

Weekly report 23/2017

Data source: MerlinX*

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

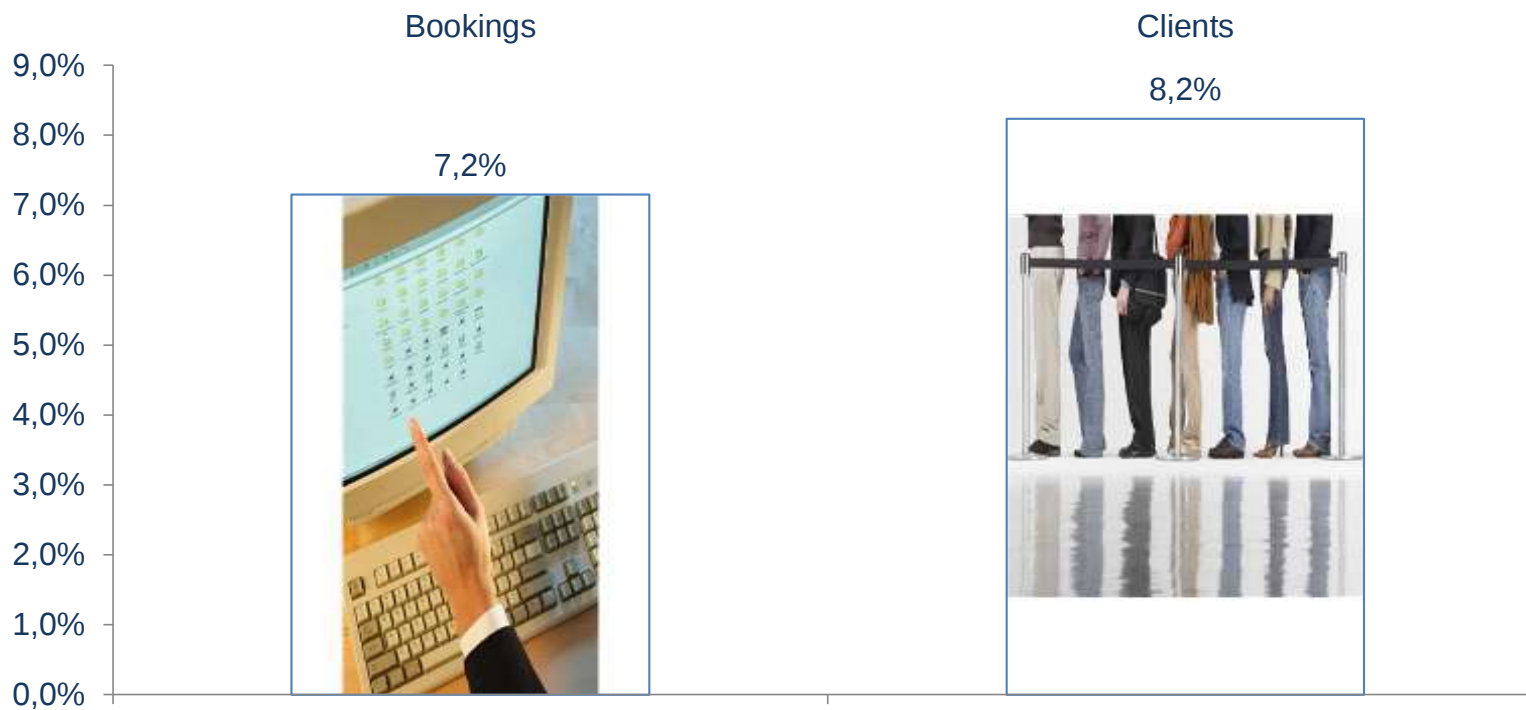
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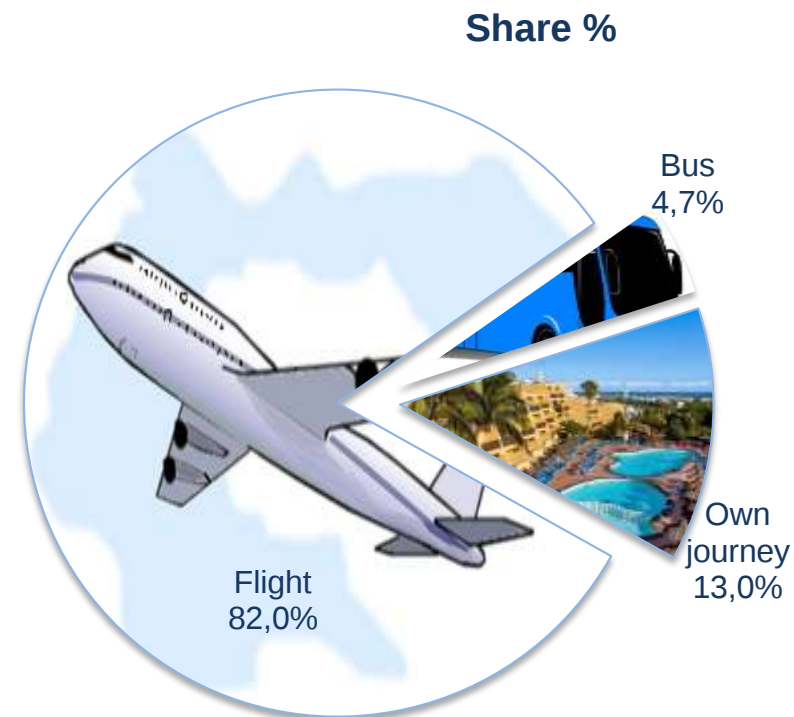
Last week – 23/2017, tours 01.11.16 – 31.10.17

