

Weekly report 8/2016

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 – 8/2016, tours 01.11.15 – 31.10.16

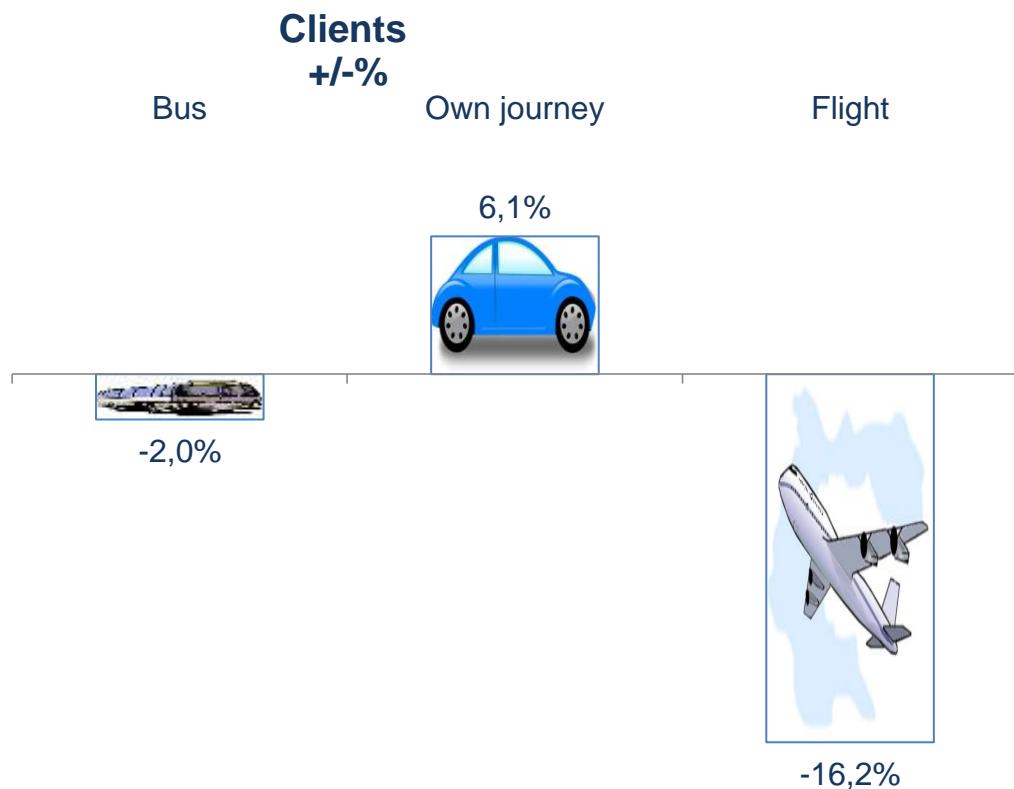
compared with week 9. in 2015 r.



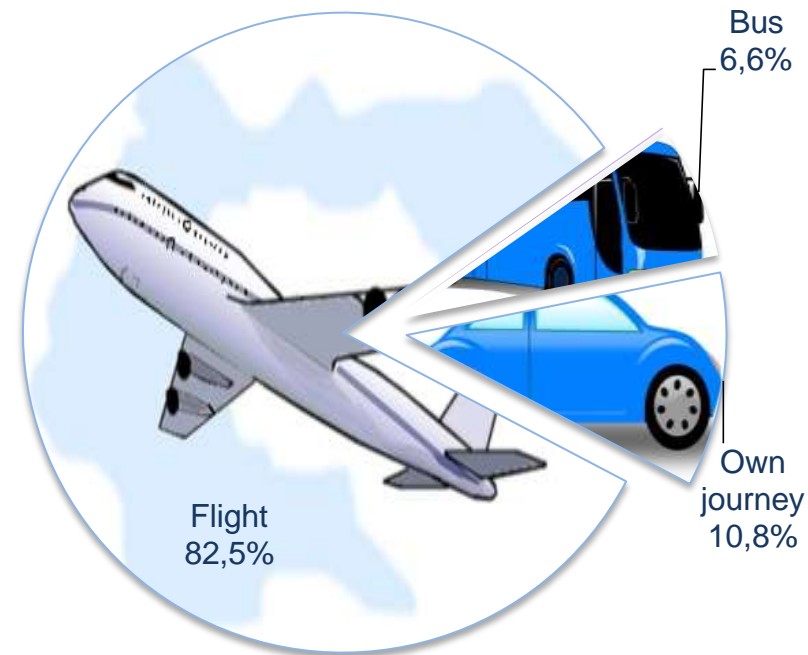
Also last week didn't bring any improvement in sales of travel agencies

Last week – 8/2016, tours 01.11.15 – 31.10.16

compared with week 9. in 2015 r.



