

Weekly report 28/2017

Data source: MerlinX*

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

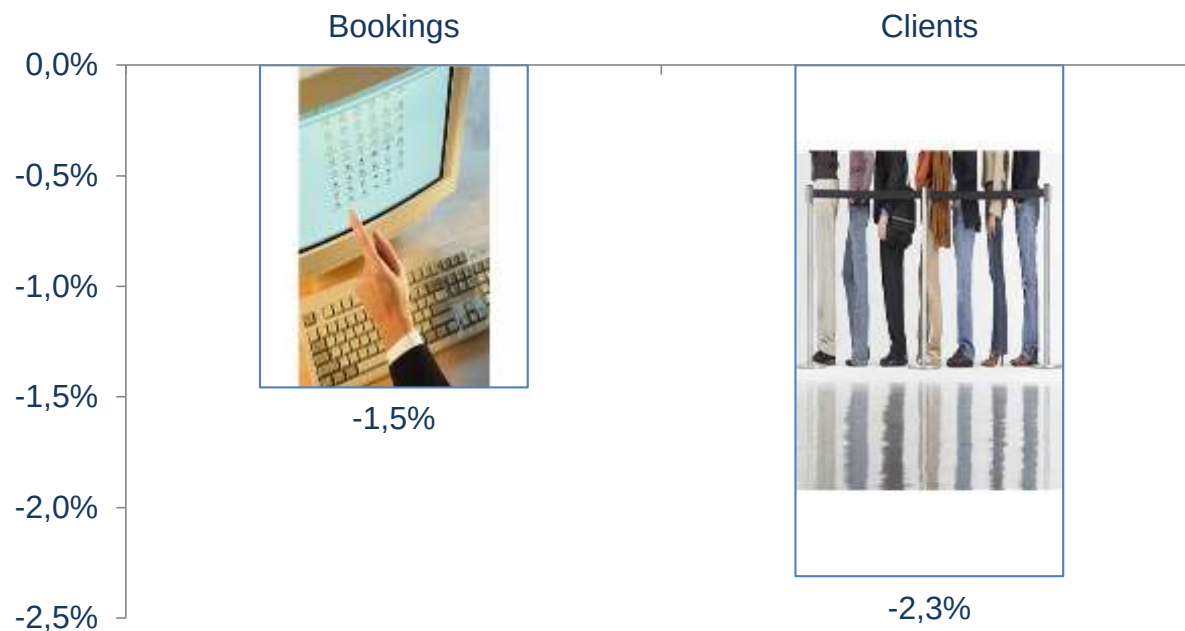
<http://www.pzot.pl>

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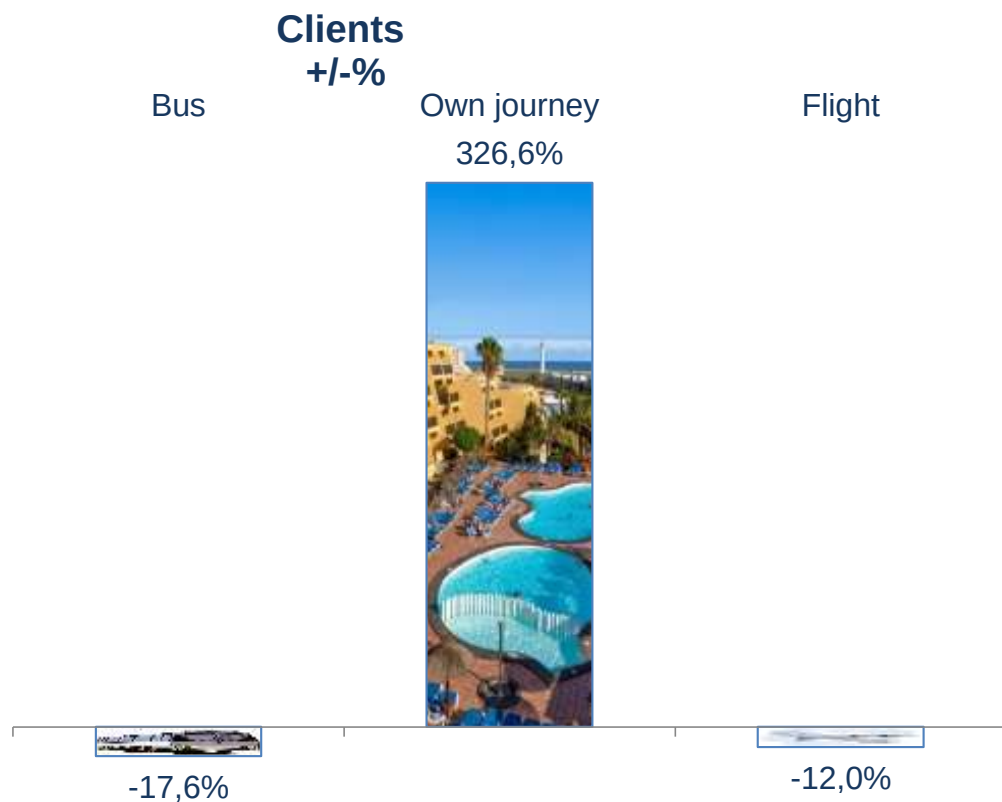
Last week – 28/2017, tours 01.11.16 – 31.10.17

