

Weekly report 43/2017

Data source: MerlinX*

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

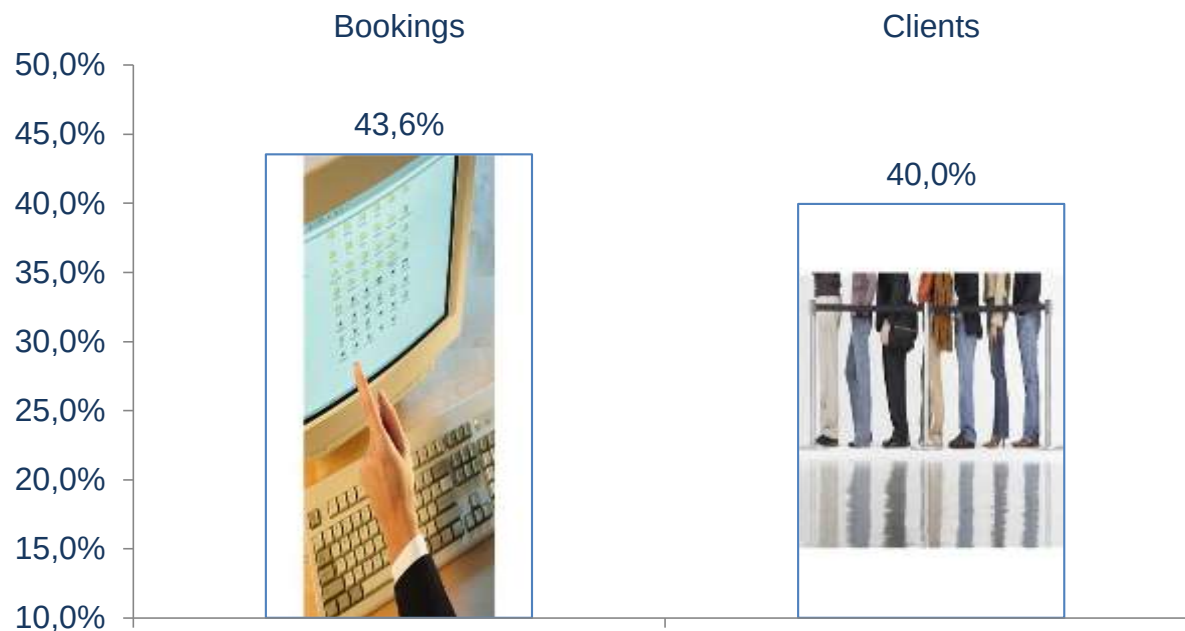
<http://www.pzot.pl>

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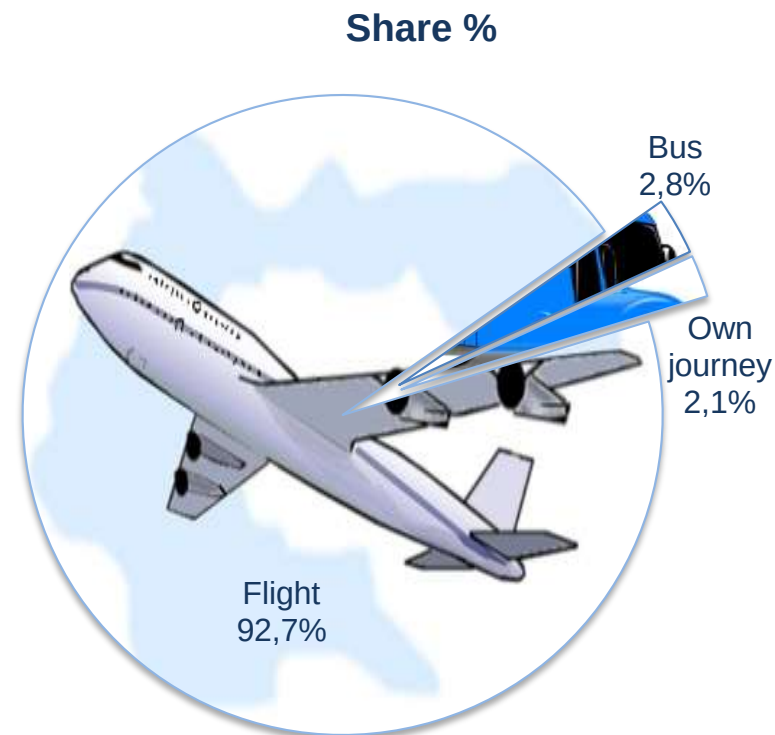
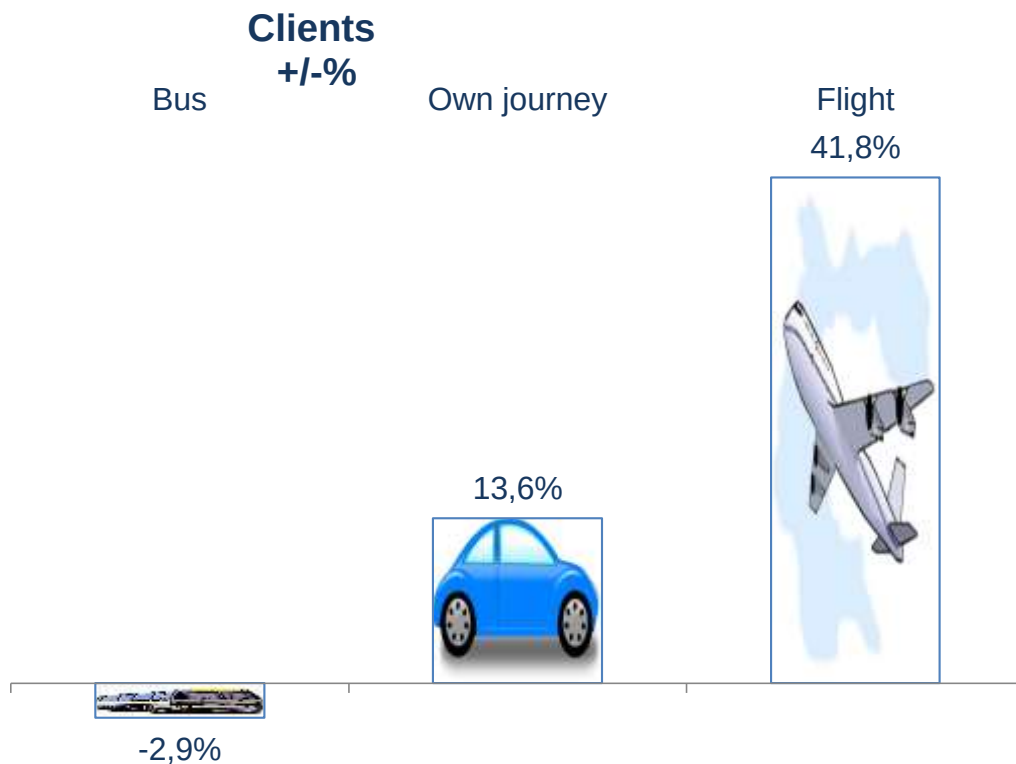
Last week – 43/2017, tours 01.11.16 – 31.10.17

compared with week 43. in 2016 r.



Last week – 43/2017, tours 01.11.16 – 31.10.17

compared with week 43. in 2016 r.



Ranking of the most popular countries & destinations in CW43

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Marsa Alam	4 250	1 865
2	Hurghada	3 819	1 849
3	Madera	4 999	2 469
4	Sharm El Sheikh	3 902	1 740
5	Fuerteventura	4 541	2 177
6	Gran Canaria	4 857	2 429
7	Sal	7 729	3 513
8	Pafos	2 832	1 450
9	Antalya	3 567	1 845
10	Teneryfa	5 222	2 708
11	Lanzarote	6 269	2 873
12	Ras Al Chajma	5 326	2 868
13	Soltau	170	97
14	Agadir	5 437	2 330
15	Barcelona	3 267	1 400
16	Malta	4 419	2 946
17	Praga	798	399
18	Amsterdam	2 651	2 121
19	Malaga	522	261
20	Mombasa	5 583	3 722



