

Weekly report 19/2017

Data source: MerlinX*

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

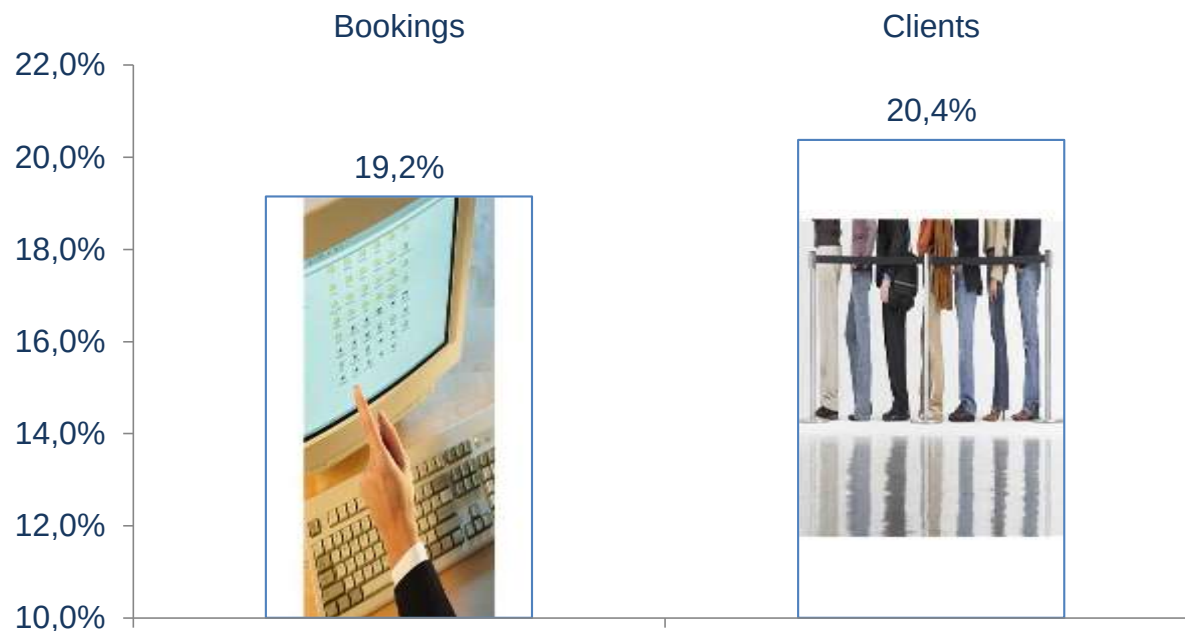
<http://www.pzot.pl>

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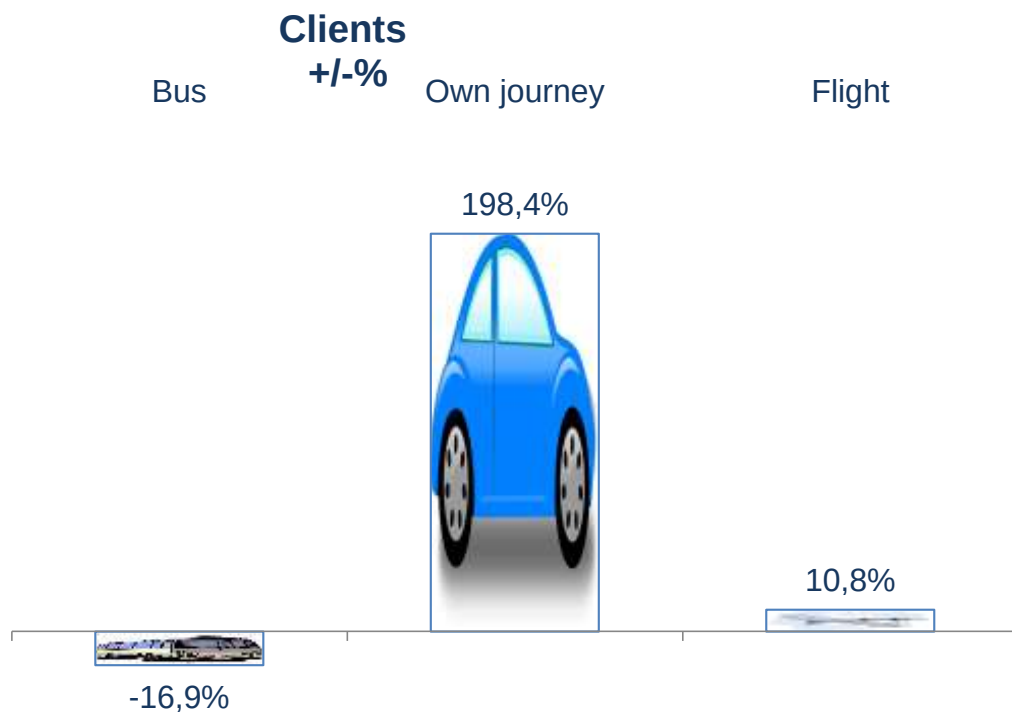
Last week – 19/2017, tours 01.11.16 – 31.10.17

