

Weekly report 32/2016

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 – 32/2016, tours 01.11.15 – 31.10.16

compared with week 33. in 2015 r.

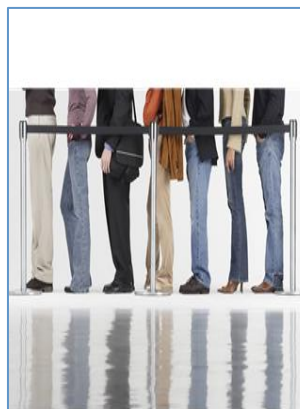
Bookings

22,0%



Clients

23,8%



Last week – 32/2016, tours 01.11.15 – 31.10.16

compared with week 33. in 2015 r.

Clients +/-%

Bus

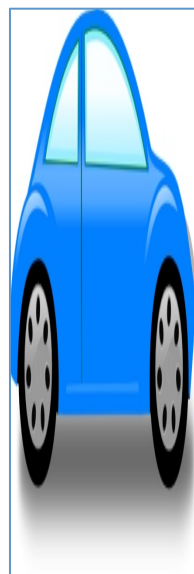
Own journey

Flight

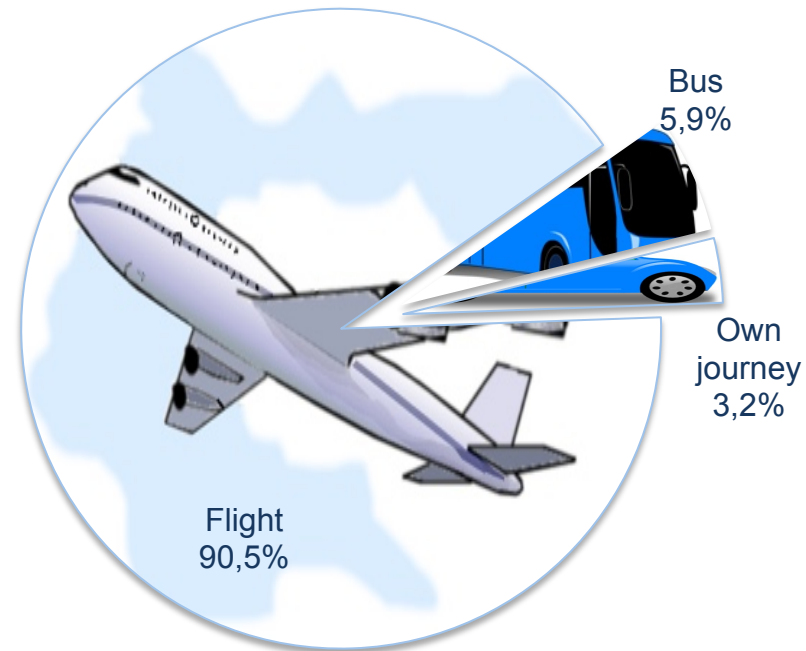
46,1%

23,1%

19,8%



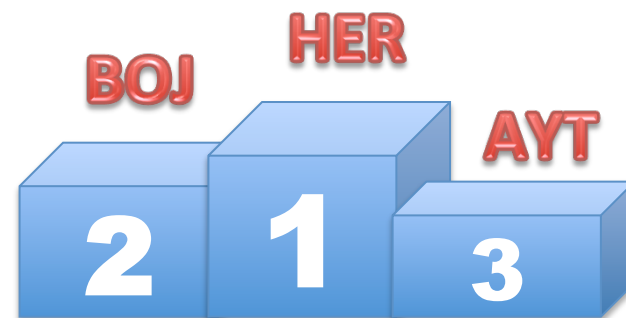
Share %



Ranking of the most popular countries & destinations in CW32

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 066	2 576
2	Burgas	4 527	1 891
3	Antalya	5 664	2 187
4	Rodos	6 695	2 740
5	Zakynthos	6 279	2 594
6	Korfu	6 444	2 691
7	Majorka	7 055	3 056
8	Varna	4 419	1 953
9	Chania	6 579	2 877
10	Kos	6 839	2 791
11	Saloniki	5 385	2 318
12	Fuerteventura	7 611	3 247
13	Hurghada	5 072	2 266
14	Teneryfa	6 869	3 076
15	Marsa Alam	5 493	2 457
16	Bodrum	5 937	2 463
17	Barcelona	5 345	2 472
18	Palermo	6 707	2 874
19	Tirana	4 709	2 160
20	Girona	5 959	2 596



