

Weekly report 10/2017

Data source: MerlinX*

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

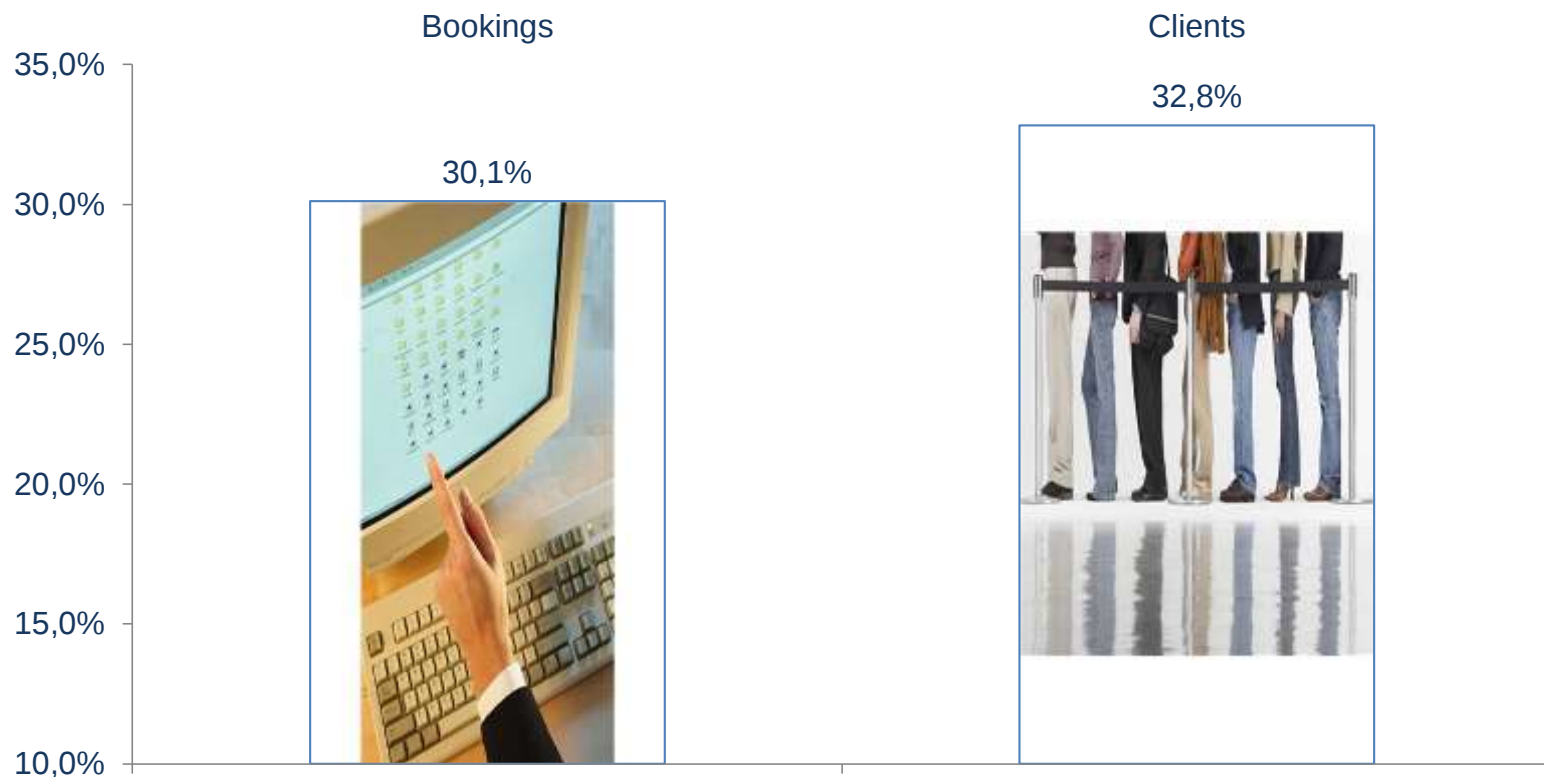
<http://www.pzot.pl>

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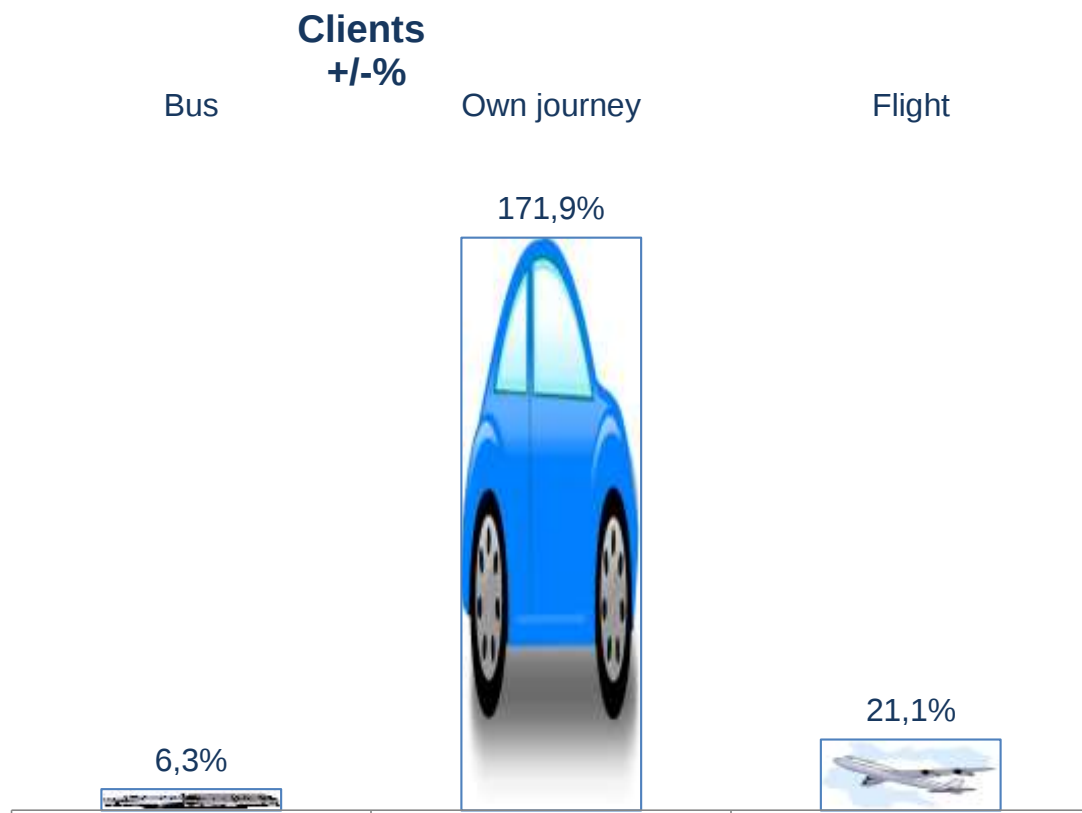
