

Weekly report 03/2017

Data source: MerlinX*

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

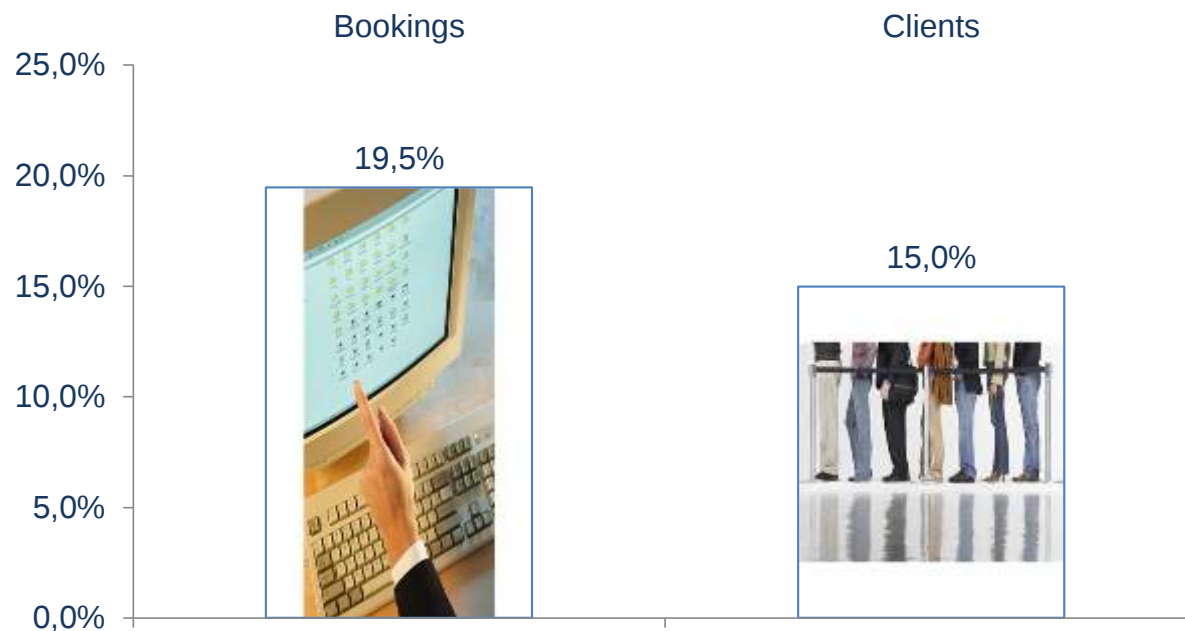
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 03/2017, tours 01.11.16 – 31.10.17

compared with week 03. in 2016 r.



Last week – 03/2017, tours 01.11.16 – 31.10.17

compared with week 03. in 2016 r.