compared with week 19. in 2016 r.

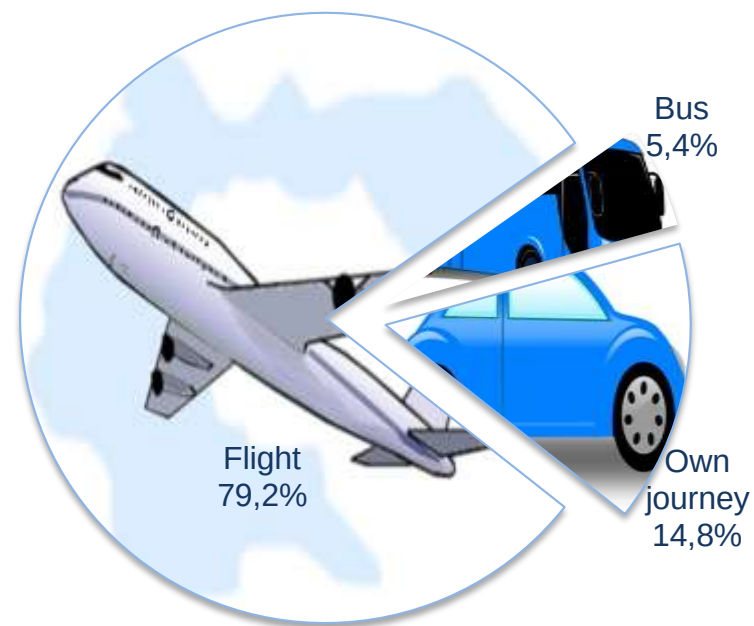


Last week – 19/2017, tours 01.11.16 – 31.10.17

compared with week 19. in 2016 r.



Share %



Ranking of the most popular countries & destinations in CW19

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Antalya	5 554	2 160
2	Heraklion	6 614	2 572
3	Zakynthos	6 544	2 606
4	Rodos	6 229	2 511
5	Burgas	5 396	2 049
6	Korfu	6 878	2 625
7	Kos	6 984	2 712
8	Majorka	6 536	2 812
9	Chania	7 026	2 768
10	Fuerteventura	6 558	2 798
11	Teneryfa	6 438	2 755
12	Varna	4 496	2 083
13	Gran Canaria	6 645	2 812
14	Hurghada	4 473	1 993
15	Saloniki	6 005	2 394
16	Faro	7 057	3 210
17	Sycylia	6 819	2 808
18	Lanzarote	6 001	2 547
19	Madera	6 032	2 824
20	Tirana	6 727	2 590



Rank	Country	Price/booking	Price/person
1	Grecja	6 509	2 560
2	Hiszpania	6 412	2 755
3	Turcja	5 286	2 088
4	Bułgaria	4 766	1 992
5	Egipt	4 522	2 012
6	Włochy	5 792	2 515
7	Portugalia	6 207	2 950
8	Chorwacja	4 089	1 781
9	Albania	5 761	2 405
10	Cypr	6 199	2 574

