

Weekly report 6/2016

Data source: MerlinX*

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

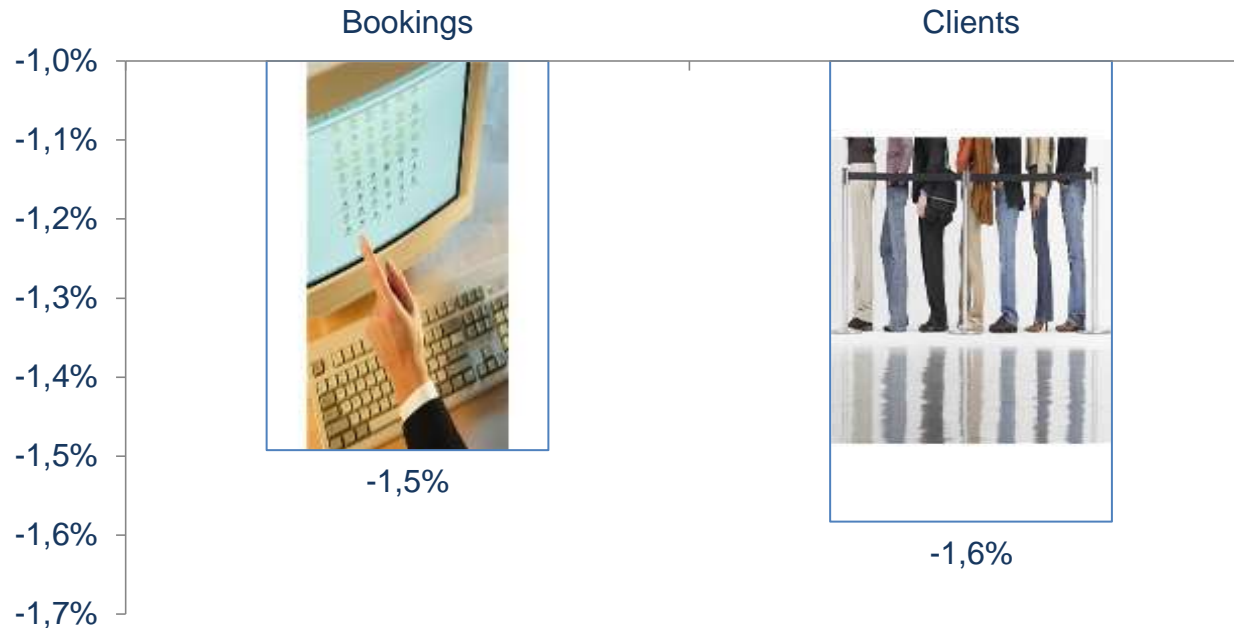
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 6/2016, tours 01.11.15 – 31.10.16

compared with week 7. in 2015 r.

