

Weekly report 01/2018

Data source: MerlinX*

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

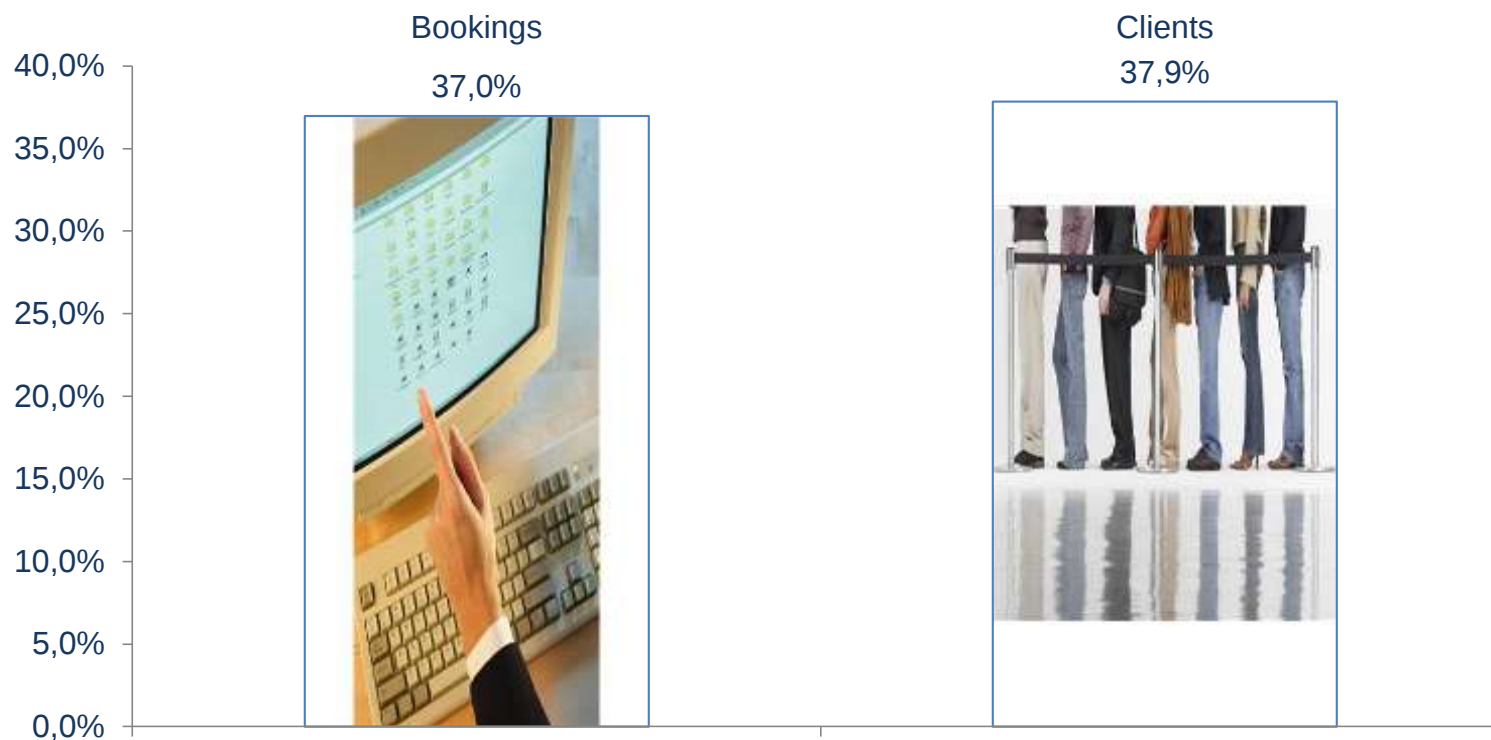
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 01/2018, tours 01.11.17 – 31.10.18

