

Weekly report 24/2017

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>

Last week – 24/2017, tours 01.11.16 – 31.10.17

compared with week 24. in 2016.



Last week – 24/2017, tours 01.11.16 – 31.10.17

compared with week 24. in 2016.

Clients +/-%

Bus

Own journey

Flight

212,4%

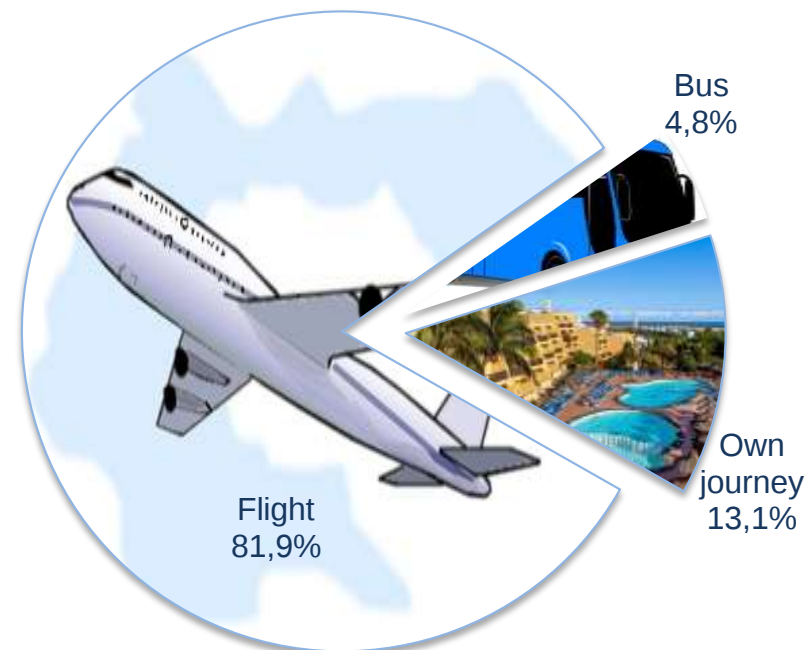


-20,6%



-11,6%

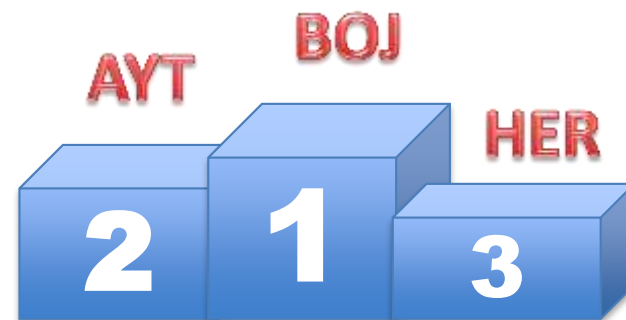
Share %



Ranking of the most popular countries & destinations in CW24

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Burgas	4 982	1 913
2	Antalya	7 178	2 610
3	Heraklion	7 020	2 729
4	Rodos	7 210	2 745
5	Zakynthos	7 465	2 874
6	Varna	4 971	1 876
7	Korfu	7 630	2 901
8	Chania	7 336	2 889
9	Hurghada	4 907	1 993
10	Majorka	7 473	3 187
11	Sycylia	7 060	2 837
12	Kos	8 544	3 020
13	Teneryfa	8 151	3 344
14	Tirana	5 706	2 288
15	Saloniki	6 005	2 346
16	Bodrum	7 285	2 743
17	Fuerteventura	8 018	3 357
18	Gran Canaria	7 243	2 975
19	Lamezia Terme	7 130	2 708
20	Marsa Alam	5 662	2 327



Rank	Country	Price/booking	Price/person
1	Grecja	7 077	2 735
2	Bułgaria	4 845	1 869
3	Hiszpania	7 371	3 096
4	Turcja	7 178	2 625
5	Włochy	6 292	2 545
6	Egipt	5 178	2 092
7	Chorwacja	4 056	1 635
8	Albania	5 467	2 243
9	Portugalia	7 954	3 426
10	Cypr	7 065	2 731

