

Weekly report 37/2017

Data source: MerlinX*

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

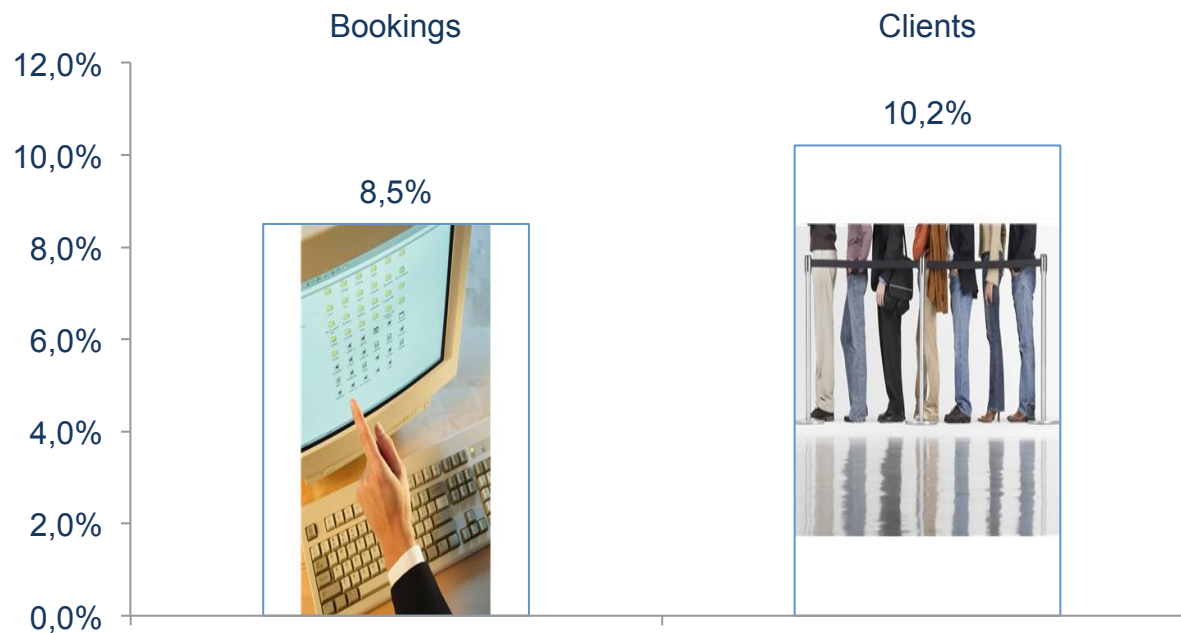
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 37/2017, tours 01.11.16 – 31.10.17

compared with week 37. in 2016 r.

