

Weekly report 36/2017

Data source: MerlinX*

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

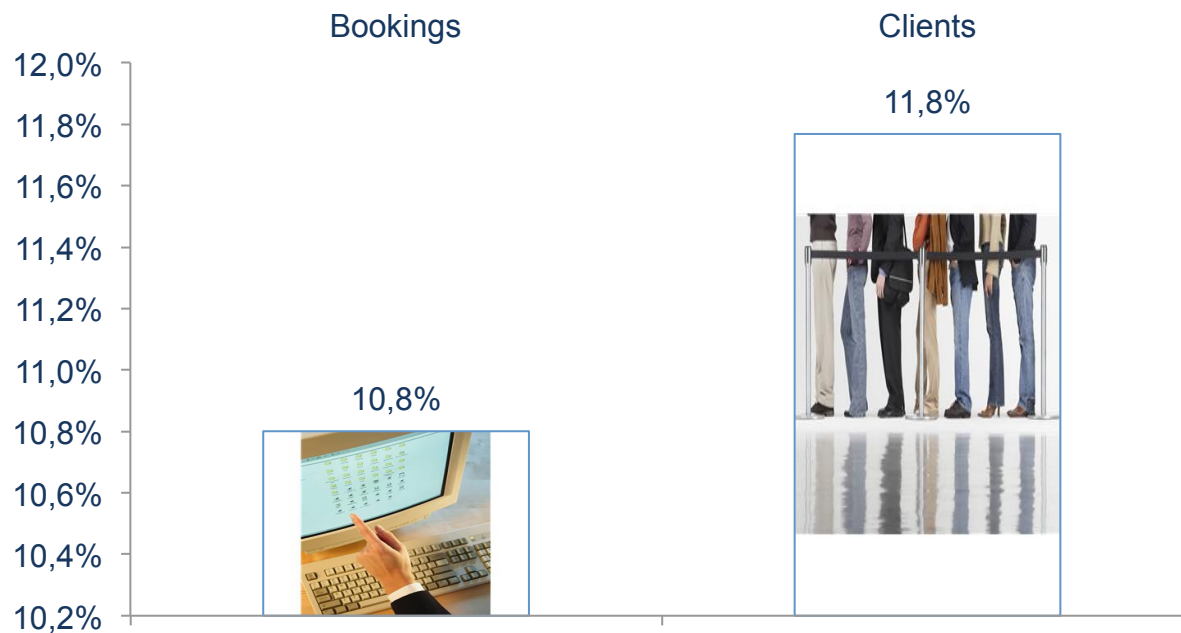
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 36/2017, tours 01.11.16 – 31.10.17

compared with week 36. in 2016 r.



Last week – 35/2017, tours 01.11.16 – 31.10.17

compared with week 35. in 2016 r.

