

Weekly report 20/2017

Data source: MerlinX*

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

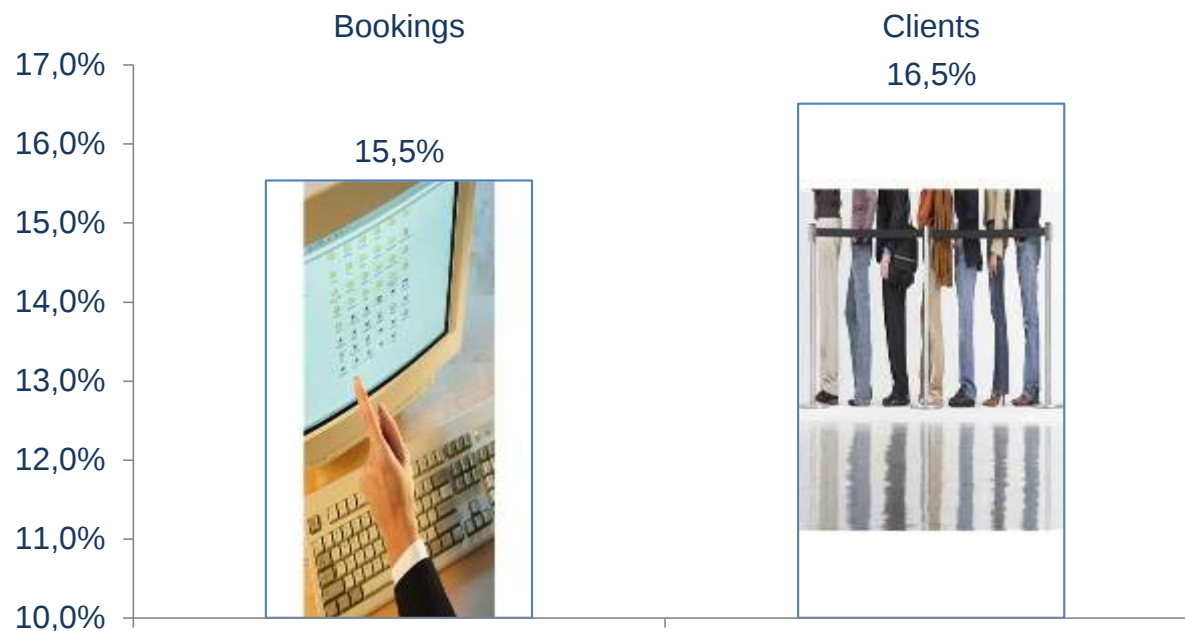
<http://www.pzot.pl>

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Last week – 20/2017, tours 01.11.16 – 31.10.17

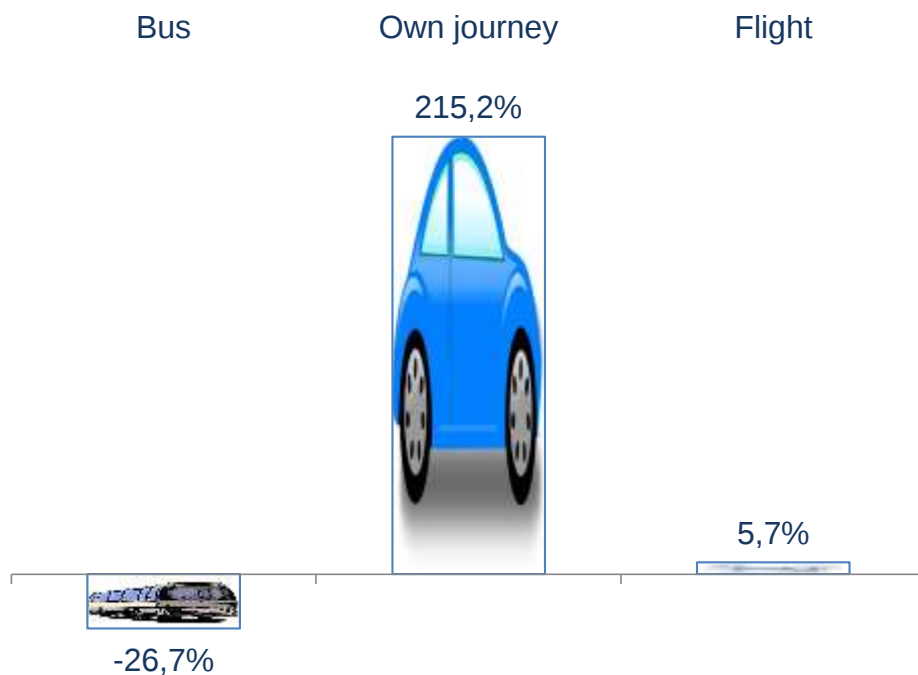
compared with week 20. in 2016 r.