Clients +/-%

Bus

Own journey

Flight

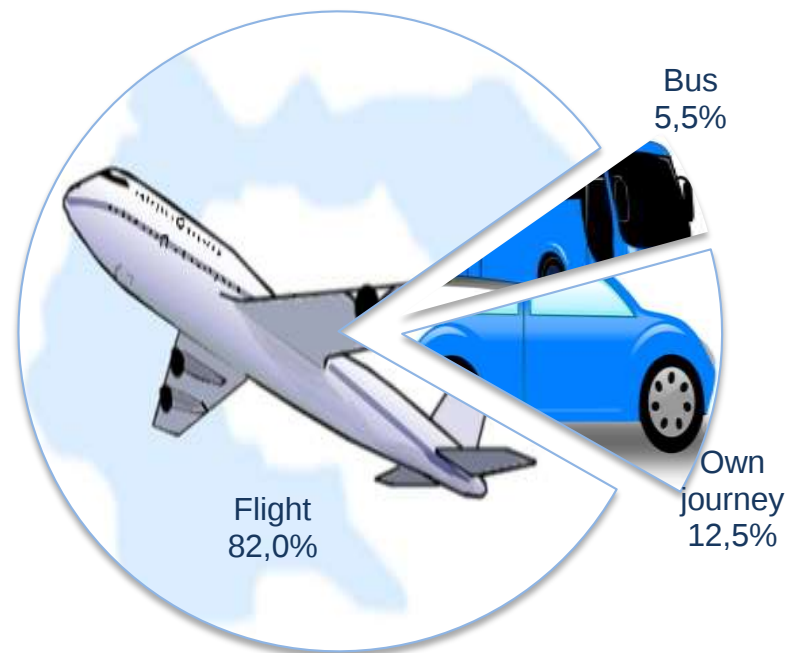
44,8%

12,2%

5,2%



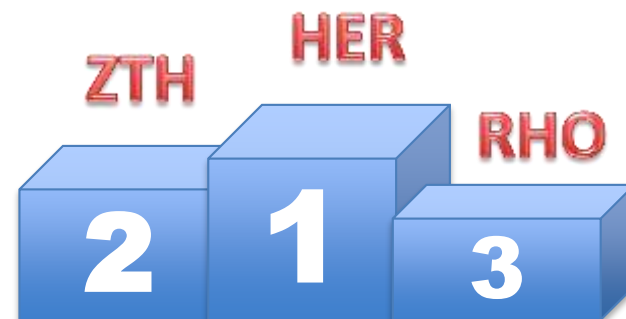
Share %



Ranking of the most popular countries & destinations in CW03

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	8 119	2 815
2	Zakynthos	7 550	2 705
3	Rodos	7 419	2 653
4	Fuerteventura	6 907	2 713
5	Burgas	6 156	2 229
6	Korfu	8 324	2 817
7	Teneryfa	7 137	2 877
8	Hurghada	5 624	2 312
9	Kos	8 597	2 804
10	Marsa Alam	5 288	2 295
11	Chania	8 017	3 127
12	Varna	6 437	2 160
13	Lanzarote	7 277	2 951
14	Tirana	6 642	2 504
15	Antalya	6 902	2 481
16	Gran Canaria	7 216	3 036
17	Madera	6 354	2 800
18	Majorka	8 116	3 232
19	Saloniki	6 267	2 423
20	Barcelona	7 039	2 936



Rank	Country	Price/booking	Price/person
1	Grecja	7 866	2 723
2	Hiszpania	7 129	2 834
3	Bułgaria	5 838	2 004
4	Egipt	5 661	2 326
5	Włochy	6 029	2 342
6	Chorwacja	4 235	1 485
7	Albania	6 237	2 383
8	Portugalia	6 662	2 993
9	Turcja	6 694	2 415
10	Kuba	12 960	5 589

