

Weekly report 18/2017

Data source: MerlinX*

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

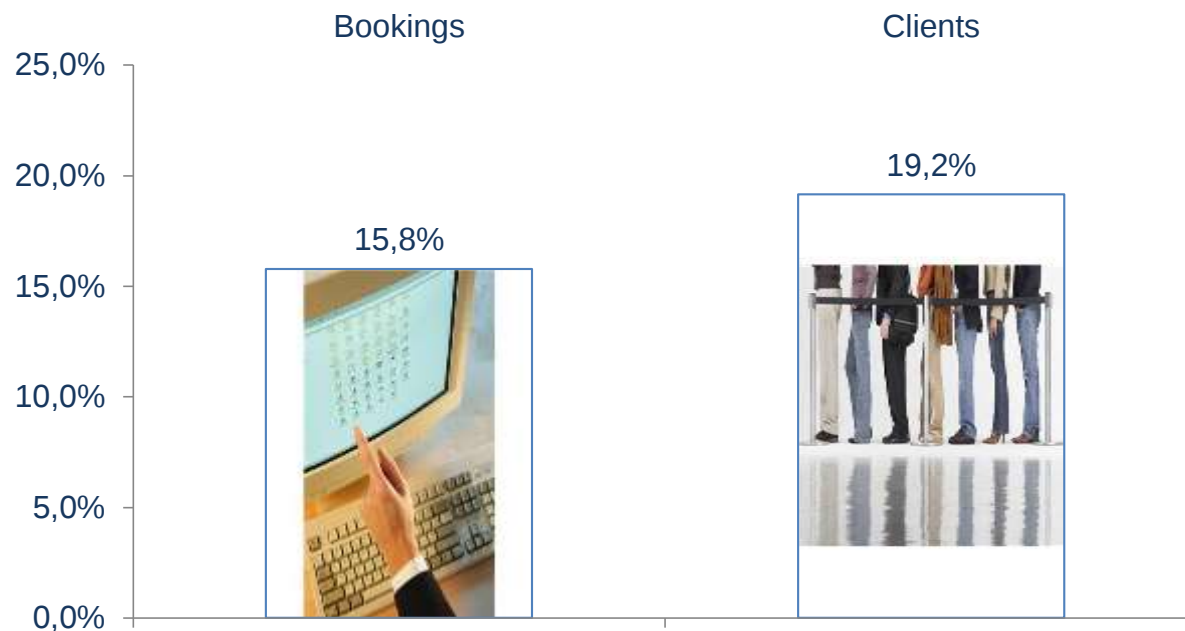
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 18/2017, tours 01.11.16 – 31.10.17

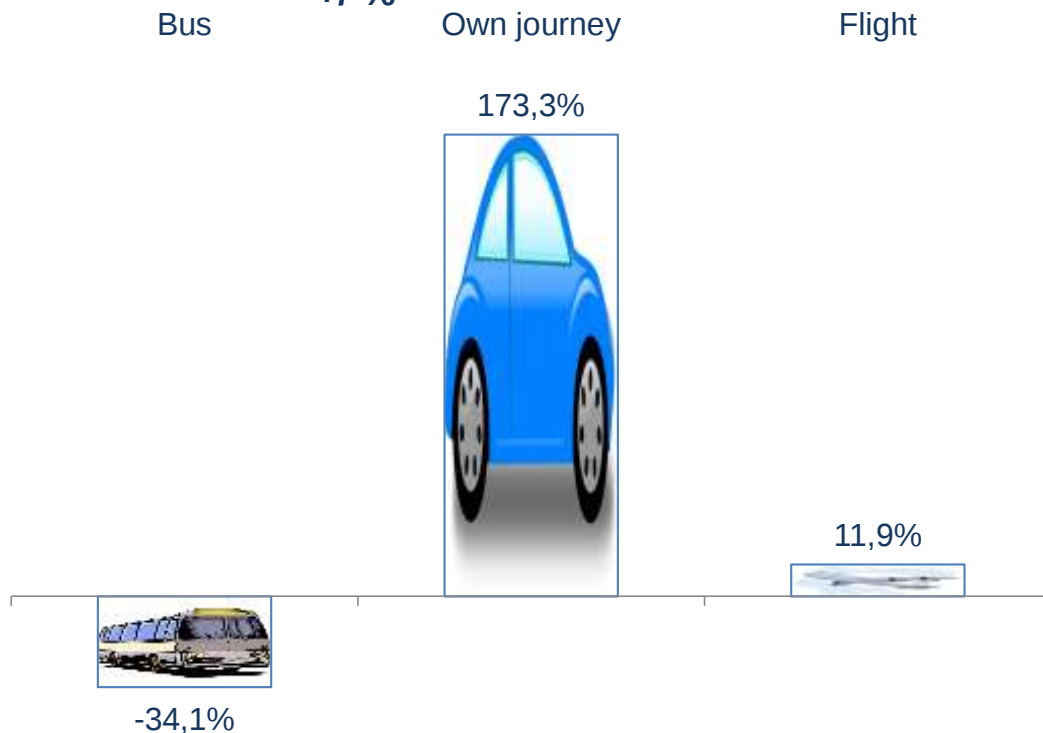
compared with week 18. in 2016 r.



