

Weekly report 7/2016

Data source: MerlinX*

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

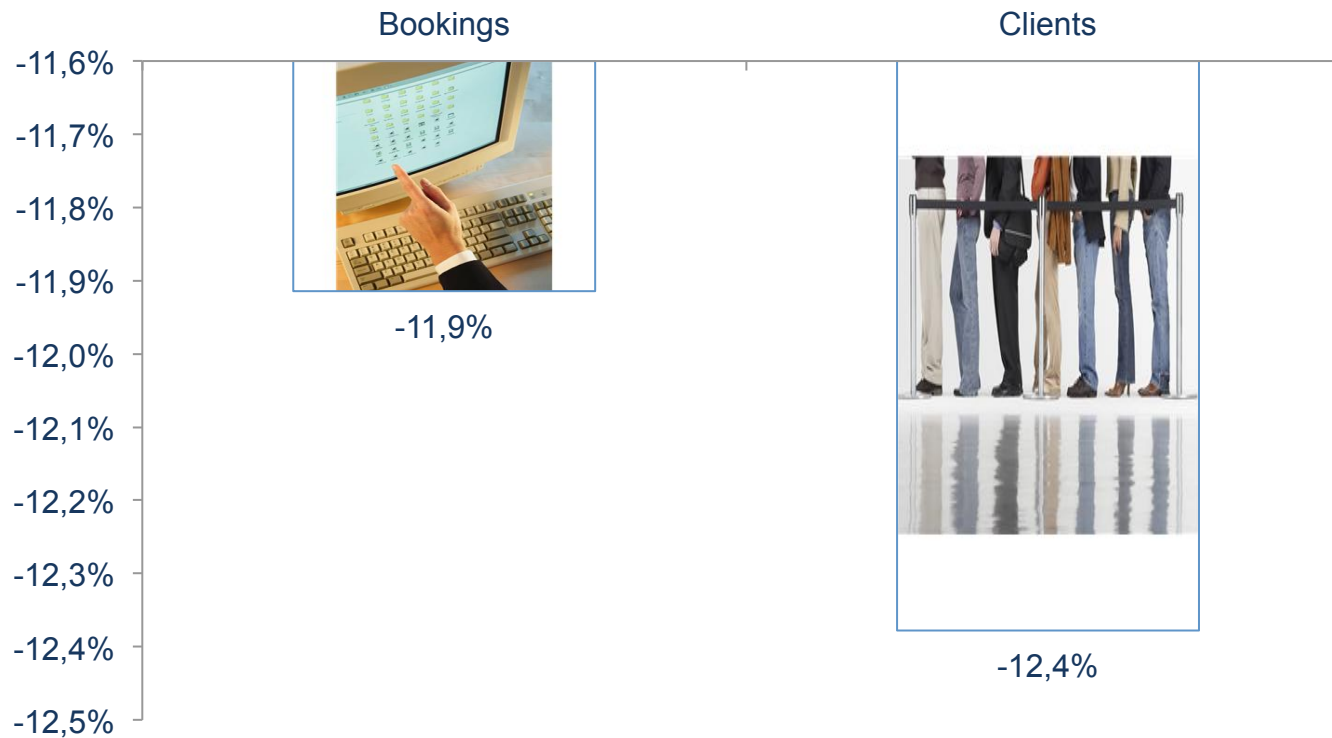
