

Weekly report 25/2017

Data source: MerlinX*

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

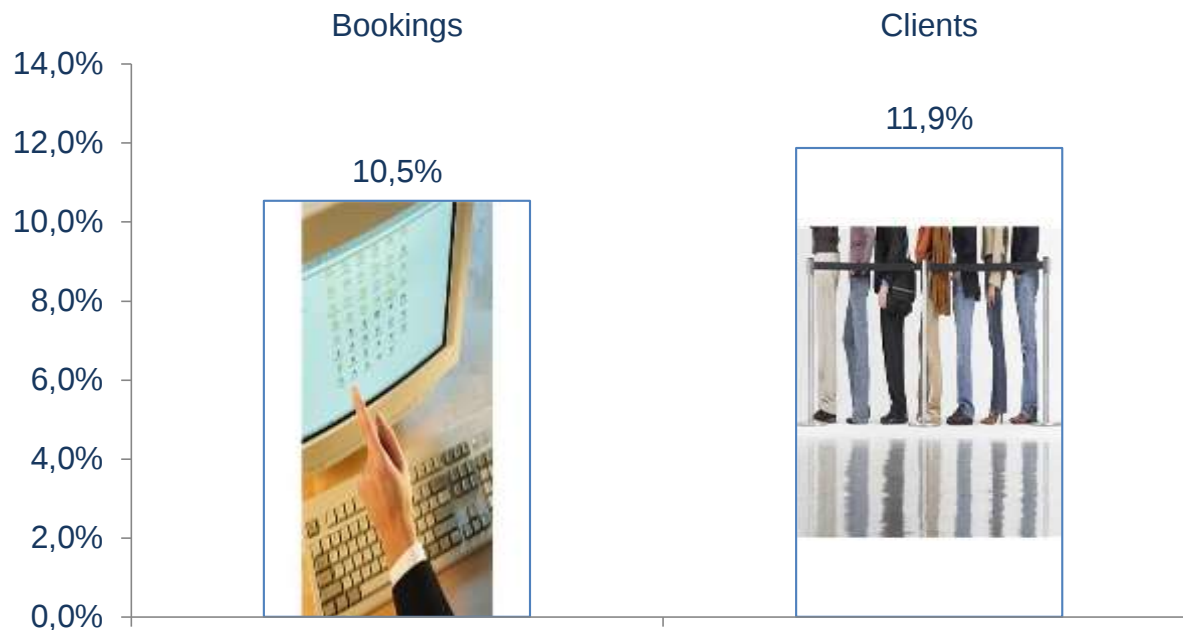
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 25/2017, tours 01.11.16 – 31.10.17

compared with week 25. in 2016 r.



Last week – 25/2017, tours 01.11.16 – 31.10.17

compared with week 25. in 2016 r.

