

Weekly report 14/2017

Data source: MerlinX*

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

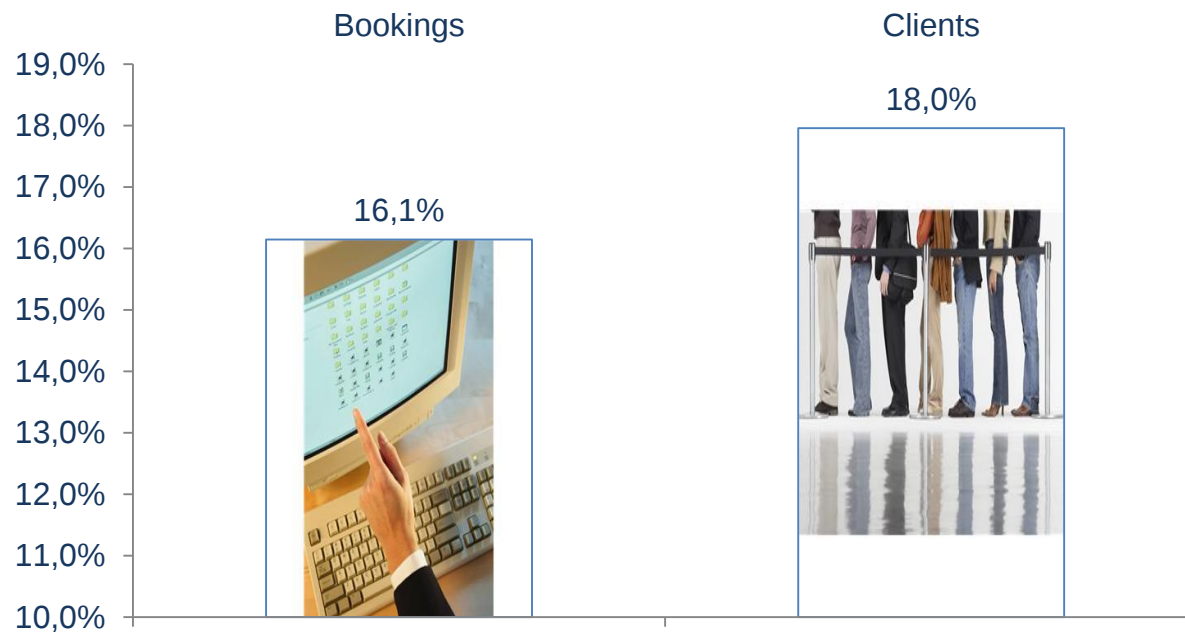
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 14/2017, tours 01.11.16 – 31.10.17

compared with week 14. in 2016 r.



Last week – 14/2017, tours 01.11.16 – 31.10.17

compared with week 14. in 2016 r.

Clients +/-%

Bus

Own journey

Flight

135,5%

8,9%

-13,1%

Share %

Bus
7,1%

Flight
75,4%

Own
journey
17,0%

Ranking of the most popular countries & destinations in CW14

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Antalya	6 052	2 259
2	Heraklion	7 905	2 919
3	Rodos	7 842	2 805
4	Zakynthos	7 083	2 680
5	Burgas	5 491	2 071
6	Fuerteventura	7 341	2 945
7	Korfu	7 042	2 627
8	Teneryfa	7 111	3 052
9	Chania	7 912	3 093
10	Hurghada	5 403	2 370
11	Kos	7 663	2 744
12	Majorka	6 416	2 803
13	Lanzarote	7 029	2 846
14	Marsa Alam	6 422	2 602
15	Varna	4 620	2 152
16	Gran Canaria	7 627	3 008
17	Bodrum	6 613	2 495
18	Madera	7 156	3 236
19	Tirana	5 760	2 395
20	Saloniki	7 061	2 629



Rank	Country	Price/booking	Price/person
1	Grecja	7 315	2 740
2	Hiszpania	6 694	2 809
3	Turcja	6 336	2 336
4	Bułgaria	4 712	2 001
5	Egipt	5 779	2 471
6	Włochy	5 778	2 486
7	Chorwacja	4 286	1 657
8	Portugalia	7 824	3 335
9	Albania	5 390	2 254
10	Cypr	6 260	2 562

