

Weekly report 52/2018

Data source: MerlinX*

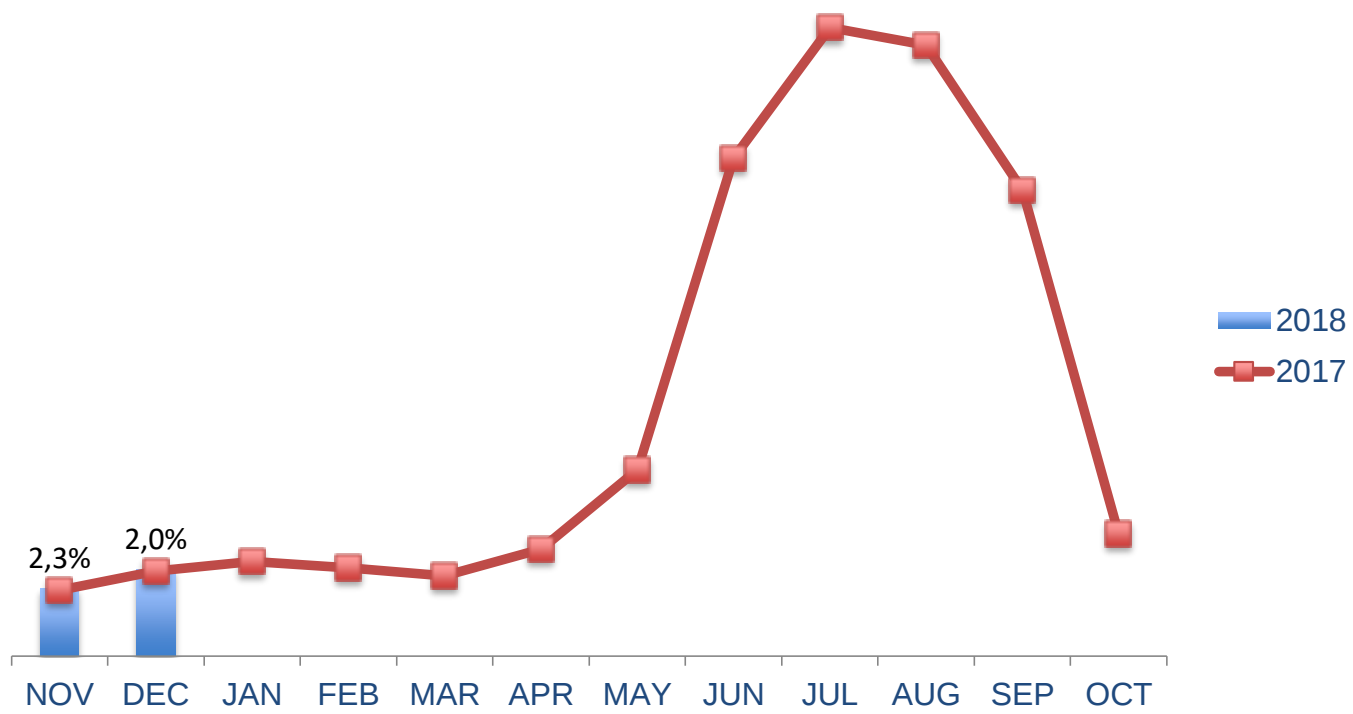
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Monthly trips compared with previous tourist year



Last week – 52/2017, tours 01.11.17 – 31.10.18

compared with week 52. in 2016 r.



Last week – 52/2017, tours 01.11.17 – 31.10.18

compared with week 52. in 2016 r.

