

Weekly report 22/2017

Data source: MerlinX*

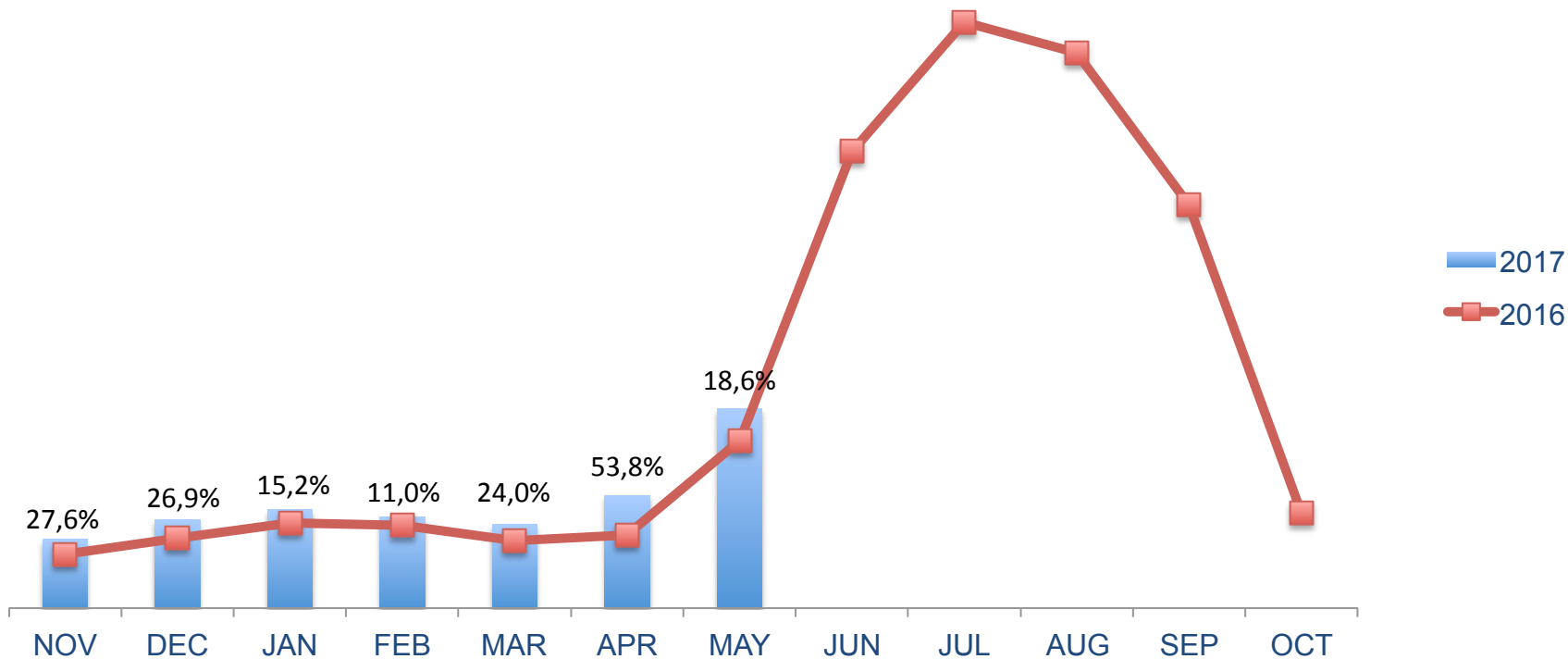
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Monthly trips compared with previous tourist year.