Last week – 10/2017, tours 01.11.16 – 31.10.17

compared with week 10. in 2016 r.

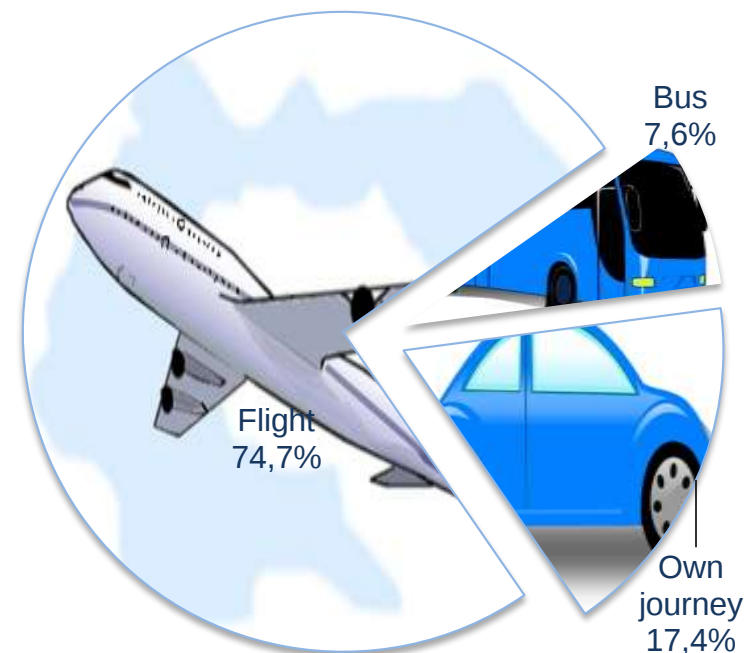


Last week – 10/2017, tours 01.11.16 – 31.10.17

compared with week 10. in 2016 r.



