

Weekly report 04/2017

Data source: MerlinX*

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

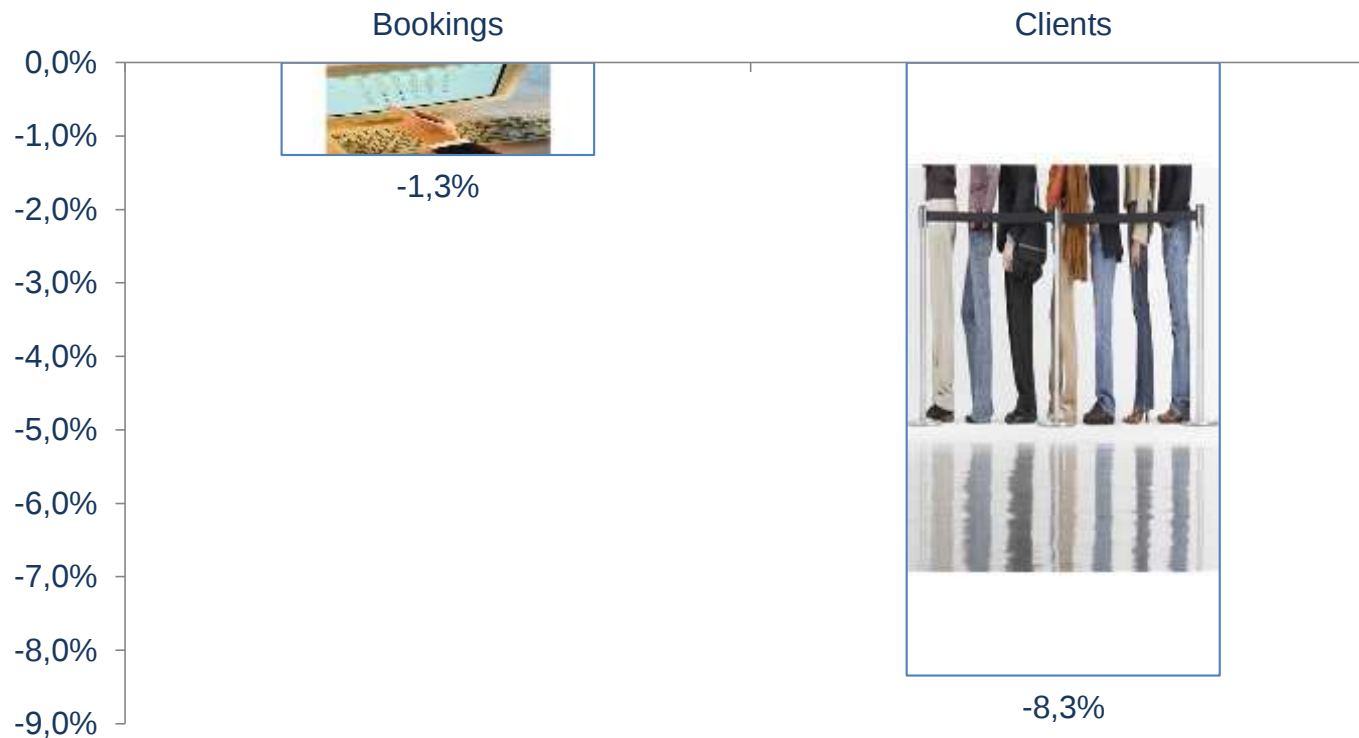
<http://www.pzot.pl>

