

Weekly report 27/2016

Data source: MerlinX*

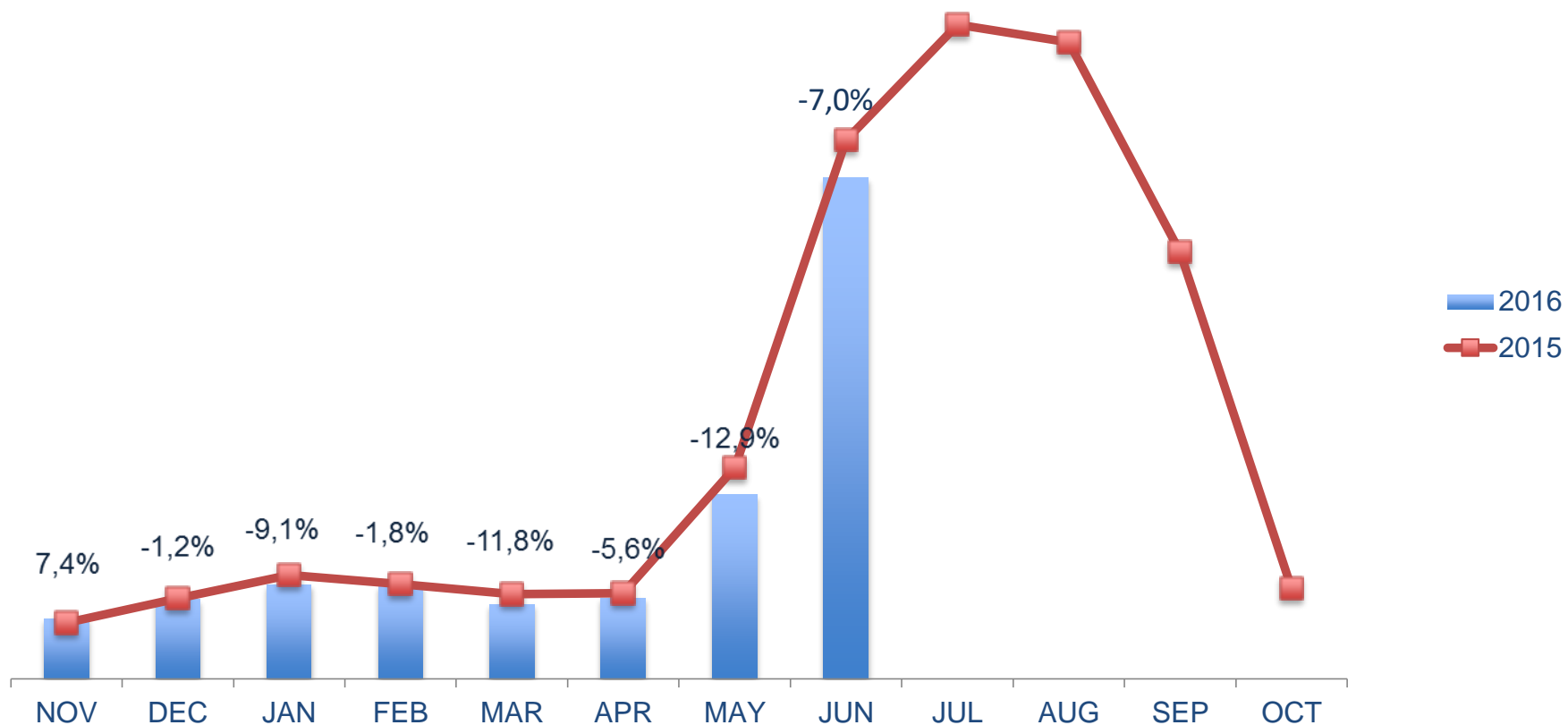
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Monthly departures compared with the previous tourist year.



