

Weekly report 41/2017

Data source: MerlinX*

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

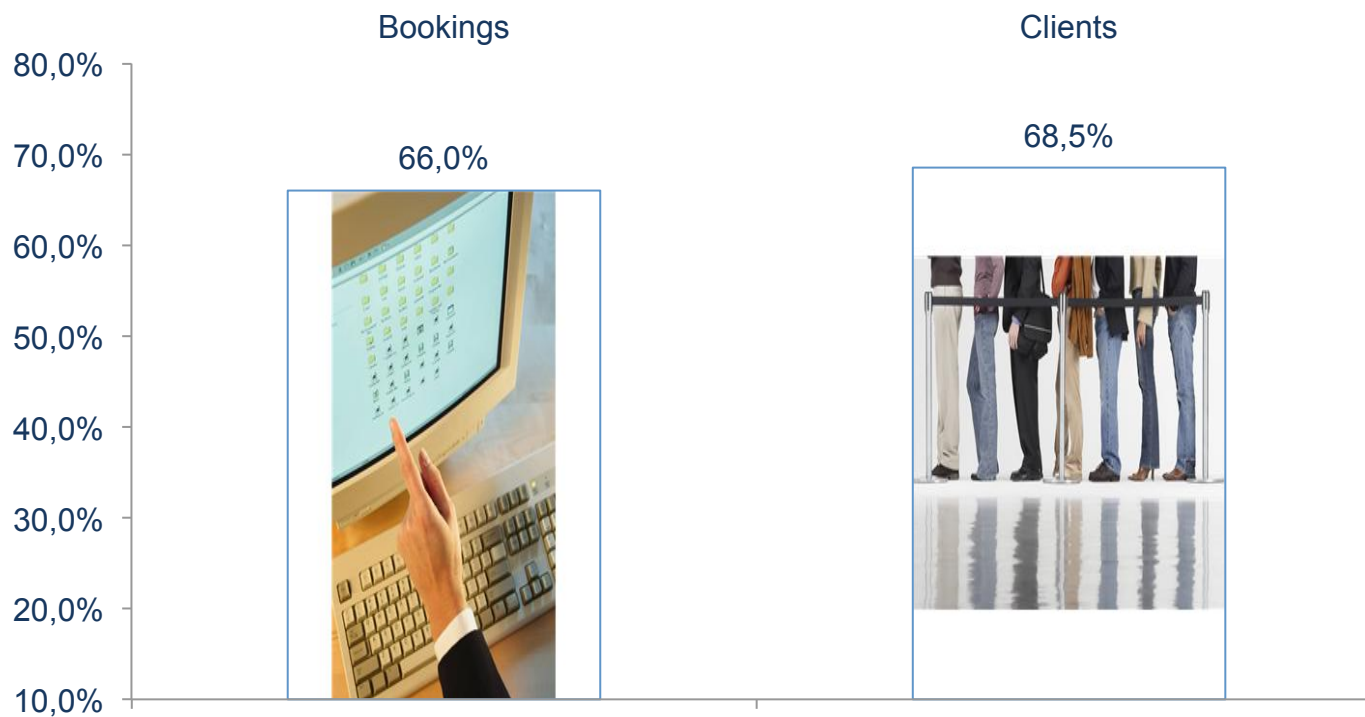
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 41/2017, tours 01.11.16 – 31.10.17

compared with week 41. in 2016 r.



Last week – 41/2017, tours 01.11.16 – 31.10.17

compared with week 41. in 2016 r.