**Clients
+/-%**

Bus

Own journey

Flight

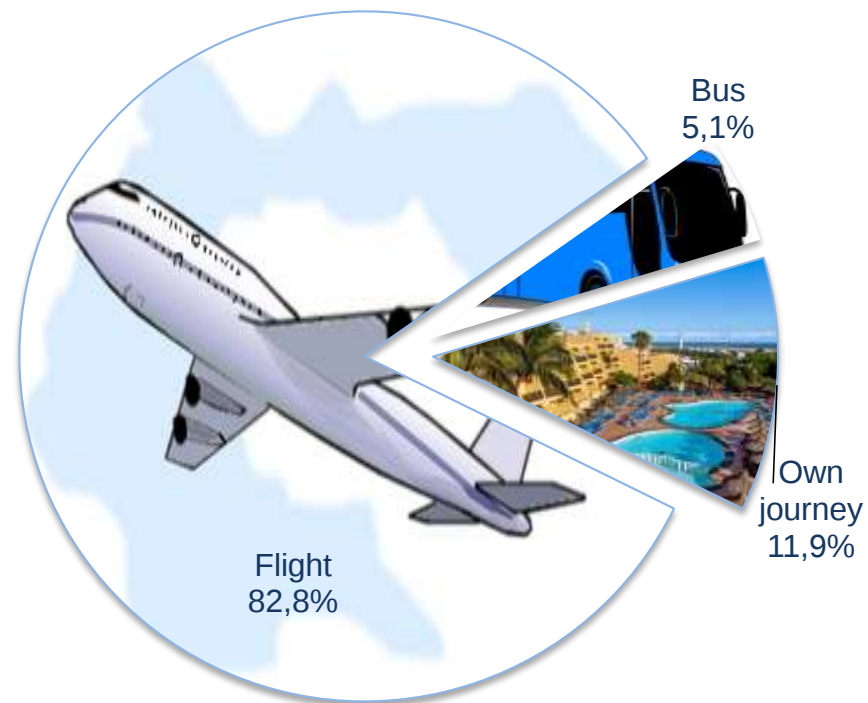
248,7%



2,6%

2,6%

Share %



Ranking of the most popular countries & destinations in CW25

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Burgas	5 330	2 034
2	Heraklion	7 427	2 828
3	Antalya	7 418	2 647
4	Korfu	7 413	2 717
5	Zakynthos	7 912	2 962
6	Rodos	7 717	2 910
7	Varna	5 652	2 096
8	Chania	7 441	2 928
9	Majorka	7 945	3 219
10	Tirana	5 536	2 273
11	Kos	8 467	3 054
12	Teneryfa	7 986	3 295
13	Saloniki	6 219	2 451
14	Hurghada	5 274	2 078
15	Sycylia	7 835	3 124
16	Fuerteventura	8 526	3 399
17	Gran Canaria	7 495	3 077
18	Marsa Alam	5 327	2 211
19	Bodrum	7 096	2 678
20	Kefalonia	6 400	2 387



Rank	Country	Price/booking	Price/person
1	Grecja	7 261	2 765
2	Hiszpania	7 664	3 109
3	Bułgaria	5 269	2 010
4	Turcja	7 400	2 646
5	Włochy	6 164	2 541
6	Egipt	5 347	2 120
7	Albania	5 403	2 224
8	Chorwacja	4 288	1 788
9	Portugalia	7 698	3 351
10	Cypr	7 350	2 835

