

Weekly report 02/2017

Data source: MerlinX*

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

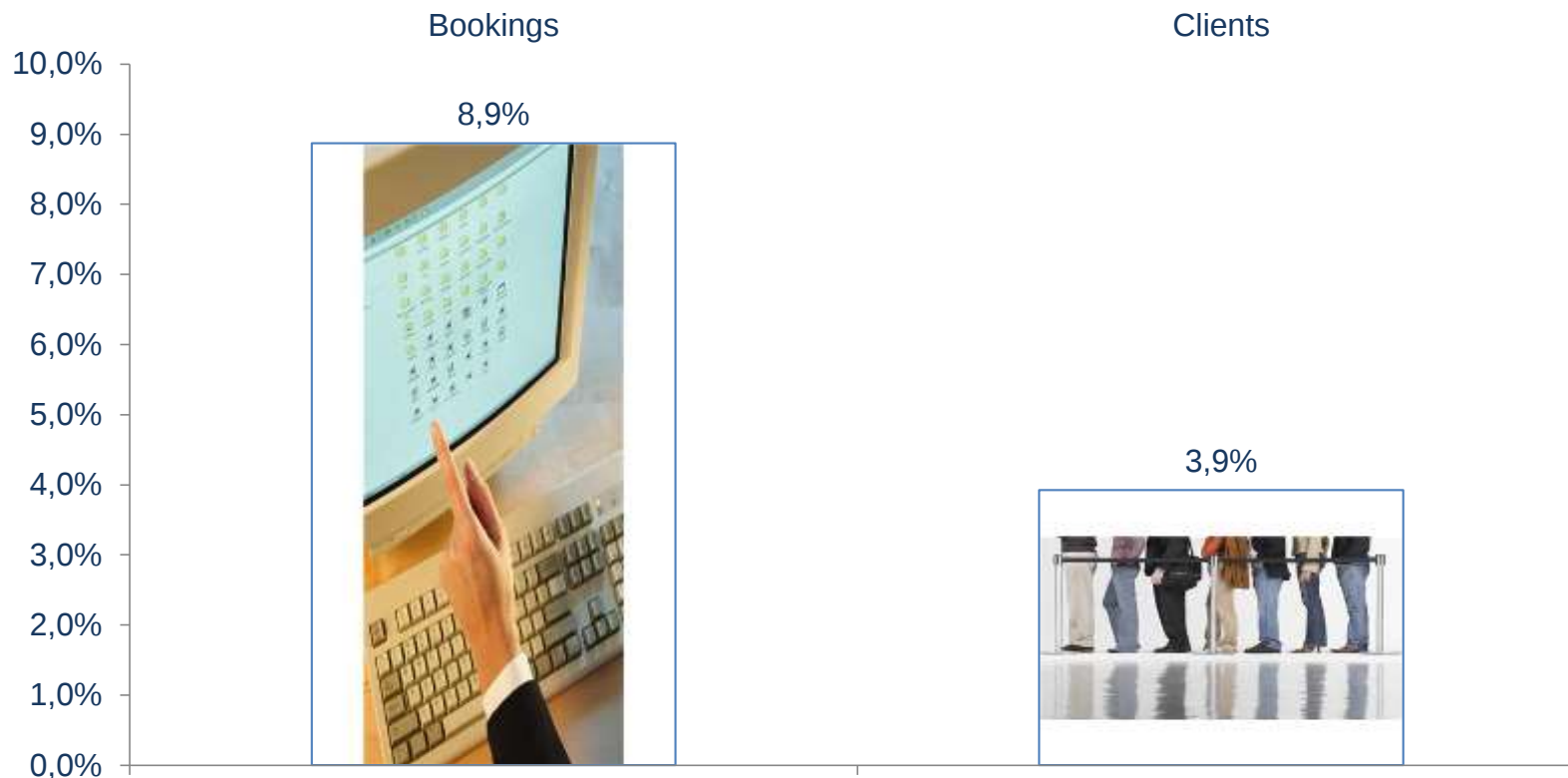
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 02/2017, tours 01.11.16 – 31.10.17

compared with week 02. in 2016 r.