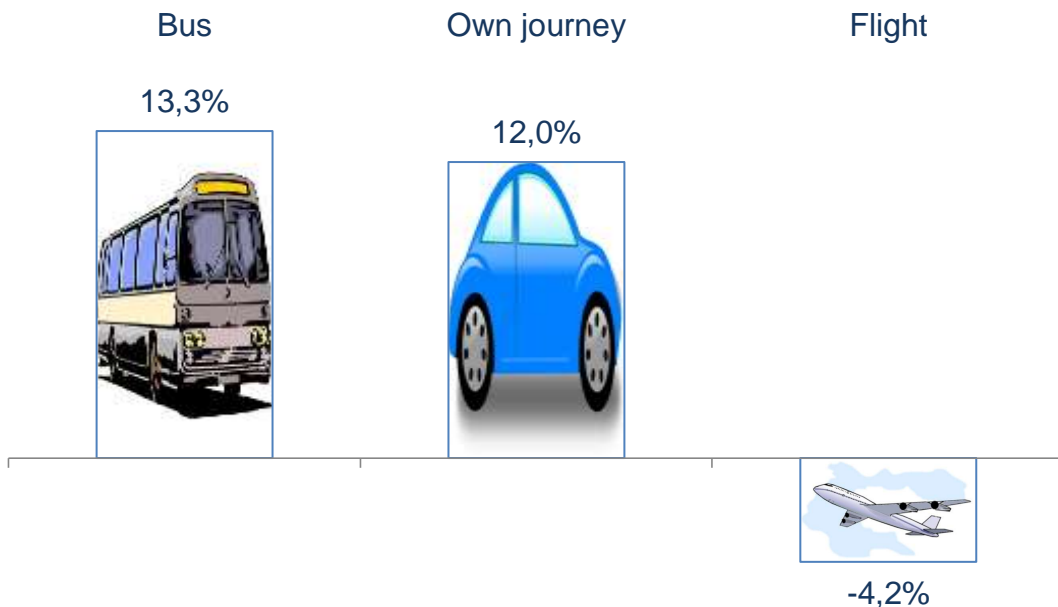


Quite strong weekly sale during just ongoing winter holidays in central Poland.

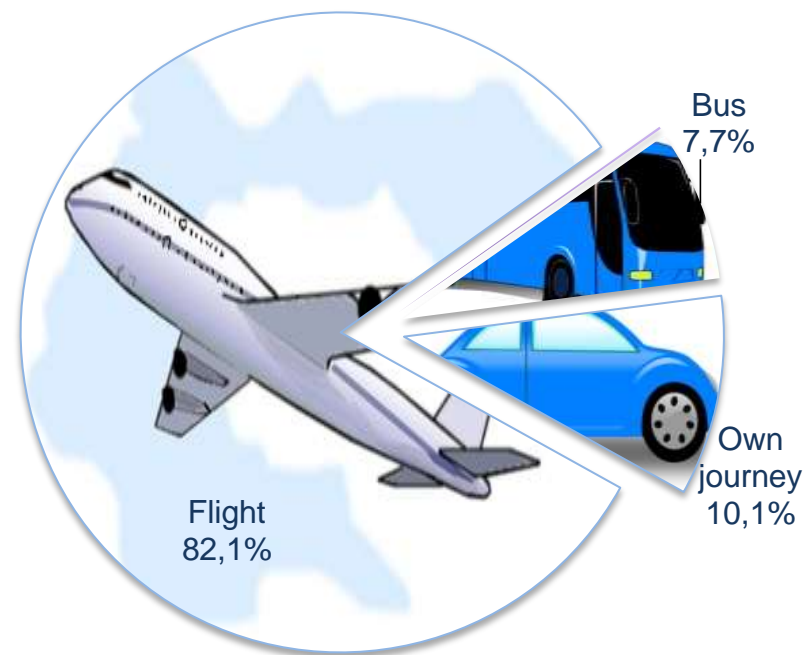
Last week – 6/2016, tours 01.11.15 – 31.10.16

compared with week 7. in 2015 r.

