

Weekly report 26/2017

Data source: MerlinX*

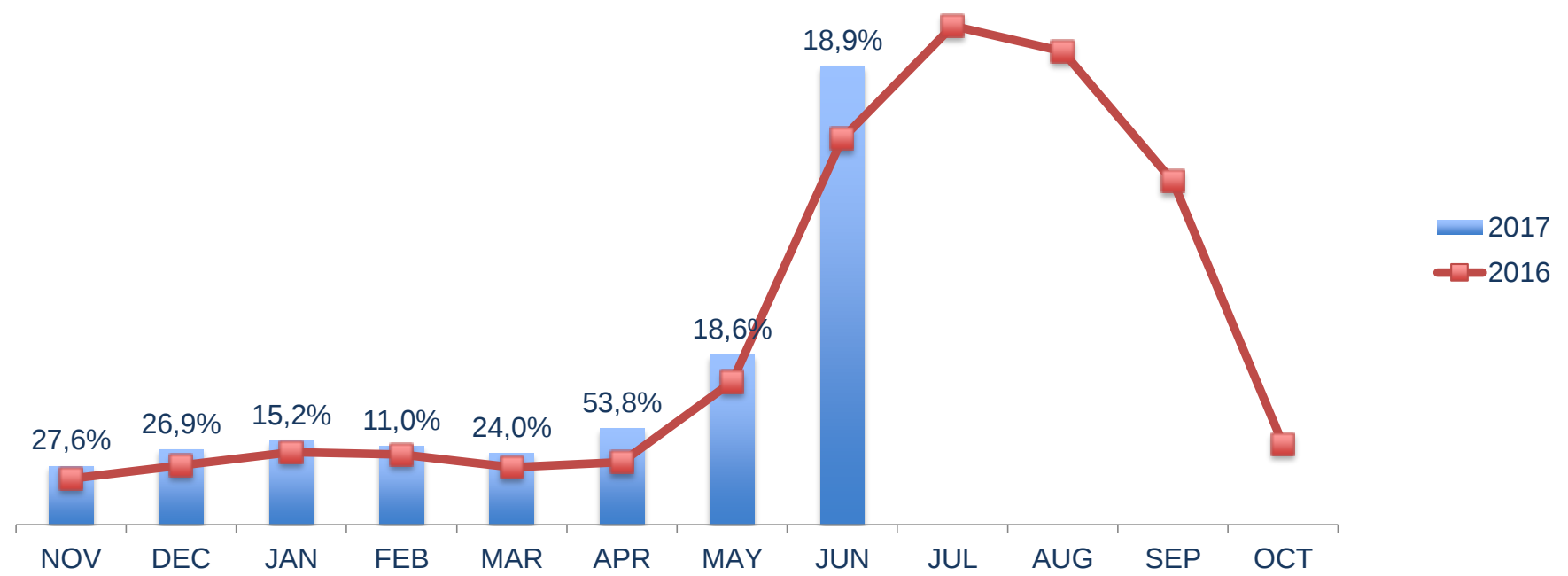
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

