

Weekly report 35/2017

Data source: MerlinX*

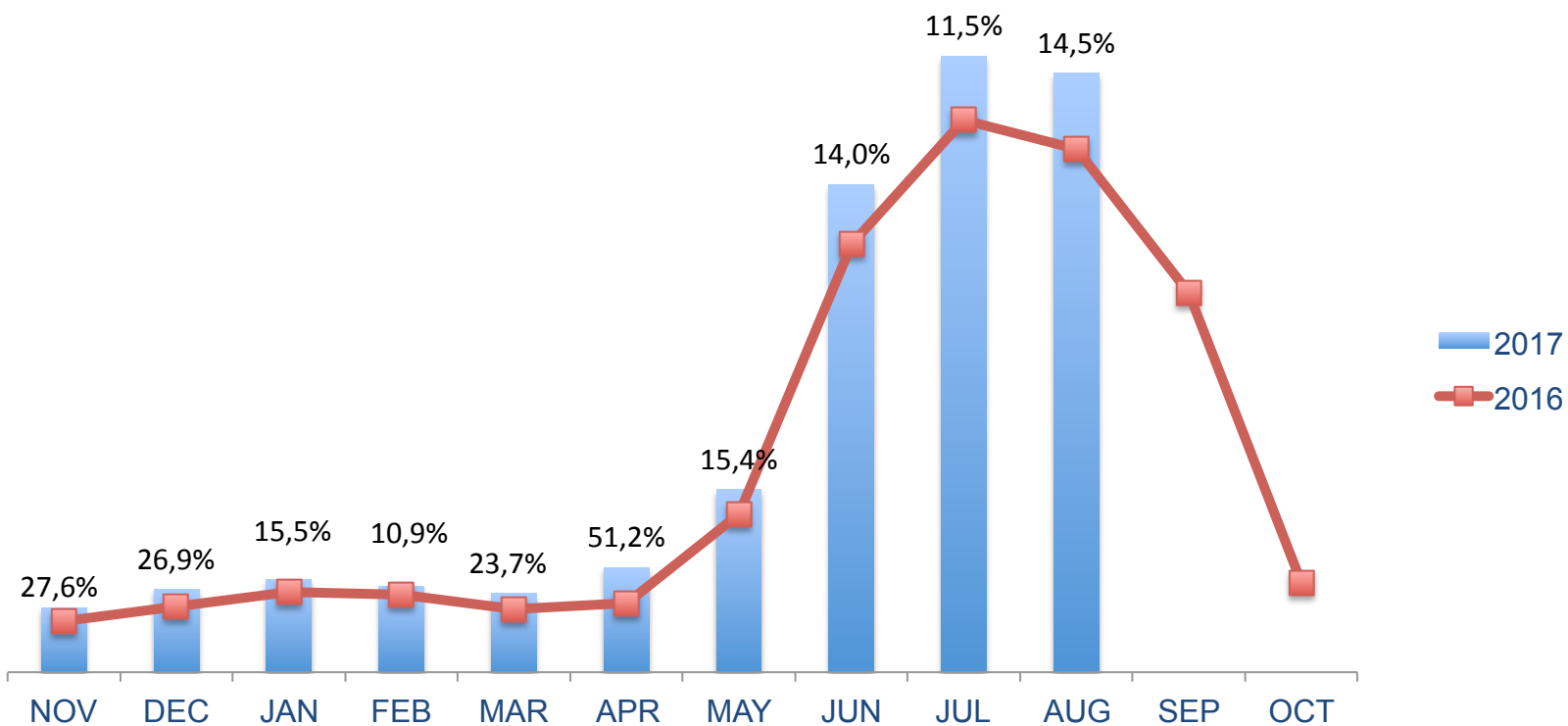
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Monthly trips compared with previous tourist year



Last week – 35/2017, tours 01.11.16 – 31.10.17

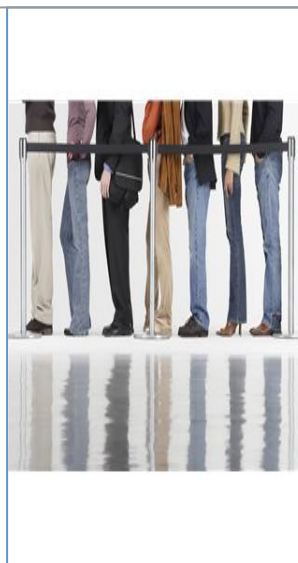
compared with week 35. in 2016 r.

