

Weekly report 42/2017

Data source: MerlinX*

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

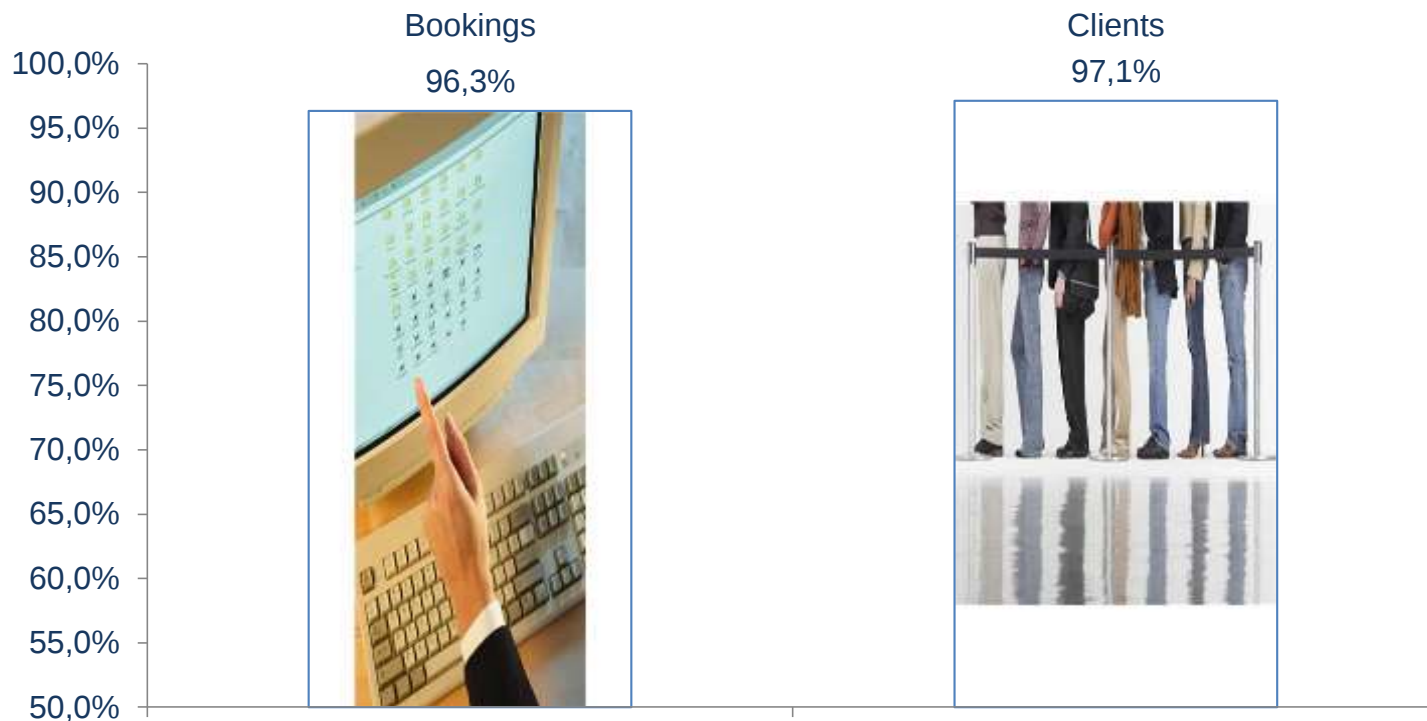
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 42/2017, tours 01.11.16 – 31.10.17

compared with week 42. in 2016 r.



Last week – 42/2017, tours 01.11.16 – 31.10.17

compared with week 42. in 2016 r.

