

Weekly report 32/2017

Data source: MerlinX*

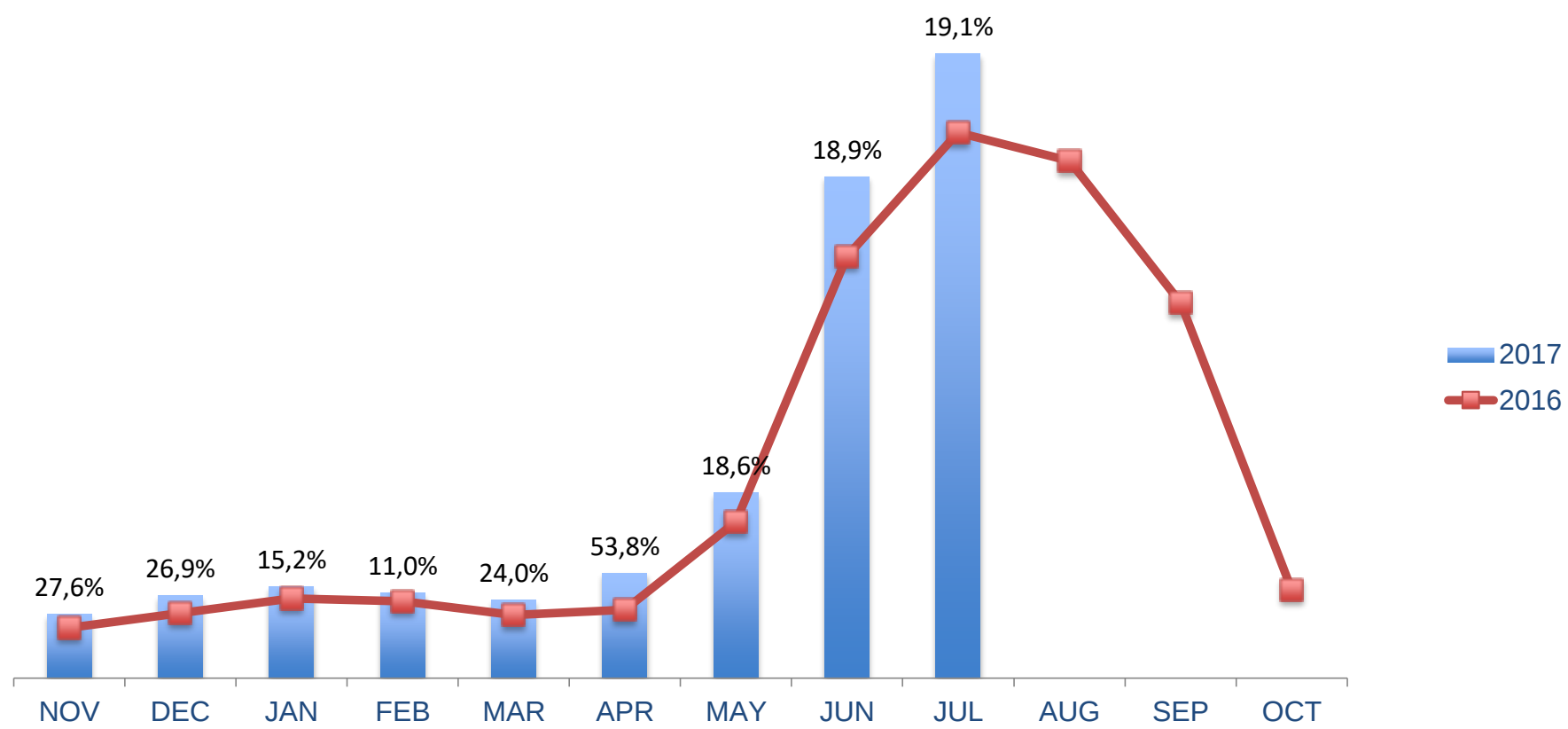
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

