

Weekly report 25/2016

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>

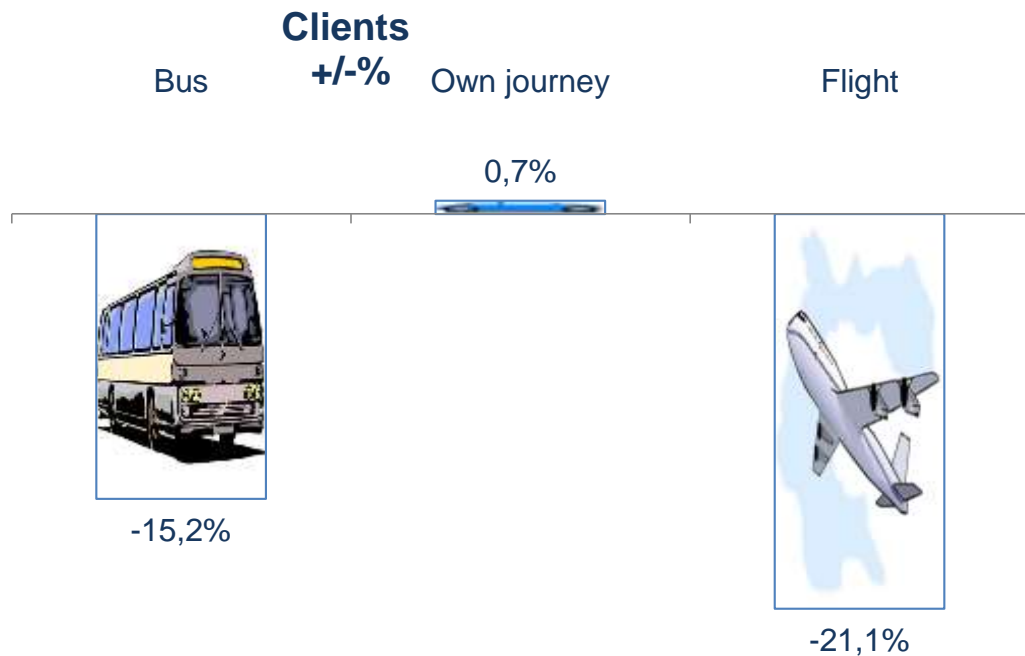
Last week – 25/2016, tours 01.11.15 – 31.10.16

compared with week 26. in 2015 r.

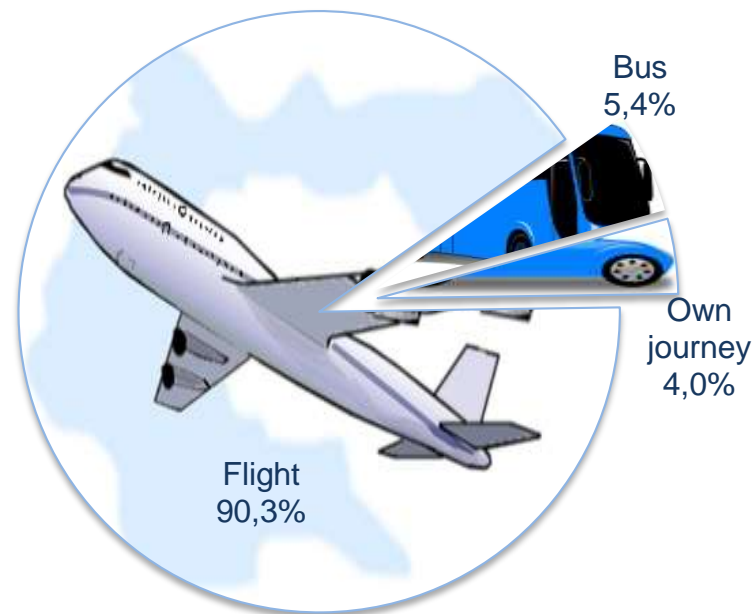


Last week – 25/2016, tours 01.11.15 – 31.10.16

compared with week 26. in 2015 r.



