

## Weekly report 13/2017

Data source: MerlinX\*

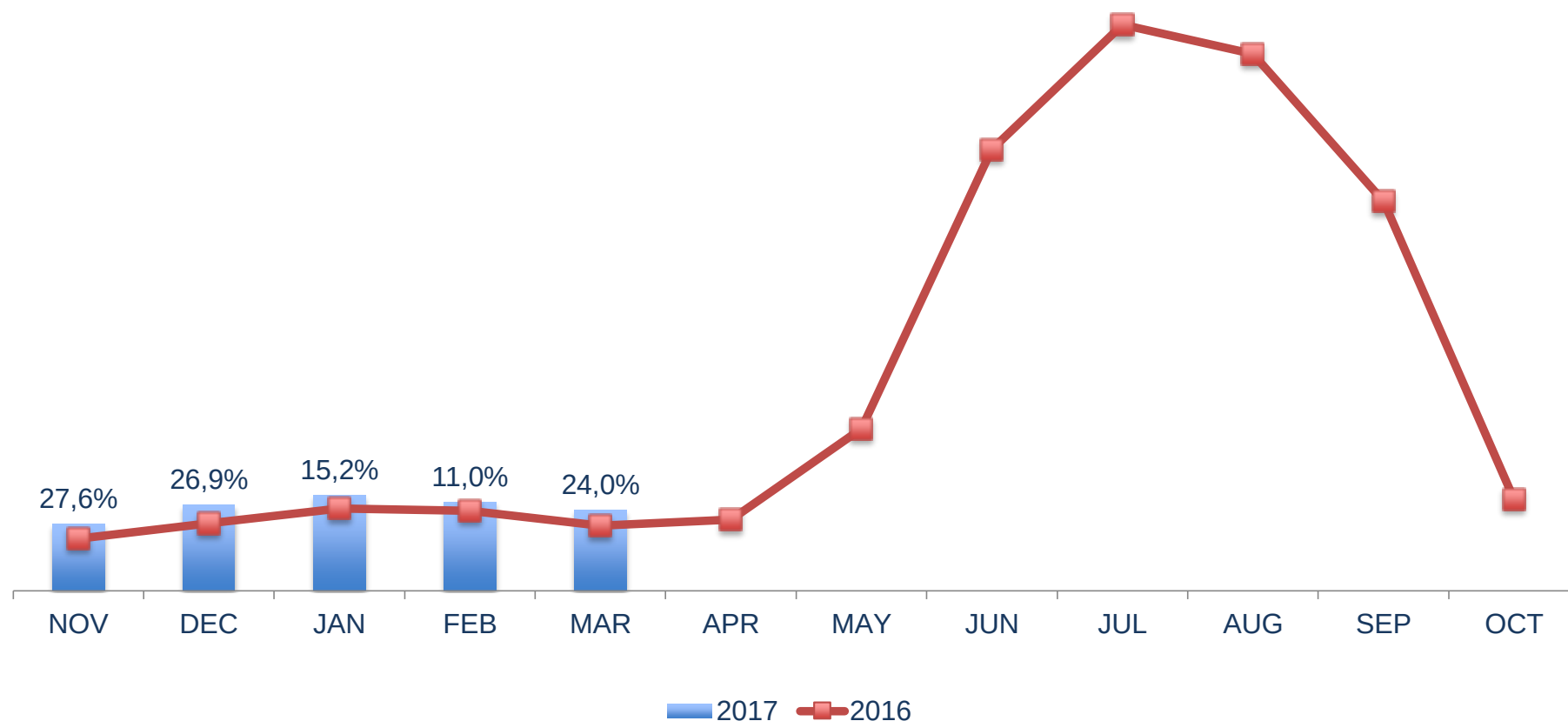
*\* MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

