

Weekly report 12/2016

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 – 12/2016, tours 01.11.15 – 31.10.16

compared with week 13. in 2015 r.



Easter week did not surprise us. Travel offices were empty and sales went down by nearly 30%

Last week – 12/2016, tours 01.11.15 – 31.10.16

compared with week 13. in 2015 r.

Clients +/-%

Bus



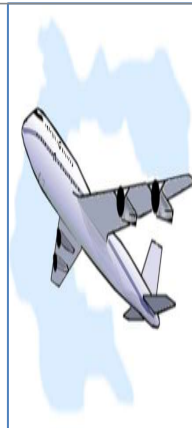
-15,4%

Own journey

2,1%

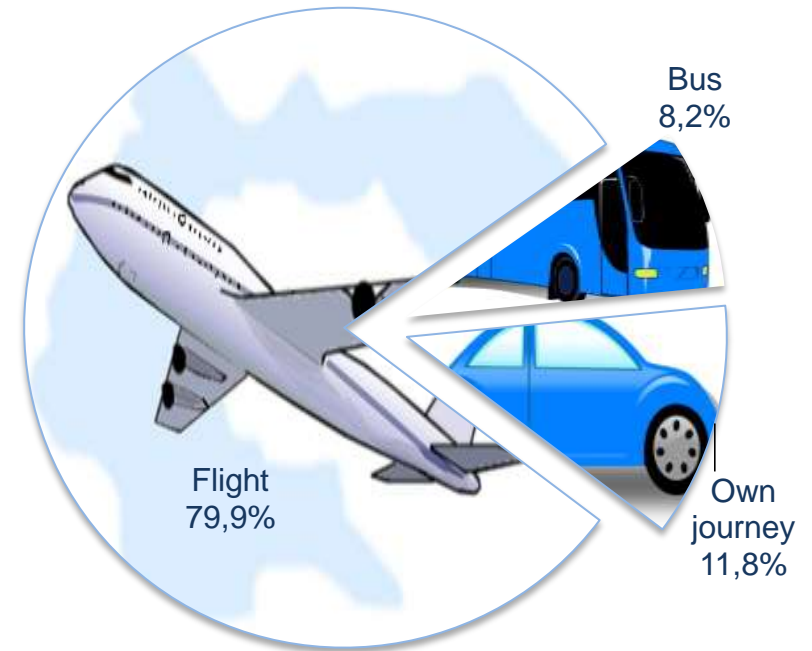


Flight



-33,4%

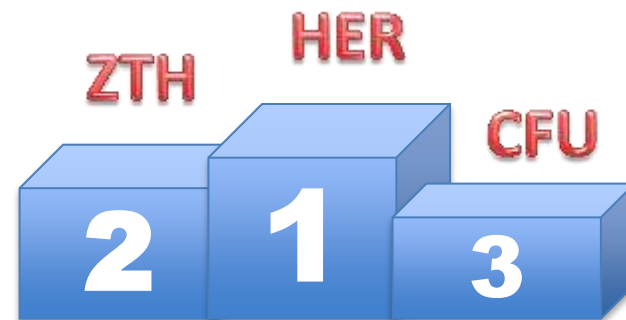
Share %



Ranking of the most popular countries & destinations in CW12

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	7 247	2 680
2	Zakynthos	6 937	2 653
3	Korfu	6 961	2 526
4	Fuerteventura	6 648	2 930
5	Burgas	5 678	2 146
6	Teneryfa	6 877	2 854
7	Rodos	6 442	2 553
8	Majorka	7 185	2 880
9	Chania	7 118	2 806
10	Hurghada	4 306	2 122
11	Varna	5 614	2 044
12	Antalya	5 302	2 095
13	Kos	6 985	2 510
14	Gran Canaria	6 709	2 906
15	Malaga	5 225	2 347
16	Lanzarote	6 366	2 704
17	Marsa Alam	5 191	2 335
18	Madera	8 063	3 600
19	Barcelona	5 661	2 474
20	Pafos	6 321	2 722



Country	Price/booking	Price/person
Grecja	7 150	2 627
Hiszpania	6 640	2 850
Bułgaria	4 599	1 924
Chorwacja	4 758	1 631
Włochy	5 446	2 228
Egipt	4 641	2 225
Portugalia	8 320	3 538
Turcja	5 613	2 172
Cypr	6 095	2 505
Albania	4 827	1 951

