

## Weekly report 44/2018

Data source: MerlinX\*

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

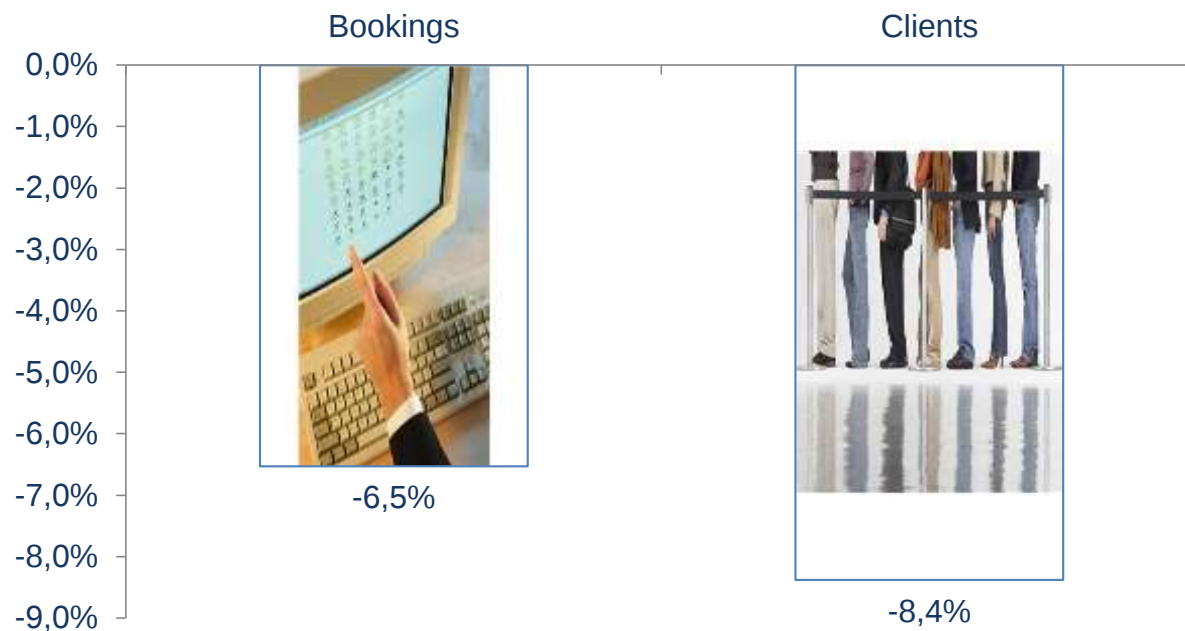
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

