

Weekly report 05/2017

Data source: MerlinX*

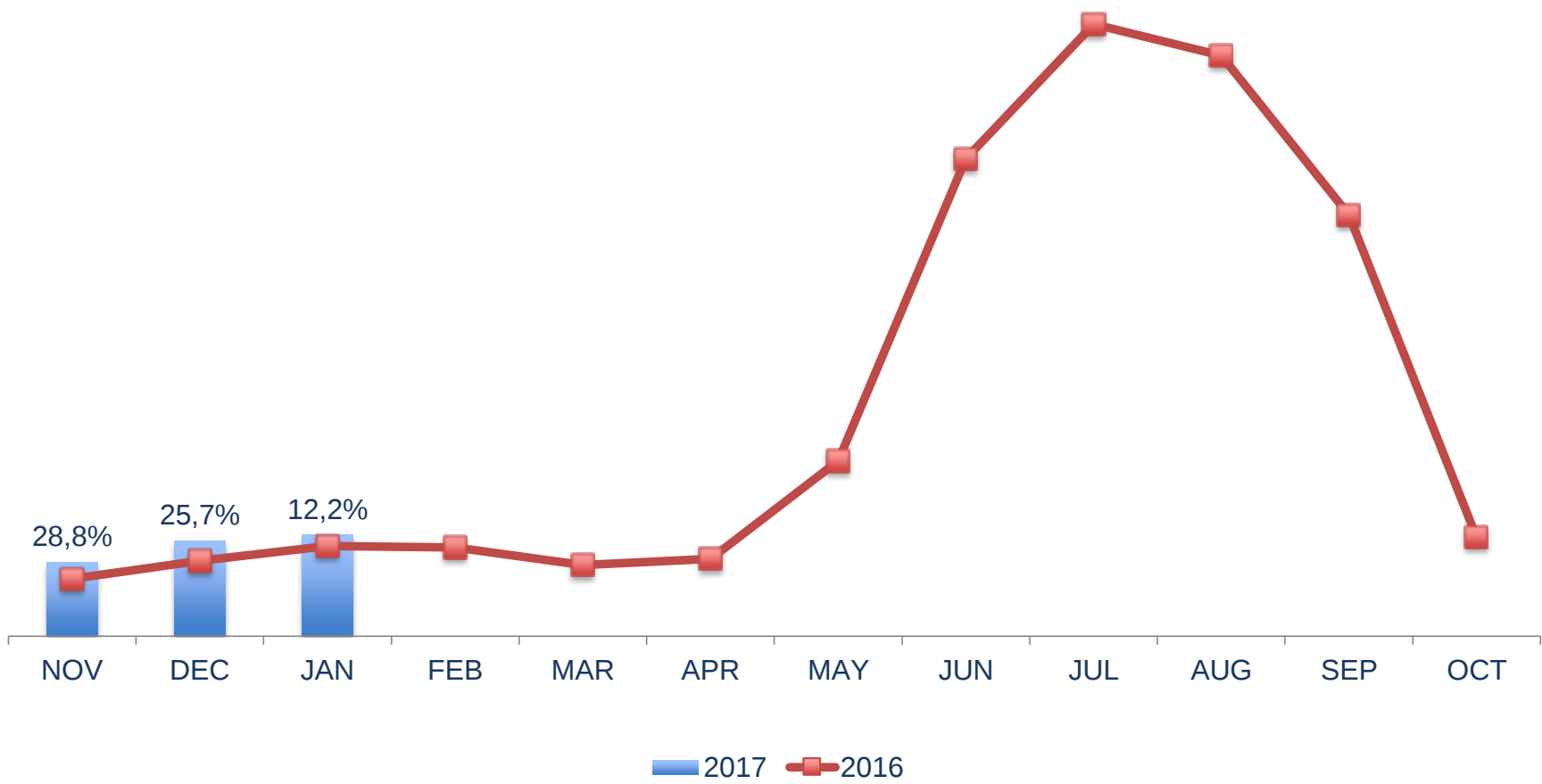
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Monthly trips compared with previous tourist year



Last week – 05/2017, tours 01.11.16 – 31.10.17

compared with week 05. in 2016 r.

Bookings

52,8%



Clients

46,5%



Last week – 05/2017, tours 01.11.16 – 31.10.17

compared with week 05. in 2016 r.