Share %

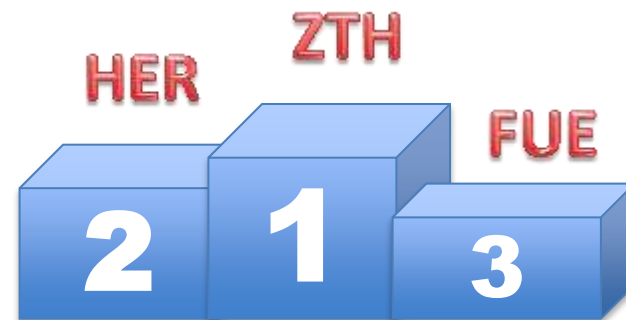


The sale of flight packages is suffering a lot with decrease of customer number by -16,2%

Ranking of the most popular countries & destinations in CW8

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Zakynthos	7 078	2 626
2	Heraklion	7 348	2 696
3	Fuerteventura	6 565	2 777
4	Burgas	5 998	2 213
5	Korfu	7 535	2 712
6	Teneryfa	6 595	2 766
7	Rodos	7 034	2 550
8	Chania	7 388	2 840
9	Antalya	6 341	2 294
10	Varna	5 724	2 117
11	Madera	6 769	3 094
12	Hurghada	4 348	2 146
13	Barcelona	6 562	2 590
14	Lanzarote	6 496	2 797
15	Marsa Alam	5 368	2 182
16	Majorka	6 891	2 924
17	Gran Canaria	7 635	3 198
18	Saloniki	6 298	2 383
19	Kos	8 038	2 691
20	Bodrum	6 107	2 283



Rank	Country	Price/booking	Price/person
1	Grecja	7 286	2 655
2	Hiszpania	7 050	2 905
3	Bułgaria	5 561	2 008
4	Włochy	5 644	2 366
5	Turcja	6 515	2 341
6	Egipt	4 824	2 164
7	Portugalia	7 736	3 301
8	Chorwacja	5 252	1 850
9	Albania	5 047	2 152
10	Cypr	6 881	2 806