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	Antalya	6 615	2 345
2	Fuerteventura	6 737	2 773
3	Heraklion	7 823	2 904
4	Rodos	8 126	2 837
5	Marsa Alam	5 580	2 387
6	Teneryfa	7 023	2 876
7	Hurghada	5 315	2 304
8	Burgas	5 696	2 117
9	Zakynthos	7 752	2 829
10	Lanzarote	6 512	2 640
11	Korfu	8 085	2 898
12	Varna	5 079	2 026
13	Gran Canaria	7 537	3 091
14	Chania	8 078	2 886
15	Kos	9 108	3 023
16	Madera	7 232	2 990
17	Majorka	8 139	3 057
18	Bodrum	7 102	2 674
19	Sharm El Sheikh	5 071	2 236
20	Saloniki	6 892	2 494



Rank	Country	Price/booking	Price/person
1	Grecja	7 797	2 789
2	Hiszpania	6 751	2 786
3	Egipt	5 449	2 340
4	Turcja	6 794	2 420
5	Bułgaria	5 119	1 989
6	Włochy	5 238	2 168
7	Chorwacja	4 126	1 536
8	Portugalia	7 394	3 096
9	Albania	4 936	2 035
10	Dominikana	10 712	4 869

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

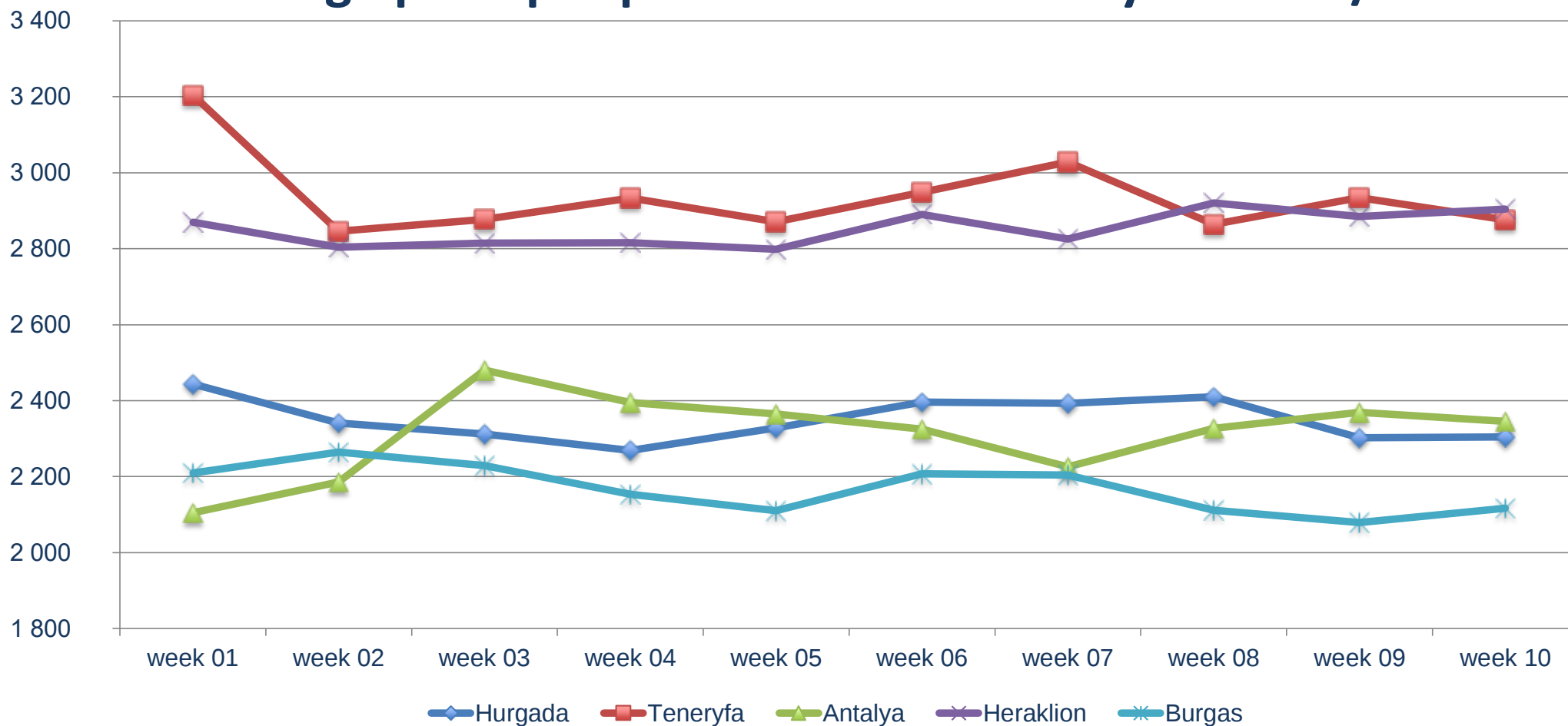
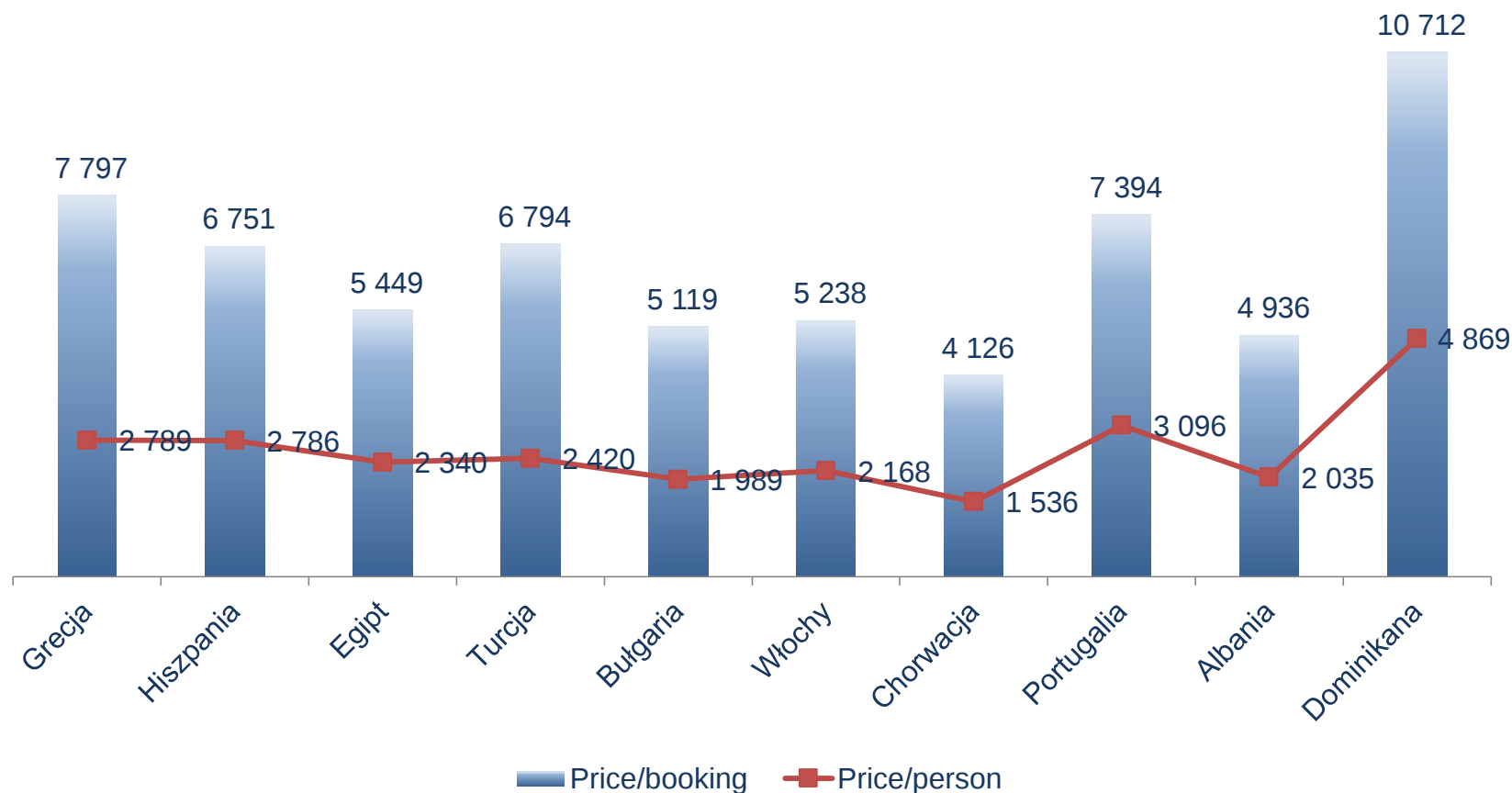


