

Weekly report 12/2017

Data source: MerlinX*

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

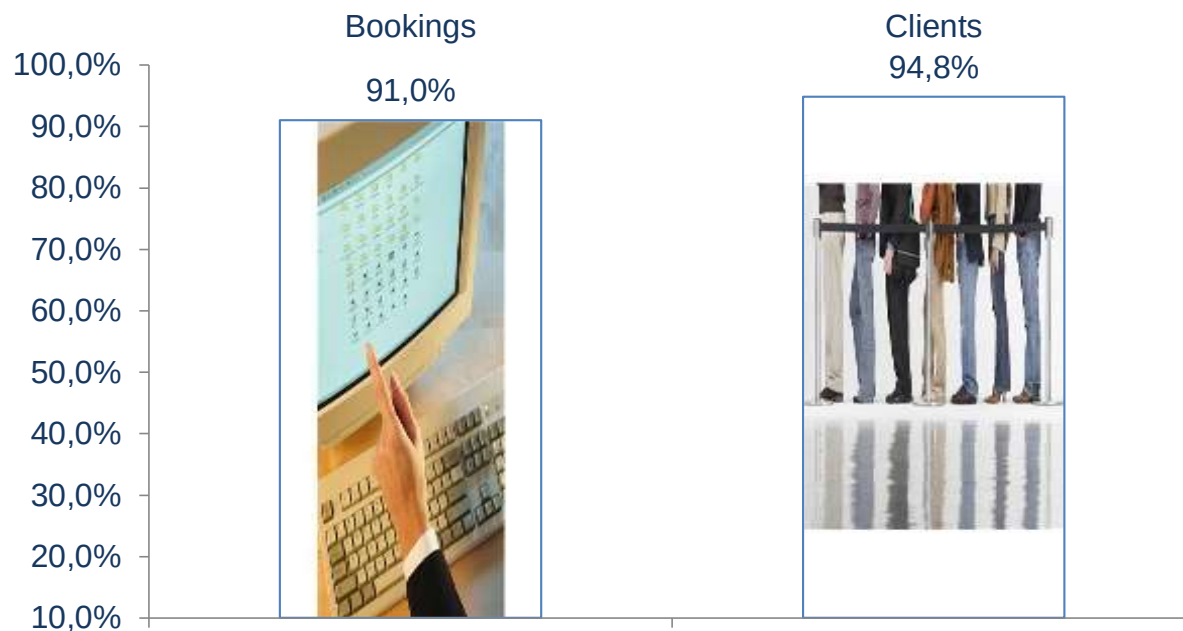
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 12/2017, tours 01.11.16 – 31.10.17

compared with week 12. in 2016 r.



* Compared with Easter Week 2016

Last week – 12/2017, tours 01.11.16 – 31.10.17

compared with week 12. in 2016 r.