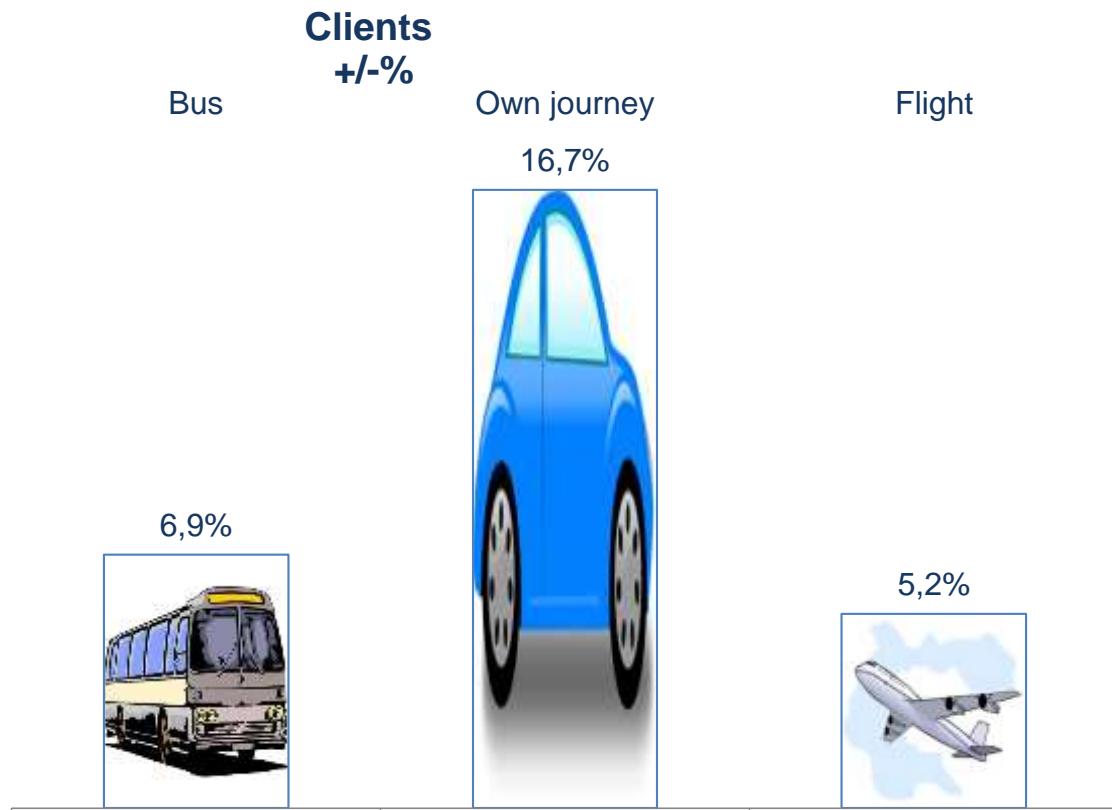
Last week – 27/2016, tours 01.11.15 – 31.10.16

compared with week 28. in 2015 r.

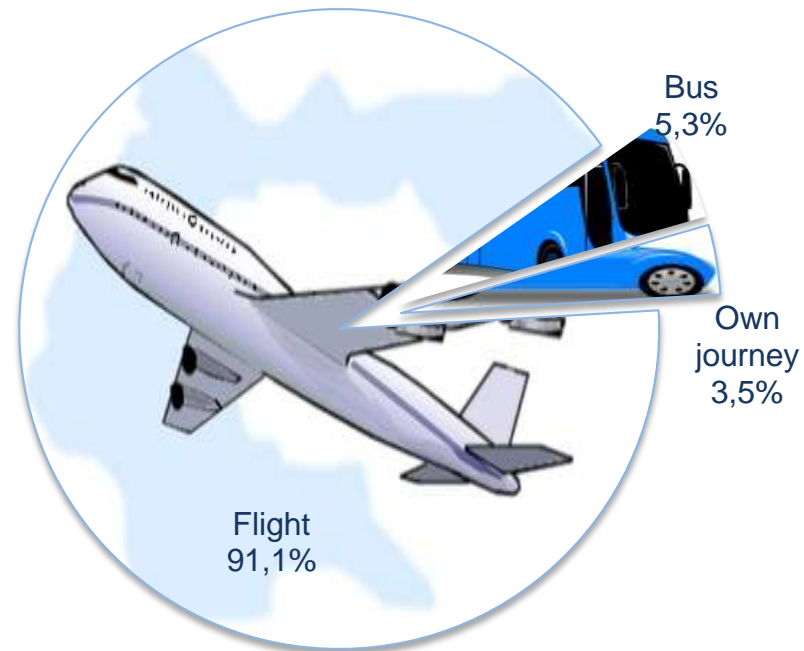


Last week – 27/2016, tours 01.11.15 – 31.10.16

compared with week 28. in 2015 r.