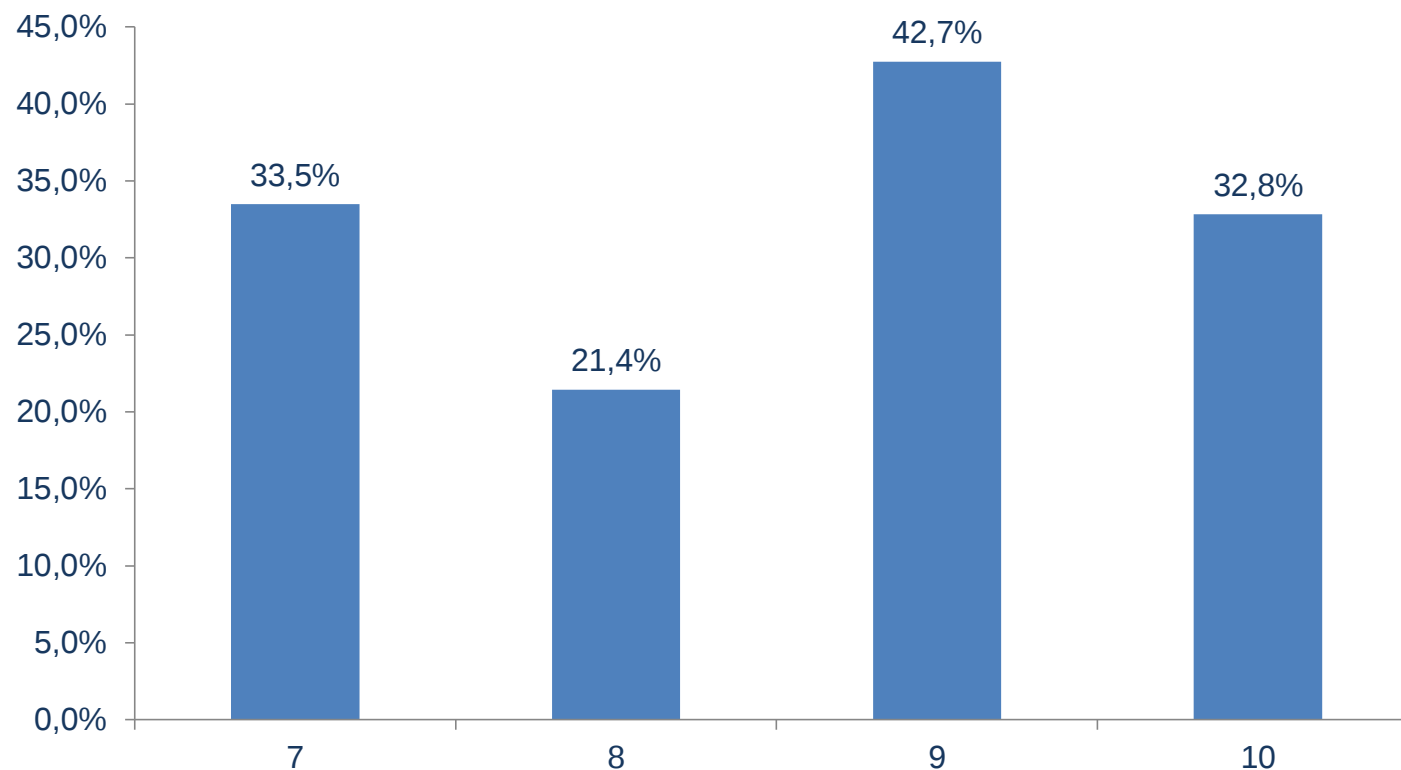
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

