

Weekly report 23/2016

Data source: MerlinX*

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

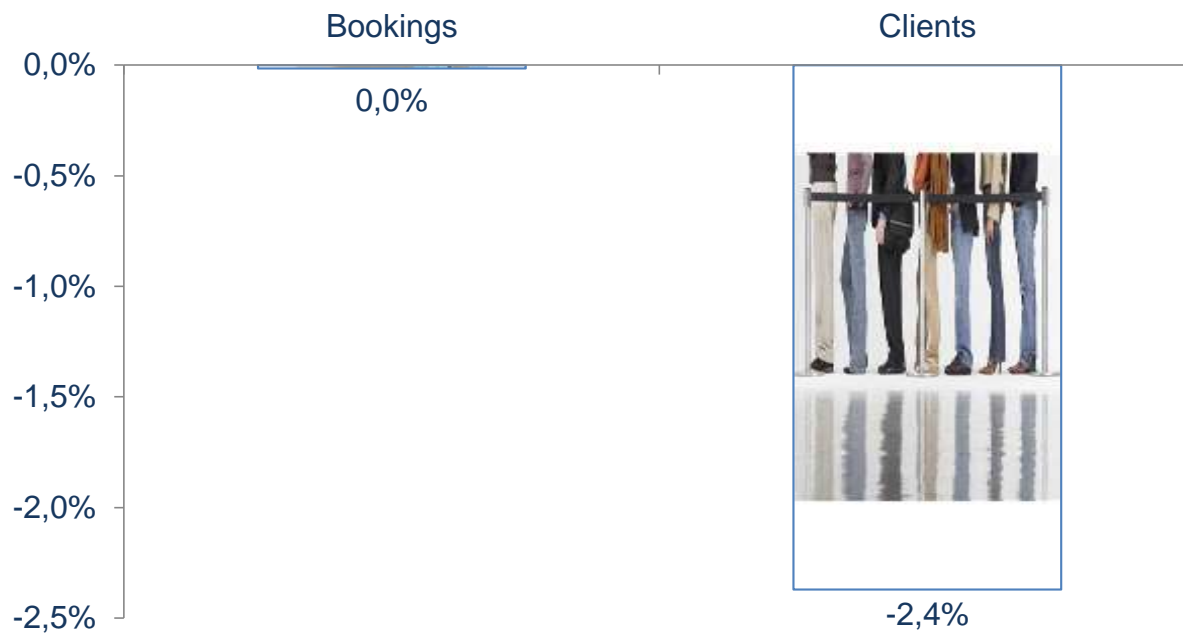
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 23/2016, tours 01.11.15 – 31.10.16

compared with week 24. in 2015 r.



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compared with week 24. in 2015 r.