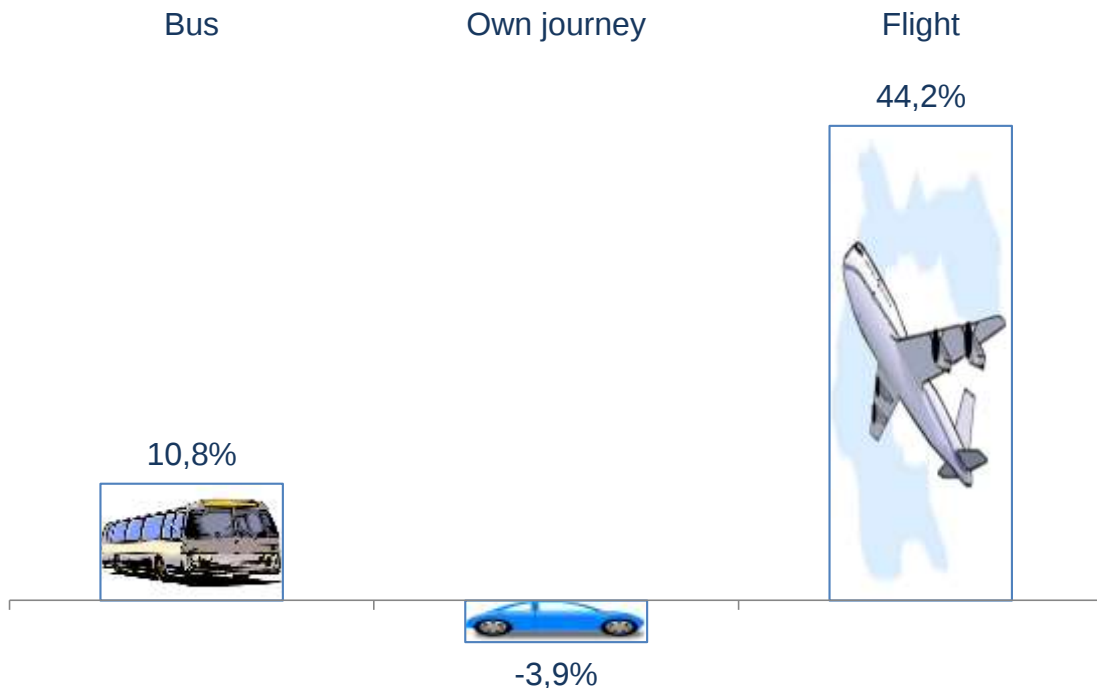
compared with week 01. in 2017 r.



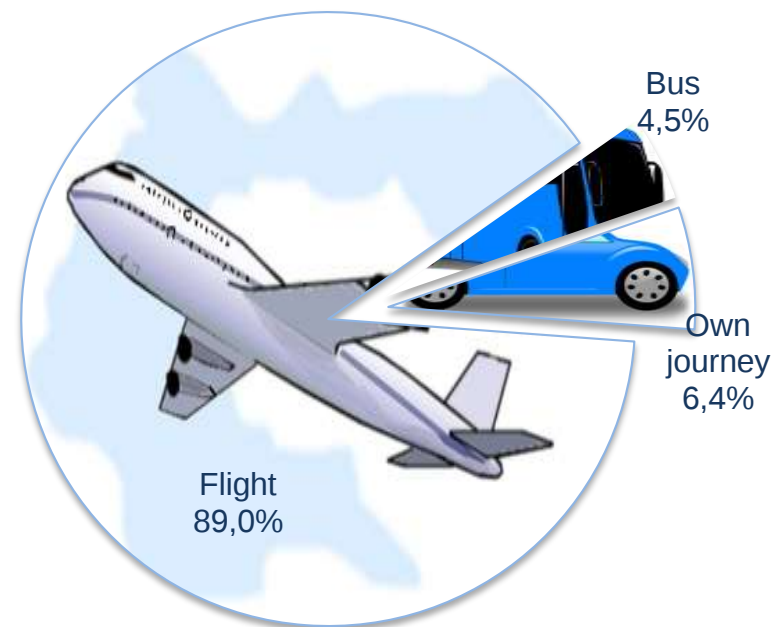
Last week – 01/2018, tours 01.11.17 – 31.10.18

compared with week 01. in 2017 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW01

