

Weekly report 16/2017

Data source: MerlinX*

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

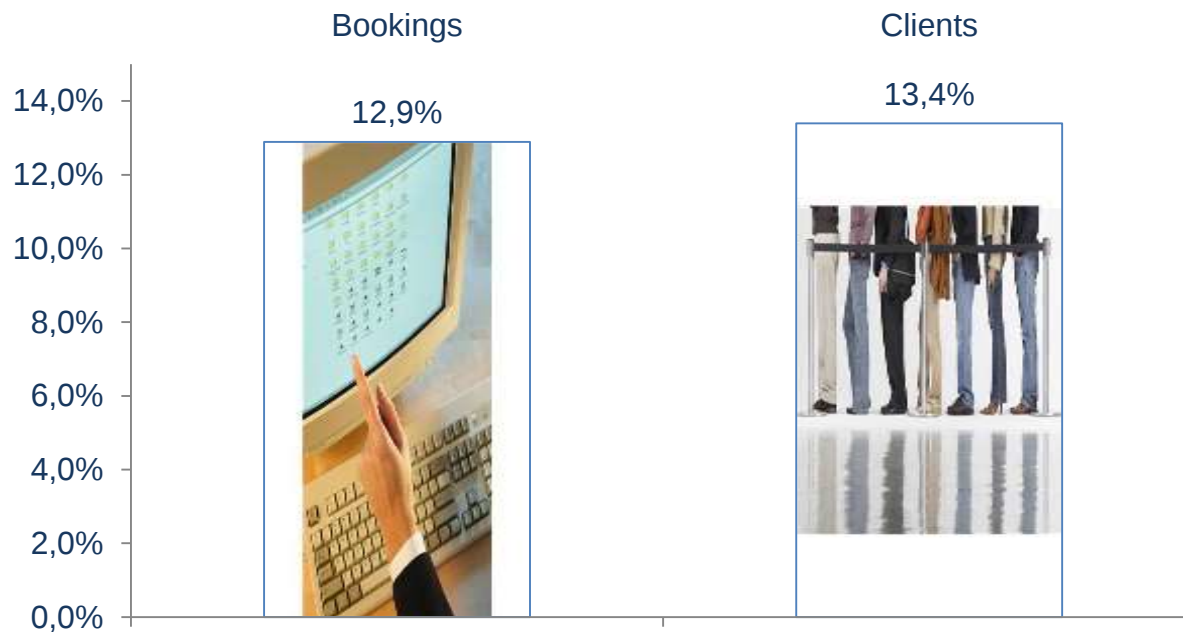
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 16/2017, tours 01.11.16 – 31.10.17

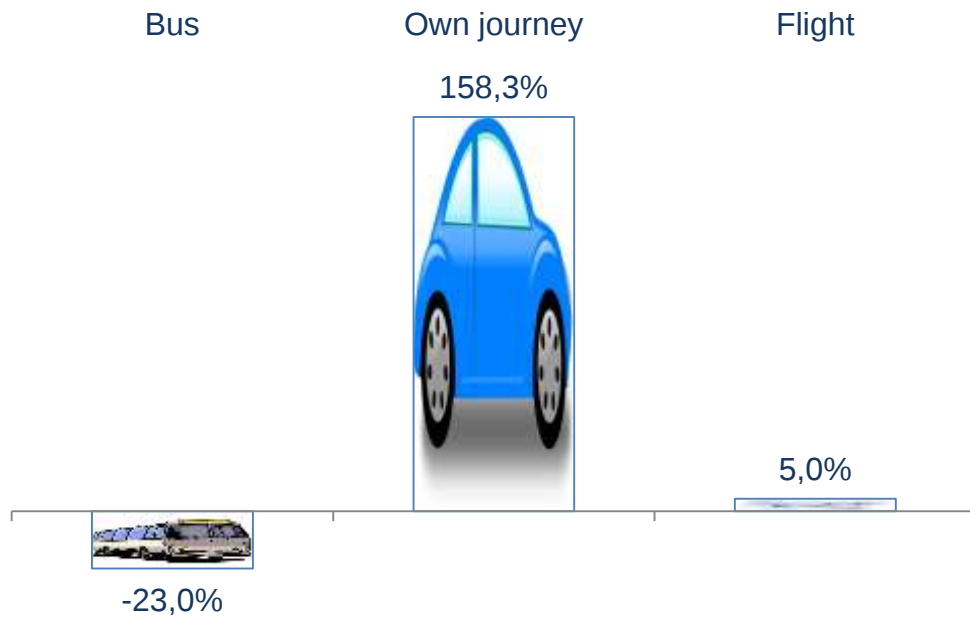
compared with week 16. in 2016 r.