compared with week 28. in 2016 r.

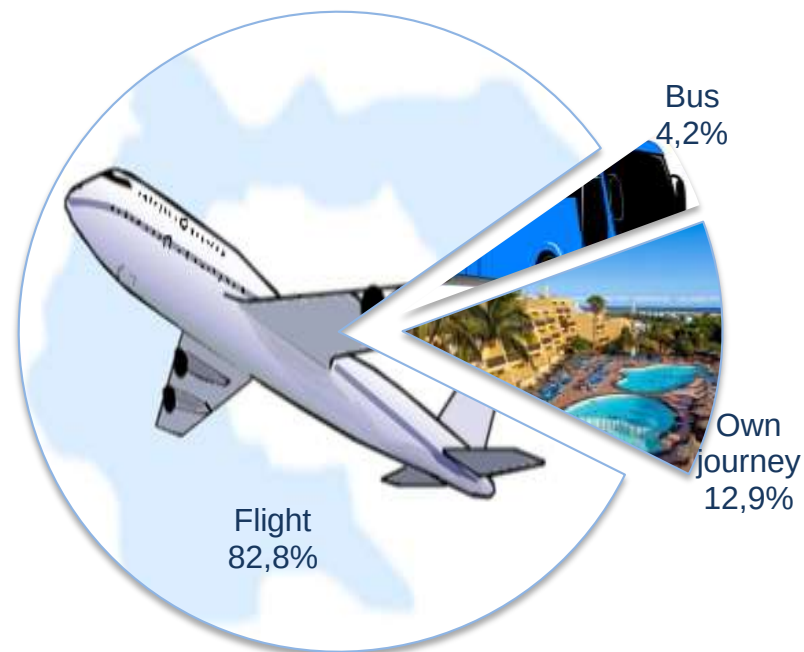


Last week – 28/2017, tours 01.11.16 – 31.10.17

compared with week 28. in 2016 r.



Share %



Ranking of the most popular countries & destinations in CW28

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Burgas	5 480	2 072
2	Heraklion	7 296	2 801
3	Antalya	7 141	2 603
4	Rodos	7 513	2 843
5	Korfu	7 011	2 773
6	Varna	5 367	2 109
7	Zakynthos	7 893	2 987
8	Chania	7 262	3 056
9	Tirana	5 656	2 372
10	Majorka	7 750	3 208
11	Kos	8 492	3 112
12	Hurghada	5 407	2 156
13	Saloniki	6 119	2 478
14	Bodrum	6 959	2 582
15	Sycylia	7 212	2 963
16	Marsa Alam	5 315	2 162
17	Teneryfa	8 340	3 376
18	Gran Canaria	8 176	3 358
19	Malaga	7 138	3 122
20	Enfidha	4 533	1 946