Clients +/-%



Share %

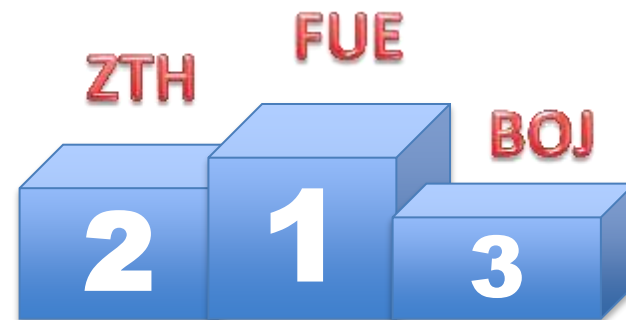


A slight drop in sales of flight packages while their share remains above 82%

Ranking of the most popular countries & destinations in CW6

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Fuerteventura	7 209	2 982
2	Zakynthos	7 083	2 623
3	Burgas	5 935	2 234
4	Heraklion	7 275	2 779
5	Teneryfa	7 145	2 954
6	Korfu	7 215	2 706
7	Antalya	6 070	2 217
8	Rodos	7 294	2 576
9	Hurghada	4 131	1 862
10	Chania	7 552	2 845
11	Majorka	6 889	2 895
12	Madera	6 911	3 154
13	Gran Canaria	7 460	3 108
14	Varna	5 937	2 134
15	Barcelona	5 125	2 260
16	Kos	7 514	2 552
17	Lanzarote	6 572	2 850
18	Malaga	5 352	2 457
19	Saloniki	5 477	2 438
20	Bodrum	4 955	2 072



Rank	Country	Price/booking	Price/person
1	Grecja	7 202	2 674
2	Hiszpania	7 065	2 925
3	Bułgaria	5 665	2 066
4	Włochy	4 992	2 042
5	Turcja	5 856	2 196
6	Egipt	4 656	2 002
7	Portugalia	7 514	3 341
8	Chorwacja	4 820	1 733
9	Albania	5 000	2 151
10	Polska	1 424	843

Lack of long haul destination shows that Winter time is over. Customers are looking for holiday packages from Greece to ... Poland.

