

Weekly report 42/2018

Data source: MerlinX*

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

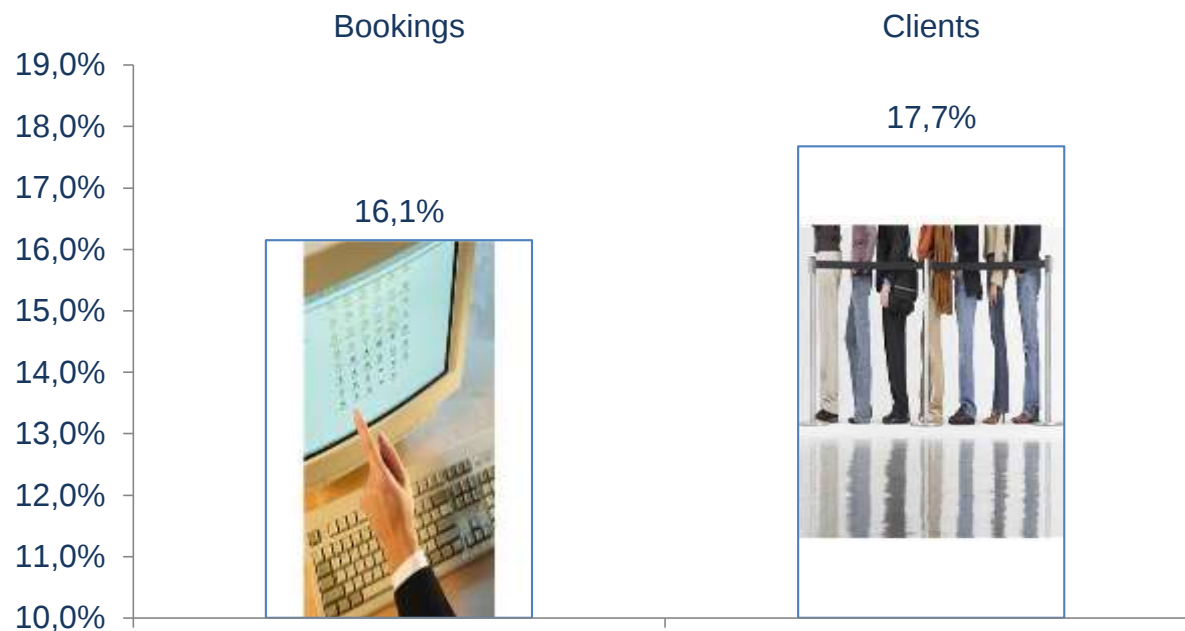
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 42/2017, tours 01.11.17 – 31.10.18

compared with week 42. in 2016 r.



Last week – 42/2017, tours 01.11.17 – 31.10.18

compared with week 42. in 2016 r.