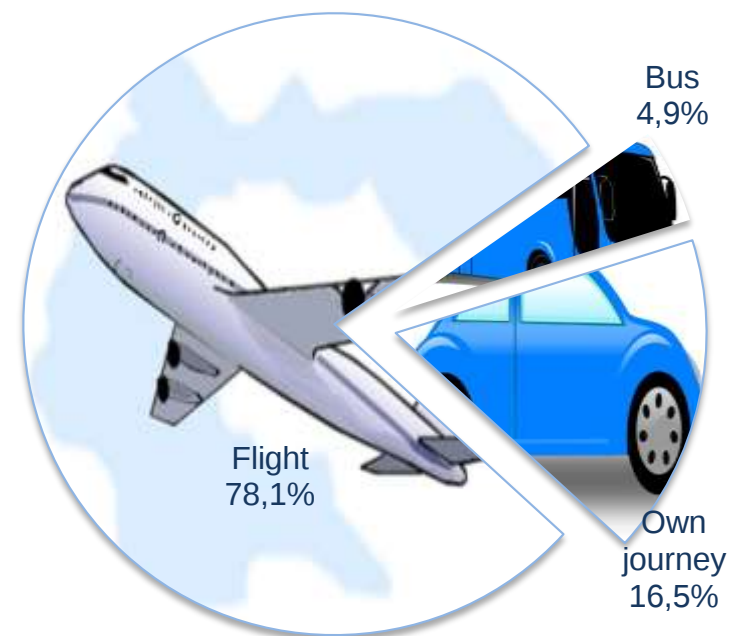
Last week – 20/2017, tours 01.11.16 – 31.10.17

compared with week 20. in 2016 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW20

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Antalya	5 656	2 179
2	Heraklion	7 299	2 799
3	Zakynthos	6 376	2 456
4	Burgas	5 403	2 086
5	Rodos	7 000	2 752
6	Korfu	7 138	2 639
7	Majorka	7 301	3 011
8	Chania	7 206	2 799
9	Teneryfa	6 996	2 867
10	Varna	4 950	1 957
11	Kos	7 919	2 920
12	Fuerteventura	7 050	2 788
13	Gran Canaria	6 390	2 801
14	Hurghada	3 981	1 775
15	Saloniki	5 641	2 285
16	Marsa Alam	4 610	2 042
17	Bodrum	4 971	2 023
18	Sycylia	7 063	2 850
19	Madera	6 829	3 027
20	Lanzarote	6 397	2 615



Rank	Country	Price/booking	Price/person
1	Grecja	6 865	2 645
2	Hiszpania	6 728	2 803
3	Turcja	5 621	2 164
4	Bułgaria	5 069	1 999
5	Włochy	5 841	2 428
6	Egipt	4 096	1 809
7	Chorwacja	4 296	1 763
8	Portugalia	6 812	3 076
9	Albania	5 601	2 223
10	Cypr	6 398	2 462