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

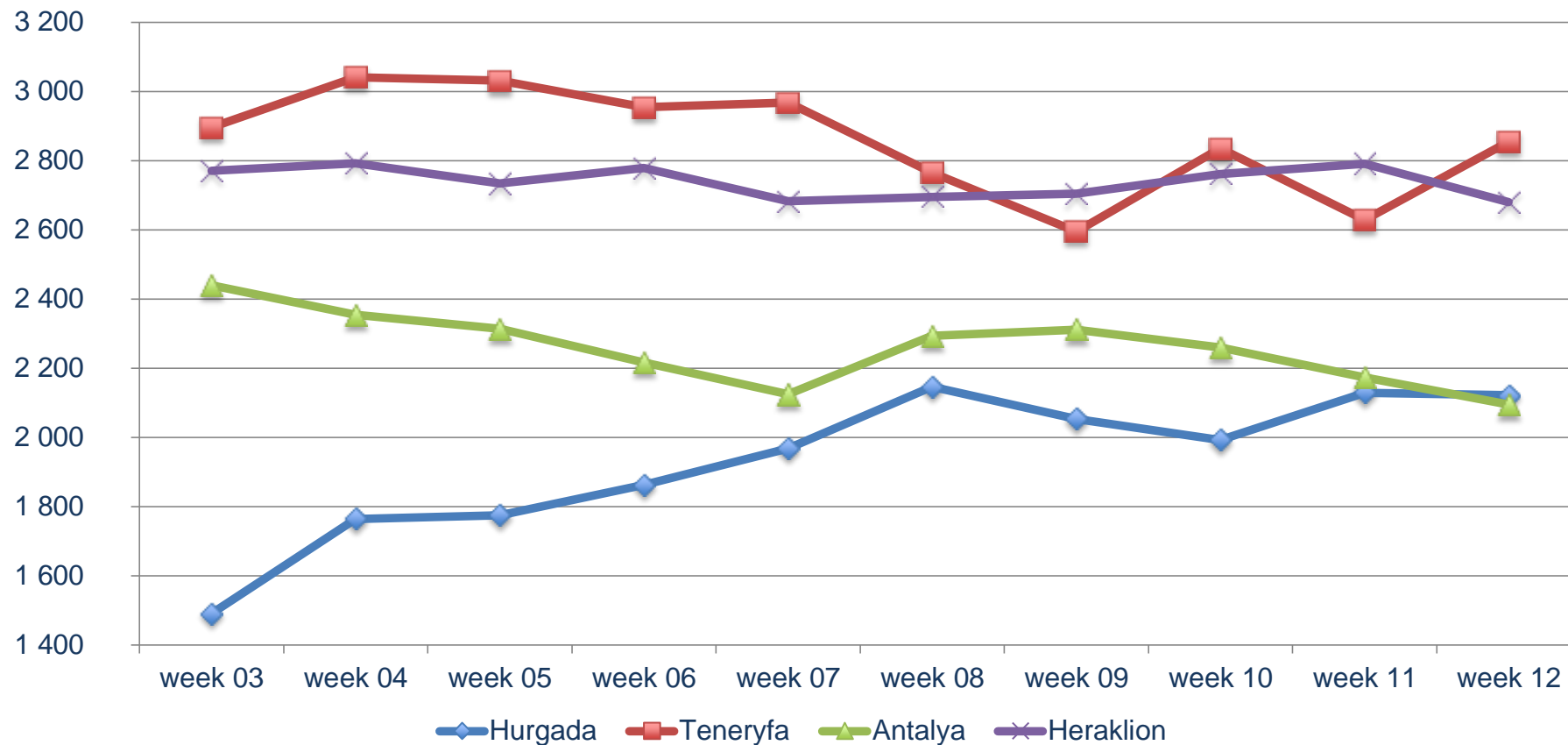
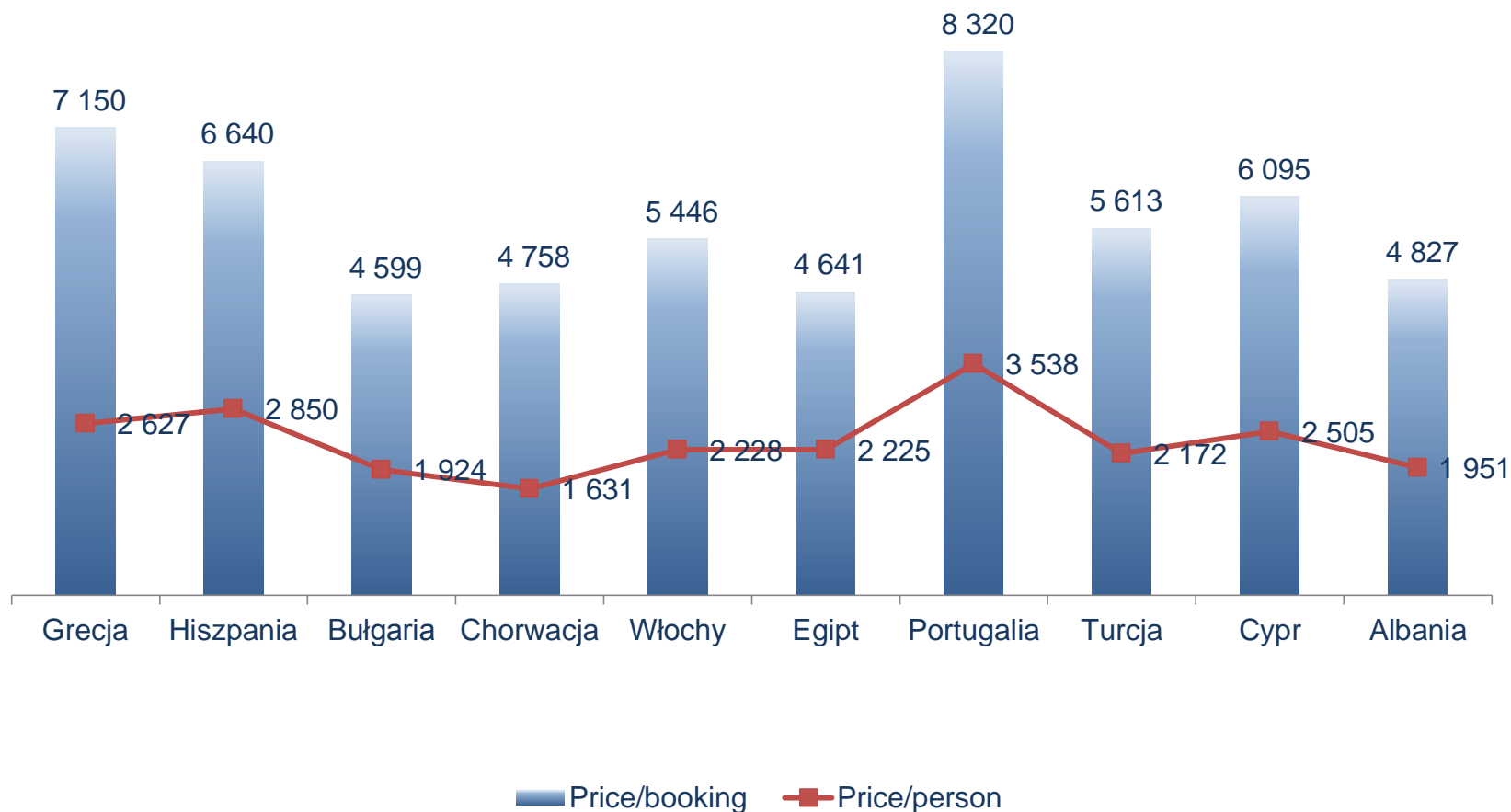