Clients +/-%

Bus

29,1%



Own journey

3,9%

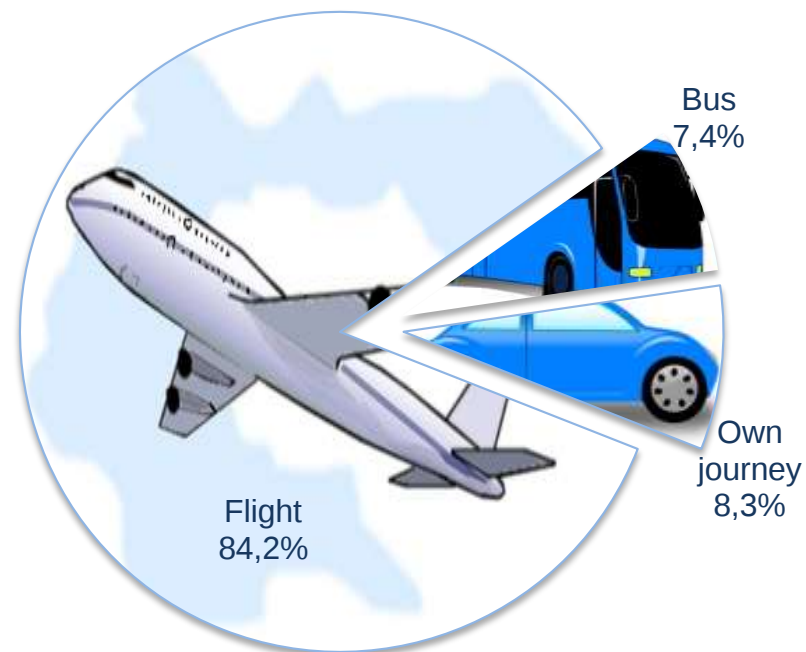


Flight

18,2%



Share %



Ranking of the most popular countries & destinations in CW42

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 468	2 496
2	Bodrum	7 947	2 681
3	Burgas	6 015	1 983
4	Hurghada	5 849	2 247
5	Heraklion	7 491	2 748
6	Korfu	7 031	2 388
7	Zakynthos	7 394	2 614
8	Teneryfa	7 121	3 050
9	Marsa Alam	6 498	2 547
10	Chania	9 442	3 098
11	Rodos	7 805	2 652
12	Tirana	6 431	2 501
13	Fuerteventura	8 103	3 147
14	Gran Canaria	8 017	3 290
15	Kos	9 149	2 919
16	Varna	6 228	2 218
17	Majorka	7 190	3 041
18	Lanzarote	7 966	3 208
19	Malta	3 810	1 922
20	Dalaman	8 104	2 420



Rank	Country	Price/booking	Price/person
1	Grecja	7 696	2 693
2	Turcja	7 599	2 536
3	Hiszpania	7 295	3 076
4	Egipt	6 200	2 366
5	Bułgaria	5 622	1 928
6	Włochy	6 030	2 216
7	Albania	5 347	2 128
8	Cypr	6 808	2 743
9	Tunezja	5 687	2 185
10	Austria	3 129	1 113