Clients +/-%

Bus



-17,8%

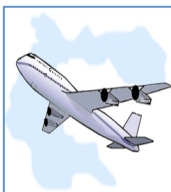
Own journey



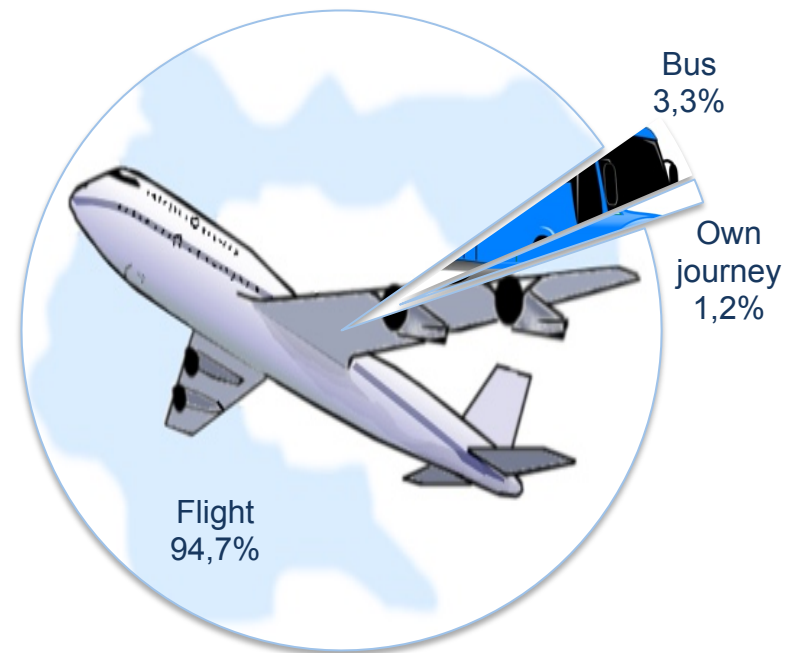
-20,6%

Flight

13,7%



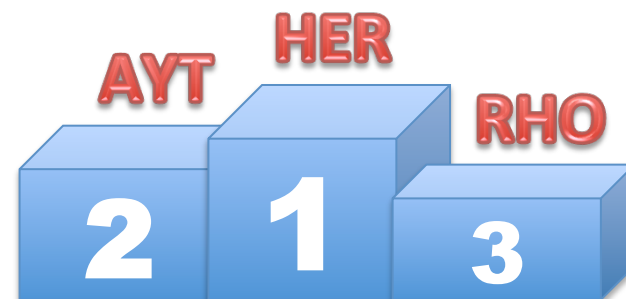
Share %



Ranking of the most popular countries & destinations in CW36

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Heraklion	5 240	2 298
2	Antalya	5 279	2 324
3	Rodos	5 249	2 292
4	Korfu	4 848	2 088
5	Burgas	3 145	1 461
6	Kos	5 656	2 369
7	Zakynthos	5 361	2 344
8	Hurghada	3 798	1 773
9	Fuerteventura	6 417	2 865
10	Bodrum	5 266	2 253
11	Chania	6 129	2 702
12	Majorka	5 184	2 447
13	Varna	2 927	1 381
14	Marsa Alam	4 247	1 994
15	Saloniki	4 532	2 101
16	Teneryfa	6 033	2 833
17	Sycylia	4 927	2 245
18	Gran Canaria	5 831	2 663
19	Lamezia Terme	4 376	2 047
20	Kefalonia	5 114	2 230



Rank	Country	Price/booking	Price/person
1	Grecja	5 188	2 277
2	Hiszpania	5 475	2 545
3	Turcja	5 118	2 236
4	Egipt	3 953	1 851
5	Bułgaria	3 034	1 414
6	Włochy	4 395	2 105
7	Portugalia	5 533	2 684
8	Cypr	5 984	2 829
9	Albania	3 669	1 765
10	Chorwacja	2 727	1 388