compared with week 23. in 2016 r.



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Ranking of the most popular countries & destinations in CW23

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Antalya	6 381	2 309
2	Burgas	5 069	1 947
3	Heraklion	7 177	2 700
4	Rodos	6 955	2 629
5	Korfu	6 615	2 528
6	Zakynthos	7 377	2 851
7	Varna	4 877	1 971
8	Chania	6 727	2 742
9	Sycylia	6 417	2 634
10	Hurghada	4 354	1 831
11	Majorka	7 308	3 020
12	Kos	8 109	2 974
13	Saloniki	5 498	2 202
14	Teneryfa	7 257	2 997
15	Tirana	5 507	2 229
16	Fuerteventura	8 409	3 392
17	Gran Canaria	7 136	2 944
18	Bodrum	7 038	2 648
19	Madera	7 265	3 276
20	Marsa Alam	5 531	2 283



Rank	Country	Price/booking	Price/person
1	Grecja	6 764	2 615
2	Hiszpania	6 958	2 906
3	Bułgaria	4 894	1 933
4	Turcja	6 499	2 367
5	Włochy	5 699	2 419
6	Egipt	4 702	1 956
7	Chorwacja	3 891	1 629
8	Albania	5 286	2 185
9	Portugalia	7 629	3 350
10	Cypr	6 921	2 600