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

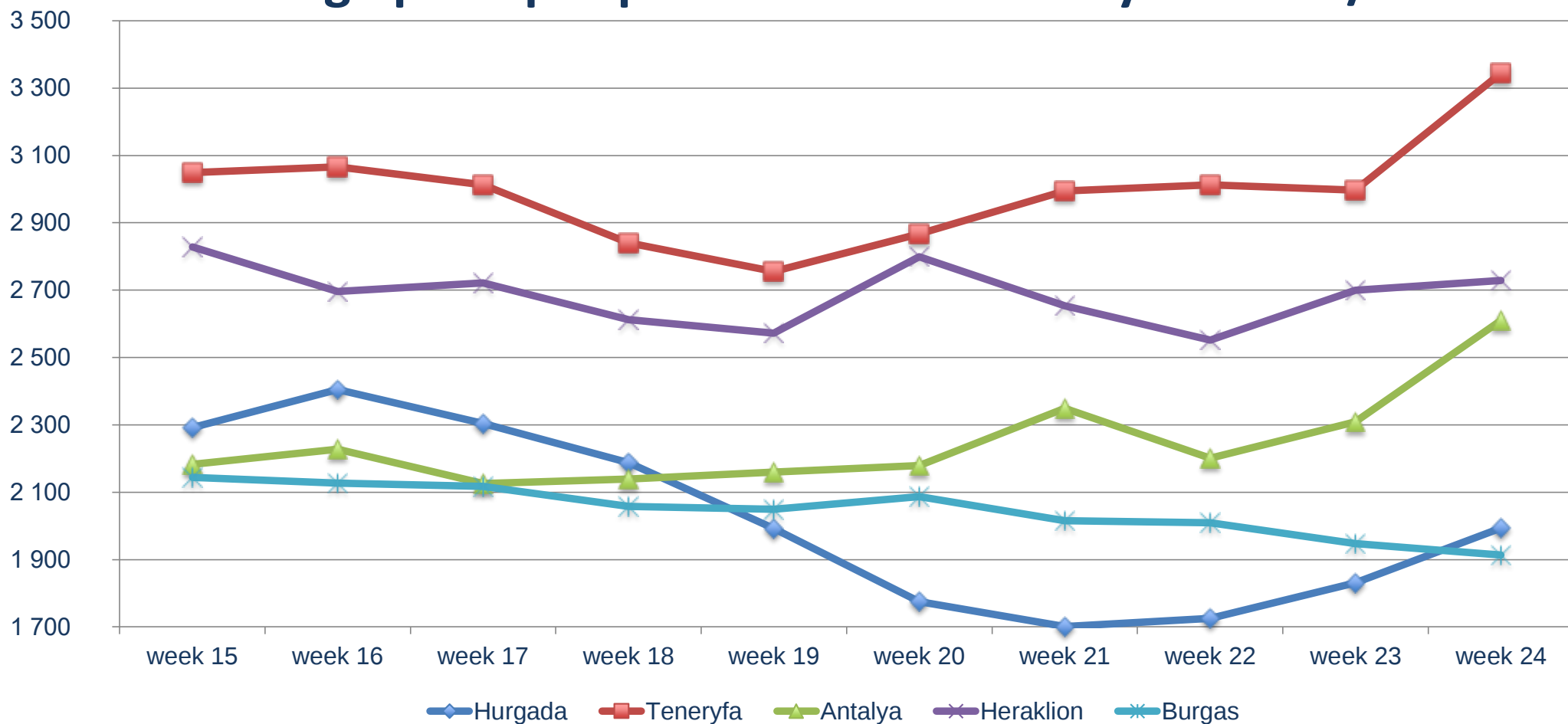
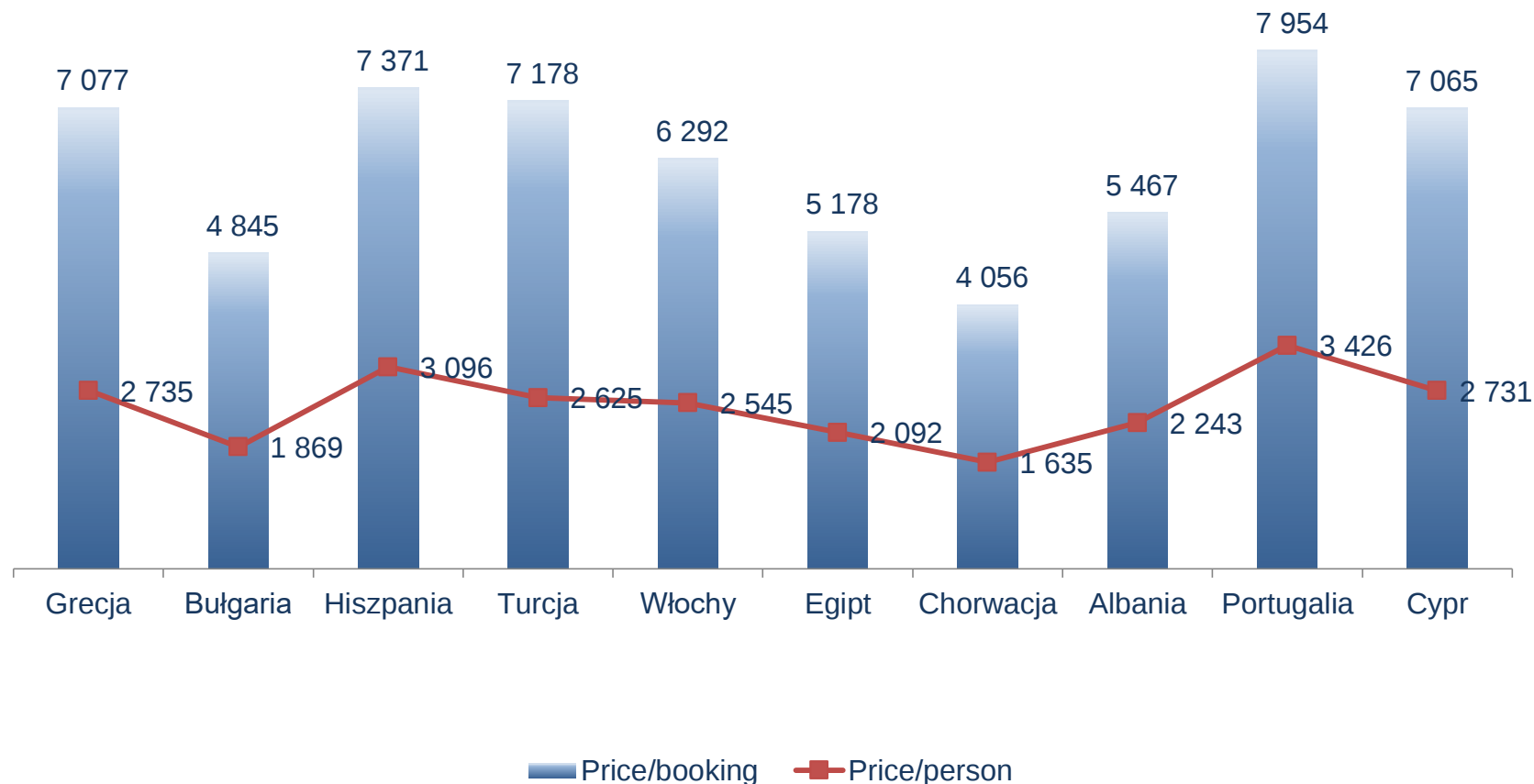