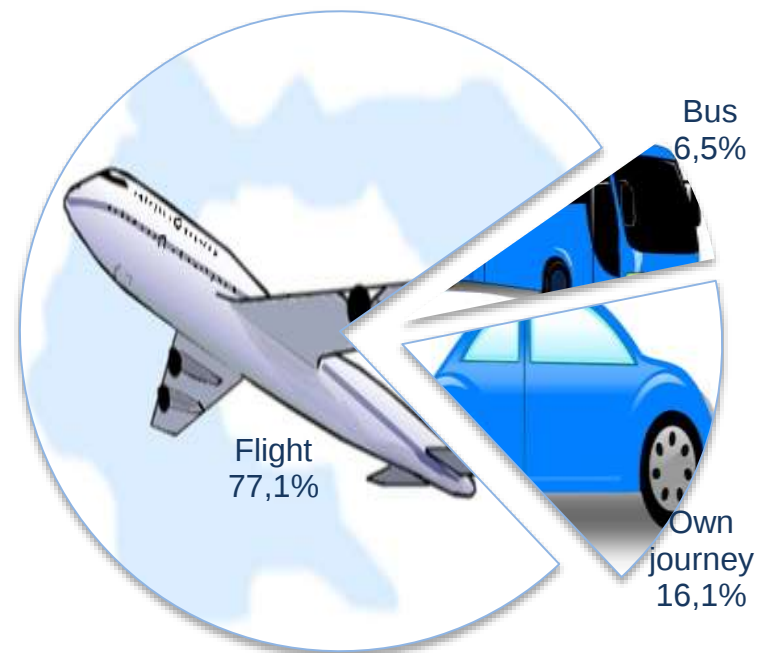
Last week – 16/2017, tours 01.11.16 – 31.10.17

compared with week 16. in 2016 r.

Clients +/-%



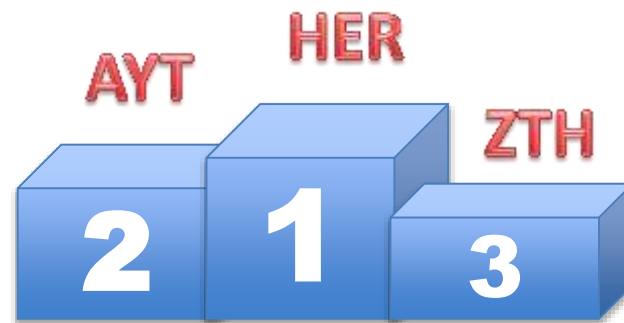
Share %



Ranking of the most popular countries & destinations in CW16

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 087	2 696
2	Antalya	5 860	2 227
3	Zakynthos	7 046	2 678
4	Rodos	7 068	2 718
5	Kos	6 644	2 486
6	Korfu	6 346	2 476
7	Burgas	5 841	2 127
8	Fuerteventura	7 213	2 979
9	Chania	6 666	2 676
10	Teneryfa	7 131	3 066
11	Majorka	6 710	2 780
12	Hurghada	5 529	2 405
13	Gran Canaria	6 961	2 892
14	Varna	5 930	2 325
15	Marsa Alam	5 530	2 421
16	Saloniki	6 107	2 364
17	Madera	7 610	3 390
18	Tirana	6 299	2 403
19	Lanzarote	7 464	3 049
20	Faro	9 775	3 828



Rank	Country	Price/booking	Price/person
1	Grecja	6 727	2 587
2	Hiszpania	6 812	2 853
3	Turcja	5 959	2 250
4	Bułgaria	5 513	2 112
5	Włochy	5 892	2 425
6	Egipt	5 486	2 396
7	Chorwacja	4 219	1 599
8	Portugalia	7 955	3 441
9	Cypr	5 600	2 441
10	Albania	5 603	2 246

