

Weekly report 38/2016

Data source: MerlinX*

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

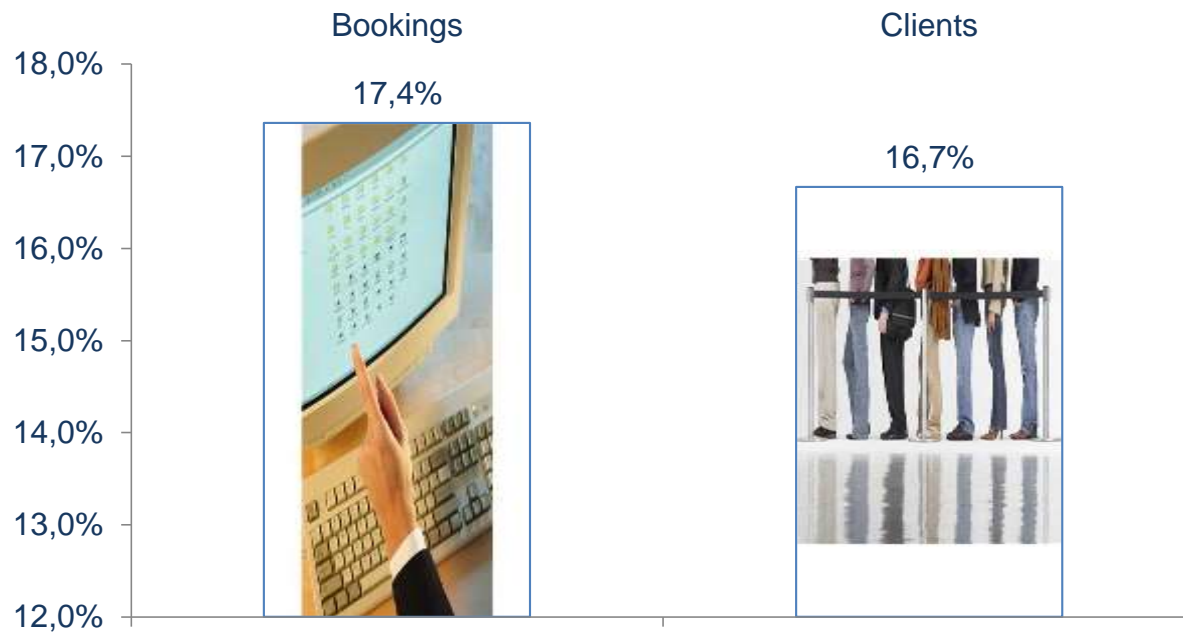
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 38/2016, tours 01.11.15 – 31.10.16

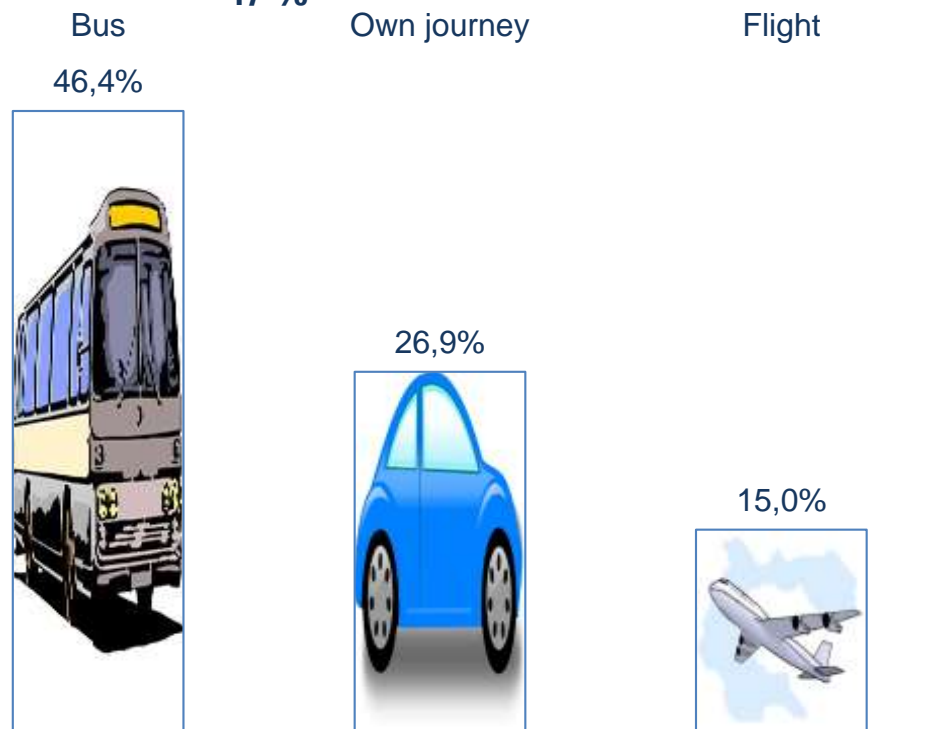
compared with week 39. in 2015 r.



