

Weekly report 21/2017

Data source: MerlinX*

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

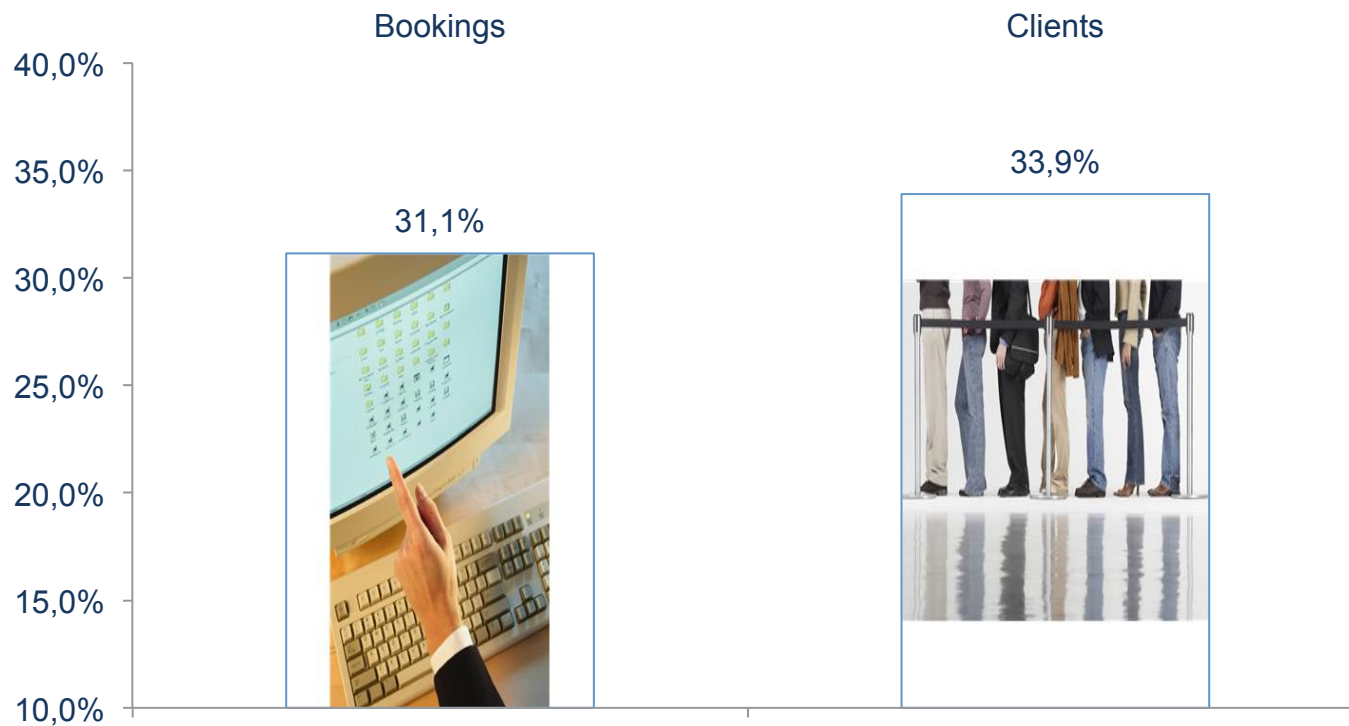
<http://www.pzot.pl>

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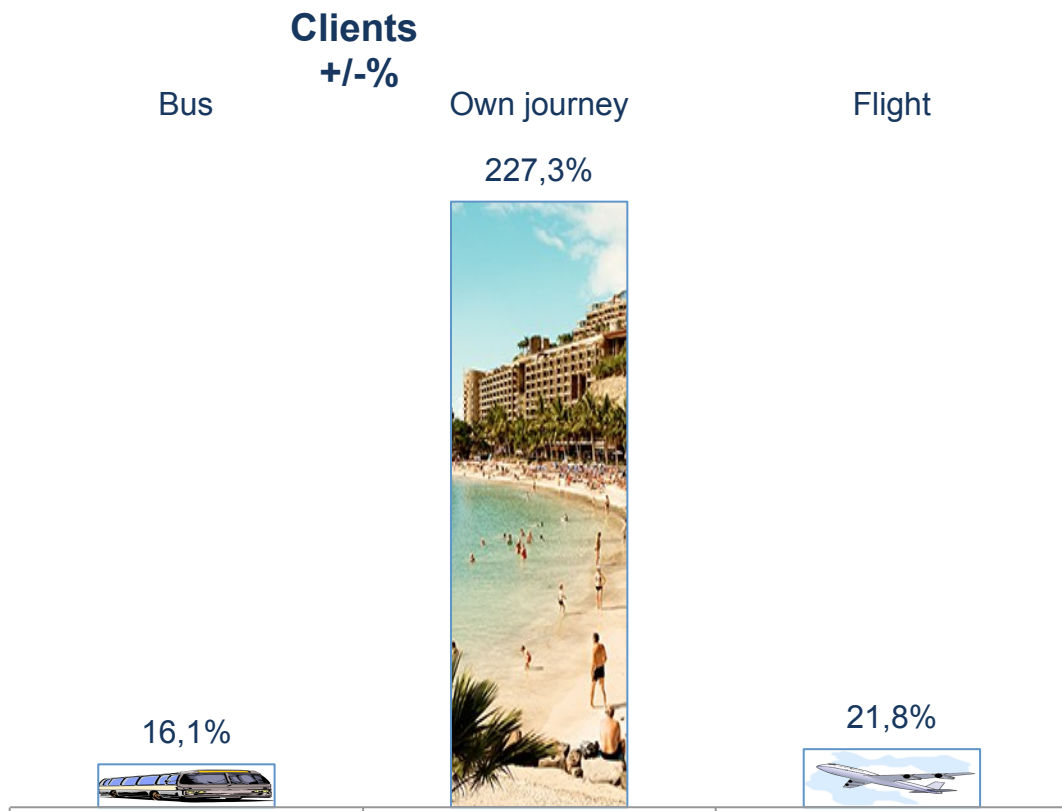