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

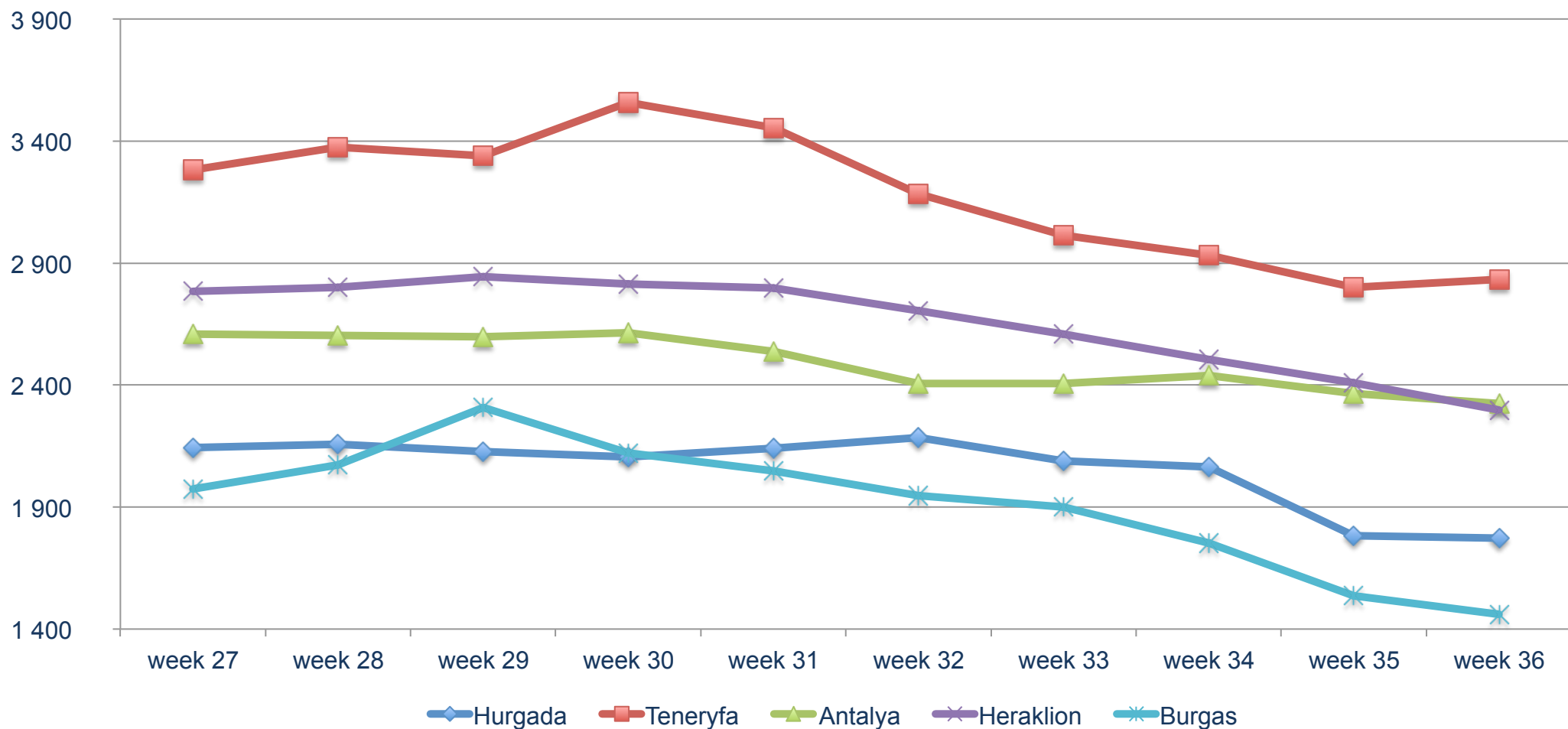
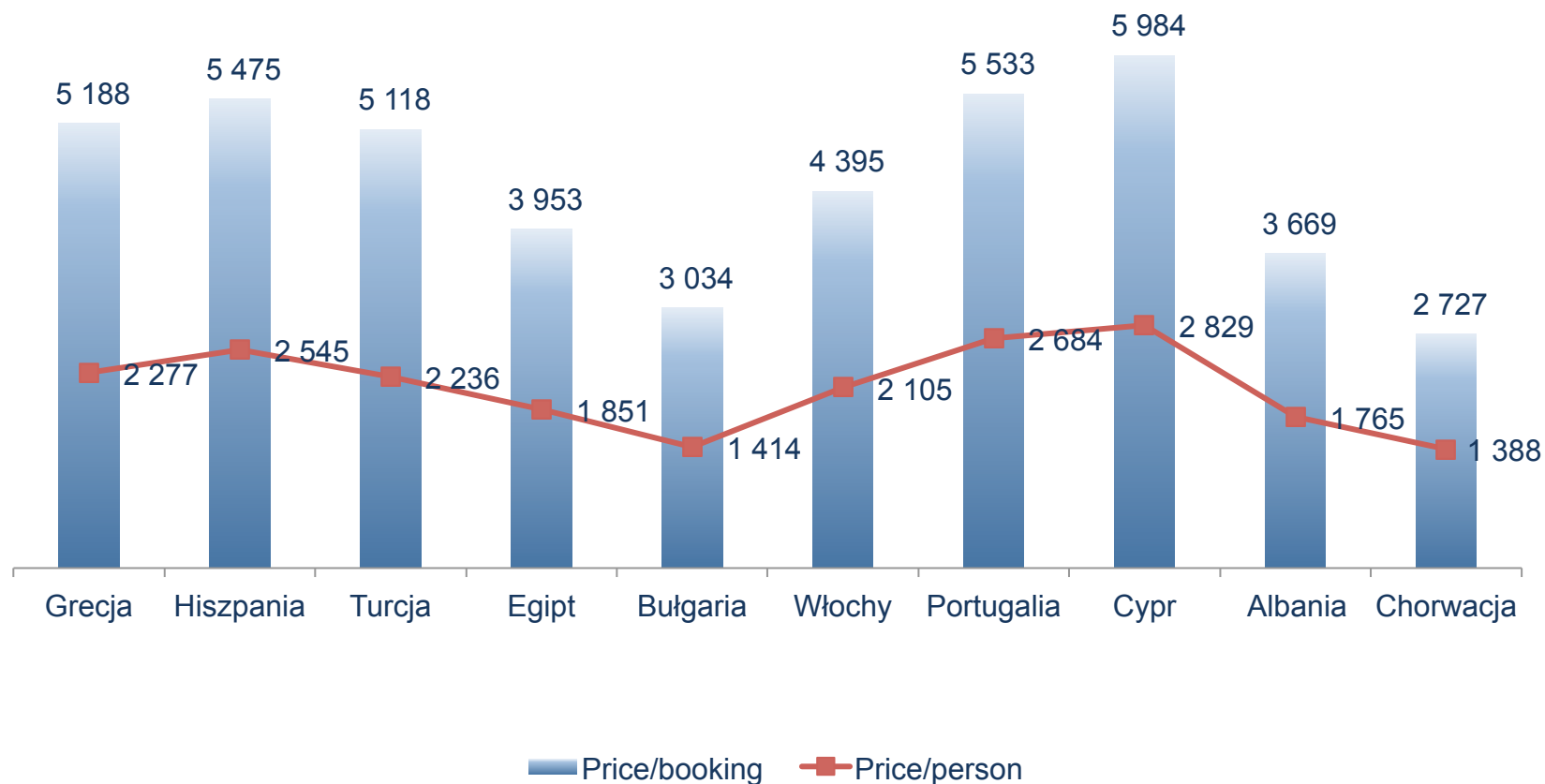


