

Weekly report 45/2018

Data source: MerlinX*

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

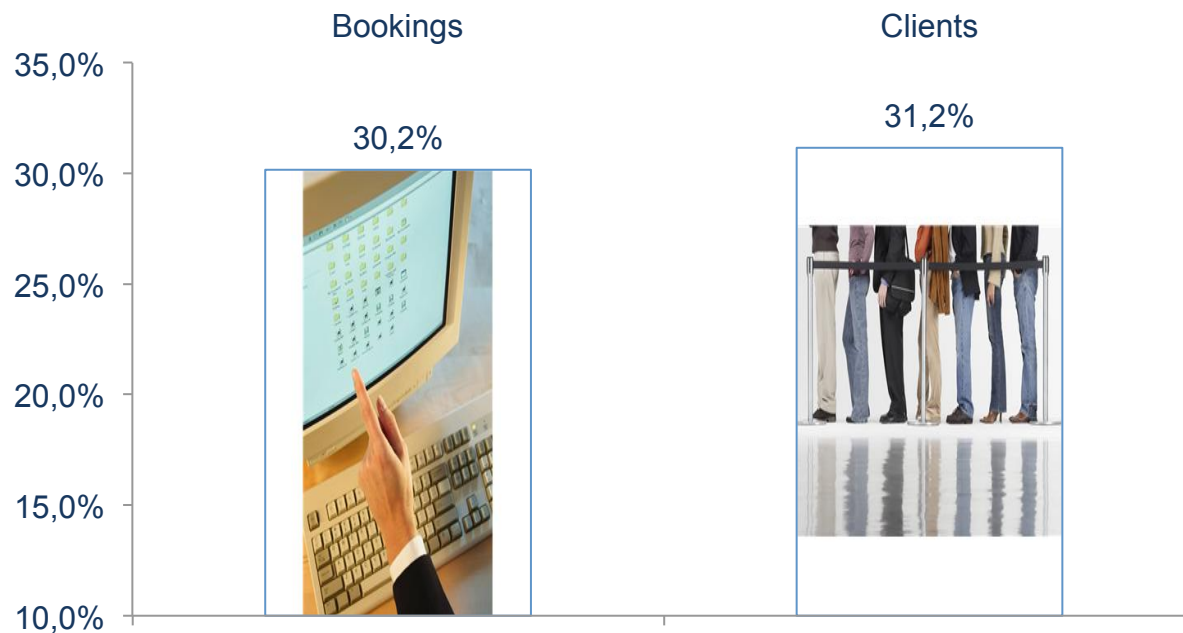
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 45/2017, tours 01.11.17 – 31.10.18

compared with week 45. in 2016 r.



Last week – 45/2017, tours 01.11.17 – 31.10.18

compared with week 45. in 2016 r.

