

Weekly report 38/2017

Data source: MerlinX*

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

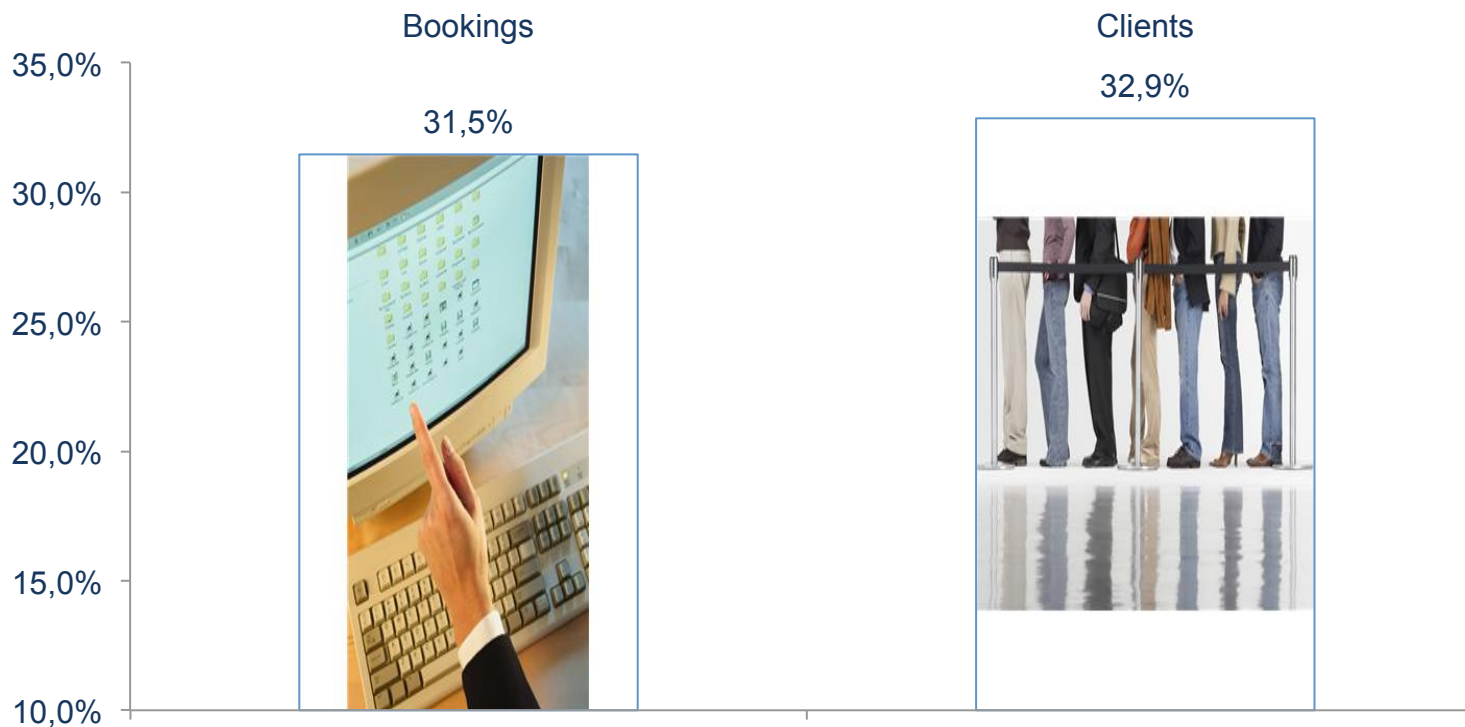
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 38/2017, tours 01.11.16 – 31.10.17

compared with week 38. in 2016 r.



Last week – 38/2017, tours 01.11.16 – 31.10.17

compared with week 38. in 2016 r.