Clients
+/-%

Bus



62,7%

Own journey



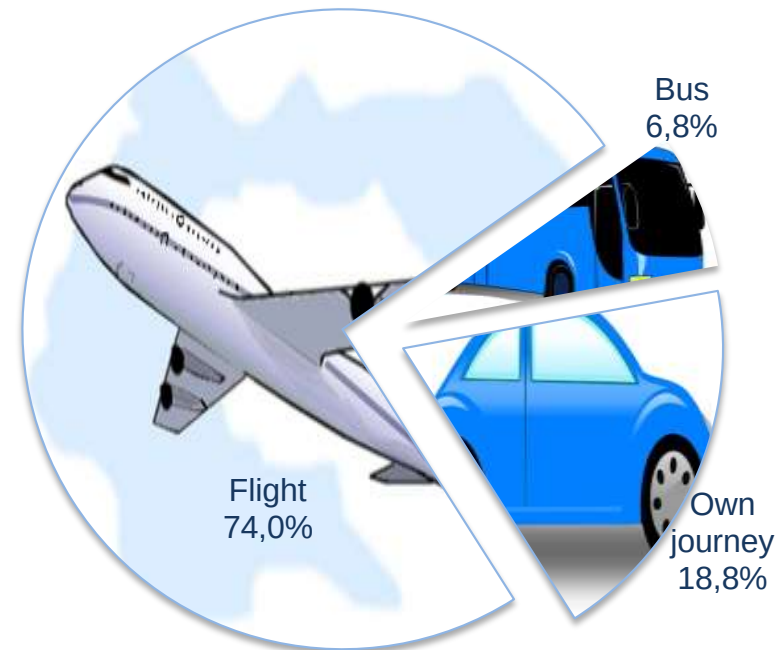
249,1%

Flight



77,7%

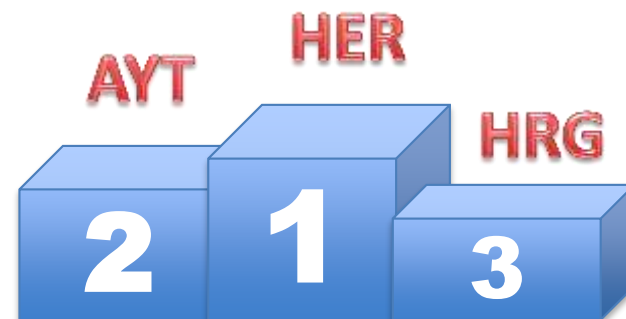
Share %



Ranking of the most popular countries & destinations in CW12

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 761	2 711
2	Antalya	6 363	2 270
3	Hurghada	5 682	2 374
4	Rodos	8 136	2 950
5	Burgas	5 780	2 136
6	Fuerteventura	6 709	2 774
7	Zakynthos	7 663	2 757
8	Marsa Alam	5 851	2 418
9	Korfu	7 549	2 719
10	Teneryfa	7 228	2 997
11	Chania	7 351	2 909
12	Varna	5 524	2 067
13	Lanzarote	7 284	2 774
14	Madera	6 517	2 843
15	Kos	8 419	2 854
16	Gran Canaria	8 663	3 298
17	Majorka	8 122	3 256
18	Tirana	5 711	2 249
19	Bodrum	5 994	2 382
20	Malaga	6 914	3 005



Rank	Country	Price/booking	Price/person
1	Grecja	7 561	2 719
2	Hiszpania	6 951	2 880
3	Egipt	5 910	2 417
4	Bułgaria	5 210	2 022
5	Turcja	6 398	2 334
6	Włochy	5 669	2 300
7	Portugalia	6 699	2 893
8	Chorwacja	3 861	1 472
9	Albania	5 182	2 141
10	Cypr	7 214	2 703

