

Weekly report 08/ 2017

Data source: MerlinX*

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

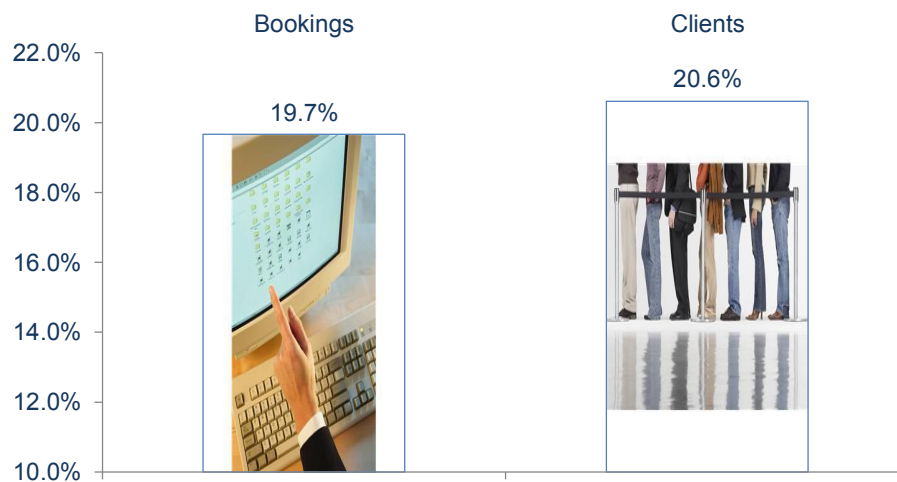
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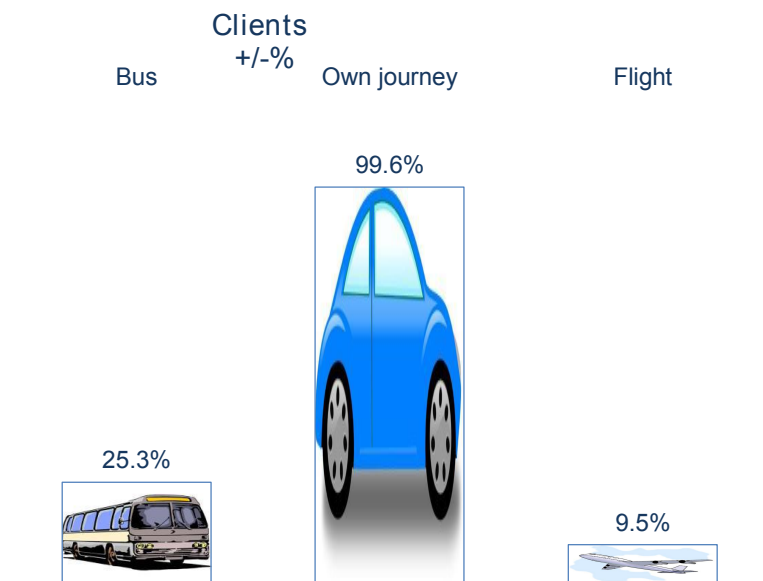
Last week – 08/ 2017, tours 01.11.16 – 31.10.17

compared with week 08. in 2016 r.