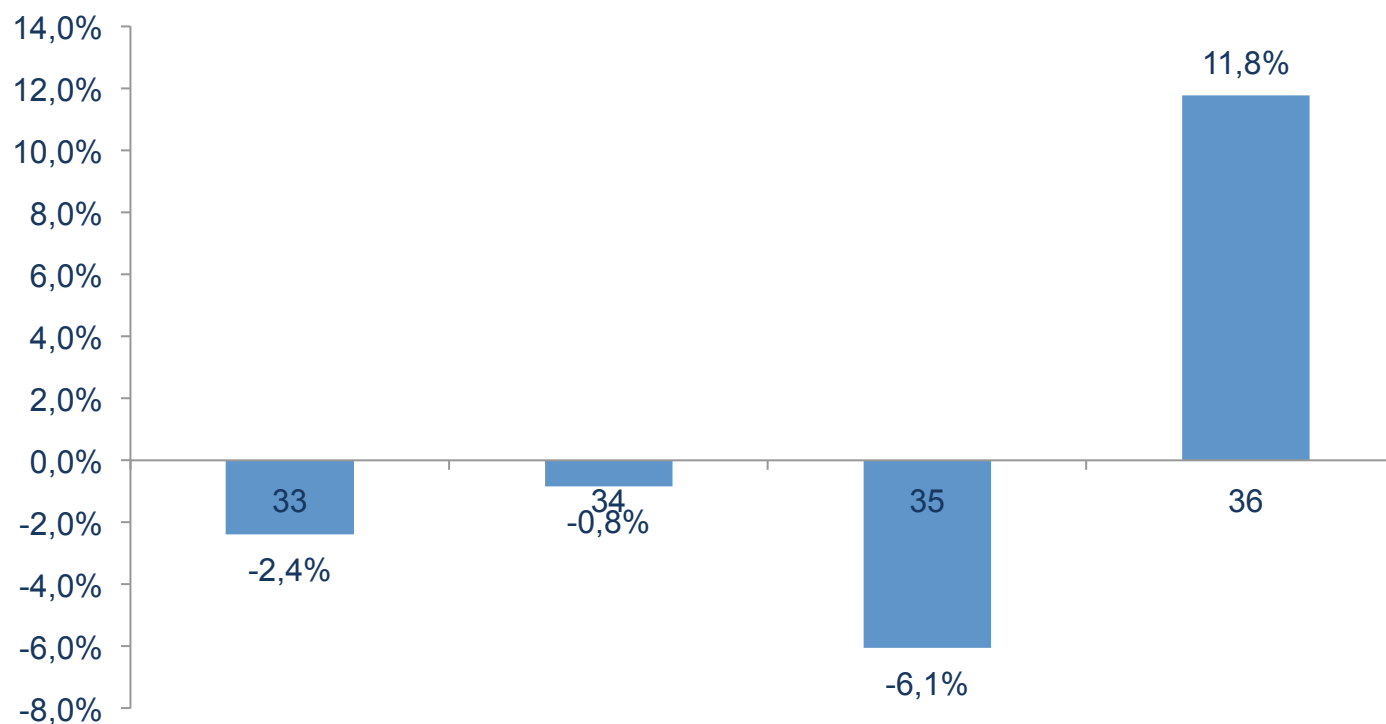
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 36. week