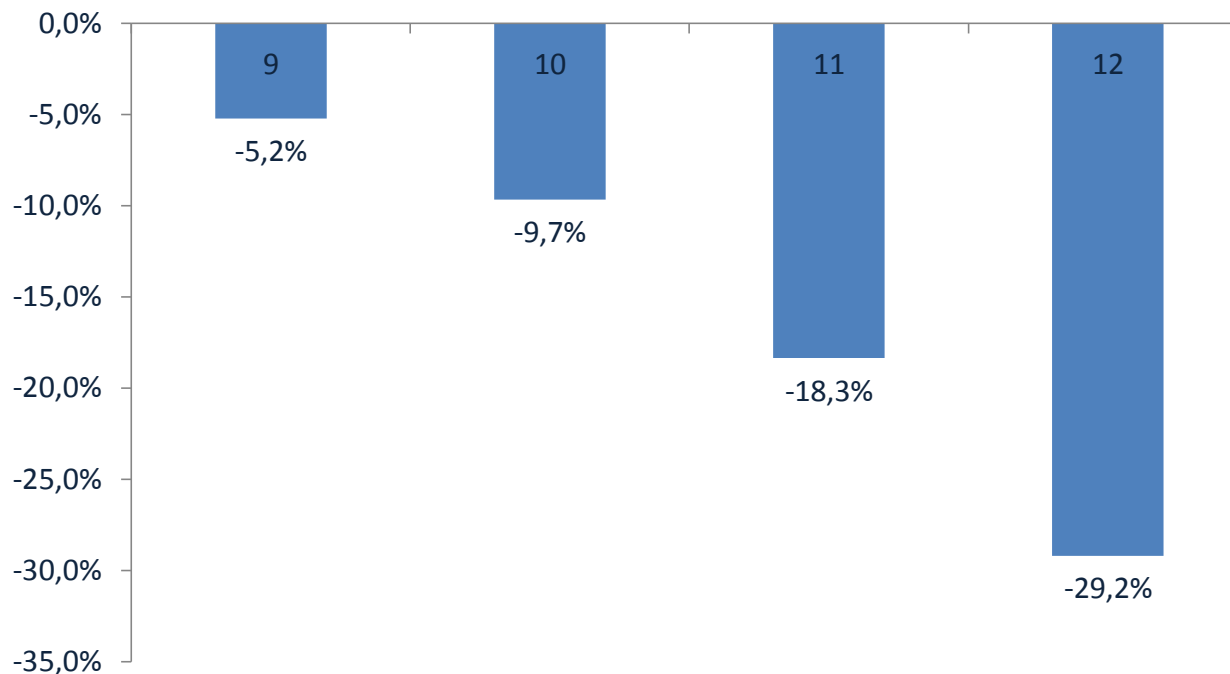
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 12. week