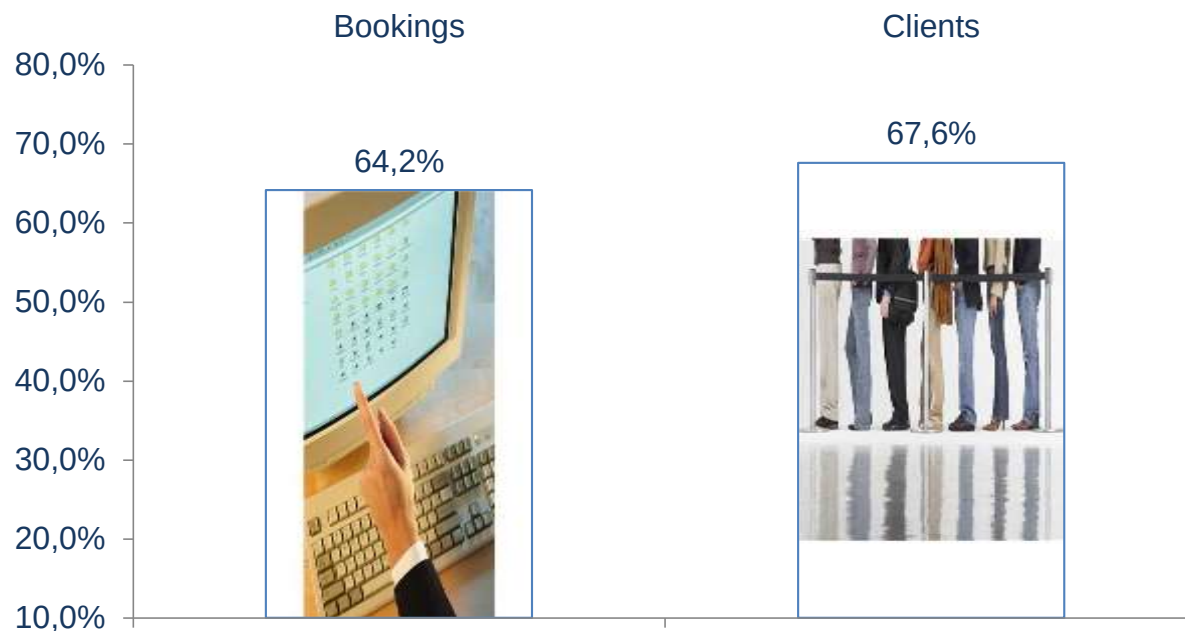
<http://www.merlinx.pl>

# Monthly trips compared with previous tourist year



# Last week – 13/2017, tours 01.11.16 – 31.10.17

compared with week 13. in 2016 r.



# Last week – 13/2017, tours 01.11.16 – 31.10.17

compared with week 13. in 2016 r.

**Clients  
+/-%**

Bus

Own journey

Flight

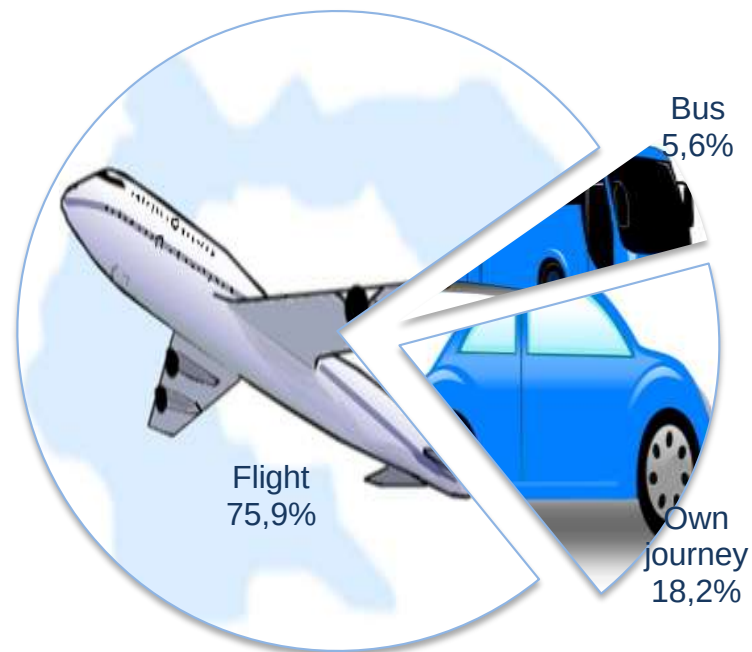
219,6%

57,0%

0,1%



**Share %**



# Ranking of the most popular countries & destinations in CW13

tours from 01.11.16 to 31.10.17

| Rank | Destination   | Price/booking | Price/person |
|------|---------------|---------------|--------------|
| 1    | Antalya       | 6 572         | 2 370        |
| 2    | Heraklion     | 8 264         | 2 968        |
| 3    | Burgas        | 5 954         | 2 094        |
| 4    | Zakynthos     | 7 749         | 2 849        |
| 5    | Hurghada      | 5 782         | 2 367        |
| 6    | Rodos         | 8 009         | 2 912        |
| 7    | Fuerteventura | 7 115         | 2 881        |
| 8    | Korfu         | 7 421         | 2 719        |
| 9    | Teneryfa      | 7 028         | 2 984        |
| 10   | Gran Canaria  | 7 064         | 2 901        |
| 11   | Chania        | 7 579         | 2 981        |
| 12   | Lanzarote     | 6 776         | 2 747        |
| 13   | Varna         | 5 932         | 2 175        |
| 14   | Marsa Alam    | 6 618         | 2 640        |
| 15   | Majorka       | 7 980         | 3 178        |
| 16   | Kos           | 8 567         | 2 875        |
| 17   | Bodrum        | 6 567         | 2 368        |
| 18   | Madera        | 7 054         | 3 135        |
| 19   | Tirana        | 6 143         | 2 412        |
| 20   | Malaga        | 6 873         | 2 923        |



