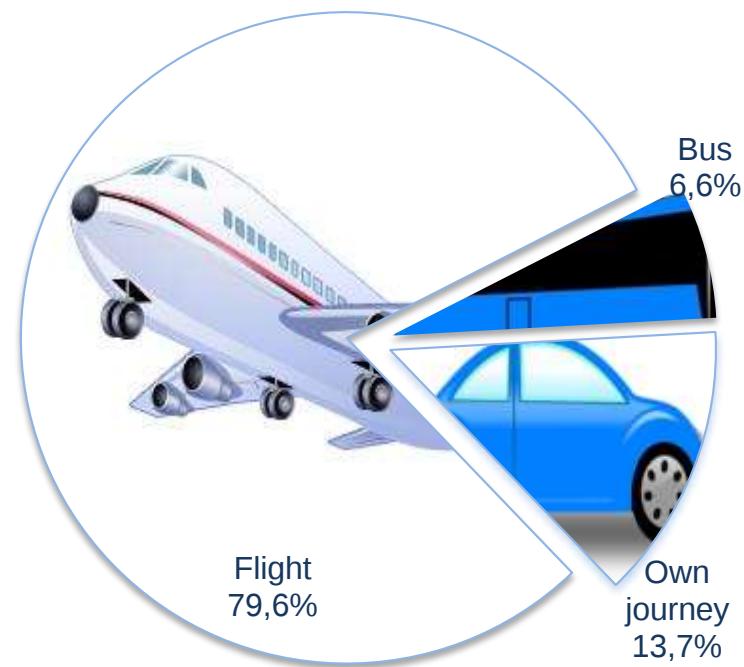
Cumulative sales of 2016/17

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	79%
2	Hiszpania	2%
3	Włochy	-15%
4	Bułgaria	14%
5	Egipt	9%
6	Kuba	36%
7	Austria	16%
8	Portugalia	-7%
9	Albania	++
10	Turcja	-24%
11	Oman	++
12	Tanzania	70%
13	Chorwacja	59%
14	Emiraty Arabskie	20%
15	Dominikana	29%
16	Cypr	-15%
17	Tajlandia	-4%
18	Czechy	41%
19	Niemcy	114%
20	Wyspy Zielonego Przylądka	14%

Rank	Destination	+/- % last year
1	Heraklion	53%
2	Fuerteventura	8%
3	Zakynthos	65%
4	Korfu	70%
5	Teneryfa	-8%
6	Burgas	14%
7	Rodos	58%
8	Marsa Alam	45%
9	Lanzarote	26%
10	Wiedeń	54%
11	Gran Canaria	12%
12	Varna	25%
13	Chania	61%
14	Kos	166%
15	Tirana	++
16	Antalya	31%
17	Salalah	++
18	Zanzibar	38%
19	Madera	-8%
20	Hurghada	-24%



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