Rank	Country	Price/booking	Price/person
1	Egipt	4 069	1 847
2	Hiszpania	4 850	2 336
3	Portugalia	4 899	2 449
4	Wyspy Zielonego Przylądka	7 729	3 513
5	Cypr	2 832	1 450
6	Turcja	3 567	1 845
7	Włochy	1 301	887
8	Emiraty Arabskie	5 326	2 868
9	Czechy	947	394
10	Maroko	4 393	1 953

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

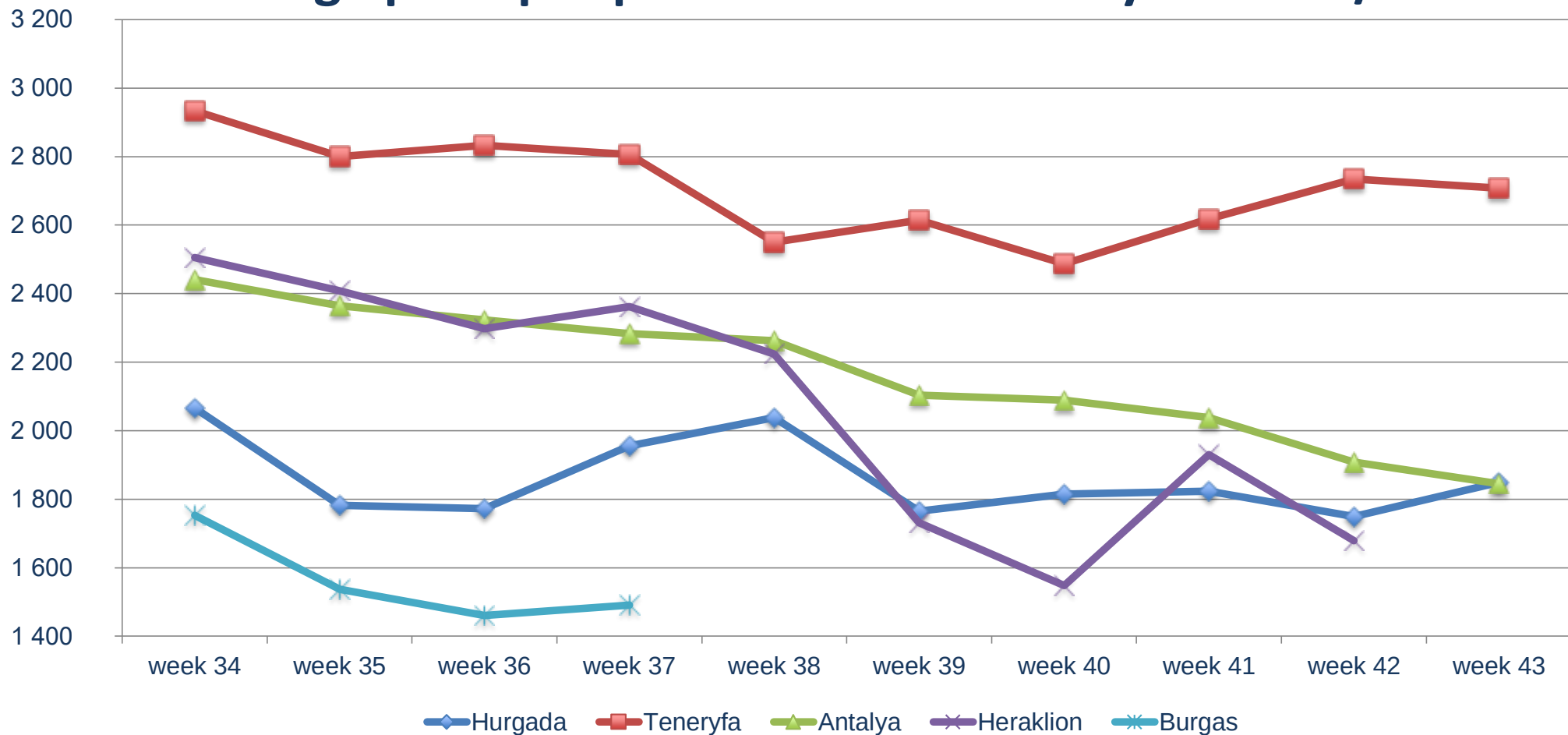
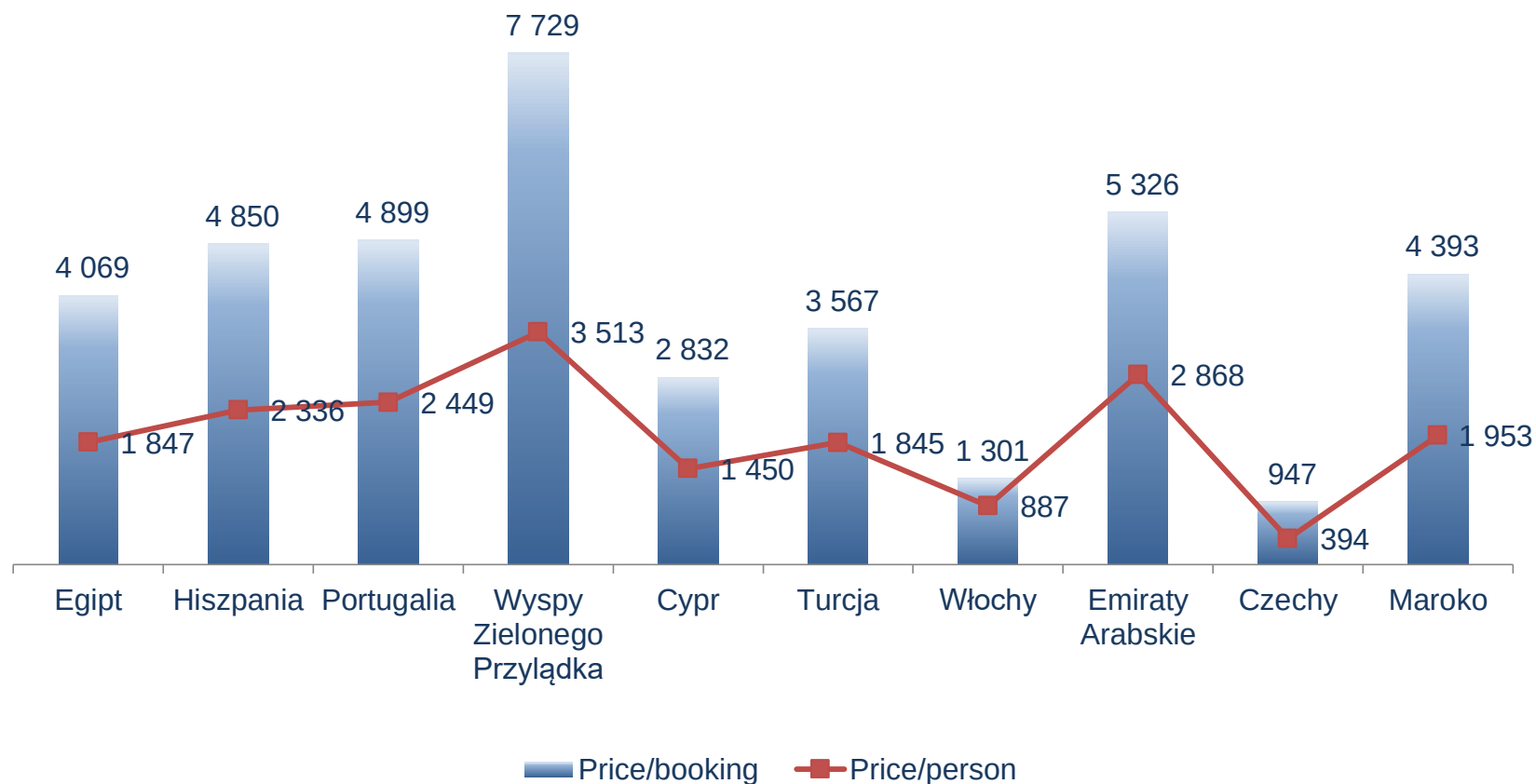