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

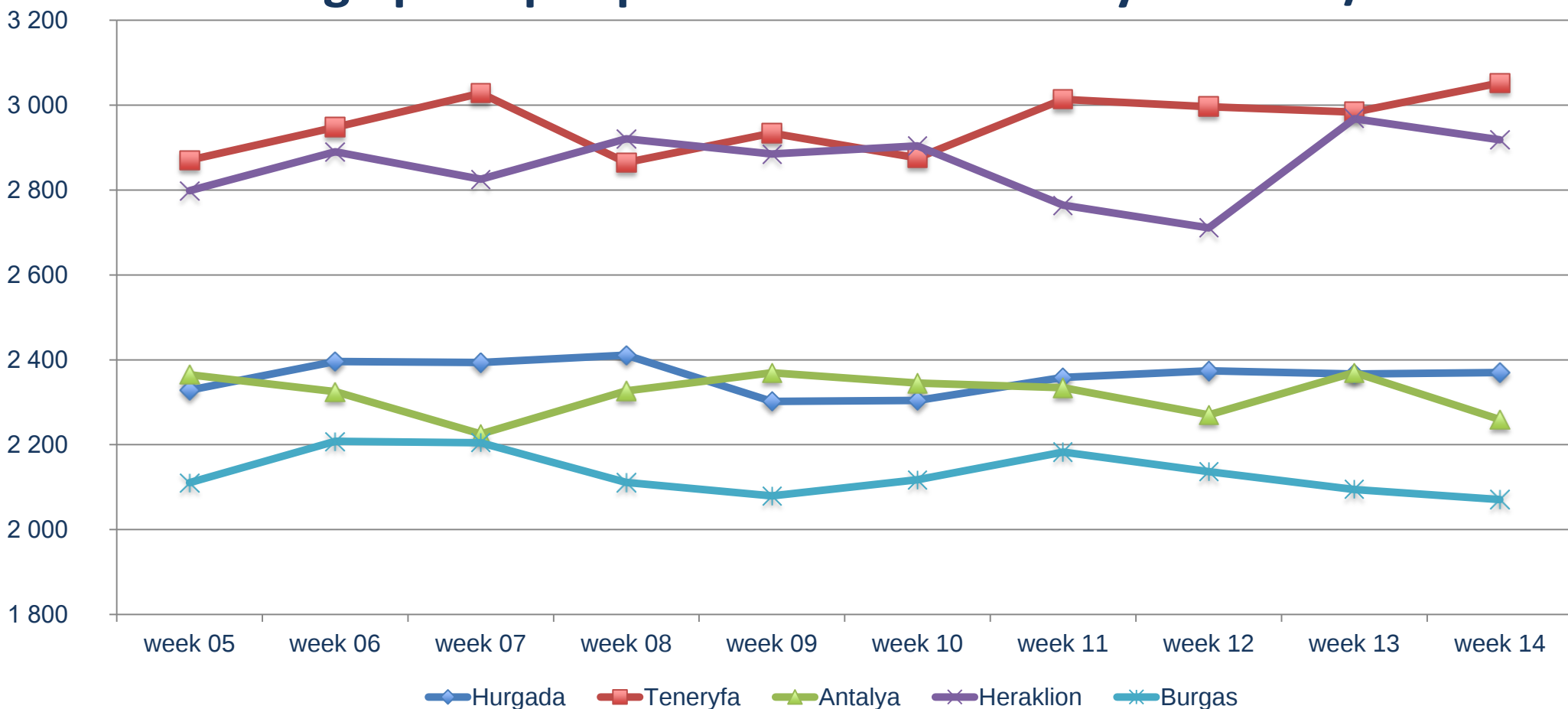
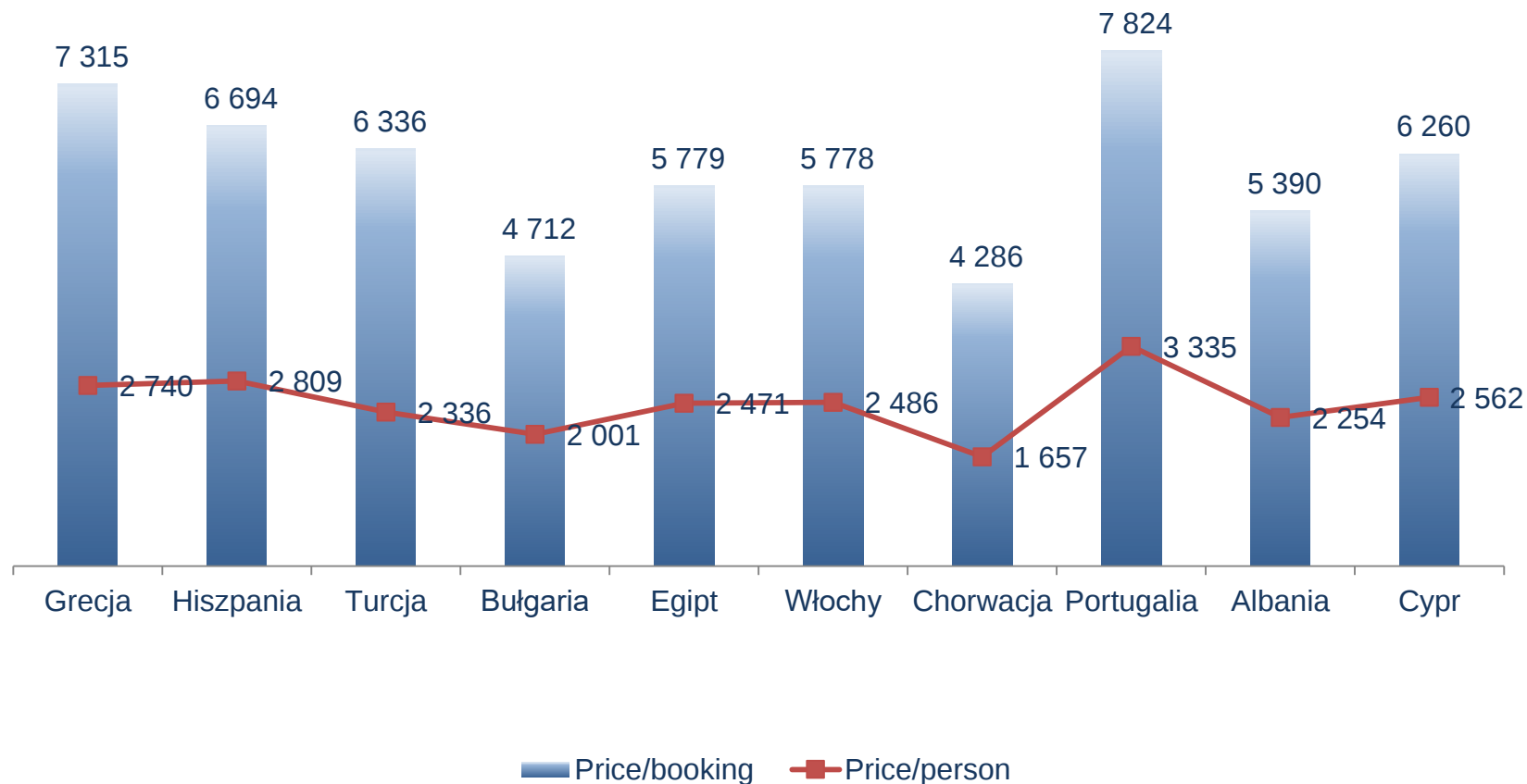