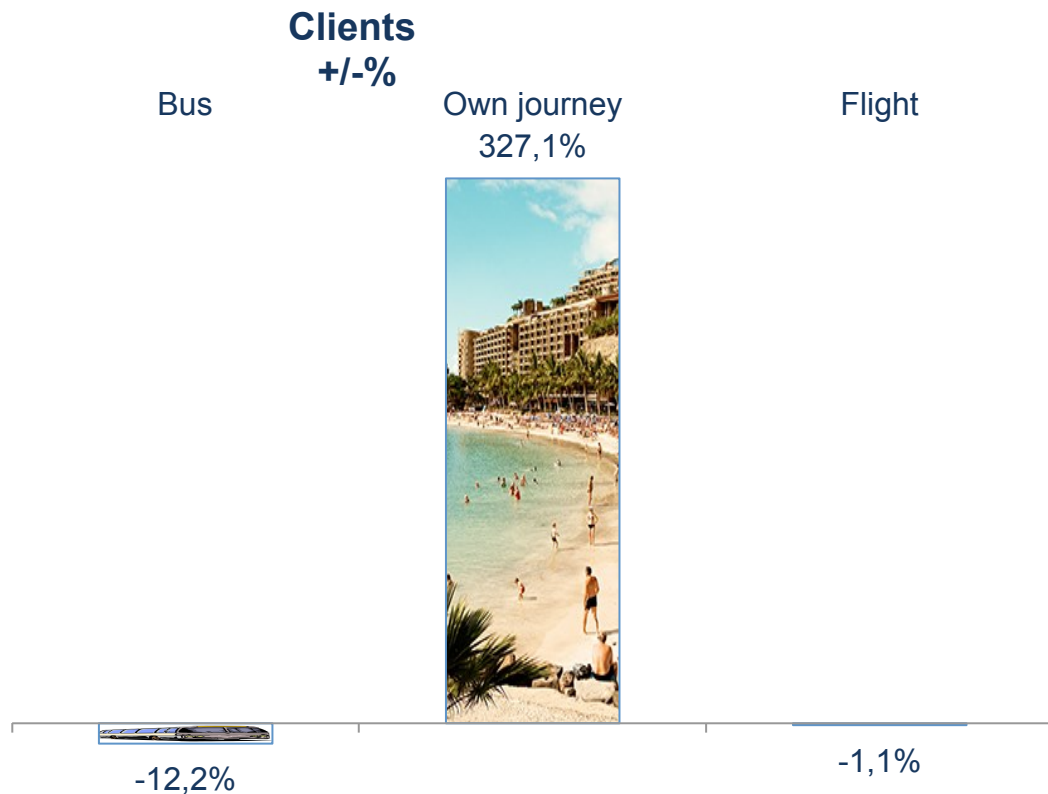
Last week – 22/2017, tours 01.11.16 – 31.10.17

compared with week 22. in 2016 r.

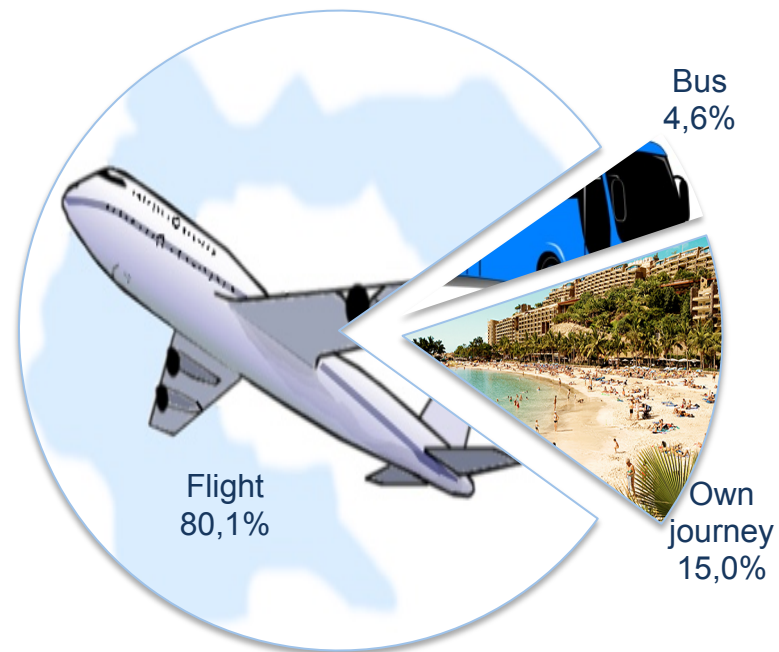


Last week – 22/2017, tours 01.11.16 – 31.10.17

compared with week 22. in 2016 r.