Bookings



-6,1%

Clients



-6,1%

Last week – 35/2017, tours 01.11.16 – 31.10.17

compared with week 35. in 2016 r.

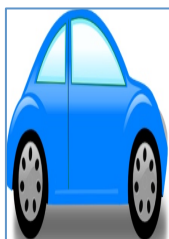
Clients +/-%

Bus

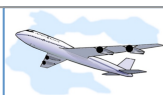
Own journey

Flight

18,6%

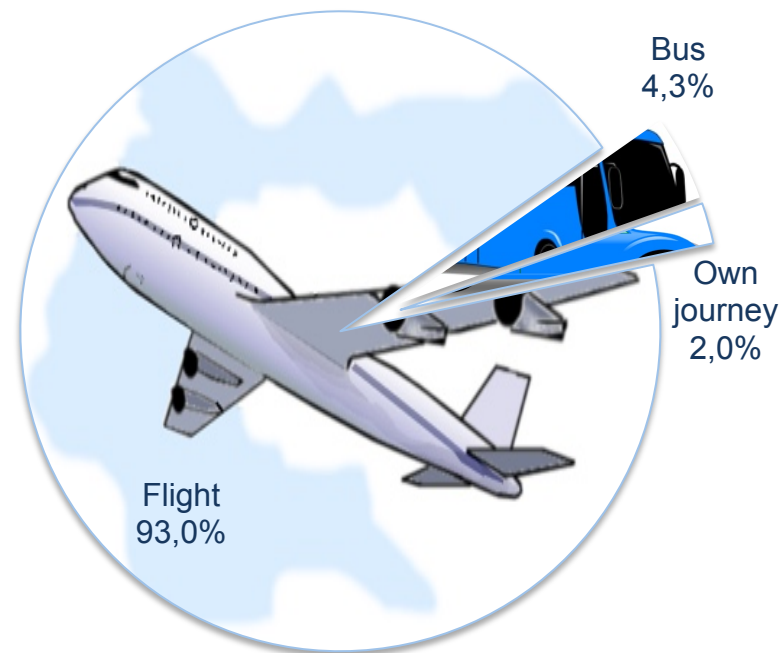


-15,6%



-6,2%

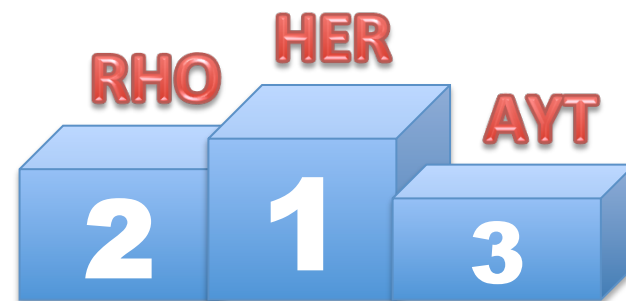
Share %



Ranking of the most popular countries & destinations in CW35

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	5 469	2 409
2	Rodos	5 481	2 380
3	Antalya	5 419	2 365
4	Burgas	3 383	1 537
5	Korfu	5 013	2 167
6	Hurghada	3 874	1 782
7	Zakynthos	5 448	2 364
8	Chania	5 953	2 619
9	Fuerteventura	6 389	2 858
10	Varna	3 294	1 550
11	Kos	5 931	2 521
12	Majorka	5 441	2 525
13	Marsa Alam	4 273	1 975
14	Saloniki	4 278	2 021
15	Bodrum	5 640	2 449
16	Tirana	4 115	1 897
17	Sycylia	5 209	2 375
18	Gran Canaria	6 041	2 772
19	Teneryfa	5 856	2 800
20	Ateny	4 640	2 117