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

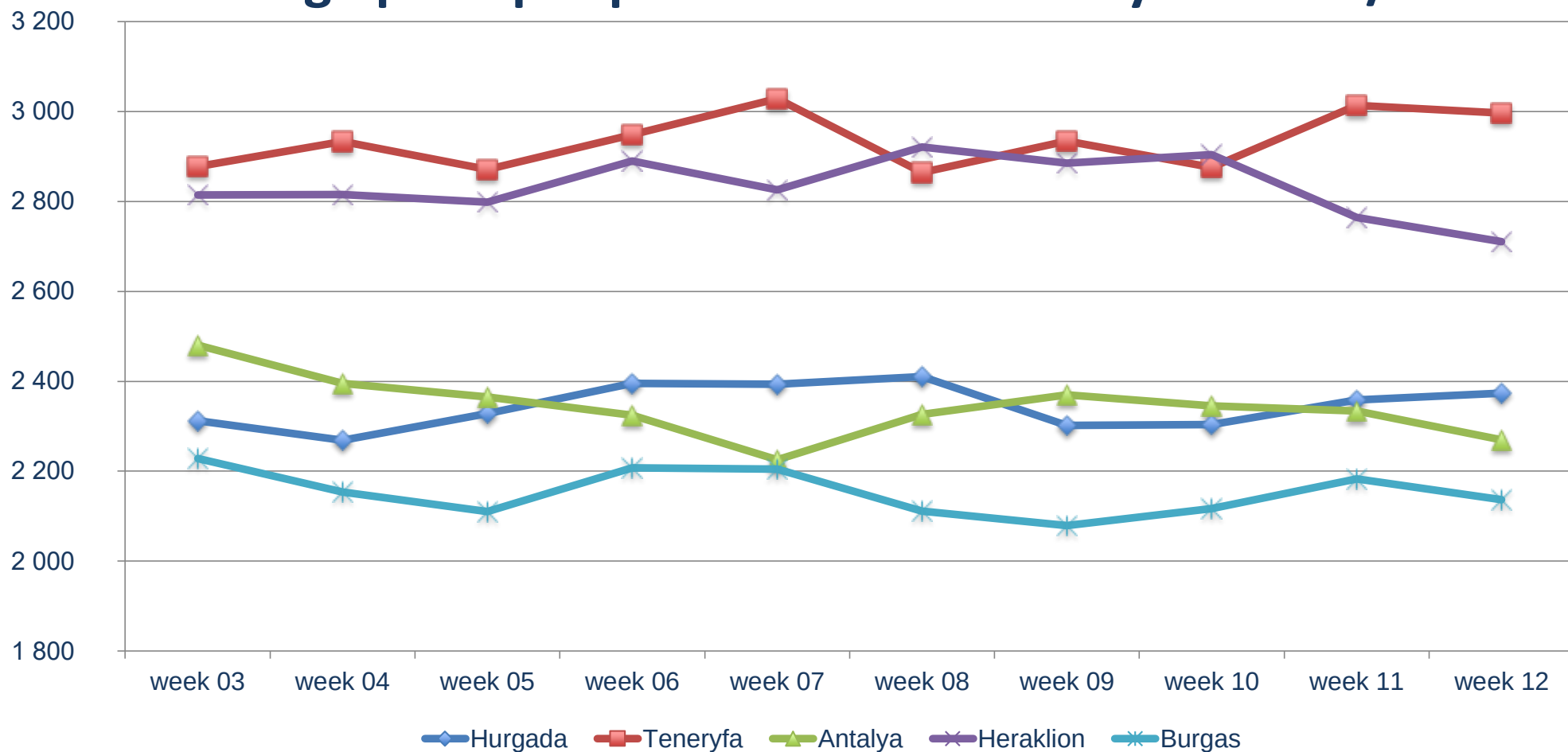
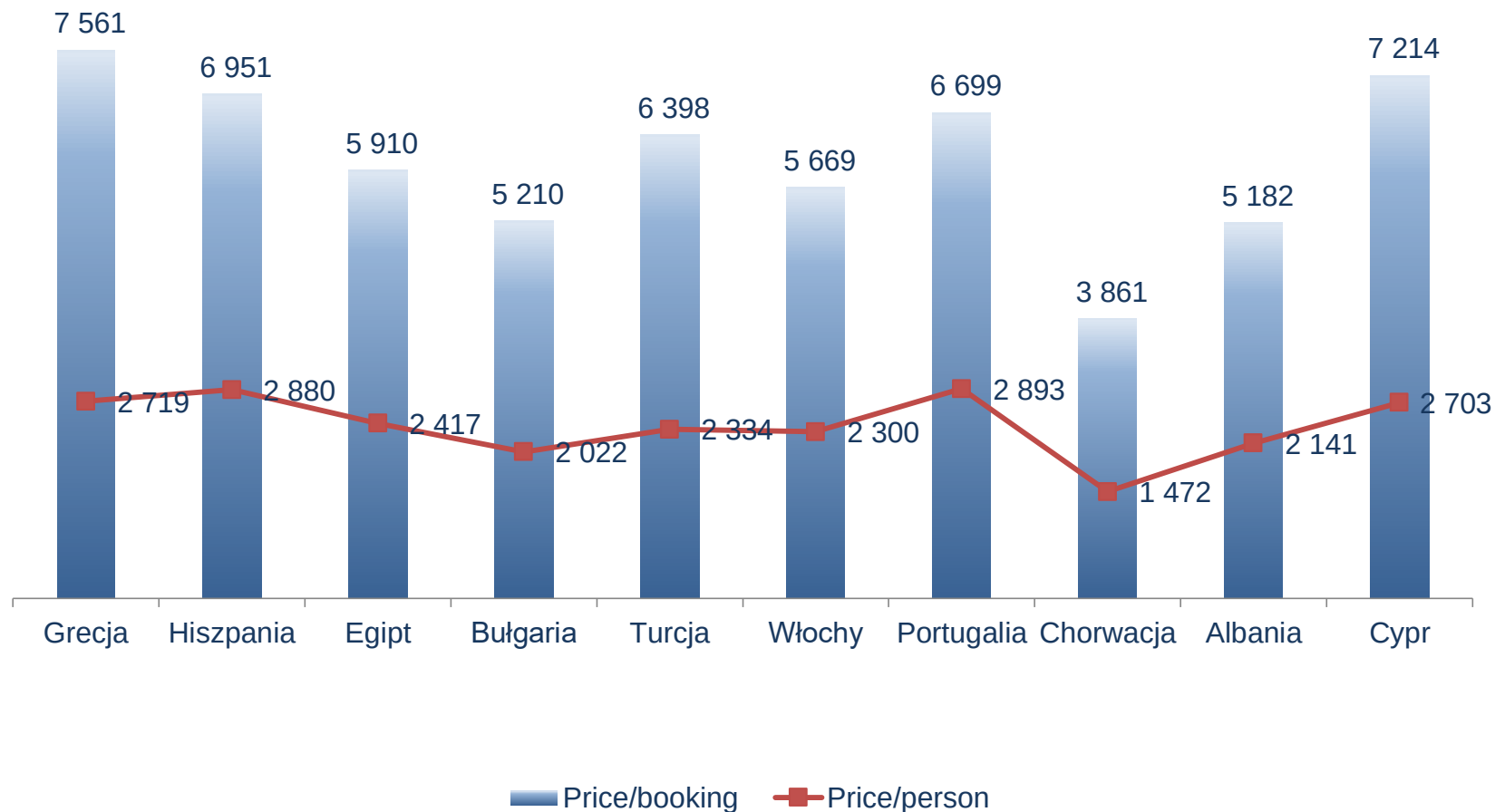