Rank	Country	Price/booking	Price/person
1	Grecja	6 451	2 659
2	Hiszpania	7 078	3 059
3	Bułgaria	4 518	1 891
4	Turcja	5 845	2 268
5	Włochy	5 621	2 415
6	Egipt	5 348	2 354
7	Chorwacja	4 041	1 708
8	Albania	4 434	2 033
9	Portugalia	6 937	3 259
10	Cypr	7 554	3 082

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

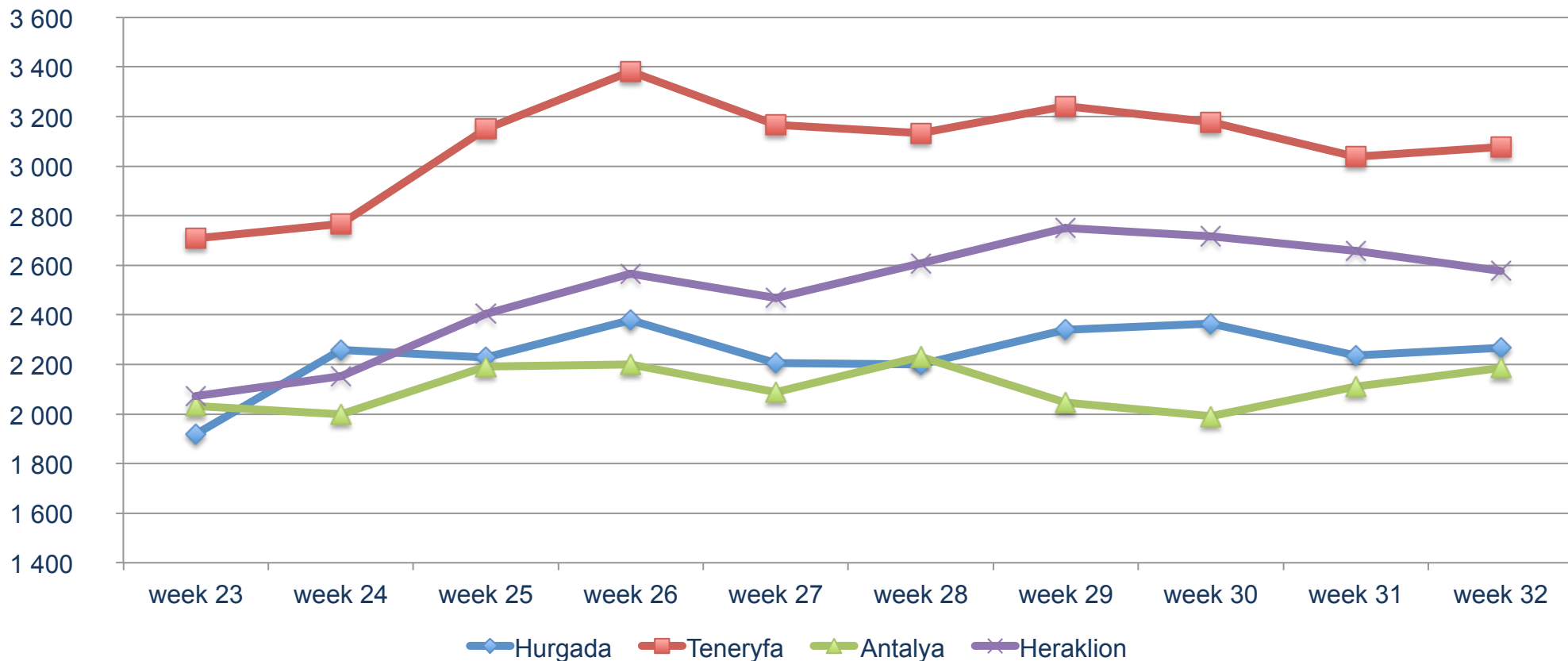
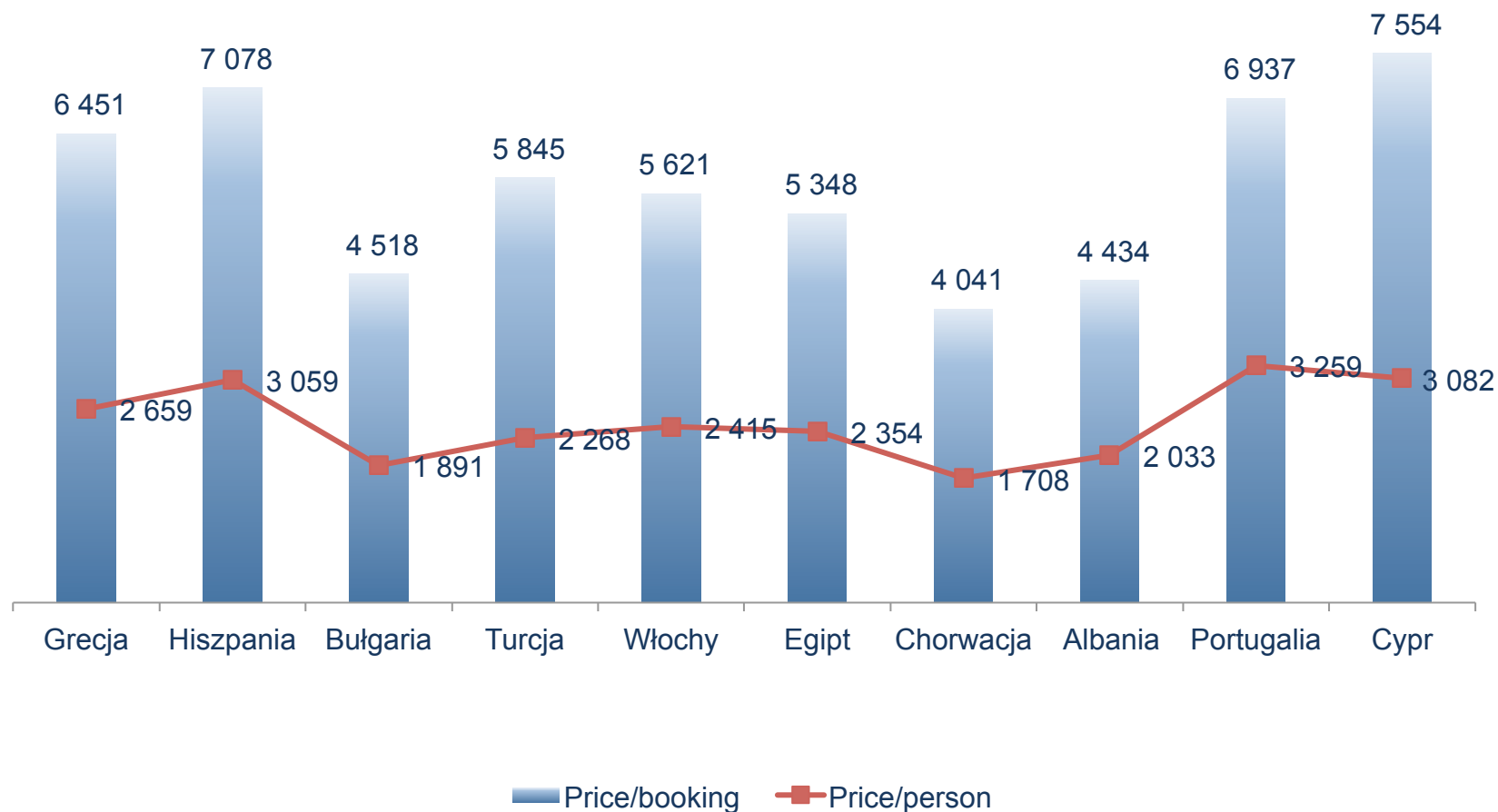