Rank	Country	Price/booking	Price/person
1	Grecja	5 307	2 333
2	Hiszpania	5 646	2 600
3	Turcja	5 258	2 286
4	Bułgaria	3 311	1 525
5	Egipt	3 950	1 830
6	Włochy	4 482	2 153
7	Albania	3 950	1 838
8	Portugalia	5 746	2 813
9	Chorwacja	2 904	1 419
10	Cypr	6 604	2 866

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

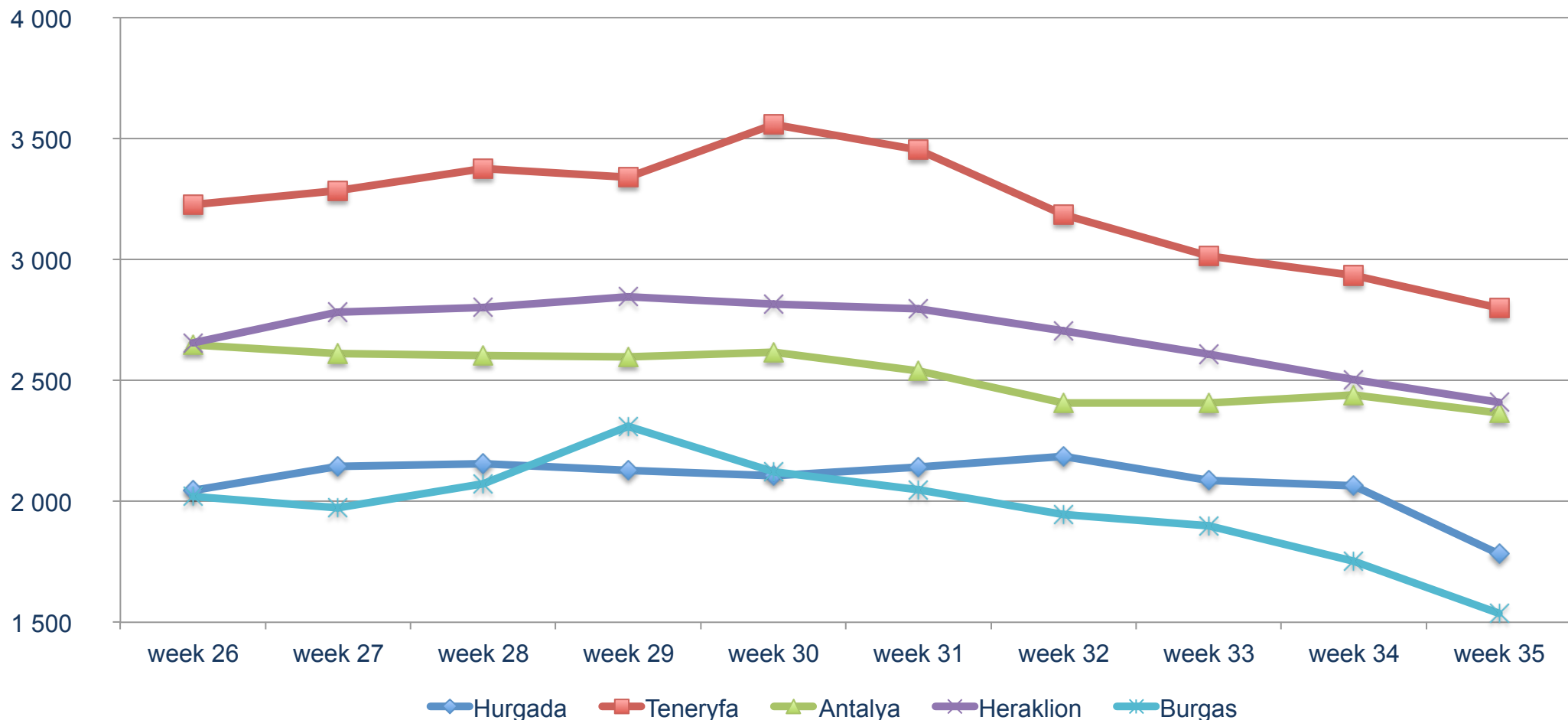
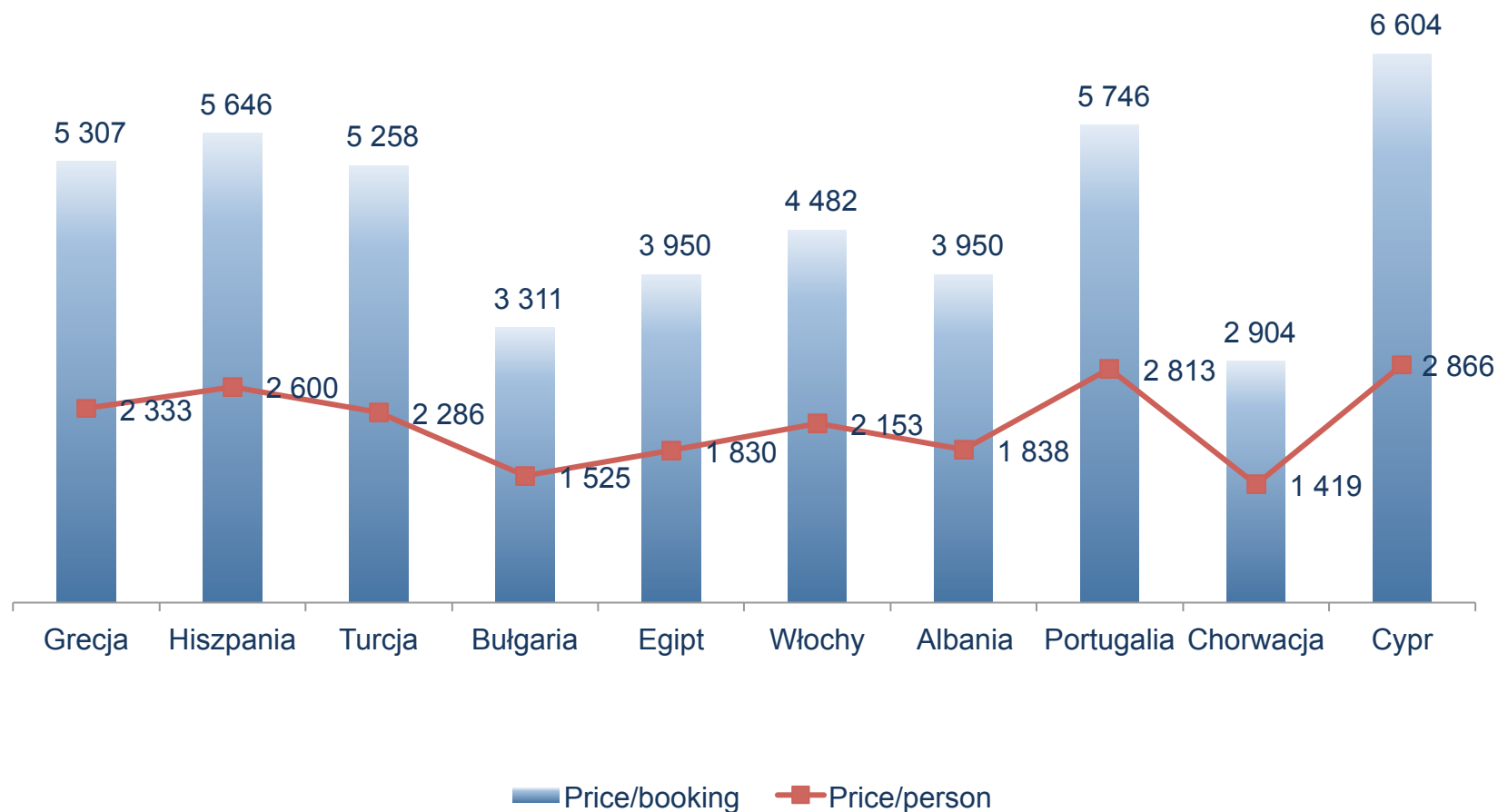