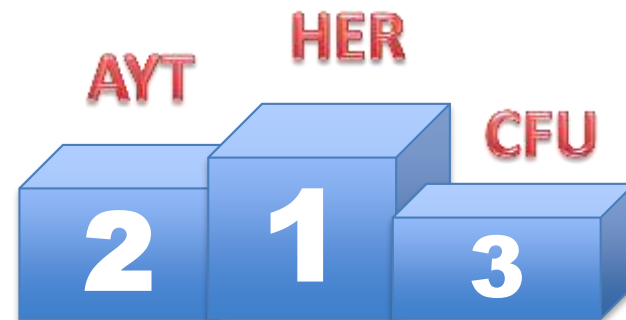
Share %



Ranking of the most popular countries & destinations in CW25

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 038	2 404
2	Antalya	6 011	2 192
3	Korfu	6 826	2 572
4	Burgas	4 087	1 648
5	Zakynthos	6 033	2 359
6	Rodos	6 479	2 562
7	Varna	3 835	1 605
8	Chania	6 426	2 669
9	Bodrum	4 881	1 921
10	Majorka	6 902	2 835
11	Kos	7 970	2 809
12	Saloniki	4 515	1 896
13	Fuerteventura	7 372	2 960
14	Barcelona	6 440	2 678
15	Teneryfa	7 876	3 150
16	Dalaman	4 865	1 956
17	Alicante	4 993	2 131
18	Tirana	4 544	1 916
19	Kavala	4 655	2 015
20	Kalamata	5 628	2 113



Rank	Country	Price/booking	Price/person
1	Grecja	6 293	2 453
2	Hiszpania	7 081	2 897
3	Bułgaria	4 046	1 641
4	Turcja	5 708	2 111
5	Włochy	5 629	2 251
6	Chorwacja	4 388	1 708
7	Albania	4 085	1 756
8	Portugalia	6 974	3 170
9	Egipt	5 250	2 217
10	Cypr	5 936	2 433