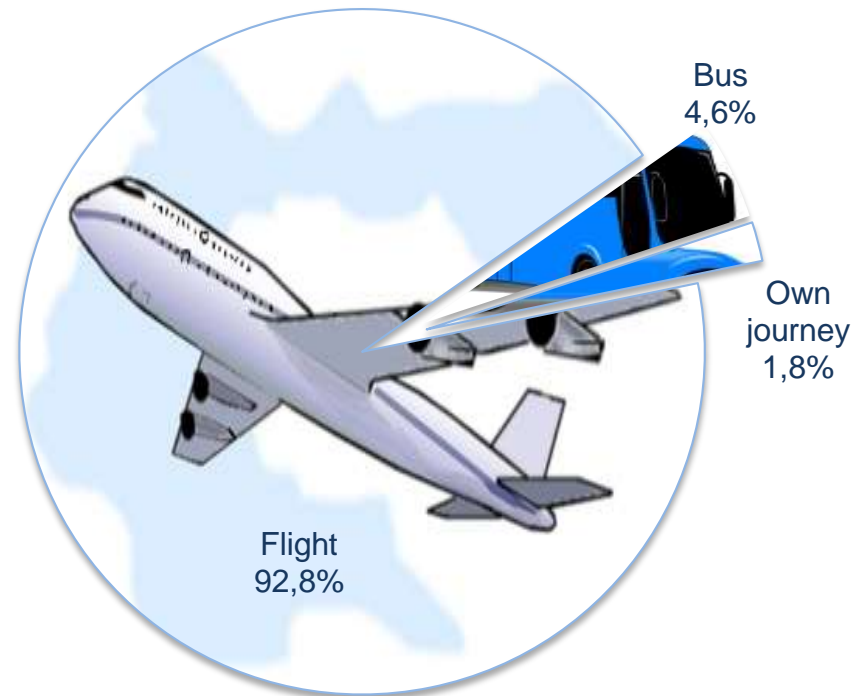
Last week – 38/2016, tours 01.11.15 – 31.10.16

compared with week 39. in 2015 r.

Clients +/-%



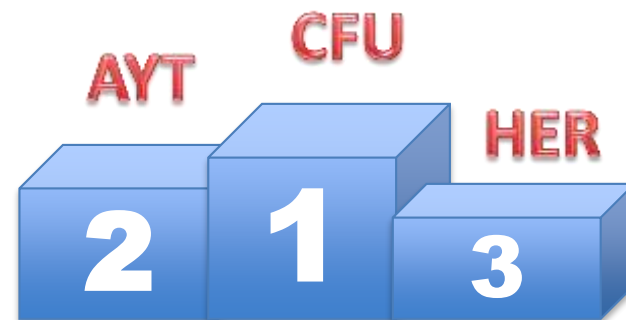
Share %



Ranking of the most popular countries & destinations in CW38

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Korfu	4 347	1 975
2	Antalya	4 581	2 100
3	Heraklion	4 751	2 170
4	Rodos	4 964	2 283
5	Zakynthos	4 705	2 208
6	Teneryfa	5 596	2 559
7	Chania	5 166	2 346
8	Kos	5 369	2 292
9	Fuerteventura	6 426	2 871
10	Marsa Alam	4 787	2 241
11	Hurghada	4 255	2 176
12	Gran Canaria	5 357	2 495
13	Enfidha	3 272	1 616
14	Saloniki	3 999	1 858
15	Lanzarote	7 233	3 241
16	Pafos	6 466	3 023
17	Faro	5 525	2 710
18	Malaga	4 694	2 363
19	Bodrum	3 992	1 935
20	Preveza	3 435	1 630