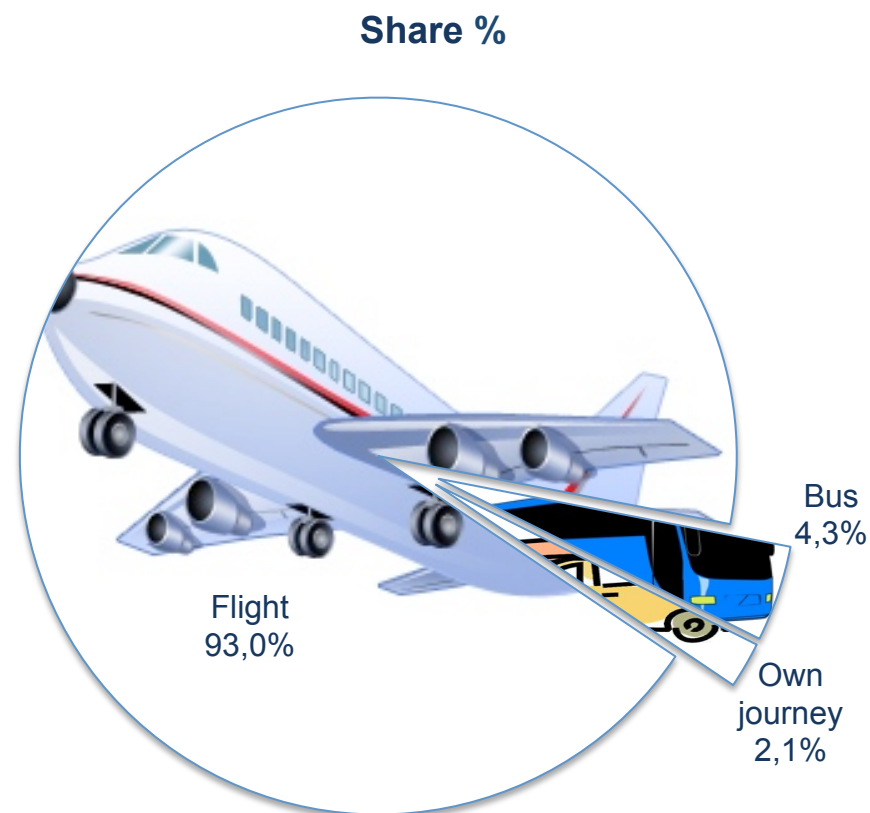
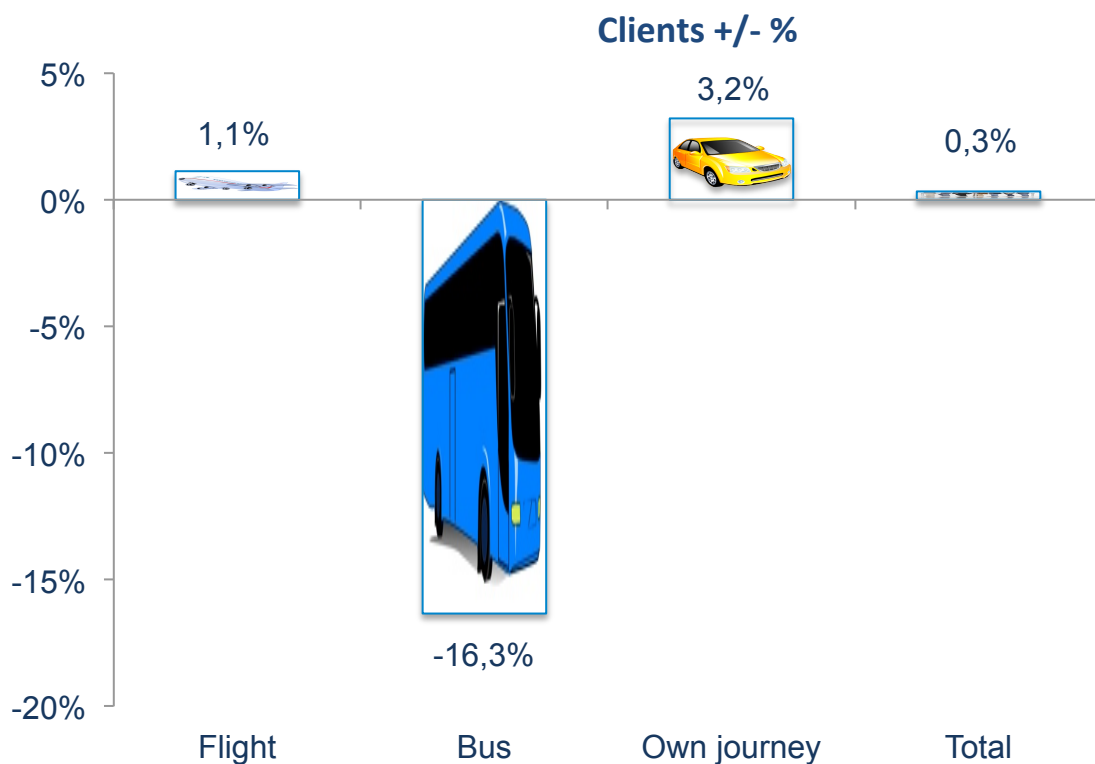
The last four weeks of sales of the tourist year 2016/17 - customers