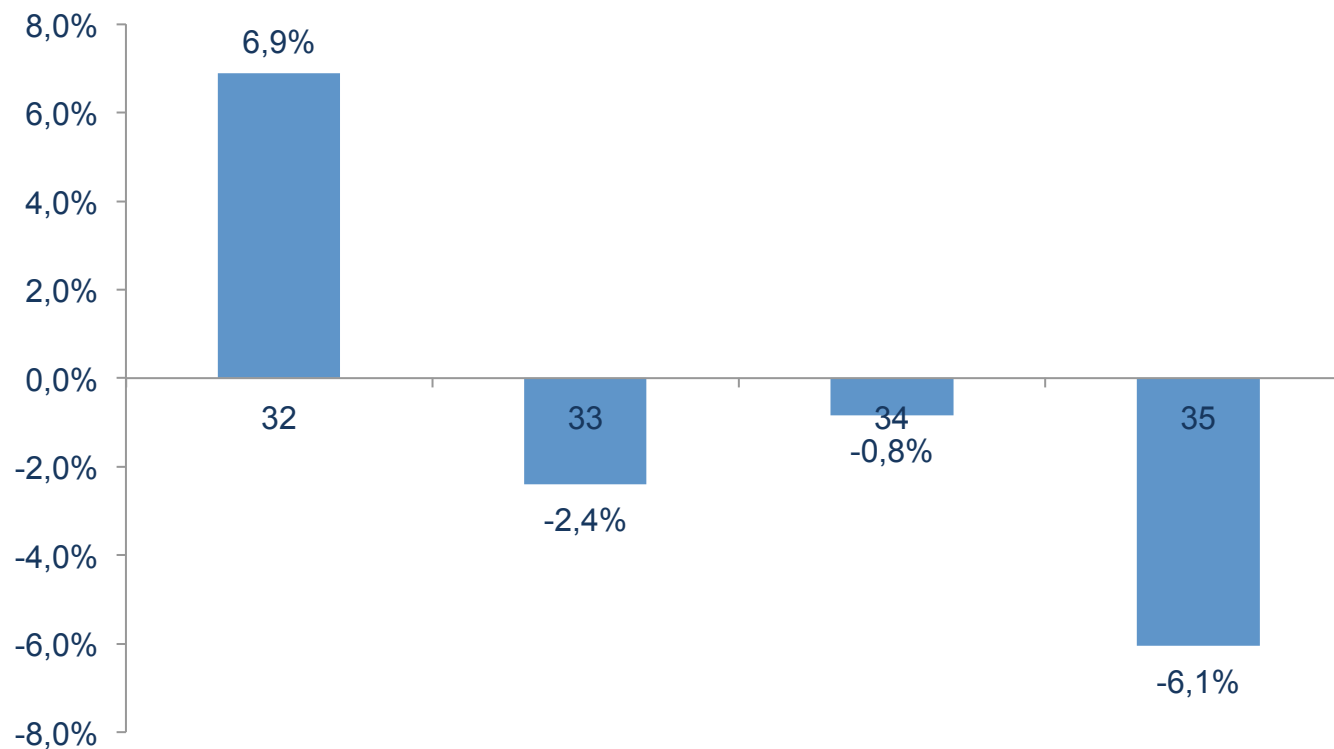
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 35. week



