

Weekly report 24/2016

Data source: MerlinX*

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

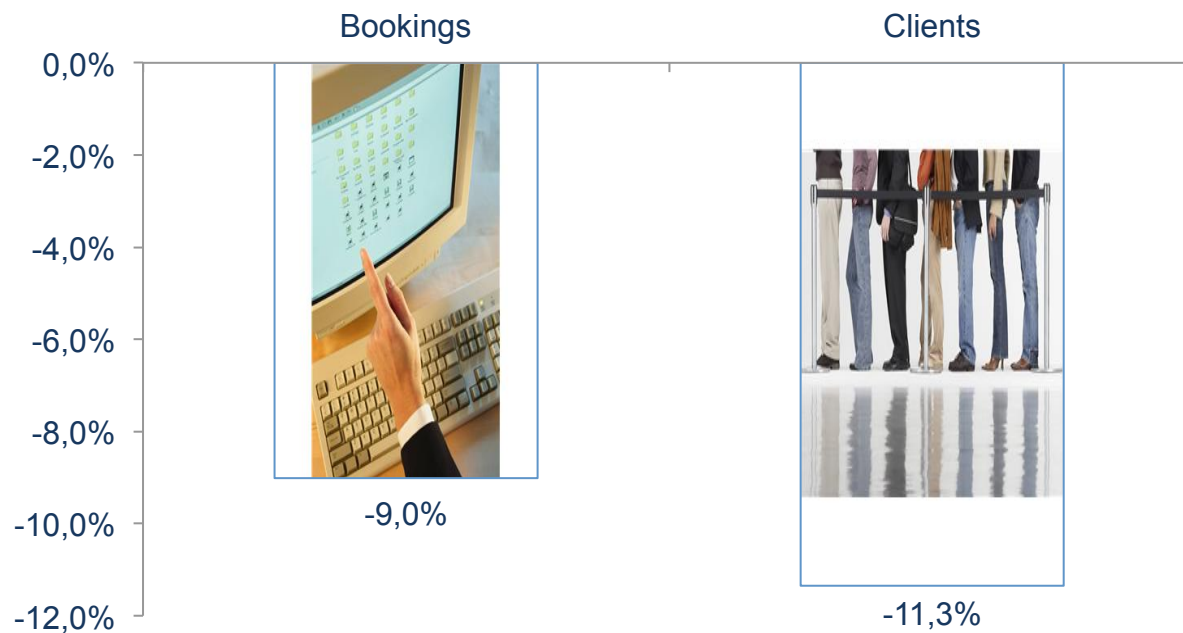
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 24/2016, tours 01.11.15 – 31.10.16

compared with week 25. in 2015 r.



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compared with week 25. in 2015 r.