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

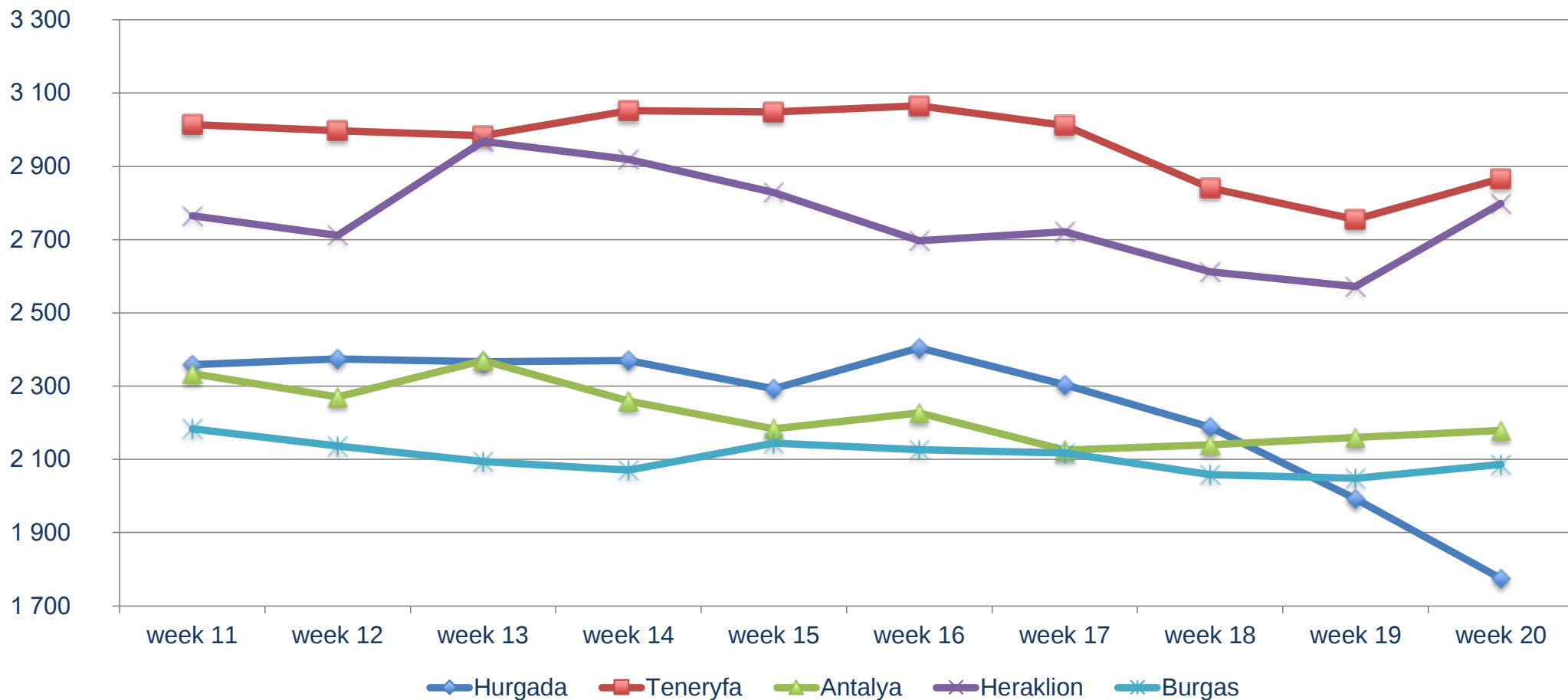
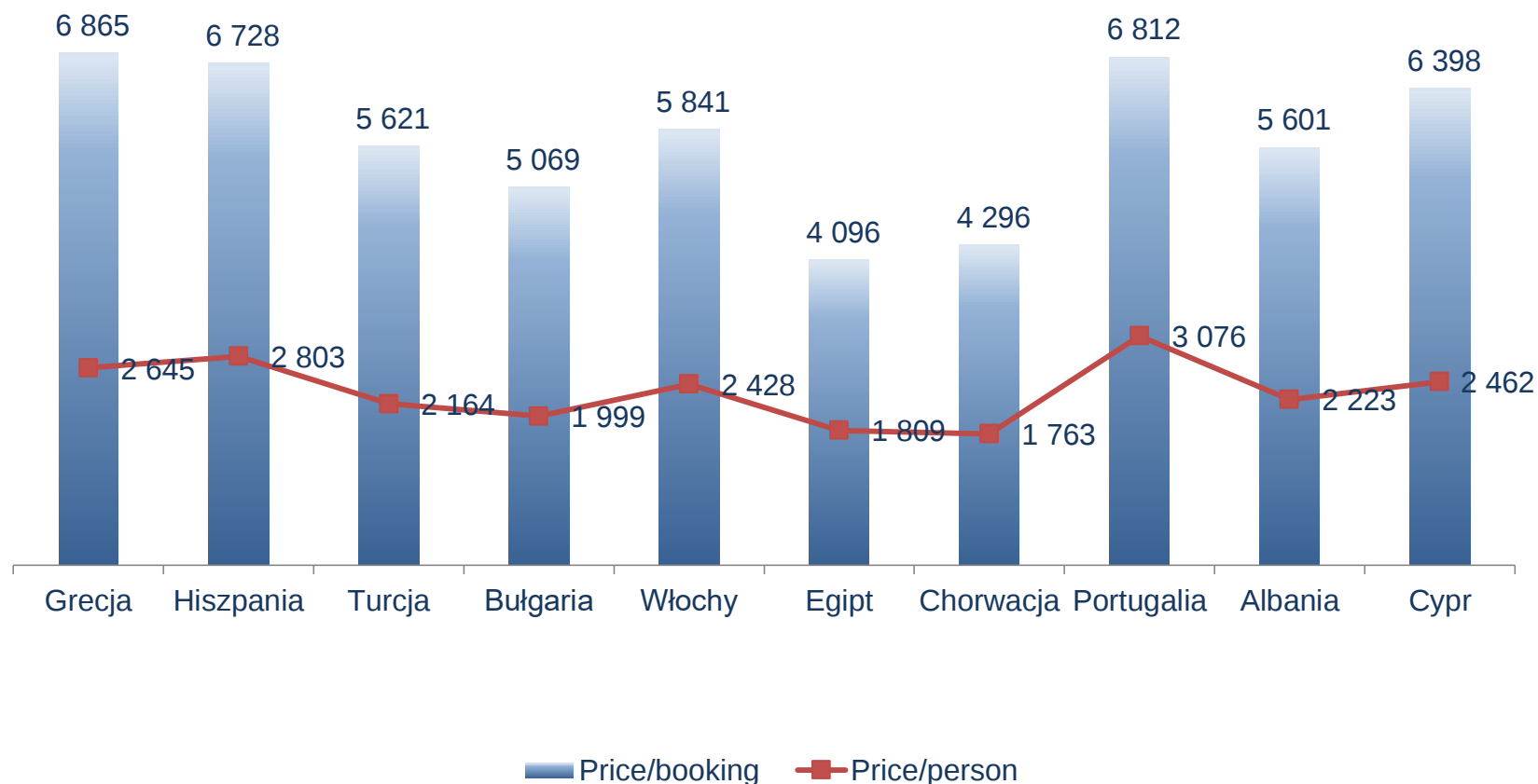


