

Weekly report 15/2017

Data source: MerlinX*

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

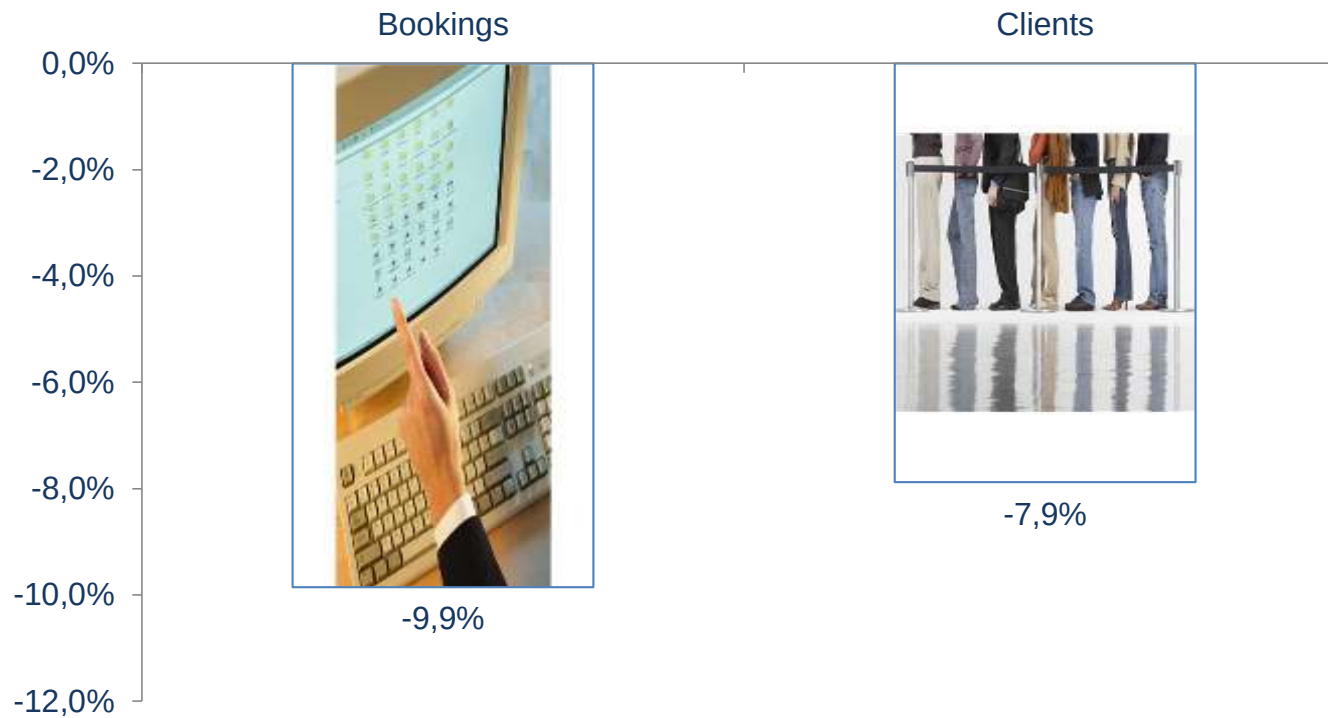
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 15/2017, tours 01.11.16 – 31.10.17