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

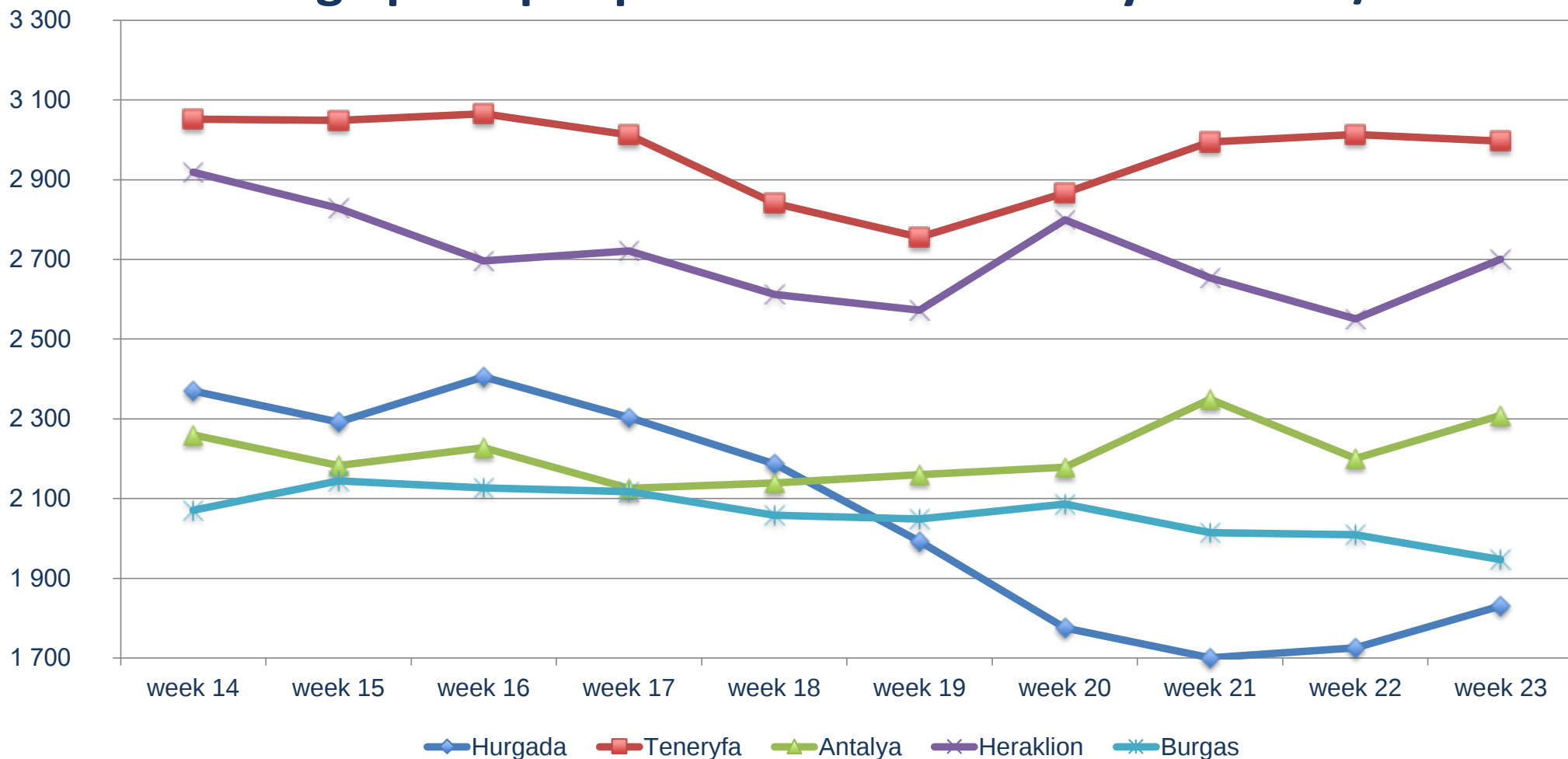
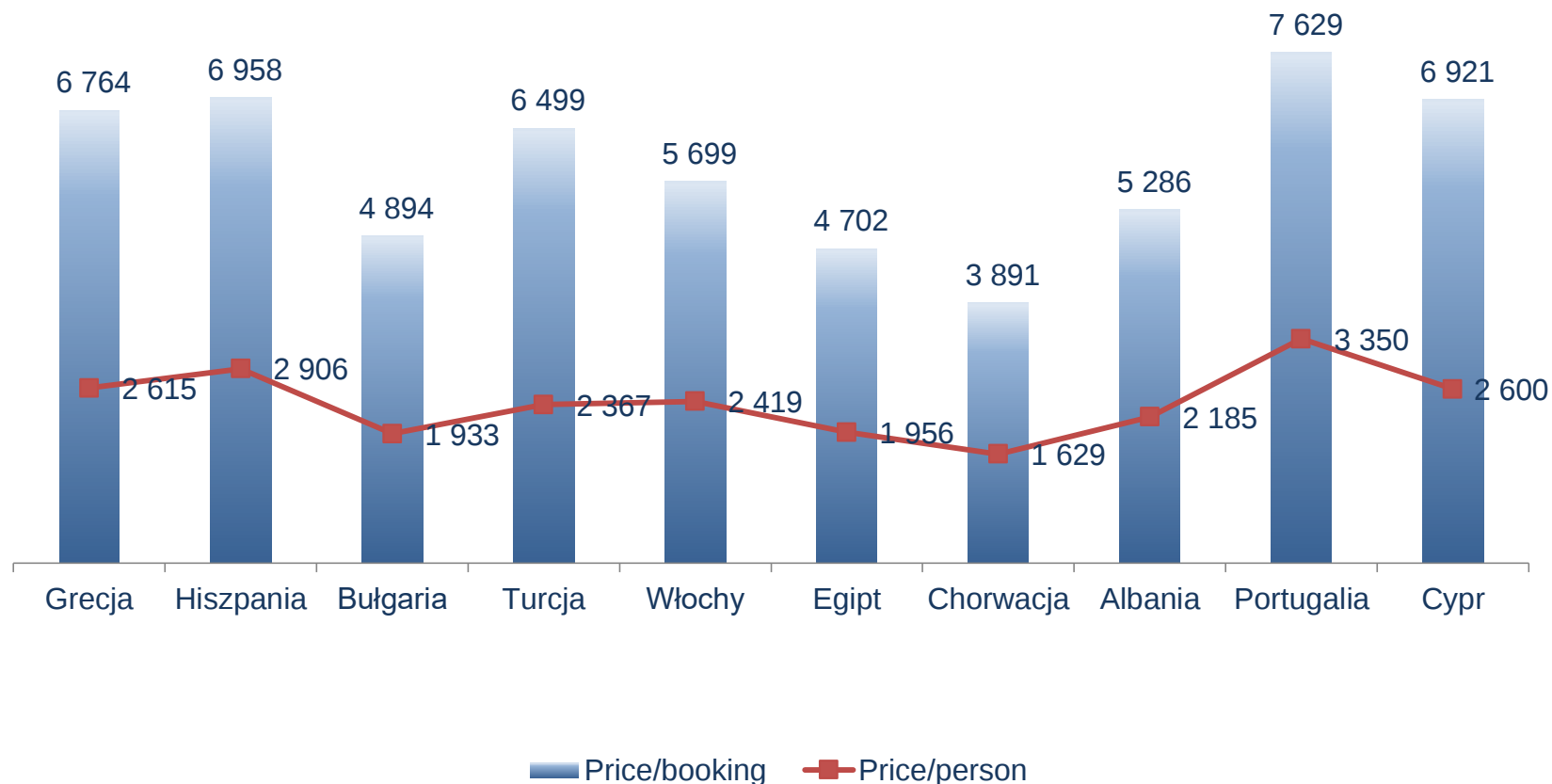


