

Weekly report 33/2017

Data source: MerlinX*

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

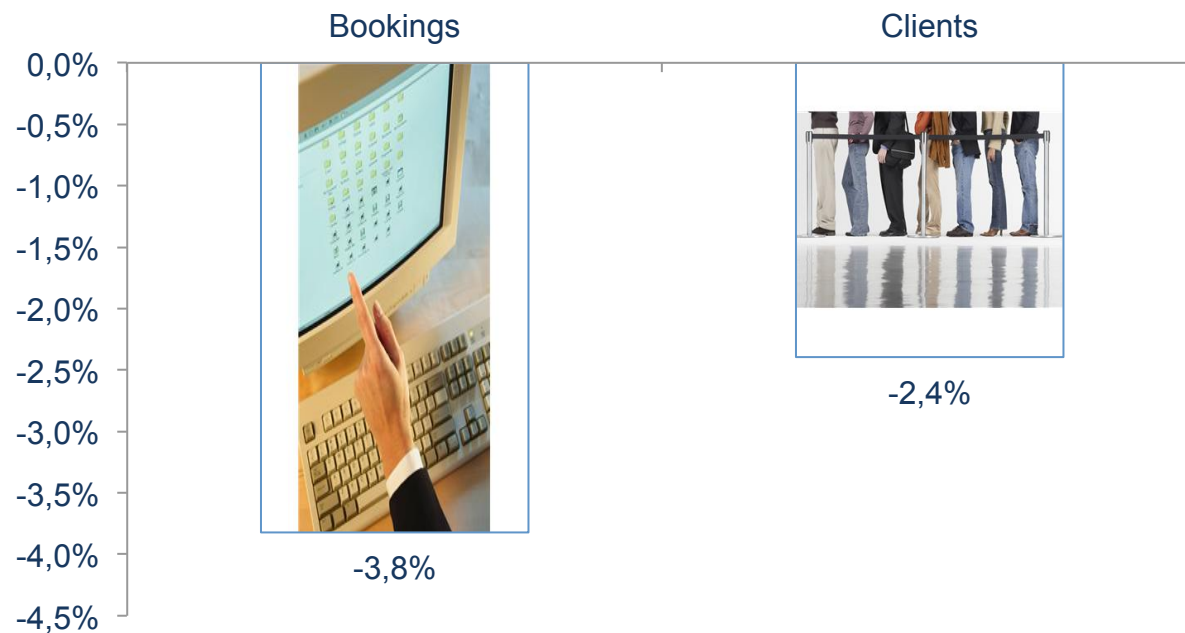
<http://www.pzot.pl>

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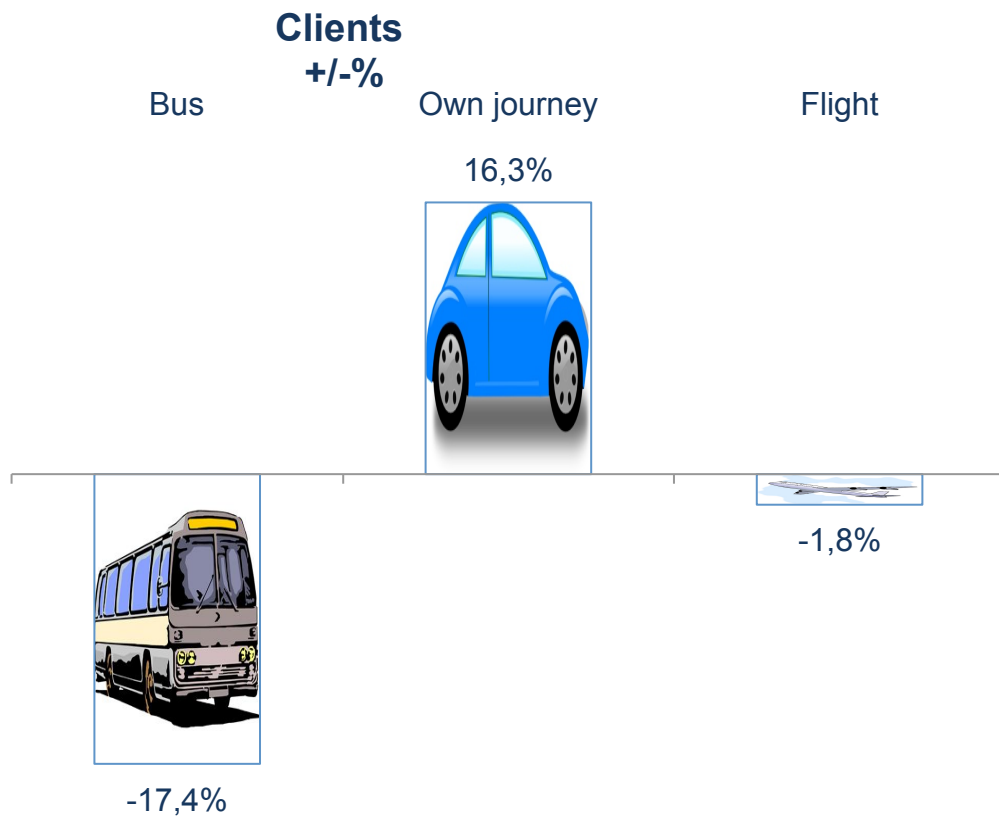
Last week – 33/2017, tours 01.11.16 – 31.10.17