**Clients
+/-%**

Bus

Own journey

Flight

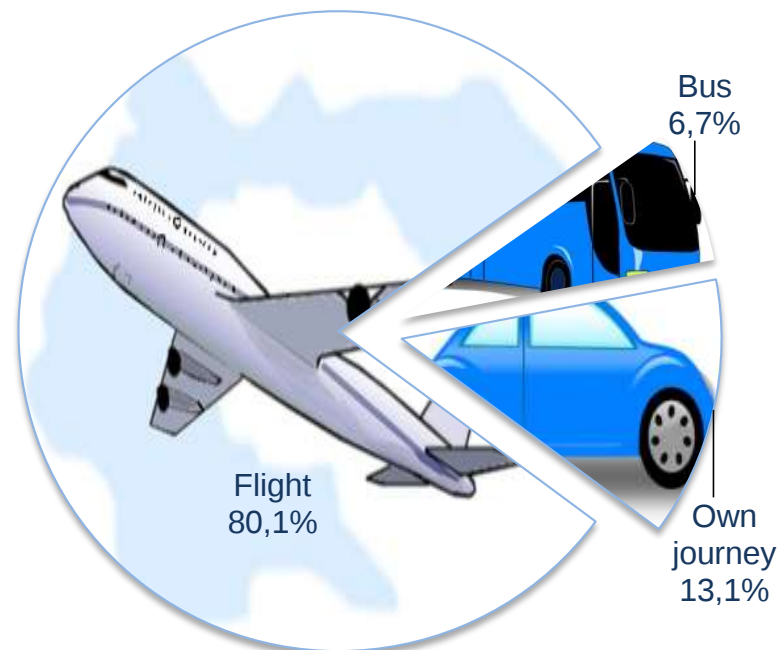
44,7%

87,8%

41,7%



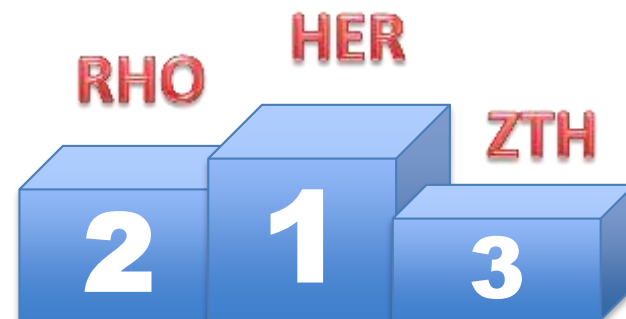
Share %



Ranking of the most popular countries & destinations in CW05

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 794	2 799
2	Rodos	7 098	2 622
3	Zakynthos	7 526	2 759
4	Burgas	5 829	2 110
5	Korfu	8 223	2 719
6	Fuerteventura	7 556	2 990
7	Antalya	6 497	2 365
8	Hurghada	5 655	2 329
9	Teneryfa	6 945	2 871
10	Marsa Alam	5 302	2 373
11	Chania	7 509	2 911
12	Lanzarote	7 658	3 011
13	Madera	6 511	2 931
14	Varna	5 234	1 938
15	Majorka	6 927	2 830
16	Tirana	6 163	2 387
17	Gran Canaria	7 110	3 095
18	Saloniki	6 100	2 436
19	Kos	8 863	3 106
20	Malaga	6 371	2 727



Rank	Country	Price/booking	Price/person
1	Grecja	7 531	2 670
2	Hiszpania	7 031	2 837
3	Bulgaria	5 486	1 889
4	Egipt	5 513	2 326
5	Włochy	5 434	2 067
6	Turcja	6 573	2 356
7	Chorwacja	4 306	1 594
8	Portugalia	7 058	3 124
9	Albania	5 849	2 271
10	Kuba	12 492	5 354

