

Weekly report 27/2017

Data source: MerlinX*

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

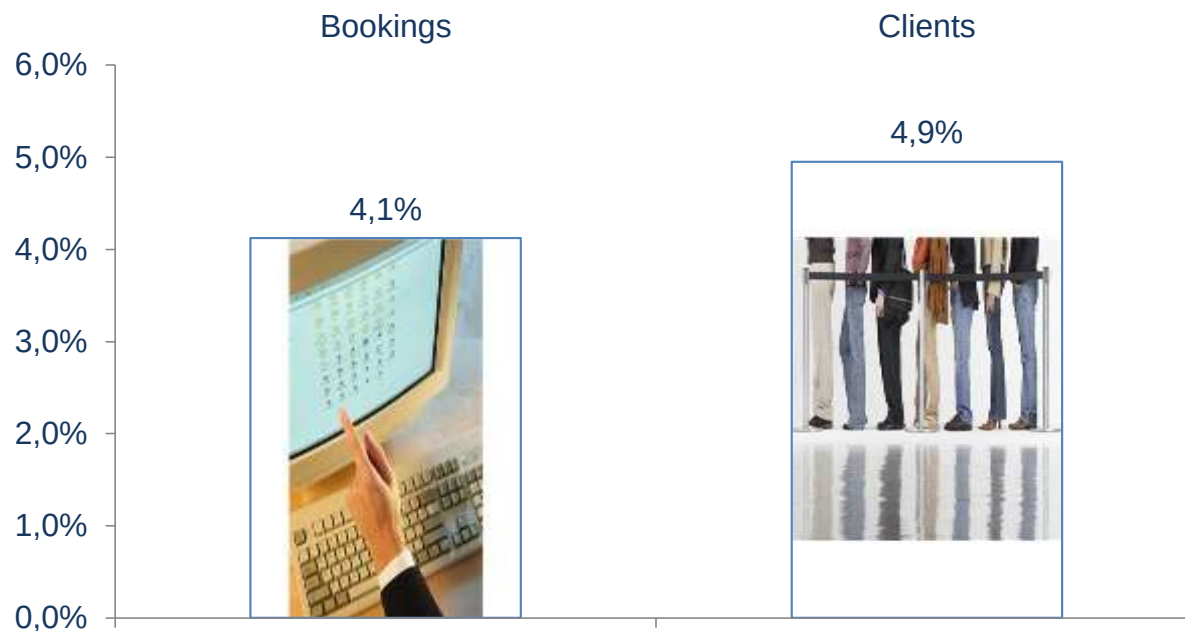
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 27/2017, tours 01.11.16 – 31.10.17

compared with week 27. in 2016 r.



Last week – 27/2017, tours 01.11.16 – 31.10.17

compared with week 27. in 2016 r.