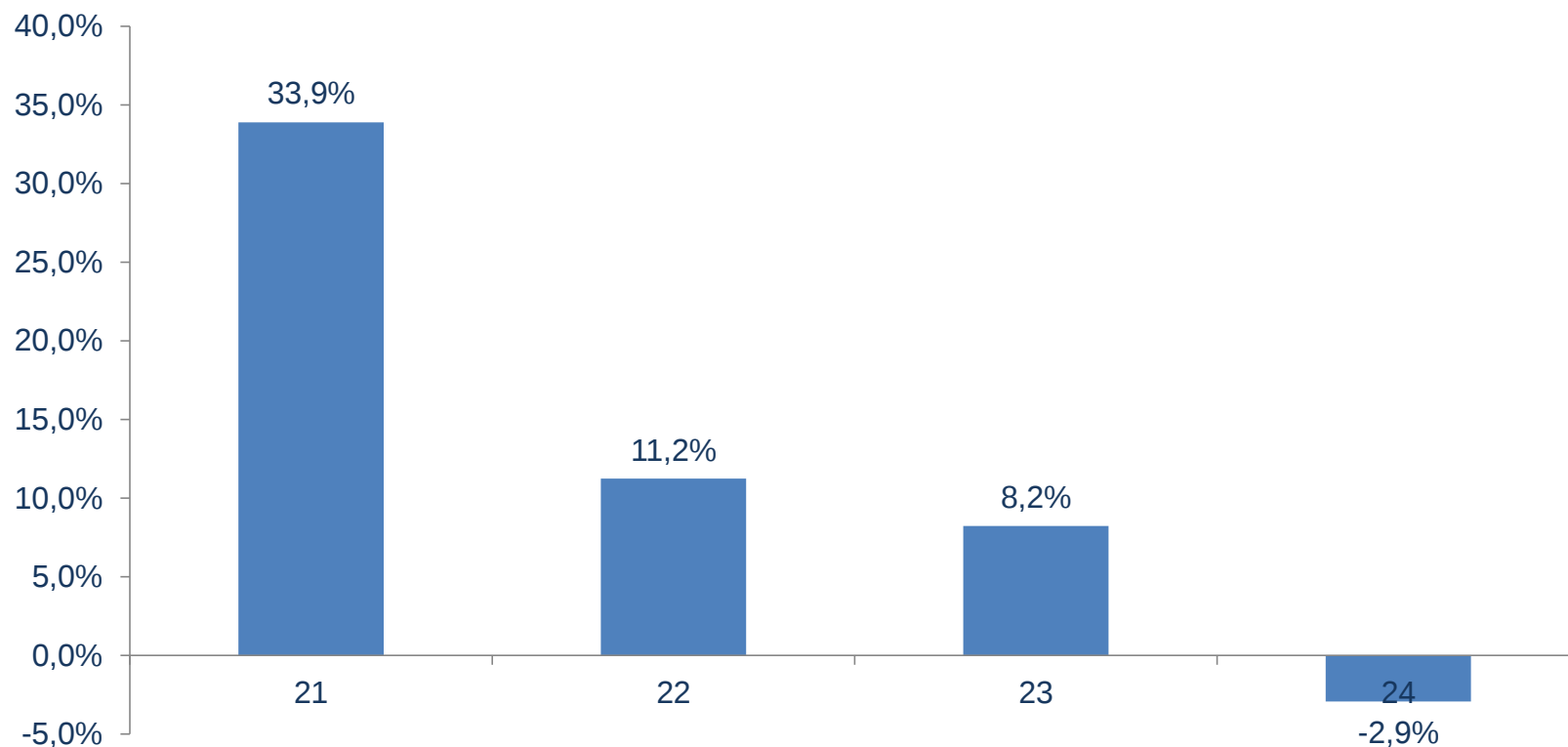
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 24. week