Clients +/-%

Bus

Own journey
14,8%

Flight

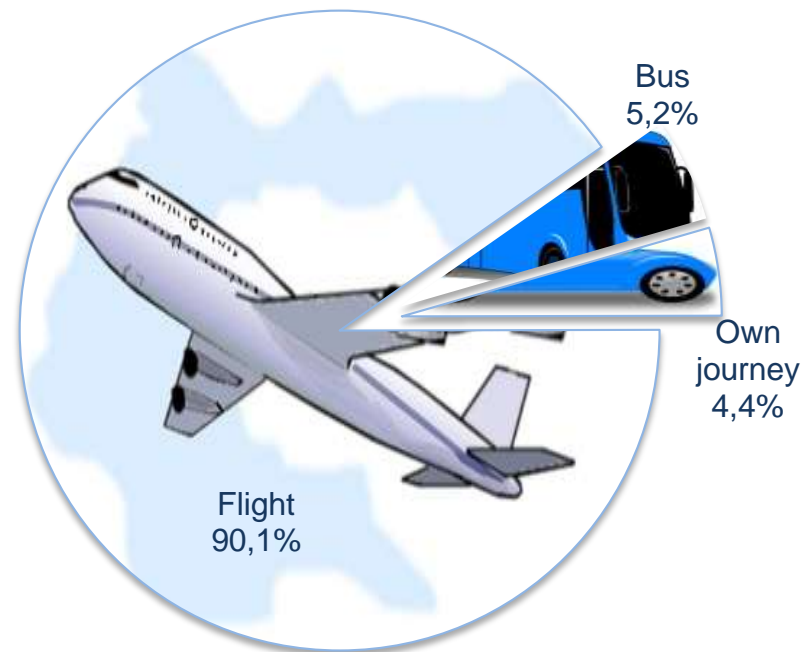


-2,8%



-3,2%

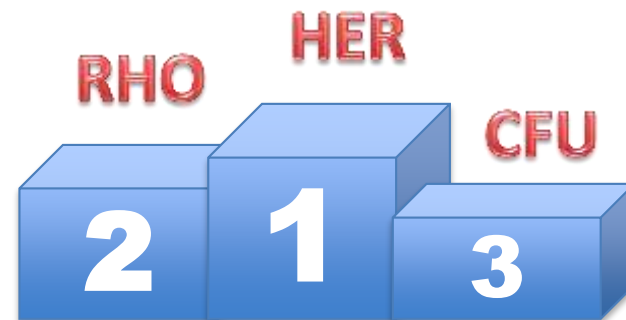
Share %



Ranking of the most popular countries & destinations in CW23

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	5 067	2 072
2	Rodos	4 986	1 961
3	Korfu	5 086	2 013
4	Antalya	5 214	2 032
5	Zakynthos	5 447	2 147
6	Burgas	4 231	1 681
7	Kos	6 310	2 386
8	Chania	5 498	2 274
9	Majorka	6 123	2 667
10	Teneryfa	6 349	2 708
11	Fuerteventura	6 083	2 570
12	Varna	3 669	1 529
13	Saloniki	3 705	1 570
14	Barcelona	4 799	2 036
15	Gran Canaria	6 504	2 842
16	Bodrum	3 333	1 392
17	Faro	6 545	3 004
18	Lanzarote	6 858	2 927
19	Madera	7 944	3 531
20	Malaga	5 218	2 349



Rank	Country	Price/booking	Price/person
1	Grecja	5 197	2 048
2	Hiszpania	6 135	2 573
3	Turcja	4 430	1 764
4	Bułgaria	3 951	1 635
5	Włochy	4 703	2 001
6	Chorwacja	4 173	1 684
7	Portugalia	7 138	3 213
8	Albania	4 740	2 058
9	Egipt	4 347	1 923
10	Cypr	5 615	2 306