# Last week – 44/2017, tours 01.11.17 – 31.10.18

*compared with week 44. in 2016 r.*



# Last week – 44/2017, tours 01.11.17 – 31.10.18

*compared with week 44. in 2016 r.*

## Clients +/-%

Bus



-14,4%

Own journey



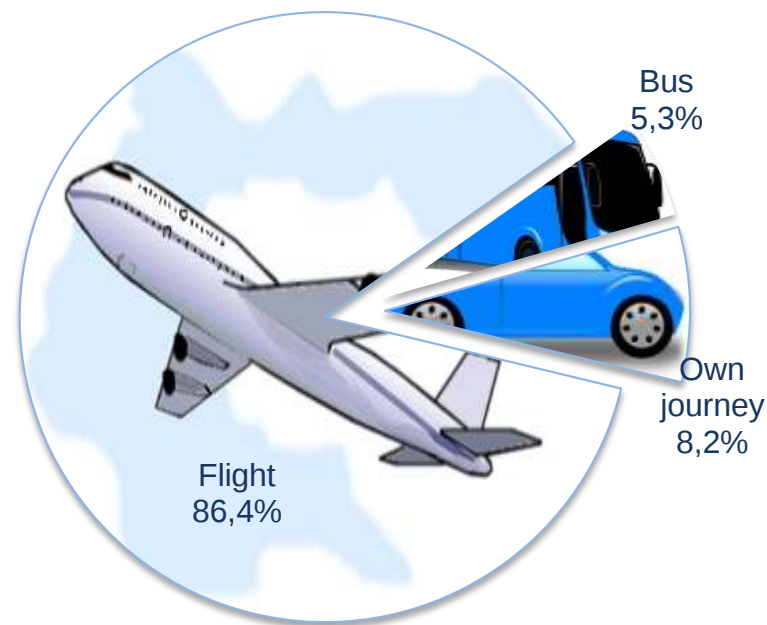
-5,0%

Flight



-8,3%

## Share %



# Ranking of the most popular countries & destinations in CW44

tours from 01.11.17 to 31.10.18

| Rank | Destination   | Price/booking | Price/person |
|------|---------------|---------------|--------------|
| 1    | Antalya       | 7 423         | 2 487        |
| 2    | Hurghada      | 4 910         | 2 143        |
| 3    | Zakynthos     | 7 324         | 2 480        |
| 4    | Marsa Alam    | 5 685         | 2 346        |
| 5    | Kos           | 8 254         | 2 684        |
| 6    | Bodrum        | 7 800         | 2 613        |
| 7    | Rodos         | 8 192         | 2 618        |
| 8    | Heraklion     | 7 905         | 2 697        |
| 9    | Burgas        | 5 720         | 2 025        |
| 10   | Teneryfa      | 6 376         | 2 932        |
| 11   | Tirana        | 6 535         | 2 331        |
| 12   | Korfu         | 7 402         | 2 604        |
| 13   | Chania        | 9 905         | 3 184        |
| 14   | Gran Canaria  | 6 839         | 2 931        |
| 15   | Fuerteventura | 7 688         | 3 055        |
| 16   | Varna         | 6 500         | 2 137        |
| 17   | Malta         | 3 306         | 1 572        |
| 18   | Sal           | 8 829         | 4 019        |
| 19   | Agadir        | 5 246         | 2 521        |
| 20   | Lanzarote     | 7 588         | 3 147        |



| Rank | Country   | Price/booking | Price/person |
|------|-----------|---------------|--------------|
| 1    | Grecja    | 7 805         | 2 642        |
| 2    | Turcja    | 7 612         | 2 527        |
| 3    | Egipt     | 5 092         | 2 205        |
| 4    | Hiszpania | 6 937         | 2 952        |
| 5    | Bułgaria  | 5 743         | 1 976        |
| 6    | Włochy    | 5 662         | 2 147        |
| 7    | Albania   | 5 999         | 2 208        |
| 8    | Malta     | 2 996         | 1 397        |
| 9    | Austria   | 2 851         | 947          |
| 10   | Tajlandia | 10 520        | 4 897        |