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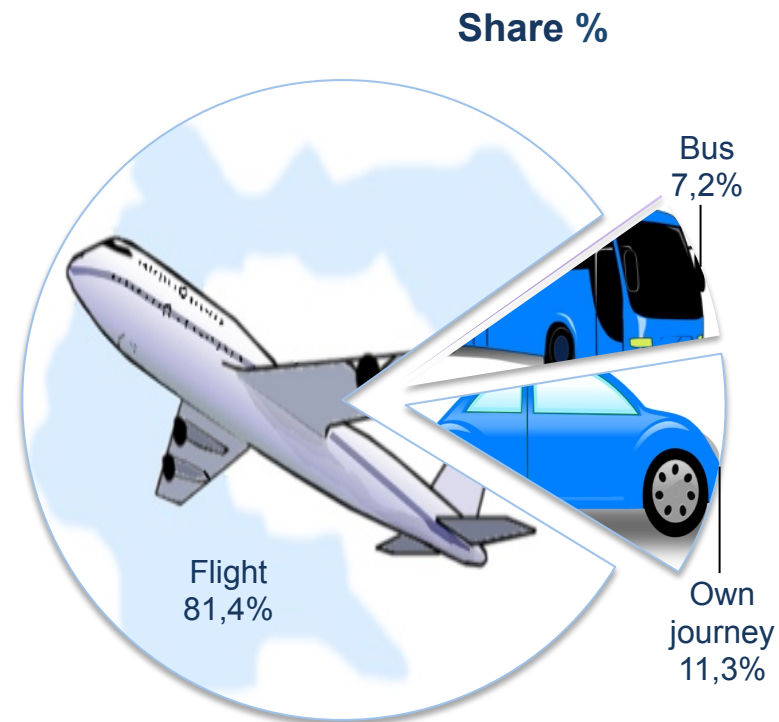
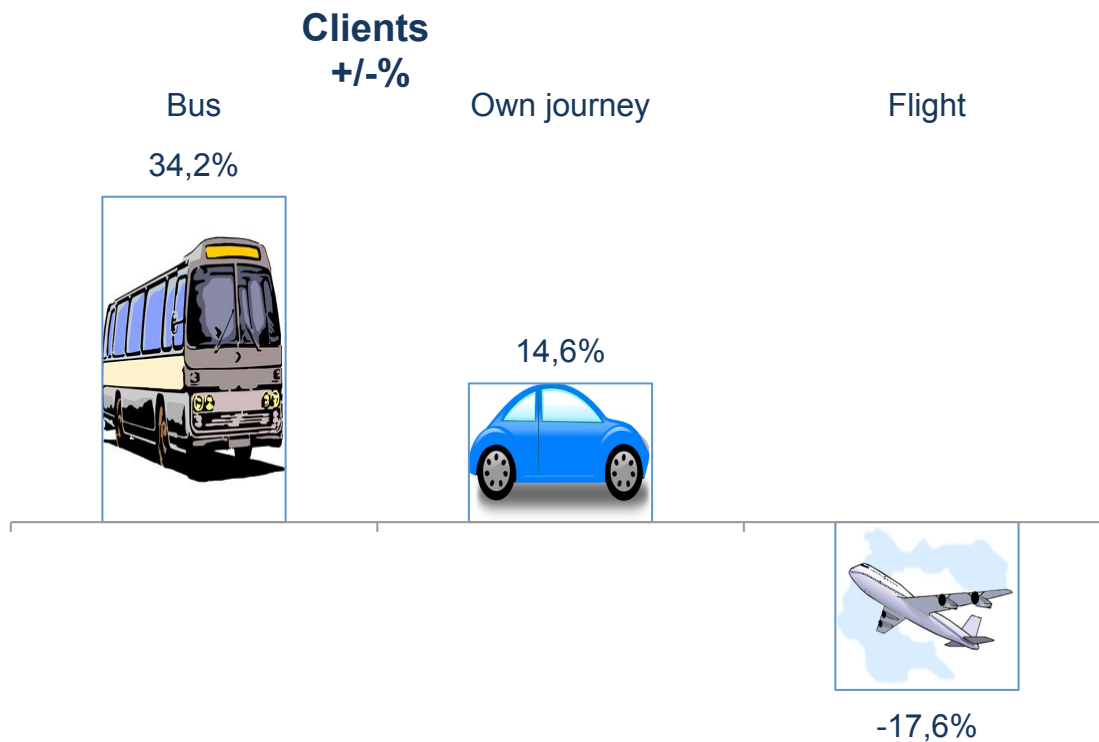
Last week – 7/2016, tours 01.11.15 – 31.10.16

