

Weekly report 07/2017

Data source: MerlinX*

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

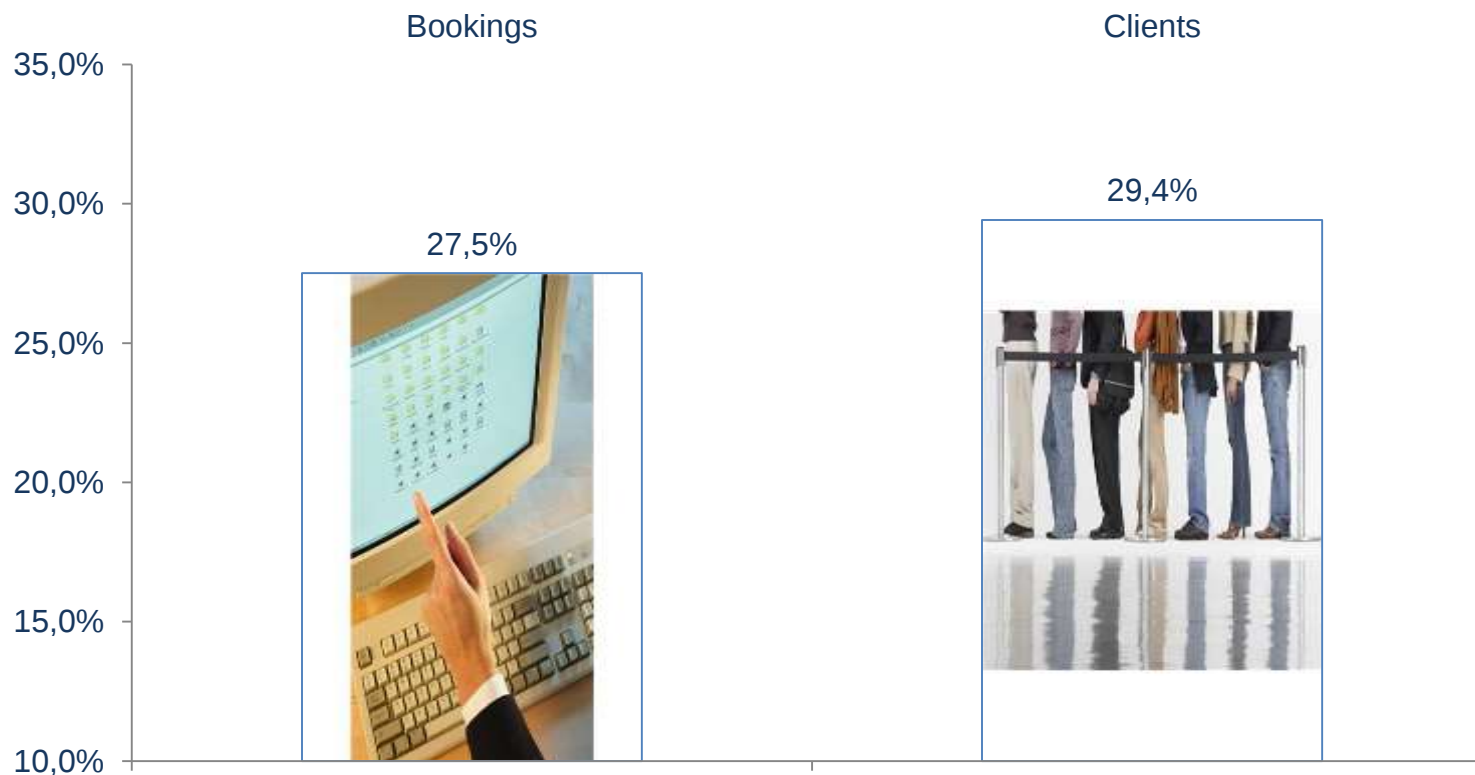
<http://www.pzot.pl>

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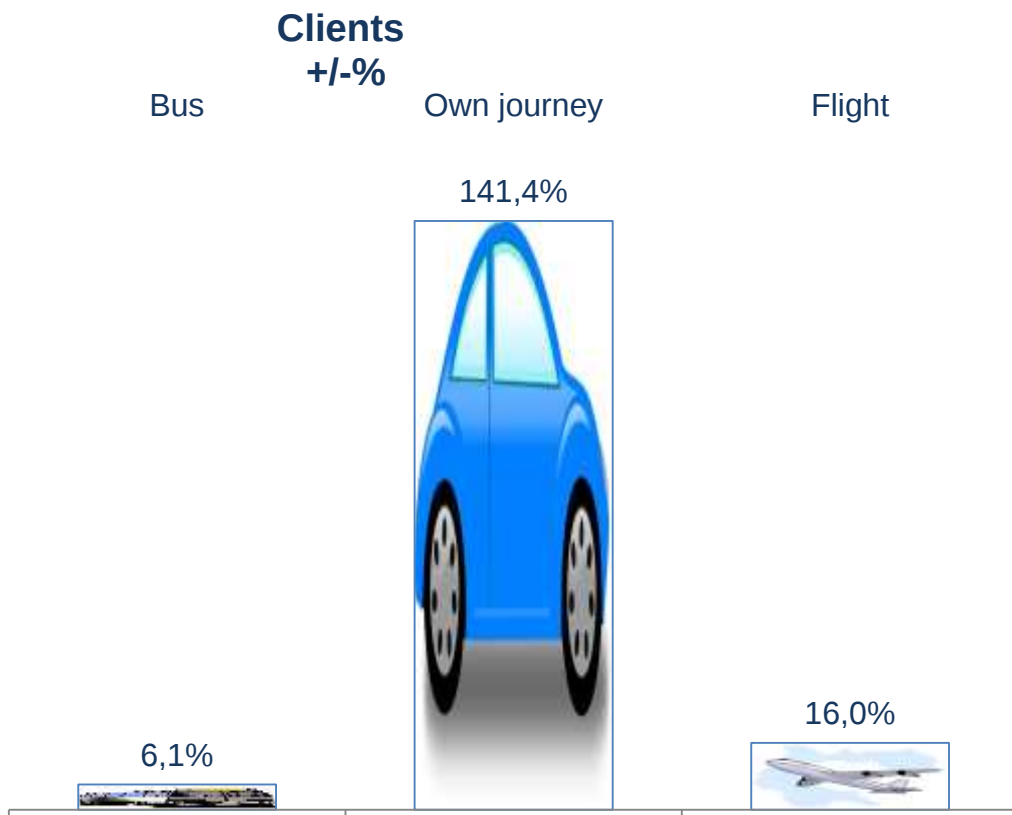
