

Weekly report 06/2017

Data source: MerlinX*

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

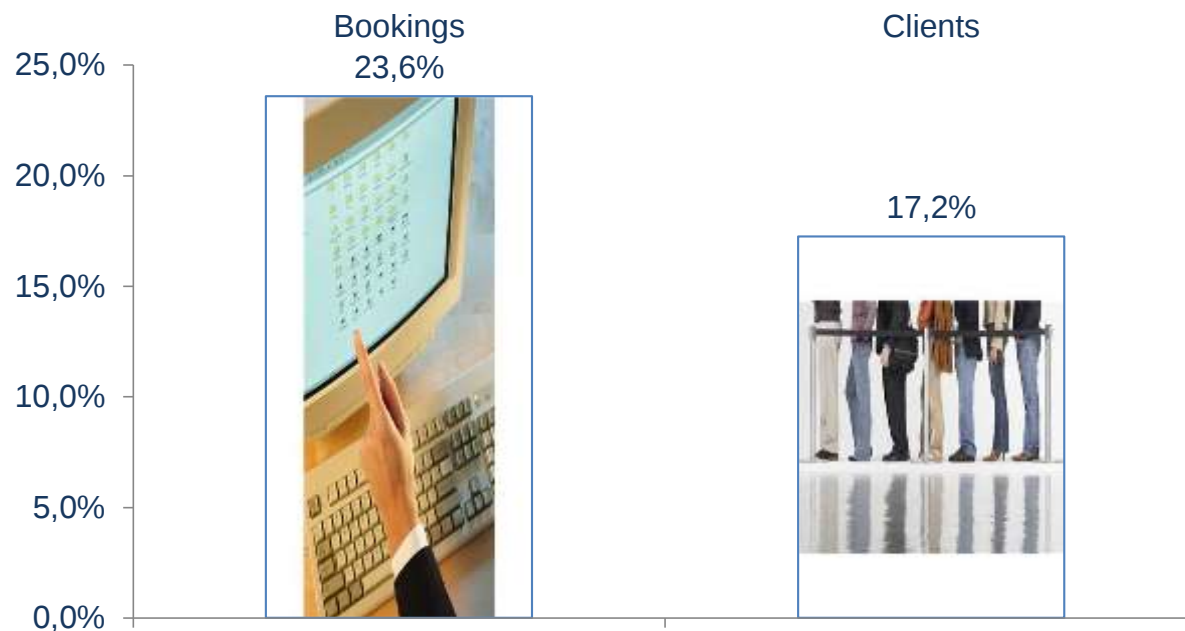
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 06/2017, tours 01.11.16 – 31.10.17

compared with week 06. in 2016 r.



Last week – 06/2017, tours 01.11.16 – 31.10.17

compared with week 06. in 2016 r.

Clients
+/-%

Bus

Own journey

Flight

67,7%

2,6%

13,3%

Share %

Bus
6,9%

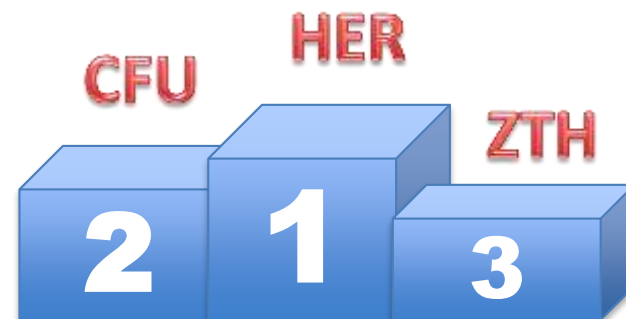
Flight
80,3%

Own
journey
12,8%

Ranking of the most popular countries & destinations in CW06

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	8 294	2 890
2	Korfu	7 674	2 669
3	Zakynthos	7 891	2 866
4	Burgas	6 119	2 208
5	Rodos	7 649	2 749
6	Fuerteventura	7 605	3 040
7	Hurghada	5 531	2 396
8	Teneryfa	6 898	2 948
9	Antalya	6 345	2 325
10	Chania	7 735	2 893
11	Varna	5 373	2 049
12	Marsa Alam	5 485	2 471
13	Madera	6 443	2 910
14	Gran Canaria	7 421	3 194
15	Tirana	6 542	2 524
16	Lanzarote	7 082	2 945
17	Kos	9 547	3 103
18	Saloniki	6 461	2 494
19	Majorka	6 950	2 956
20	Malaga	7 129	2 878