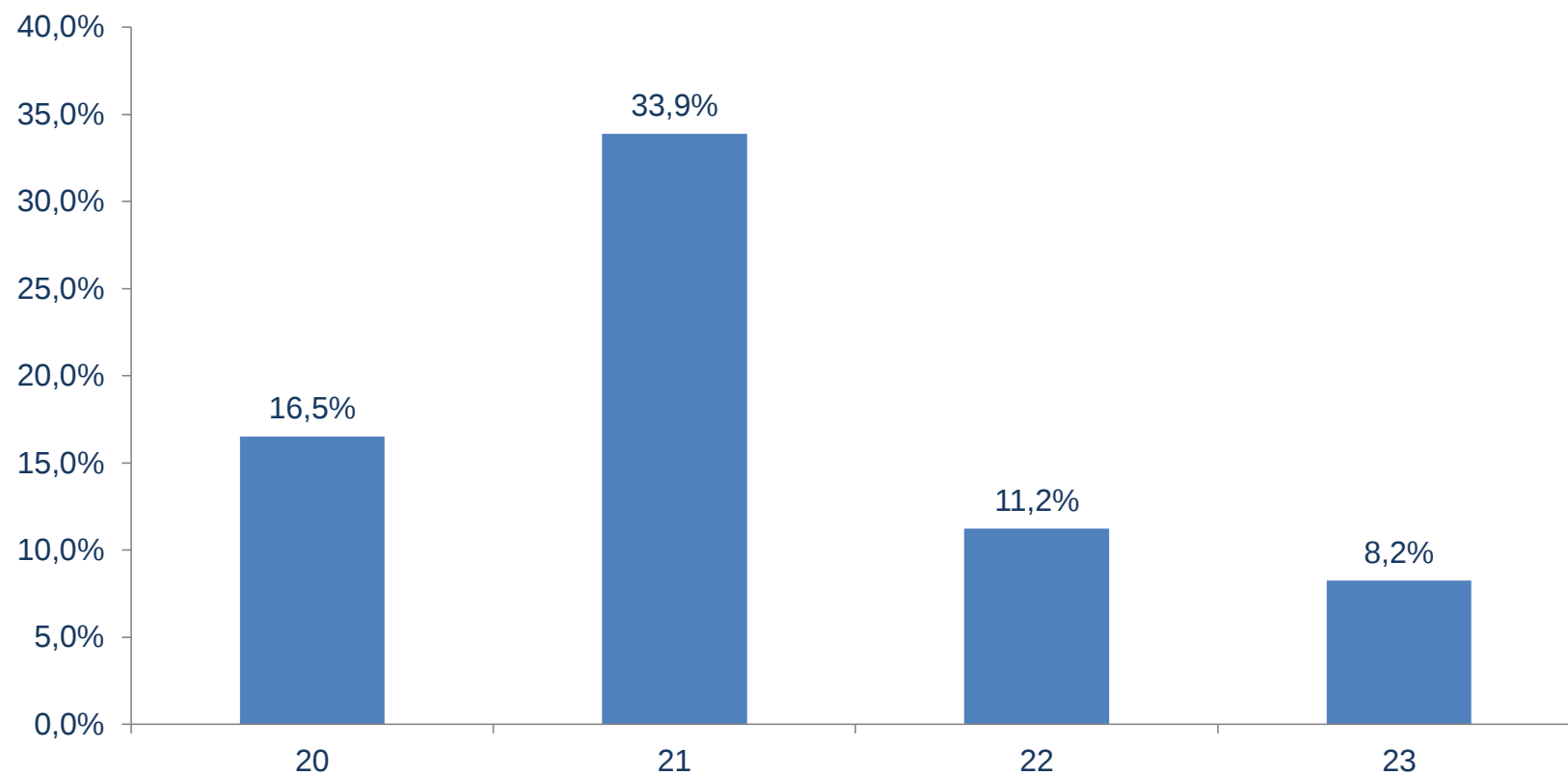
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 23. week



