

Weekly report 39/2017

Data source: MerlinX*

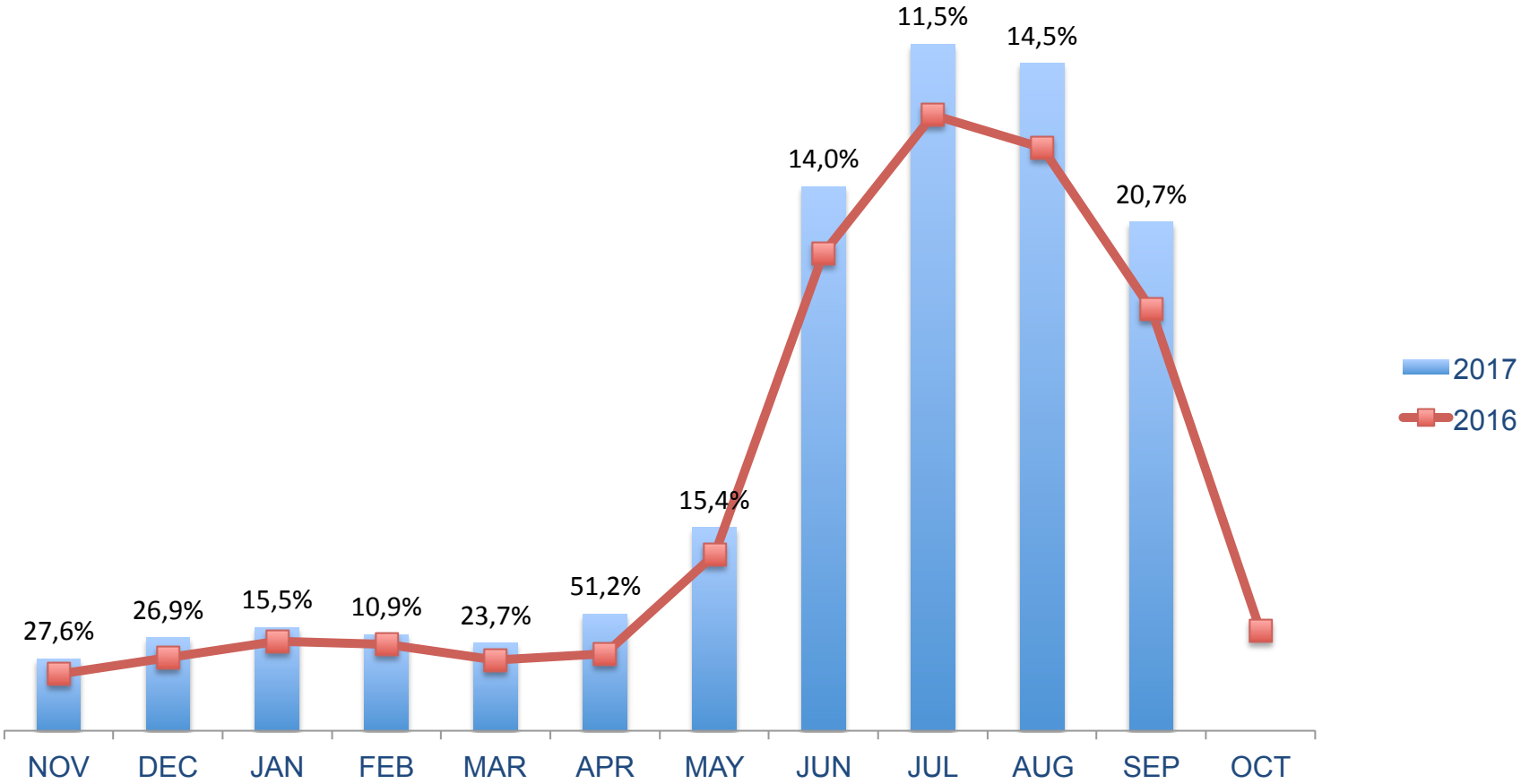
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

