

Weekly report 20/2016

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>

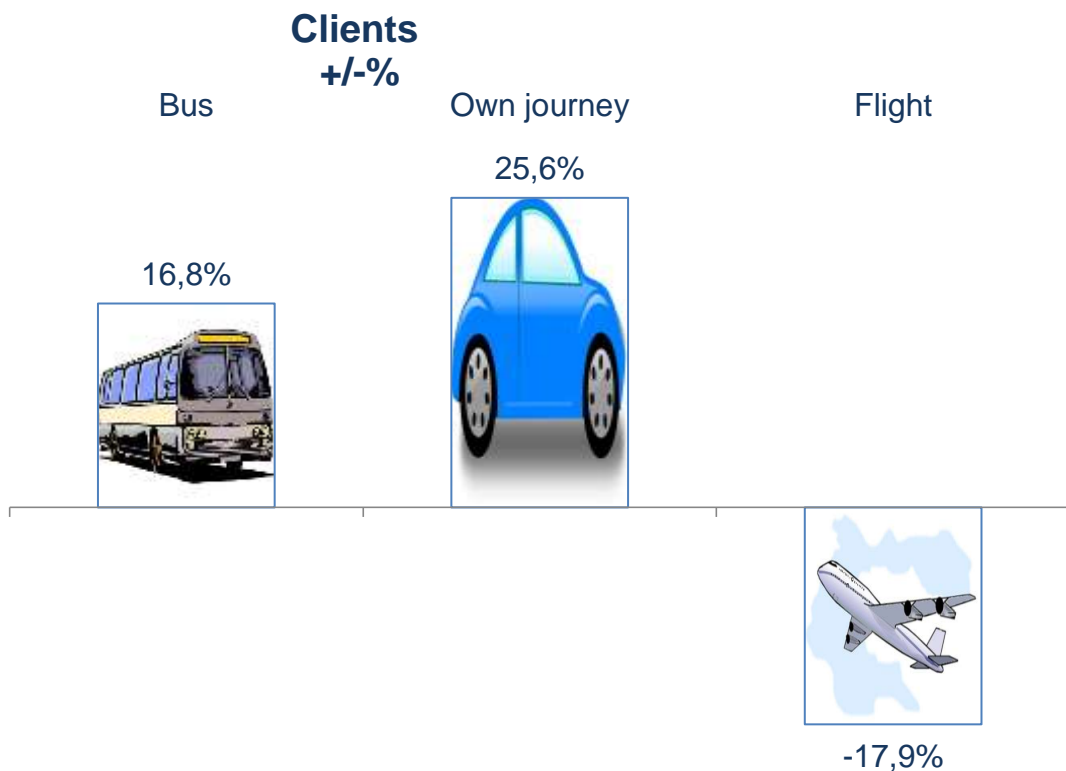
Last week – 20/2016, tours 01.11.15 – 31.10.16

compared with week 21. in 2015 r.