Clients +/-%

Bus

Own journey

Flight

78,1%



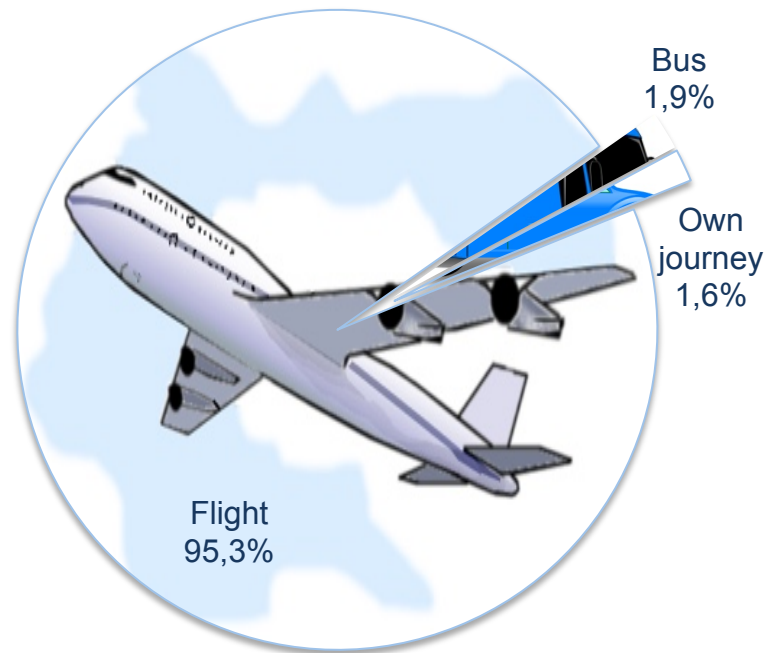
-32,3%



-32,9%



Share %



Ranking of the most popular countries & destinations in CW41

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Hurghada	4 085	1 823
2	Marsa Alam	4 551	2 019
3	Fuerteventura	6 279	2 774
4	Kos	3 689	1 638
5	Antalya	4 538	2 039
6	Gran Canaria	5 258	2 459
7	Heraklion	4 295	1 930
8	Teneryfa	5 636	2 618
9	Madera	5 077	2 396
10	Lanzarote	6 026	2 703
11	Enfidha	2 604	1 221
12	Rodos	4 076	1 842
13	Agadir	4 966	2 210
14	Pafos	4 384	2 031
15	Sharm El Sheikh	3 921	1 916
16	Faro	4 501	2 039
17	Chania	4 164	1 785
18	Neapol	1 758	862
19	Sal	8 302	3 756
20	Sycylia	1 967	913



Rank	Country	Price/booking	Price/person
1	Egipt	4 238	1 898
2	Hiszpania	5 711	2 617
3	Grecja	3 972	1 776
4	Turcja	4 515	2 034
5	Portugalia	4 961	2 326
6	Tunezja	2 604	1 221
7	Cypr	4 468	2 023
8	Maroko	4 966	2 210
9	Włochy	1 960	990
10	Polska	661	408