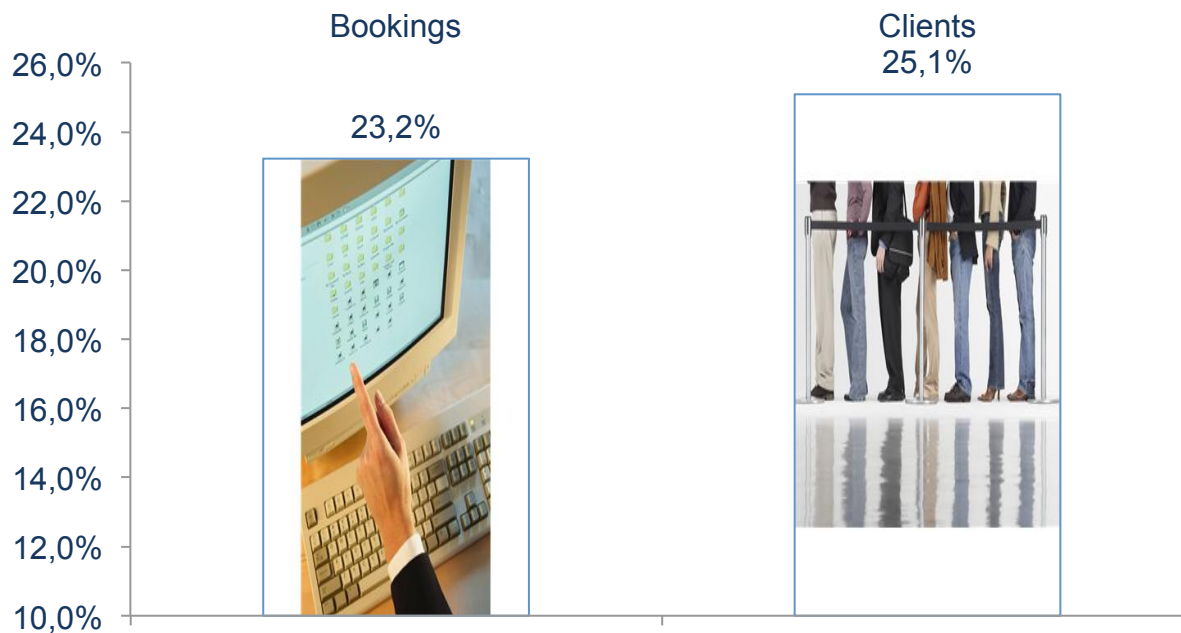
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Monthly trips compared with previous tourist year



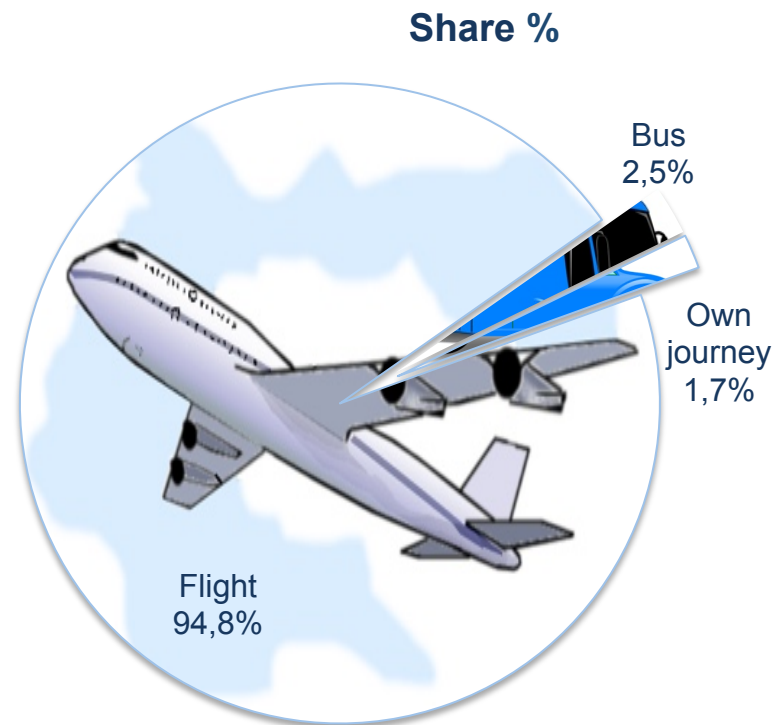
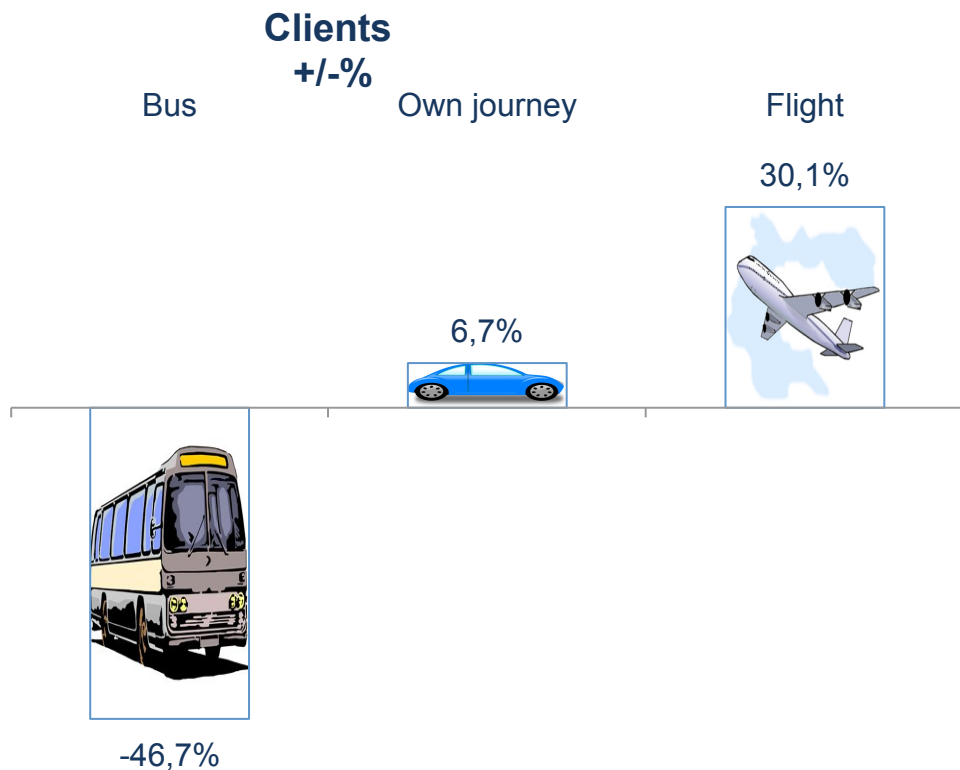
Last week – 39/2017, tours 01.11.16 – 31.10.17