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

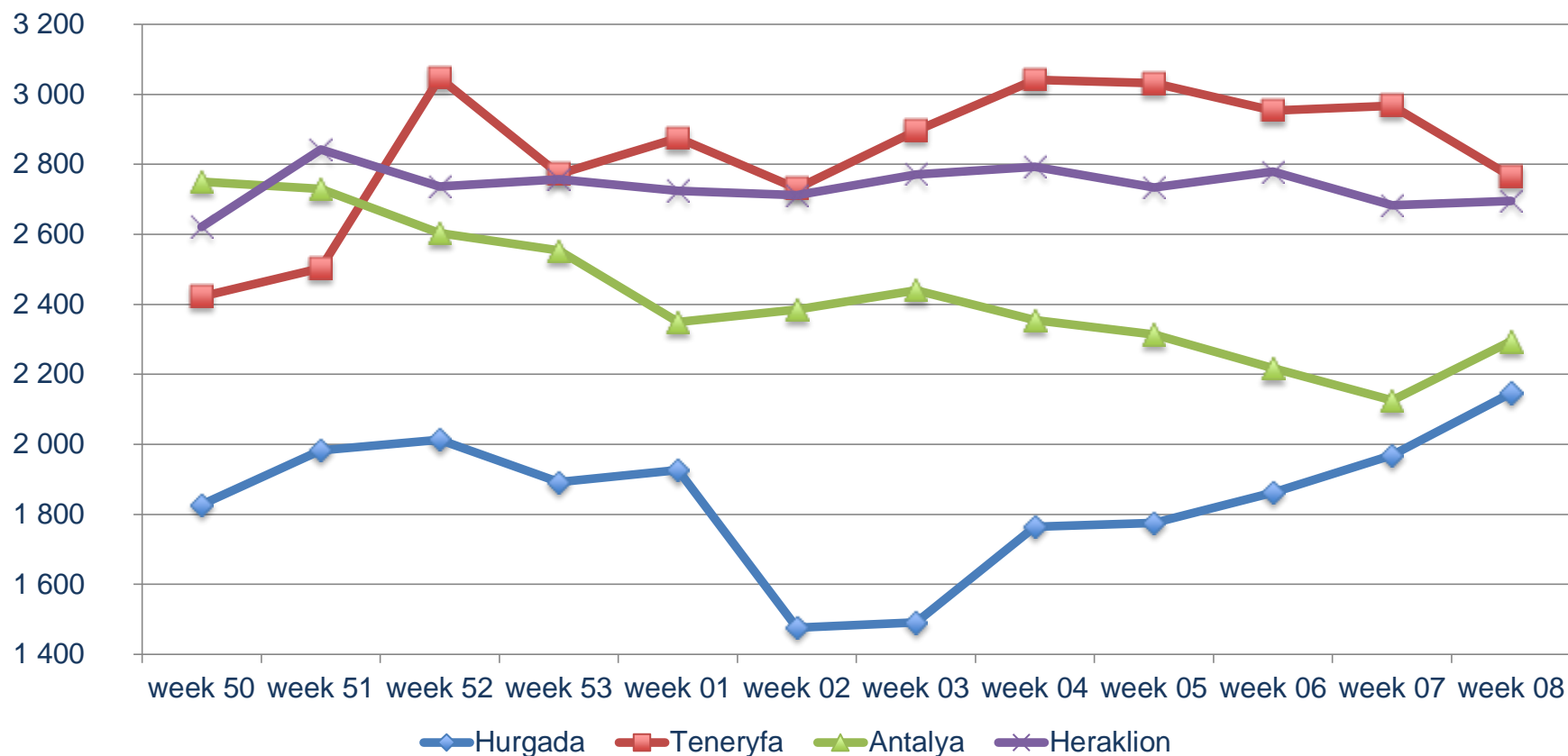
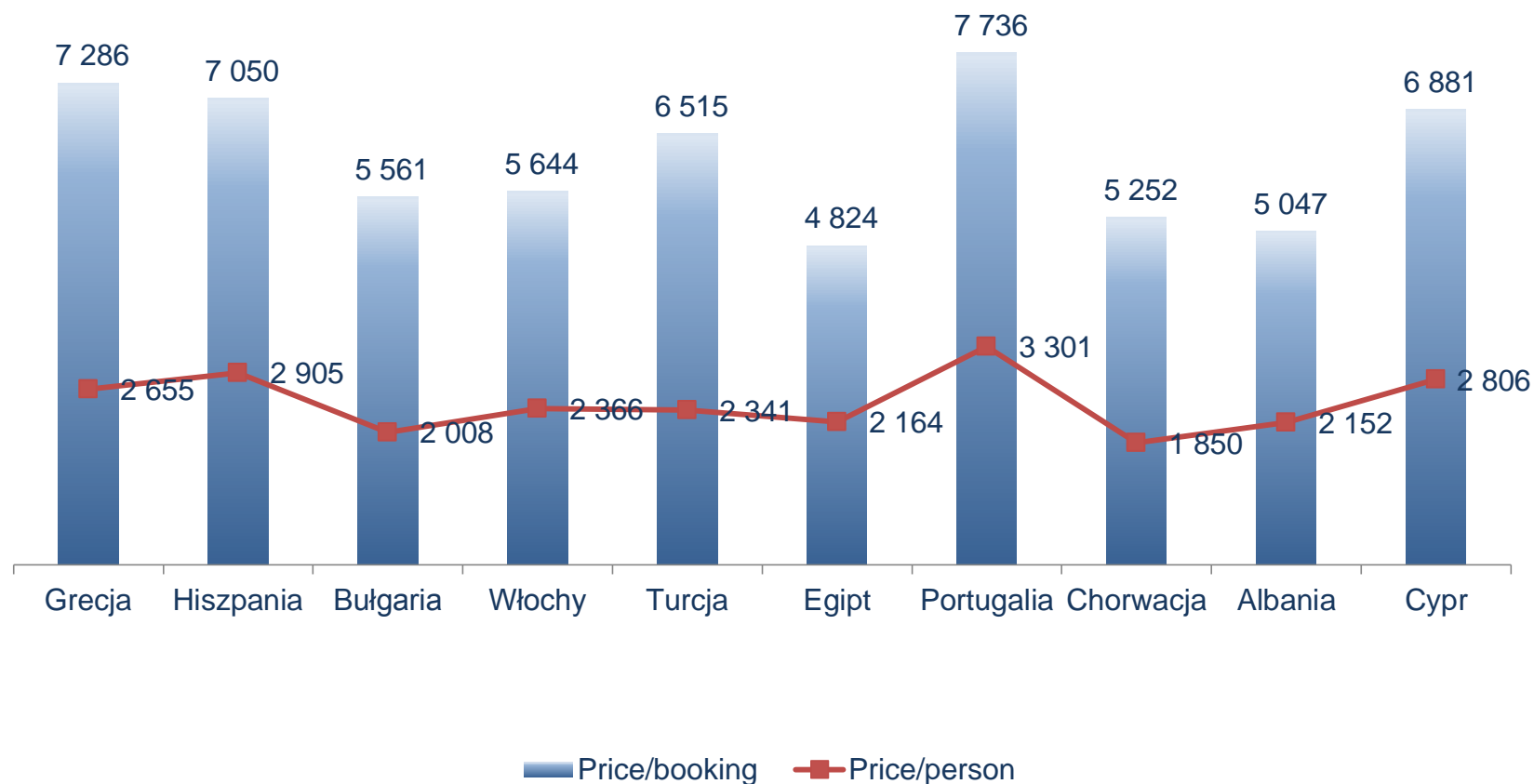