Clients +/-%

Bus

Own journey

Flight

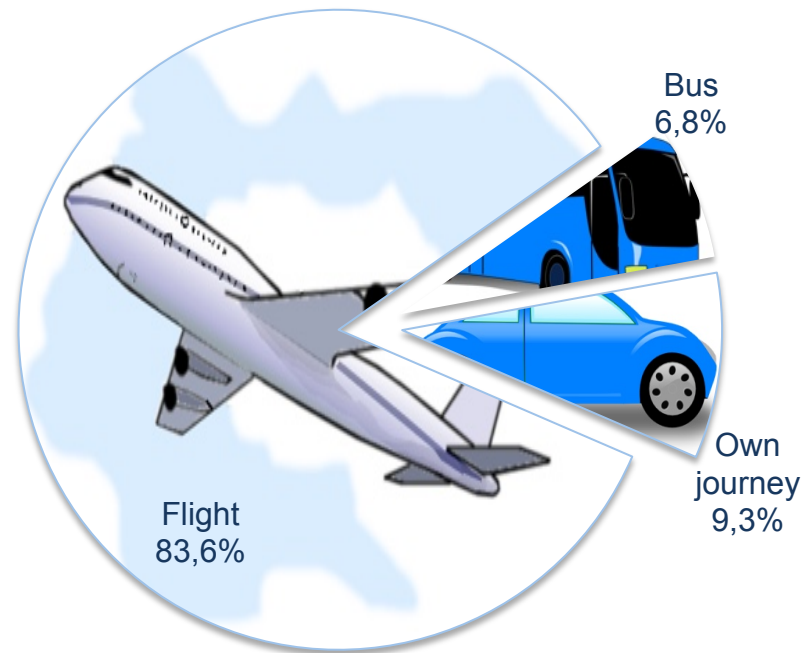
36,5%

13,5%

2,9%



Share %



Ranking of the most popular countries & destinations in CW45

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 451	2 489
2	Hurghada	5 093	2 122
3	Zakynthos	7 792	2 482
4	Bodrum	7 483	2 633
5	Marsa Alam	5 290	2 191
6	Rodos	7 579	2 601
7	Korfu	6 731	2 409
8	Burgas	5 948	2 047
9	Heraklion	7 610	2 709
10	Kos	8 705	2 998
11	Chania	8 373	2 901
12	Teneryfa	7 113	2 936
13	Tirana	6 479	2 307
14	Gran Canaria	6 433	2 837
15	Fuerteventura	7 664	3 027
16	Varna	5 729	2 047
17	Lanzarote	7 752	2 950
18	Sal	8 606	3 997
19	Majorka	7 296	3 095
20	Sharm El Sheikh	4 545	2 128



Rank	Country	Price/booking	Price/person
1	Grecja	7 541	2 626
2	Turcja	7 507	2 543
3	Egipt	5 104	2 149
4	Hiszpania	7 034	2 904
5	Bułgaria	5 490	1 898
6	Włochy	5 704	2 092
7	Albania	5 781	2 126
8	Chorwacja	4 306	1 623
9	Austria	2 967	1 207
10	Malta	2 790	1 342