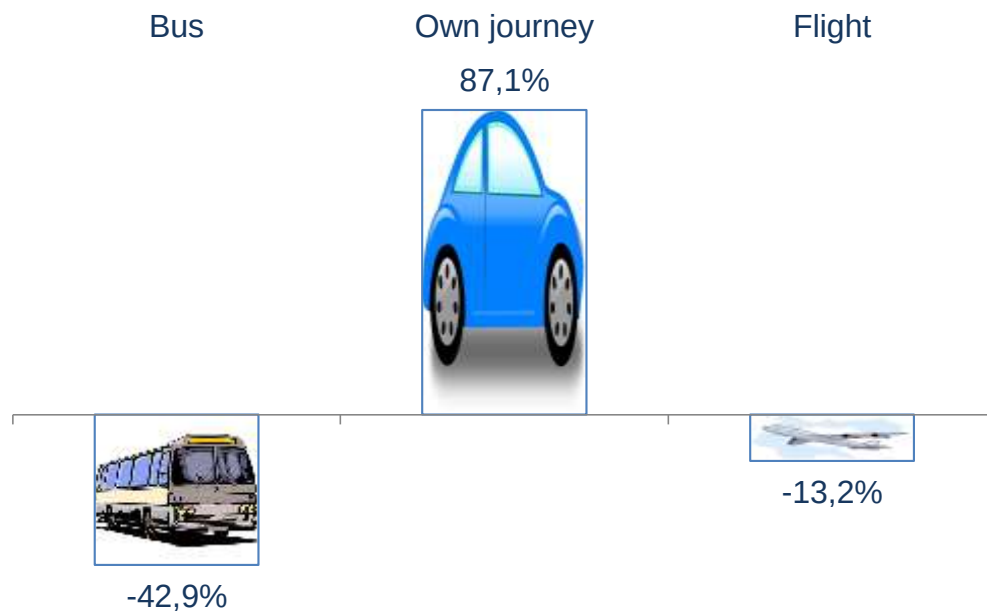
compared with week 15. in 2016 r.



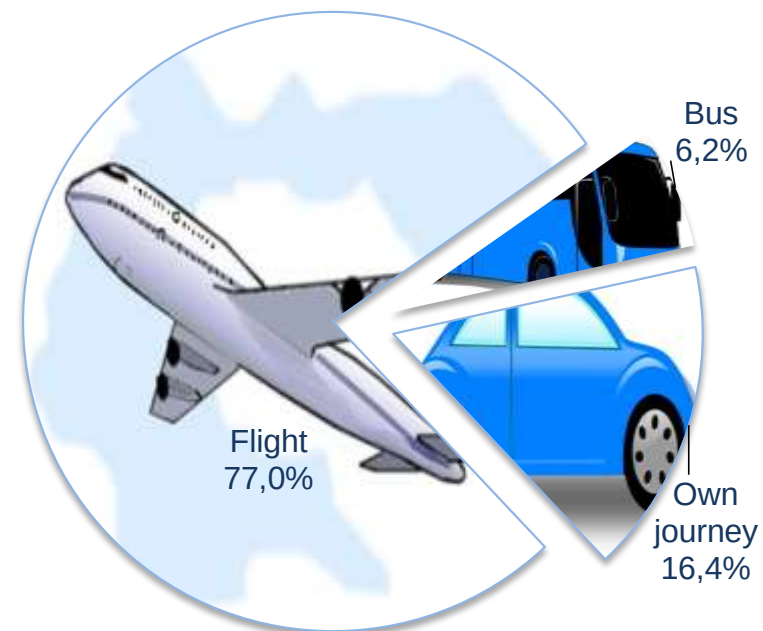
Last week – 15/2017, tours 01.11.16 – 31.10.17

compared with week 15. in 2016 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW15

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Antalya	5 843	2 183
2	Heraklion	7 824	2 828
3	Zakynthos	6 799	2 757
4	Burgas	6 075	2 144
5	Rodos	7 412	2 690
6	Korfu	7 429	2 777
7	Fuerteventura	7 486	2 976
8	Chania	7 564	2 868
9	Kos	7 979	2 885
10	Teneryfa	7 175	3 049
11	Majorka	6 501	2 659
12	Gran Canaria	7 204	3 062
13	Lanzarote	7 083	2 848
14	Hurghada	5 158	2 292
15	Varna	5 053	2 138
16	Marsa Alam	5 740	2 527
17	Bodrum	6 152	2 416
18	Tirana	5 662	2 270
19	Madera	8 093	3 384
20	Sal	8 904	3 581



Rank	Country	Price/booking	Price/person
1	Grecja	7 144	2 698
2	Hiszpania	6 674	2 808
3	Turcja	6 056	2 270
4	Bułgaria	5 209	2 021
5	Włochy	5 416	2 252
6	Egipt	5 465	2 437
7	Chorwacja	4 119	1 536
8	Cypr	5 641	2 379
9	Portugalia	8 286	3 404
10	Albania	5 211	2 178

