

Weekly report 34/2017

Data source: MerlinX*

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

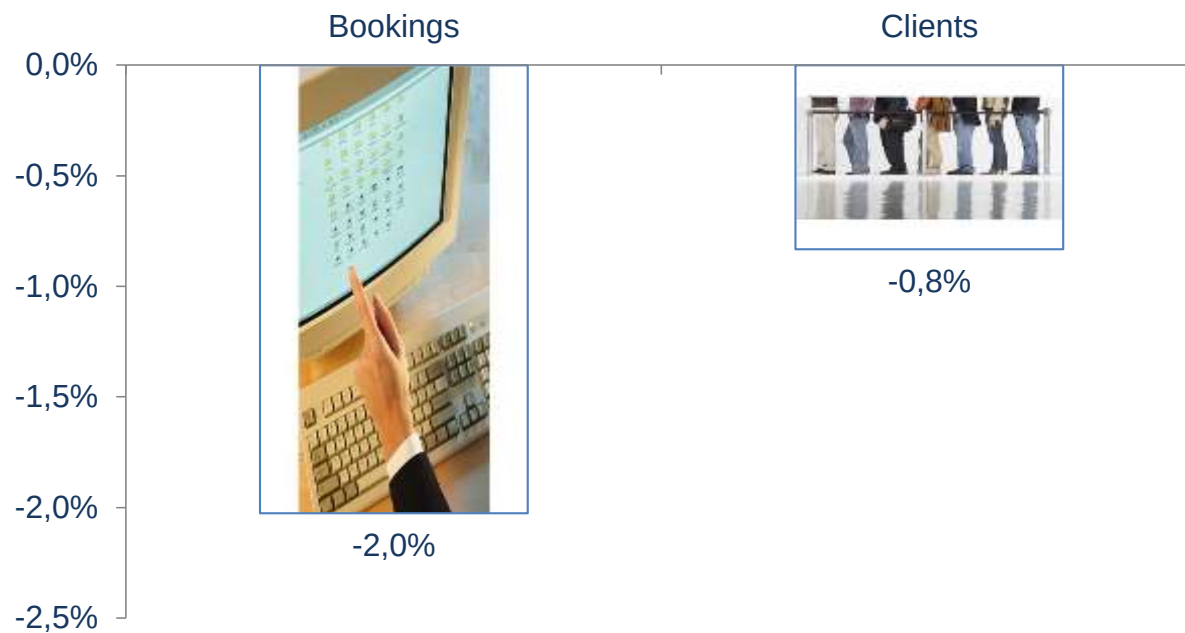
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 34/2017, tours 01.11.16 – 31.10.17