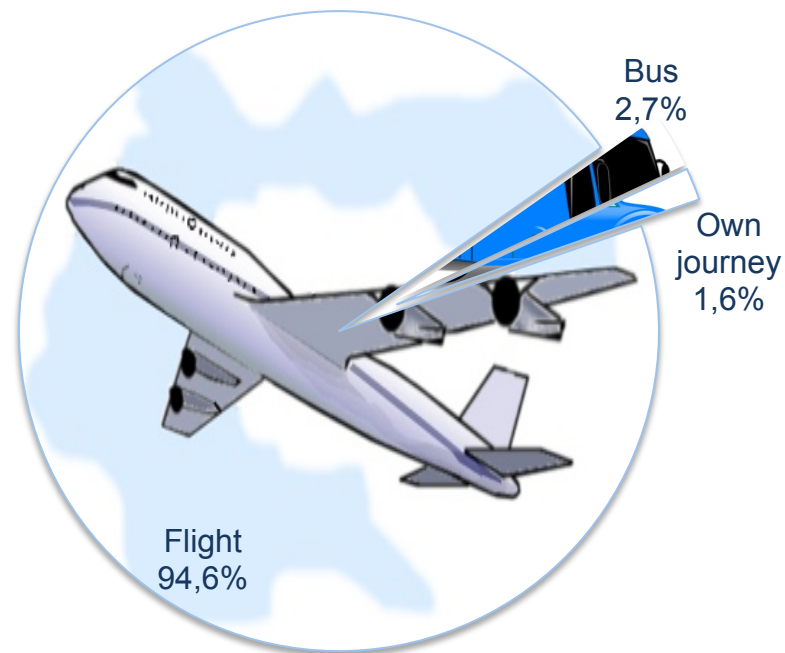


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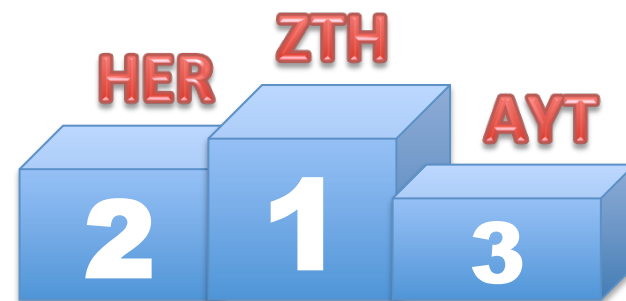
Share %



Ranking of the most popular countries & destinations in CW37

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Zakynthos	5 244	2 312
2	Heraklion	5 468	2 363
3	Antalya	5 178	2 283
4	Rodos	4 810	2 092
5	Korfu	4 677	2 041
6	Teneryfa	5 962	2 806
7	Hurghada	4 203	1 955
8	Varna	2 911	1 366
9	Chania	5 405	2 376
10	Kos	5 593	2 380
11	Tirana	3 505	1 677
12	Fuerteventura	6 139	2 822
13	Marsa Alam	4 417	2 104
14	Saloniki	4 400	2 022
15	Bodrum	5 180	2 280
16	Gran Canaria	5 800	2 581
17	Majorka	4 928	2 201
18	Sycylia	4 786	2 287
19	Izmir	4 246	1 898
20	Enfidha	3 722	1 736



Rank	Country	Price/booking	Price/person
1	Grecja	5 023	2 206
2	Hiszpania	5 476	2 533
3	Turcja	5 075	2 237
4	Egipt	4 214	1 986
5	Włochy	4 281	2 090
6	Bułgaria	2 867	1 360
7	Cypr	5 640	2 585
8	Albania	2 993	1 438
9	Portugalia	5 388	2 656
10	Tunezja	3 706	1 735