**Clients
+/-%**

Bus

Own journey

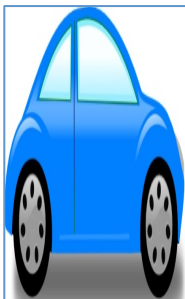
Flight

52,0%

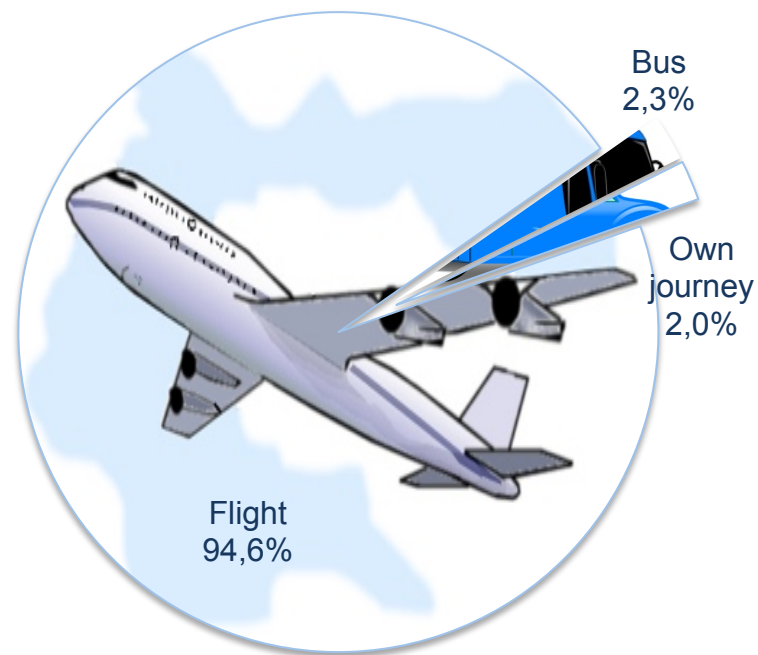
35,5%



-34,3%



Share %



Ranking of the most popular countries & destinations in CW38

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Antalya	4 938	2 262
2	Heraklion	5 084	2 224
3	Korfu	4 156	1 819
4	Rodos	4 419	2 041
5	Zakynthos	4 394	1 979
6	Hurghada	4 523	2 038
7	Teneryfa	5 417	2 550
8	Chania	5 428	2 364
9	Marsa Alam	4 422	2 120
10	Kos	5 347	2 246
11	Fuerteventura	5 695	2 562
12	Saloniki	3 674	1 703
13	Bodrum	5 054	2 160
14	Gran Canaria	5 364	2 488
15	Enfidha	3 760	1 767
16	Majorka	4 443	2 018
17	Dalaman	4 675	2 115
18	Lanzarote	7 052	3 112
19	Malaga	4 383	2 161
20	Izmir	4 586	1 955



Rank	Country	Price/booking	Price/person
1	Grecja	4 575	2 035
2	Hiszpania	5 164	2 403
3	Turcja	4 901	2 205
4	Egipt	4 512	2 084
5	Włochy	3 649	1 831
6	Portugalia	4 670	2 327
7	Tunezja	3 760	1 767
8	Cypr	6 517	2 841
9	Maroko	4 905	2 437
10	Polska	820	537