| Rank | Country    | Price/booking | Price/person |
|------|------------|---------------|--------------|
| 1    | Grecja     | 7 712         | 2 815        |
| 2    | Hiszpania  | 6 899         | 2 846        |
| 3    | Turcja     | 6 640         | 2 376        |
| 4    | Bułgaria   | 5 354         | 2 031        |
| 5    | Egipt      | 6 082         | 2 467        |
| 6    | Włochy     | 5 995         | 2 407        |
| 7    | Portugalia | 7 404         | 3 268        |
| 8    | Chorwacja  | 4 434         | 1 657        |
| 9    | Albania    | 5 726         | 2 293        |
| 10   | Cypr       | 6 867         | 2 698        |

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

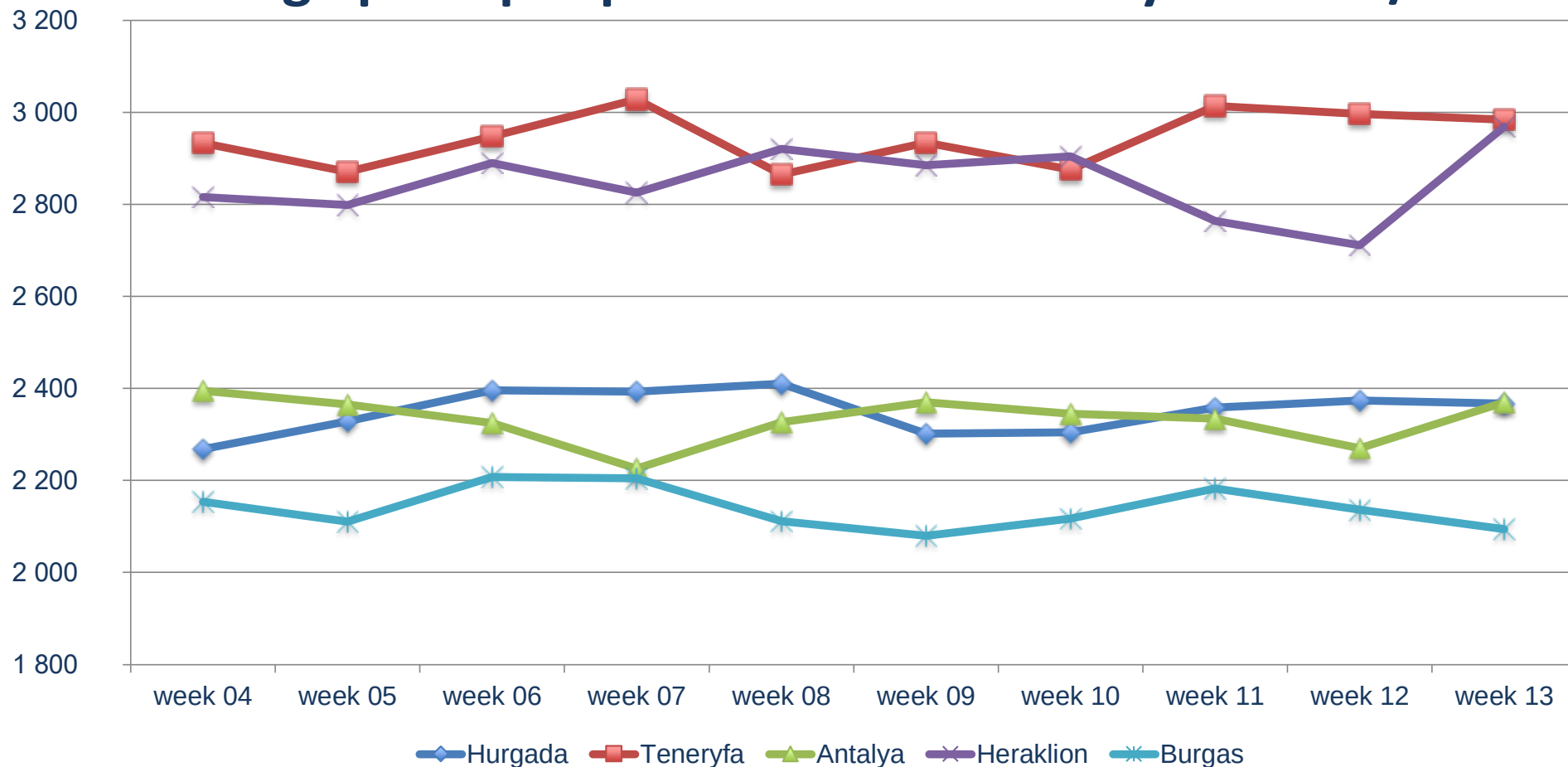
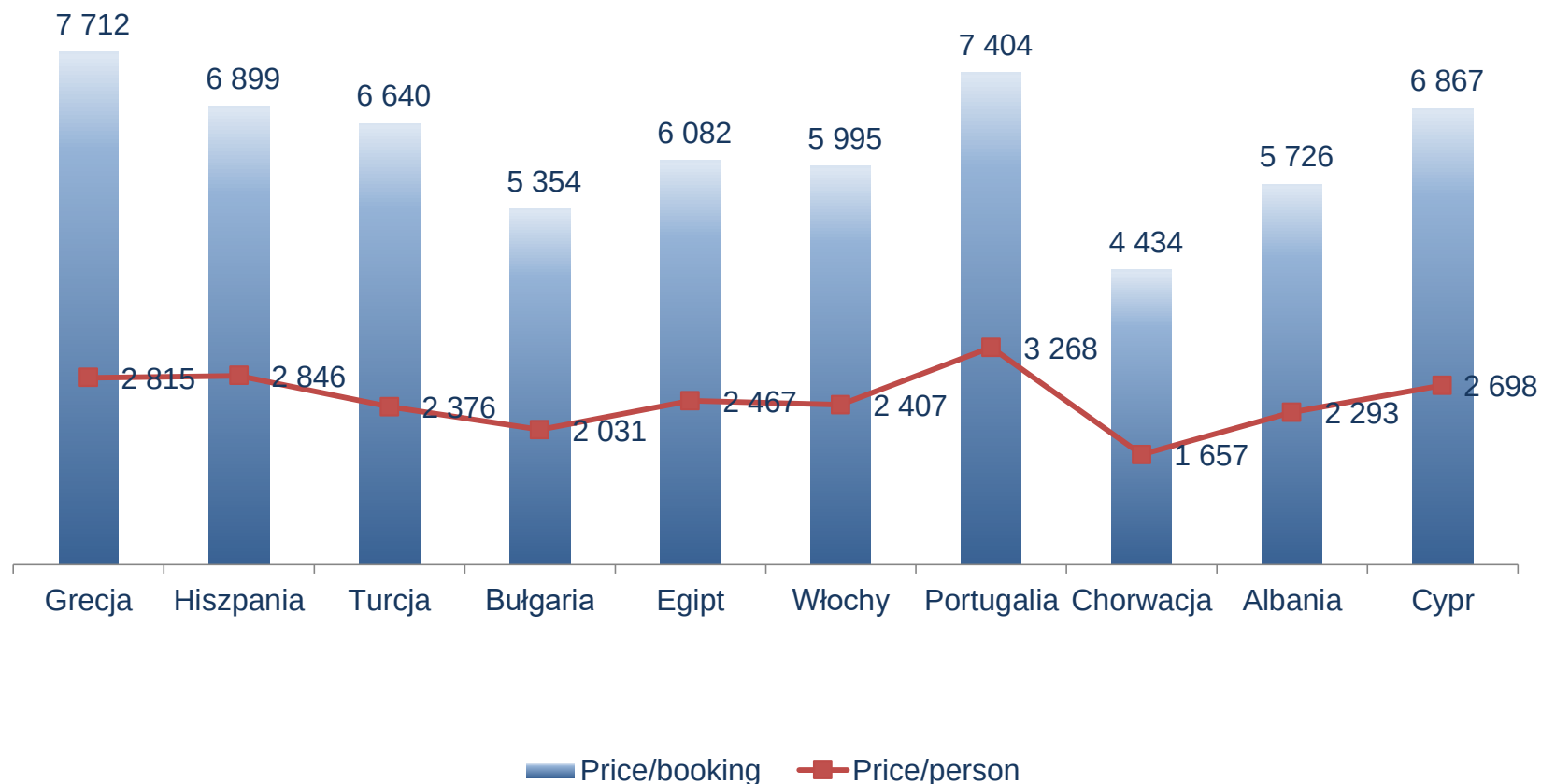