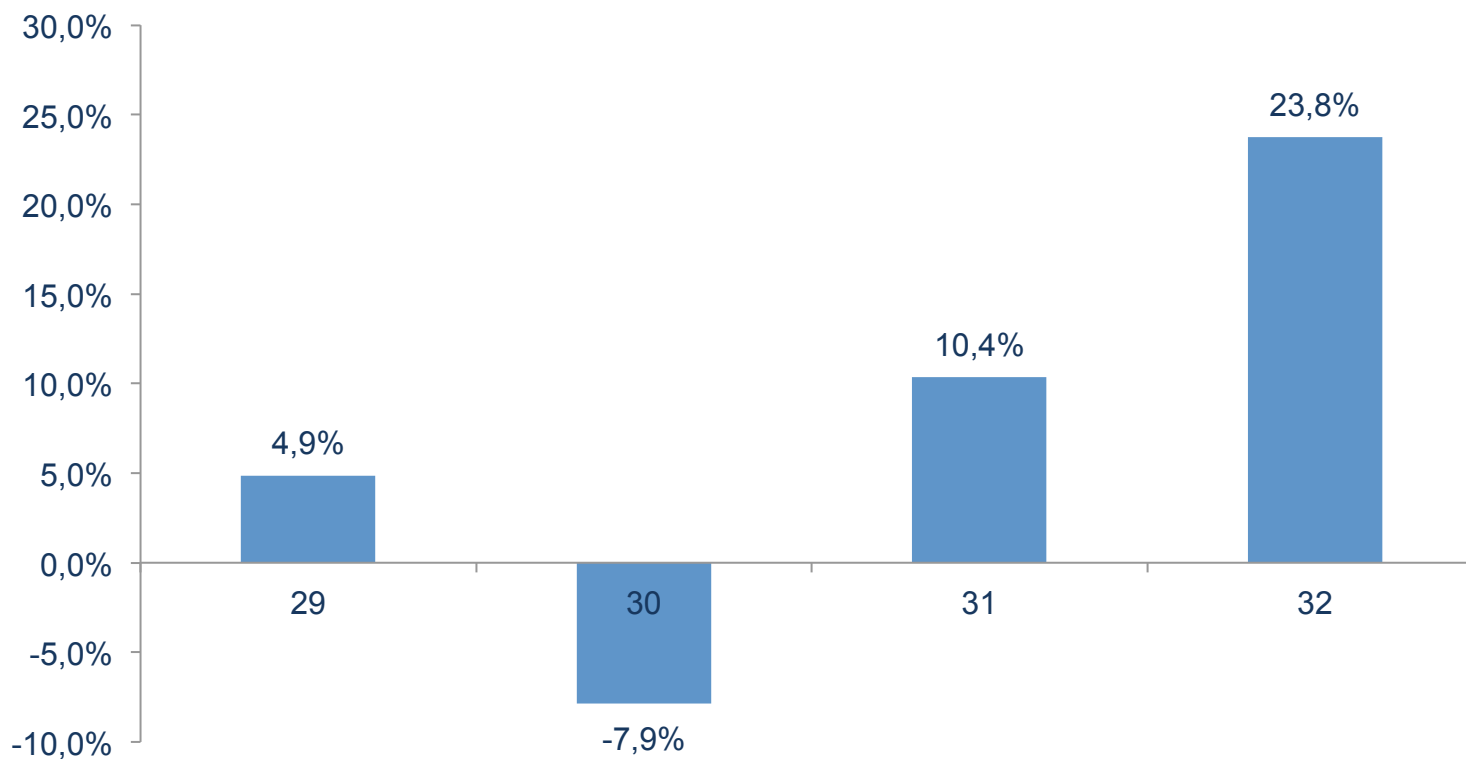
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 32. week