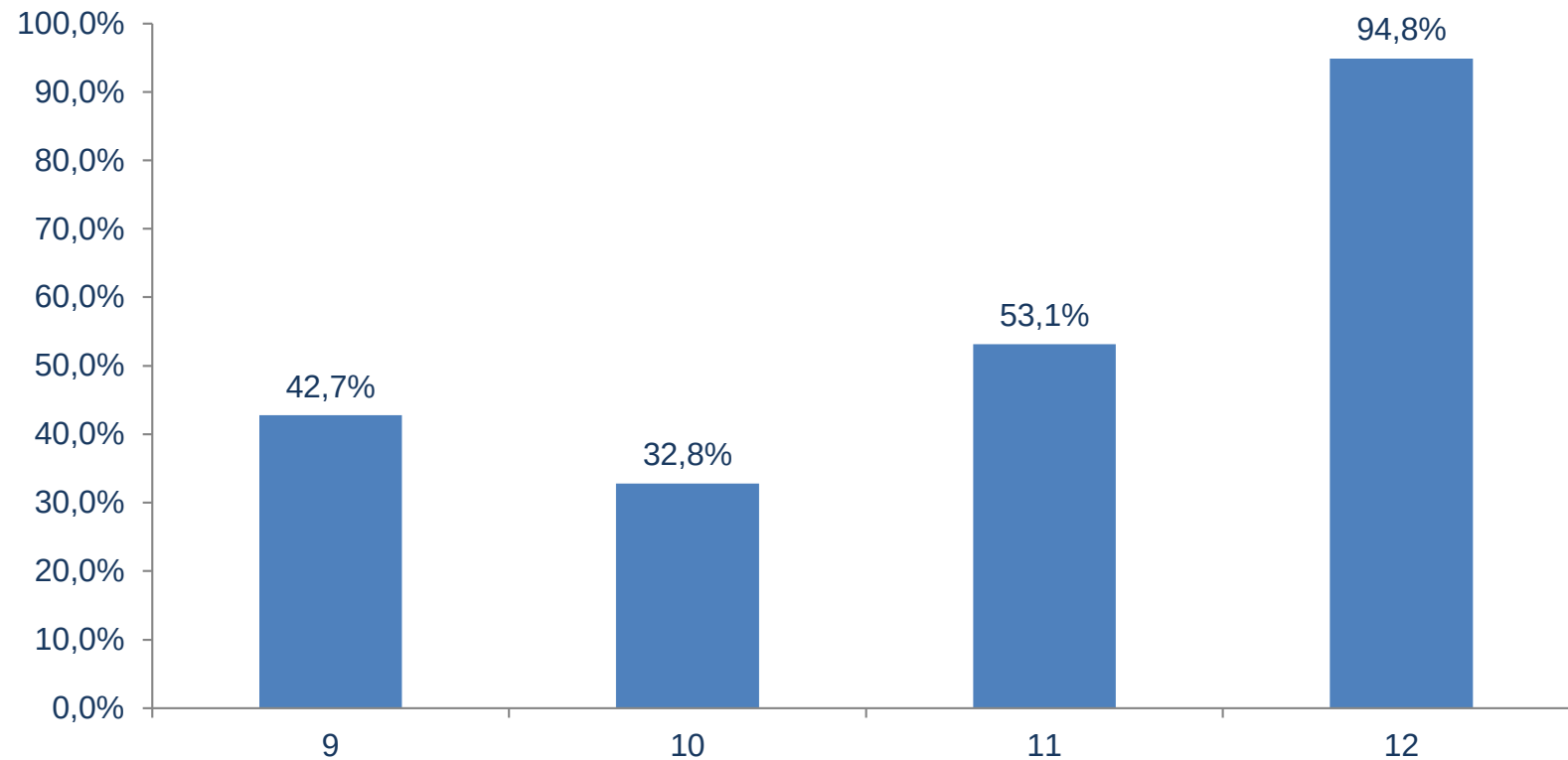
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 12. week