Last week – 21/2017, tours 01.11.16 – 31.10.17

compared with week 21. in 2016 r.

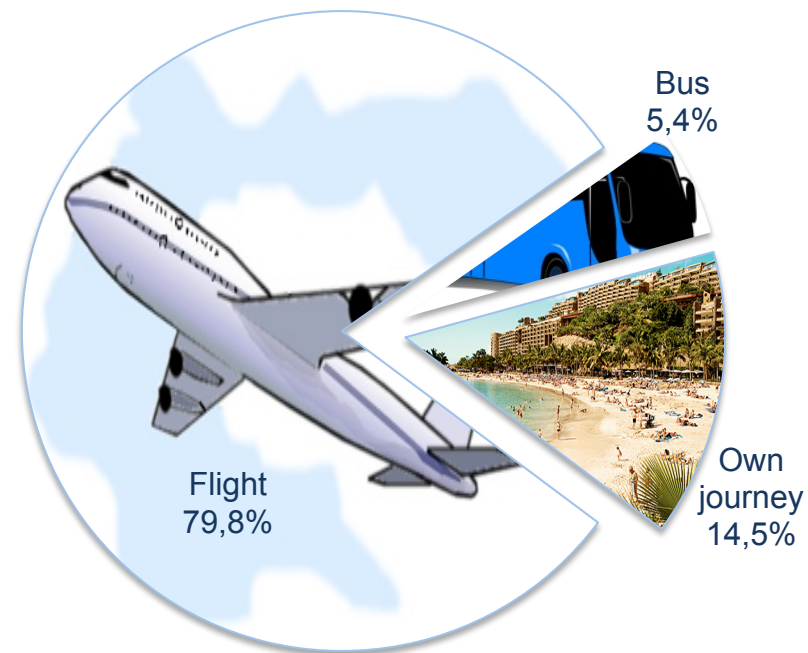


Last week – 21/2017, tours 01.11.16 – 31.10.17

compared with week 21. in 2016 r.



