

Weekly report 48/2018

Data source: MerlinX*

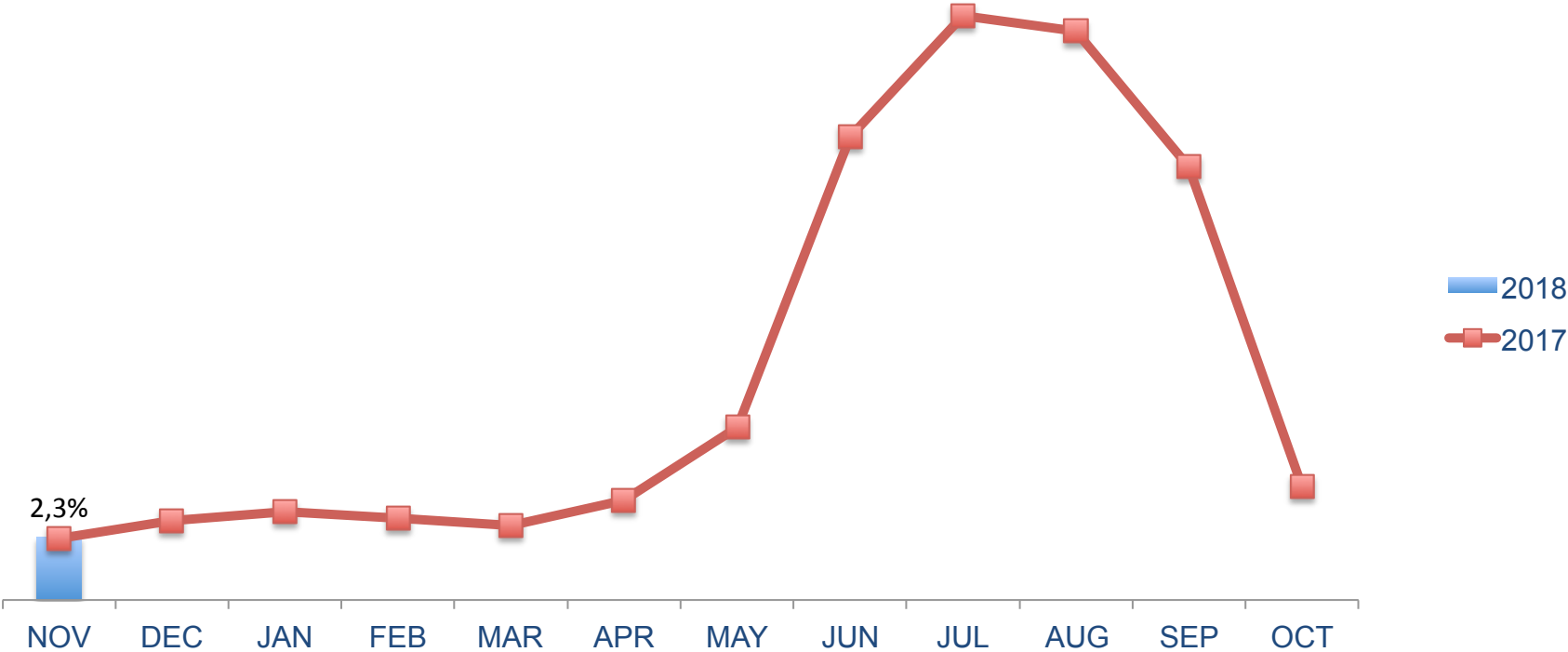
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