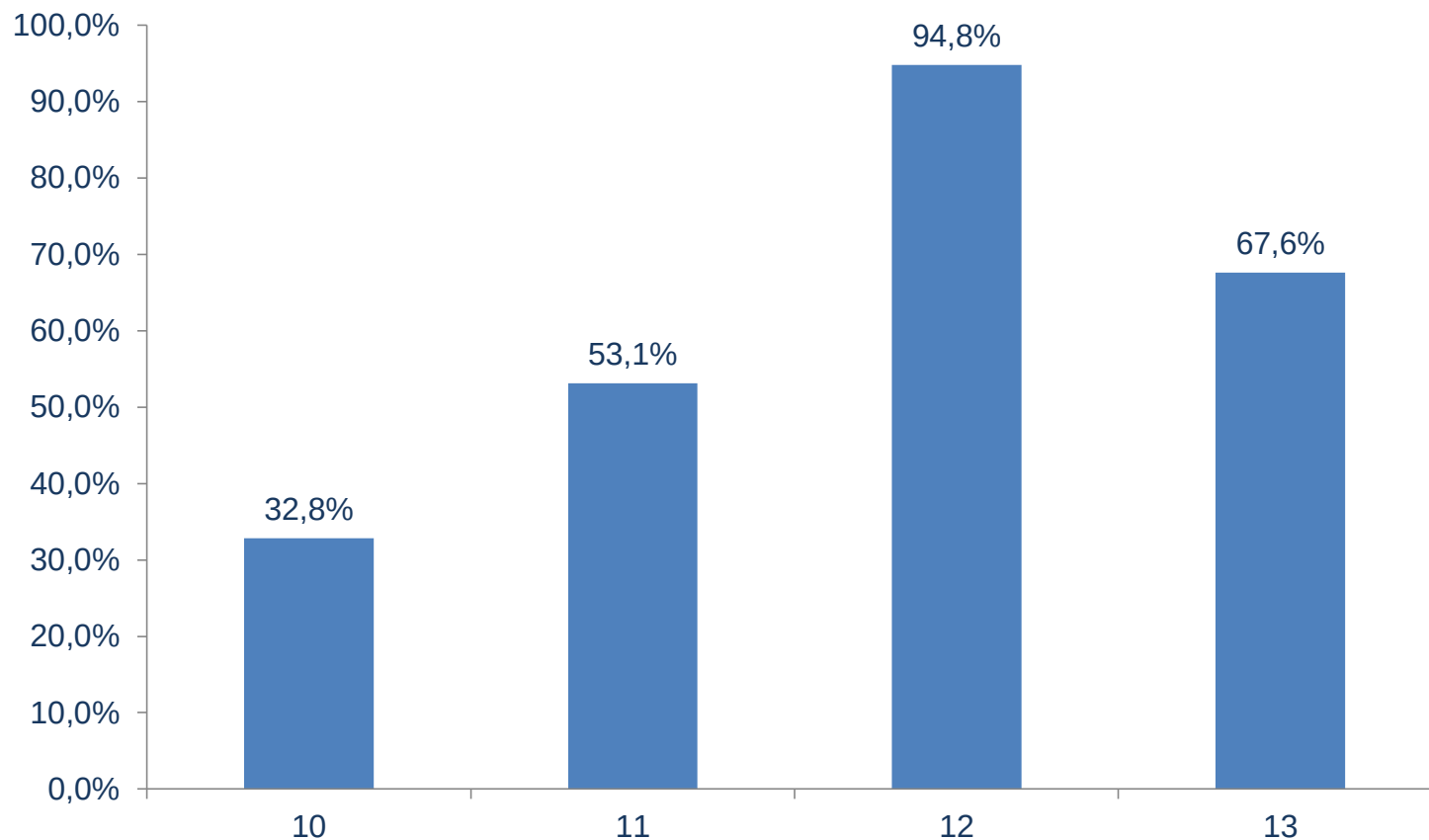
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