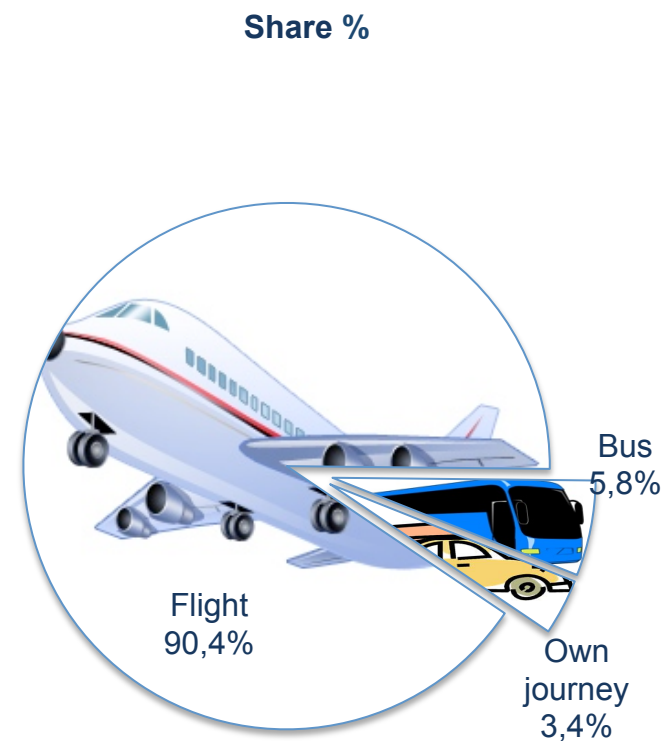
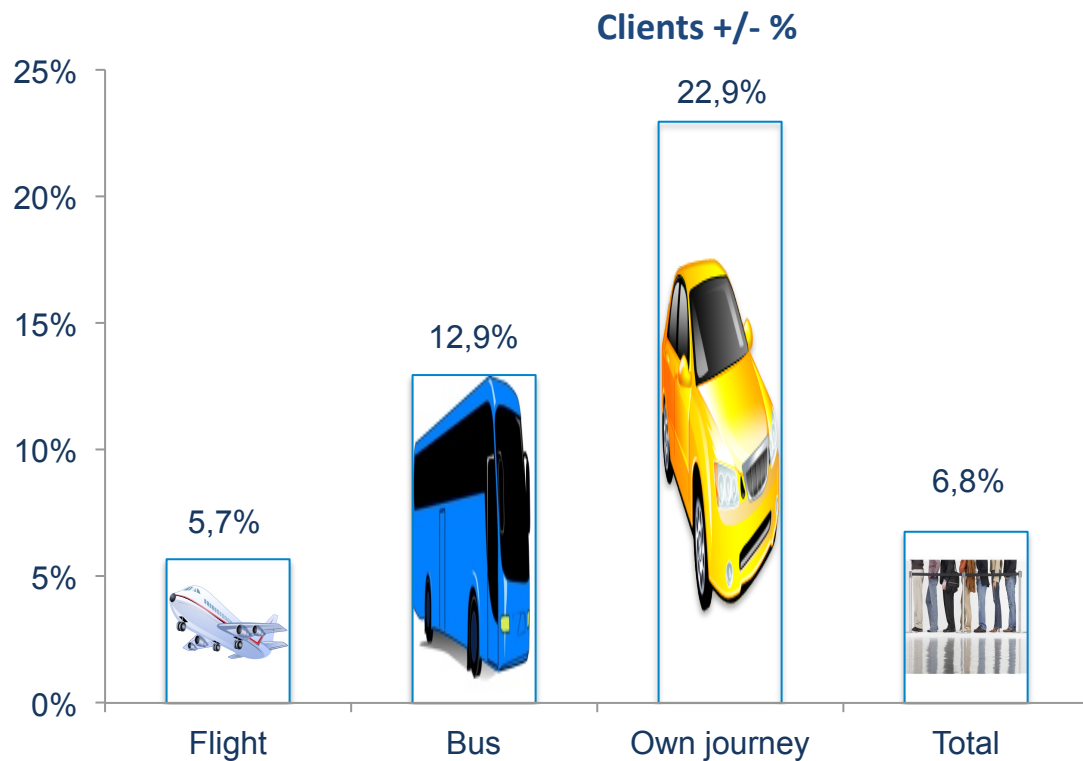
The last four weeks of sales of the tourist year 2015/16 - customers