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

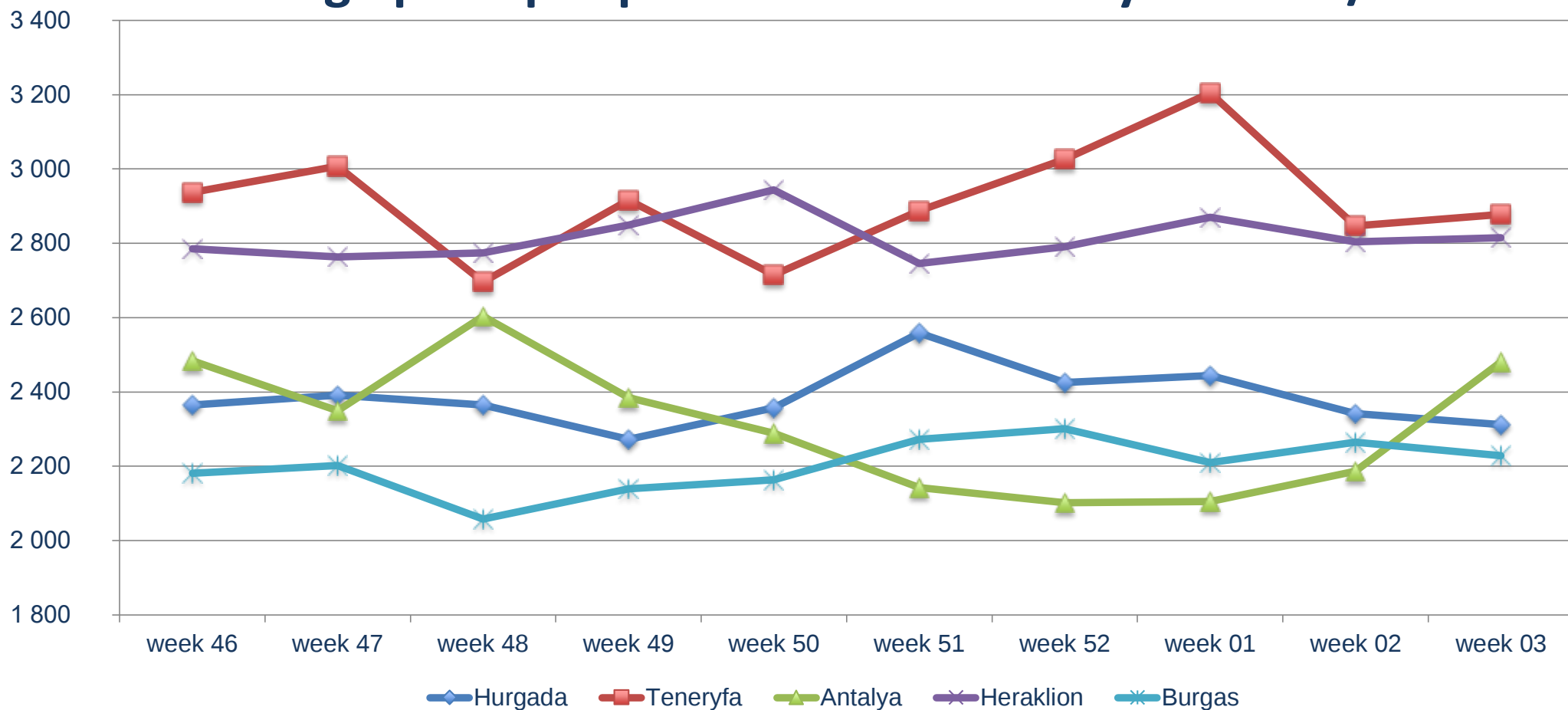
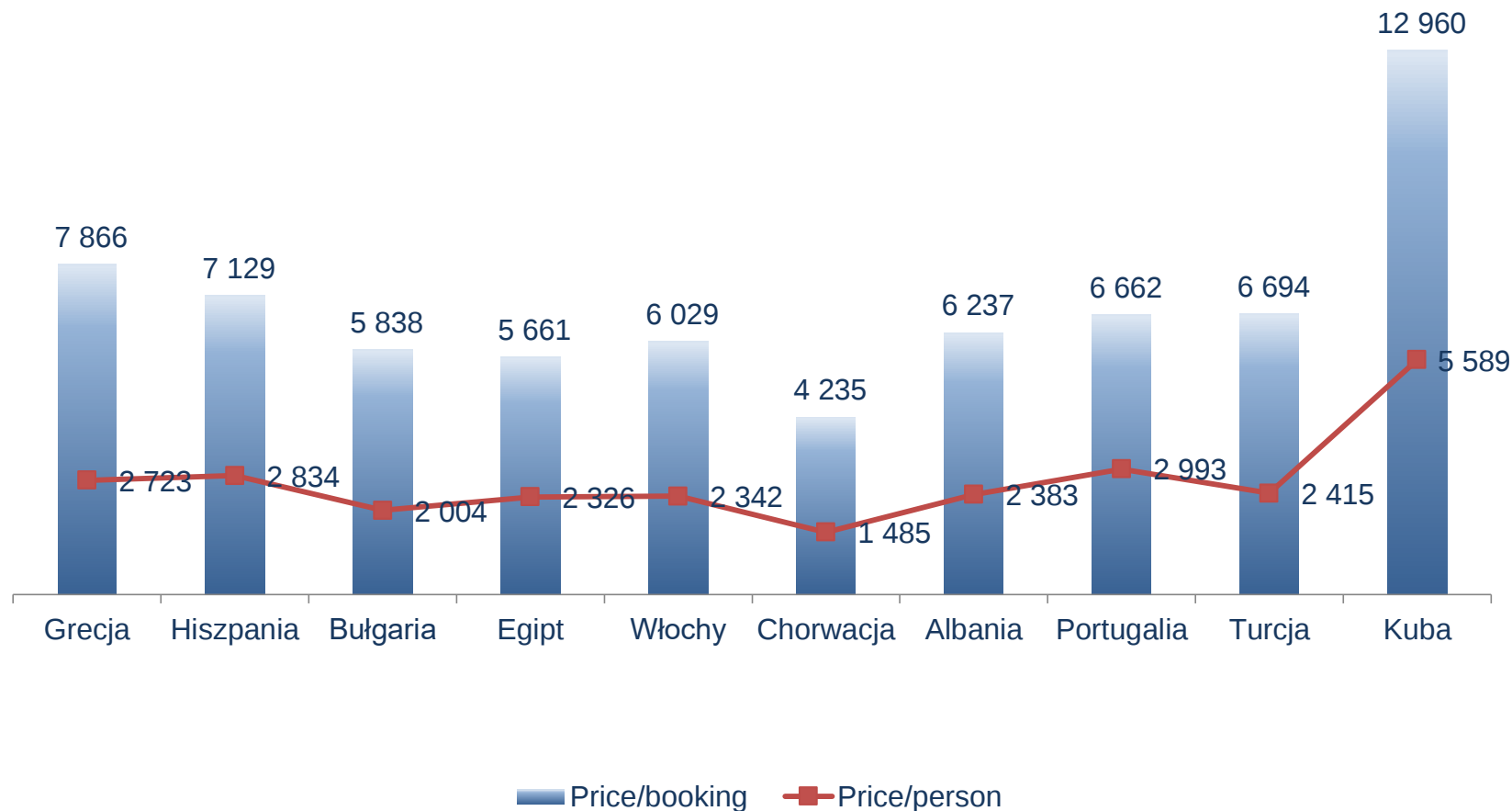