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

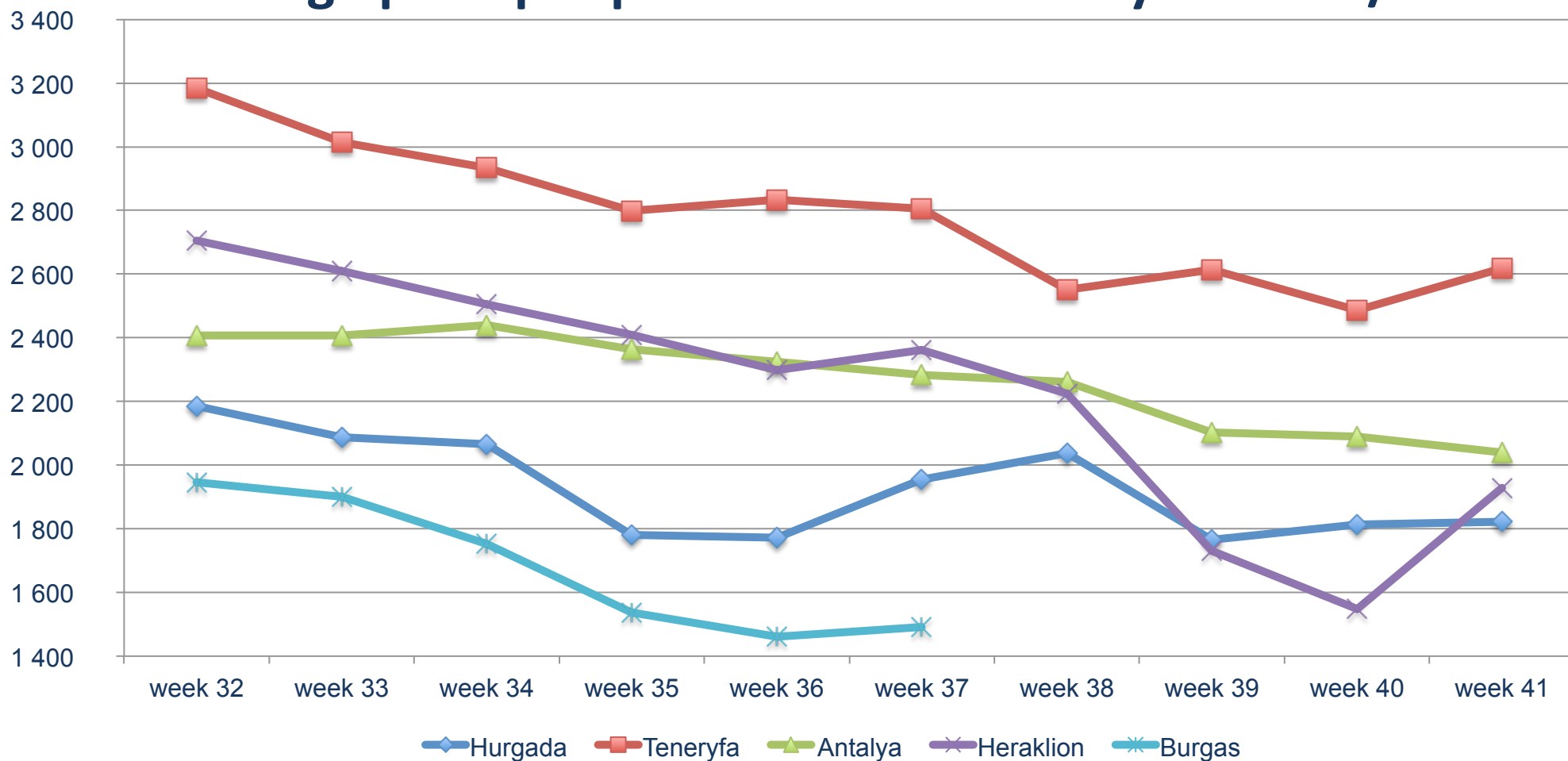
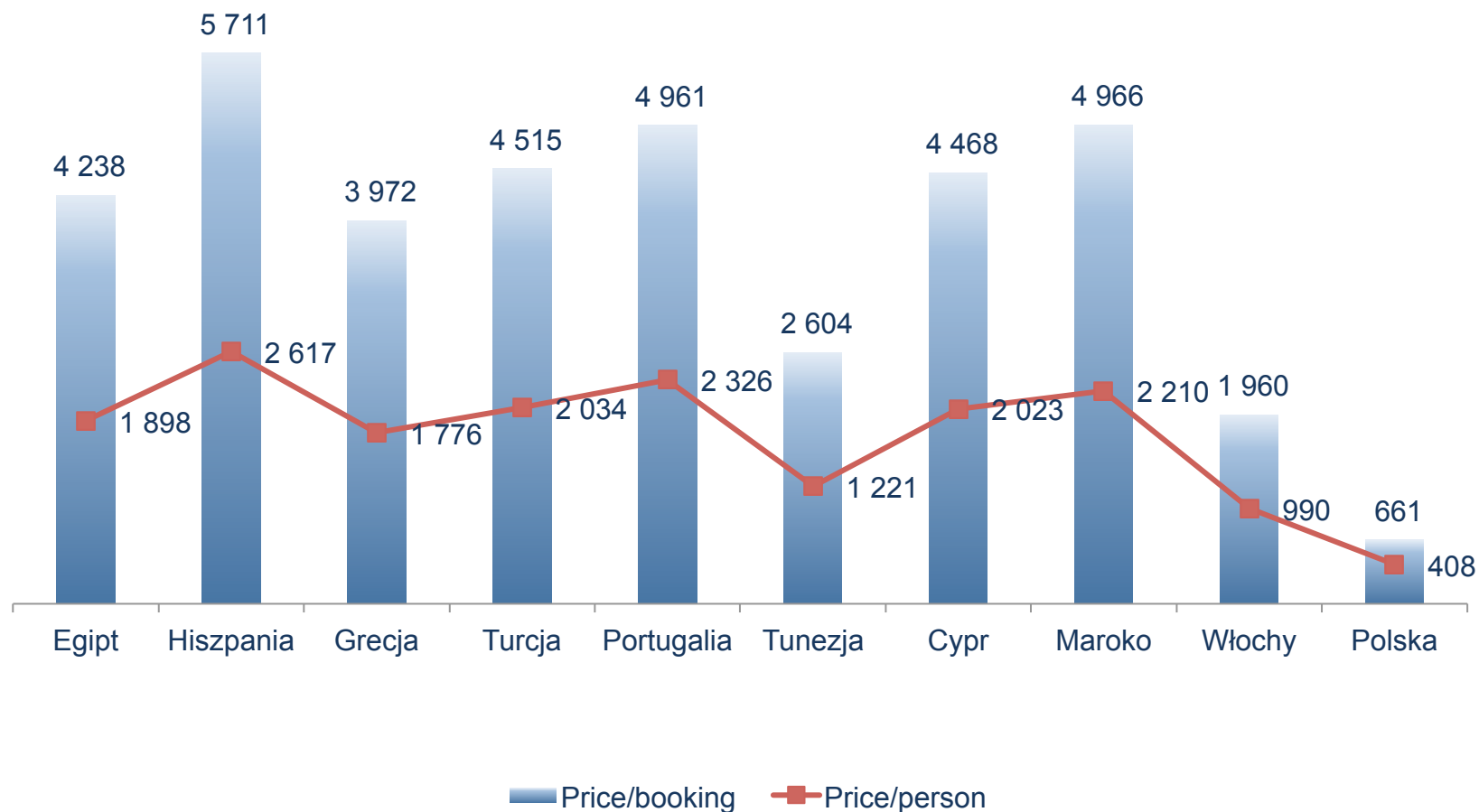