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

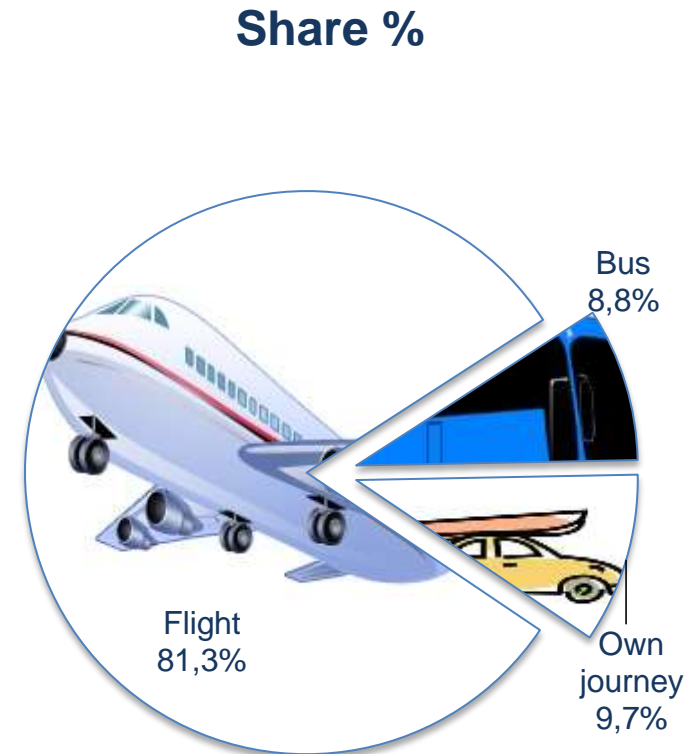
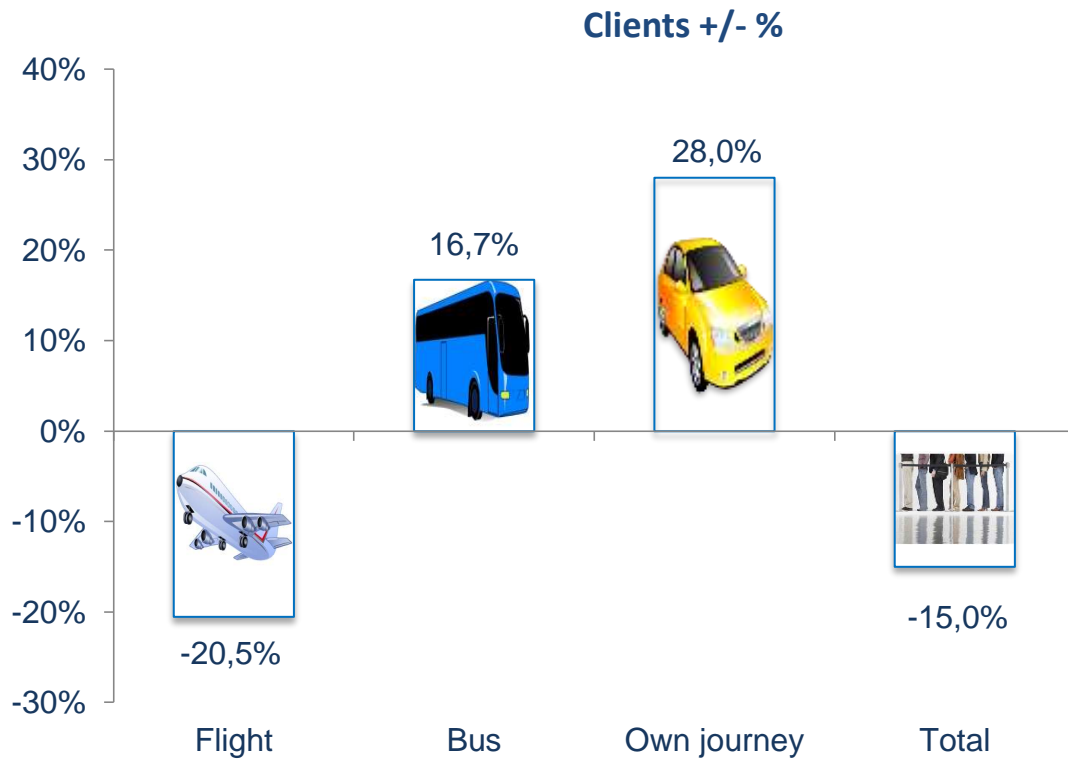
compared with 4 analogous weeks in tourist year 2014/2015.



No, not this way. It is a wrong direction - isn't it?