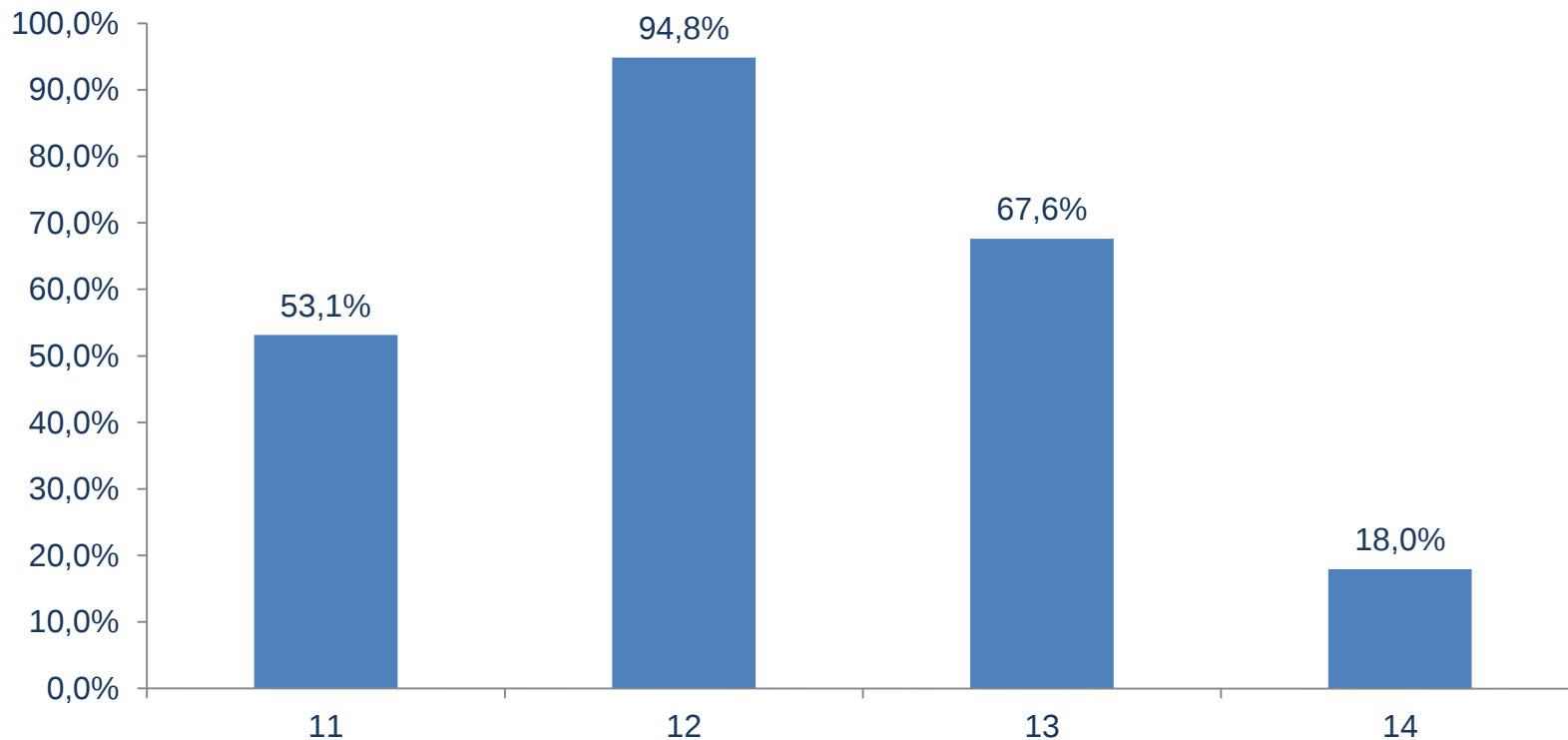
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