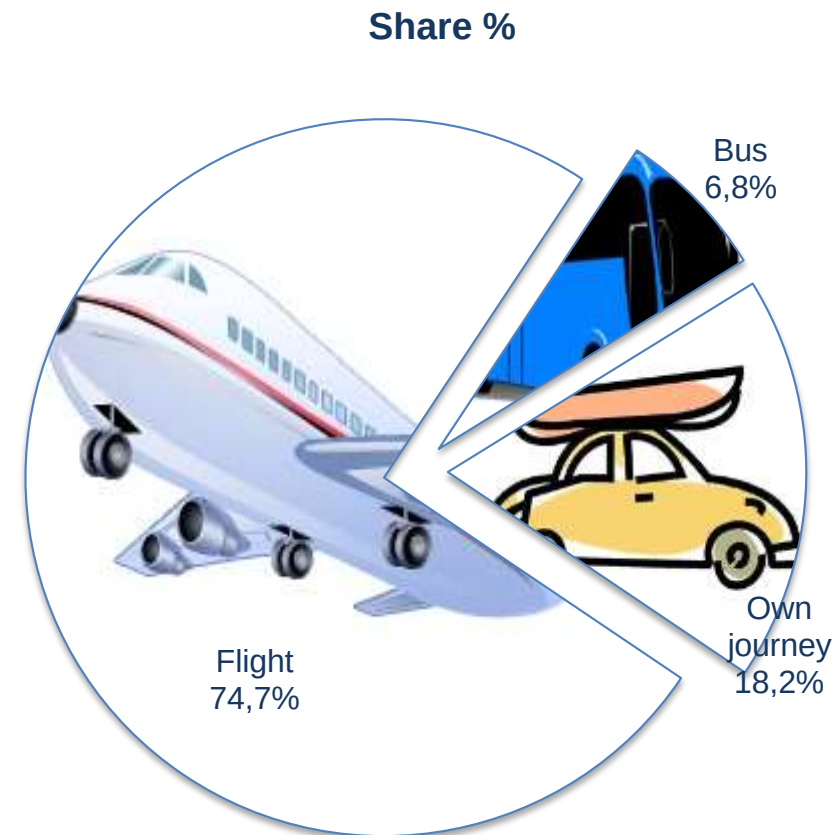
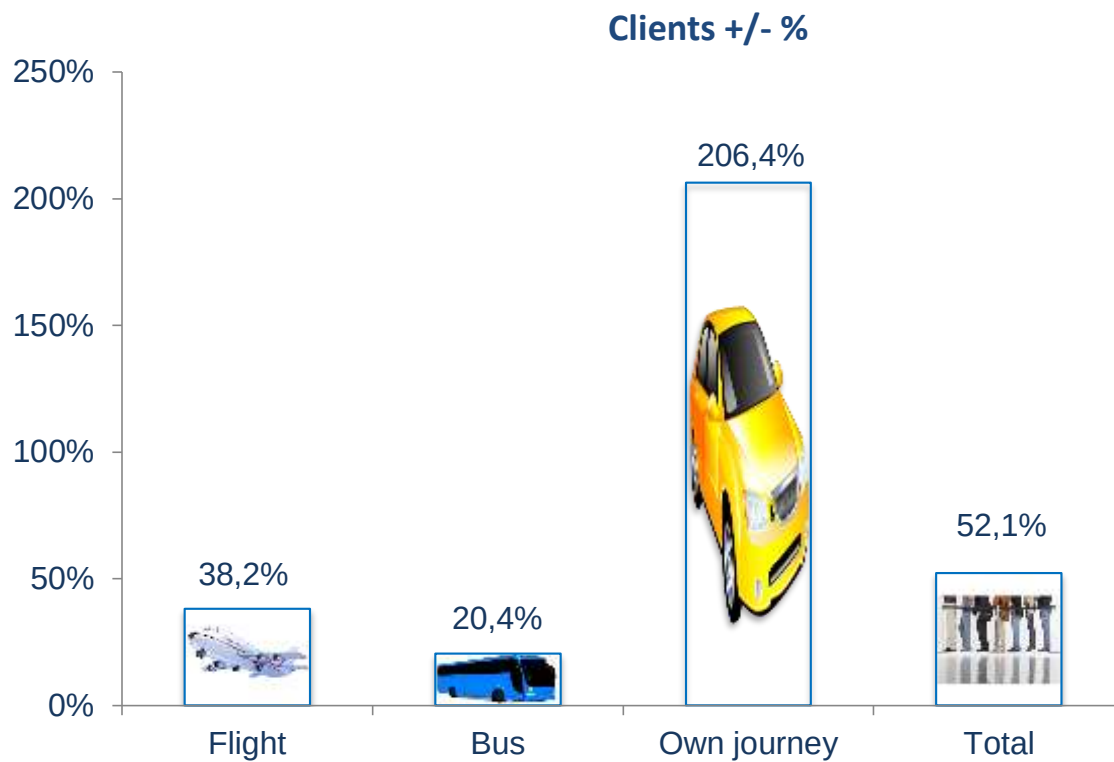
The last four weeks of sales of the tourist year 2016/17 - customers