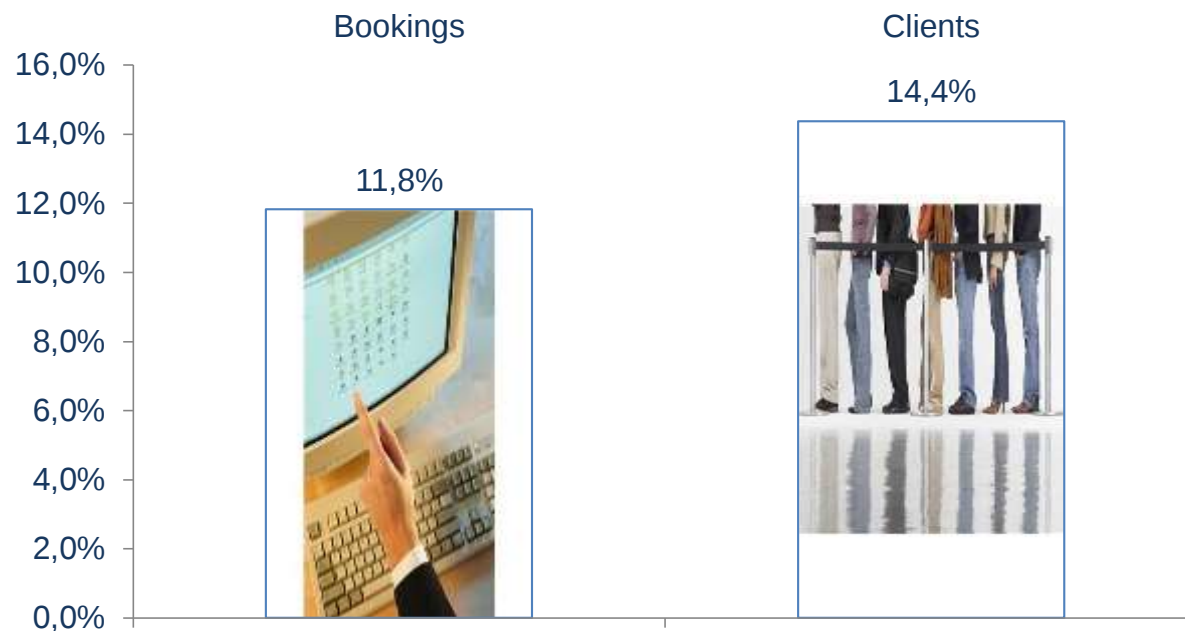
<http://www.merlinx.pl>

Monthly trips compared with previous tourist year



Last week – 26/2017, tours 01.11.16 – 31.10.17

compared with week 26. in 2016 r.



Last week – 26/2017, tours 01.11.16 – 31.10.17

compared with week 26. in 2016 r.

Clients +/-%

Bus

Own journey

275,1%

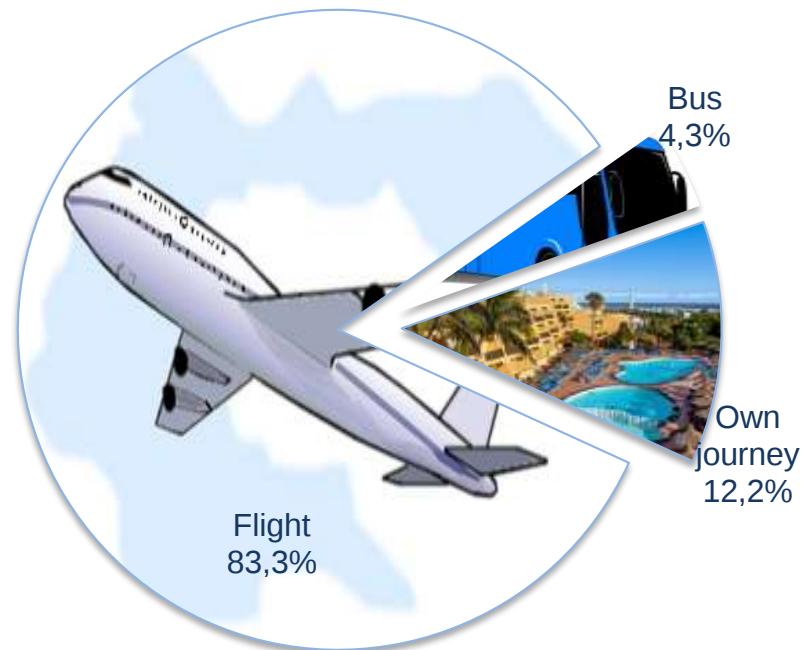


Flight

4,7%

-3,9%

Share %



Ranking of the most popular countries & destinations in CW26

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Burgas	5 408	2 021
2	Heraklion	7 079	2 656
3	Korfu	7 022	2 638
4	Zakynthos	7 332	2 757
5	Antalya	7 448	2 646
6	Rodos	7 565	2 812
7	Varna	5 345	2 040
8	Tirana	5 474	2 228
9	Majorka	7 416	3 162
10	Chania	7 213	2 937
11	Kos	8 110	2 924
12	Hurghada	5 468	2 046
13	Saloniki	5 732	2 274
14	Teneryfa	7 837	3 228
15	Sycylia	7 627	2 874
16	Bodrum	7 238	2 675
17	Marsa Alam	4 935	2 110
18	Fuerteventura	8 591	3 486
19	Gran Canaria	8 247	3 327
20	Barcelona	6 473	2 592