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

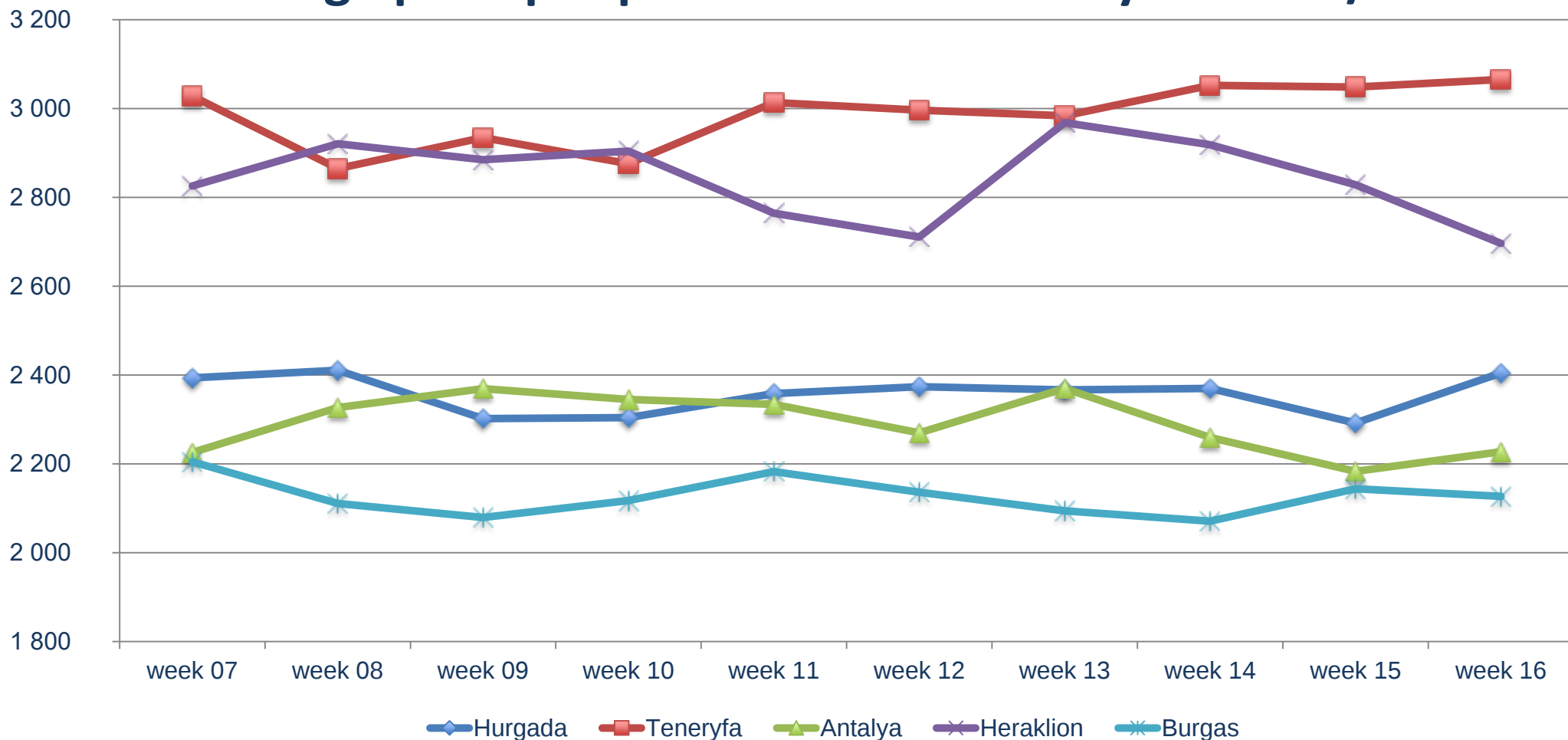
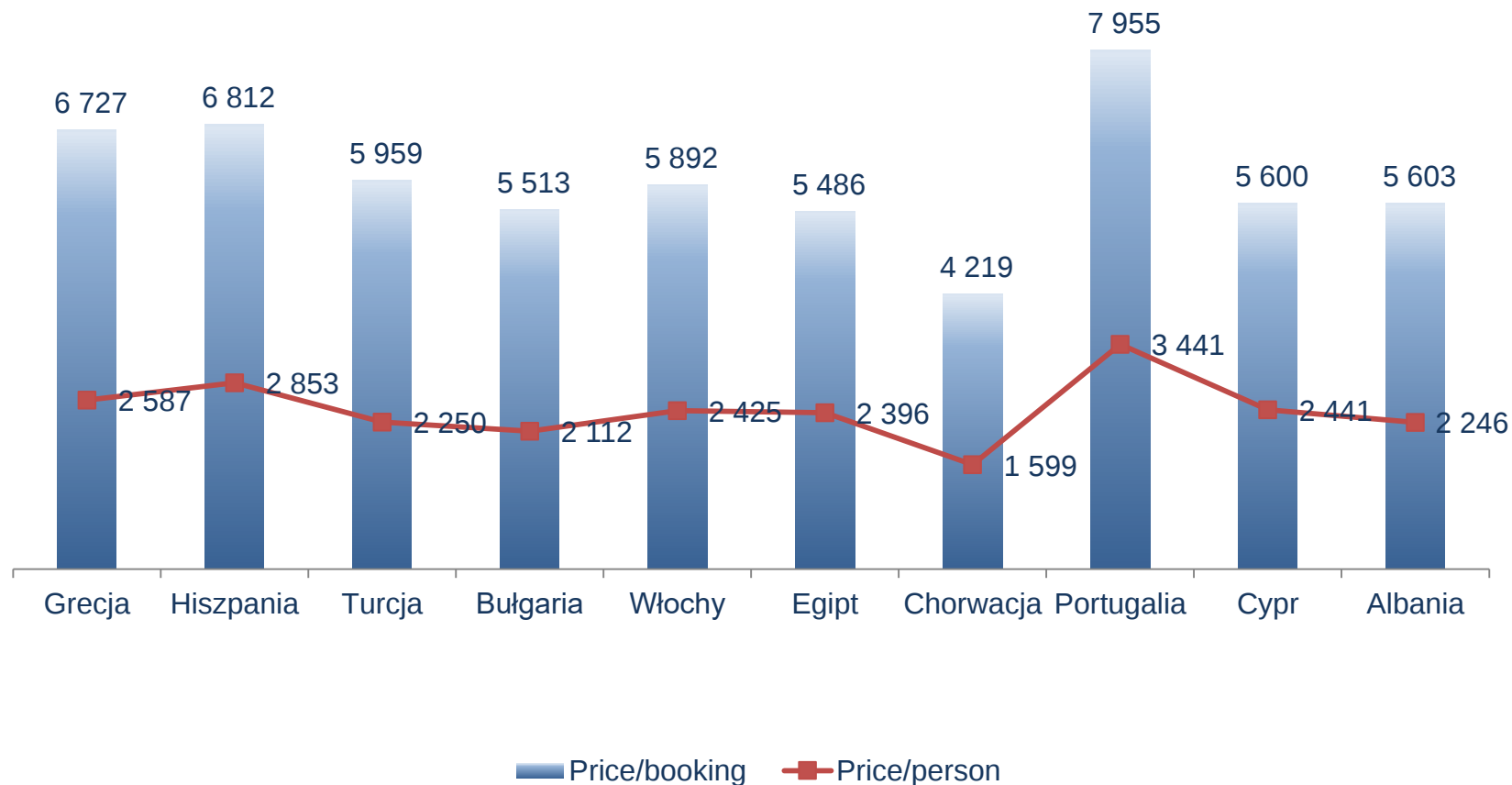