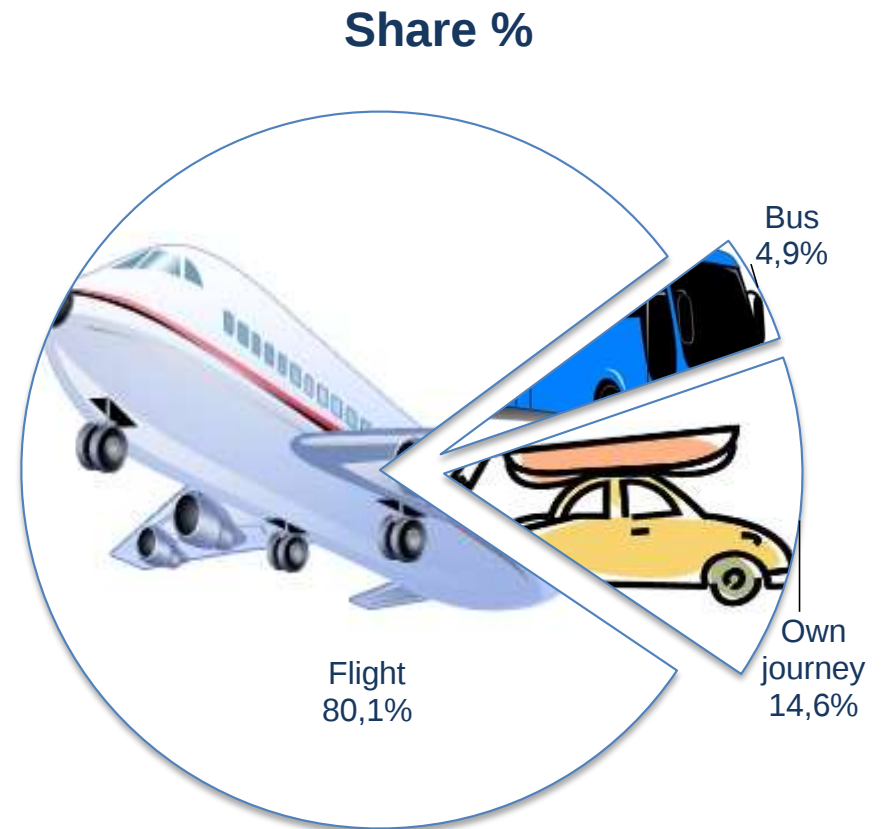
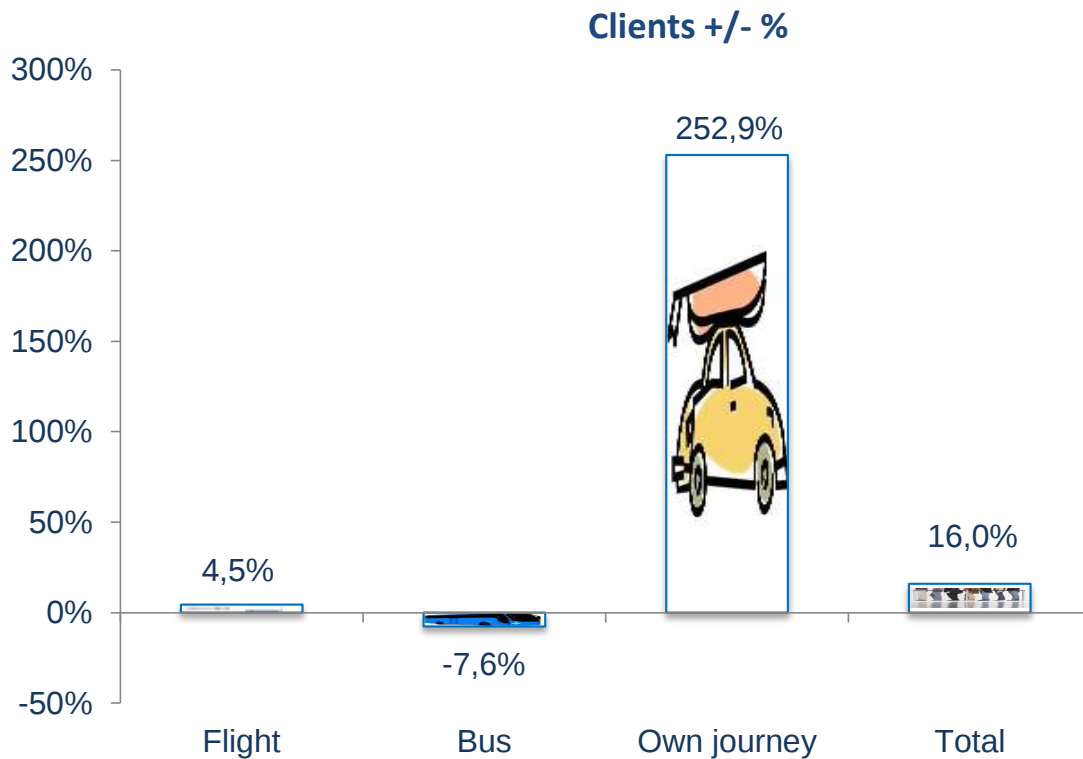
The last four weeks of sales of the tourist year 2016/17 - customers