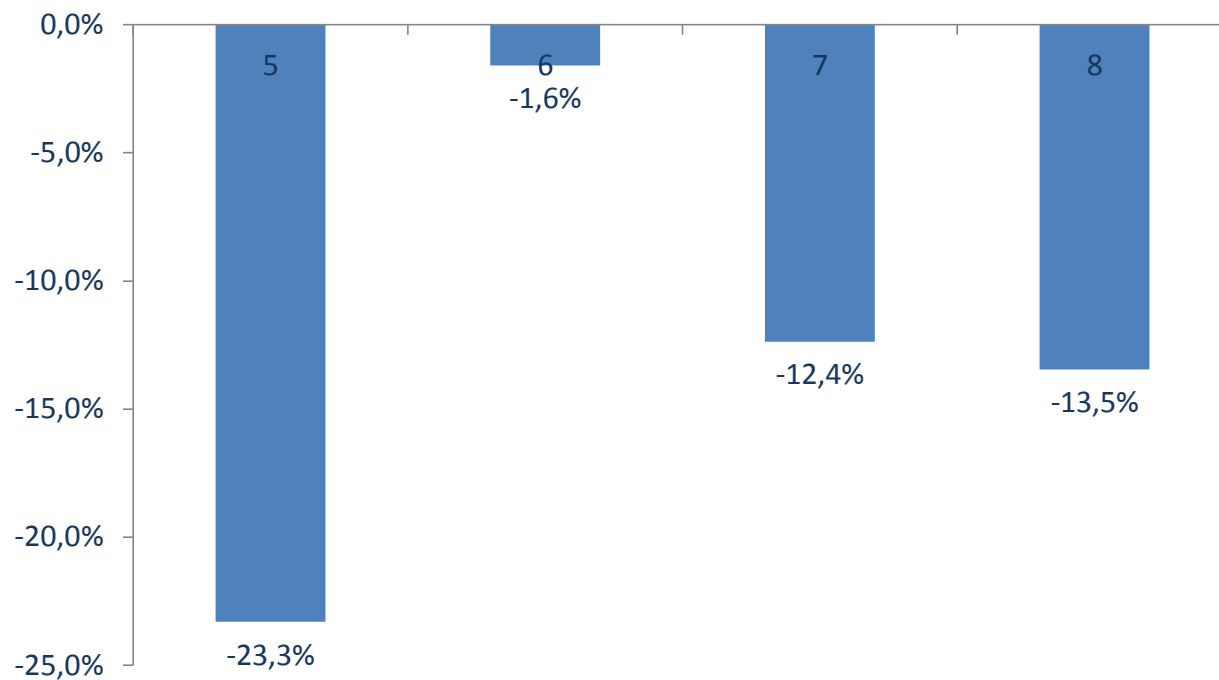
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 8. week