Share %



Ranking of the most popular countries & destinations in CW21

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Antalya	6 342	2 349
2	Heraklion	7 074	2 654
3	Korfu	6 842	2 572
4	Zakynthos	6 526	2 534
5	Rodos	7 054	2 634
6	Burgas	5 261	2 015
7	Majorka	7 145	3 000
8	Teneryfa	7 303	2 995
9	Chania	7 345	2 827
10	Hurghada	3 956	1 700
11	Varna	4 887	1 878
12	Sycylia	6 561	2 597
13	Kos	7 830	2 827
14	Saloniki	5 346	2 240
15	Fuerteventura	7 933	3 152
16	Gran Canaria	6 644	2 867
17	Barcelona	5 589	2 329
18	Bodrum	5 974	2 231
19	Lanzarote	6 410	2 656
20	Tirana	5 745	2 462



Rank	Country	Price/booking	Price/person
1	Grecja	6 674	2 553
2	Hiszpania	6 851	2 856
3	Turcja	6 194	2 315
4	Bułgaria	4 857	1 926
5	Włochy	5 693	2 394
6	Egipt	4 037	1 736
7	Chorwacja	4 106	1 633
8	Portugalia	7 521	3 273
9	Albania	5 192	2 295
10	Cypr	7 100	2 804