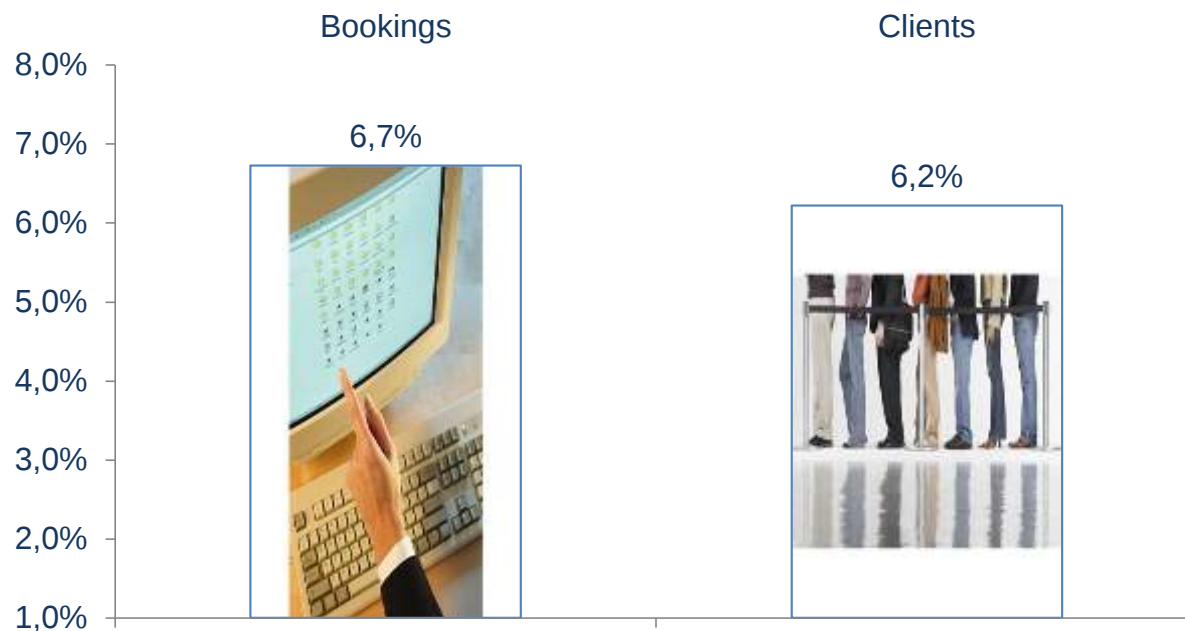
<http://www.merlinx.pl>

Monthly trips compared with previous tourist year



Last week – 32/2017, tours 01.11.16 – 31.10.17

compared with week 32. in 2016 r.



Last week – 32/2017, tours 01.11.16 – 31.10.17

compared with week 32. in 2016 r.