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

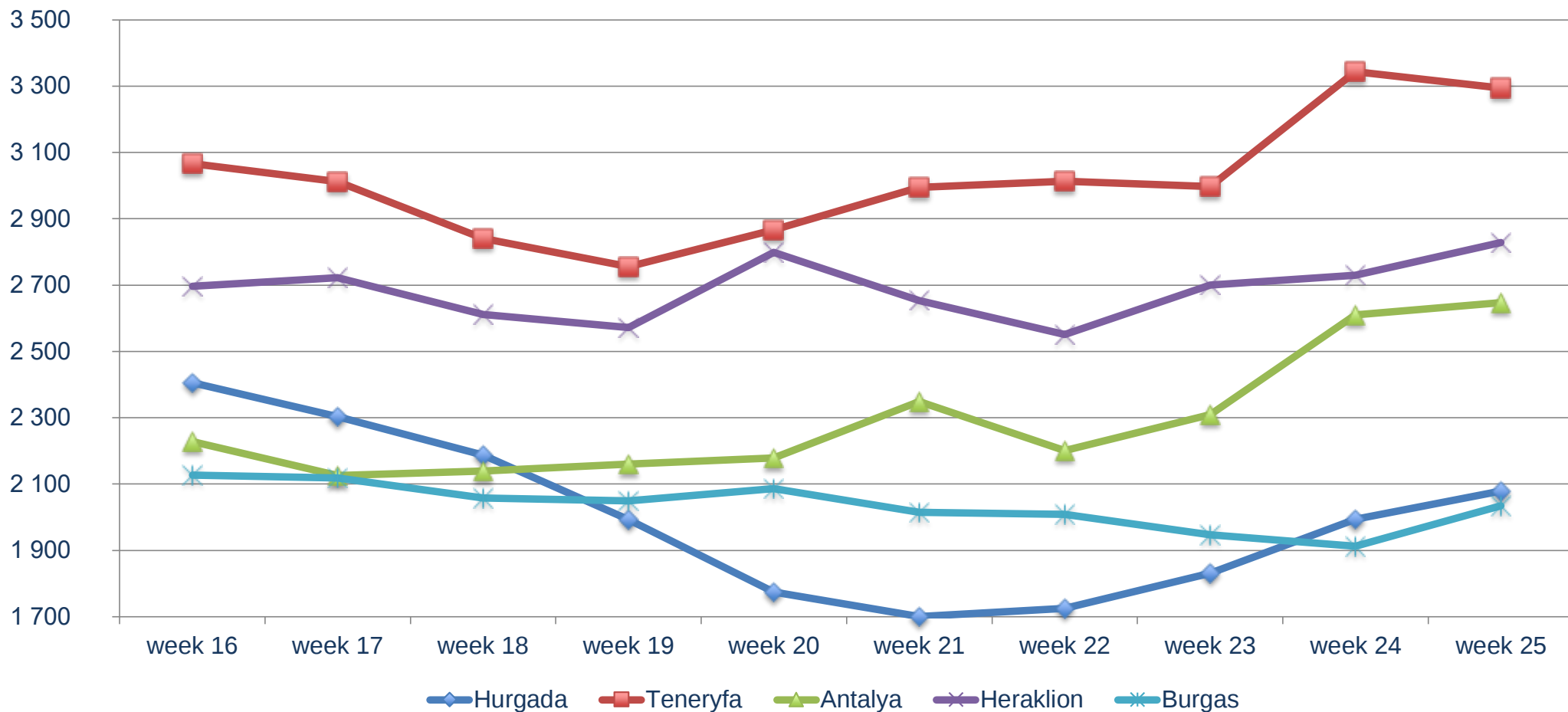
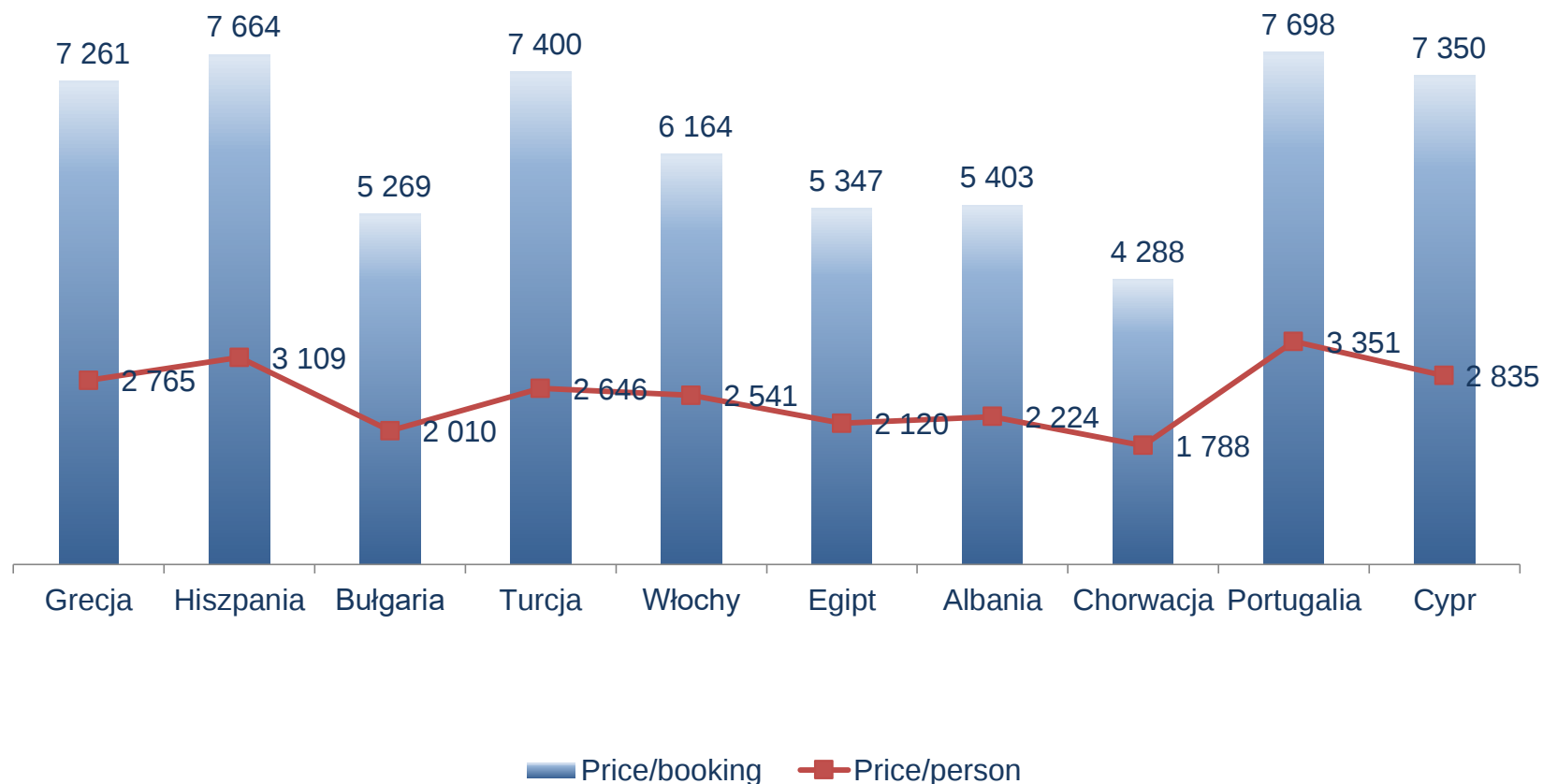


