

Weekly report 47/2018

Data source: MerlinX*

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

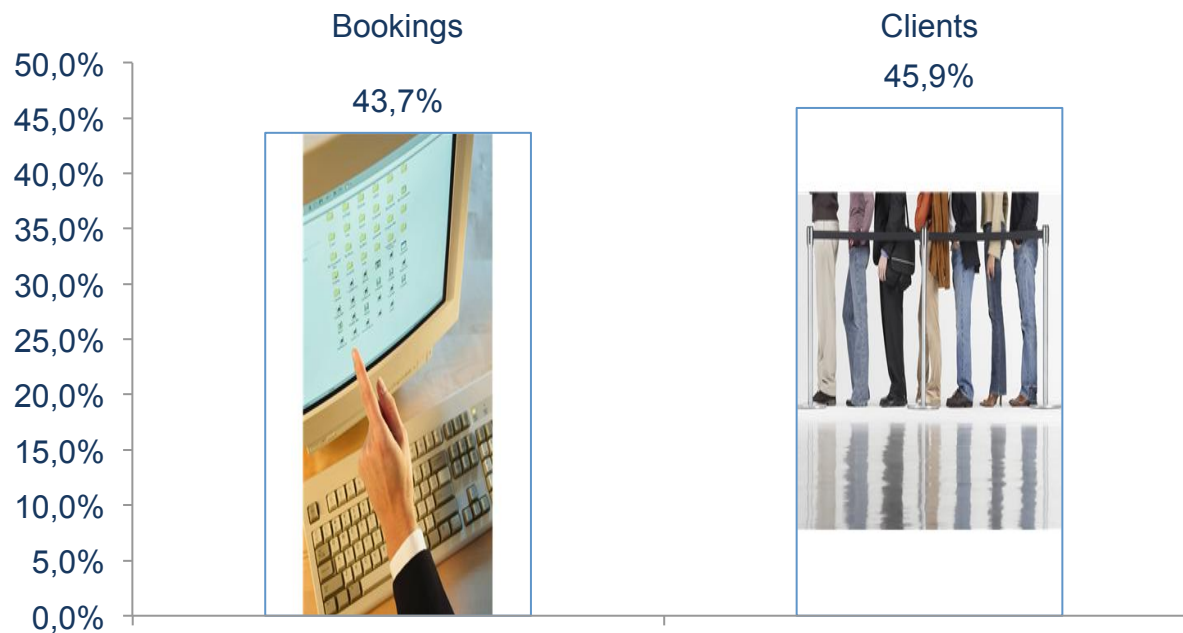
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 47/2017, tours 01.11.17 – 31.10.18

compared with week 47. in 2016 r.



Last week – 47/2017, tours 01.11.17 – 31.10.18

compared with week 47. in 2016 r.

