

Weekly report 49/2018

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 – 49/2017, tours 01.11.17 – 31.10.18

compared with week 49. in 2016 r.



Last week – 49/2017, tours 01.11.17 – 31.10.18

compared with week 49. in 2016 r.

Clients +/-%

Bus

7,0%



Own journey

4,7%

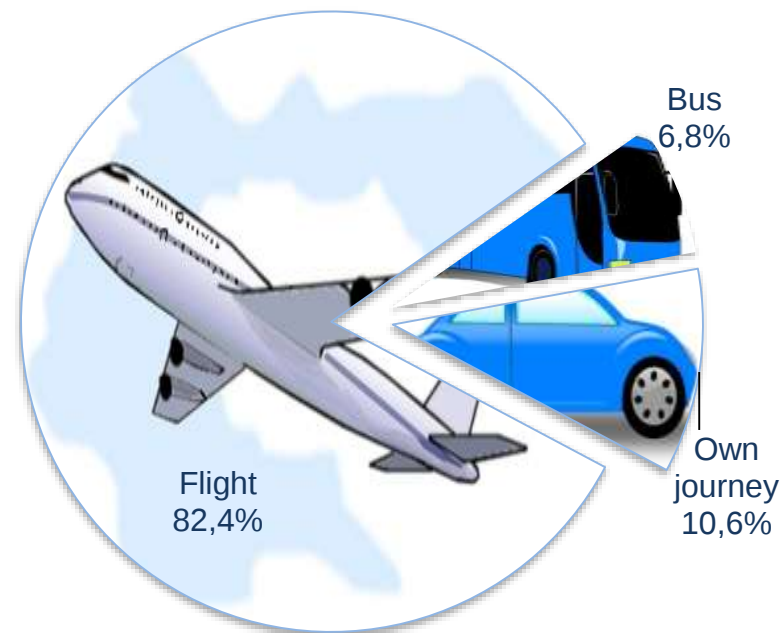


Flight

7,4%



Share %



Ranking of the most popular countries & destinations in CW49

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 439	2 495
2	Hurghada	4 464	1 845
3	Marsa Alam	4 112	1 837
4	Rodos	7 979	2 757
5	Heraklion	7 581	2 667
6	Zakynthos	7 045	2 506
7	Burgas	6 303	2 039
8	Korfu	6 623	2 442
9	Teneryfa	7 493	3 058
10	Bodrum	6 639	2 376
11	Fuerteventura	7 972	3 054
12	Kos	8 949	2 939
13	Chania	7 690	2 956
14	Gran Canaria	7 026	2 928
15	Lanzarote	6 349	2 699
16	Ras Al Chajma	9 738	3 795
17	Tirana	5 688	2 184
18	Varna	6 488	2 065
19	Sharm El Sheikh	4 865	2 057
20	Salalah	10 421	4 355



Rank	Country	Price/booking	Price/person
1	Grecja	7 364	2 650
2	Turcja	7 248	2 469
3	Hiszpania	7 150	2 905
4	Egipt	4 377	1 873
5	Bułgaria	5 704	1 861
6	Włochy	5 516	2 115
7	Emiraty Arabskie	10 431	4 039
8	Albania	5 172	2 054
9	Austria	3 676	1 389
10	Portugalia	7 086	3 079