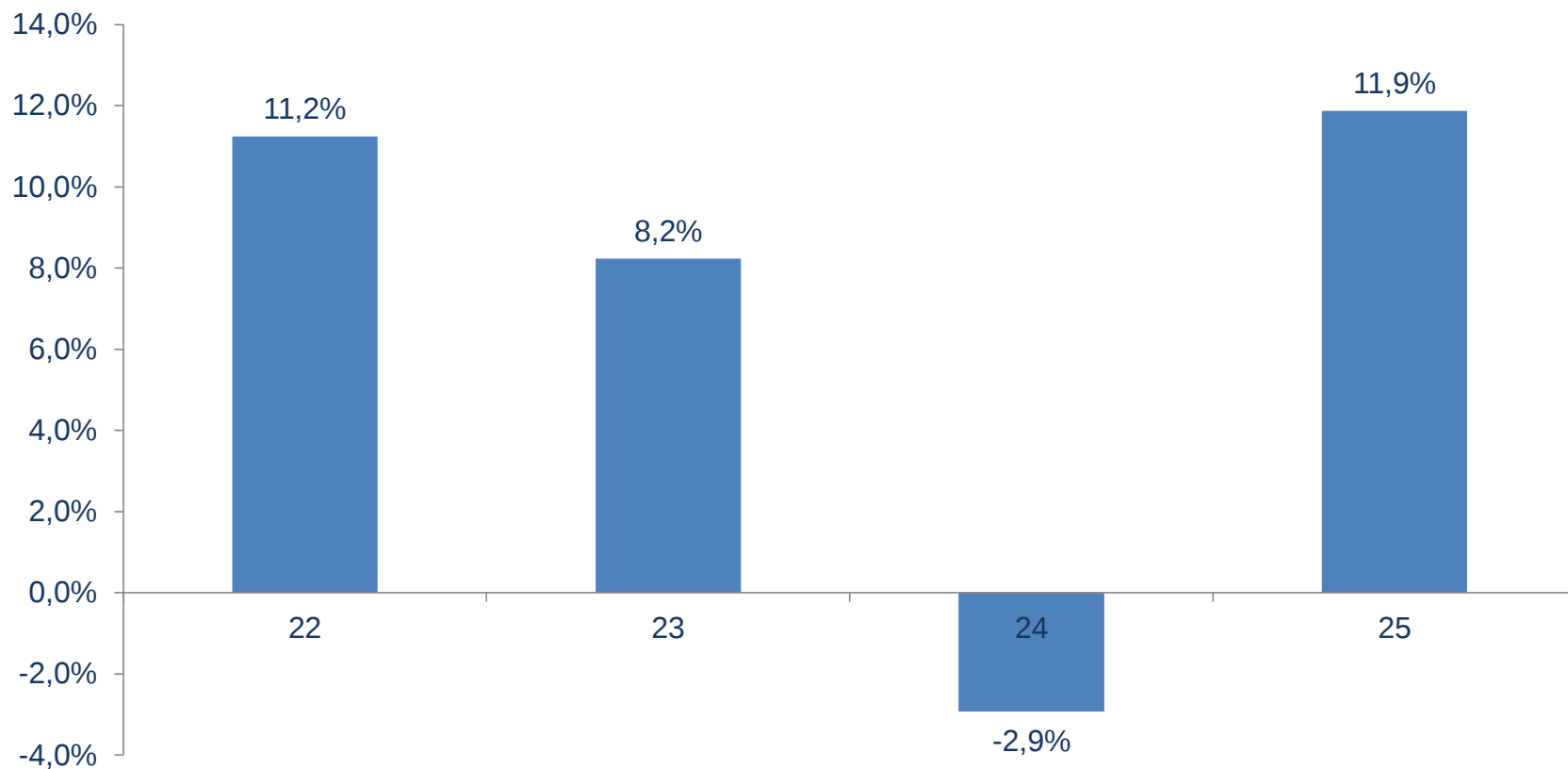
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 25. week