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

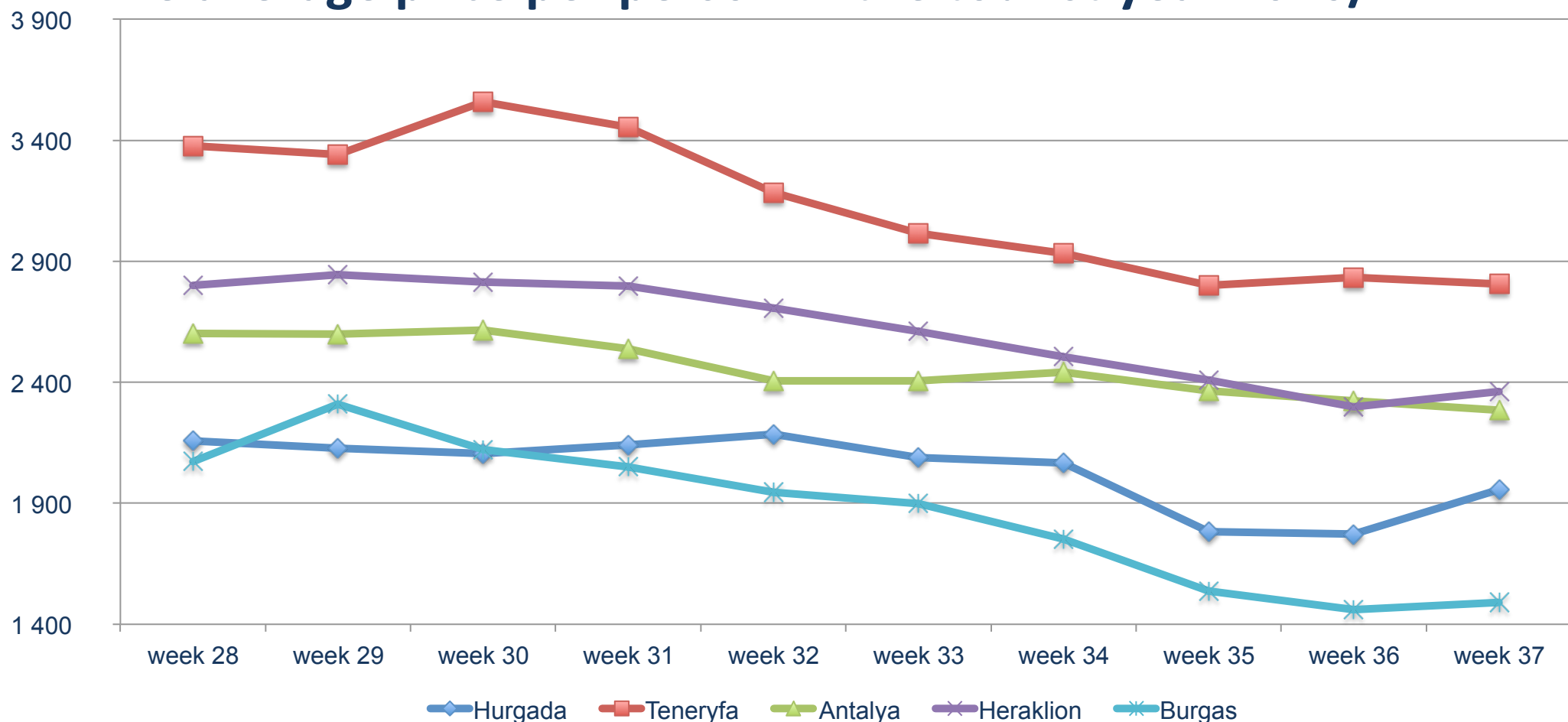
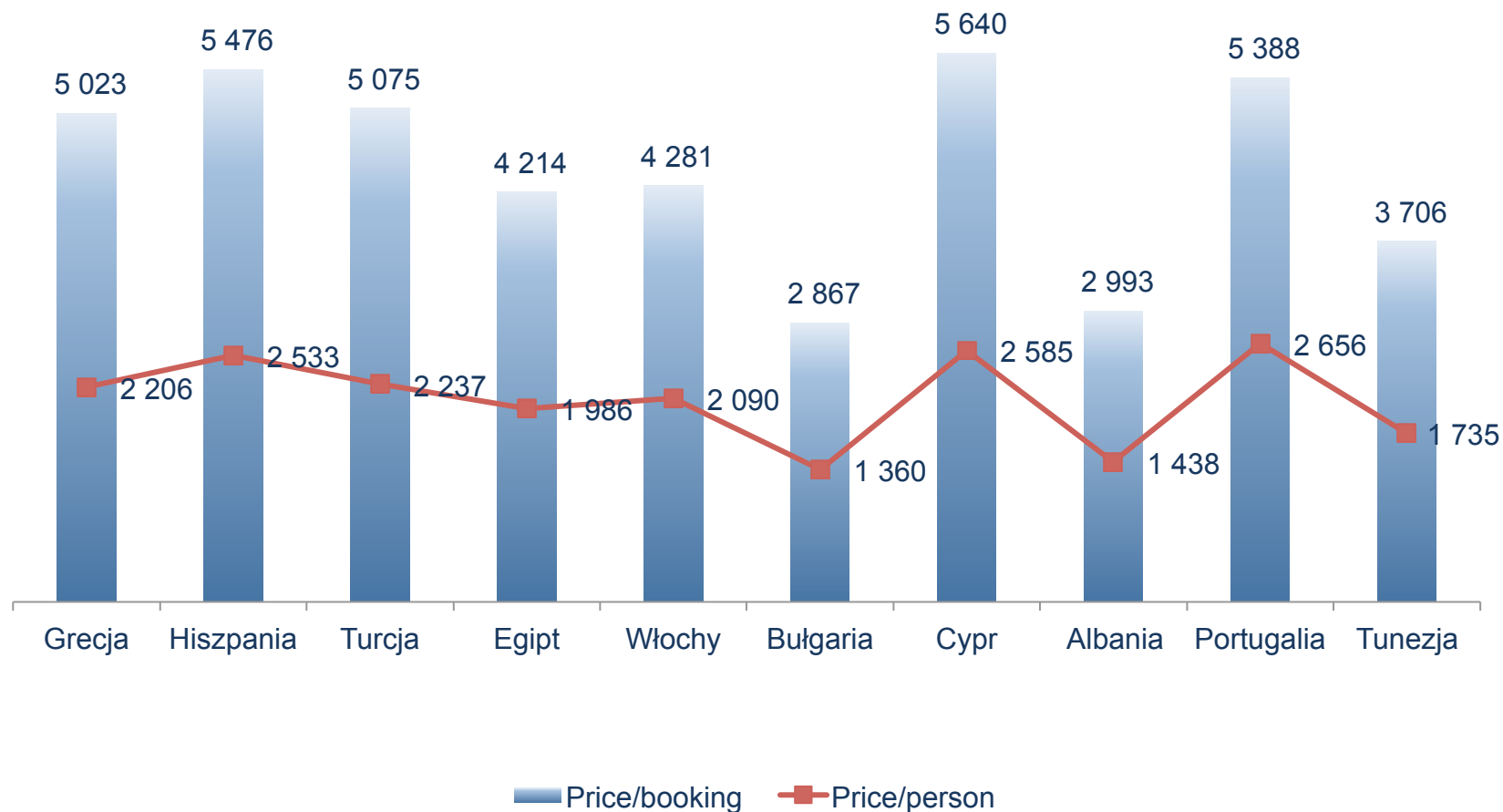