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



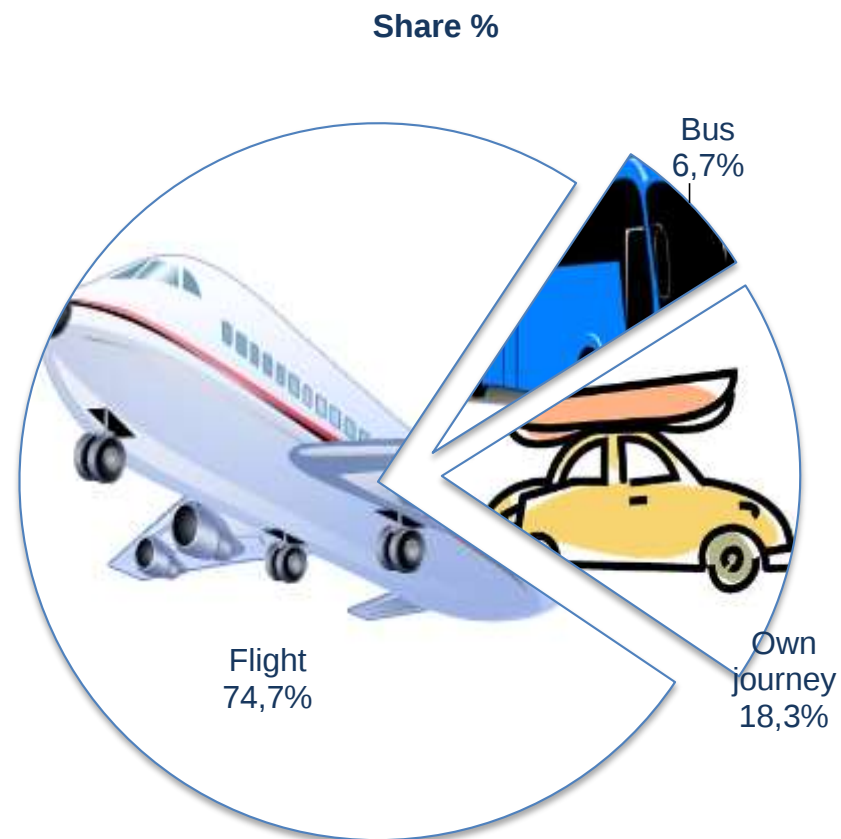
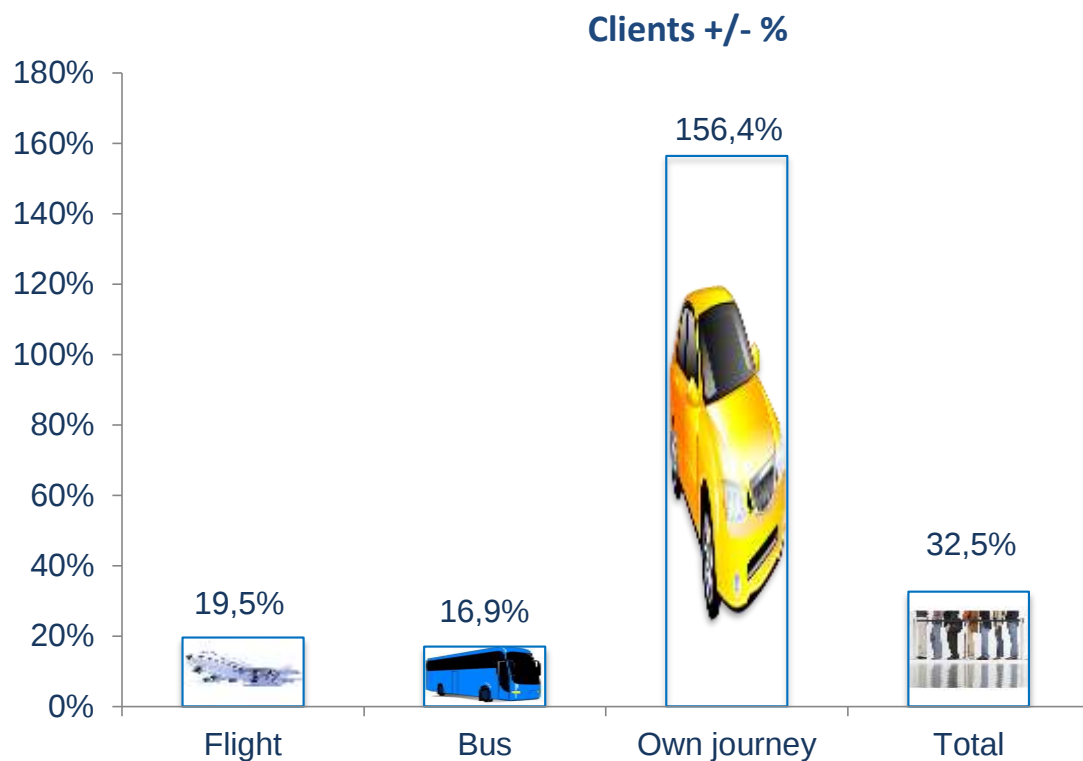
The last four weeks of sales of the tourist year 2016/17 - customers