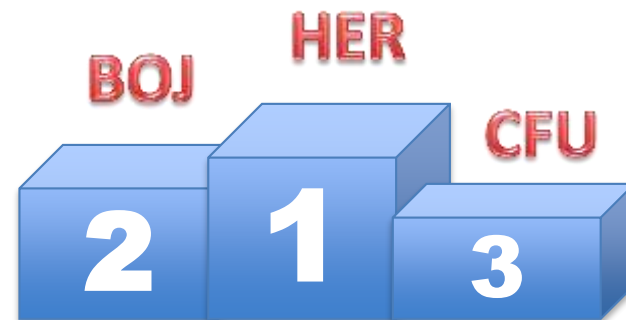
Share %



Ranking of the most popular countries & destinations in CW27

tours from 01.11.15 to 31.10.16

Rank	Destination	Price/booking	Price/person
1	Heraklion	6 230	2 468
2	Burgas	4 640	1 847
3	Korfu	6 809	2 644
4	Rodos	6 804	2 570
5	Zakynthos	6 638	2 605
6	Antalya	5 449	2 088
7	Varna	4 427	1 818
8	Kos	7 350	2 755
9	Chania	6 869	2 798
10	Majorka	7 113	2 984
11	Saloniki	5 366	2 223
12	Bodrum	5 358	2 153
13	Barcelona	6 105	2 579
14	Fuerteventura	7 986	3 315
15	Teneryfa	7 839	3 165
16	Marsa Alam	5 178	2 182
17	Tirana	4 658	2 103
18	Hurghada	5 302	2 205
19	Madera	6 436	2 968
20	Lanzarote	8 026	3 356



Rank	Country	Price/booking	Price/person
1	Grecja	6 603	2 570
2	Bułgaria	4 663	1 836
3	Hiszpania	7 411	3 046
4	Turcja	5 500	2 110
5	Włochy	6 024	2 421
6	Chorwacja	4 246	1 662
7	Portugalia	7 026	3 099
8	Albania	4 395	2 016
9	Egipt	5 341	2 224
10	Cypr	6 800	2 686