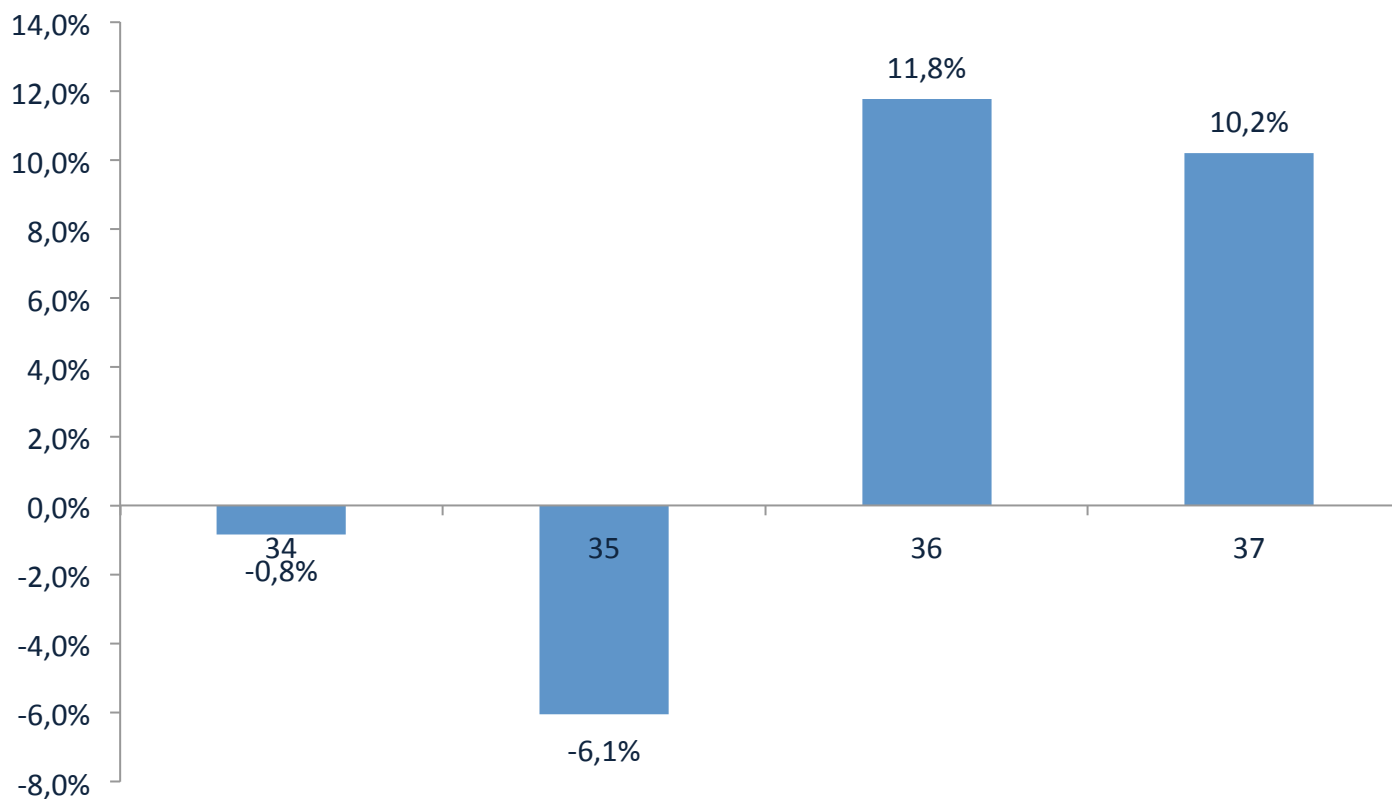
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Bargas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 37. week