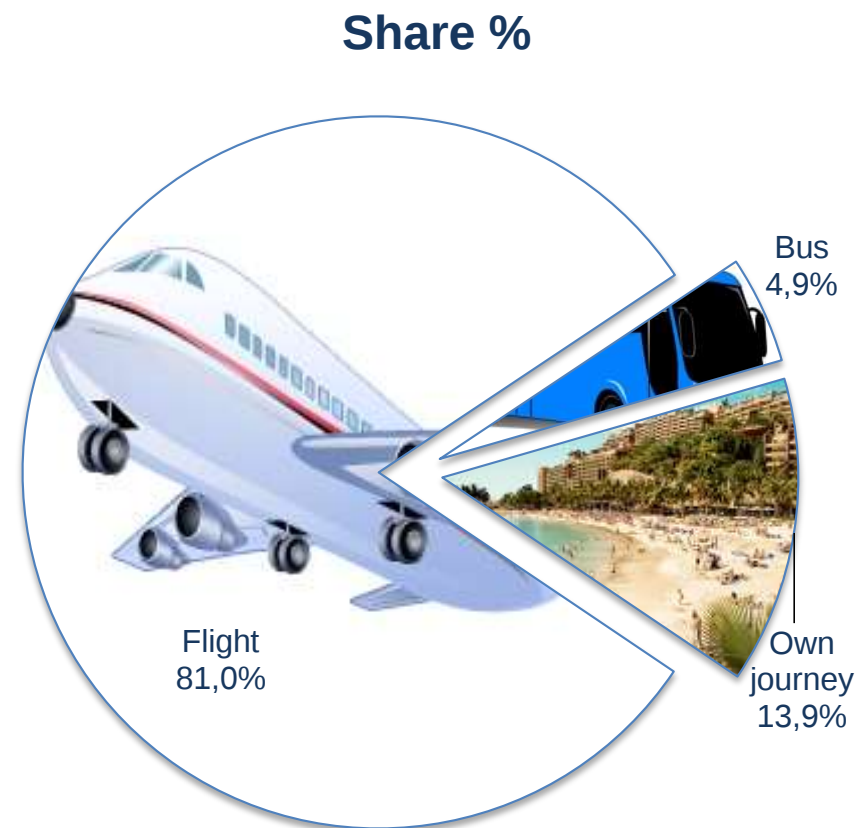
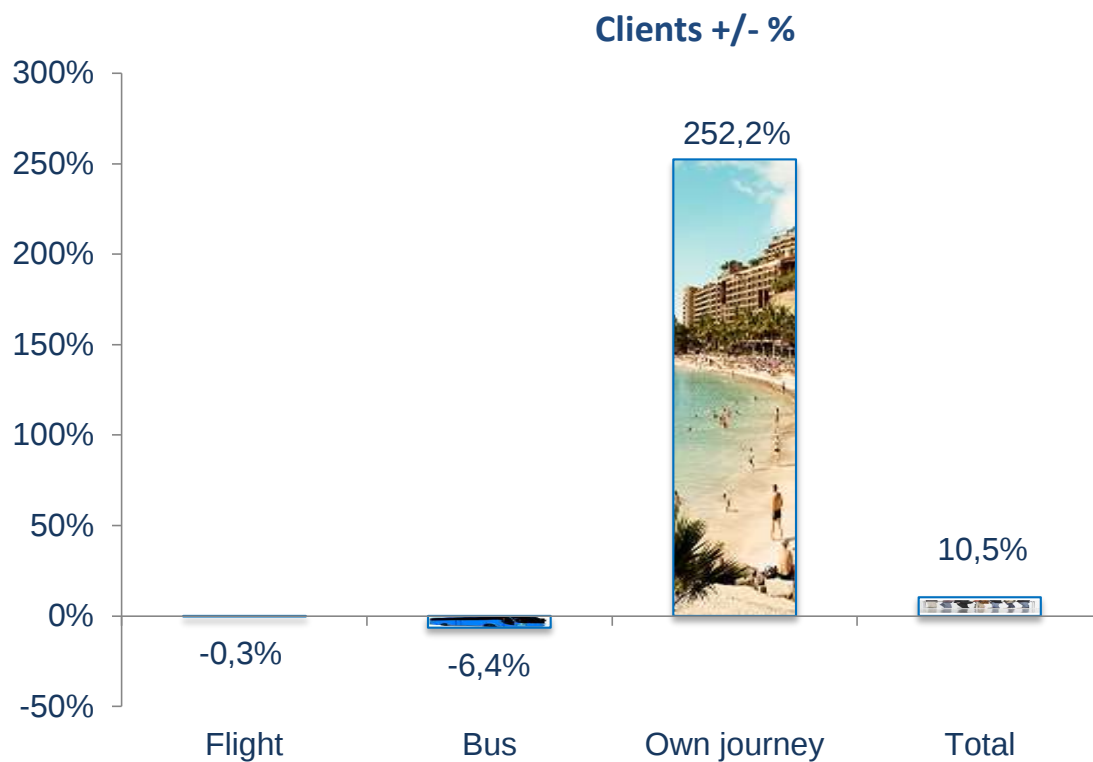
The last four weeks of sales of the tourist year 2016/17 - customers