Clients +/-%

Bus

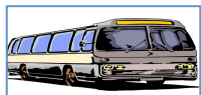
Own journey

Flight

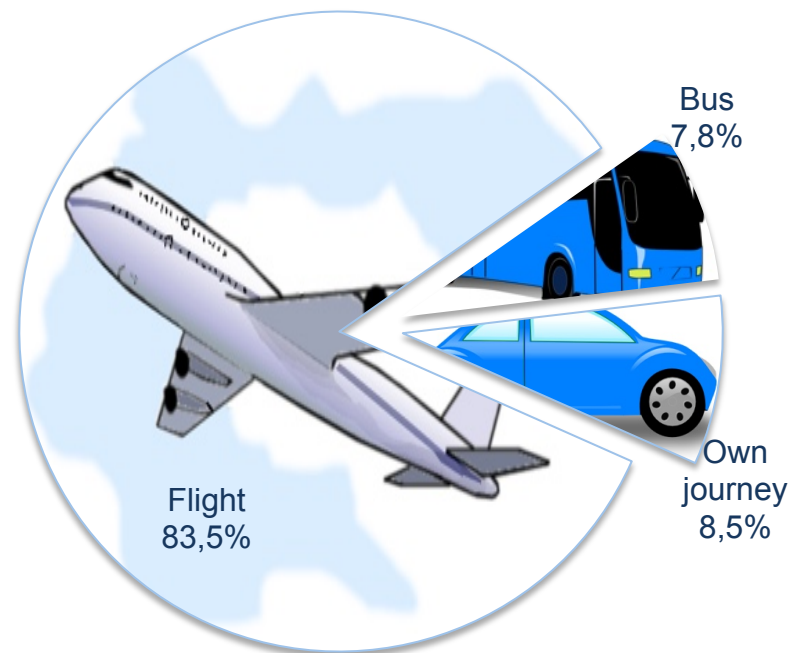
53,9%

21,4%

8,6%



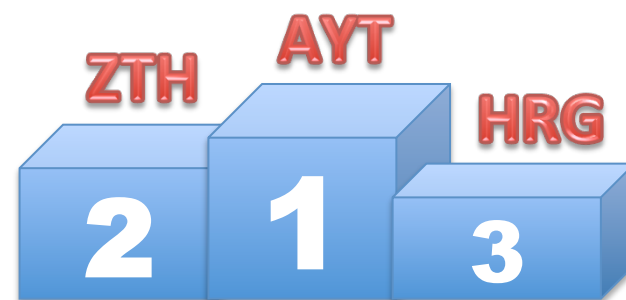
Share %



Ranking of the most popular countries & destinations in CW47

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 511	2 453
2	Zakynthos	7 135	2 531
3	Hurghada	5 241	2 124
4	Bodrum	7 533	2 617
5	Marsa Alam	5 482	2 224
6	Burgas	6 558	2 184
7	Rodos	7 903	2 740
8	Heraklion	7 726	2 719
9	Korfu	6 984	2 511
10	Teneryfa	7 059	2 923
11	Kos	8 675	2 822
12	Tirana	6 048	2 413
13	Chania	8 659	3 109
14	Gran Canaria	7 510	3 205
15	Varna	5 605	2 034
16	Fuerteventura	8 532	3 273
17	Lanzarote	7 068	2 726
18	Ras Al Chajma	10 137	4 117
19	Ateny	6 270	2 603
20	Malta	3 497	1 572



Rank	Country	Price/booking	Price/person
1	Grecja	7 543	2 674
2	Turcja	7 538	2 508
3	Hiszpania	7 519	3 018
4	Egipt	5 341	2 178
5	Bułgaria	5 844	1 973
6	Włochy	5 708	2 174
7	Albania	5 493	2 196
8	Emiraty Arabskie	11 083	4 475
9	Austria	2 890	1 092
10	Malta	2 885	1 271