compared with week 33. in 2016 r.

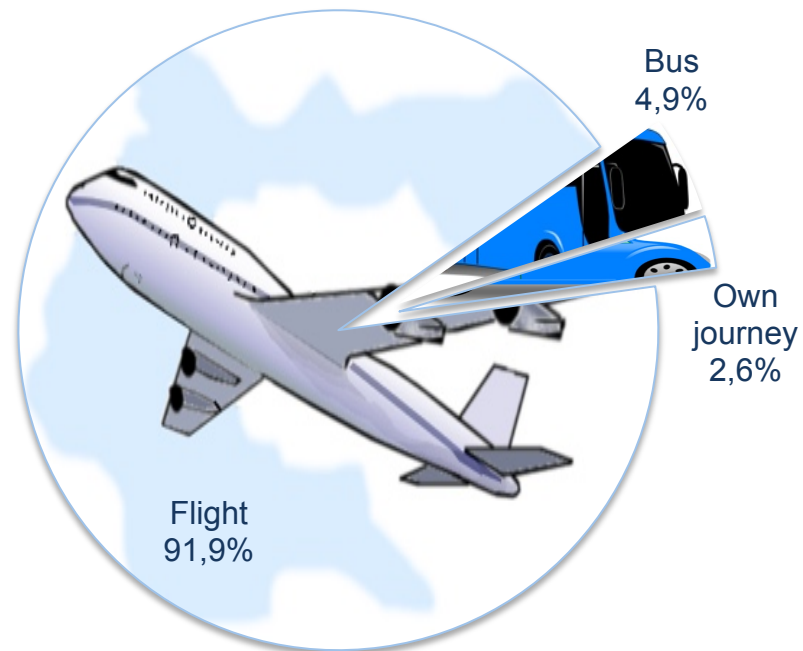


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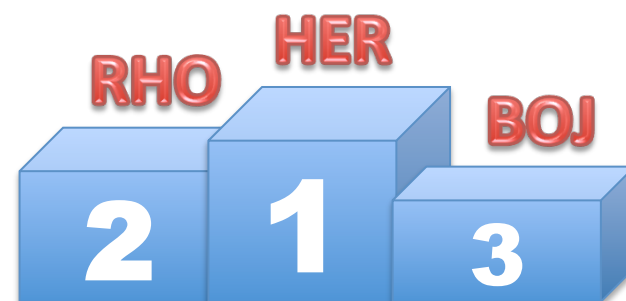
Share %



Ranking of the most popular countries & destinations in CW33

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 250	2 609
2	Rodos	6 578	2 649
3	Burgas	4 520	1 899
4	Korfu	6 100	2 521
5	Antalya	5 660	2 407
6	Zakynthos	6 335	2 675
7	Varna	4 461	1 877
8	Chania	6 829	2 915
9	Majorka	6 606	2 860
10	Tirana	4 790	2 151
11	Kos	6 560	2 662
12	Hurghada	4 962	2 088
13	Marsa Alam	5 110	2 169
14	Saloniki	5 157	2 265
15	Sycylia	6 209	2 709
16	Fuerteventura	7 239	3 234
17	Teneryfa	6 704	3 015
18	Bodrum	6 307	2 543
19	Faro	7 108	3 170
20	Ateny	6 507	2 690