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

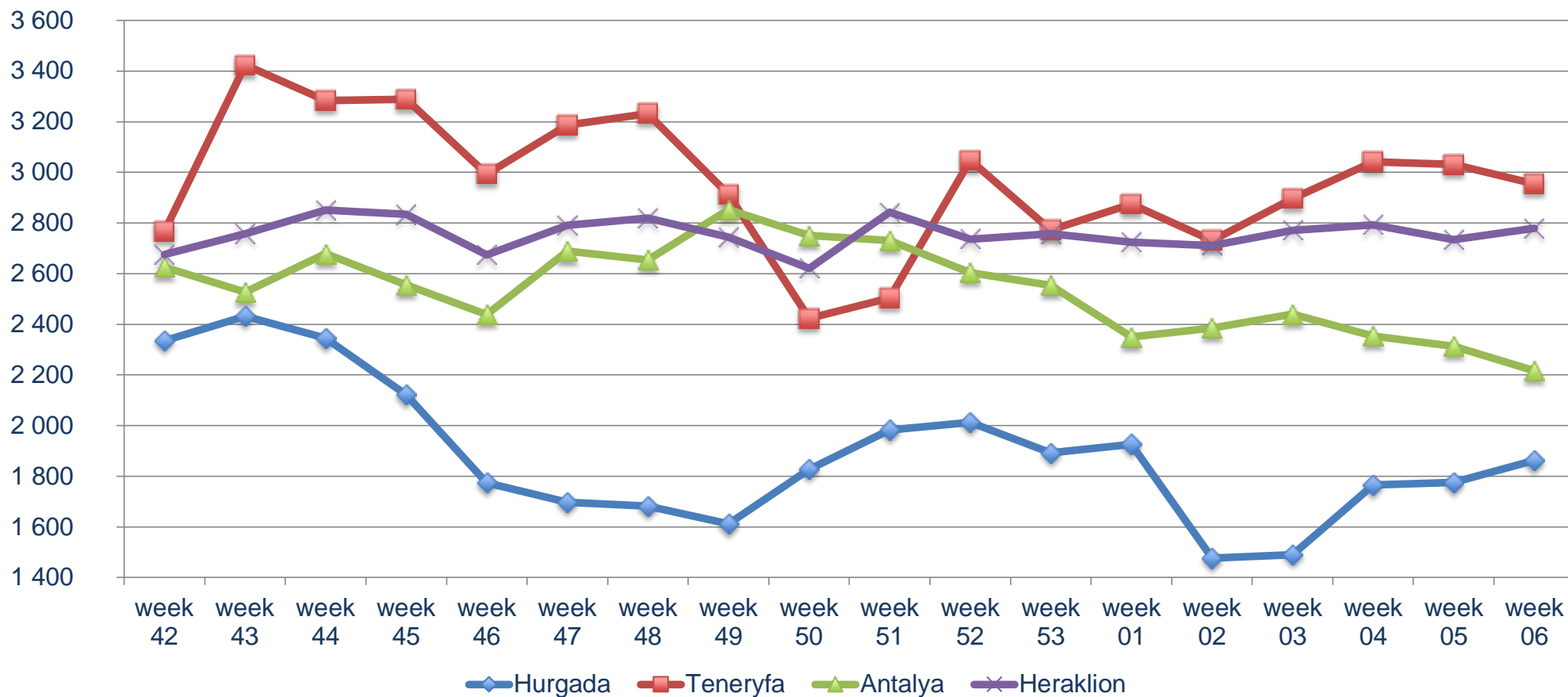
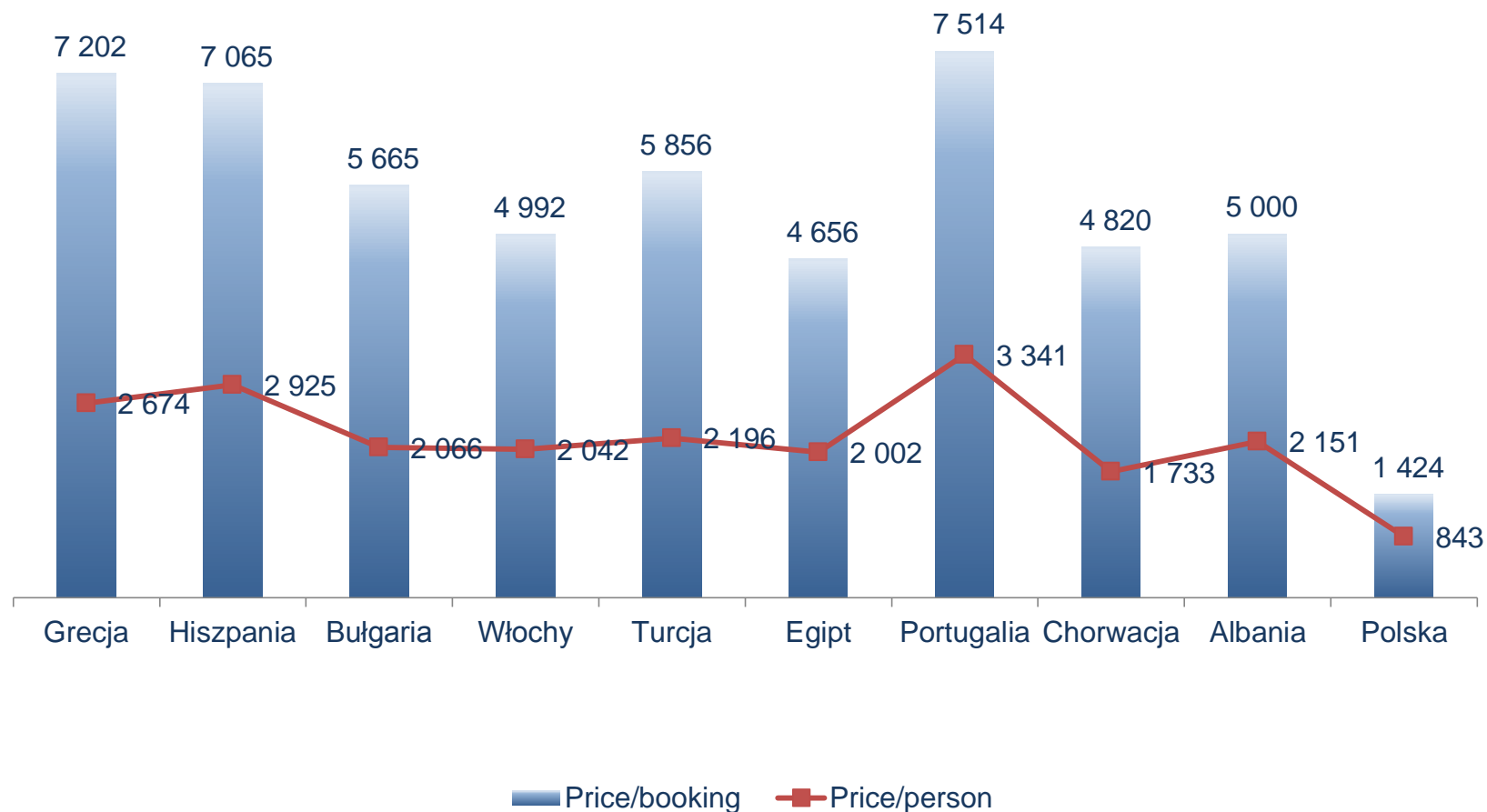


