

Weekly report 09/2017

Data source: MerlinX*

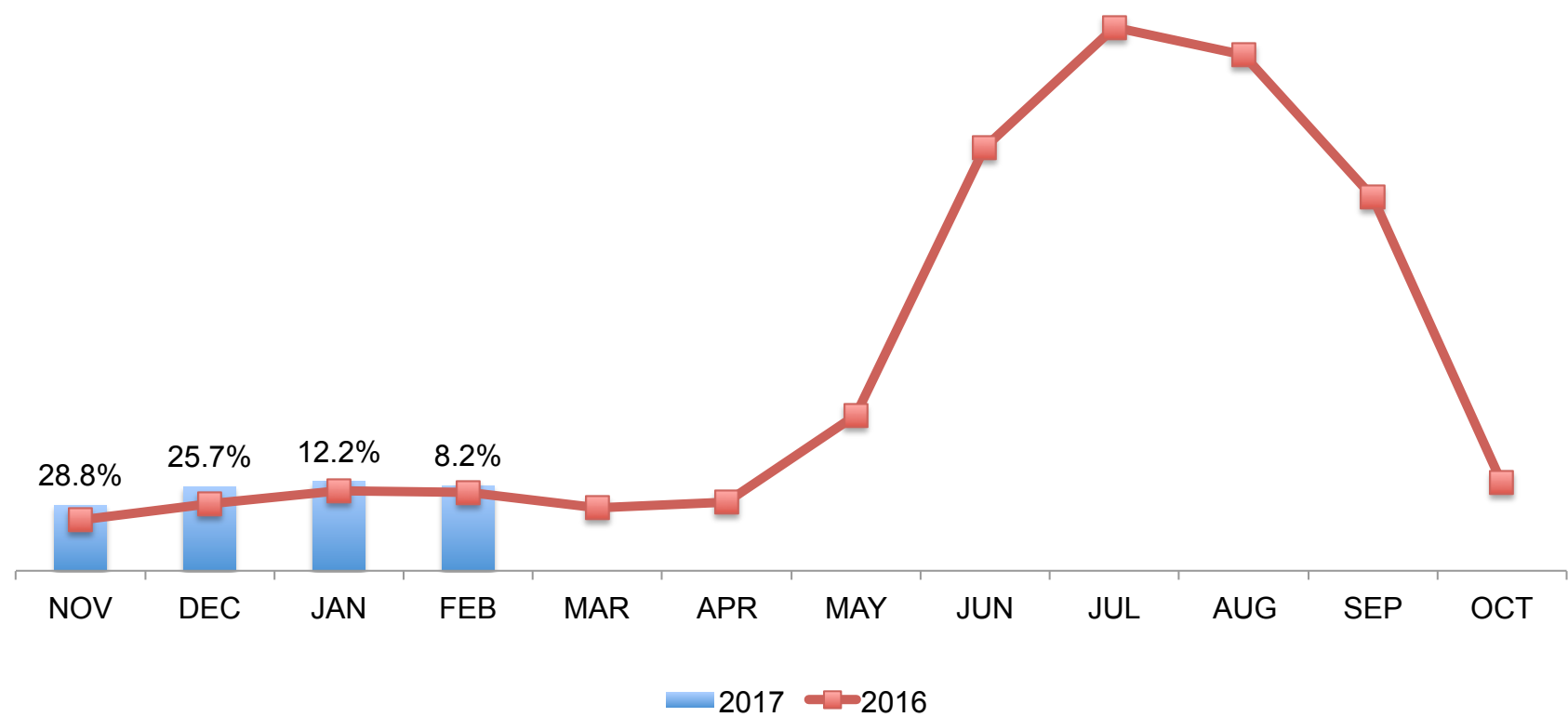
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Monthly trips compared with previous tourist year



Last week – 09/2017, tours 01.11.16 – 31.10.17

compared with week 09. in 2016 r.