Rank	Country	Price/booking	Price/person
1	Grecja	6 173	2 584
2	Hiszpania	6 606	2 906
3	Bułgaria	4 413	1 857
4	Turcja	5 845	2 429
5	Włochy	5 623	2 459
6	Egipt	4 954	2 129
7	Albania	4 702	2 102
8	Chorwacja	3 538	1 604
9	Portugalia	6 456	3 032
10	Cypr	6 570	2 907

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

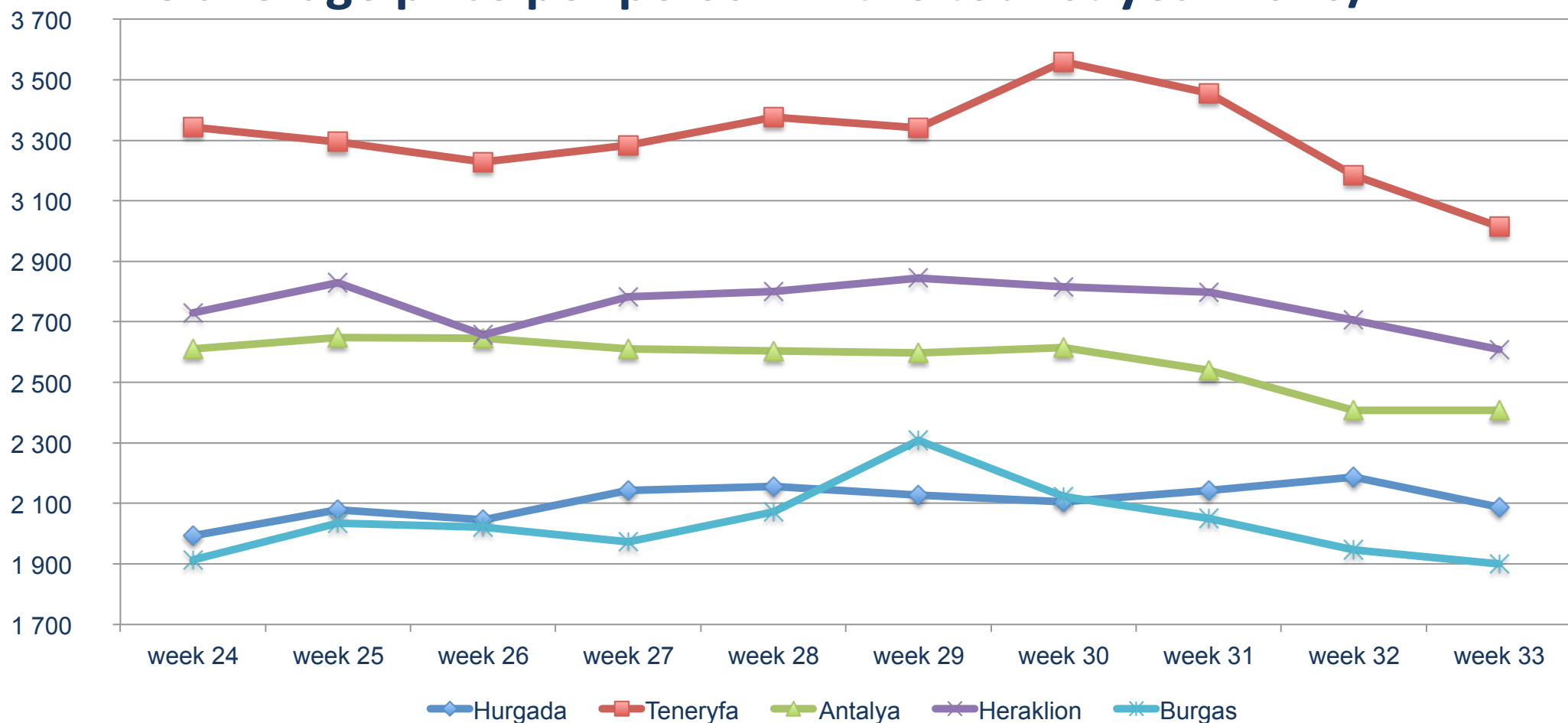
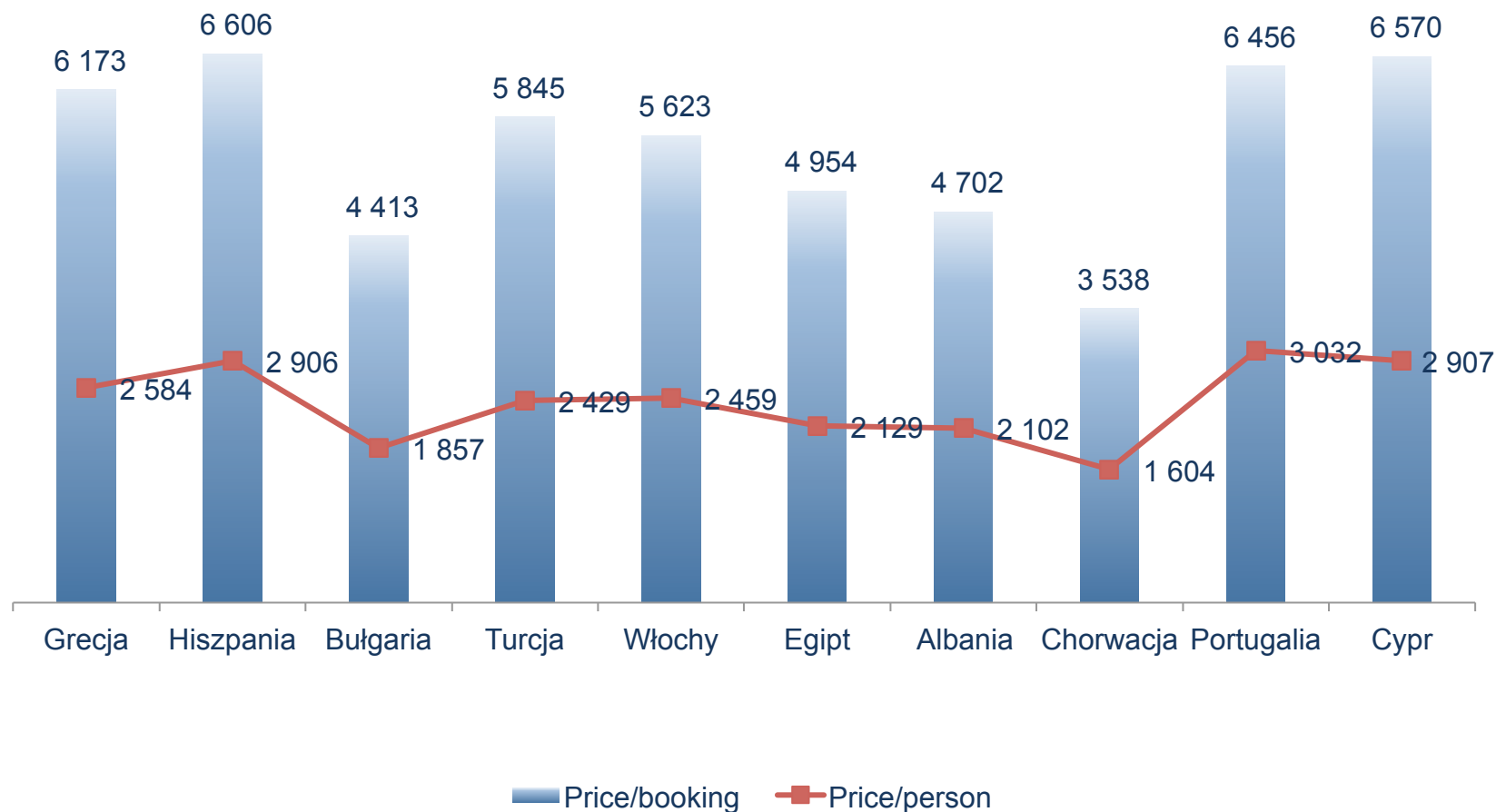