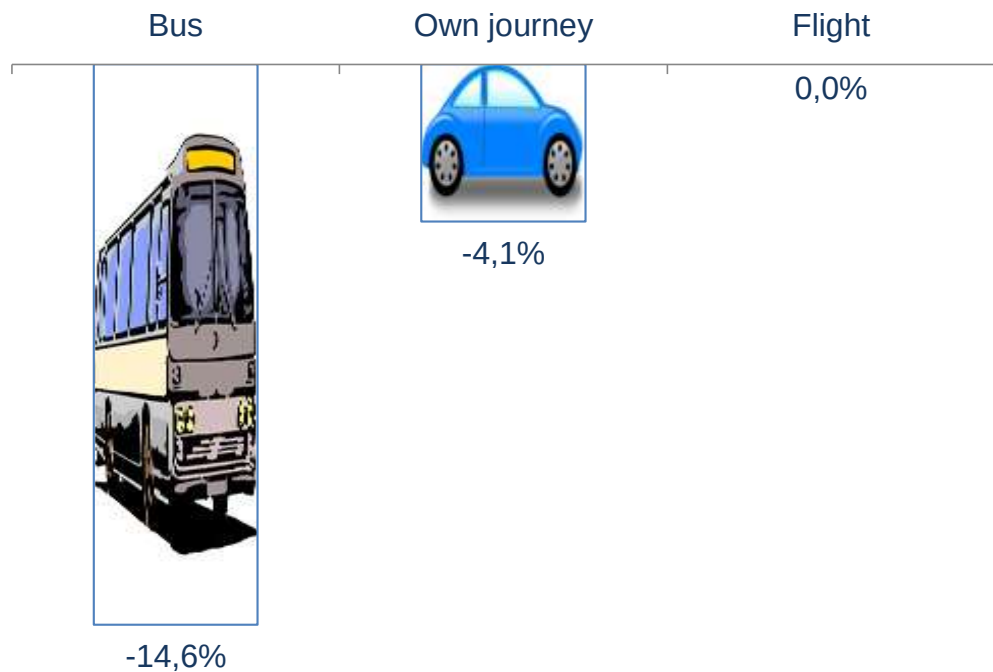
compared with week 34. *in 2016 r.*



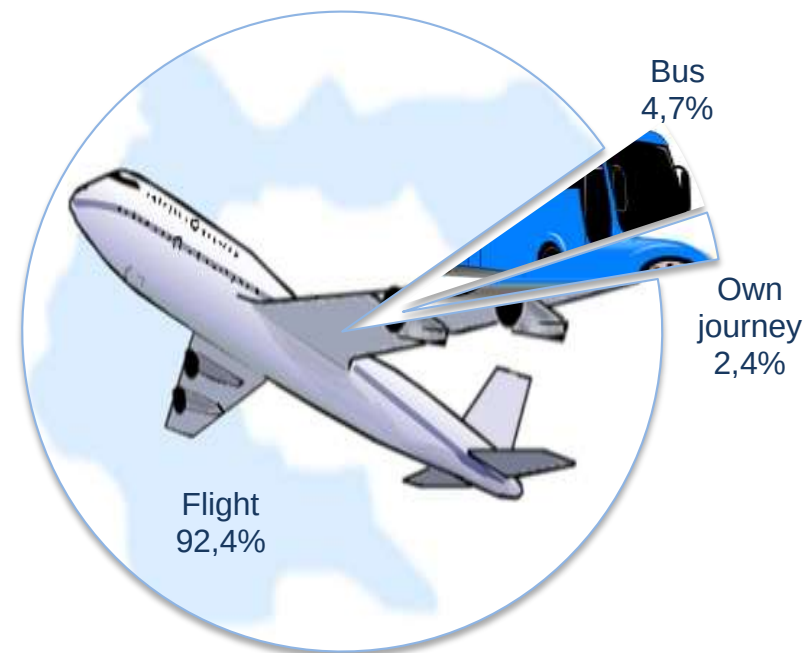
Last week – 34/2017, tours 01.11.16 – 31.10.17

compared with week 34. in 2016 r.

Clients +/-%



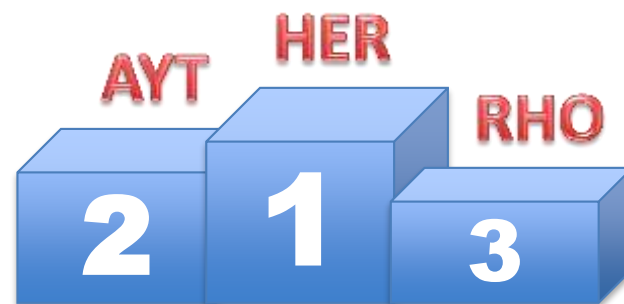
Share %



Ranking of the most popular countries & destinations in CW34

tours from 01.11.16 to 31.10.17

Destination	Price/booking	Price/person
Heraklion	5 965	2 505
Antalya	5 649	2 441
Rodos	6 115	2 556
Burgas	4 033	1 753
Korfu	5 411	2 384
Varna	3 930	1 714
Zakynthos	6 078	2 594
Chania	6 383	2 756
Fuerteventura	6 811	2 975
Tirana	4 364	2 002
Hurghada	4 619	2 066
Kos	6 476	2 638
Saloniki	4 671	2 107
Majorka	5 972	2 730
Teneryfa	6 426	2 934
Sycylia	5 752	2 559
Marsa Alam	4 841	2 160
Gran Canaria	7 168	3 101
Enfidha	3 996	1 816
Bodrum	5 950	2 489



Rank	Country	Price/booking	Price/person
1	Grecja	5 829	2 497
2	Hiszpania	6 206	2 793
3	Bułgaria	3 959	1 718
4	Turcja	5 713	2 444
5	Włochy	5 168	2 325
6	Egipt	4 615	2 070
7	Albania	4 189	1 938
8	Chorwacja	3 225	1 554
9	Portugalia	6 320	3 006
10	Cypr	6 845	2 928