Last week – 02/2017, tours 01.11.16 – 31.10.17

compared with week 02. in 2016 r.

Clients +/-%

Bus
13,1%



Own journey
13,1%

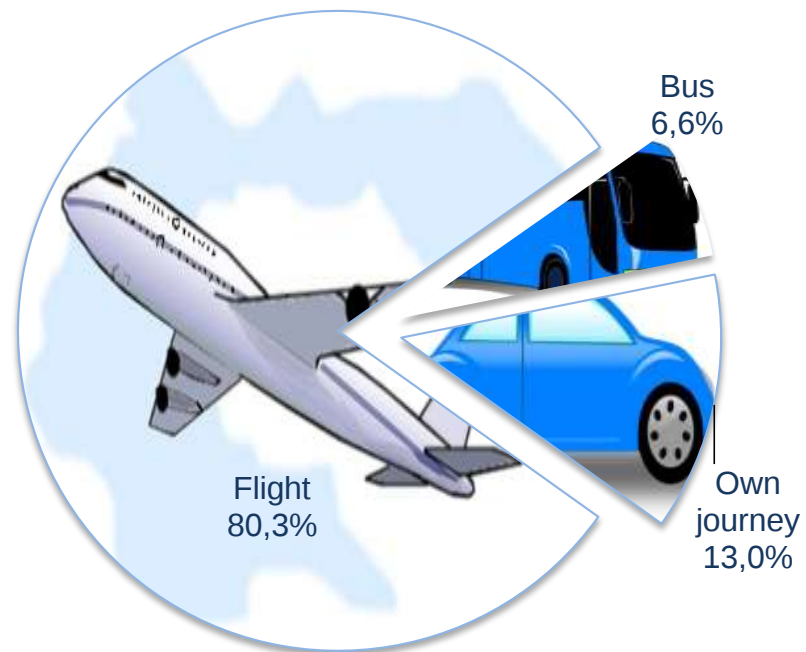


Flight

1,9%



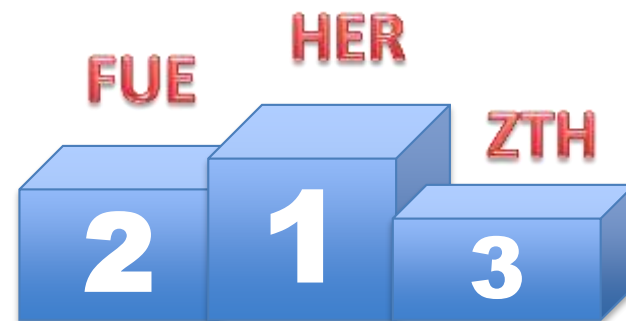
Share %



Ranking of the most popular countries & destinations in CW02

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	8 199	2 804
2	Fuerteventura	6 783	2 658
3	Zakynthos	7 568	2 716
4	Rodos	8 333	2 824
5	Korfu	8 181	2 871
6	Marsa Alam	5 489	2 282
7	Teneryfa	6 866	2 847
8	Burgas	6 545	2 265
9	Hurghada	5 823	2 341
10	Lanzarote	7 510	2 970
11	Varna	6 835	2 272
12	Chania	7 818	3 051
13	Kos	8 761	3 046
14	Gran Canaria	7 622	3 072
15	Tirana	6 670	2 424
16	Antalya	5 811	2 186
17	Majorka	7 205	2 960
18	Ras Al Chajma	10 637	4 204
19	Madera	6 754	2 987
20	Saloniki	6 563	2 454



Rank	Country	Price/booking	Price/person
1	Grecja	8 044	2 784
2	Hiszpania	6 994	2 792
3	Bułgaria	6 369	2 097
3	Egipt	5 632	2 298
3	Włochy	5 694	2 130
3	Chorwacja	4 778	1 656
3	Albania	5 844	2 266
3	Portugalia	7 581	3 193
3	Emiraty Arabskie	11 056	4 274
3	Turcja	5 741	2 208