Clients +/-%

Bus



-18,8%

Own journey



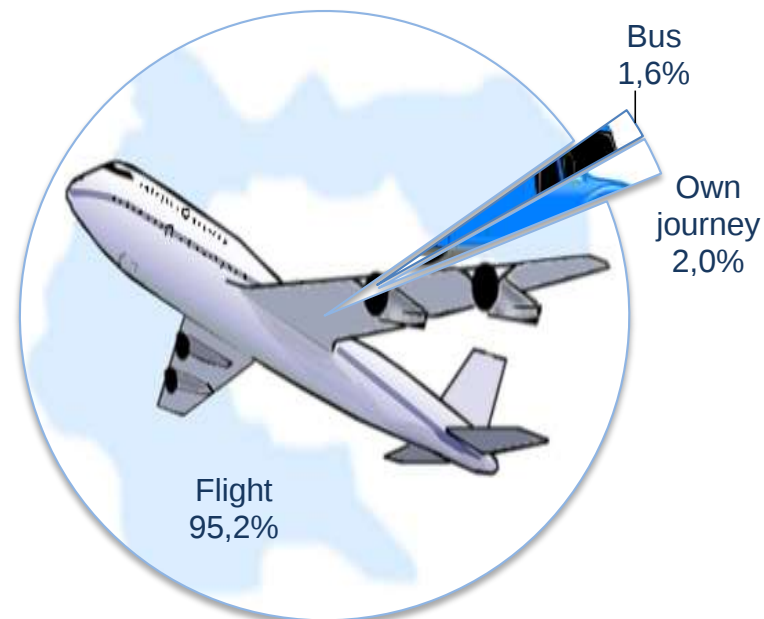
27,3%

Flight

105,3%



Share %



Ranking of the most popular countries & destinations in CW42

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Hurghada	3 930	1 750
2	Marsa Alam	4 226	1 980
3	Antalya	4 146	1 908
4	Fuerteventura	5 843	2 607
5	Gran Canaria	5 381	2 471
6	Madera	4 753	2 238
7	Enfidha	2 489	1 201
8	Teneryfa	5 906	2 734
9	Agadir	4 314	2 056
10	Lanzarote	6 262	2 836
11	Faro	4 890	2 203
12	Sharm El Sheikh	3 661	1 809
13	Kos	3 445	1 680
14	Heraklion	3 445	1 679
15	Pafos	3 241	1 596
16	Sal	8 315	3 727
17	Rodos	3 738	1 418
18	Neapol	1 876	938
19	Malaga	3 759	1 961
20	Sycylia	1 849	925



Rank	Country	Price/booking	Price/person
1	Egipt	4 017	1 836
2	Hiszpania	5 673	2 580
3	Turcja	4 146	1 908
4	Portugalia	4 794	2 227
5	Grecja	3 506	1 655
6	Tunezja	2 489	1 201
7	Maroko	4 300	2 051
8	Cypr	3 782	1 841
9	Włochy	1 917	1 016
10	Polska	721	474