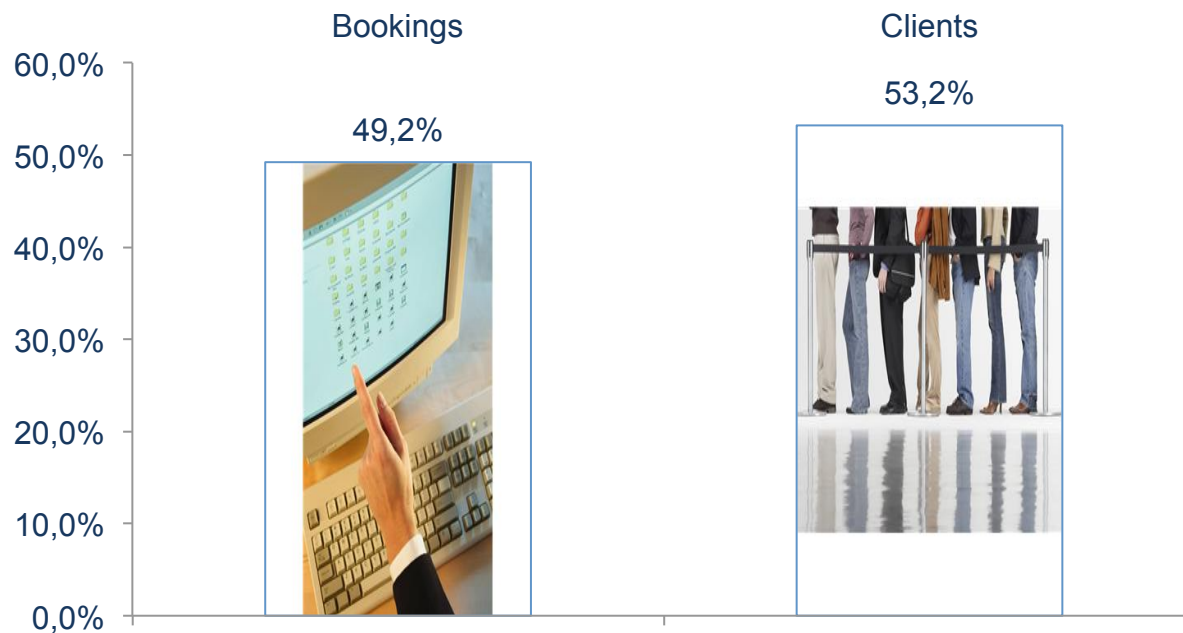
<http://www.merlinx.pl>

Monthly trips compared with previous tourist year



Last week – 48/2017, tours 01.11.17 – 31.10.18

compared with week 48. in 2016 r.



Last week – 48/2017, tours 01.11.17 – 31.10.18

compared with week 48. in 2016 r.

Clients +/-%

Bus

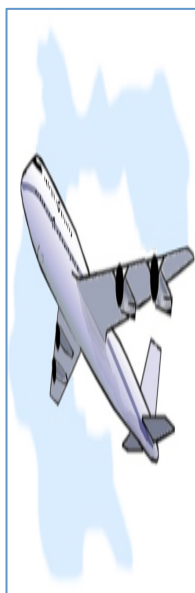
Own journey

Flight

62,7%

11,1%

14,3%

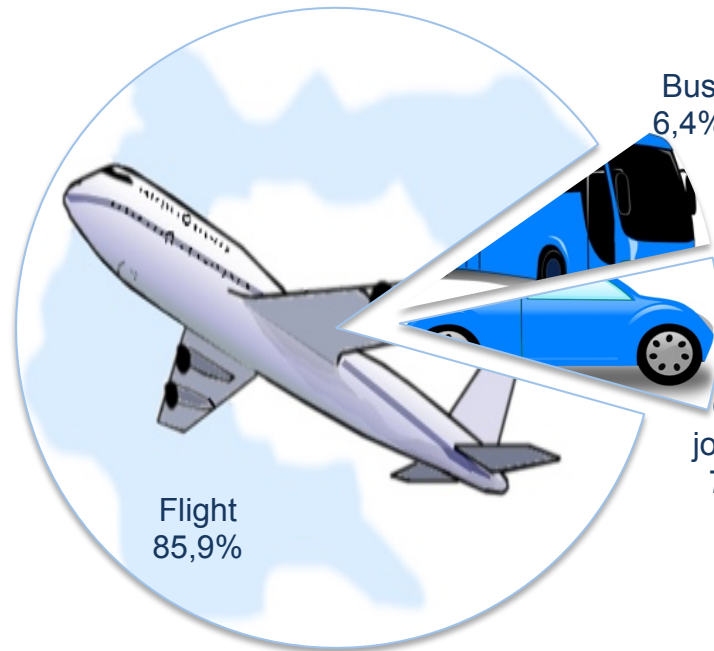


Share %

Bus
6,4%

Own
journey
7,6%

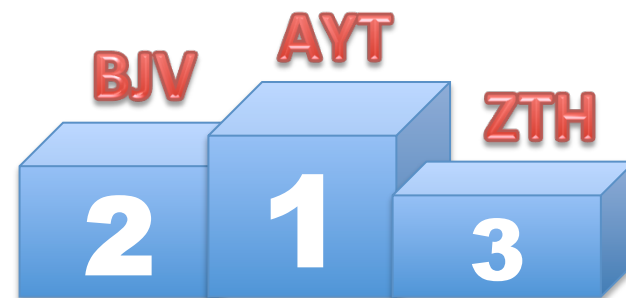
Flight
85,9%



Ranking of the most popular countries & destinations in CW48

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 582	2 497
2	Bodrum	7 967	2 753
3	Zakynthos	7 047	2 555
4	Rodos	7 583	2 625
5	Burgas	6 320	2 159
6	Heraklion	7 854	2 743
7	Hurghada	5 287	2 157
8	Marsa Alam	4 558	1 913
9	Korfu	6 913	2 494
10	Tirana	6 293	2 361
11	Kos	8 530	2 884
12	Chania	8 565	2 977
13	Teneryfa	7 777	3 235
14	Fuerteventura	8 004	3 250
15	Gran Canaria	7 689	3 194
16	Varna	5 966	2 016
17	Lanzarote	6 439	2 623
18	Ras Al Chajma	10 734	4 176
19	Dalaman	7 937	2 511
20	Ateny	7 588	3 022