Last week – 07/2017, tours 01.11.16 – 31.10.17

compared with week 07. in 2016 r.

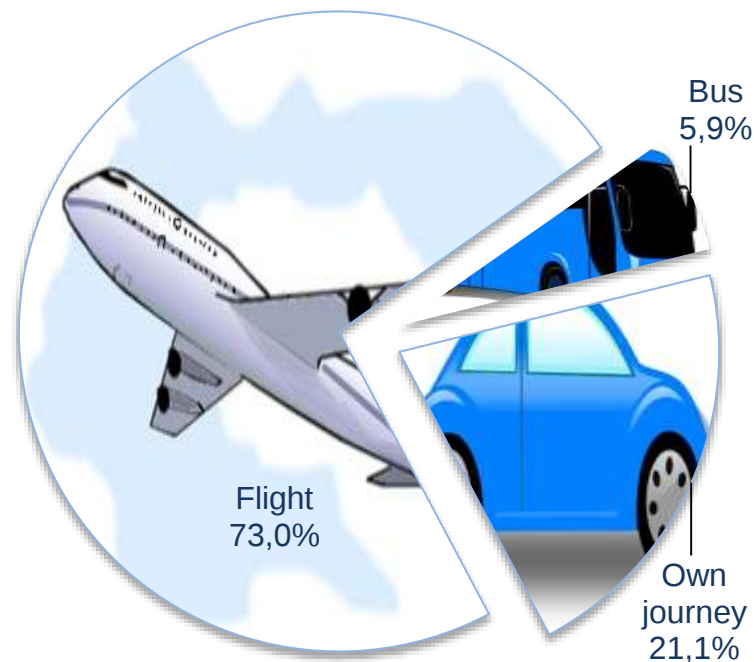


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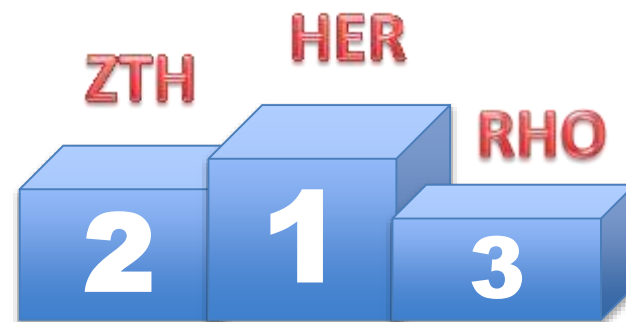
Share %