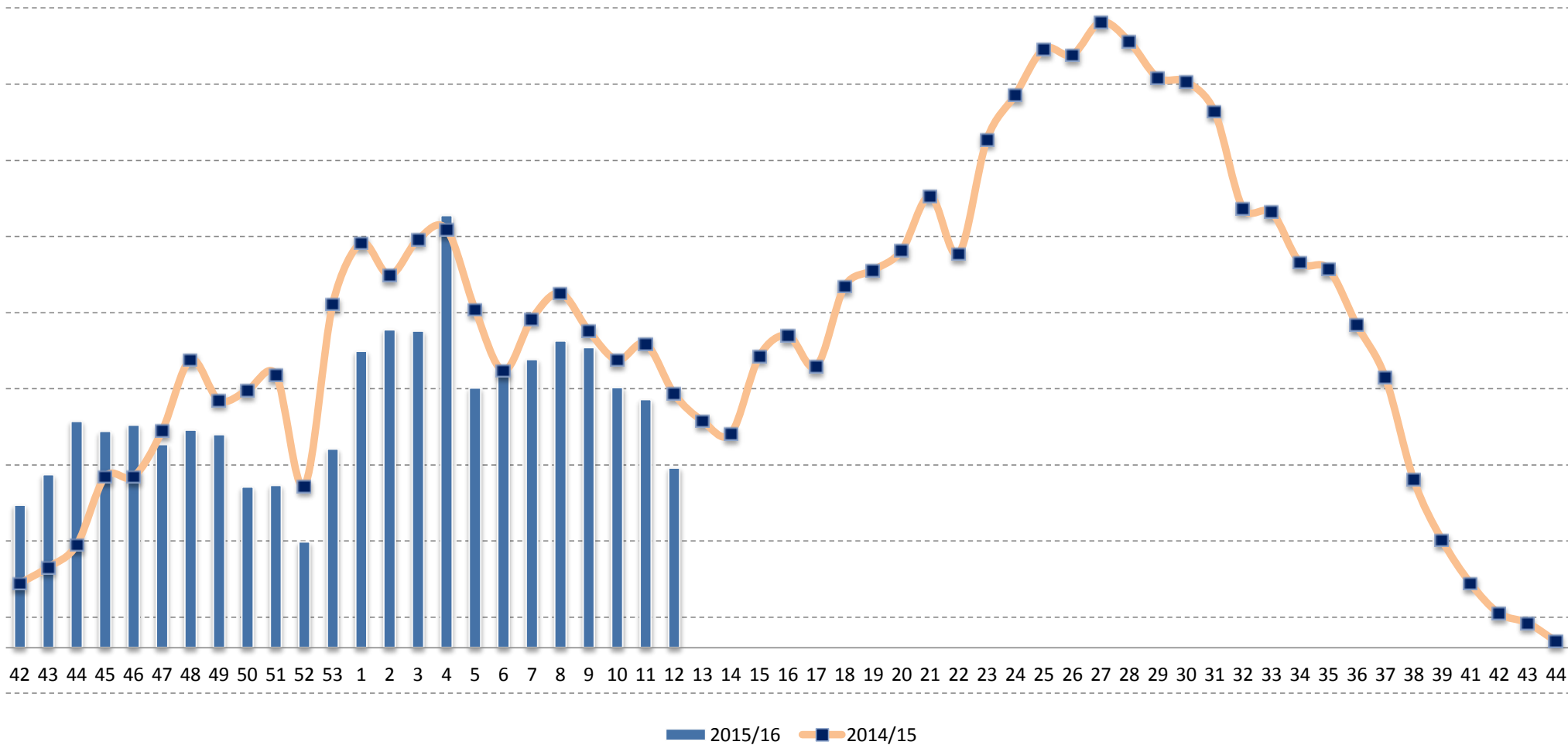
The sales trend of the last four weeks

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



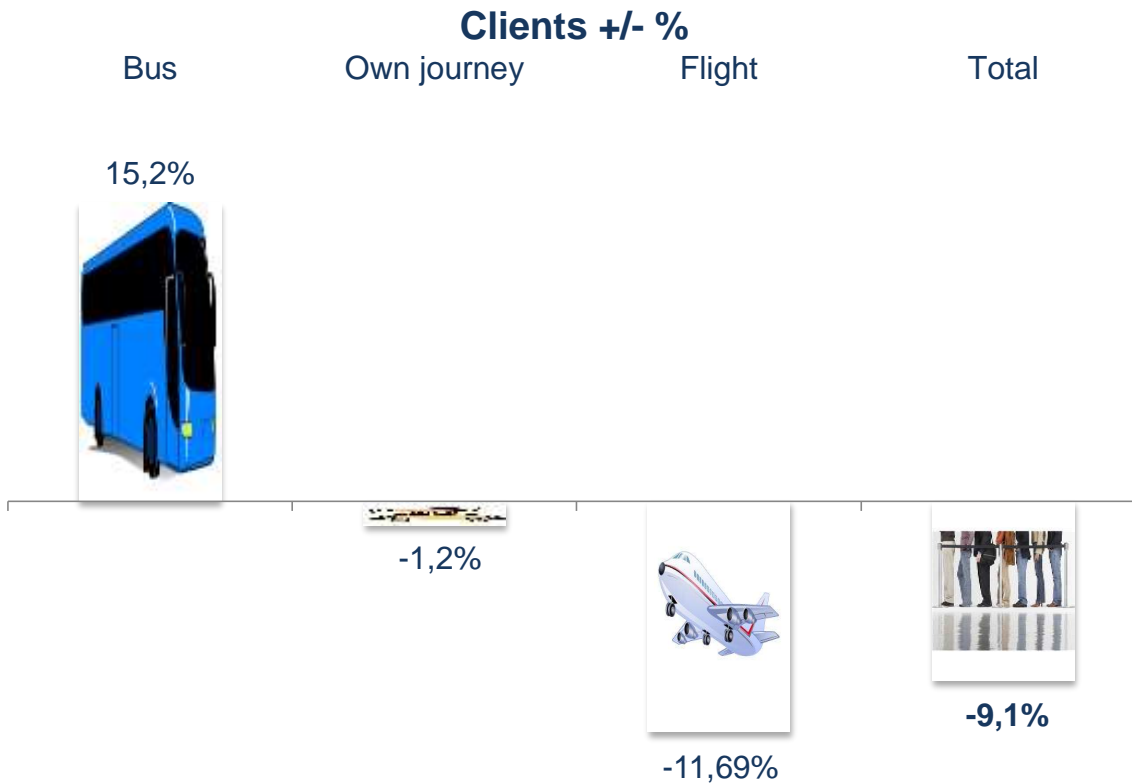
Weekly sales compared with the previous tourist year