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

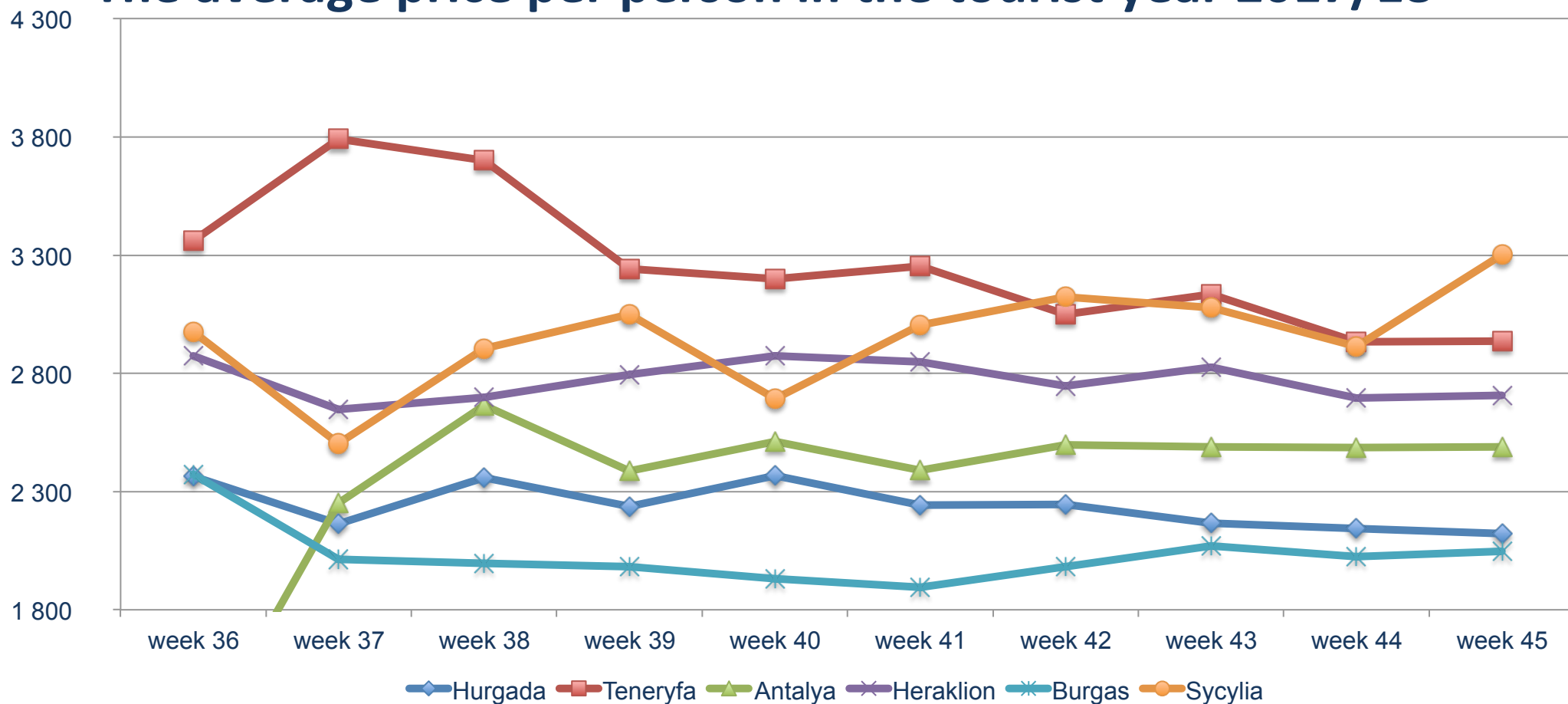
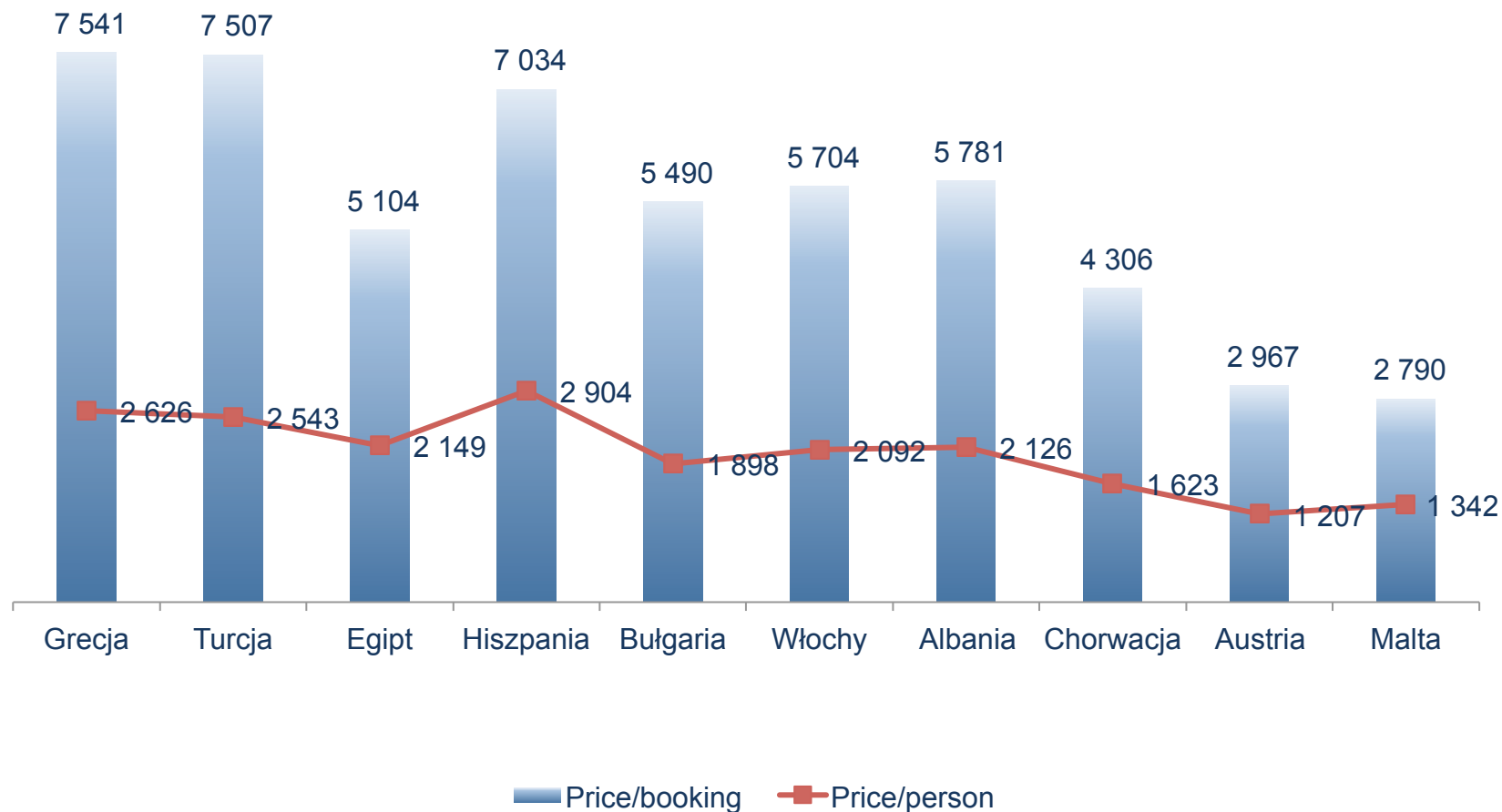