Rank	Country	Price/booking	Price/person
1	Grecja	7 816	2 755
2	Hiszpania	6 963	2 879
3	Bułgaria	5 909	2 084
4	Egipt	5 639	2 411
5	Włochy	5 785	2 135
6	Chorwacja	4 431	1 647
7	Turcja	6 224	2 305
8	Portugalia	7 005	3 149
9	Albania	6 284	2 431
10	Kuba	12 021	5 286

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

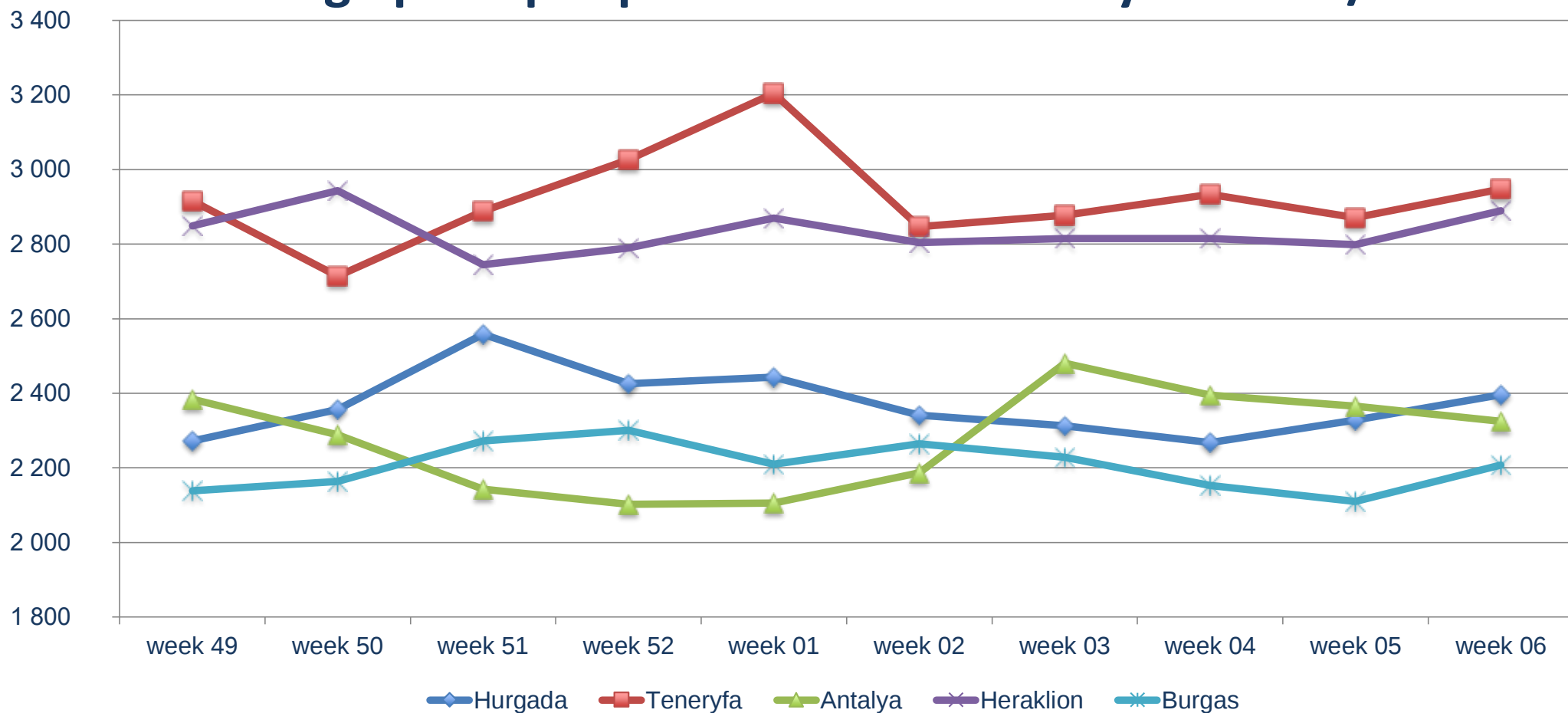
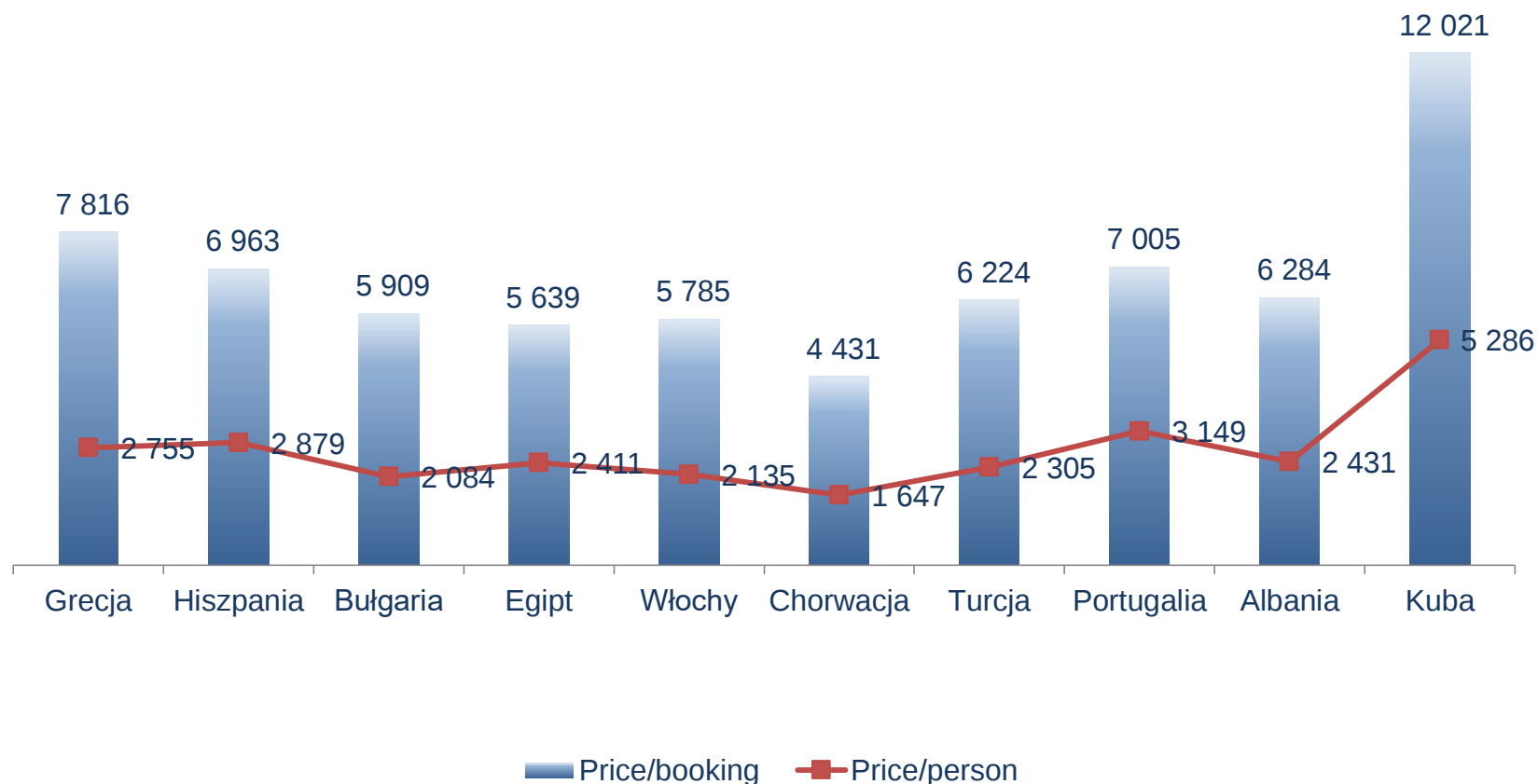