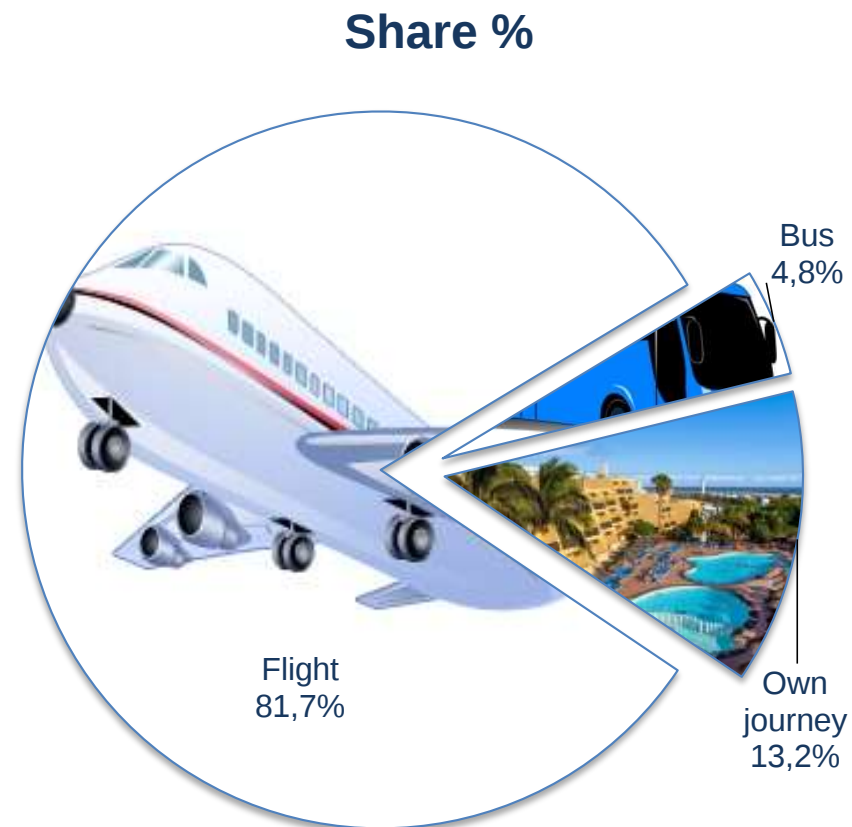
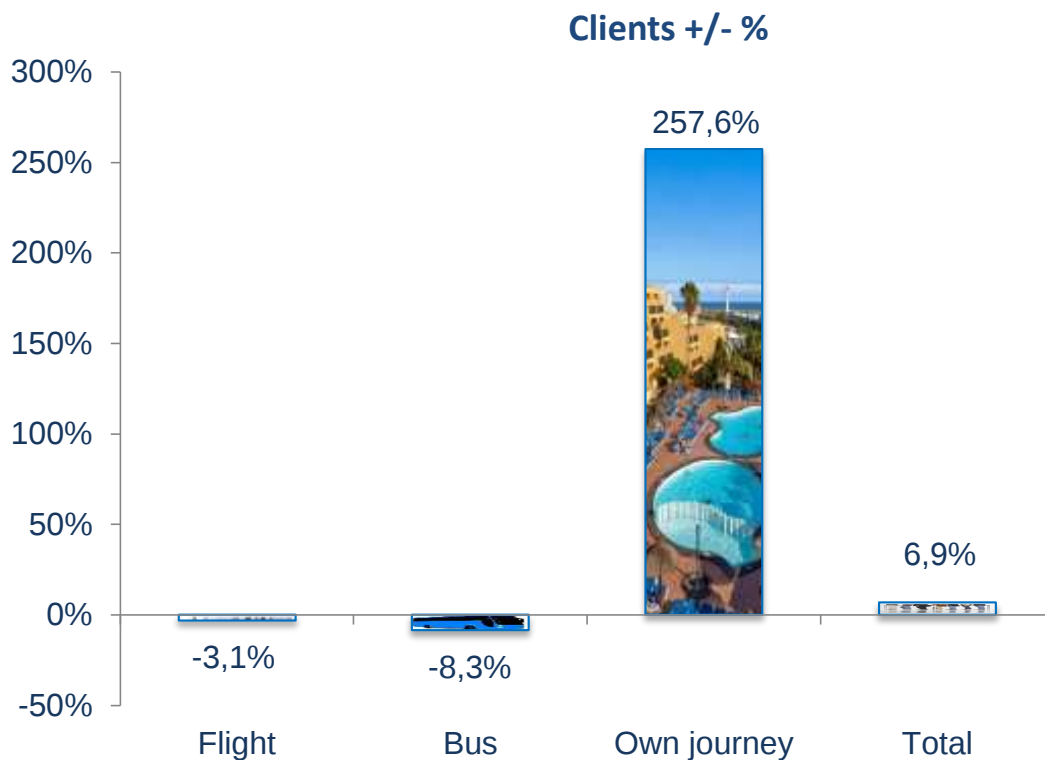
The last four weeks of sales of the tourist year 2016/17 - customers