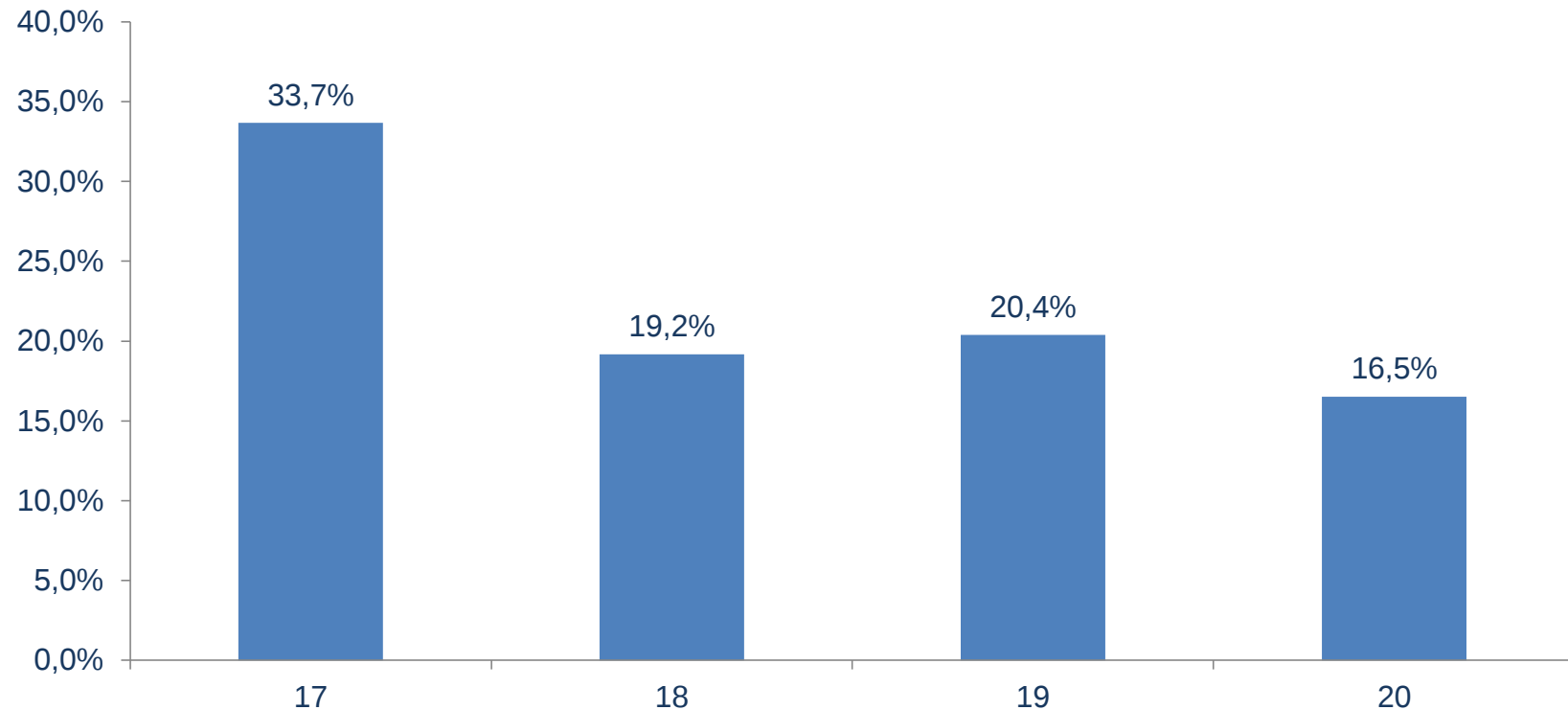
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 20. week