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

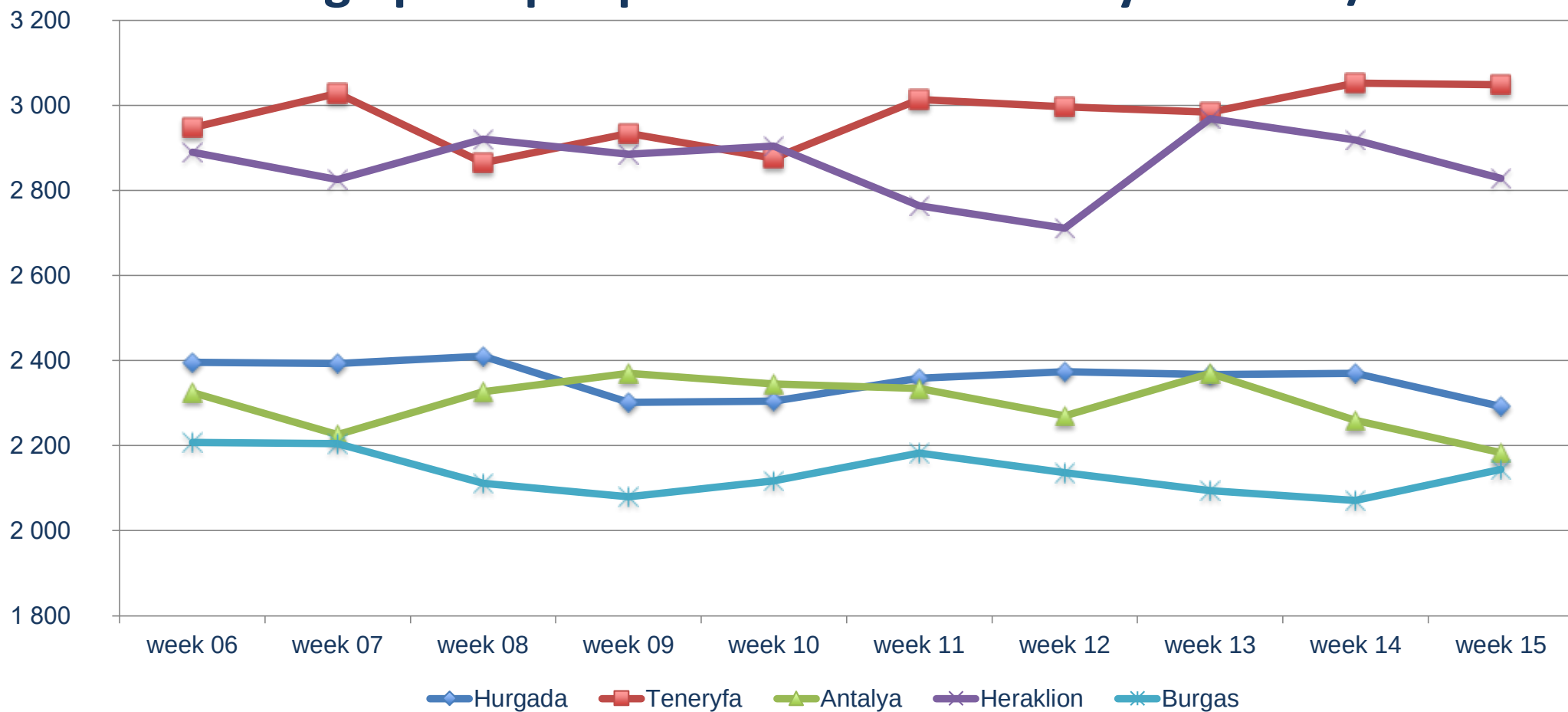
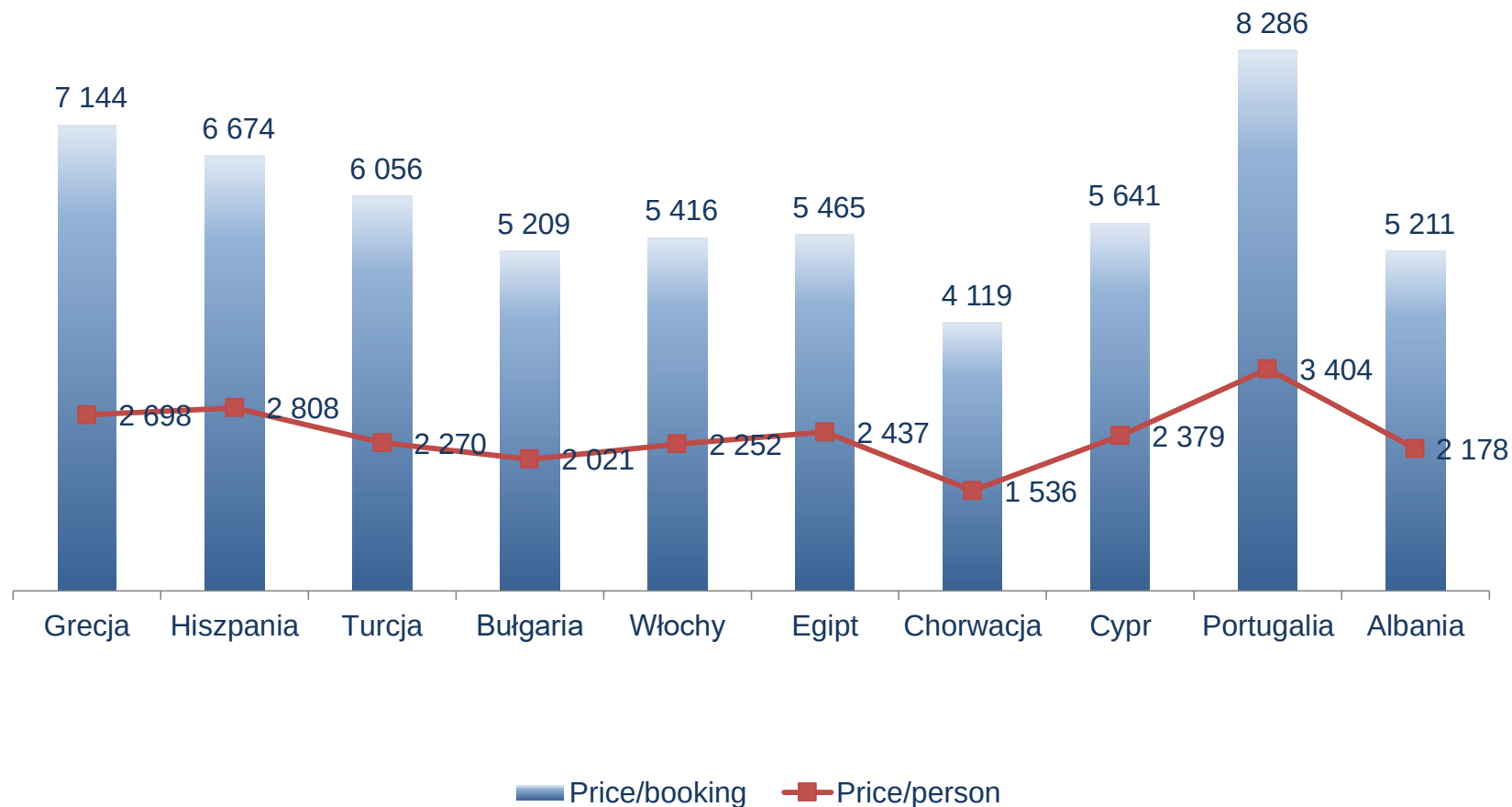