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

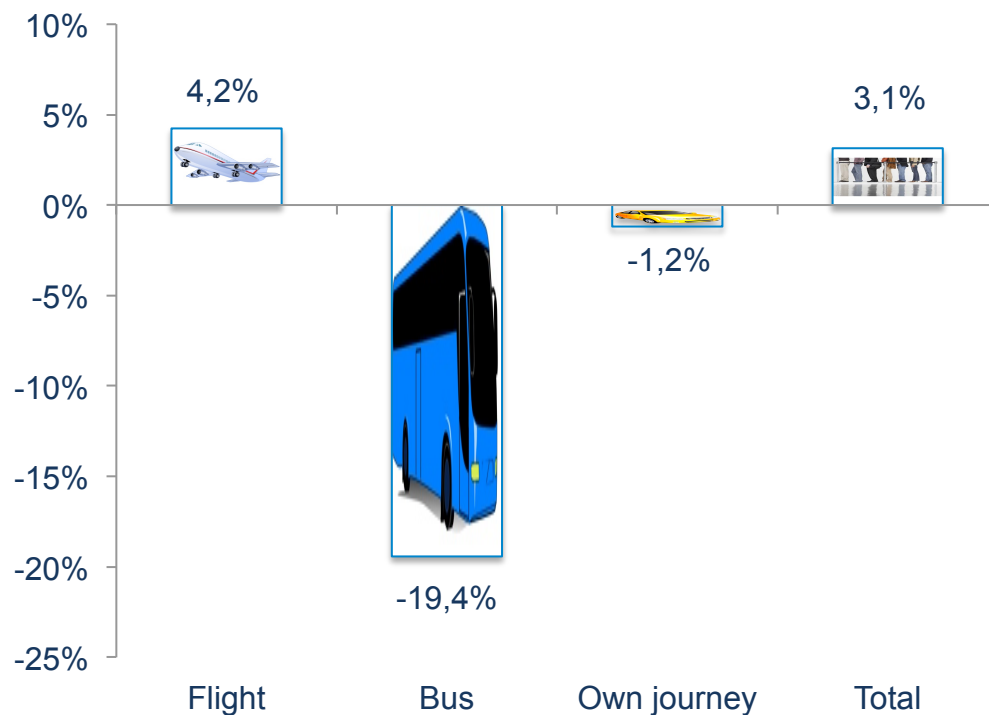
compared with 4 analogous weeks in tourist year 2015/2016.