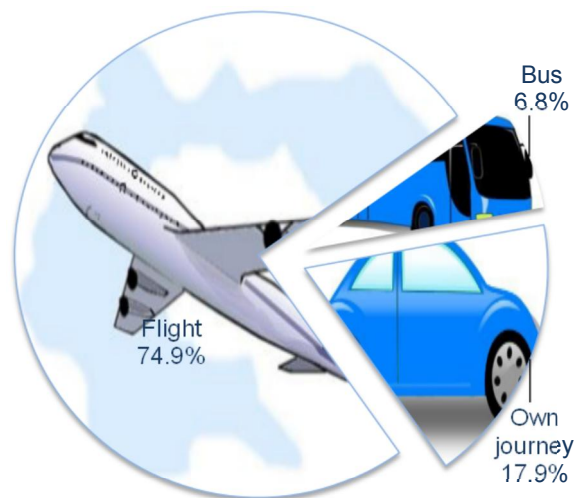


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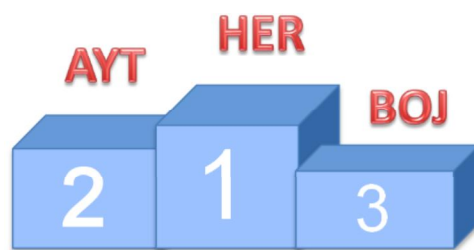
28.02.2017



Ranking of the most popular countries & destinations in CW08

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	8 241	2 921
2	Antalya	6 876	2 327
3	Burgas	5 919	2 111
4	Rodos	8 491	2 910
5	Zakynthos	7 921	2 828
6	Fuerteventura	7 714	3 056
7	Korfu	8 083	2 783
8	Teneryfa	7 003	2 865
9	Marsa Alam	5 615	2 440
10	Hurghada	5 562	2 411
11	Varna	6 527	2 210
12	Chania	7 970	2 927
13	Lanzarote	6 690	2 765
14	Madera	6 293	2 820
15	Gran Canaria	7 451	3 027
16	Kos	8 313	2 783
17	Majorka	7 993	3 038
18	Tirana	6 197	2 417
19	Bodrum	7 163	2 535
20	Sharm El Sheikh	5 656	2 401



Rank	Country	Price/booking	Price/person
1	Grecja	7 865	2 758
2	Hiszpania	6 987	2 819
3	Bułgaria	5 654	2 001
4	Egipt	5 617	2 438
5	Turcja	7 005	2 374
6	Włochy	5 248	2 134
7	Chorwacja	4 582	1 726
8	Portugalia	6 719	2 995
9	Albania	5 411	2 171
10	Kuba	11 736	5 185