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

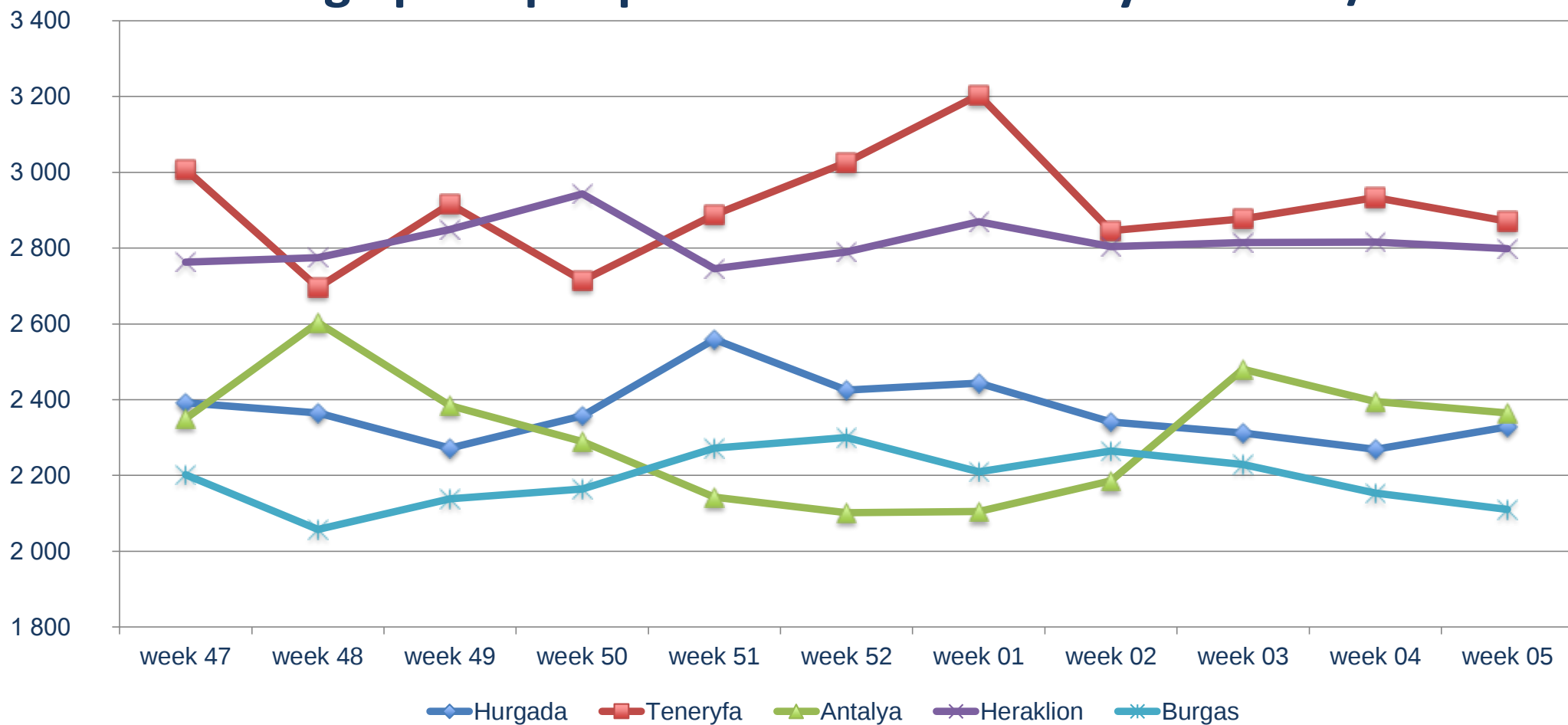
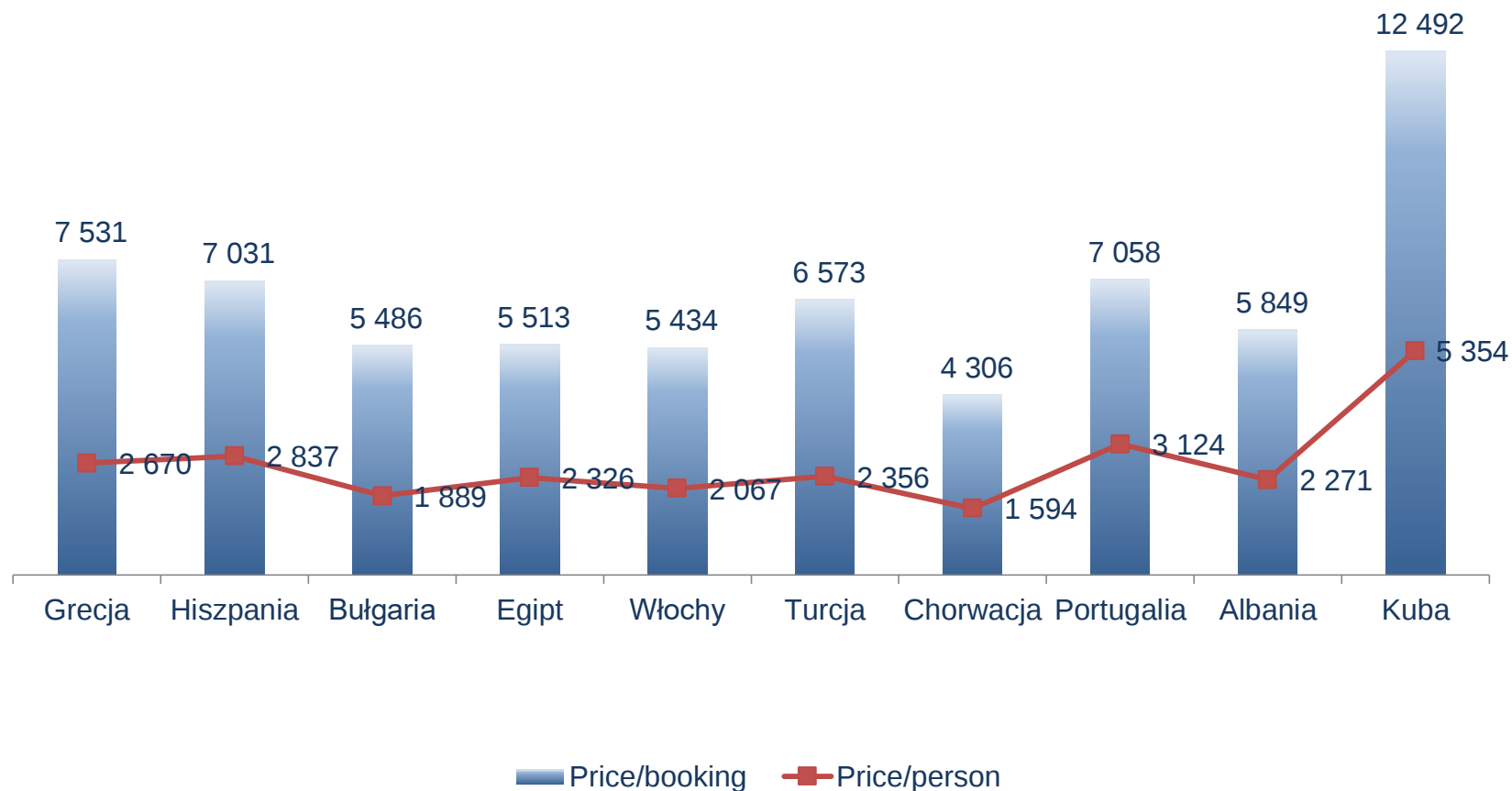