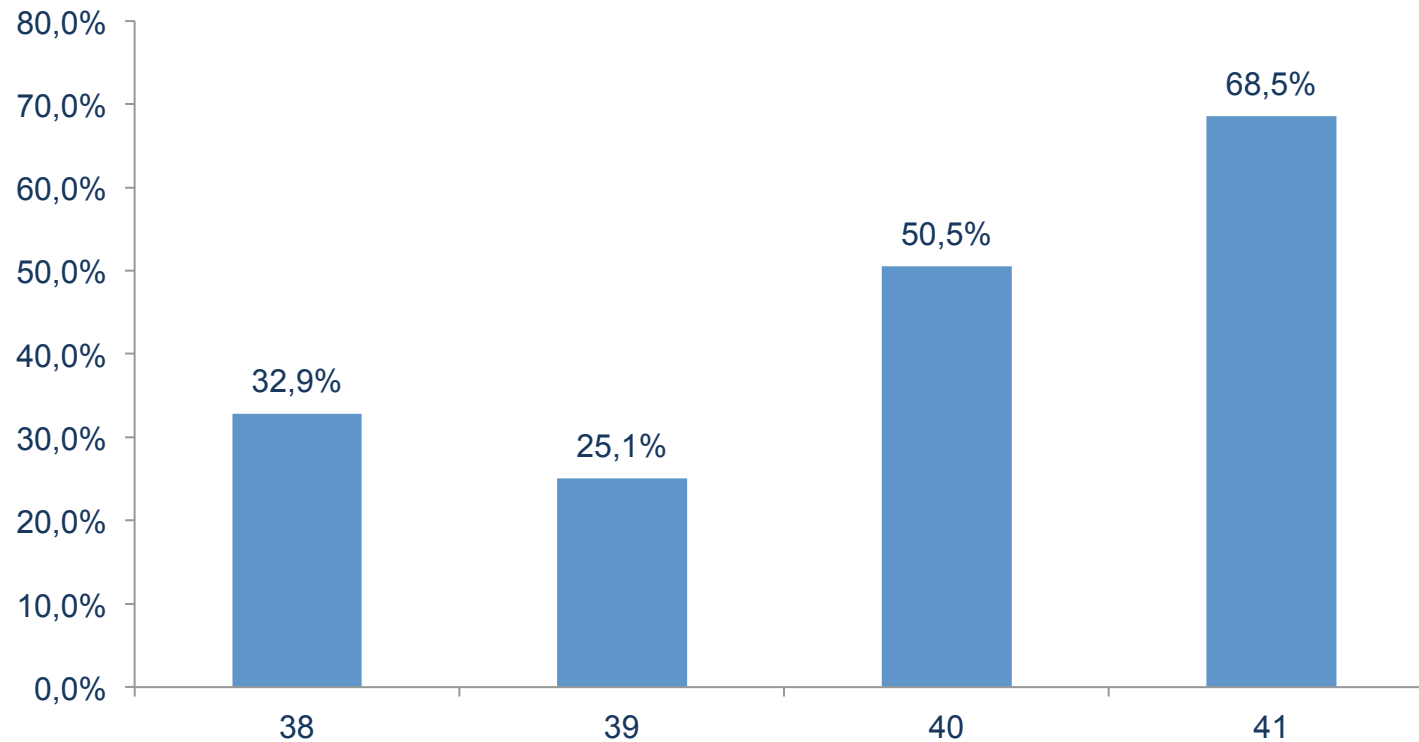
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 41. week