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

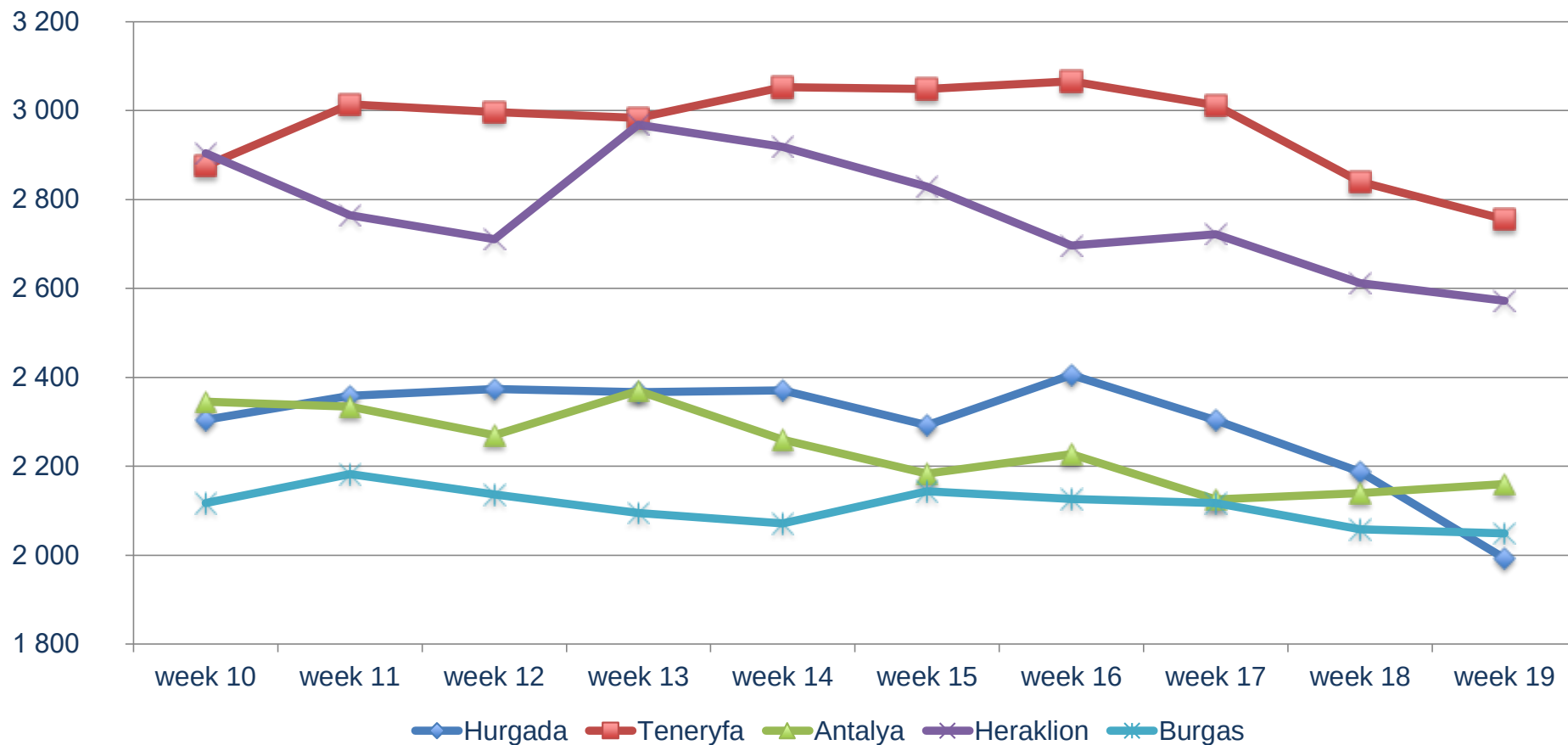
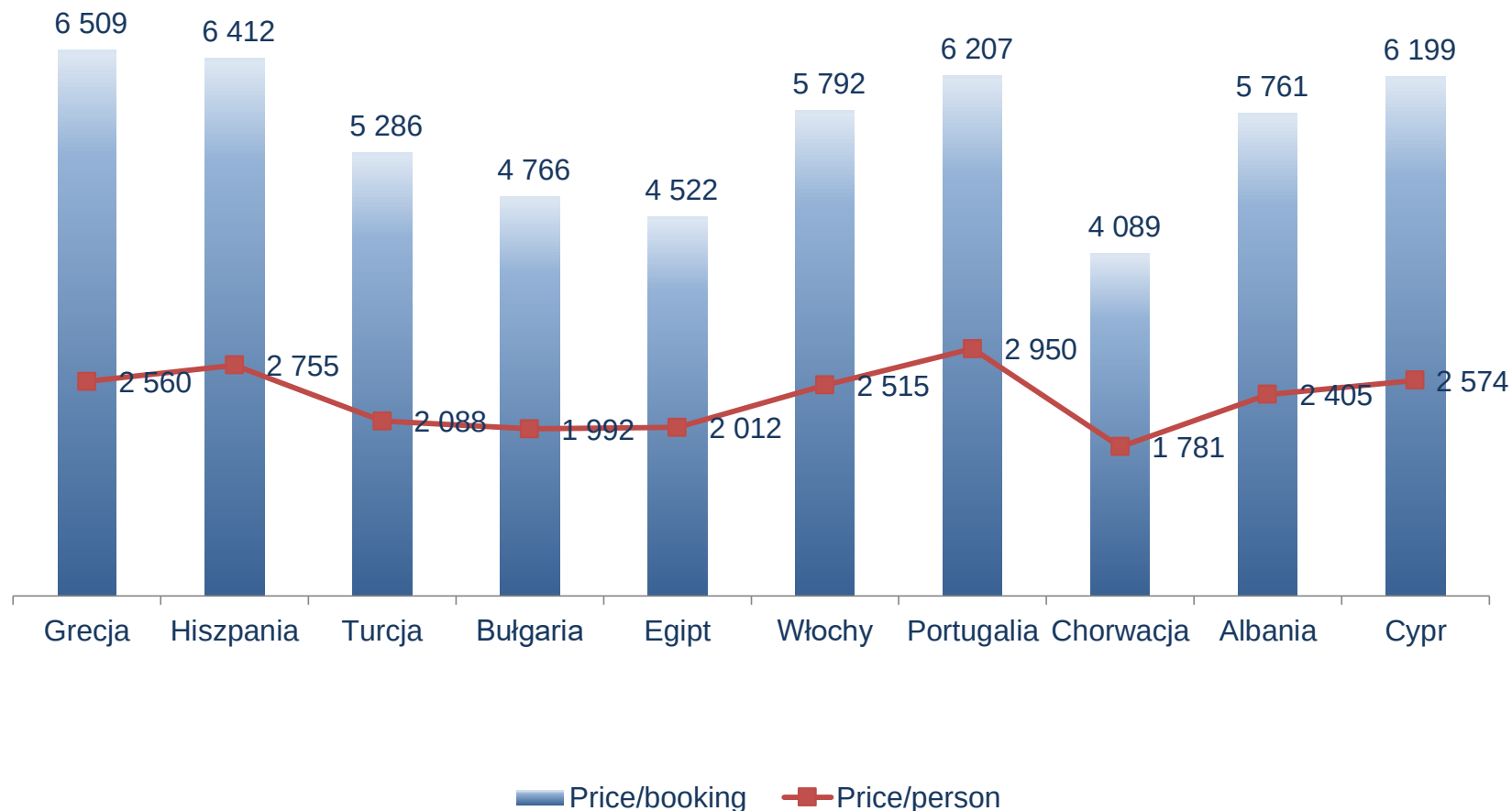


