

Weekly report 46/2018

Data source: MerlinX*

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

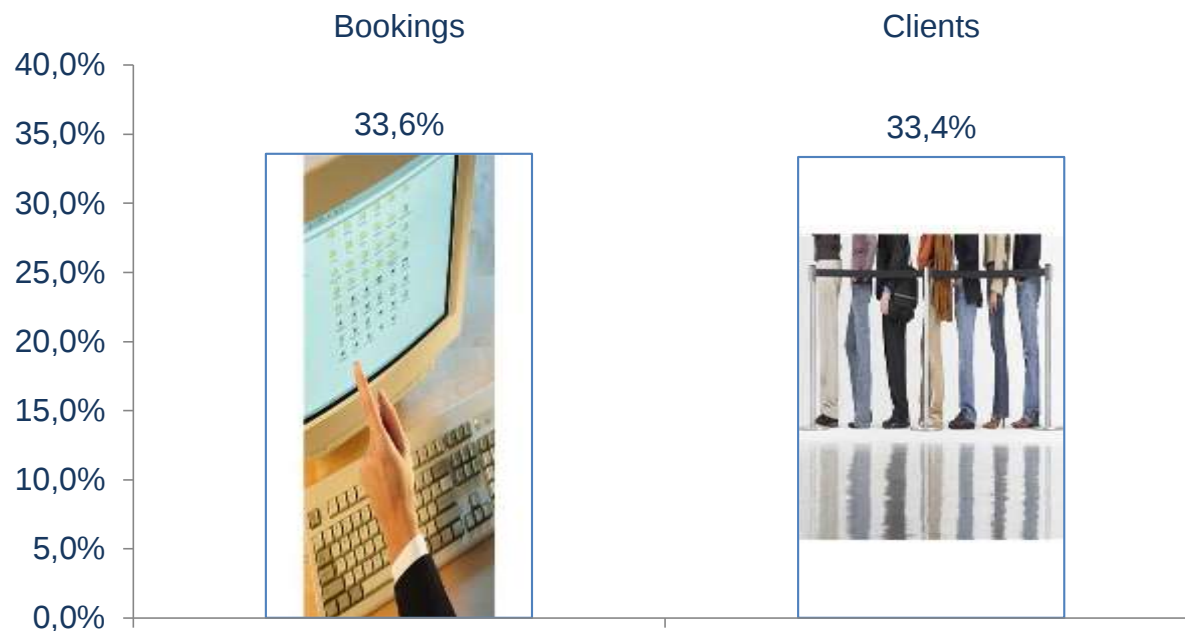
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 46/2017, tours 01.11.17 – 31.10.18

compared with week 46. in 2016 r.



Last week – 46/2017, tours 01.11.17 – 31.10.18

compared with week 46. in 2016 r.