Rank	Country	Price/booking	Price/person
1	Grecja	7 046	2 679
2	Bułgaria	5 239	1 986
3	Hiszpania	7 556	3 123
4	Turcja	7 387	2 633
5	Włochy	6 286	2 498
6	Egipt	5 197	2 032
7	Albania	5 218	2 156
8	Chorwacja	4 811	1 898
9	Portugalia	7 254	3 177
10	Cypr	7 570	2 904

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

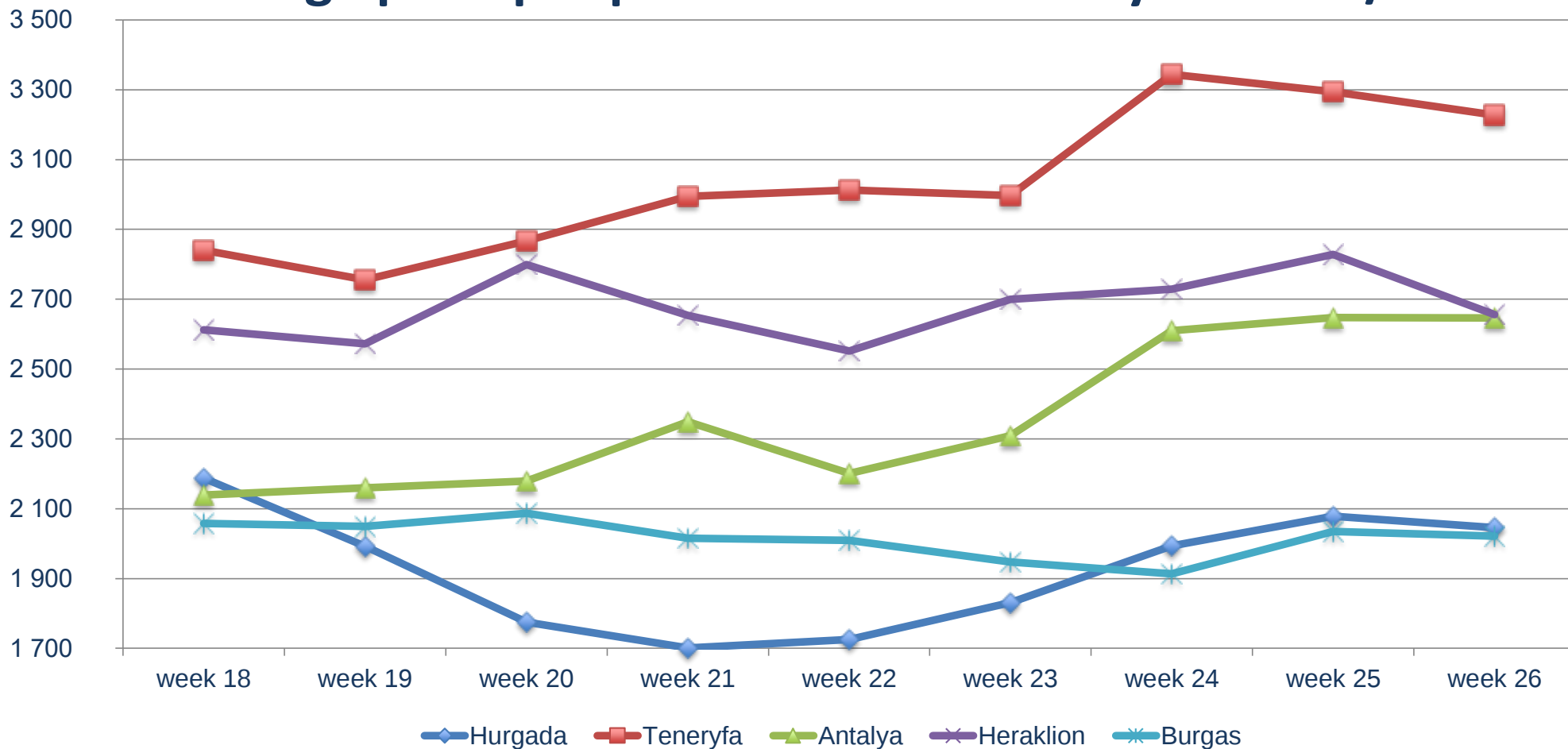
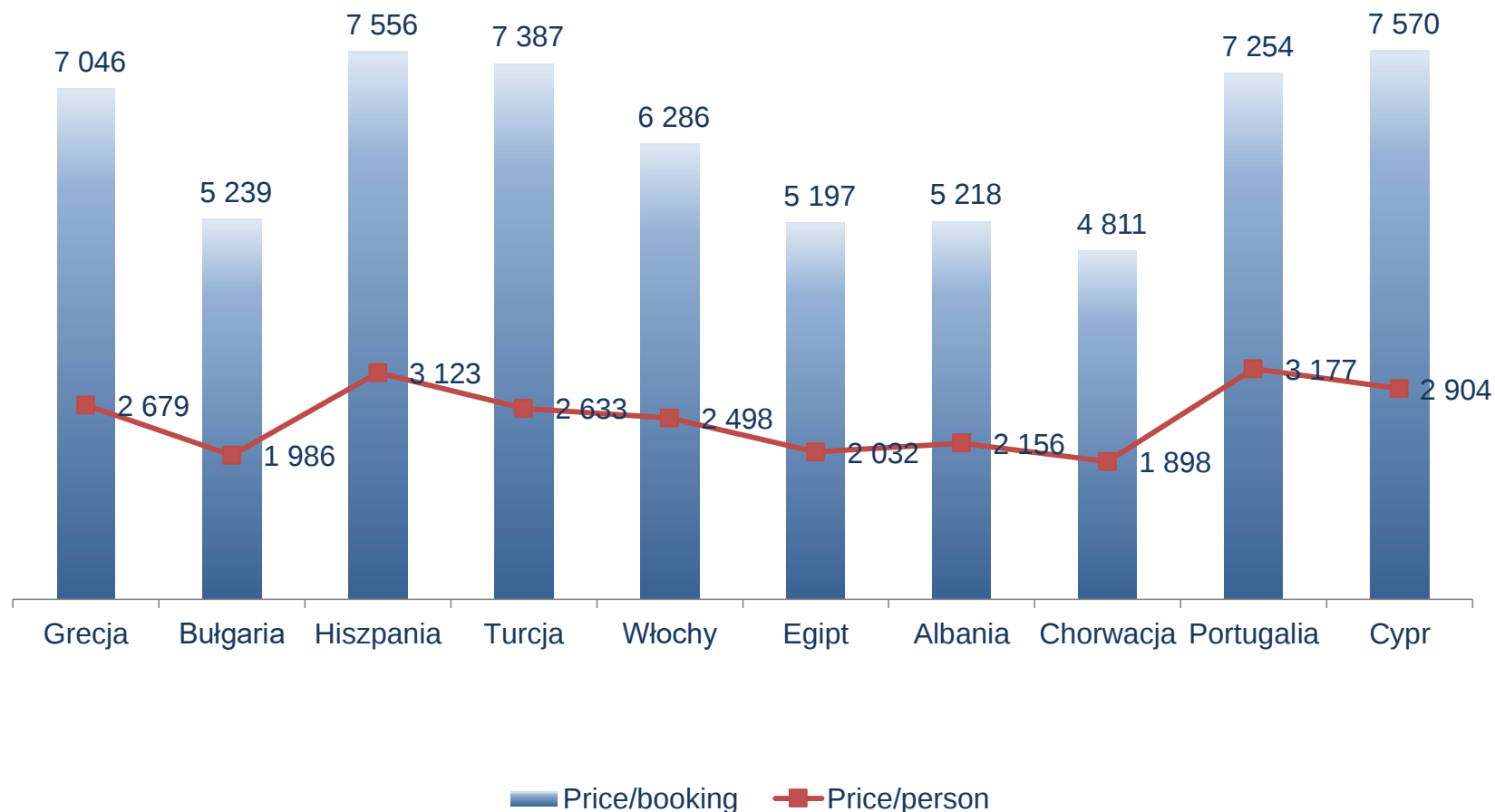