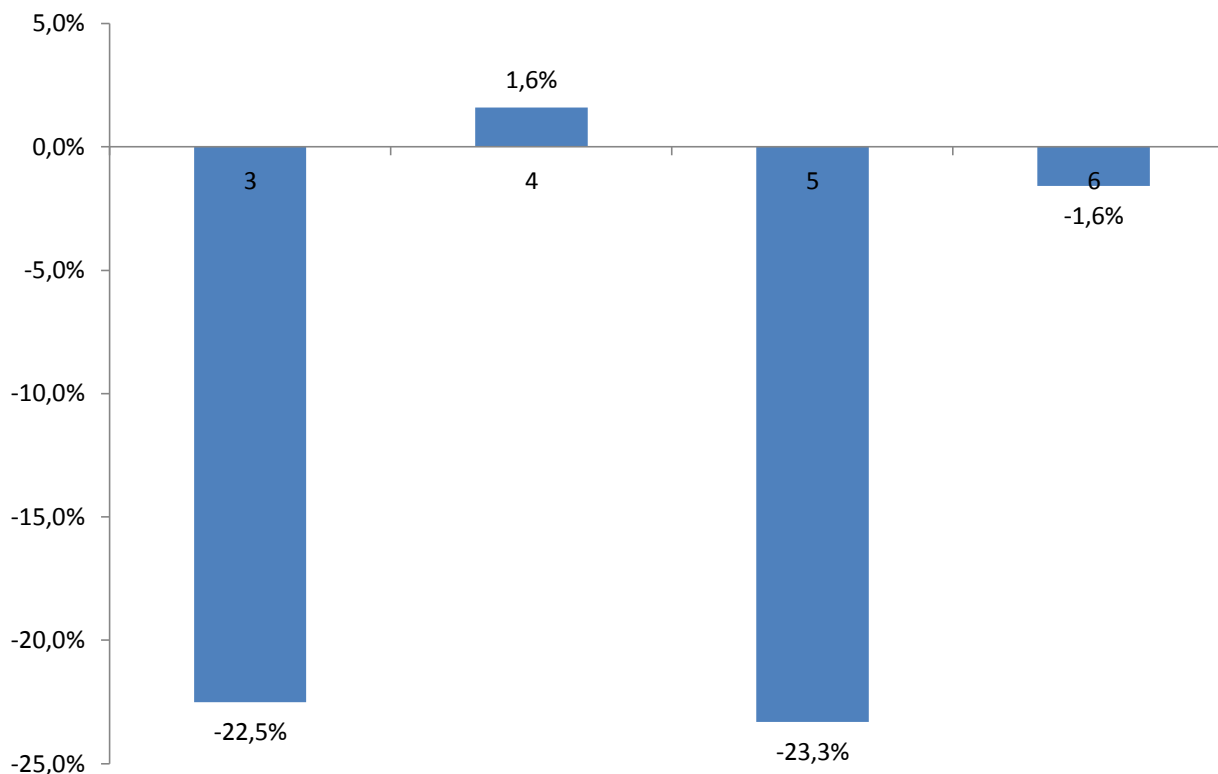
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 6. week