Clients +/-%

Bus

27,9%



Own journey



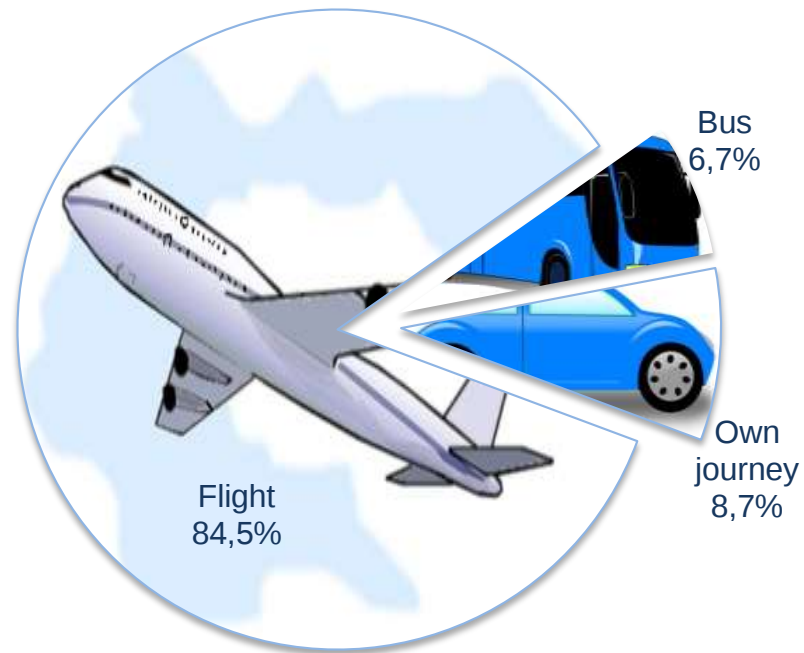
-15,2%

Flight

29,5%



Share %



Ranking of the most popular countries & destinations in CW52

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 275	2 447
2	Burgas	6 627	2 092
3	Hurghada	5 132	2 090
4	Heraklion	7 613	2 589
5	Zakynthos	6 925	2 513
6	Marsa Alam	4 830	2 121
7	Fuerteventura	6 502	2 684
8	Rodos	7 584	2 619
9	Korfu	7 037	2 424
10	Bodrum	7 367	2 646
11	Gran Canaria	7 192	2 941
12	Tirana	6 142	2 328
13	Teneryfa	7 147	2 966
14	Chania	8 306	3 141
15	Kos	8 896	2 859
16	Varna	5 422	1 984
17	Malta	3 353	1 499
18	Lanzarote	6 873	2 936
19	Sharm El Sheikh	5 157	2 142
20	Salalah	11 181	4 223



Rank	Country	Price/booking	Price/person
1	Grecja	7 384	2 605
2	Turcja	7 307	2 481
3	Hiszpania	6 777	2 793
4	Egipt	5 010	2 108
5	Bułgaria	5 879	1 922
6	Włochy	5 260	2 047
7	Albania	5 600	2 174
8	Chorwacja	4 259	1 559
9	Malta	3 069	1 343
10	Portugalia	6 649	3 036