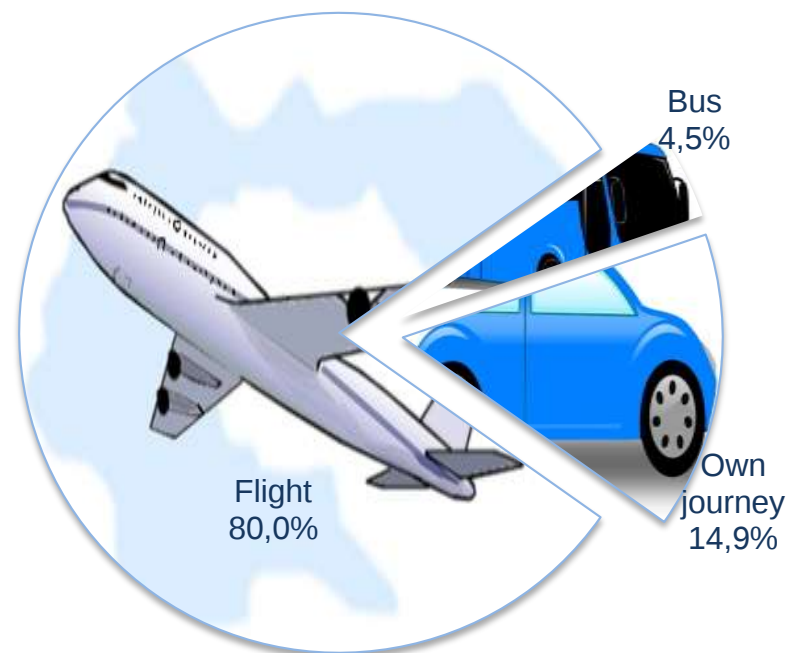
Last week – 18/2017, tours 01.11.16 – 31.10.17

compared with week 18. in 2016 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW18

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Antalya	5 432	2 139
2	Heraklion	6 704	2 612
3	Zakynthos	6 013	2 454
4	Rodos	7 065	2 820
5	Burgas	5 161	2 058
6	Kos	6 907	2 635
7	Korfu	6 325	2 475
8	Fuerteventura	6 424	2 781
9	Chania	7 375	3 034
10	Gran Canaria	6 288	2 709
11	Majorka	6 158	2 730
12	Teneryfa	6 633	2 840
13	Varna	5 395	2 135
14	Hurghada	4 852	2 187
15	Lanzarote	6 607	2 891
16	Barcelona	5 739	2 451
17	Madera	7 602	3 360
18	Sycylia	7 103	2 873
19	Girona	5 543	2 336
20	Tirana	6 085	2 406