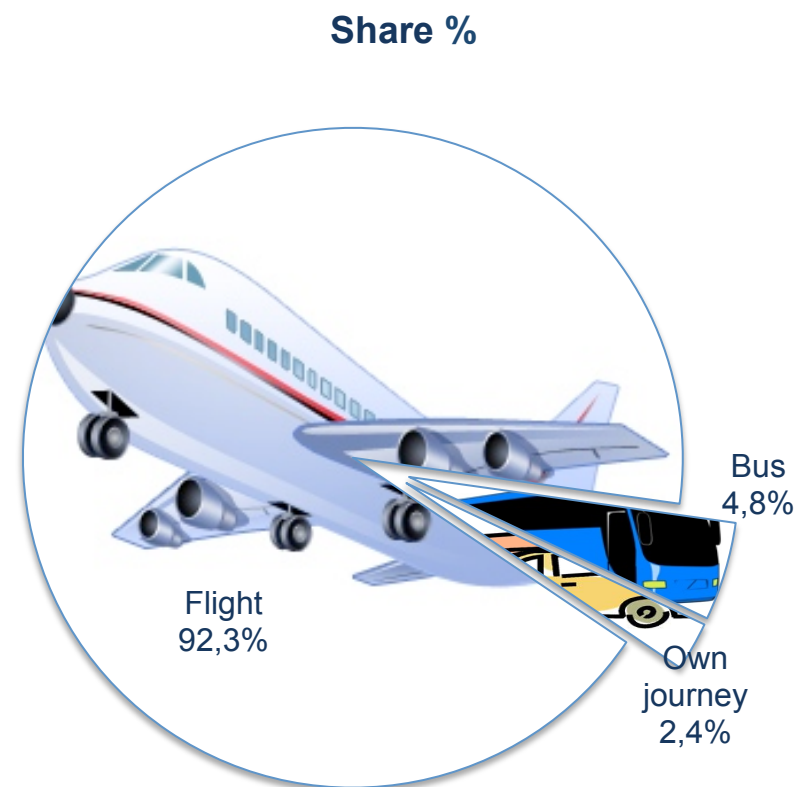
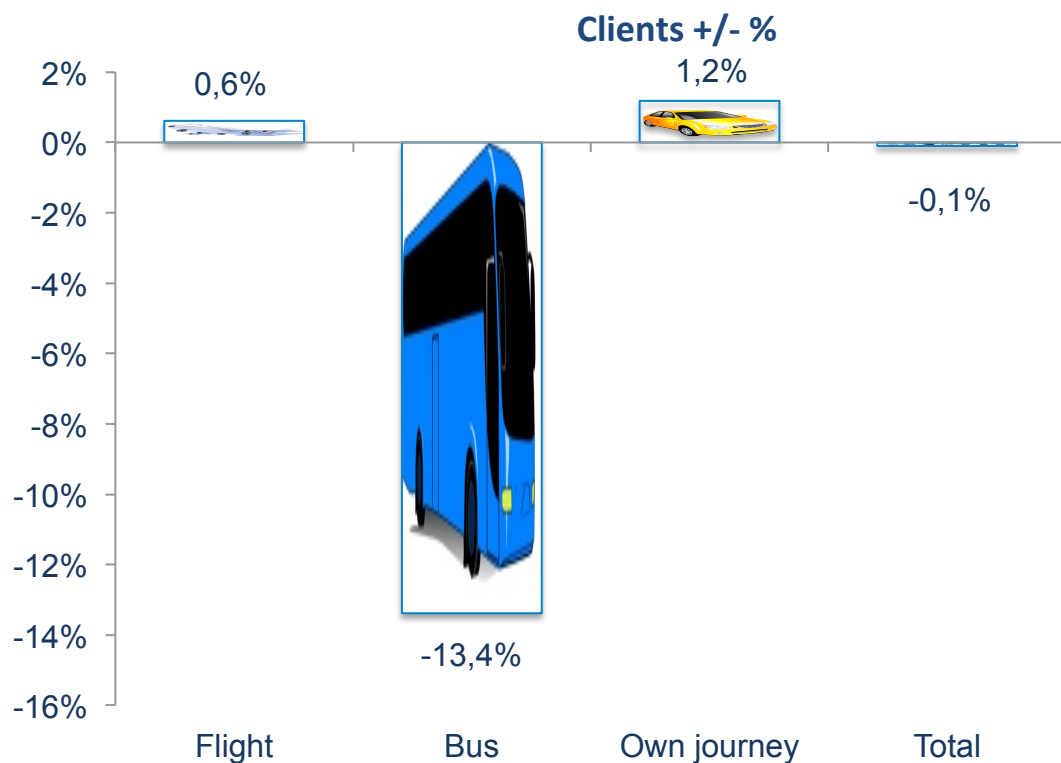
The last four weeks of sales of the tourist year 2016/17 - customers