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

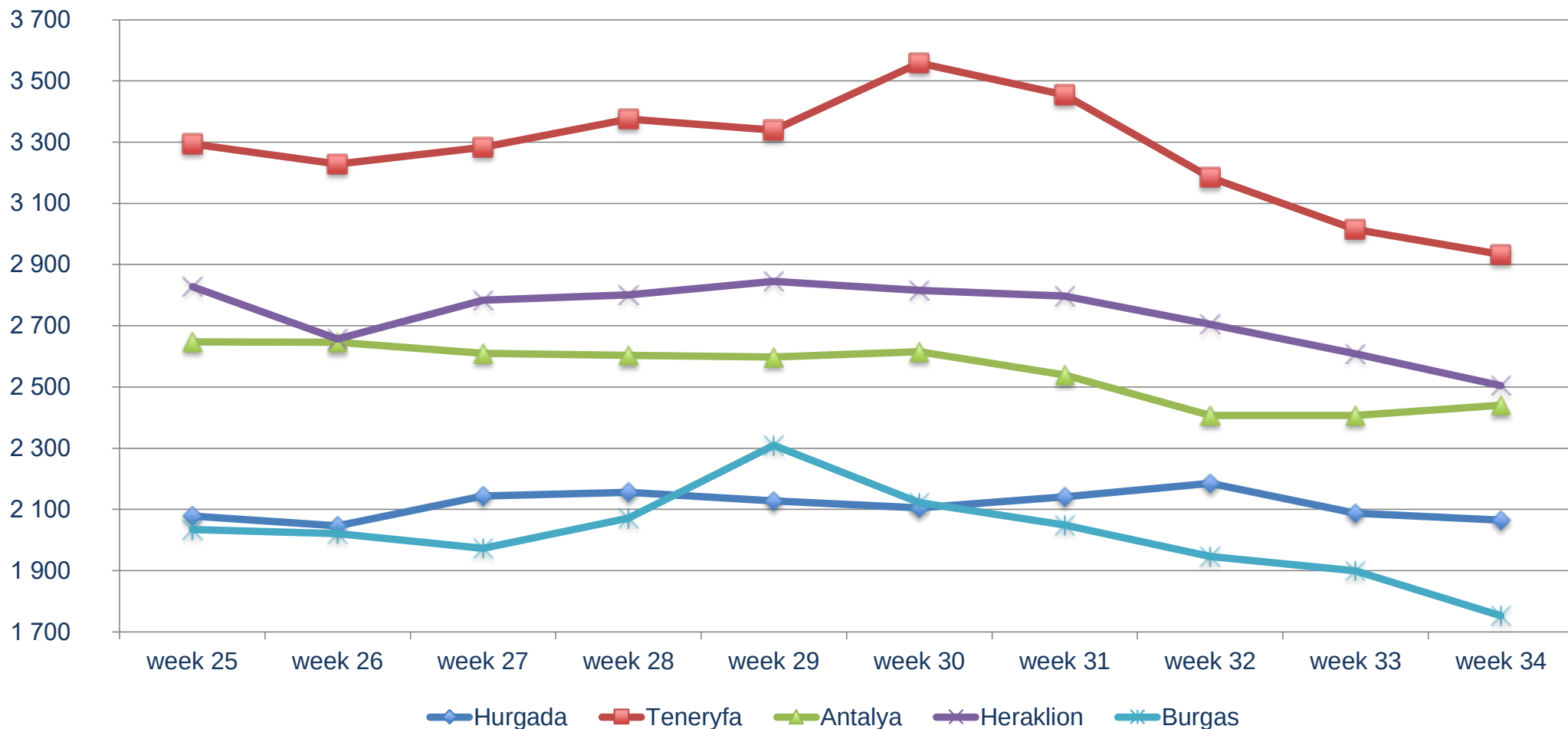
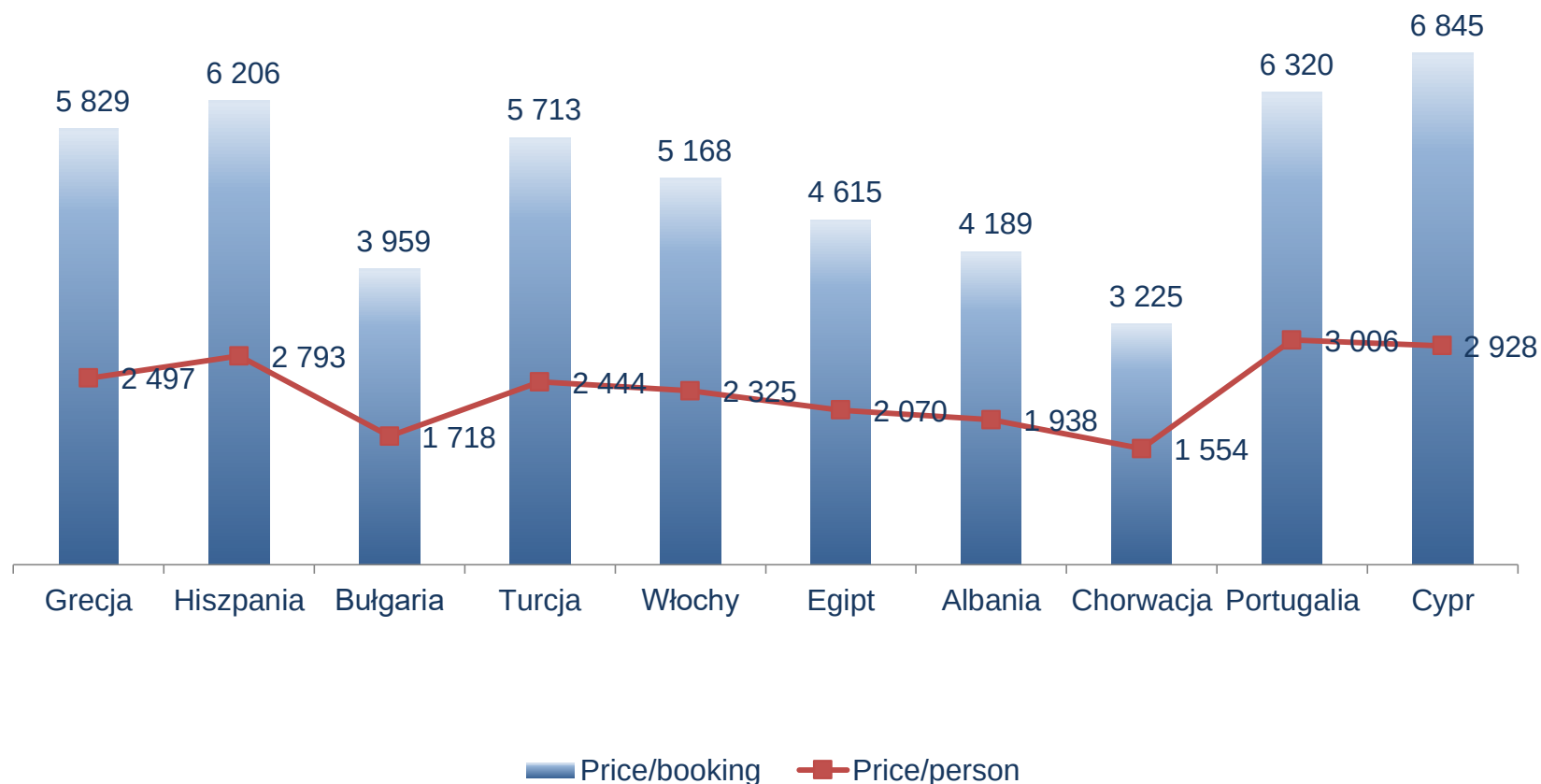