Clients +/-%

Bus

Own journey

Flight

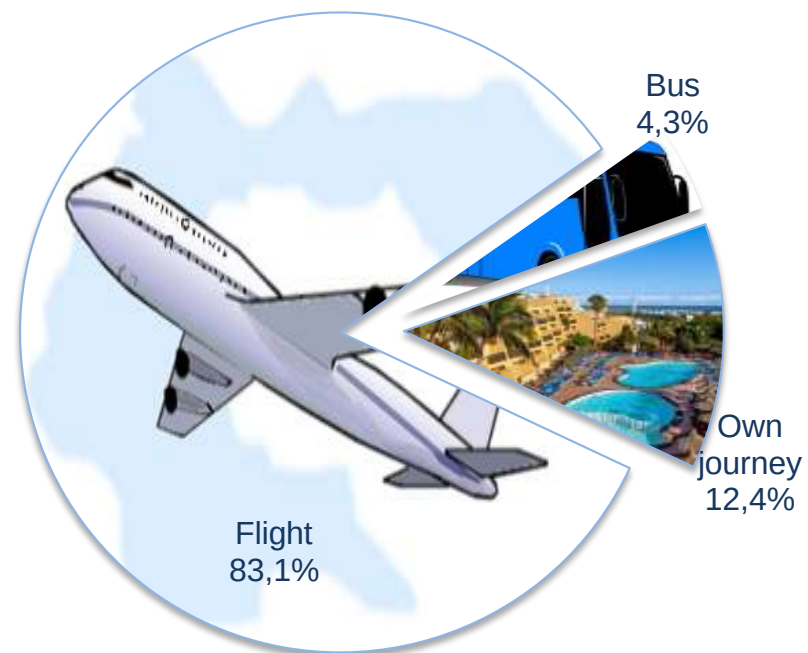
287,8%



-15,6%

-4,3%

Share %



Ranking of the most popular countries & destinations in CW27

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Burgas	5 200	1 974
2	Heraklion	7 265	2 783
3	Antalya	7 250	2 610
4	Rodos	7 762	2 861
5	Korfu	7 020	2 697
6	Zakynthos	7 854	2 902
7	Varna	5 410	2 053
8	Tirana	5 616	2 299
9	Chania	7 011	2 922
10	Majorka	7 791	3 151
11	Kos	8 172	3 046
12	Hurghada	5 526	2 144
13	Sycylia	7 185	2 871
14	Saloniki	6 136	2 384
15	Bodrum	6 870	2 604
16	Teneryfa	7 978	3 284
17	Fuerteventura	8 283	3 409
18	Marsa Alam	5 263	2 202
19	Ateny	7 058	2 650
20	Madera	7 092	3 131



Rank	Country	Price/booking	Price/person
1	Grecja	7 167	2 750
2	Bułgaria	5 184	1 976
3	Hiszpania	7 603	3 117
4	Turcja	7 182	2 608
5	Włochy	6 244	2 565
6	Egipt	5 464	2 172
7	Albania	5 445	2 256
8	Chorwacja	4 221	1 700
9	Portugalia	7 180	3 130
10	Cypr	7 638	3 031

