

Weekly report 17/2017

Data source: MerlinX*

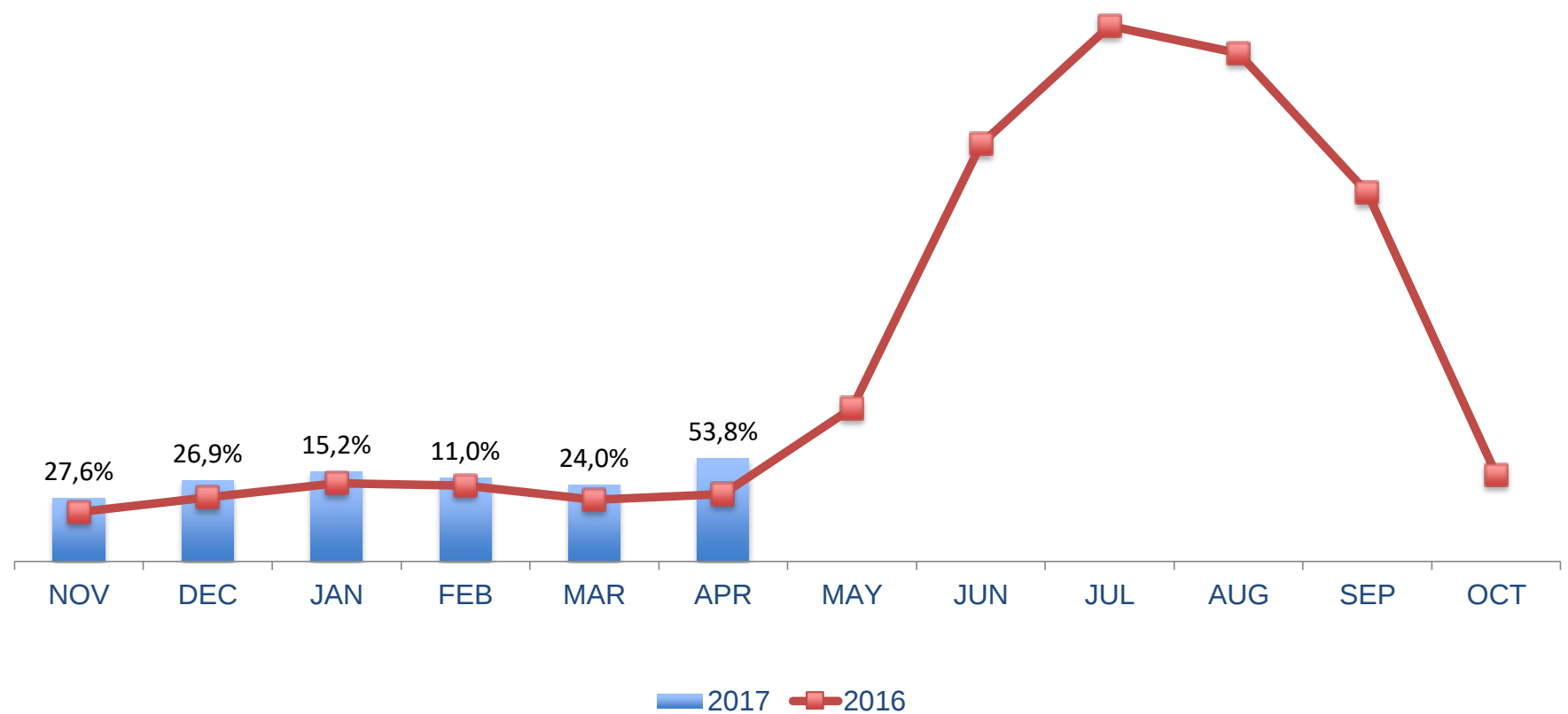
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Monthly trips compared with previous tourist year



Last week – 17/2017, tours 01.11.16 – 31.10.17

compared with week 17. in 2016 r.

