

Weekly report 11/2017

Data source: MerlinX*

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

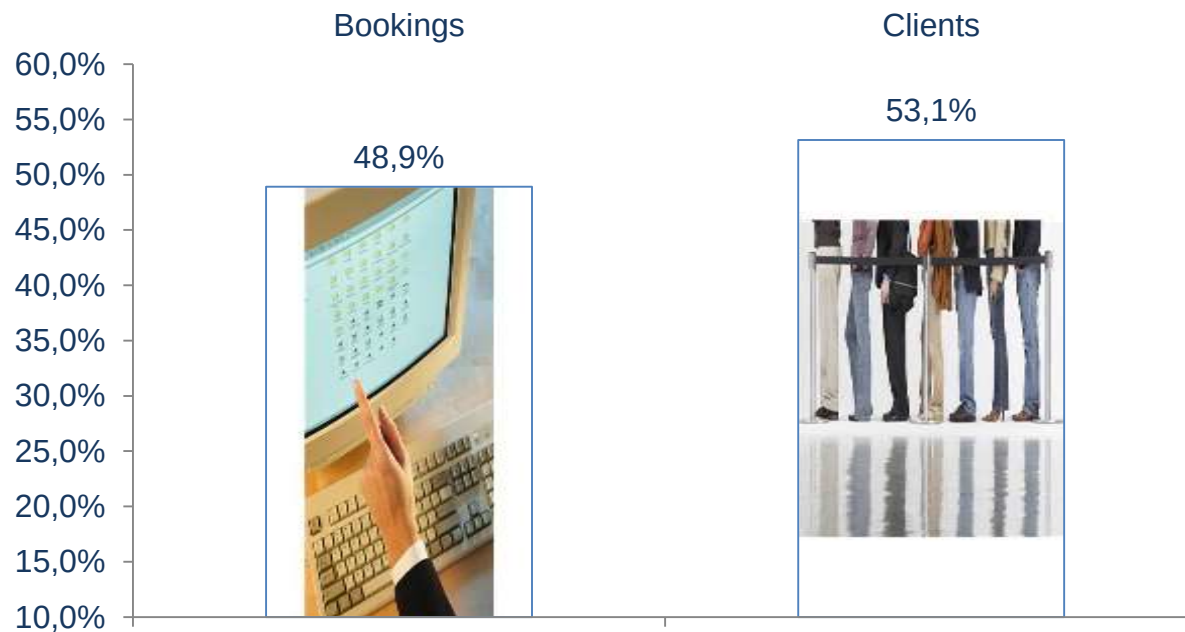
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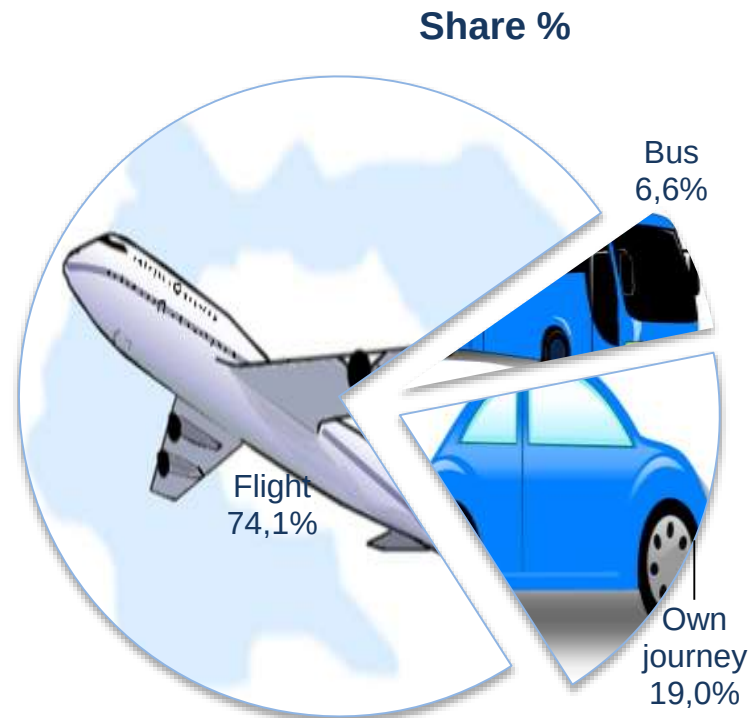
Last week – 11/2017, tours 01.11.16 – 31.10.17

compared with week 11. in 2016 r.