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

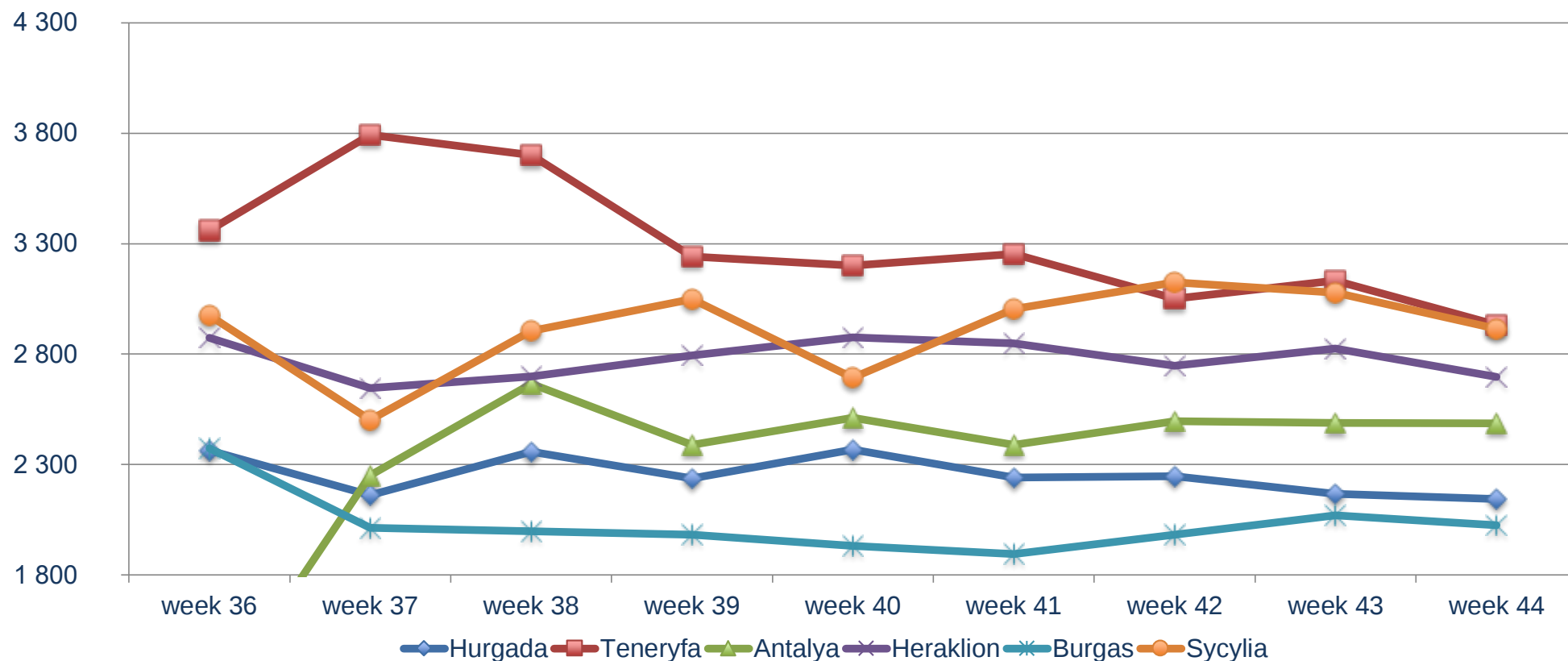
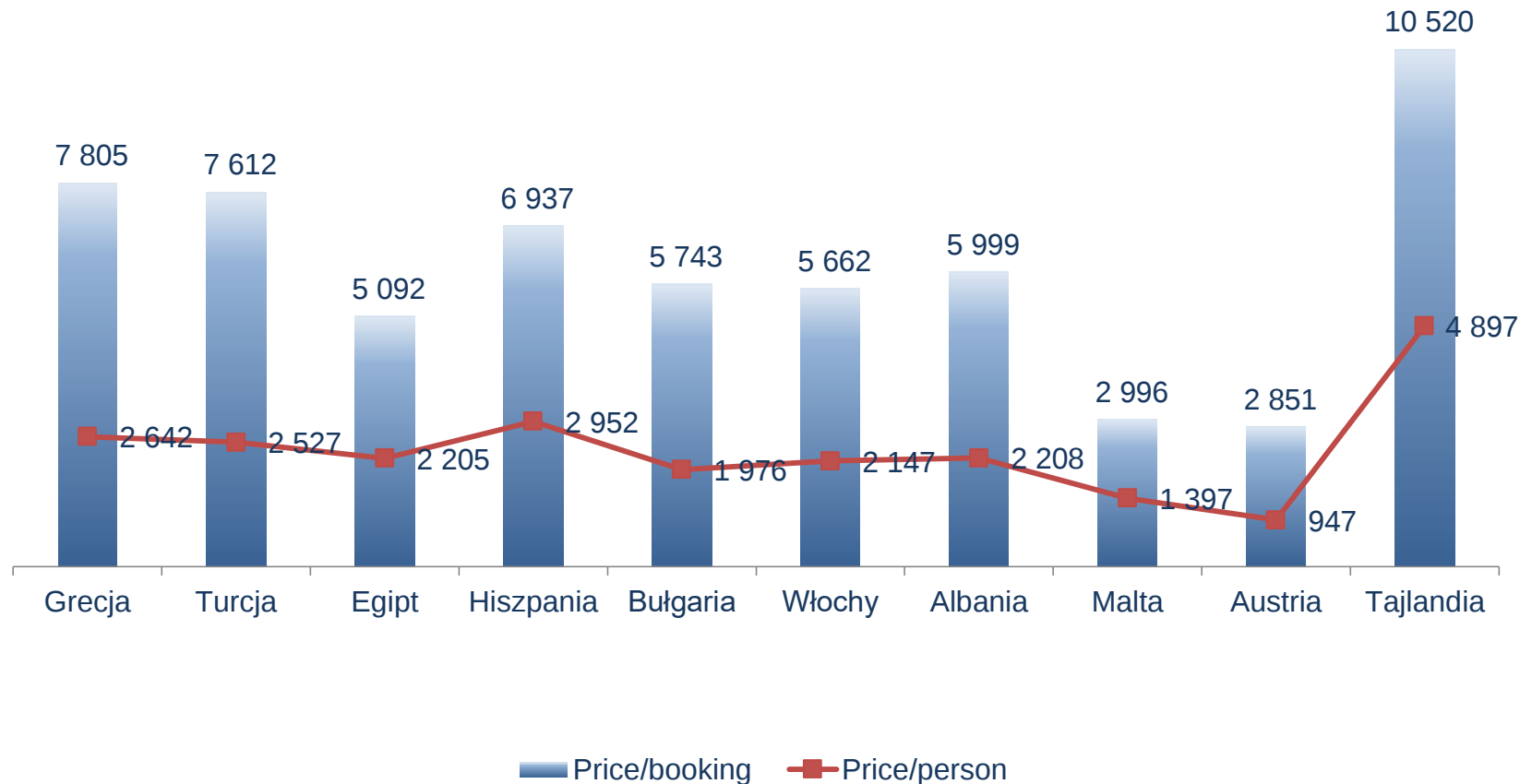