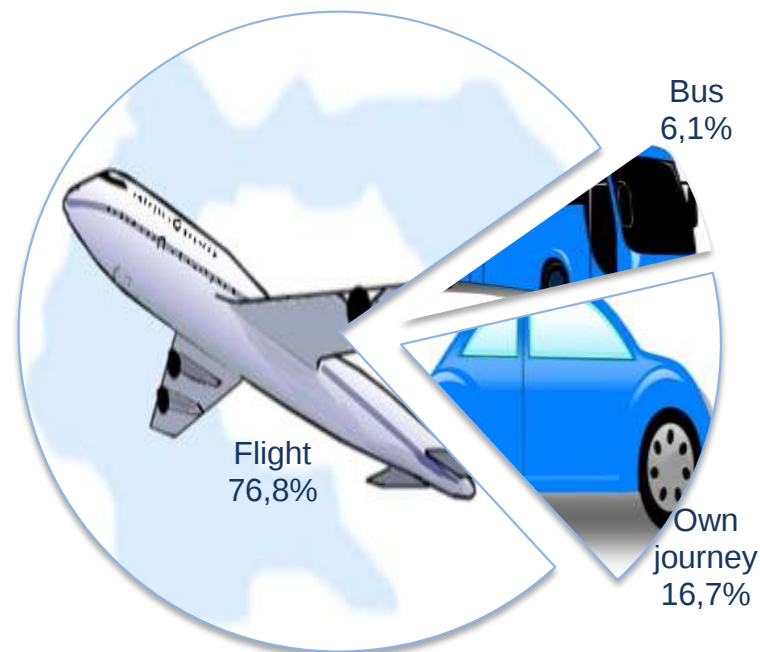


Last week – 17/2017, tours 01.11.16 – 31.10.17

compared with week 17. in 2016 r.



Share %



Ranking of the most popular countries & destinations in CW17

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Antalya	5 492	2 126
2	Heraklion	7 147	2 722
3	Zakynthos	6 099	2 444
4	Rodos	6 947	2 649
5	Burgas	5 725	2 118
6	Korfu	6 497	2 456
7	Kos	7 491	2 612
8	Chania	6 998	2 744
9	Fuerteventura	7 968	3 136
10	Teneryfa	7 086	3 012
11	Majorka	6 329	2 729
12	Hurghada	5 267	2 304
13	Bodrum	5 302	2 100
14	Varna	4 739	1 980
15	Gran Canaria	7 269	3 016
16	Marsa Alam	6 106	2 480
17	Lanzarote	7 942	3 037
18	Tirana	6 091	2 389
19	Faro	8 911	3 644
20	Saloniki	6 107	2 383



Rank	Country	Price/booking	Price/person
1	Grecja	6 680	2 559
2	Hiszpania	6 911	2 888
3	Turcja	5 511	2 134
4	Bułgaria	4 988	2 008
5	Egipt	5 589	2 363
6	Włochy	5 702	2 328
7	Chorwacja	3 992	1 492
8	Portugalia	7 824	3 341
9	Cypr	6 446	2 530
10	Albania	5 696	2 266