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

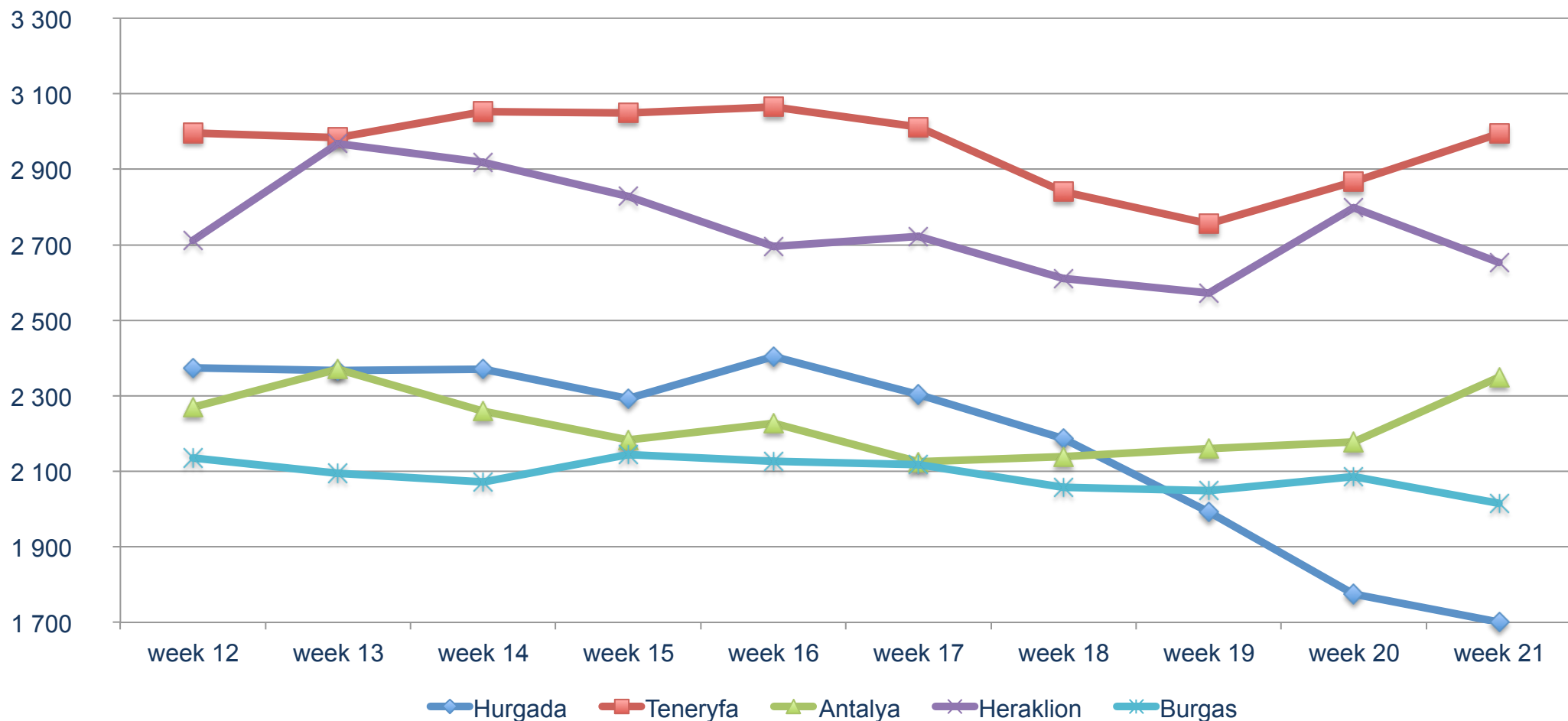
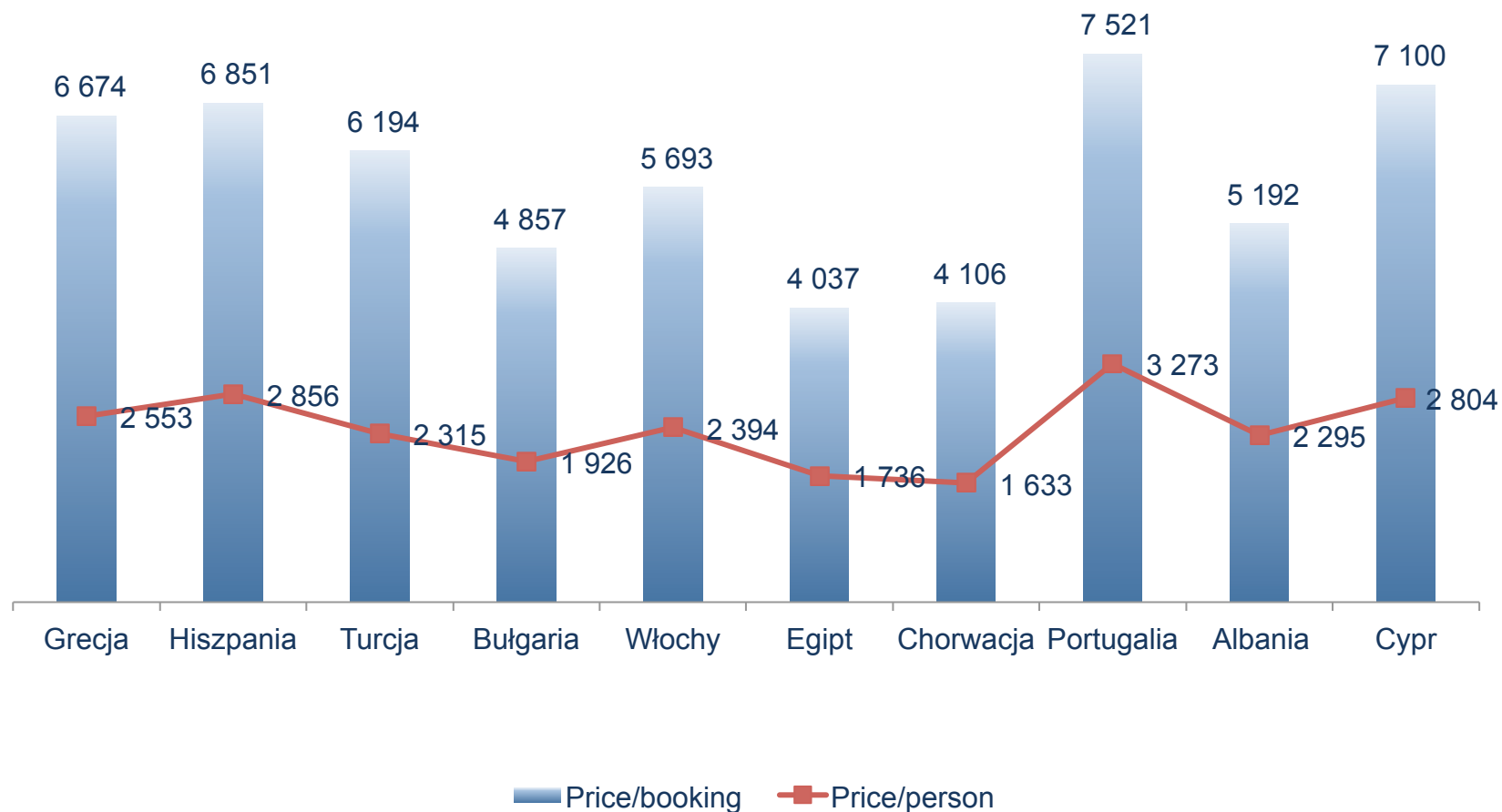