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

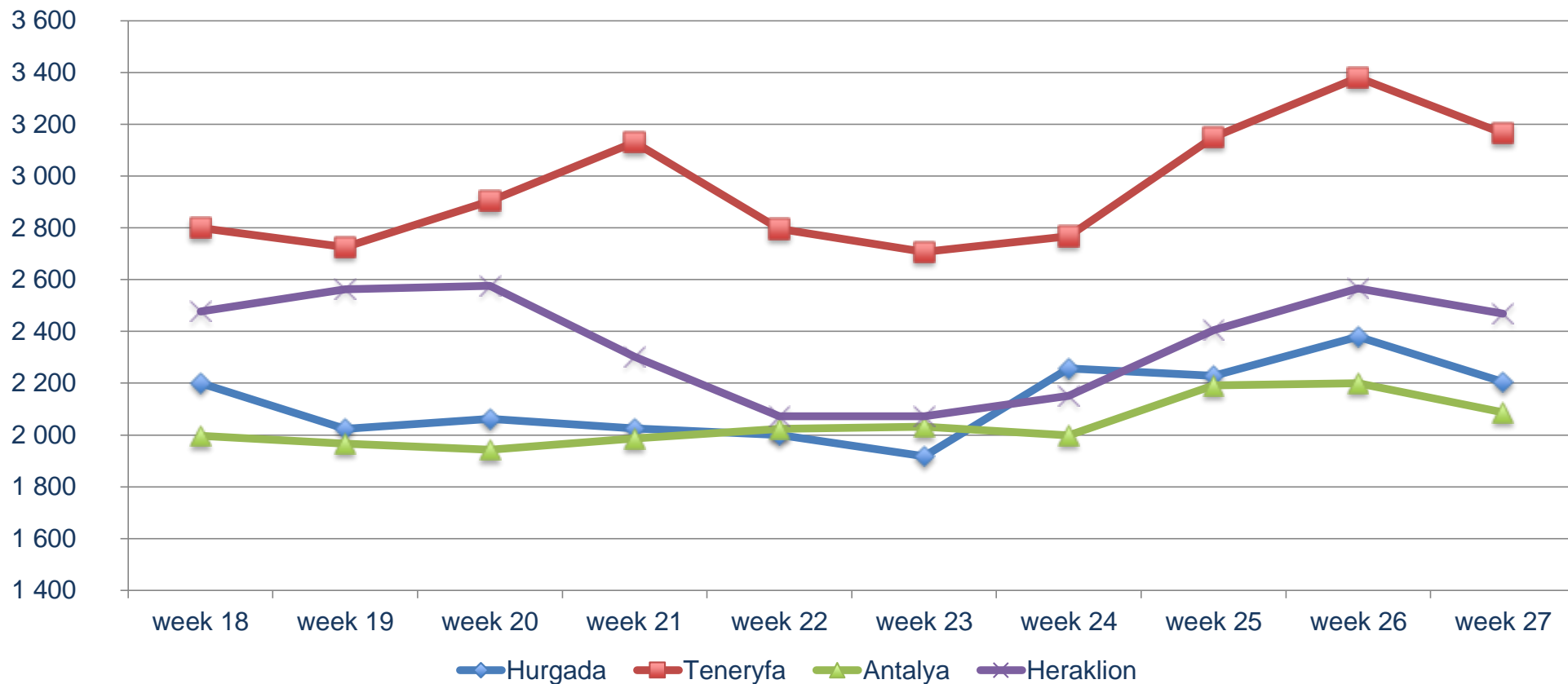
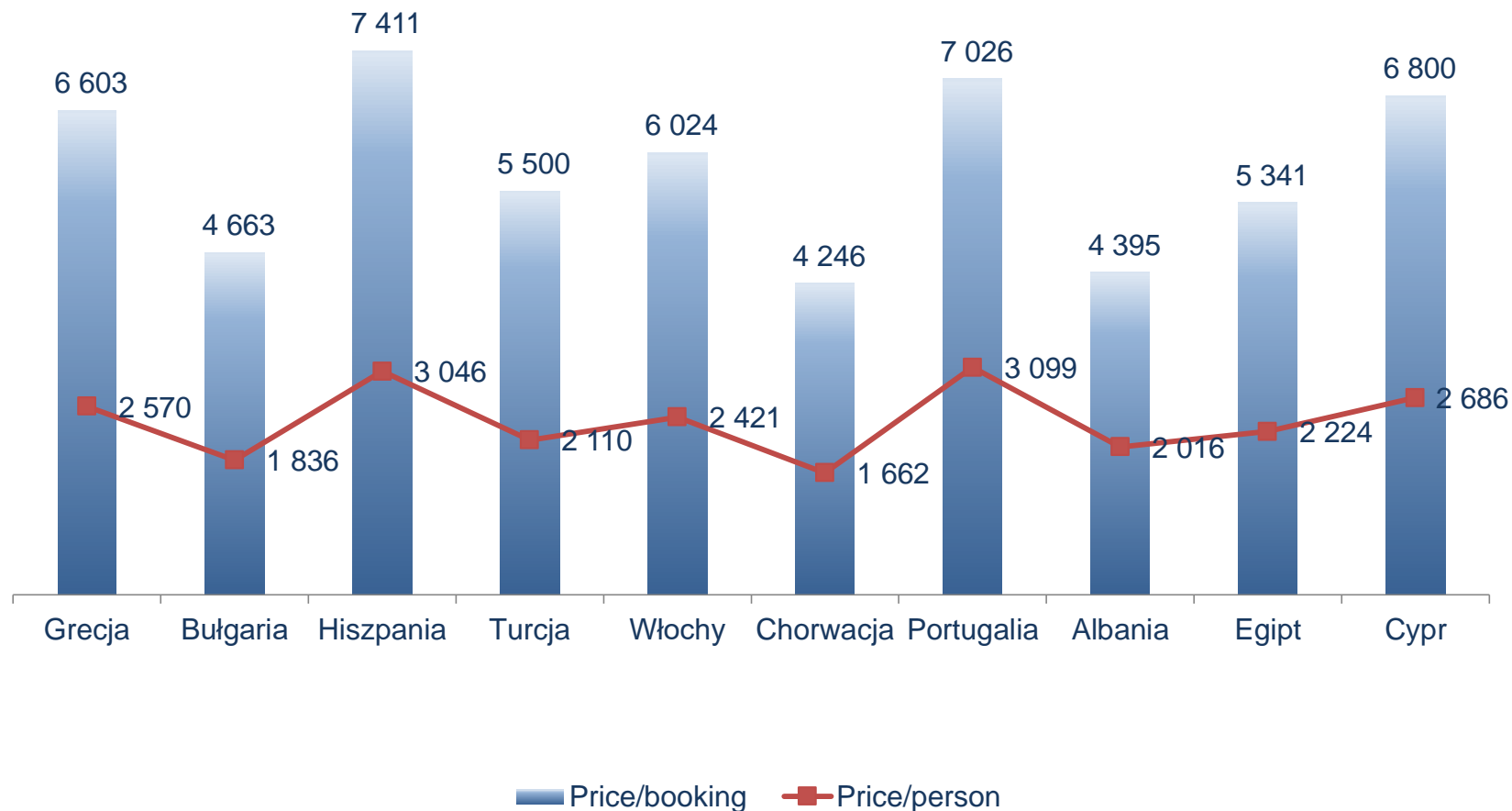