Rank	Country	Price/booking	Price/person
1	Grecja	6 532	2 598
2	Hiszpania	6 163	2 688
3	Turcja	5 467	2 113
4	Bułgaria	4 917	2 004
5	Egipt	5 397	2 292
6	Włochy	5 553	2 434
7	Portugalia	7 267	3 258
8	Chorwacja	3 877	1 741
9	Albania	5 433	2 181
10	Cypr	6 198	2 640

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

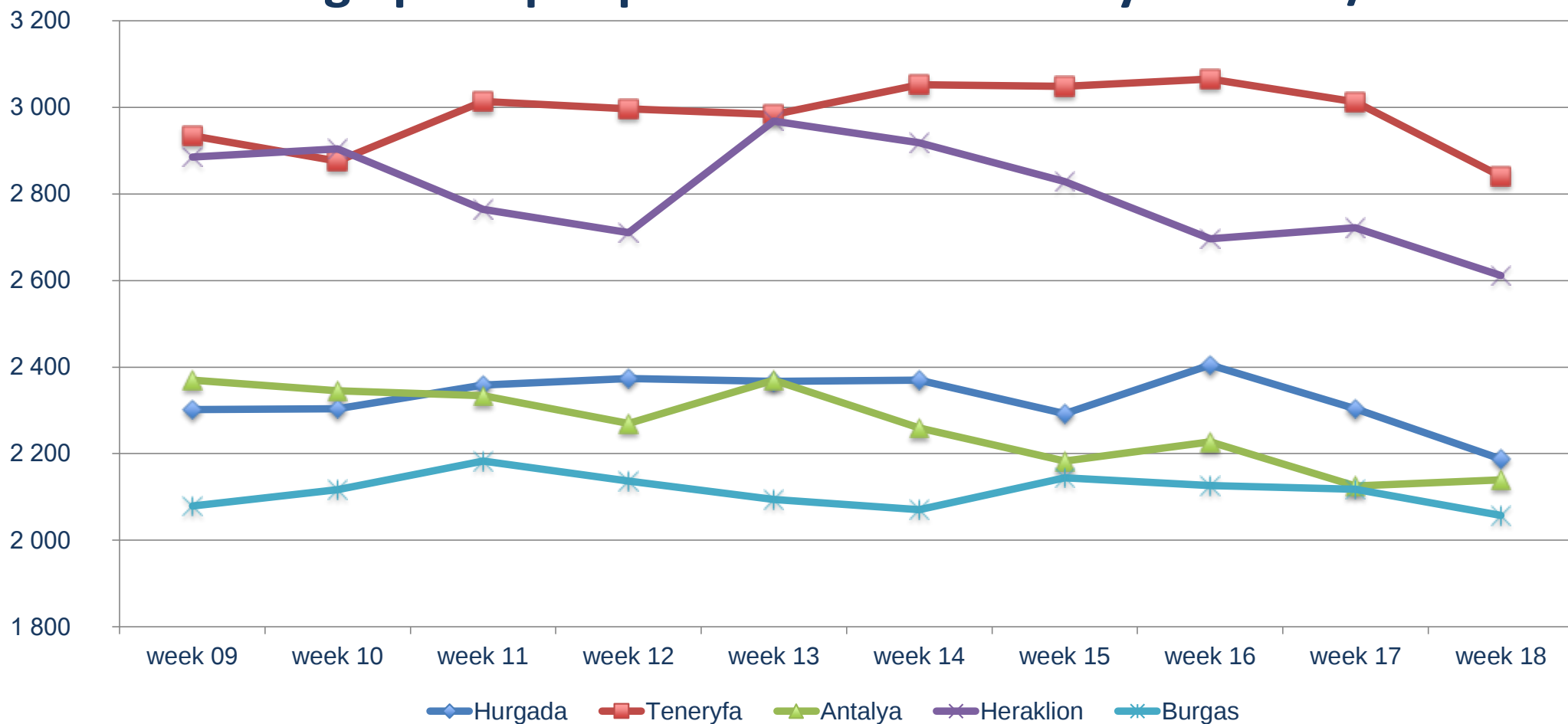
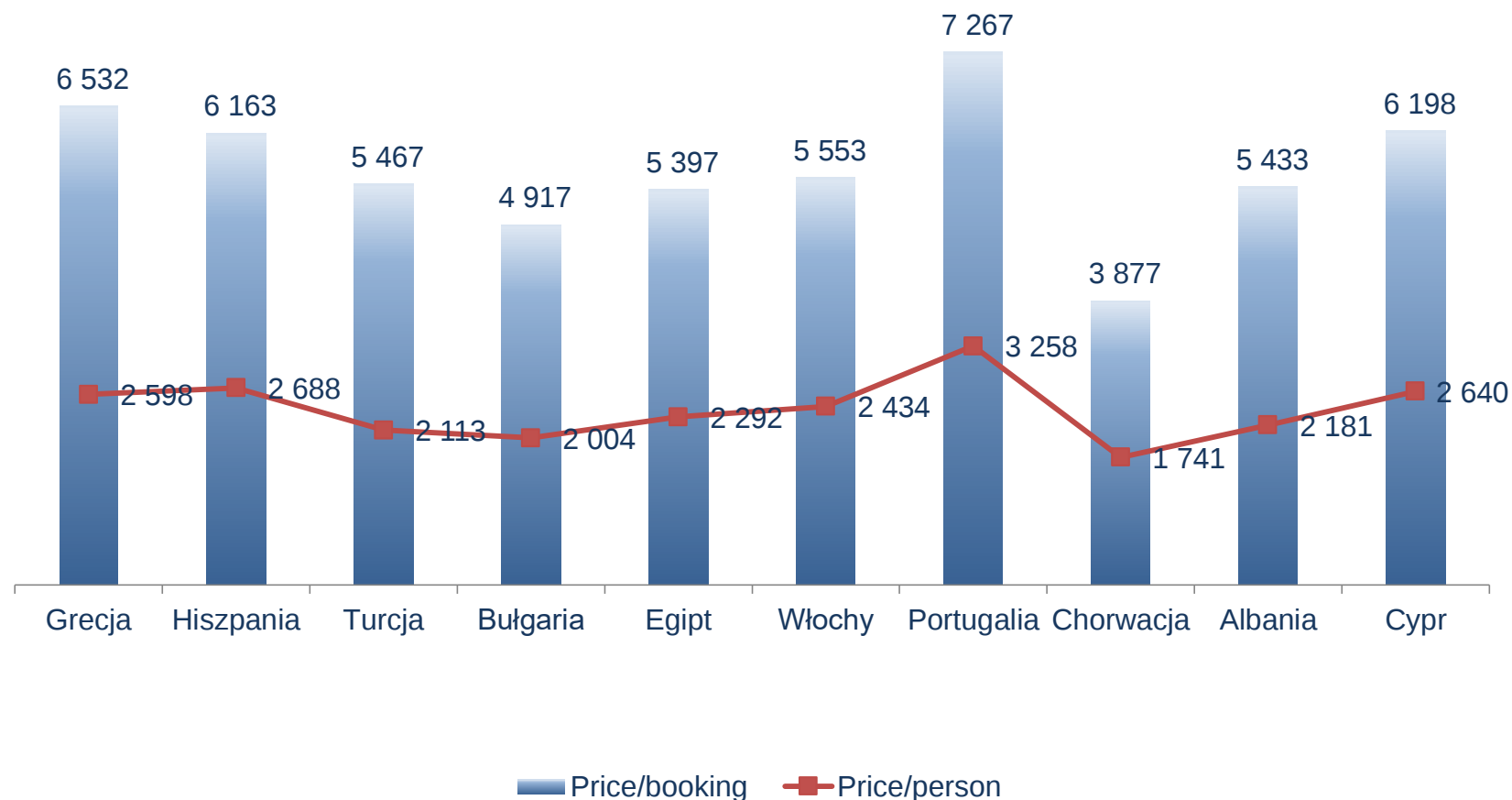