The average price per person in the tourist year 2017/18

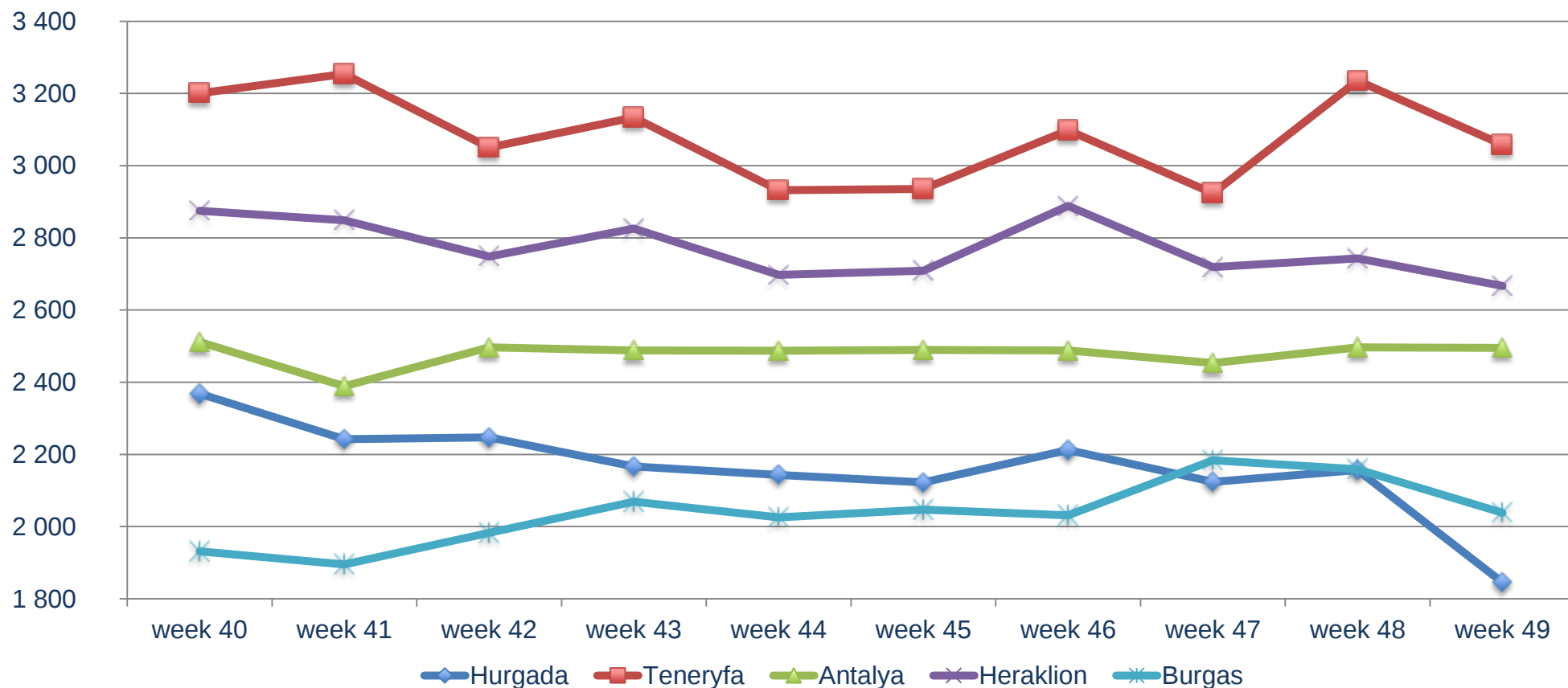
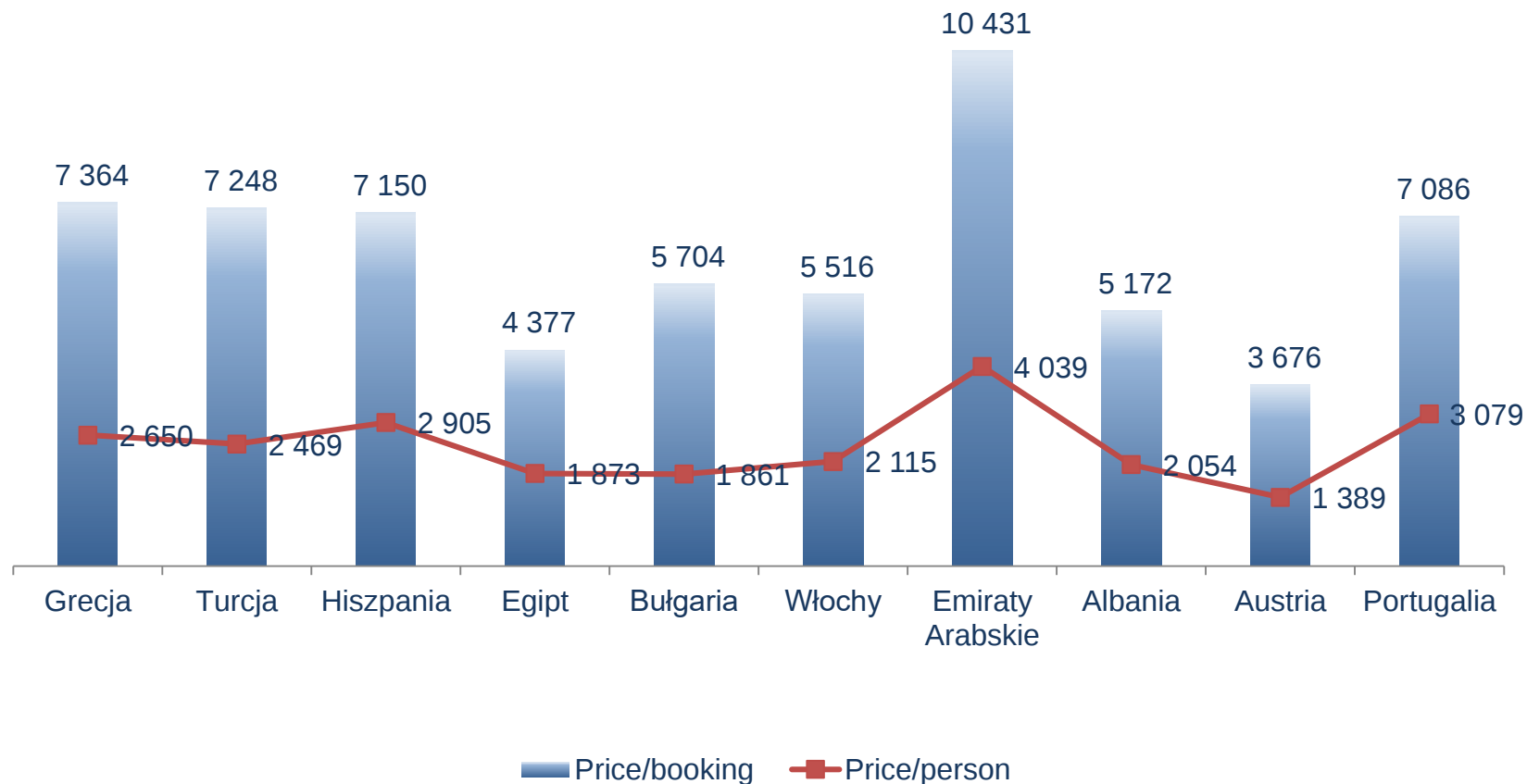