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

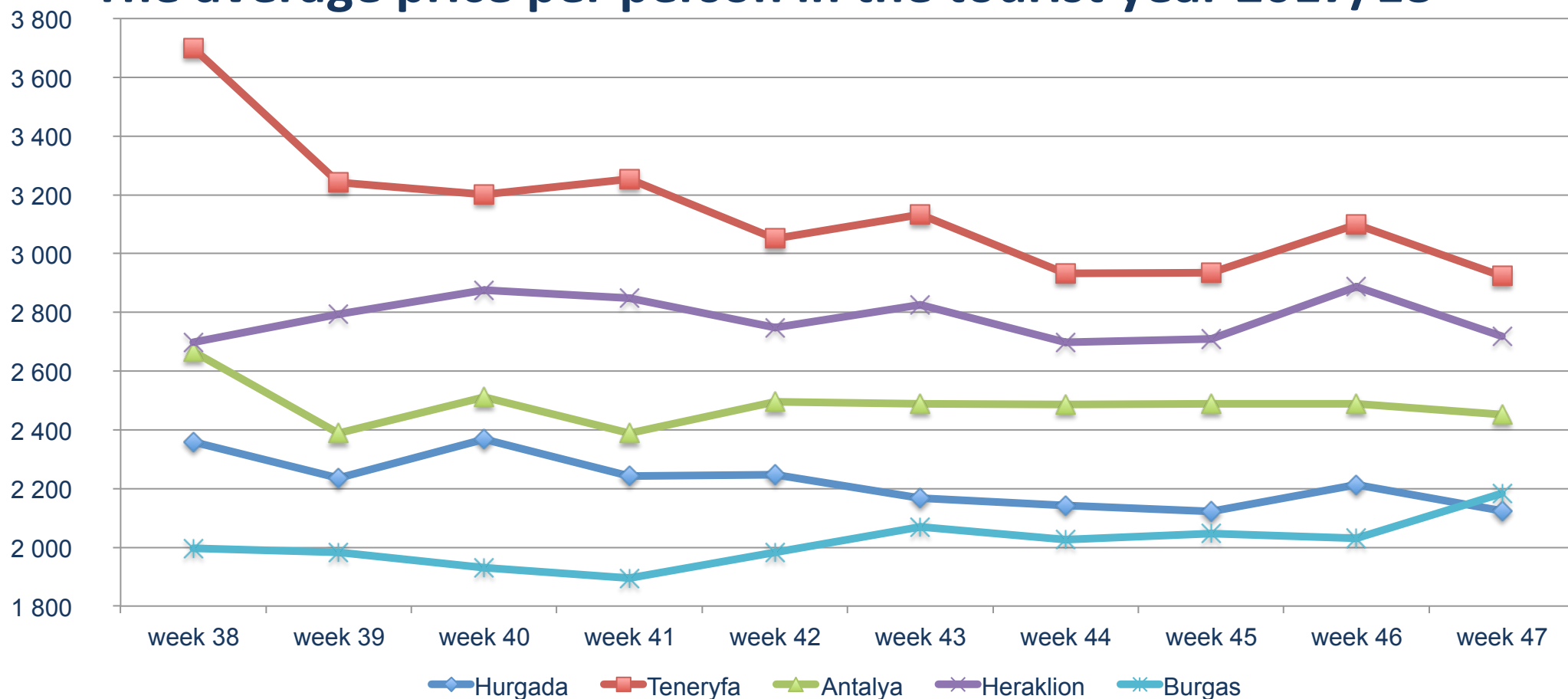
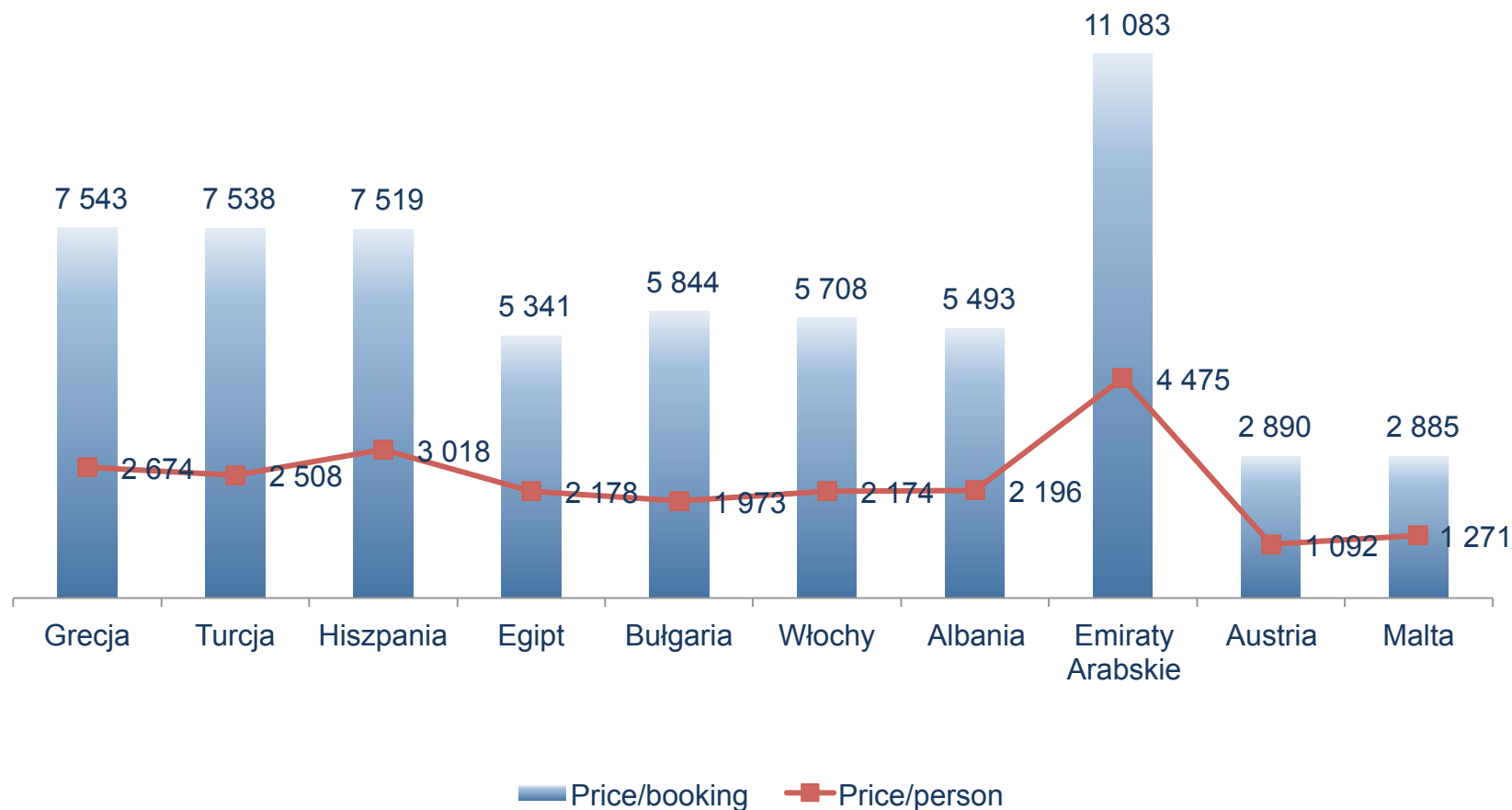