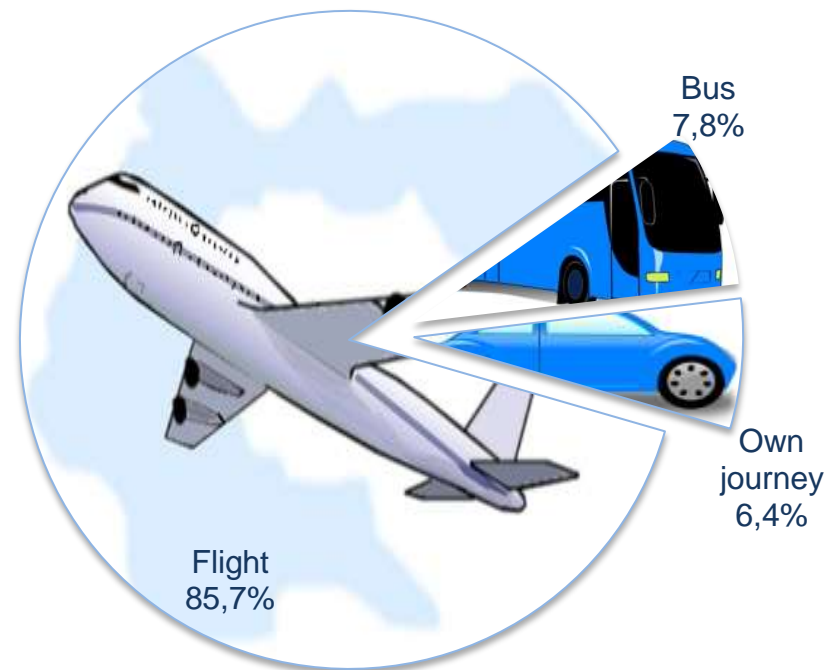


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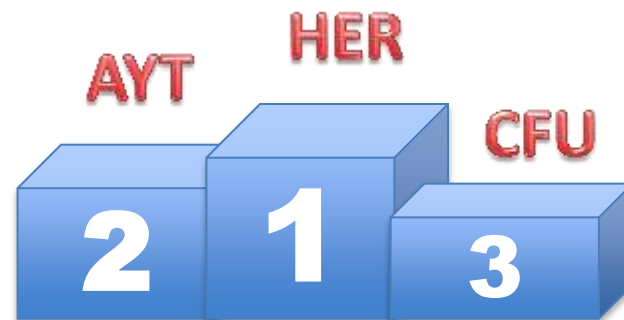
Share %



Ranking of the most popular countries & destinations in CW20

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 448	2 576
2	Antalya	4 813	1 943
3	Korfu	6 148	2 387
4	Rodos	6 497	2 586
5	Zakynthos	5 964	2 424
6	Kos	7 201	2 632
7	Chania	6 648	2 841
8	Fuerteventura	6 811	2 924
9	Burgas	5 389	2 018
10	Teneryfa	6 724	2 904
11	Majorka	7 136	2 953
12	Gran Canaria	6 212	2 723
13	Barcelona	5 719	2 542
14	Faro	7 492	3 310
15	Bodrum	4 642	1 913
16	Tirana	6 291	2 470
17	Kefalonia	5 743	2 143
18	Lanzarote	7 656	3 241
19	Hurghada	4 626	2 062
20	Marsa Alam	4 564	2 112



Rank	Country	Price/booking	Price/person
1	Grecja	6 468	2 531
2	Hiszpania	6 861	2 916
3	Turcja	4 941	1 987
4	Bułgaria	4 765	1 934
5	Włochy	5 604	2 513
6	Chorwacja	4 178	1 767
7	Egipt	4 740	2 126
8	Portugalia	8 434	3 528
9	Albania	5 788	2 348
10	Cypr	6 673	2 723