Clients +/-%

Bus

Own journey

Flight

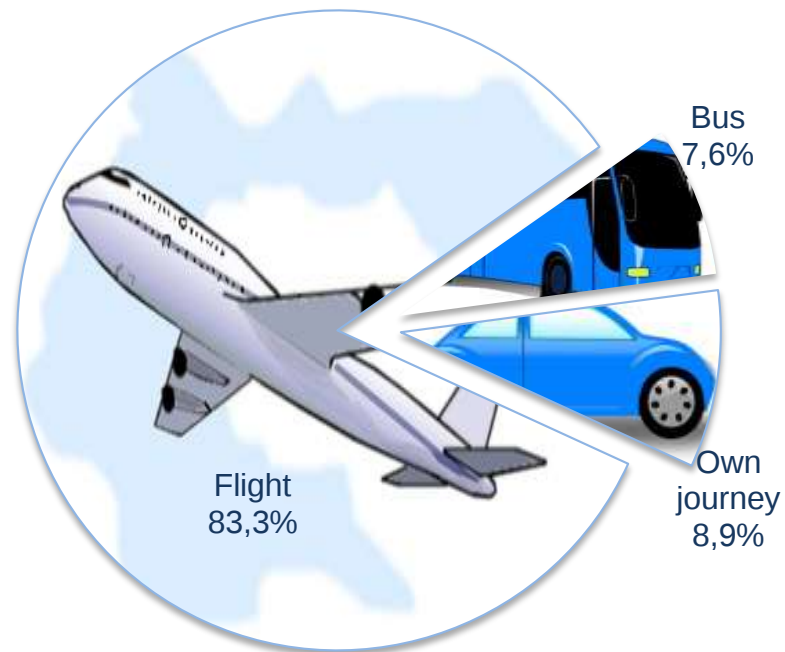
37,8%

20,6%

8,4%



Share %



Ranking of the most popular countries & destinations in CW46

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 255	2 488
2	Zakynthos	7 298	2 545
3	Hurghada	5 316	2 212
4	Rodos	7 739	2 593
5	Marsa Alam	5 647	2 267
6	Burgas	6 115	2 032
7	Bodrum	7 077	2 523
8	Korfu	6 985	2 519
9	Heraklion	8 247	2 888
10	Tirana	6 497	2 383
11	Teneryfa	7 050	3 098
12	Kos	8 633	2 983
13	Chania	8 685	3 019
14	Gran Canaria	7 108	3 051
15	Fuerteventura	8 369	3 237
16	Varna	6 886	2 191
17	Lanzarote	7 543	3 133
18	Sharm El Sheikh	5 024	2 173
19	Ras Al Chajma	9 291	3 893
20	Malta	3 956	1 791



Rank	Country	Price/booking	Price/person
1	Grecja	7 514	2 634
2	Turcja	7 240	2 503
3	Egipt	5 407	2 229
4	Hiszpania	7 284	2 988
5	Bułgaria	5 874	1 935
6	Włochy	5 445	2 044
7	Albania	5 916	2 235
8	Chorwacja	4 656	1 717
9	Austria	3 059	1 135
10	Czechy	885	380