Bookings weekly 15/16 vs. 14/15

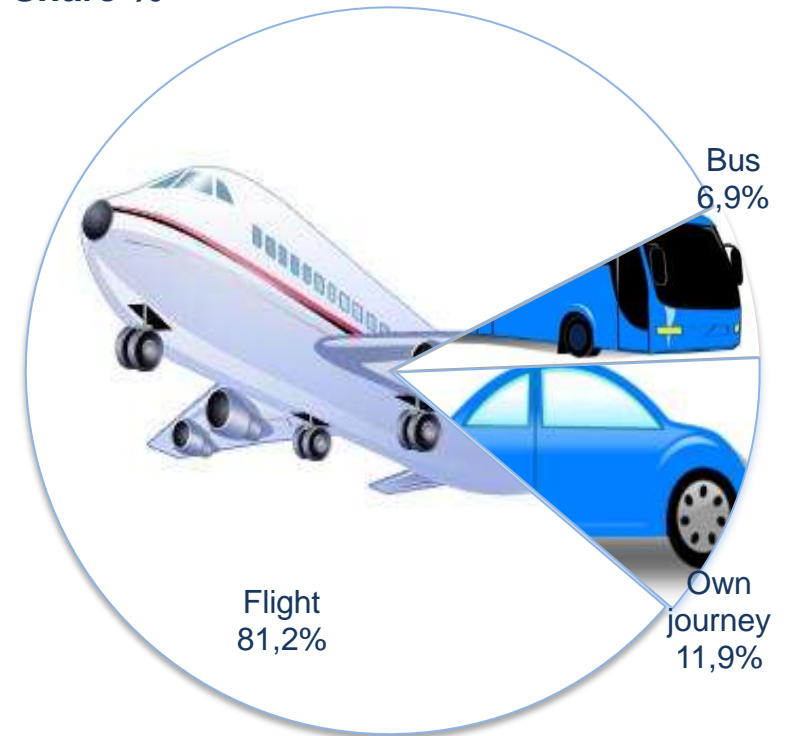


Cumulative sales of 2015/16

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



Share %



The booking situation remains unchanged. There are no signs of improvement in travel shops.

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

Rank	Country	% last year
1	Hiszpania	57%
2	Grecja	6%
3	Bułgaria	124%
4	Włochy	49%
5	Egipt	-73%
6	Turcja	-73%
7	Portugalia	74%
8	Chorwacja	109%
9	Cypr	25%
10	Austria	119%
11	Kuba	92%
12	Dominikana	103%
13	Emiraty Arabskie	++
14	Tajlandia	32%
15	Maroko	-42%
16	Wyspy Zielonego Przylądka	++
17	Polska	177%
18	Albania	169%
19	Tanzania	27%
20	Czechy	134%

Rank	Destination	% last year
1	Fuerteventura	19%
2	Heraklion	-13%
3	Teneryfa	12%
4	Zakynthos	16%
5	Burgas	29%
6	Korfu	-11%
7	Rodos	-36%
8	Hurghada	-71%
9	Gran Canaria	38%
10	Antalya	-76%
11	Madera	43%
12	Chania	3%
13	Lanzarote	-15%
14	Varna	57%
15	Marsa Alam	-58%
16	Majorka	33%
17	Barcelona	13%
18	Pafos	-13%
19	Bodrum	-73%
20	Malaga	12%



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