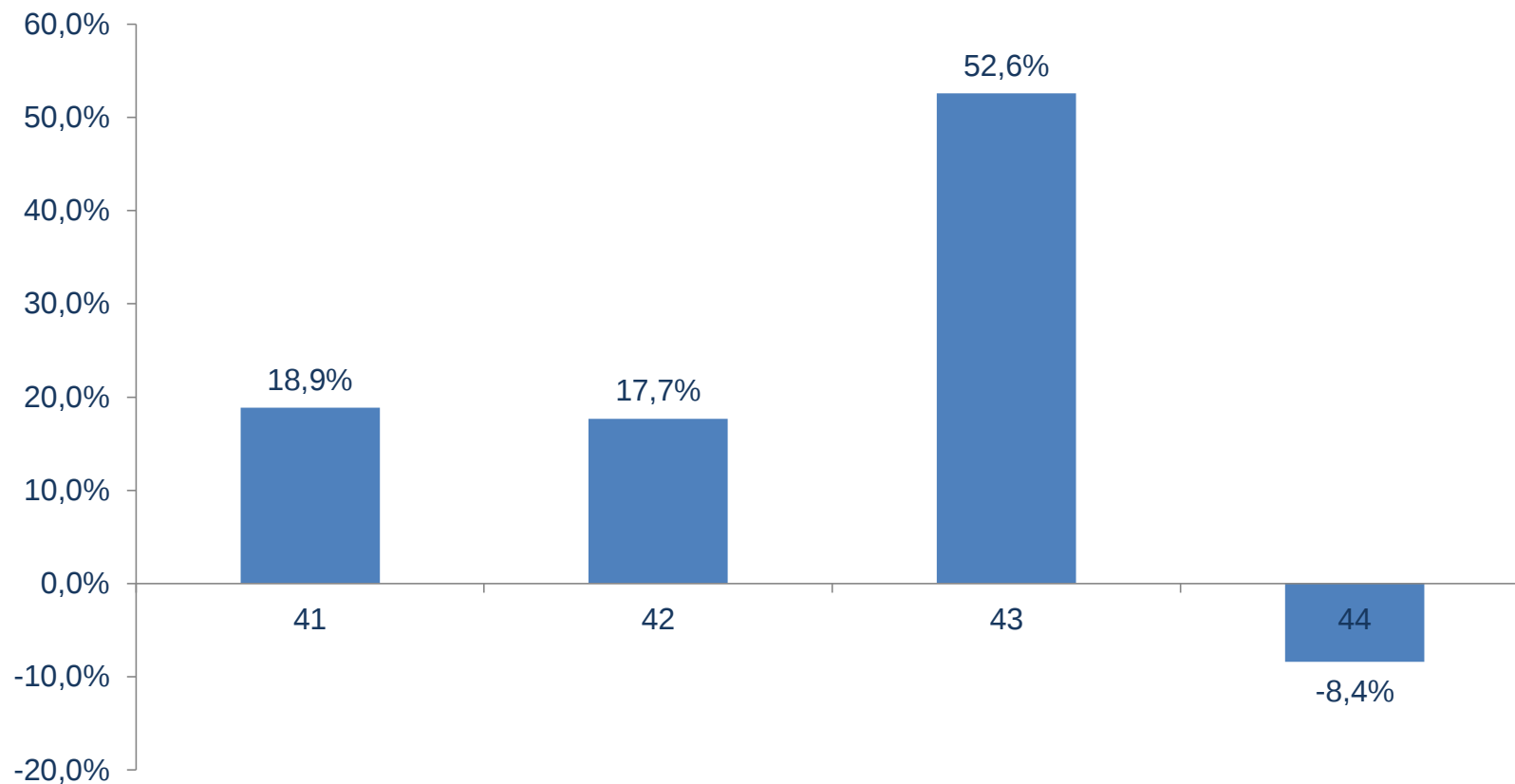
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