compared with week 39. in 2016 r.



Last week – 39/2017, tours 01.11.16 – 31.10.17

compared with week 39. in 2016 r.



Ranking of the most popular countries & destinations in CW39

tours from 01.11.16 to 31.10.17

Rank	Destination	Price/booking	Price/person
1	Hurghada	3 835	1 765
2	Rodos	3 985	1 707
3	Antalya	4 651	2 104
4	Zakynthos	3 254	1 439
5	Heraklion	3 847	1 731
6	Kos	3 636	1 592
7	Korfu	2 788	1 222
8	Marsa Alam	4 143	1 939
9	Teneryfa	5 789	2 615
10	Fuerteventura	5 764	2 536
11	Gran Canaria	5 453	2 566
12	Chania	3 750	1 769
13	Lanzarote	6 201	2 806
14	Madera	4 374	2 152
15	Agadir	4 175	2 116
16	Saloniki	2 324	1 072
17	Enfidha	3 175	1 612
18	Sharm El Sheikh	4 140	2 007
19	Sal	7 616	3 494
20	Faro	5 565	2 783



Rank	Country	Price/booking	Price/person
1	Grecja	3 490	1 546
2	Hiszpania	5 397	2 481
3	Egipt	3 974	1 848
4	Turcja	4 594	2 064
5	Portugalia	4 667	2 289
6	Cypr	4 616	2 118
7	Włochy	3 285	1 615
8	Maroko	4 109	2 123
9	Tunezja	3 175	1 612
10	Wyspy Zielonego Przylądka	7 616	3 494