tours from 01.11.17 to 31.10.18



Rank	Destination	Price/booking	Price/person
1	Antalya	7 848	2 530
2	Zakynthos	7 368	2 633
3	Heraklion	8 090	2 698
4	Burgas	6 361	2 051
5	Hurghada	5 452	2 123
6	Korfu	7 059	2 538
7	Fuerteventura	7 745	2 945
8	Rodos	7 995	2 731
9	Chania	8 458	2 990
10	Marsa Alam	5 582	2 197
11	Bodrum	7 642	2 614
12	Tirana	6 146	2 357
13	Teneryfa	7 473	3 024
14	Kos	8 336	2 796
15	Varna	6 460	2 070
16	Lanzarote	7 512	2 949
17	Gran Canaria	7 157	3 105
18	Malta	3 343	1 476
19	Majorka	8 122	3 265
20	Madera	6 709	2 875

Rank	Country	Price/booking	Price/person
1	Grecja	7 636	2 679
2	Turcja	7 771	2 546
3	Hiszpania	7 451	2 985
4	Egipt	5 495	2 159
5	Bułgaria	6 074	1 965
6	Włochy	5 505	2 224
7	Albania	5 752	2 228
8	Chorwacja	4 303	1 535
9	Portugalia	7 152	3 063
10	Cypr	7 034	2 691