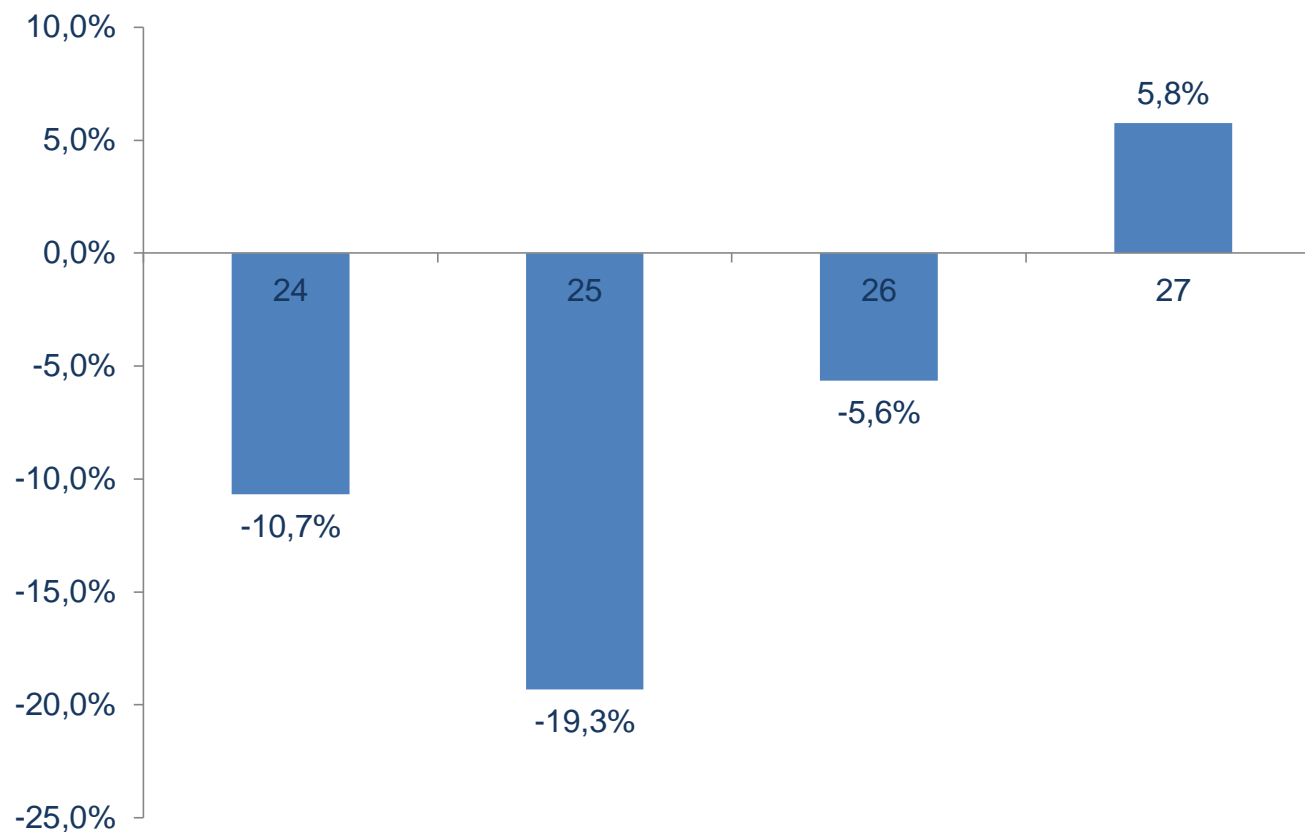
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 27. week