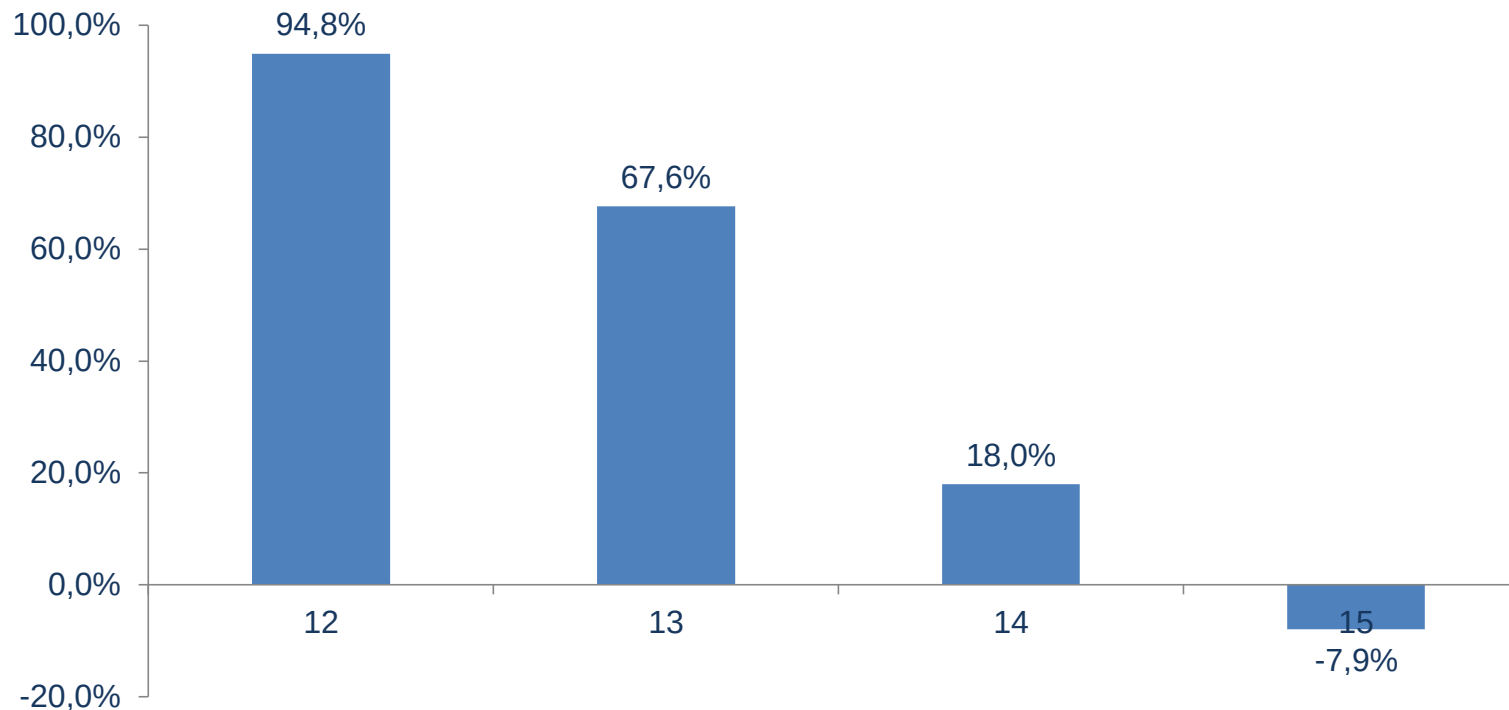
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Bargas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 15. week