Rank	Country	Price/booking	Price/person
1	Grecja	4 733	2 143
2	Hiszpania	5 790	2 659
3	Turcja	4 547	2 086
4	Egipt	4 584	2 199
5	Włochy	3 894	1 886
6	Cypr	6 067	2 846
7	Tunezja	3 384	1 612
8	Portugalia	5 288	2 712
9	Chorwacja	2 285	1 142
10	Maroko	6 368	2 968

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

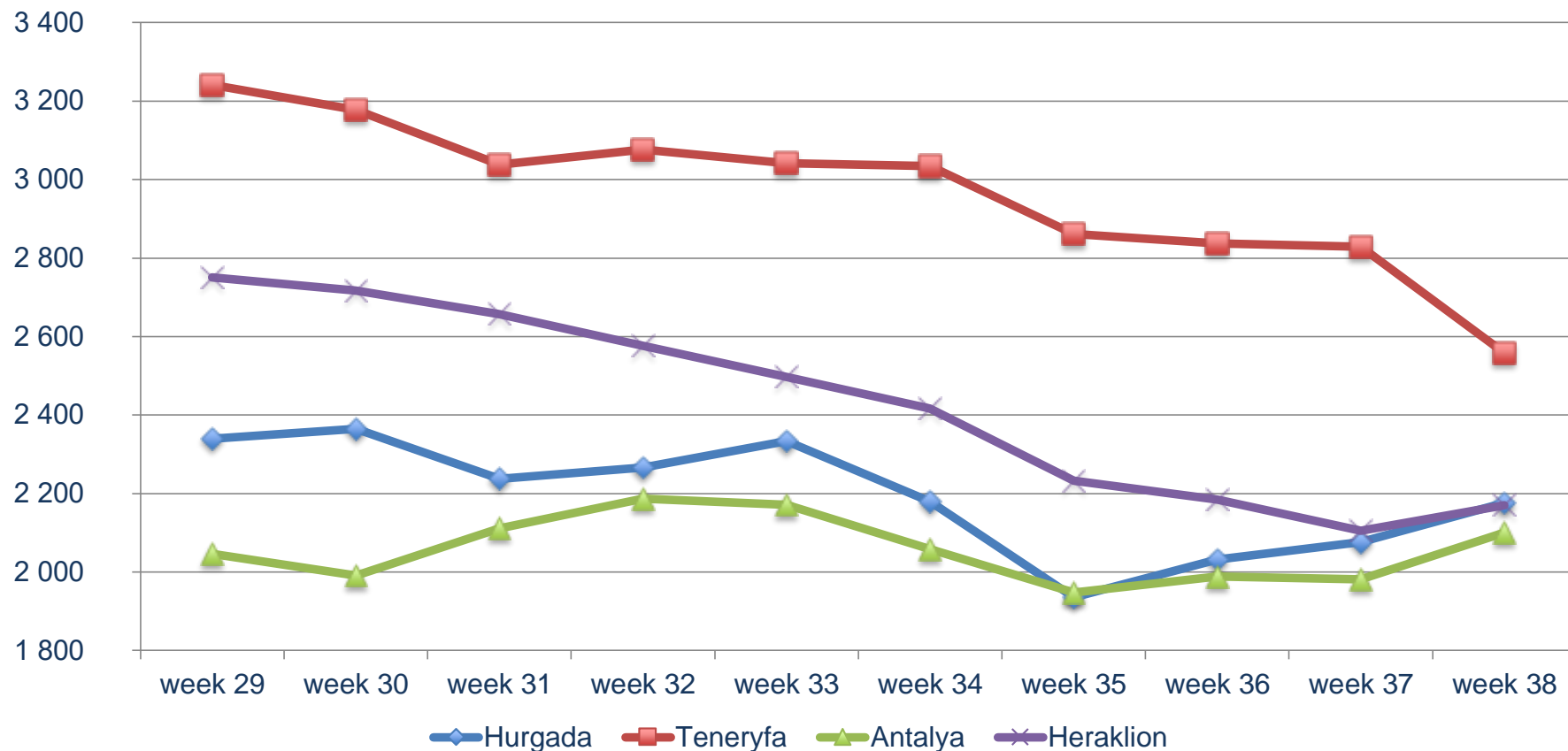
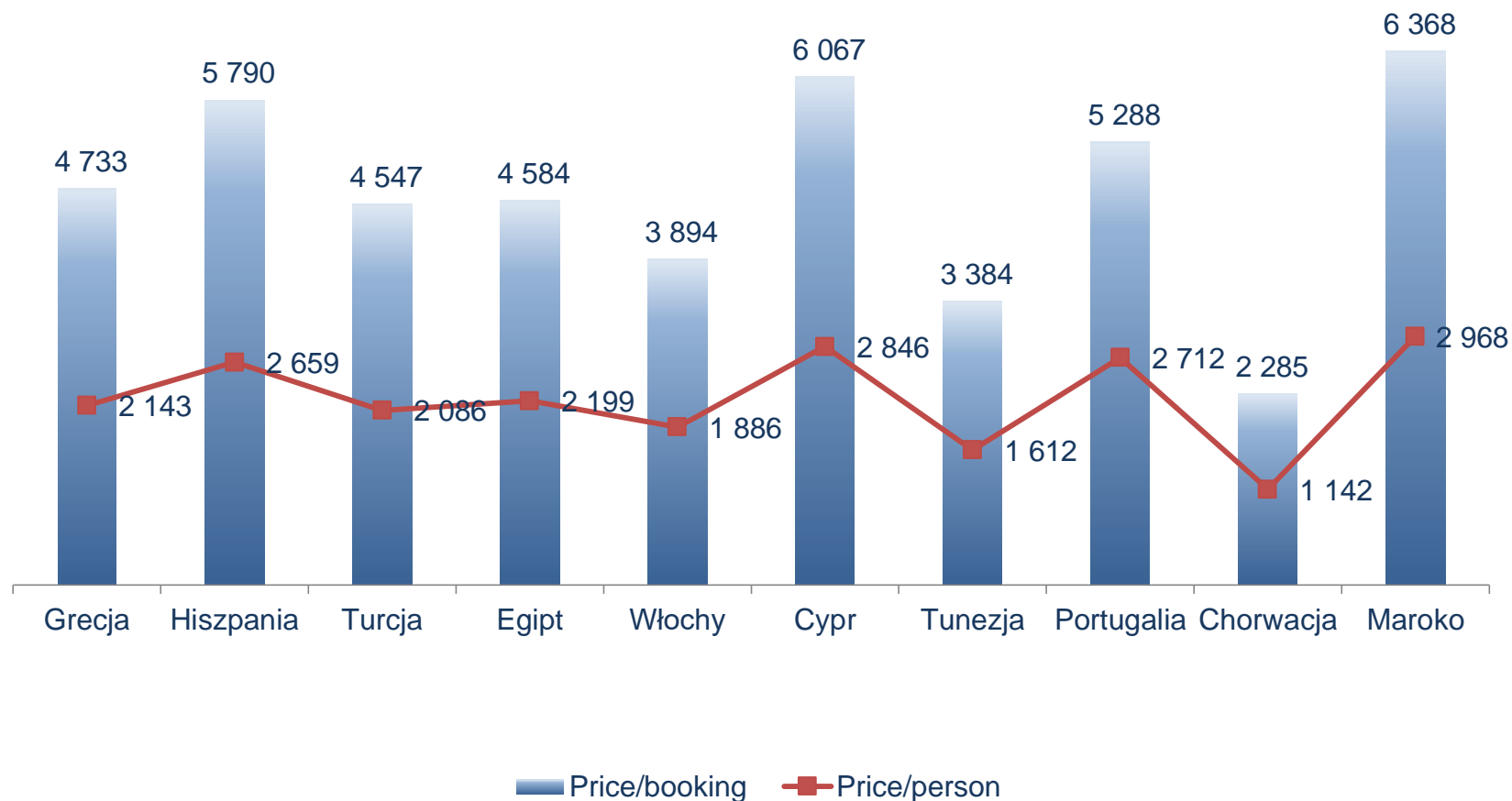