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

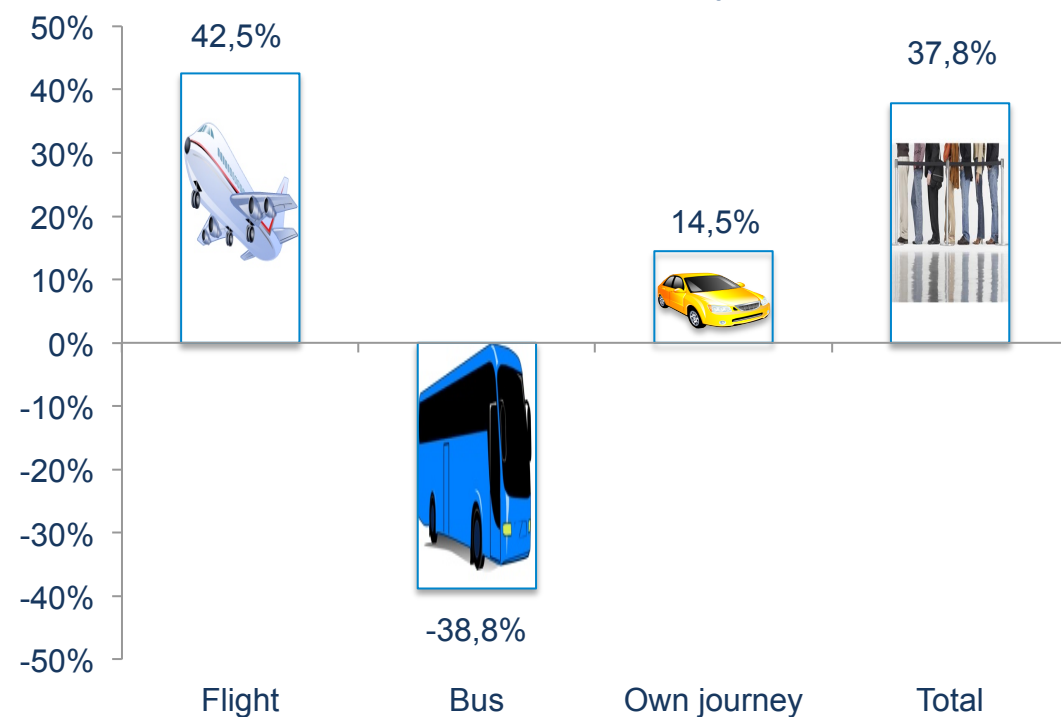
compared with 4 analogous weeks in tourist year 2015/2016.