Clients

+/-%

Bus

Own journey

Flight

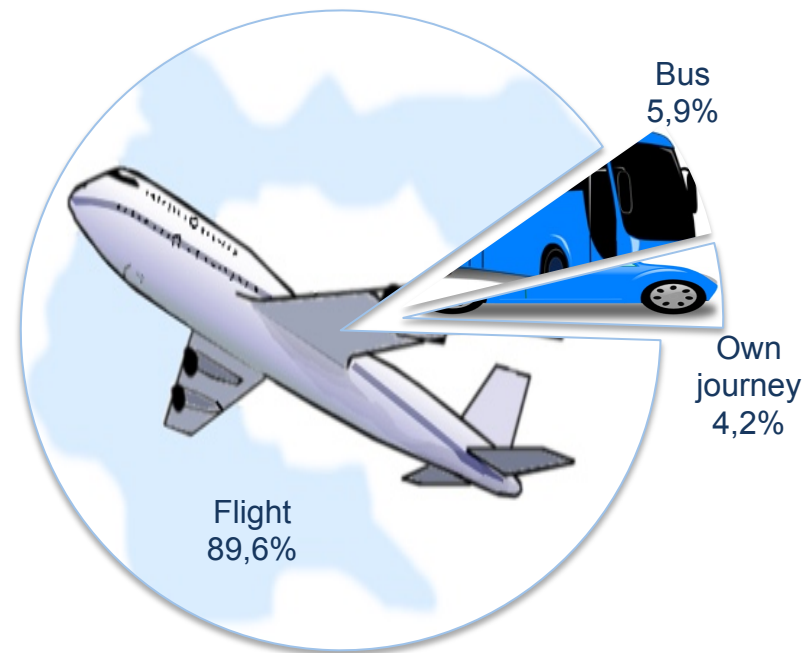
2,7%

7,8%



-13,0%

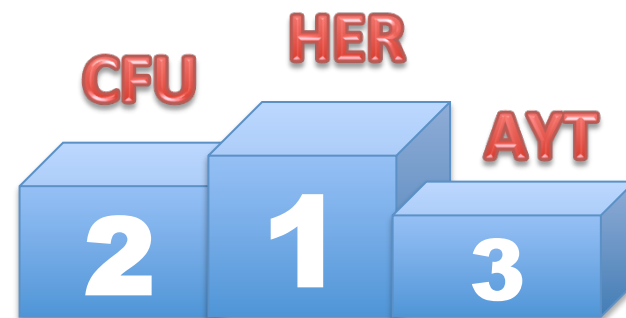
Share %



Ranking of the most popular countries & destinations in CW24

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	5 357	2 152
2	Korfu	6 036	2 345
3	Antalya	5 299	1 998
4	Rodos	5 935	2 329
5	Zakynthos	5 680	2 272
6	Burgas	3 999	1 622
7	Varna	3 602	1 472
8	Kos	6 660	2 482
9	Chania	5 332	2 239
10	Bodrum	4 070	1 718
11	Majorka	6 939	2 792
12	Saloniki	3 997	1 672
13	Barcelona	5 642	2 412
14	Teneryfa	6 065	2 767
15	Fuerteventura	7 830	3 105
16	Marsa Alam	4 179	1 812
17	Gran Canaria	6 732	2 925
18	Dalaman	3 850	1 581
19	Kefalonia	6 503	2 152
20	Lanzarote	6 123	2 671



Rank	Country	Price/booking	Price/person
1	Grecja	5 671	2 227
2	Hiszpania	6 468	2 718
3	Bułgaria	3 833	1 549
4	Turcja	4 752	1 873
5	Włochy	5 124	2 136
6	Chorwacja	4 631	1 793
7	Egipt	4 450	1 944
8	Portugalia	6 723	2 972
9	Cypr	5 570	2 304
10	Albania	4 395	1 833