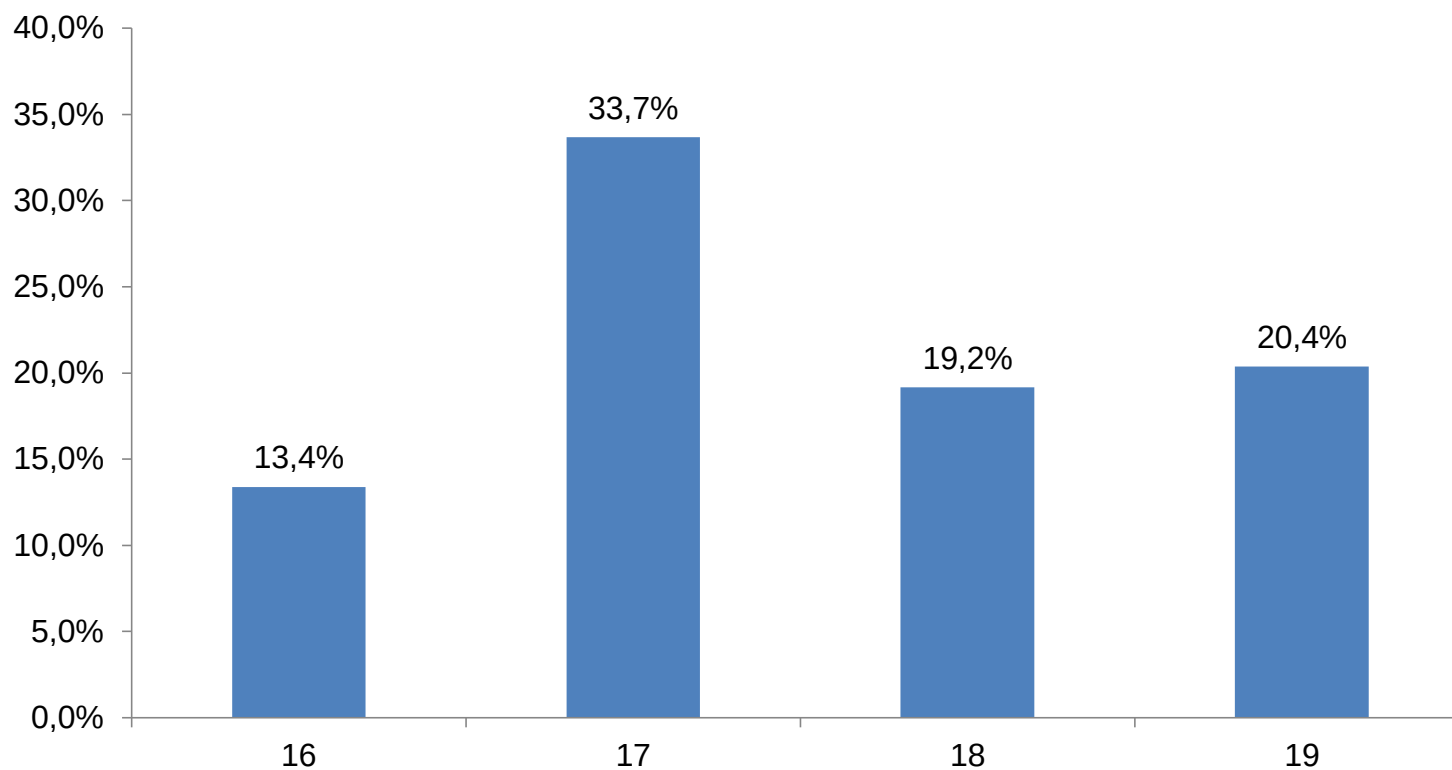
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 19. week