The average price per person in the tourist year 2017/18

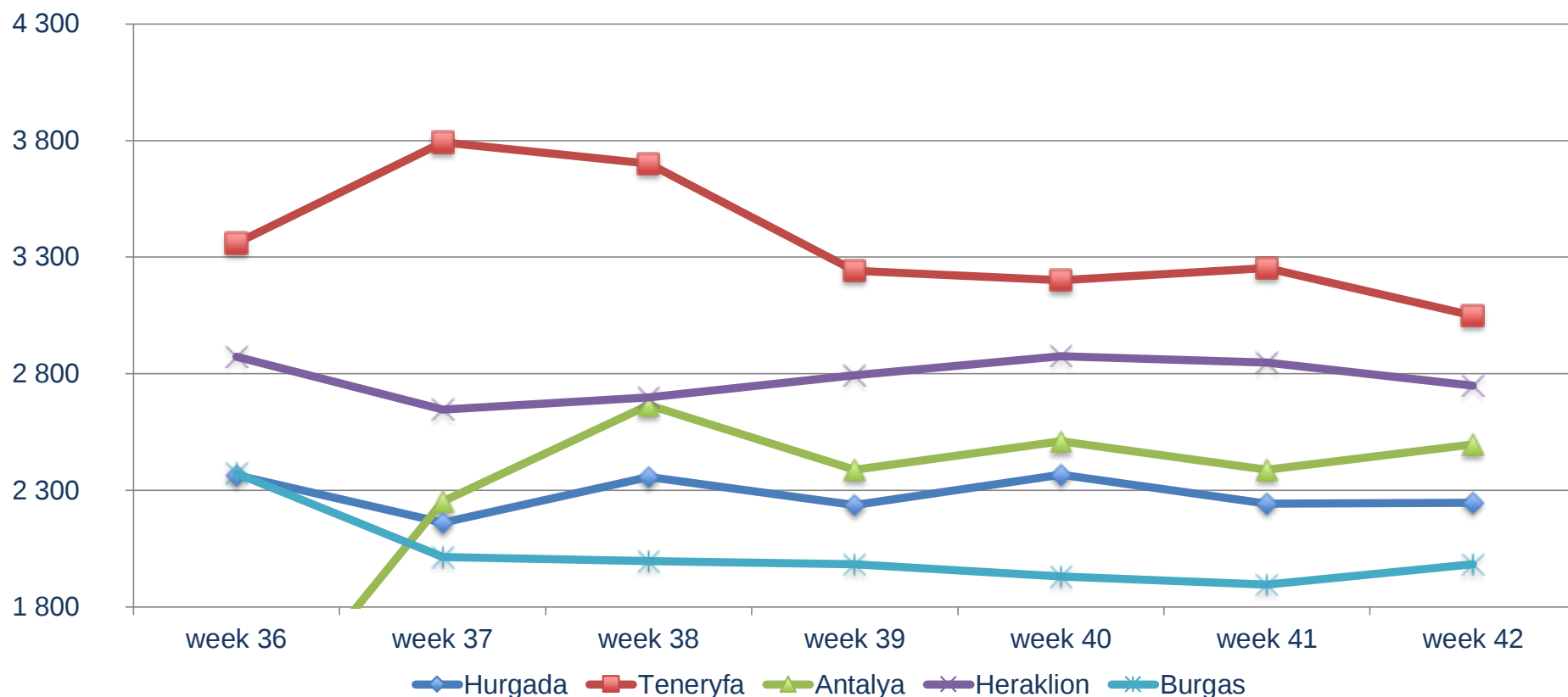
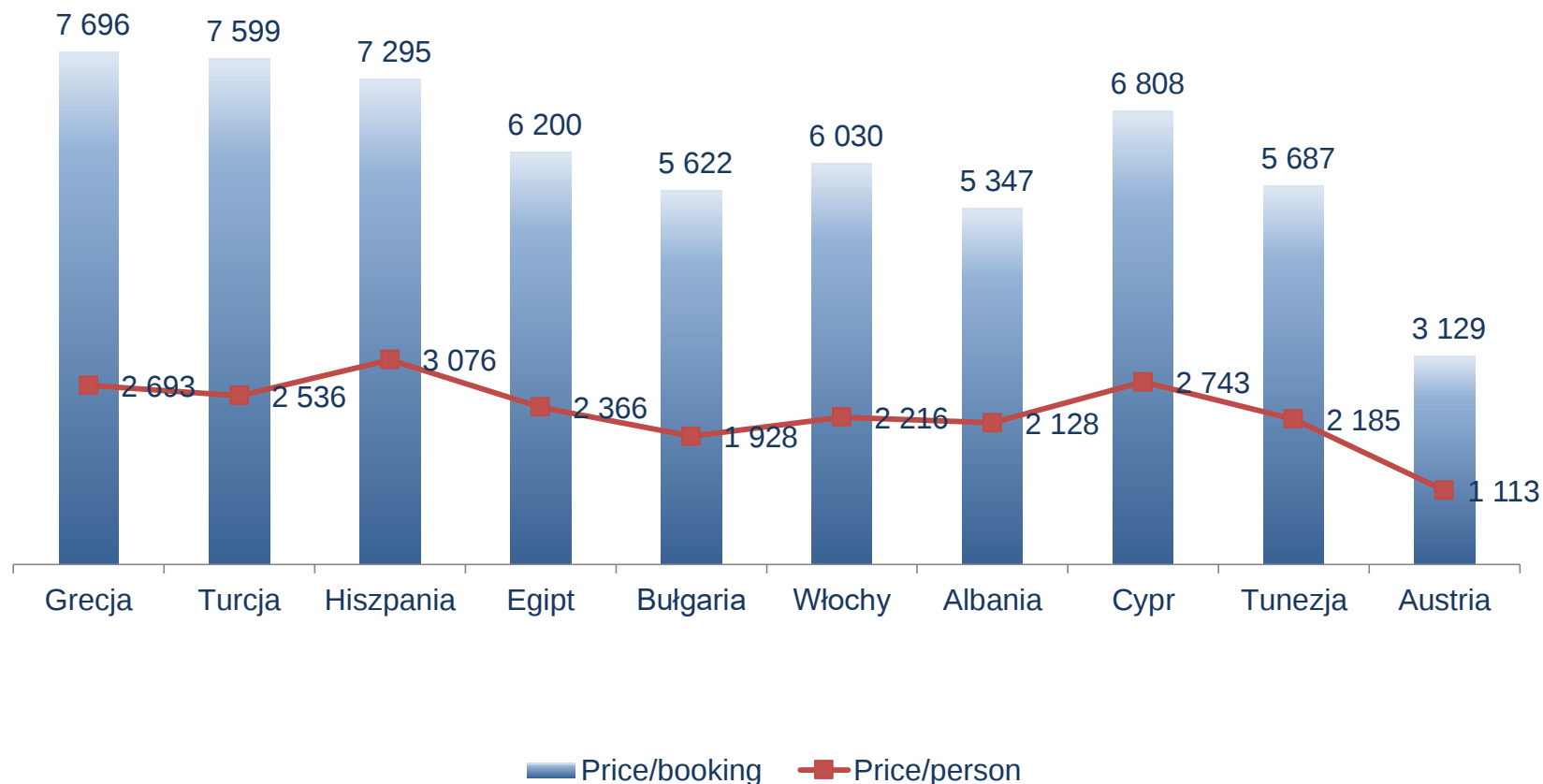