# Average price per booking and the price per person in 44. week



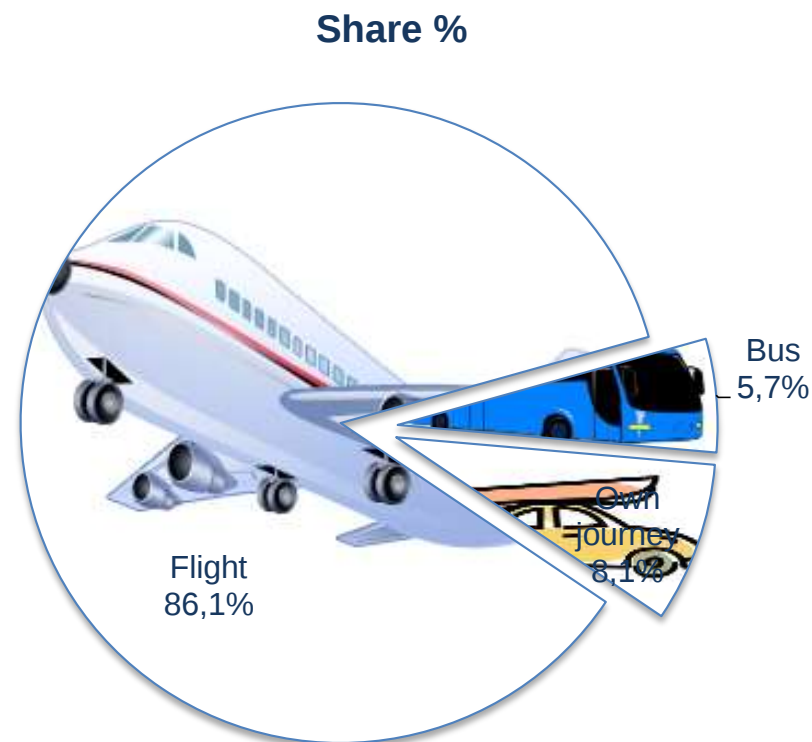
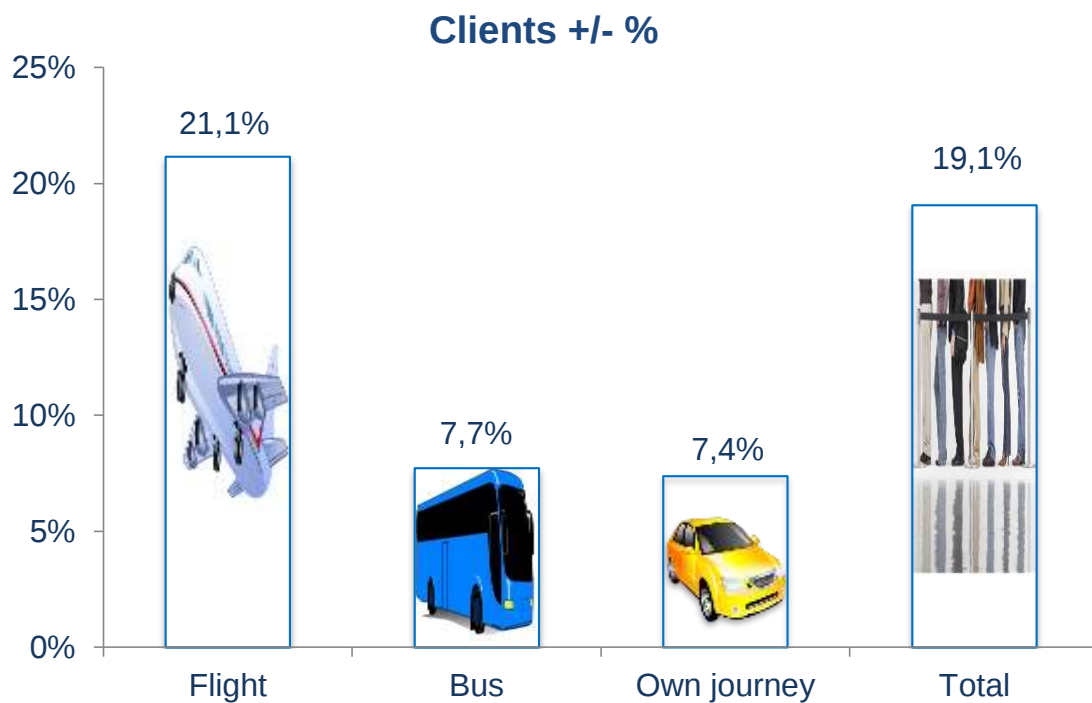
# The last four weeks of sales of the tourist year 2017/18 - customers