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

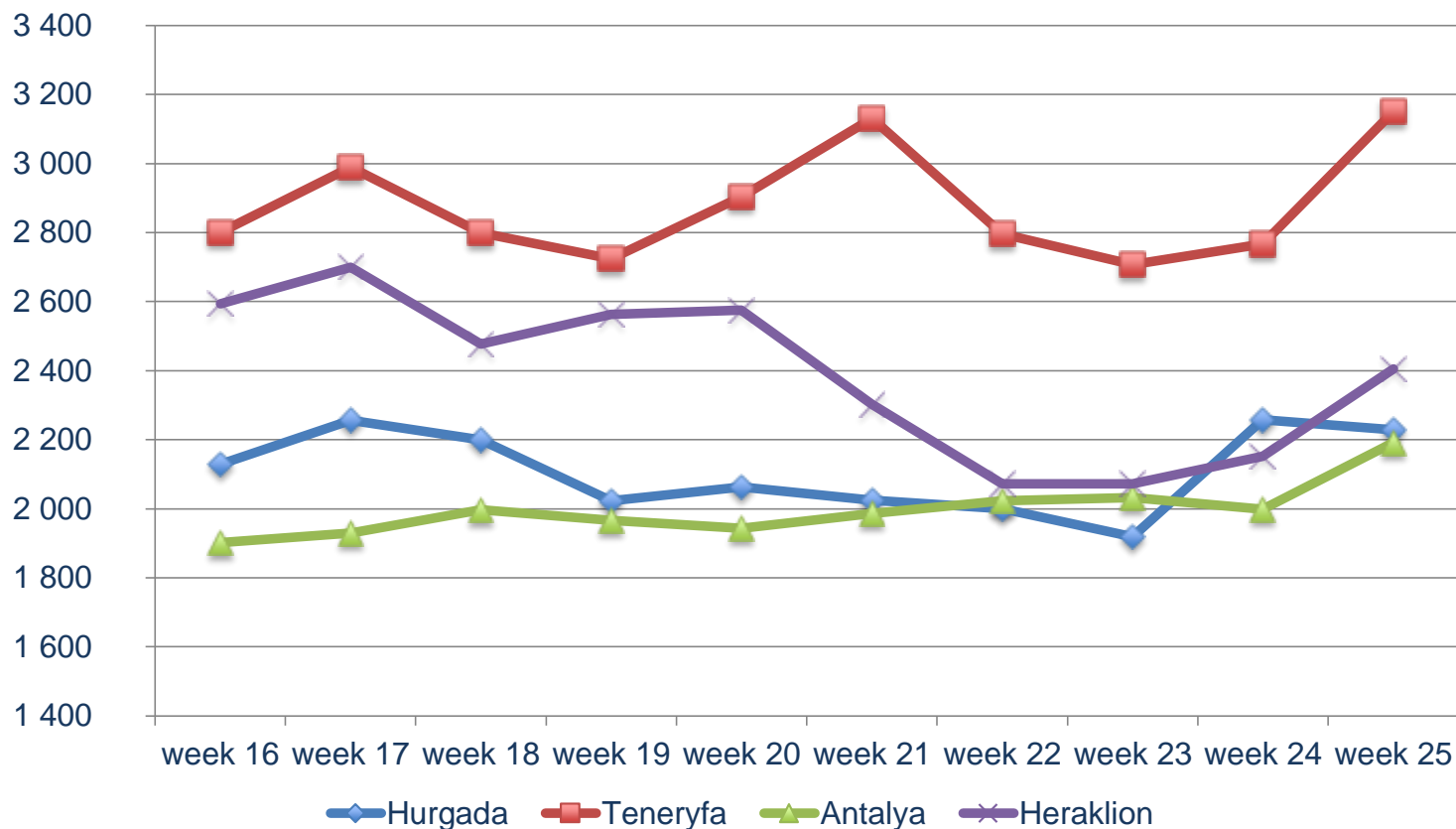
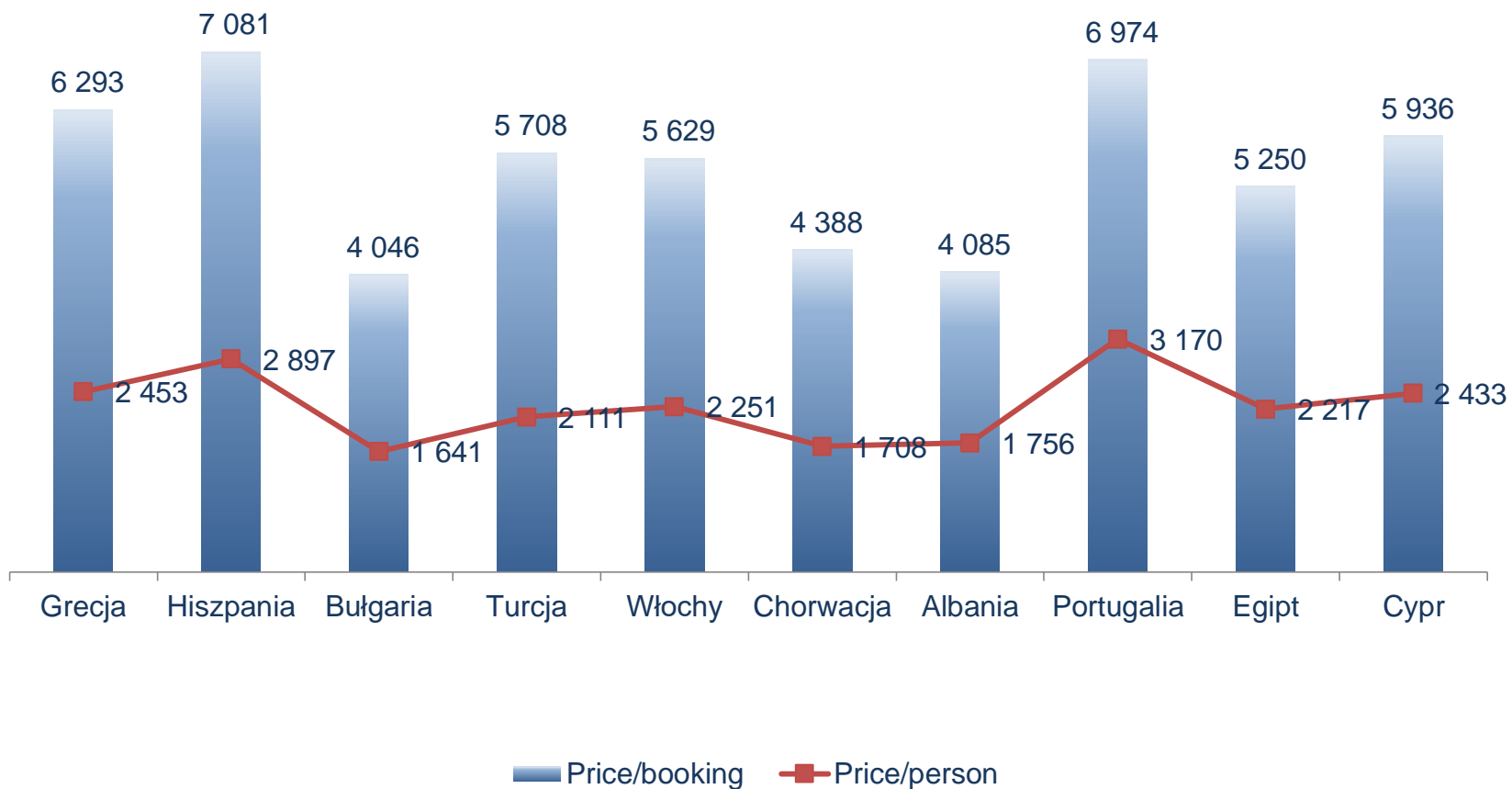