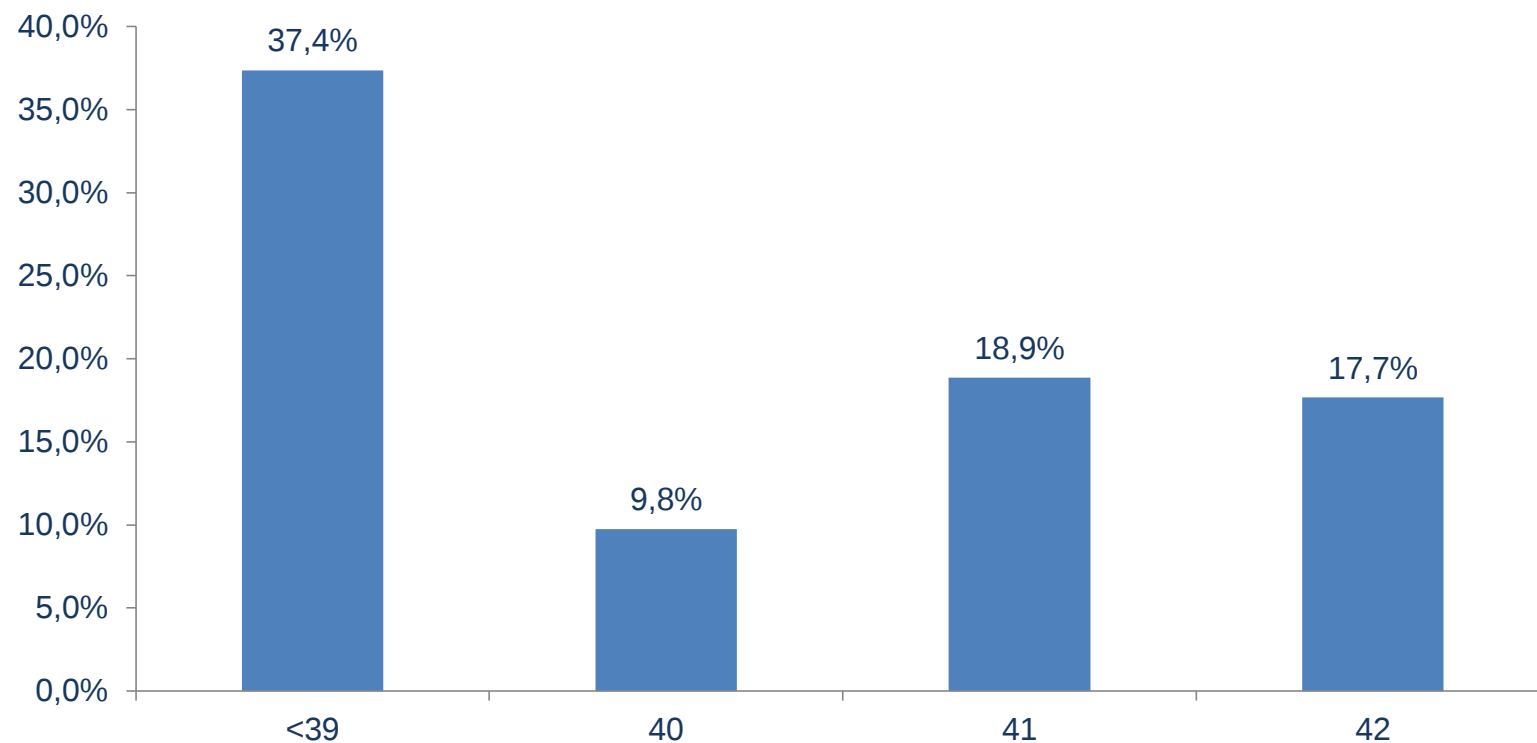
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 42. week