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

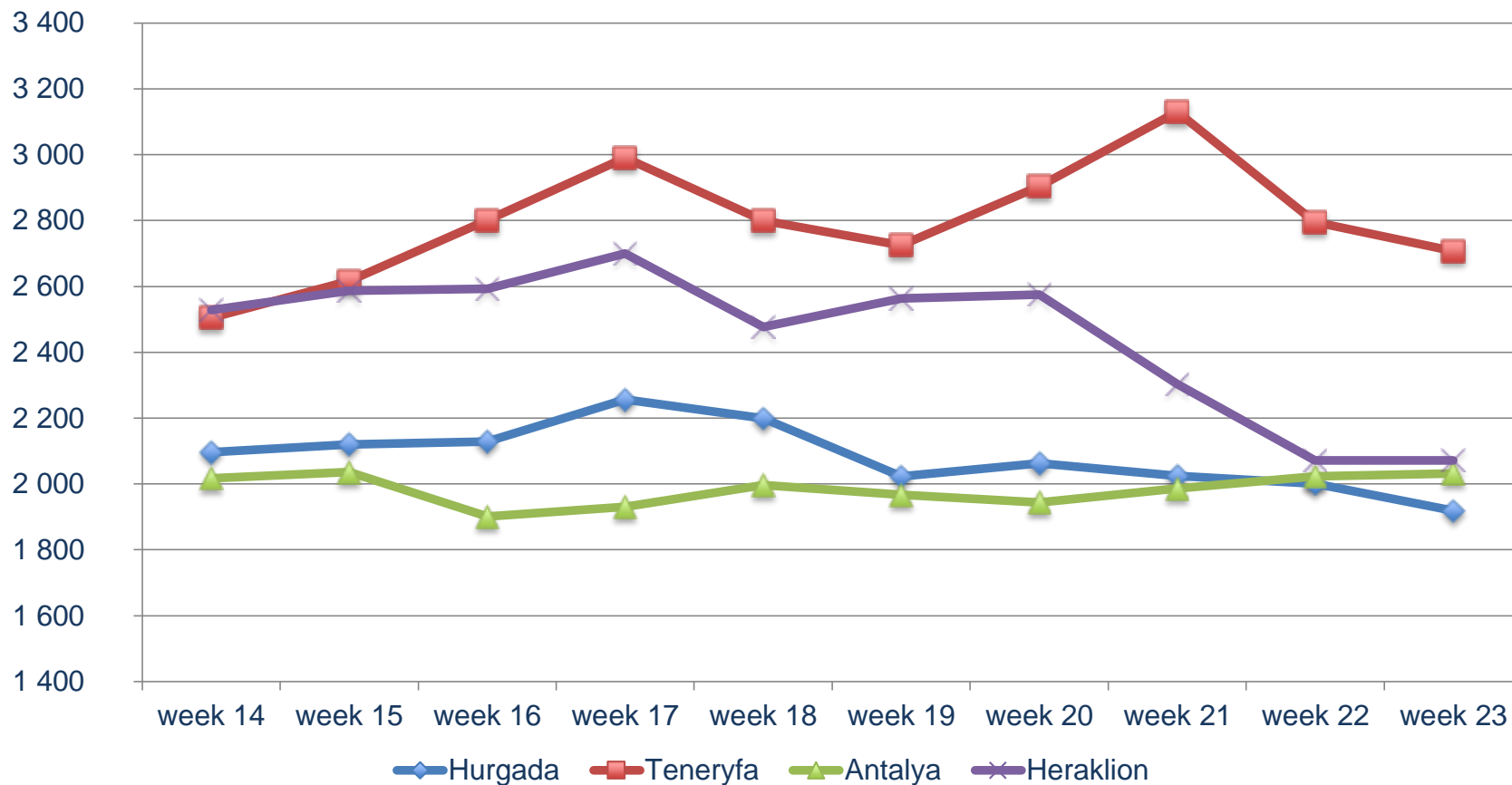
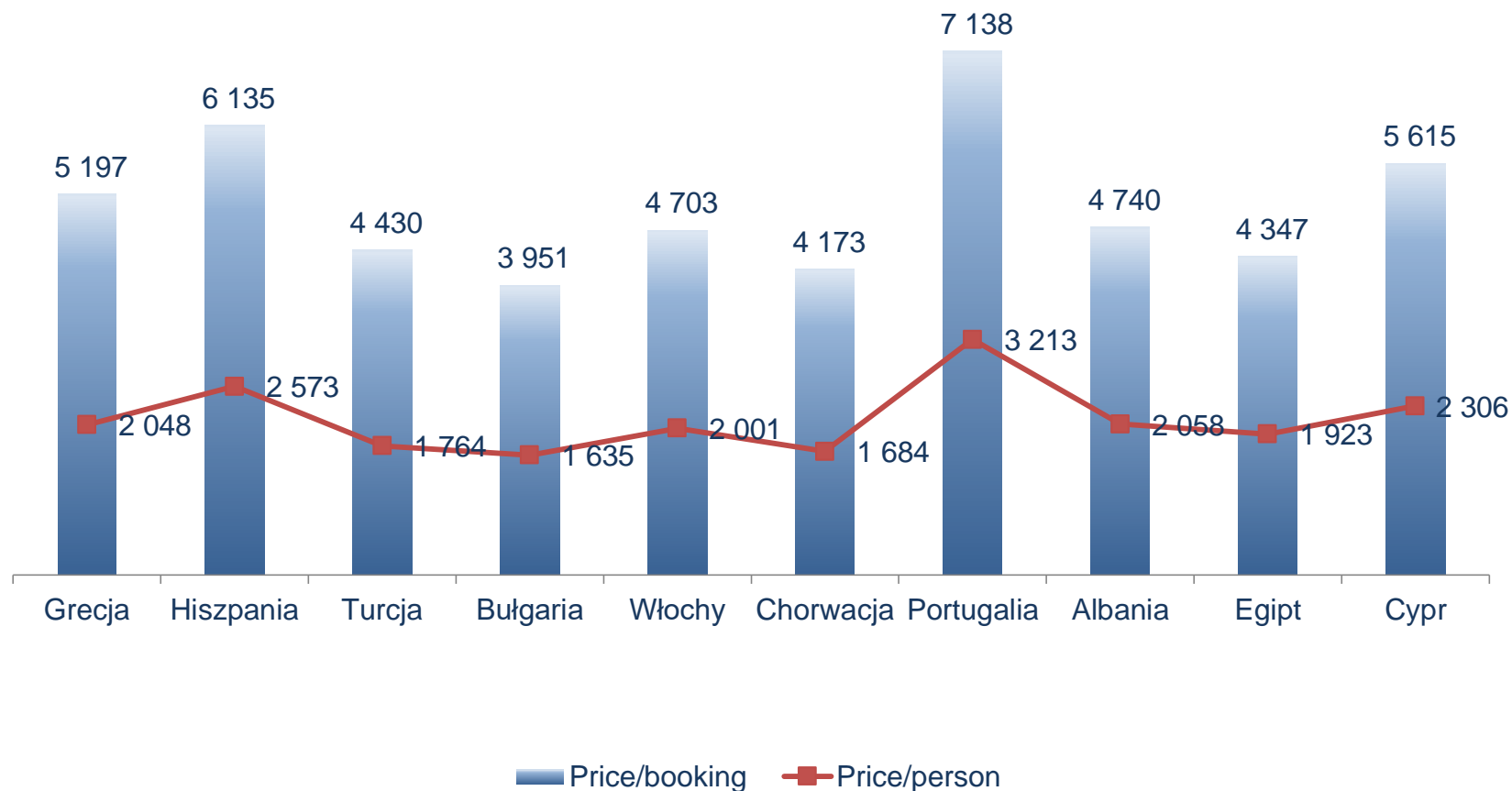