Rank	Country	Price/booking	Price/person
1	Grecja	7 530	2 665
2	Turcja	7 705	2 559
3	Hiszpania	7 552	3 069
4	Egipt	4 980	2 056
5	Bułgaria	5 876	1 958
6	Włochy	6 113	2 319
7	Albania	5 721	2 157
8	Chorwacja	4 409	1 552
9	Emiraty Arabskie	10 538	4 150
10	Portugalia	7 207	3 171

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

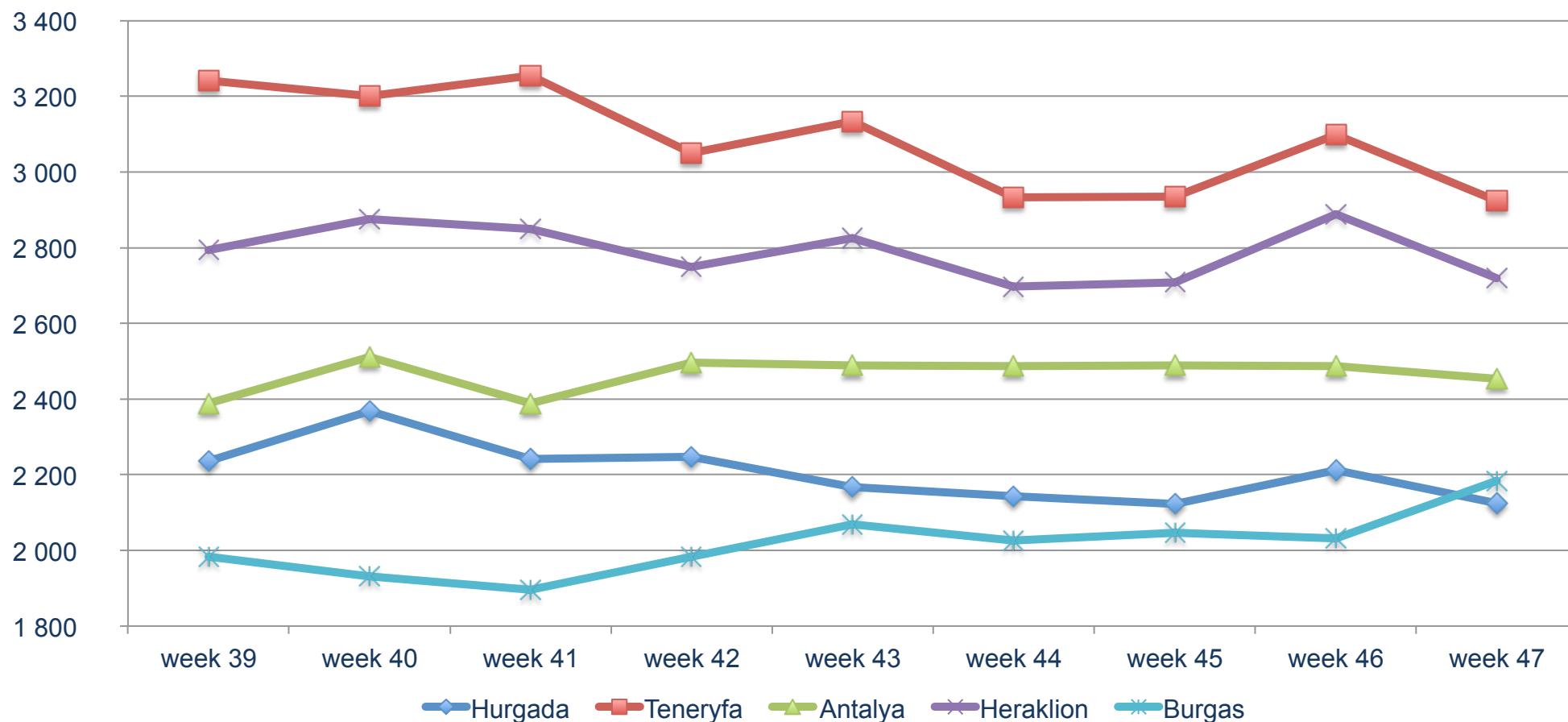
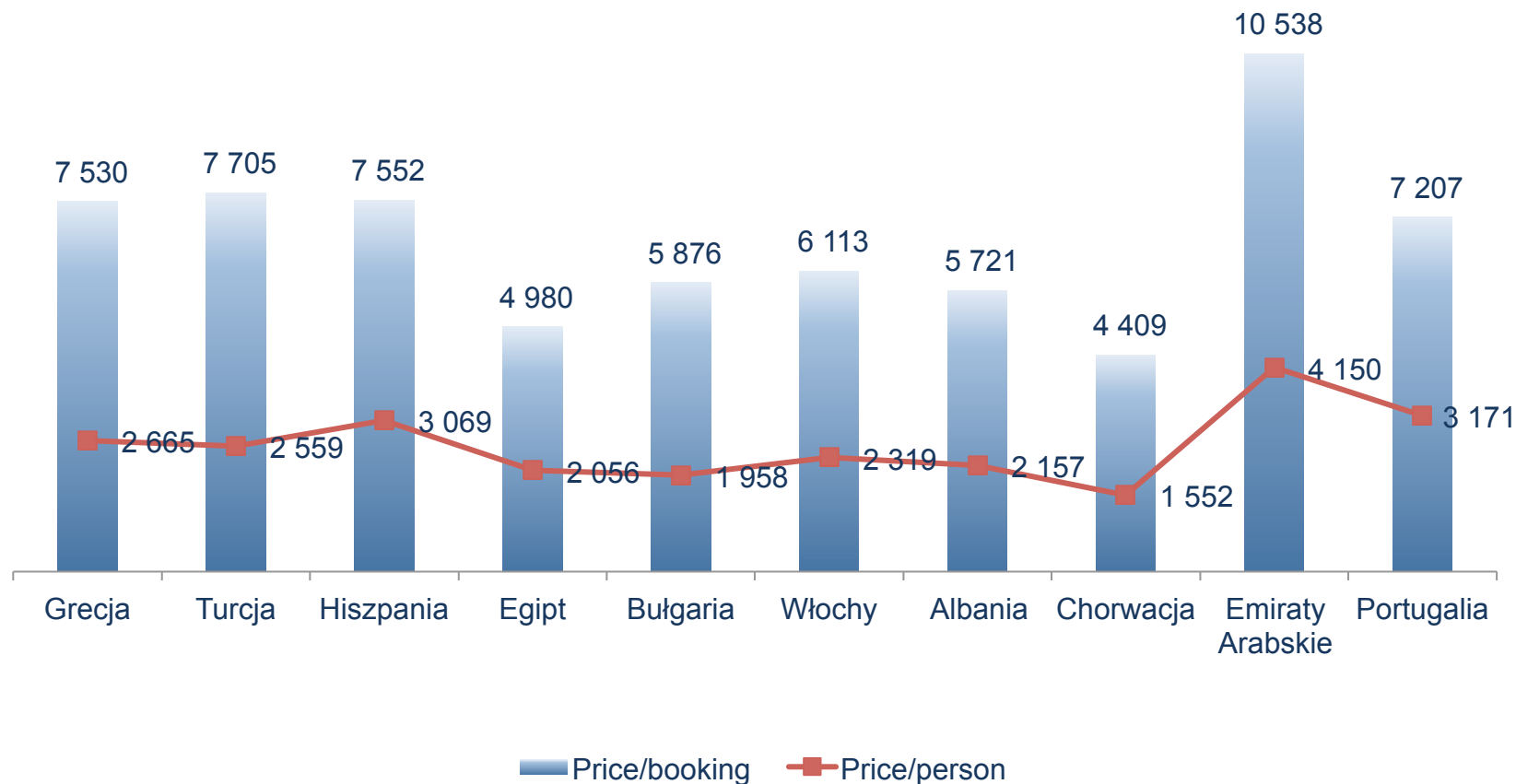