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



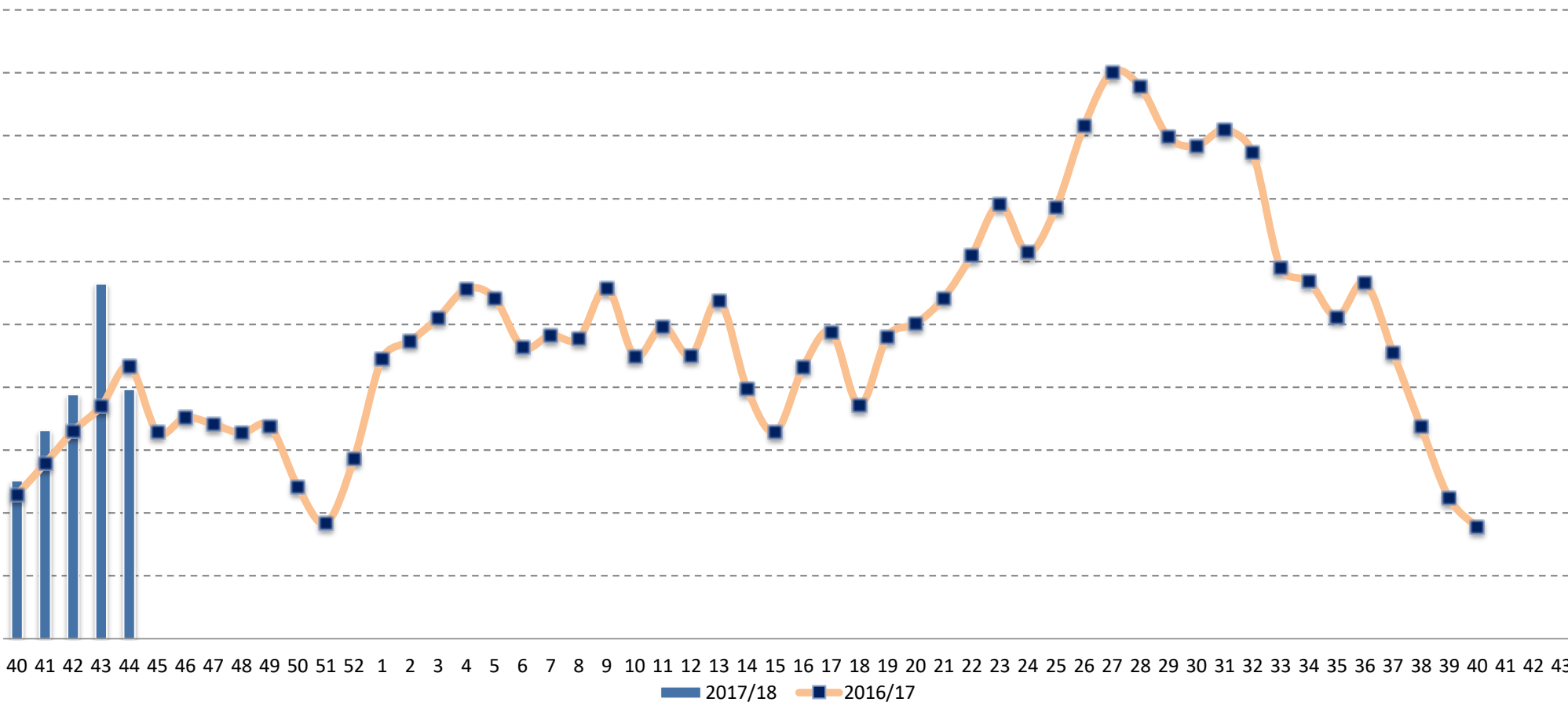
# The sales trend of the last four weeks