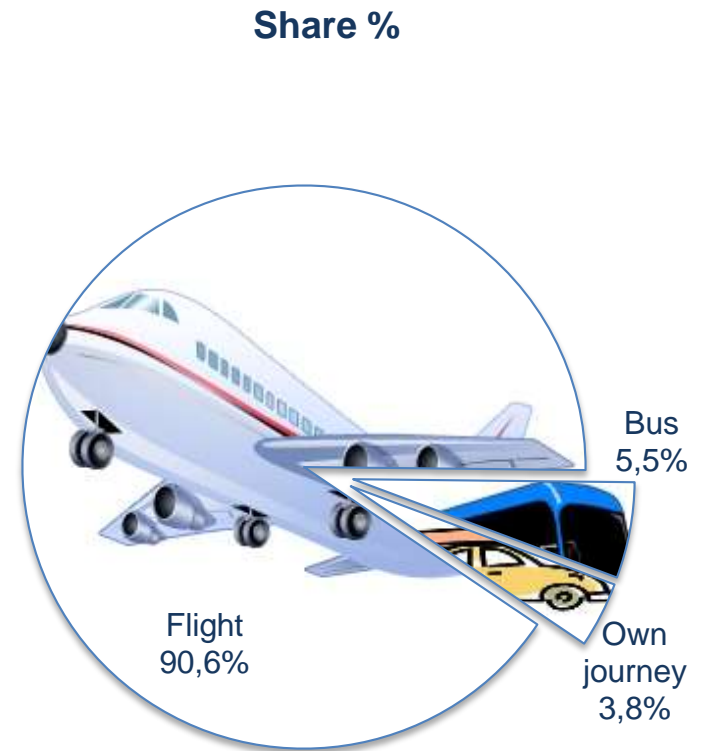
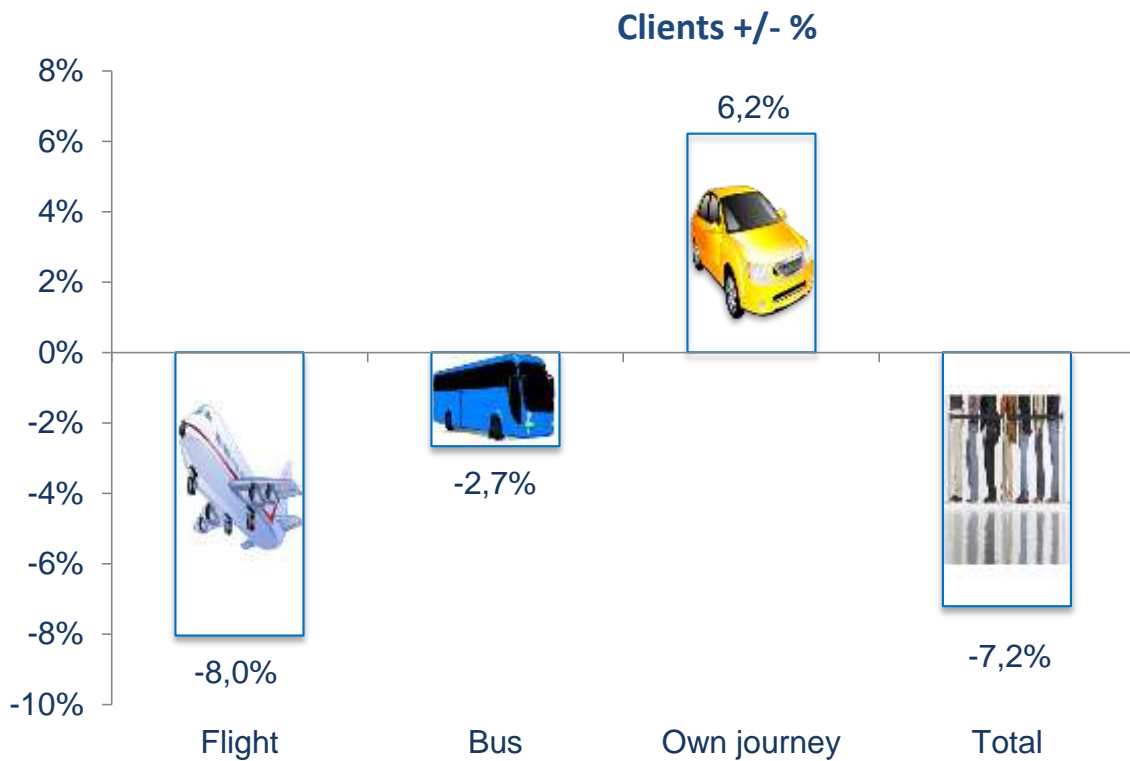
The last four weeks of sales of the tourist year 2015/16 - customers