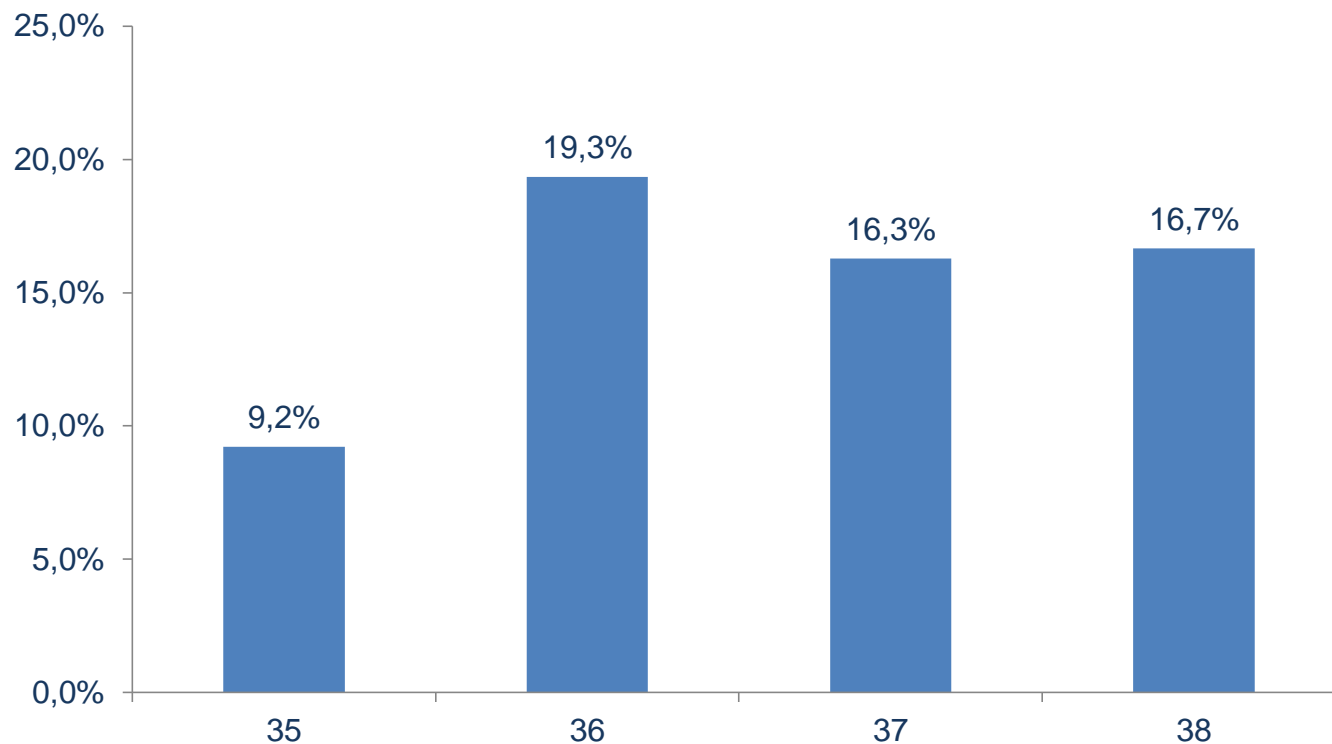
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 38. week