Share %



Ranking of the most popular countries & destinations in CW22

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Antalya	5 929	2 201
2	Heraklion	6 714	2 551
3	Burgas	5 390	2 009
4	Zakynthos	6 921	2 625
5	Rodos	6 294	2 383
6	Korfu	6 214	2 365
7	Chania	6 371	2 583
8	Majorka	6 596	2 840
9	Varna	5 063	1 942
10	Teneryfa	7 529	3 013
11	Sycylia	5 644	2 431
12	Kos	7 917	2 892
13	Hurghada	4 245	1 725
14	Saloniki	5 408	2 163
15	Bodrum	6 619	2 373
16	Tirana	5 865	2 352
17	Gran Canaria	6 897	2 781
18	Fuerteventura	7 648	3 098
19	Barcelona	6 062	2 560
20	Lanzarote	7 827	3 174



Rank	Country	Price/booking	Price/person
1	Grecja	6 441	2 478
2	Hiszpania	6 852	2 863
3	Turcja	5 955	2 209
4	Bułgaria	5 103	1 939
5	Włochy	5 576	2 362
6	Egipt	4 228	1 765
7	Chorwacja	4 390	1 813
8	Albania	5 518	2 243
9	Cypr	6 562	2 532
10	Portugalia	7 122	3 167