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



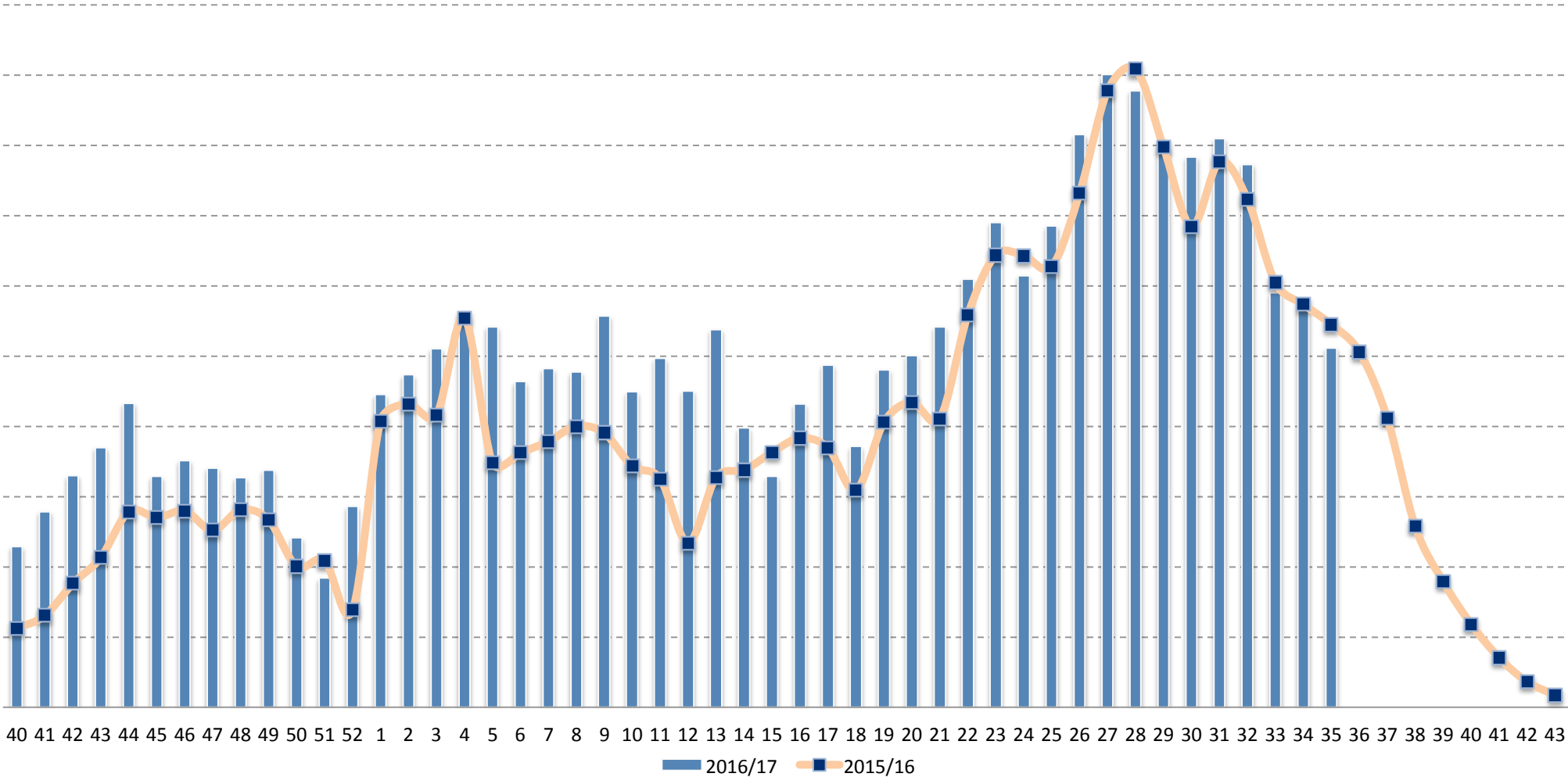
The sales trend of the last four weeks

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



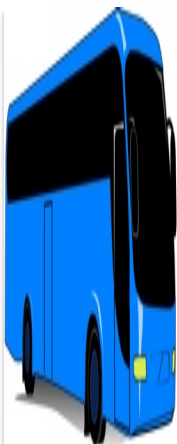
Cumulative sales of 2016/17

compared to sales in the same period last tourist year 2015/16

Clients +/- %

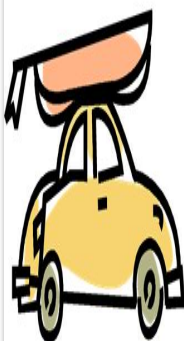
Bus

18,1%



Own journey

21,9%



Flight

15,97%

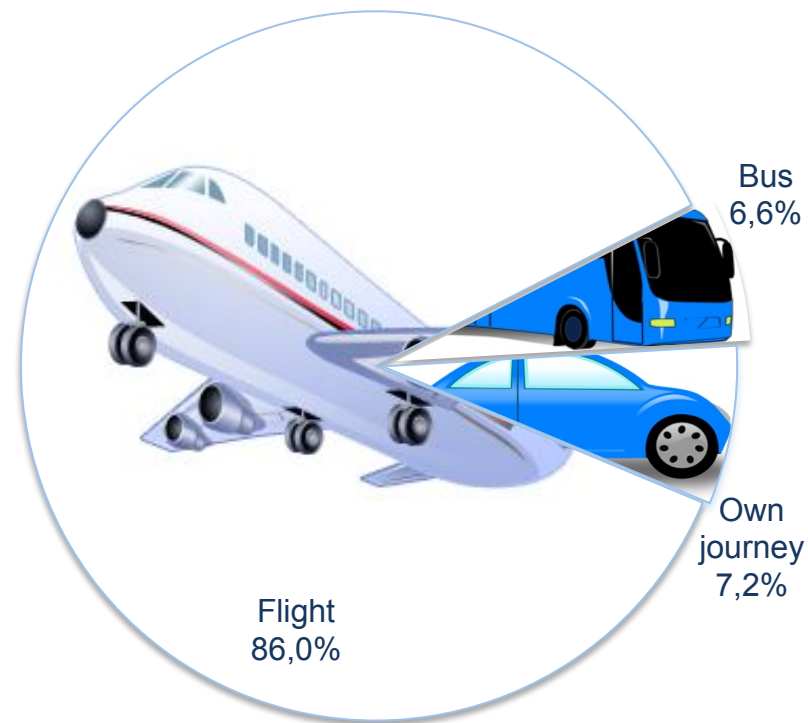


Total

16,6%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	7,0%	31,0%
2	Hiszpania	0,7%	16,4%
3	Bułgaria	9,8%	9,5%
4	Turcja	38,2%	7,6%
5	Włochy	16,1%	6,5%
6	Egipt	112,6%	6,1%
7	Albania	102,2%	2,7%
8	Portugalia	7,1%	2,4%
9	Chorwacja	-0,8%	2,4%
10	Cypr	4,6%	1,4%
11	Polska	19,3%	0,9%
12	Kuba	54,3%	0,9%
13	Austria	4,0%	0,7%
14	Maroko	17,6%	0,7%
15	Emiraty Arabskie	35,5%	0,7%
16	Malta	122,0%	0,7%
17	Tunezja	85,2%	0,6%
18	Dominikana	3,3%	0,6%
19	Oman	++	0,6%
20	Tanzania	108,9%	0,6%

Rank	Destination	+/- % last year
1	Heraklion	-3%
2	Burgas	10%
3	Antalya	53%
4	Zakynthos	10%
5	Rodos	8%
6	Korfu	-3%
7	Fuerteventura	-1%
8	Varna	8%
9	Chania	4%
10	Teneryfa	-5%
11	Hurghada	87%
12	Marsa Alam	96%
13	Kos	22%
14	Majorka	-5%
15	Tirana	165%
16	Gran Canaria	7%
17	Lanzarote	14%
18	Saloniki	24%
19	Madera	7%
20	Bodrum	15%



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