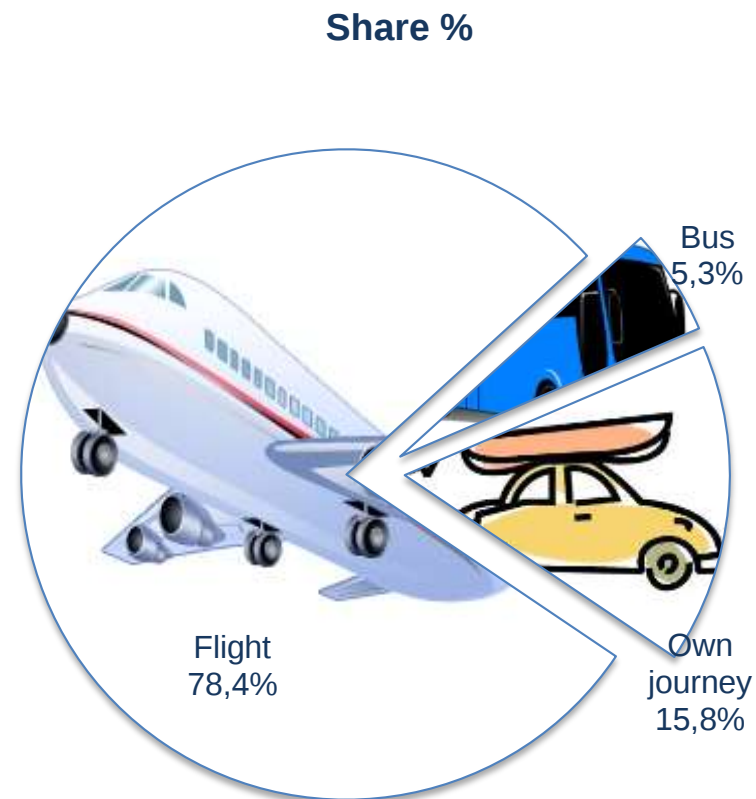
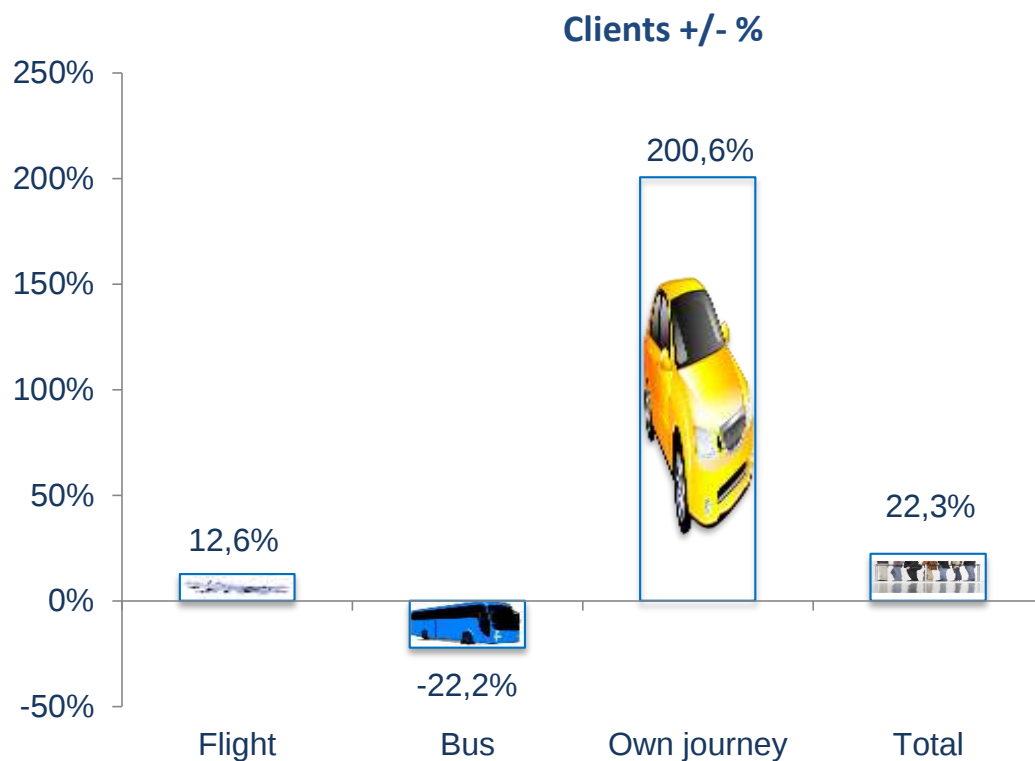
The last four weeks of sales of the tourist year 2016/17 - customers