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



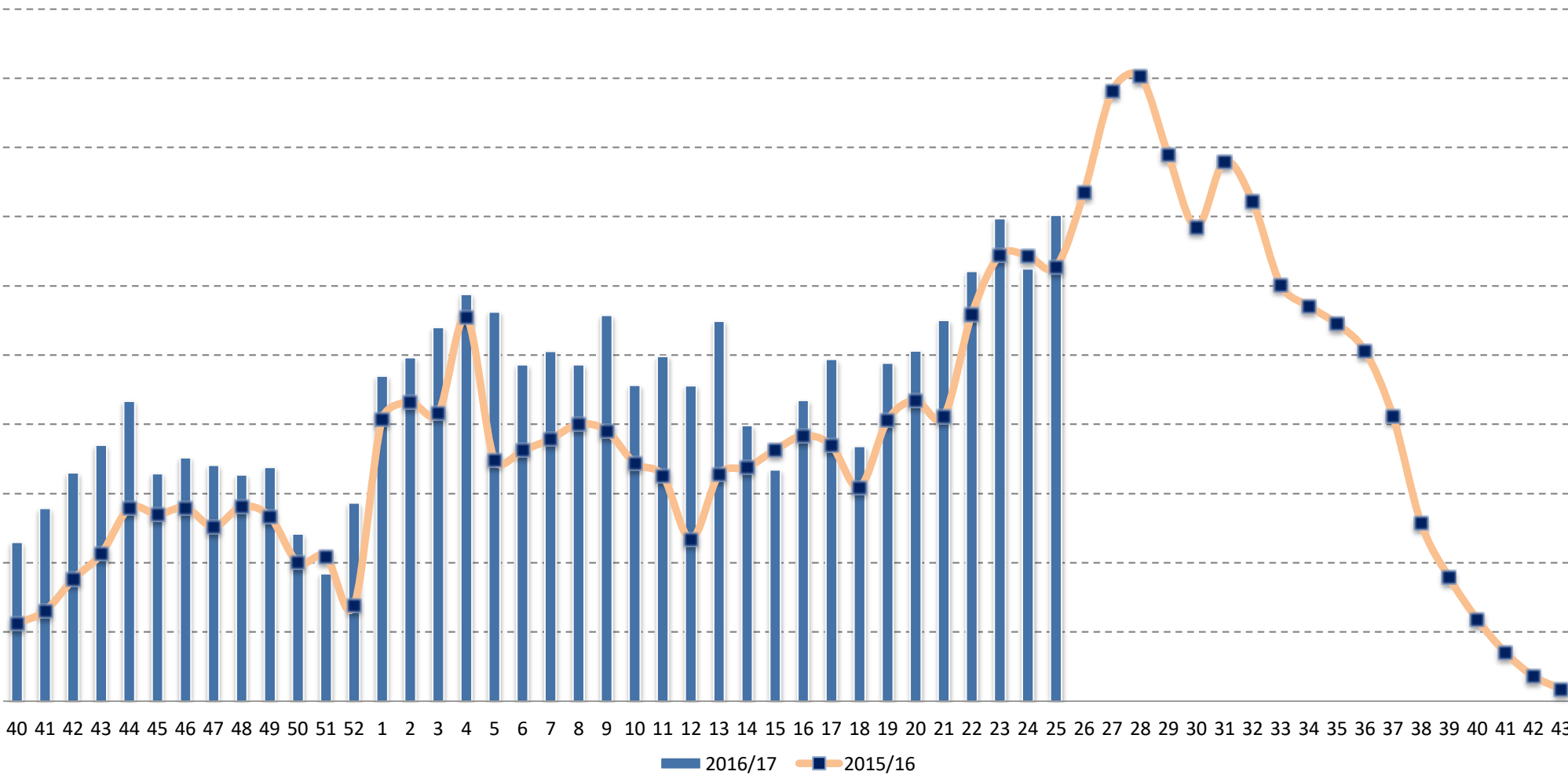
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