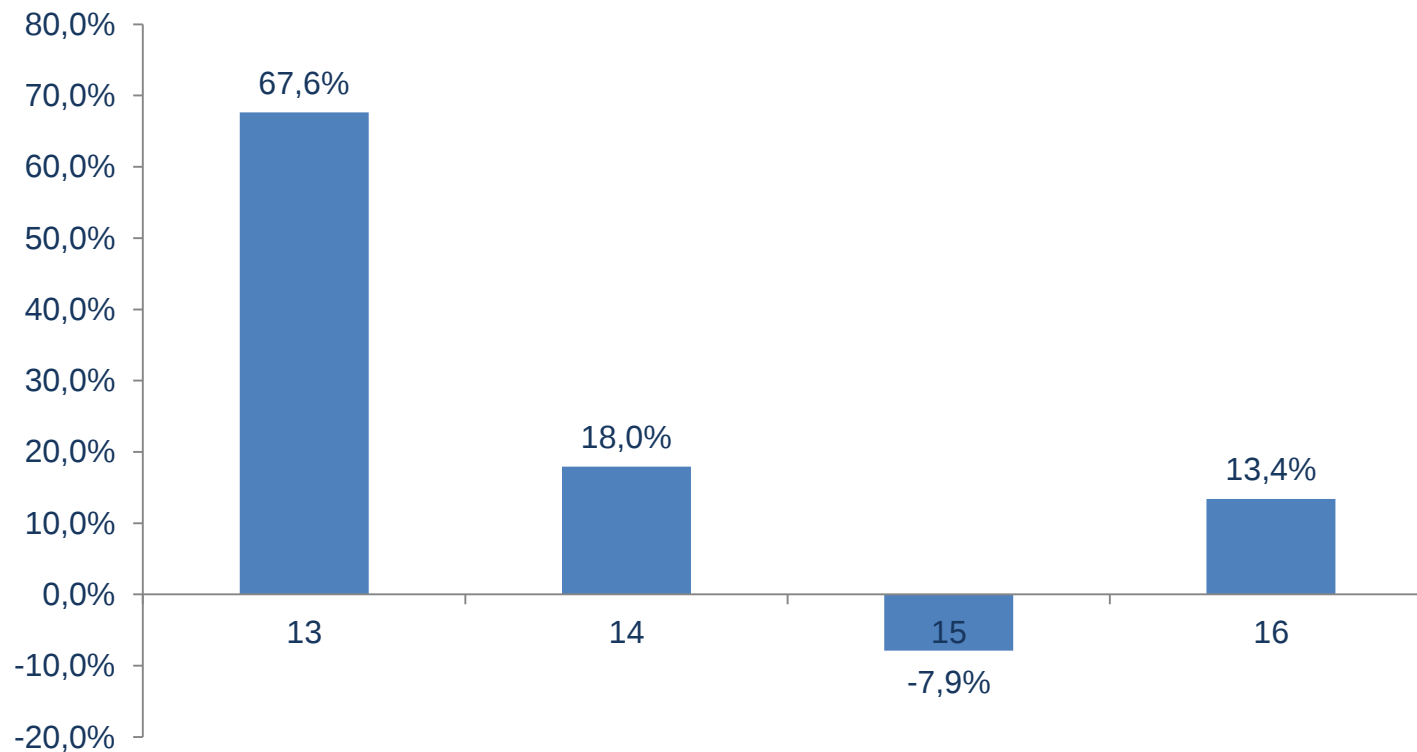
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 16. week