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

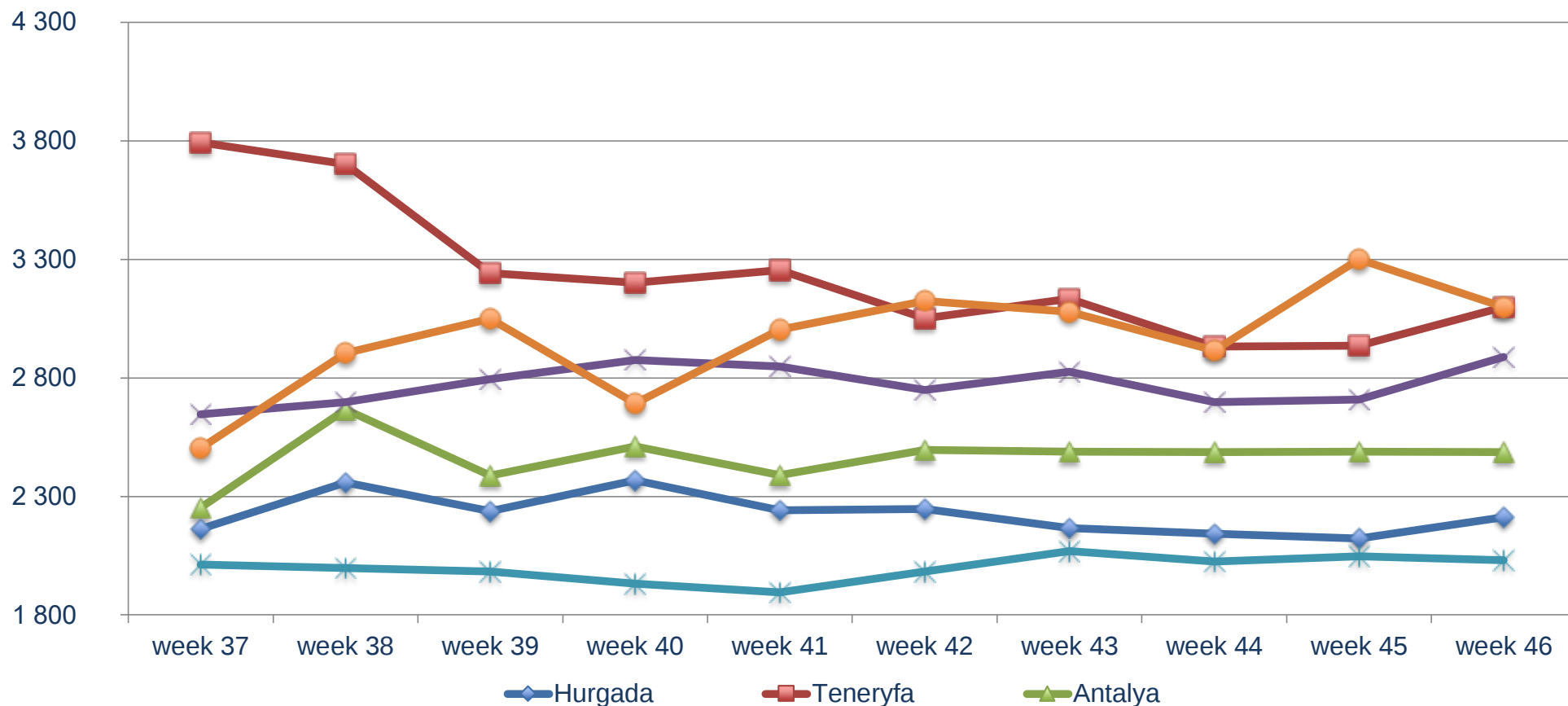
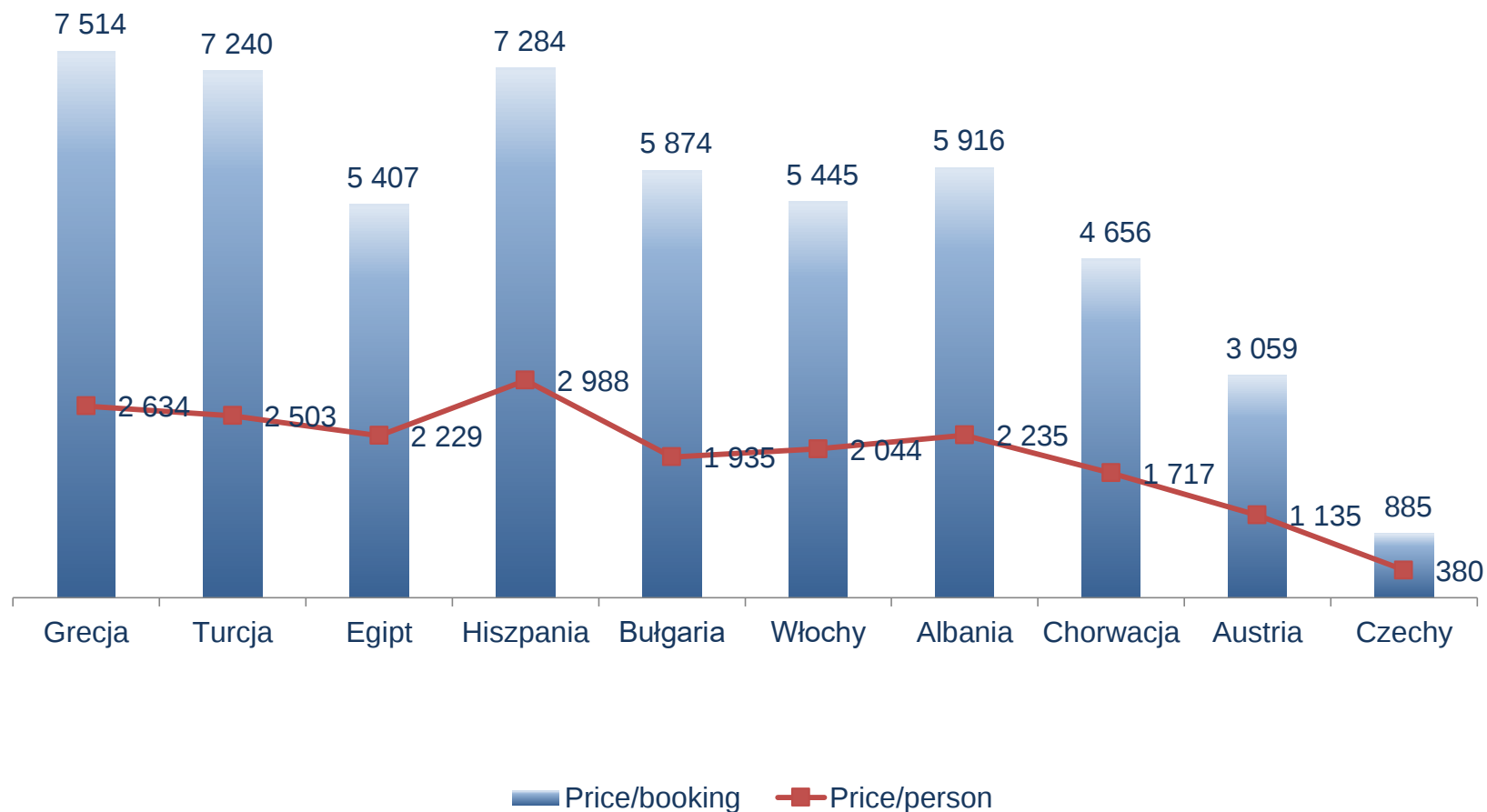