compared with week 8. in 2015 r.



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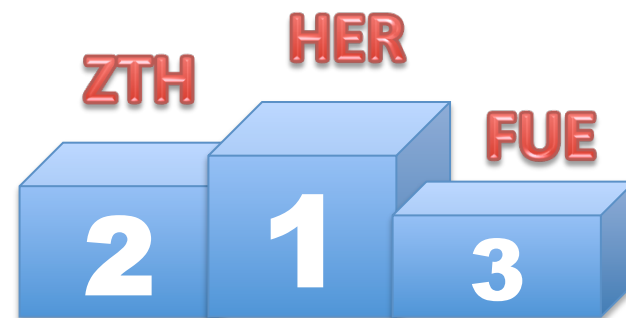
compared with week 8. in 2015 r.



Ranking of the most popular countries & destinations in CW7

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 159	2 683
2	Zakynthos	6 719	2 501
3	Fuerteventura	7 098	2 949
4	Burgas	6 119	2 178
5	Korfu	7 690	2 716
6	Teneryfa	7 438	2 968
7	Antalya	6 021	2 125
8	Chania	7 221	2 721
9	Rodos	7 184	2 623
10	Varna	5 656	2 095
11	Madera	7 030	3 211
12	Gran Canaria	7 564	3 150
13	Hurghada	4 220	1 969
14	Majorka	7 944	3 089
15	Lanzarote	7 515	3 085
16	Barcelona	5 596	2 352
17	Bodrum	5 745	2 283
18	Marsa Alam	5 416	2 126
19	Pafos	5 399	2 387
20	Kos	7 248	2 702



Rank	Country	Price/booking	Price/person
1	Grecja	7 286	2 670
2	Hiszpania	7 380	2 981
3	Bułgaria	5 571	2 030
4	Włochy	4 959	2 019
5	Turcja	6 182	2 220
6	Chorwacja	5 533	1 893
7	Egipt	4 756	2 067
8	Portugalia	7 852	3 376
9	Cypr	5 723	2 495
10	Albania	4 667	2 027