Clients +/-%

Bus



-8,7%

Own journey



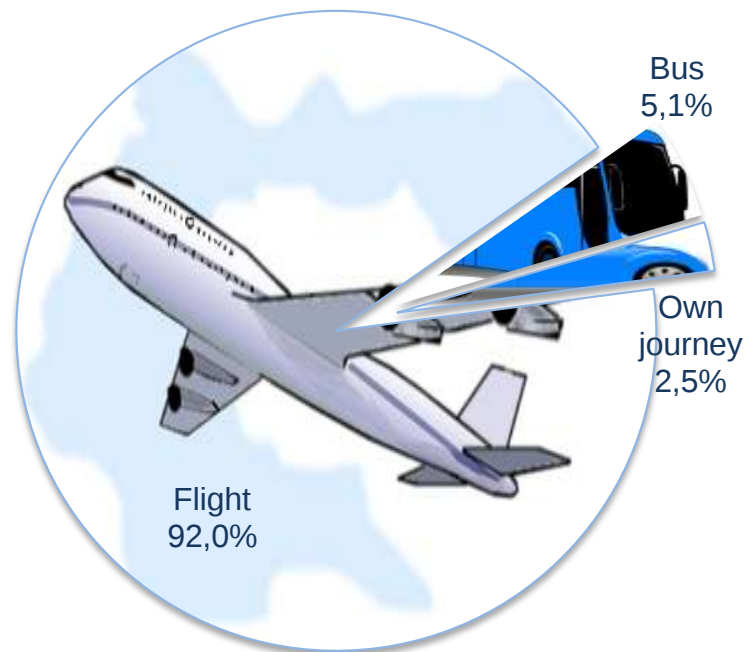
-11,4%

Flight

7,8%



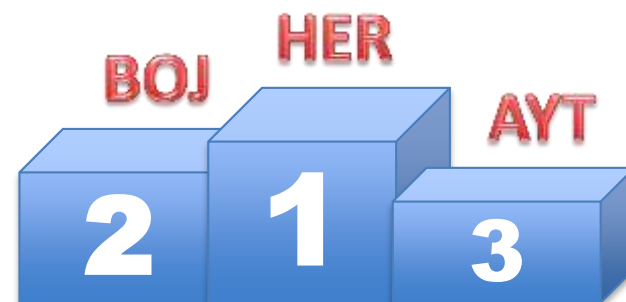
Share %



Ranking of the most popular countries & destinations in CW32

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 514	2 705
2	Burgas	4 607	1 947
3	Antalya	5 812	2 407
4	Korfu	6 429	2 667
5	Zakynthos	7 185	2 797
6	Rodos	7 202	2 863
7	Varna	4 637	2 033
8	Kos	7 375	2 844
9	Chania	7 159	3 119
10	Tirana	5 342	2 325
11	Majorka	6 745	3 032
12	Hurghada	5 076	2 186
13	Saloniki	5 339	2 277
14	Sycylia	6 294	2 829
15	Teneryfa	7 244	3 184
16	Barcelona	5 432	2 549
17	Fuerteventura	7 228	3 062
18	Malaga	6 270	2 832
19	Girona	5 964	2 573
20	Gran Canaria	7 004	3 147



Rank	Country	Price/booking	Price/person
1	Grecja	6 771	2 745
2	Hiszpania	6 779	2 975
3	Turcja	6 398	2 545
4	Bułgaria	4 542	1 950
5	Egipt	5 116	2 177
6	Albania	5 237	2 287
7	Włochy	6 240	2 654
8	Portugalia	6 929	3 172
9	Chorwacja	3 483	1 622
10	Cypr	7 160	2 941