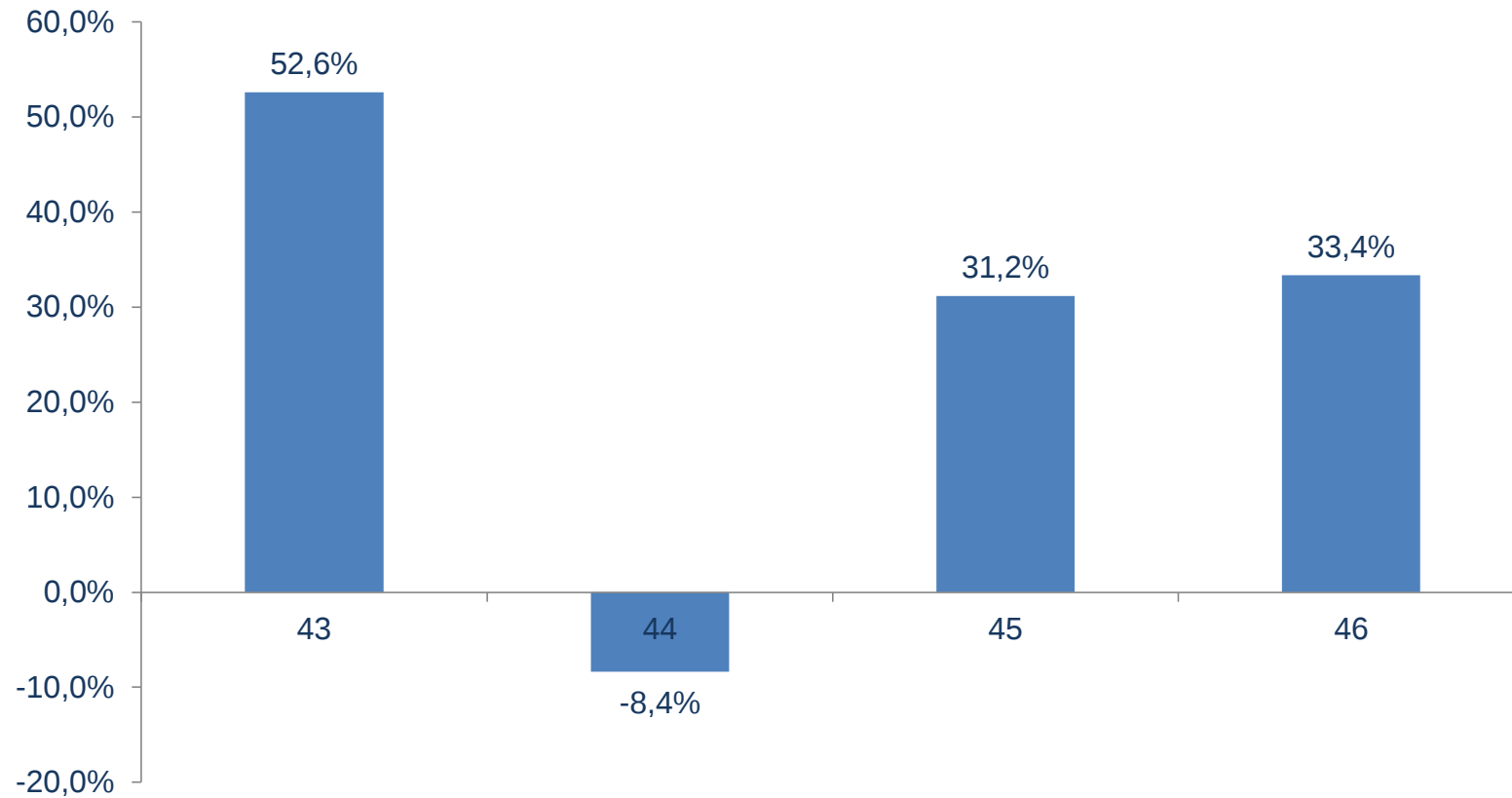
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 46. week