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

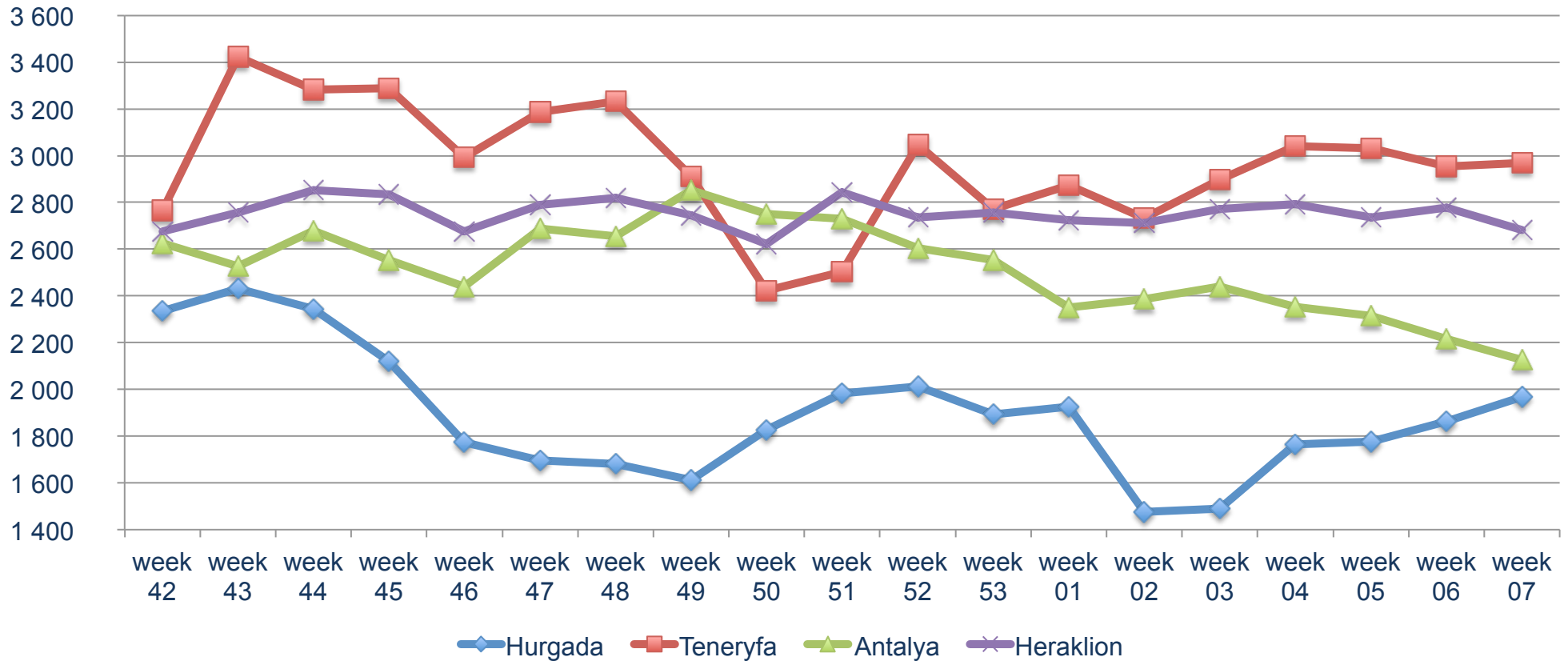
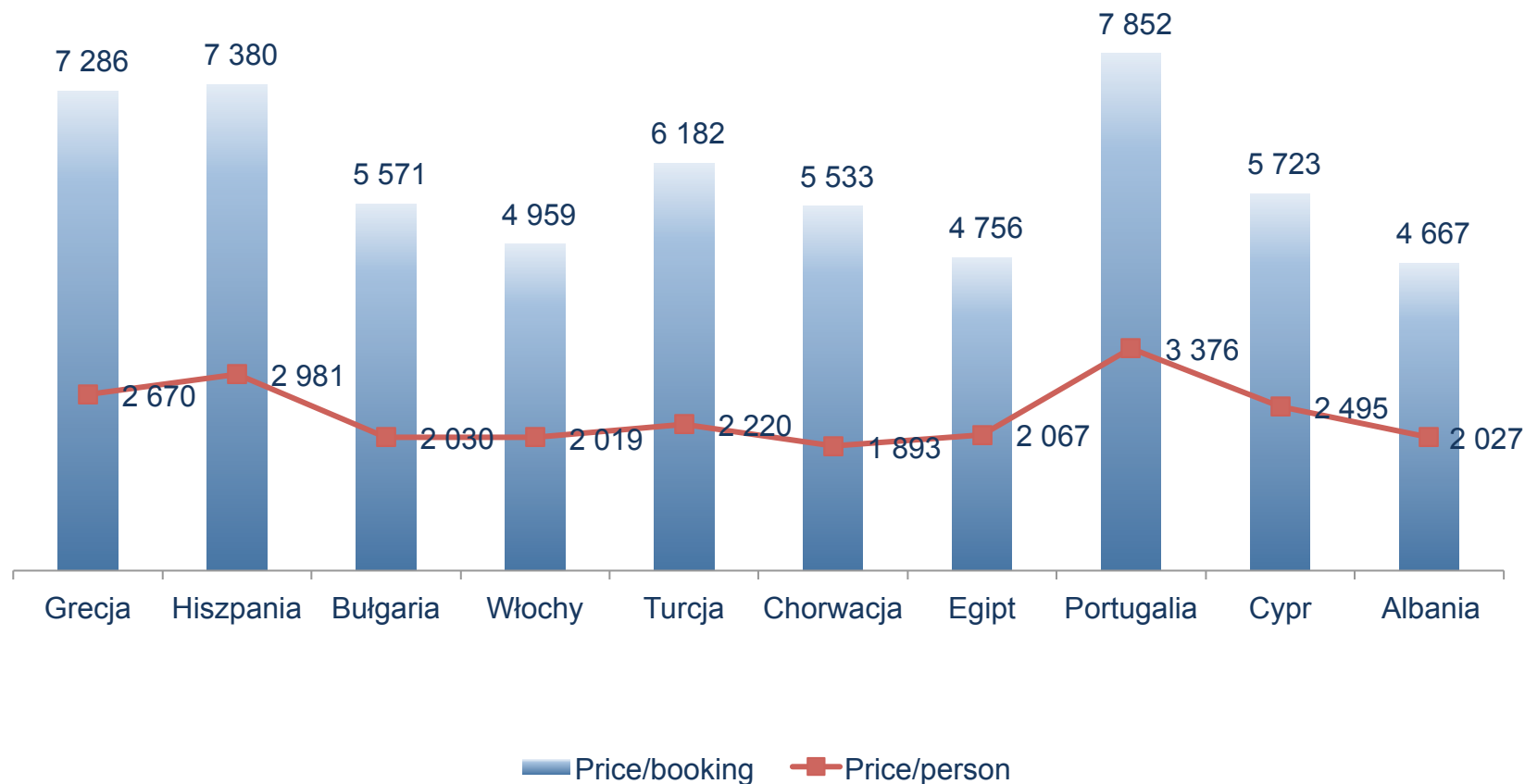