The last four weeks of sales of the tourist year 2017/18 - customers

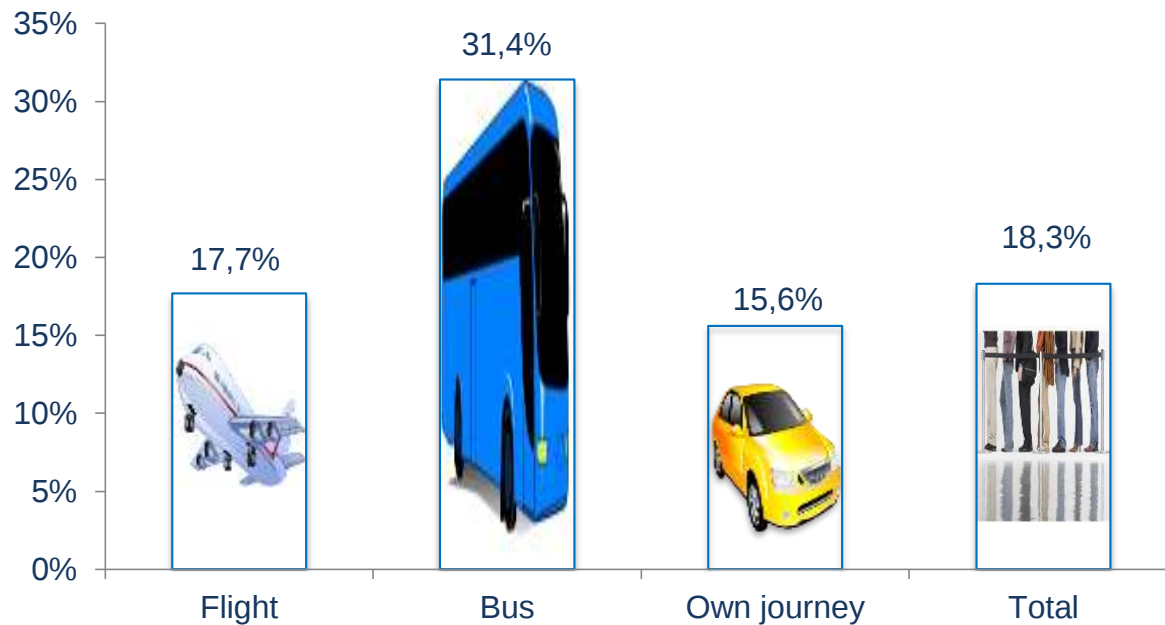
compared with 4 analogous weeks in tourist year 2015/2016.