Rank	Country	Price/booking	Price/person
1	Grecja	7 196	2 814
2	Bułgaria	5 311	2 059
3	Hiszpania	7 602	3 160
4	Turcja	7 172	2 618
5	Włochy	6 242	2 643
6	Egipt	5 364	2 140
7	Albania	5 547	2 334
8	Chorwacja	4 058	1 663
9	Portugalia	7 792	3 488
10	Cypr	7 191	2 815

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

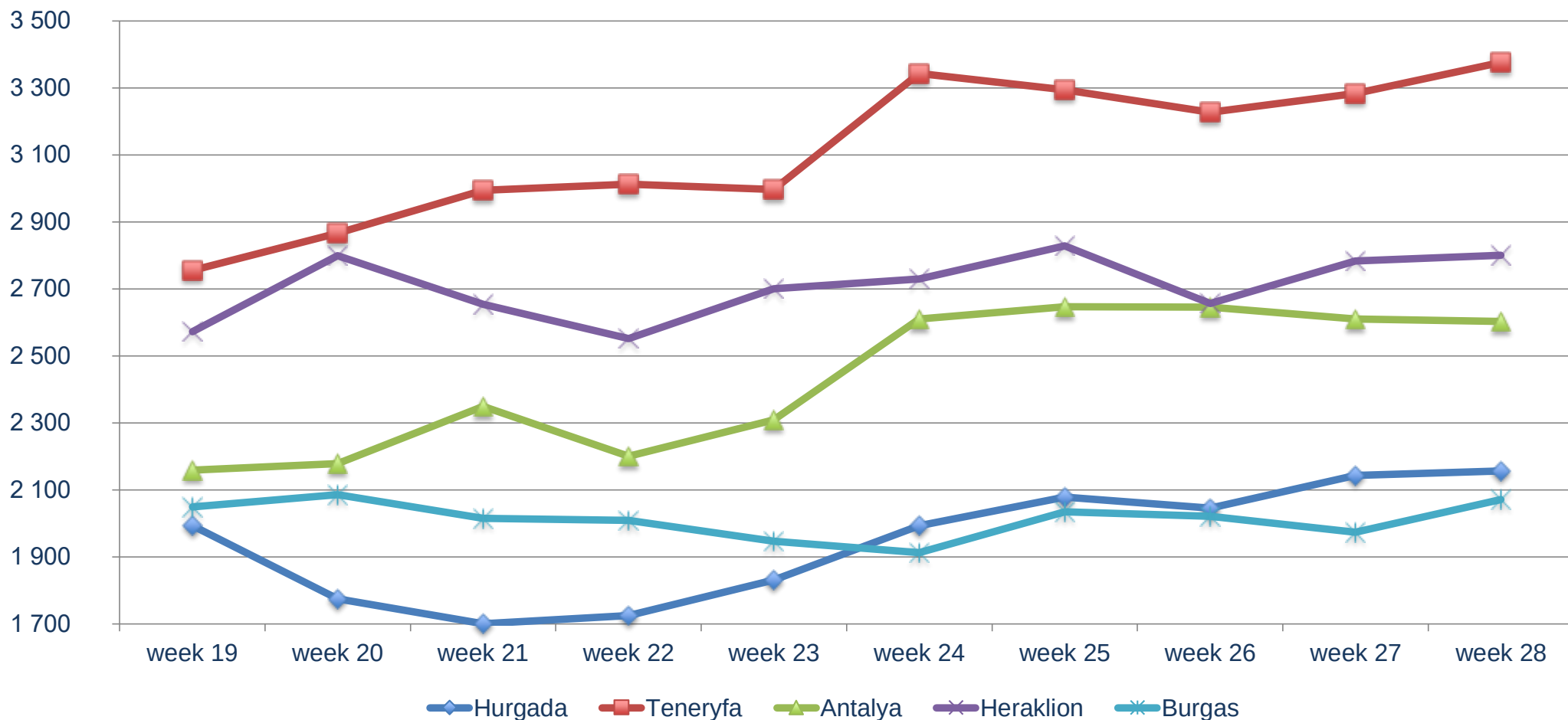
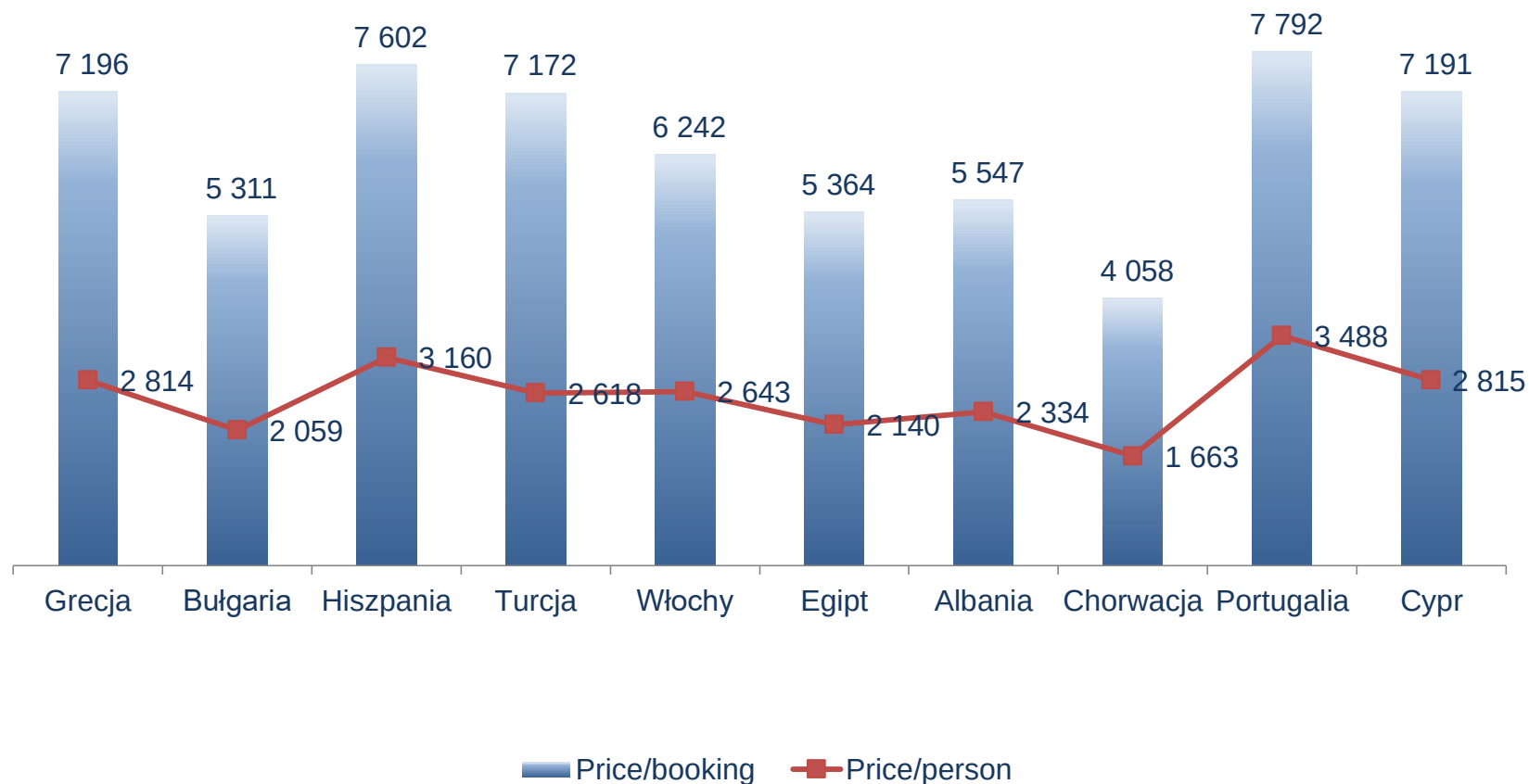