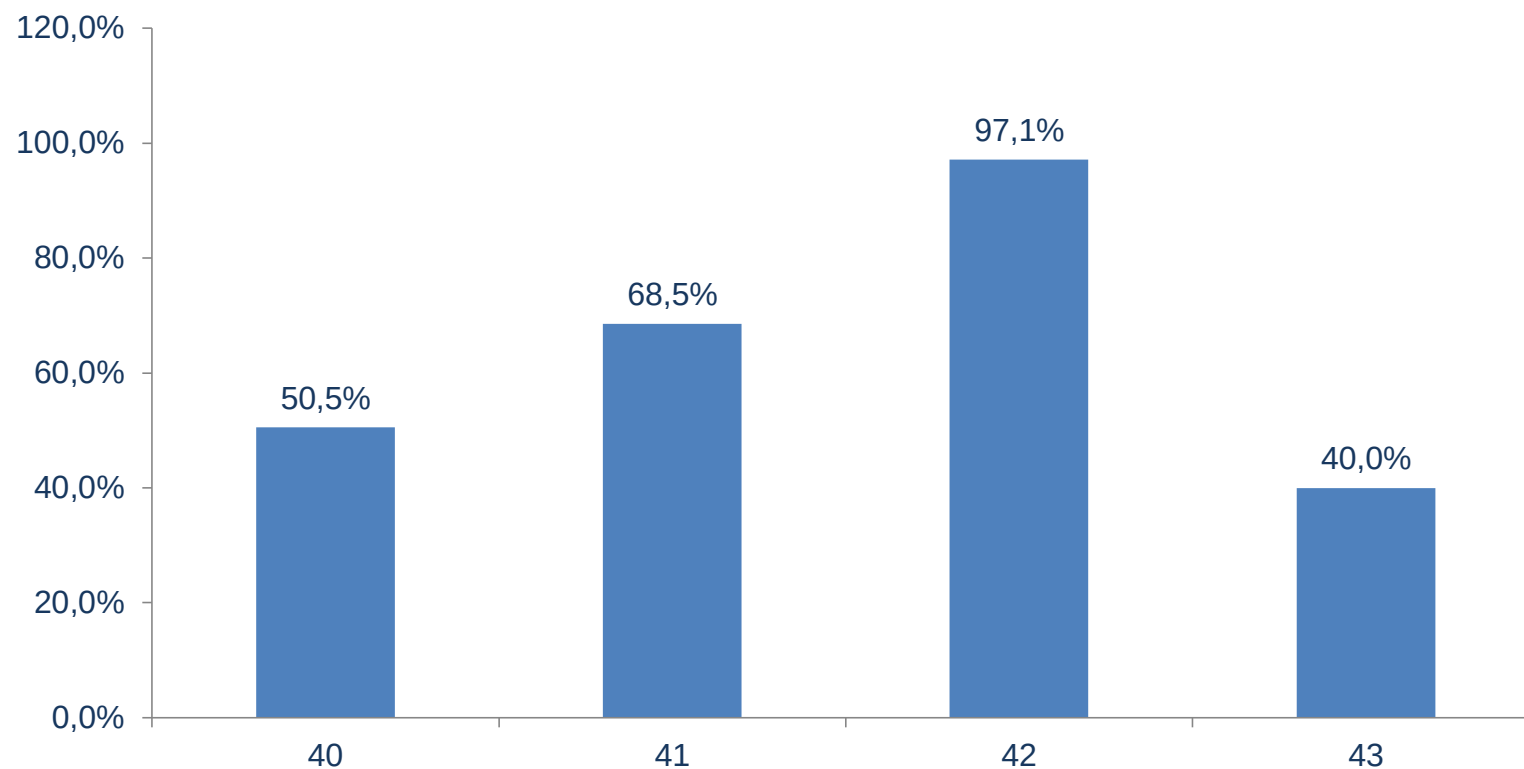
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 43. week