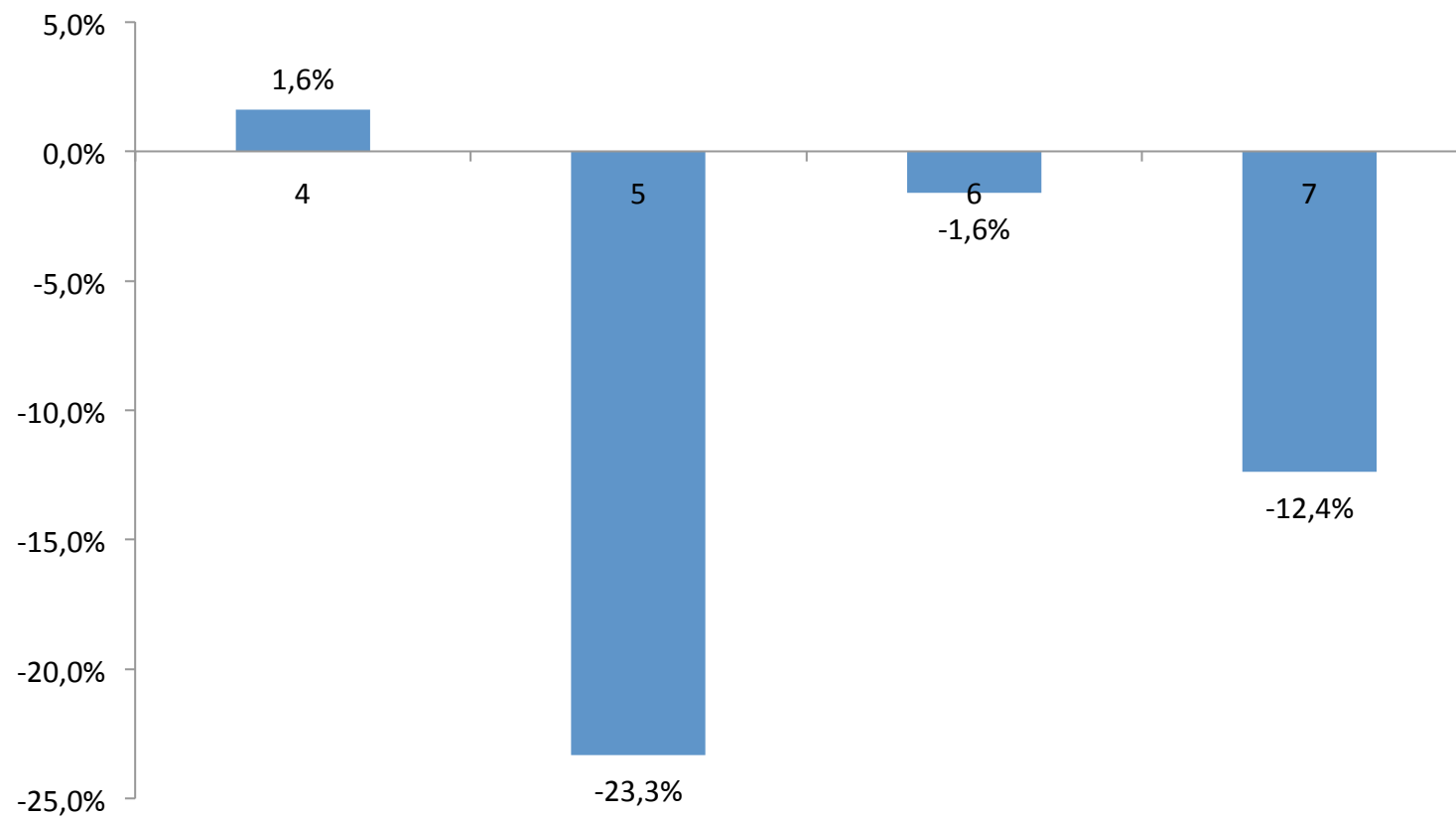
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 7. week