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



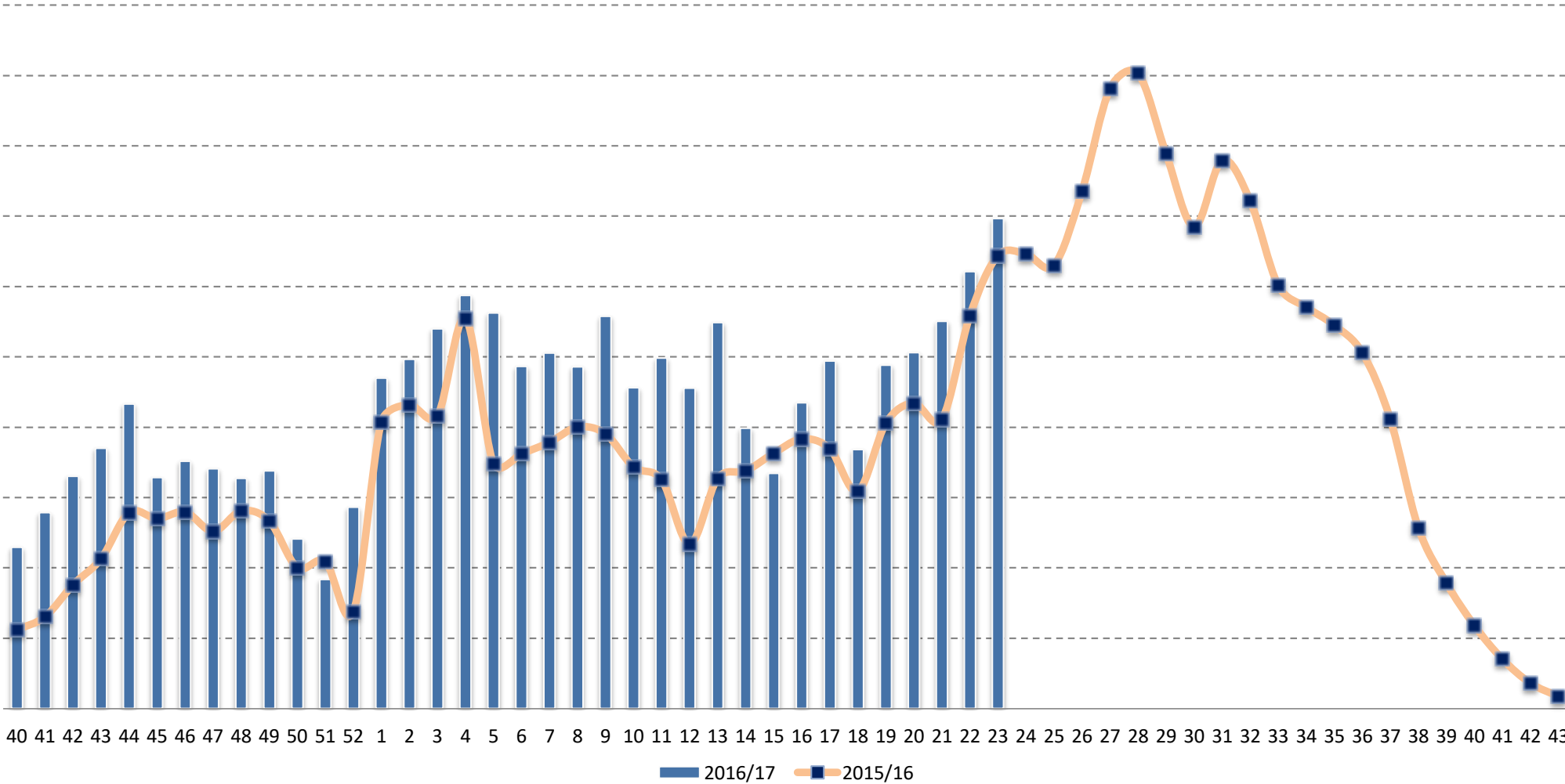
The sales trend of the last four weeks

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



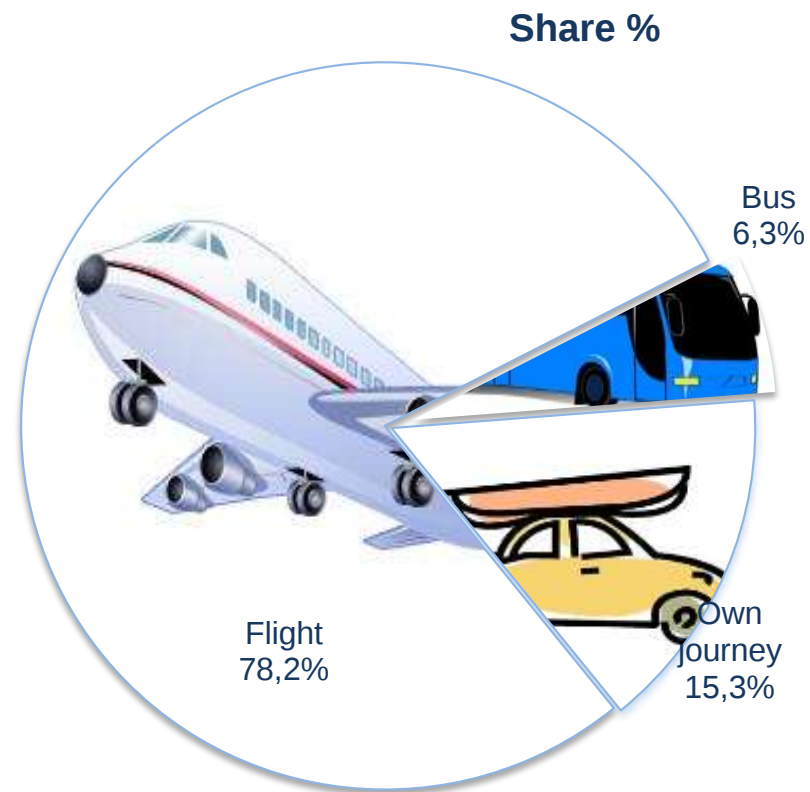
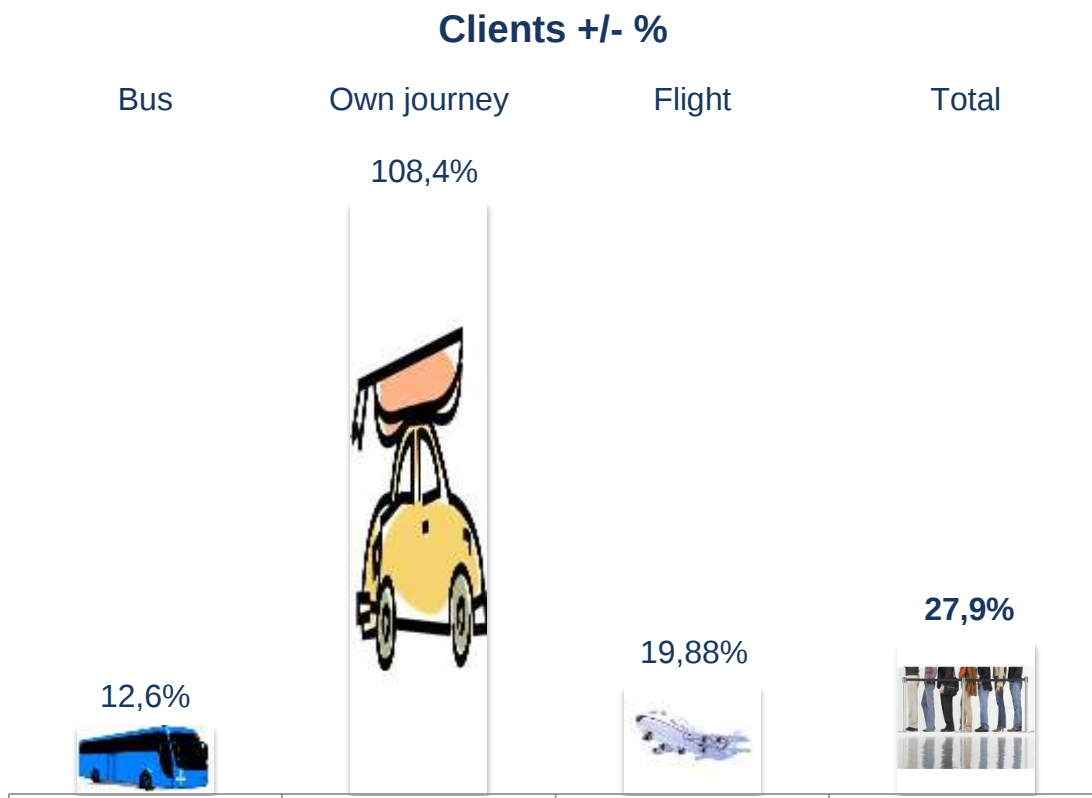
Weekly sales compared with the previous tourist year

Bookings weekly 16/17 vs. 15/16



Cumulative sales of 2016/17

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



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

Rank	Country	+/- % last year	Share %
1	Grecja	33,3%	28,8%
2	Hiszpania	5,5%	17,9%
3	Bułgaria	8,2%	7,4%
4	Turcja	51,5%	6,1%
5	Egipt	96,3%	6,0%
6	Włochy	5,7%	5,8%
7	Portugalia	3,3%	2,4%
8	Chorwacja	9,5%	2,4%
9	Albania	106,2%	2,1%
10	Cypr	-1,6%	1,4%
11	Kuba	52,3%	1,3%
12	Austria	5,4%	1,1%
13	Emiraty Arabskie	39,3%	1,1%
14	Polska	11,0%	0,9%
15	Malta	126,2%	0,9%
16	Oman	++	0,9%
17	Dominikana	10,1%	0,9%
18	Tanzania	106,9%	0,9%
19	Maroko	0,4%	0,8%
20	Wyspy Zielonego Przylądka	45,8%	0,7%

Rank	Destination	% last year
1	Heraklion	30%
2	Zakynthos	33%
3	Antalya	74%
4	Burgas	3%
5	Rodos	37%
6	Korfu	16%
7	Fuerteventura	2%
8	Teneryfa	-5%
9	Chania	17%
10	Marsa Alam	100%
11	Hurghada	58%
12	Varna	14%
13	Kos	65%
14	Lanzarote	32%
15	Gran Canaria	6%
16	Majorka	0%
17	Madera	6%
18	Tirana	139%
19	Saloniki	52%
20	Malaga	12%



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