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

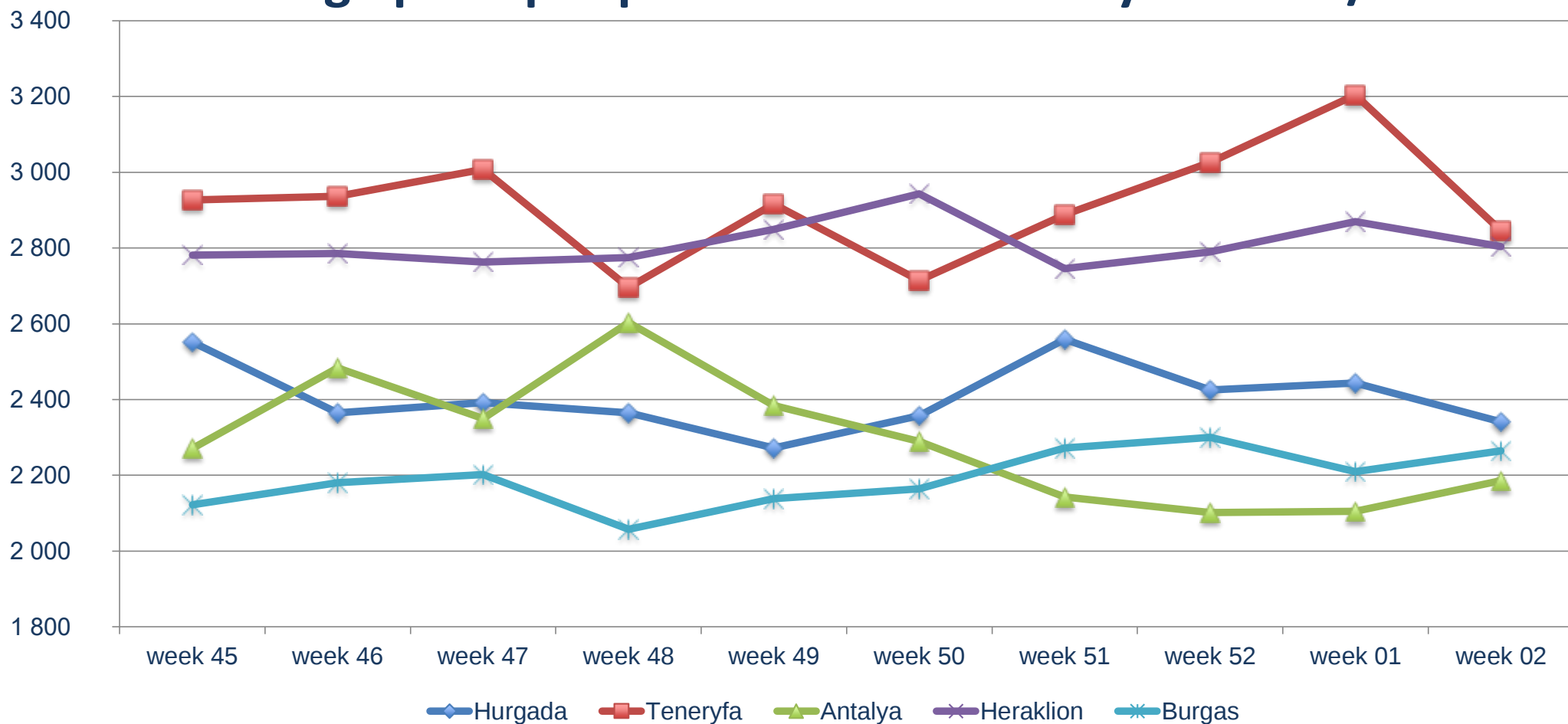
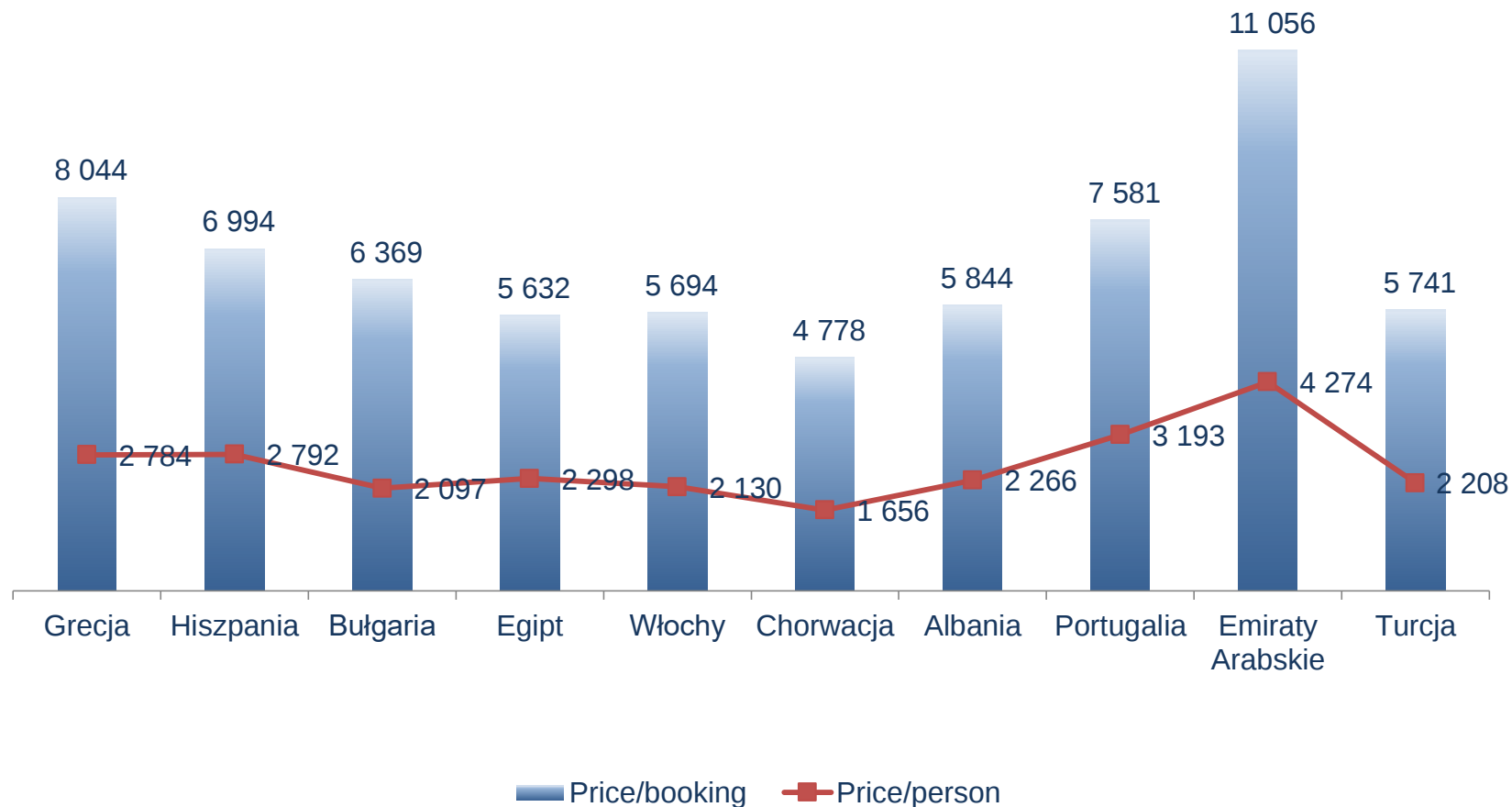