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

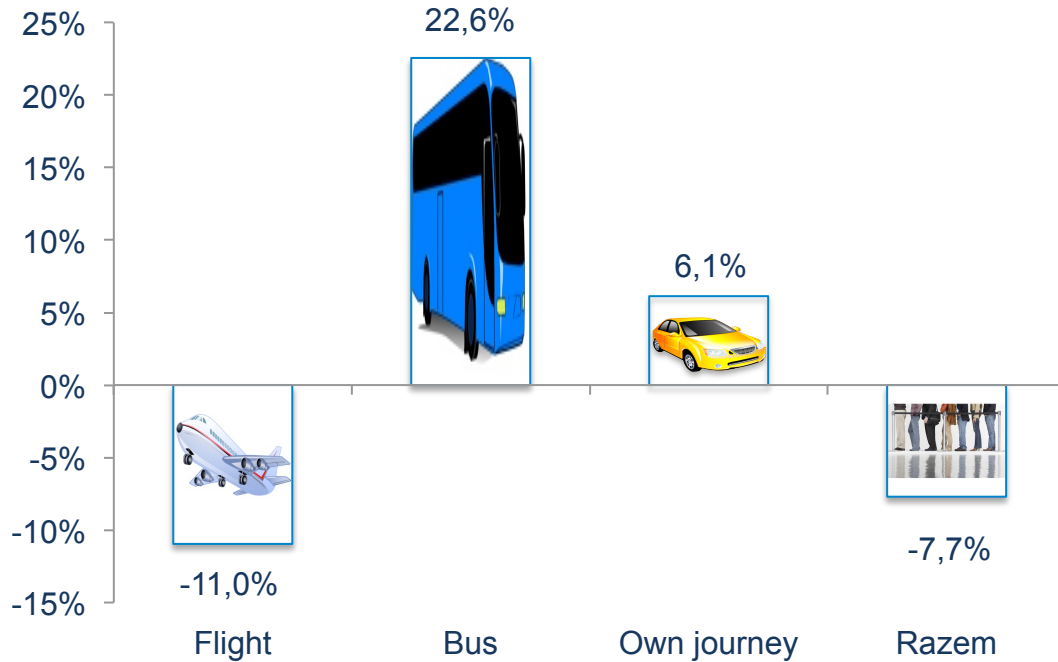
compared with 4 analogous weeks in tourist year 2014/2015.