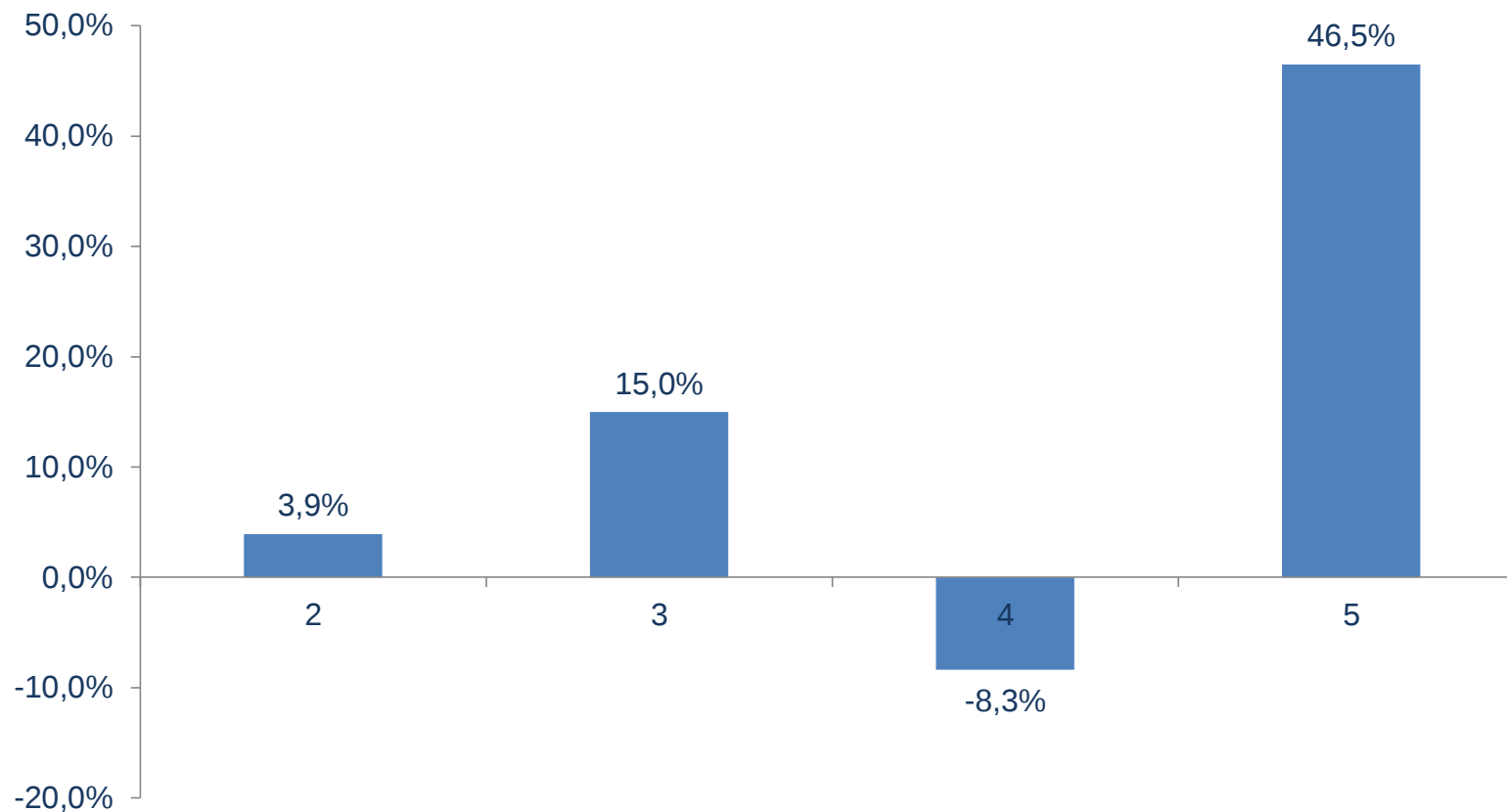
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 05. week