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

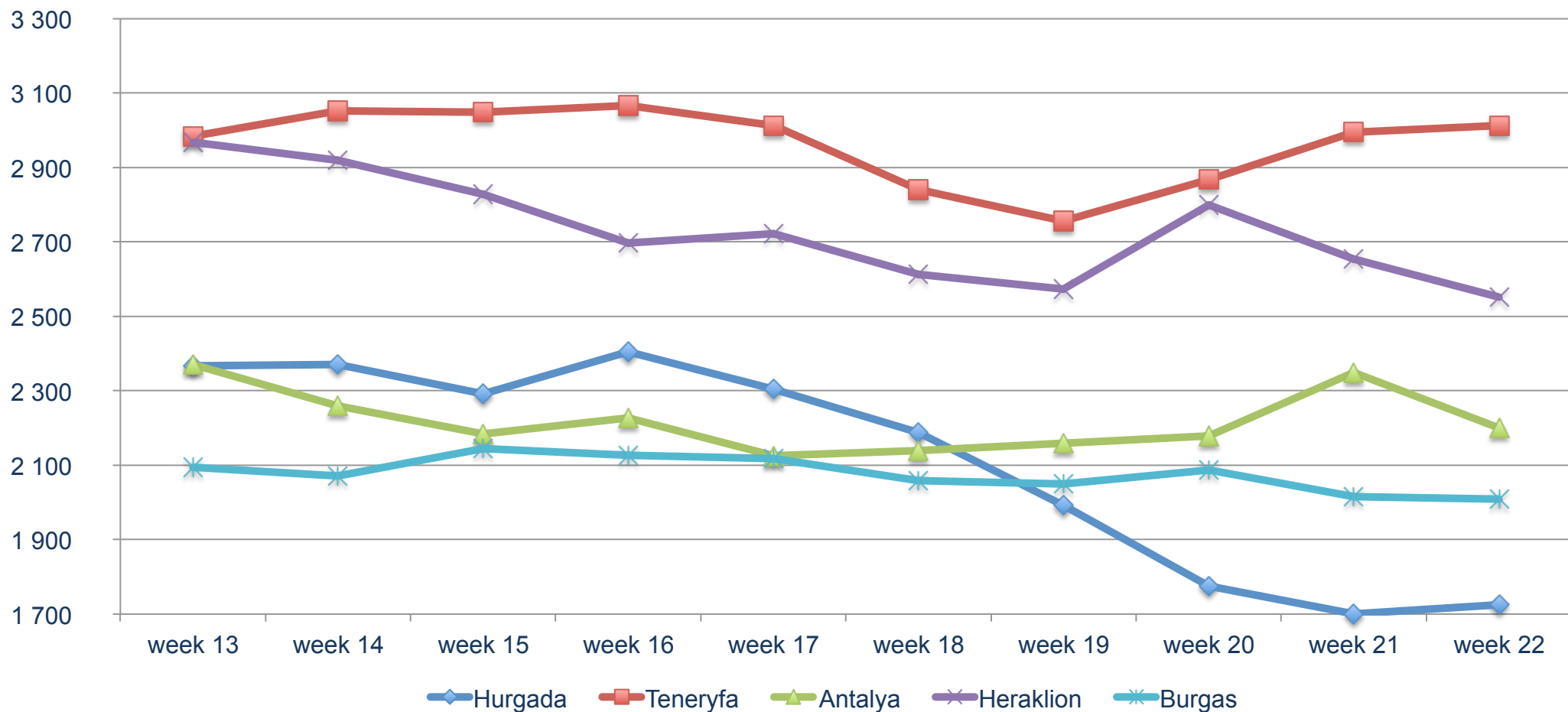
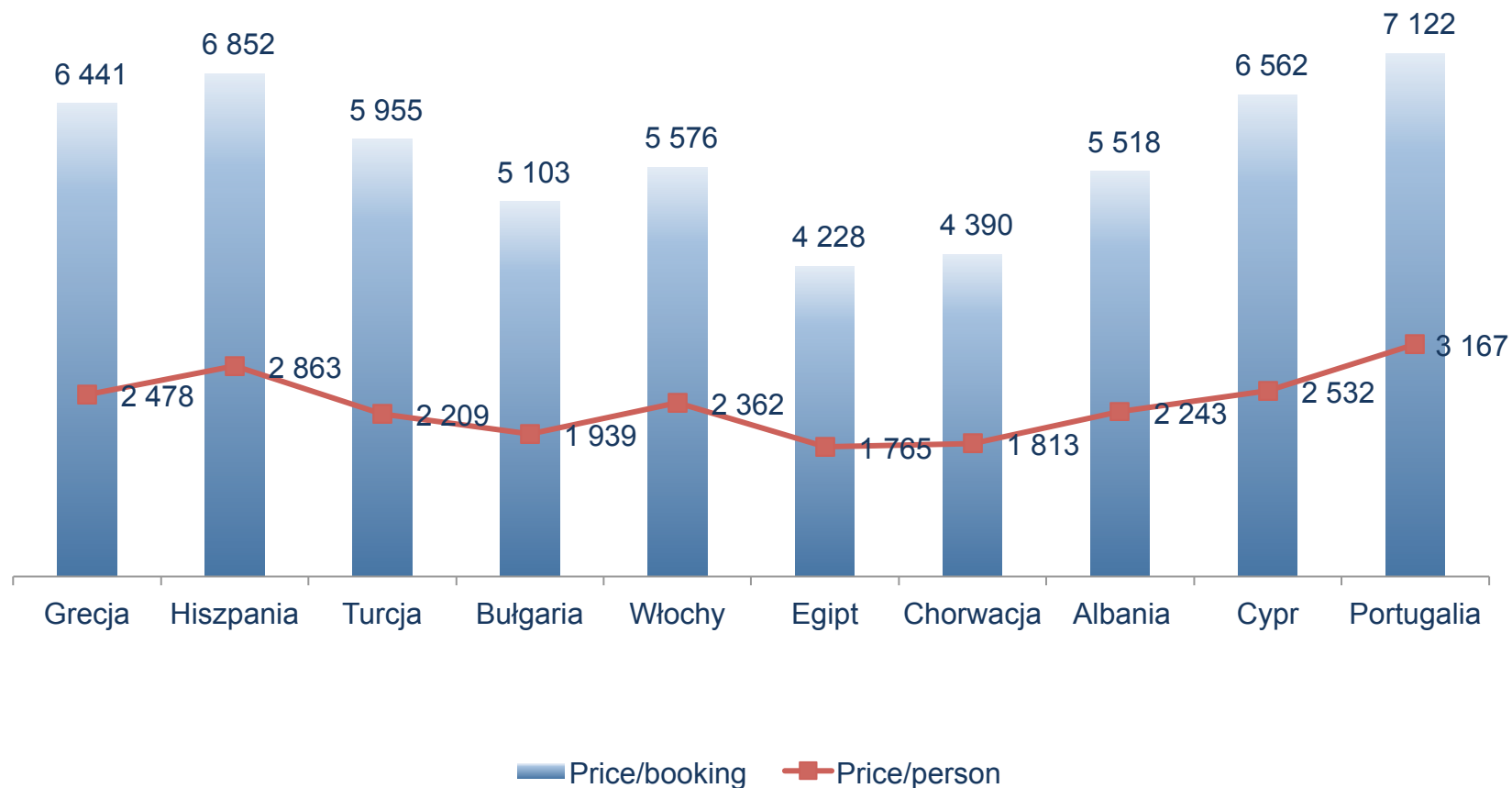