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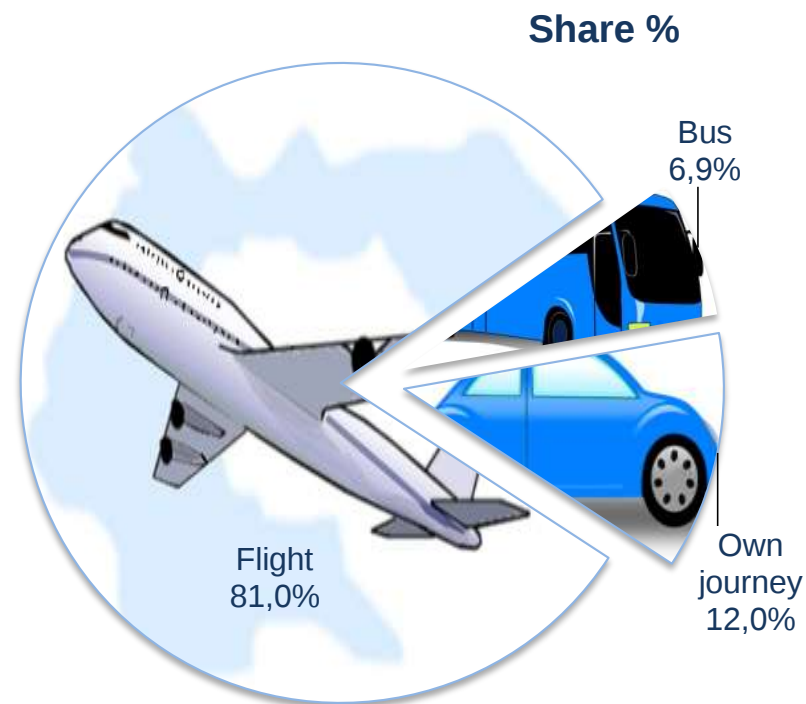
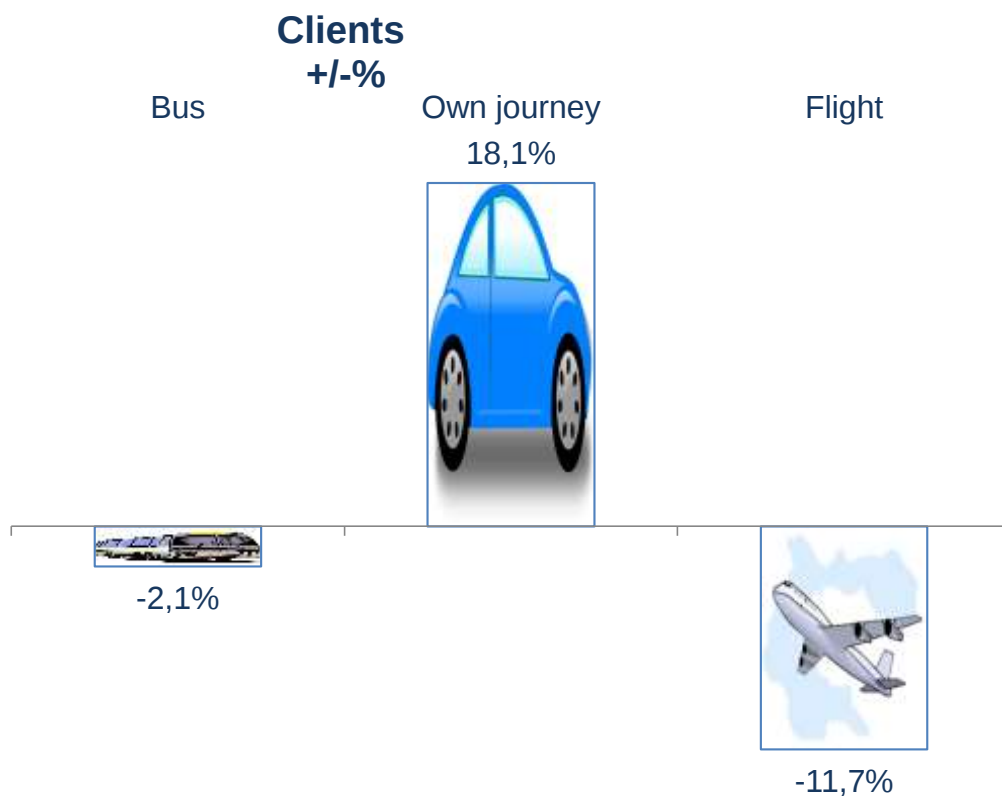
Last week – 04/2017, tours 01.11.16 – 31.10.17

compared with week 04. in 2016 r.