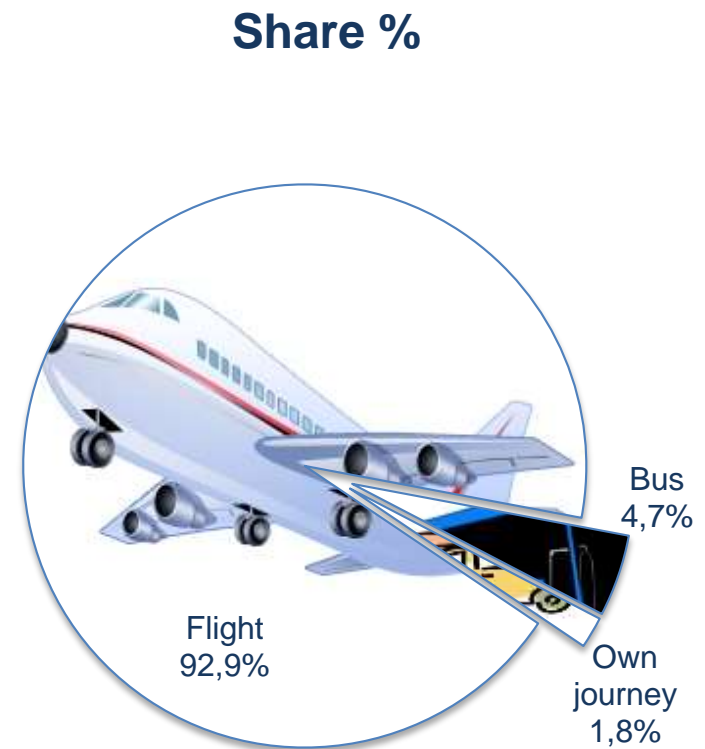
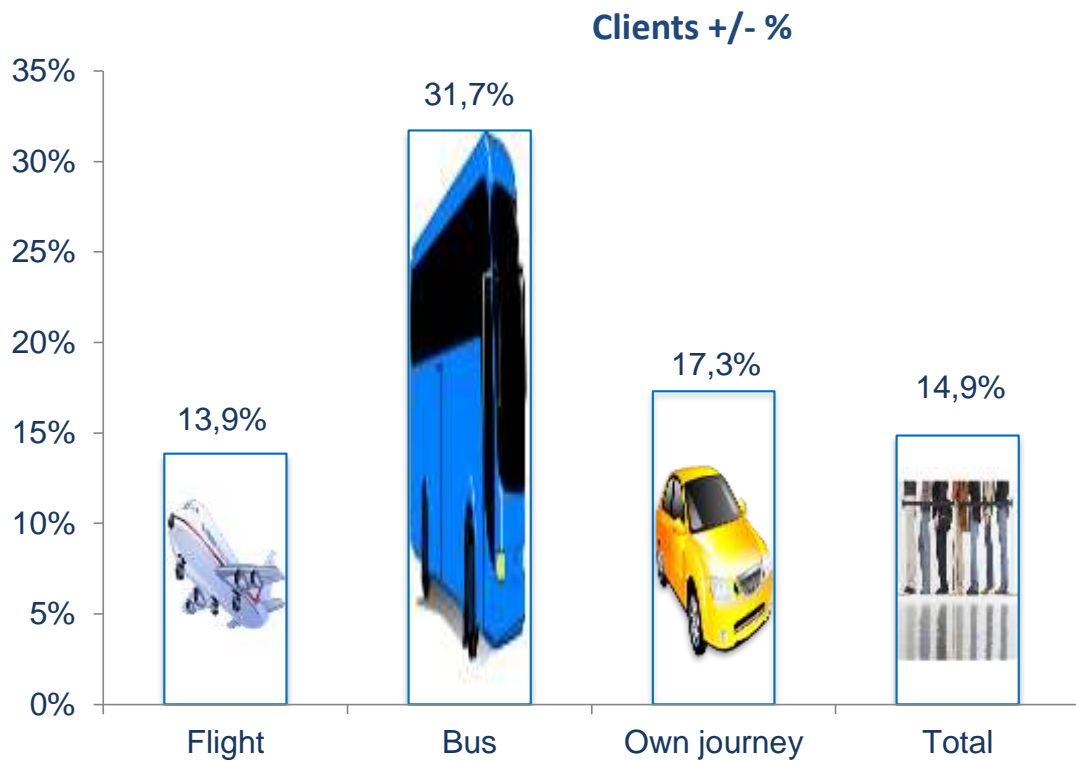
The last four weeks of sales of the tourist year 2015/16 - customers