The average price per person in the tourist year 2015/16

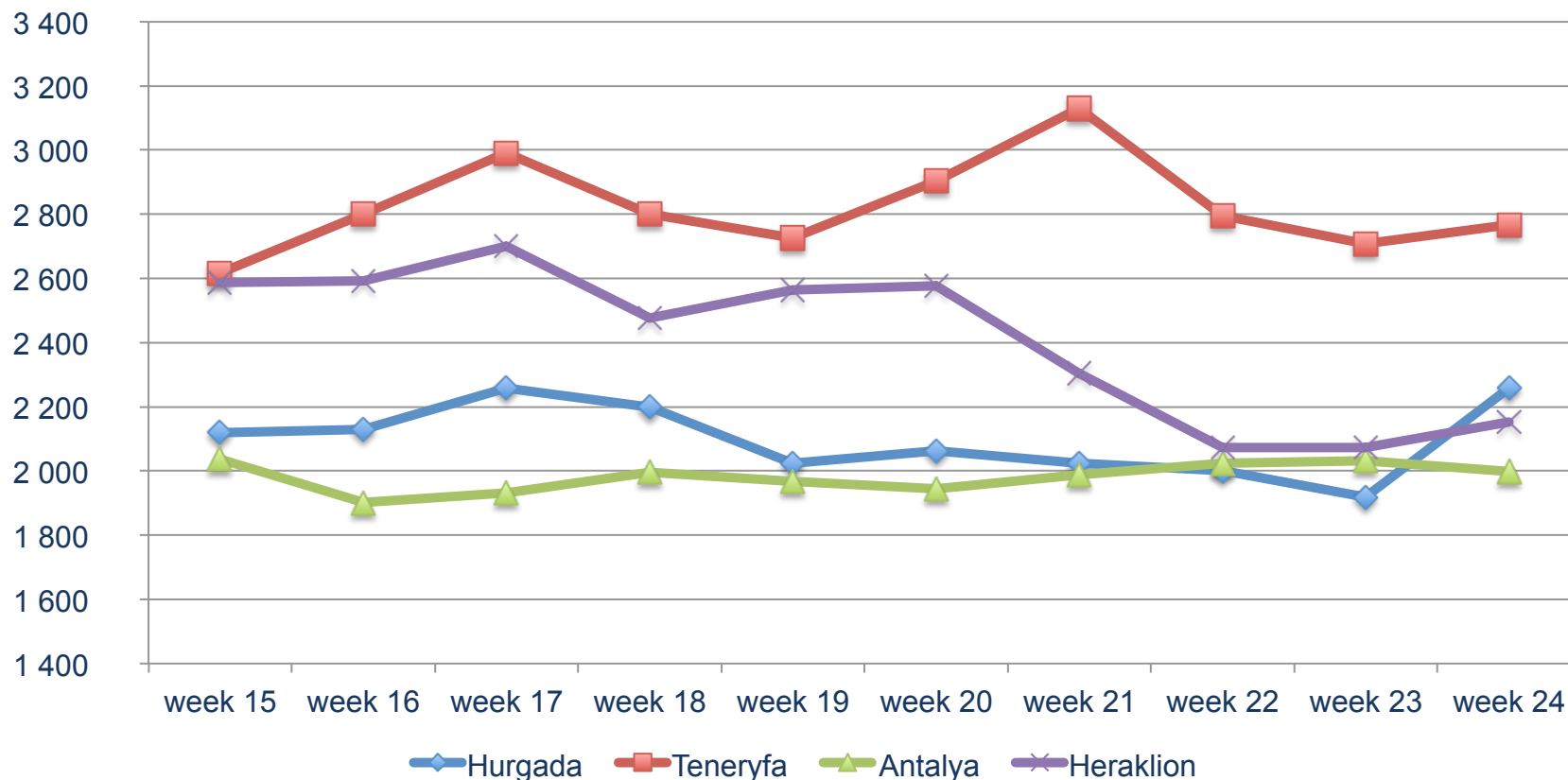
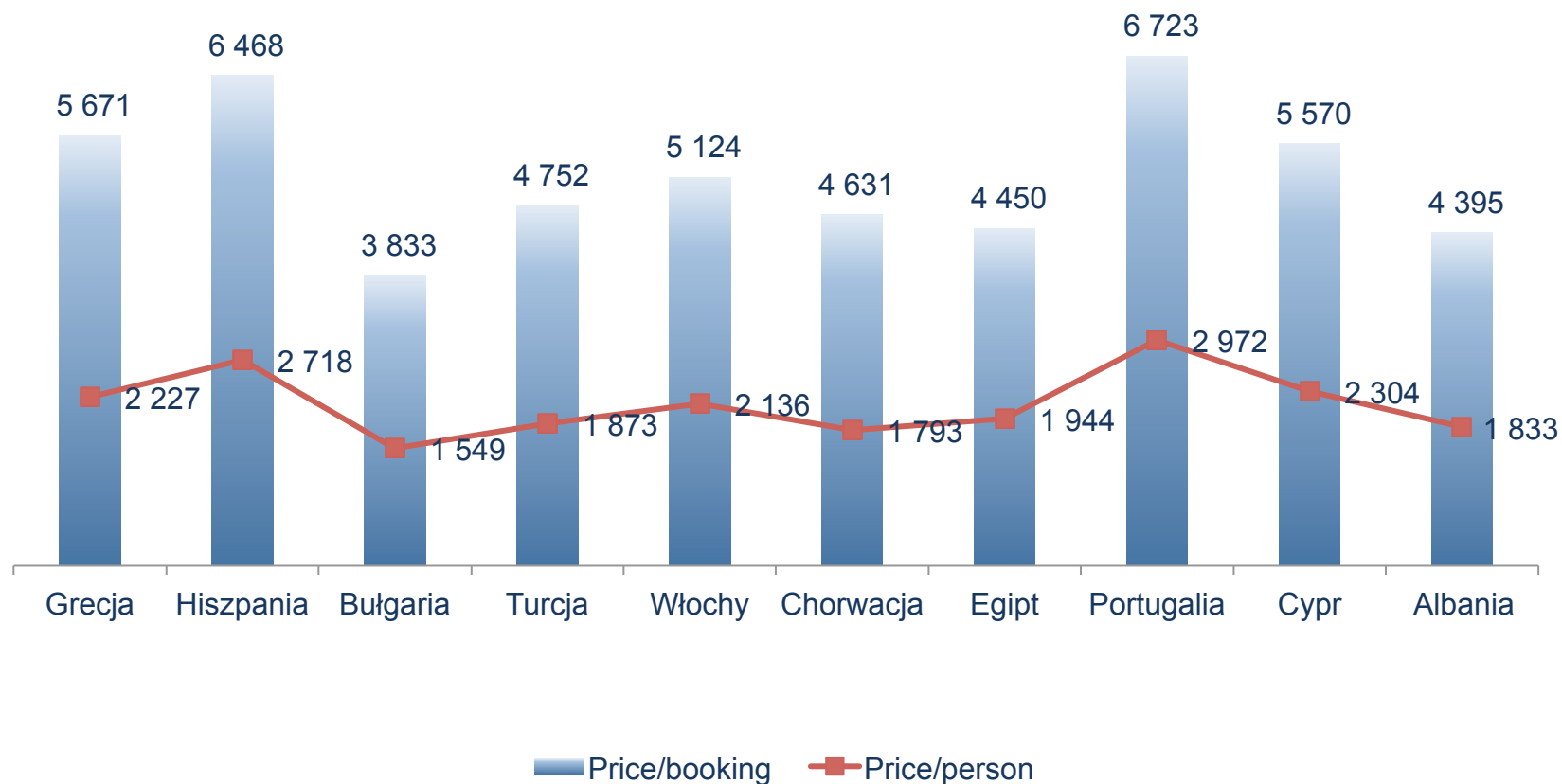