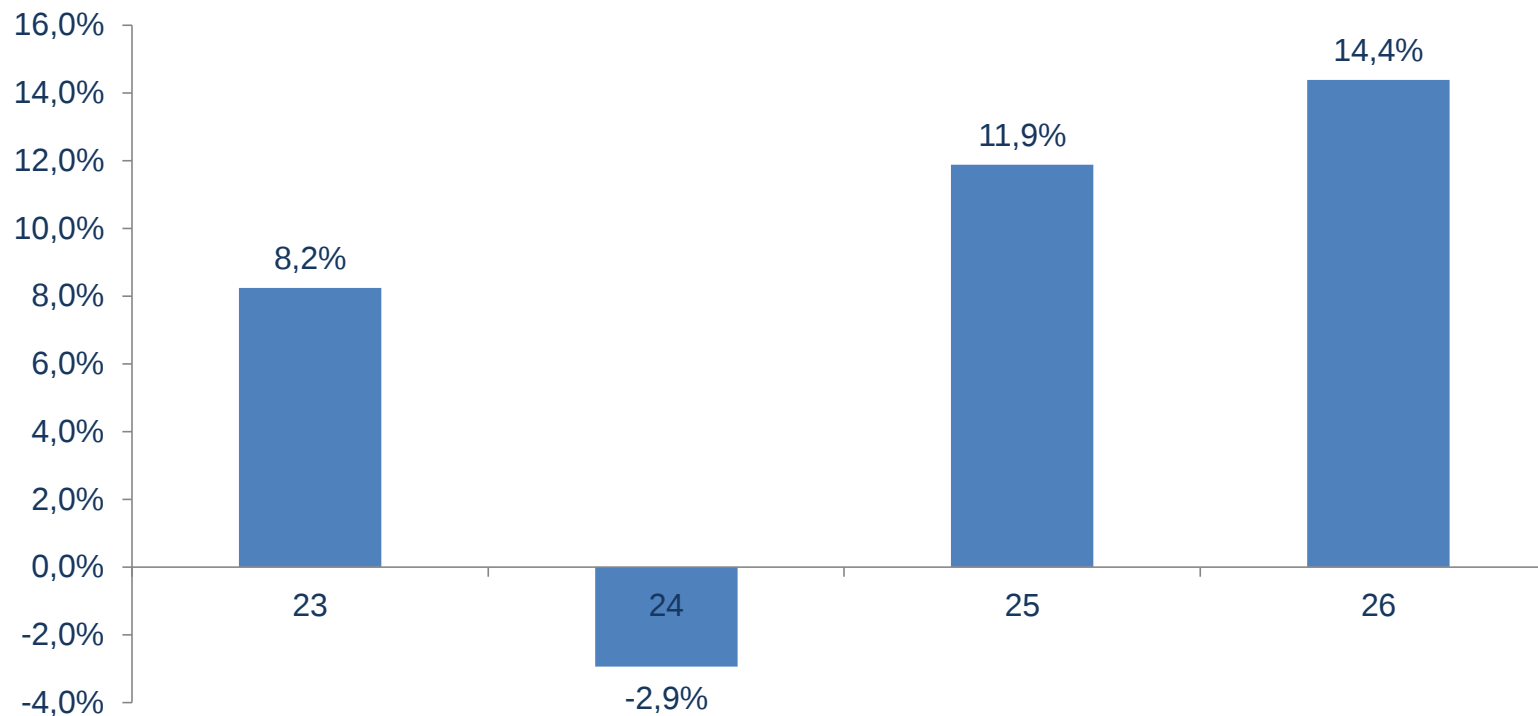
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 26. week