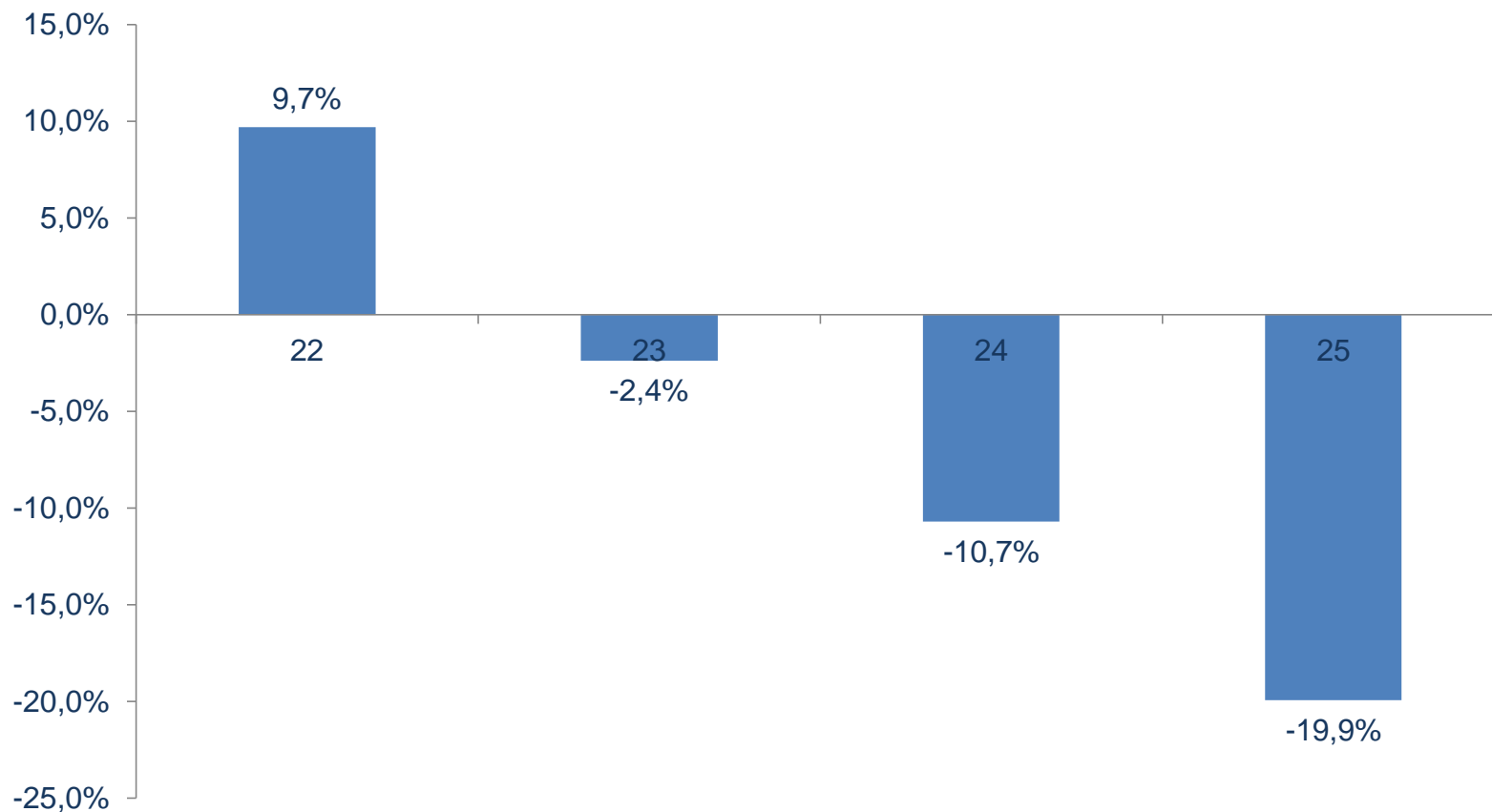
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurgada and Tenerife.