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

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

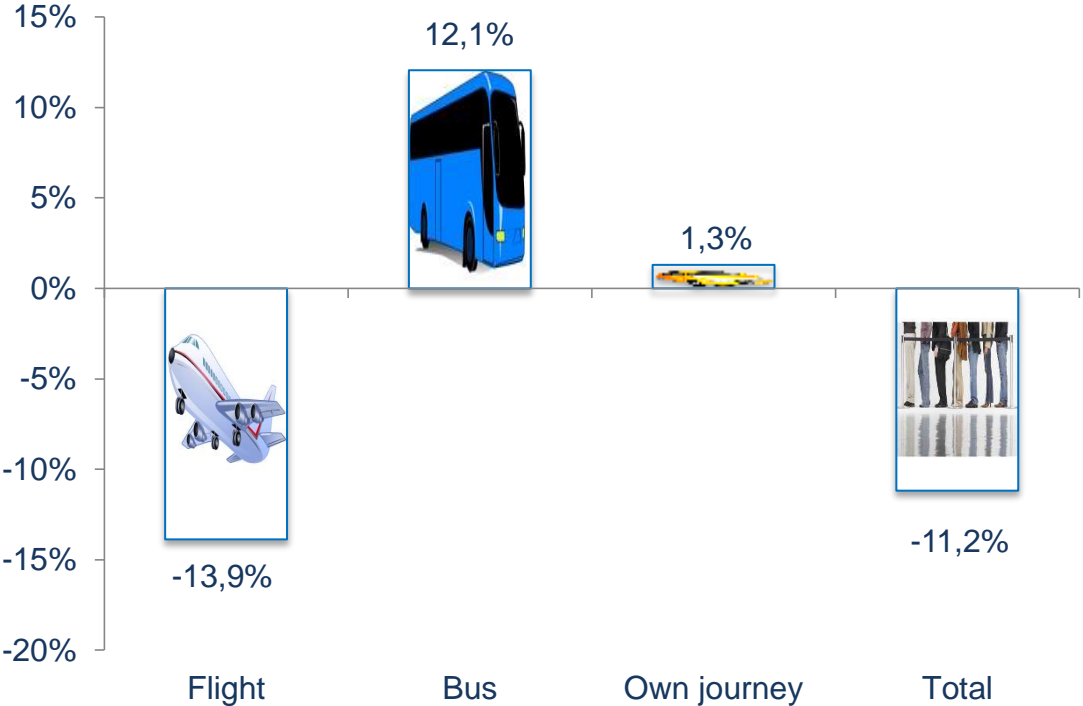


The last four weeks was the time of winter break with dynamically changing situation in travel agencies.