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

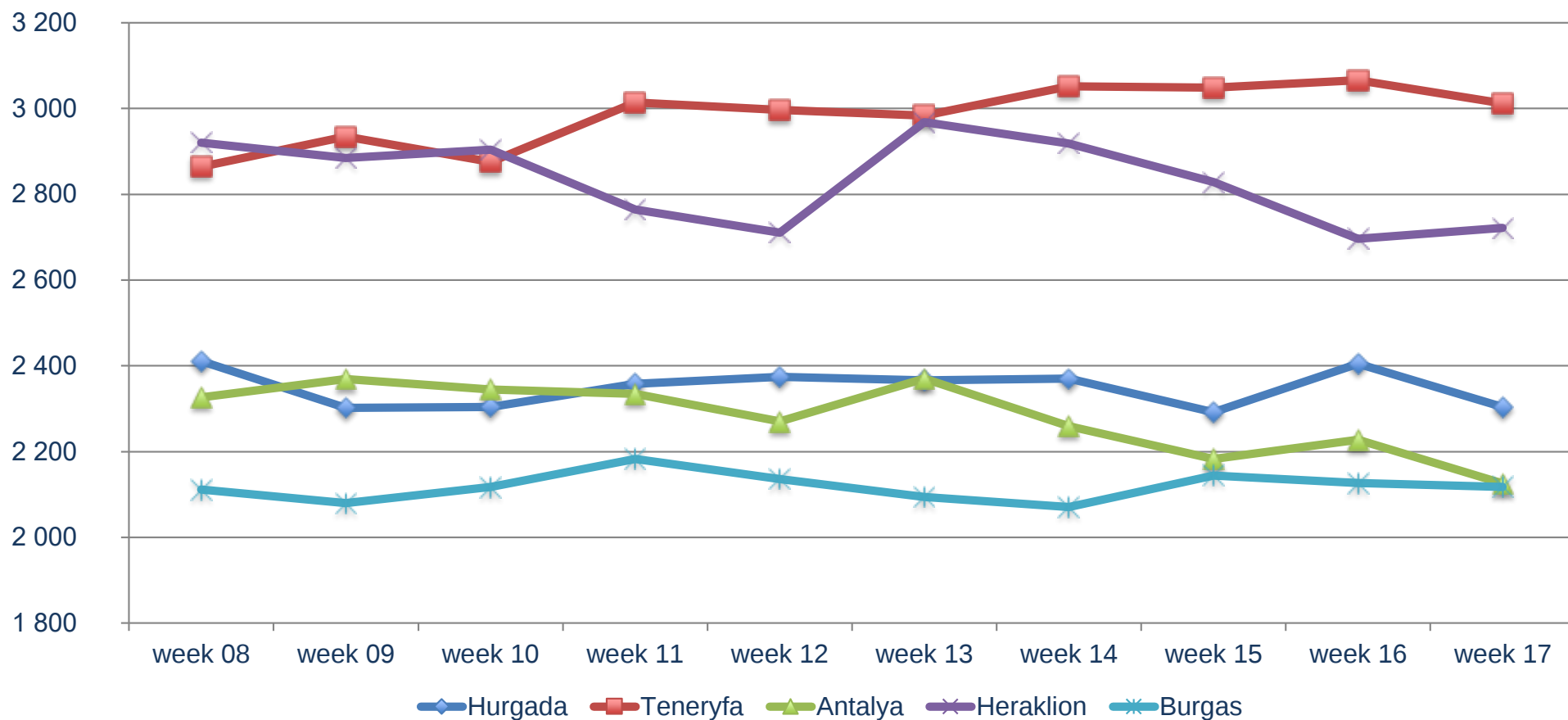
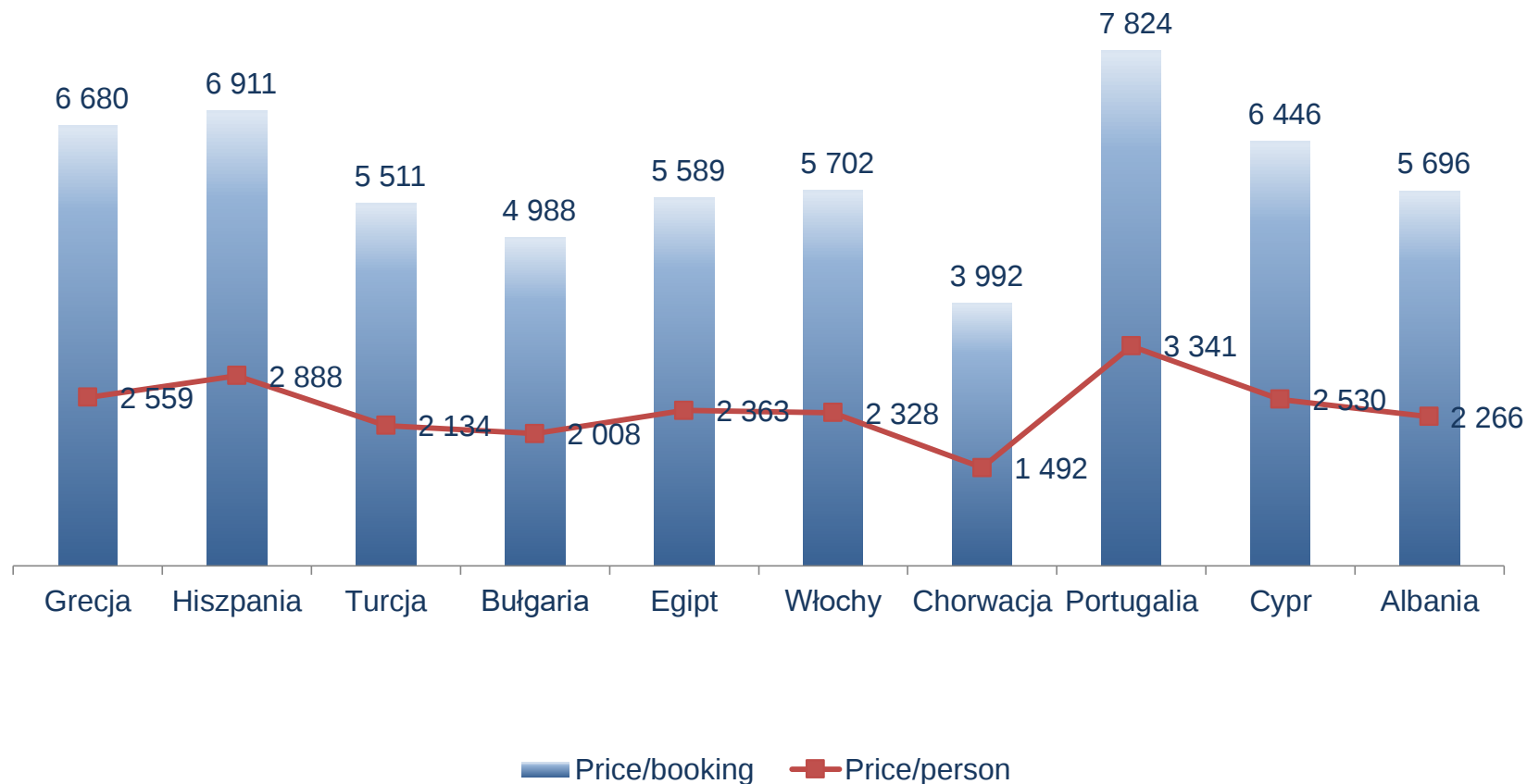