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

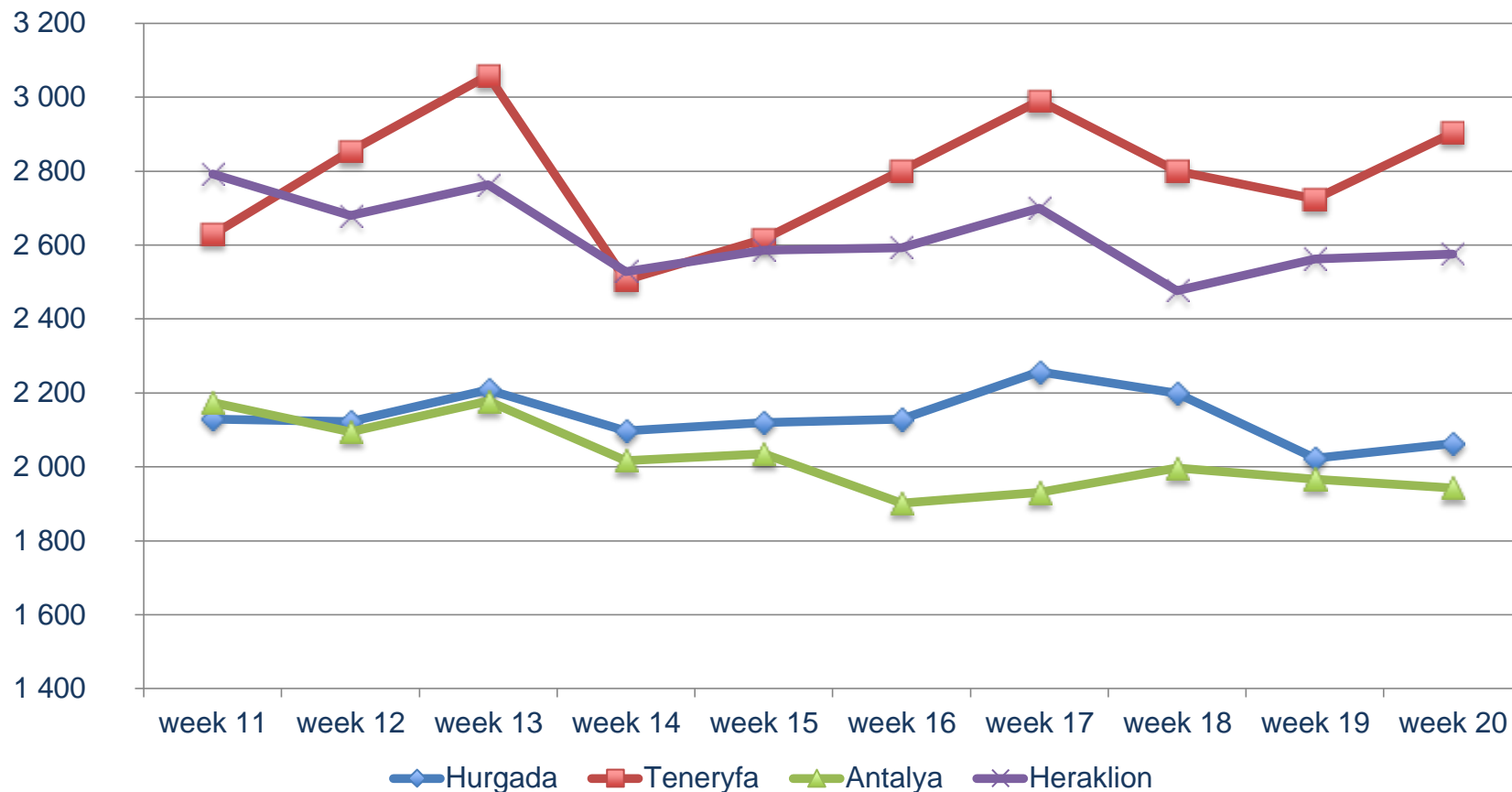
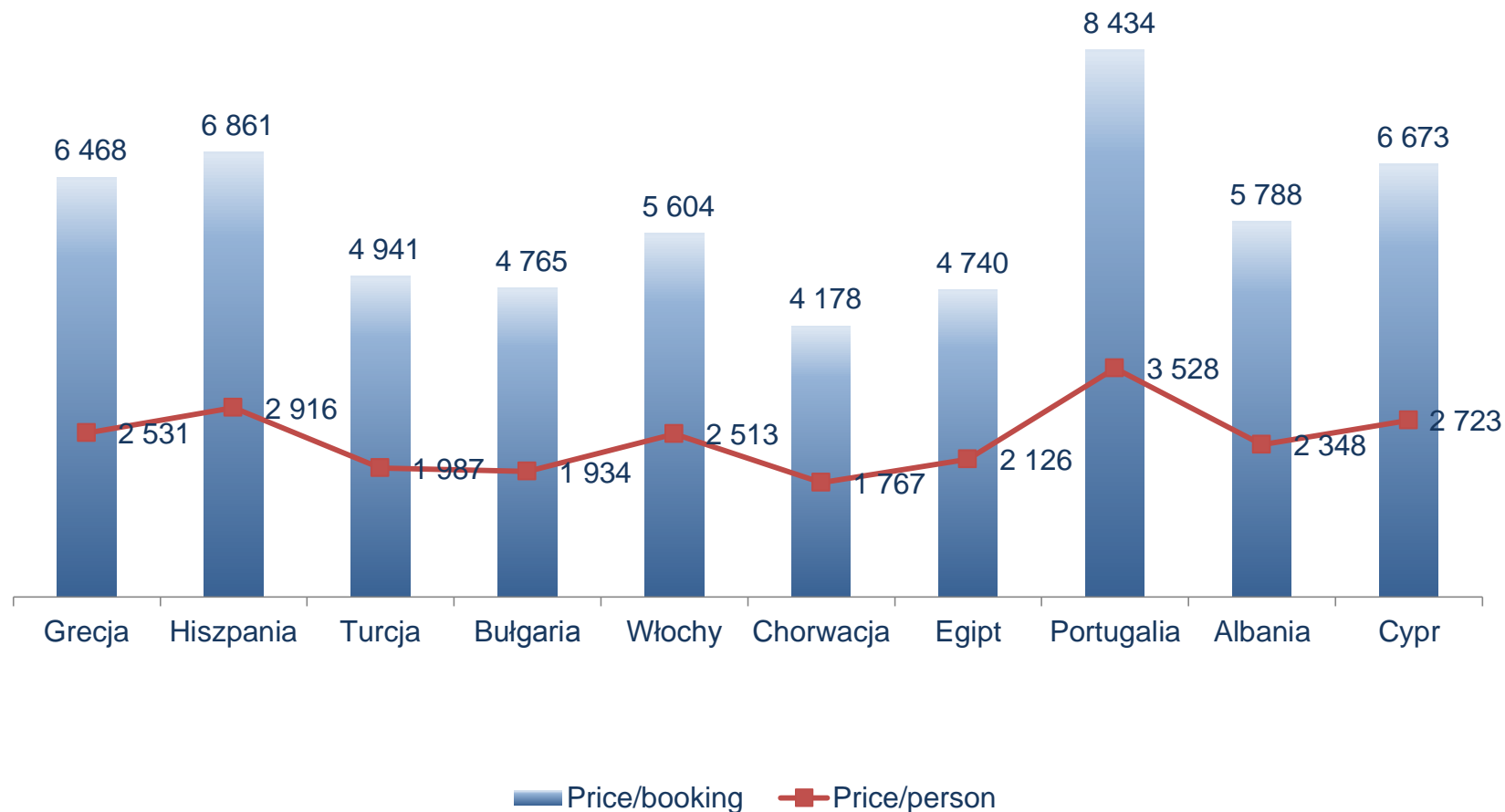