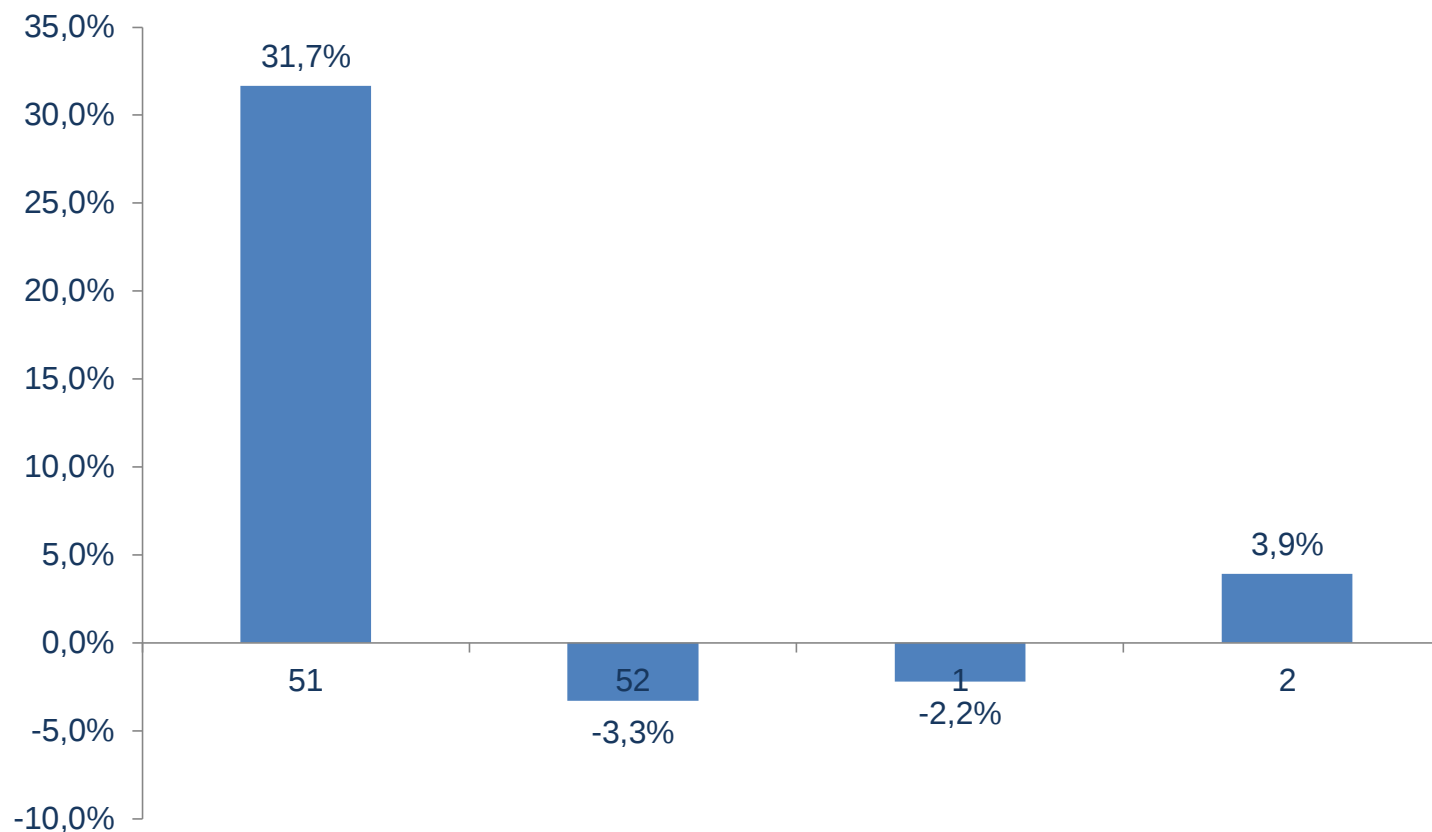
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 02. week