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

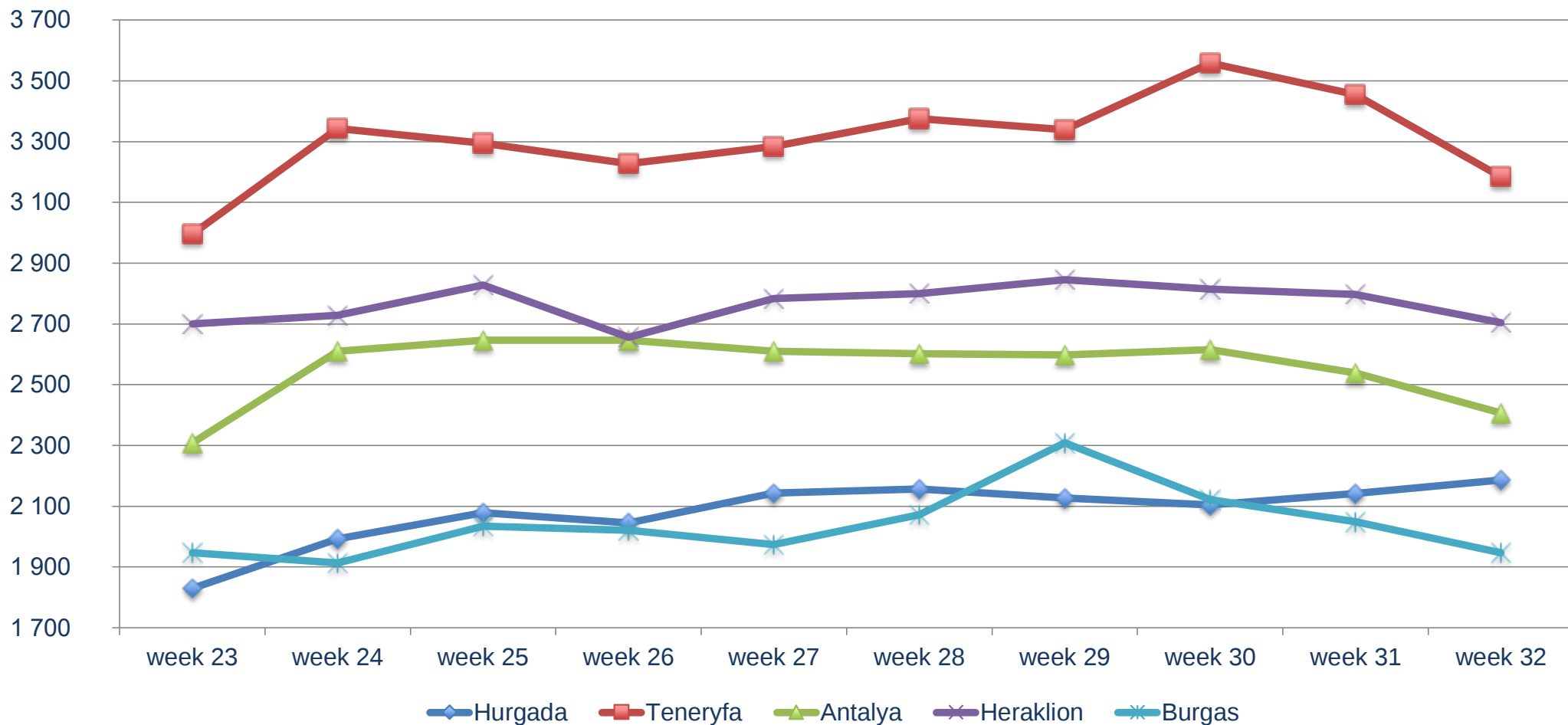
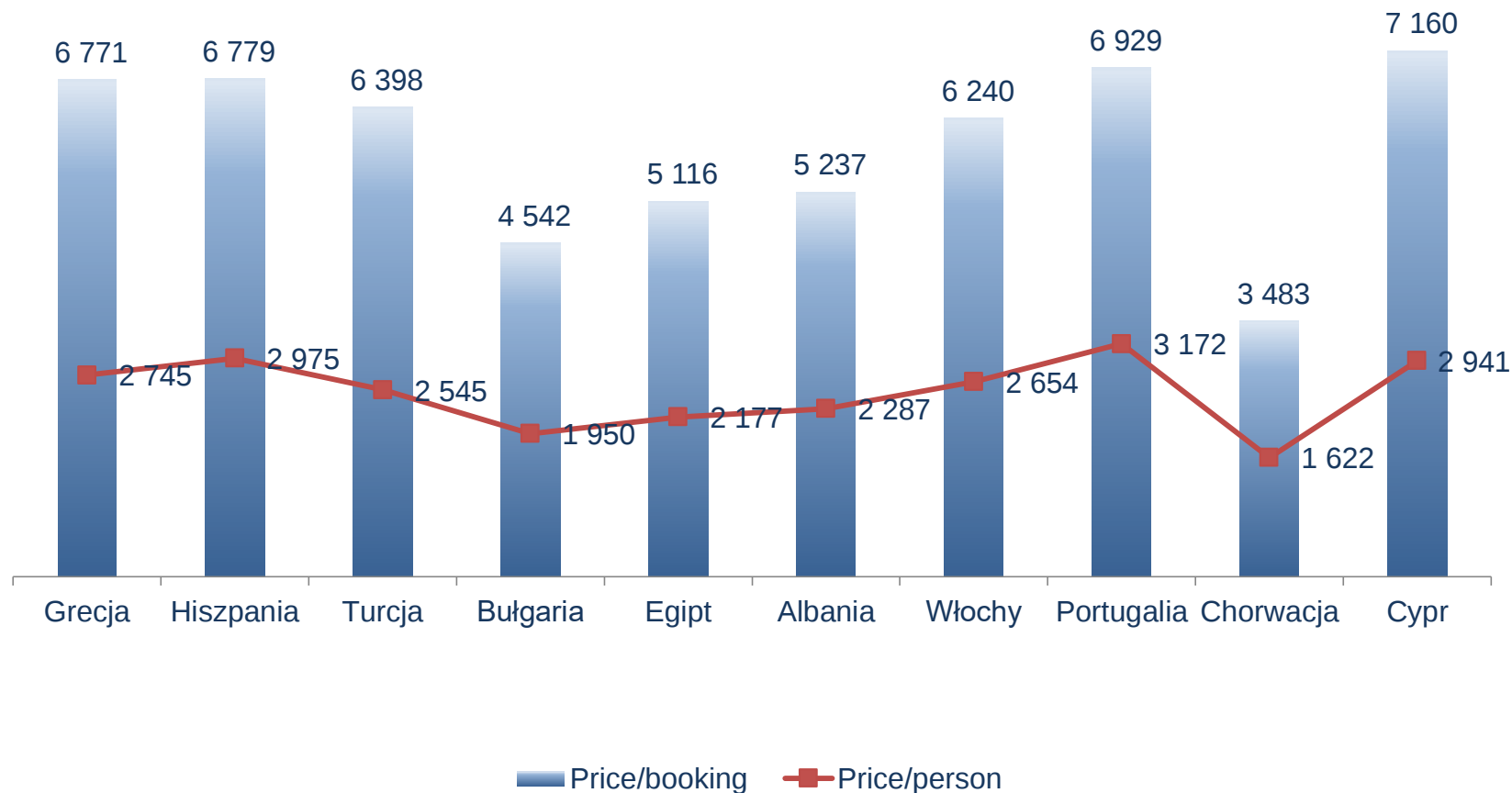