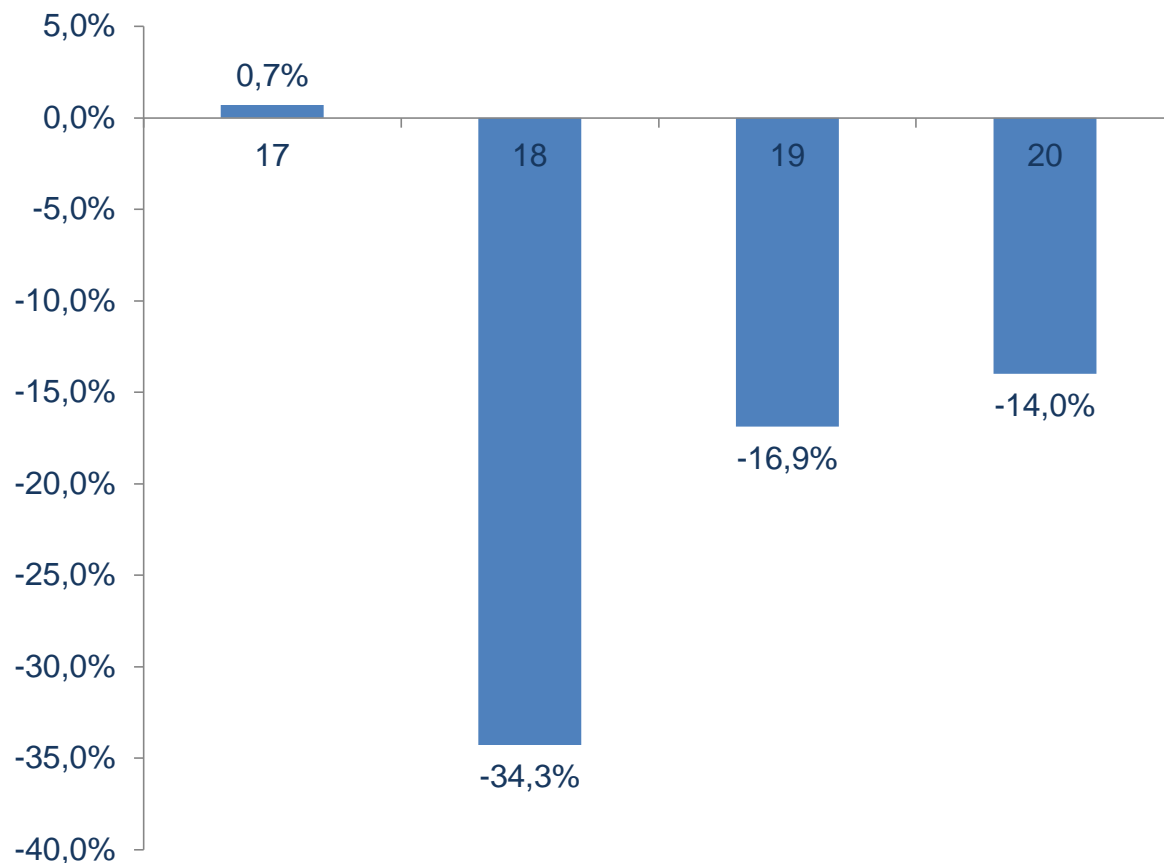
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 20. week