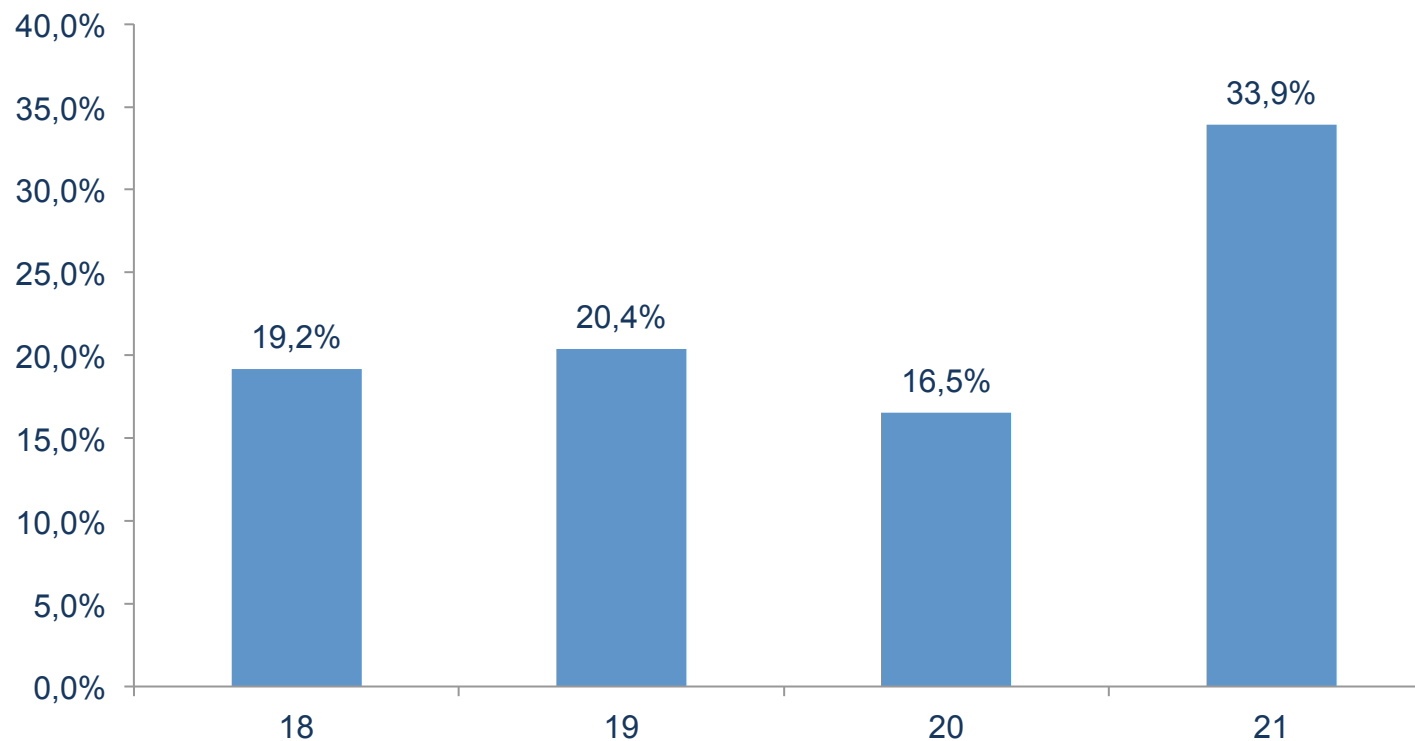
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 21. week