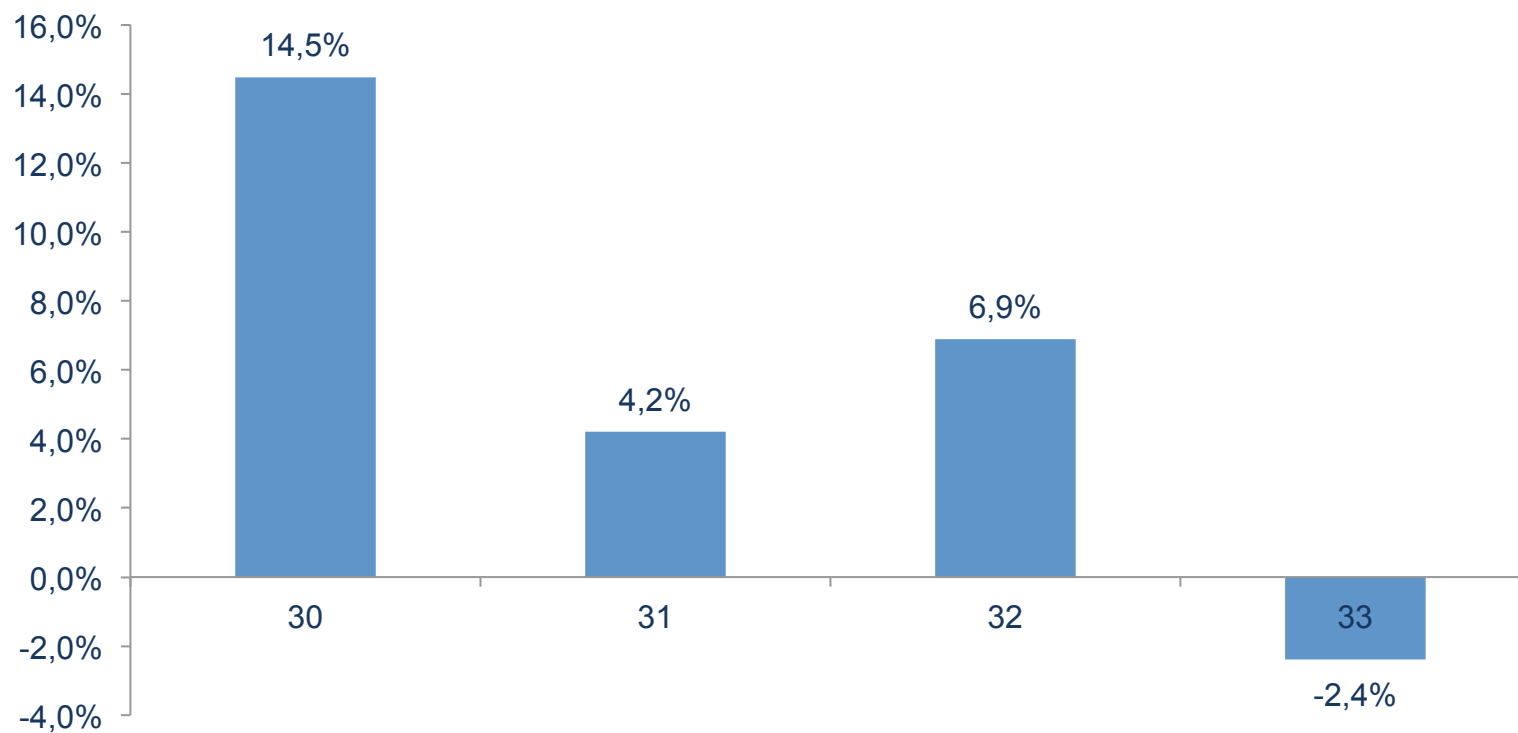
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 33. week