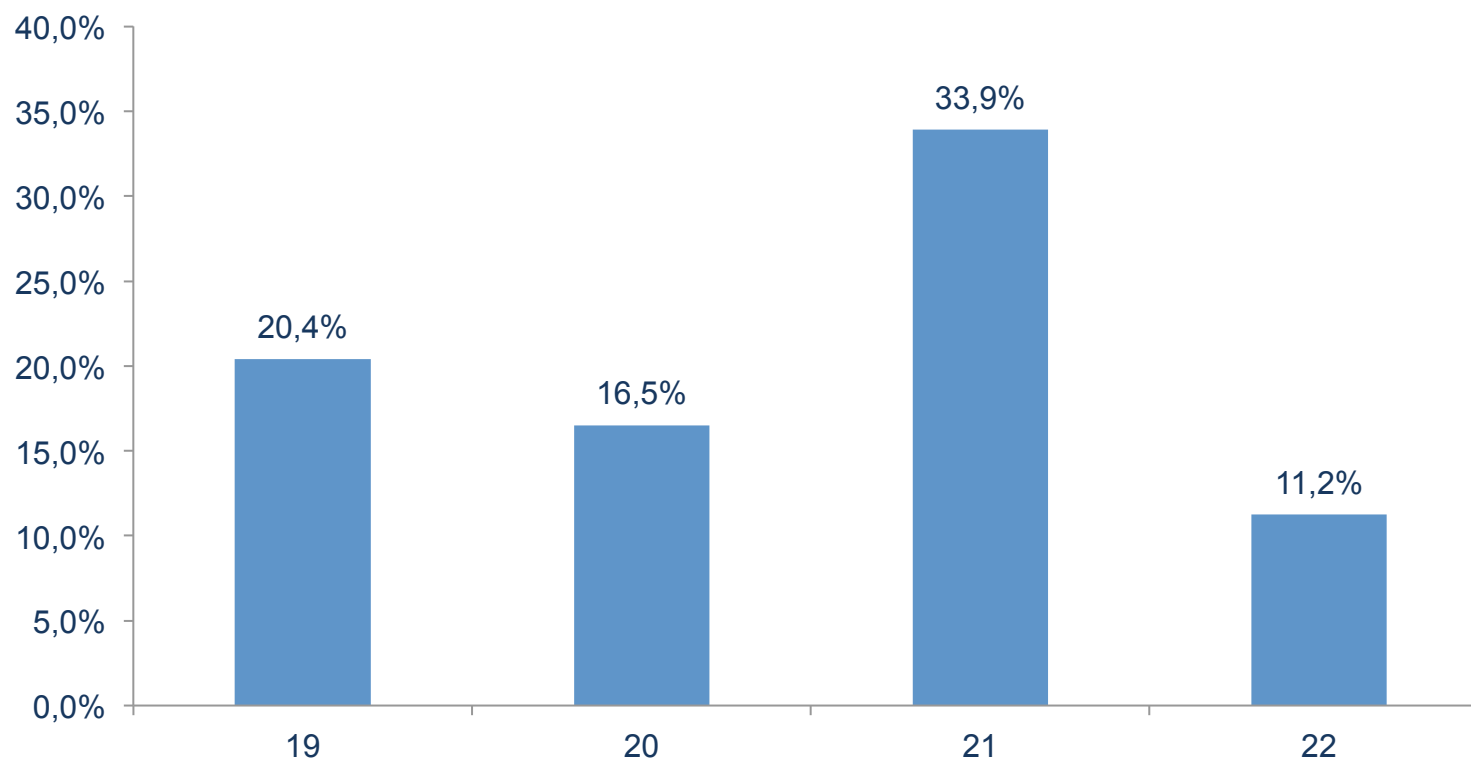
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 22. week