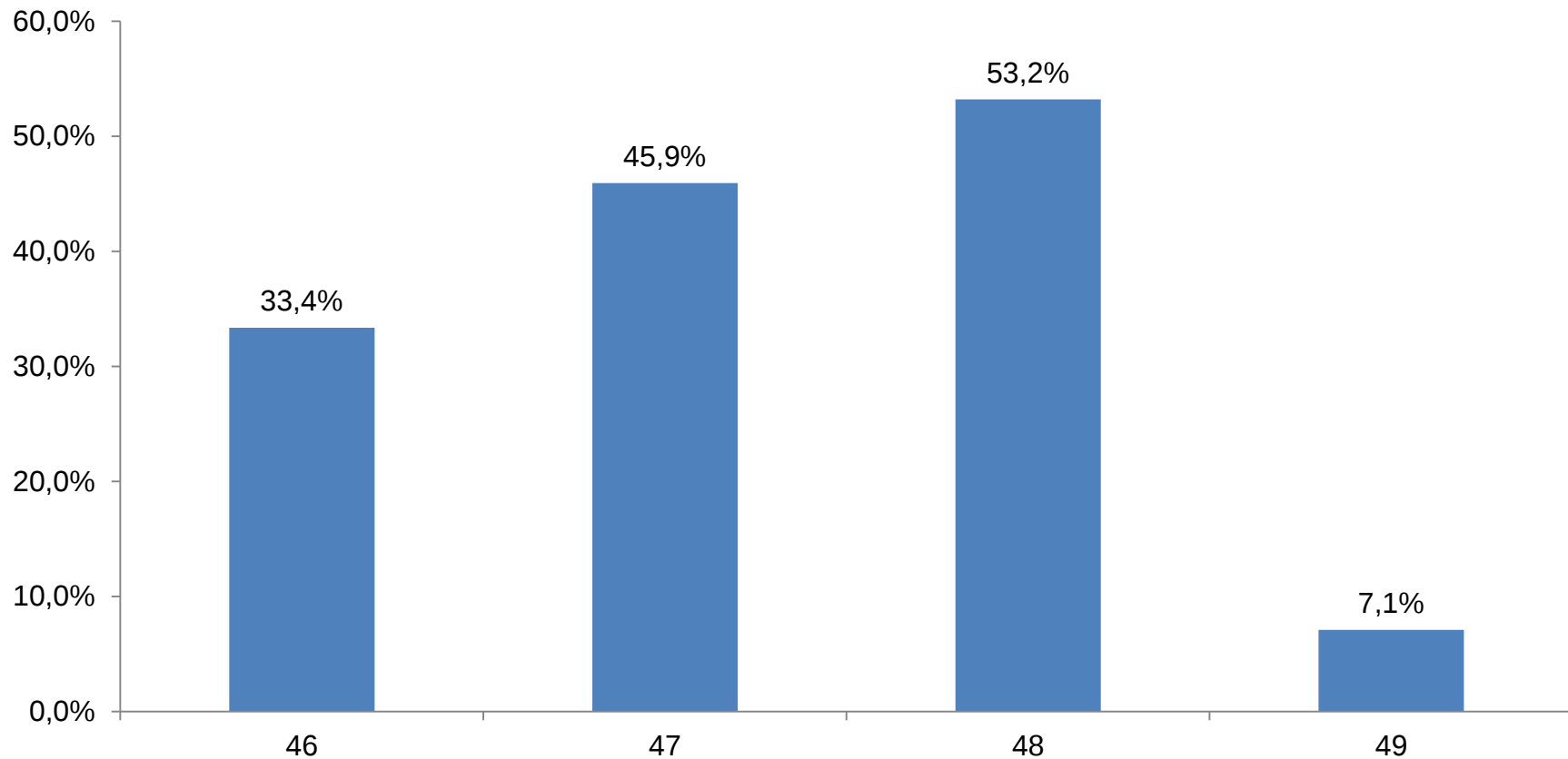
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 49. week