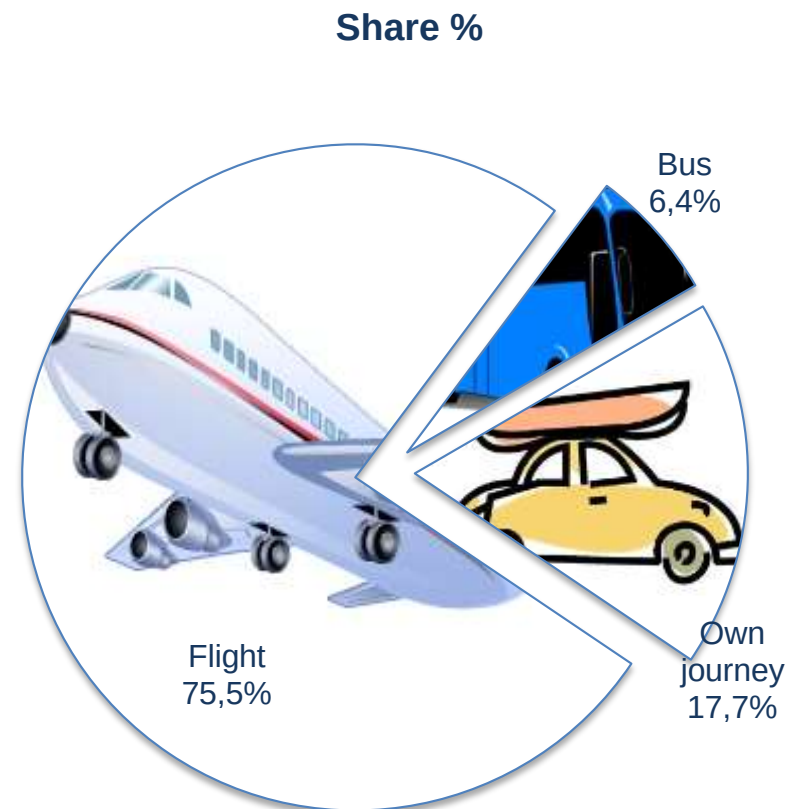
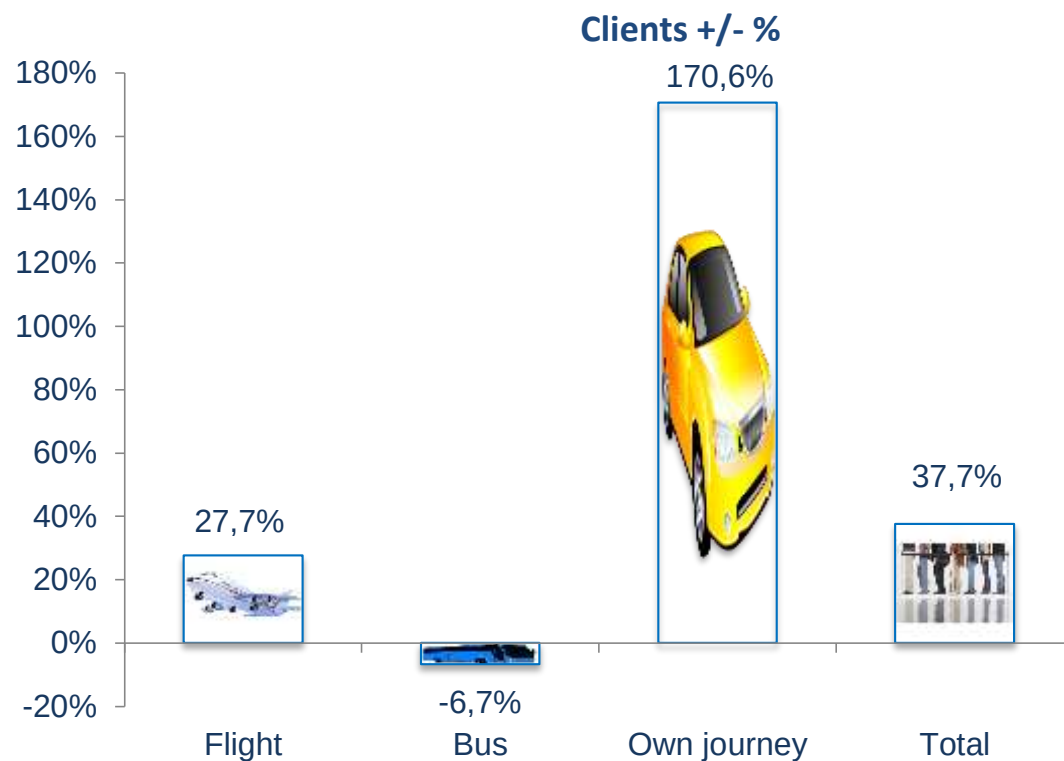
The last four weeks of sales of the tourist year 2016/17 - customers