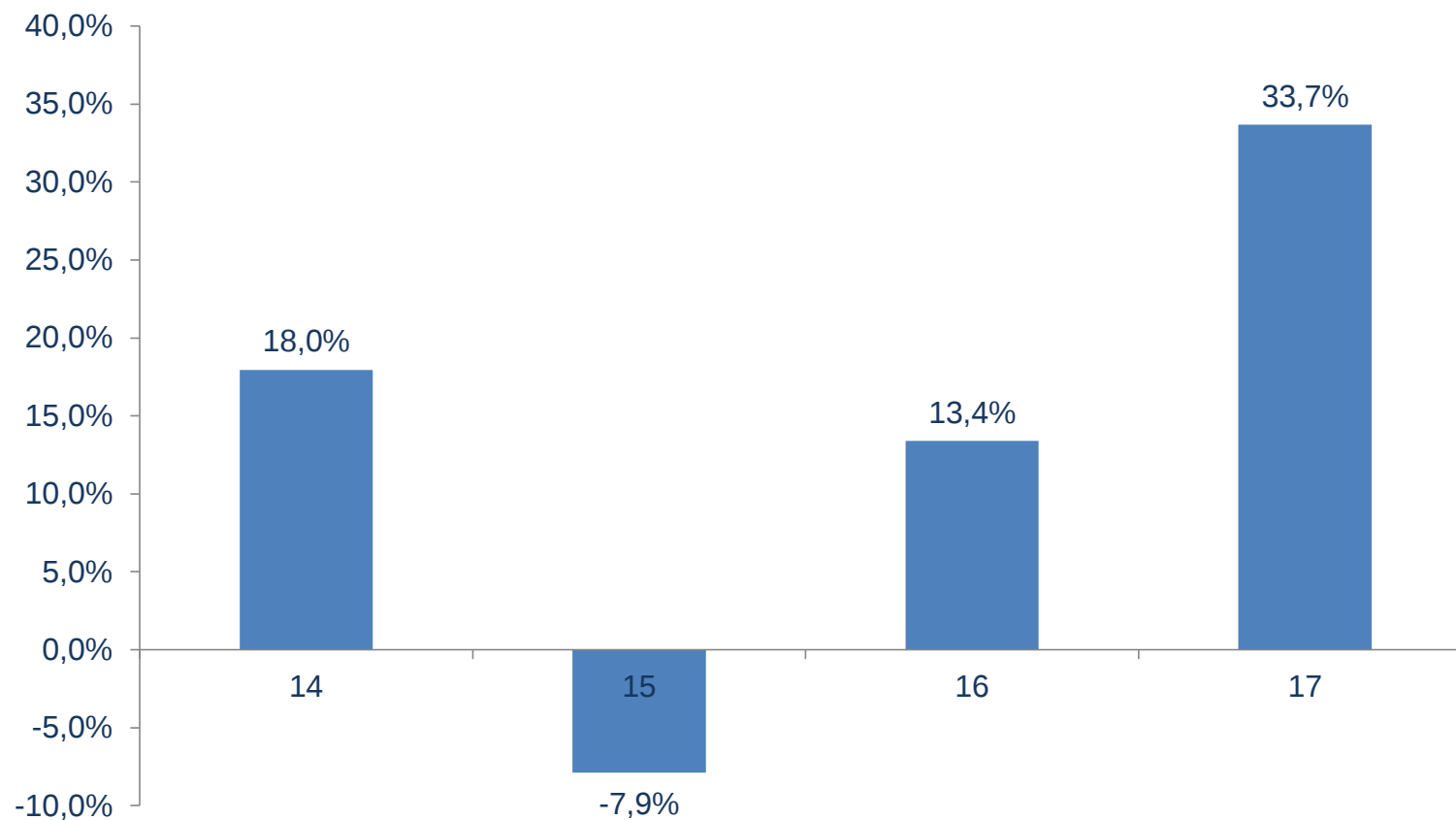
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 17. week