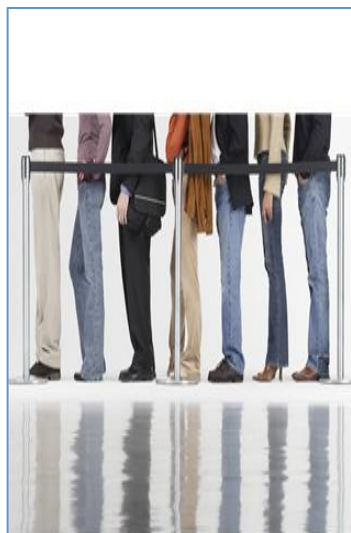
Bookings

39,7%



Clients

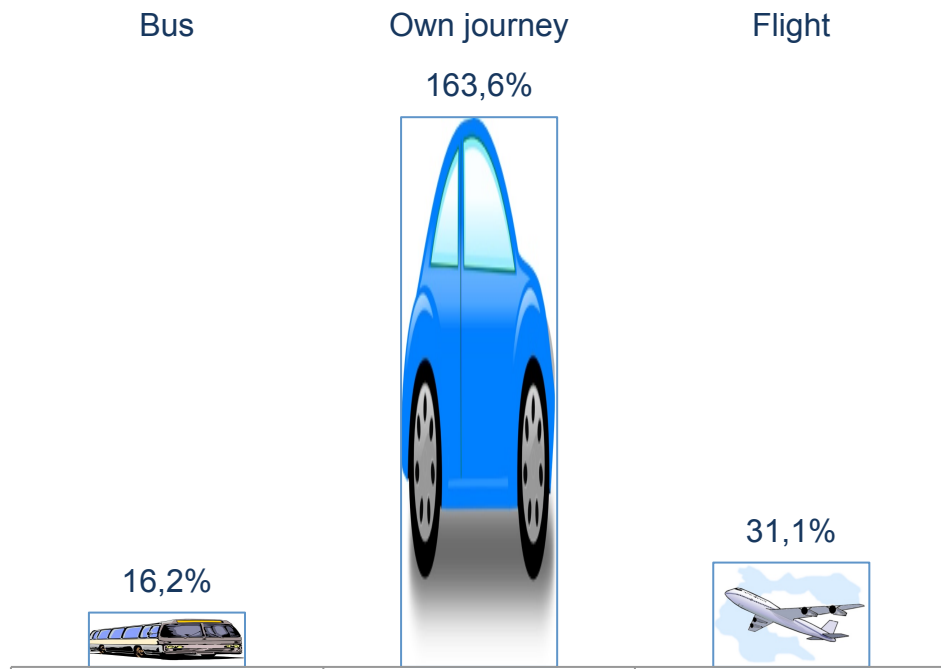
42,7%



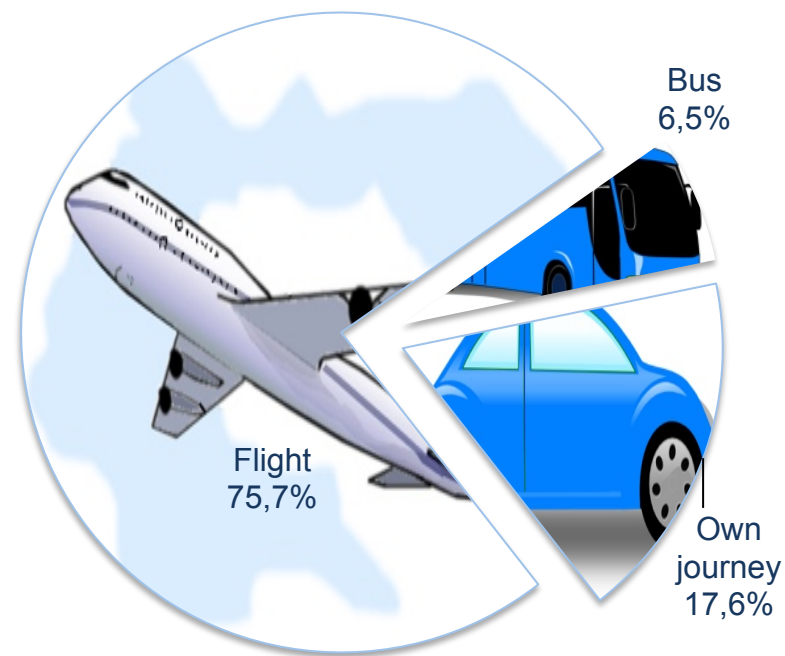
Last week – 09/2017, tours 01.11.16 – 31.10.17

compared with week 09. in 2016 r.