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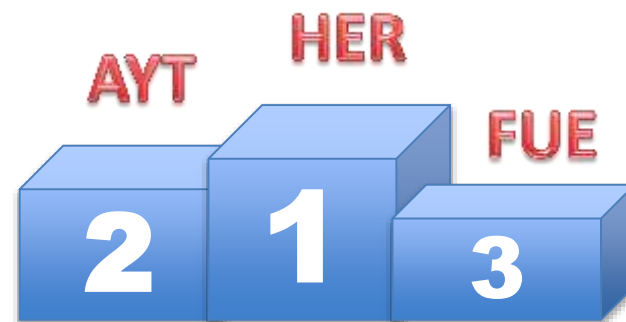
compared with week 11. in 2016 r.



Ranking of the most popular countries & destinations in CW11

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 587	2 765
2	Antalya	6 554	2 334
3	Fuerteventura	6 882	2 779
4	Burgas	5 688	2 183
5	Zakynthos	7 883	2 889
6	Rodos	7 523	2 769
7	Hurghada	5 635	2 358
8	Teneryfa	7 135	3 014
9	Korfu	7 977	2 711
10	Marsa Alam	5 908	2 493
11	Lanzarote	6 722	2 742
12	Chania	7 981	2 951
13	Kos	8 626	2 843
14	Varna	5 696	2 113
15	Majorka	7 883	3 147
16	Gran Canaria	8 516	3 342
17	Madera	7 243	3 061
18	Tirana	6 356	2 418
19	Bodrum	6 522	2 379
20	Malaga	6 841	3 025



Rank	Country	Price/booking	Price/person
1	Grecja	7 628	2 753
2	Hiszpania	6 916	2 857
3	Egipt	5 835	2 425
4	Bułgaria	5 211	2 058
5	Turcja	6 668	2 352
6	Włochy	6 057	2 372
7	Chorwacja	4 677	1 593
8	Portugalia	7 591	3 226
9	Albania	5 569	2 285
10	Polska	1 558	903