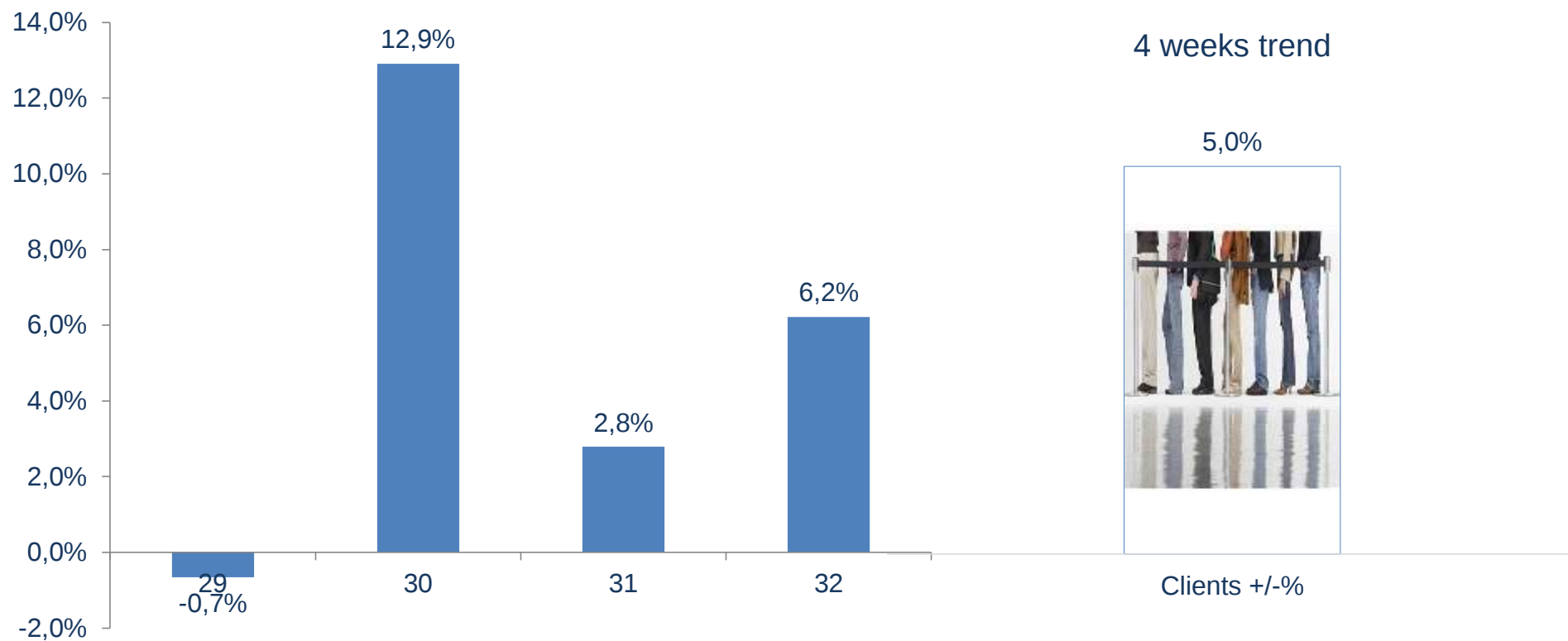
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 32. week