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



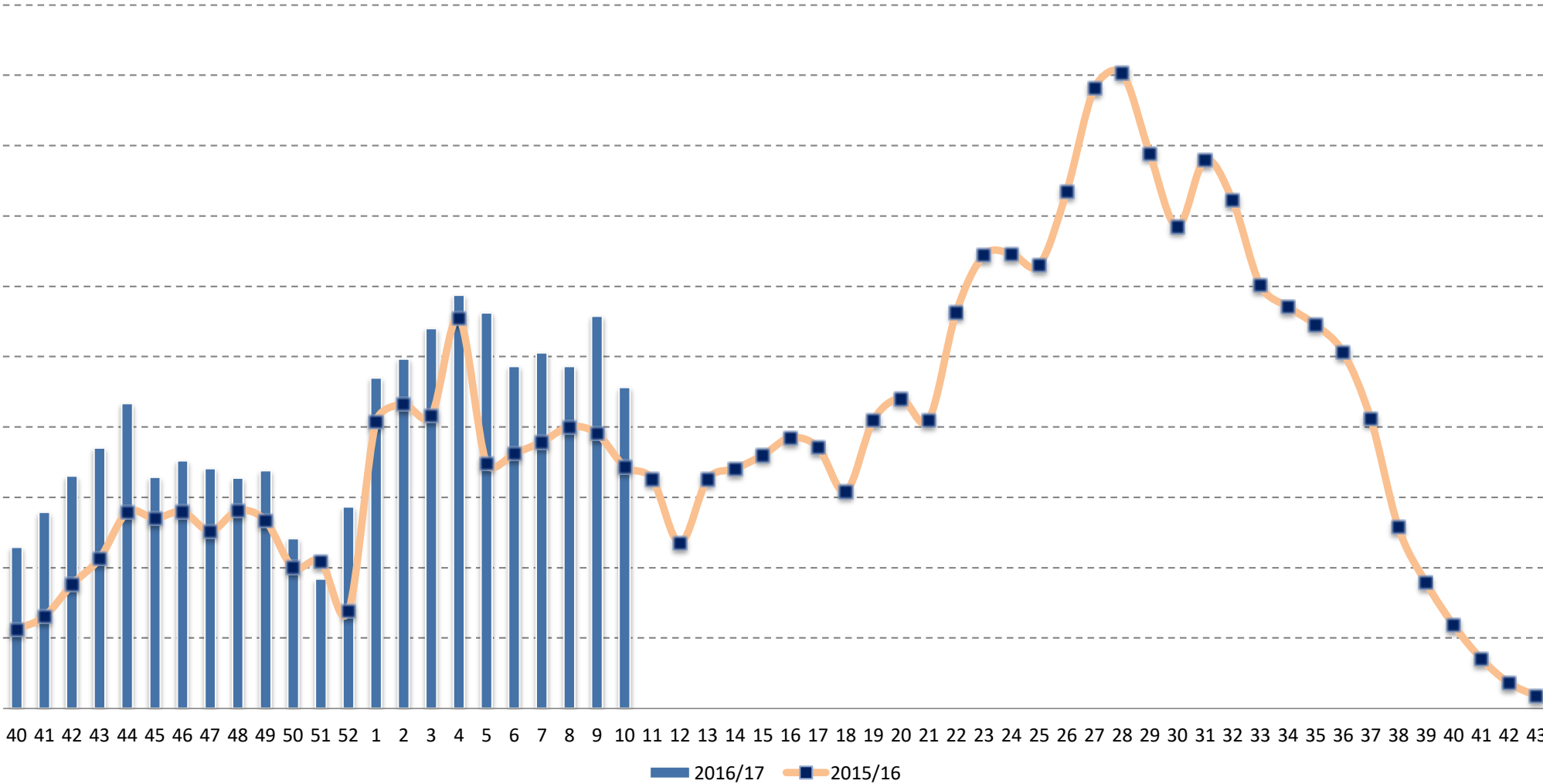
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