Clients +/-%



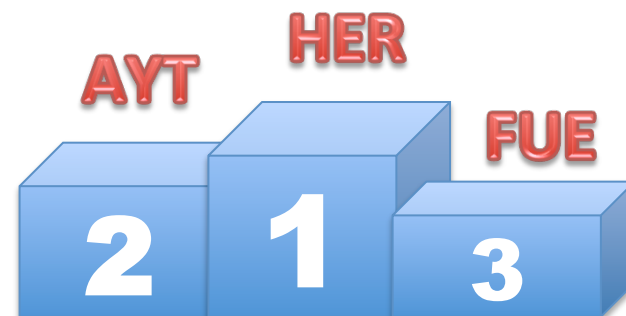
Share %



Ranking of the most popular countries & destinations in CW09

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	8 198	2 885
2	Antalya	6 841	2 370
3	Fuerteventura	6 988	2 748
4	Burgas	5 859	2 080
5	Zakynthos	8 042	2 857
6	Rodos	7 832	2 893
7	Marsa Alam	5 846	2 442
8	Teneryfa	7 350	2 934
9	Korfu	8 569	2 840
10	Hurghada	5 315	2 302
11	Varna	5 928	2 077
12	Madera	6 055	2 714
13	Chania	8 217	2 944
14	Lanzarote	6 786	2 724
15	Bodrum	6 679	2 451
16	Majorka	8 075	3 299
17	Kos	8 863	2 752
18	Gran Canaria	7 600	3 120
19	Tirana	7 152	2 474
20	Malaga	7 132	2 986



Rank	Country	Price/booking	Price/person
1	Grecja	7 910	2 782
2	Hiszpania	6 924	2 804
3	Turcja	6 865	2 401
4	Bułgaria	5 405	1 972
5	Egipt	5 692	2 388
6	Włochy	5 532	2 286
7	Portugalia	6 331	2 868
8	Chorwacja	4 818	1 790
9	Albania	6 217	2 250
10	Cypr	7 134	2 808