# Average price per booking and the price per person in 13. week



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

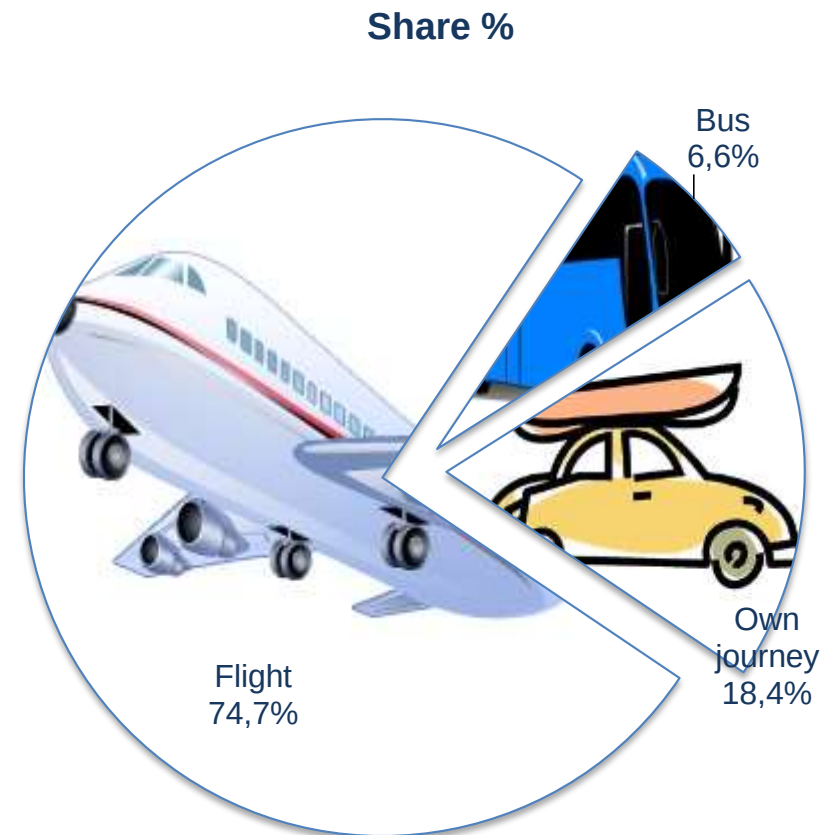
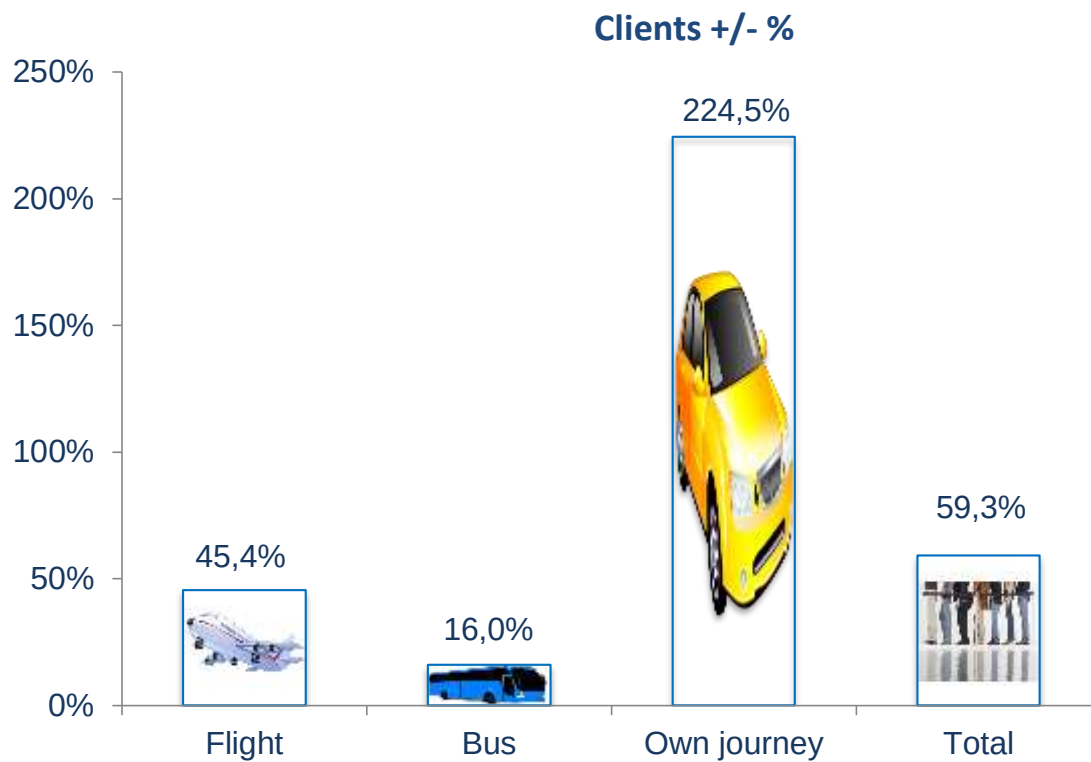
*compared with 4 analogous weeks in tourist year 2015/2016.*