The average price per person in the tourist year 2016/17

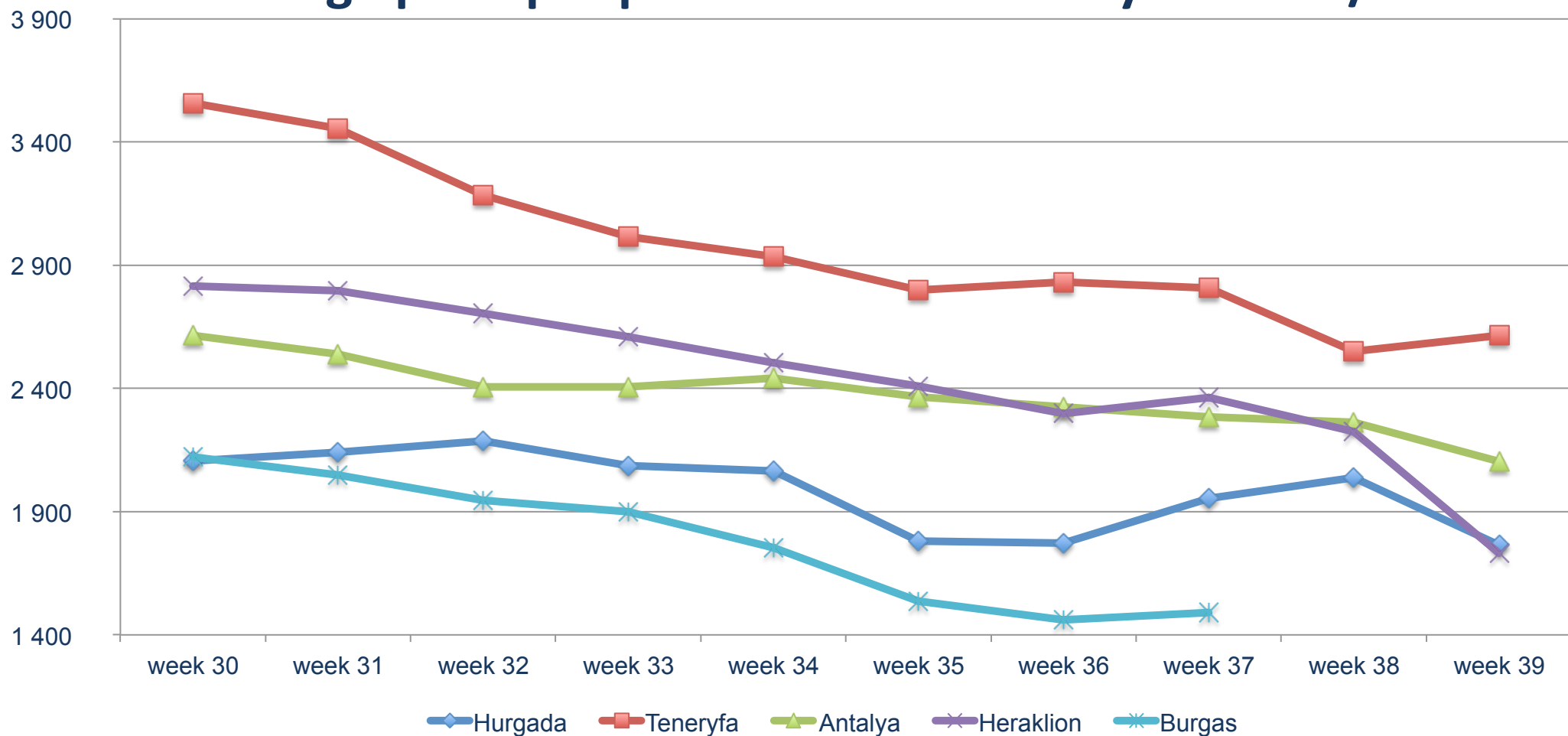
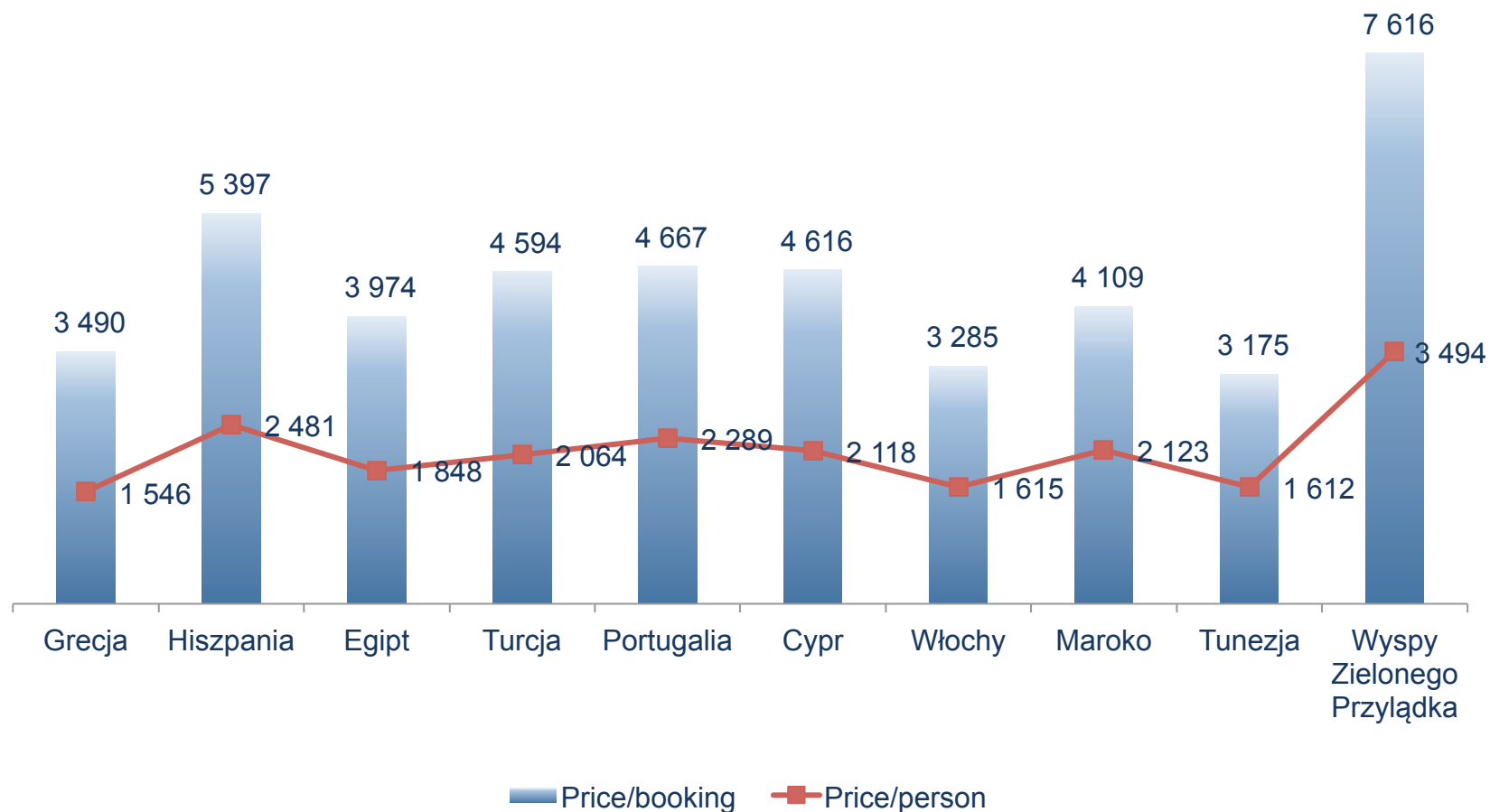