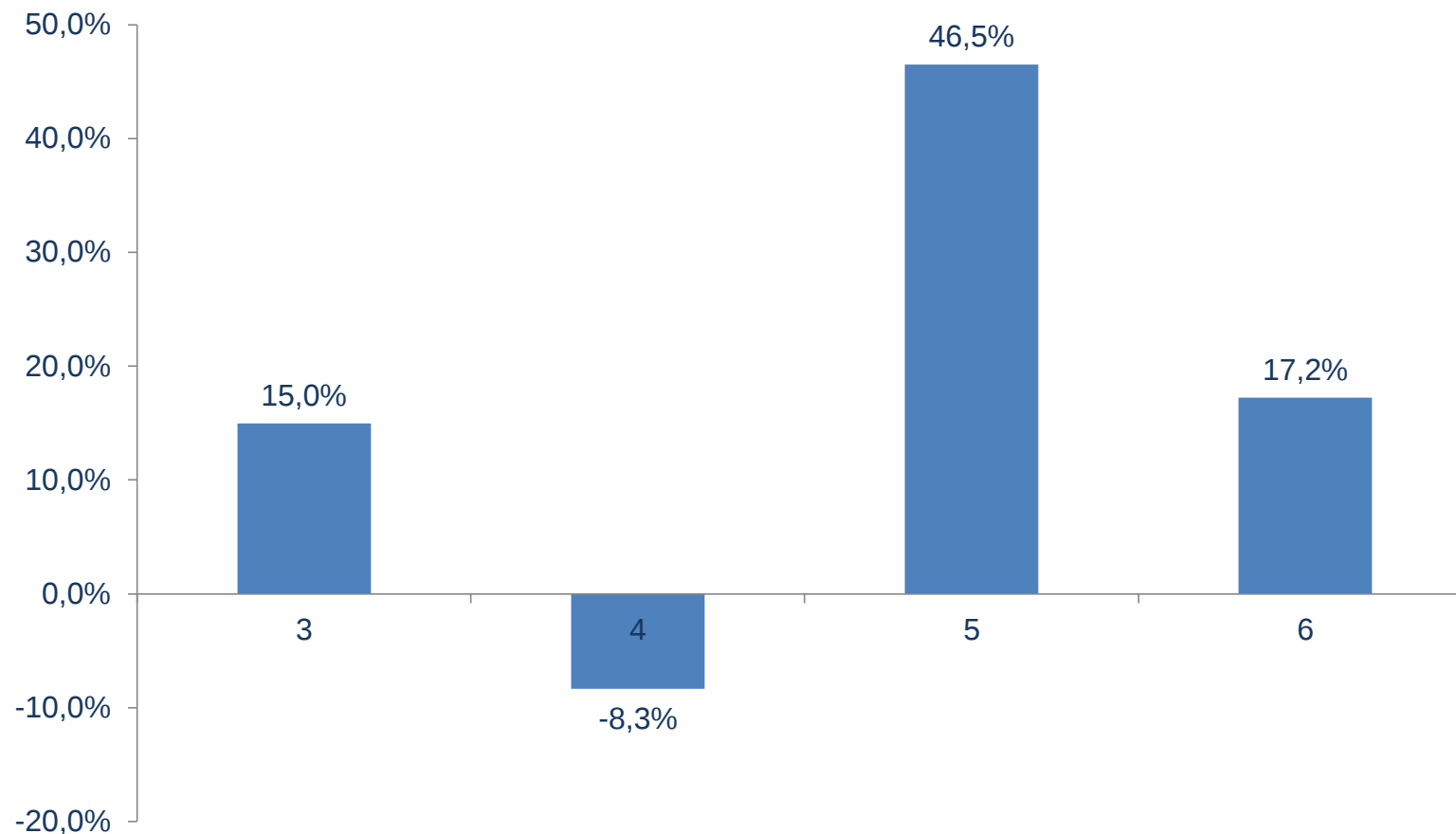
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 06. week