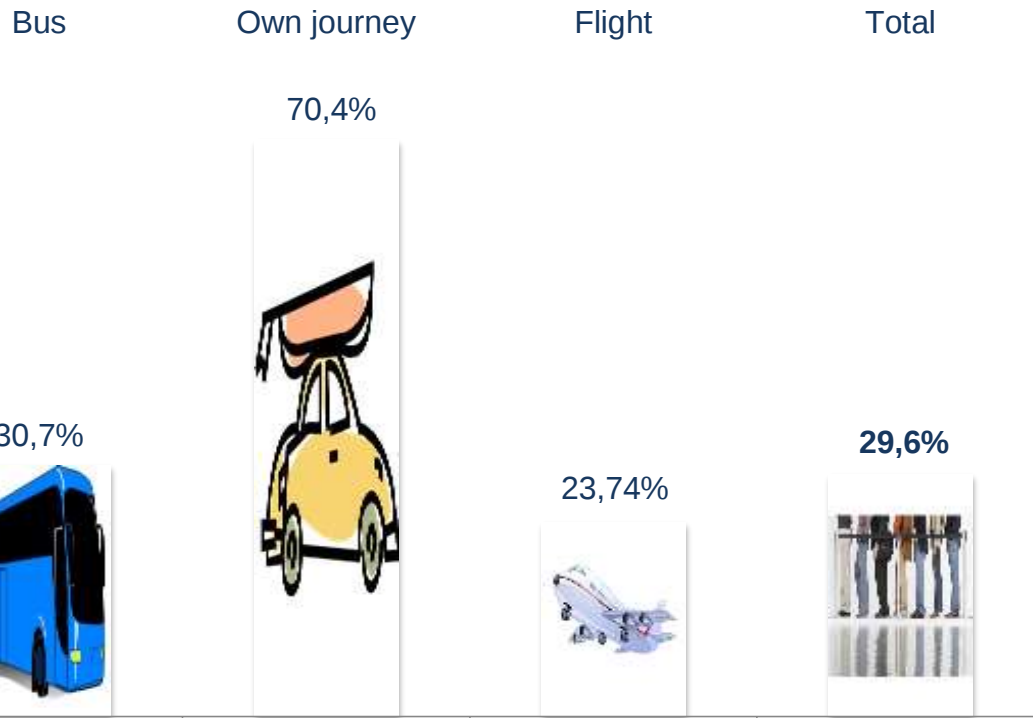
Bookings weekly 16/17 vs. 15/16



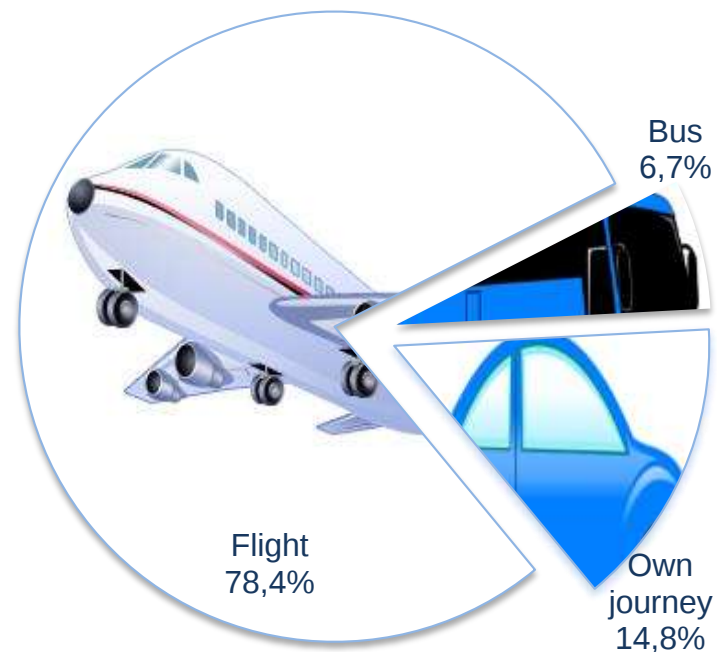
Cumulative sales of 2016/17

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

Clients +/- %



Share %



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

Rank	Country	+/- % last year
1	Grecja	61%
2	Hiszpania	2%
3	Bułgaria	4%
4	Egipt	79%
5	Włochy	-8%
6	Turcja	37%
7	Portugalia	-4%
8	Albania	++
9	Chorwacja	31%
10	Kuba	53%
11	Austria	4%
12	Emiraty Arabskie	41%
13	Dominikana	15%
14	Tanzania	105%
15	Oman	++
16	Cypr	-18%
17	Tajlandia	14%
18	Malta	138%
19	Wyspy Zielonego Przylądka	22%
20	Maroko	-5%

Rank	Destination	+/- % last year
1	Heraklion	54%
2	Zakynthos	49%
3	Fuerteventura	0%
4	Korfu	52%
5	Burgas	1%
6	Rodos	76%
7	Teneryfa	-10%
8	Marsa Alam	++
9	Antalya	81%
10	Varna	11%
11	Chania	35%
12	Lanzarote	37%
13	Hurghada	28%
14	Gran Canaria	0%
15	Kos	++
16	Tirana	++
17	Madera	-9%
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