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

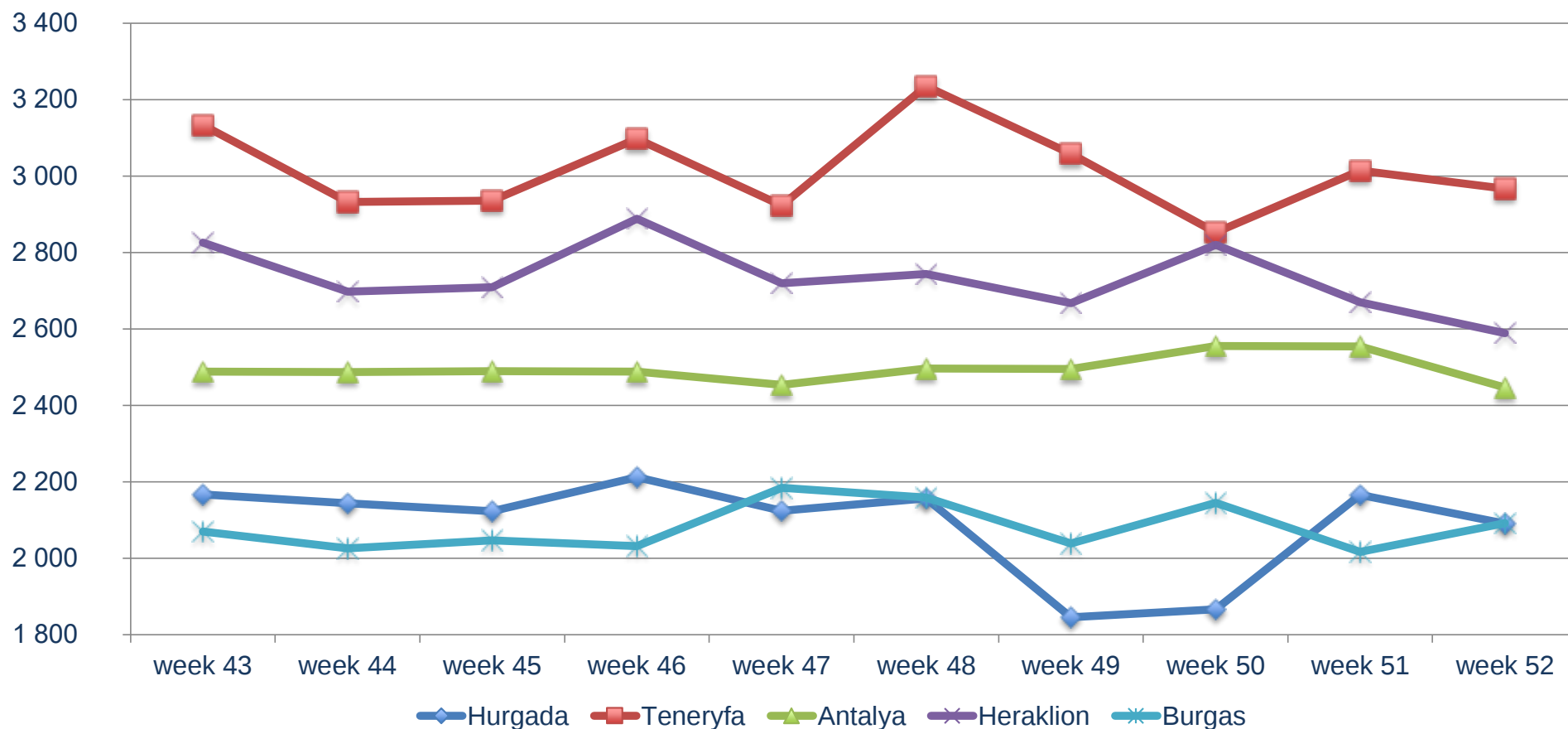
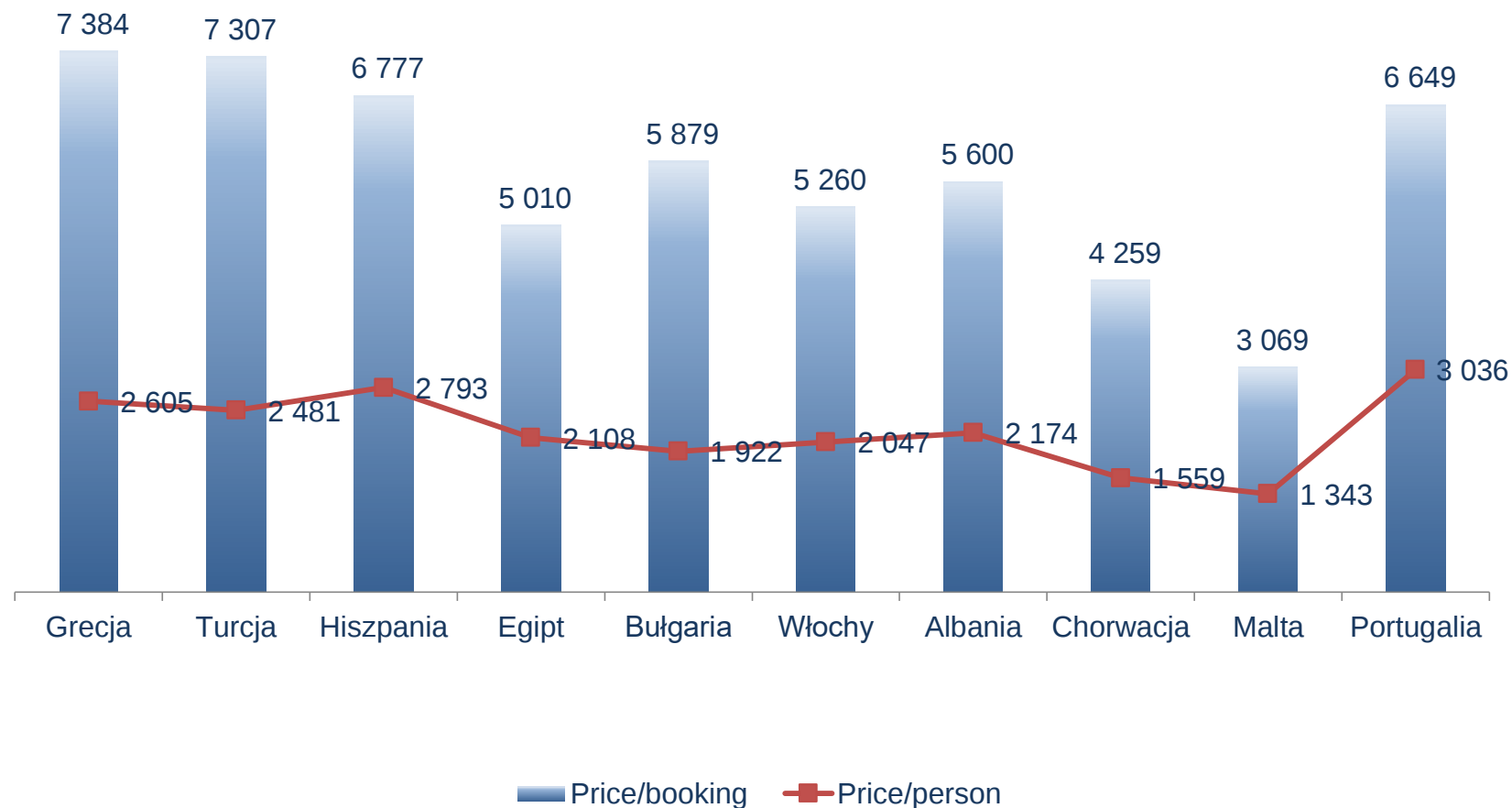