Ranking of the most popular countries & destinations in CW07

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	8 021	2 826
2	Zakynthos	7 587	2 823
3	Rodos	7 747	2 699
4	Korfu	7 839	2 714
5	Burgas	6 143	2 205
6	Fuerteventura	7 744	3 132
7	Antalya	6 193	2 226
8	Teneryfa	6 989	3 028
9	Hurghada	5 434	2 394
10	Chania	8 082	2 802
11	Lanzarote	7 975	3 166
12	Marsa Alam	5 391	2 437
13	Varna	5 632	2 161
14	Kos	9 005	3 011
15	Gran Canaria	7 281	3 101
16	Madera	6 803	3 095
17	Majorka	7 438	2 997
18	Tirana	6 352	2 624
19	Saloniki	6 203	2 366
20	Malaga	7 463	3 113



Rank	Country	Price/booking	Price/person
1	Grecja	7 826	2 745
2	Hiszpania	7 216	2 953
3	Egipt	6 078	2 454
4	Bułgaria	5 746	2 010
5	Turcja	6 963	2 391
6	Włochy	5 558	2 267
7	Chorwacja	4 013	1 545
8	Portugalia	7 537	3 297
9	Albania	5 723	2 390
10	Kuba	11 044	5 082

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

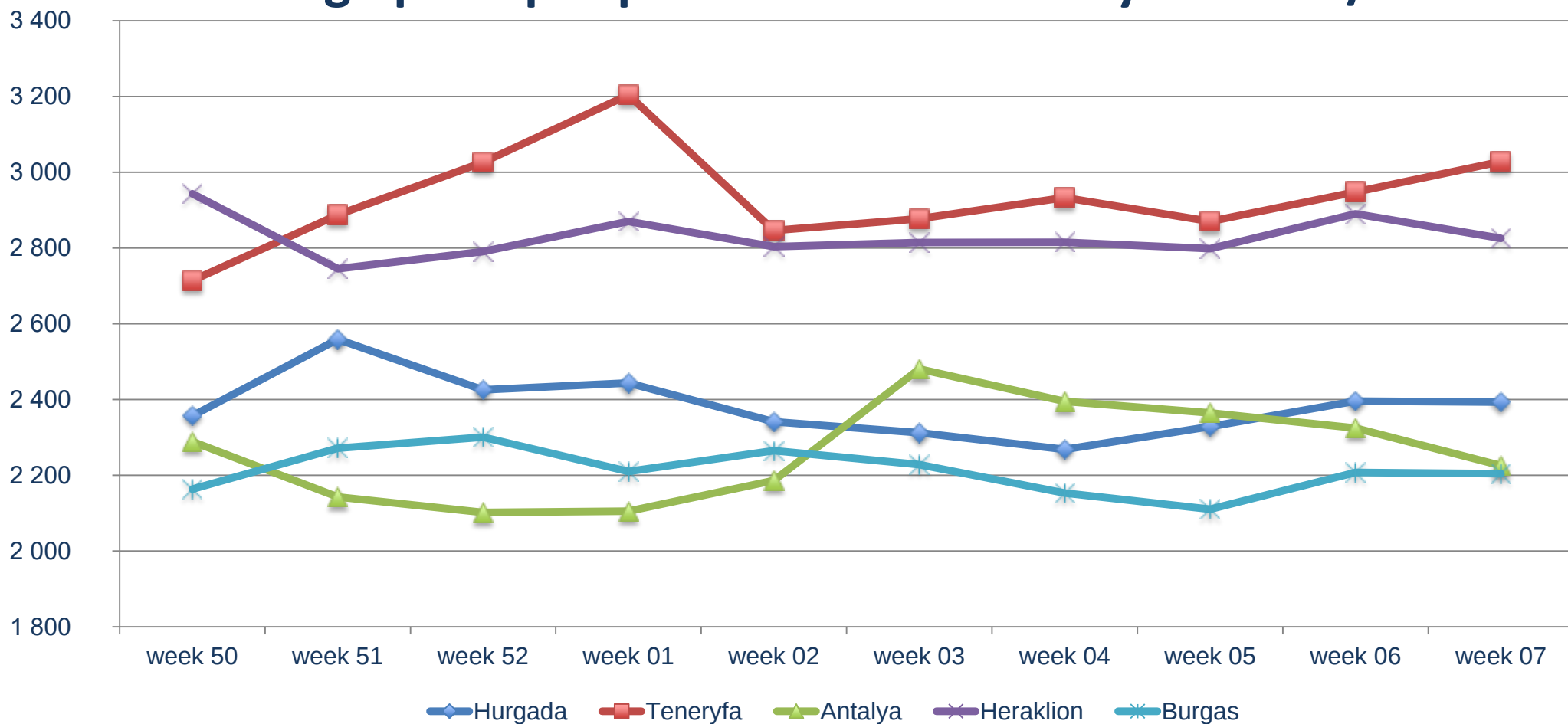
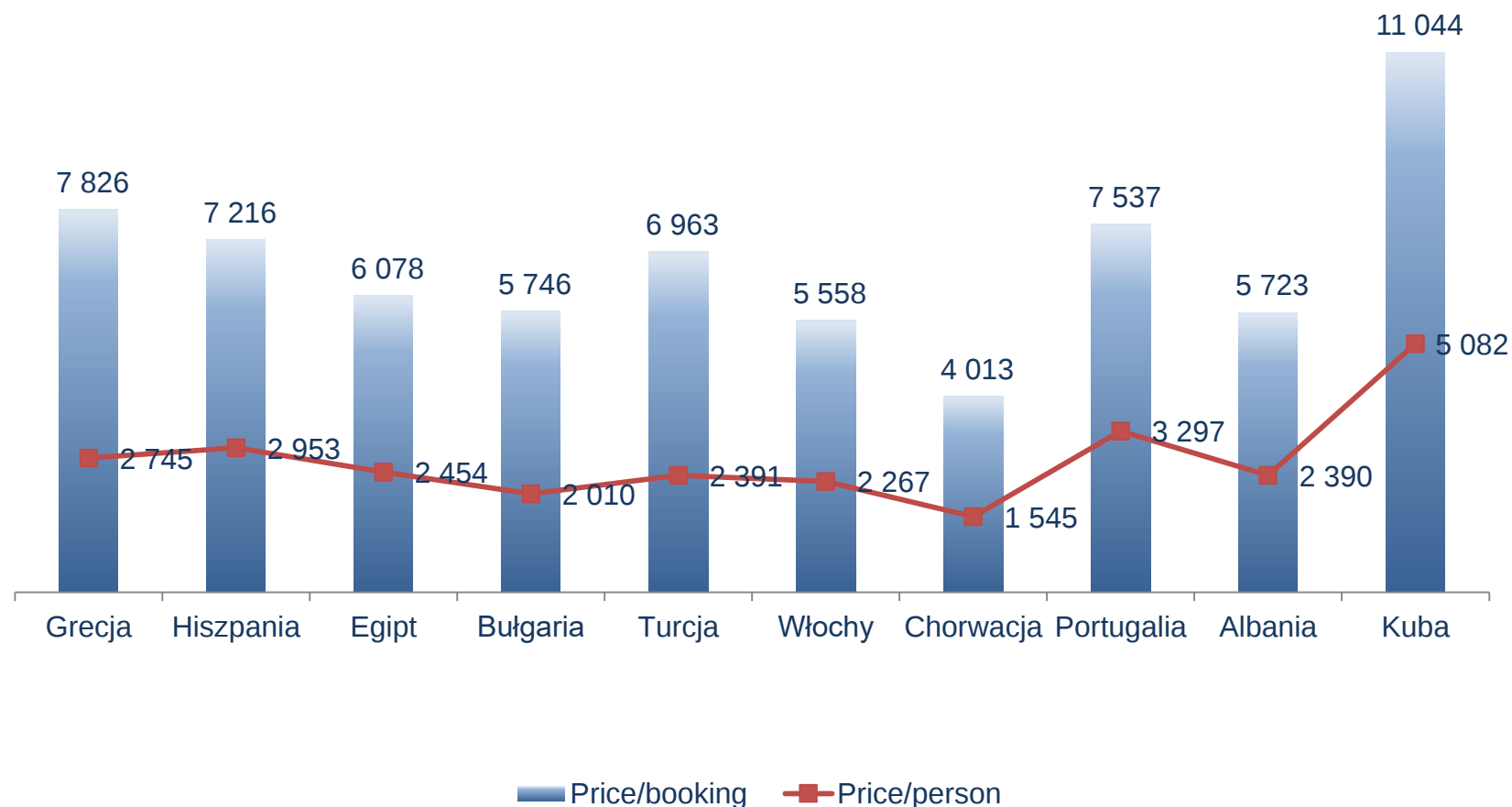


Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 07. week



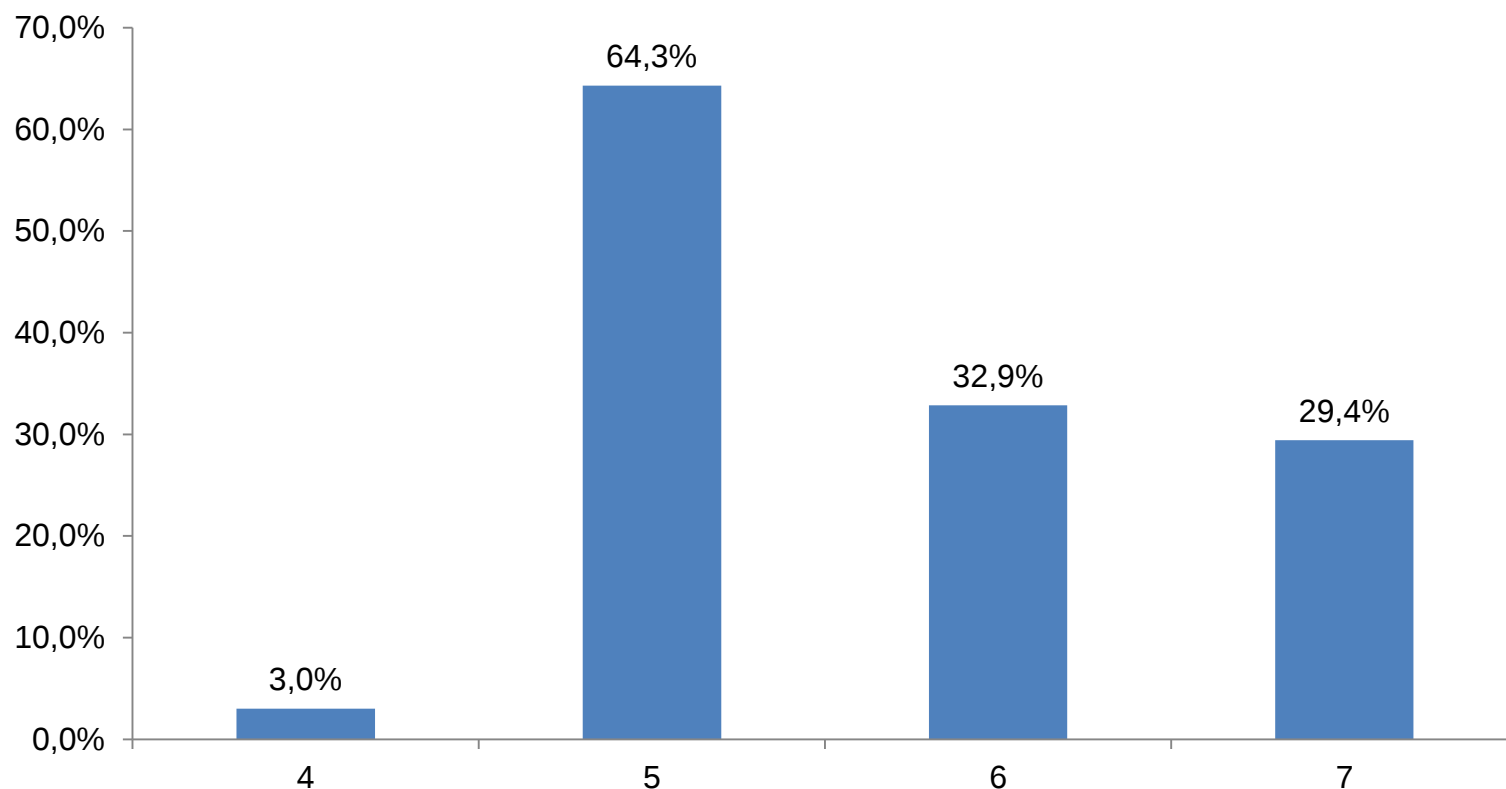
Important information

Uprzedzając pytania, informujemy że indeksacja bazy danych sprawiła, że liczba klientów rezerwujących imprezy w ostatnich kilku tygodniach wzrosła o ok. 22 tys.