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

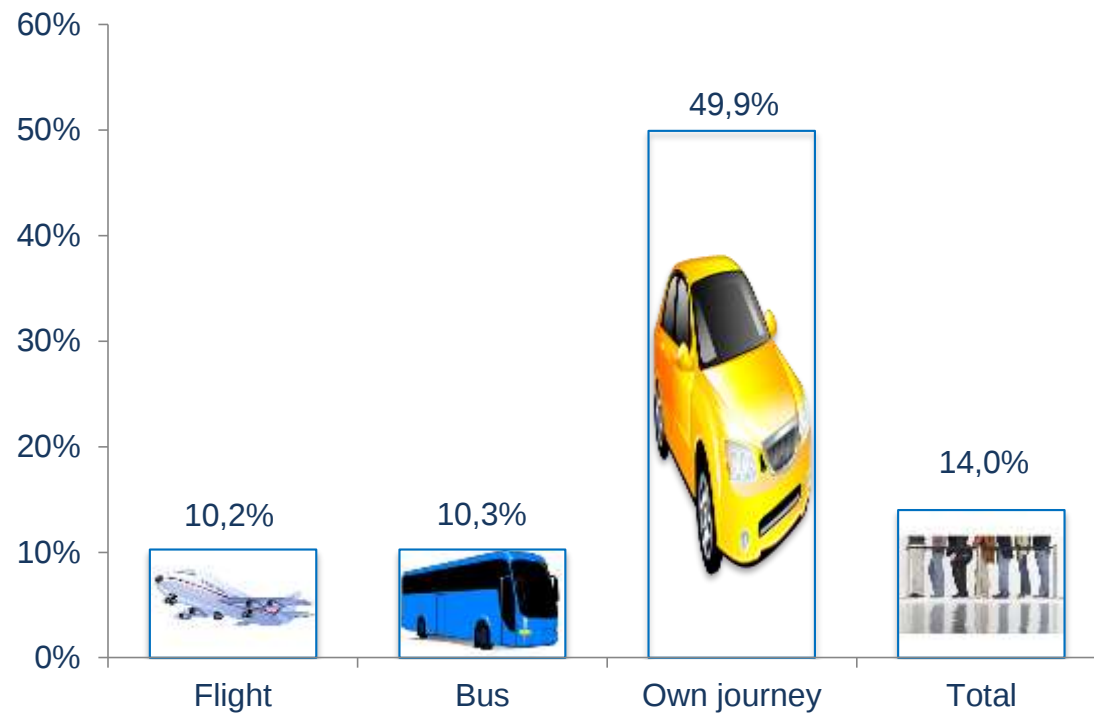
compared with 4 analogous weeks in tourist year 2015/2016.