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

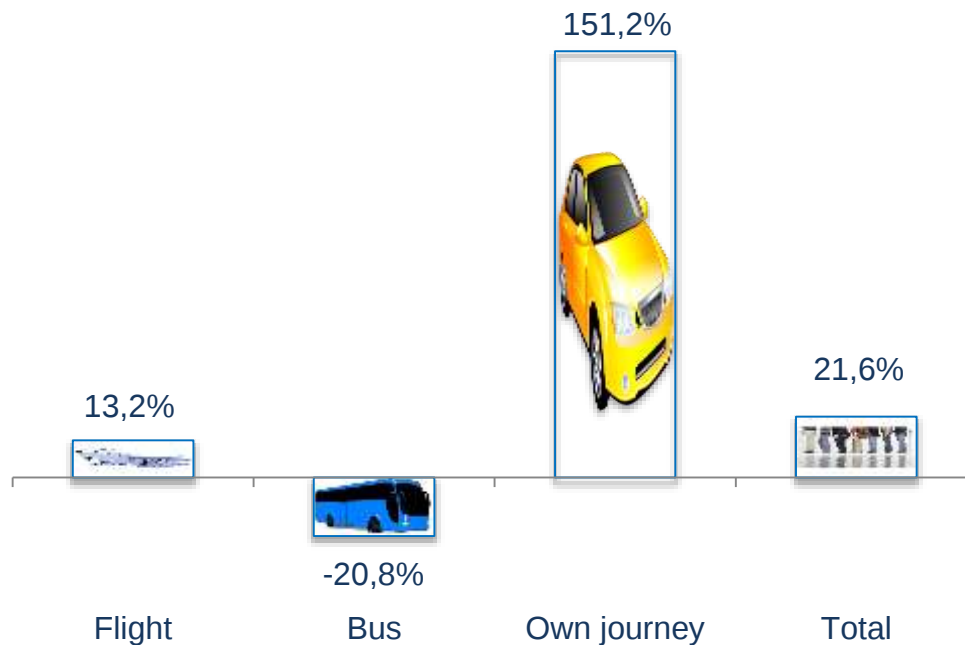
compared with 4 analogous weeks in tourist year 2015/2016.