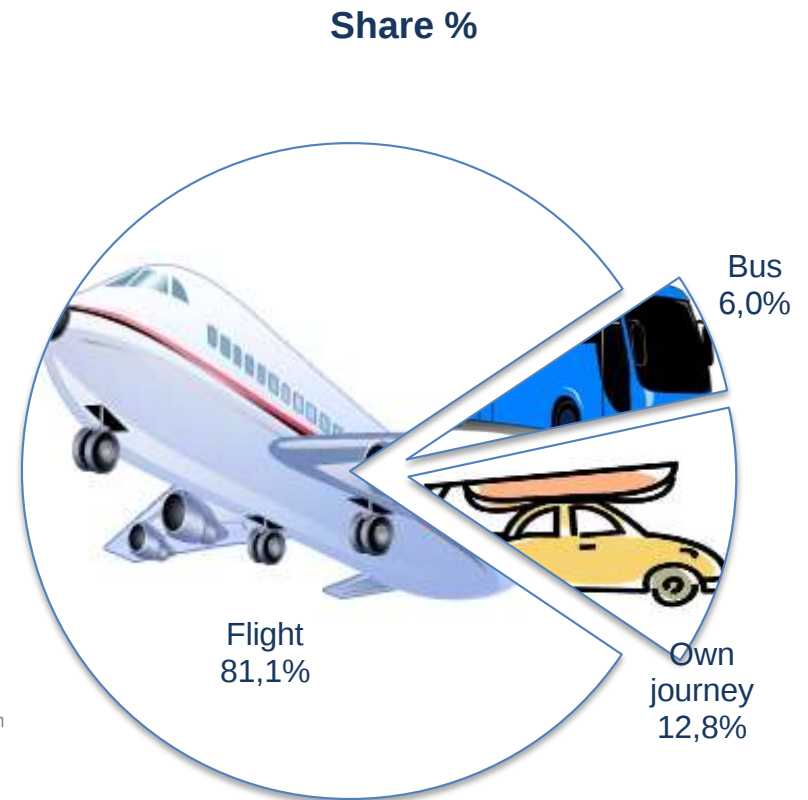
The last four weeks of sales of the tourist year 2016/17 - customers