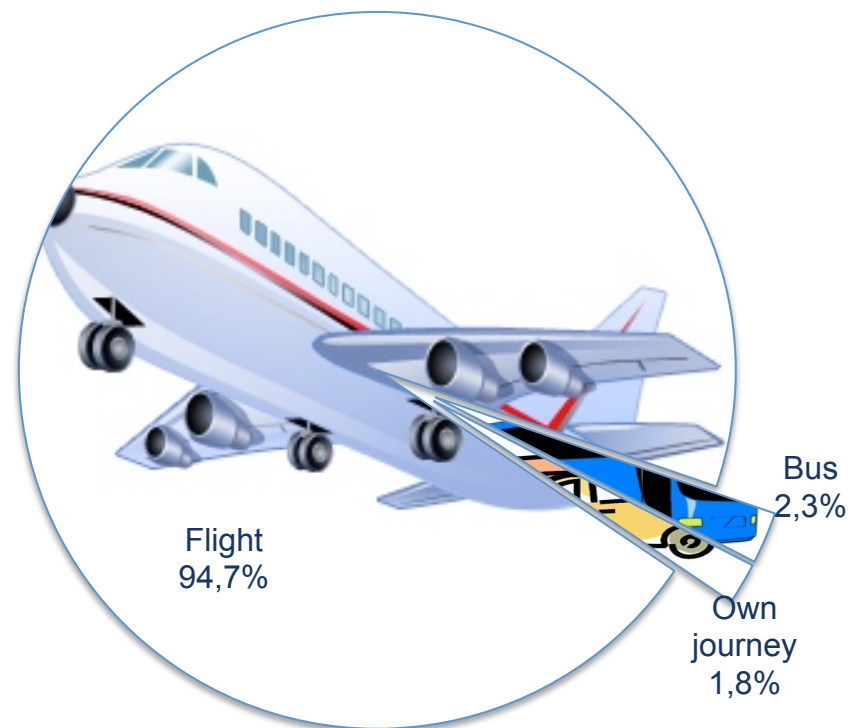
The sales trend of the last four weeks

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

Clients +/- %

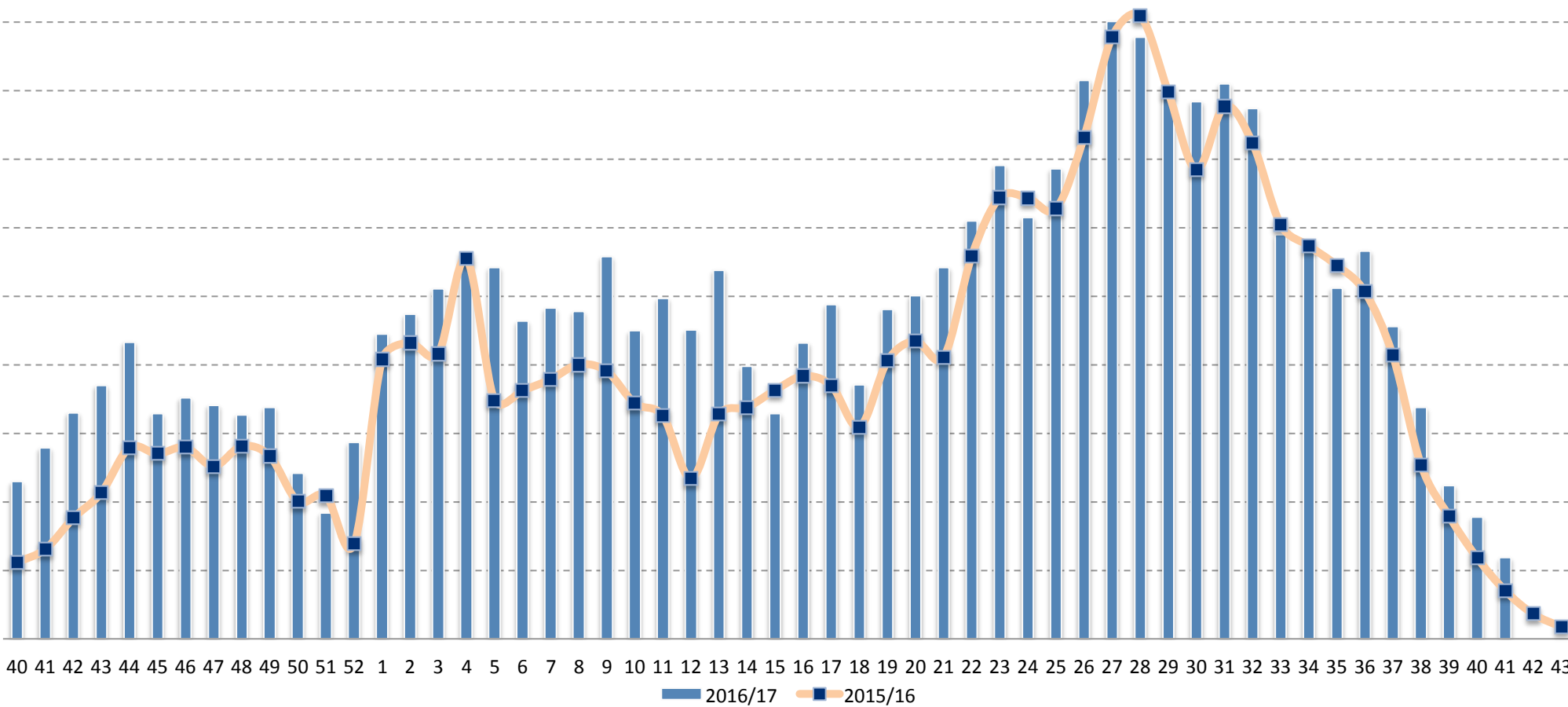


Share %



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

Own journey

Flight

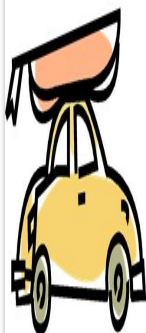
Total

21,5%

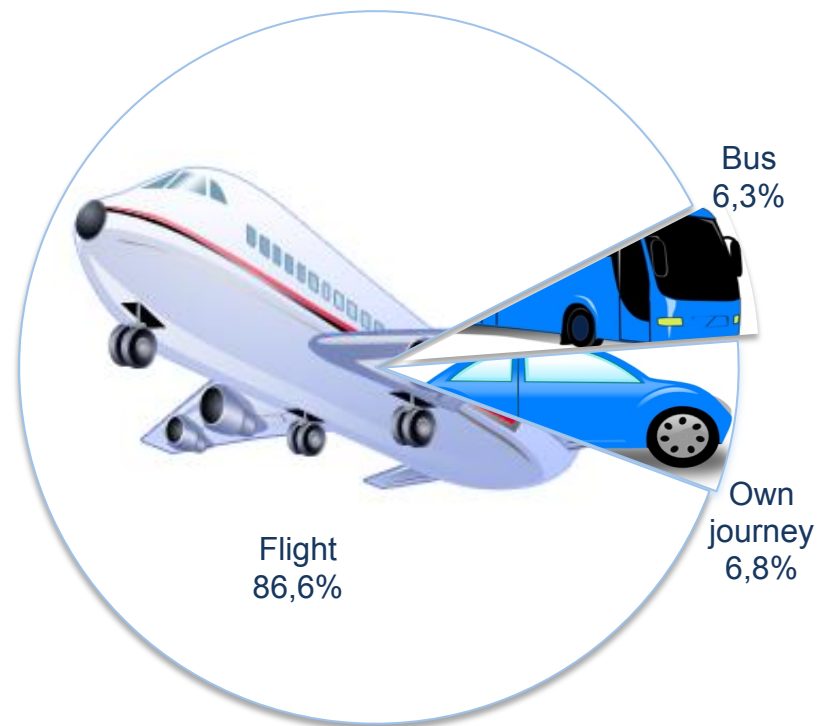
16,61%

17,0%

15,6%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	7,9%	31,6%
2	Hiszpania	1,2%	16,5%
3	Bułgaria	11,0%	9,0%
4	Turcja	37,8%	7,9%
5	Egipt	108,3%	6,5%
6	Włochy	15,7%	6,3%
7	Albania	99,6%	2,6%
8	Portugalia	9,6%	2,4%
9	Chorwacja	-1,2%	2,2%
10	Cypr	5,6%	1,4%
11	Polska	20,7%	0,9%
12	Kuba	53,7%	0,8%
13	Maroko	19,9%	0,7%
14	Austria	3,5%	0,7%
15	Emiraty Arabskie	34,2%	0,7%
16	Malta	120,8%	0,7%
17	Tunezja	47,9%	0,7%
18	Dominikana	-0,7%	0,5%
19	Czechy	28,8%	0,5%
20	Oman	++	0,5%

Rank	Destination	+/- % last year
1	Heraklion	-1,5%
2	Antalya	48,6%
3	Burgas	10,5%
4	Zakynthos	10,4%
5	Rodos	10,2%
6	Korfu	-1,8%
7	Fuerteventura	-0,3%
8	Varna	9,8%
9	Hurghada	94,2%
10	Chania	3,6%
11	Teneryfa	-3,8%
12	Kos	26,2%
13	Marsa Alam	82,7%
14	Majorka	-4,0%
15	Tirana	168,1%
16	Gran Canaria	9,3%
17	Lanzarote	12,4%
18	Saloniki	23,0%
19	Madera	9,3%
20	Bodrum	17,7%



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