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

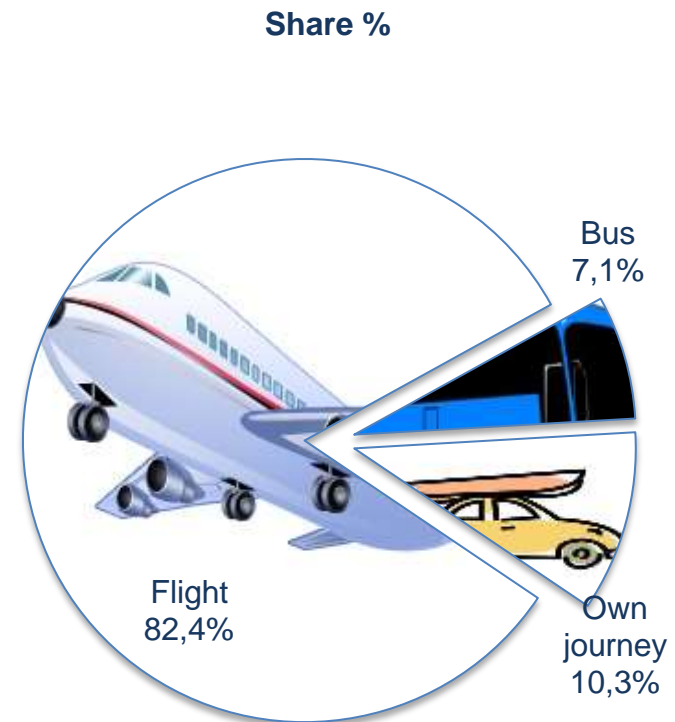
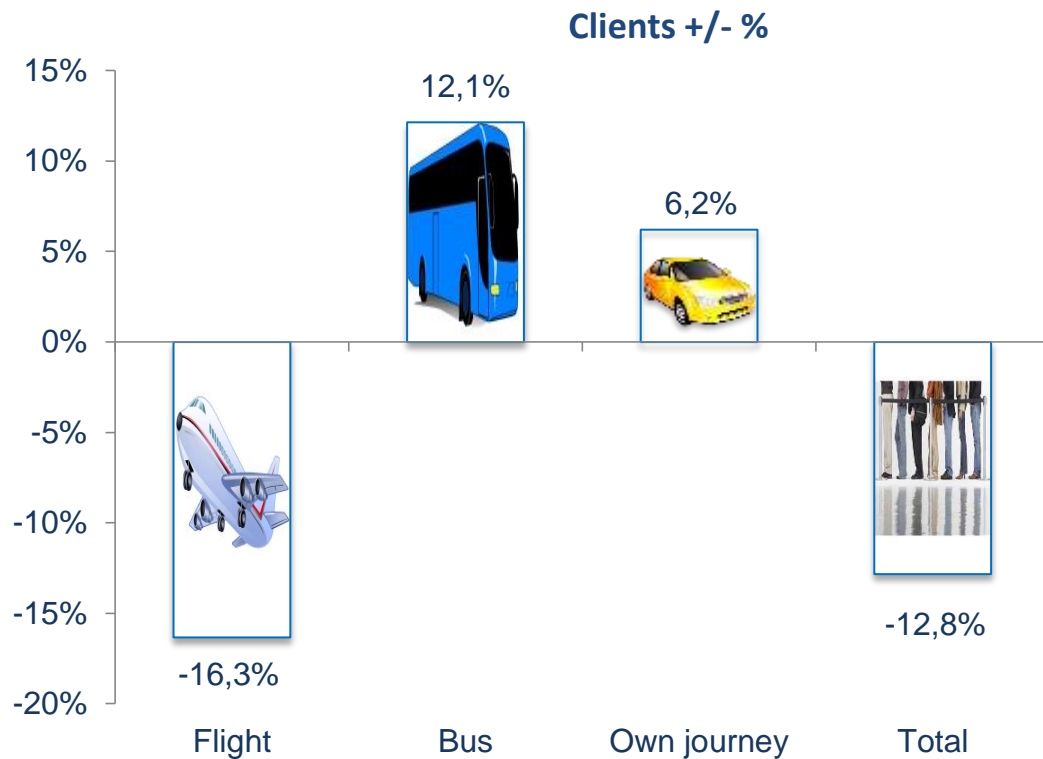
compared with 4 analogous weeks in tourist year 2014/2015.