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

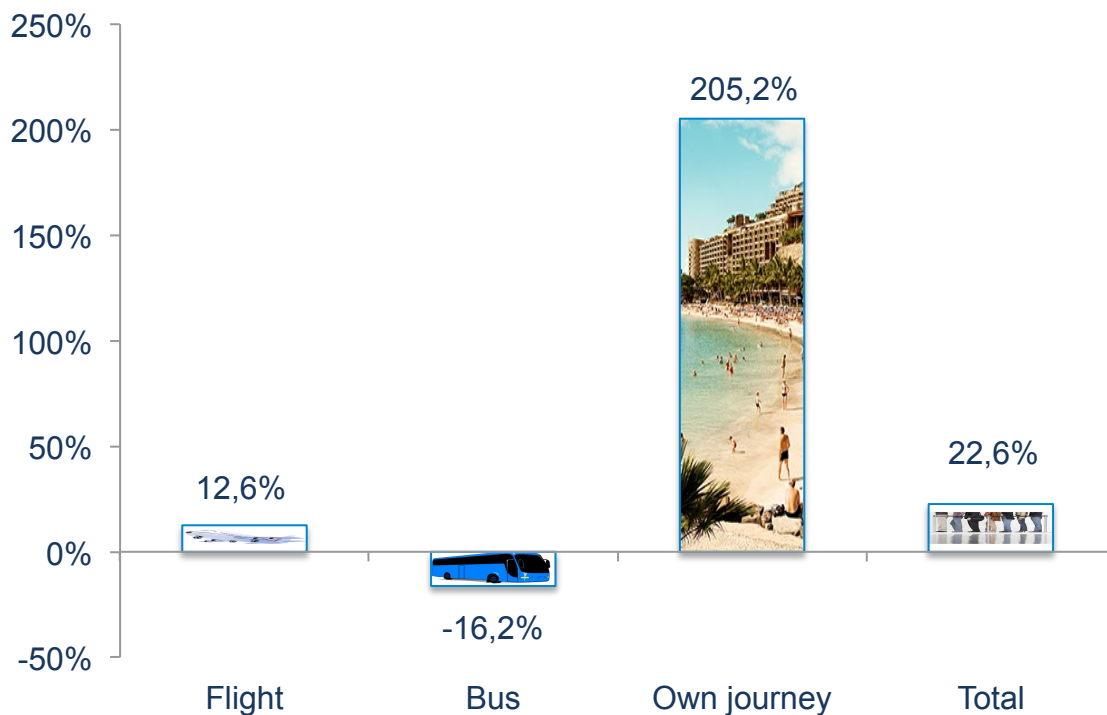
compared with 4 analogous weeks in tourist year 2015/2016.