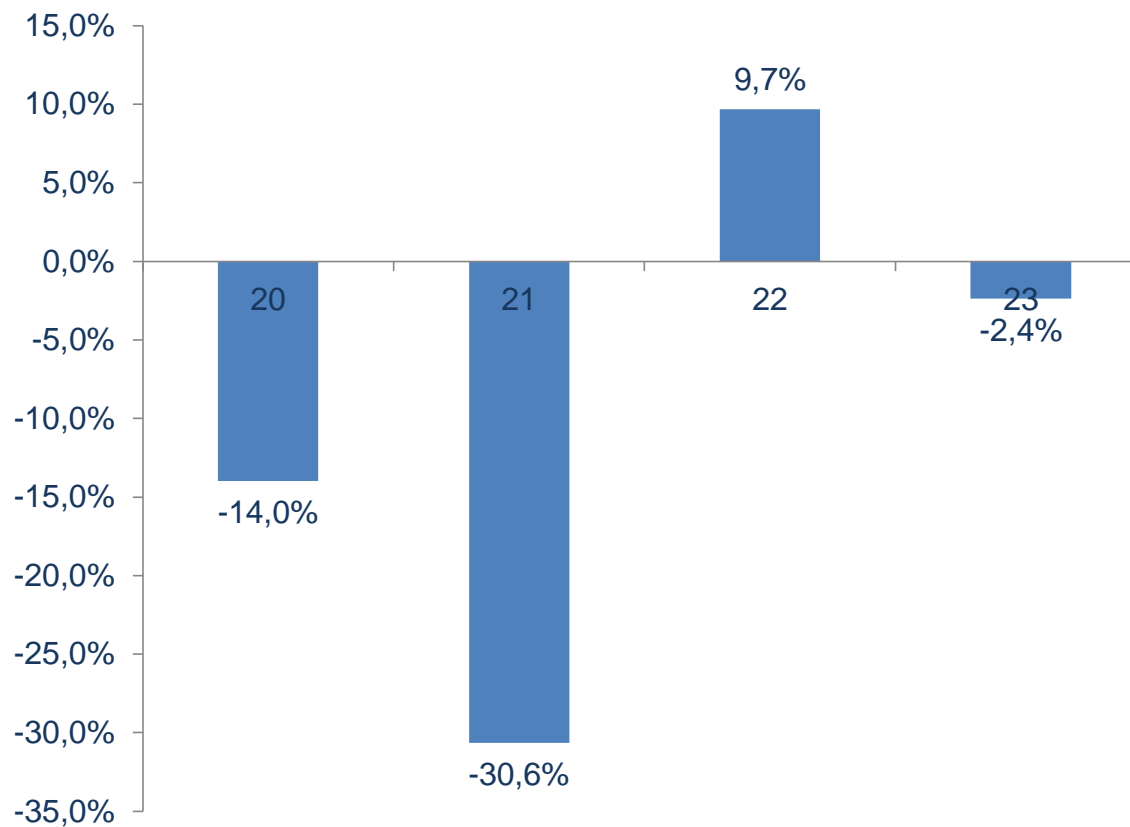
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 23. week