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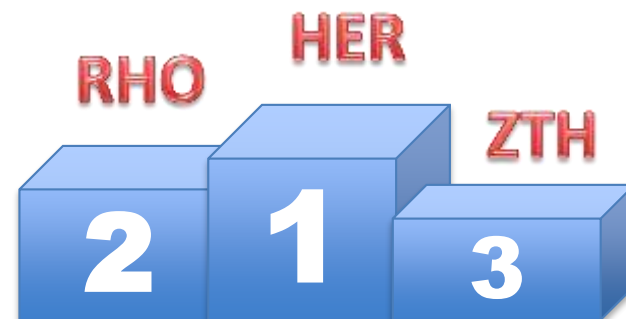
compared with week 04. in 2016 r.



Ranking of the most popular countries & destinations in CW04

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 956	2 816
2	Rodos	7 077	2 600
3	Zakynthos	8 204	2 818
4	Fuerteventura	7 347	2 889
5	Korfu	7 875	2 802
6	Burgas	6 017	2 153
7	Teneryfa	7 392	2 933
8	Hurghada	5 588	2 268
9	Antalya	6 856	2 395
10	Kos	8 768	2 965
11	Lanzarote	7 354	2 926
12	Tirana	6 355	2 460
13	Varna	5 862	2 165
14	Marsa Alam	5 286	2 344
15	Chania	7 617	3 057
16	Madera	5 974	2 694
17	Majorka	7 144	3 026
18	Gran Canaria	7 827	3 225
19	Ateny	7 011	2 594
20	Barcelona	7 305	3 025



Rank	Country	Price/booking	Price/person
1	Grecja	7 744	2 719
2	Hiszpania	7 292	2 902
3	Bułgaria	5 740	1 975
4	Egipt	5 545	2 321
5	Włochy	5 489	2 063
6	Portugalia	6 928	3 036
7	Chorwacja	4 307	1 555
8	Albania	5 728	2 335
9	Turcja	6 732	2 399
10	Kuba	12 387	5 126