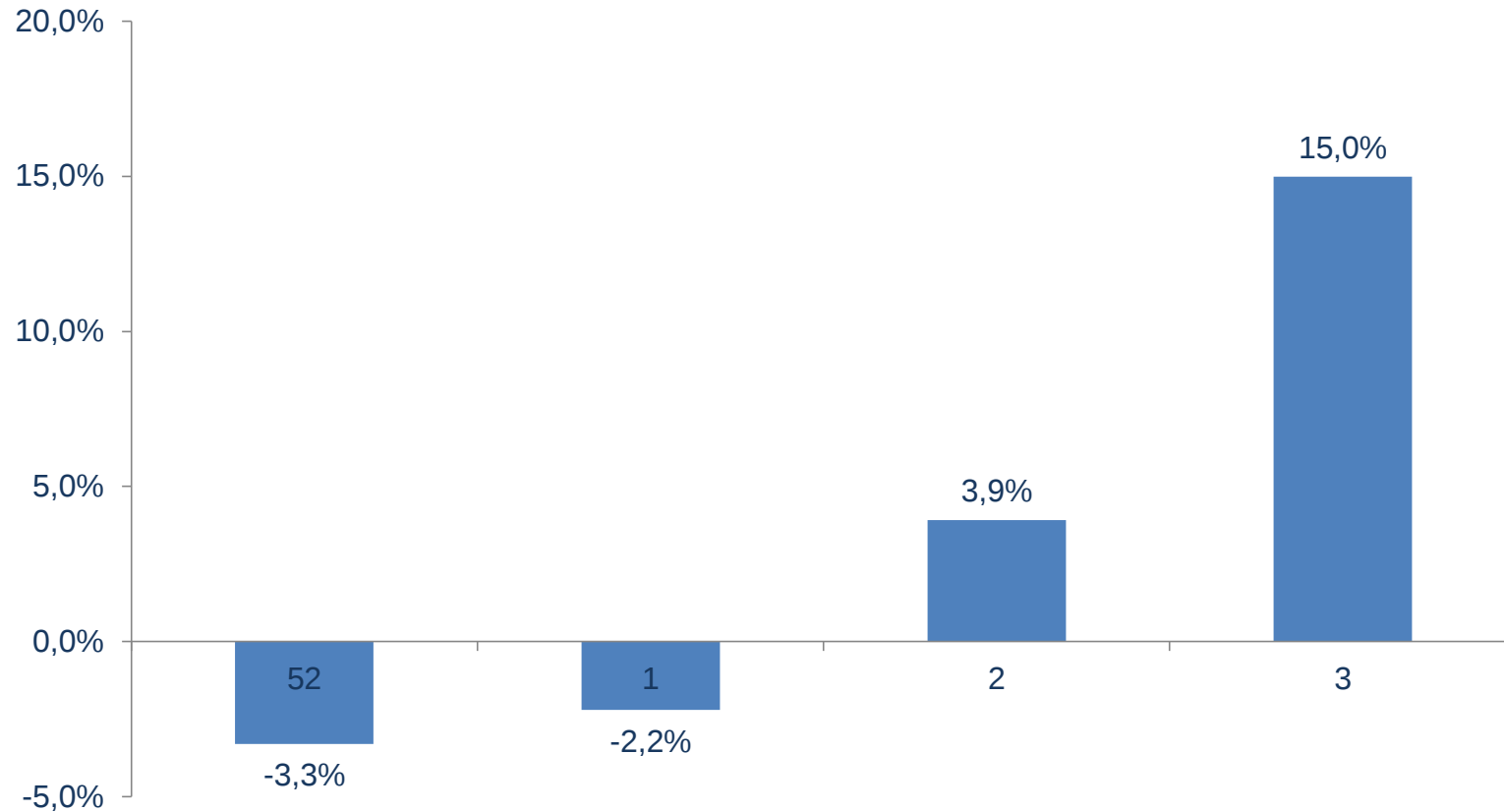
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 03. week