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



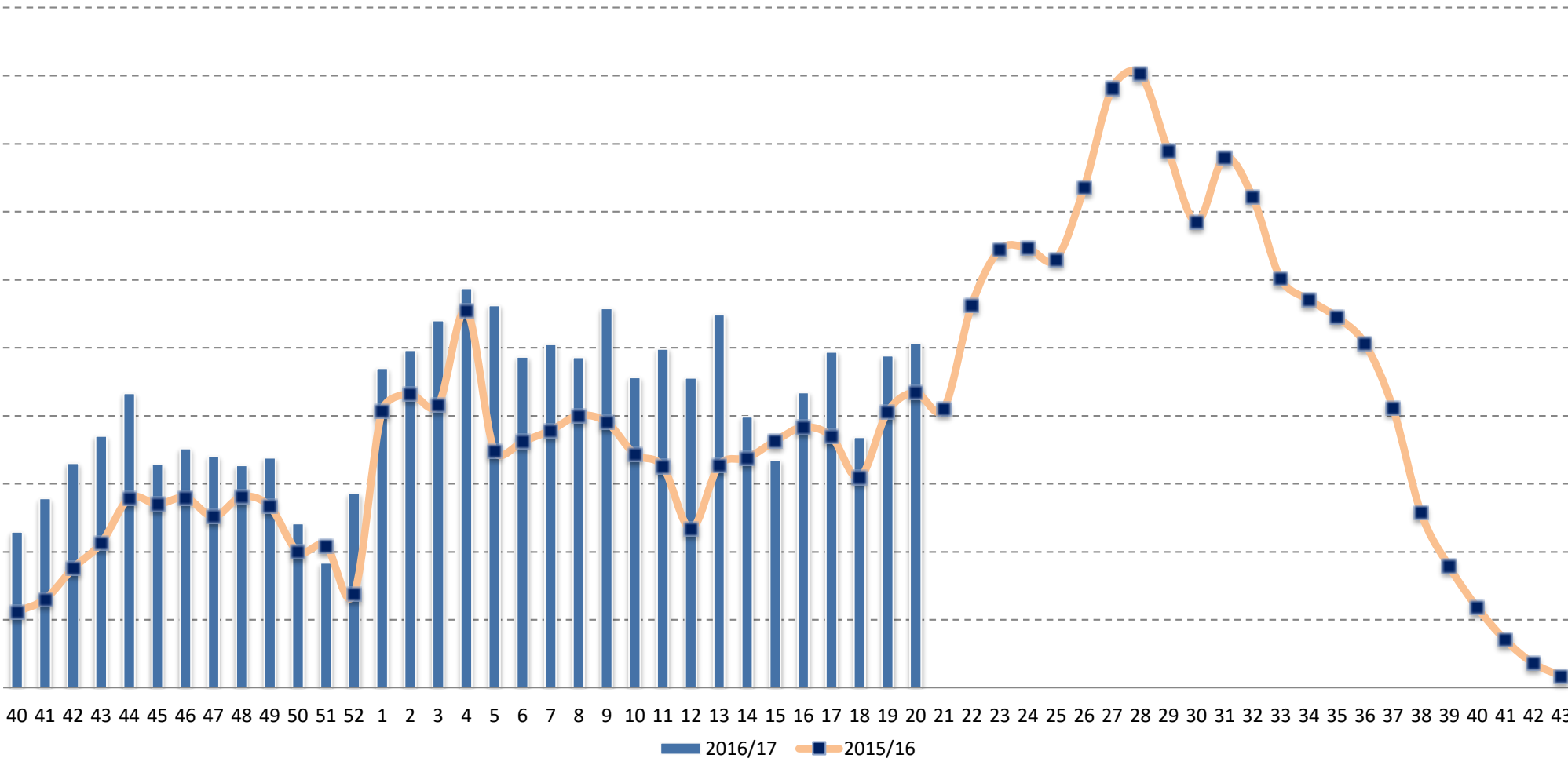
The sales trend of the last four weeks

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

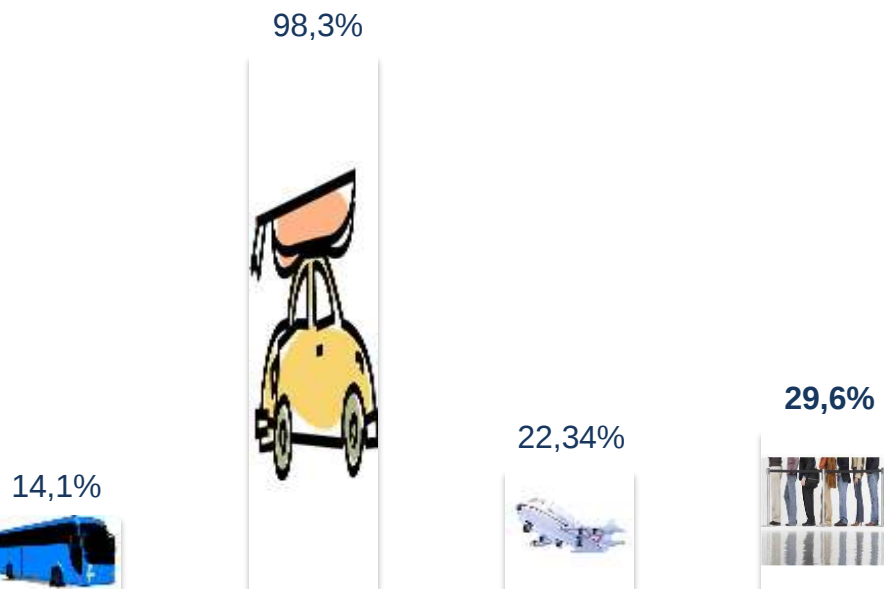


Cumulative sales of 2016/17

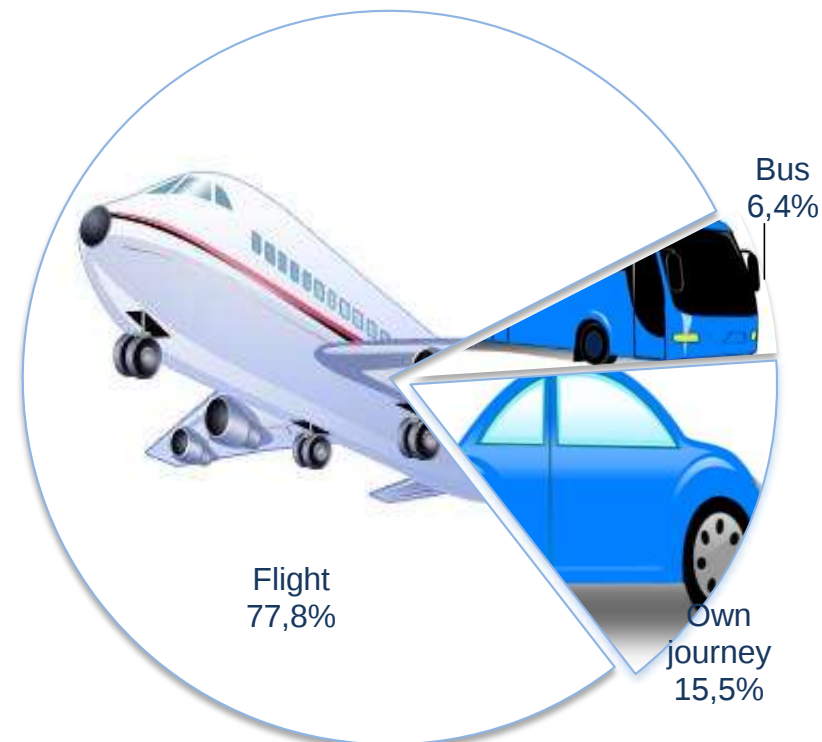
compared to sales in the same period last tourist year 2015/16

Clients +/- %

Bus Own journey Flight Total



Share %



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

Rank	Country	+/- % last year
1	Grecja	43%
2	Hiszpania	5%
3	Bułgaria	5%
4	Egipt	90%
5	Włochy	1%
6	Turcja	60%
7	Portugalia	2%
8	Chorwacja	11%
9	Albania	116%
10	Kuba	52%
11	Cypr	-7%
12	Austria	5%
13	Emiraty Arabskie	40%
14	Oman	++
15	Dominikana	11%
16	Tanzania	107%
17	Malta	129%
18	Polska	8%
19	Maroko	-2%
20	Tajlandia	17%

Rank	Destination	+/- % last year
1	Heraklion	42%
2	Zakynthos	35%
3	Fuerteventura	2%
4	Antalya	84%
5	Korfu	26%
6	Rodos	51%
7	Burgas	-1%
8	Teneryfa	-7%
9	Marsa Alam	104%
10	Chania	22%
11	Hurghada	47%
12	Kos	100%
13	Varna	12%
14	Lanzarote	34%
15	Gran Canaria	4%
16	Madera	3%
17	Majorka	-5%
18	Tirana	147%
19	Malaga	13%
20	Saloniki	59%



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