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

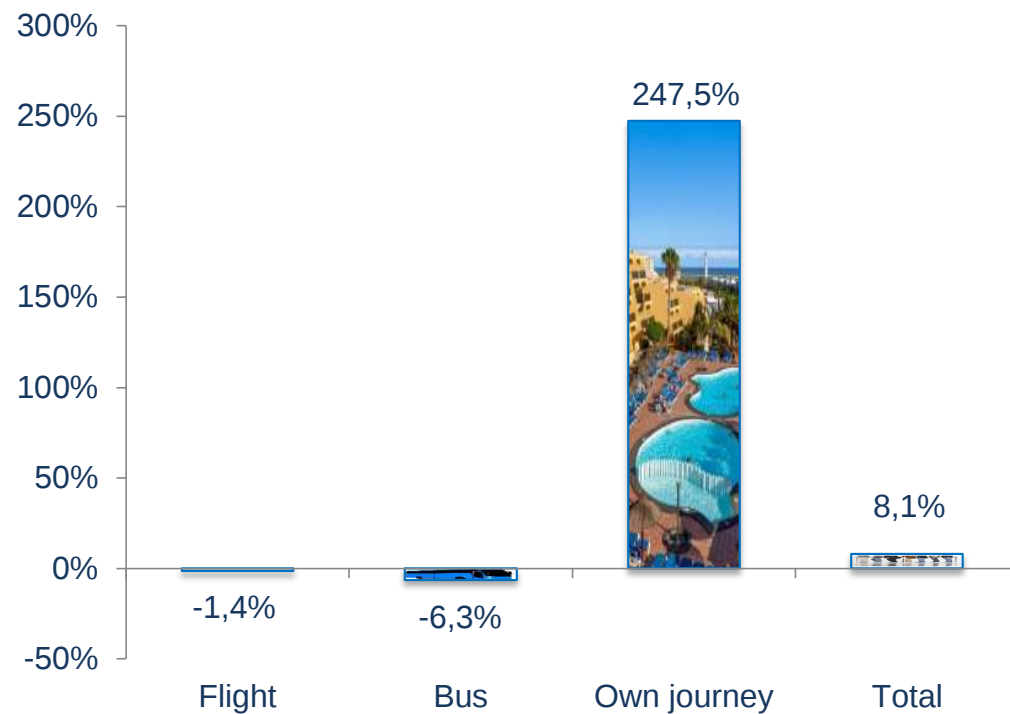
compared with 4 analogous weeks in tourist year 2015/2016.