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

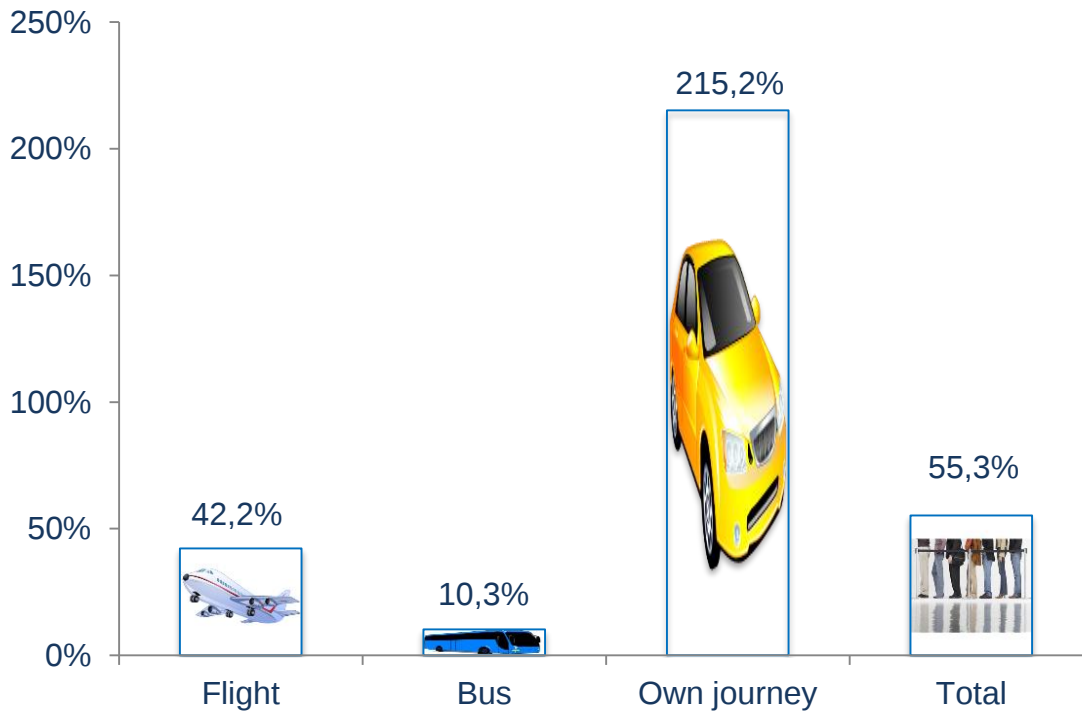
compared with 4 analogous weeks in tourist year 2015/2016.