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



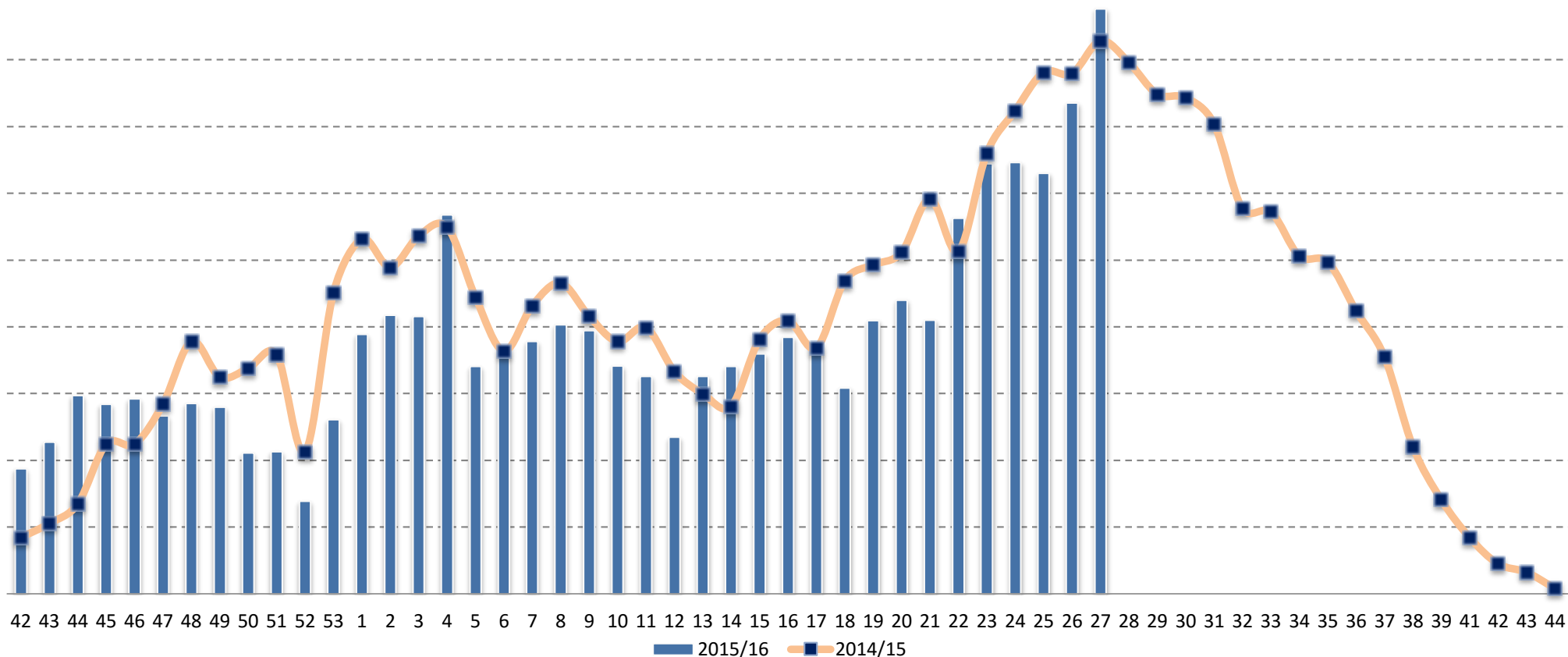
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