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

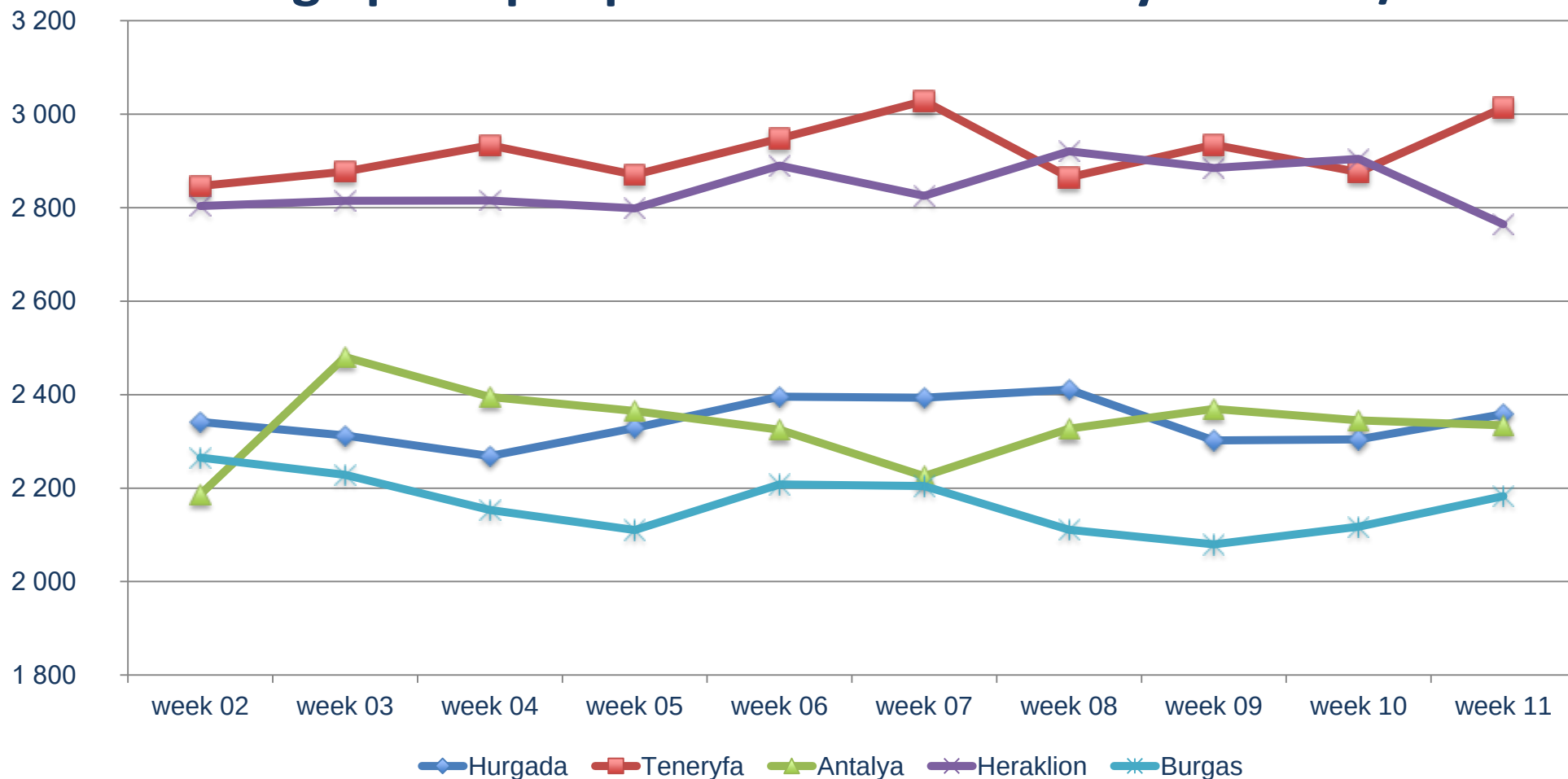
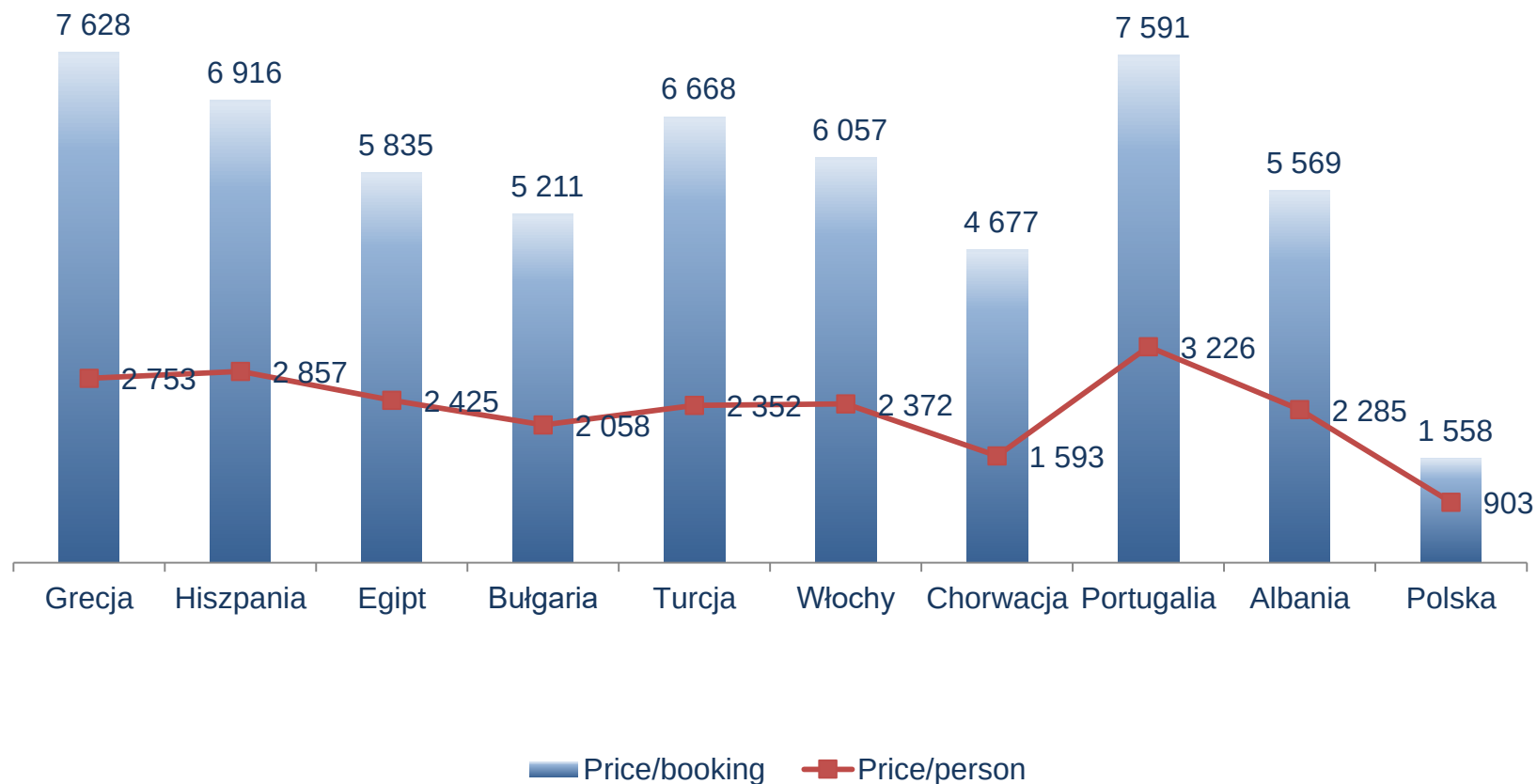