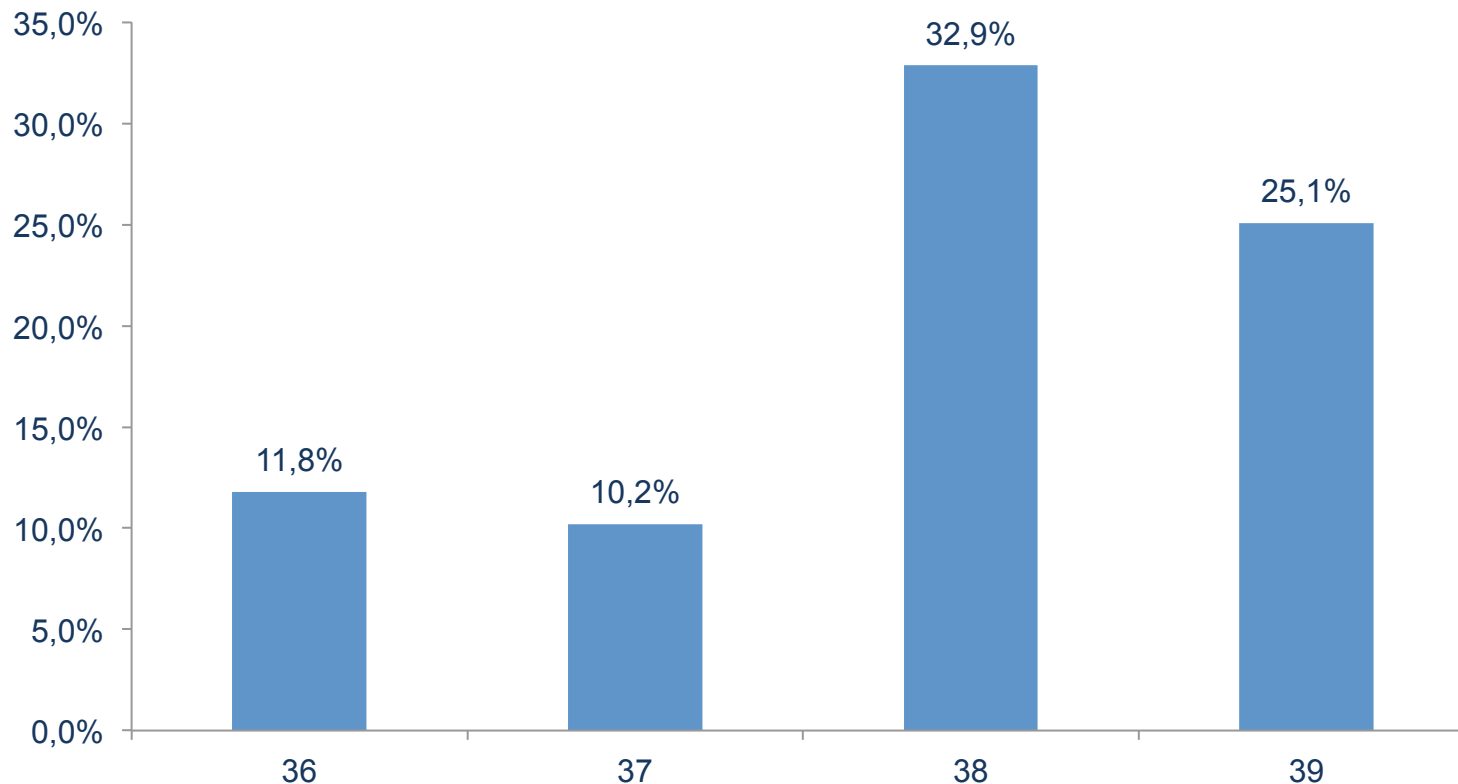
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurgada and Teneryfe.