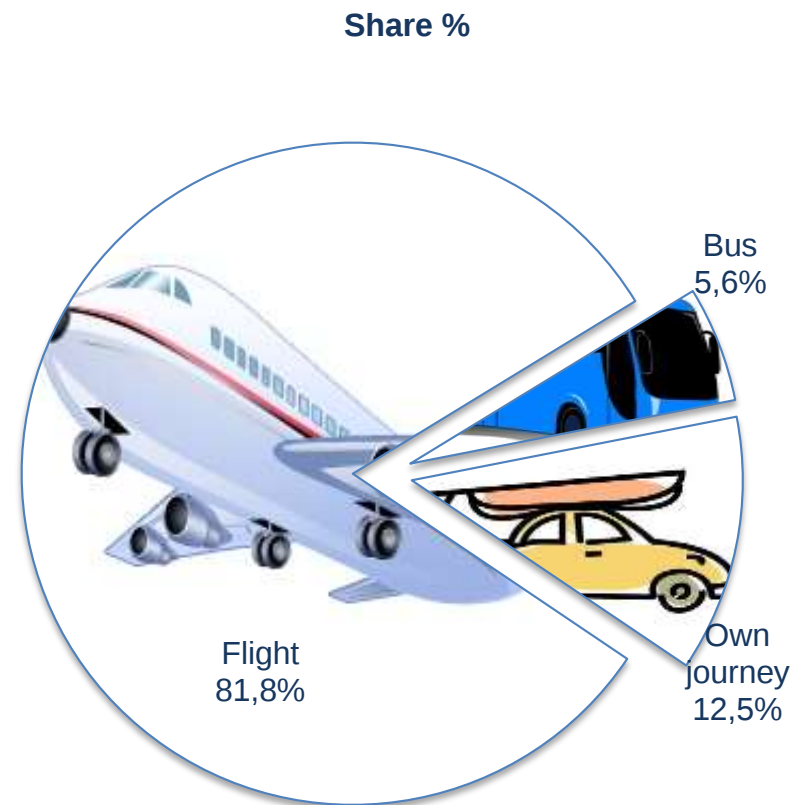
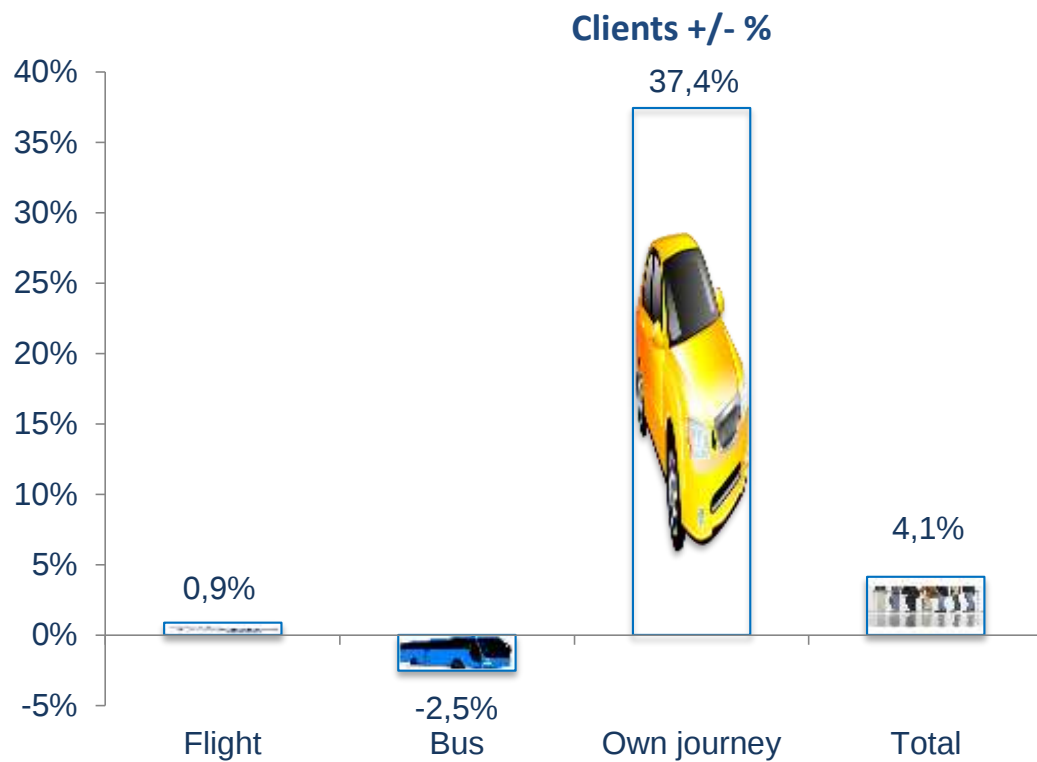
The last four weeks of sales of the tourist year 2016/17 - customers