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

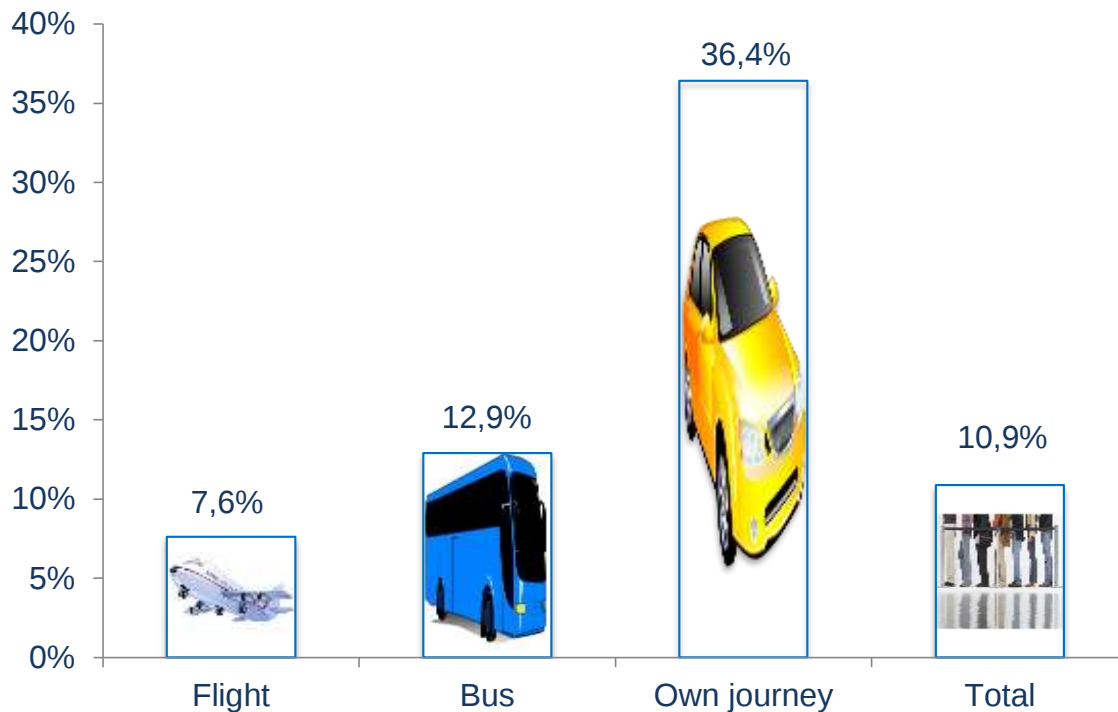
compared with 4 analogous weeks in tourist year 2015/2016.