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



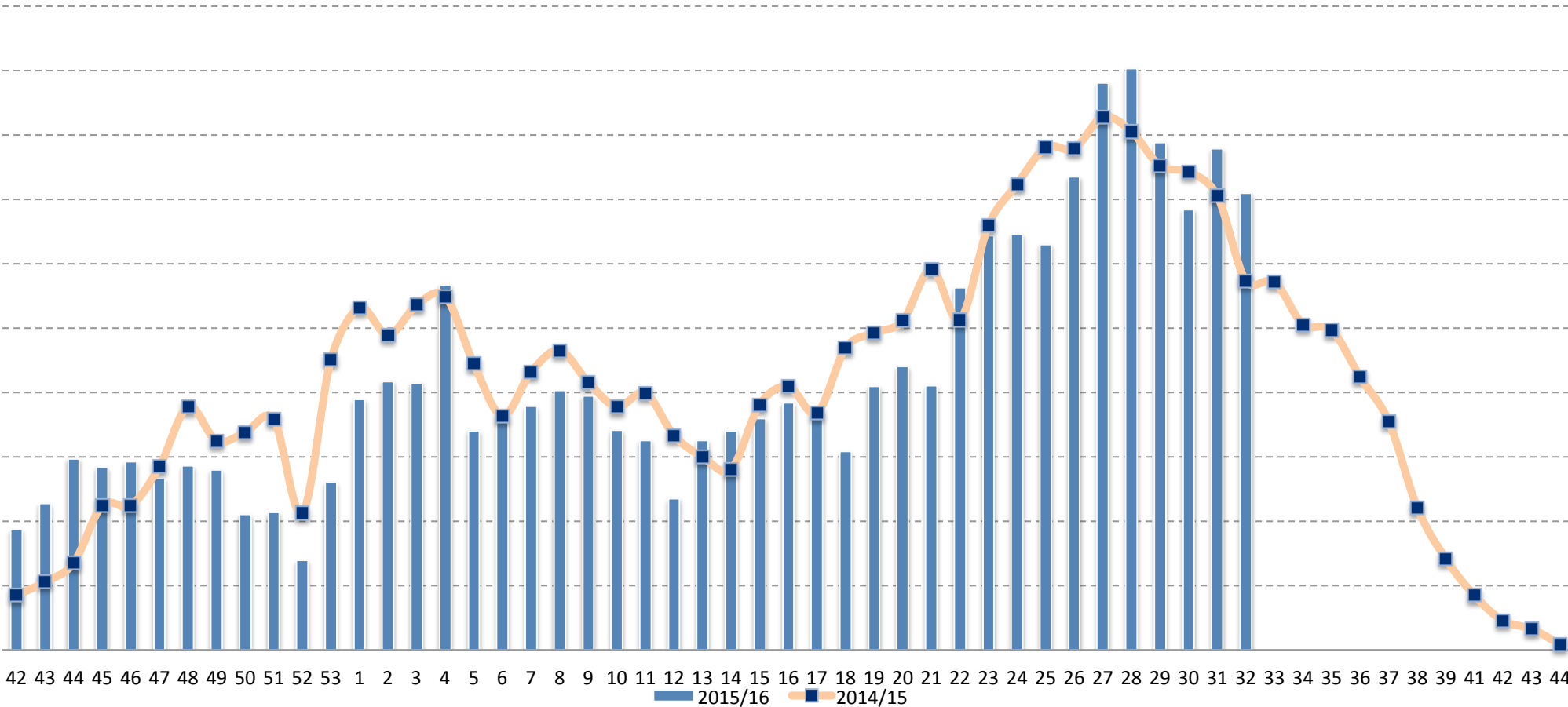
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