Average price per booking and the price per person in 25. week



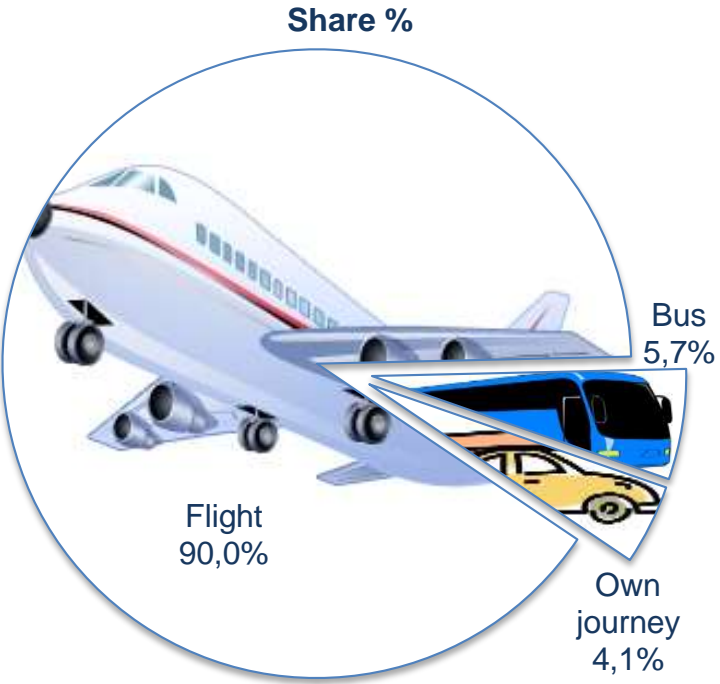
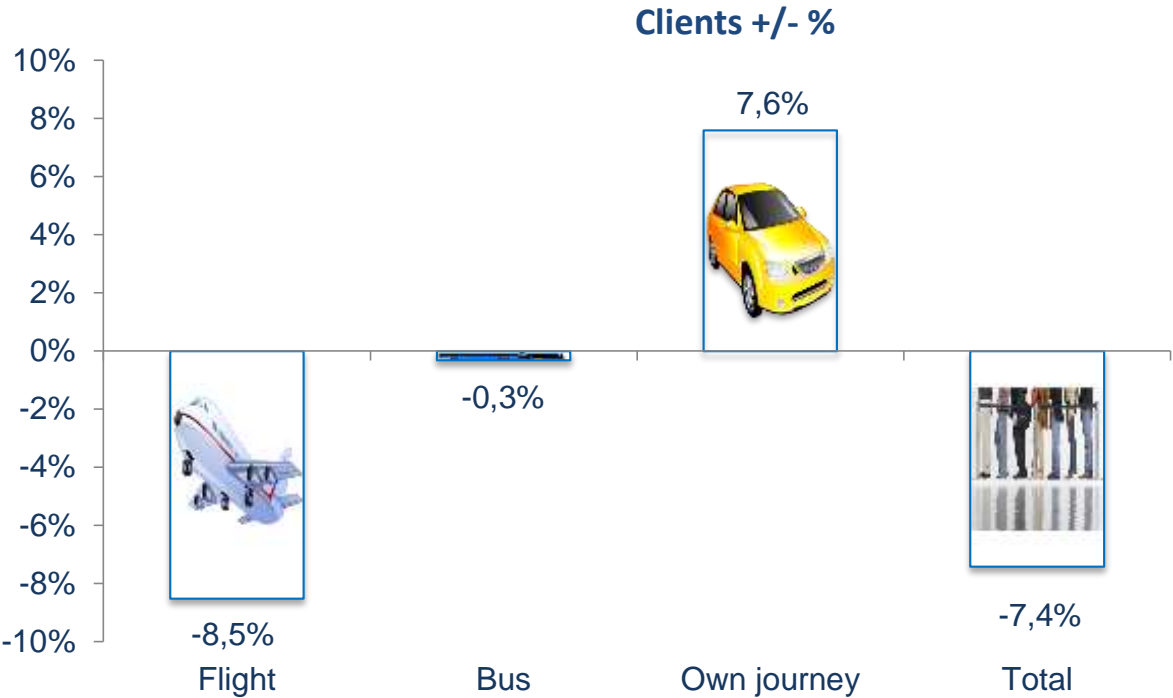
The last four weeks of sales of the tourist year 2015/16 - customers