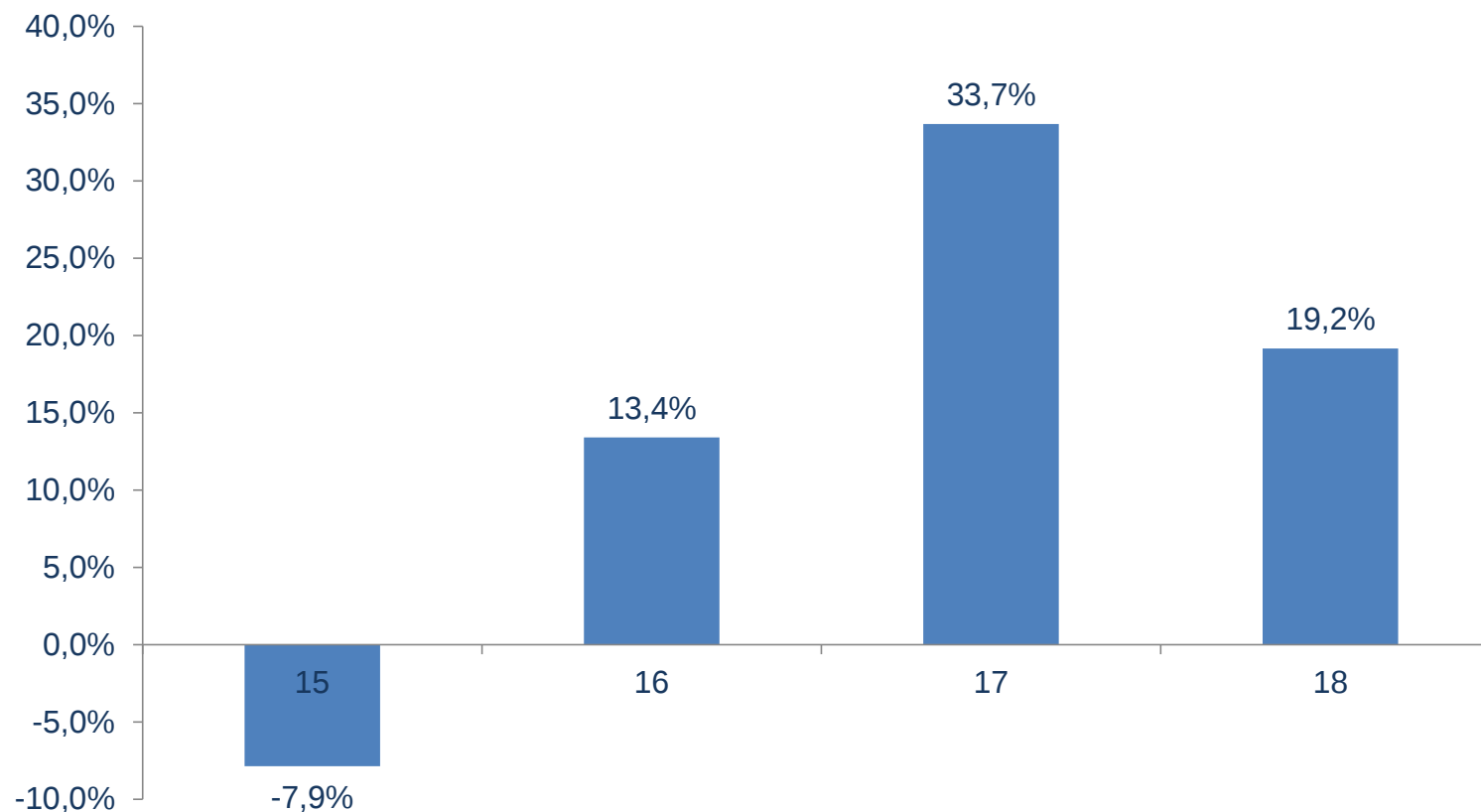
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 18. week