It is a sad picture of the trend of sales in February

The sales trend of the last four weeks

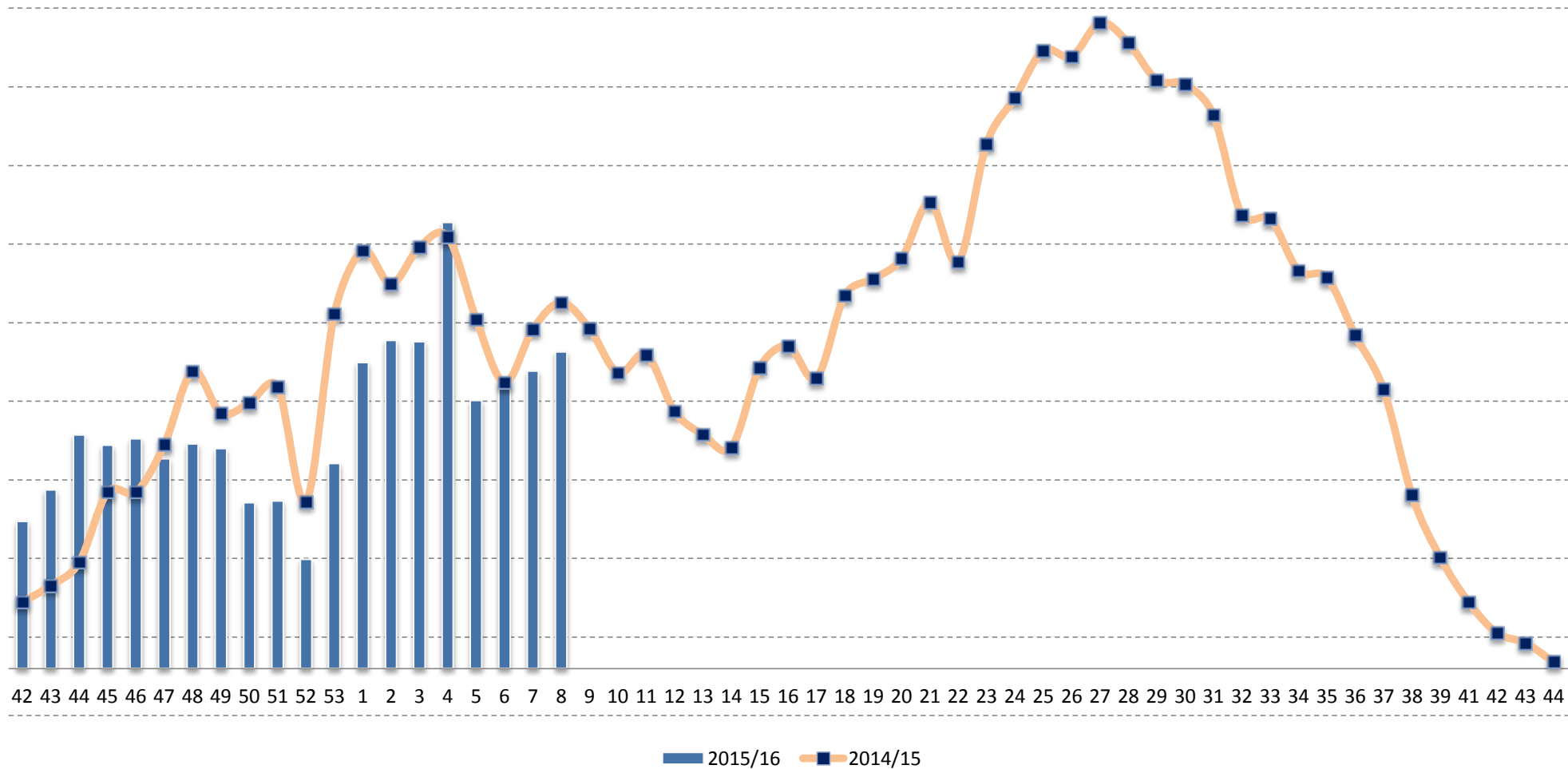
compared with 4 analogous weeks in tourist year 2014/2015.