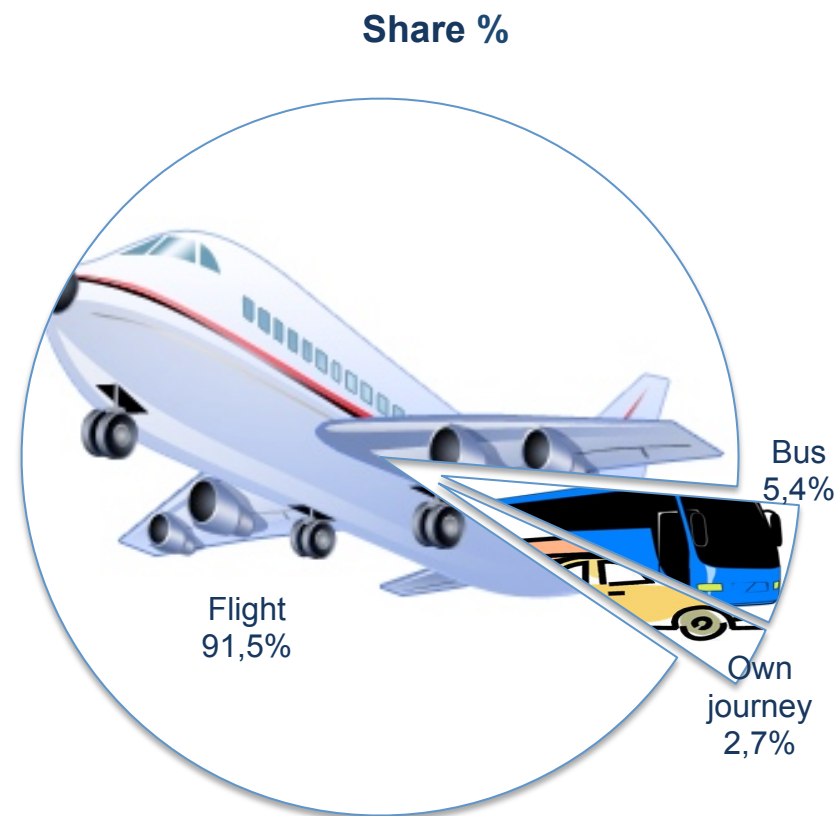
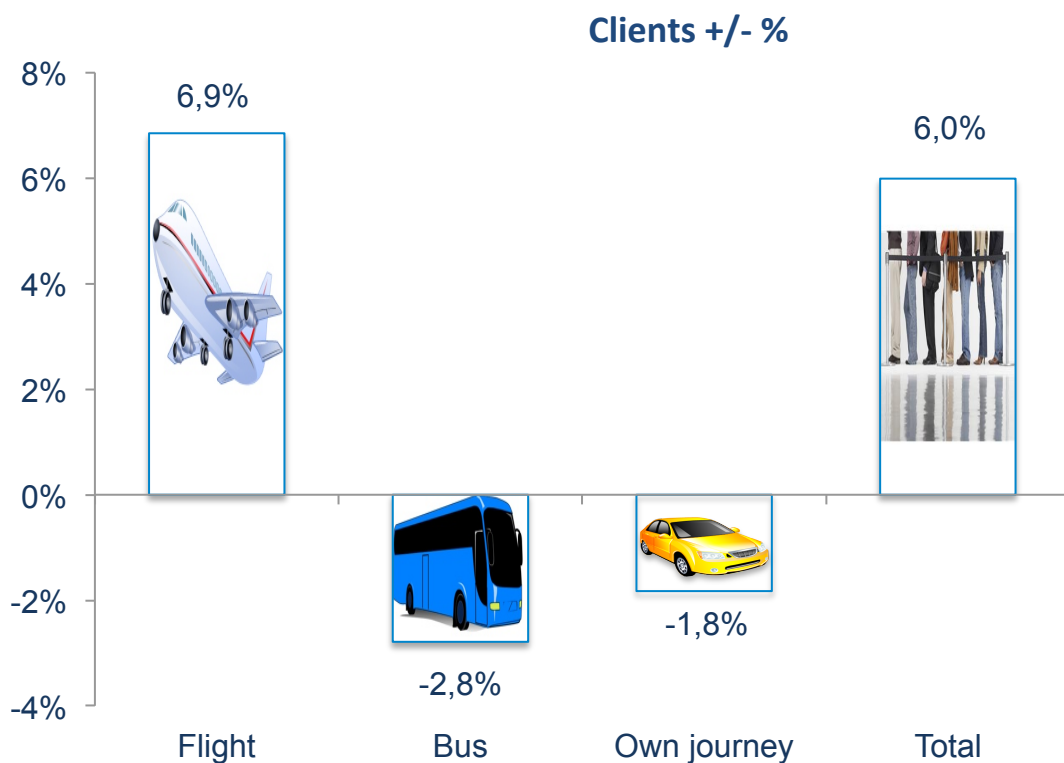
The last four weeks of sales of the tourist year 2016/17 - customers