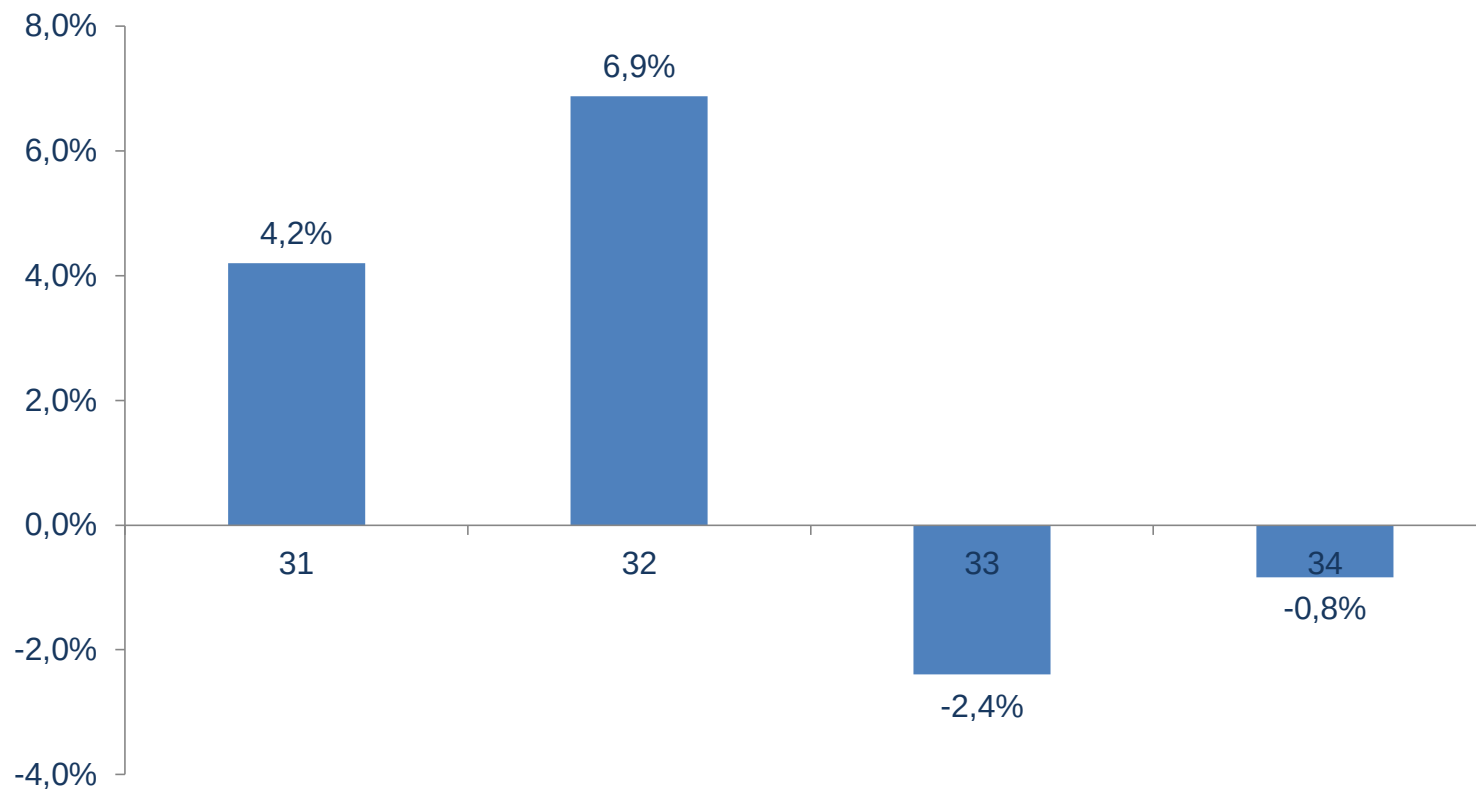
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 34. week