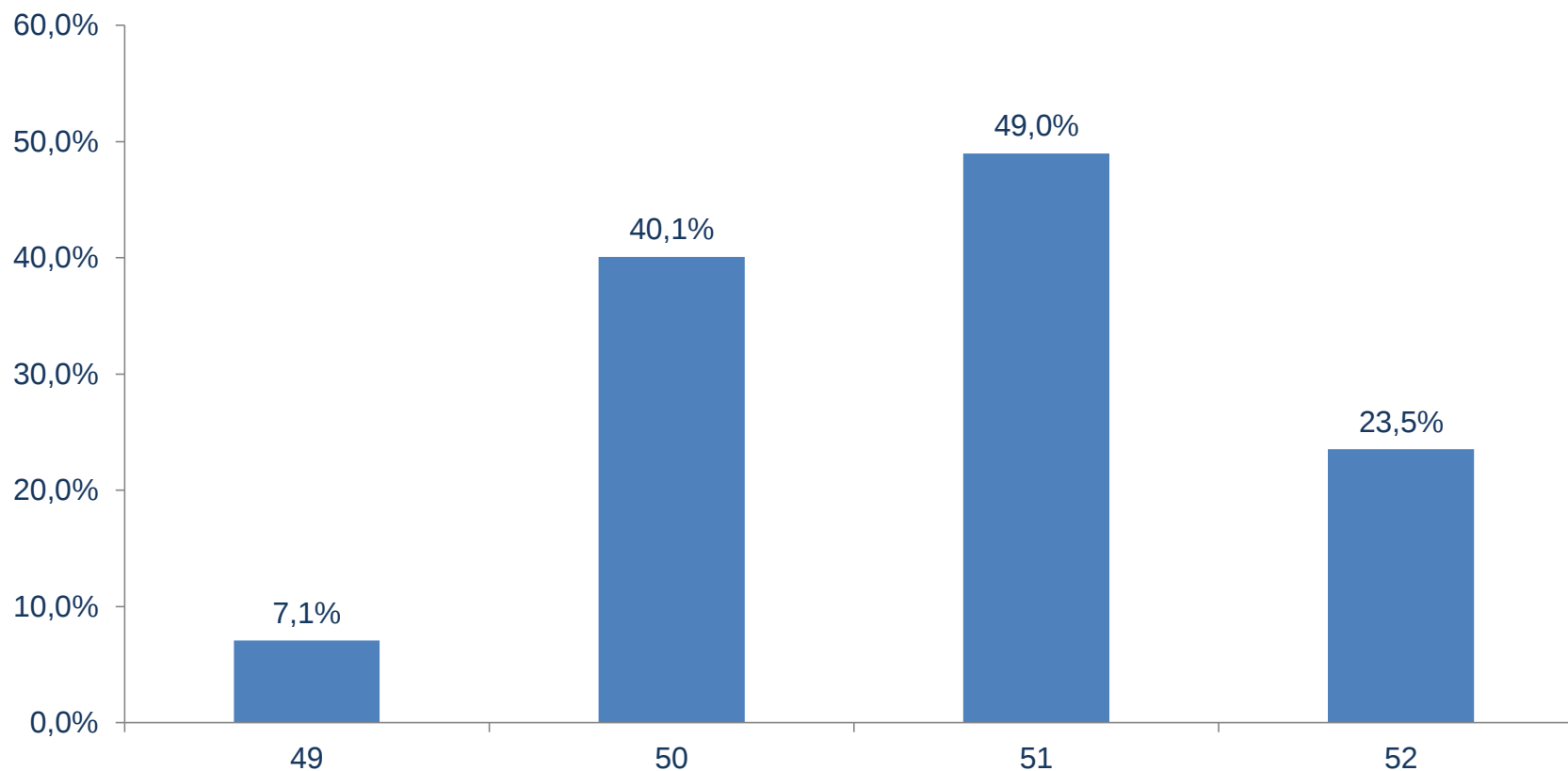
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 52. week