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

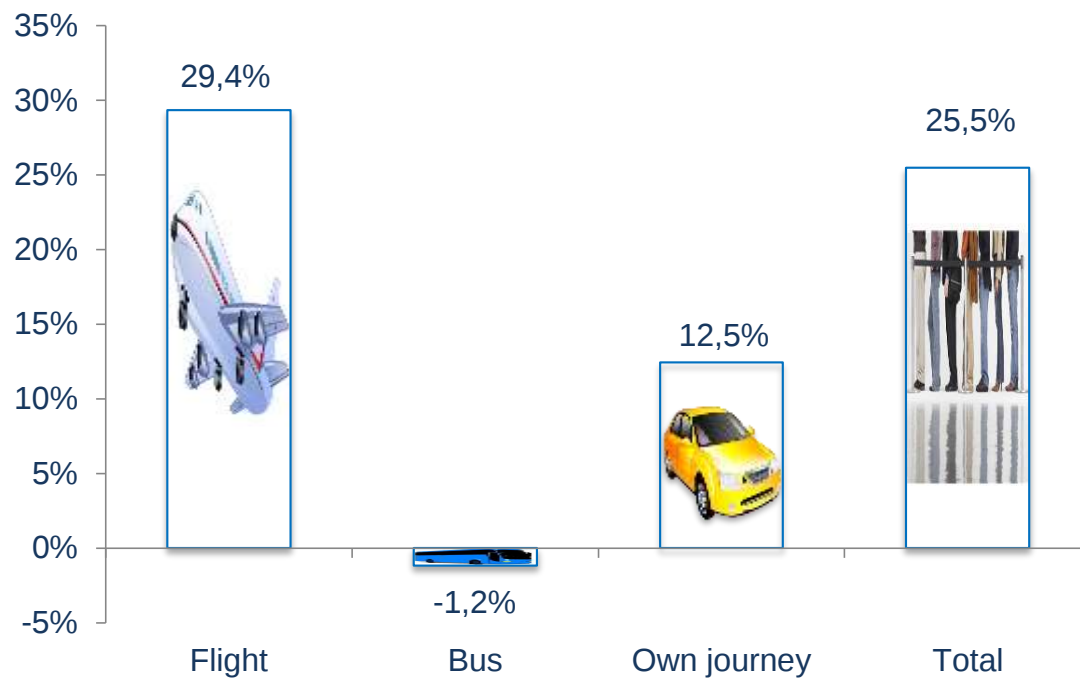
compared with 4 analogous weeks in tourist year 2015/2016.