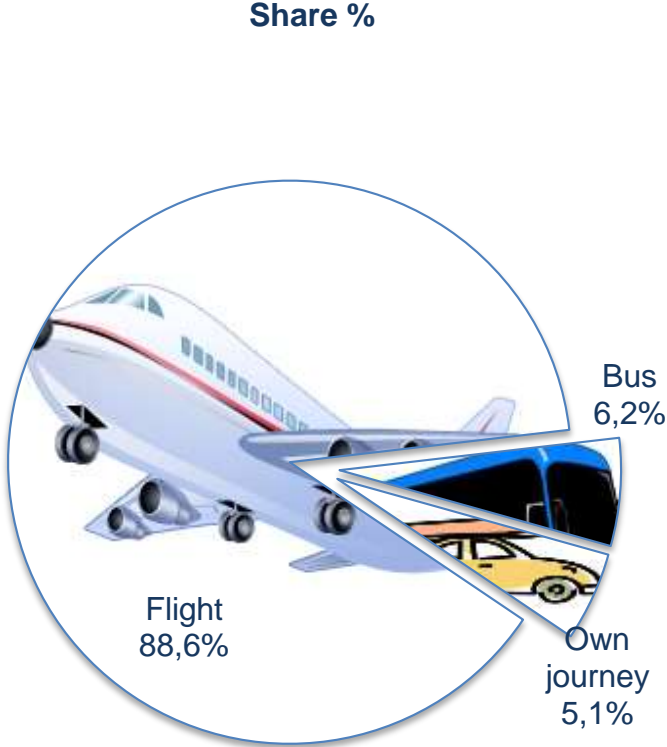
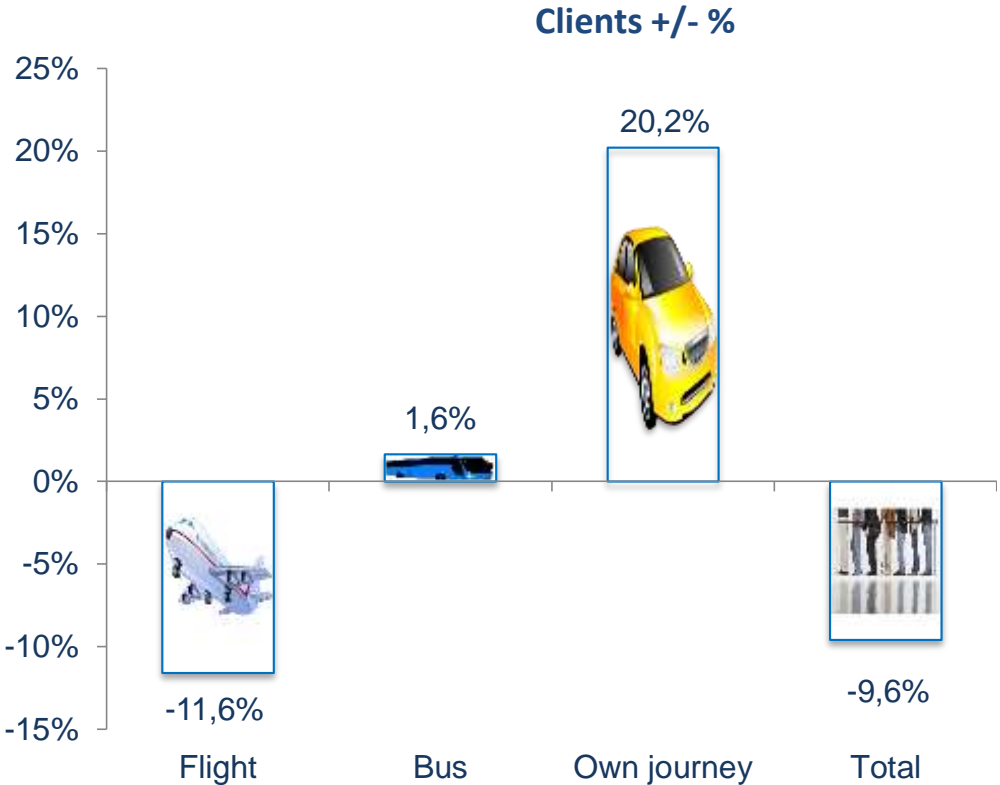
The last four weeks of sales of the tourist year 2015/16 - customers