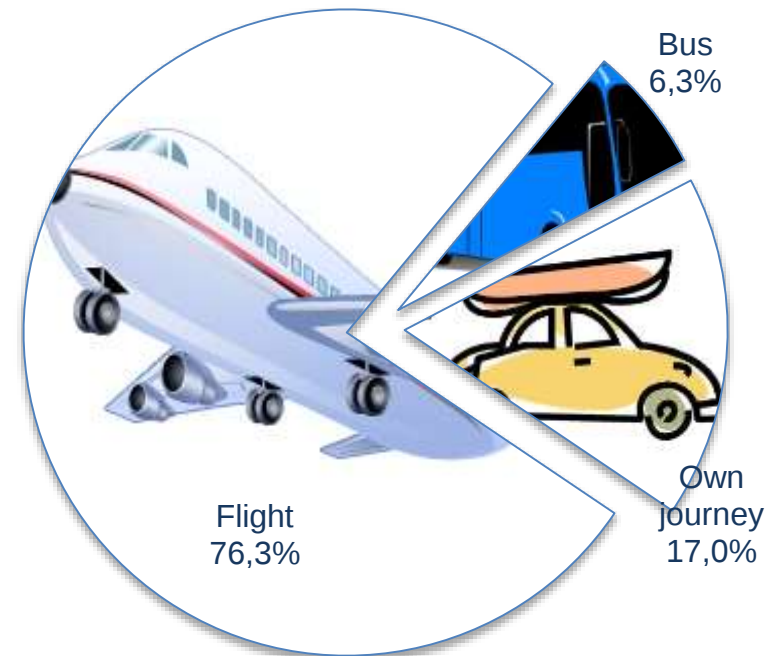
The sales trend of the last four weeks

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

Clients +/- %

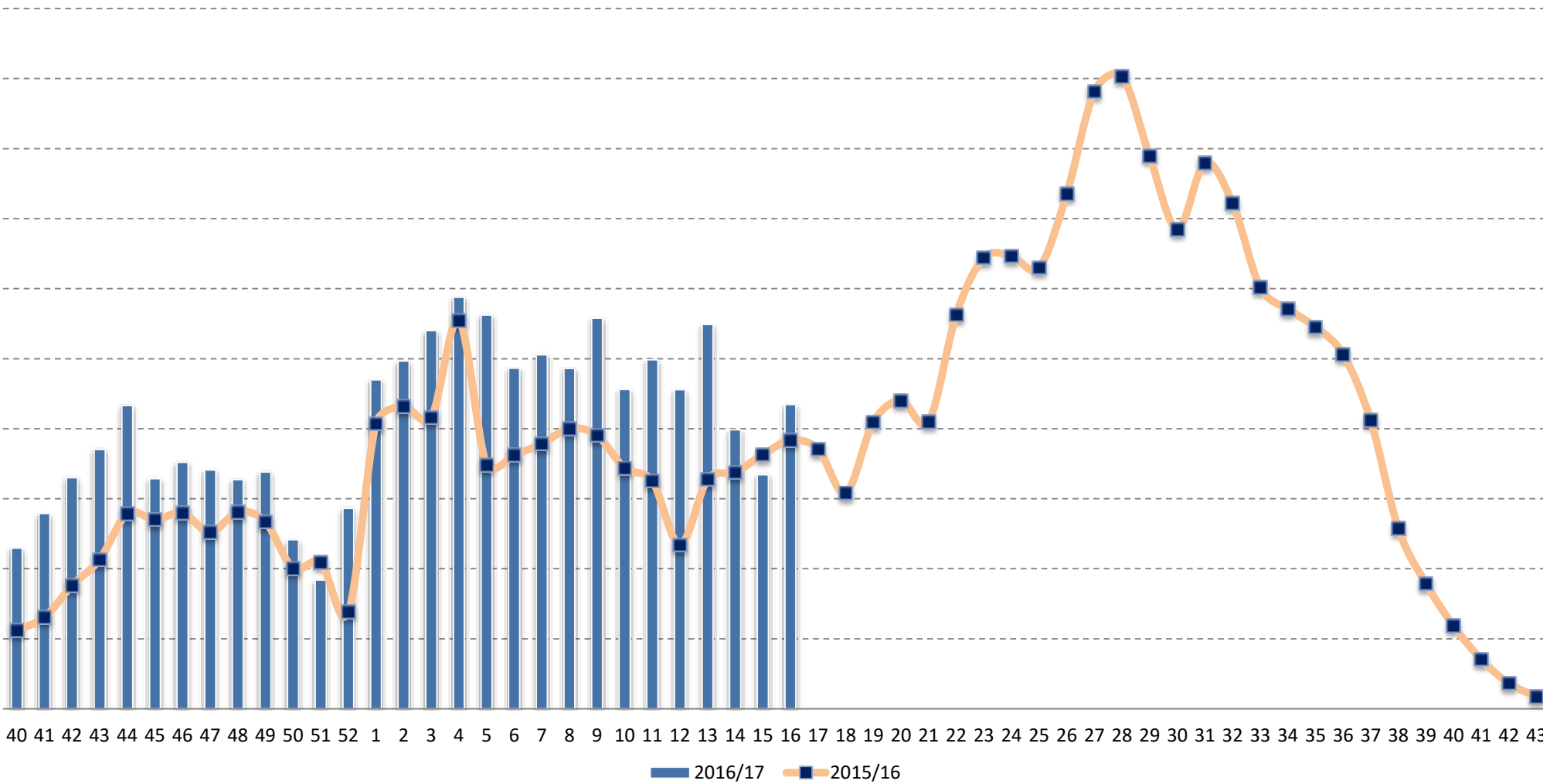


Share %



Weekly sales compared with the previous tourist year

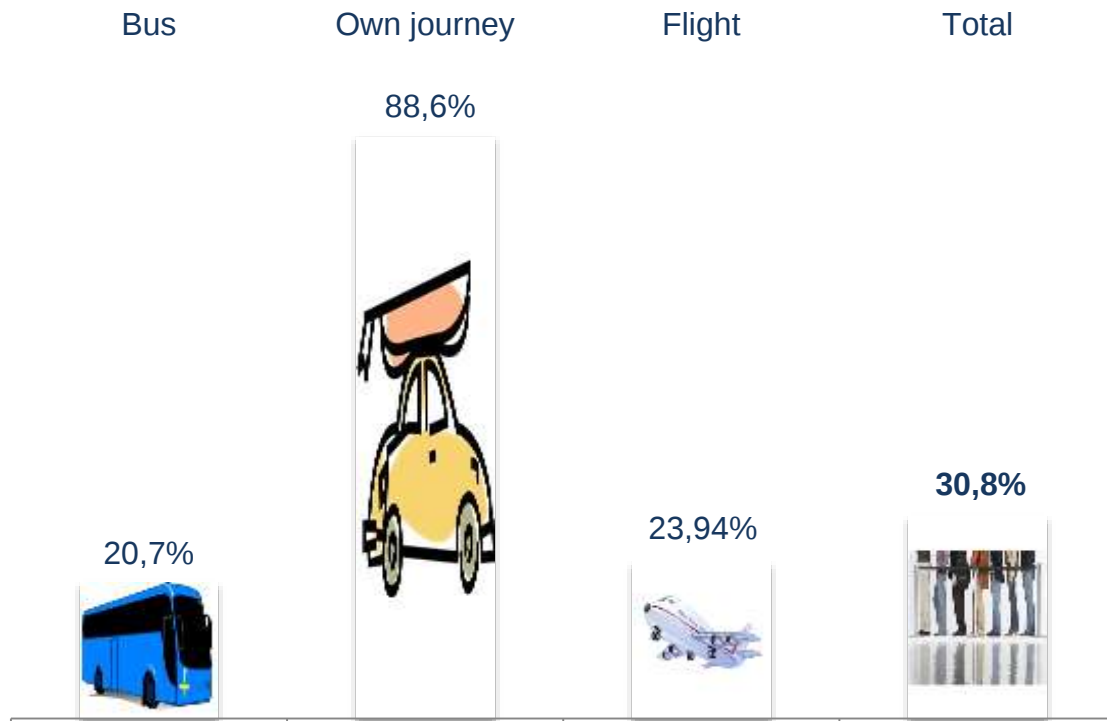
Bookings weekly 16/17 vs. 15/16



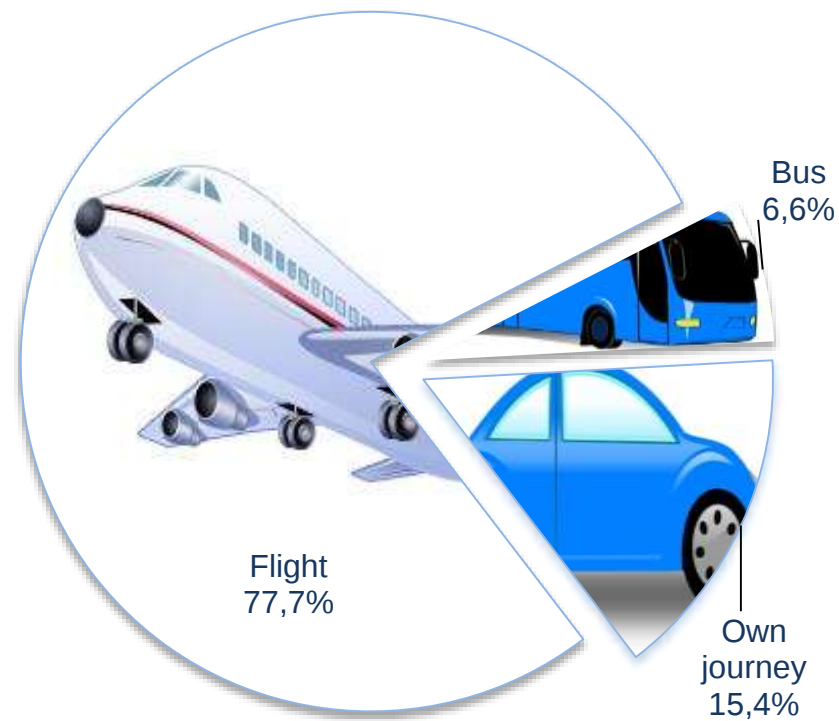
Cumulative sales of 2016/17

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	53%
2	Hiszpania	5%
3	Bułgaria	6%
4	Egipt	91%
5	Włochy	-2%
6	Turcja	68%
7	Portugalia	1%
8	Chorwacja	18%
9	Albania	++
10	Kuba	52%
11	Austria	4%
12	Emiraty Arabskie	38%
13	Cypr	-9%
14	Oman	++
15	Dominikana	13%
16	Tanzania	108%
17	Malta	135%
18	Polska	13%
19	Tajlandia	16%
20	Maroko	-3%

Rank	Destination	+/- % last year
1	Heraklion	49%
2	Zakynthos	41%
3	Fuerteventura	4%
4	Korfu	38%
5	Rodos	66%
6	Burgas	-1%
7	Antalya	113%
8	Teneryfa	-8%
9	Marsa Alam	120%
10	Chania	29%
11	Hurghada	46%
12	Lanzarote	38%
13	Varna	12%
14	Kos	141%
15	Gran Canaria	3%
16	Madera	1%
17	Majorka	-7%
18	Tirana	++
19	Malaga	16%
20	Salalah	++



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