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

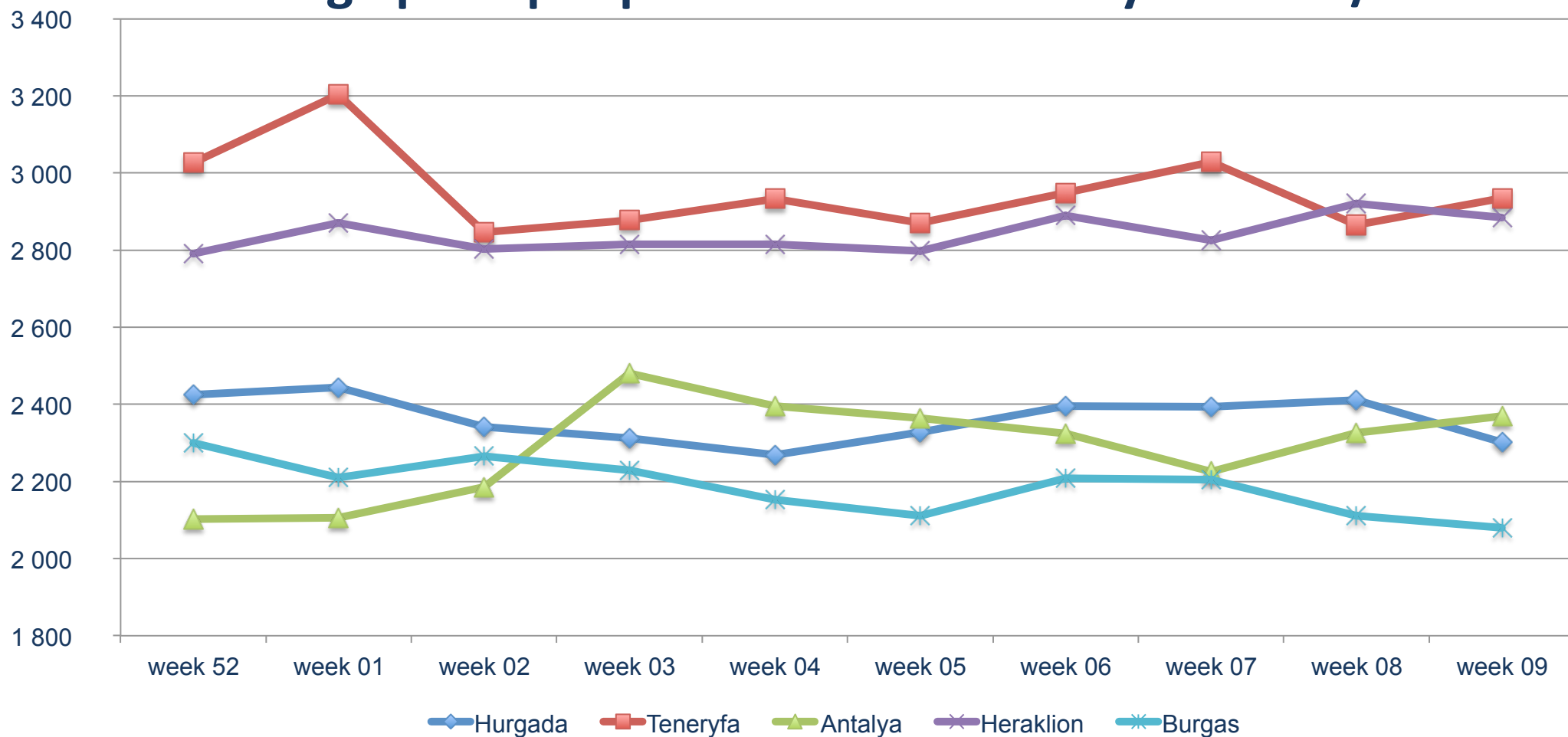
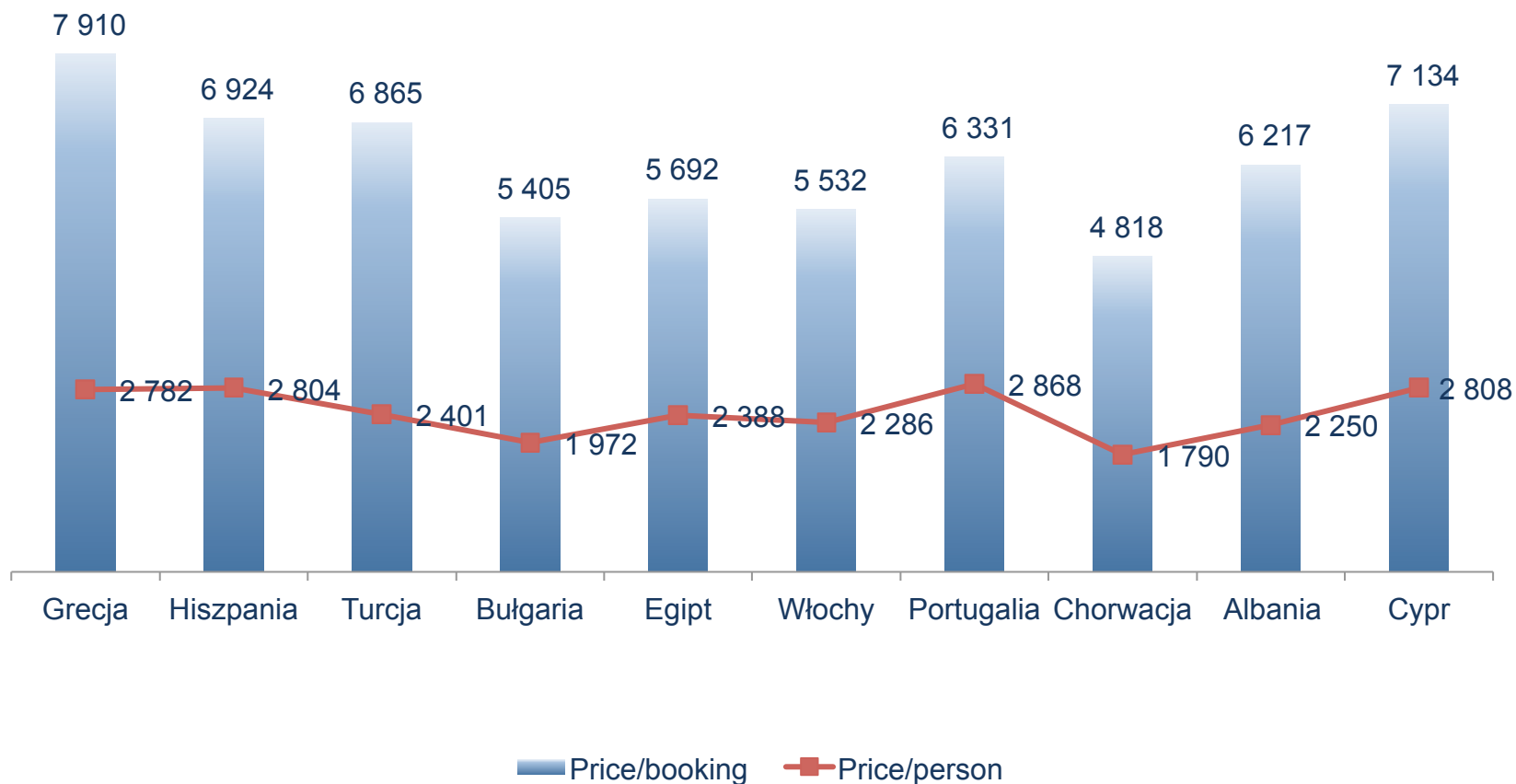