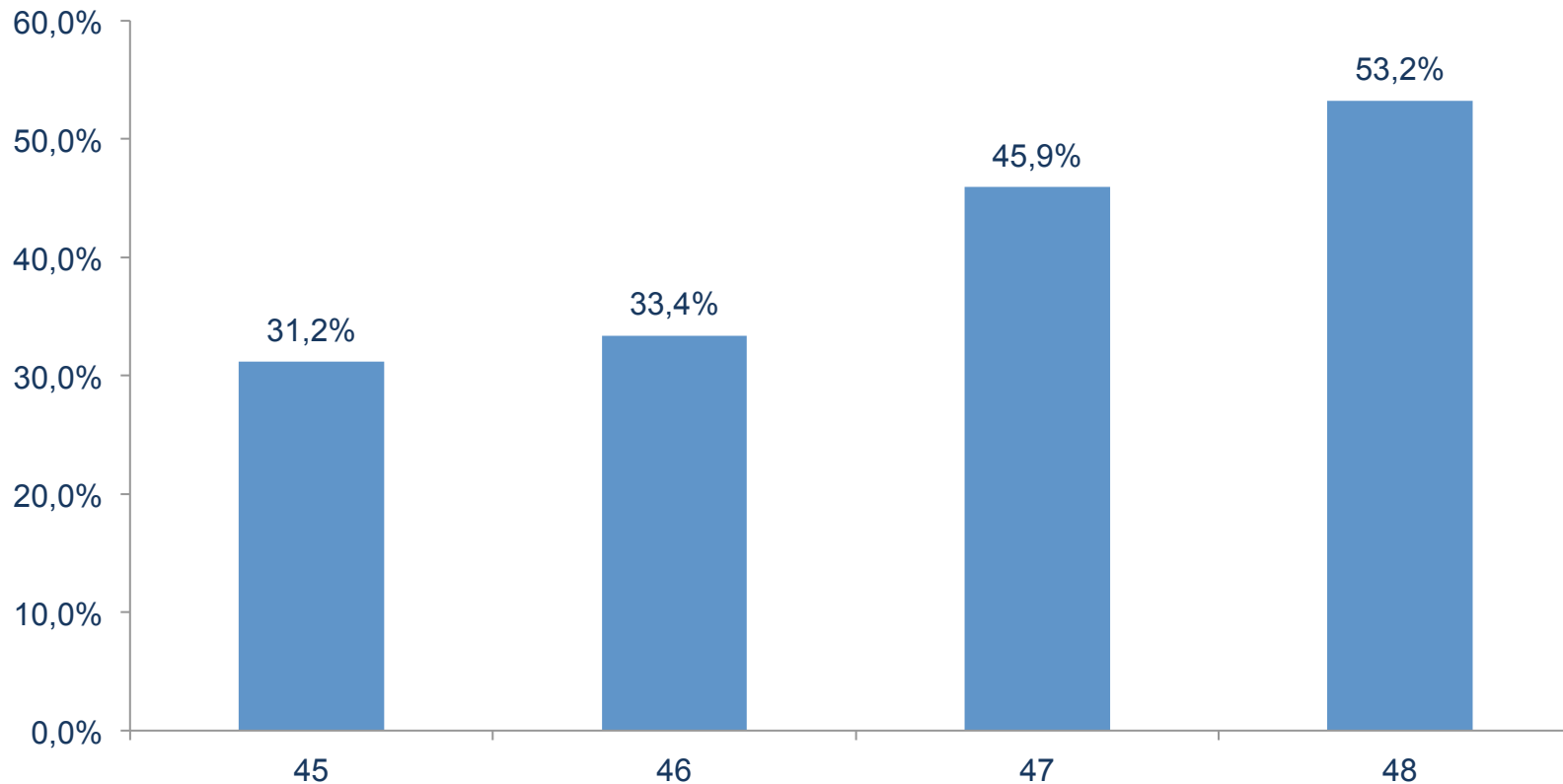
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 48. week