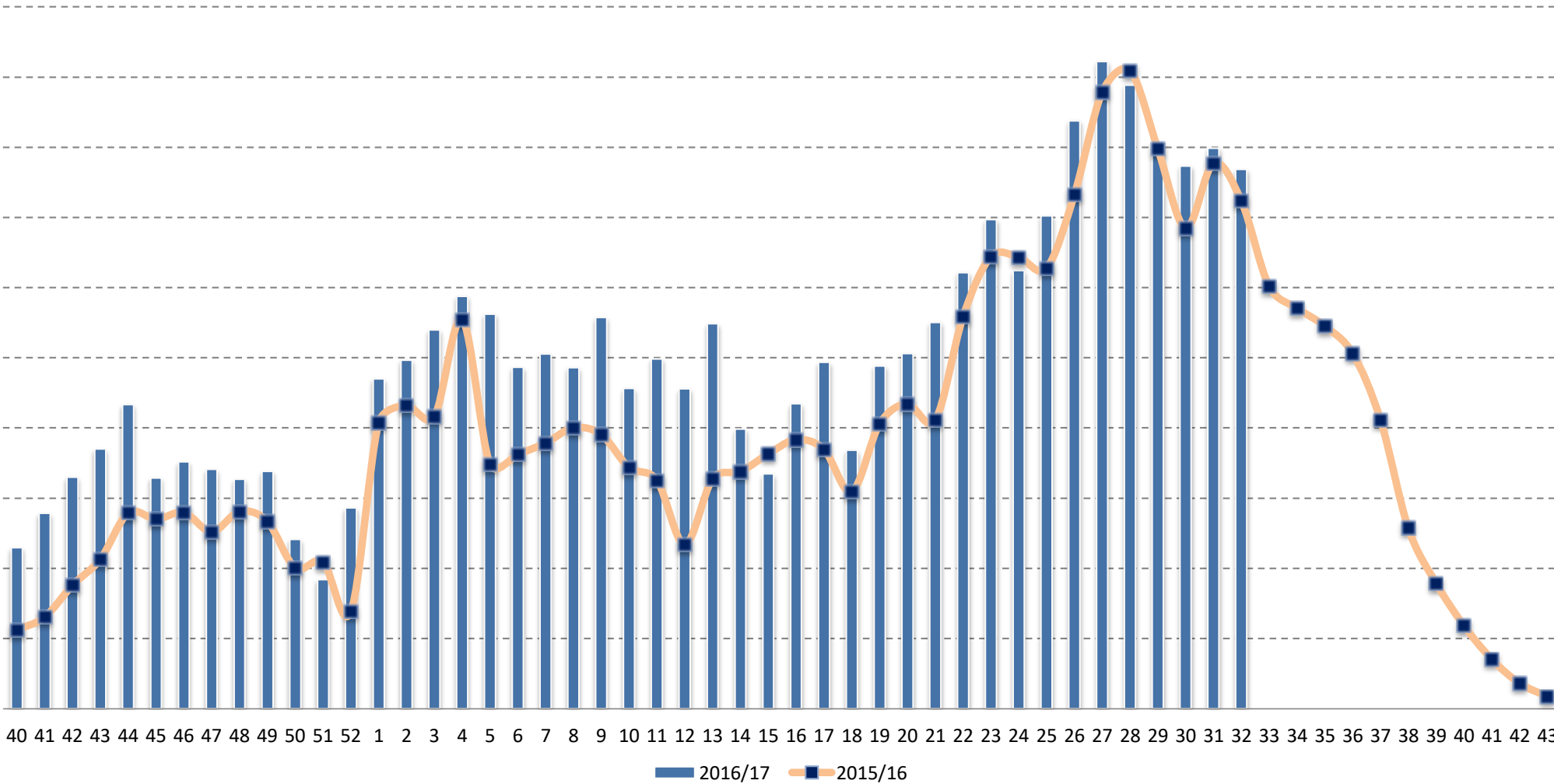
The last four weeks of sales of the tourist year 2016/17 - customers