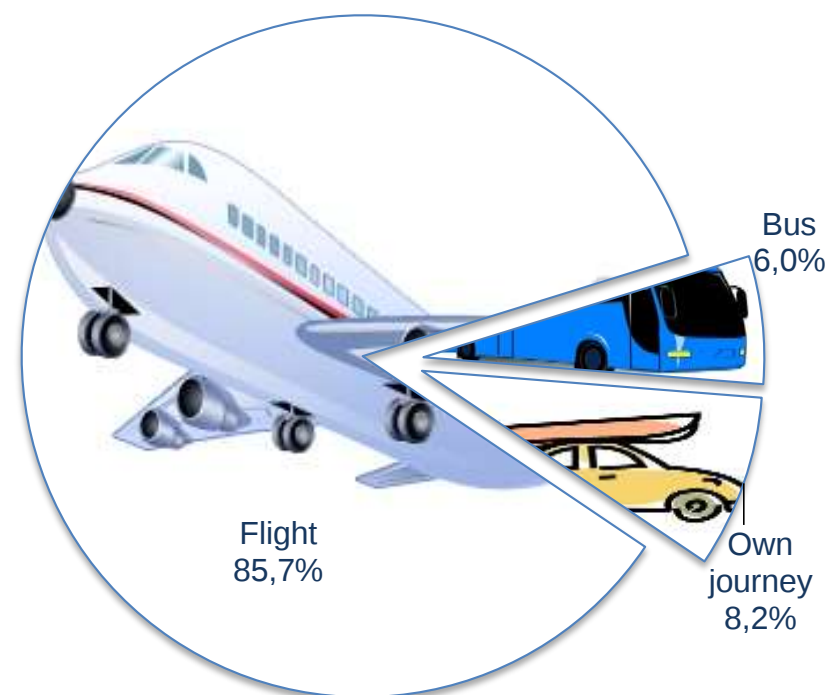
The sales trend of the last four weeks

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

Clients +/- %

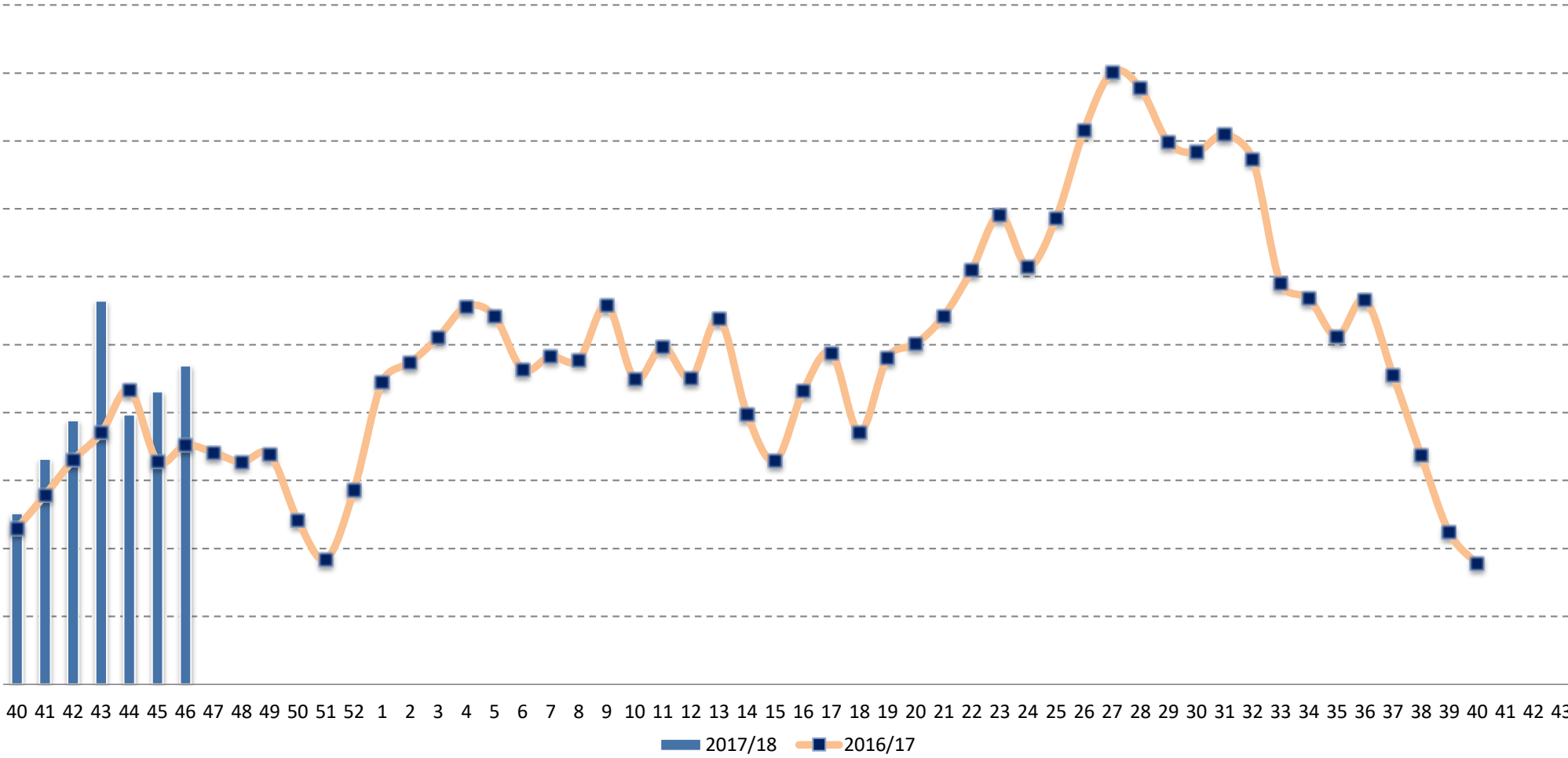


Share %



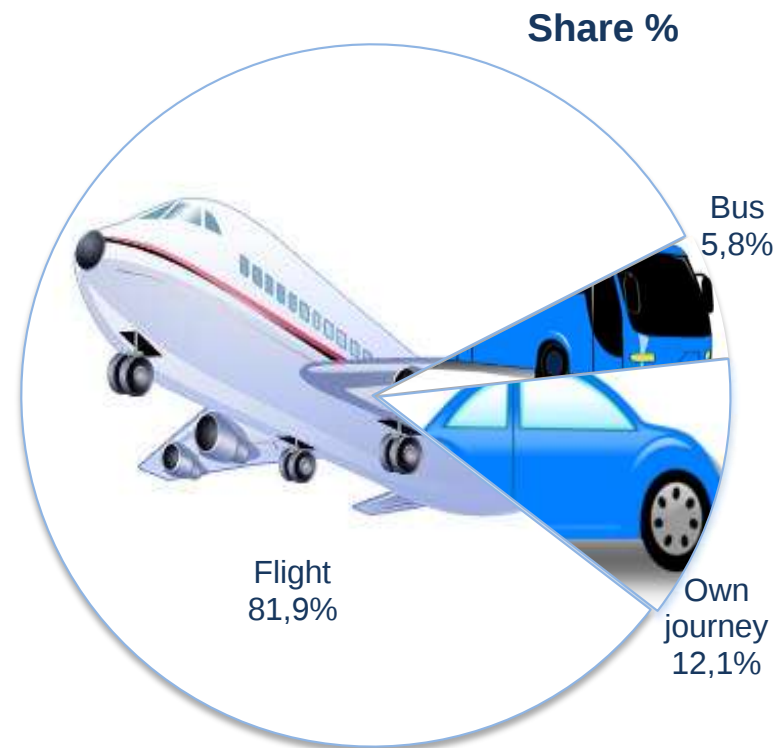
Weekly sales compared with the previous tourist year

Bookings weekly 17/18 vs. 16/17



Cumulative sales of 2017/18

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



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

Rank	Country	+/- % last year	Share %
1	Grecja	-6,2%	19,3%
2	Turcja	++	13,2%
3	Hiszpania	-11,8%	11,7%
4	Egipt	107,7%	8,6%
5	Włochy	12,7%	6,3%
6	Bułgaria	11,1%	5,0%
7	Albania	43,1%	3,0%
8	Austria	3,1%	2,5%
9	Tajlandia	101,5%	2,4%
10	Malta	99,8%	1,7%
11	Tanzania	-5,4%	1,7%
12	Portugalia	-25,7%	1,5%
13	Maroko	++	1,4%
14	Oman	-23,5%	1,4%
15	Emiraty Arabskie	-9,5%	1,3%
16	Czechy	11,6%	1,2%
17	Cypr	-5,2%	1,2%
18	Chorwacja	10,0%	1,2%
19	Kuba	-51,0%	1,1%
20	Wyspy Zielonego Przylądka	15,1%	1,1%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	++
3	Zakynthos	-16,8%
4	Marsa Alam	56,6%
5	Bodrum	++
6	Teneryfa	19,8%
7	Heraklion	-30,3%
8	Burgas	19,7%
9	Korfu	-20,8%
10	Chania	14,2%
11	Rodos	35,4%
12	Gran Canaria	20,1%
13	Fuerteventura	-31,8%
14	Tirana	48,3%
15	Kos	8,6%
16	Zanzibar	-7,1%
17	Lanzarote	-10,9%
18	Salalah	-23,5%
19	Malta	81,4%
20	Varna	-32,8%



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