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

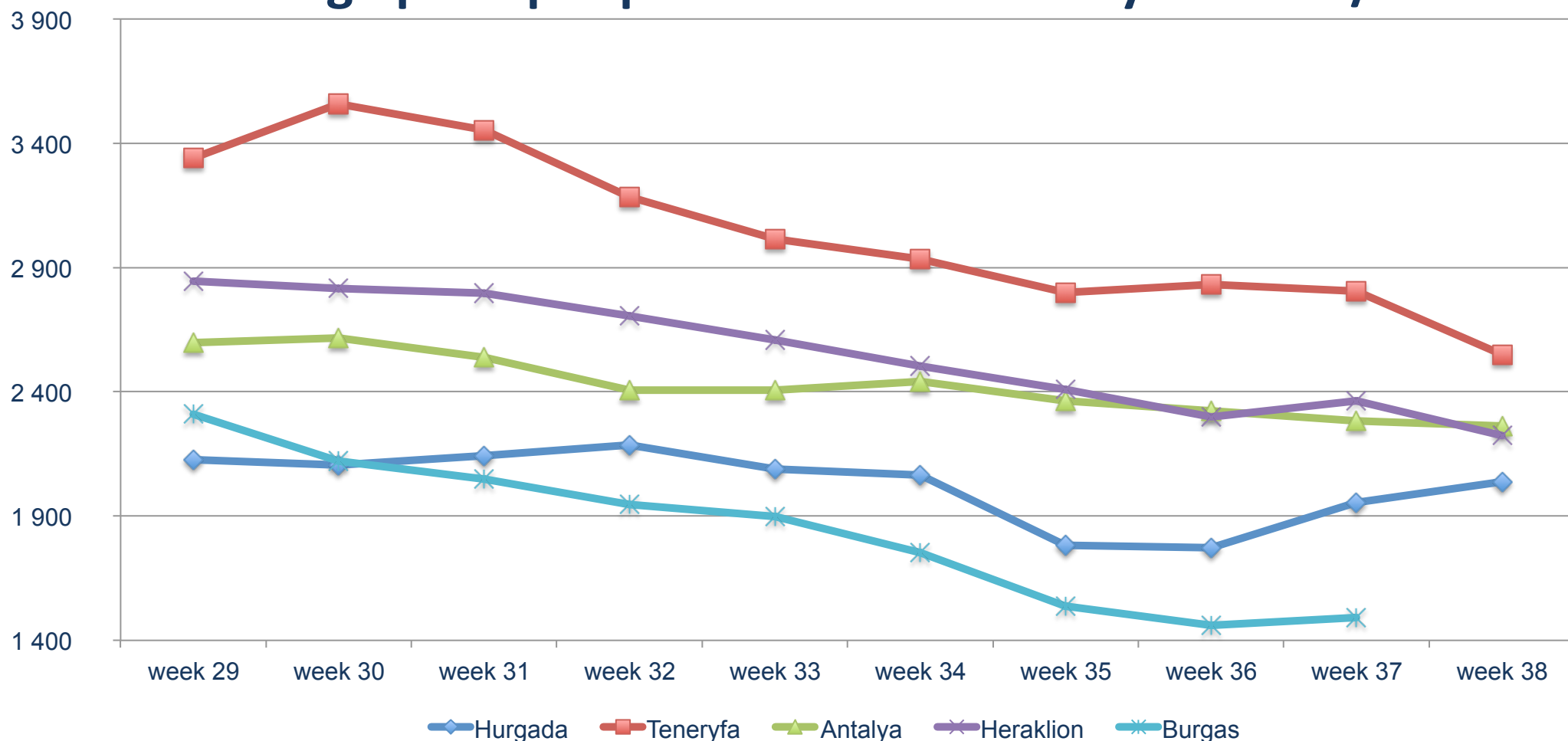
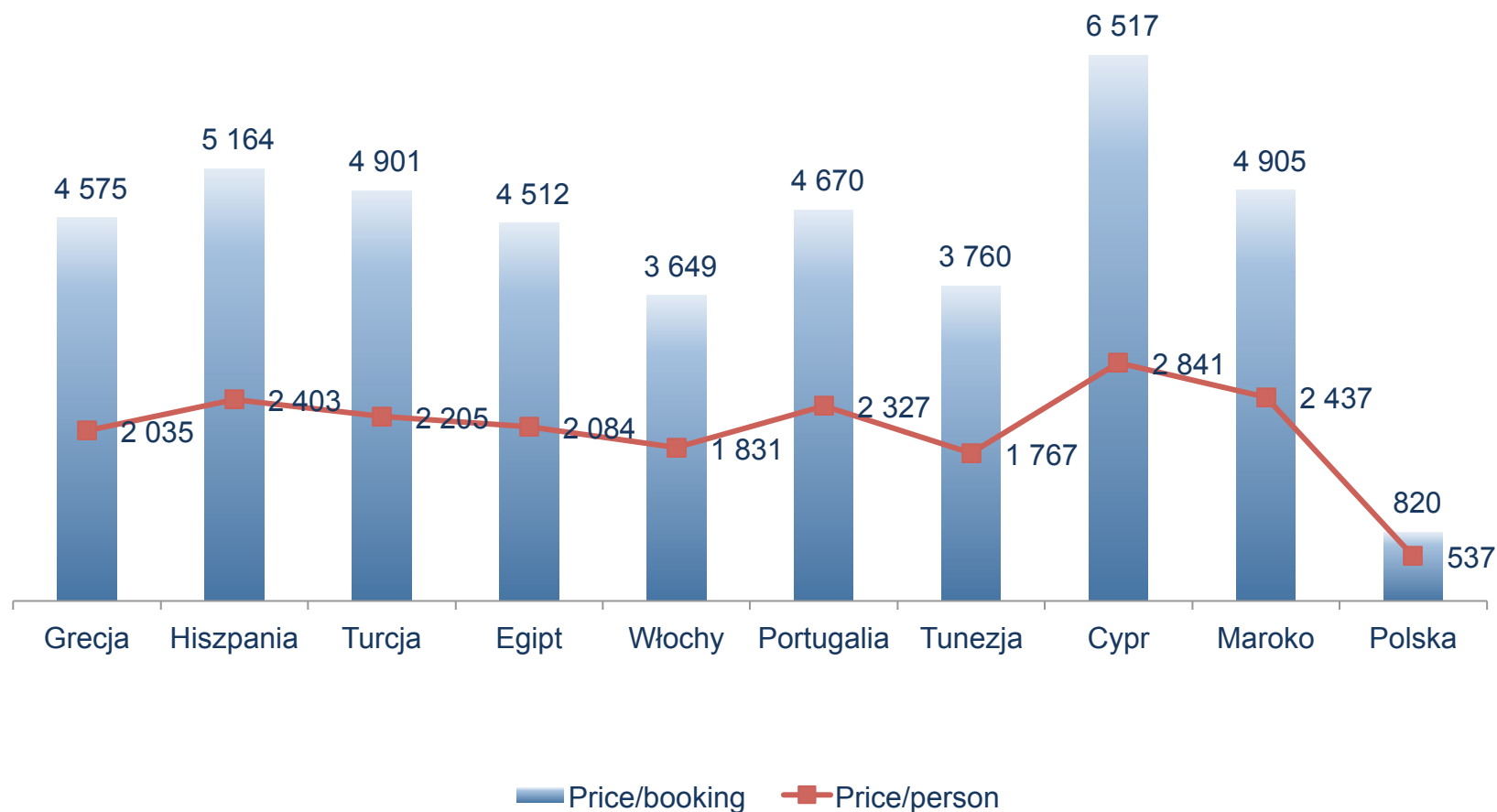