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

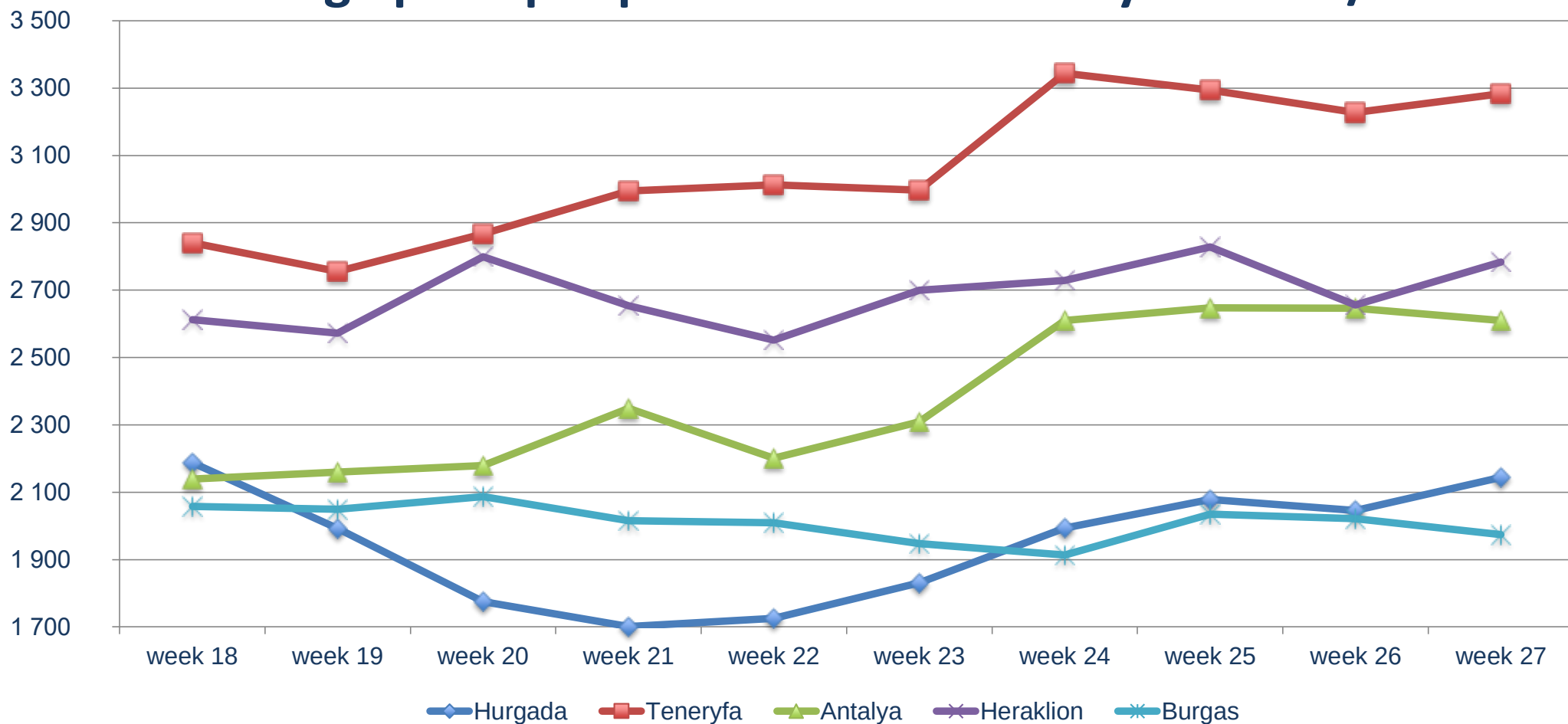
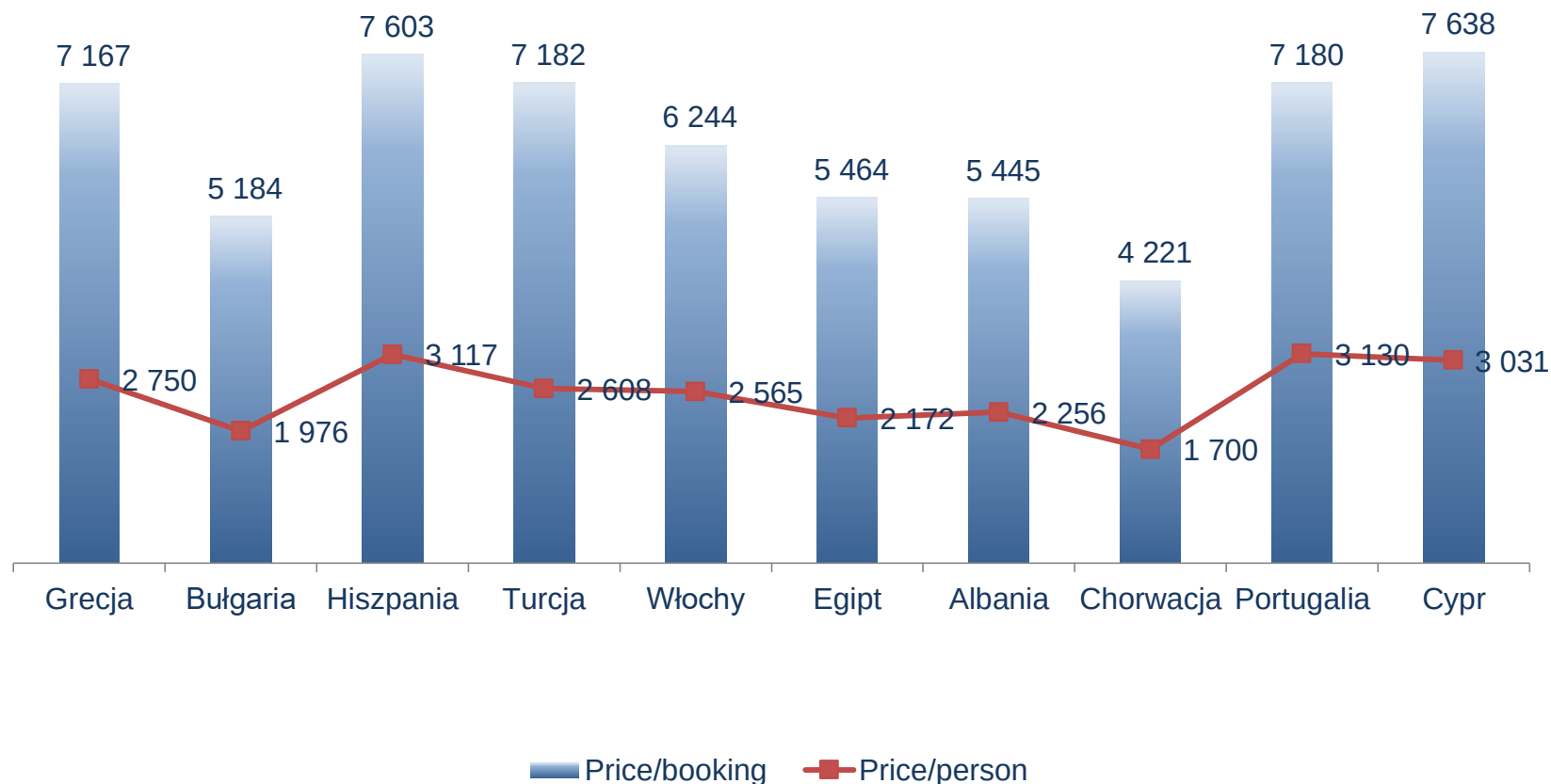