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



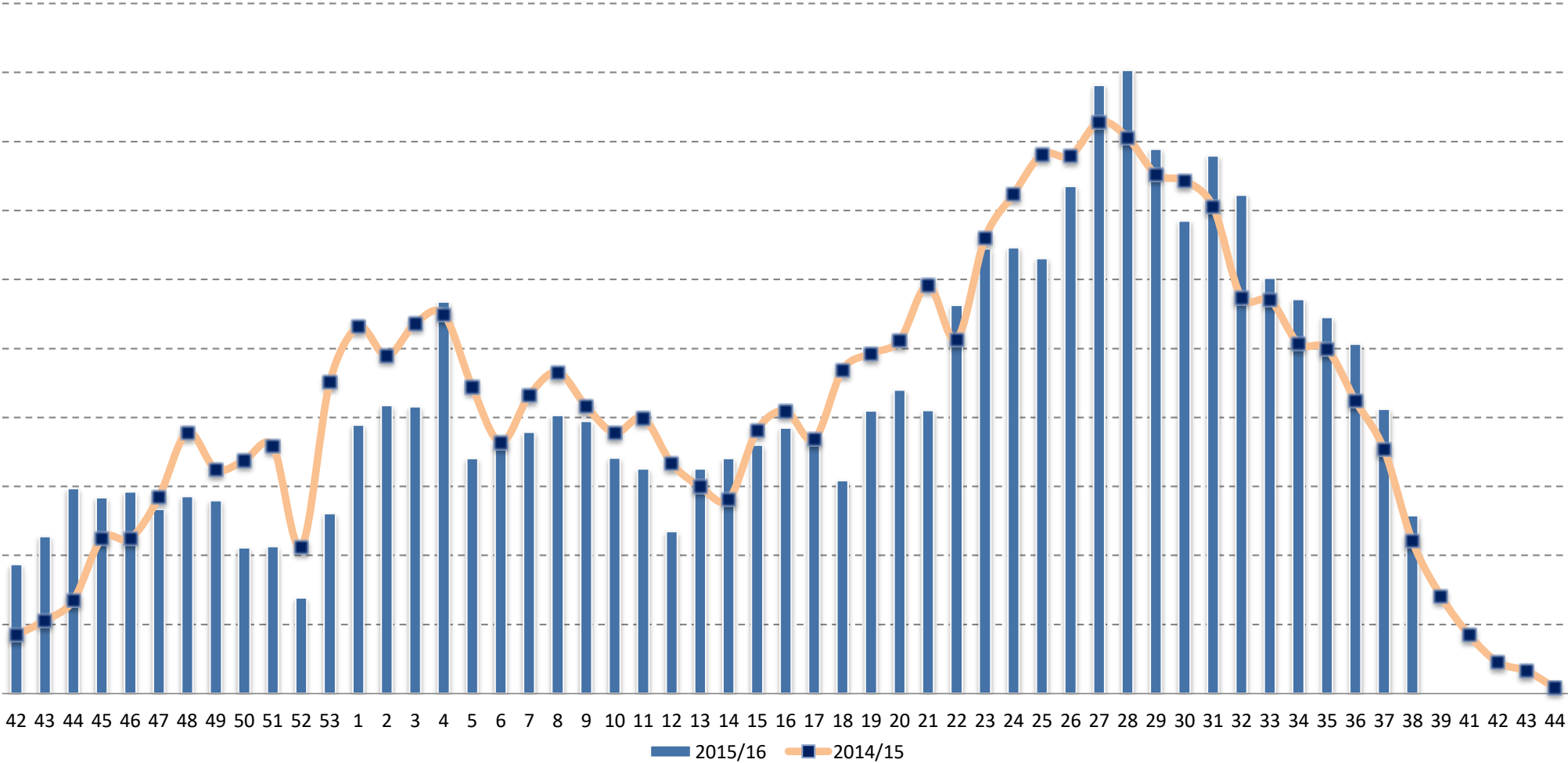
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