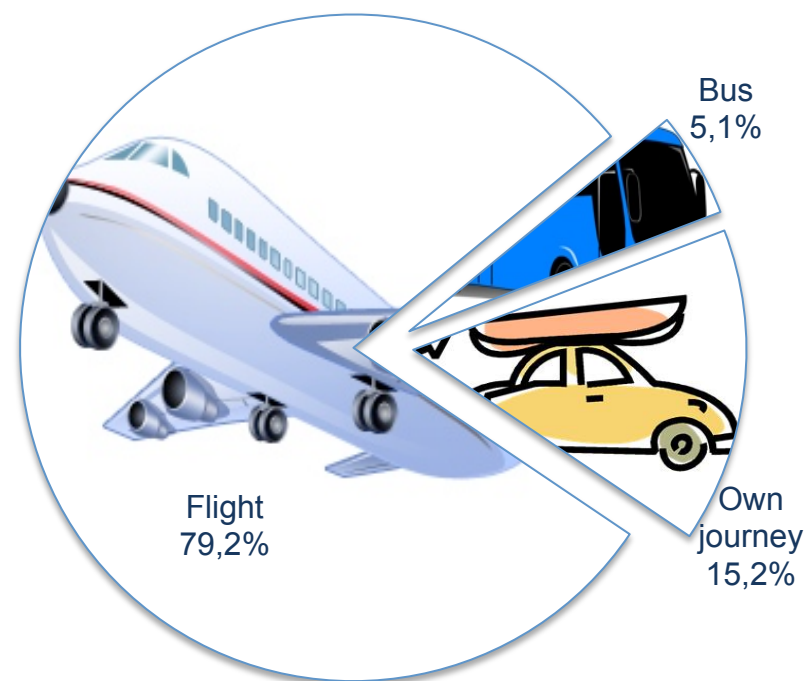
The sales trend of the last four weeks

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

Clients +/- %

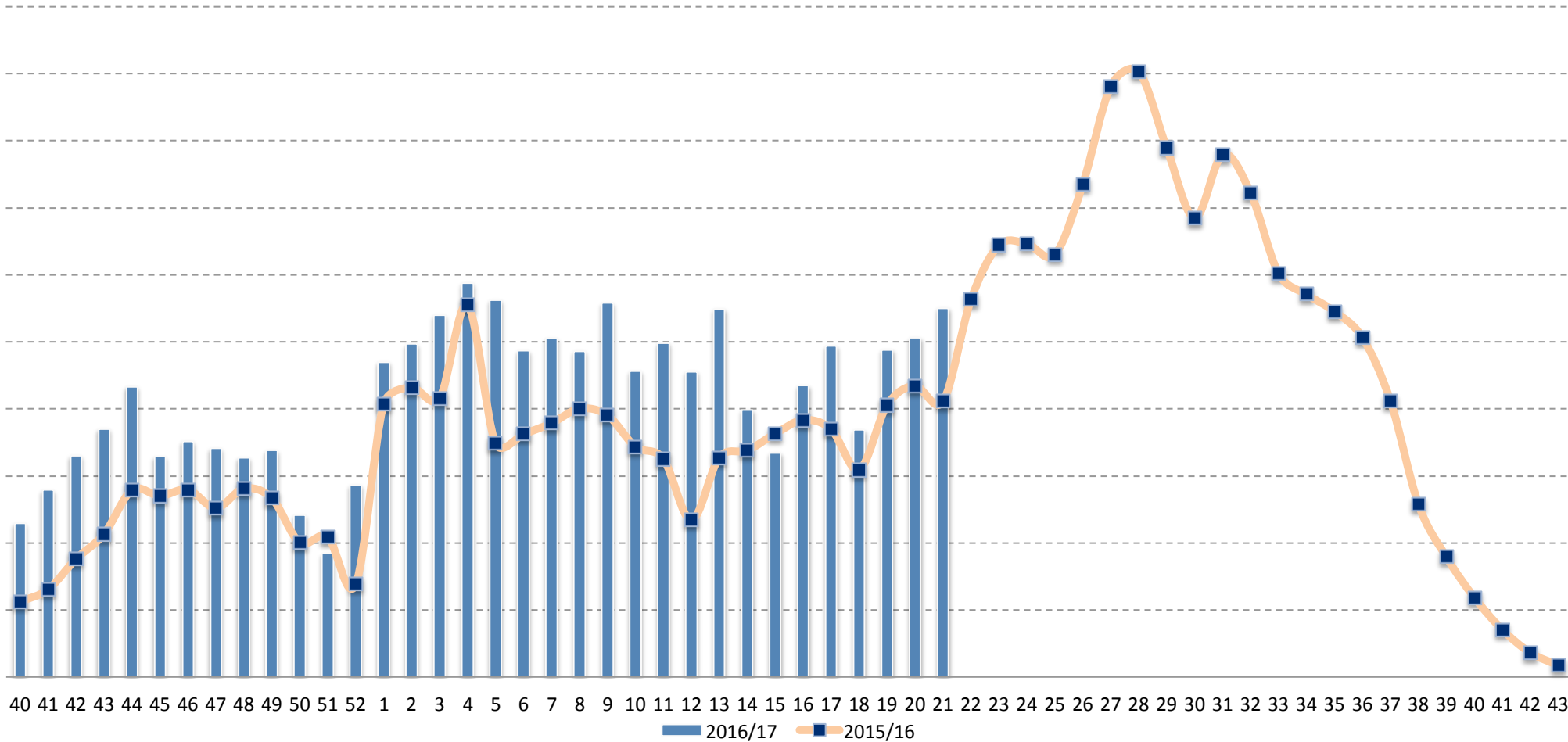


Share %



Weekly sales compared with the previous tourist year

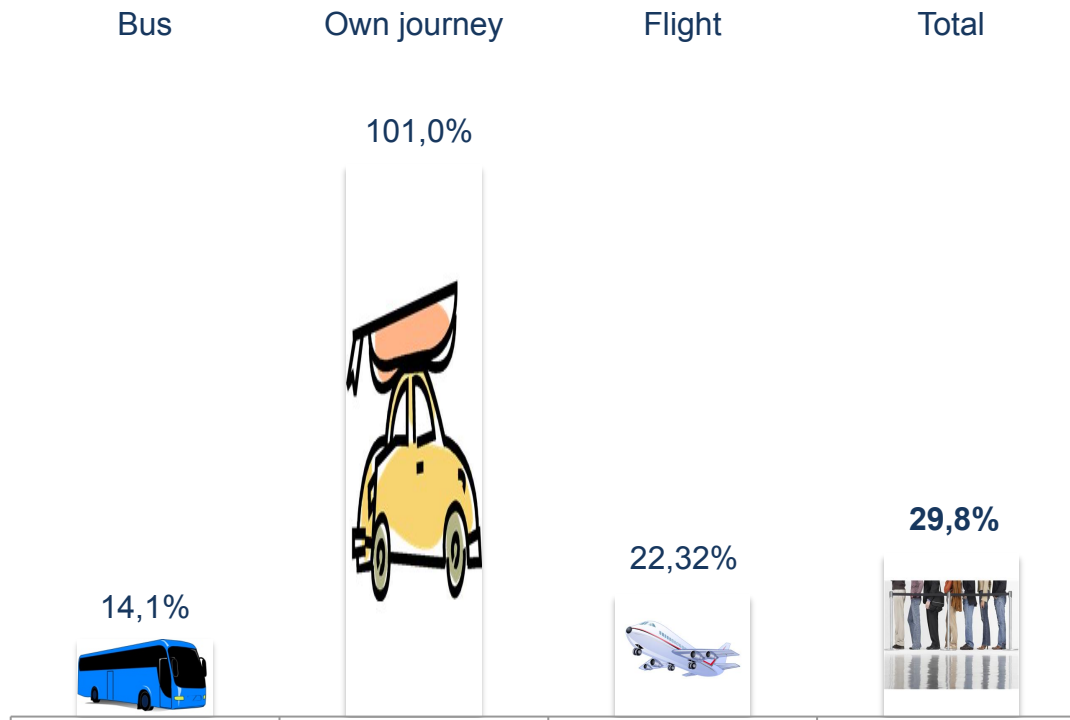
Bookings weekly 16/17 vs. 15/16



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	41%
2	Hiszpania	6%
3	Bułgaria	6%
4	Egipt	92%
5	Turcja	59%
6	Włochy	3%
7	Portugalia	2%
8	Chorwacja	11%
9	Albania	113%
10	Kuba	52%
11	Cypr	-6%
12	Austria	5%
13	Emiraty Arabskie	39%
14	Oman	++
15	Dominikana	11%
16	Malta	128%
17	Tanzania	107%
18	Polska	9%
19	Maroko	-2%
20	Wyspy Zielonego Przylądka	45%

Rank	Destination	+/- % last year
1	Heraklion	41%
2	Zakynthos	35%
3	Fuerteventura	3%
4	Antalya	80%
5	Korfu	23%
6	Rodos	48%
7	Burgas	-1%
8	Teneryfa	-6%
9	Marsa Alam	102%
10	Chania	22%
11	Hurghada	51%
12	Kos	86%
13	Varna	13%
14	Lanzarote	34%
15	Gran Canaria	5%
16	Majorka	-2%
17	Madera	4%
18	Tirana	145%
19	Malaga	13%
20	Saloniki	63%



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