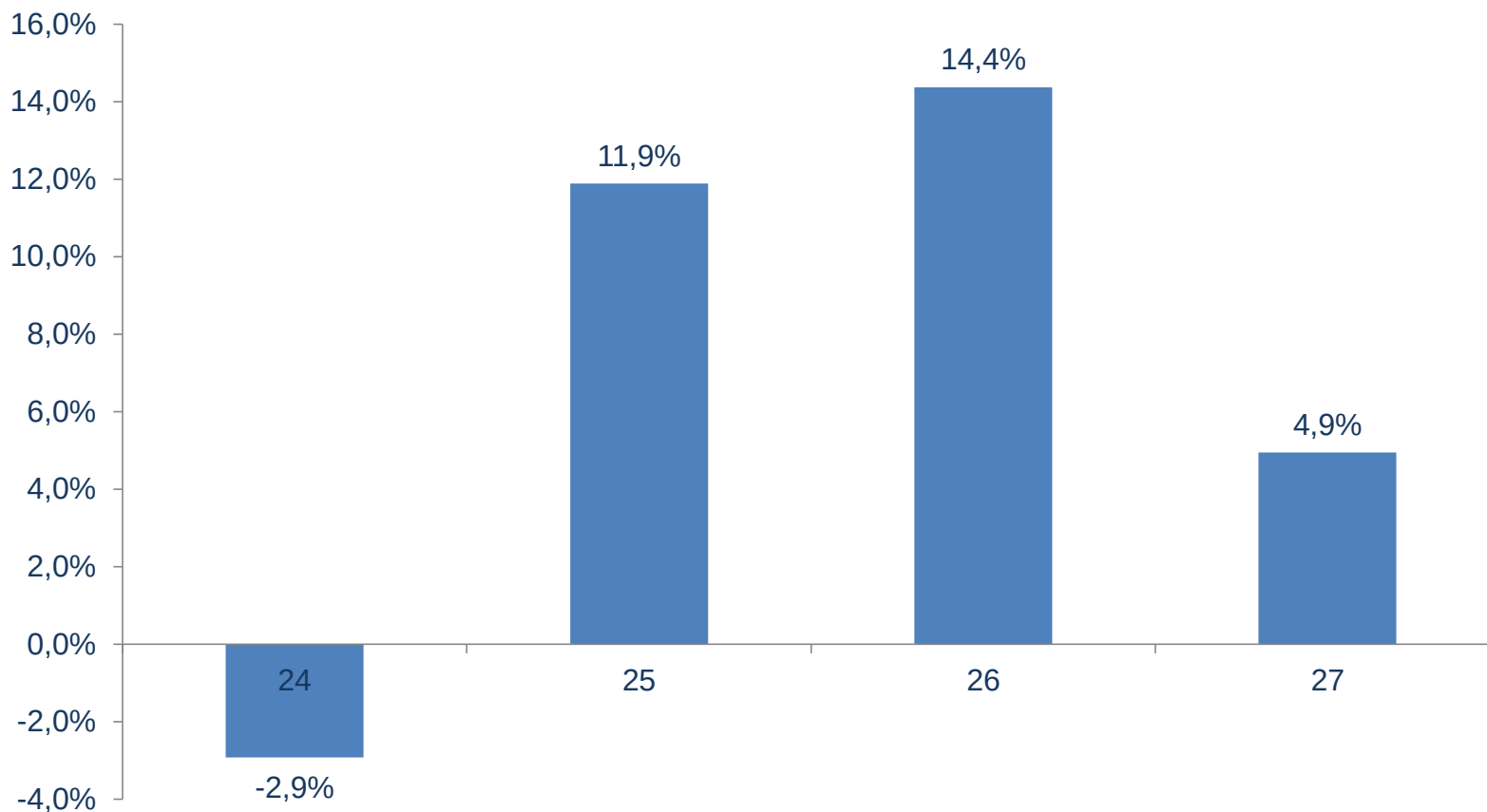
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 27. week