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

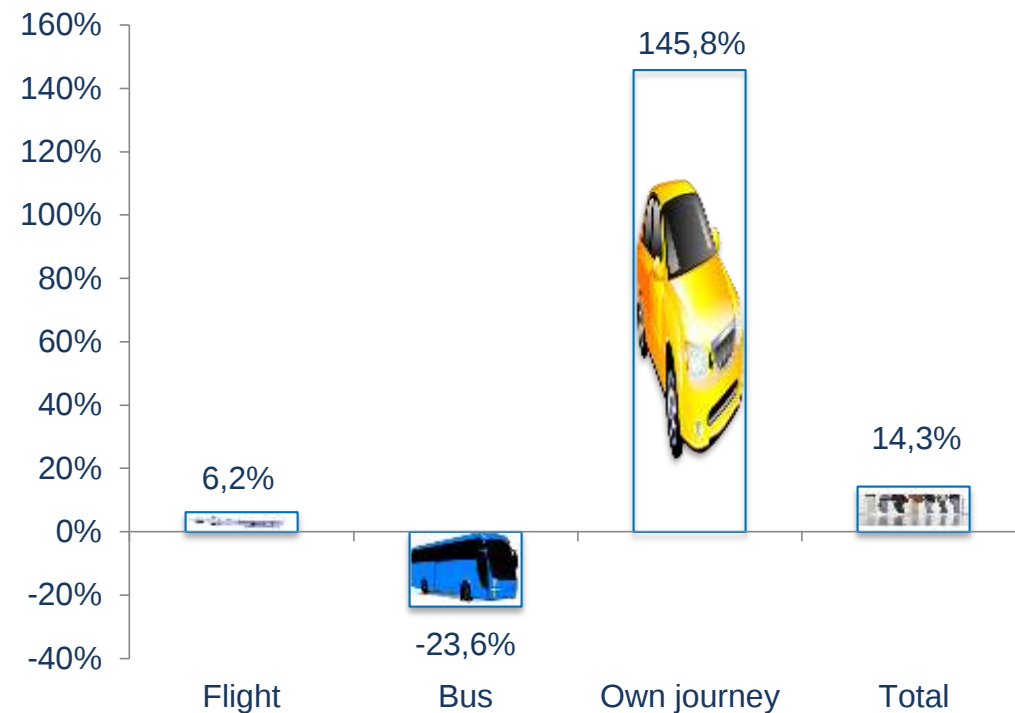
compared with 4 analogous weeks in tourist year 2015/2016.