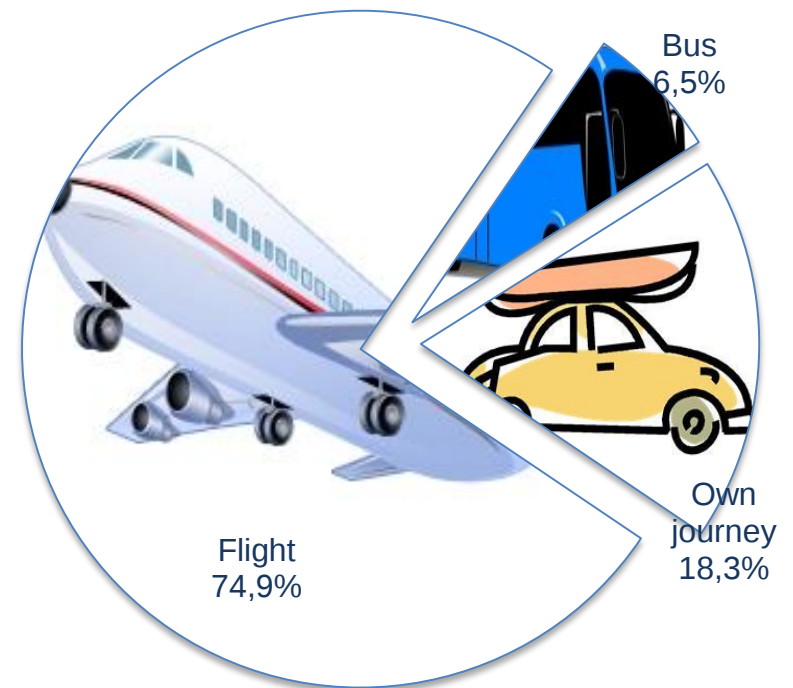
The sales trend of the last four weeks

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

Clients +/- %

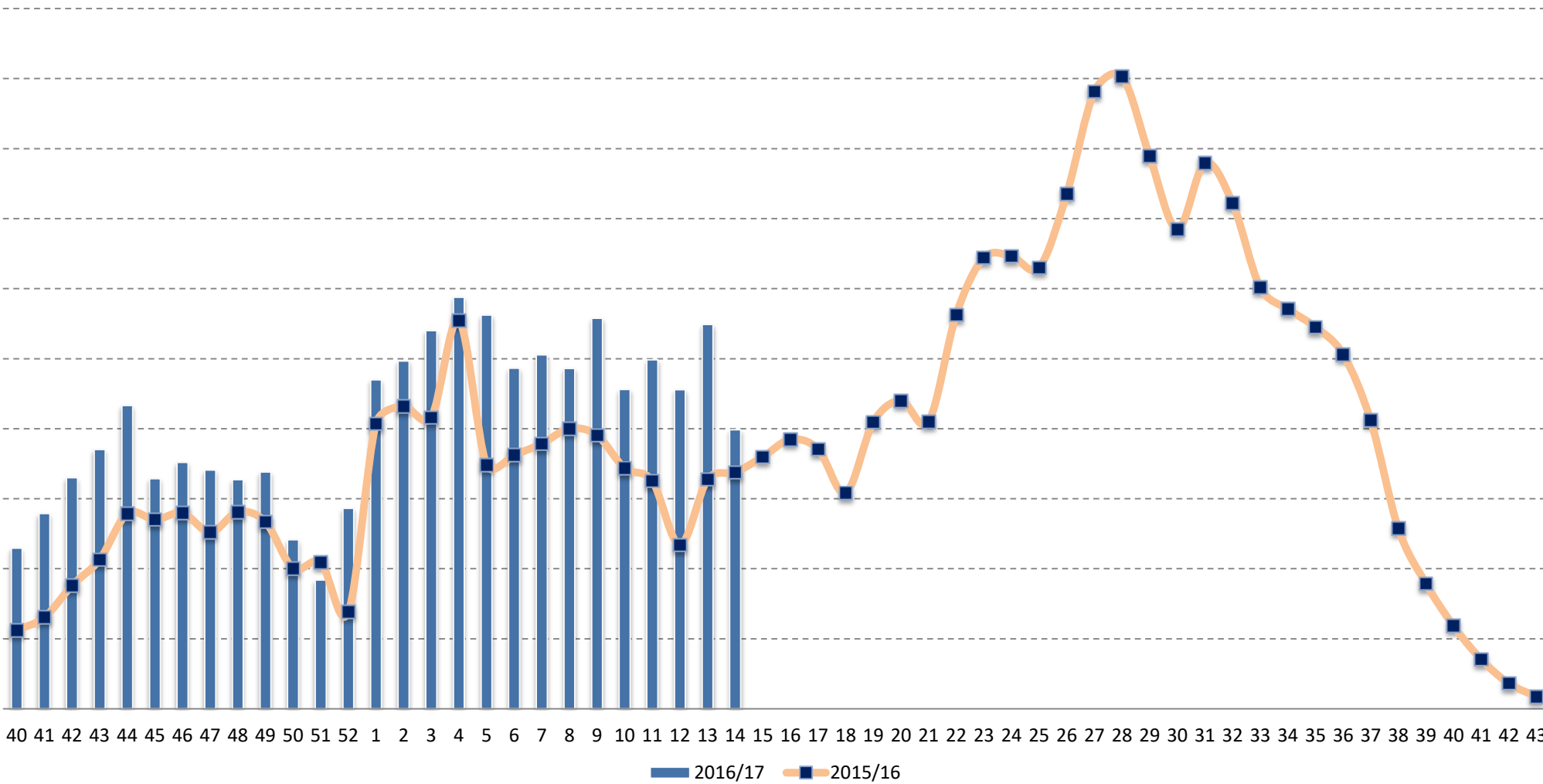


Share %



Weekly sales compared with the previous tourist year

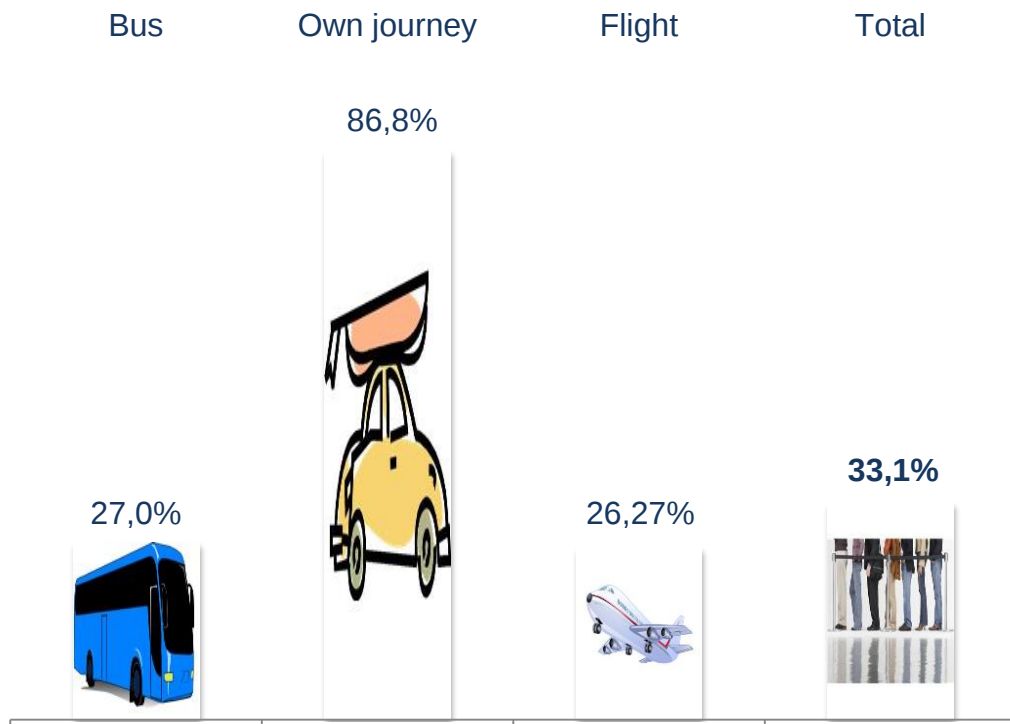
Bookings weekly 16/17 vs. 15/16



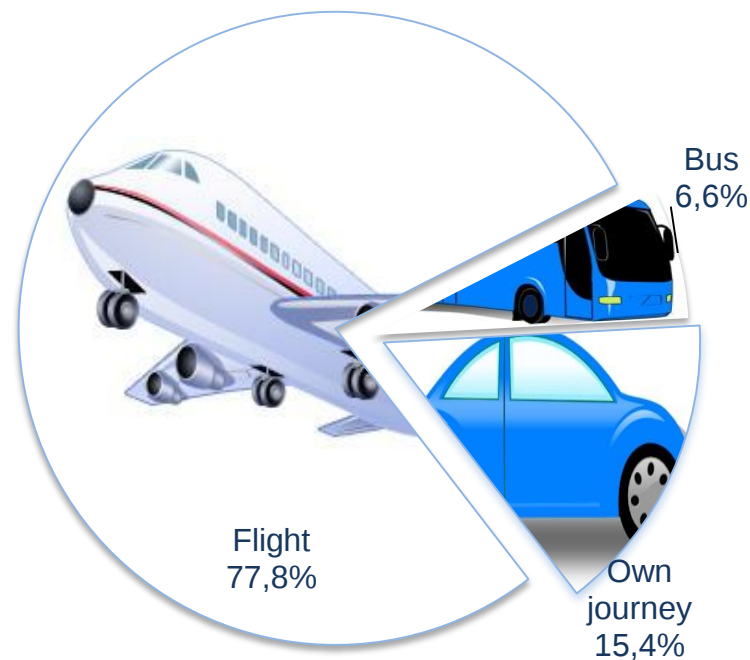
Cumulative sales of 2016/17

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

Clients +/- %



Share %



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

Rank	Country	+/- % last year
1	Grecja	59%
2	Hiszpania	6%
3	Bułgaria	8%
4	Egipt	94%
5	Włochy	-2%
6	Turcja	70%
7	Portugalia	1%
8	Chorwacja	26%
9	Albania	++
10	Kuba	52%
11	Austria	5%
12	Emiraty Arabskie	40%
13	Cypr	-13%
14	Oman	++
15	Dominikana	14%
16	Tanzania	108%
17	Malta	138%
18	Tajlandia	15%
19	Polska	18%
20	Maroko	-3%

Rank	Destination	+/- % last year
1	Heraklion	54%
2	Zakynthos	45%
3	Fuerteventura	3%
4	Korfu	46%
5	Burgas	2%
6	Rodos	74%
7	Teneryfa	-8%
8	Antalya	118%
9	Marsa Alam	128%
10	Hurghada	48%
11	Chania	35%
12	Lanzarote	41%
13	Varna	13%
14	Kos	154%
15	Gran Canaria	3%
16	Madera	0%
17	Tirana	++
18	Majorka	-8%
19	Salalah	++
20	Malaga	19%



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