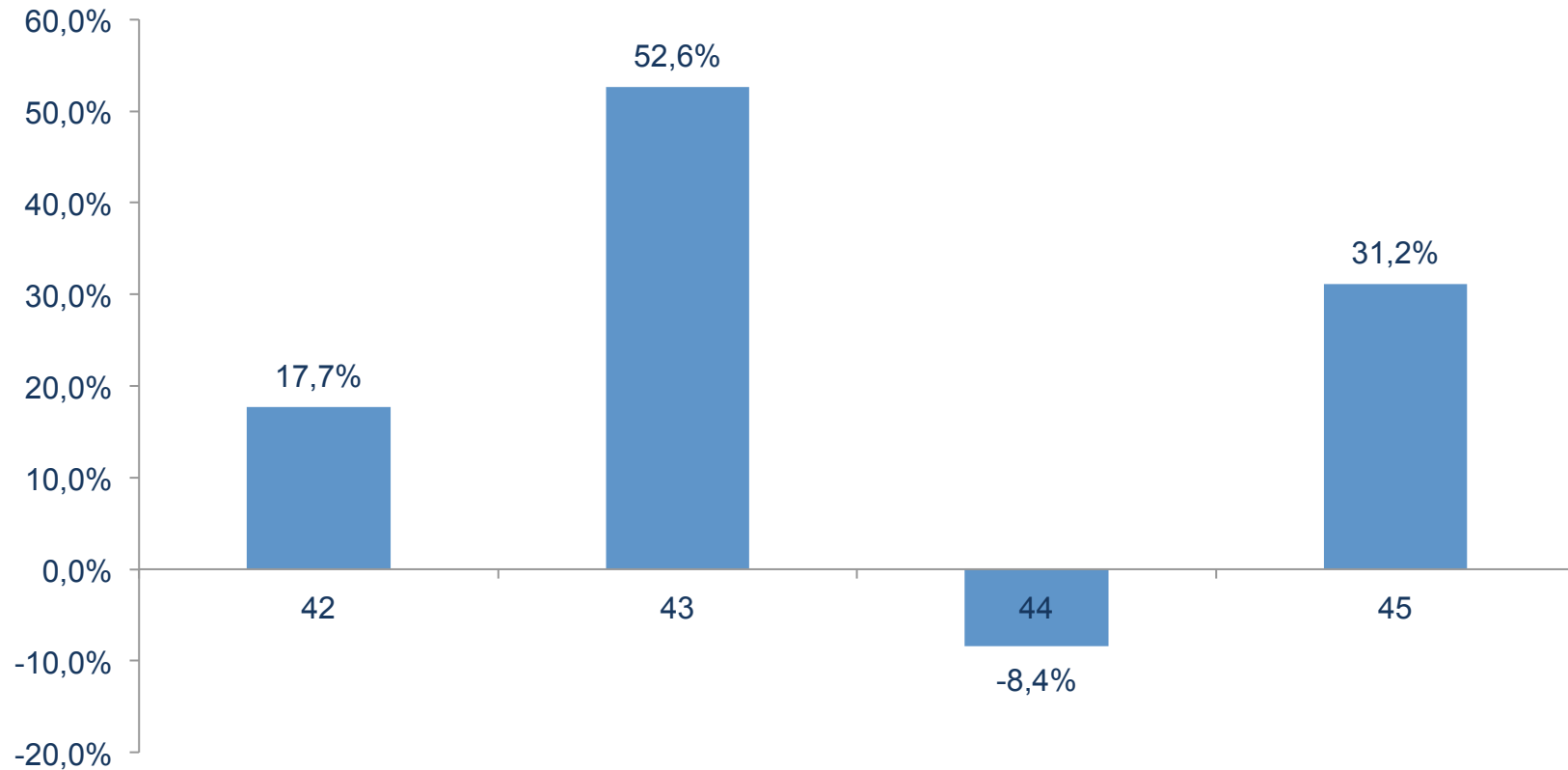
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife and Sicilia