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



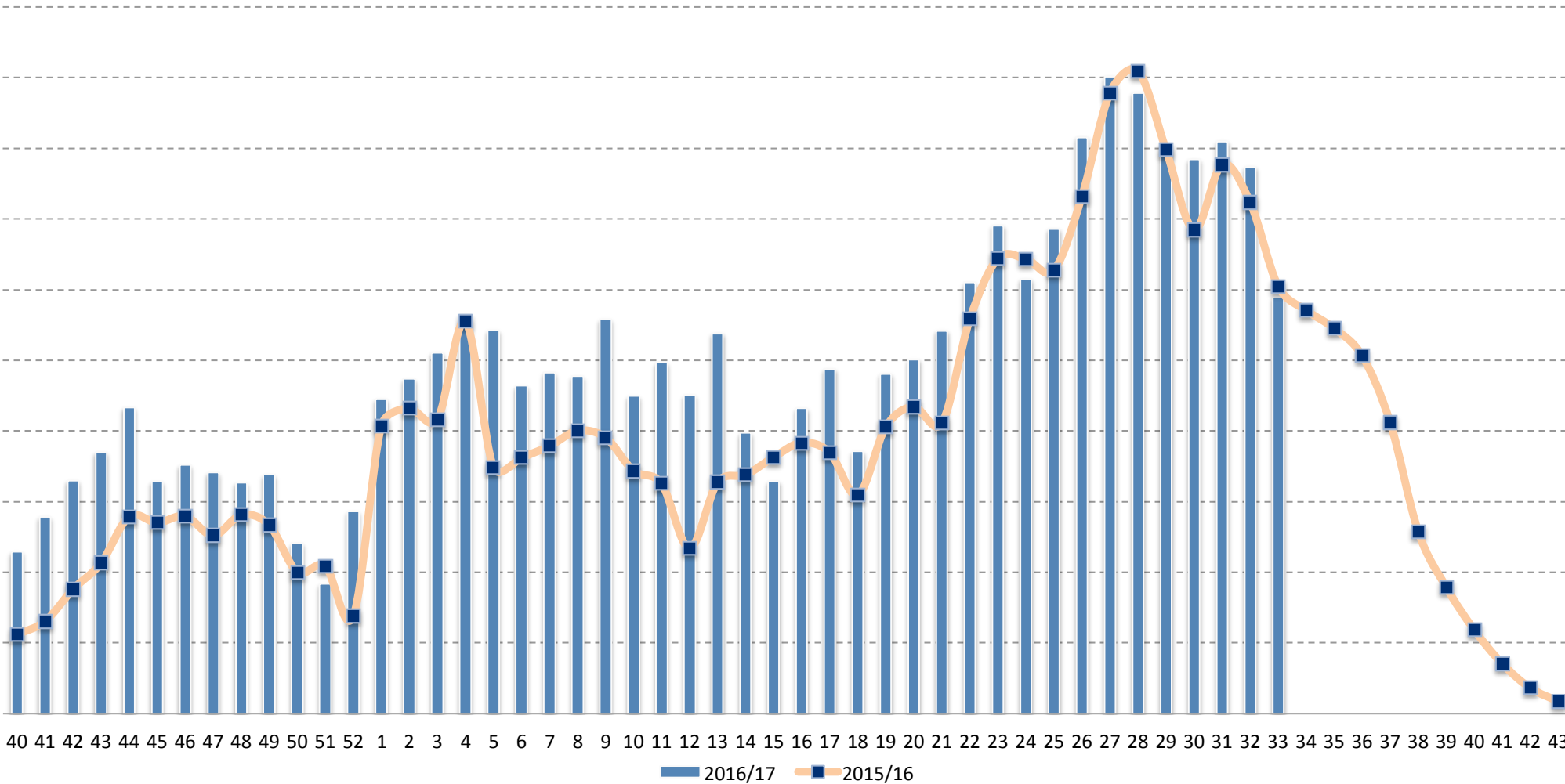
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