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

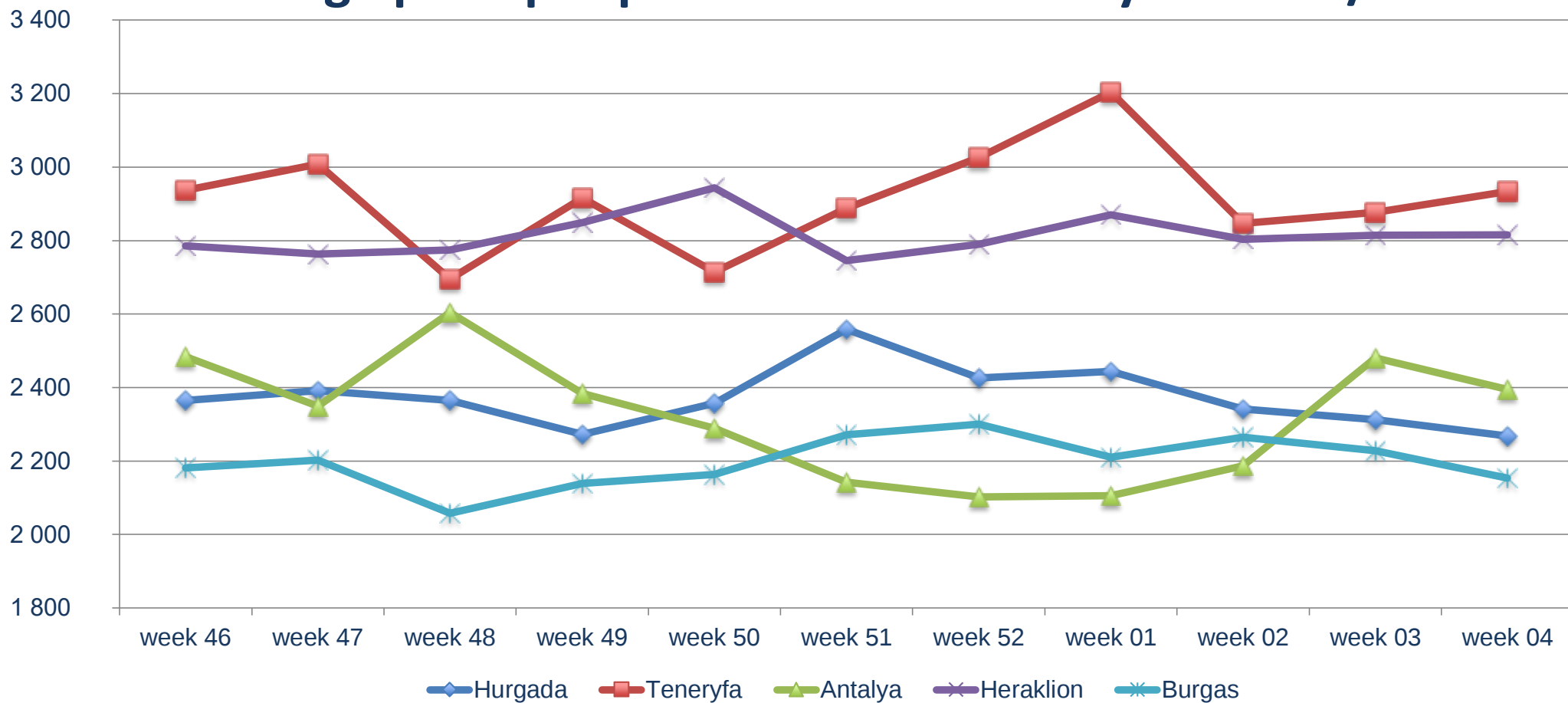
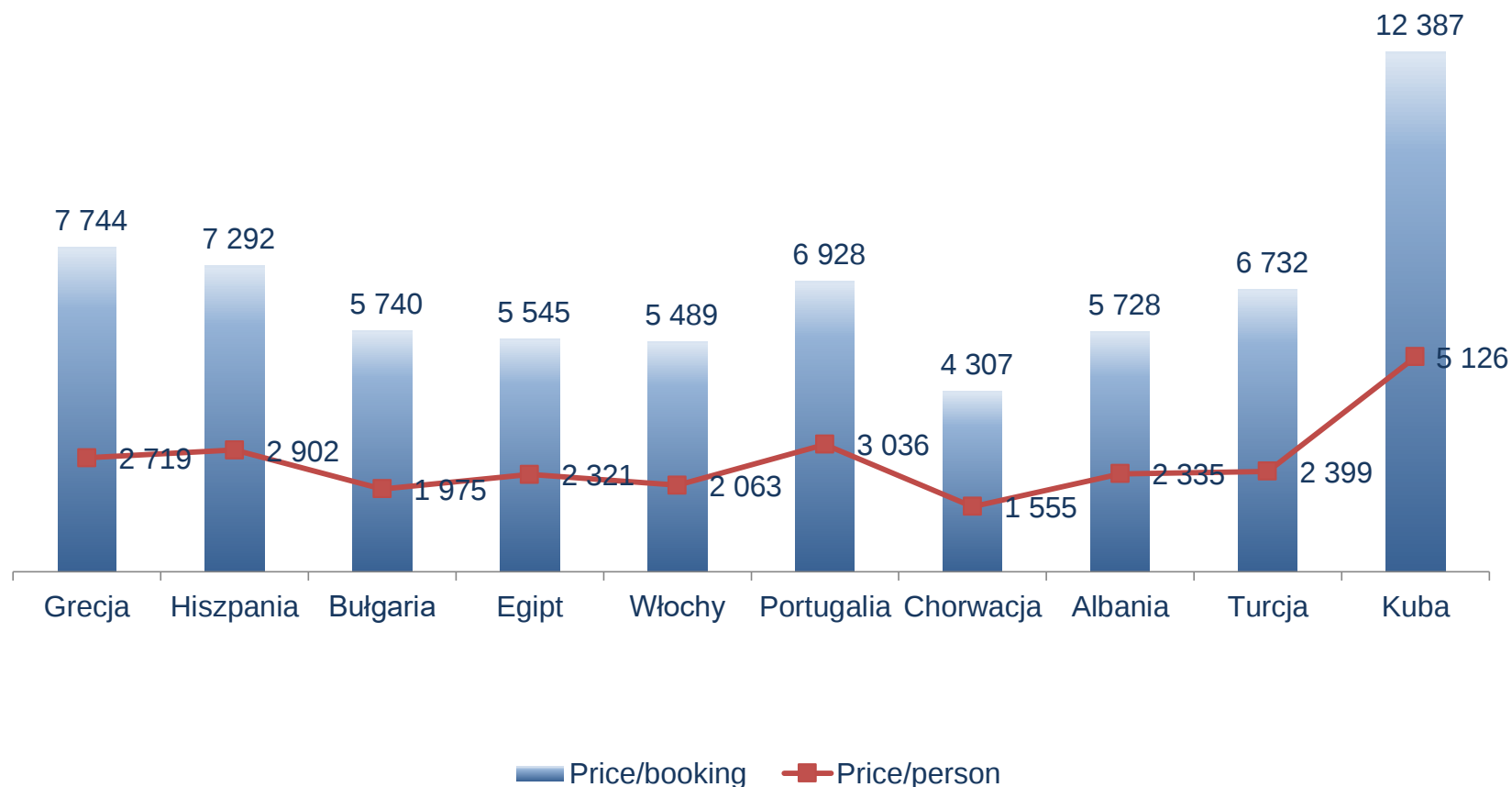