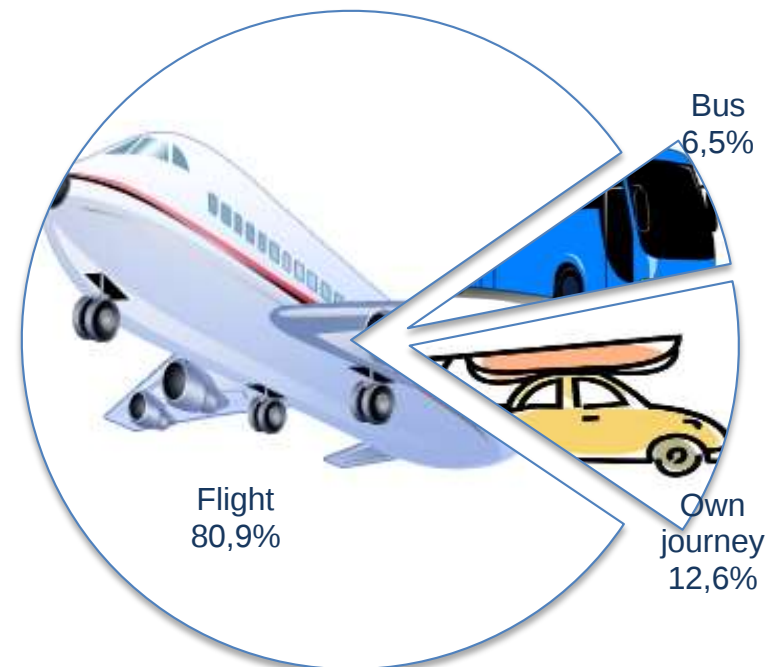
The sales trend of the last four weeks

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

Clients +/- %

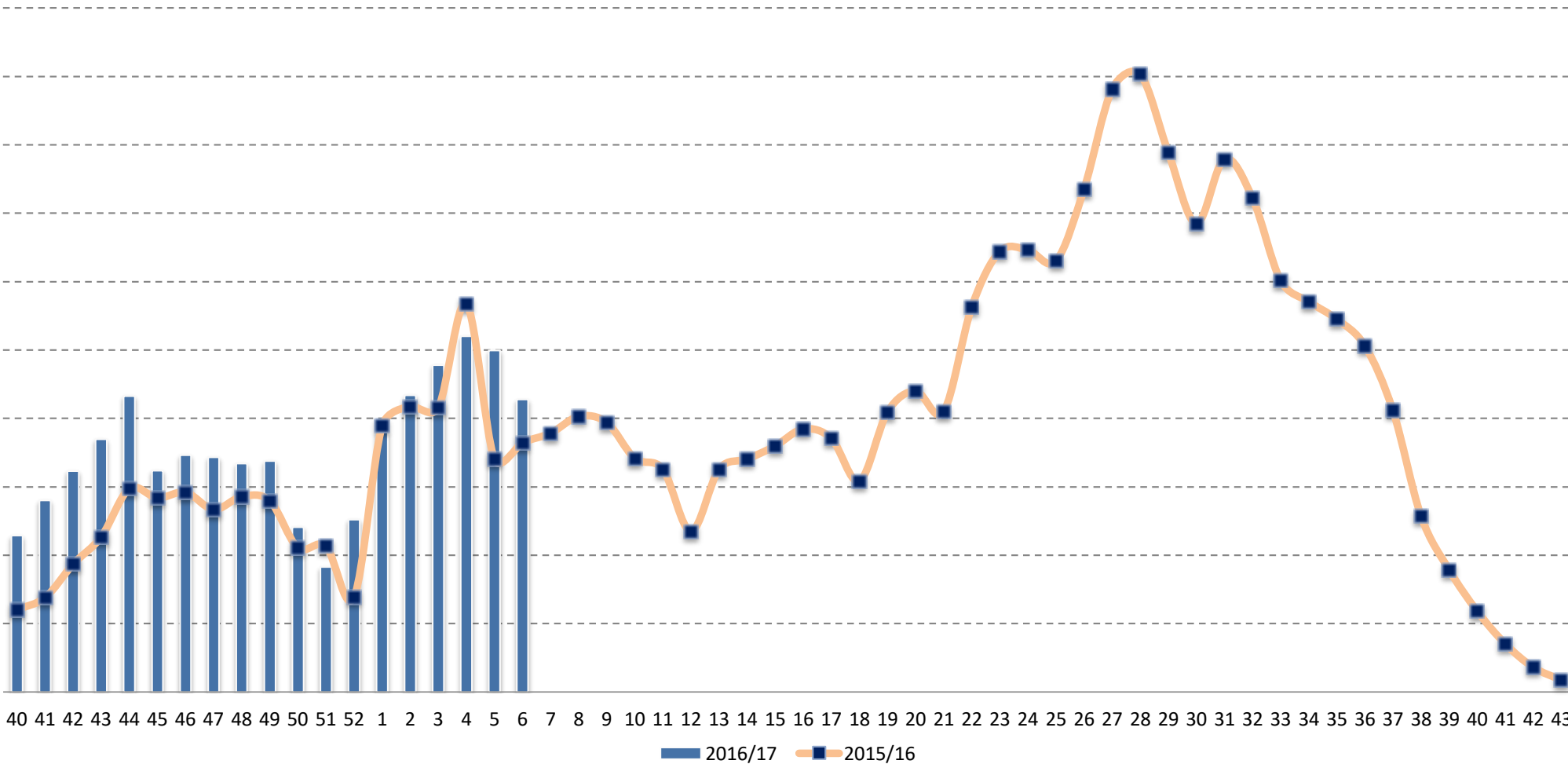


Share %



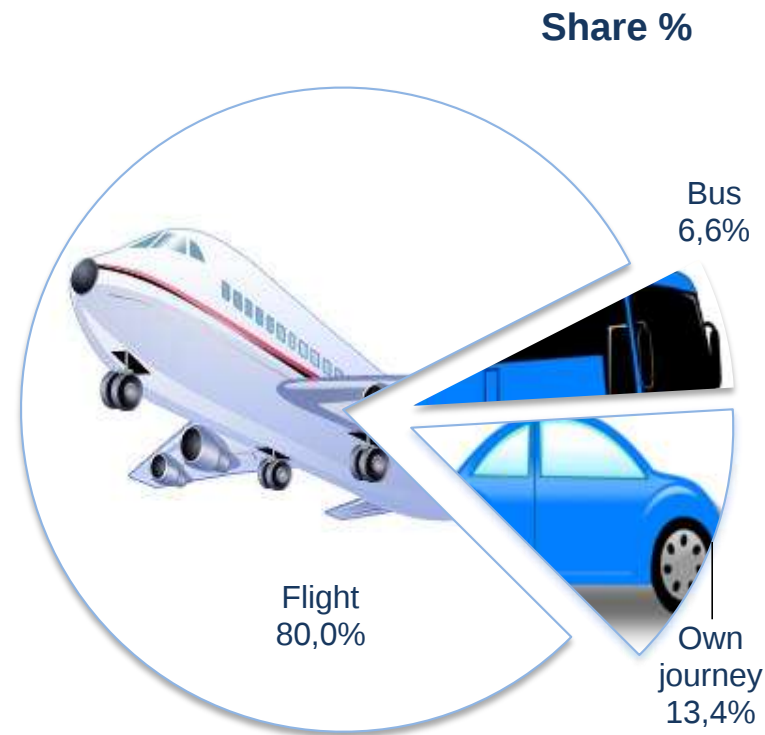
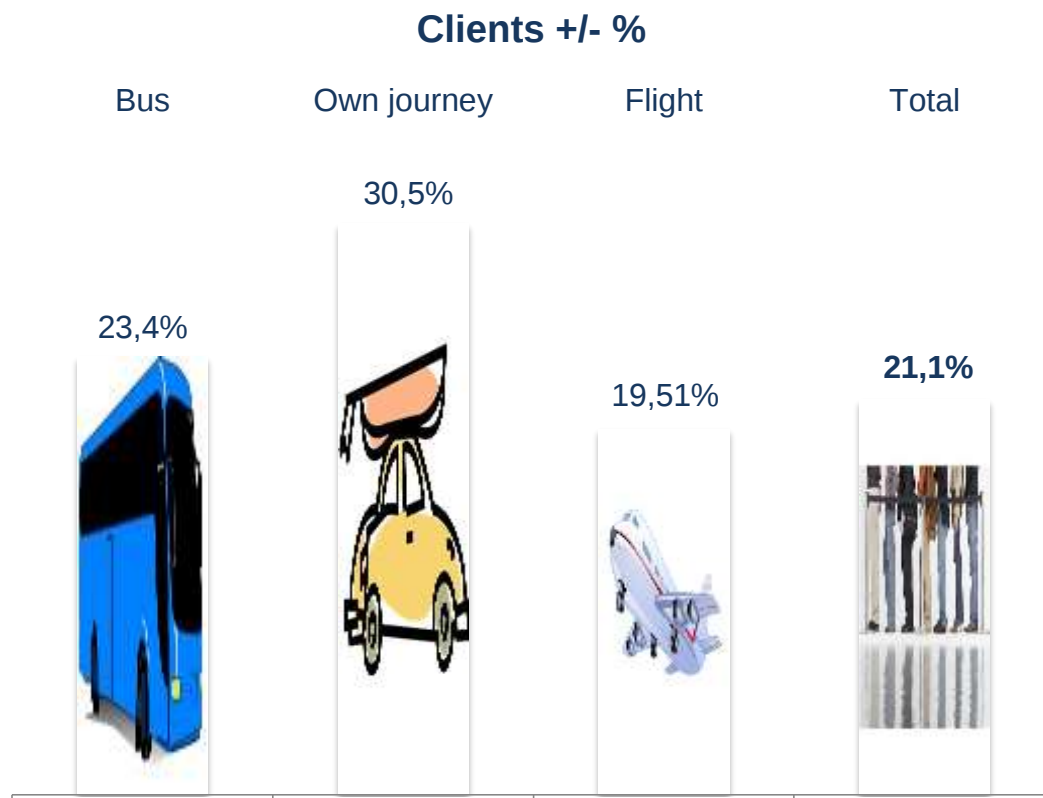
Weekly sales compared with the previous tourist year

Bookings weekly 16/17 vs. 15/16



Cumulative sales of 2016/17

compared to sales in the same period last tourist year 2015/16



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

Rank	Country	+/- % last year
1	Grecja	56%
2	Hiszpania	0%
3	Bułgaria	3%
4	Włochy	-18%
5	Egipt	34%
6	Portugalia	-8%
7	Albania	++
8	Turcja	-25%
9	Kuba	50%
10	Chorwacja	35%
11	Austria	14%
12	Emiraty Arabskie	28%
13	Oman	++
14	Tanzania	80%
15	Dominikana	19%
16	Cypr	-22%
17	Tajlandia	-2%
18	Malta	172%
19	Czechy	39%
20	Wyspy Zielonego Przylądka	20%

Rank	Destination	+/- % last year
1	Heraklion	44%
2	Fuerteventura	5%
3	Zakynthos	42%
4	Korfu	47%
5	Burgas	2%
6	Teneryfa	-8%
7	Rodos	55%
8	Lanzarote	28%
9	Marsa Alam	56%
10	Varna	14%
11	Chania	33%
12	Gran Canaria	7%
13	Kos	117%
14	Hurghada	0%
15	Antalya	19%
16	Tirana	++
17	Wiedeń	41%
18	Madera	-8%
19	Salalah	++
20	Ras Al Chajma	24%



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