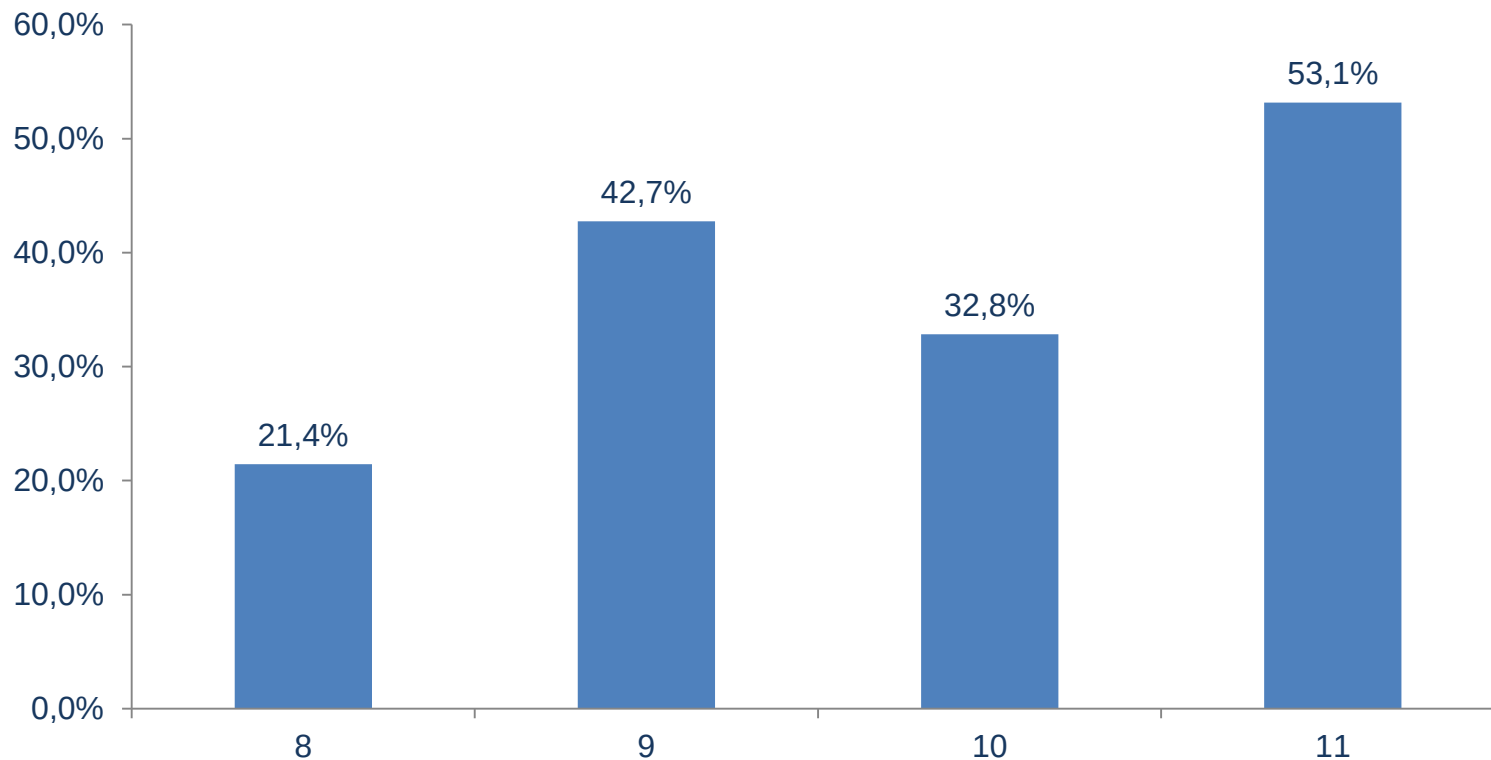
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 11. week