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



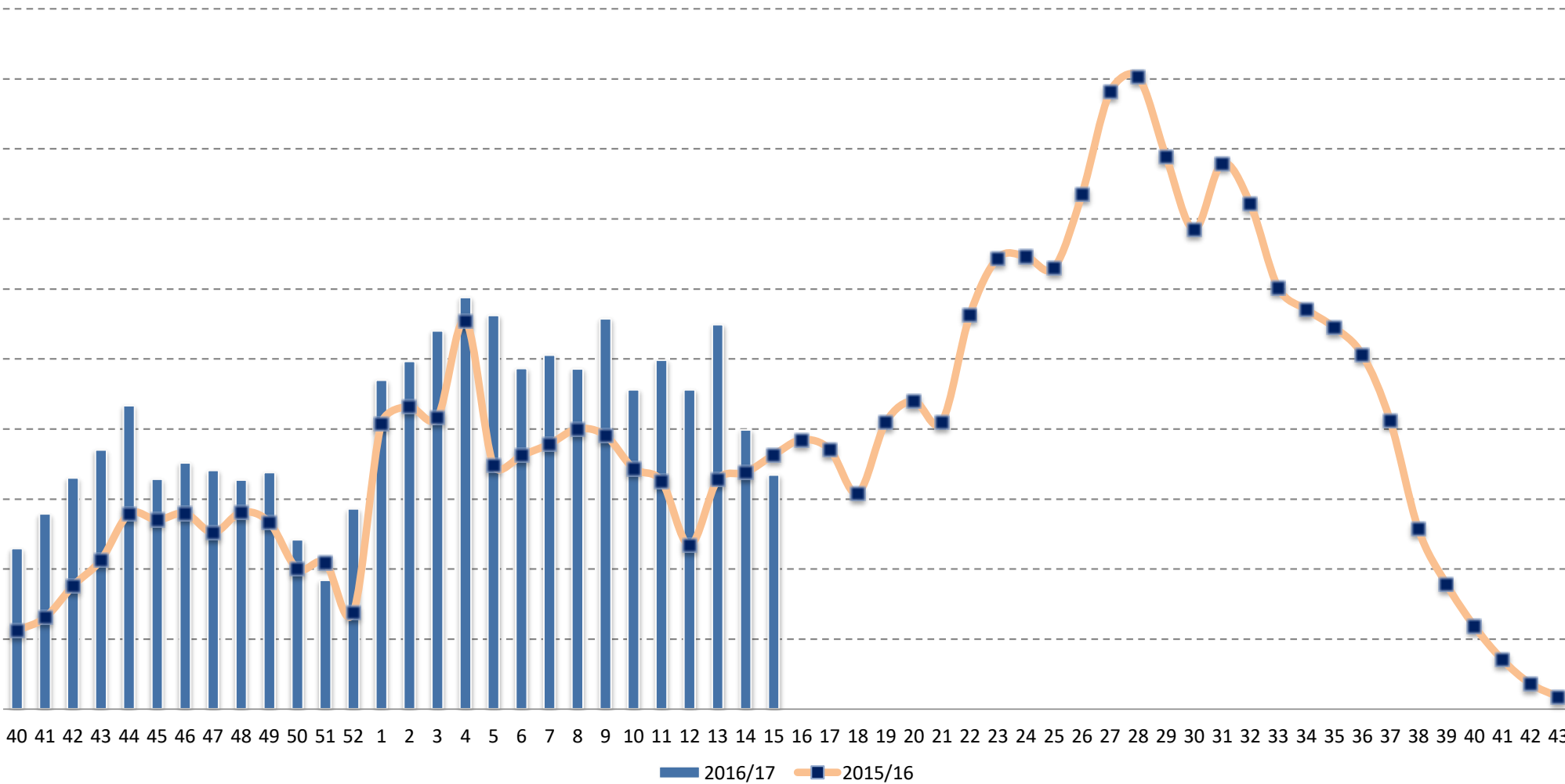
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