Winter holidays refrained customers from visiting travel shops

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

14,8%



-4,4%

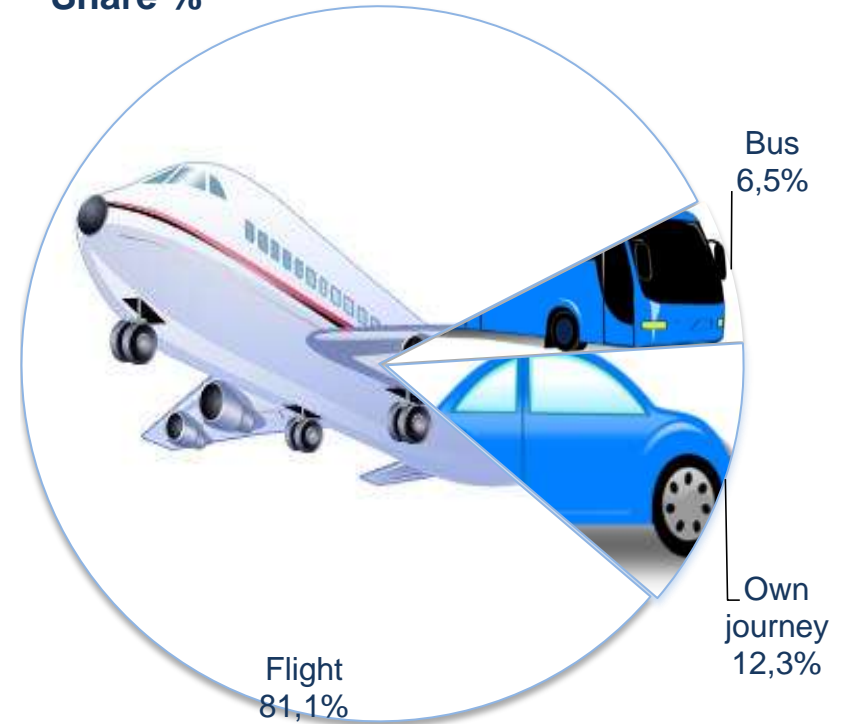


-9,83%



-7,9%

Share %



Another slight drop of sales trend during last month down to the current level of nearly minus 8%

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

Rank	Country	+/- % last year
1	Hiszpania	66%
2	Grecja	11%
3	Włochy	50%
4	Bułgaria	155%
5	Egipt	-72%
6	Turcja	-72%
7	Portugalia	85%
8	Chorwacja	89%
9	Austria	118%
10	Cypr	29%
11	Kuba	103%
12	Emiraty Arabskie	++
13	Dominikana	92%
14	Tajlandia	36%
15	Maroko	-42%
16	Wyspy Zielonego Przylądka	++
17	Tanzania	26%
18	Polska	200%
19	Czechy	132%
20	Albania	125%

Rank	Destination	+/- % last year
1	Fuerteventura	27%
2	Heraklion	-9%
3	Teneryfa	14%
4	Zakynthos	22%
5	Burgas	39%
6	Korfu	-8%
7	Hurghada	-71%
8	Rodos	-35%
9	Madera	51%
10	Gran Canaria	39%
11	Antalya	-75%
12	Lanzarote	-13%
13	Chania	8%
14	Varna	74%
15	Marsa Alam	-59%
16	Majorka	41%
17	Barcelona	21%
18	Pafos	-11%
19	Bodrum	-72%
20	Malaga	18%



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