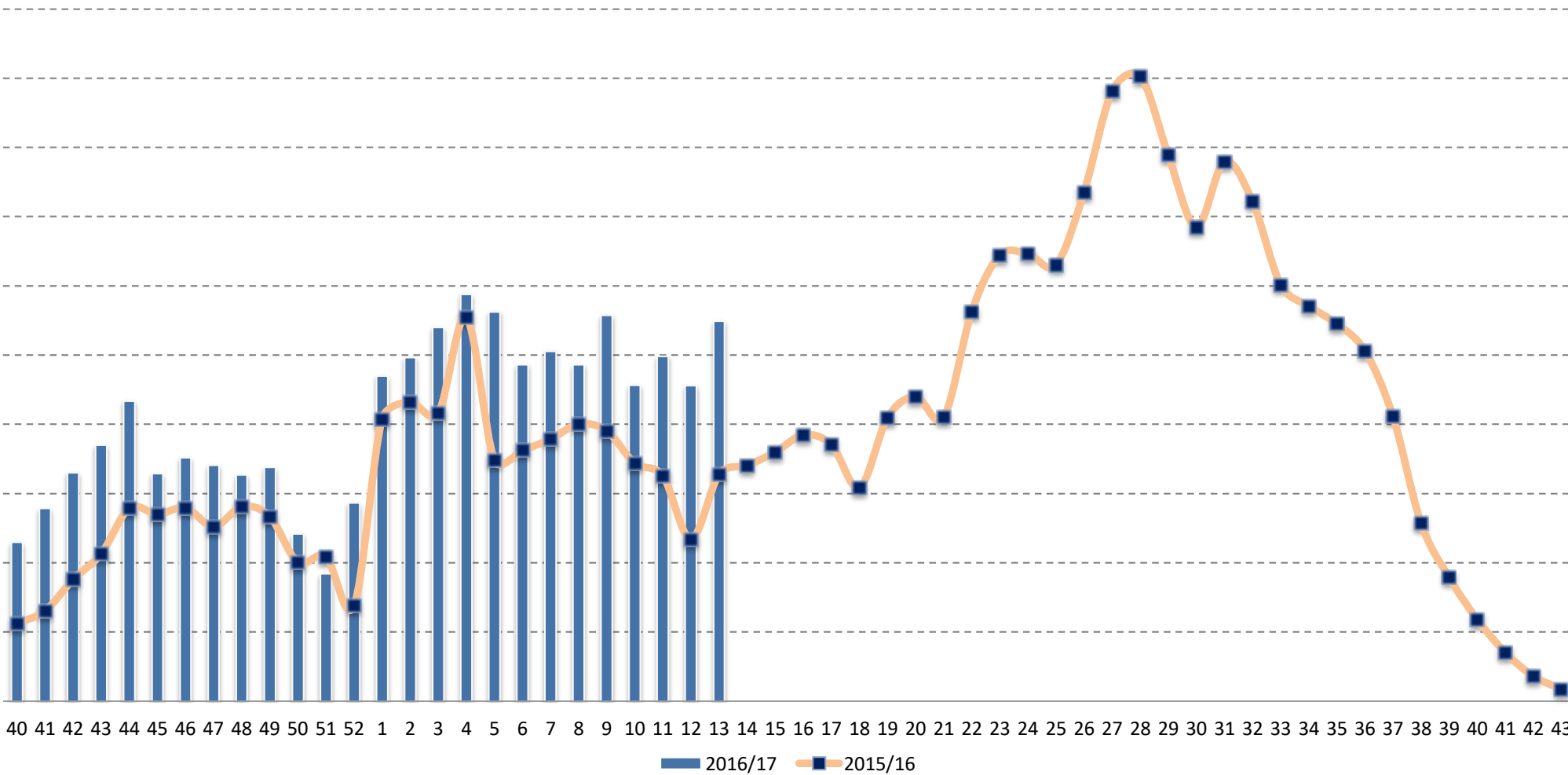
# The sales trend of the last four weeks