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

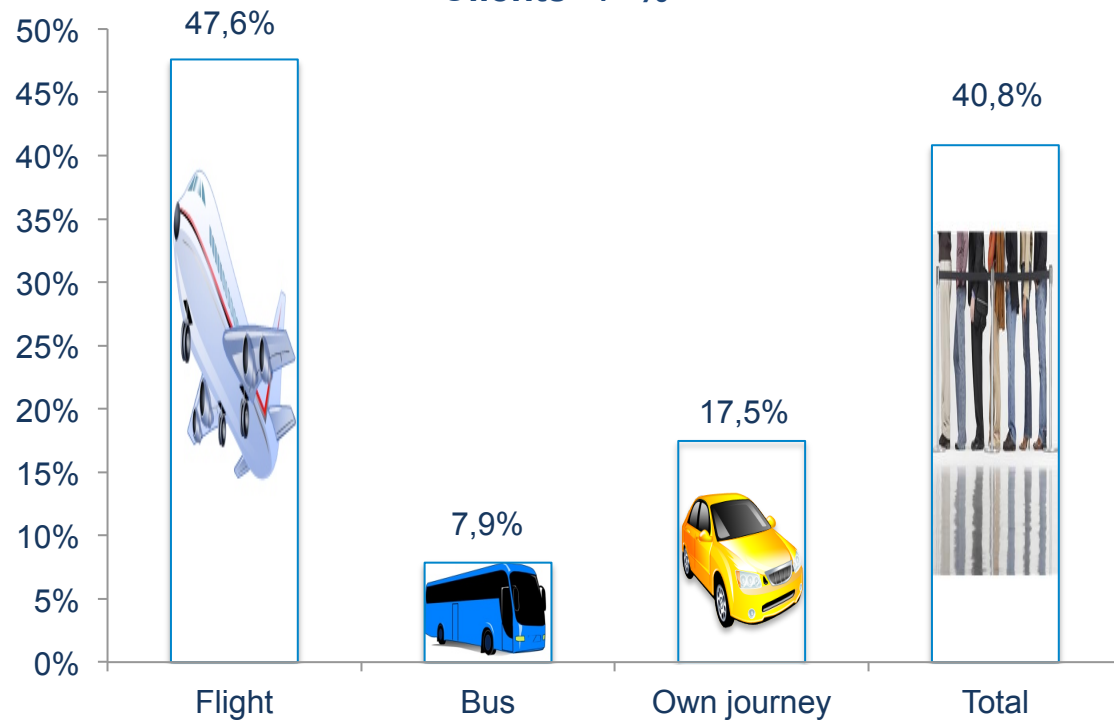
compared with 4 analogous weeks in tourist year 2015/2016.