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

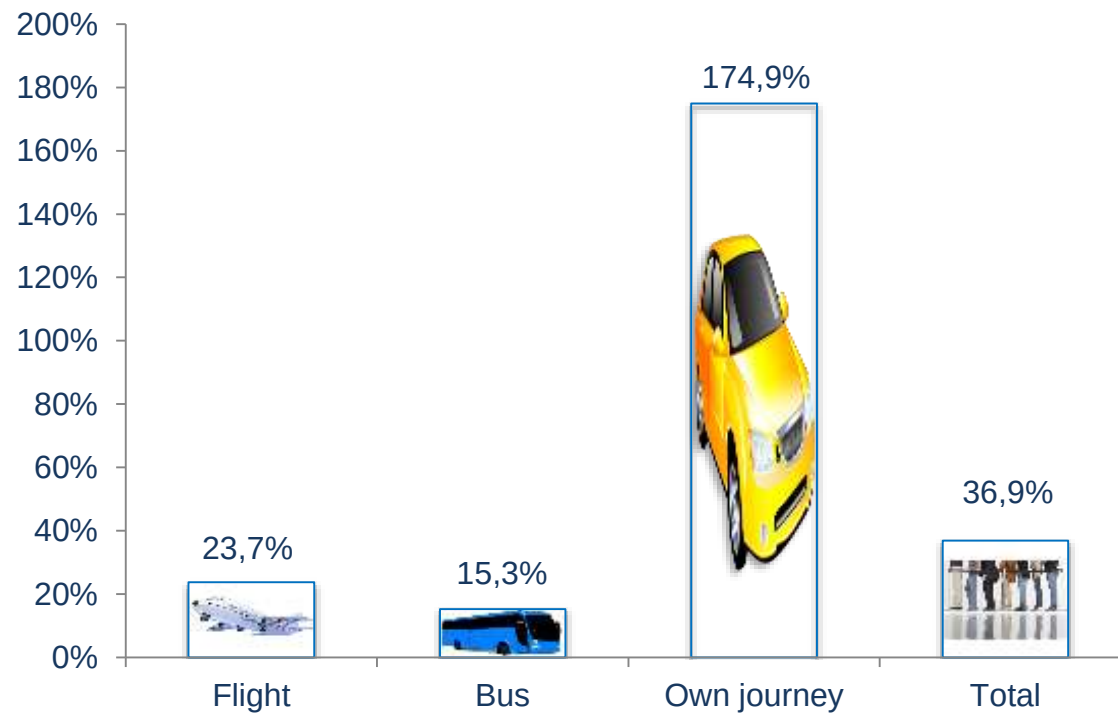
compared with 4 analogous weeks in tourist year 2015/2016.