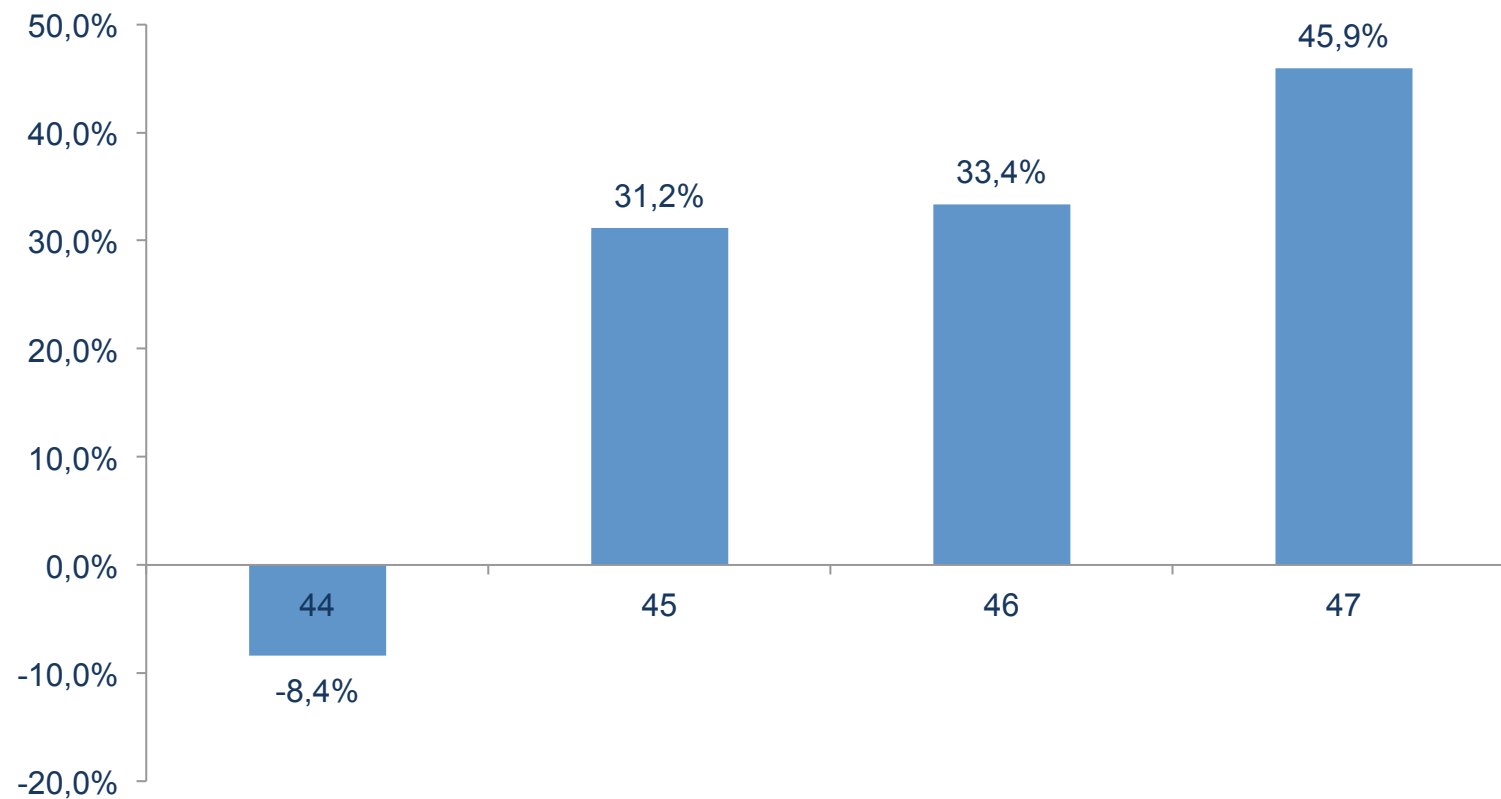
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 47. week