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



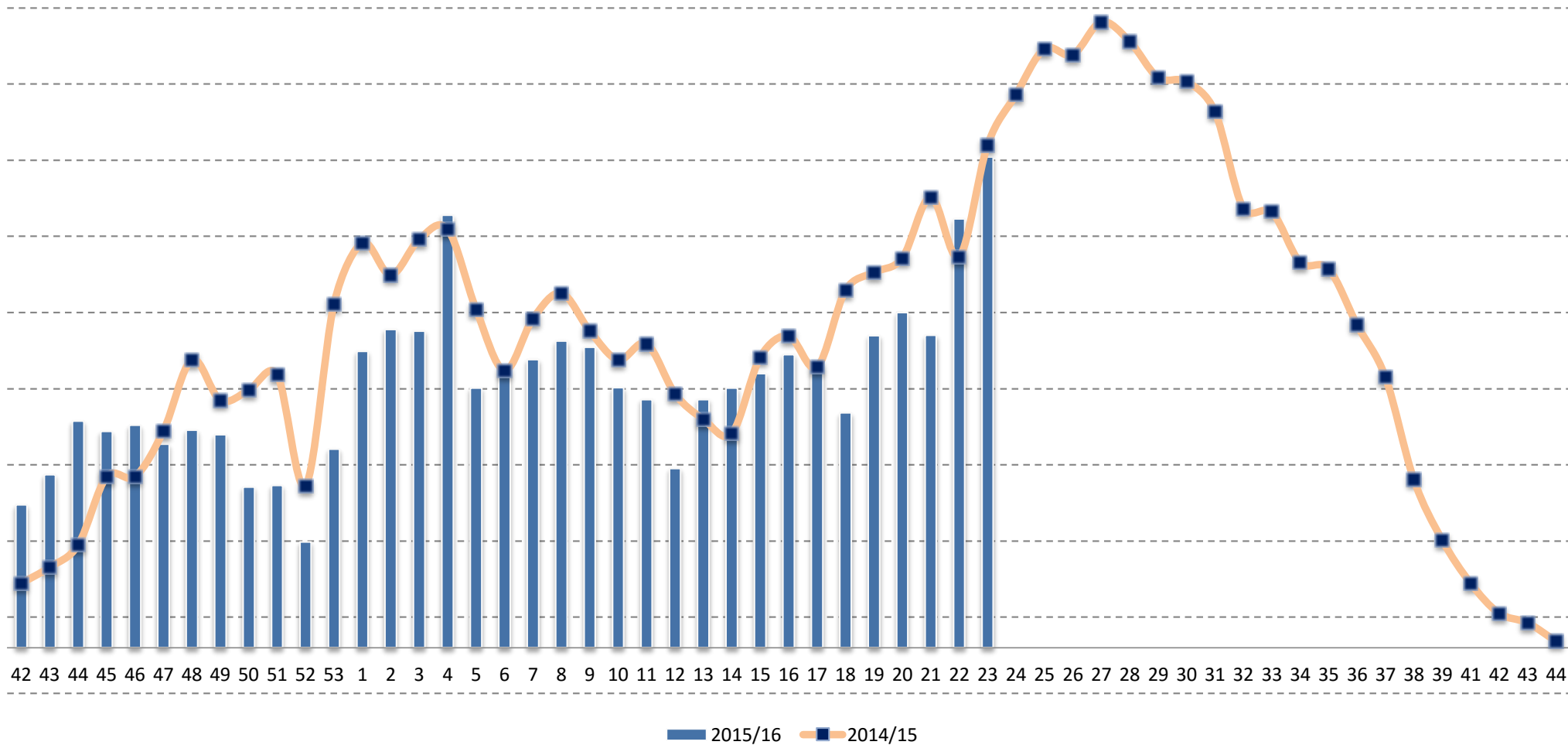
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