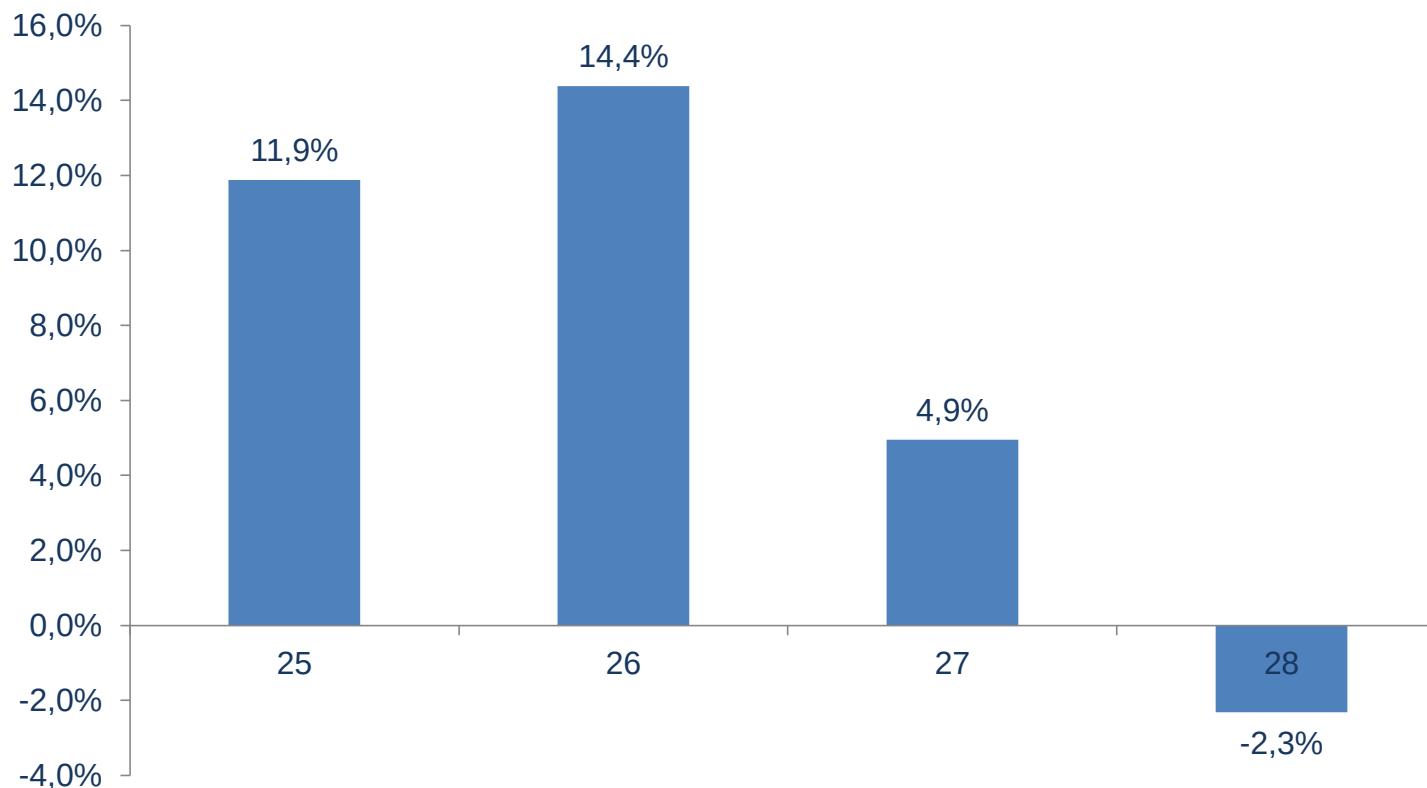
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 28. week