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



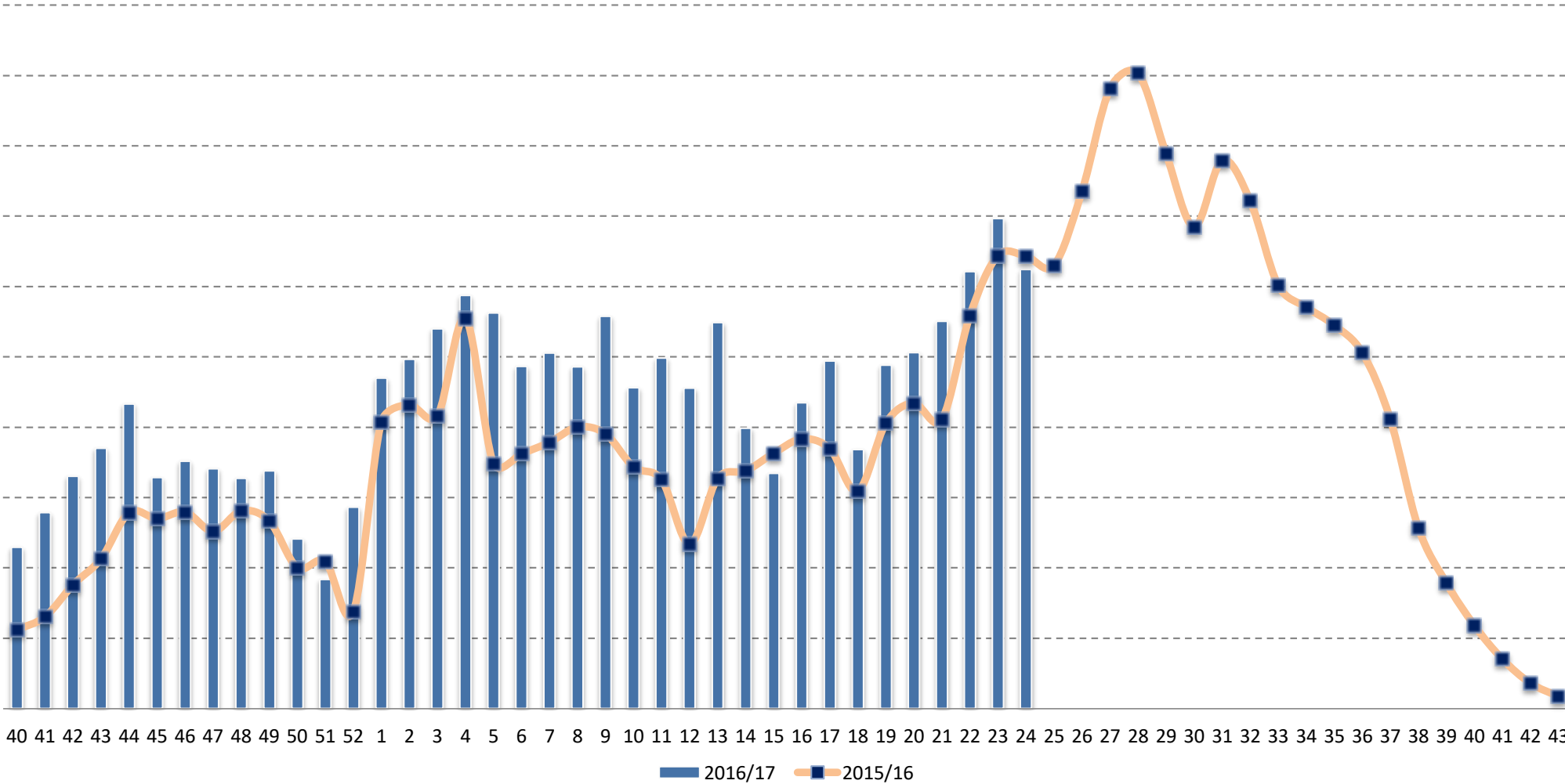
The sales trend of the last four weeks

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

110,6%

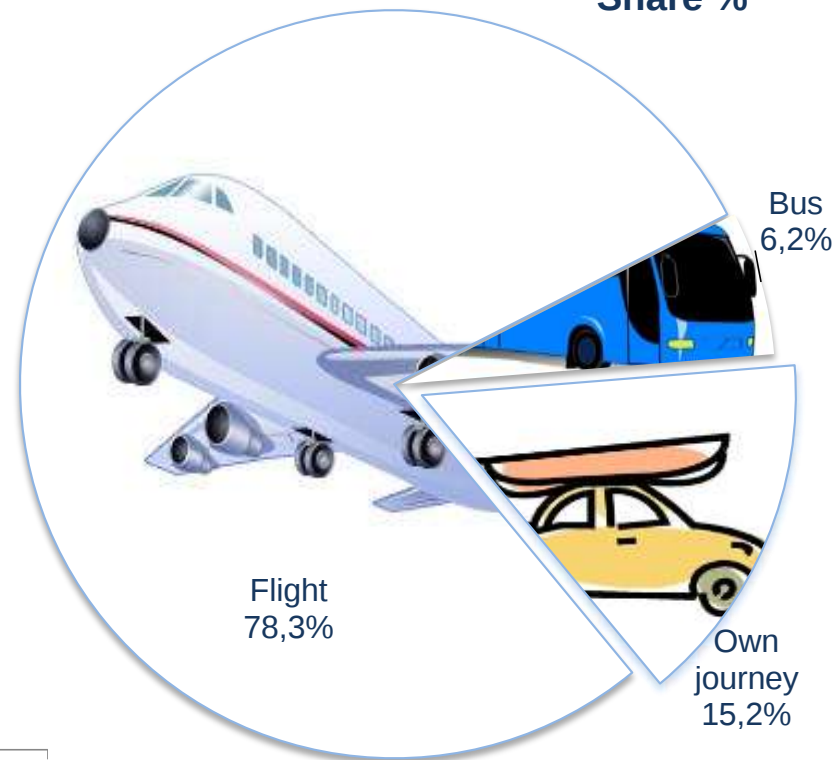
18,26%

26,4%

11,3%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	29,5%	29,0%
2	Hiszpania	4,9%	17,7%
3	Bułgaria	9,1%	7,6%
4	Turcja	45,8%	6,3%
5	Egipt	97,4%	6,0%
6	Włochy	5,9%	5,8%
7	Portugalia	3,3%	2,4%
8	Chorwacja	6,6%	2,4%
9	Albania	104,5%	2,2%
10	Cypr	-1,7%	1,4%
11	Kuba	52,5%	1,3%
12	Austria	5,4%	1,0%
13	Emiraty Arabskie	39,2%	1,0%
14	Niemcy	20,2%	1,0%
15	Polska	10,7%	0,9%
16	Malta	124,6%	0,9%
17	Oman	++	0,9%
18	Dominikana	9,9%	0,8%
19	Tanzania	106,8%	0,8%
20	Maroko	2,2%	0,8%

Rank	Destination	+/- % last year
1	Heraklion	25,5%
2	Zakynthos	30,6%
3	Antalya	69,6%
4	Burgas	5,1%
5	Rodos	33,5%
6	Korfu	12,7%
7	Fuerteventura	1,5%
8	Teneryfa	-4,7%
9	Chania	16,6%
10	Marsa Alam	96,1%
11	Hurghada	62,9%
12	Varna	13,7%
13	Kos	58,5%
14	Lanzarote	30,1%
15	Gran Canaria	6,2%
16	Majorka	0,2%
17	Madera	6,2%
18	Tirana	140,2%
19	Saloniki	45,4%
20	Malaga	12,0%



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