Average price per booking and the price per person in 39. week



The last four weeks of sales of the tourist year 2016/17 - customers

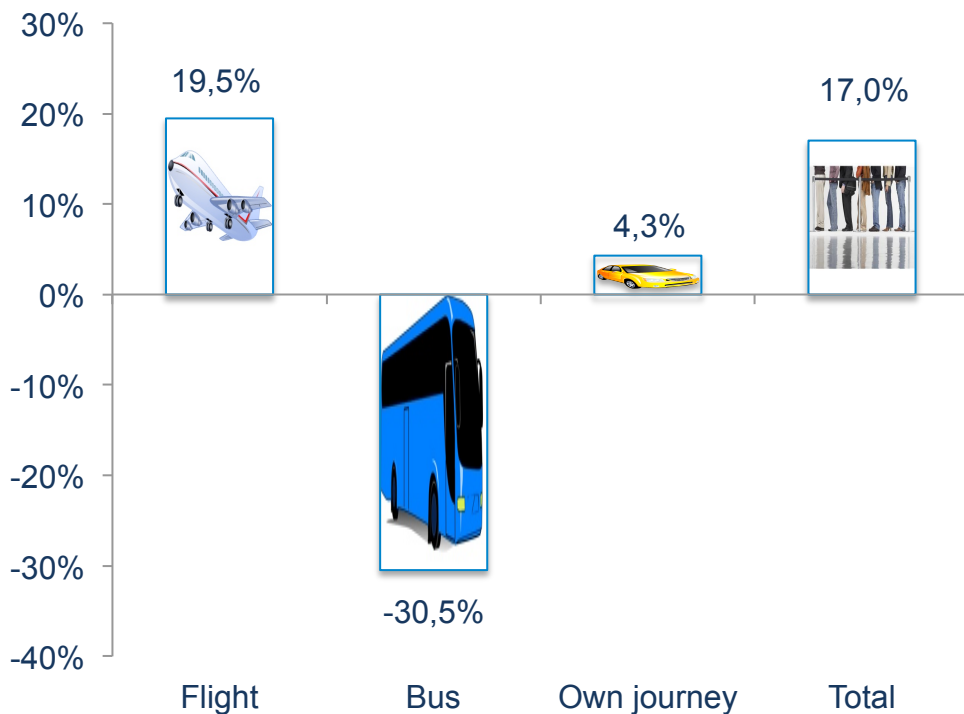
compared with 4 analogous weeks in tourist year 2015/2016.