Anticipating questions please be advised that the database indexation resulted with the increase of number of bookings from last few weeks with approx. 22 thousand customers.

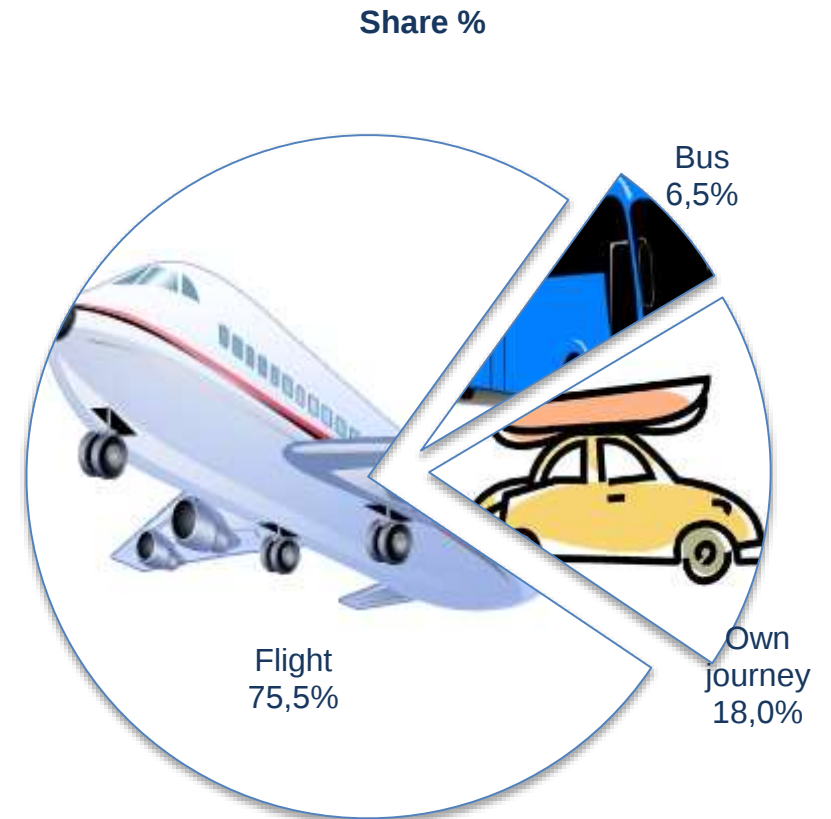
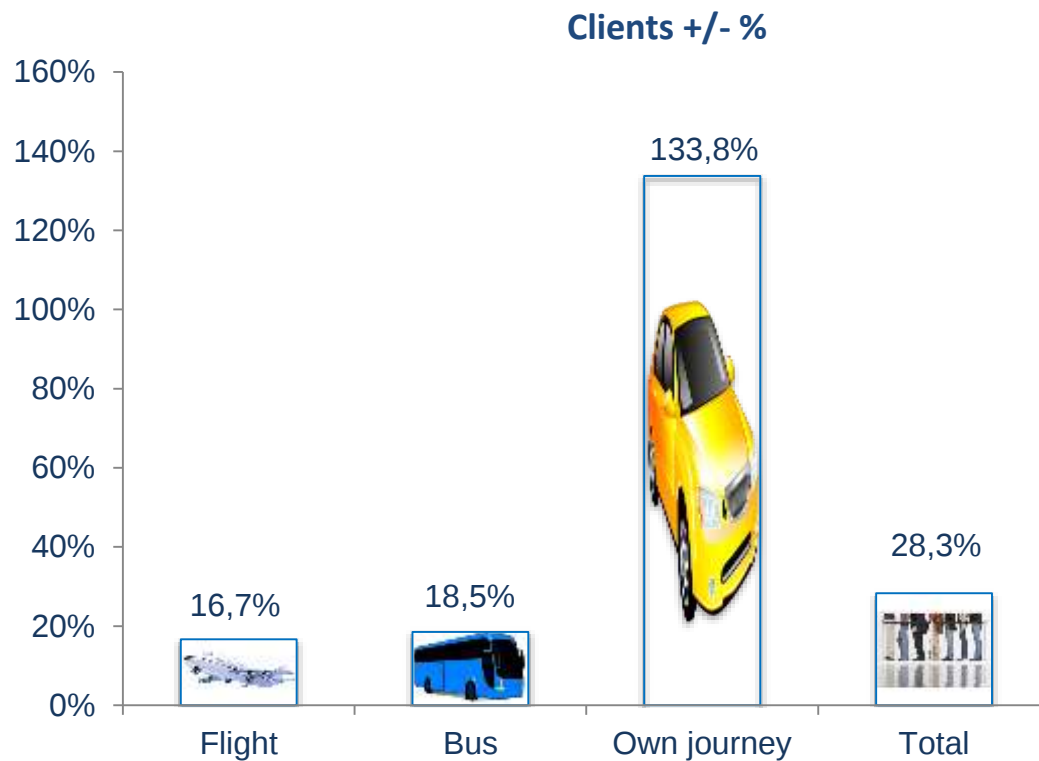
The last four weeks of sales of the tourist year 2016/17 - customers