Average price per booking and the price per person in 45. week



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

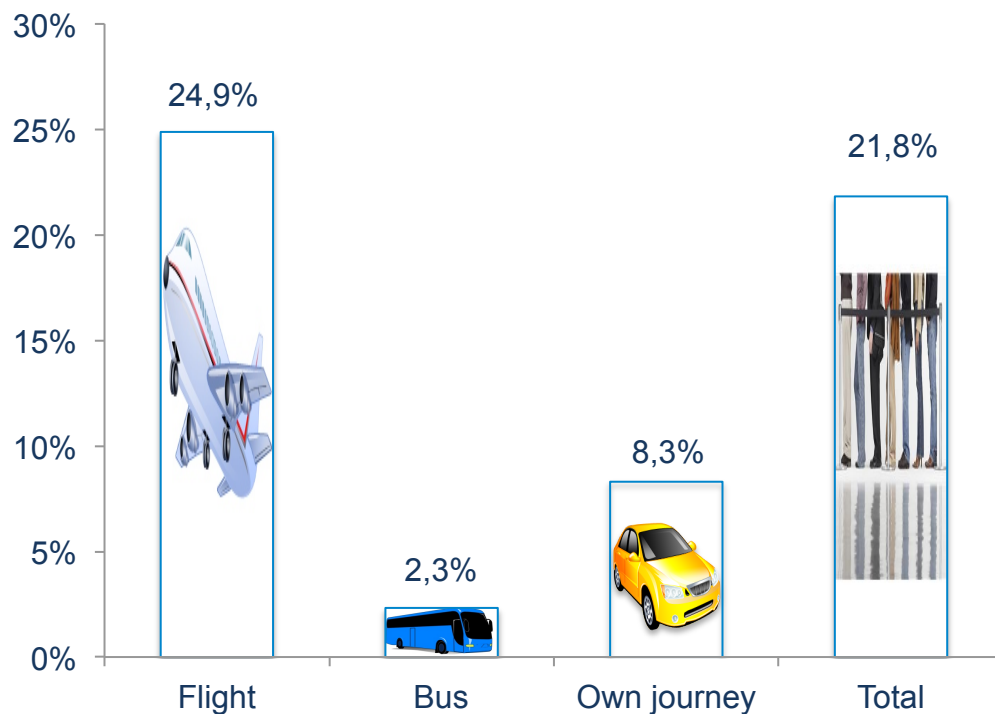
compared with 4 analogous weeks in tourist year 2015/2016.