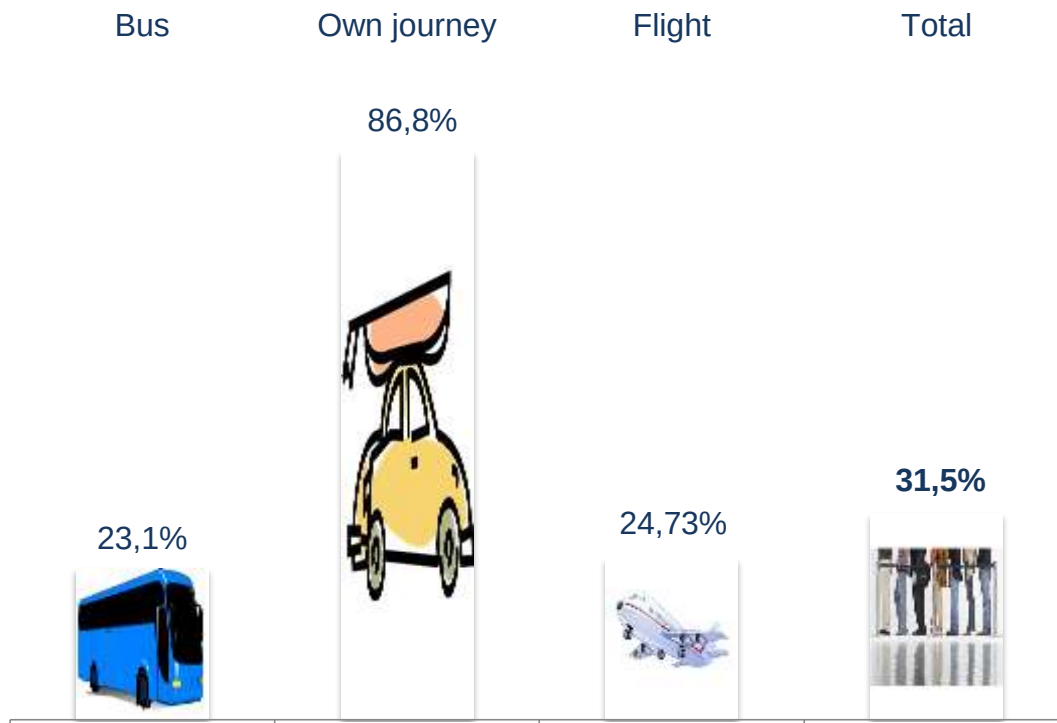
Bookings weekly 16/17 vs. 15/16



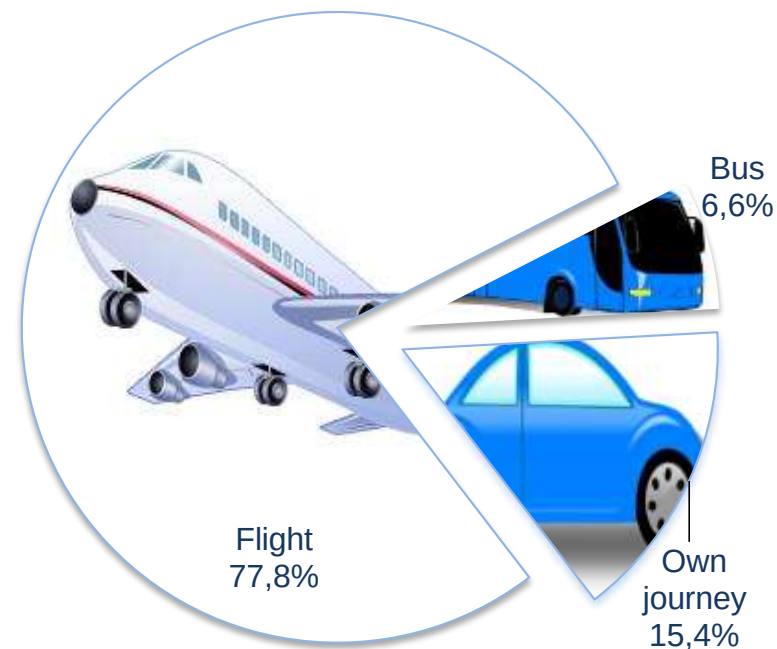
Cumulative sales of 2016/17

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	55%
2	Hiszpania	5%
3	Bułgaria	7%
4	Egipt	92%
5	Włochy	-2%
6	Turcja	70%
7	Portugalia	0%
8	Chorwacja	22%
9	Albania	++
10	Kuba	52%
11	Austria	4%
12	Emiraty Arabskie	38%
13	Cypr	-12%
14	Oman	++
15	Dominikana	14%
16	Tanzania	108%
17	Malta	135%
18	Tajlandia	16%
19	Polska	14%
20	Maroko	-4%

Rank	Destination	+/- % last year
1	Heraklion	51%
2	Zakynthos	43%
3	Fuerteventura	3%
4	Korfu	41%
5	Burgas	0%
6	Rodos	69%
7	Teneryfa	-9%
8	Antalya	117%
9	Marsa Alam	124%
10	Hurghada	46%
11	Chania	31%
12	Lanzarote	39%
13	Varna	12%
14	Kos	147%
15	Gran Canaria	2%
16	Madera	0%
17	Tirana	++
18	Majorka	-7%
19	Salalah	++
20	Malaga	17%



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