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

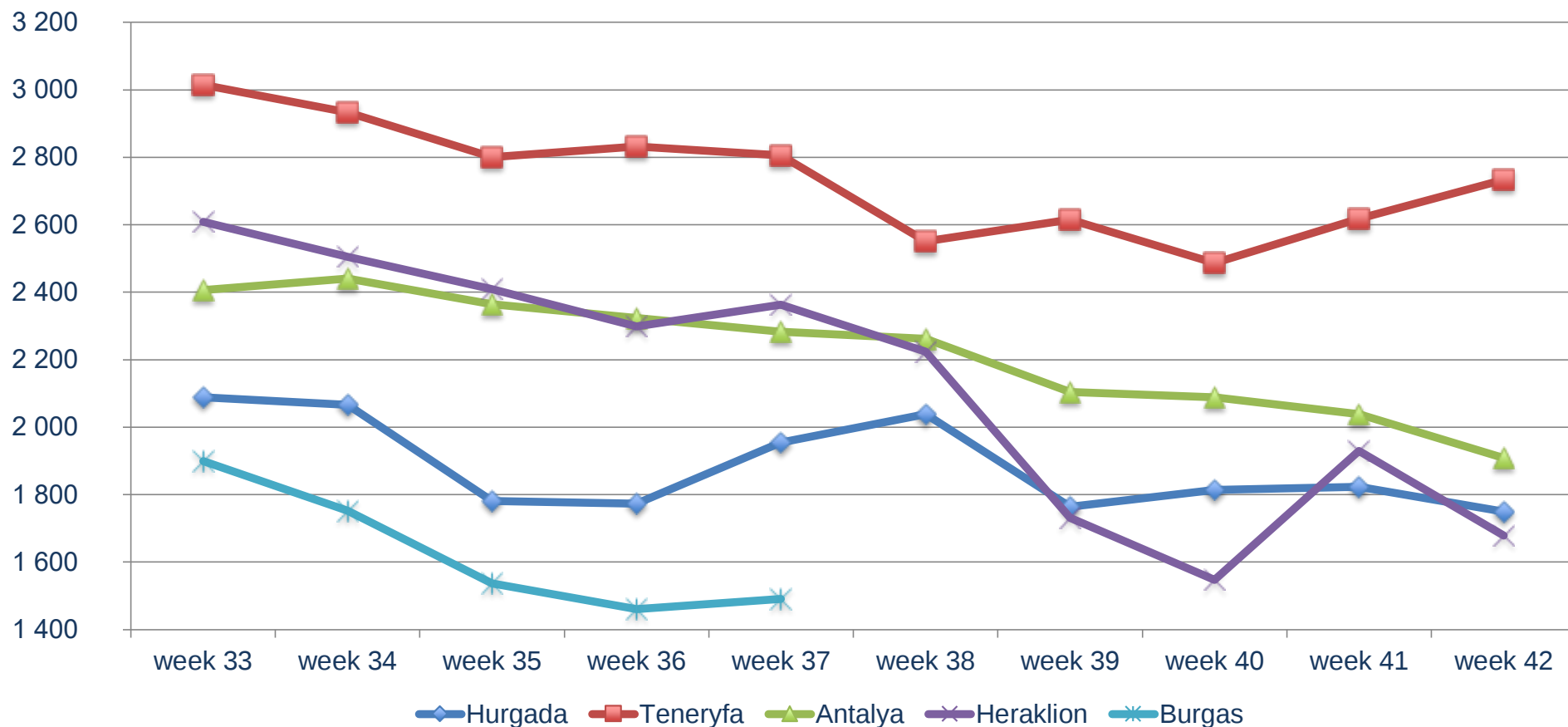
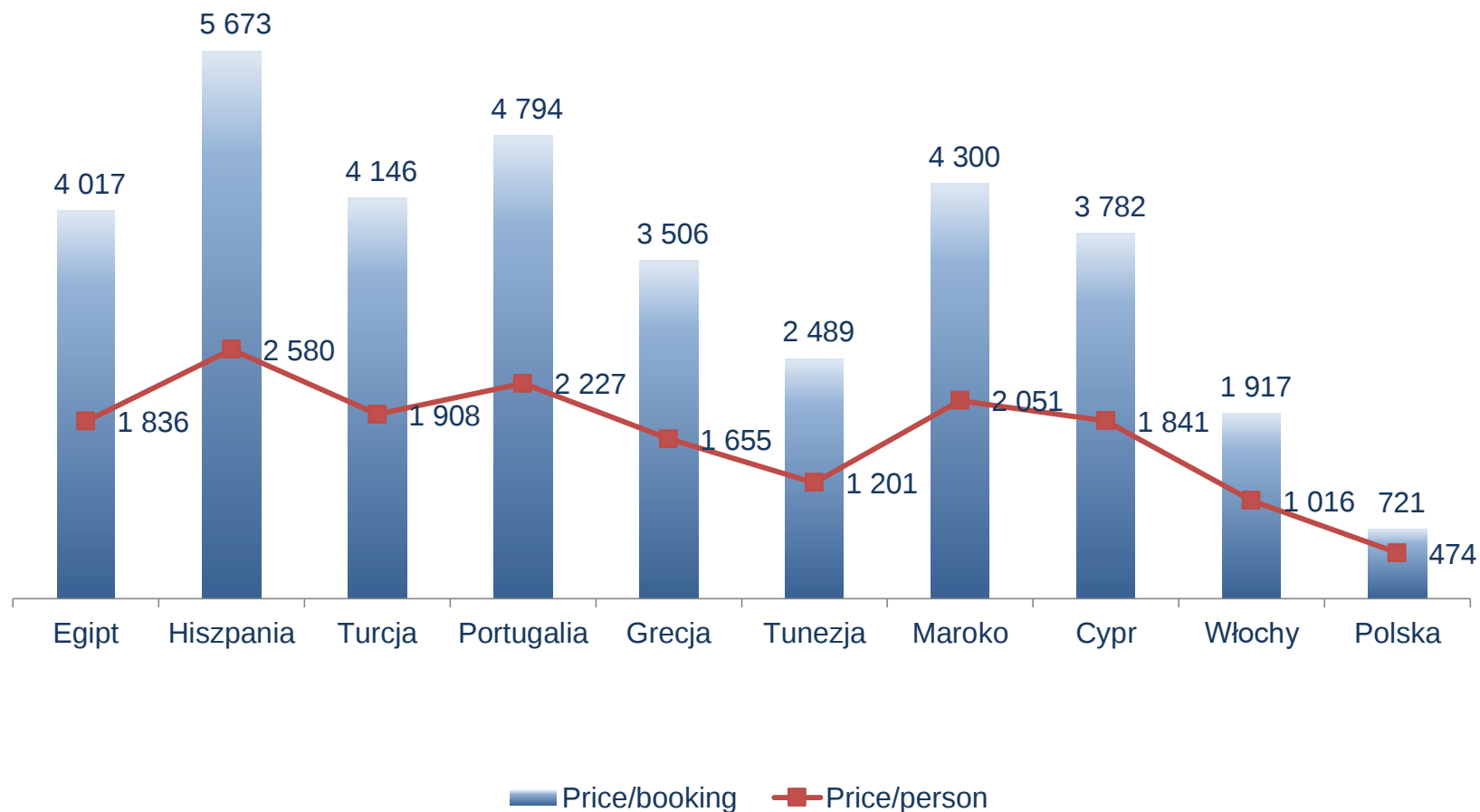