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



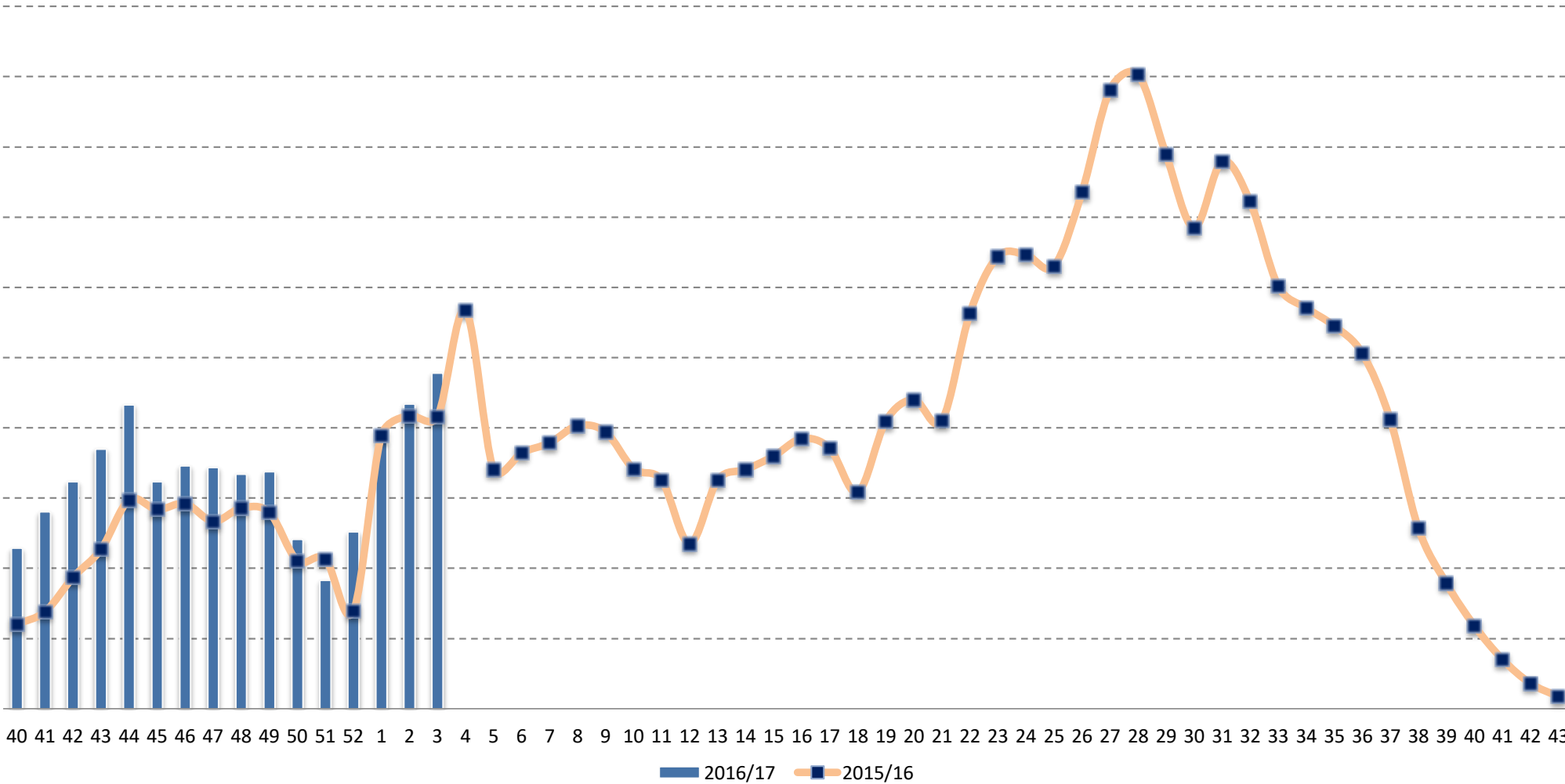
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