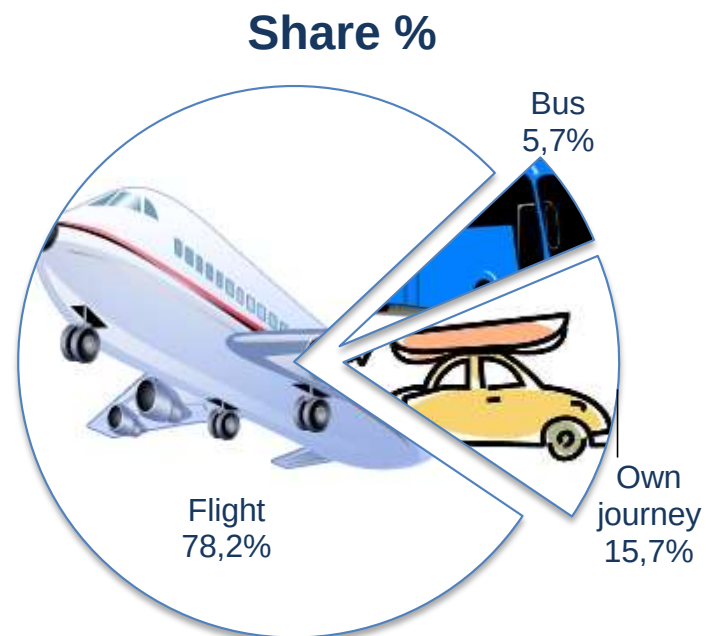
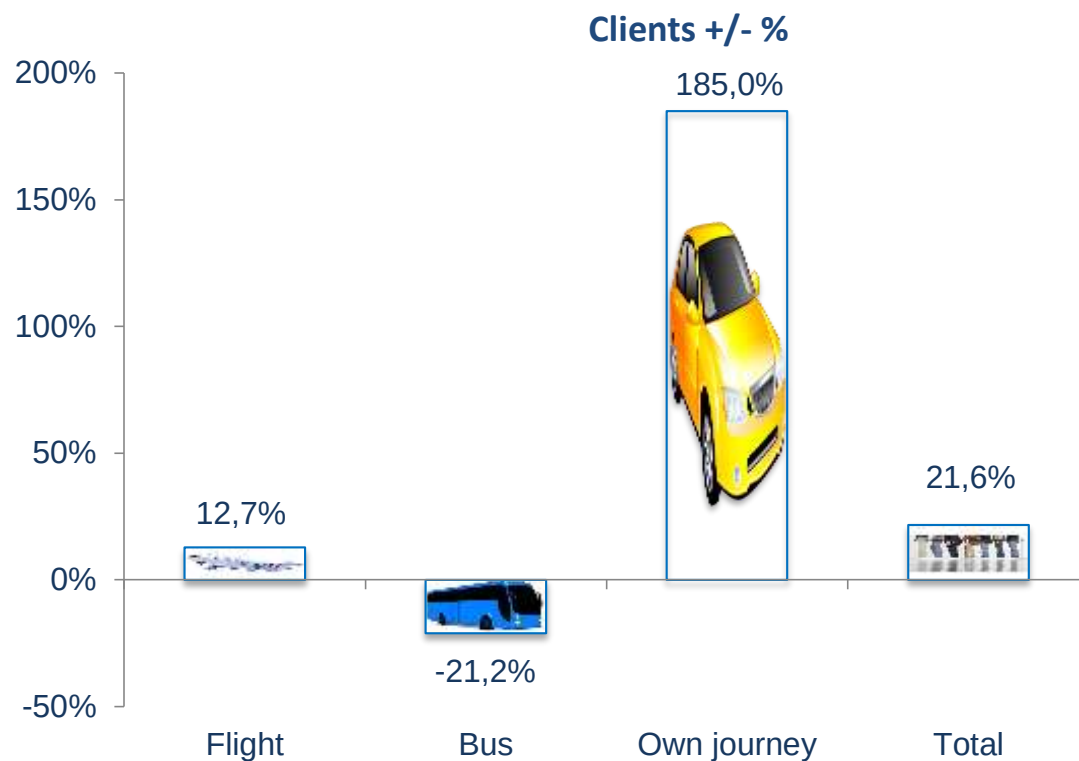
The last four weeks of sales of the tourist year 2016/17 - customers