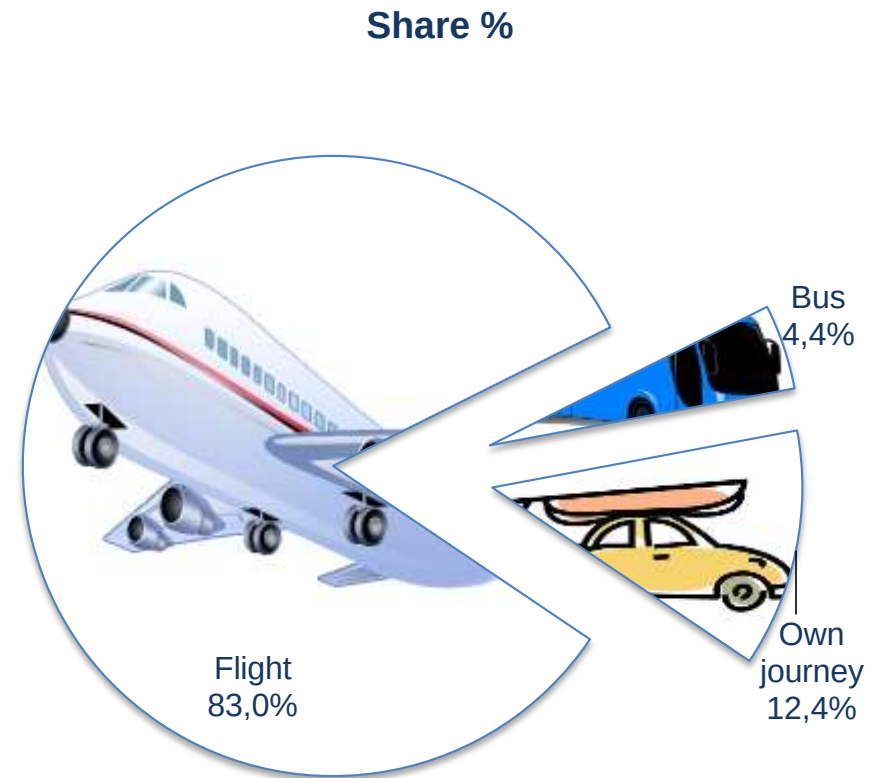
The last four weeks of sales of the tourist year 2016/17 - customers