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

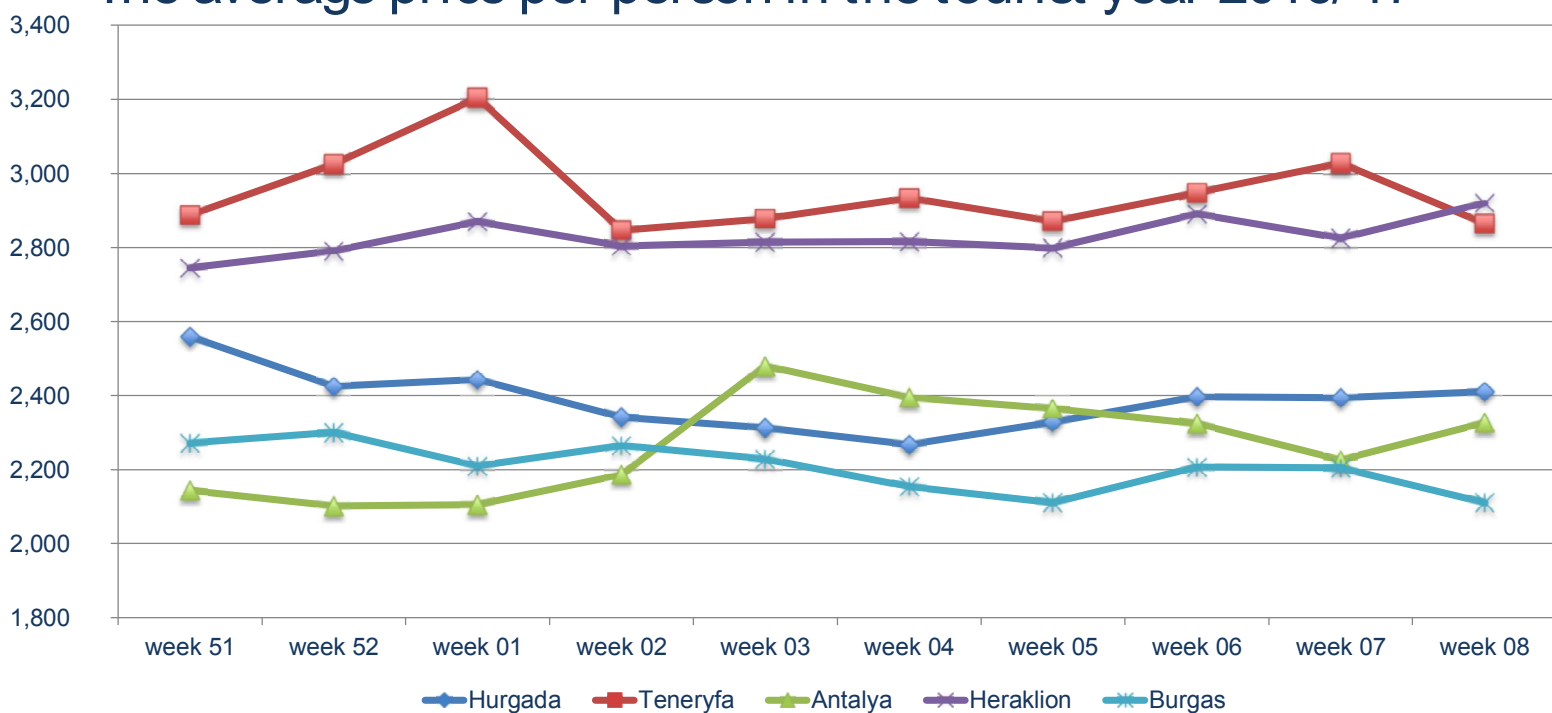
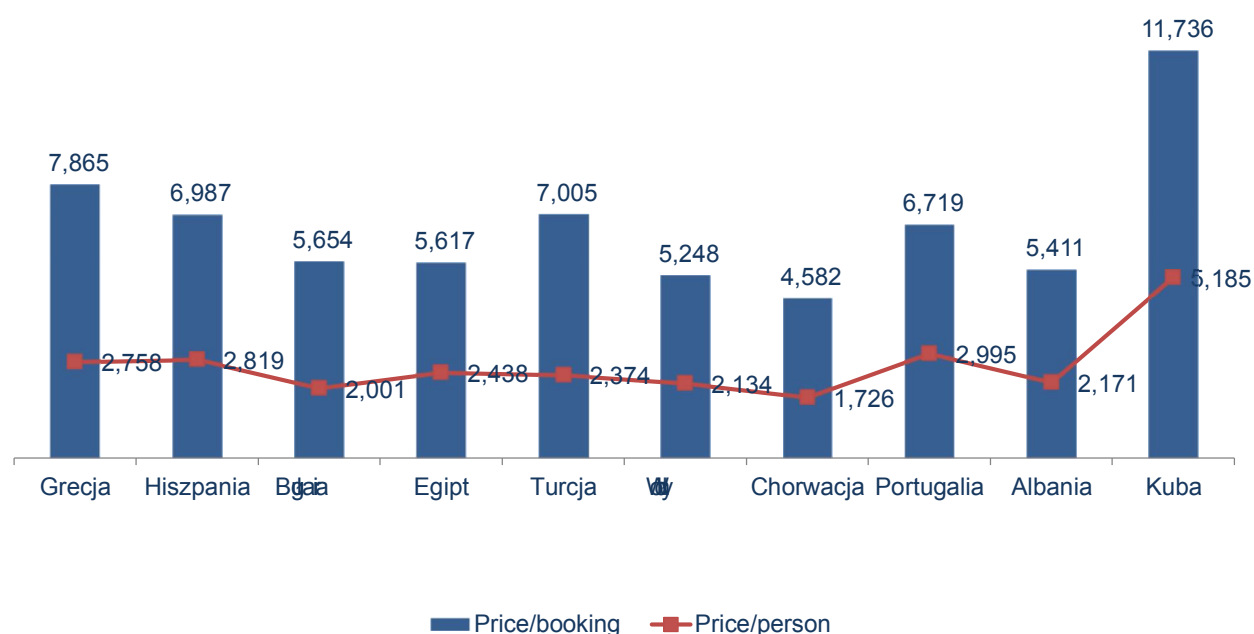