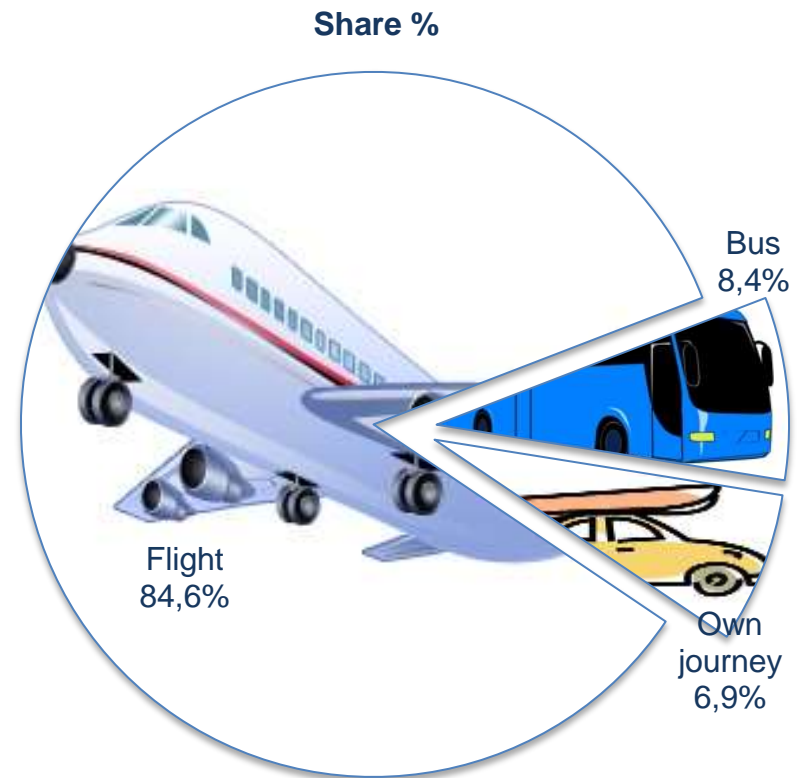
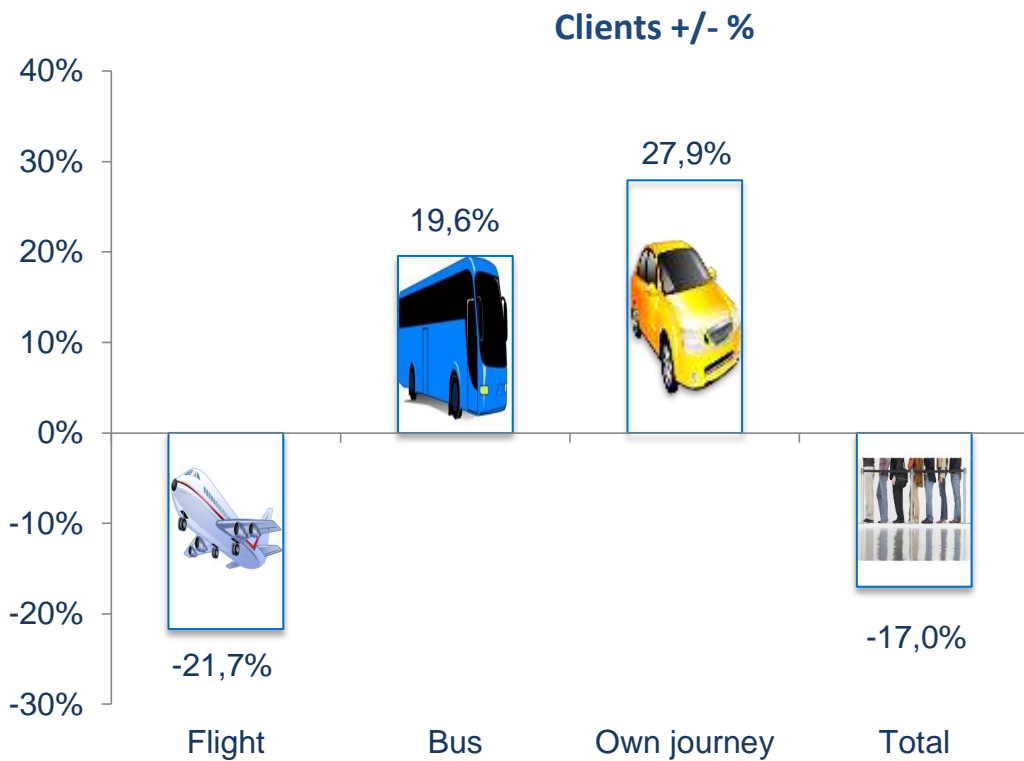
The last four weeks of sales of the tourist year 2015/16 - customers