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



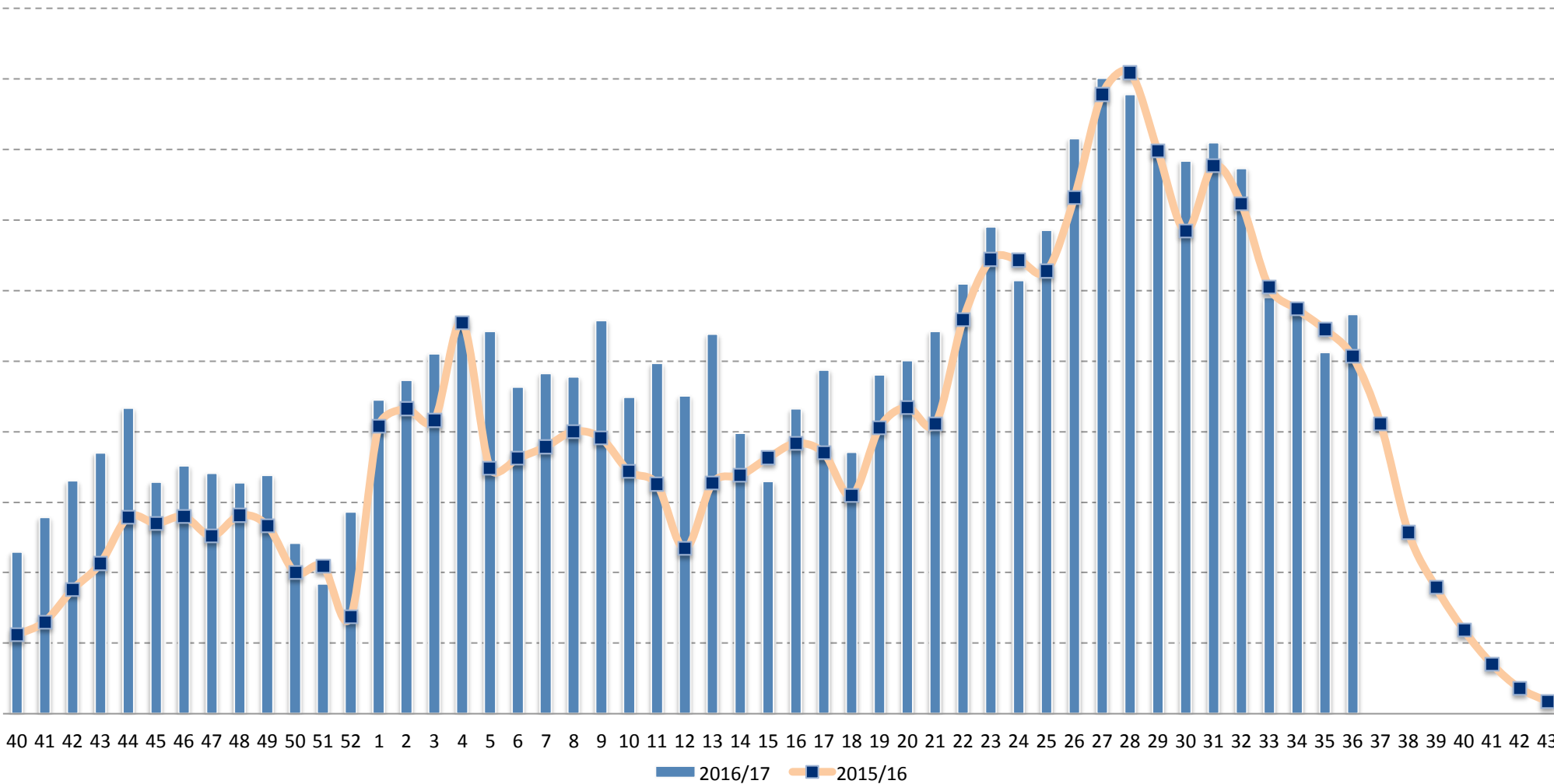
The sales trend of the last four weeks

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 +/- %

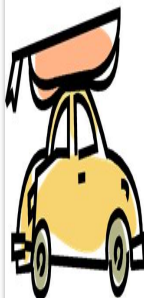
Bus

17,5%



Own journey

21,6%



Flight

15,91%

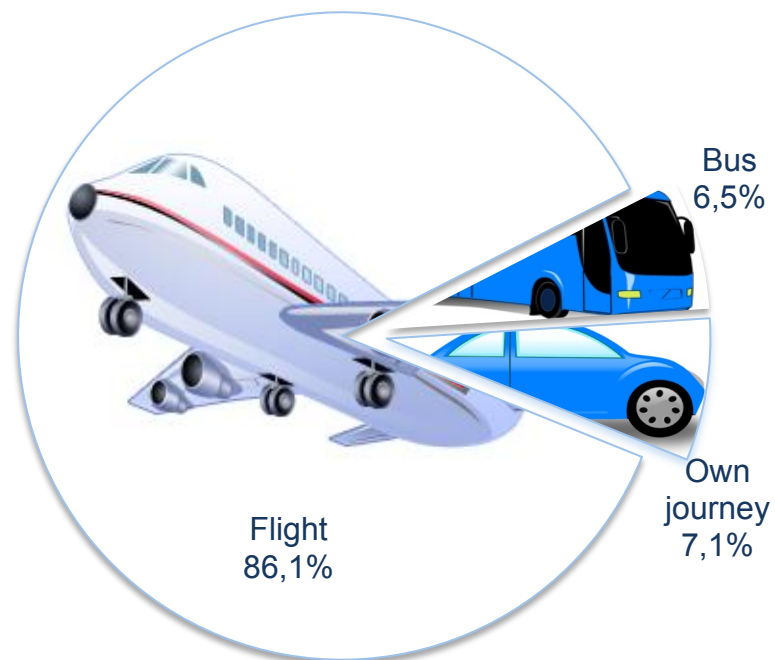


Total

16,5%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	6,5%	31,2%
2	Hiszpania	0,8%	16,4%
3	Bułgaria	10,6%	9,5%
4	Turcja	38,4%	7,7%
5	Włochy	16,2%	6,5%
6	Egipt	111,6%	6,1%
7	Albania	100,9%	2,7%
8	Portugalia	7,4%	2,4%
9	Chorwacja	-0,9%	2,3%
10	Cypr	5,2%	1,4%
11	Polska	19,5%	0,9%
12	Kuba	54,2%	0,9%
13	Austria	4,1%	0,7%
14	Maroko	18,0%	0,7%
15	Emiraty Arabskie	35,4%	0,7%
16	Malta	122,7%	0,7%
17	Tunezja	73,0%	0,6%
18	Dominikana	2,6%	0,6%
19	Oman	++	0,6%
20	Tanzania	108,8%	0,6%

Rank	Destination	+/- % last year
1	Heraklion	-3%
2	Burgas	10%
3	Antalya	52%
4	Zakynthos	9%
5	Rodos	8%
6	Korfu	-3%
7	Fuerteventura	0%
8	Varna	9%
9	Chania	3%
10	Teneryfa	-5%
11	Hurghada	87%
12	Kos	22%
13	Marsa Alam	95%
14	Majorka	-5%
15	Tirana	166%
16	Gran Canaria	7%
17	Lanzarote	13%
18	Saloniki	23%
19	Madera	7%
20	Bodrum	18%



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