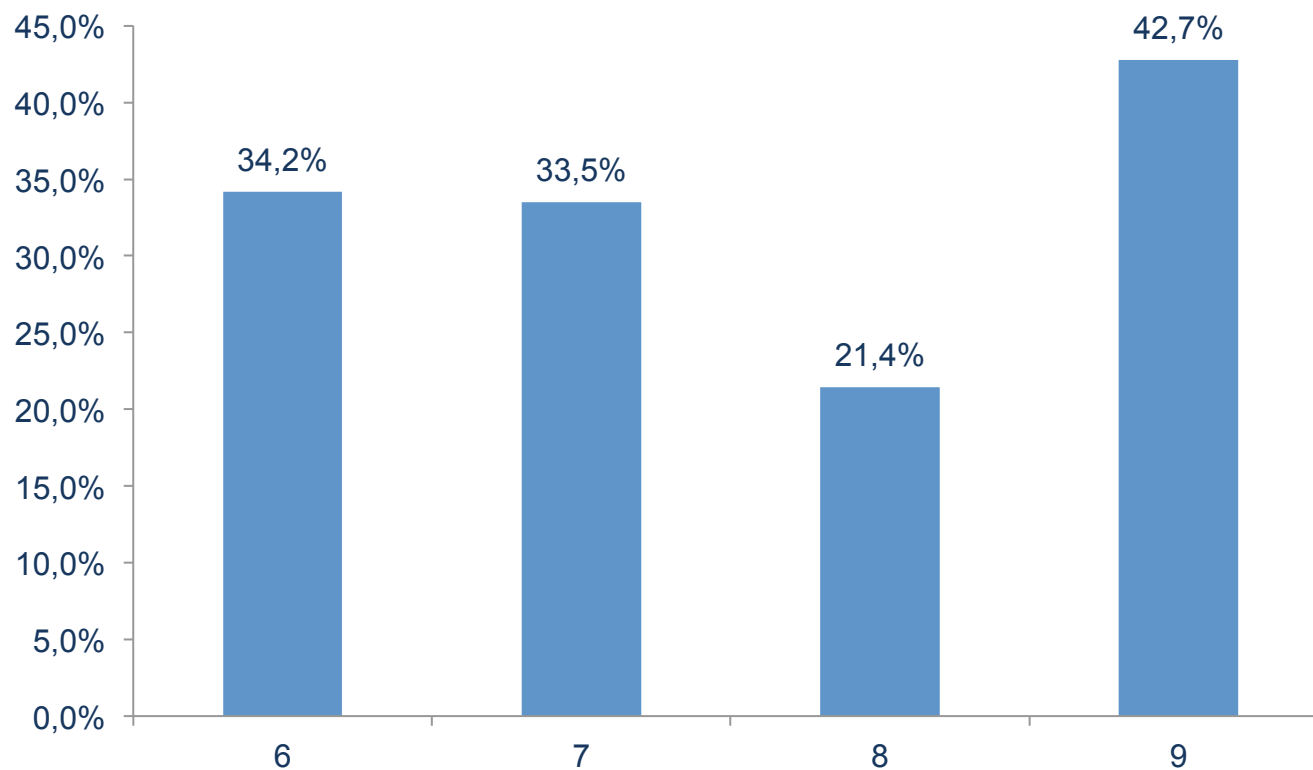
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 09. week