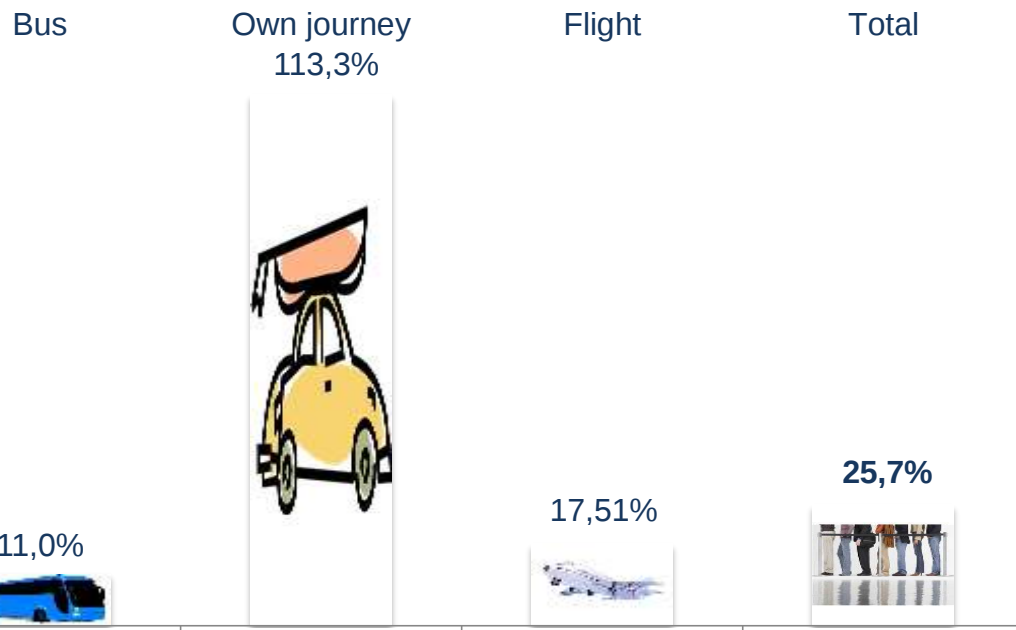
Bookings weekly 16/17 vs. 15/16



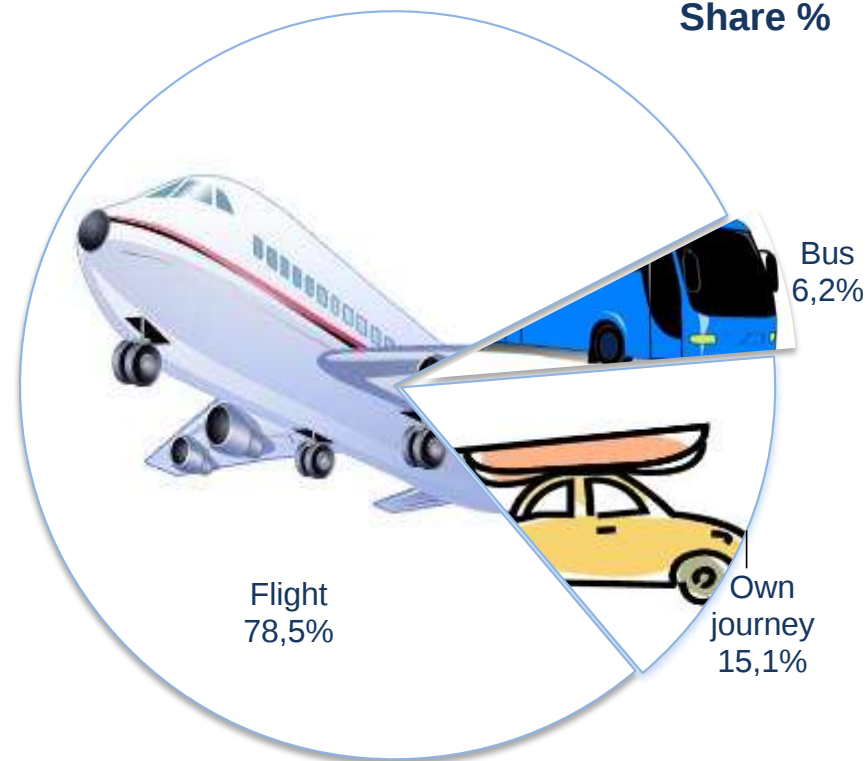
Cumulative sales of 2016/17

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	+/- % last year	Share %
1	Grecja	28%	29,31%
2	Hiszpania	5%	17,53%
3	Bułgaria	10%	7,88%
4	Turcja	40%	6,33%
5	Egipt	99%	5,91%
6	Włochy	7%	5,82%
7	Chorwacja	6%	2,43%
8	Portugalia	4%	2,39%
9	Albania	103%	2,22%
10	Cypr	-1%	1,37%
11	Kuba	53%	1,22%
12	Austria	5%	1,00%
13	Emiraty Arabskie	39%	0,99%
14	Niemcy	20%	0,99%
15	Polska	11%	0,94%
16	Malta	123%	0,84%
17	Oman	++	0,82%
18	Dominikana	9%	0,82%
19	Tanzania	106%	0,79%
20	Maroko	3%	0,75%

Rank	Destination	+/- % last year
1	Heraklion	22%
2	Zakynthos	29%
3	Antalya	63%
4	Burgas	8%
5	Rodos	31%
6	Korfu	12%
7	Fuerteventura	1%
8	Teneryfa	-4%
9	Chania	15%
10	Varna	12%
11	Marsa Alam	97%
12	Hurghada	65%
13	Kos	55%
14	Lanzarote	29%
15	Gran Canaria	8%
16	Majorka	2%
17	Madera	7%
18	Tirana	144%
19	Saloniki	42%
20	Malaga	13%



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