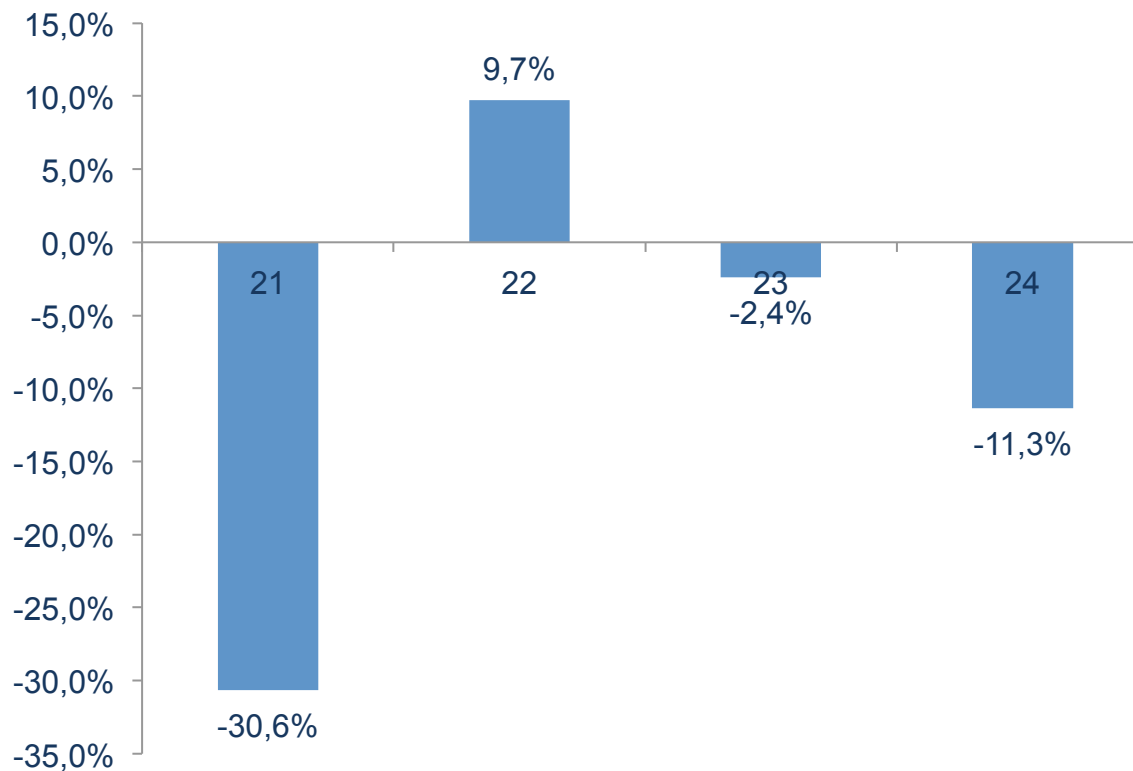
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 24. week