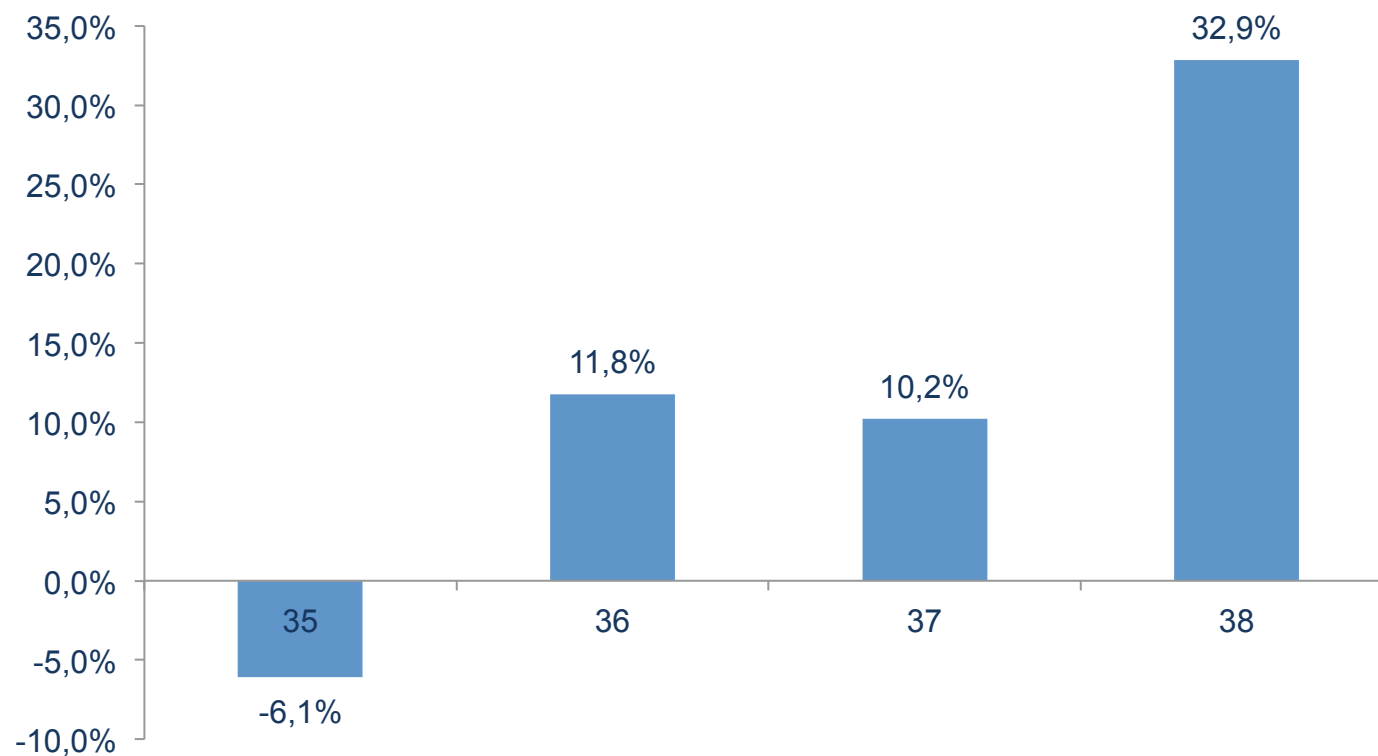
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 38. week