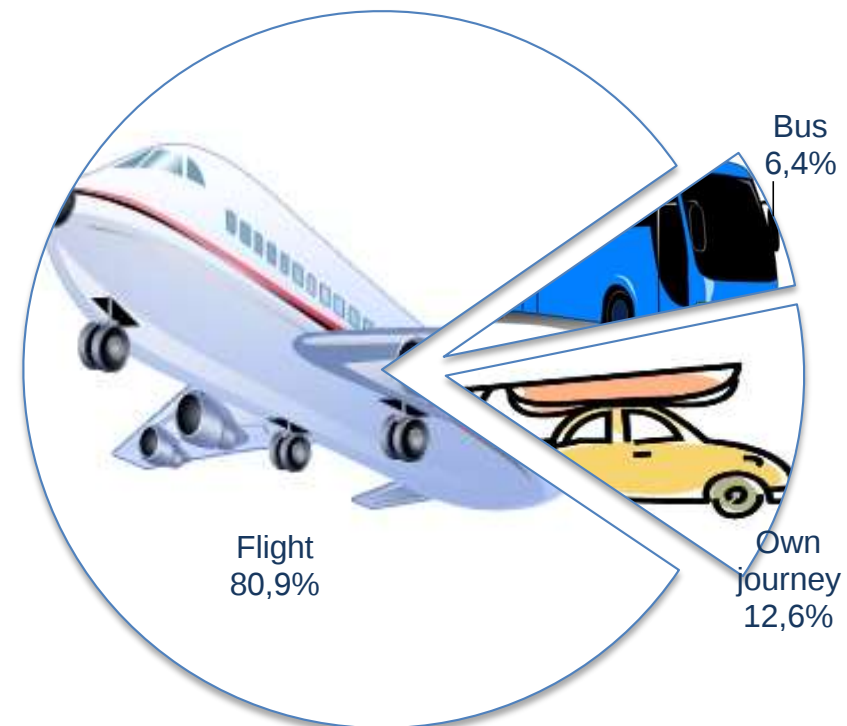
The sales trend of the last four weeks

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

Clients +/- %

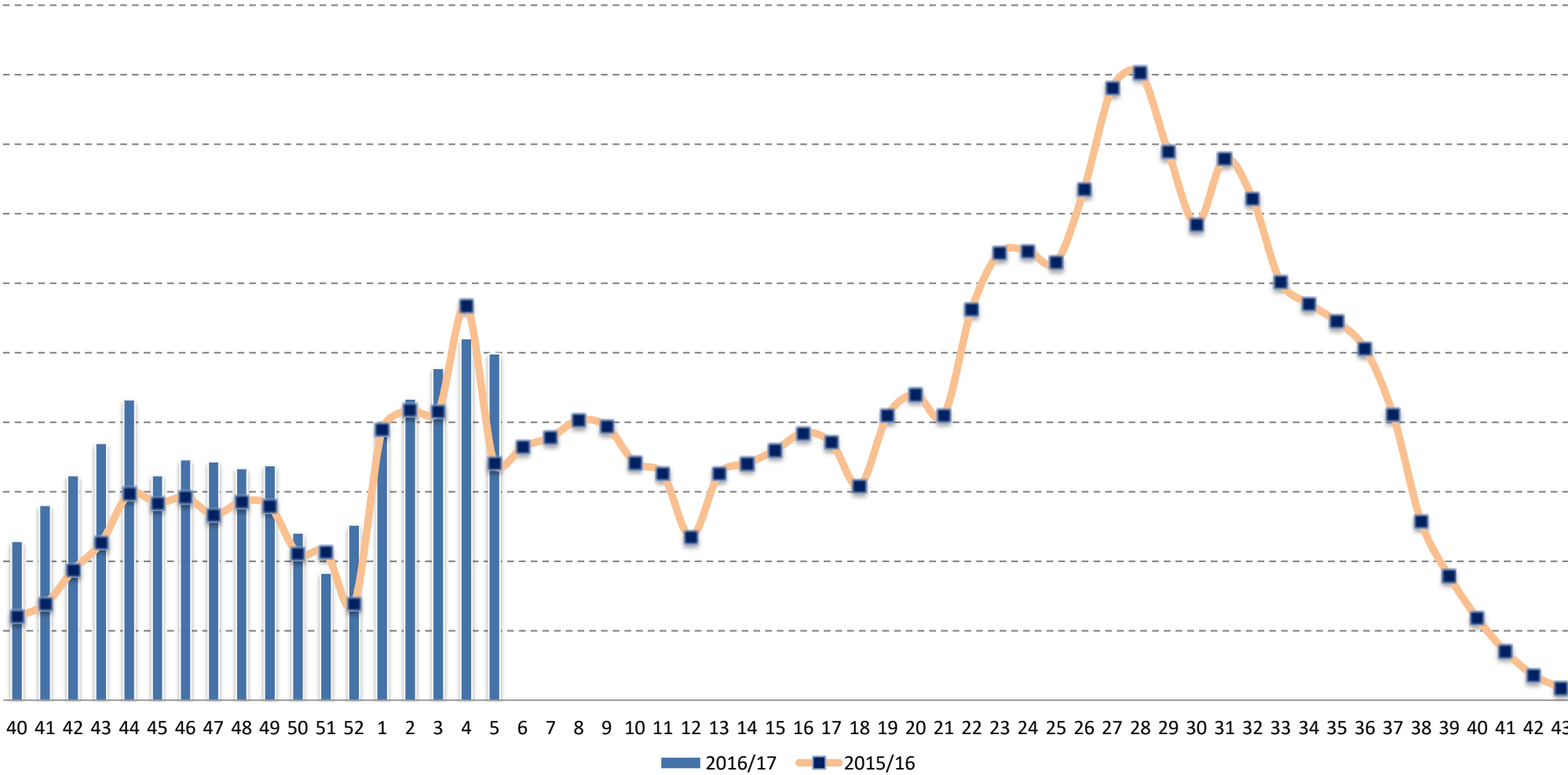


Share %



Weekly sales compared with the previous tourist year

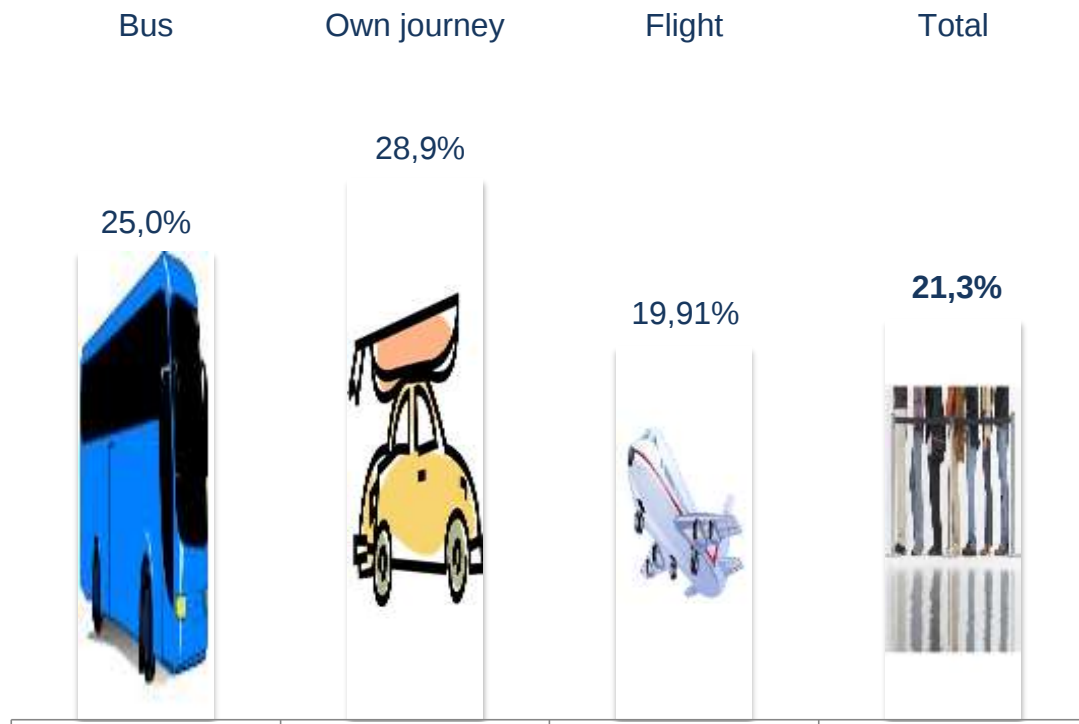
Bookings weekly 16/17 vs. 15/16



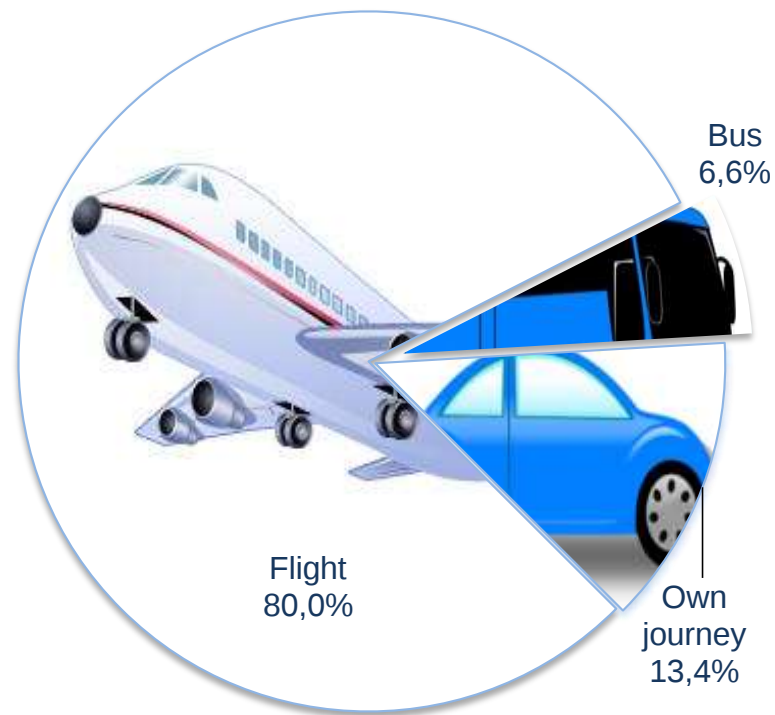
Cumulative sales of 2016/17

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	58%
2	Hiszpania	1%
3	Bułgaria	3%
4	Włochy	-18%
5	Egipt	30%
6	Portugalia	-8%
7	Kuba	48%
8	Albania	++
9	Turcja	-26%
10	Chorwacja	36%
11	Austria	14%
12	Emiraty Arabskie	27%
13	Oman	++
14	Tanzania	77%
15	Dominikana	19%
16	Cypr	-24%
17	Tajlandia	-3%
18	Malta	181%
19	Czechy	39%
20	Wyspy Zielonego Przylądka	23%

Rank	Destination	+/- % last year
1	Zakynthos	45%
2	Korfu	47%
3	Fuerteventura	3%
4	Heraklion	45%
5	Rodos	55%
6	Lanzarote	31%
7	Teneryfa	-11%
8	Marsa Alam	52%
9	Burgas	-9%
10	Chania	34%
11	Tirana	162%
12	Antalya	22%
13	Hurghada	-3%
14	Varna	10%
15	Gran Canaria	4%
16	Madera	-5%
17	Kos	145%
18	Bodrum	0%
19	Krabi	36%
20	Zanzibar	42%



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