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



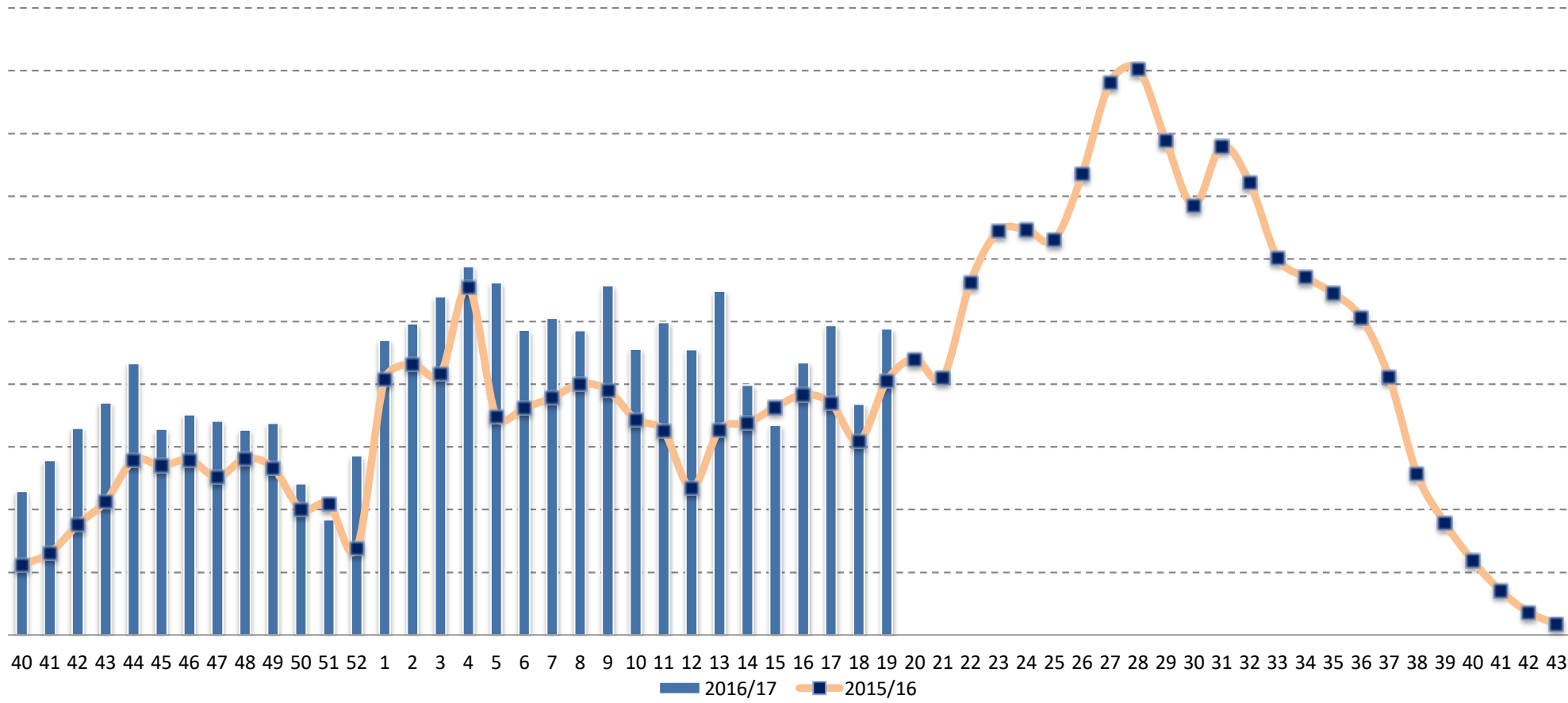
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