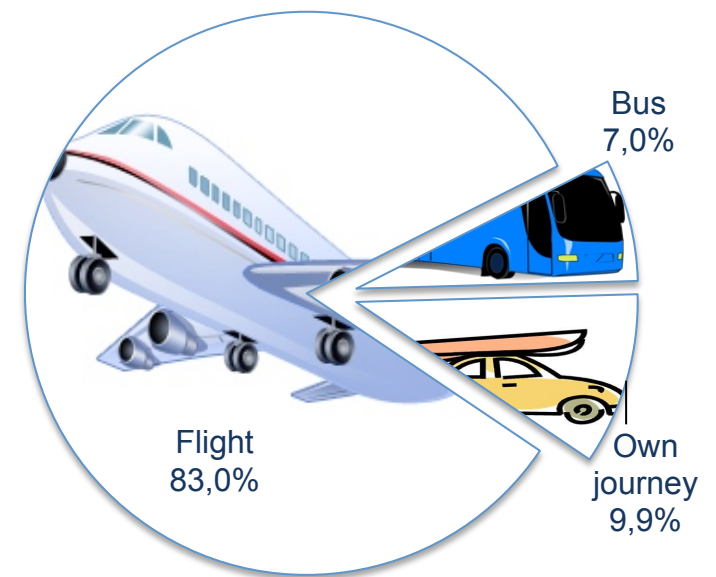
The sales trend of the last four weeks

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

Clients +/- %

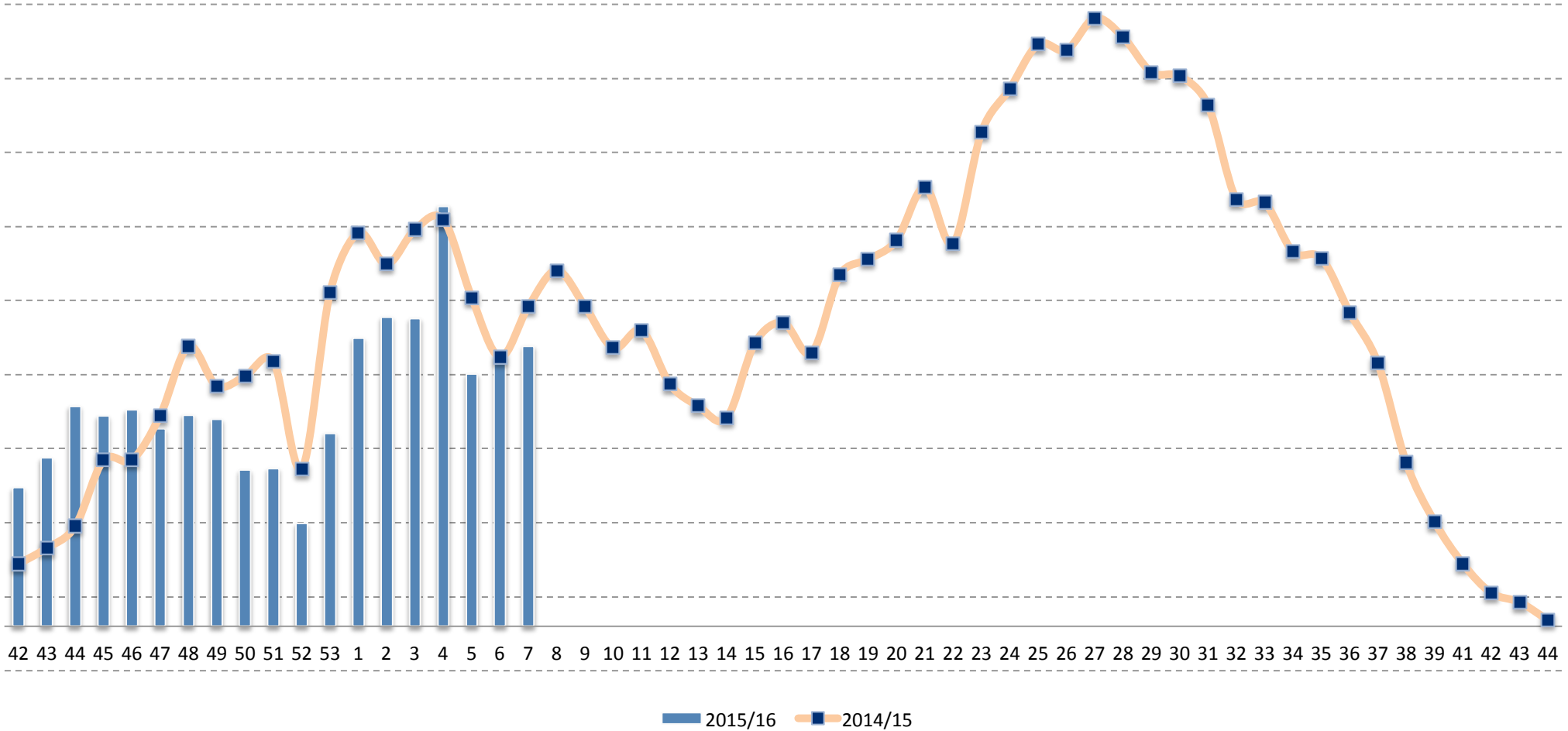


Share %



Weekly sales compared with the previous tourist year

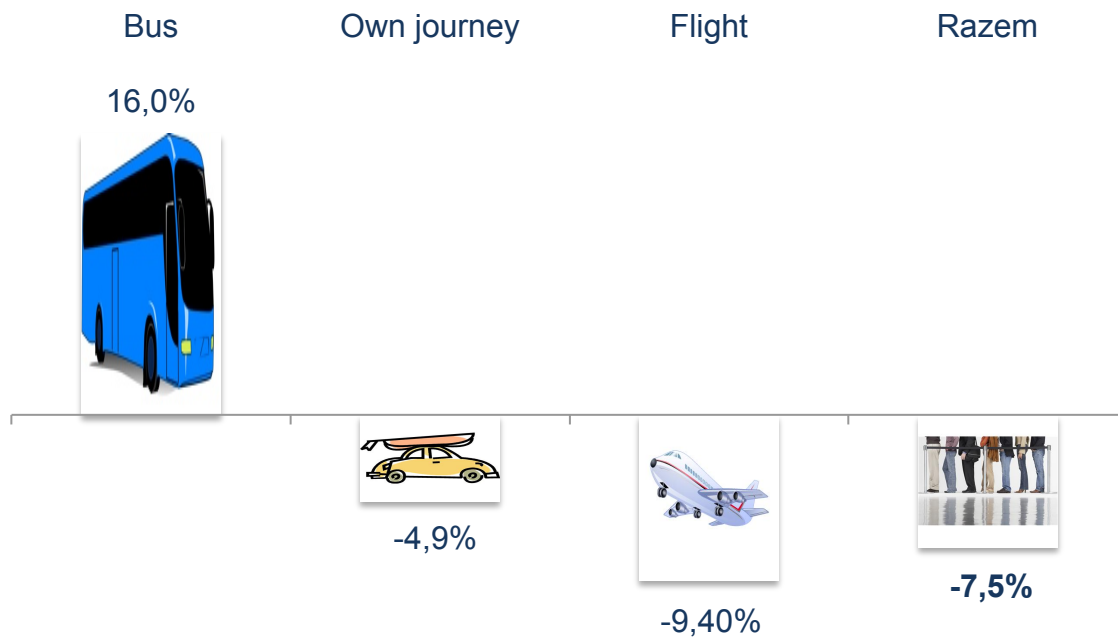
Bookings weekly 15/16 vs. 14/15



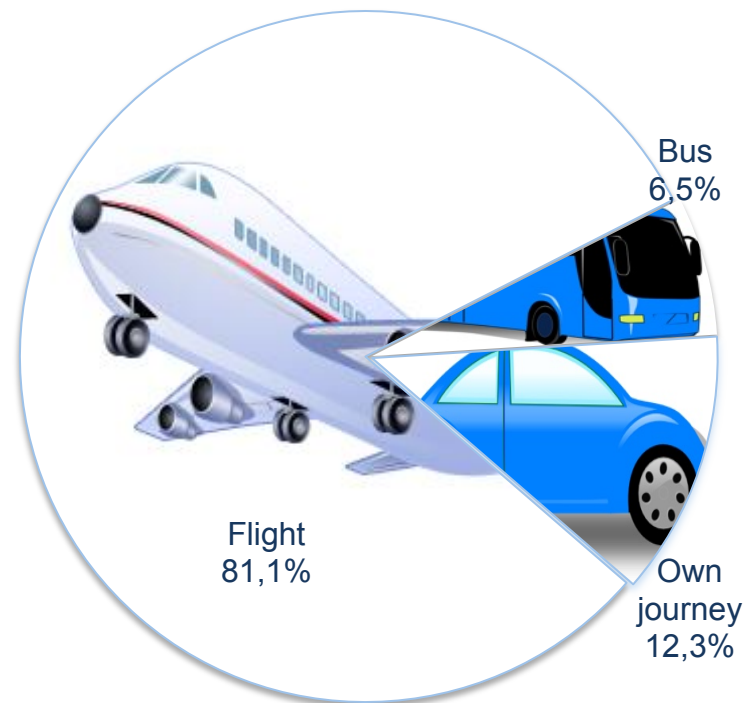
Cumulative sales of 2015/16

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

Clients +/- %



Share %



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

Rank	Country	% last year
1	Hiszpania	67%
2	Grecja	12%
3	Włochy	50%
4	Bułgaria	170%
5	Egipt	-72%
6	Turcja	-71%
7	Portugalia	86%
8	Chorwacja	86%
9	Austria	116%
10	Kuba	104%
11	Cypr	32%
12	Emiraty Arabskie	++
13	Dominikana	91%
14	Tajlandia	38%
15	Maroko	-41%
16	Tanzania	30%
17	Wyspy Zielonego Przylądka	++
18	Polska	214%
19	Czechy	129%
20	Francja	-16%

Rank	Destination	% last year
1	Fuerteventura	27%
2	Teneryfa	16%
3	Heraklion	-8%
4	Zakynthos	25%
5	Burgas	45%
6	Korfu	-9%
7	Hurghada	-71%
8	Rodos	-33%
9	Gran Canaria	40%
10	Madera	52%
11	Antalya	-74%
12	Lanzarote	-15%
13	Chania	7%
14	Varna	77%
15	Marsa Alam	-59%
16	Majorka	44%
17	Barcelona	20%
18	Pafos	-9%
19	Bodrum	-72%
20	Ras Al Chajma	



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