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



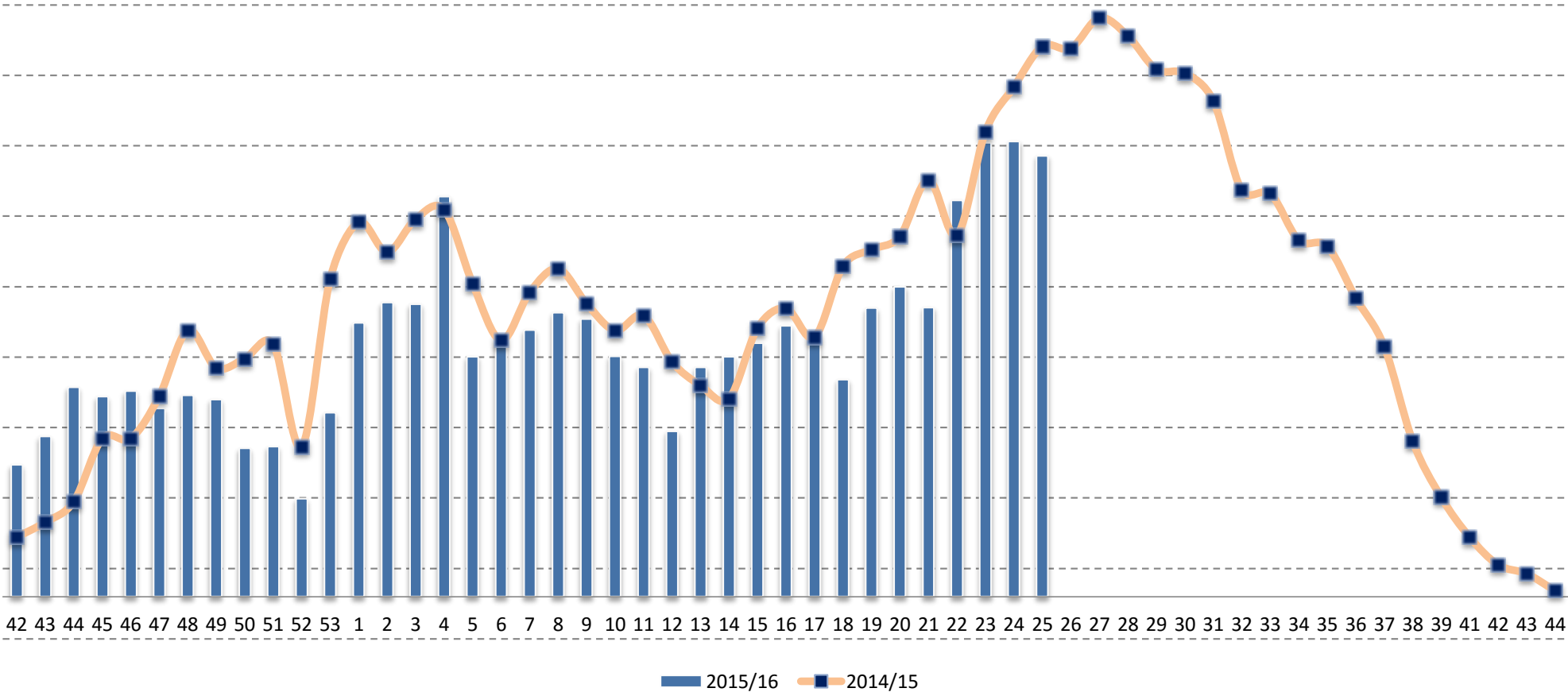
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