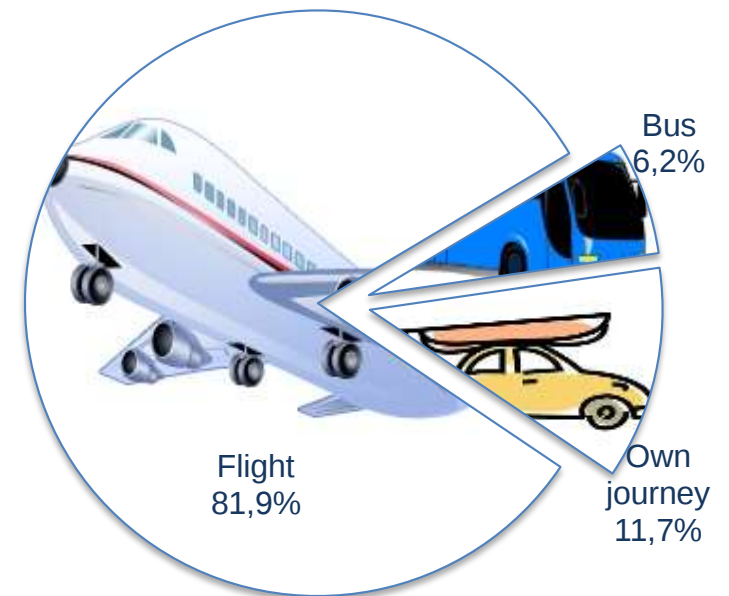
The sales trend of the last four weeks

compared with 4 analogous weeks in tourist year 2016/2017.