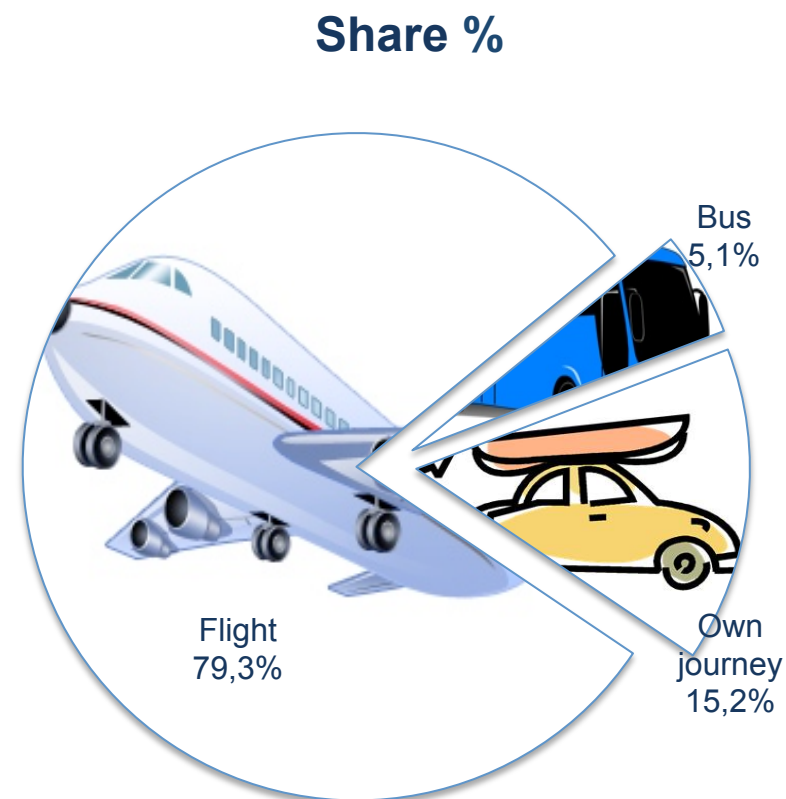
The last four weeks of sales of the tourist year 2016/17 - customers