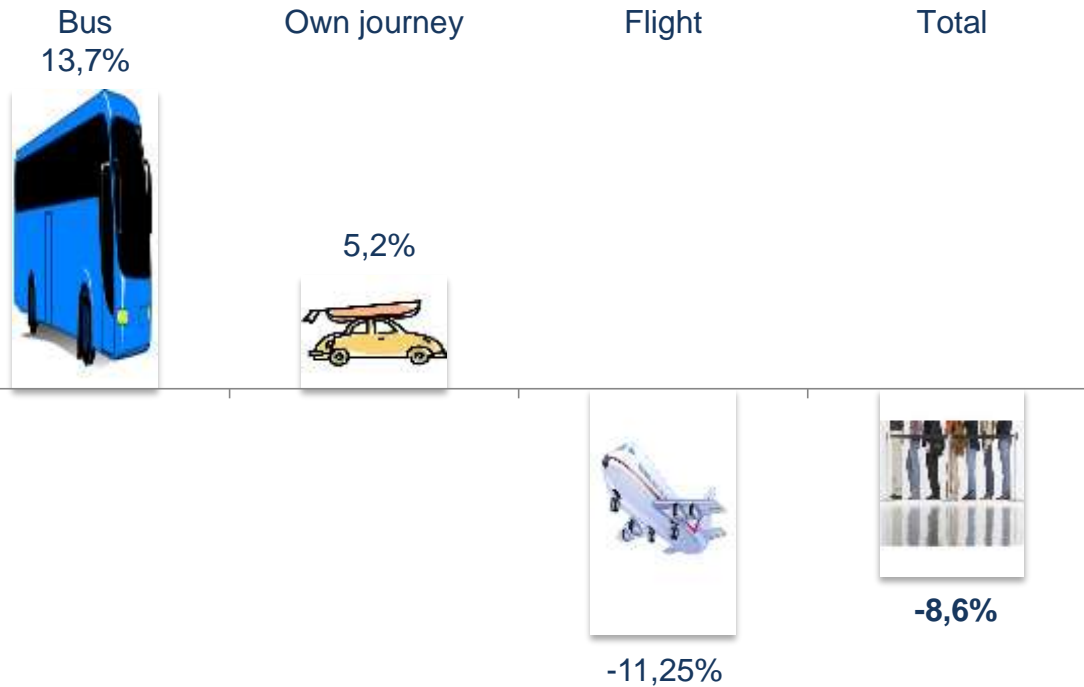
Bookings weekly 15/16 vs. 14/15



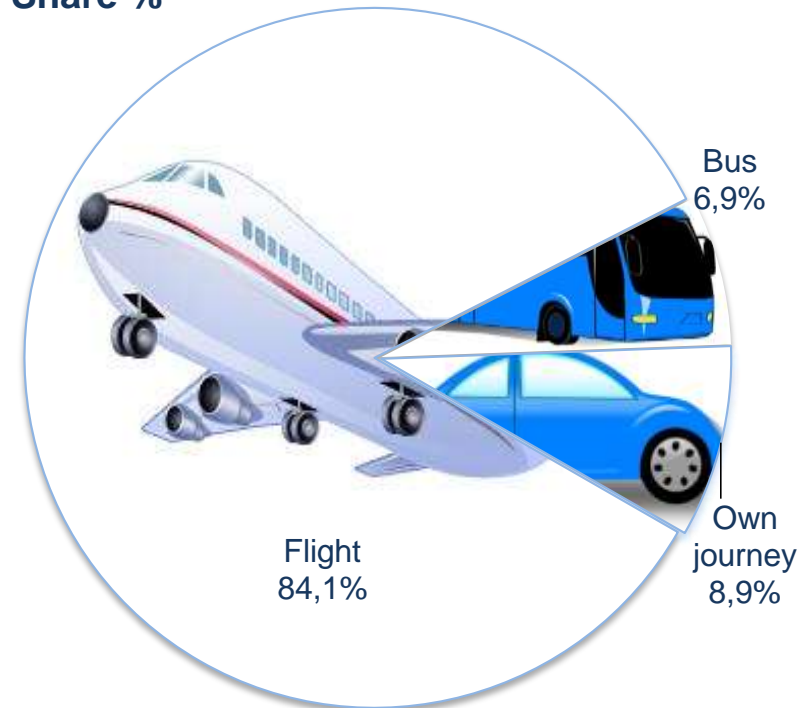
Cumulative sales of 2015/16

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	5%
2	Hiszpania	41%
3	Bułgaria	41%
4	Włochy	47%
5	Turcja	-64%
6	Egipt	-73%
7	Chorwacja	94%
8	Portugalia	28%
9	Cypr	15%
10	Albania	++
11	Austria	122%
12	Polska	146%
13	Kuba	90%
14	Emiraty Arabskie	++
15	Dominikana	103%
16	Maroko	-46%
17	Tajlandia	30%
18	Wyspy Zielonego Przylądka	++
19	Czechy	131%
20	Francja	-28%

Rank	Destination	+/- % last year
1	Heraklion	-11%
2	Zakynthos	-2%
3	Burgas	-7%
4	Korfu	-7%
5	Rodos	-26%
6	Antalya	-66%
7	Fuerteventura	2%
8	Teneryfa	-4%
9	Chania	-12%
10	Varna	3%
11	Majorka	-2%
12	Gran Canaria	39%
13	Hurghada	-72%
14	Kos	-49%
15	Lanzarote	-6%
16	Madera	7%
17	Marsa Alam	-58%
18	Barcelona	-8%
19	Bodrum	-70%
20	Saloniki	17%



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