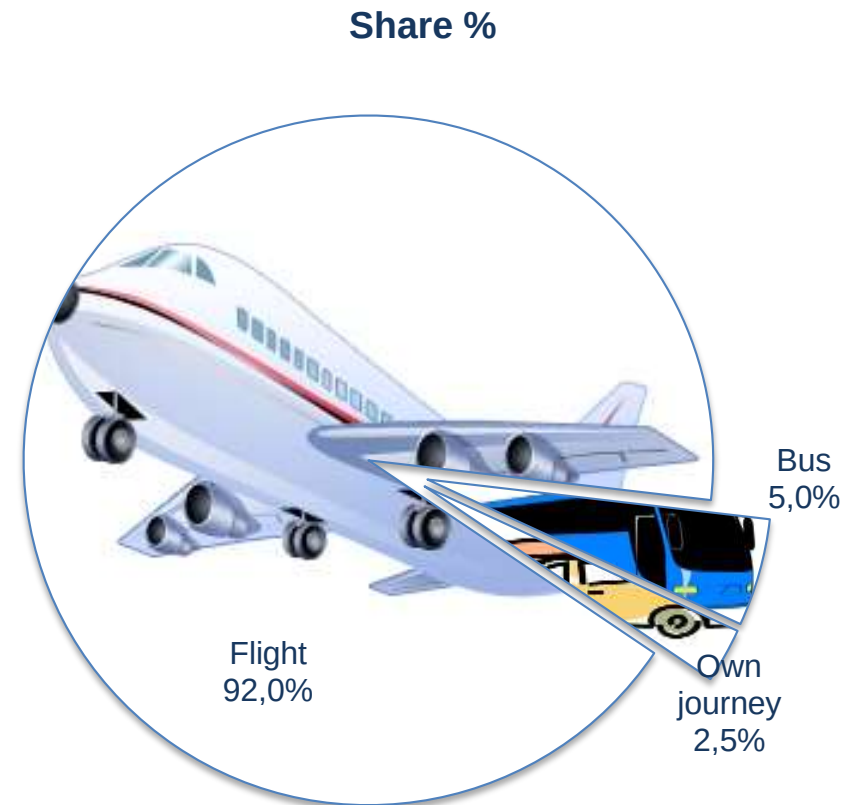
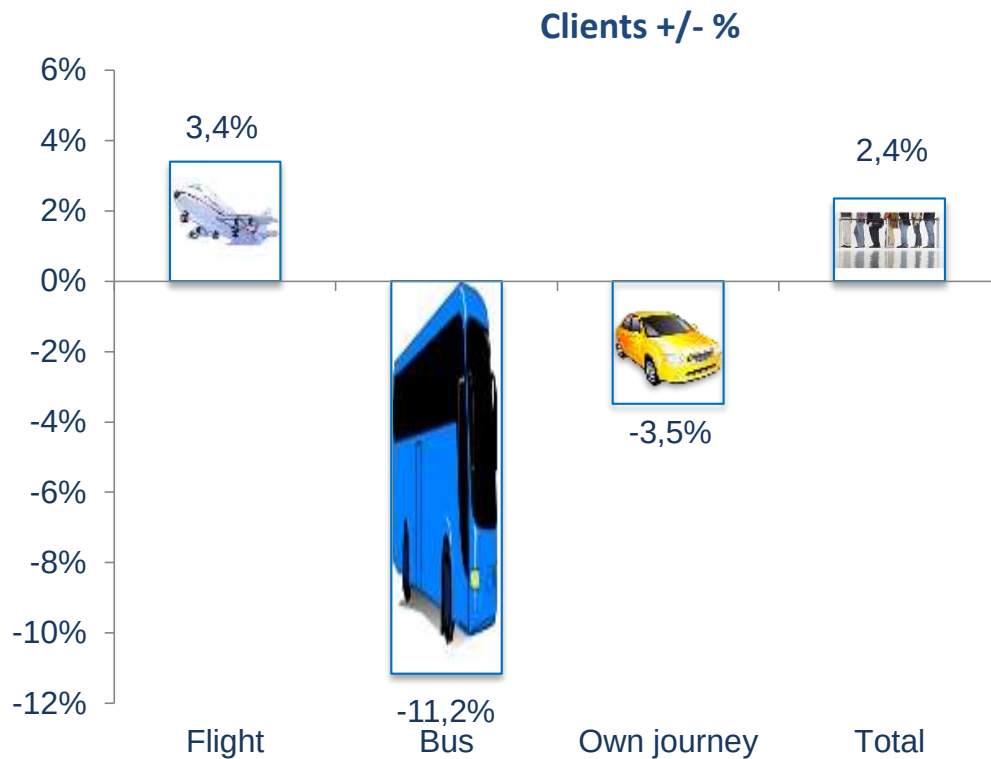
The last four weeks of sales of the tourist year 2016/17 - customers