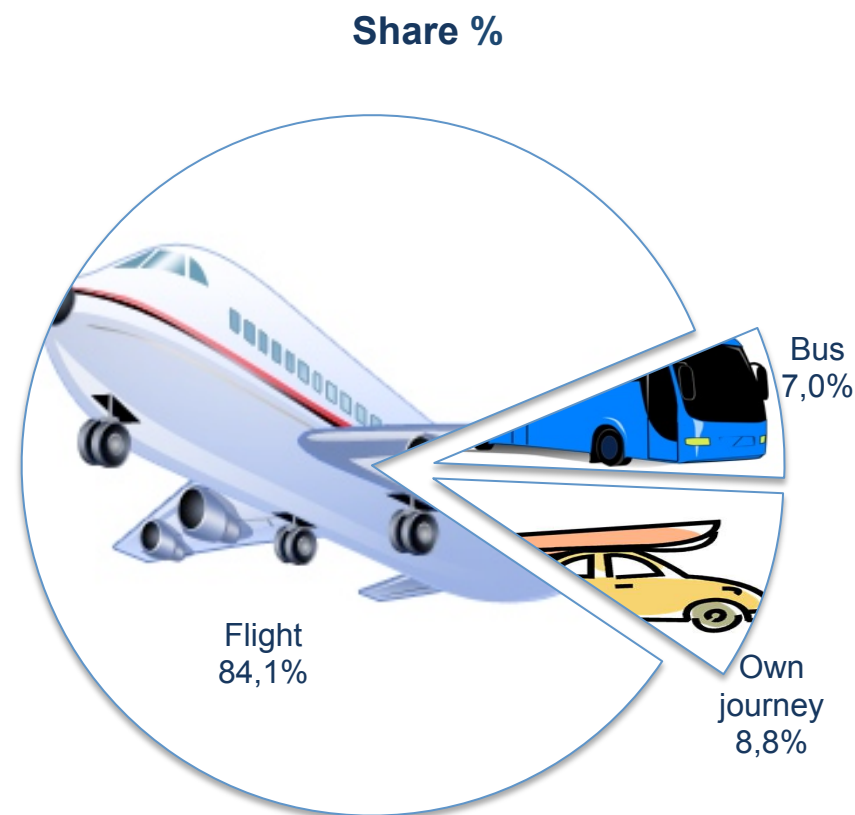
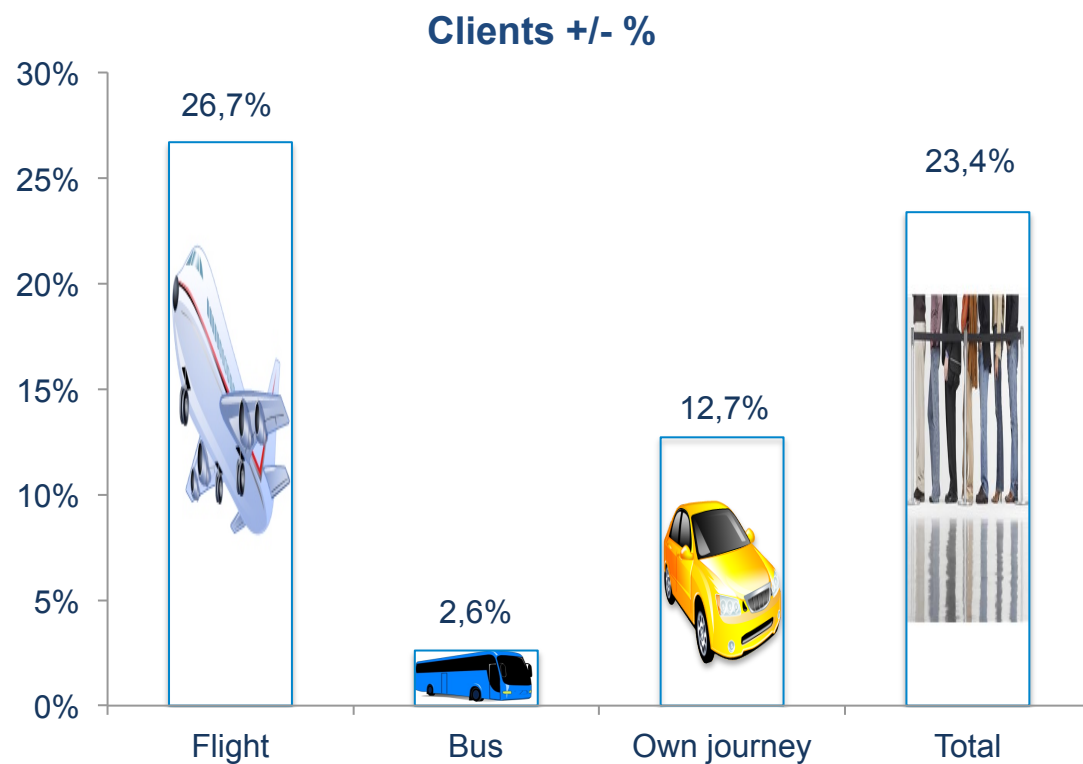
The last four weeks of sales of the tourist year 2017/18 - customers