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



# Weekly sales compared with the previous tourist year

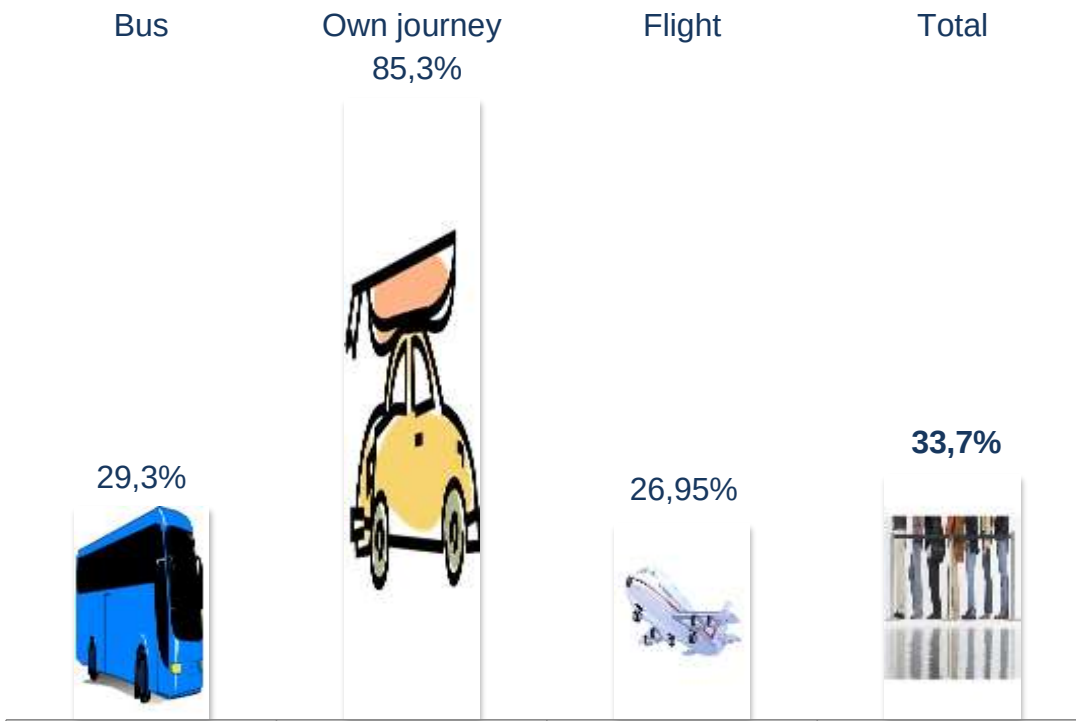
Bookings weekly 16/17 vs. 15/16



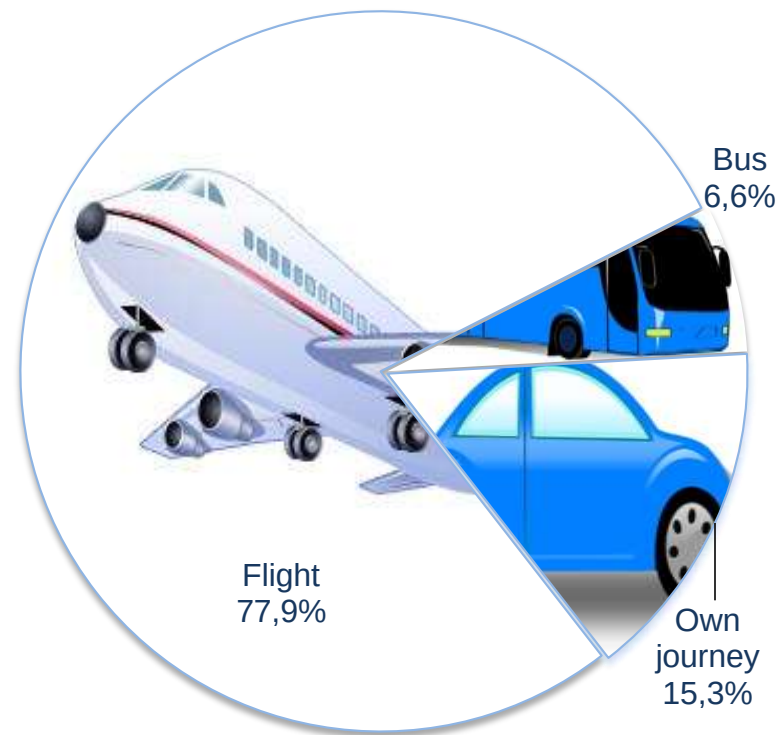
# Cumulative sales of 2016/17

*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           | 60%             |
| 2    | Hiszpania        | 6%              |
| 3    | Bułgaria         | 9%              |
| 4    | Egipt            | 95%             |
| 5    | Włochy           | -3%             |
| 6    | Turcja           | 65%             |
| 7    | Portugalia       | 1%              |
| 8    | Chorwacja        | 27%             |
| 9    | Albania          | ++              |
| 10   | Kuba             | 53%             |
| 11   | Austria          | 5%              |
| 12   | Emiraty Arabskie | 41%             |
| 13   | Oman             | ++              |
| 14   | Dominikana       | 15%             |
| 15   | Tanzania         | 108%            |
| 16   | Cypr             | -13%            |
| 17   | Malta            | 141%            |
| 18   | Tajlandia        | 16%             |
| 19   | Polska           | 22%             |
| 20   | Maroko           | -2%             |

| Rank | Destination   | +/- % last year |
|------|---------------|-----------------|
| 1    | Heraklion     | 56%             |
| 2    | Zakynthos     | 47%             |
| 3    | Fuerteventura | 3%              |
| 4    | Korfu         | 48%             |
| 5    | Burgas        | 2%              |
| 6    | Rodos         | 77%             |
| 7    | Teneryfa      | -8%             |
| 8    | Antalya       | 114%            |
| 9    | Marsa Alam    | 131%            |
| 10   | Hurghada      | 48%             |
| 11   | Chania        | 37%             |
| 12   | Lanzarote     | 41%             |
| 13   | Varna         | 14%             |
| 14   | Gran Canaria  | 3%              |
| 15   | Kos           | 171%            |
| 16   | Madera        | 0%              |
| 17   | Tirana        | ++              |
| 18   | Majorka       | -9%             |
| 19   | Salalah       | ++              |
| 20   | Zanzibar      | 107%            |



Detailed reports are available for PZOT members  
Questions regarding market data please send to [pzot@pzot.pl](mailto:pzot@pzot.pl)