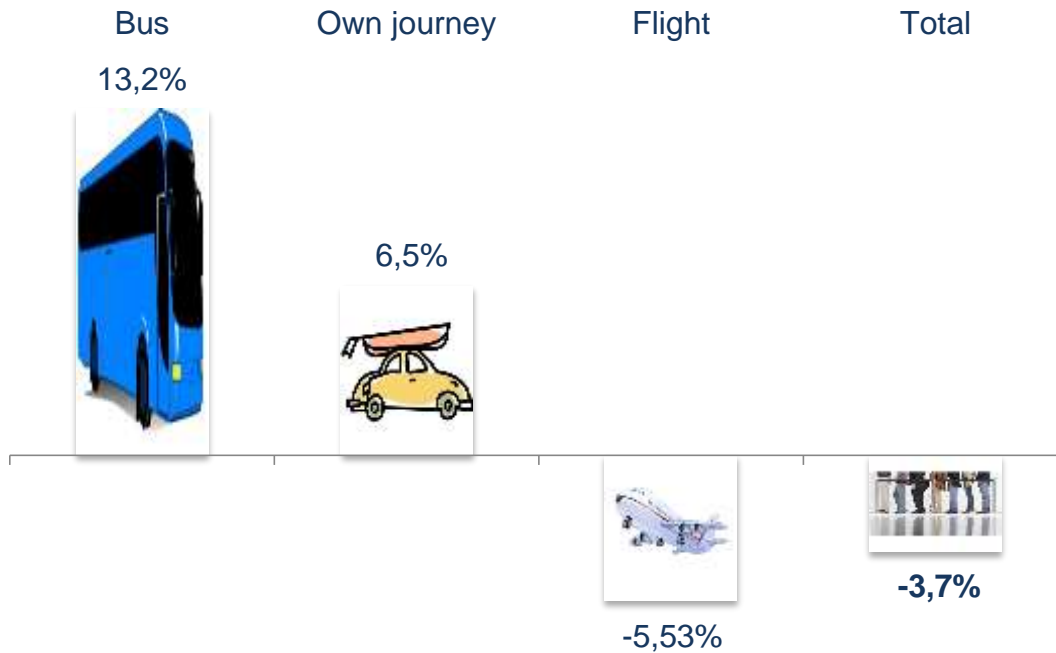
Bookings weekly 15/16 vs. 14/15



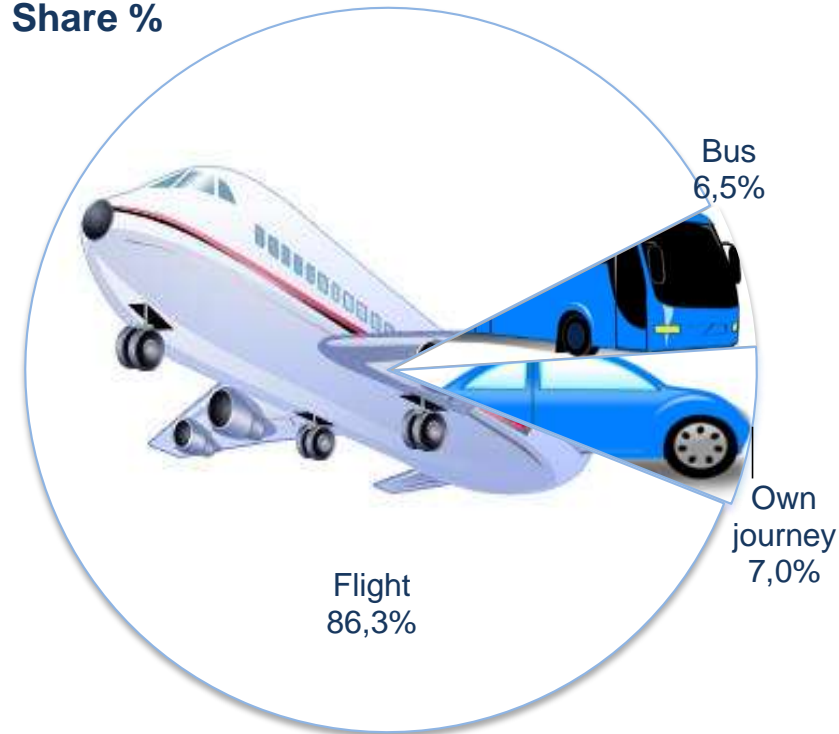
Cumulative sales of 2015/16

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	7%
2	Hiszpania	40%
3	Bułgaria	37%
4	Turcja	-59%
5	Włochy	50%
6	Egipt	-68%
7	Chorwacja	80%
8	Portugalia	23%
9	Cypr	5%
10	Albania	++
11	Polska	104%
12	Austria	111%
13	Maroko	-49%
14	Dominikana	105%
15	Kuba	88%
16	Emiraty Arabskie	++
17	Wyspy Zielonego Przylądka	++
18	Tunezja	-71%
19	Czechy	104%
20	Tajlandia	29%

Rank	Destination	+/- % last year *
1	Heraklion	12%
2	Burgas	23%
3	Korfu	22%
4	Zakynthos	14%
5	Rodos	-8%
6	Antalya	-52%
7	Fuerteventura	23%
8	Teneryfa	20%
9	Varna	34%
10	Chania	3%
11	Majorka	24%
12	Kos	-35%
13	Gran Canaria	62%
14	Hurghada	-62%
15	Barcelona	14%
16	Lanzarote	22%
17	Marsa Alam	-48%
18	Saloniki	45%
19	Bodrum	-63%
20	Madera	16%

* estimated



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