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



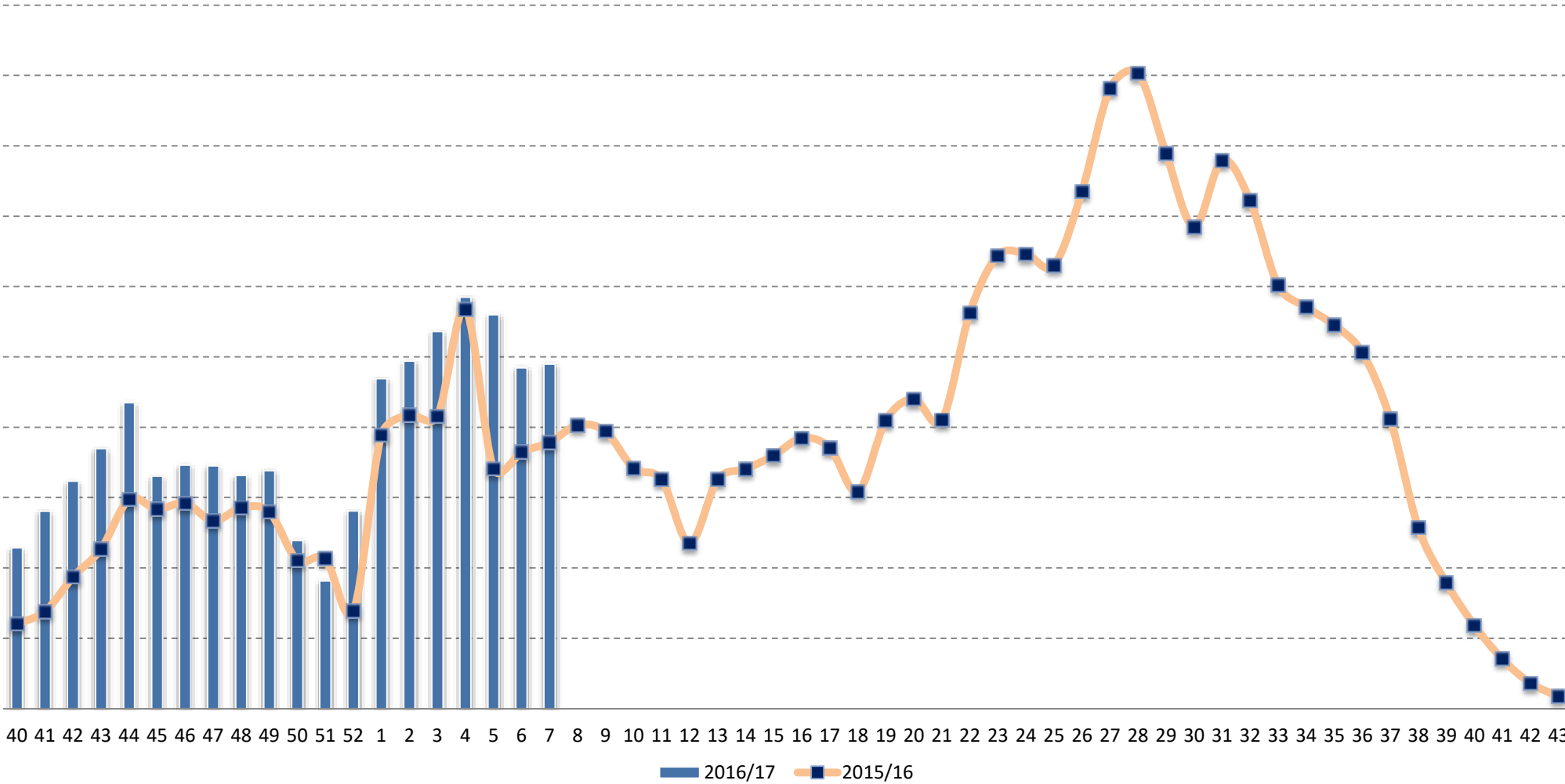
The sales trend of the last four weeks

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

27,6%



Own journey

54,8%



Flight

23,96%

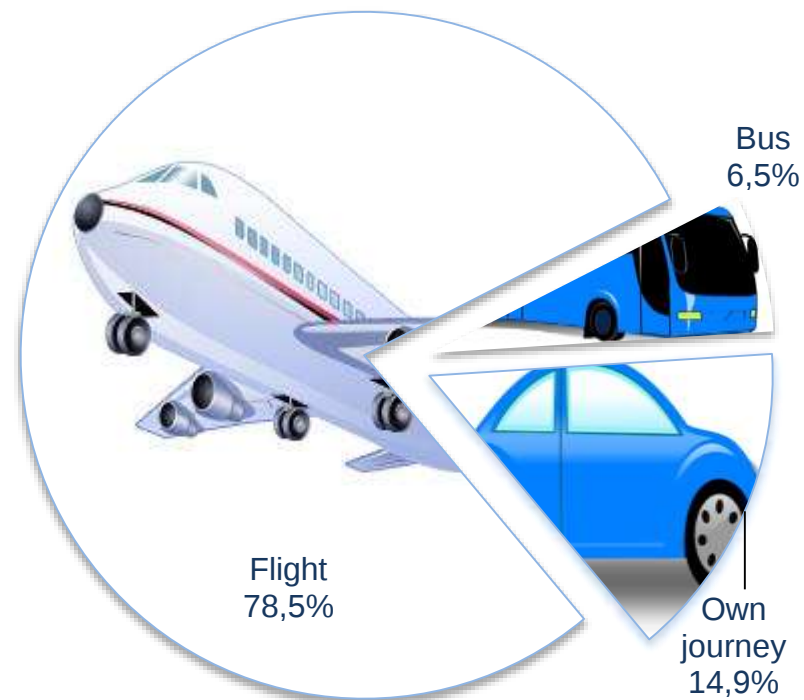


Total

28,0%



Share %



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

Rank	Country	+/- % last year
1	Grecja	65%
2	Hiszpania	4%
3	Bułgaria	4%
4	Egipt	55%
5	Włochy	-7%
6	Turcja	0%
7	Portugalia	-4%
8	Albania	++
9	Kuba	55%
10	Chorwacja	32%
11	Austria	12%
12	Emiraty Arabskie	34%
13	Oman	++
14	Tanzania	93%
15	Dominikana	21%
16	Cypr	-18%
17	Tajlandia	9%
18	Malta	181%
19	Wyspy Zielonego Przylądka	23%
20	Czechy	41%

Rank	Destination	+/- % last year
1	Heraklion	52%
2	Zakynthos	49%
3	Fuerteventura	7%
4	Korfu	54%
5	Burgas	8%
6	Rodos	68%
7	Teneryfa	-4%
8	Marsa Alam	59%
9	Antalya	31%
10	Lanzarote	35%
11	Hurghada	10%
12	Varna	19%
13	Chania	40%
14	Kos	128%
15	Gran Canaria	10%
16	Tirana	222%
17	Madera	-5%
18	Wiedeń	54%
19	Ras Al Chajma	30%
20	Salalah	154%



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