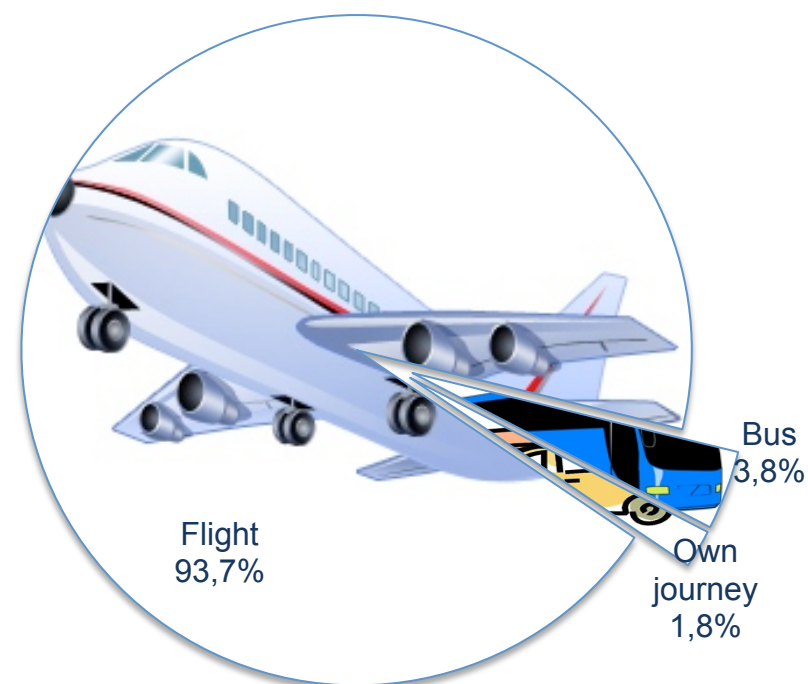
The sales trend of the last four weeks

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

Clients +/- %

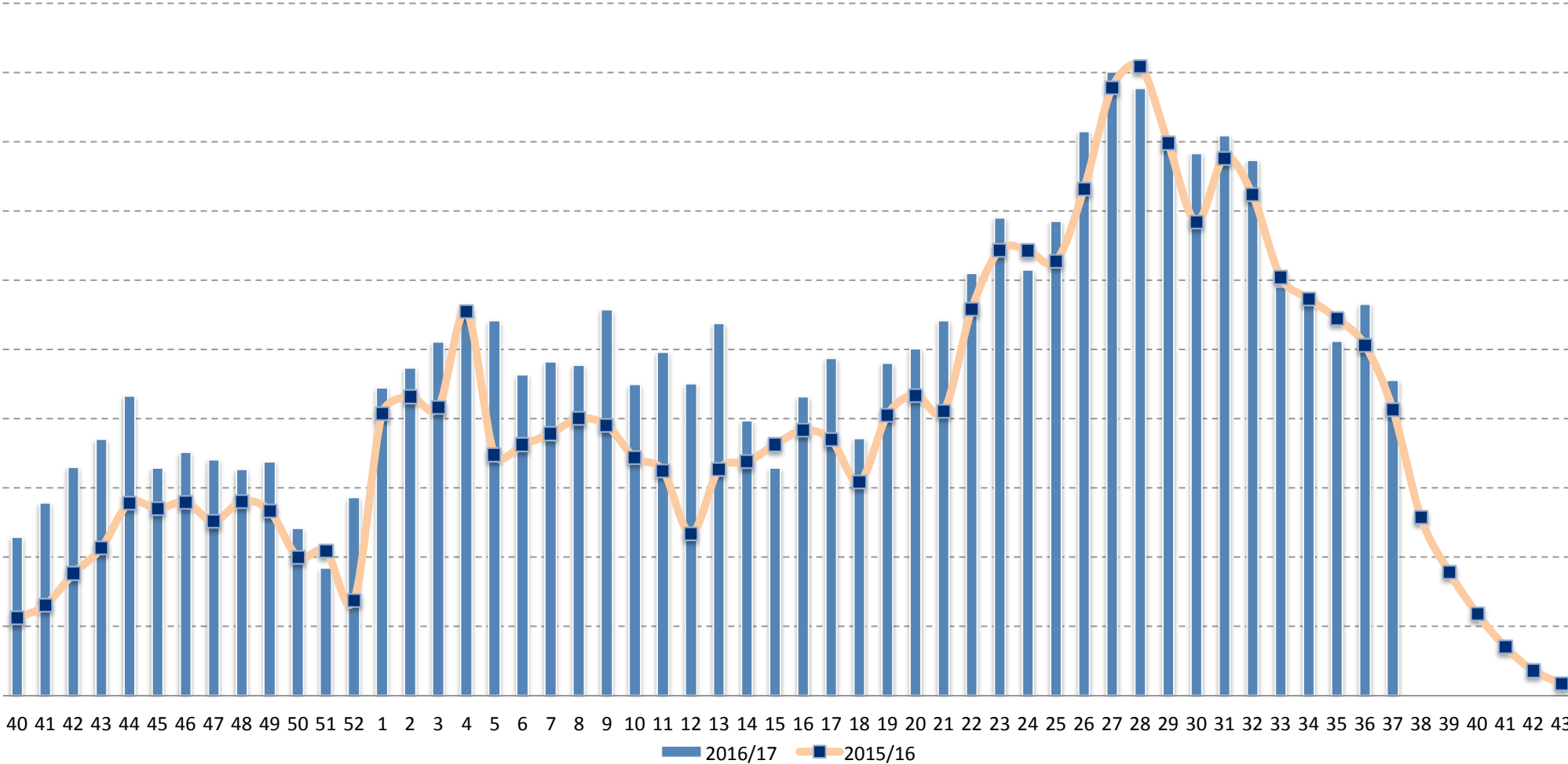


Share %



Weekly sales compared with the previous tourist year

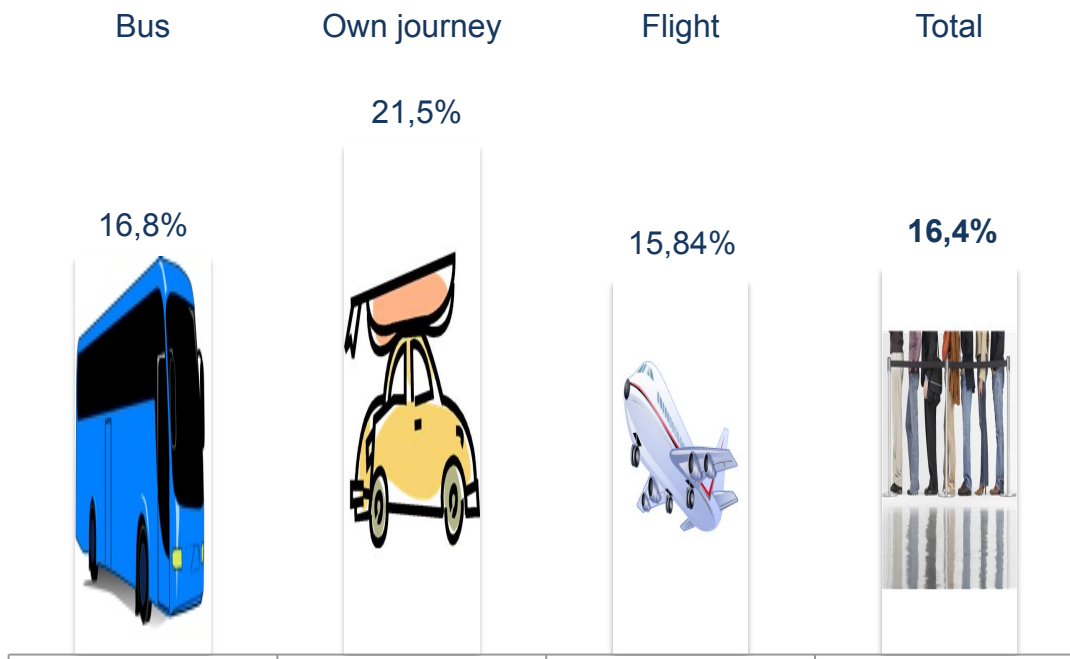
Bookings weekly 16/17 vs. 15/16



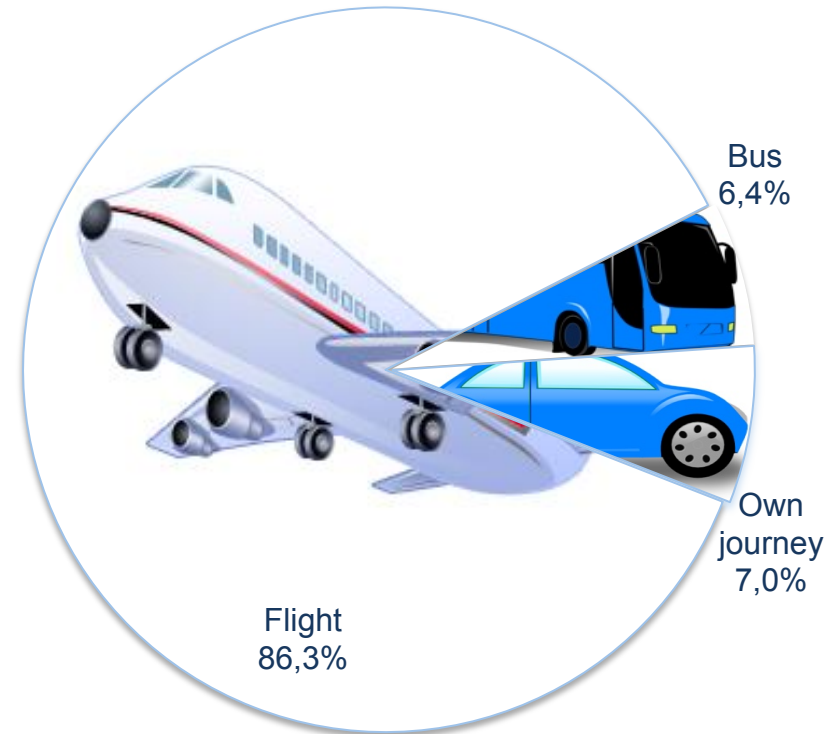
Cumulative sales of 2016/17