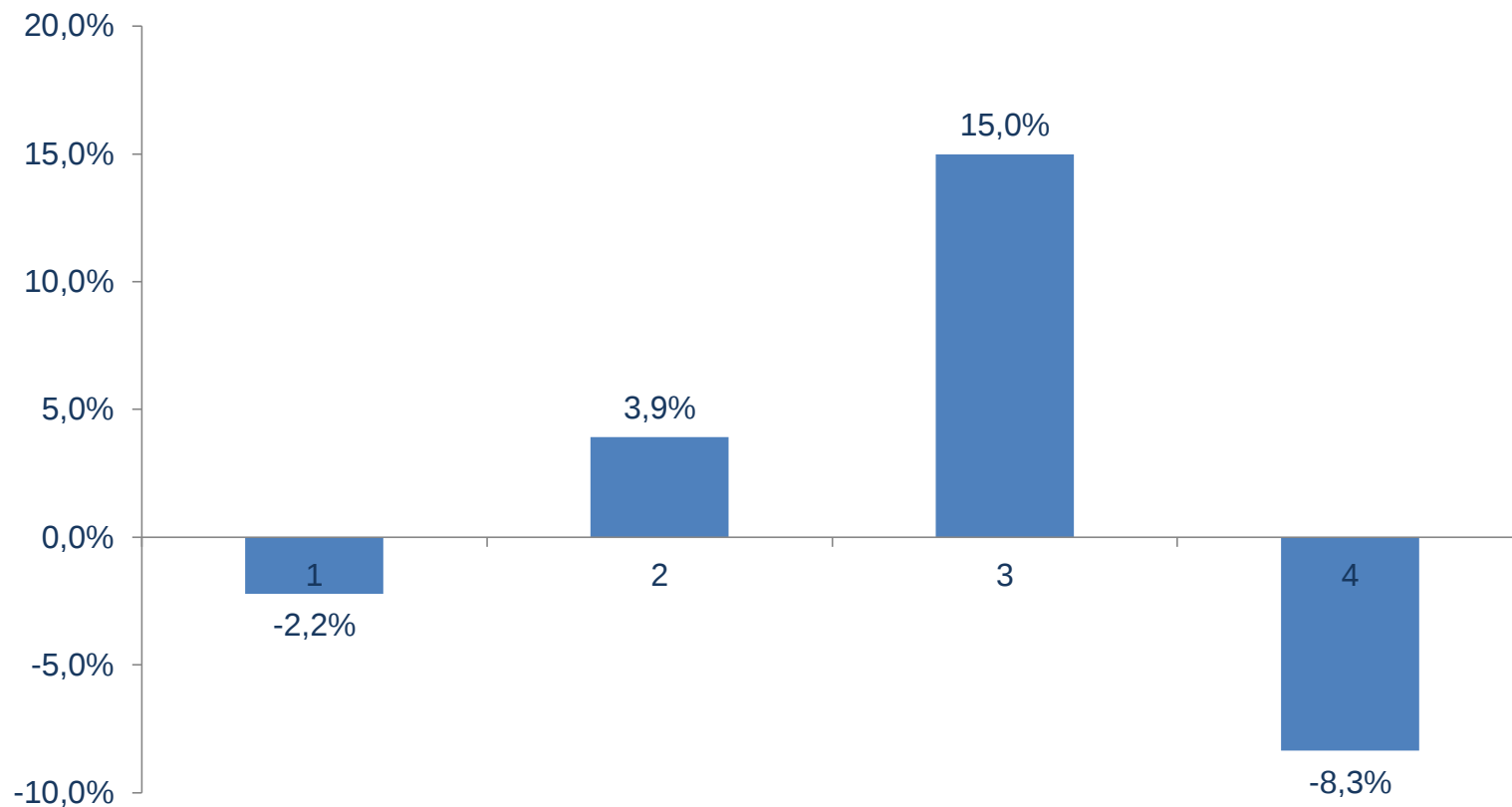
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 04. week