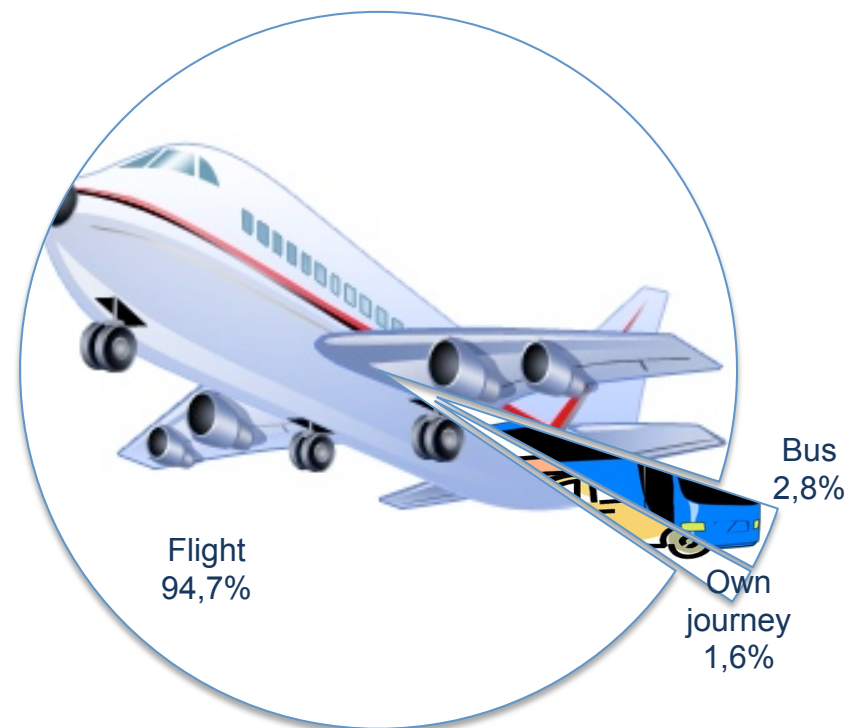
The sales trend of the last four weeks

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

Clients +/- %

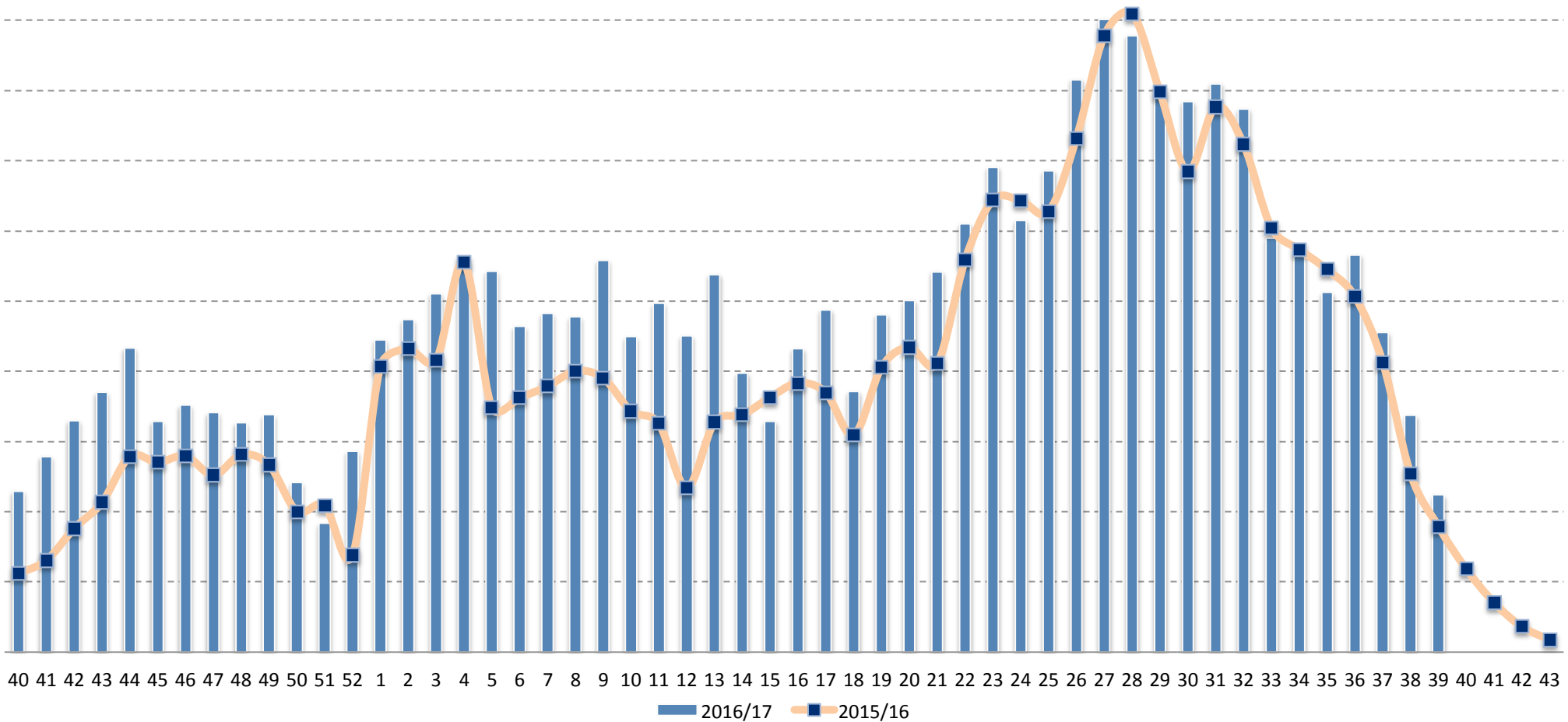


Share %



Weekly sales compared with the previous tourist year

Bookings weekly 16/17 vs. 15/16



Cumulative sales of 2016/17

compared to sales in the same period last tourist year 2015/16

Clients +/- %

Share %

Bus

Own journey

Flight

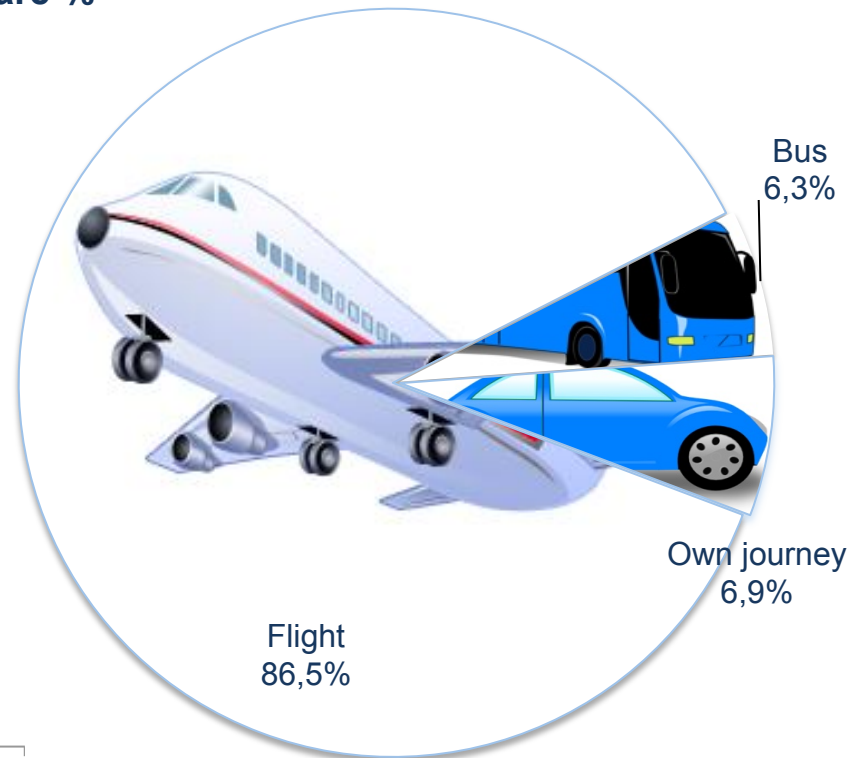
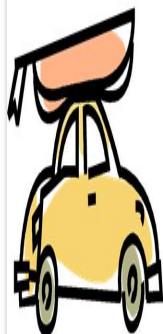
Total

21,6%

15,9%

16,19%

16,6%



Ranking of the most popular countries & destinations in 2016/17

Rank	Country	% last year	Share %
1	Grecja	7,2%	31,6%
2	Hiszpania	1,0%	16,4%
3	Bułgaria	11,0%	9,1%
4	Turcja	38,3%	7,9%
5	Włochy	15,8%	6,3%