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



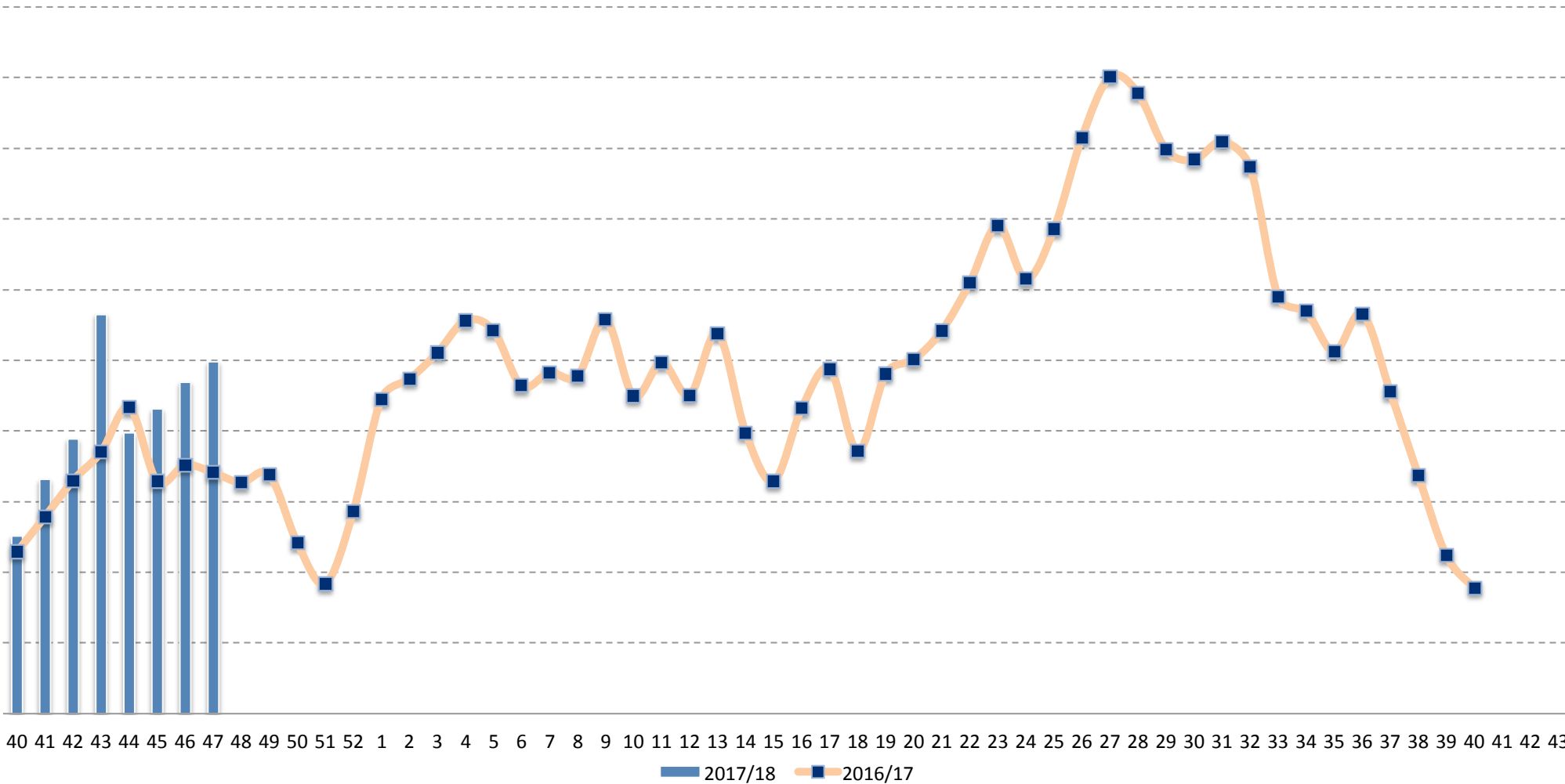
The sales trend of the last four weeks

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



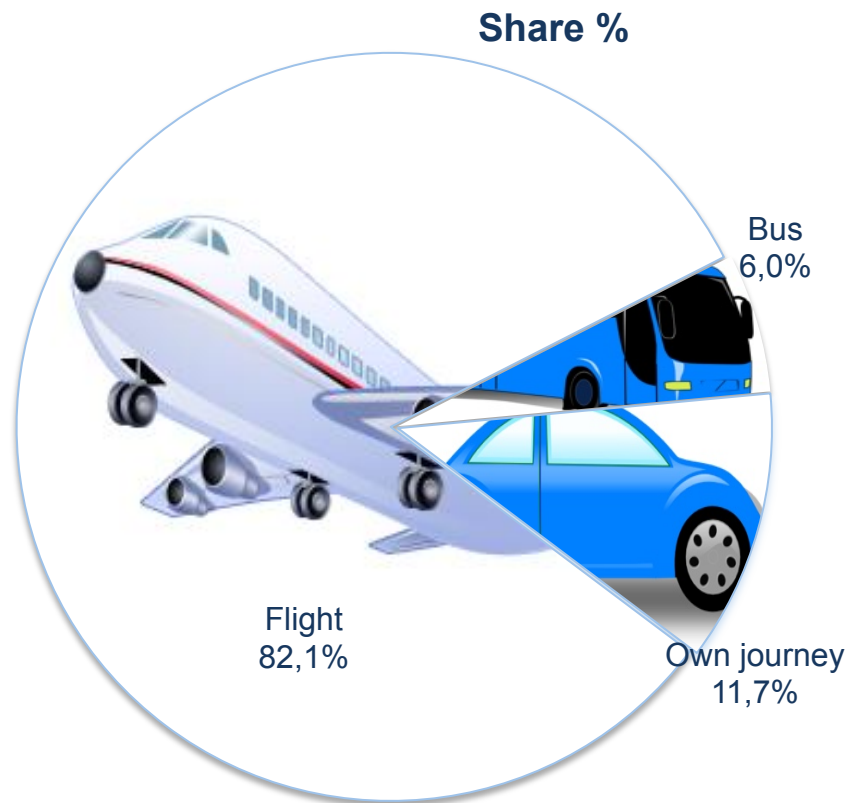
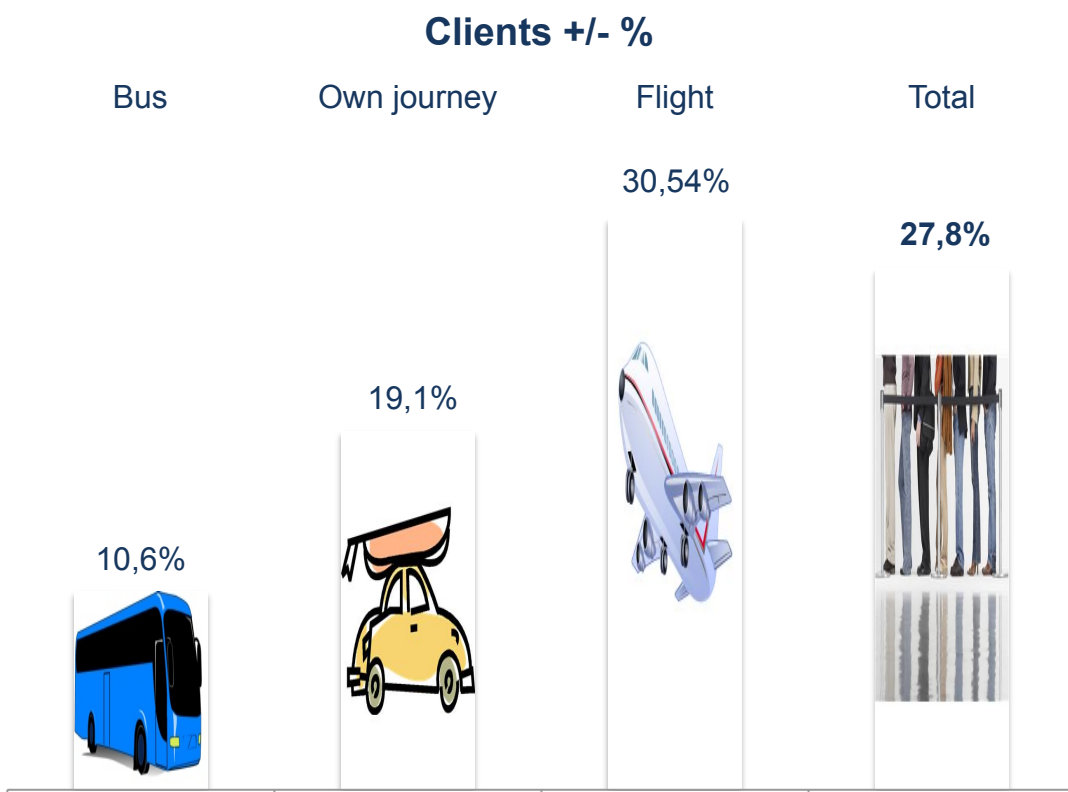
Weekly sales compared with the previous tourist year

Bookings weekly 17/18 vs. 16/17



Cumulative sales of 2017/18

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



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

Rank	Country	+/- % last year	Share %
1	Grecja	-2,5%	19,8%
2	Turcja	++	13,5%
3	Hiszpania	-12,8%	11,6%
4	Egipt	115,1%	8,7%
5	Włochy	14,1%	6,1%
6	Bułgaria	15,1%	5,1%
7	Albania	46,7%	3,1%
8	Austria	2,6%	2,4%
9	Tajlandia	105,0%	2,3%
10	Malta	98,5%	1,7%
11	Tanzania	-6,8%	1,5%
12	Portugalia	-24,4%	1,5%
13	Maroko	198,8%	1,4%
14	Oman	-21,9%	1,3%
15	Emiraty Arabskie	-3,8%	1,3%
16	Czechy	12,7%	1,2%
17	Chorwacja	9,5%	1,2%
18	Cypr	-3,8%	1,2%
19	Kuba	-52,1%	1,1%
20	Wyspy Zielonego Przylądka	20,0%	1,0%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	++
3	Zakynthos	-8,4%
4	Marsa Alam	58,8%
5	Bodrum	++
6	Teneryfa	19,9%
7	Burgas	25,1%
8	Heraklion	-28,6%
9	Korfu	-17,9%
10	Chania	14,8%
11	Rodos	35,6%
12	Gran Canaria	19,1%
13	Fuerteventura	-36,5%
14	Tirana	51,2%
15	Kos	11,4%
16	Lanzarote	-10,7%
17	Zanzibar	-8,2%
18	Varna	-29,1%
19	Salalah	-22,0%
20	Malta	78,3%



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