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

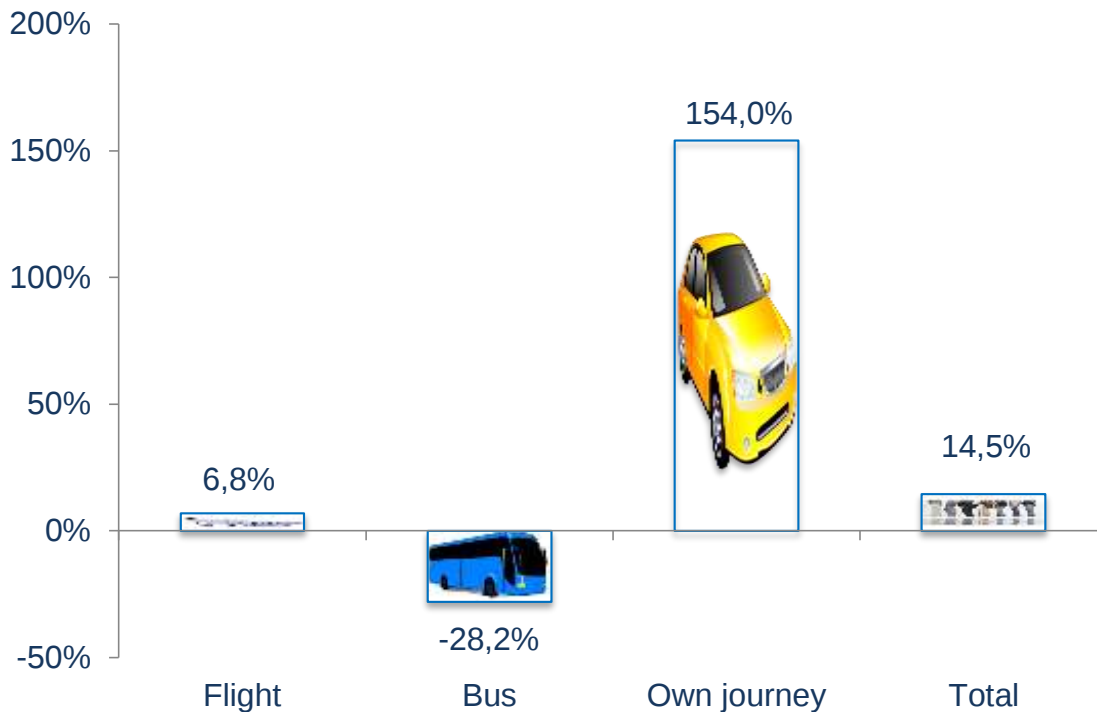
compared with 4 analogous weeks in tourist year 2015/2016.