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



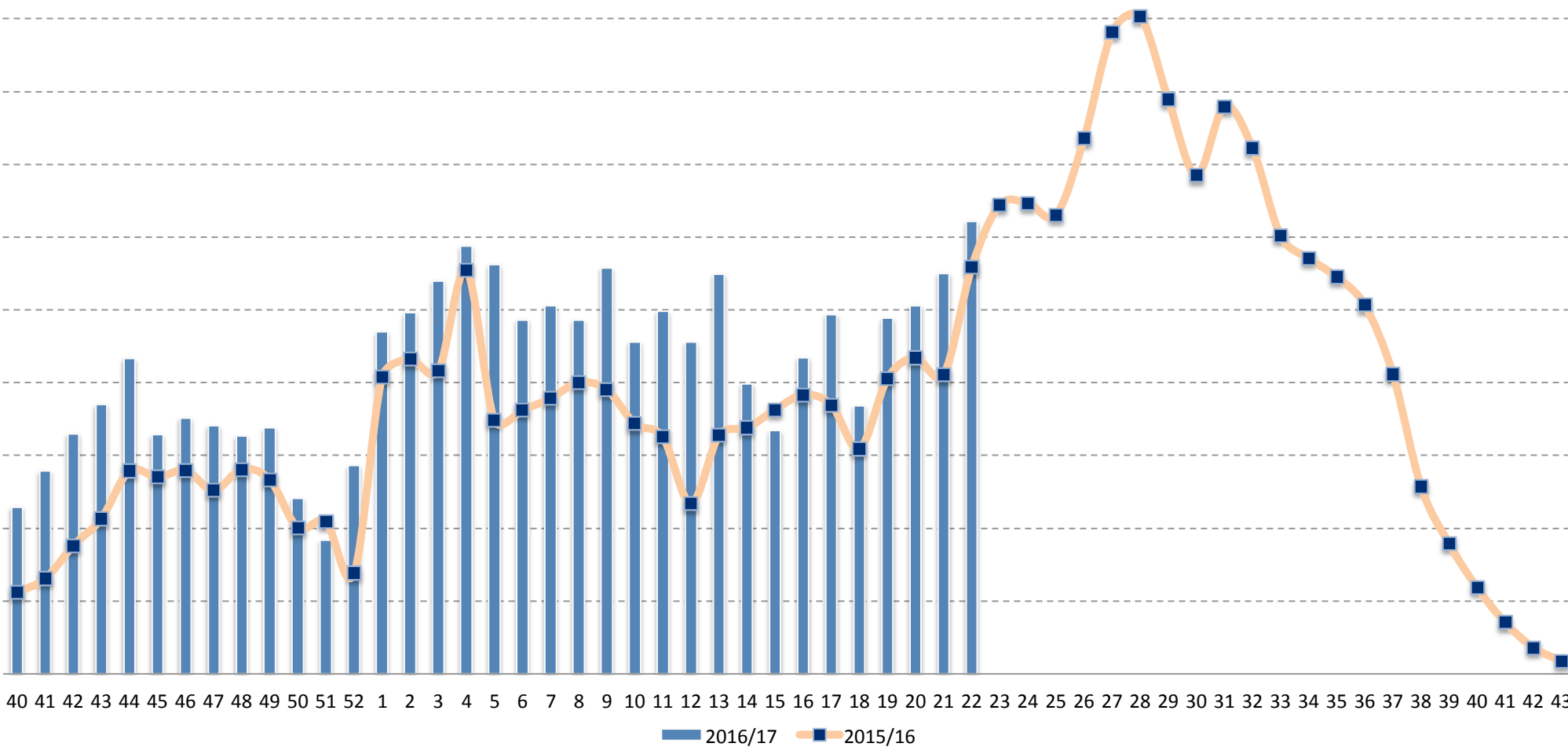
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