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

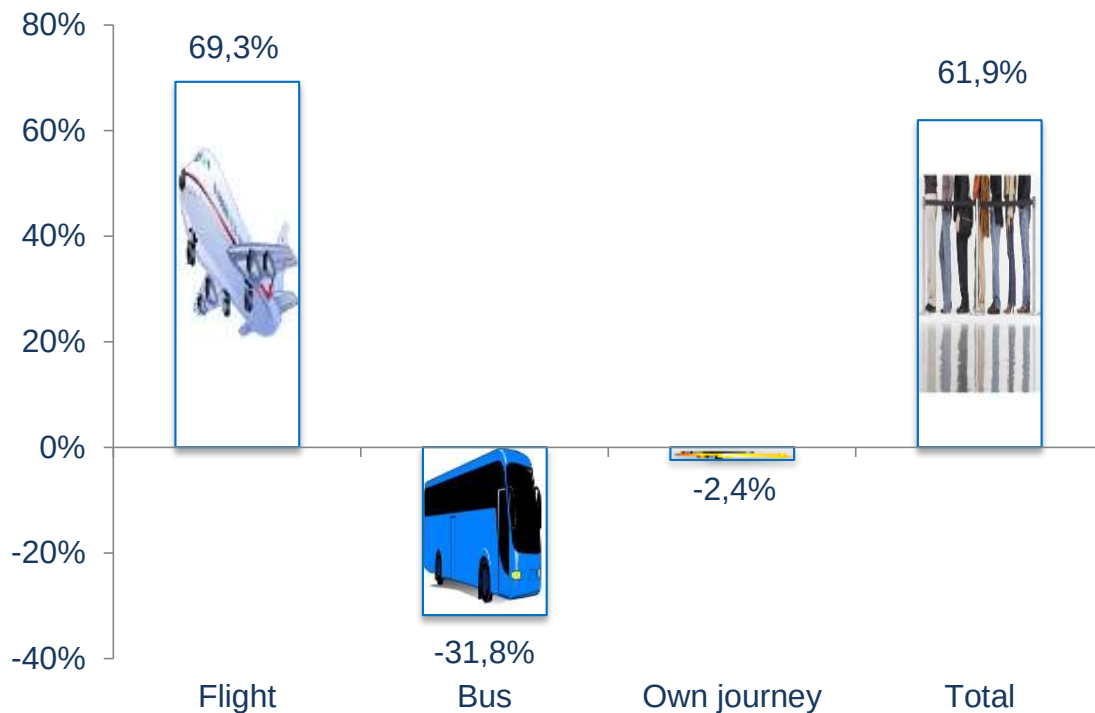
compared with 4 analogous weeks in tourist year 2015/2016.