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



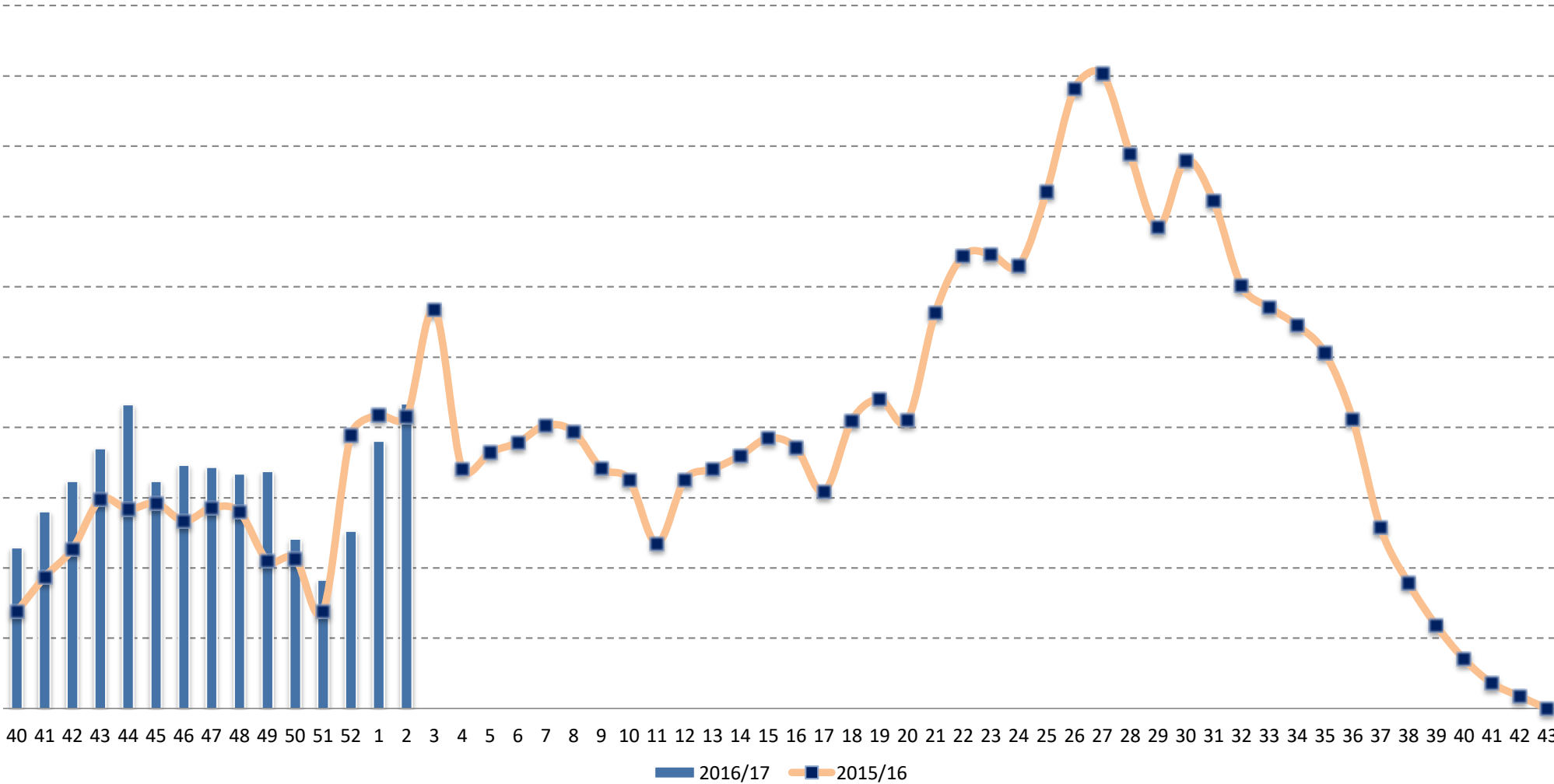
The sales trend of the last four weeks

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 +/- %

Bus
28,5%



Own journey

25,4%



Flight

23,10%

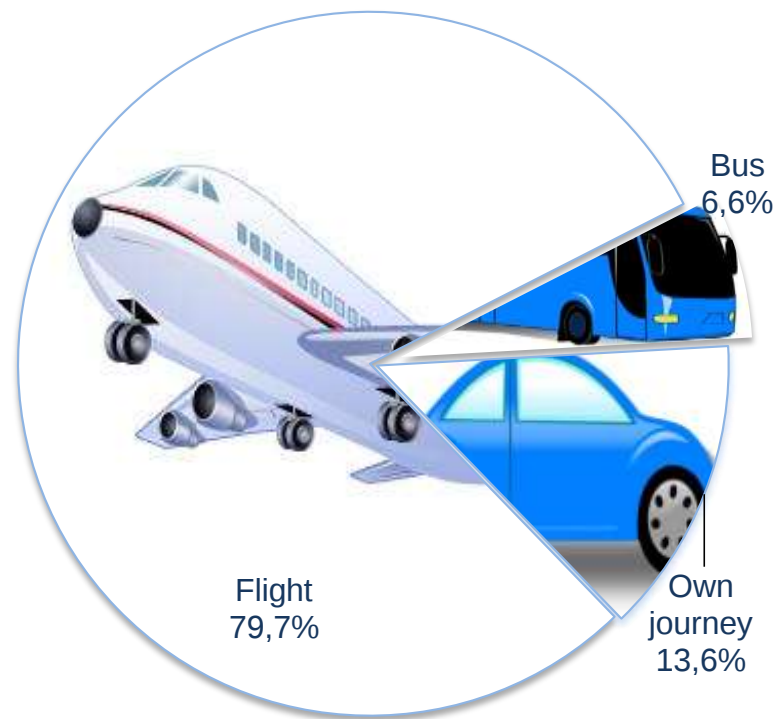


Total

23,7%



Share %



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

Rank	Country	+/- % last year
1	Grecja	71%
2	Hiszpania	1%
3	Włochy	-16%
4	Bułgaria	8%
5	Egipt	15%
6	Kuba	38%
7	Portugalia	-9%
8	Austria	14%
9	Albania	++
10	Turcja	-25%
11	Chorwacja	48%
12	Emiraty Arabskie	25%
13	Oman	++
14	Tanzania	72%
15	Dominikana	25%
16	Cypr	-18%
17	Tajlandia	-4%
18	Czechy	41%
19	Niemcy	113%
20	Wyspy Zielonego Przylądka	18%

Rank	Destination	+/- % last year
1	Heraklion	49%
2	Fuerteventura	8%
3	Zakynthos	60%
4	Korfu	59%
5	Teneryfa	-10%
6	Burgas	6%
7	Rodos	56%
8	Marsa Alam	48%
9	Lanzarote	25%
10	Varna	21%
11	Gran Canaria	12%
12	Chania	50%
13	Wiedeń	49%
14	Kos	151%
15	Tirana	311%
16	Antalya	26%
17	Salalah	192%
18	Hurghada	-19%
19	Zanzibar	40%
20	Madera	-11%



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