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



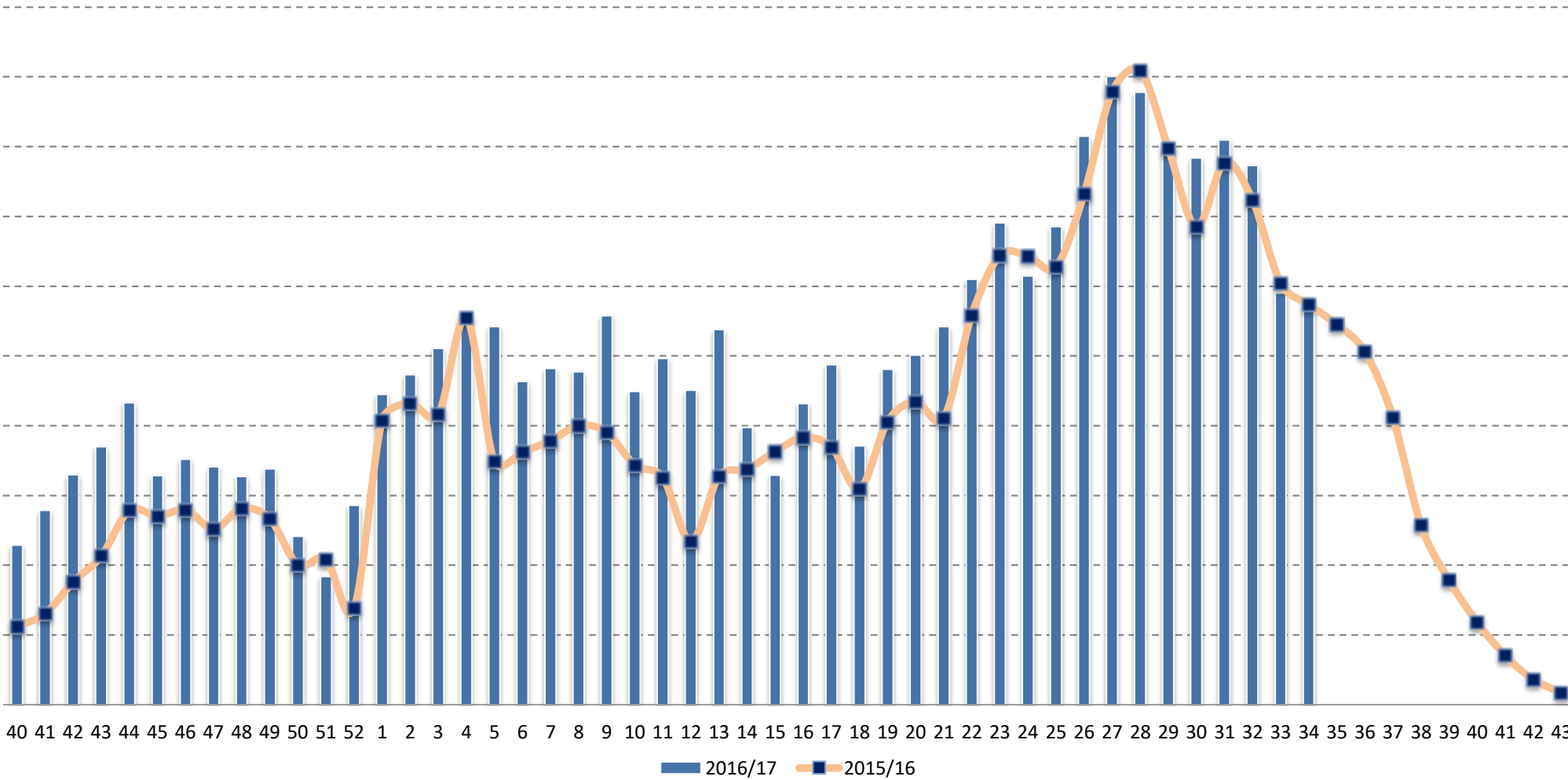
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