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

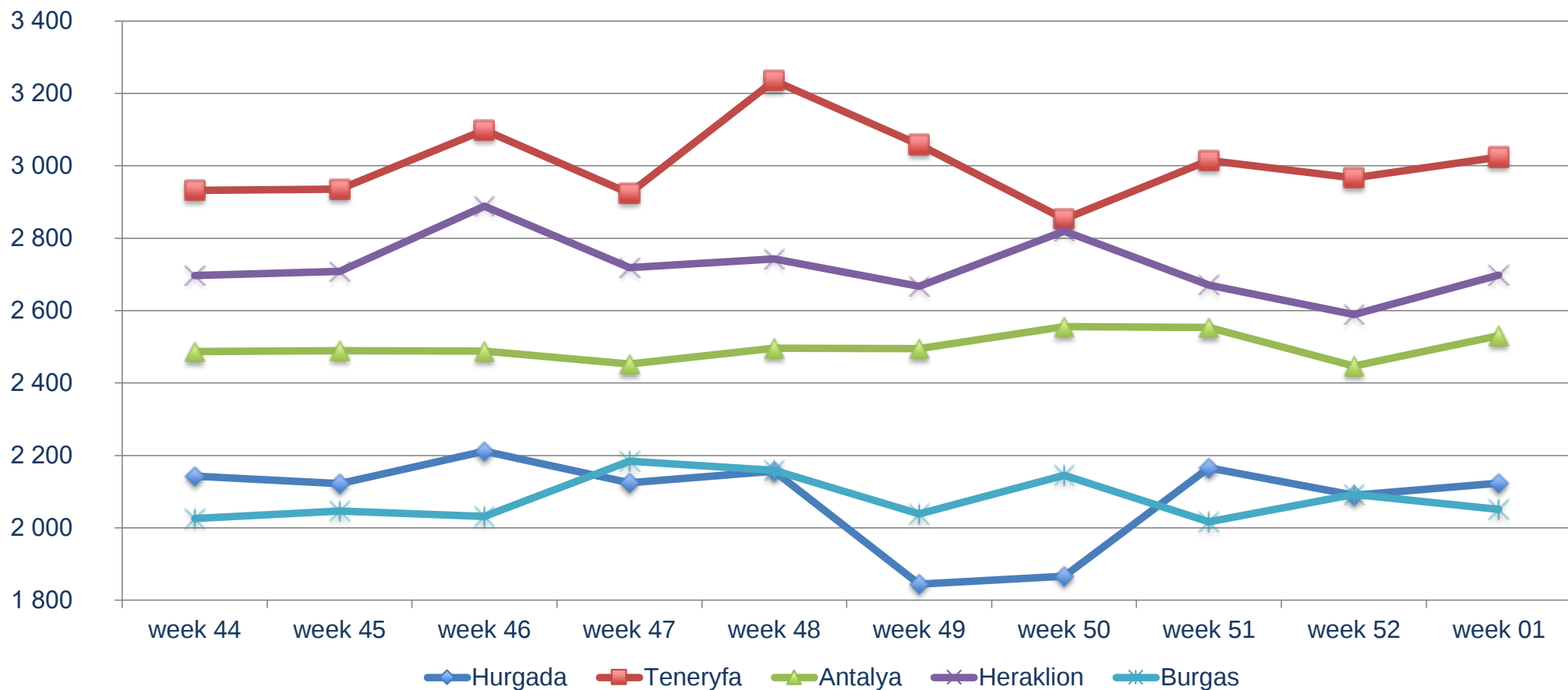
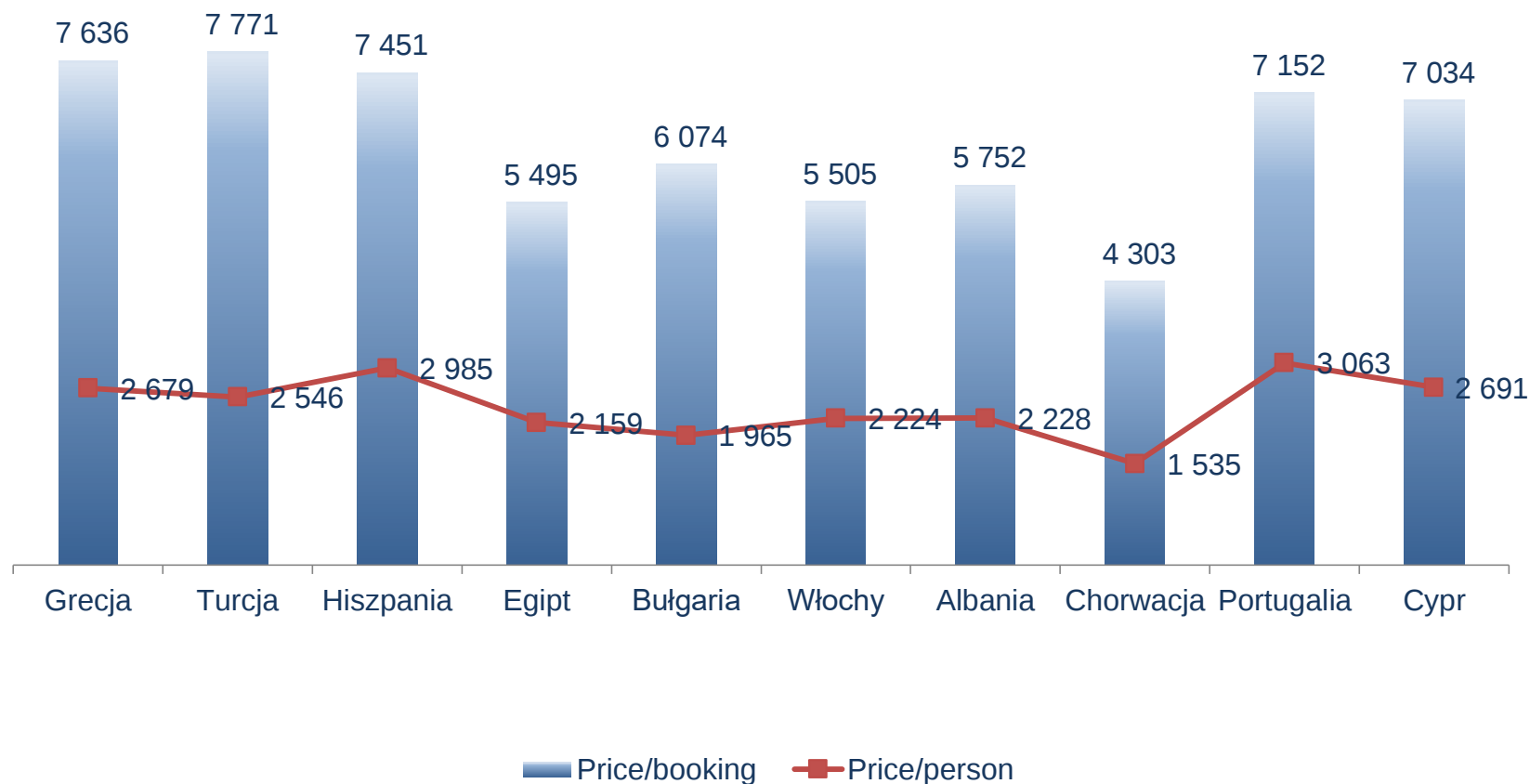