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

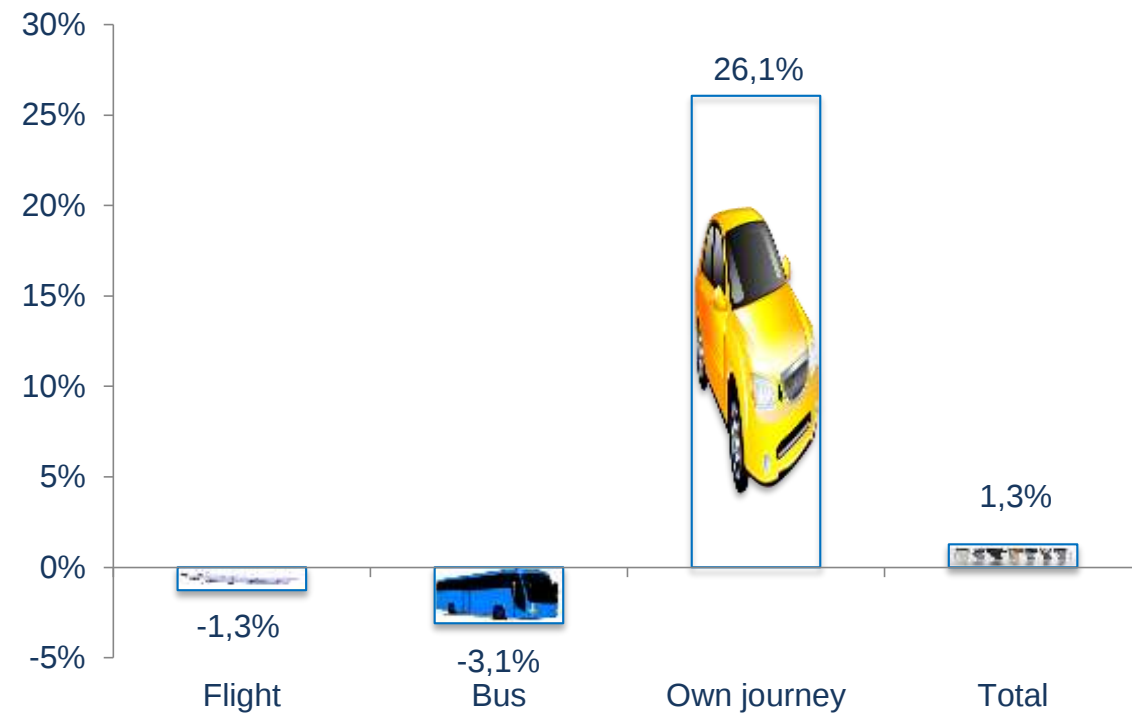
compared with 4 analogous weeks in tourist year 2015/2016.