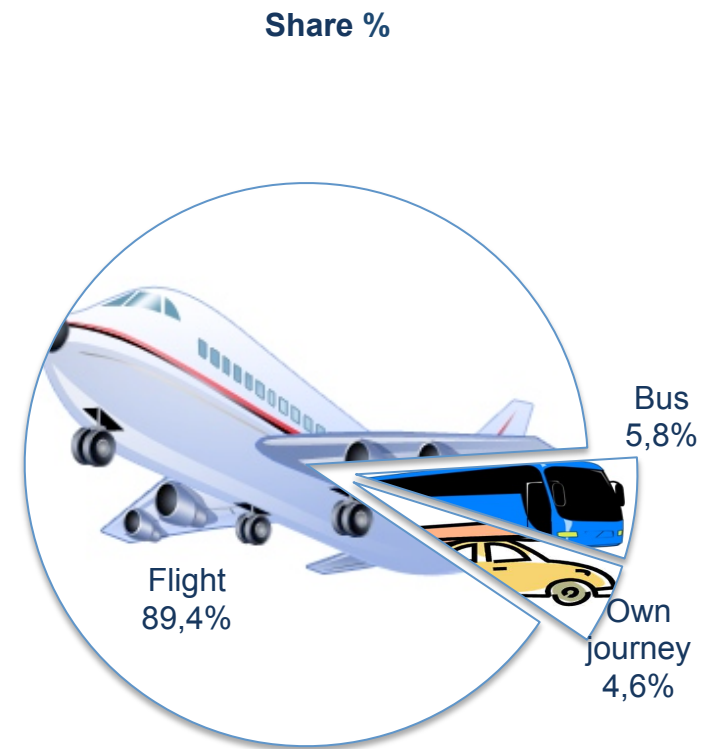
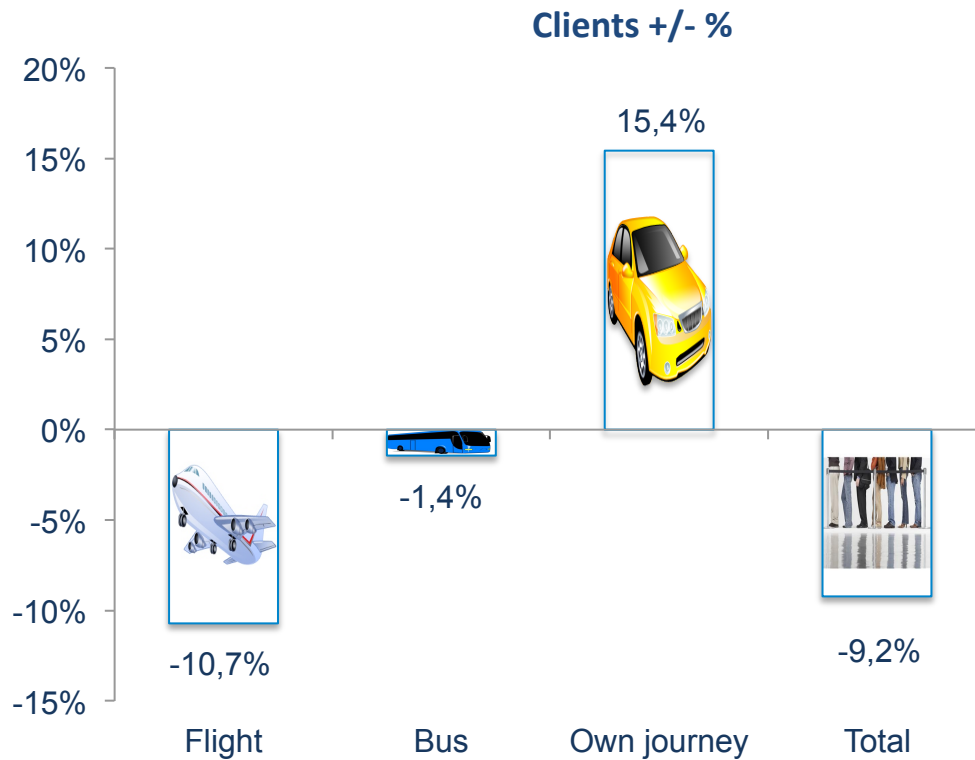
The last four weeks of sales of the tourist year 2015/16 - customers