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



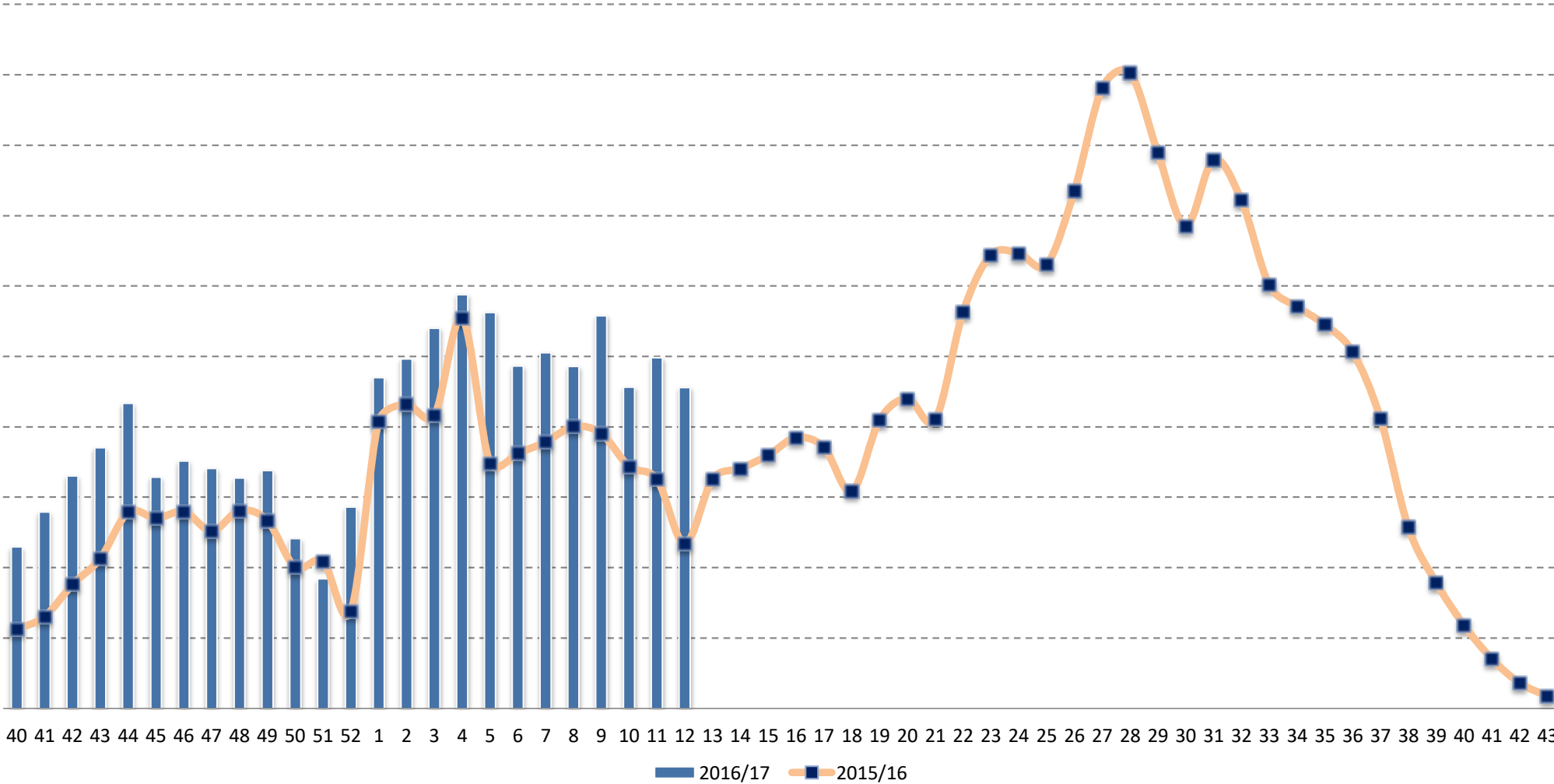
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