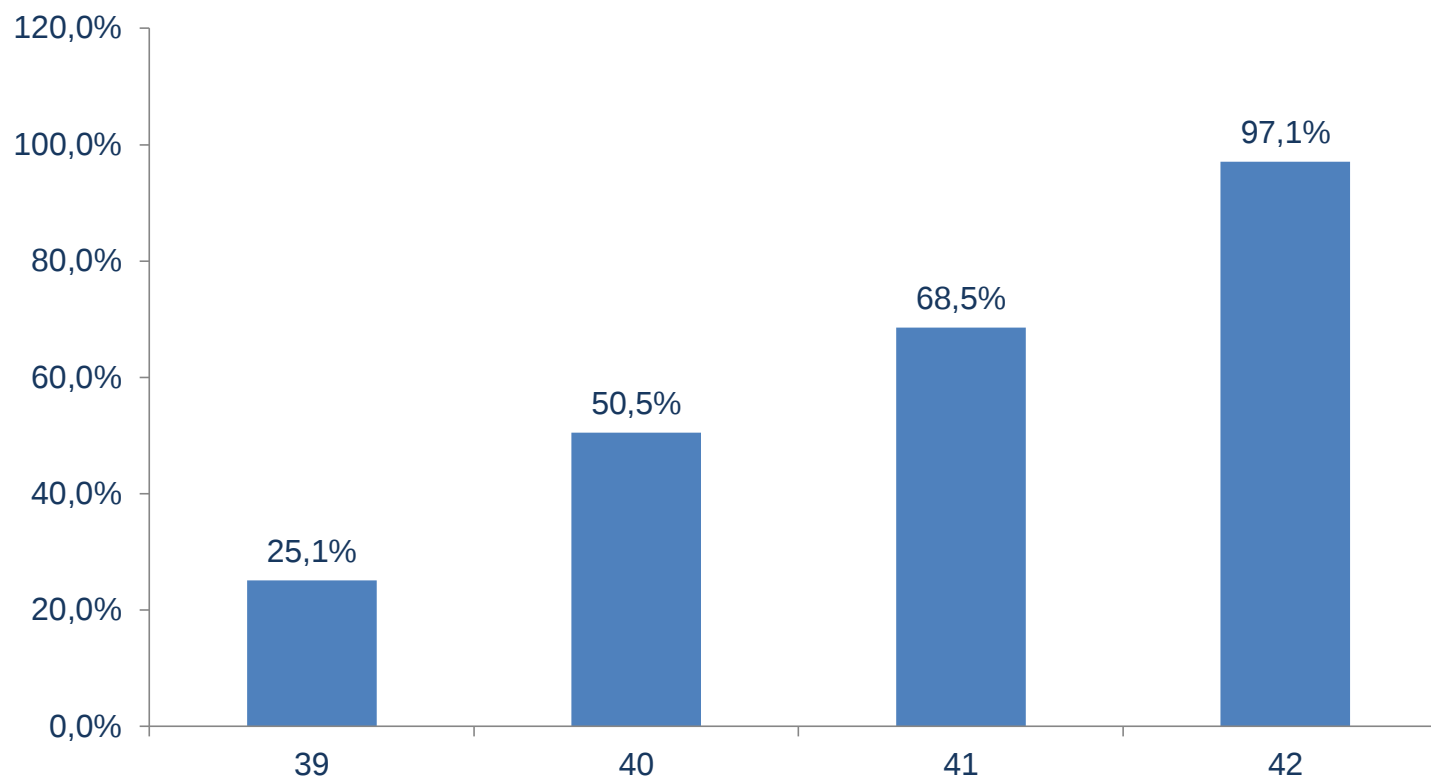
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