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



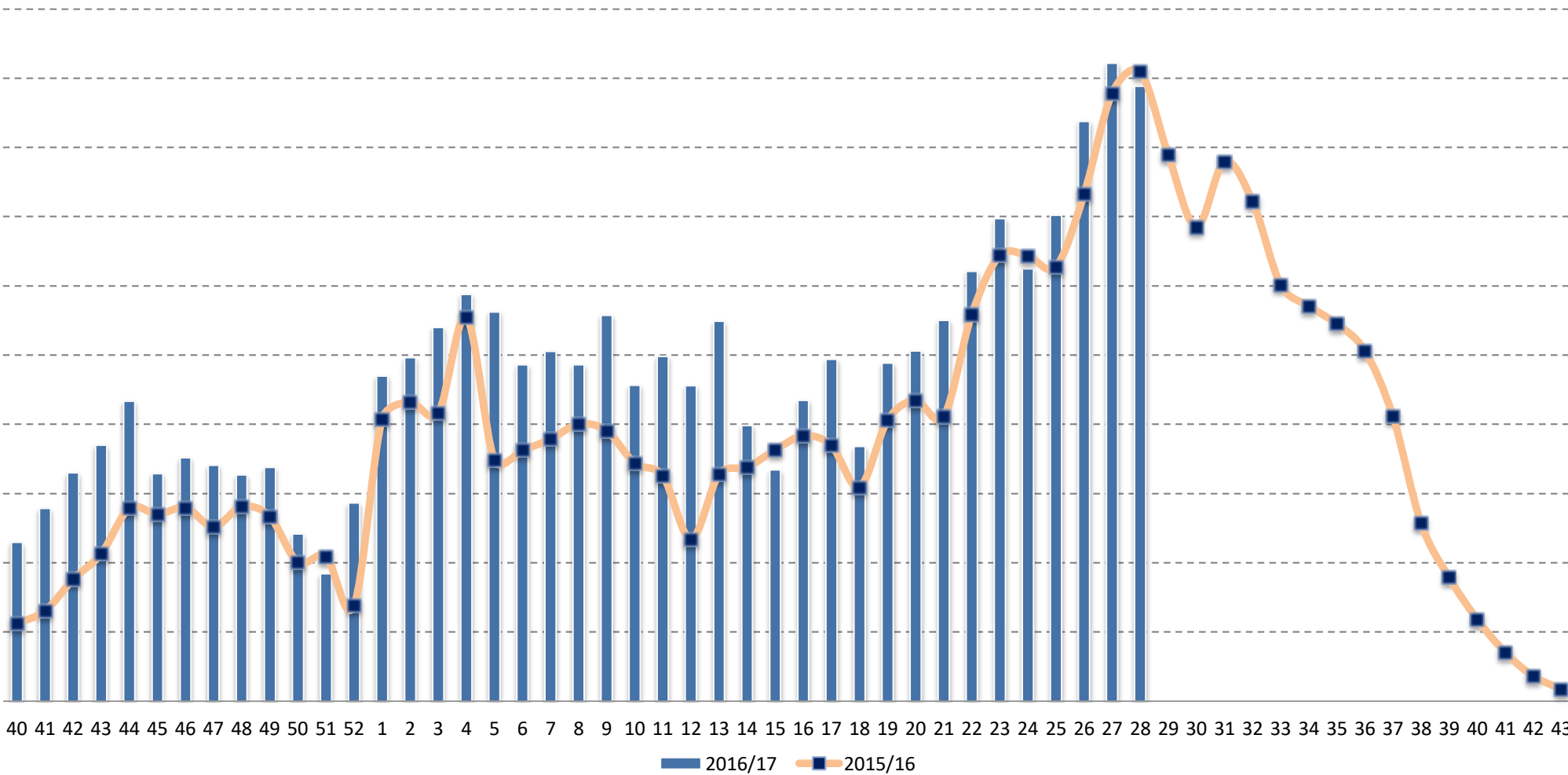
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