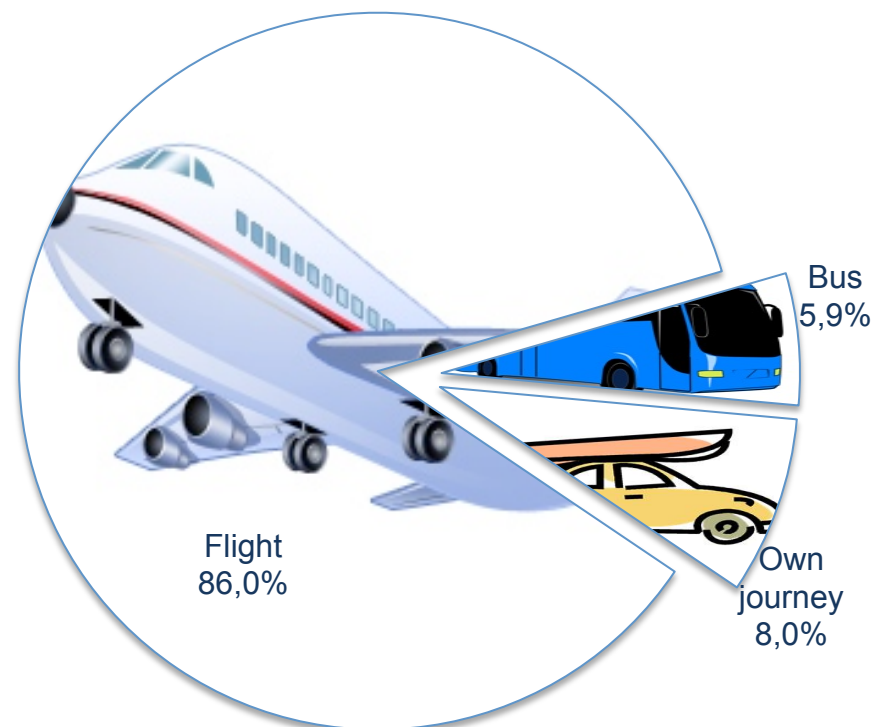
The sales trend of the last four weeks

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

Clients +/- %

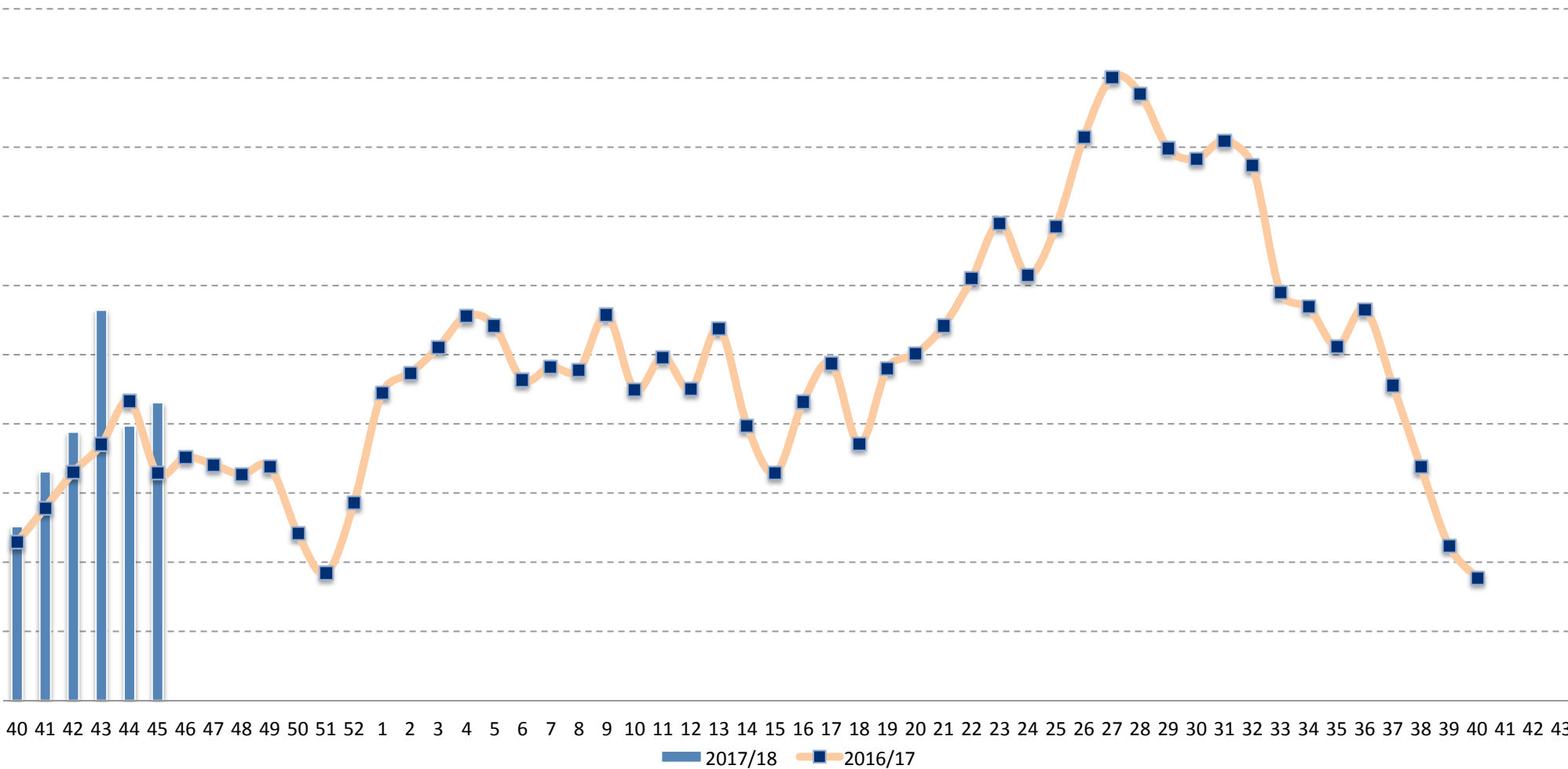


Share %



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

Own journey

Flight

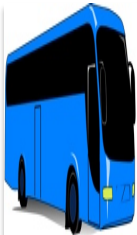
Total

11,4%

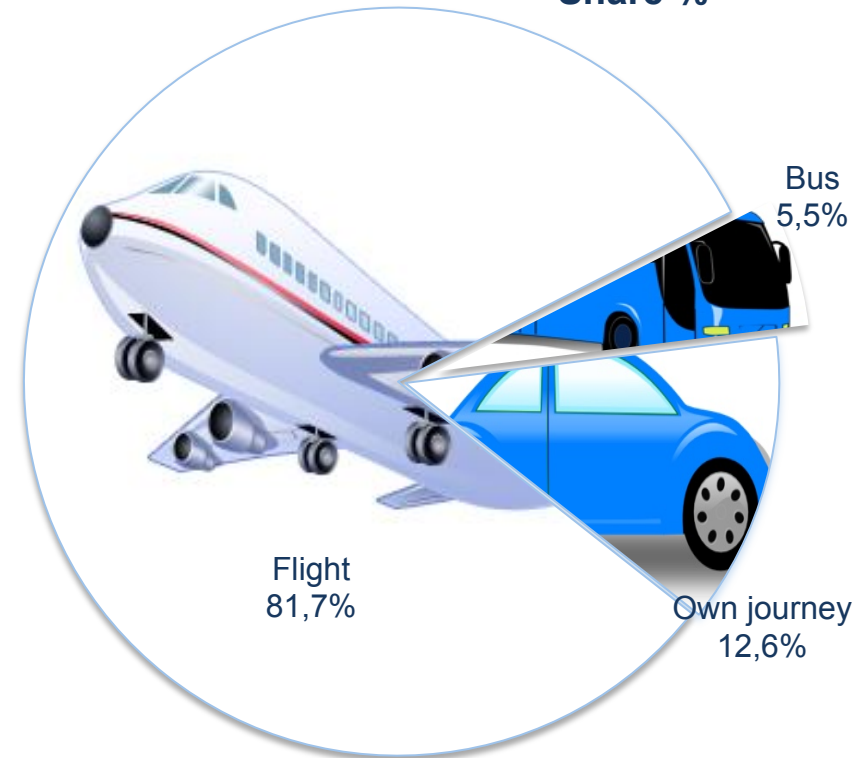
18,8%

26,7%

24,8%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	-7,1%	18,7%
2	Turcja	++	13,0%
3	Hiszpania	-11,6%	12,0%
4	Egipt	96,2%	8,3%
5	Włochy	11,8%	6,5%
6	Bułgaria	10,4%	4,8%
7	Albania	35,0%	3,0%
8	Austria	4,7%	2,6%
9	Tajlandia	103,4%	2,5%
10	Tanzania	-3,4%	1,8%
11	Malta	104,5%	1,7%
12	Portugalia	-26,3%	1,5%
13	Oman	-24,0%	1,5%
14	Maroko	++	1,5%
15	Emiraty Arabskie	-11,4%	1,3%
16	Czechy	11,6%	1,2%
17	Cypr	-6,2%	1,2%
18	Kuba	-48,6%	1,2%
19	Wyspy Zielonego Przylądka	8,9%	1,1%
20	Chorwacja	3,9%	1,1%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	190,7%
3	Teneryfa	22,6%
4	Zakynthos	-21,3%
5	Marsa Alam	49,1%
6	Bodrum	++
7	Heraklion	-27,2%
8	Burgas	19,8%
9	Korfu	-22,4%
10	Chania	13,3%
11	Gran Canaria	16,0%
12	Fuerteventura	-29,6%
13	Rodos	30,8%
14	Tirana	37,8%
15	Kos	18,4%
16	Zanzibar	-4,7%
17	Lanzarote	-8,0%
18	Salalah	-24,0%
19	Malta	87,6%
20	Varna	-34,0%



Detailed reports are available for PZOT members

Questions regarding market data please send to pzot@pzot.pl