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



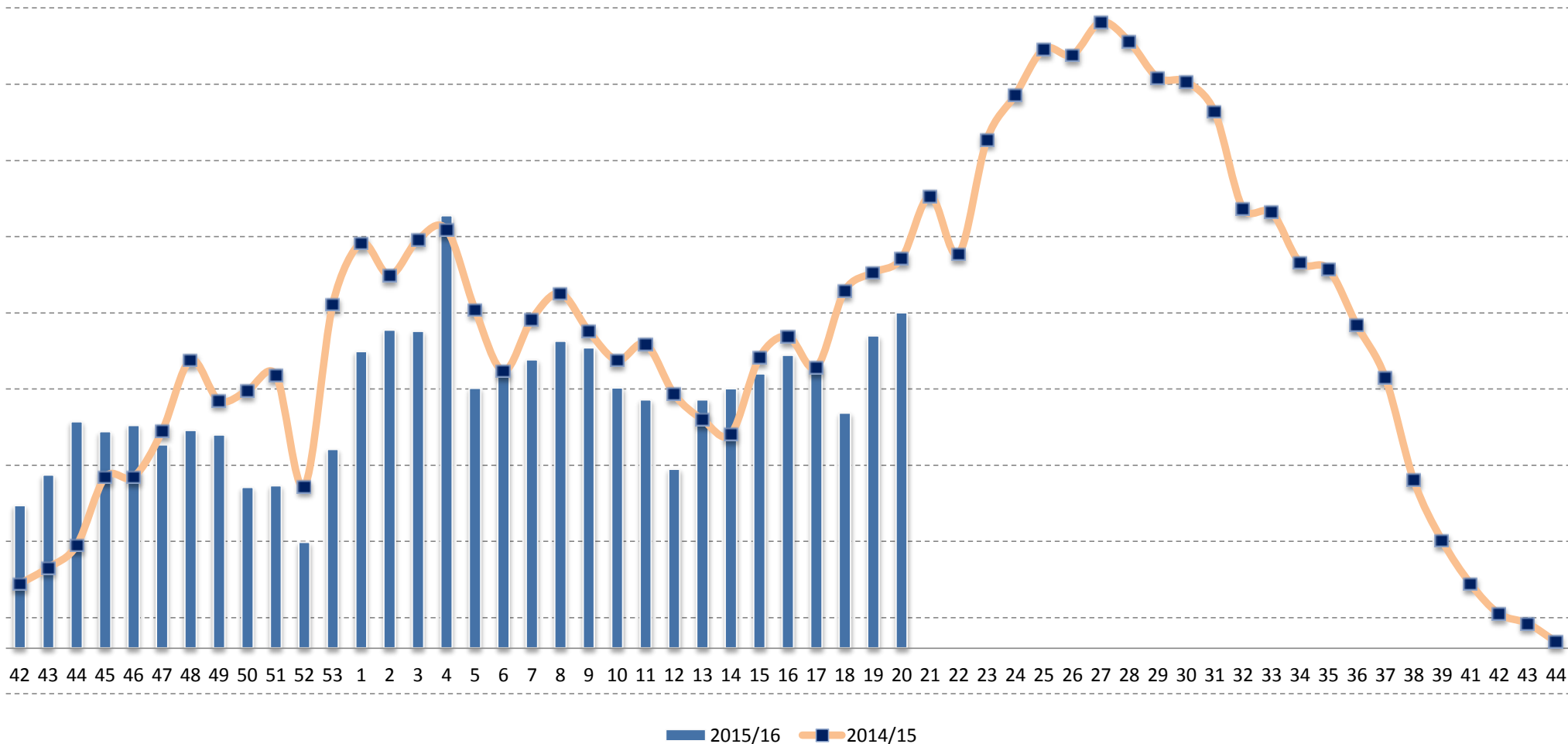
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