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

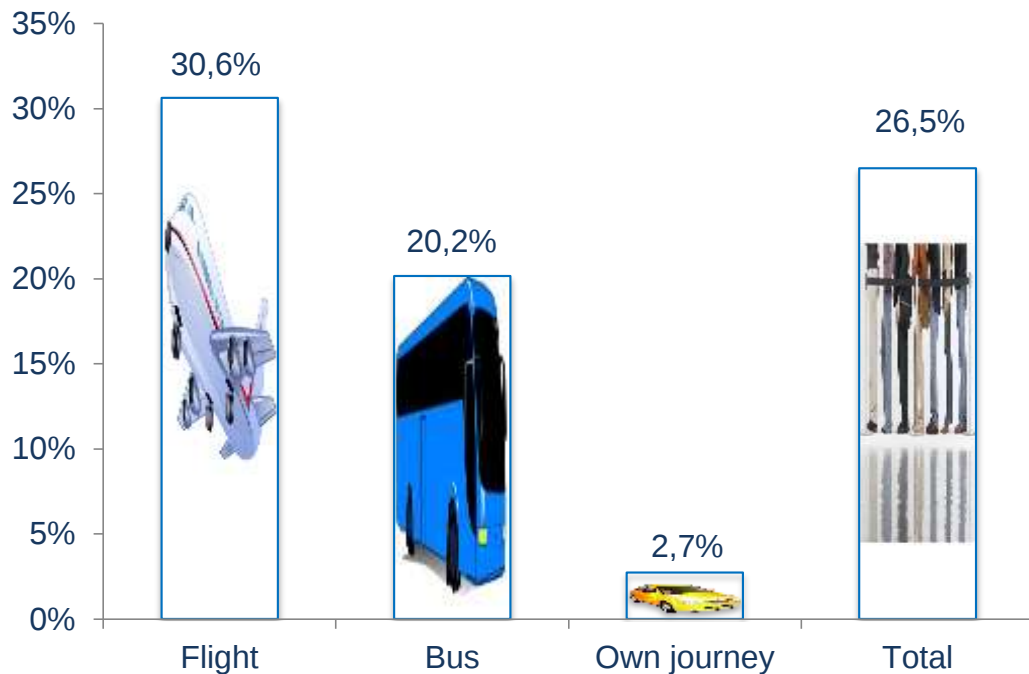
compared with 4 analogous weeks in tourist year 2015/2016.