Clients +/- %

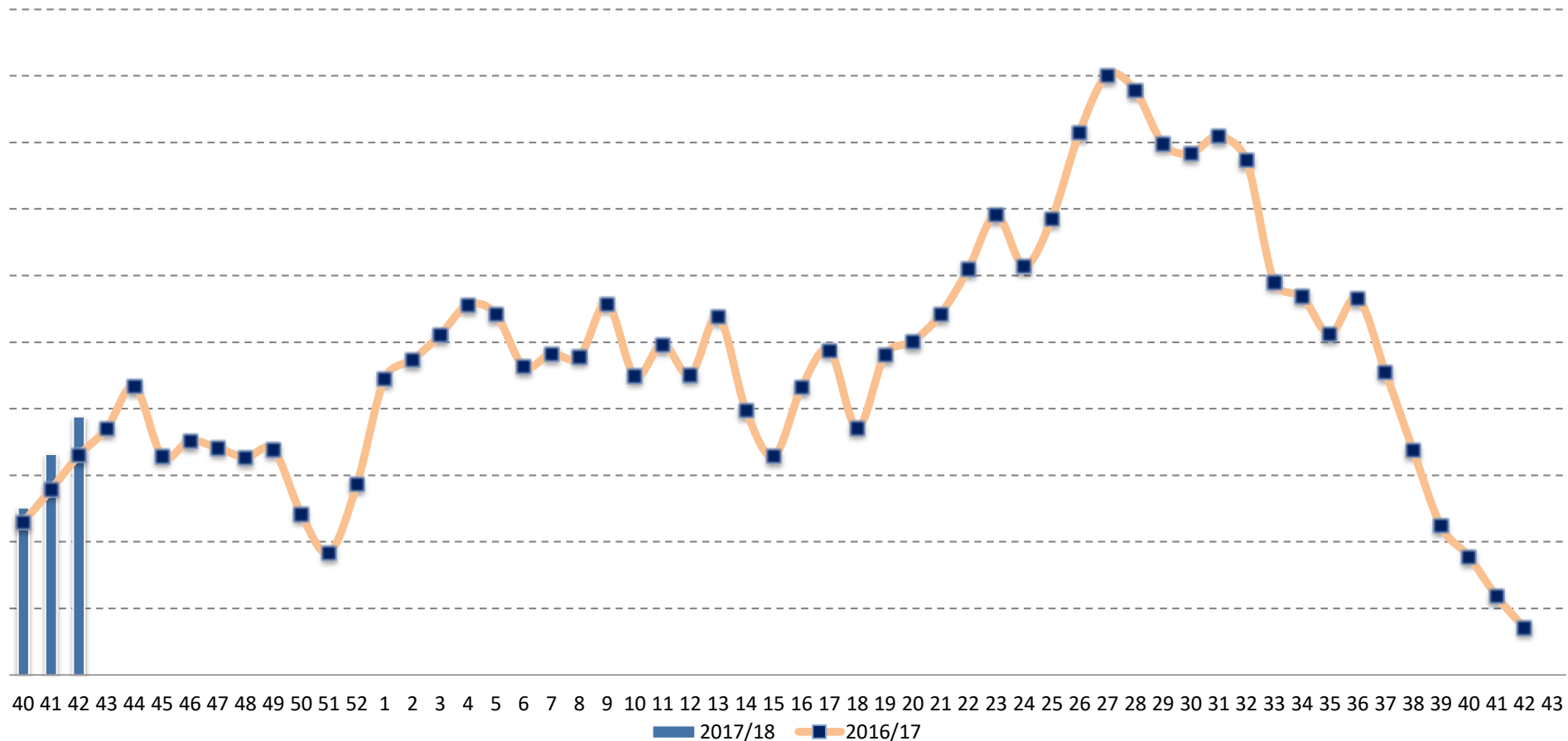


Share %



Weekly sales compared with the previous tourist year

Bookings weekly 17/18 vs. 16/17



Cumulative sales of 2017/18

compared to sales in the same period last tourist year 2016/17

Clients +/- %

Bus
26,6%



Own journey

22,3%



Flight
26,64%

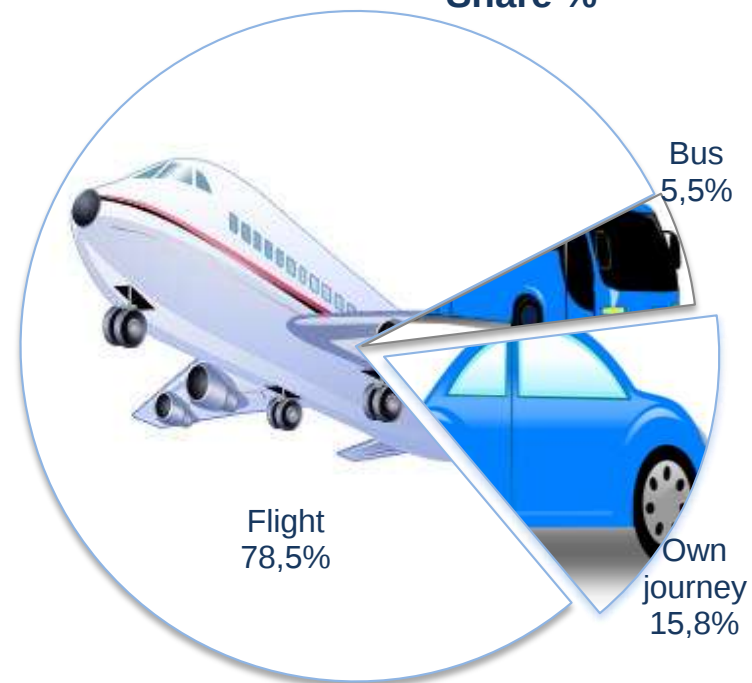


Total

26,1%



Share %



Ranking of the most popular countries & destinations in 2017/18

Rank	Country	+/- % last year	Share %
1	Grecja	-7,8%	14,8%
2	Hiszpania	-2,0%	13,1%
3	Turcja	++	9,5%
4	Włochy	16,4%	8,1%
5	Egipt	61,0%	7,4%
6	Bułgaria	38,7%	4,3%
7	Tajlandia	112,1%	3,4%
8	Austria	11,0%	3,3%
9	Albania	46,8%	2,8%
10	Tanzania	8,9%	2,7%
11	Oman	-20,0%	2,0%
12	Malta	99,2%	2,0%
13	Portugalia	-23,9%	1,7%
14	Maroko	++	1,6%
15	Emiraty Arabskie	-20,3%	1,5%
16	Kuba	-43,3%	1,5%
17	Dominikana	-23,6%	1,5%
18	Izrael	++	1,3%
19	Czechy	15,1%	1,3%
20	Wyspy Zielonego Przylądka	-16,3%	1,2%

Rank	Destination	+/- % last year
1	Antalya	++
2	Teneryfa	39,4%
3	Marsa Alam	36,9%
4	Hurghada	114,9%
5	Heraklion	-6,6%
6	Bodrum	++
7	Gran Canaria	27,0%
8	Zakynthos	-30,4%
9	Chania	28,4%
10	Zanzibar	7,7%
11	Fuerteventura	-21,7%
12	Burgas	43,5%
13	Korfu	-18,5%
14	Salalah	-20,0%
15	Tirana	54,7%
16	Lanzarote	-4,9%
17	Bangkok	++
18	Malta	79,0%
19	Krabi	14,5%
20	Madera	-27,4%



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