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



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

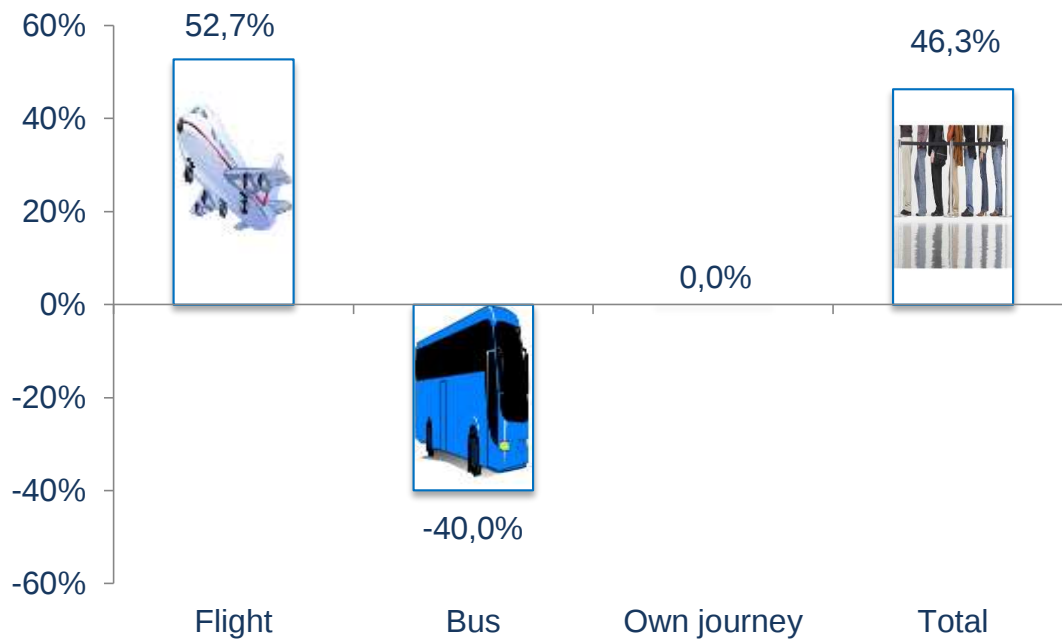
compared with 4 analogous weeks in tourist year 2015/2016.