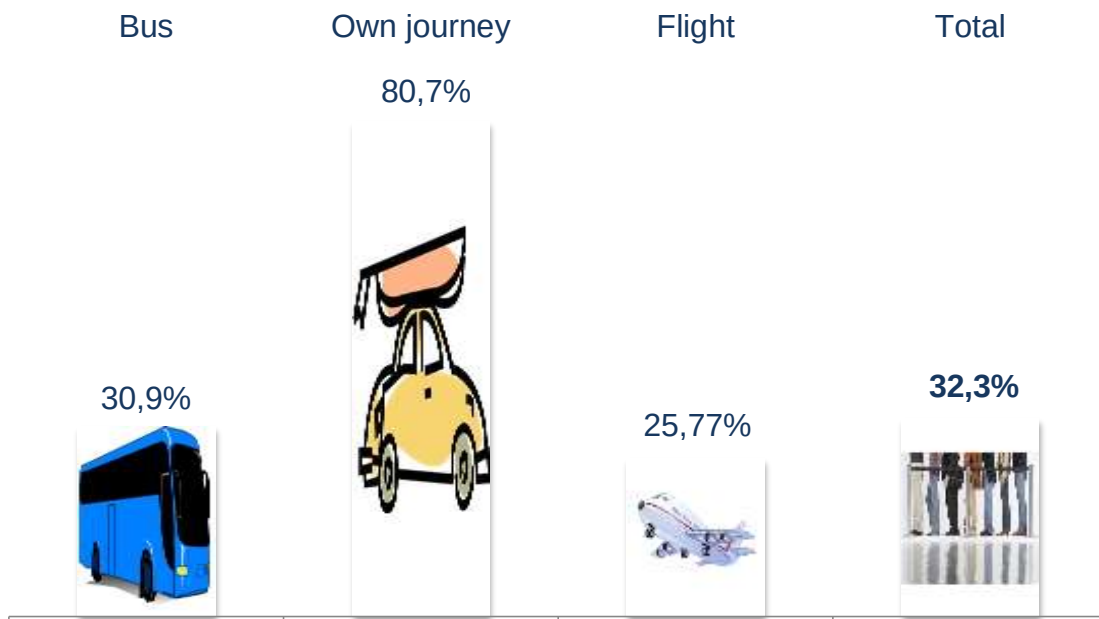
Bookings weekly 16/17 vs. 15/16



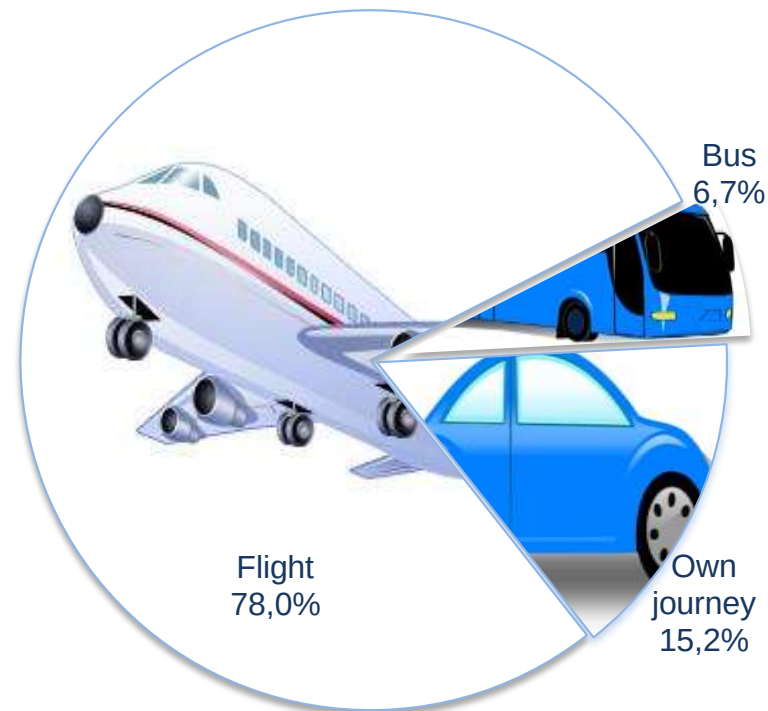
Cumulative sales of 2016/17

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	5%
3	Bułgaria	6%
4	Egipt	91%
5	Włochy	-4%
6	Turcja	53%
7	Portugalia	0%
8	Chorwacja	29%
9	Albania	++
10	Kuba	53%
11	Austria	5%
12	Emiraty Arabskie	40%
13	Dominikana	16%
14	Tanzania	108%
15	Oman	++
16	Cypr	-16%
17	Malta	138%
18	Tajlandia	15%
19	Polska	19%
20	Wyspy Zielonego Przylądka	22%

Rank	Destination	+/- % last year
1	Heraklion	55%
2	Zakynthos	48%
3	Fuerteventura	2%
4	Korfu	51%
5	Rodos	78%
6	Burgas	-1%
7	Teneryfa	-9%
8	Marsa Alam	132%
9	Antalya	100%
10	Chania	37%
11	Hurghada	41%
12	Lanzarote	40%
13	Varna	11%
14	Kos	173%
15	Gran Canaria	1%
16	Madera	-2%
17	Tirana	++
18	Majorka	-11%
19	Salalah	++
20	Zanzibar	107%



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