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

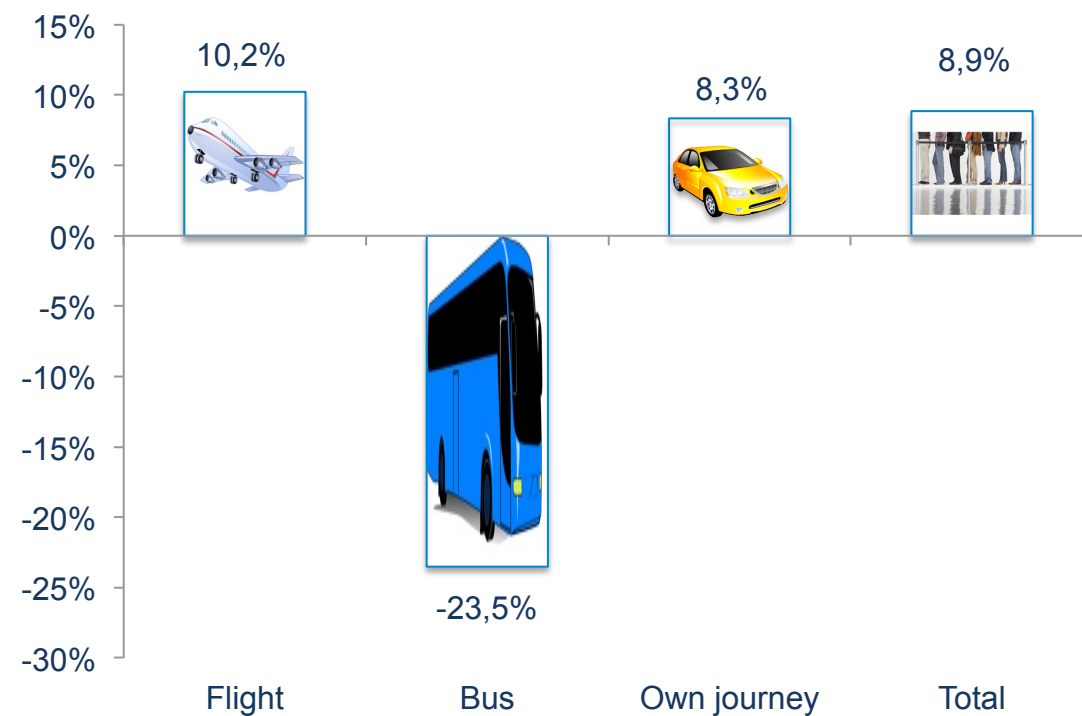
compared with 4 analogous weeks in tourist year 2015/2016.