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



# 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

Own journey

Flight

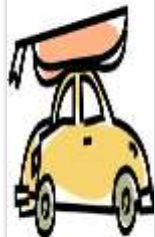
Total

13,2%

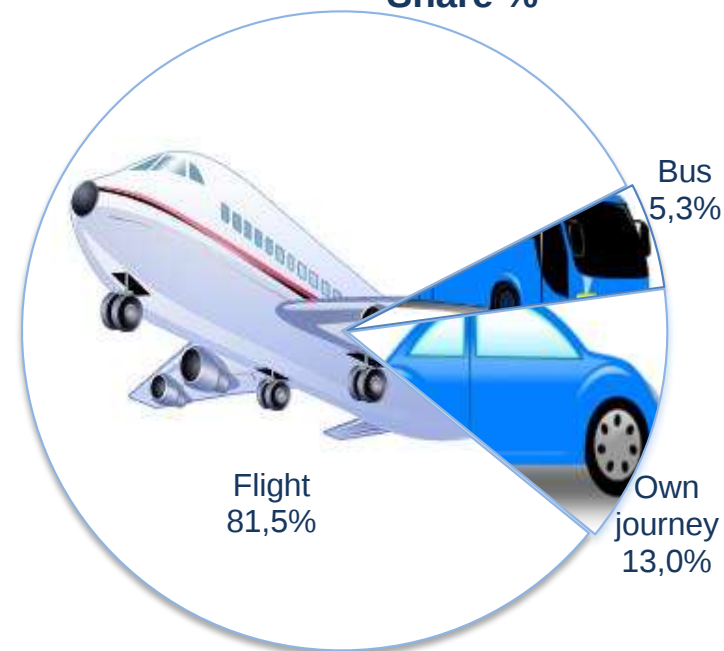
19,3%

25,39%

24,0%



## Share %



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

| Rank | Country                   | +/- % last year | Share % |
|------|---------------------------|-----------------|---------|
| 1    | Grecja                    | -7,7%           | 18,2%   |
| 2    | Turcja                    | ++              | 12,6%   |
| 3    | Hiszpania                 | -11,8%          | 12,2%   |
| 4    | Egipt                     | 82,1%           | 7,9%    |
| 5    | Włochy                    | 12,0%           | 6,8%    |
| 6    | Bułgaria                  | 15,1%           | 4,7%    |
| 7    | Albania                   | 33,4%           | 3,0%    |
| 8    | Austria                   | 9,2%            | 2,8%    |
| 9    | Tajlandia                 | 110,5%          | 2,7%    |
| 10   | Tanzania                  | 1,5%            | 2,0%    |
| 11   | Malta                     | 107,2%          | 1,8%    |
| 12   | Portugalia                | -26,9%          | 1,6%    |
| 13   | Oman                      | -23,8%          | 1,6%    |
| 14   | Maroko                    | ++              | 1,5%    |
| 15   | Emiraty Arabskie          | -13,6%          | 1,3%    |
| 16   | Czechy                    | 12,7%           | 1,2%    |
| 17   | Kuba                      | -49,4%          | 1,2%    |
| 18   | Cypr                      | -8,5%           | 1,2%    |
| 19   | Dominikana                | -31,7%          | 1,1%    |
| 20   | Wyspy Zielonego Przylądka | 0,8%            | 1,1%    |

| Rank | Destination   | % last year |
|------|---------------|-------------|
| 1    | Antalya       | ++          |
| 2    | Hurghada      | 165,0%      |
| 3    | Teneryfa      | 26,1%       |
| 4    | Zakynthos     | -25,6%      |
| 5    | Marsa Alam    | 42,2%       |
| 6    | Bodrum        | ++          |
| 7    | Heraklion     | -23,5%      |
| 8    | Burgas        | 28,1%       |
| 9    | Chania        | 11,8%       |
| 10   | Korfu         | -24,4%      |
| 11   | Gran Canaria  | 14,5%       |
| 12   | Fuerteventura | -28,6%      |
| 13   | Tirana        | 36,8%       |
| 14   | Kos           | 19,8%       |
| 15   | Rodos         | 39,8%       |
| 16   | Zanzibar      | -0,5%       |
| 17   | Lanzarote     | -10,7%      |
| 18   | Salalah       | -23,8%      |
| 19   | Malta         | 88,9%       |
| 20   | Agadir        | 147,8%      |



Detailed reports are available for PZOT members  
Questions regarding market data please send to [pzot@pzot.pl](mailto:pzot@pzot.pl)