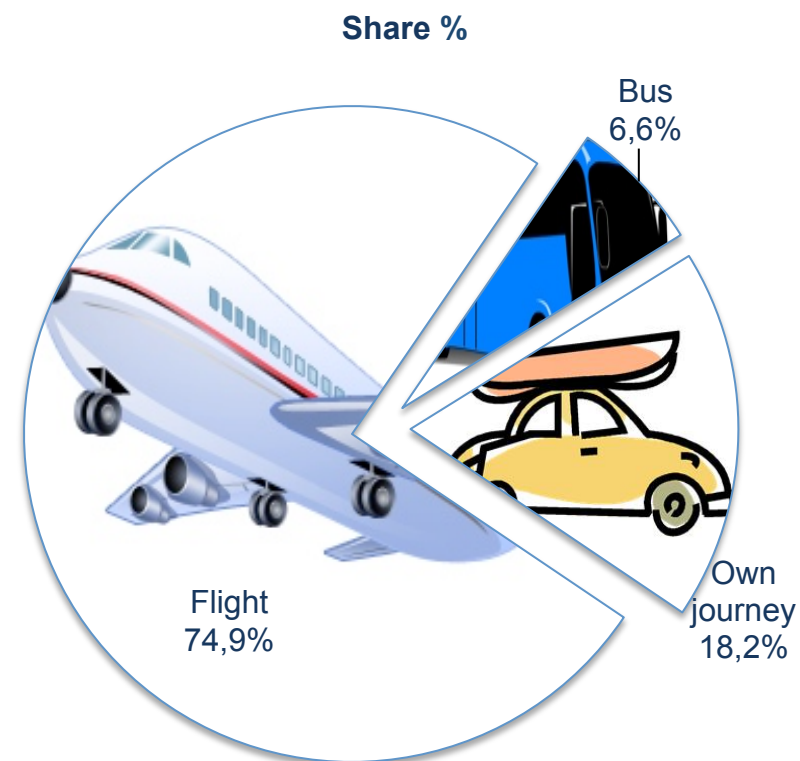
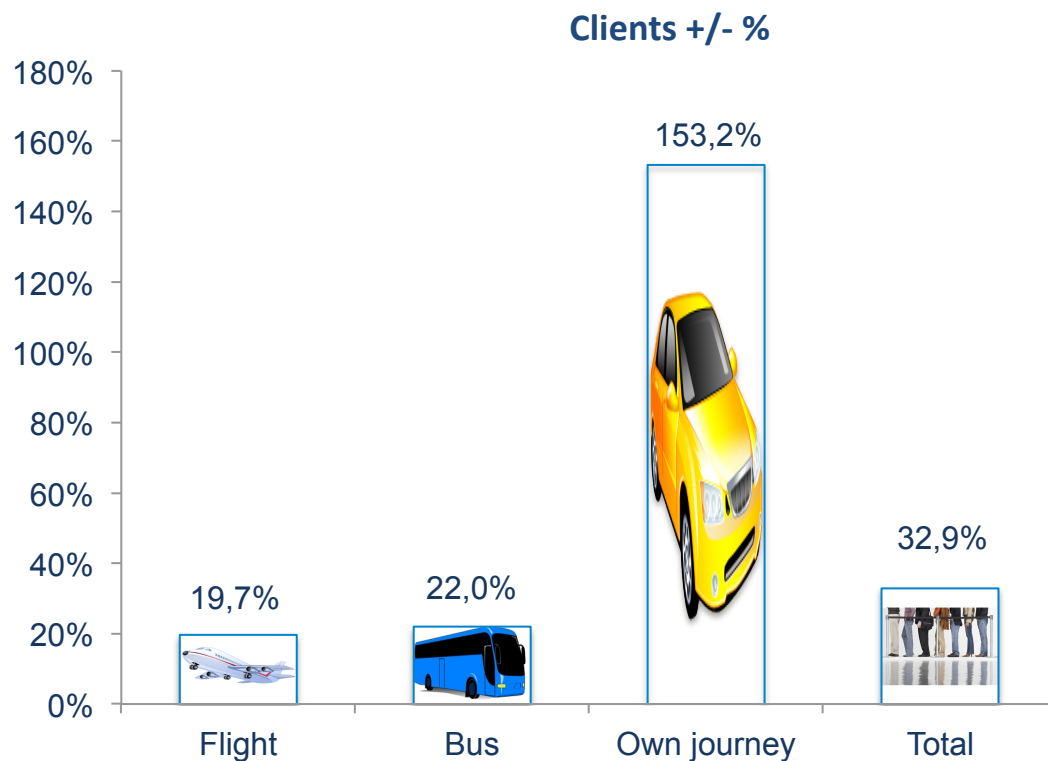
The last four weeks of sales of the tourist year 2016/17 - customers