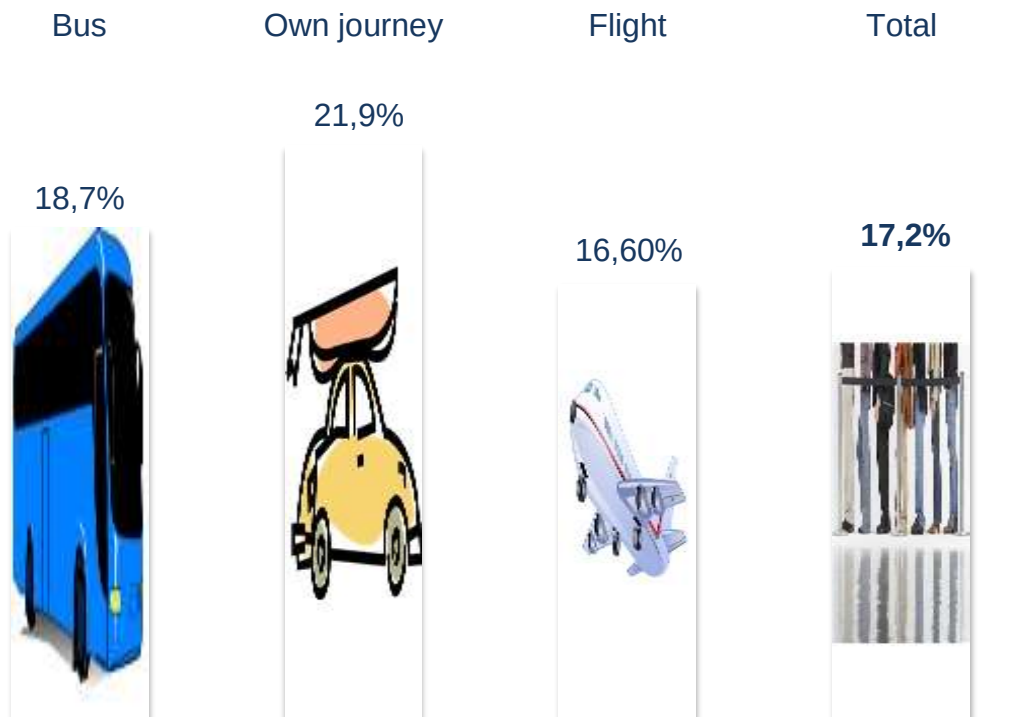
Bookings weekly 16/17 vs. 15/16



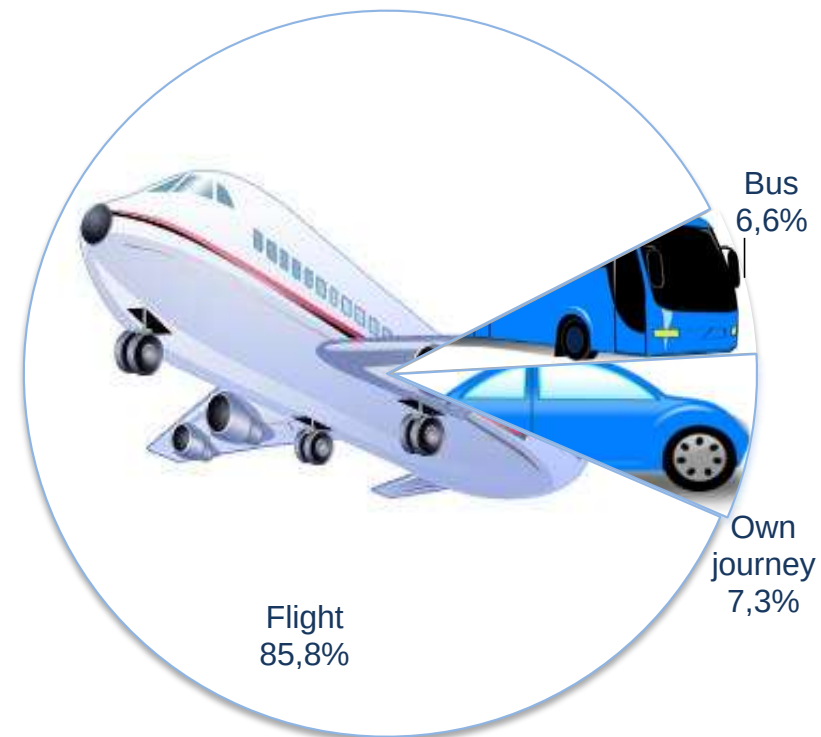
Cumulative sales of 2016/17

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	7,9%	30,9%
2	Hiszpania	0,9%	16,4%
3	Bułgaria	9,8%	9,5%
4	Turcja	38,8%	7,5%
5	Włochy	16,9%	6,5%
6	Egipt	113,9%	6,1%
7	Albania	102,0%	2,7%
8	Portugalia	7,5%	2,4%
9	Chorwacja	-0,6%	2,4%
10	Cypr	4,8%	1,4%
11	Kuba	54,4%	0,9%
12	Polska	17,7%	0,9%
13	Austria	4,2%	0,8%
14	Emiraty Arabskie	35,6%	0,7%
15	Maroko	17,8%	0,7%
16	Malta	123,0%	0,7%
17	Tunezja	99,9%	0,6%
18	Dominikana	3,7%	0,6%
19	Oman	++	0,6%
20	Tanzania	108,9%	0,6%

Rank	Destination	+/- % last year
1	Heraklion	-0,9%
2	Burgas	9,7%
3	Antalya	54,5%
4	Zakynthos	10,8%
5	Rodos	9,2%
6	Korfu	-2,5%
7	Fuerteventura	-1,4%
8	Varna	7,7%
9	Chania	5,2%
10	Teneryfa	-5,1%
11	Hurghada	87,7%
12	Marsa Alam	97,0%
13	Kos	22,3%
14	Majorka	-4,8%
15	Tirana	164,9%
16	Gran Canaria	6,9%
17	Lanzarote	15,2%
18	Saloniki	24,1%
19	Madera	6,9%
20	Bodrum	14,8%



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