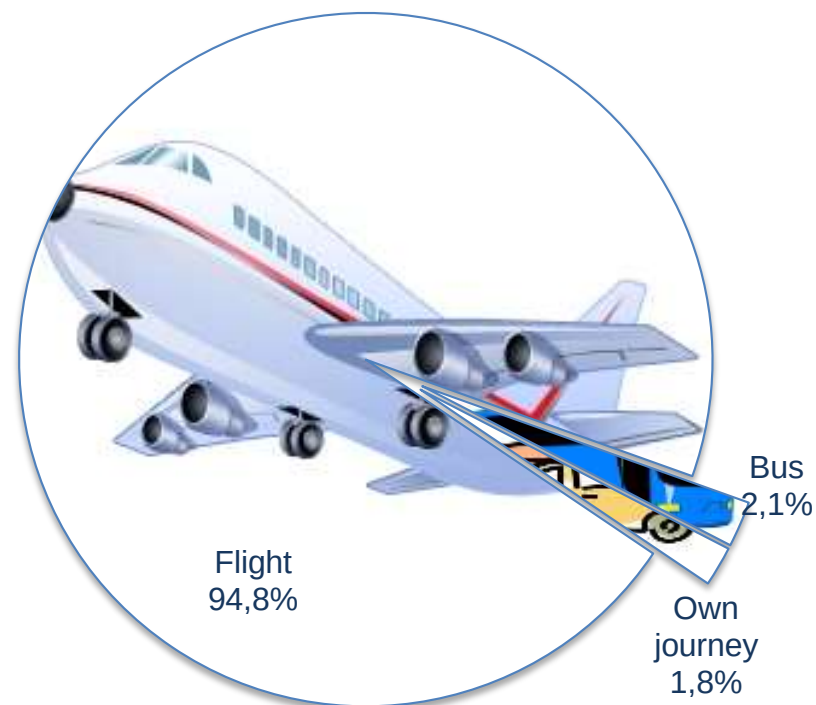
The sales trend of the last four weeks

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

Clients +/- %

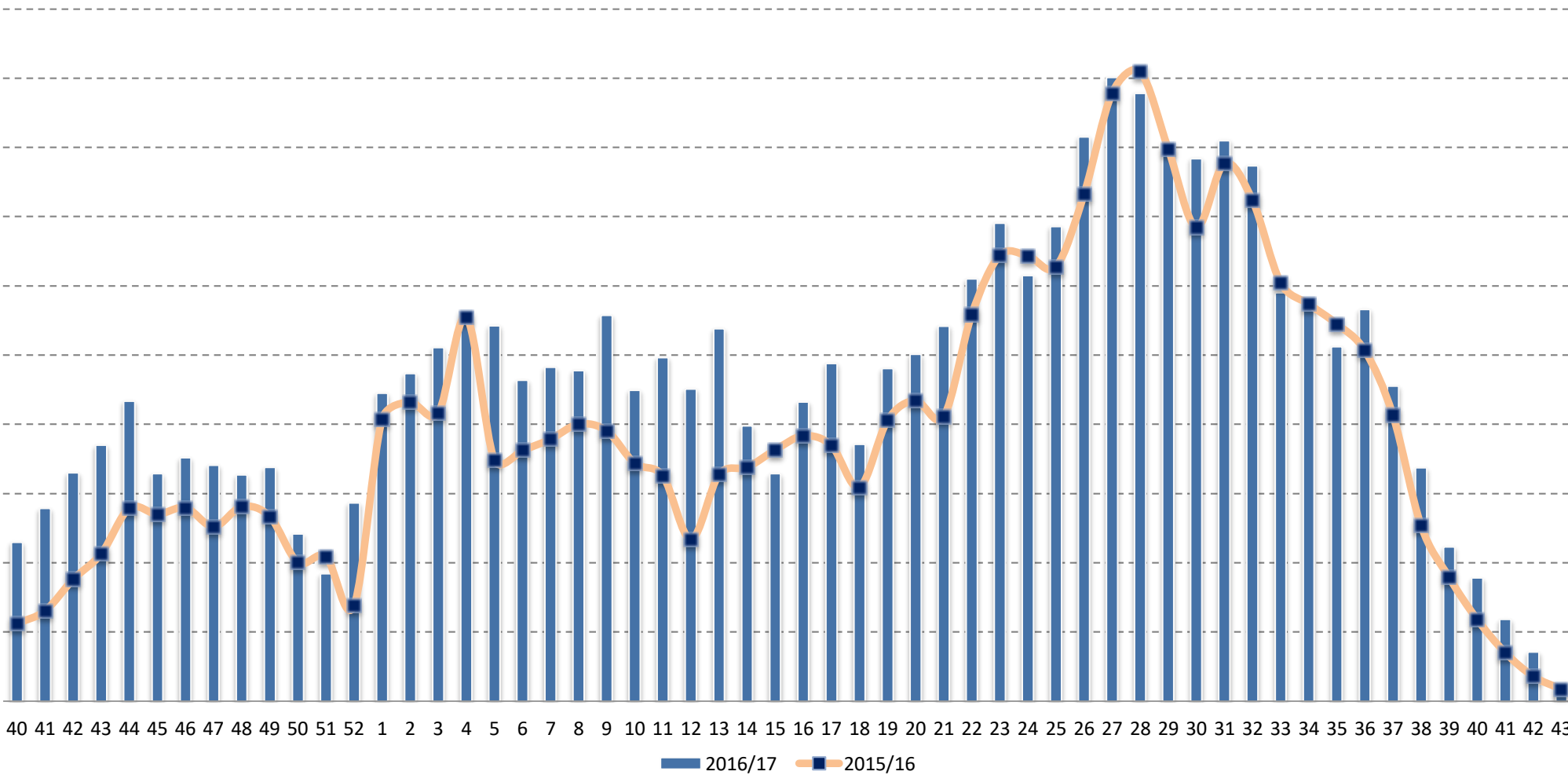


Share %



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

15,5%



Own journey

21,5%



Flight

16,77%

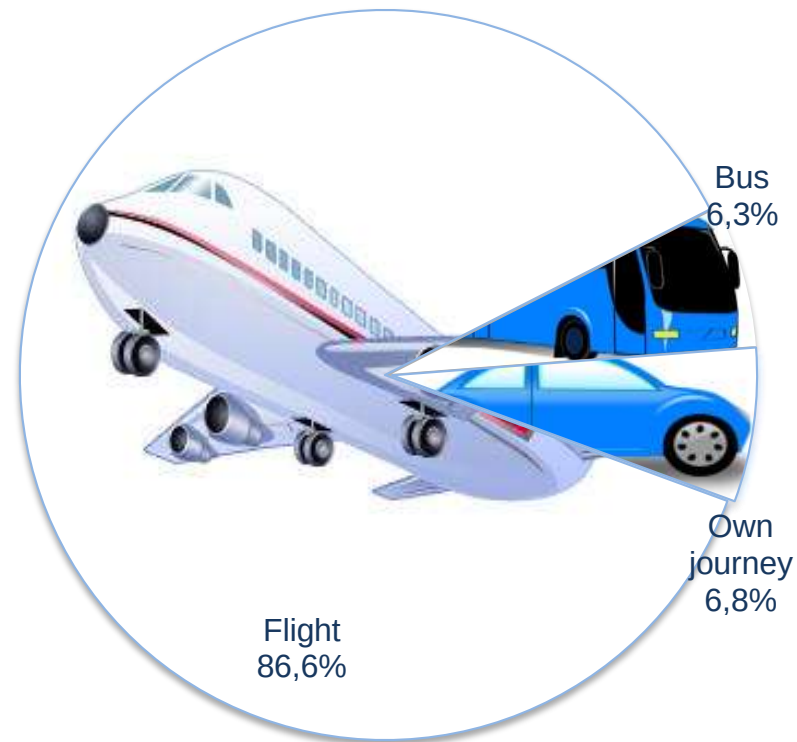


Total

17,1%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	7,9%	31,5%
2	Hiszpania	1,2%	16,5%
3	Bułgaria	11,0%	9,0%
4	Turcja	37,5%	7,9%
5	Egipt	111,6%	6,6%
6	Włochy	15,7%	6,3%
7	Albania	99,6%	2,6%
8	Portugalia	10,7%	2,4%
9	Chorwacja	-1,2%	2,2%
10	Cypr	5,7%	1,4%
11	Polska	20,6%	0,9%
12	Kuba	53,7%	0,8%
13	Maroko	20,0%	0,7%
14	Austria	3,5%	0,7%
15	Emiraty Arabskie	31,6%	0,7%
16	Tunezja	41,1%	0,7%
17	Malta	120,5%	0,7%
18	Dominikana	-1,0%	0,5%
19	Czechy	29,1%	0,5%
20	Oman	++	0,5%

Rank	Destination	% last year
1	Heraklion	-1,4%
2	Antalya	48,2%
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	97,7%
10	Chania	3,6%
11	Teneryfa	-3,7%
12	Marsa Alam	85,5%
13	Kos	26,5%
14	Majorka	-4,0%
15	Tirana	168,1%
16	Gran Canaria	10,2%
17	Lanzarote	12,2%
18	Saloniki	23,0%
19	Madera	10,7%
20	Bodrum	17,7%



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