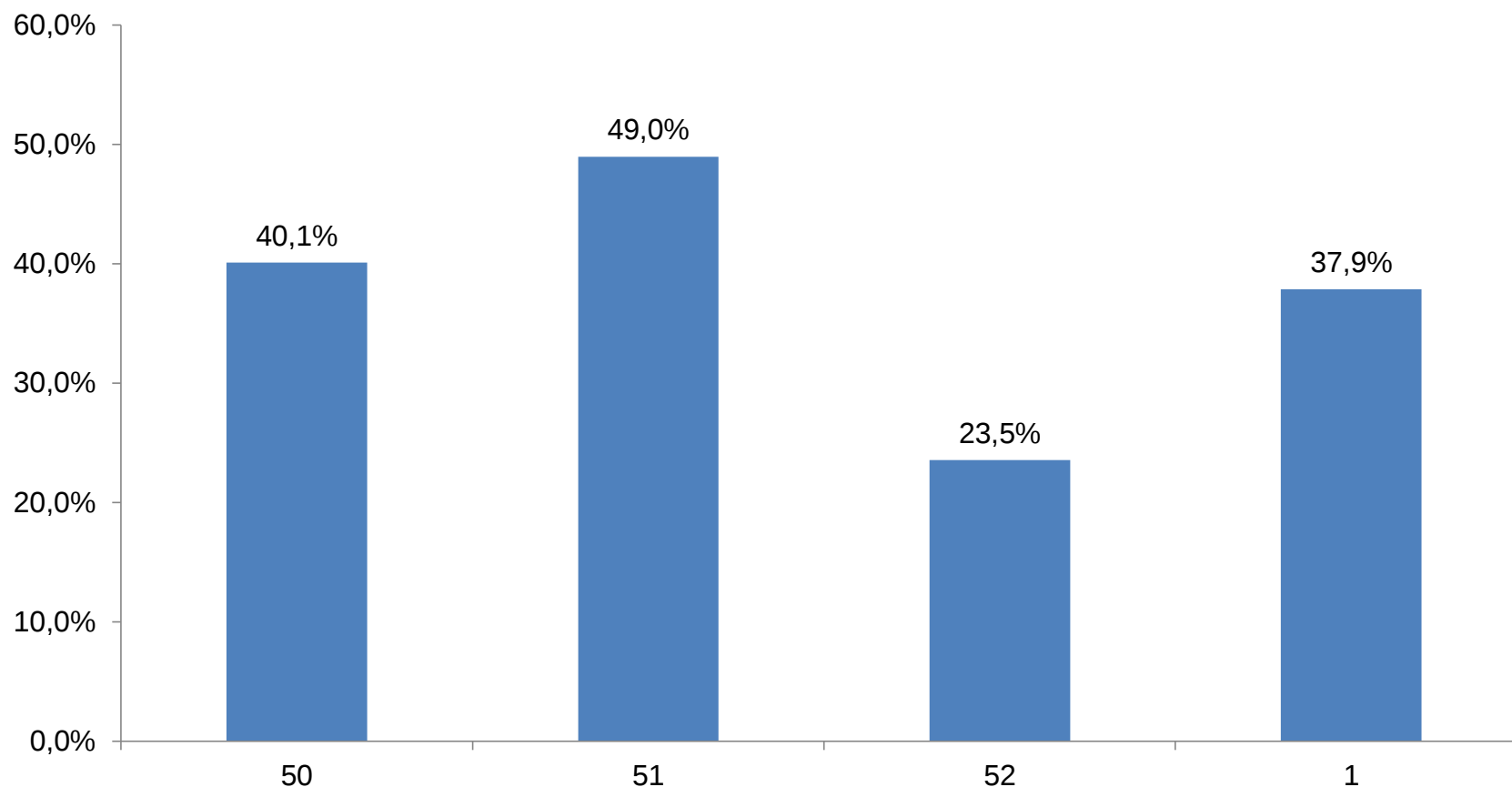
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife

Average price per booking and the price per person in 01. week



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

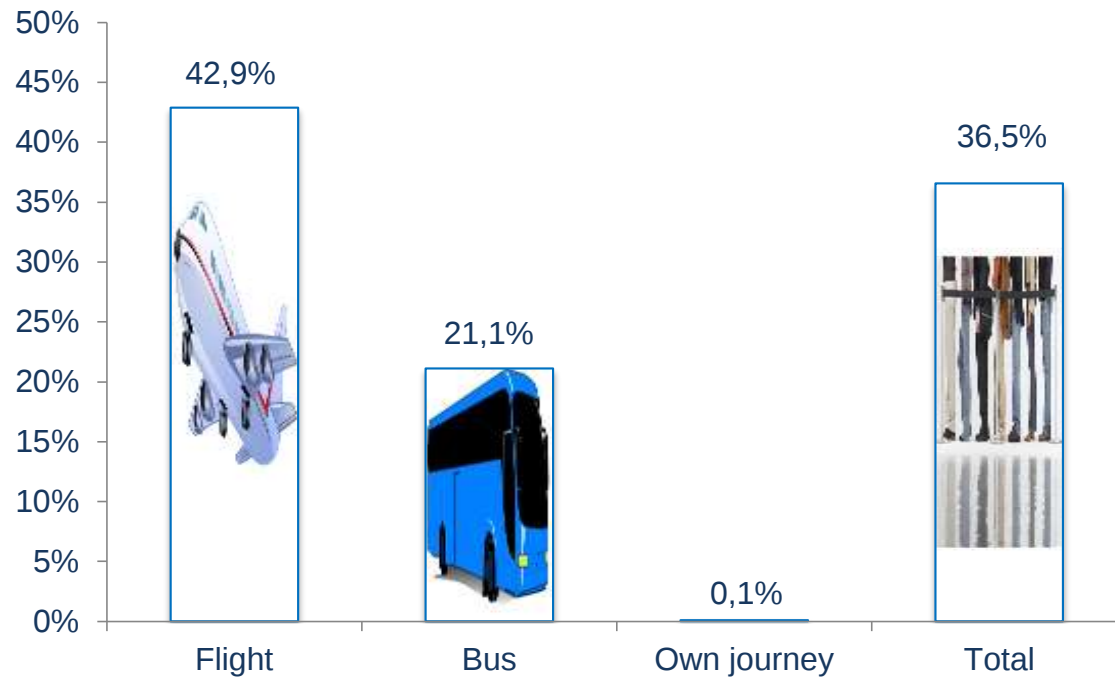
compared with 4 analogous weeks in tourist year 2016/2017.