compared with 4 analogous weeks in tourist year 2014/2015.



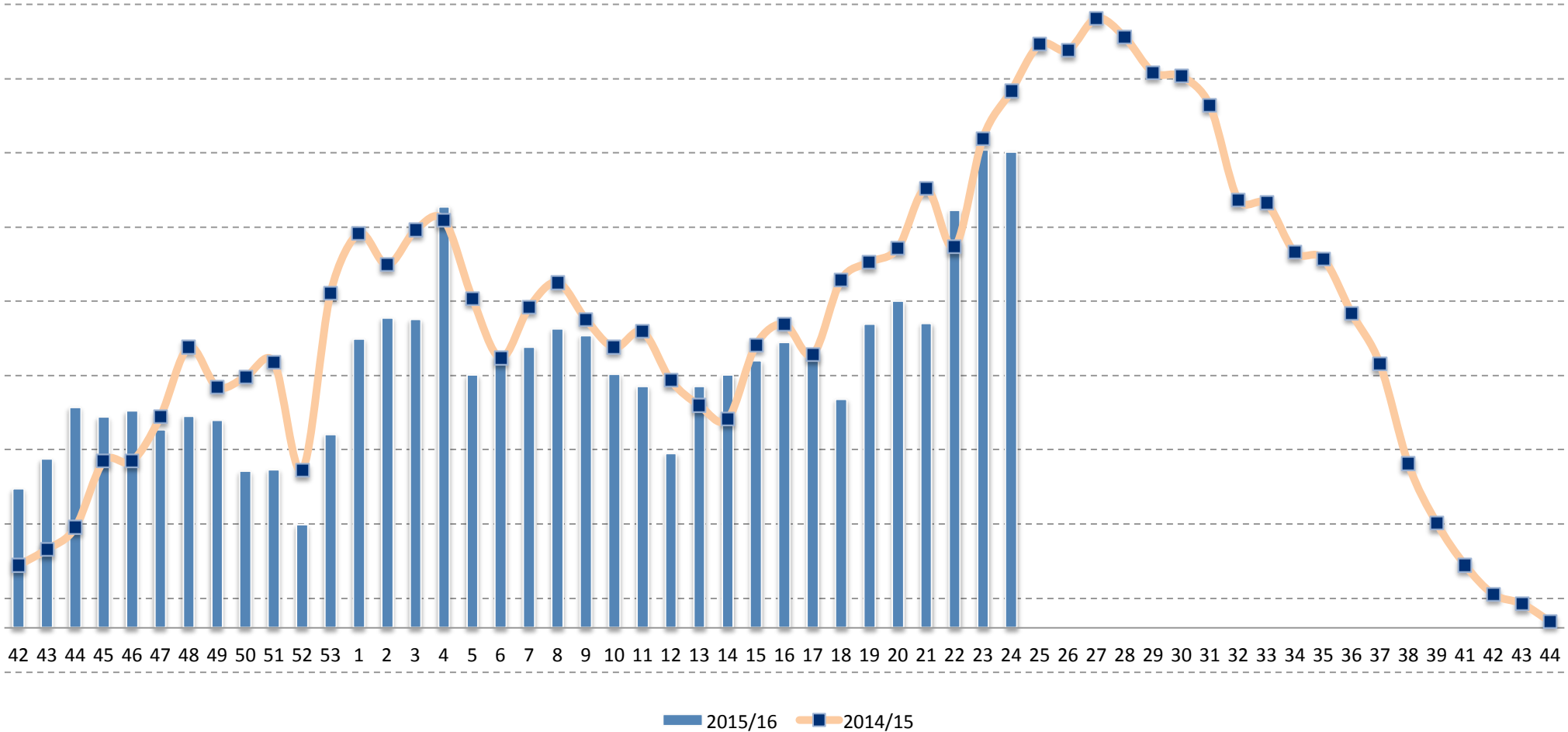
The sales trend of the last four weeks

compared with 4 analogous weeks in tourist year 2014/2015.