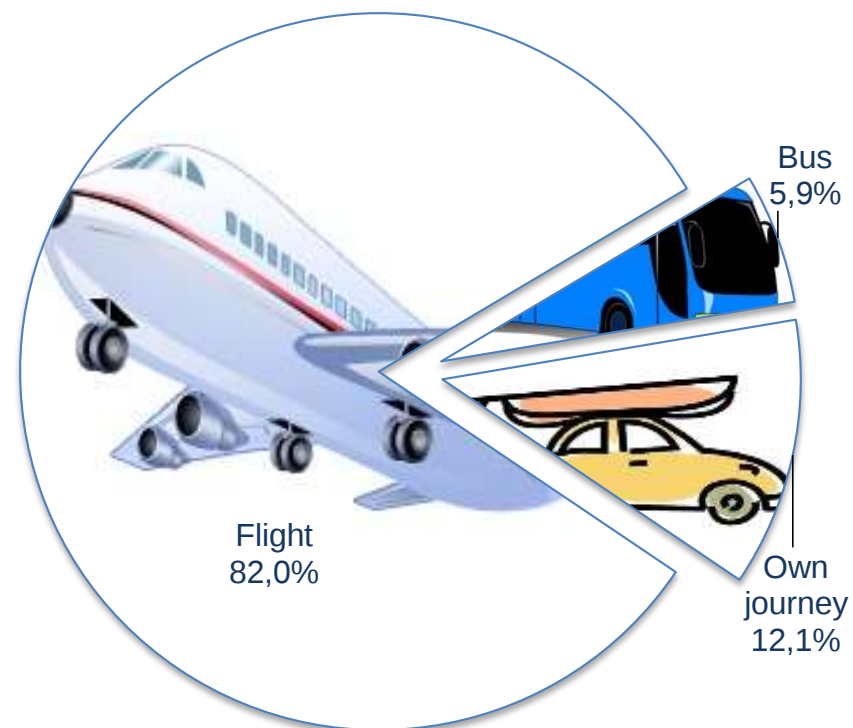
The sales trend of the last four weeks

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

Clients +/- %

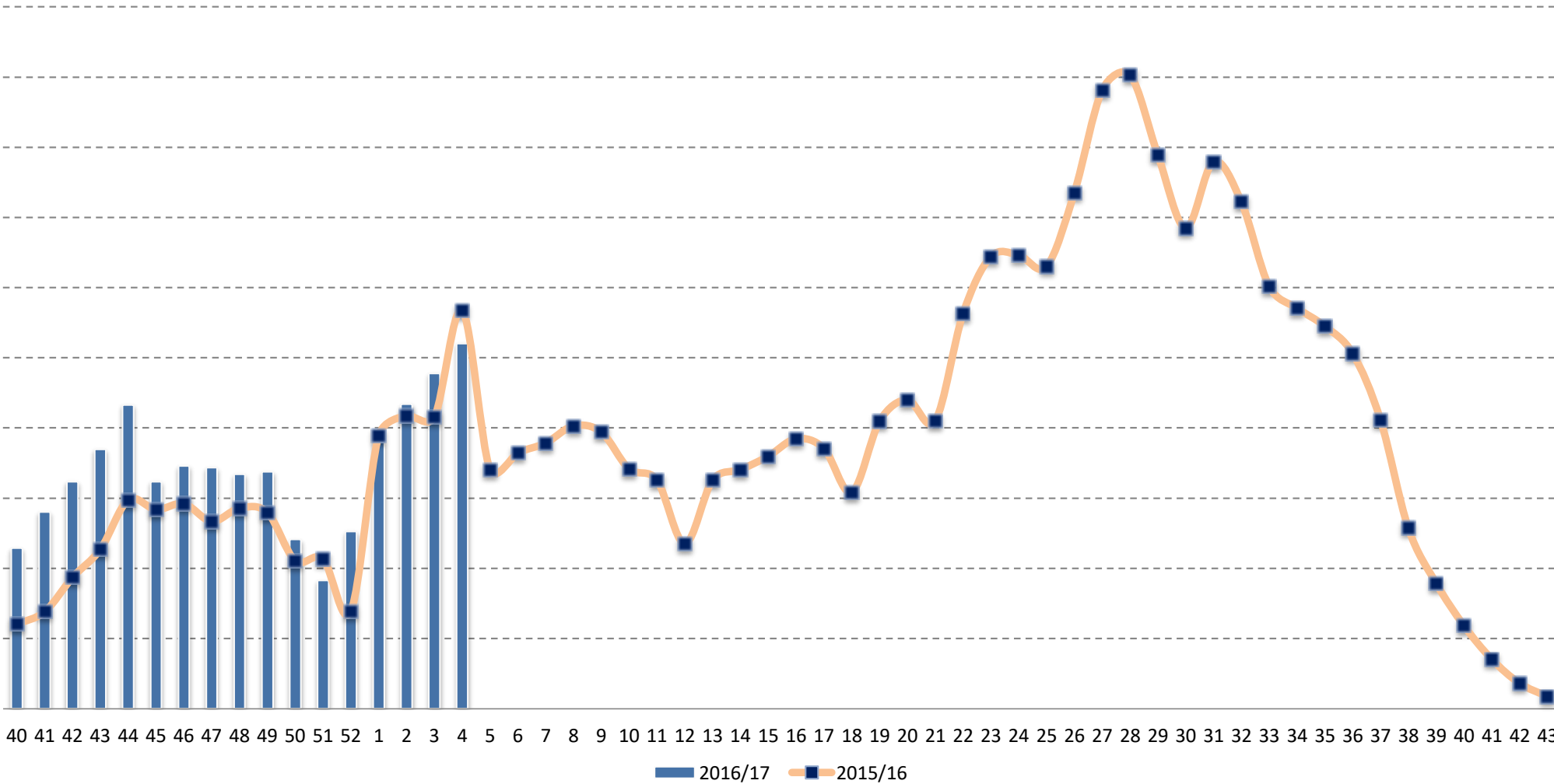


Share %



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 +/- %

Bus

23,7%



Own journey

25,9%



Flight

18,53%

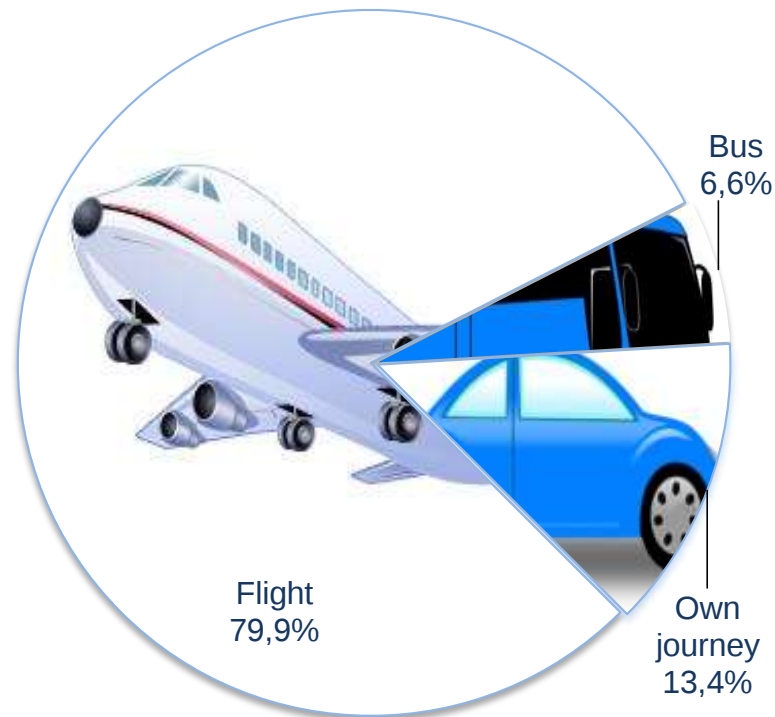


Total

19,8%



Share %



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

Rank	Country	+/- % last year
1	Grecja	55%
2	Hiszpania	0%
3	Bułgaria	-1%
4	Włochy	-18%
5	Egipt	25%
6	Portugalia	-10%
7	Kuba	45%
8	Albania	++
9	Turcja	-30%
10	Austria	15%
11	Chorwacja	35%
12	Emiraty Arabskie	26%
13	Oman	++
14	Tanzania	77%
15	Dominikana	19%
16	Cypr	-23%
17	Tajlandia	-4%
18	Czechy	39%
19	Wyspy Zielonego Przylądka	21%
20	Malta	++

Rank	Destination	+/- % last year
1	Heraklion	40%
2	Fuerteventura	6%
3	Zakynthos	45%
4	Korfu	46%
5	Teneryfa	-10%
6	Burgas	-1%
7	Rodos	49%
8	Marsa Alam	51%
9	Lanzarote	26%
10	Varna	13%
11	Chania	34%
12	Gran Canaria	8%
13	Kos	129%
14	Wiedeń	42%
15	Tirana	241%
16	Hurghada	-11%
17	Antalya	14%
18	Madera	-10%
19	Salalah	168%
20	Ras Al Chajma	22%



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