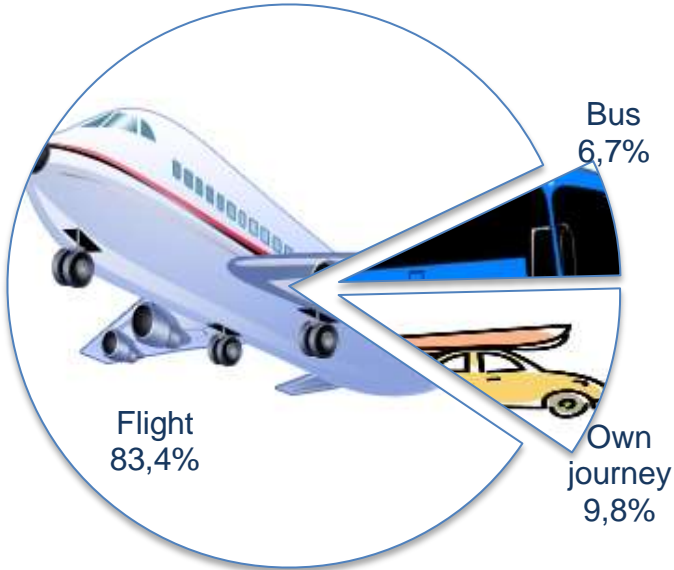
The sales trend of the last four weeks

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

Clients +/- %

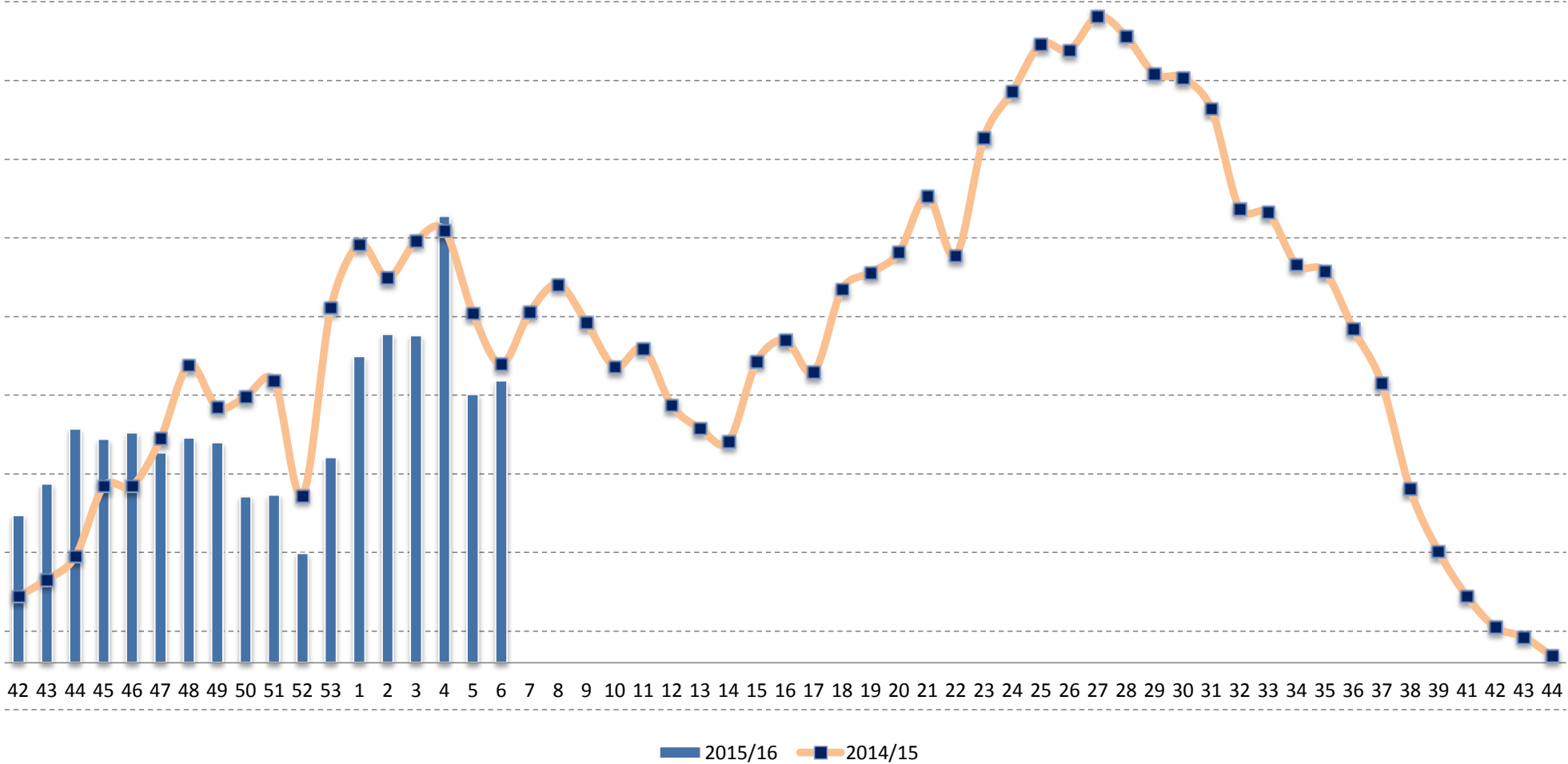


Share %



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 +/- %

Bus Own journey Flight Razem

14,6%



-5,4%

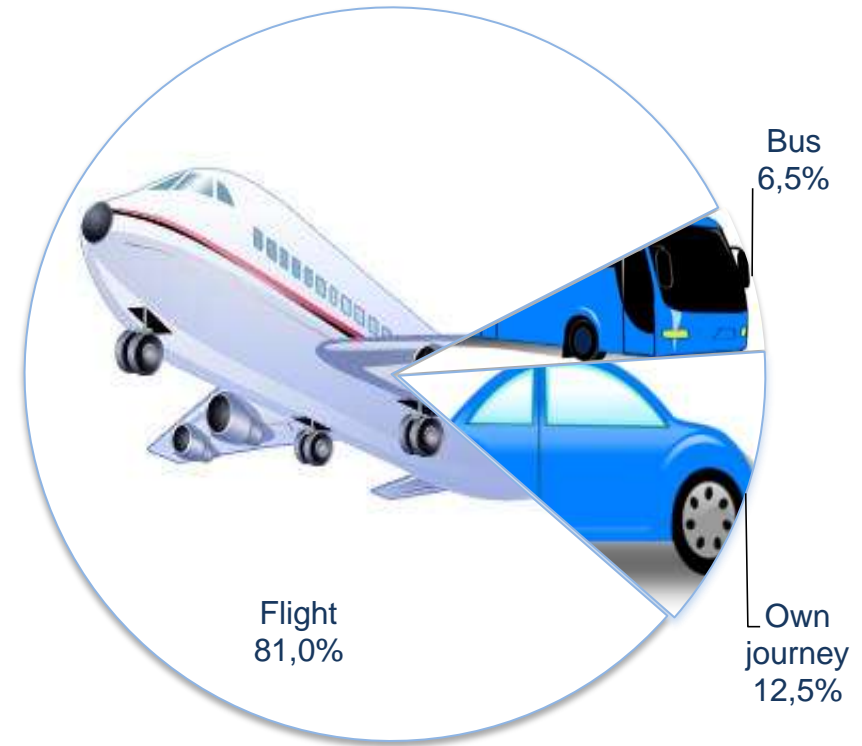


-9,01%



-7,3%

Share %



Another slight improvement of sales trend during last month to the current level of minus 7,3%

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

Rank	Country	+/- % LY
1	Hiszpania	69%
2	Grecja	12%
3	Włochy	49%
4	Bułgaria	183%
5	Egipt	-71%
6	Turcja	-71%
7	Portugalia	86%
8	Austria	115%
9	Chorwacja	77%
10	Kuba	106%
11	Cypr	33%
12	Emiraty Arabskie	++
13	Dominikana	92%
14	Tajlandia	39%
15	Maroko	-38%
16	Tanzania	34%
17	Wyspy Zielonego Przylądka	++
18	Czechy	130%
19	Polska	215%
20	Francja	-14%

Rank	Destination	+/- % LY
1	Fuerteventura	29%
2	Teneryfa	18%
3	Heraklion	-8%
4	Zakynthos	25%
5	Burgas	48%
6	Korfu	-9%
7	Hurghada	-71%
8	Rodos	-31%
9	Gran Canaria	40%
10	Madera	52%
11	Antalya	-74%
12	Lanzarote	-14%
13	Chania	9%
14	Varna	81%
15	Marsa Alam	-59%
16	Majorka	48%
17	Barcelona	20%
18	Pafos	-8%
19	Ras Al Chajma	
20	Bodrum	-72%



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