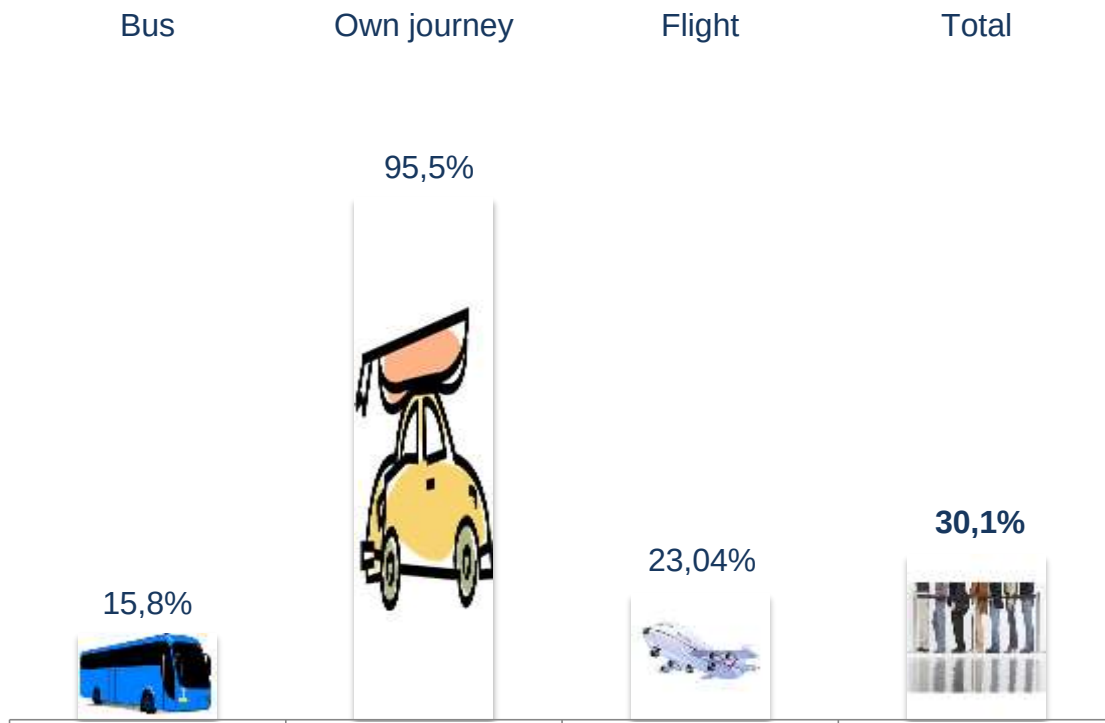
Bookings weekly 16/17 vs. 15/16



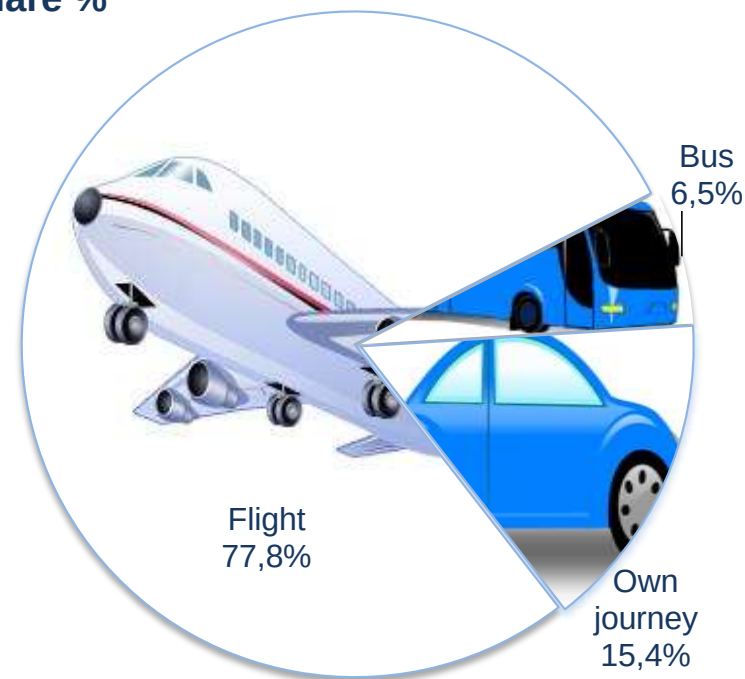
Cumulative sales of 2016/17

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	46%
2	Hiszpania	4%
3	Bułgaria	4%
4	Egipt	90%
5	Włochy	0%
6	Turcja	64%
7	Portugalia	1%
8	Chorwacja	11%
9	Albania	125%
10	Kuba	52%
11	Cypr	-8%
12	Austria	4%
13	Emiraty Arabskie	39%
14	Oman	++
15	Dominikana	11%
16	Tanzania	108%
17	Malta	132%
18	Polska	9%
19	Maroko	-3%
20	Tajlandia	17%

Rank	Destination	+/- % last year
1	Heraklion	44%
2	Zakynthos	36%
3	Fuerteventura	3%
4	Korfu	29%
5	Rodos	55%
6	Burgas	-2%
7	Antalya	91%
8	Teneryfa	-8%
9	Marsa Alam	105%
10	Chania	24%
11	Hurghada	47%
12	Kos	113%
13	Lanzarote	34%
14	Varna	10%
15	Gran Canaria	3%
16	Madera	2%
17	Majorka	-8%
18	Tirana	++
19	Malaga	13%
20	Salalah	++



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