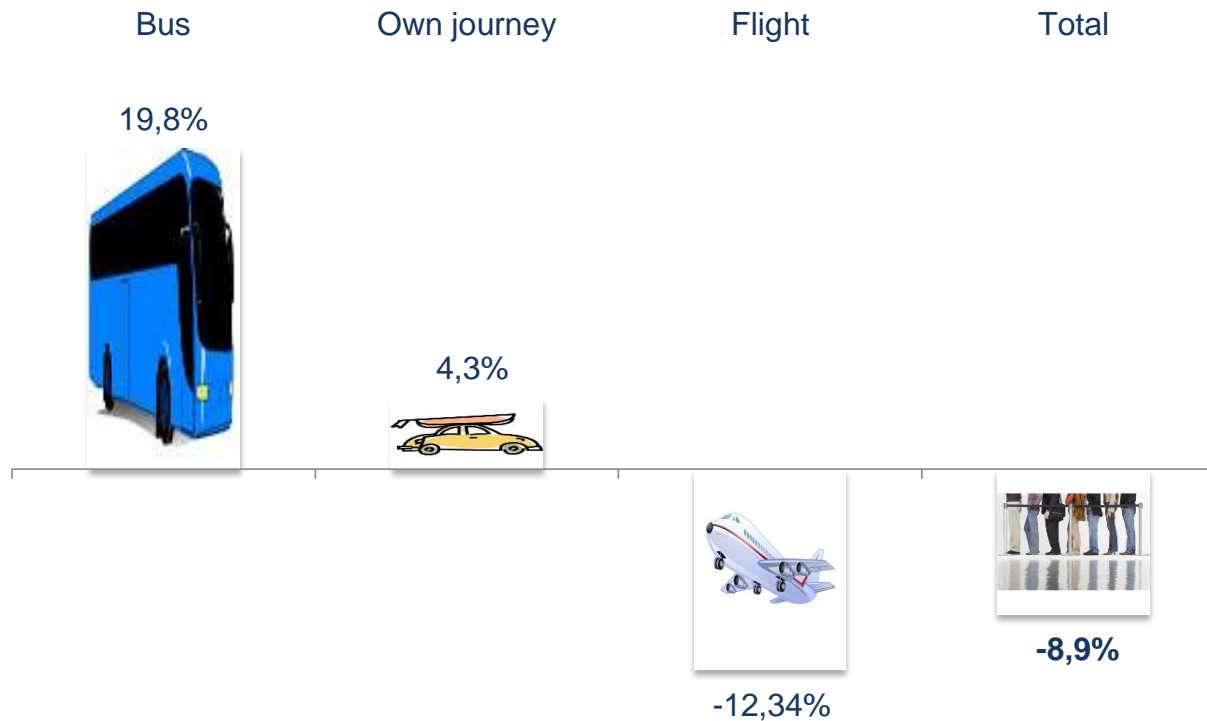
Bookings weekly 15/16 vs. 14/15



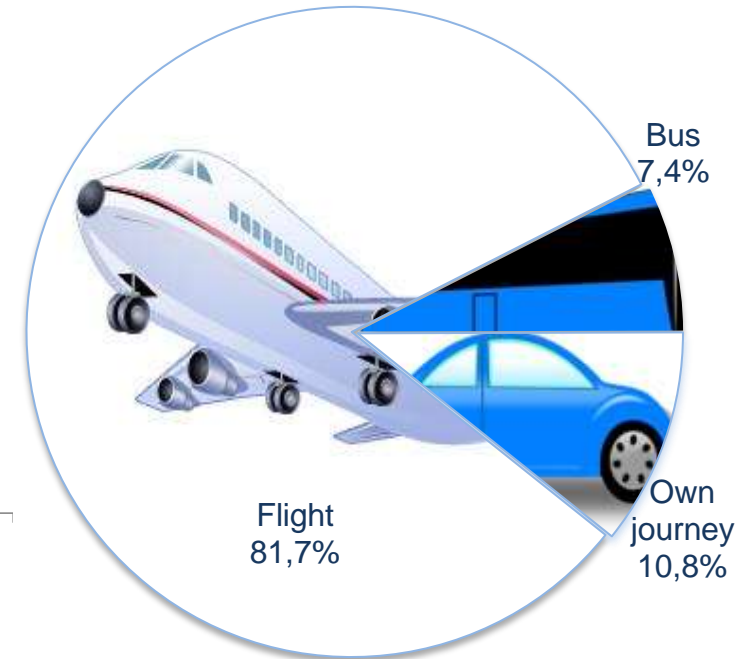
Cumulative sales of 2015/16

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	Grecja	-1%
2	Hiszpania	53%
3	Bułgaria	86%
4	Włochy	49%
5	Turcja	-70%
6	Egipt	-73%
7	Portugalia	60%
8	Chorwacja	114%
9	Cypr	24%
10	Austria	120%
11	Albania	++
12	Kuba	93%
13	Emiraty Arabskie	++
14	Dominikana	104%
15	Maroko	-40%
16	Polska	174%
17	Tajlandia	31%
18	Wyspy Zielonego Przylądka	++
19	Czechy	139%
20	Francja	-22%

Rank	Destination	+/- % last year
1	Heraklion	-23%
2	Fuerteventura	12%
3	Zakynthos	4%
4	Teneryfa	-1%
5	Burgas	13%
6	Korfu	-18%
7	Rodos	-37%
8	Antalya	-72%
9	Chania	-9%
10	Hurghada	-71%
11	Gran Canaria	47%
12	Lanzarote	-10%
13	Madera	31%
14	Majorka	13%
15	Varna	32%
16	Marsa Alam	-58%
17	Barcelona	6%
18	Kos	-58%
19	Pafos	-13%
20	Bodrum	-73%



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