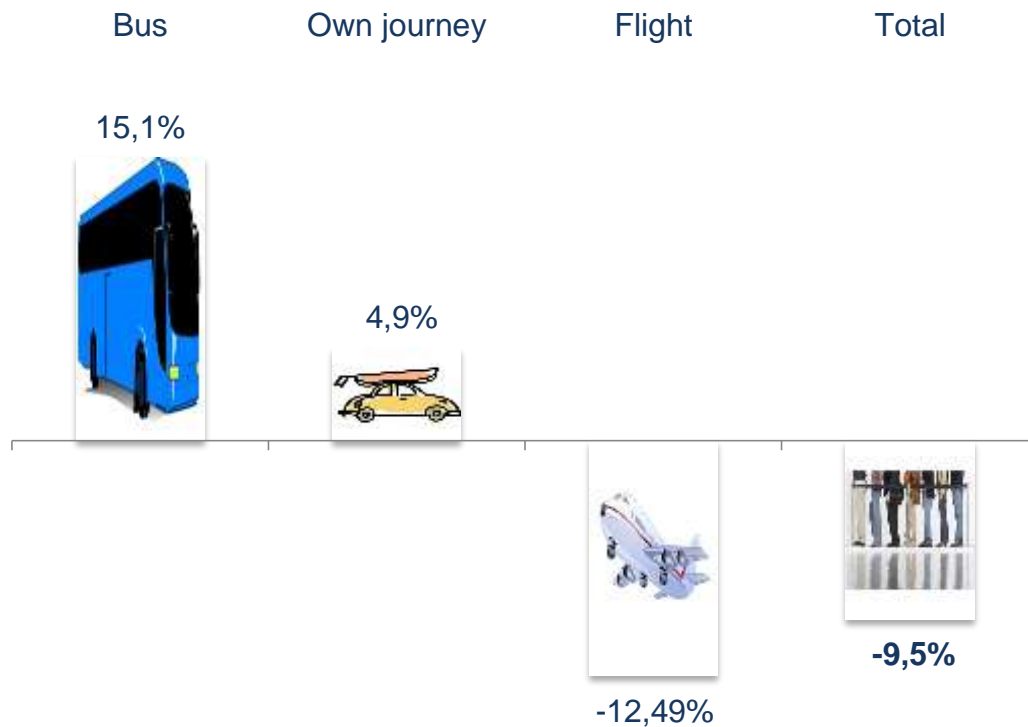
Bookings weekly 15/16 vs. 14/15



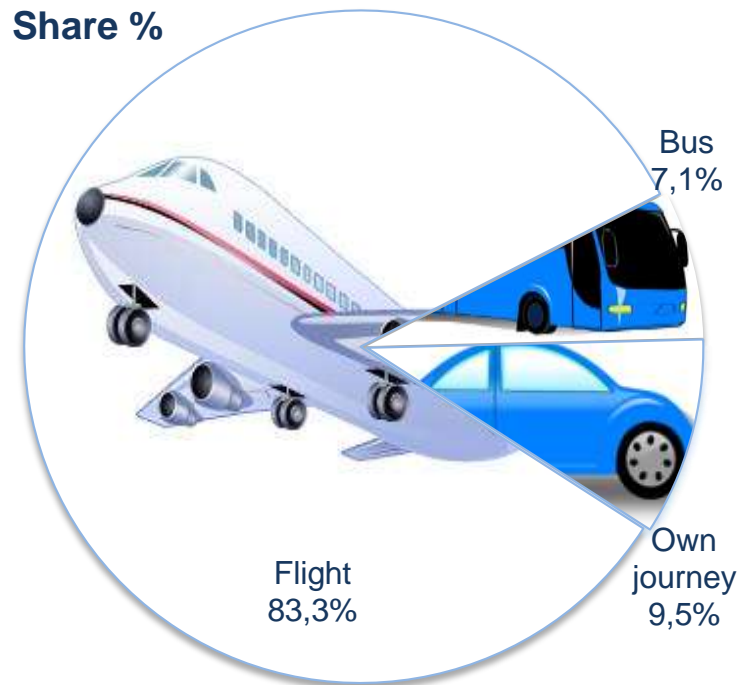
Cumulative sales of 2015/16

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	44%
3	Bułgaria	51%
4	Włochy	49%
5	Turcja	-65%
6	Egipt	-74%
7	Chorwacja	108%
8	Portugalia	34%
9	Cypr	20%
10	Albania	++
11	Austria	121%
12	Kuba	90%
13	Polska	158%
14	Emiraty Arabskie	++
15	Dominikana	103%
16	Maroko	-45%
17	Tajlandia	31%
18	Wyspy Zielonego Przylądka	++
19	Czechy	138%
20	Francja	-27%

Rank	Destination	+/- % last year
1	Heraklion	-18%
2	Zakynthos	-5%
3	Korfu	-13%
4	Burgas	-5%
5	Fuerteventura	5%
6	Antalya	-67%
7	Rodos	-30%
8	Teneryfa	-4%
9	Chania	-14%
10	Varna	8%
11	Hurghada	-72%
12	Gran Canaria	40%
13	Majorka	1%
14	Kos	-52%
15	Lanzarote	-7%
16	Madera	11%
17	Marsa Alam	-59%
18	Barcelona	-5%
19	Bodrum	-70%
20	Pafos	-16%



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