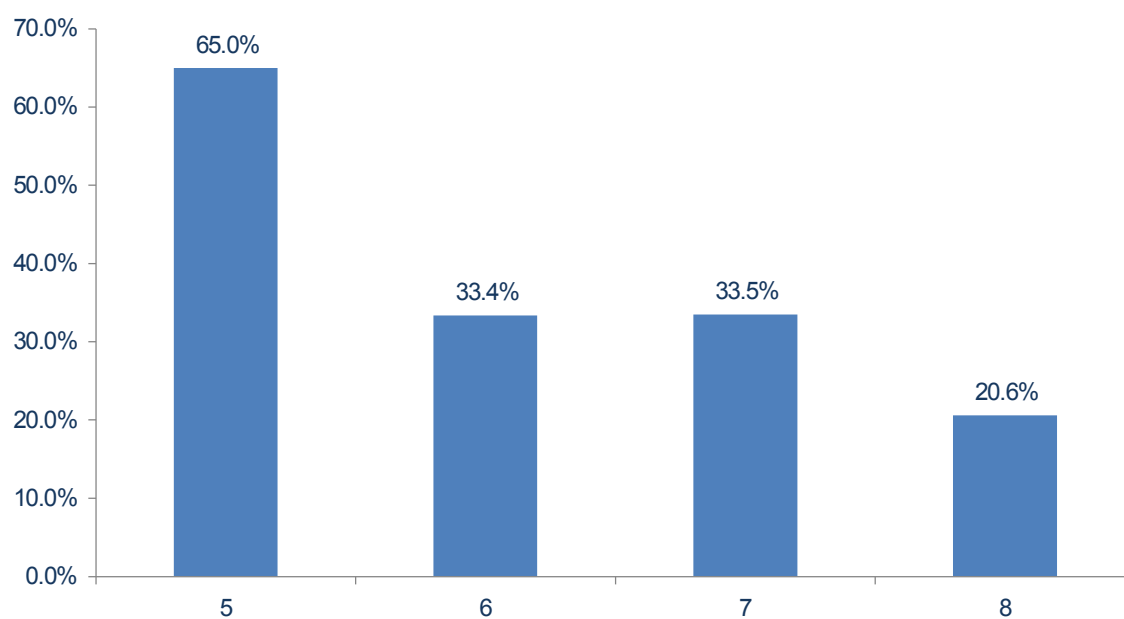
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 08. week



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

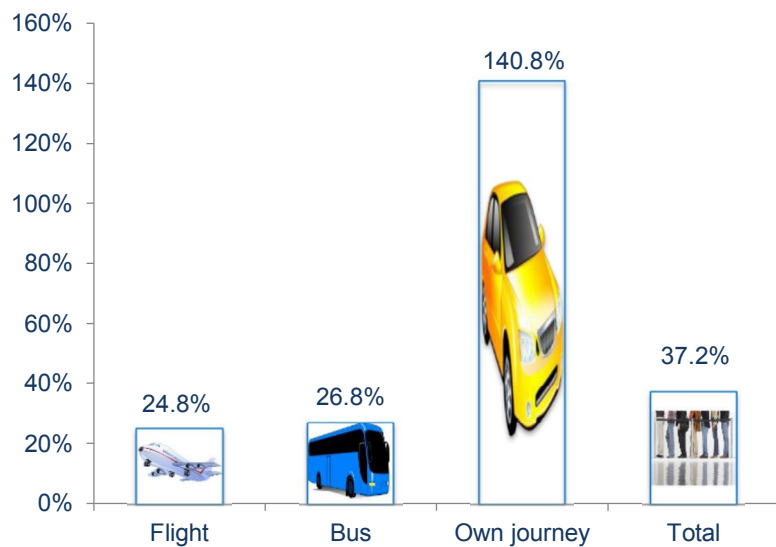
compared with 4 analogous weeks in tourist year 2015/ 2016.