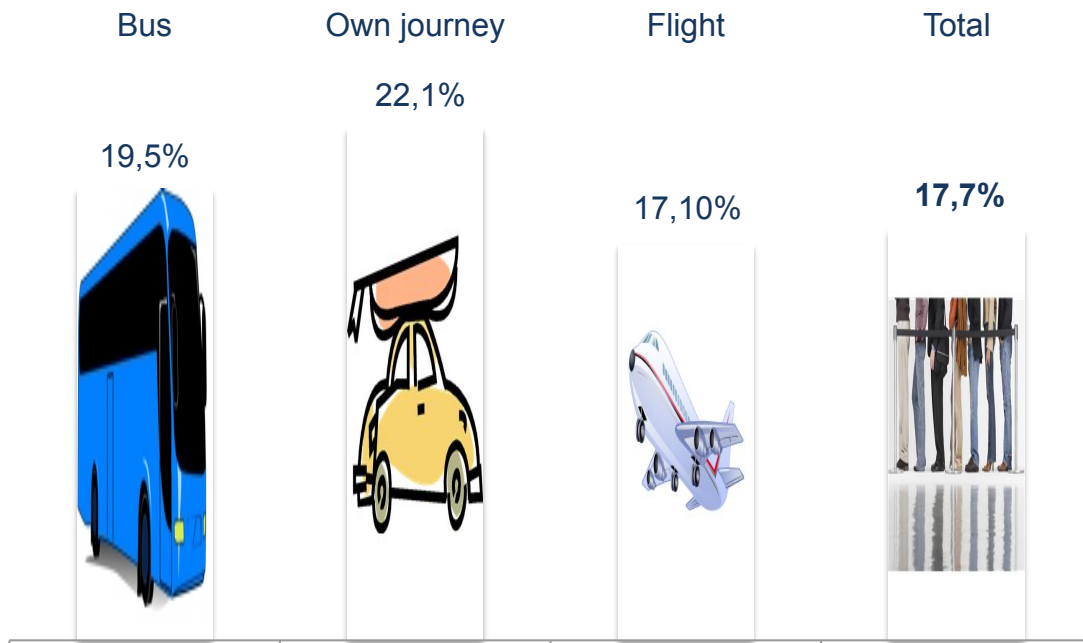
Bookings weekly 16/17 vs. 15/16



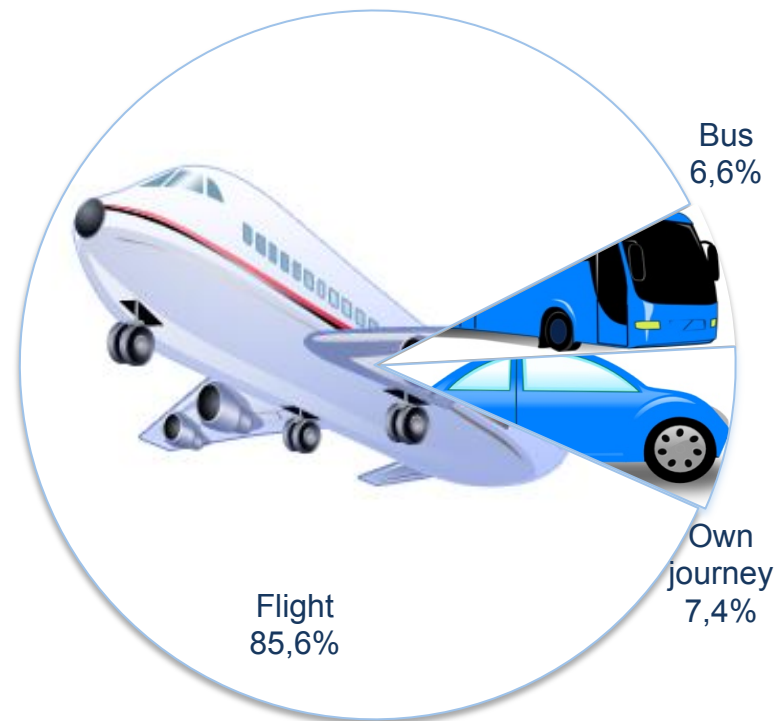
Cumulative sales of 2016/17

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	8,8%	30,7%
2	Hiszpania	1,3%	16,4%
3	Bułgaria	9,9%	9,5%
4	Turcja	39,1%	7,5%
5	Włochy	17,0%	6,5%
6	Egipt	115,5%	6,1%
7	Albania	101,6%	2,7%
8	Portugalia	8,1%	2,4%
9	Chorwacja	-0,3%	2,4%
10	Cypr	3,6%	1,4%
11	Kuba	54,3%	0,9%
12	Polska	17,1%	0,9%
13	Austria	4,1%	0,8%
14	Emiraty Arabskie	35,9%	0,7%
15	Maroko	16,1%	0,7%
16	Malta	122,2%	0,7%
17	Dominikana	4,3%	0,6%
18	Oman	++	0,6%
19	Tanzania	108,9%	0,6%
20	Tunezja	114,7%	0,6%

Rank	Destination	+/- % last year
1	Heraklion	0,0%
2	Burgas	9,9%
3	Antalya	54,7%
4	Zakynthos	11,3%
5	Rodos	10,3%
6	Korfu	-1,9%
7	Fuerteventura	-2,0%
8	Varna	7,4%
9	Chania	5,0%
10	Teneryfa	-5,4%
11	Hurghada	87,8%
12	Marsa Alam	99,8%
13	Kos	24,1%
14	Majorka	-4,0%
15	Tirana	163,4%
16	Gran Canaria	7,2%
17	Lanzarote	16,6%
18	Saloniki	24,6%
19	Madera	7,5%
20	Bodrum	14,6%



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