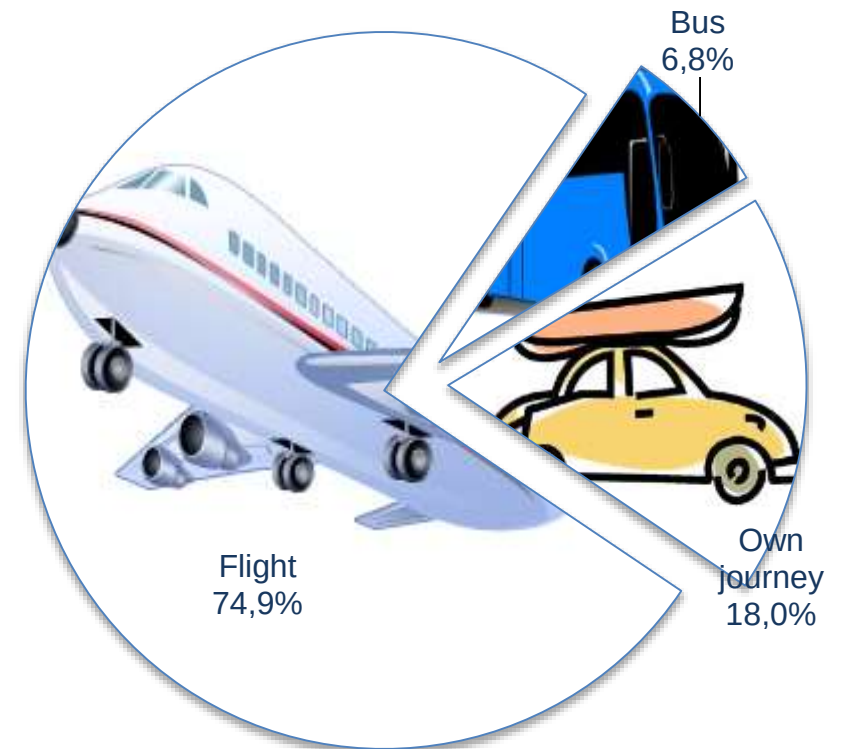
The sales trend of the last four weeks

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

Clients +/- %

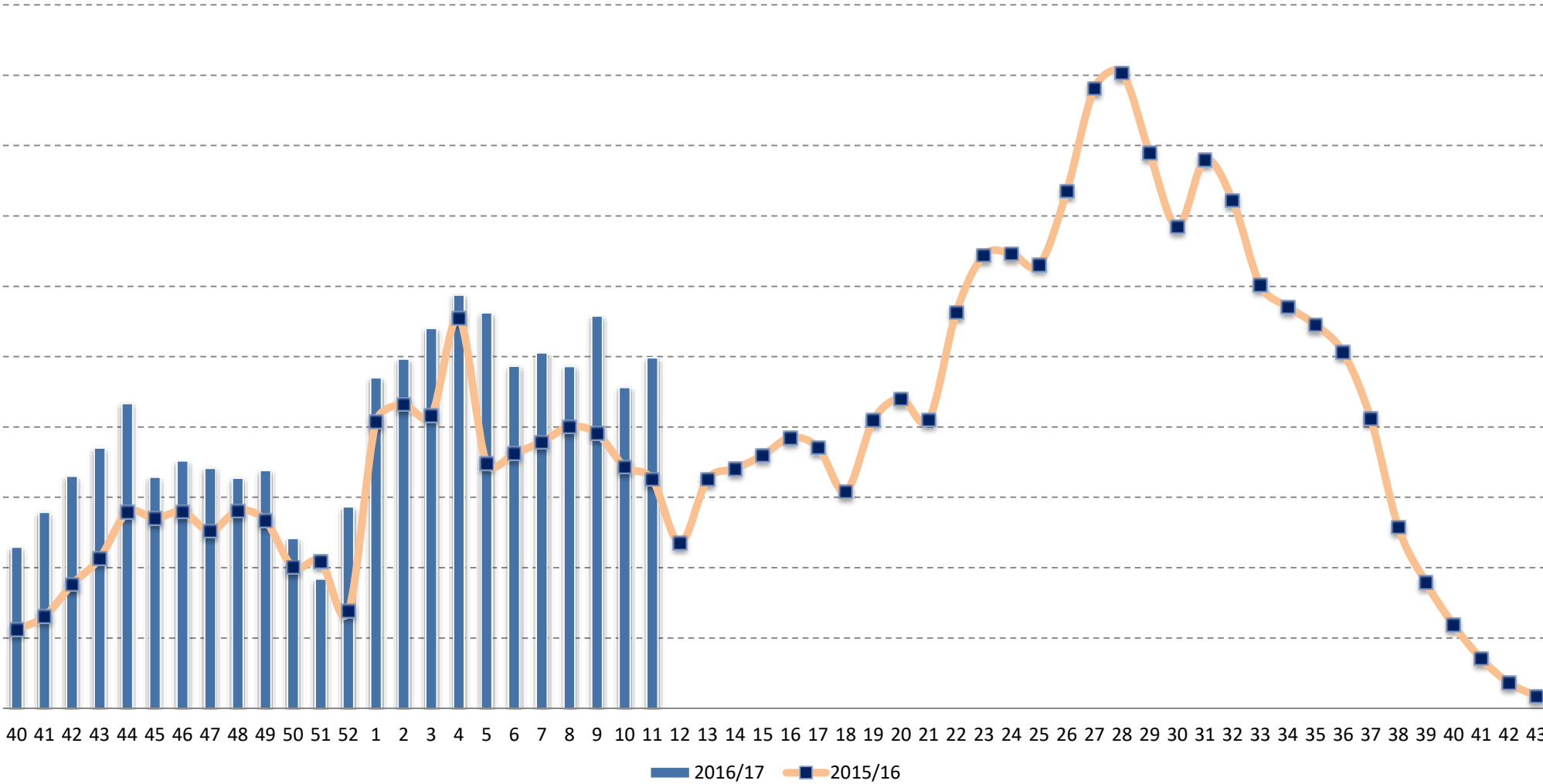


Share %



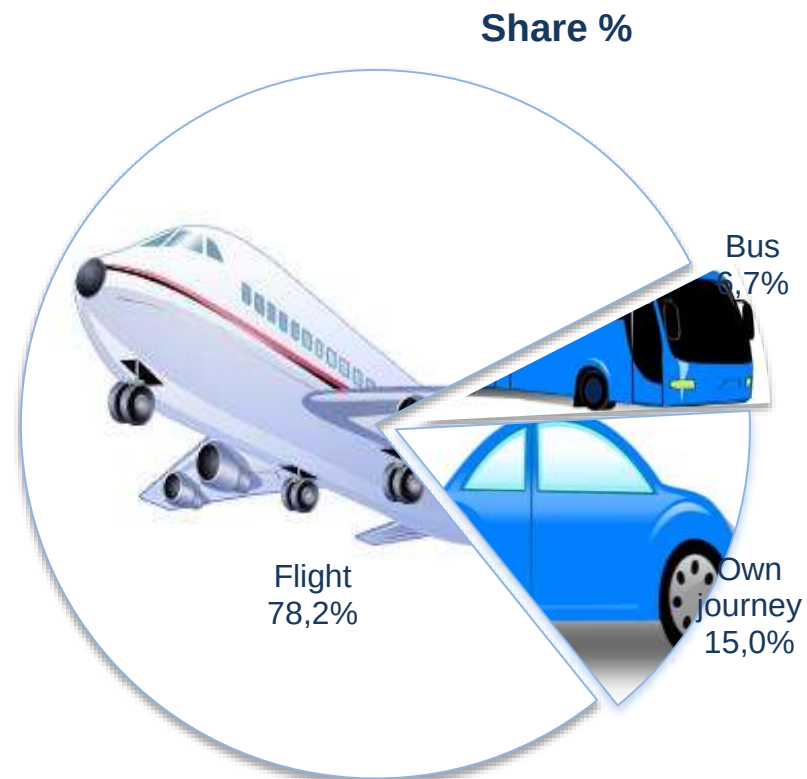
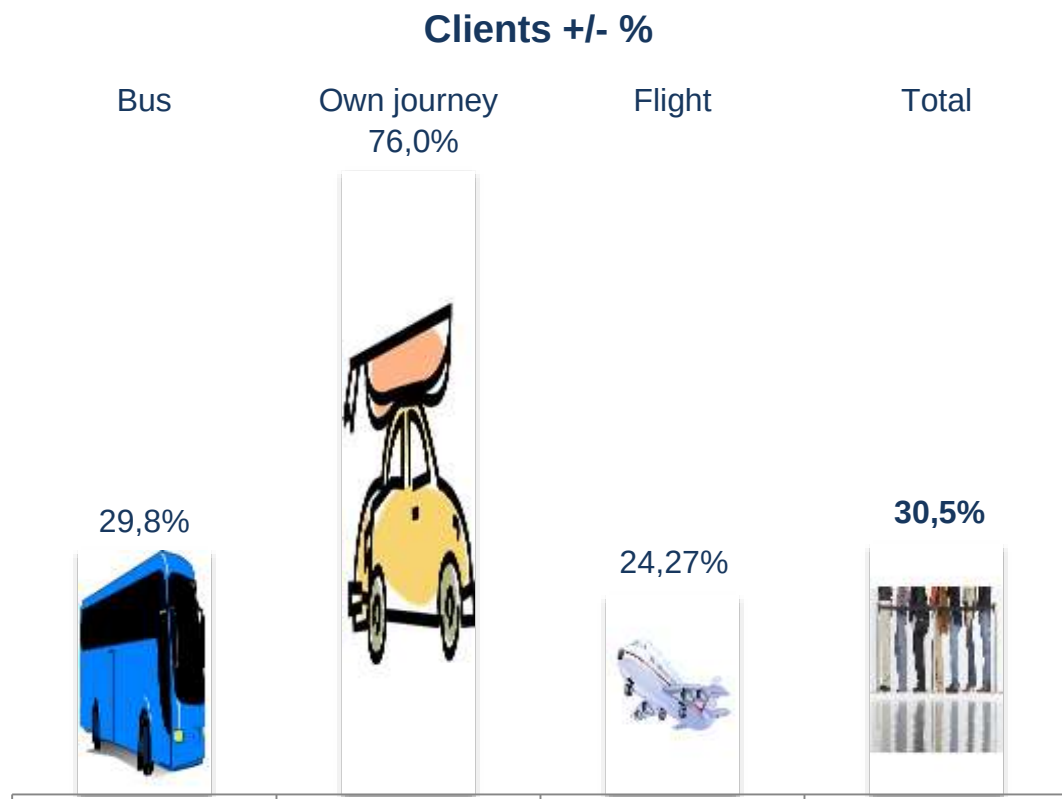
Weekly sales compared with the previous tourist year

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	60%
2	Hiszpania	3%
3	Bułgaria	5%
4	Egipt	84%
5	Włochy	-6%
6	Turcja	45%
7	Portugalia	-3%
8	Chorwacja	29%
9	Albania	++
10	Kuba	52%
11	Austria	4%
12	Emiraty Arabskie	41%
13	Tanzania	106%
14	Dominikana	15%
15	Oman	++
16	Cypr	-17%
17	Tajlandia	14%
18	Malta	136%
19	Polska	17%
20	Wyspy Zielonego Przylądka	23%

Rank	Destination	+/- % last year
1	Heraklion	53%
2	Zakynthos	48%
3	Fuerteventura	1%
4	Korfu	50%
5	Rodos	77%
6	Burgas	-2%
7	Teneryfa	-10%
8	Marsa Alam	127%
9	Antalya	92%
10	Chania	35%
11	Lanzarote	38%
12	Hurghada	33%
13	Varna	9%
14	Kos	178%
15	Gran Canaria	-1%
16	Madera	-5%
17	Tirana	++
18	Majorka	-13%
19	Zanzibar	105%
20	Salalah	++



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