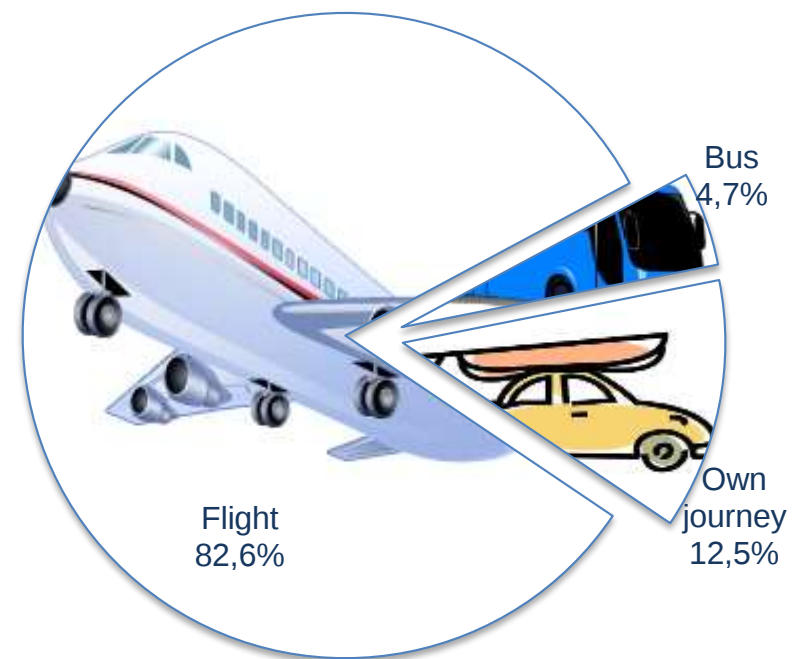
The sales trend of the last four weeks

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

Clients +/- %

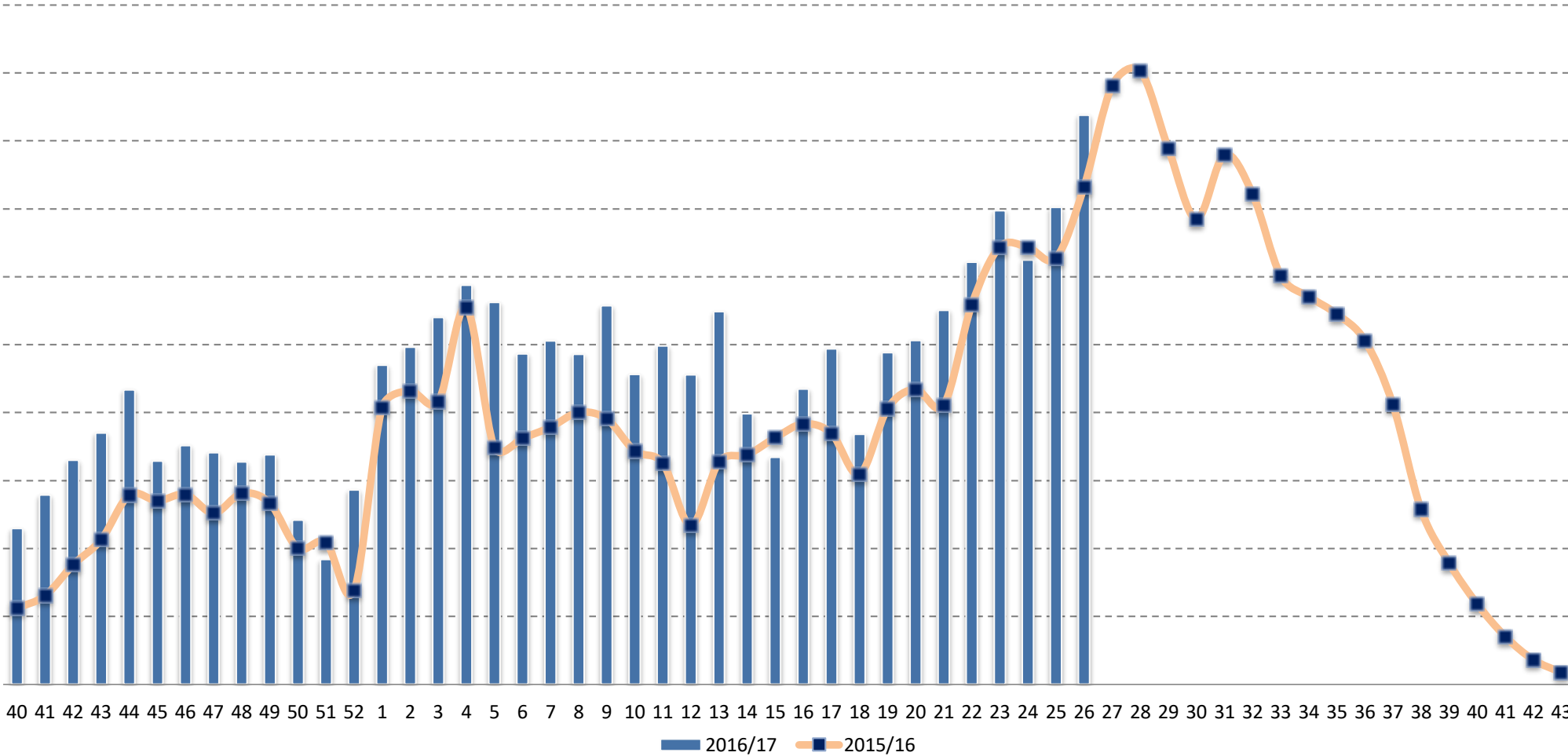


Share %



Weekly sales compared with the previous tourist year

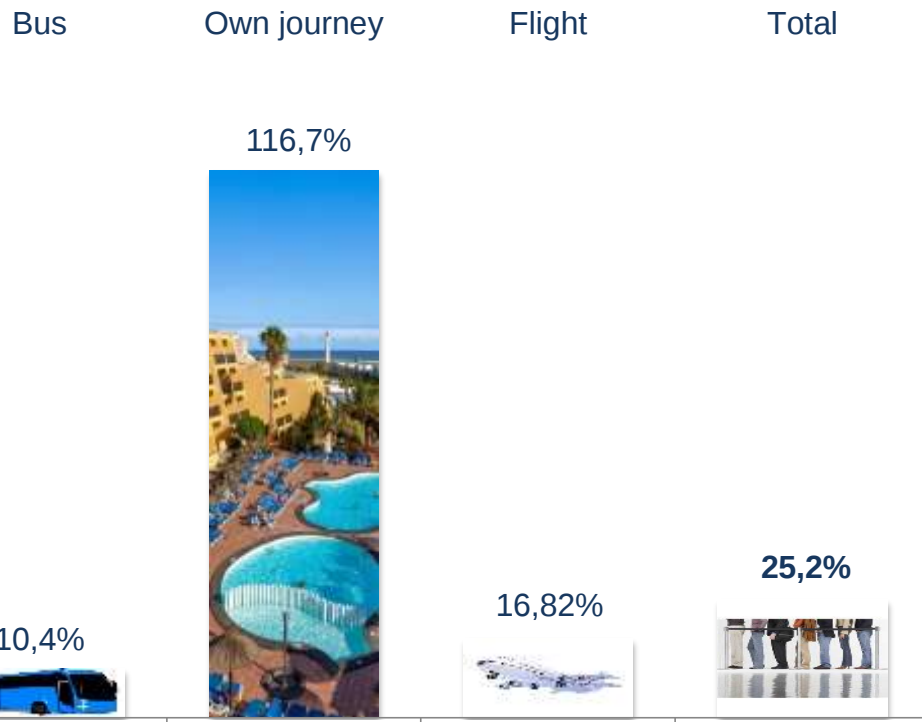
Bookings weekly 16/17 vs. 15/16



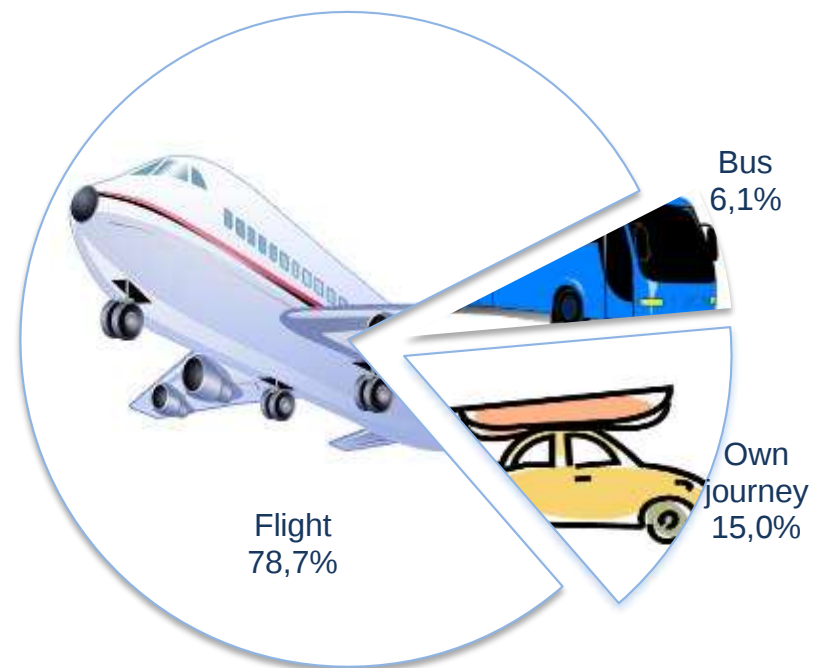
Cumulative sales of 2016/17

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	Share %
1	Grecja	25,4%	29,7%
2	Hiszpania	4,7%	17,3%
3	Bułgaria	10,7%	8,1%
4	Turcja	38,9%	6,4%
5	Egipt	102,8%	5,9%
6	Włochy	7,0%	5,8%
7	Chorwacja	7,4%	2,5%
8	Portugalia	3,6%	2,4%
9	Albania	104,5%	2,3%
10	Cypr	0,1%	1,4%
11	Kuba	52,9%	1,2%
12	Niemcy	19,2%	1,0%
13	Austria	5,1%	1,0%
14	Emiraty Arabskie	39,3%	0,9%
15	Polska	12,2%	0,9%
16	Malta	123,1%	0,8%
17	Oman	++	0,8%
18	Dominikana	9,1%	0,8%
19	Tanzania	106,2%	0,8%
20	Maroko	3,7%	0,7%

Rank	Destination	+/- % last year
1	Heraklion	19%
2	Zakynthos	28%
3	Burgas	9%
4	Antalya	62%
5	Korfu	12%
6	Rodos	29%
7	Fuerteventura	0%
8	Teneryfa	-3%
9	Chania	13%
10	Varna	10%
11	Hurghada	70%
12	Marsa Alam	97%
13	Kos	52%
14	Gran Canaria	7%
15	Majorka	2%
16	Lanzarote	27%
17	Tirana	148%
18	Madera	7%
19	Saloniki	39%
20	Bodrum	-5%



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