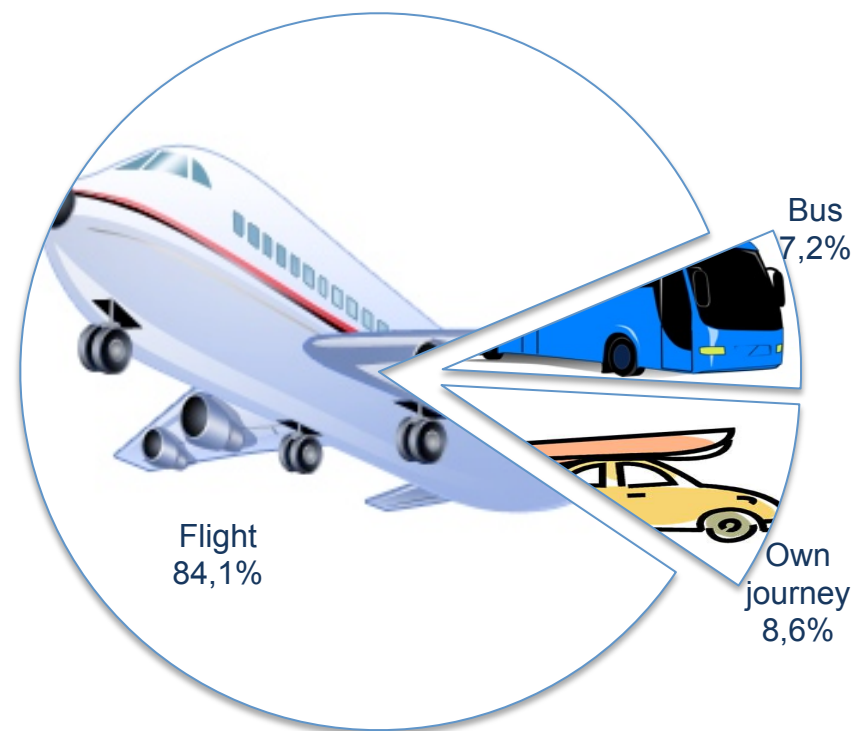
The sales trend of the last four weeks

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

Clients +/- %

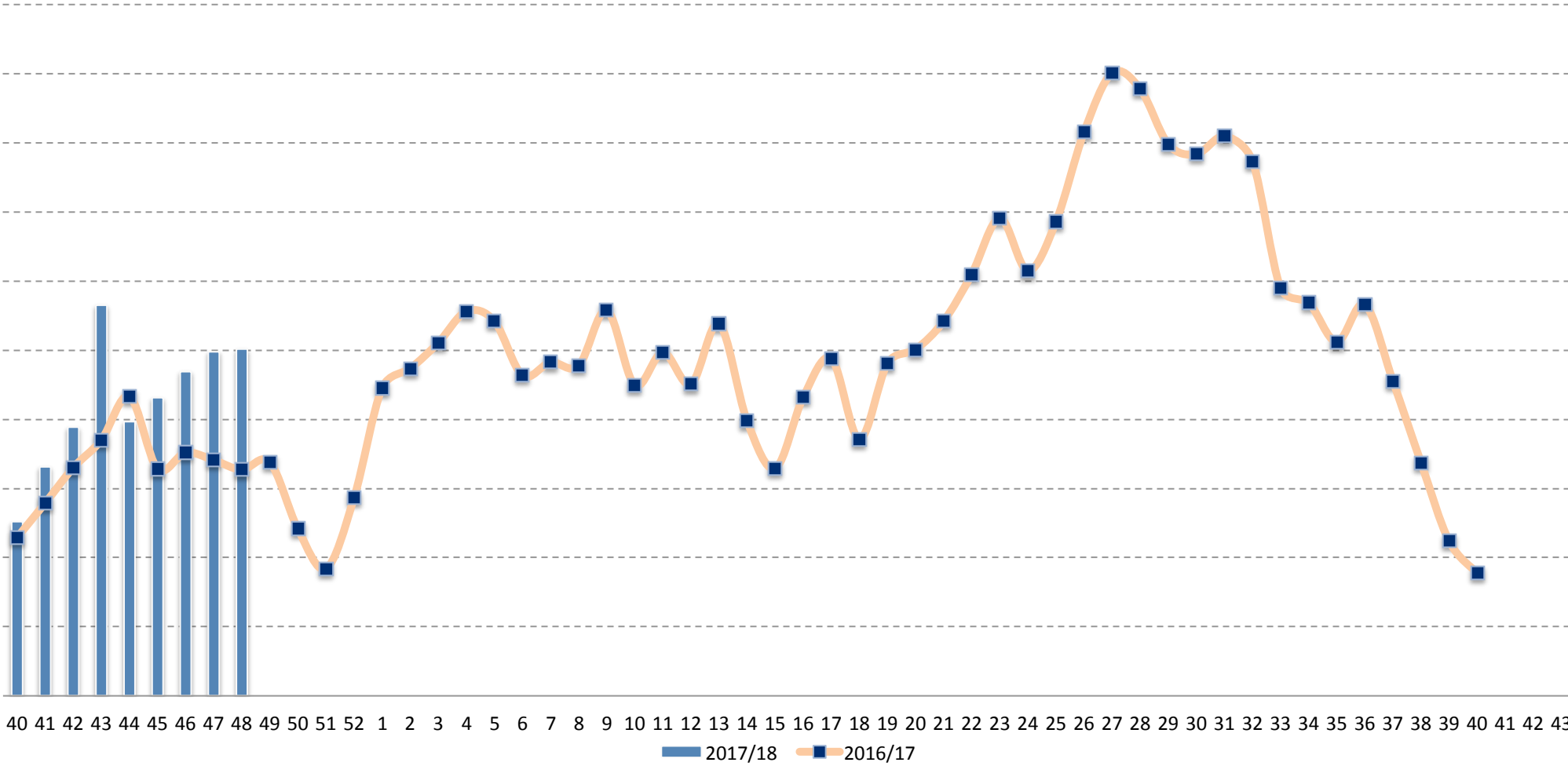


Share %



Weekly sales compared with the previous tourist year

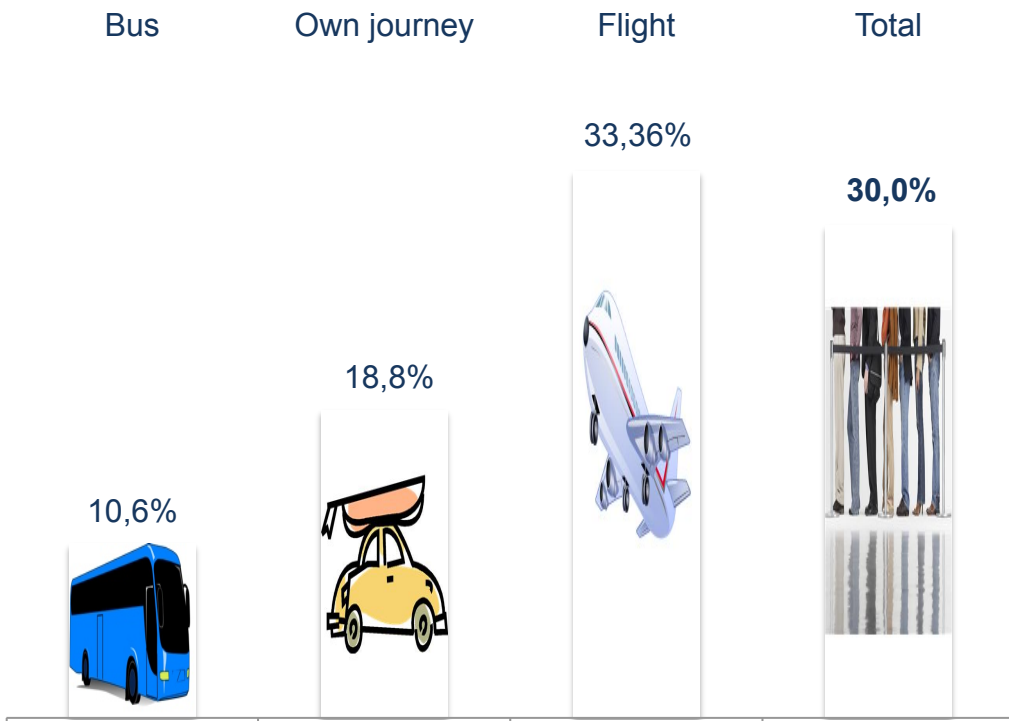
Bookings weekly 17/18 vs. 16/17



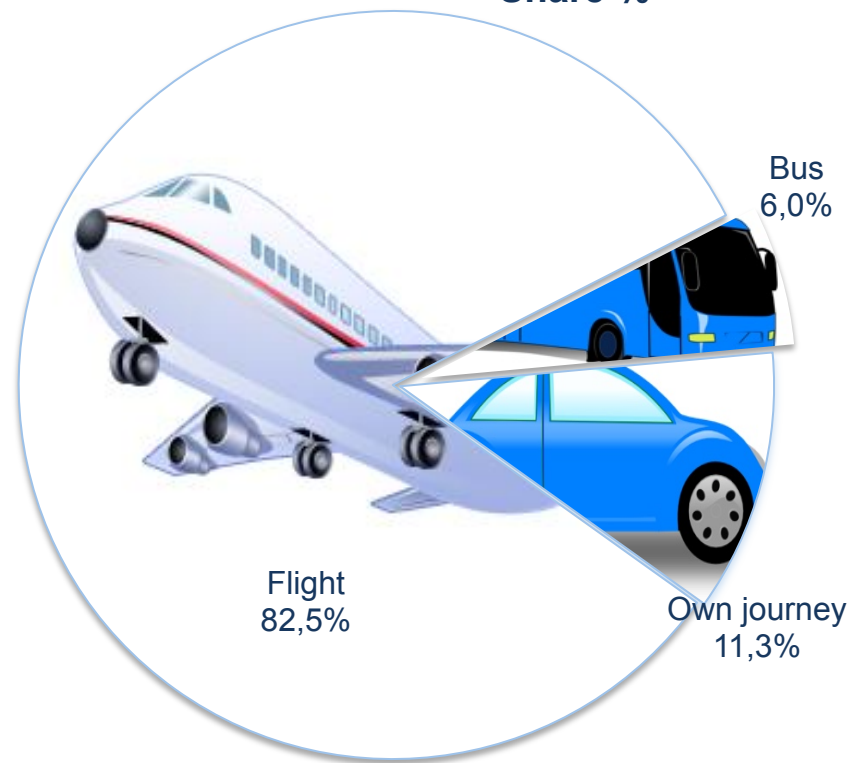
Cumulative sales of 2017/18

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

Clients +/- %



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	0,4%	20,2%
2	Turcja	++	14,0%
3	Hiszpania	-14,0%	11,5%
4	Egipt	117,4%	8,6%
5	Włochy	18,8%	6,1%
6	Bułgaria	19,3%	5,2%
7	Albania	53,7%	3,1%
8	Austria	0,1%	2,3%
9	Tajlandia	101,9%	2,1%
10	Malta	100,9%	1,6%
11	Portugalia	-23,7%	1,5%
12	Tanzania	-5,9%	1,5%
13	Emiraty Arabskie	-1,5%	1,3%
14	Maroko	186,8%	1,3%
15	Oman	-20,4%	1,2%
16	Chorwacja	6,1%	1,2%
17	Czechy	14,1%	1,2%
18	Cypr	-2,4%	1,2%
19	Tunezja	++	1,0%
20	Kuba	-53,0%	1,0%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	++
3	Zakynthos	-5,4%
4	Bodrum	++
5	Marsa Alam	59,4%
6	Teneryfa	15,4%
7	Burgas	29,9%
8	Heraklion	-25,7%
9	Korfu	-16,2%
10	Rodos	39,2%
11	Chania	15,9%
12	Gran Canaria	18,8%
13	Tirana	60,2%
14	Kos	15,2%
15	Fuerteventura	-38,6%
16	Lanzarote	-12,4%
17	Zanzibar	-7,2%
18	Varna	-25,5%
19	Malta	80,4%
20	Salalah	-20,4%



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