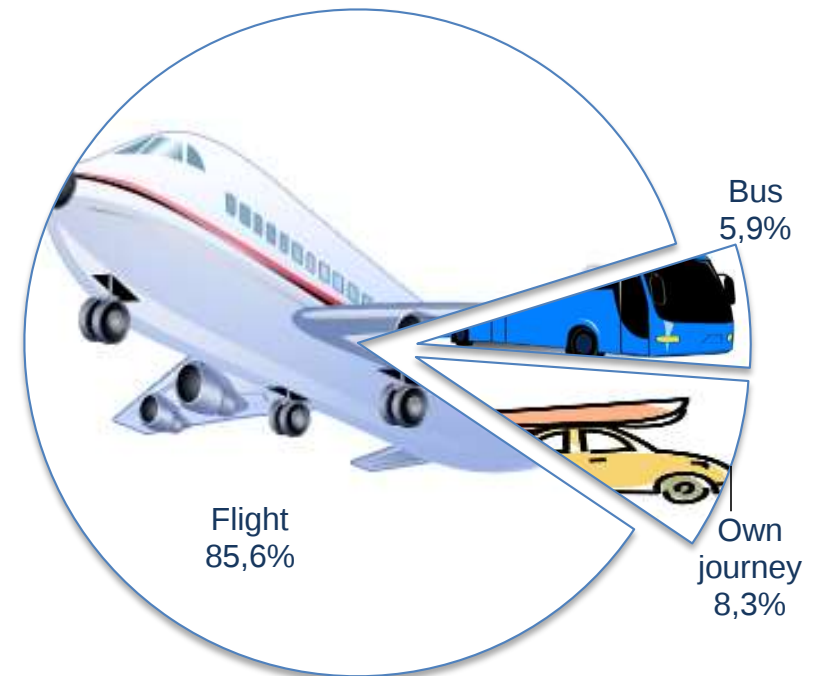
The sales trend of the last four weeks

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

Clients +/- %

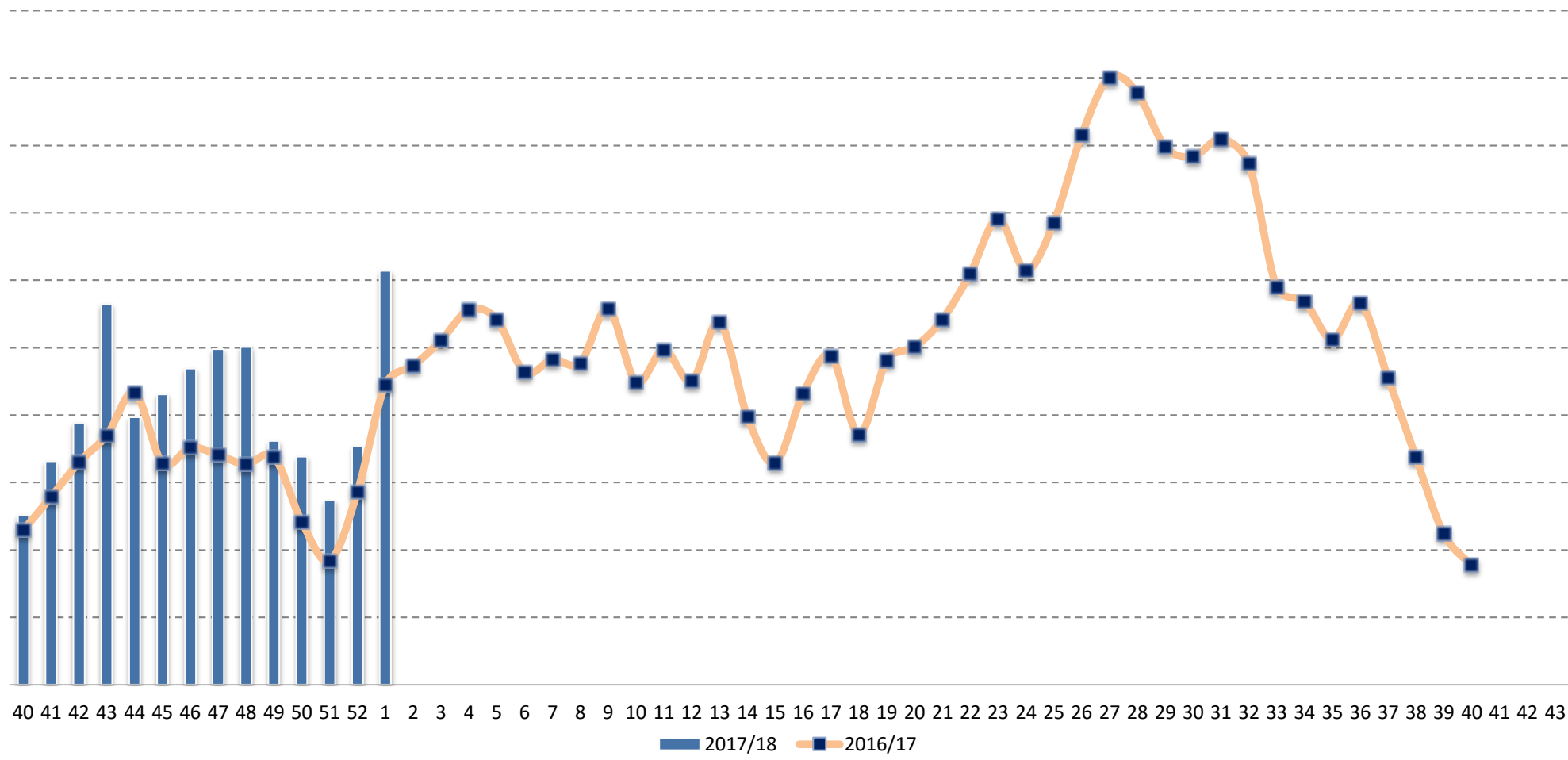


Share %



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

12,6%

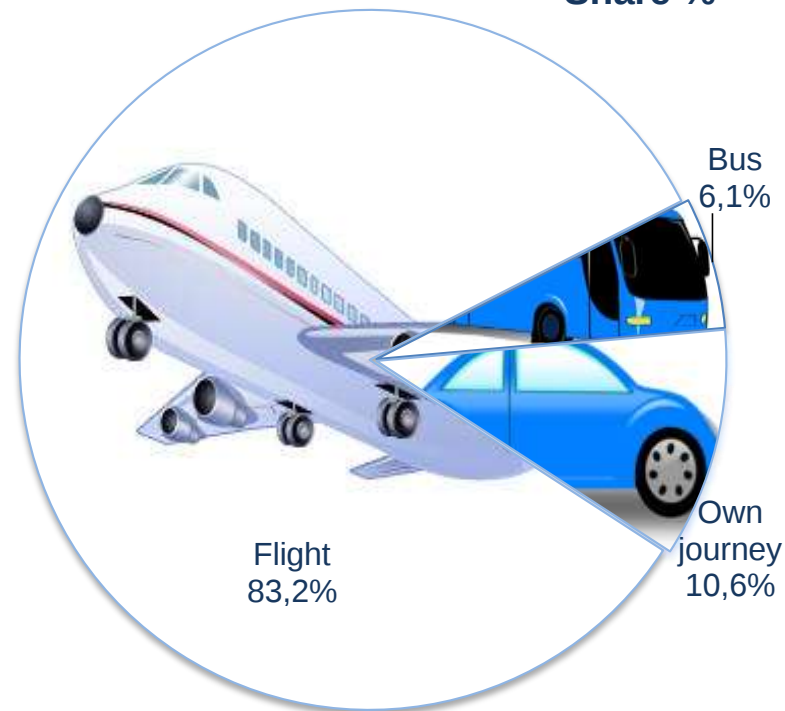
14,1%

33,78%

30,0%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	5,6%	21,0%
2	Turcja	++	13,9%
3	Hiszpania	-18,6%	11,6%
4	Egipt	117,4%	9,0%
5	Włochy	18,4%	5,8%
6	Bułgaria	26,0%	5,7%
7	Albania	60,3%	3,1%
8	Austria	4,8%	2,0%
9	Tajlandia	71,4%	1,8%
10	Malta	102,4%	1,6%
11	Portugalia	-23,4%	1,5%
12	Chorwacja	3,5%	1,4%
13	Emiraty Arabskie	-1,9%	1,3%
14	Tanzania	-3,0%	1,3%
15	Maroko	107,3%	1,2%
16	Cypr	10,9%	1,2%
17	Oman	-16,1%	1,2%
18	Czechy	11,9%	1,1%
19	Tunezja	++	1,0%
20	Wyspy Zielonego Przylądka	29,0%	0,9%

Rank	Destination	% last year
1	Antalya	++
2	Hurghada	++
3	Zakynthos	0,2%
4	Marsa Alam	55,6%
5	Heraklion	++
6	Burgas	38,0%
7	Bodrum	934,5%
8	Teneryfa	4,4%
9	Korfu	-10,1%
10	Rodos	28,3%
11	Chania	21,9%
12	Fuerteventura	-35,9%
13	Tirana	68,1%
14	Gran Canaria	15,5%
15	Kos	20,4%
16	Lanzarote	-24,5%
17	Varna	-18,9%
18	Zanzibar	-4,3%
19	Malta	90,8%
20	Salalah	-16,1%



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