6	Egipt	108,4%	6,3%
7	Albania	99,9%	2,6%
8	Portugalia	8,0%	2,3%
9	Chorwacja	-1,2%	2,3%
10	Cypr	4,9%	1,4%
11	Polska	20,5%	0,9%
12	Kuba	54,0%	0,8%
13	Maroko	18,3%	0,7%
14	Austria	3,8%	0,7%
15	Emiraty Arabskie	34,7%	0,7%
16	Malta	121,4%	0,7%
17	Tunezja	55,5%	0,6%
18	Dominikana	0,4%	0,6%
19	Oman	++	0,5%
20	Czechy	27,8%	0,5%

Rank	Destination	+/- % last year
1	Heraklion	-2,2%
2	Antalya	49,8%
3	Burgas	10,5%
4	Zakynthos	10,0%
5	Rodos	9,2%
6	Korfu	-2,2%
7	Fuerteventura	-0,6%
8	Varna	9,8%
9	Chania	2,9%
10	Hurghada	89,4%
11	Teneryfa	-4,0%
12	Kos	23,2%
13	Marsa Alam	88,0%
14	Majorka	-4,1%
15	Tirana	168,1%
16	Gran Canaria	7,5%
17	Lanzarote	11,6%
18	Saloniki	23,2%
19	Bodrum	17,7%
20	Madera	7,5%



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