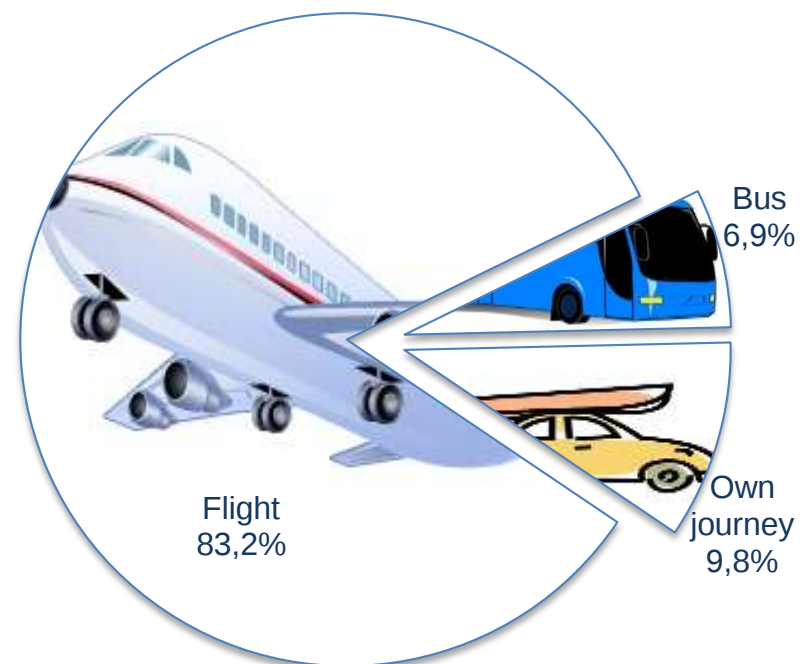
The sales trend of the last four weeks

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

Clients +/- %

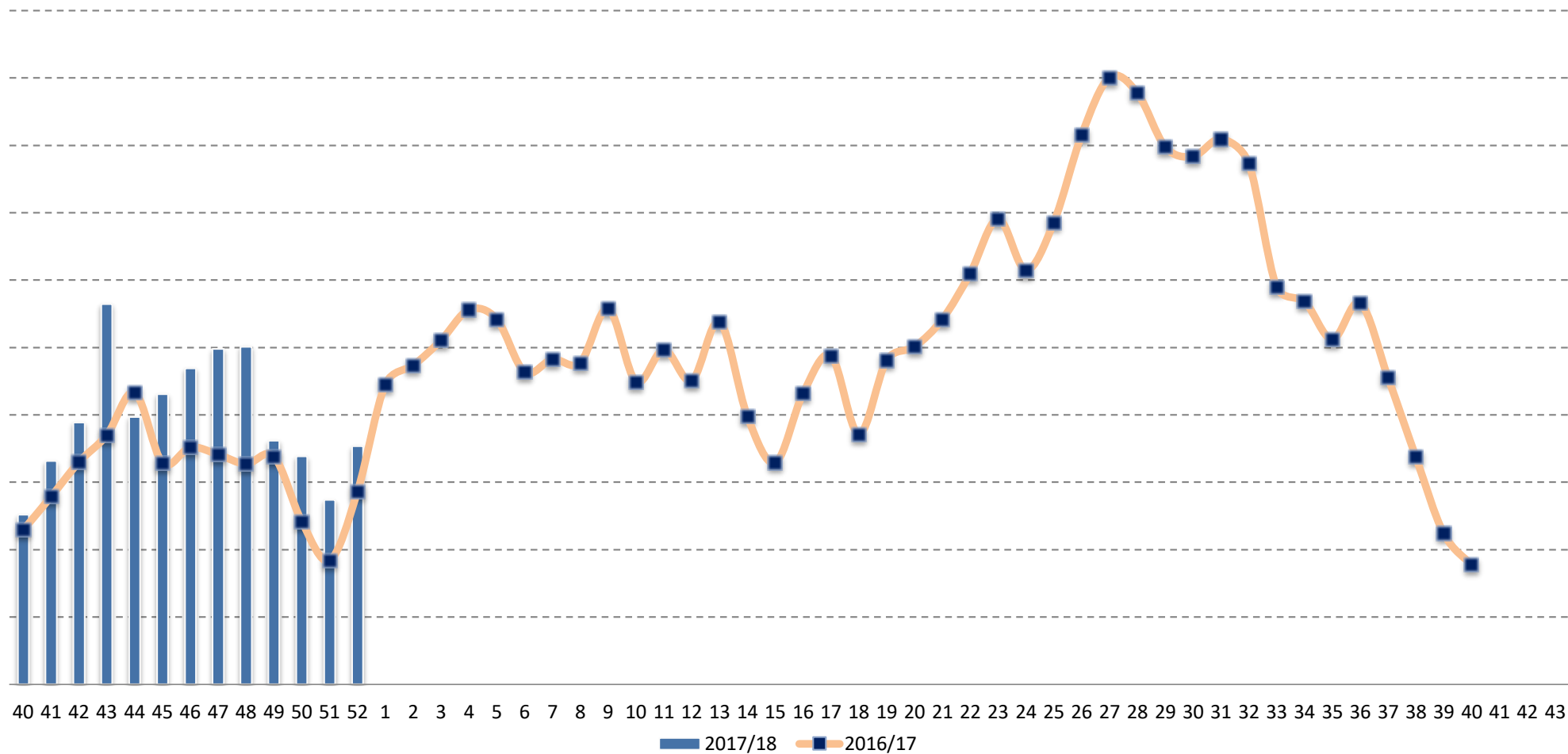


Share %



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

12,8%



Own journey

15,3%



Flight
32,76%

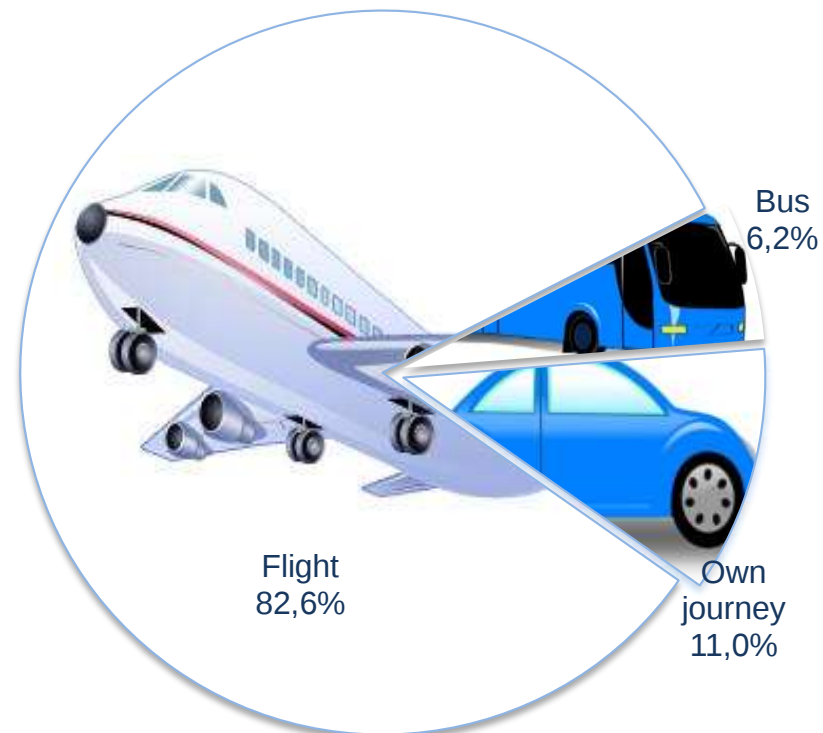


Total

29,3%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	2,2%	20,5%
2	Turcja	++	13,8%
3	Hiszpania	-17,8%	11,6%
4	Egipt	123,9%	9,1%
5	Włochy	22,6%	5,9%
6	Bułgaria	22,9%	5,5%
7	Albania	51,8%	3,0%
8	Austria	4,2%	2,1%
9	Tajlandia	78,5%	1,9%
10	Malta	103,3%	1,6%
11	Portugalia	-22,1%	1,5%
12	Emiraty Arabskie	1,5%	1,4%
13	Tanzania	-4,4%	1,4%
14	Chorwacja	1,2%	1,3%
15	Maroko	119,8%	1,3%
16	Oman	-16,2%	1,2%
17	Czechy	11,8%	1,2%
18	Cypr	5,1%	1,1%
19	Tunezja	++	1,0%
20	Wyspy Zielonego Przylądka	20,9%	1,0%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	++
3	Zakynthos	-2,9%
4	Marsa Alam	61,1%
5	Bodrum	++
6	Heraklion	-20,9%
7	Burgas	34,5%
8	Teneryfa	5,8%
9	Korfu	-13,2%
10	Rodos	27,6%
11	Chania	16,5%
12	Fuerteventura	-37,7%
13	Gran Canaria	16,7%
14	Tirana	59,4%
15	Kos	18,7%
16	Lanzarote	-22,0%
17	Varna	-22,7%
18	Zanzibar	-5,8%
19	Malta	88,9%
20	Salalah	-16,2%



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