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



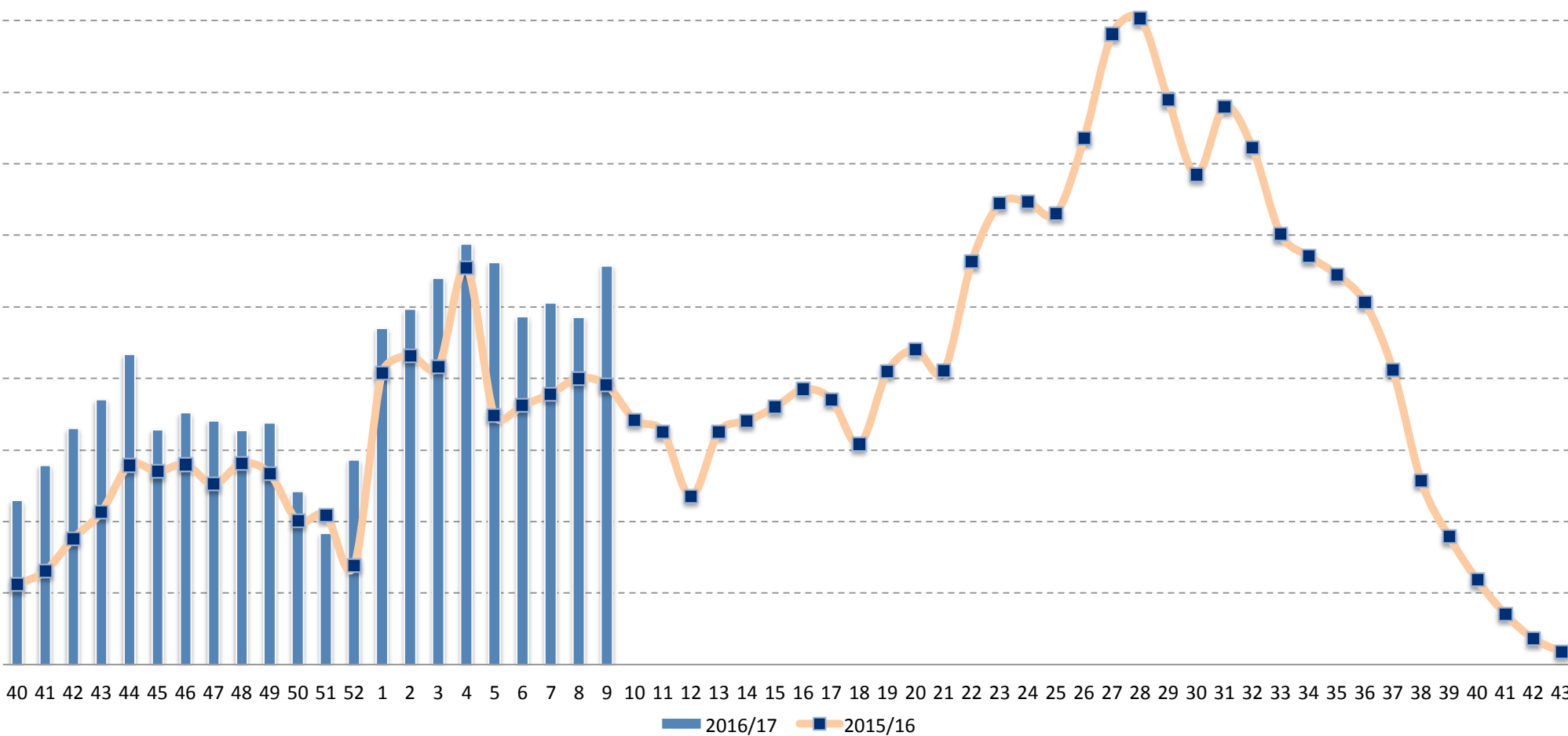
The sales trend of the last four weeks

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



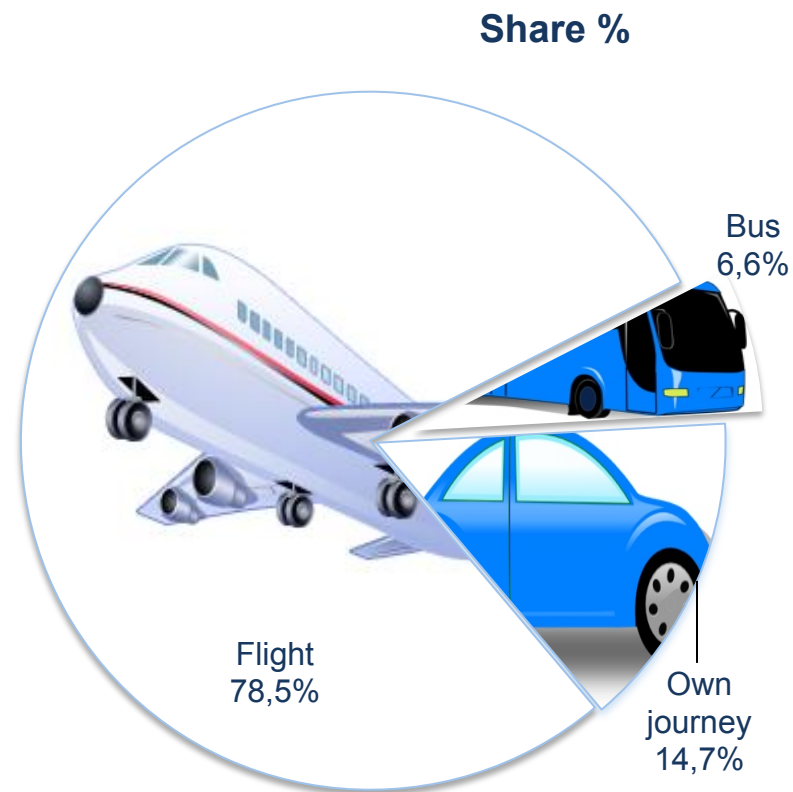
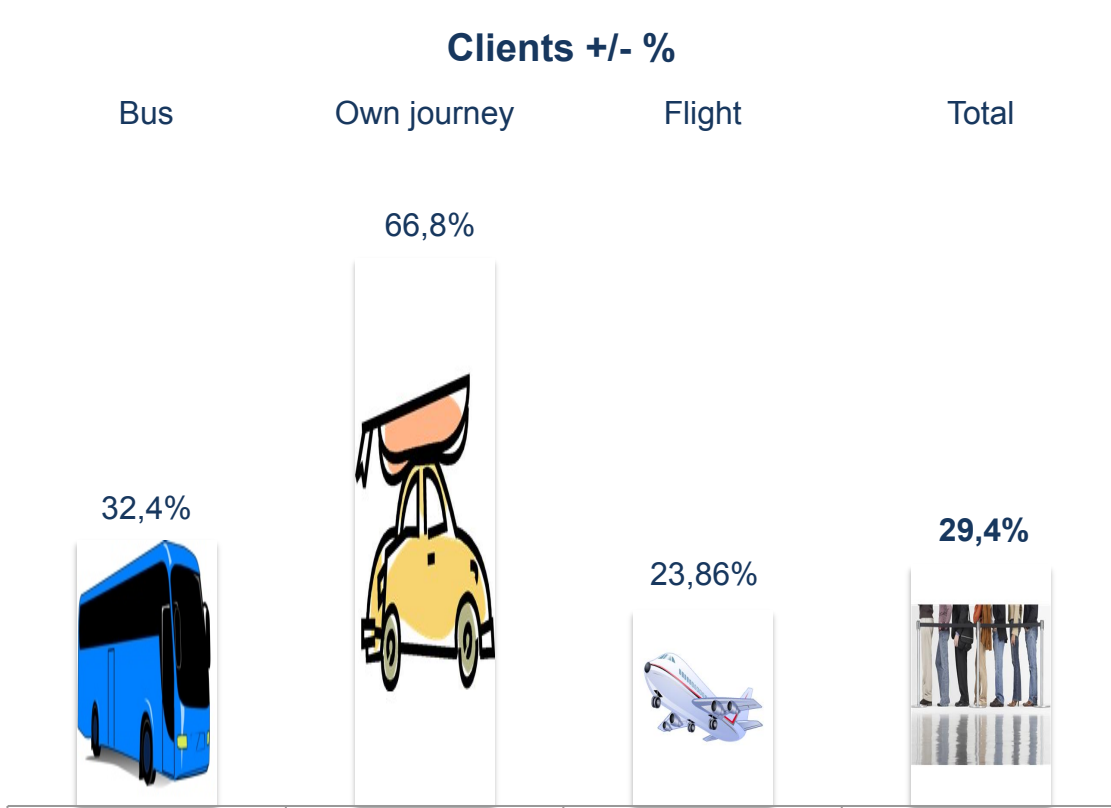
Weekly sales compared with the previous tourist year

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	62%
2	Hiszpania	2%
3	Bułgaria	4%
4	Egipt	76%
5	Włochy	-8%
6	Turcja	32%
7	Portugalia	-5%
8	Albania	++
9	Chorwacja	33%
10	Kuba	53%
11	Austria	4%
12	Emiraty Arabskie	40%
13	Tanzania	104%
14	Dominikana	16%
15	Oman	++
16	Cypr	-17%
17	Tajlandia	15%
18	Malta	140%
19	Czechy	34%
20	Wyspy Zielonego Przylądka	18%

Rank	Destination	+/- % last year
1	Heraklion	56%
2	Zakynthos	53%
3	Fuerteventura	0%
4	Korfu	53%
5	Burgas	0%
6	Rodos	76%
7	Teneryfa	-10%
8	Marsa Alam	++
9	Antalya	76%
10	Varna	11%
11	Chania	36%
12	Lanzarote	34%
13	Hurghada	24%
14	Gran Canaria	-1%
15	Kos	++
16	Tirana	++
17	Madera	-10%
18	Południowy tyrol	15%
19	Majorka	-14%
20	Zanzibar	++



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