Weekly sales compared with the previous tourist year

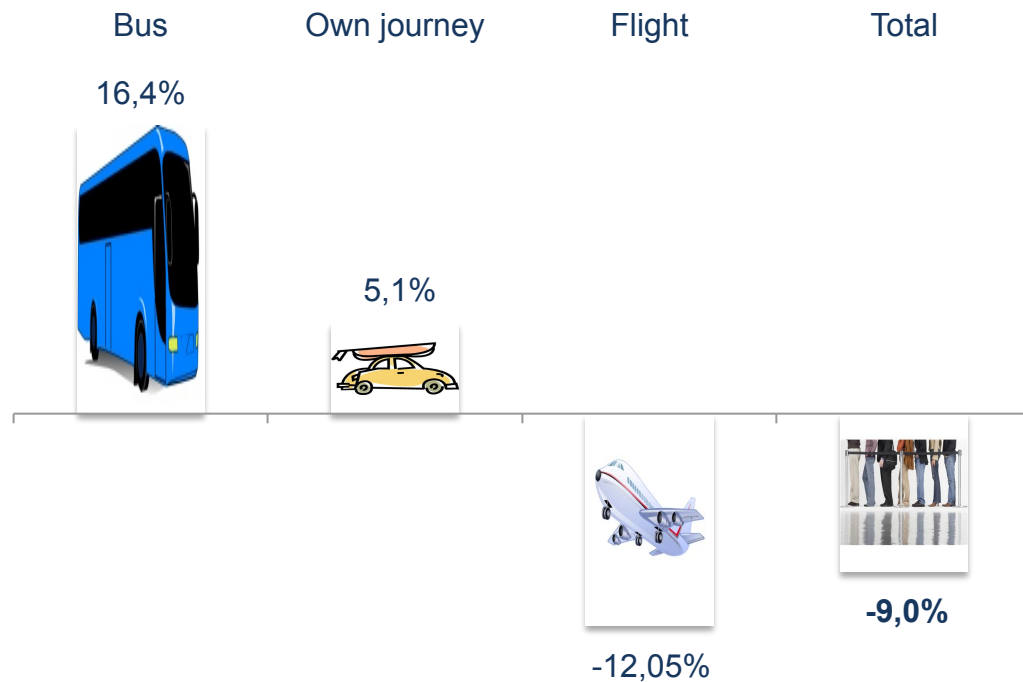
Bookings weekly 15/16 vs. 14/15



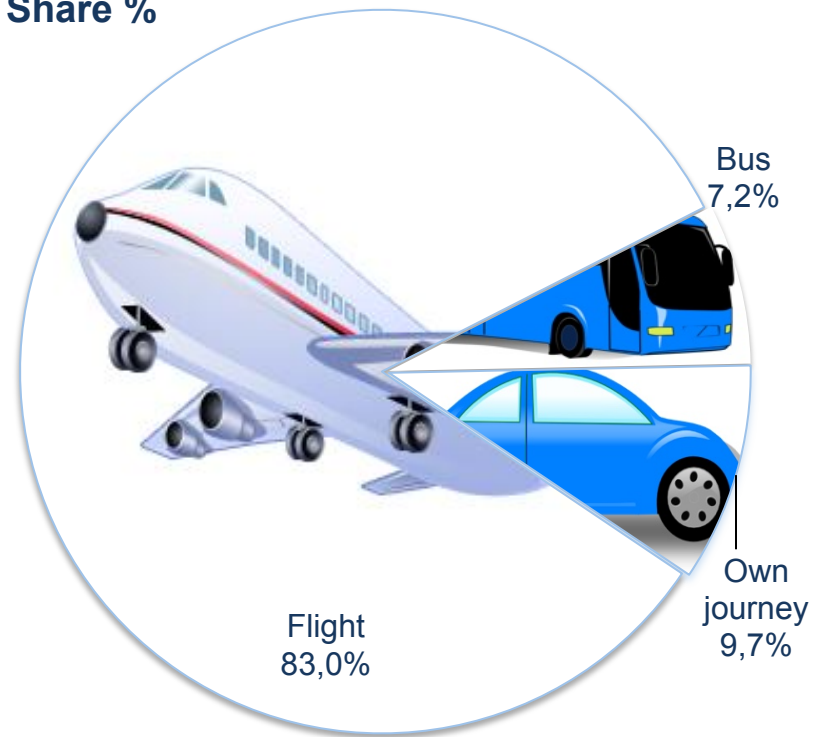
Cumulative sales of 2015/16

compared to sales in the same period last tourist year 2014/15

Clients +/- %



Share %



Ranking of the most popular countries & destinations in 2015/16

Rank	Country	+/- % last year
1	Grecja	1%
2	Hiszpania	47%
3	Bułgaria	58%
4	Włochy	50%
5	Turcja	-66%
6	Egipt	-73%
7	Chorwacja	113%
8	Portugalia	40%
9	Cypr	23%
10	Albania	++
11	Austria	121%
12	Kuba	91%
13	Polska	166%
14	Emiraty Arabskie	++
15	Dominikana	104%
16	Maroko	-44%
17	Tajlandia	31%
18	Wyspy Zielonego Przylądka	++
19	Czechy	140%
20	Francja	-26%

Rank	Destination	+/- % last year
1	Heraklion	-19%
2	Zakynthos	-4%
3	Fuerteventura	7%
4	Korfu	-14%
5	Burgas	-1%
6	Teneryfa	-2%
7	Antalya	-67%
8	Rodos	-30%
9	Chania	-13%
10	Varna	9%
11	Hurghada	-72%
12	Gran Canaria	43%
13	Majorka	4%
14	Lanzarote	-7%
15	Kos	-51%
16	Madera	16%
17	Marsa Alam	-59%
18	Barcelona	-3%
19	Bodrum	-70%
20	Pafos	-14%



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