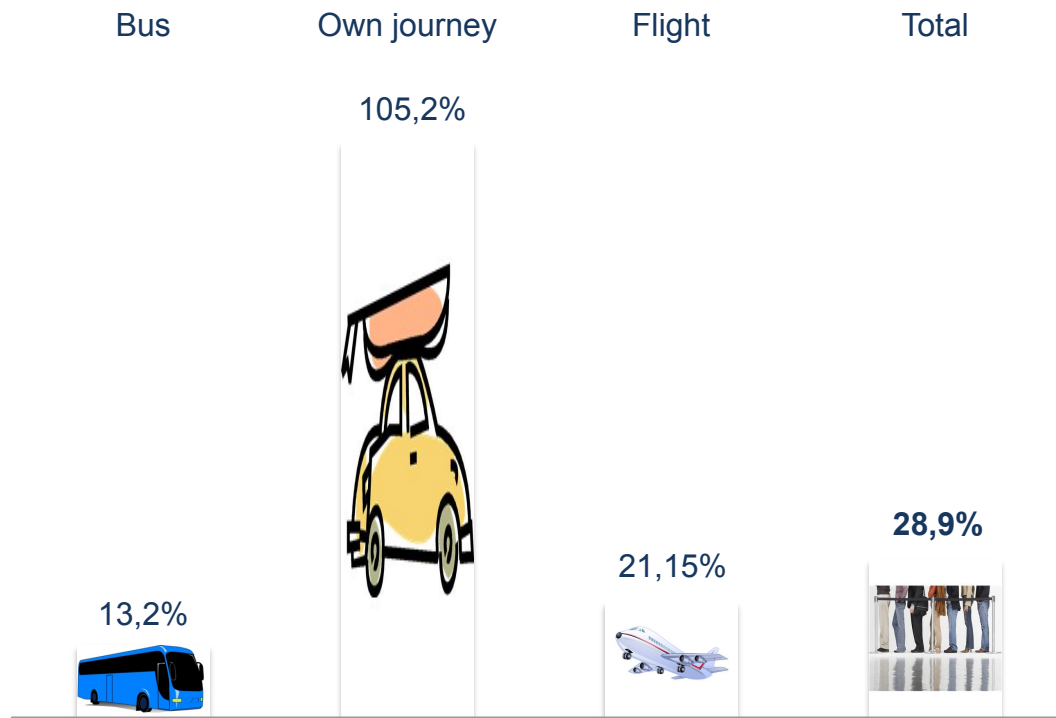
Bookings weekly 16/17 vs. 15/16



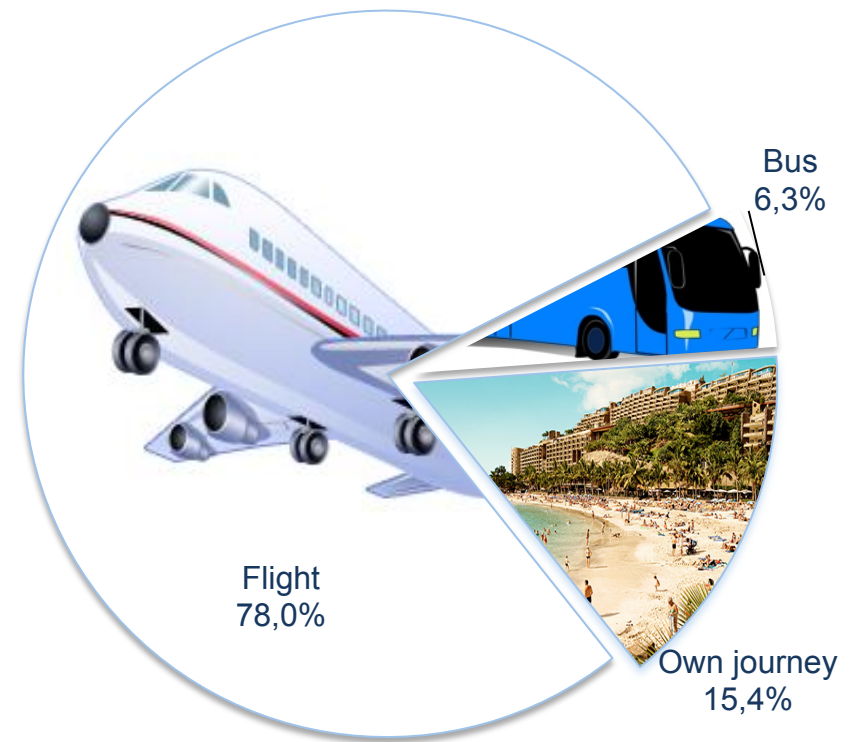
Cumulative sales of 2016/17

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	+/- % LY	Share %
1	Grecja	38%	28,6%
2	Hiszpania	6%	18,0%
3	Bułgaria	7%	7,2%
4	Egipt	94%	6,1%
5	Turcja	55%	5,9%
6	Włochy	4%	5,7%
7	Portugalia	3%	2,5%
8	Chorwacja	11%	2,4%
9	Albania	109%	2,1%
10	Kuba	52%	1,4%
11	Cypr	-4%	1,3%
12	Austria	5%	1,1%
13	Emiraty Arabskie	40%	1,1%
14	Polska	10%	0,9%
15	Oman	++	0,9%
16	Malta	127%	0,9%
17	Dominikana	10%	0,9%
18	Tanzania	107%	0,9%
19	Maroko	-1%	0,8%
20	Wyspy Zielonego Przylądka	46%	0,7%

Rank	Destination	+/- % last year
1	Heraklion	36%
2	Zakynthos	35%
3	Antalya	75%
4	Fuerteventura	2%
5	Korfu	19%
6	Rodos	43%
7	Burgas	1%
8	Teneryfa	-5%
9	Chania	19%
10	Marsa Alam	100%
11	Hurghada	54%
12	Kos	75%
13	Varna	13%
14	Lanzarote	33%
15	Gran Canaria	6%
16	Majorka	-1%
17	Madera	5%
18	Tirana	140%
19	Saloniki	59%
20	Malaga	12%



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