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



Weekly sales compared with the previous tourist year

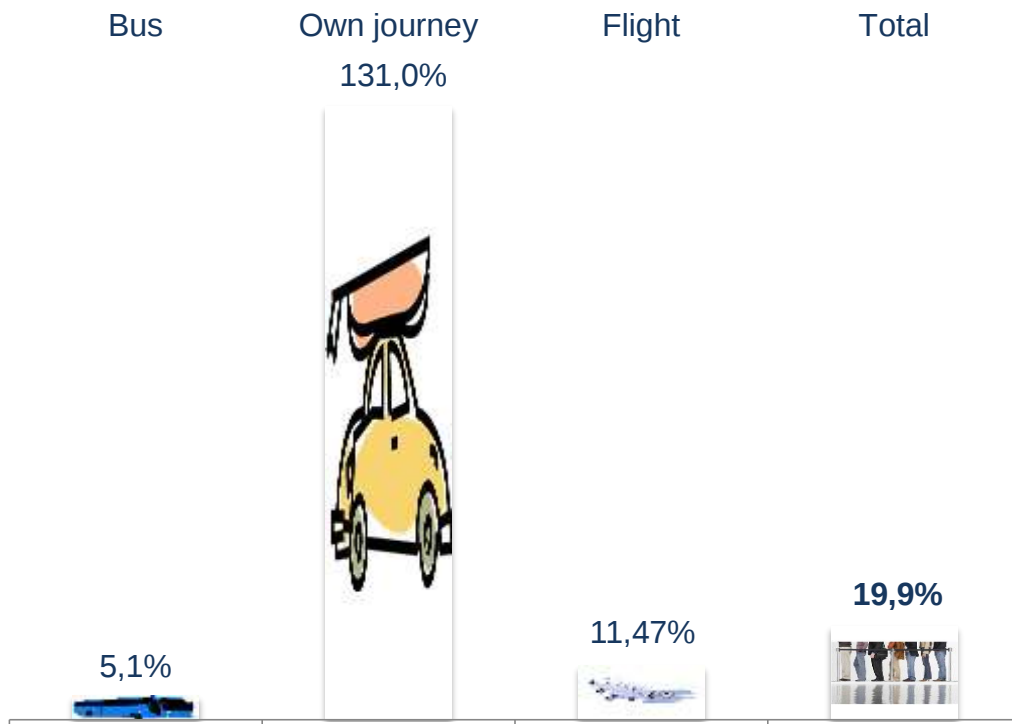
Bookings weekly 16/17 vs. 15/16



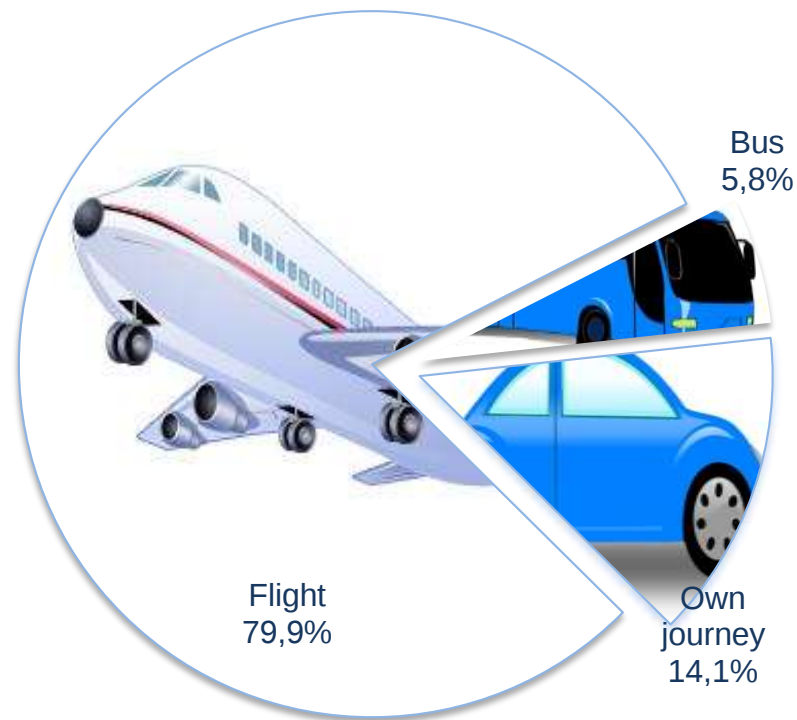
Cumulative sales of 2016/17

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	12,5%	30,9%
2	Hiszpania	1,4%	16,2%
3	Bułgaria	9,1%	9,2%
4	Turcja	33,1%	7,0%
5	Włochy	5,2%	5,8%
6	Egipt	106,8%	5,8%
7	Albania	106,7%	2,7%
8	Chorwacja	0,9%	2,4%
9	Portugalia	2,5%	2,3%
10	Cypr	5,2%	1,4%
11	Kuba	53,3%	0,9%
12	Polska	9,5%	0,8%
13	Austria	5,0%	0,8%
14	Emiraty Arabskie	38,4%	0,8%
15	Malta	119,7%	0,7%
16	Maroko	9,8%	0,7%
17	Dominikana	5,3%	0,6%
18	Oman	++	0,6%
19	Tanzania	106,9%	0,6%
20	Wyspy Zielonego Przylądka	28,0%	0,6%

Rank	Destination	+/- % last year
1	Heraklion	2,0%
2	Burgas	9,5%
3	Zakynthos	16,4%
4	Antalya	47,5%
5	Rodos	14,7%
6	Korfu	1,2%
7	Fuerteventura	-2,3%
8	Varna	7,3%
9	Chania	7,3%
10	Teneryfa	-6,6%
11	Hurghada	78,2%
12	Kos	28,6%
13	Marsa Alam	86,4%
14	Majorka	-2,5%
15	Tirana	165,4%
16	Gran Canaria	6,2%
17	Lanzarote	17,3%
18	Saloniki	28,8%
19	Madera	6,2%
20	Sycylia	36,8%



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