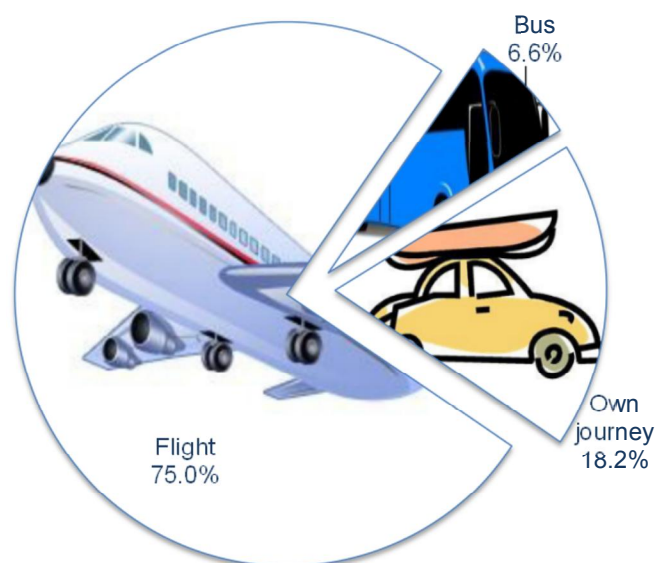
The sales trend of the last four weeks

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

Clients +/- %

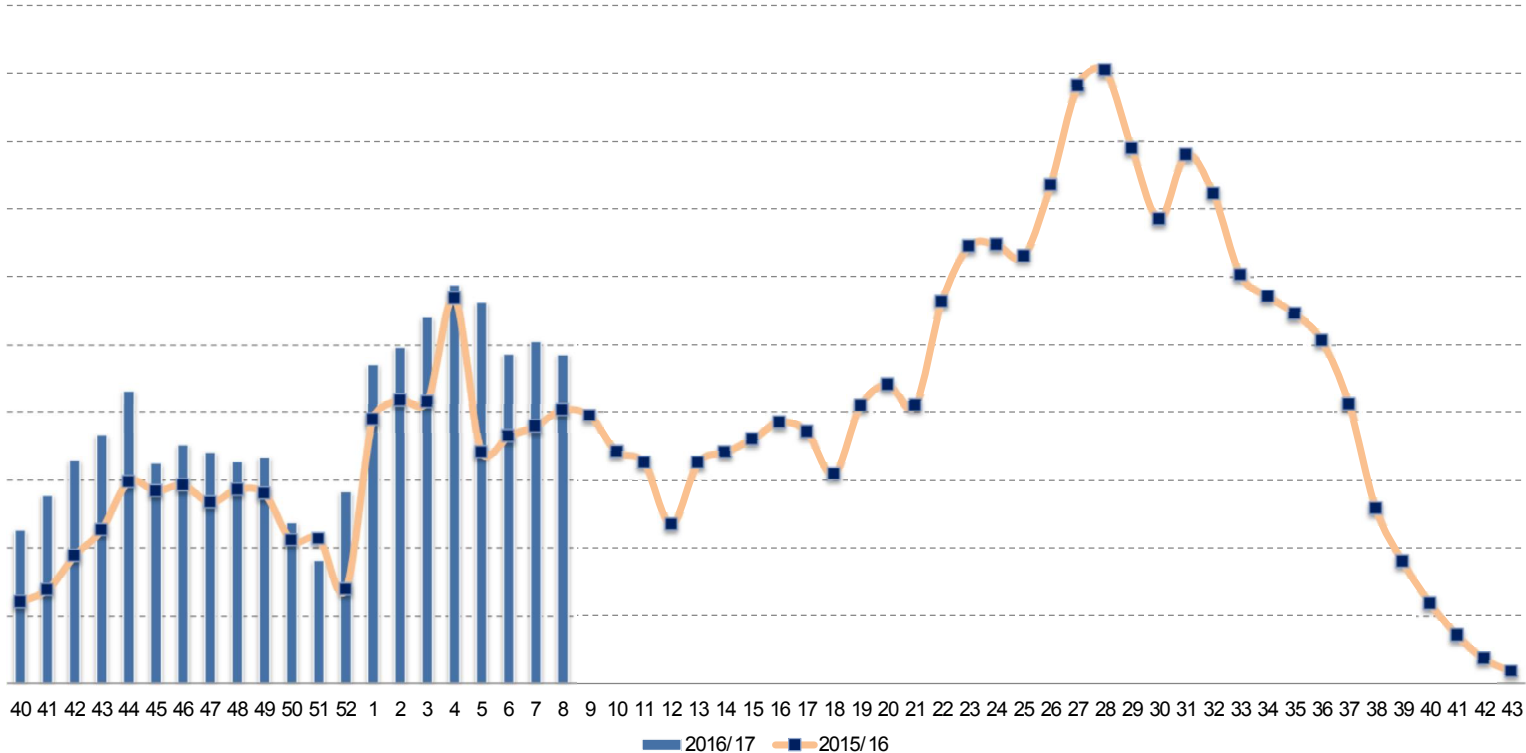


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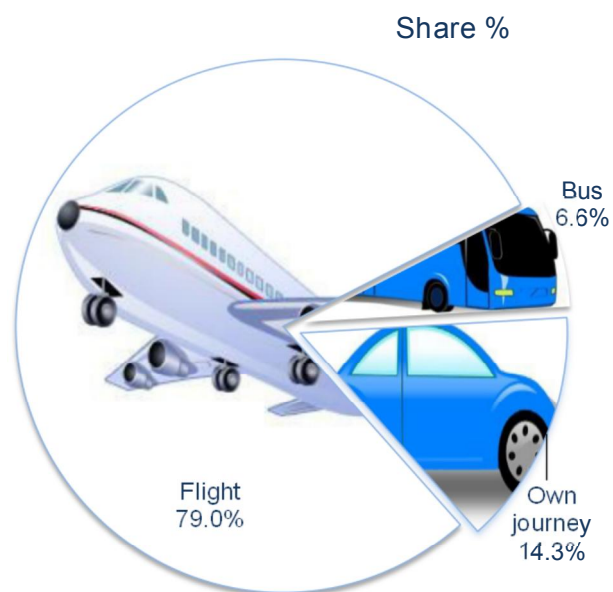
Weekly sales compared with the previous tourist year

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	66%
2	Hiszpania	6%
3	Bułgaria	10%
4	Egipt	59%
5	Włochy	-6%
6	Turcja	9%
7	Portugalia	-4%
8	Albania	++
9	Kuba	58%
10	Chorwacja	31%
11	Austria	13%
12	Emiraty Arabskie	36%
13	Tanzania	101%
14	Oman	++
15	Dominikana	23%
16	Cypr	-16%
17	Tajlandia	16%
18	Malta	++
19	Czechy	44%
20	Wyspy Zielonego Przylądka	19%

Rank	Destination	+/- % last year
1	Heraklion	88%
2	Zakynthos	80%
3	Fuerteventura	22%
4	Korfu	87%
5	Burgas	13%
6	Rodos	109%
7	Teneryfa	12%
8	Marsa Alam	206%
9	Varna	25%
10	Chania	79%
11	Antalya	65%
12	Lanzarote	59%
13	Gran Canaria	31%
14	Kos	++
15	Hurghada	43%
16	Tirana	66%
17	Madera	50%
18	Południowy tyrol	-1%
19	Zanzibar	69%
20	Salalah	++



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