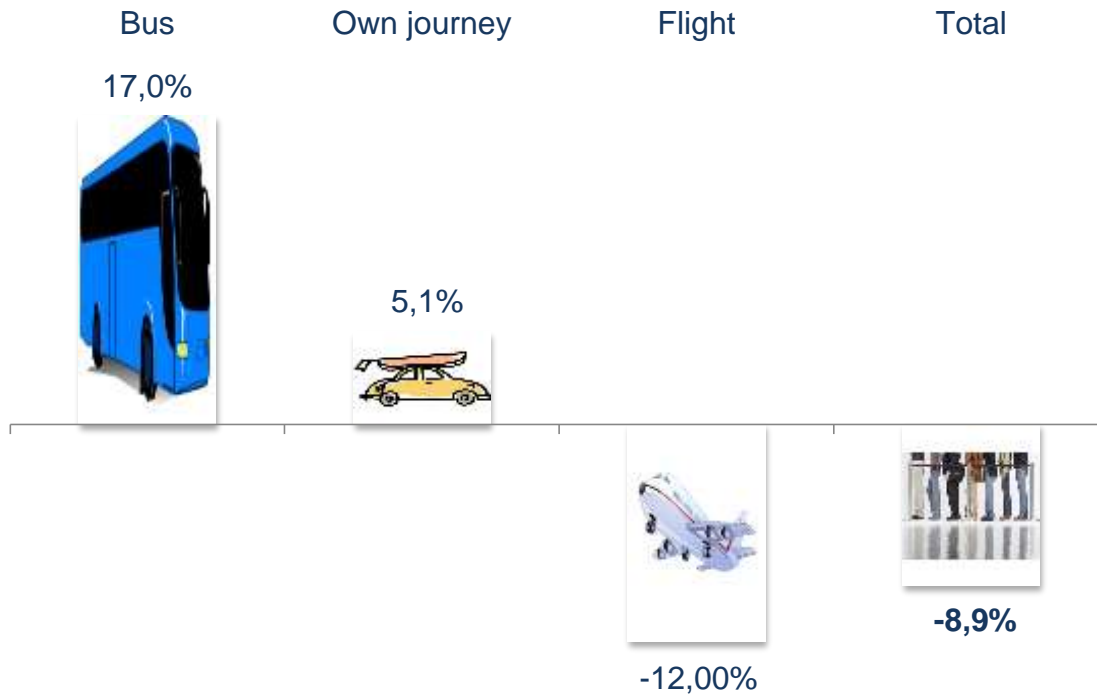
Bookings weekly 15/16 vs. 14/15



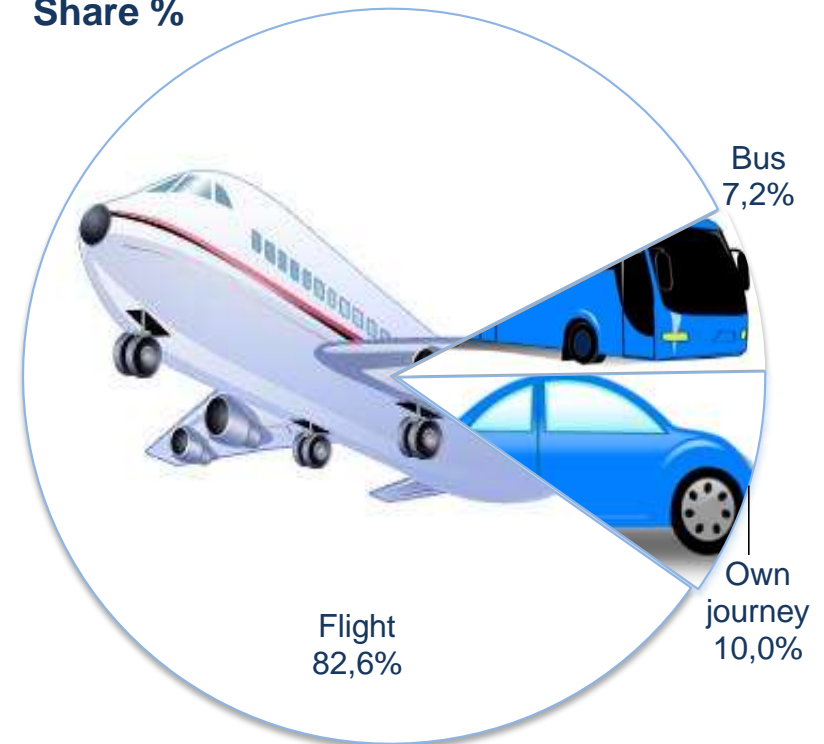
Cumulative sales of 2015/16

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	0%
2	Hiszpania	49%
3	Bułgaria	65%
4	Włochy	50%
5	Turcja	-67%
6	Egipt	-73%
7	Portugalia	44%
8	Chorwacja	112%
9	Cypr	23%
10	Albania	++
11	Austria	121%
12	Kuba	91%
13	Emiraty Arabskie	++
14	Dominikana	104%
15	Polska	169%
16	Maroko	-42%
17	Tajlandia	31%
18	Wyspy Zielonego Przylądka	++
19	Czechy	140%
20	Francja	-25%

Rank	Destination	% last year
1	Heraklion	-19%
2	Fuerteventura	8%
3	Zakynthos	-2%
4	Korfu	-15%
5	Burgas	2%
6	Teneryfa	-1%
7	Rodos	-31%
8	Antalya	-68%
9	Chania	-11%
10	Hurghada	-72%
11	Gran Canaria	45%
12	Majorka	5%
13	Varna	18%
14	Lanzarote	-7%
15	Madera	19%
16	Marsa Alam	-59%
17	Kos	-52%
18	Barcelona	0%
19	Bodrum	-71%
20	Pafos	-14%



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