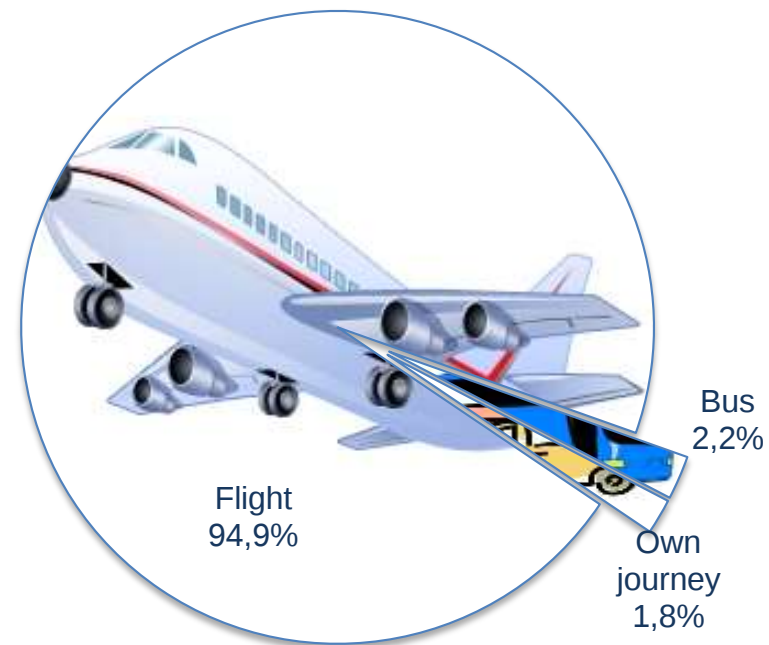
The sales trend of the last four weeks

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

Clients +/- %

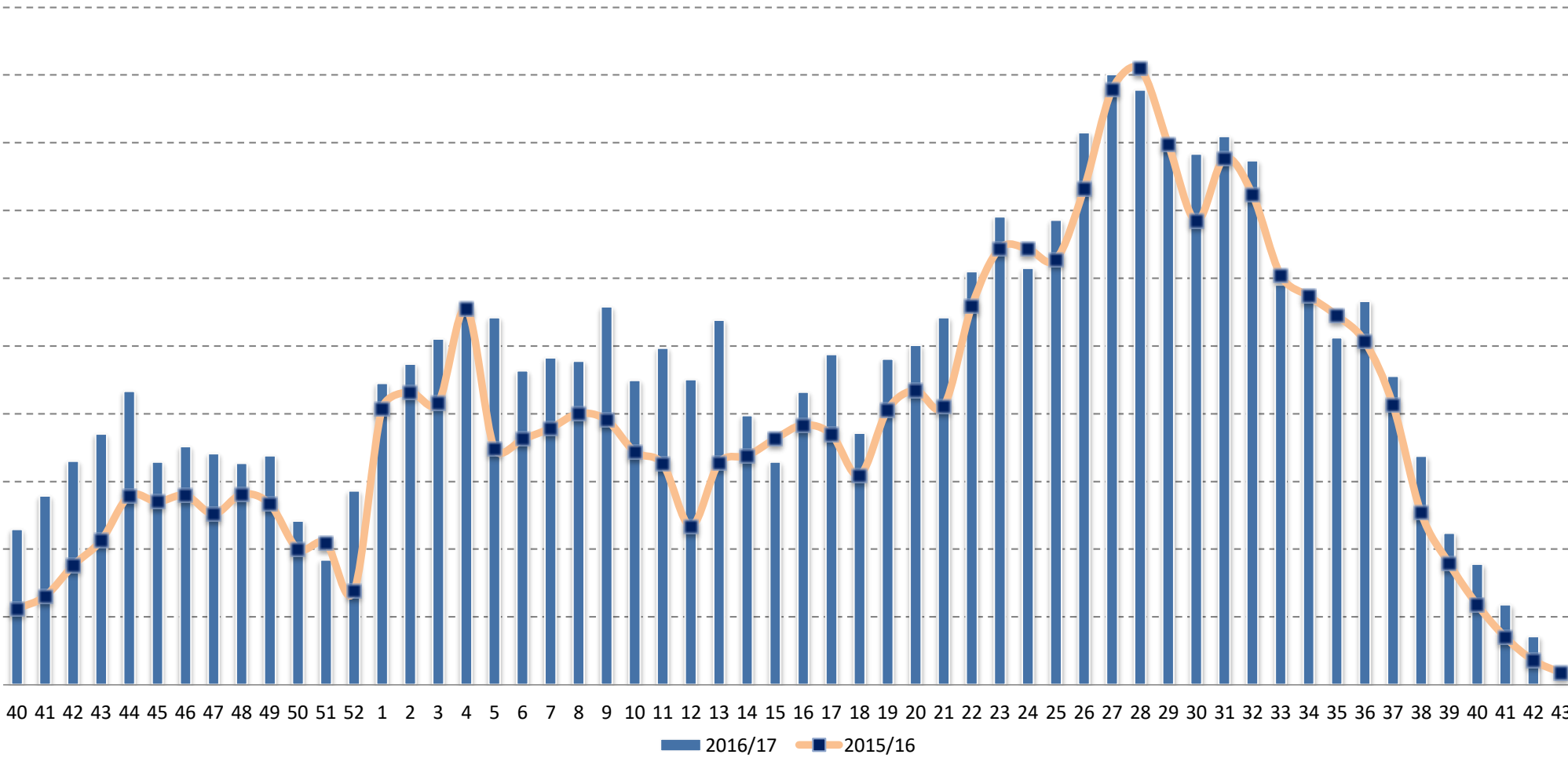


Share %



Weekly sales compared with the previous tourist year

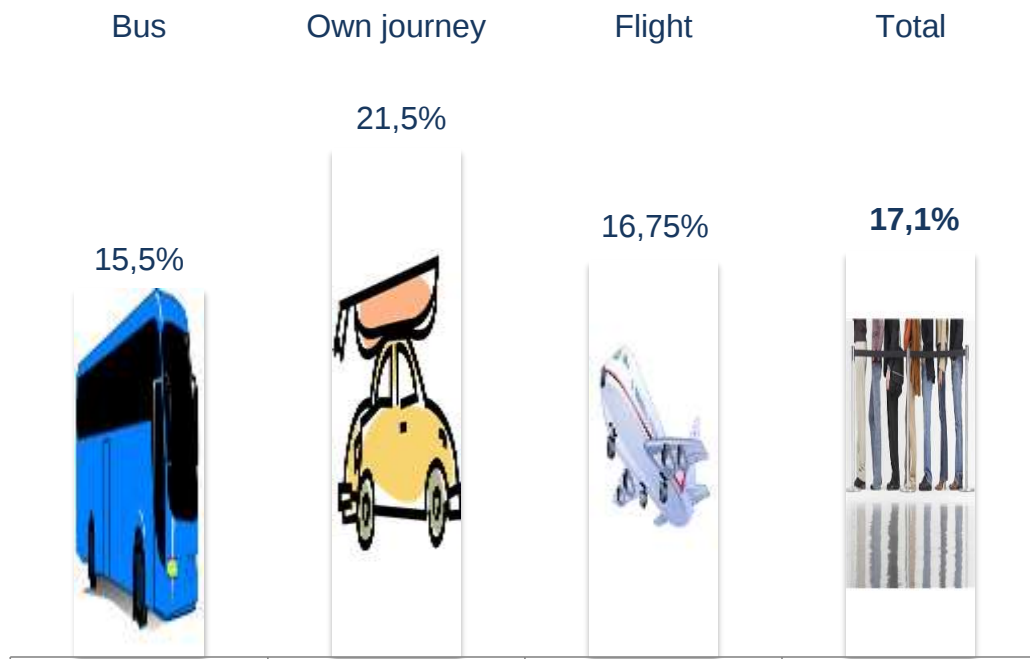
Bookings weekly 16/17 vs. 15/16



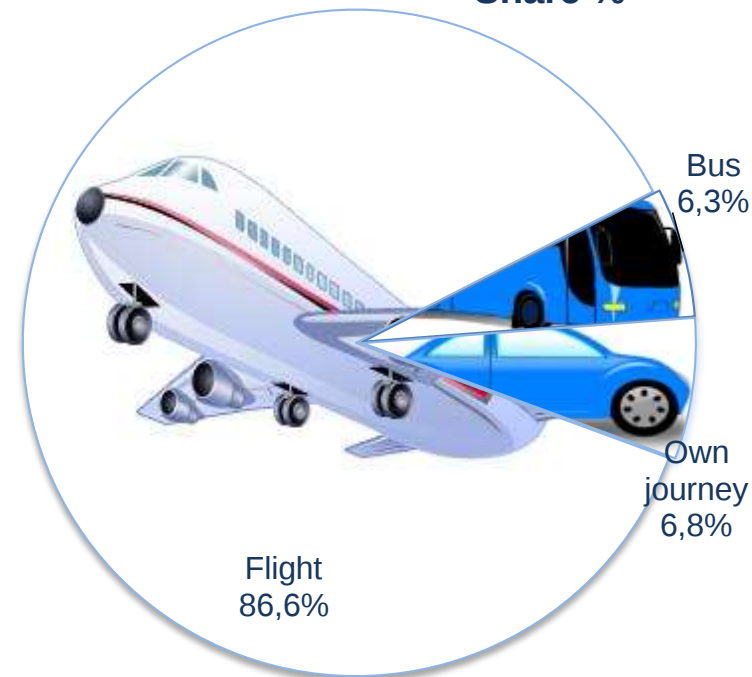
Cumulative sales of 2016/17

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	7,9%	31,5%
2	Hiszpania	1,3%	16,5%
3	Bułgaria	11,0%	9,0%
4	Turcja	37,7%	7,9%
5	Egipt	110,1%	6,5%
6	Włochy	15,7%	6,3%
7	Albania	99,5%	2,6%
8	Portugalia	10,5%	2,4%
9	Chorwacja	-1,2%	2,2%
10	Cypr	5,6%	1,4%
11	Polska	20,6%	0,9%
12	Kuba	53,7%	0,8%
13	Maroko	20,1%	0,7%
14	Austria	3,5%	0,7%
15	Tunezja	46,2%	0,7%
16	Emiraty Arabskie	33,0%	0,7%
17	Malta	120,4%	0,7%
18	Dominikana	-0,8%	0,5%
19	Czechy	29,0%	0,5%
20	Oman	++	0,5%

Rank	Destination	+/- % last year
1	Heraklion	-1,4%
2	Antalya	48,4%
3	Burgas	10,5%
4	Zakynthos	10,4%
5	Rodos	10,2%
6	Korfu	-1,8%
7	Fuerteventura	0,1%
8	Varna	9,8%
9	Hurghada	96,9%
10	Chania	3,6%
11	Teneryfa	-3,7%
12	Marsa Alam	83,5%
13	Kos	26,5%
14	Majorka	-4,0%
15	Tirana	168,1%
16	Gran Canaria	10,0%
17	Lanzarote	12,2%
18	Saloniki	23,0%
19	Madera	10,2%
20	Bodrum	17,7%



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