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

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



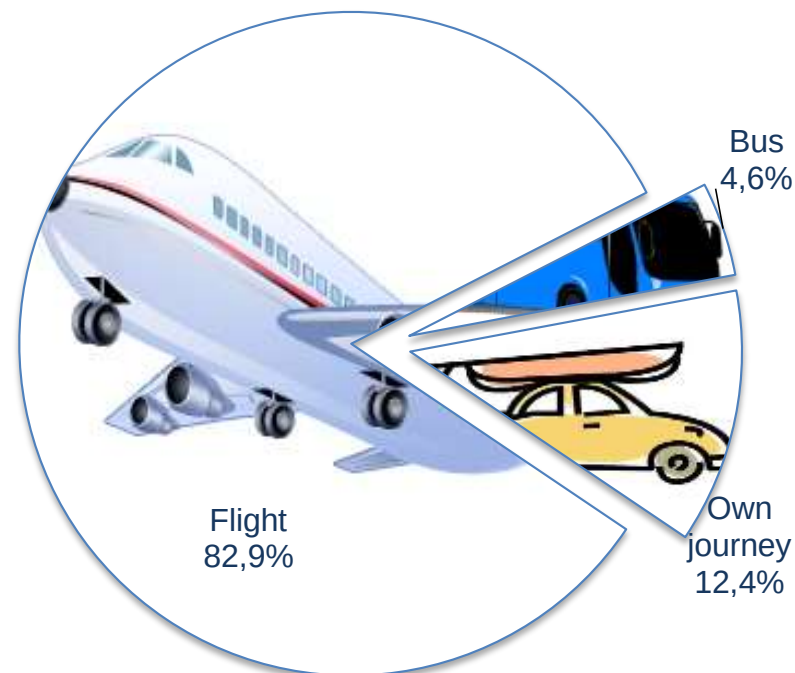
The sales trend of the last four weeks

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

Clients +/- %

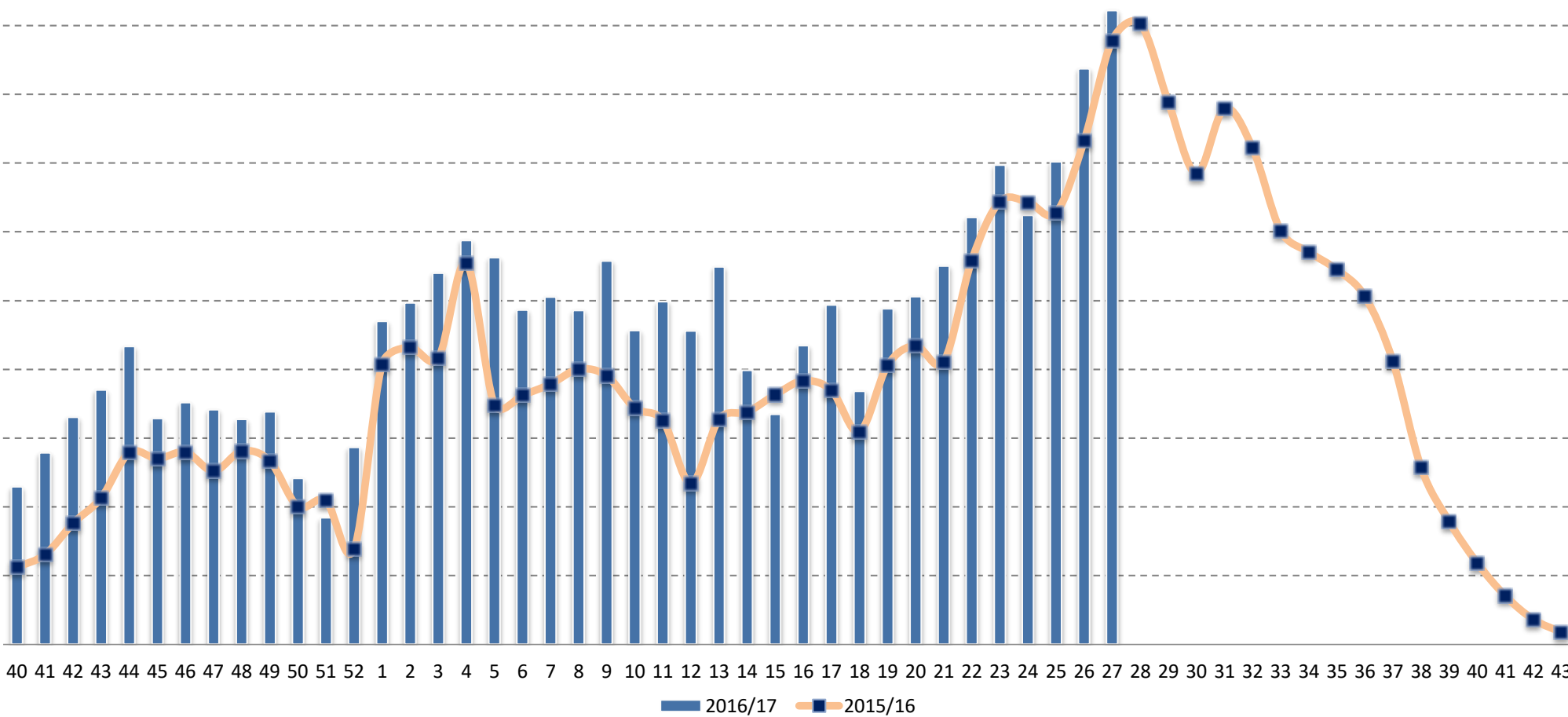


Share %



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 +/- %

Bus

Own journey

Flight

Total

120,6%

15,54%

24,0%

9,3%

Share %

Bus
6,0%

Own
journey
14,9%

Flight
78,9%

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

Rank	Country	+/- % last year	Share %
1	Grecja	22%	30,0%
2	Hiszpania	4%	17,1%
3	Bułgaria	10%	8,5%
4	Turcja	37%	6,5%
5	Włochy	8%	5,9%
6	Egipt	104%	5,8%
7	Chorwacja	7%	2,4%
8	Albania	107%	2,4%
9	Portugalia	3%	2,3%
10	Cypr	1%	1,4%
11	Kuba	53%	1,1%
12	Niemcy	18%	0,9%
13	Austria	5%	0,9%
14	Polska	12%	0,9%
15	Emiraty Arabskie	40%	0,9%
16	Malta	124%	0,8%
17	Dominikana	8%	0,7%
18	Oman	++	0,7%
19	Tanzania	106%	0,7%
20	Maroko	5%	0,7%

Rank	Destination	+/- % last year
1	Heraklion	14%
2	Zakynthos	25%
3	Burgas	10%
4	Antalya	59%
5	Rodos	25%
6	Korfu	9%
7	Fuerteventura	0%
8	Teneryfa	-3%
9	Chania	13%
10	Varna	9%
11	Hurghada	73%
12	Marsa Alam	95%
13	Kos	46%
14	Majorka	2%
15	Gran Canaria	7%
16	Lanzarote	25%
17	Tirana	157%
18	Madera	7%
19	Saloniki	36%
20	Bodrum	-4%



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