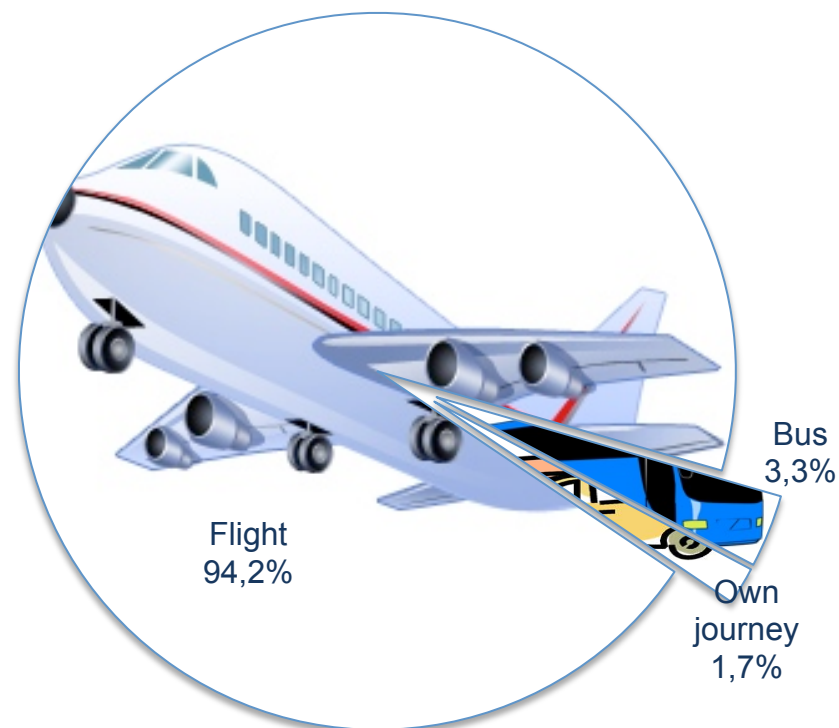
The sales trend of the last four weeks

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

Clients +/- %

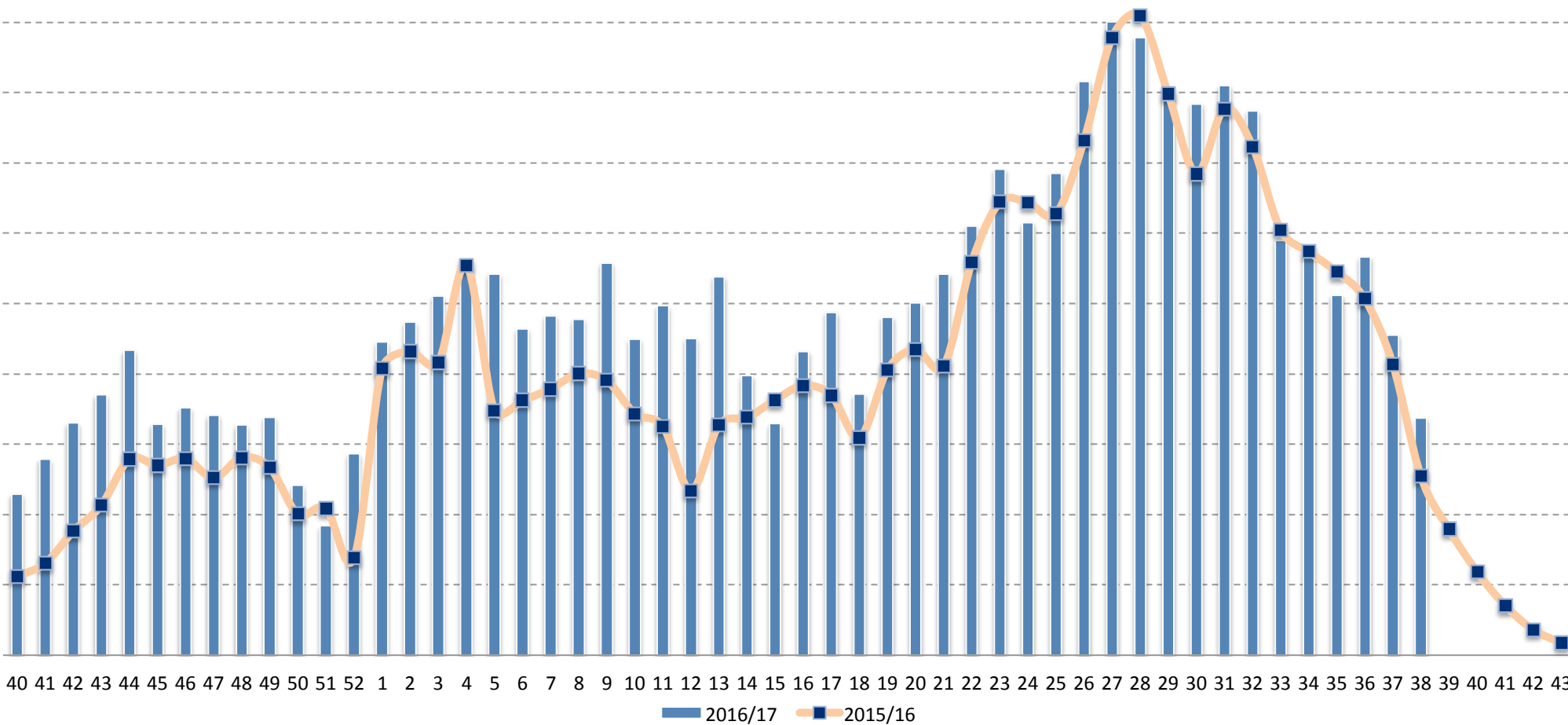


Share %



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 +/- %

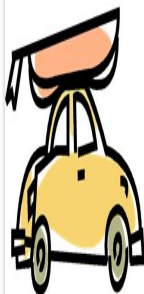
Bus

16,4%



Own journey

21,6%



Flight

16,08%

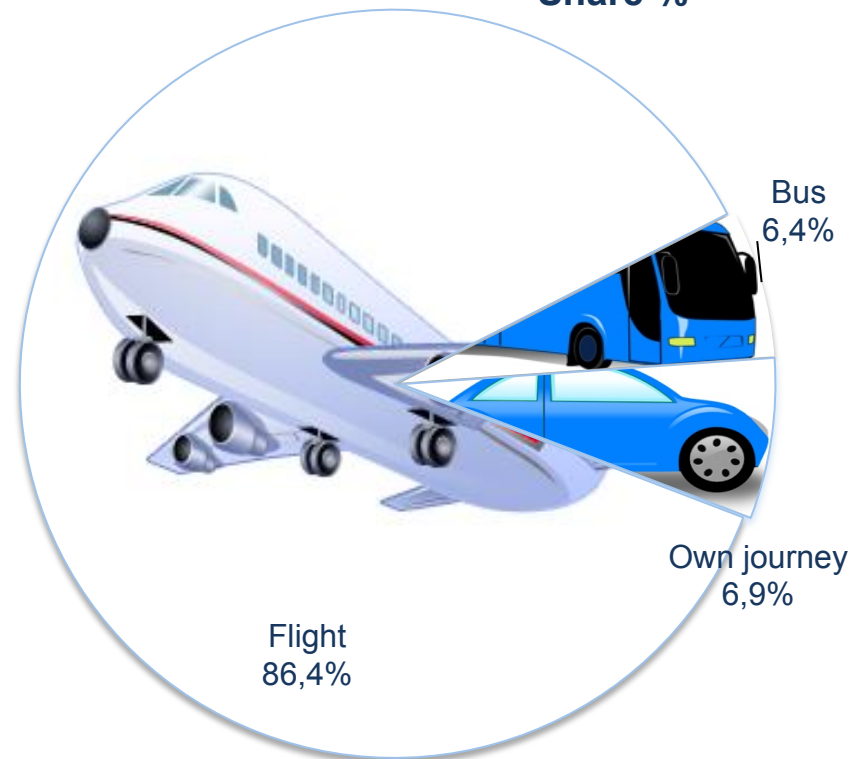


Total

16,6%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	6,8%	31,5%
2	Hiszpania	0,9%	16,4%
3	Bułgaria	11,0%	9,2%
4	Turcja	38,6%	7,9%
5	Włochy	15,8%	6,4%
6	Egipt	109,0%	6,2%
7	Albania	100,4%	2,6%
8	Portugalia	7,7%	2,3%
9	Chorwacja	-1,2%	2,3%
10	Cypr	4,9%	1,4%
11	Polska	20,5%	0,9%
12	Kuba	54,0%	0,8%
13	Maroko	18,2%	0,7%
14	Austria	4,0%	0,7%
15	Emiraty Arabskie	34,9%	0,7%
16	Malta	122,5%	0,7%
17	Tunezja	62,8%	0,6%
18	Dominikana	1,1%	0,6%
19	Oman	++	0,6%
20	Czechy	27,8%	0,5%

Rank	Destination	+/- % last year
1	Heraklion	-2,5%
2	Antalya	50,4%
3	Burgas	10,5%
4	Zakynthos	9,5%
5	Rodos	8,4%
6	Korfu	-2,5%
7	Fuerteventura	-0,6%
8	Varna	9,8%
9	Chania	3,0%
10	Teneryfa	-4,2%
11	Hurghada	87,4%
12	Kos	22,4%
13	Marsa Alam	90,5%
14	Majorka	-3,9%
15	Tirana	168,1%
16	Gran Canaria	6,8%
17	Lanzarote	11,8%
18	Saloniki	23,0%
19	Bodrum	18,0%
20	Madera	7,2%



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