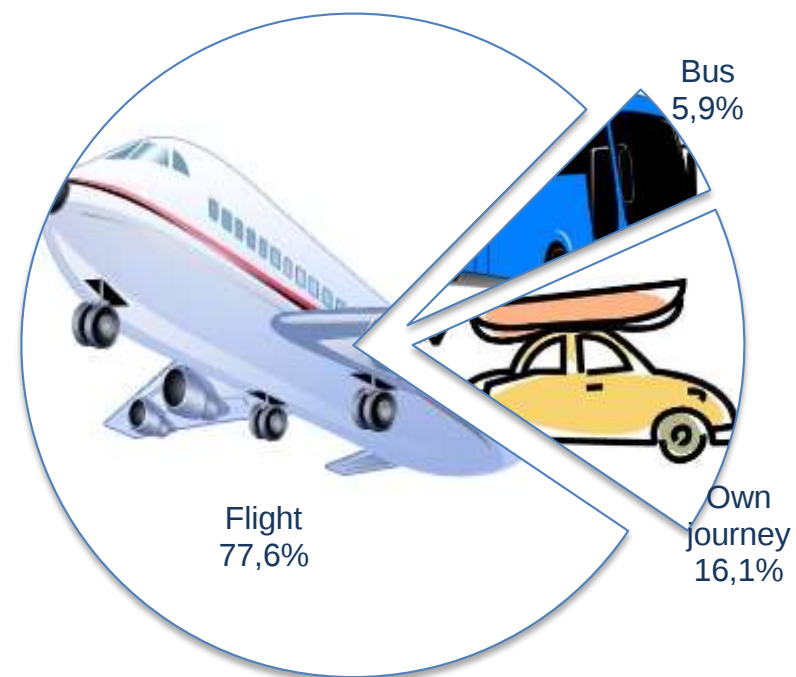
The sales trend of the last four weeks

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

Clients +/- %

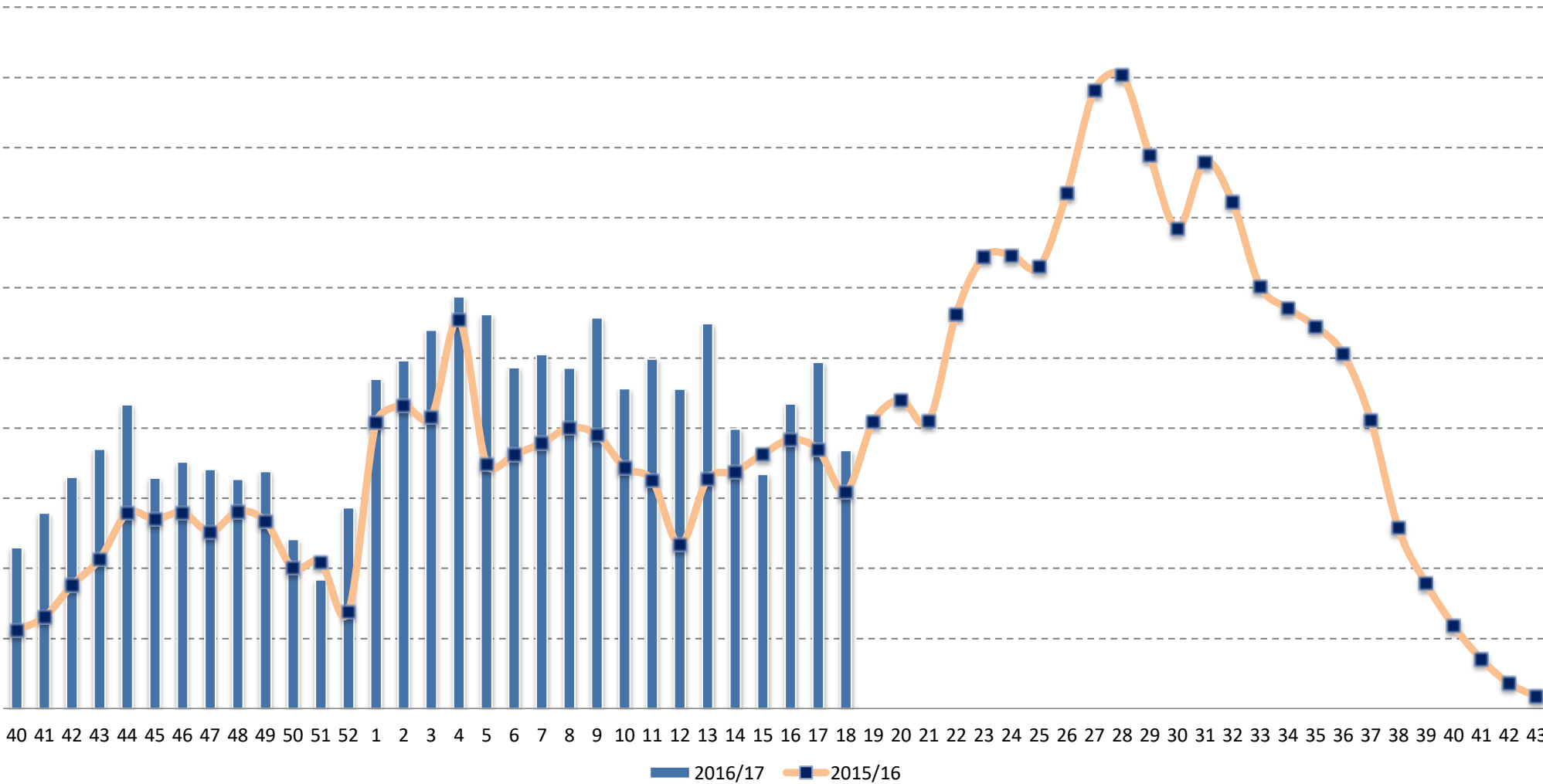


Share %



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 +/- %

Bus

Own journey

Flight

Total

93,2%

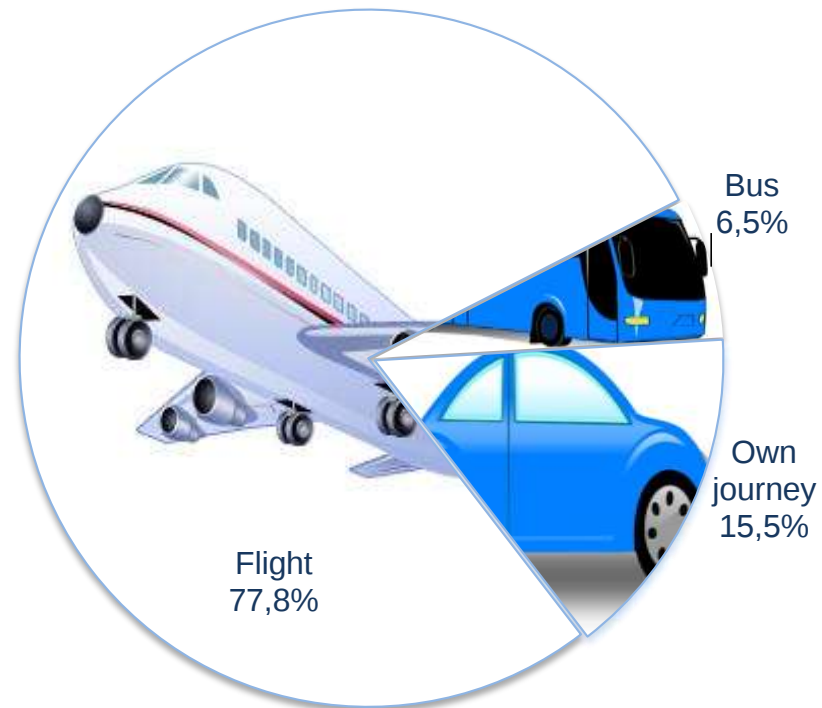
23,55%

30,5%

17,2%



Share %



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

Rank	Country	+/- % last year
1	Grecja	49%
2	Hiszpania	5%
3	Bułgaria	5%
4	Egipt	91%
5	Włochy	-1%
6	Turcja	68%
7	Portugalia	0%
8	Chorwacja	13%
9	Albania	134%
10	Kuba	52%
11	Cypr	-7%
12	Austria	4%
13	Emiraty Arabskie	38%
14	Oman	++
15	Dominikana	11%
16	Tanzania	108%
17	Malta	133%
18	Polska	11%
19	Tajlandia	16%
20	Maroko	-3%

Rank	Destination	+/- % last year
1	Heraklion	46%
2	Zakynthos	39%
3	Fuerteventura	4%
4	Korfu	33%
5	Rodos	60%
6	Burgas	-1%
7	Antalya	104%
8	Teneryfa	-8%
9	Marsa Alam	112%
10	Chania	27%
11	Hurghada	47%
12	Lanzarote	36%
13	Kos	126%
14	Varna	11%
15	Gran Canaria	4%
16	Madera	1%
17	Majorka	-7%
18	Tirana	171%
19	Malaga	13%
20	Salalah	++



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