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	6,4%	31,4%
2	Hiszpania	0,7%	16,4%
3	Bułgaria	10,9%	9,3%
4	Turcja	37,8%	7,8%
5	Włochy	15,9%	6,4%
6	Egipt	110,1%	6,2%
7	Albania	100,7%	2,7%
8	Portugalia	7,6%	2,3%
9	Chorwacja	-1,0%	2,3%
10	Cypr	5,8%	1,4%
11	Polska	19,9%	0,9%
12	Kuba	54,0%	0,9%
13	Austria	4,0%	0,7%
14	Maroko	18,0%	0,7%
15	Emiraty Arabskie	34,9%	0,7%
16	Malta	122,8%	0,7%
17	Tunezja	66,6%	0,6%
18	Dominikana	1,8%	0,6%
19	Oman	++	0,6%
20	Tanzania	108,6%	0,5%

Rank	Destination	+/- % last year
1	Heraklion	-3,0%
2	Antalya	50,3%
3	Burgas	10,5%
4	Zakynthos	9,0%
5	Rodos	7,8%
6	Korfu	-2,8%
7	Fuerteventura	-0,6%
8	Varna	9,7%
9	Chania	2,6%
10	Teneryfa	-4,9%
11	Hurghada	86,5%
12	Kos	22,3%
13	Marsa Alam	92,7%
14	Majorka	-4,5%
15	Tirana	167,5%
16	Gran Canaria	7,2%
17	Lanzarote	12,0%
18	Saloniki	23,0%
19	Bodrum	17,0%
20	Madera	7,0%



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