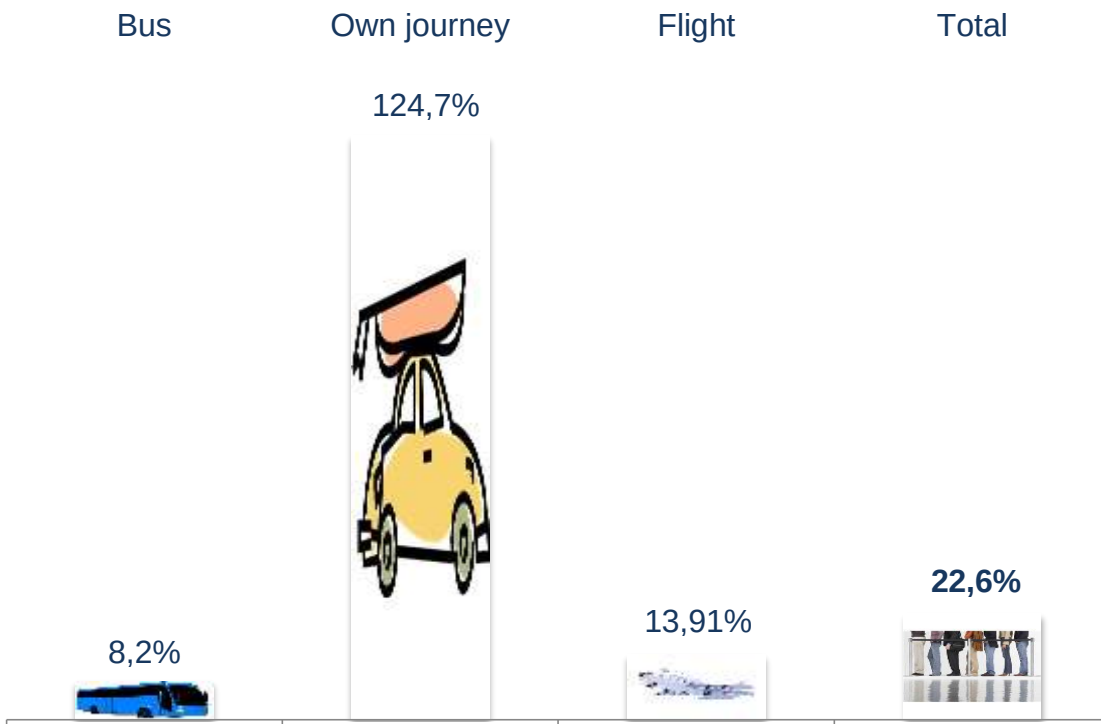
Bookings weekly 16/17 vs. 15/16



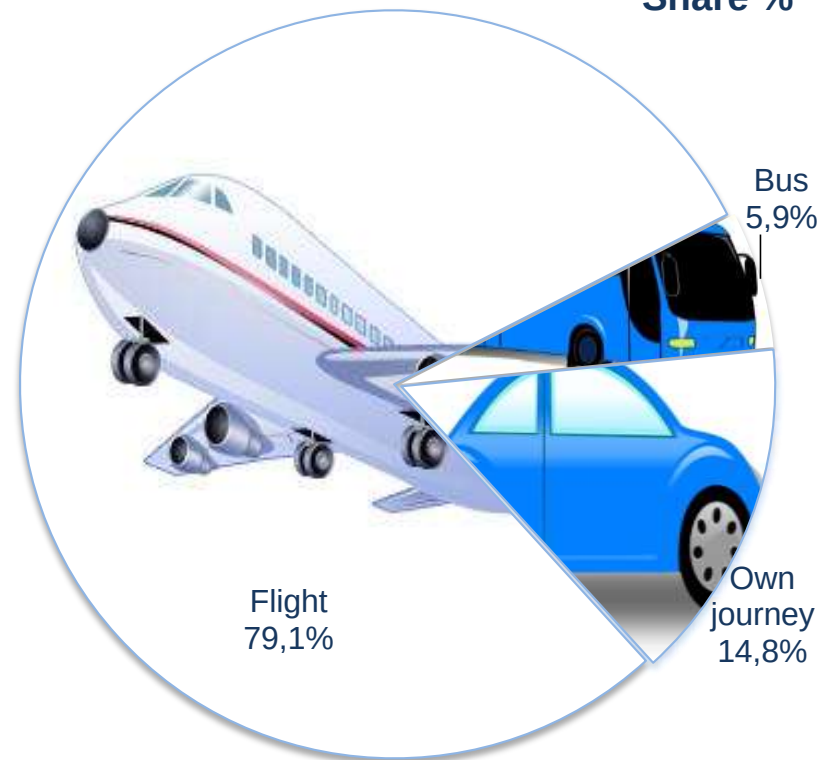
Cumulative sales of 2016/17

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	18,6%	30,2%
2	Hiszpania	3,5%	16,8%
3	Bułgaria	10,2%	8,7%
4	Turcja	36,7%	6,7%
5	Włochy	7,5%	5,9%
6	Egipt	106,2%	5,8%
7	Albania	106,4%	2,5%
8	Chorwacja	6,3%	2,4%
9	Portugalia	2,7%	2,3%
10	Cypr	1,1%	1,3%
11	Kuba	53,1%	1,1%
12	Niemcy	17,1%	0,9%
13	Polska	11,5%	0,9%
14	Austria	5,1%	0,9%
15	Emiraty Arabskie	38,9%	0,9%
16	Malta	122,9%	0,8%
17	Dominikana	7,5%	0,7%
18	Maroko	7,0%	0,7%
19	Oman	++	0,7%
20	Tanzania	106,4%	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