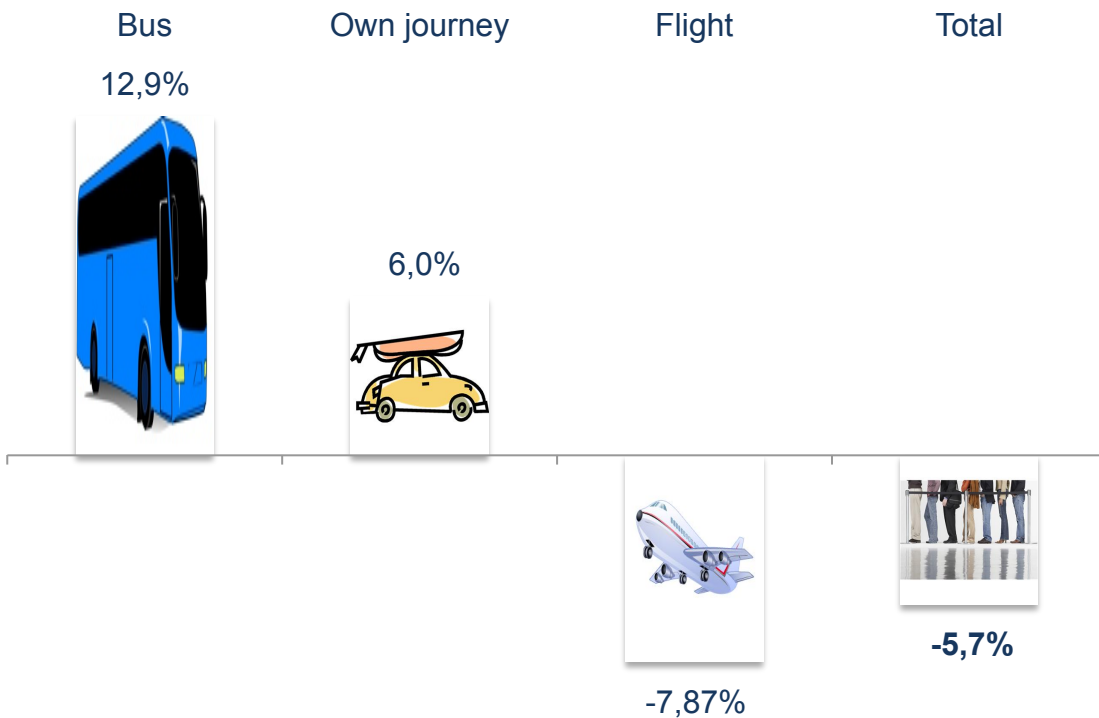
Bookings weekly 15/16 vs. 14/15



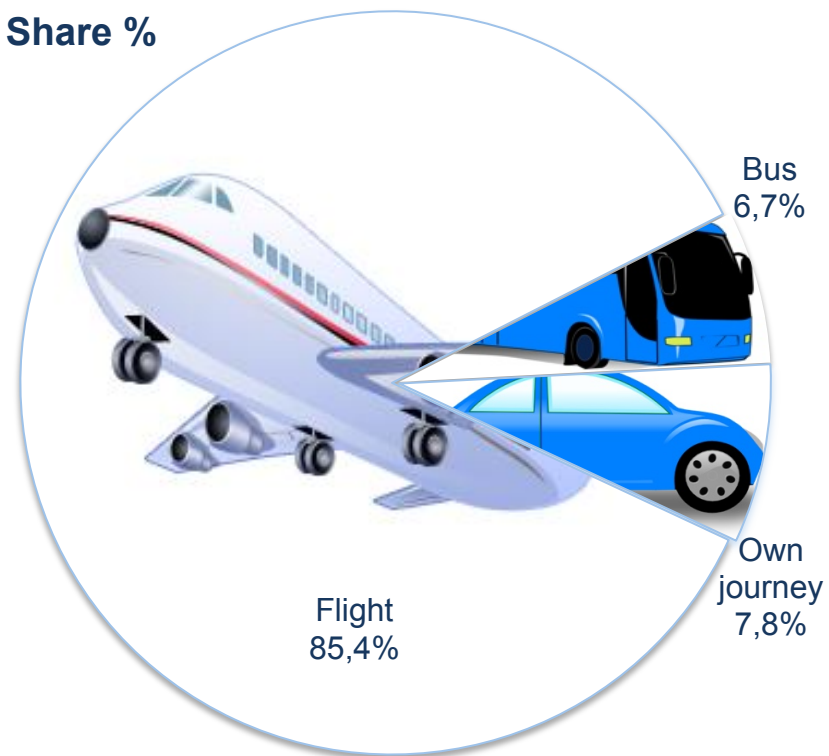
Cumulative sales of 2015/16

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	5%
2	Hiszpania	41%
3	Bułgaria	37%
4	Turcja	-61%
5	Włochy	50%
6	Egipt	-71%
7	Chorwacja	85%
8	Portugalia	25%
9	Cypr	9%
10	Albania	++
11	Austria	115%
12	Polska	125%
13	Kuba	89%
14	Maroko	-48%
15	Dominikana	103%
16	Emiraty Arabskie	++
17	Wyspy Zielonego Przylądka	++
18	Czechy	116%
19	Tajlandia	30%
20	Francja	-35%

Rank	Destination	+/- % last year *
1	Heraklion	8%
2	Burgas	21%
3	Korfu	16%
4	Zakynthos	13%
5	Rodos	-11%
6	Antalya	-55%
7	Fuerteventura	24%
8	Teneryfa	20%
9	Varna	32%
10	Chania	1%
11	Majorka	22%
12	Kos	-36%
13	Gran Canaria	52%
14	Barcelona	14%
15	Lanzarote	21%
16	Hurghada	-62%
17	Madera	15%
18	Bodrum	-63%
19	Marsa Alam	-49%
20	Saloniki	35%

* estimated



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