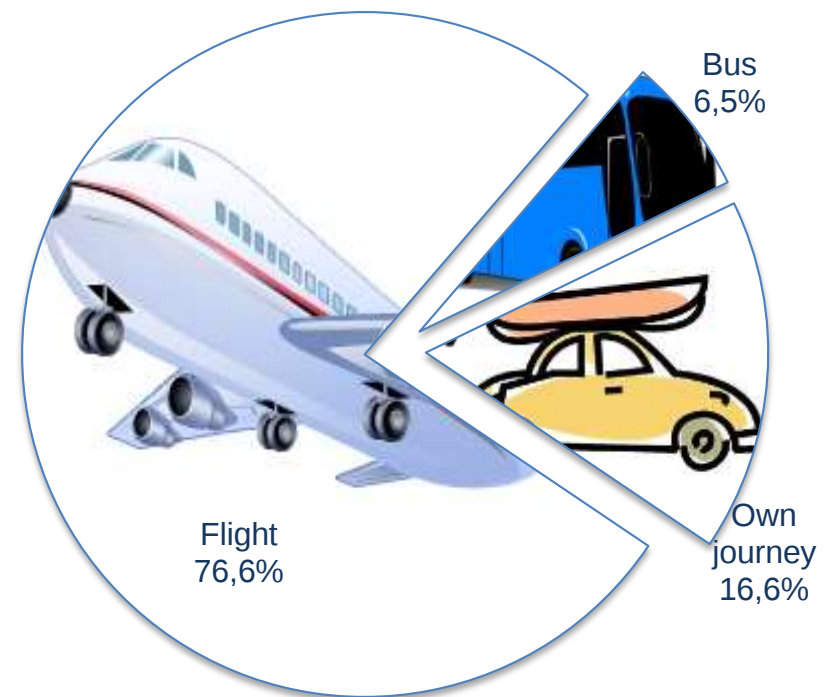
The sales trend of the last four weeks

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

Clients +/- %

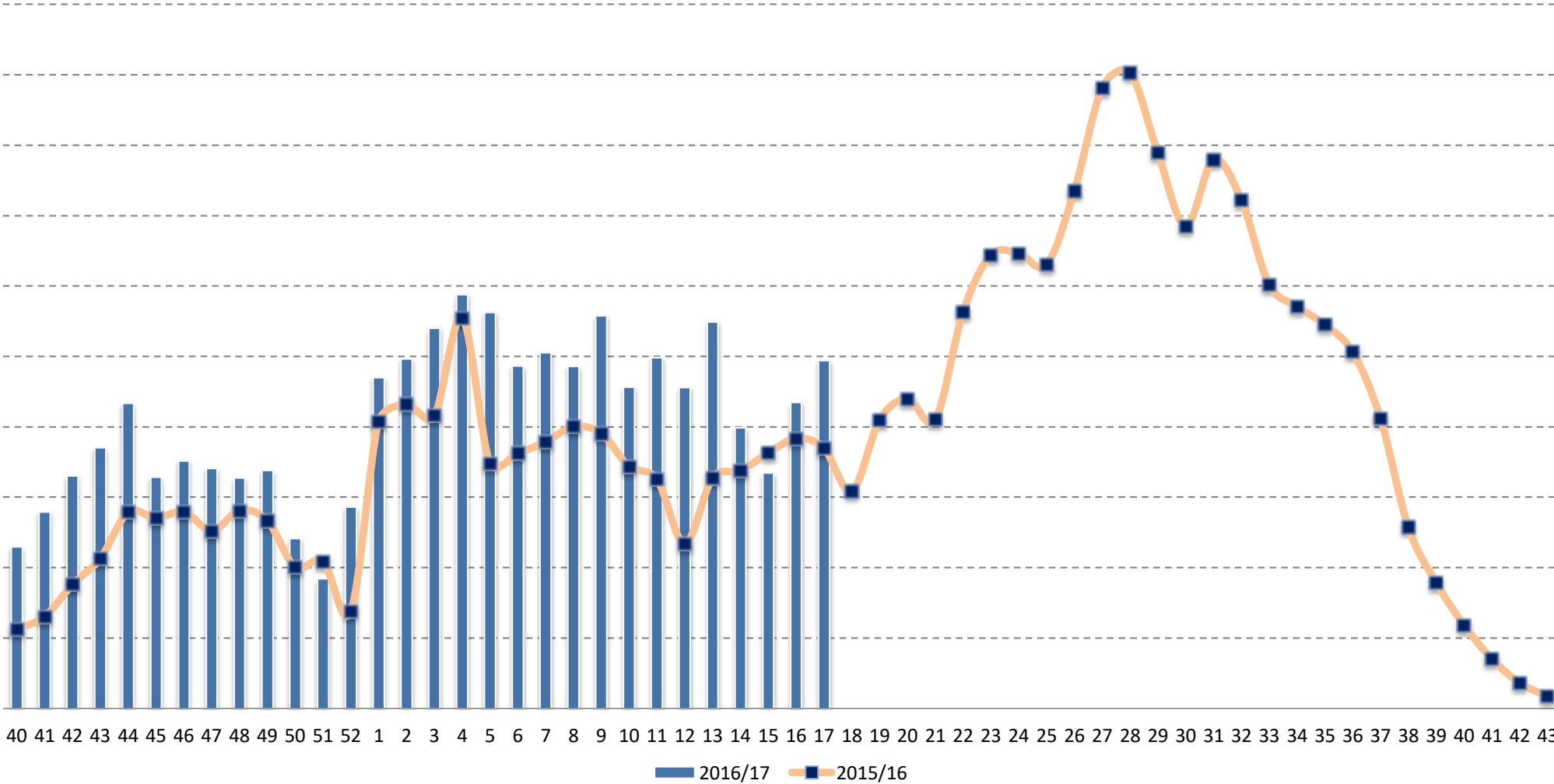


Share %



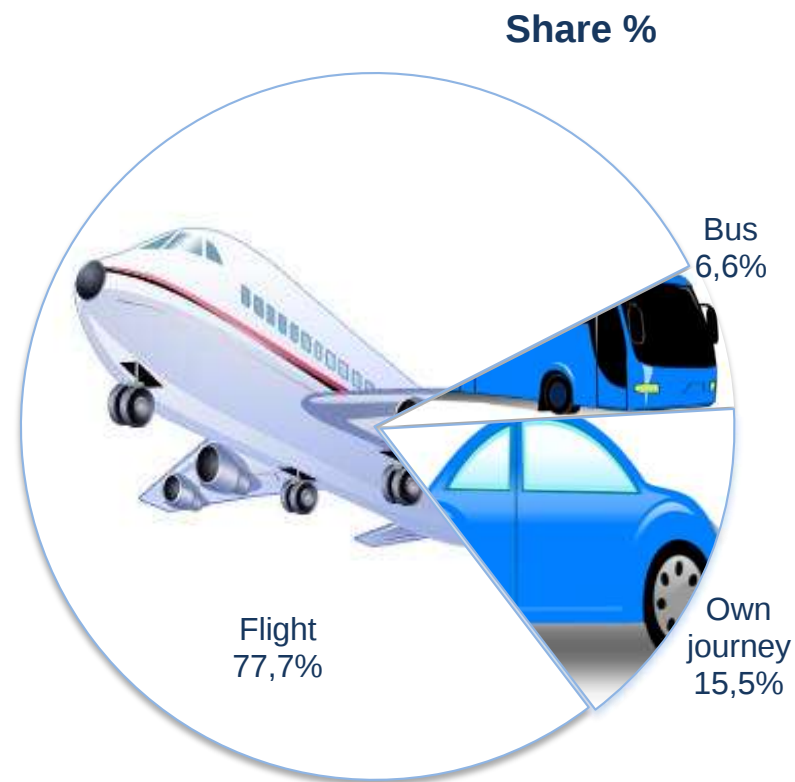
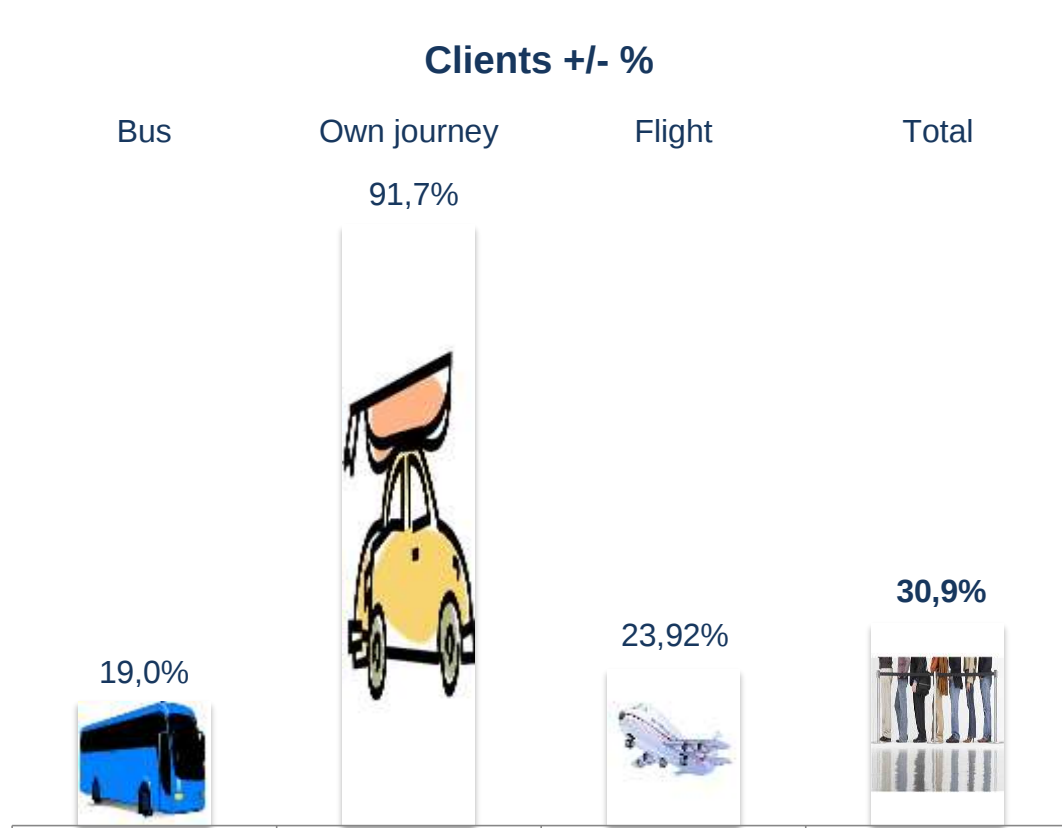
Weekly sales compared with the previous tourist year

Bookings weekly 16/17 vs. 15/16



Cumulative sales of 2016/17

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



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

Rank	Country	+/- % last year
1	Grecja	52%
2	Hiszpania	6%
3	Bułgaria	6%
4	Egipt	92%
5	Włochy	-1%
6	Turcja	70%
7	Portugalia	1%
8	Chorwacja	16%
9	Albania	++
10	Inne	65%
11	Kuba	52%
12	Cypr	-7%
13	Austria	4%
14	Emiraty Arabskie	38%
15	Oman	++
16	Dominikana	12%
17	Tanzania	108%
18	Malta	137%
19	Polska	14%
20	Tajlandia	16%

Rank	Destination	+/- % last year
1	Heraklion	49%
2	Zakynthos	41%
3	Fuerteventura	4%
4	Korfu	36%
5	Rodos	64%
6	Burgas	-1%
7	Antalya	112%
8	Teneryfa	-8%
9	Marsa Alam	119%
10	Chania	28%
11	Hurghada	49%
12	Lanzarote	38%
13	Varna	12%
14	Kos	135%
15	Gran Canaria	3%
16	Madera	1%
17	Majorka	-7%
18	Tirana	++
19	Malaga	14%
20	Salalah	++



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