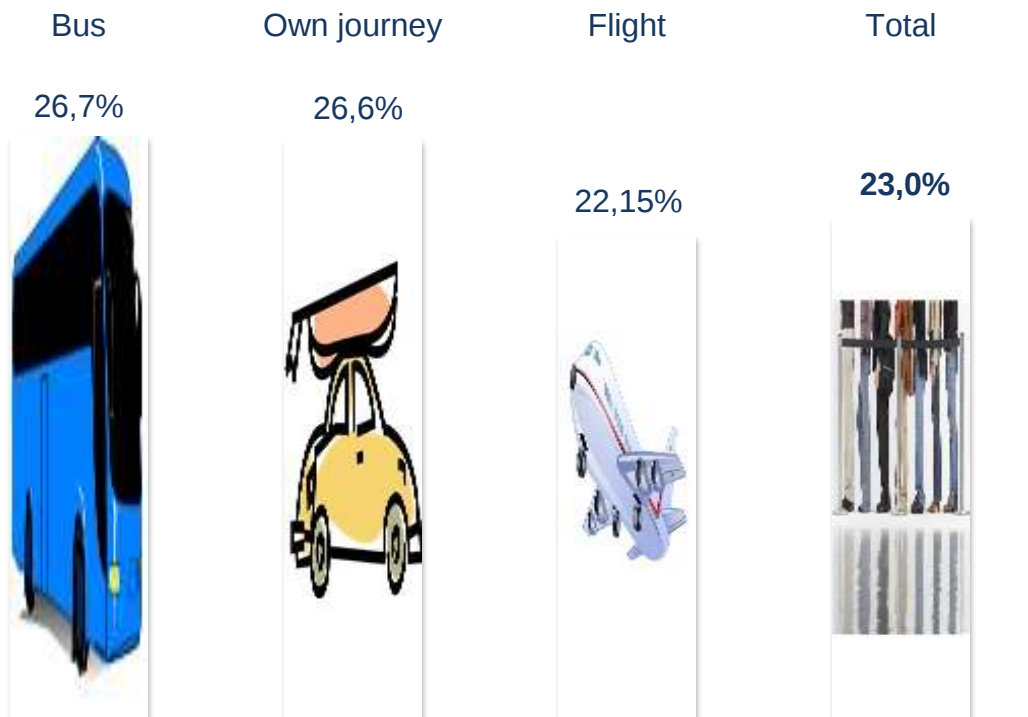
Bookings weekly 16/17 vs. 15/16



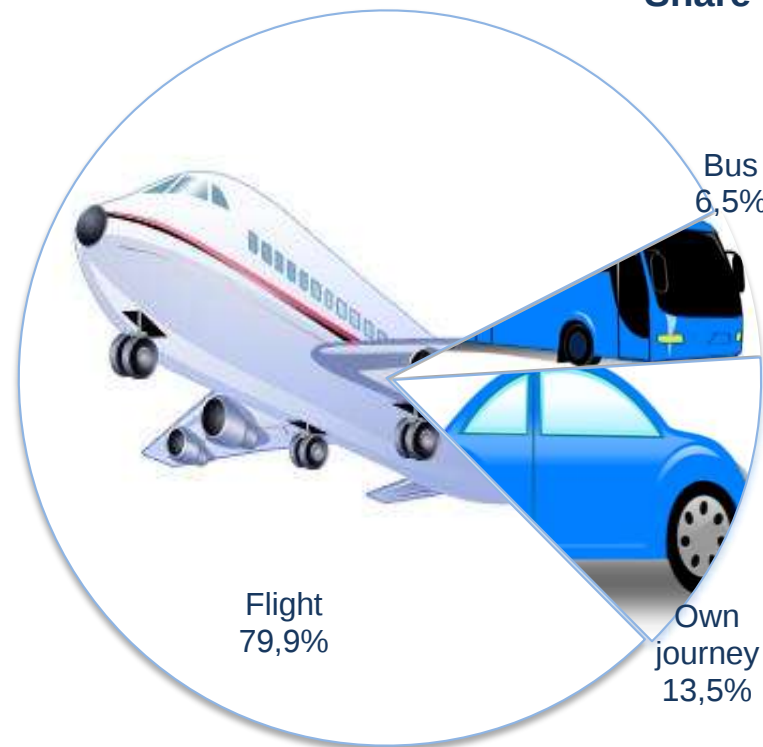
Cumulative sales of 2016/17

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	67%
2	Hiszpania	1%
3	Włochy	-17%
4	Bułgaria	8%
5	Egipt	20%
6	Kuba	38%
7	Portugalia	-10%
8	Albania	++
9	Austria	15%
10	Turcja	-25%
11	Chorwacja	43%
12	Emiraty Arabskie	25%
13	Oman	++
14	Tanzania	75%
15	Dominikana	22%
16	Cypr	-20%
17	Tajlandia	-4%
18	Czechy	41%
19	Niemcy	108%
20	Wyspy Zielonego Przylądka	19%

Rank	Destination	+/- % last year
1	Heraklion	47%
2	Fuerteventura	7%
3	Zakynthos	56%
4	Korfu	55%
5	Teneryfa	-10%
6	Burgas	5%
7	Rodos	56%
8	Marsa Alam	50%
9	Lanzarote	26%
10	Varna	20%
11	Gran Canaria	11%
12	Chania	43%
13	Kos	146%
14	Wiedeń	47%
15	Tirana	++
16	Hurghada	-15%
17	Antalya	23%
18	Salalah	++
19	Madera	-11%
20	Zanzibar	42%



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