The last four weeks of sales of the tourist year 2017/18 - customers

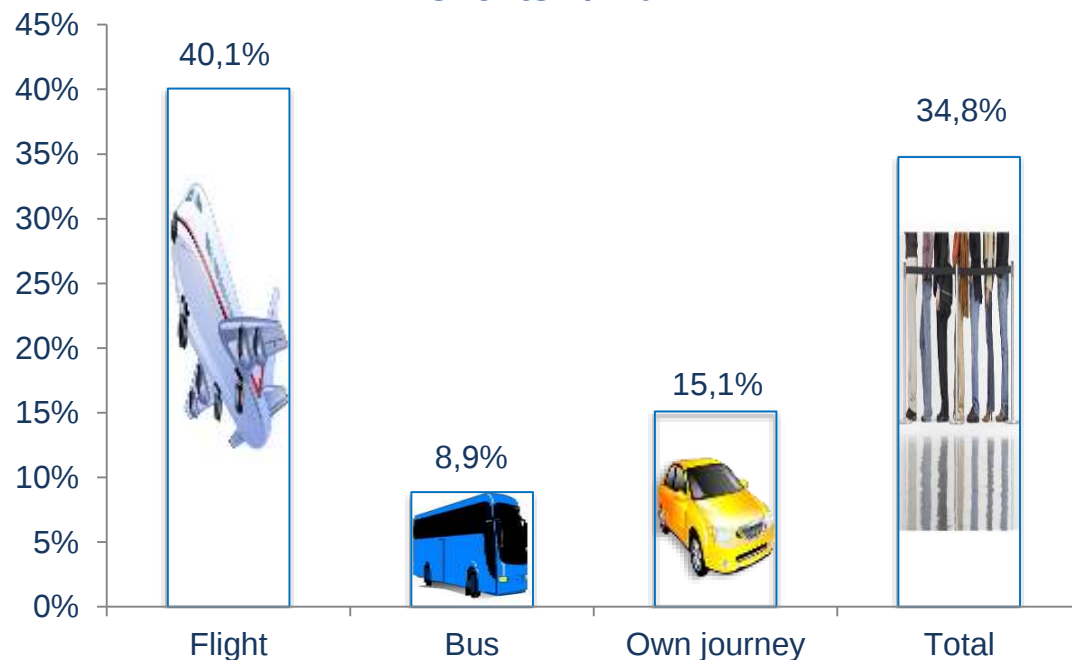
compared with 4 analogous weeks in tourist year 2015/2016.



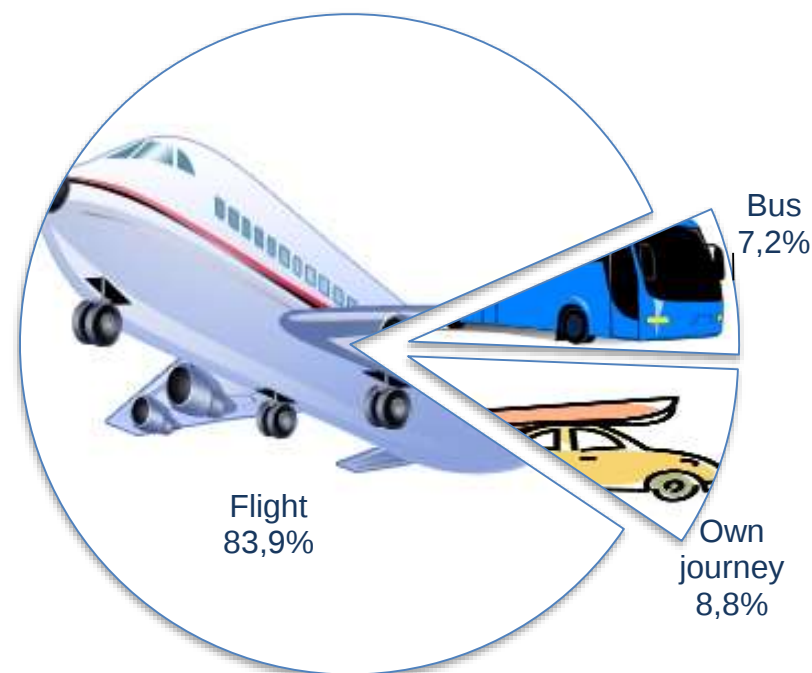
The sales trend of the last four weeks

compared with 4 analogous weeks in tourist year 2016/2017.

Clients +/- %

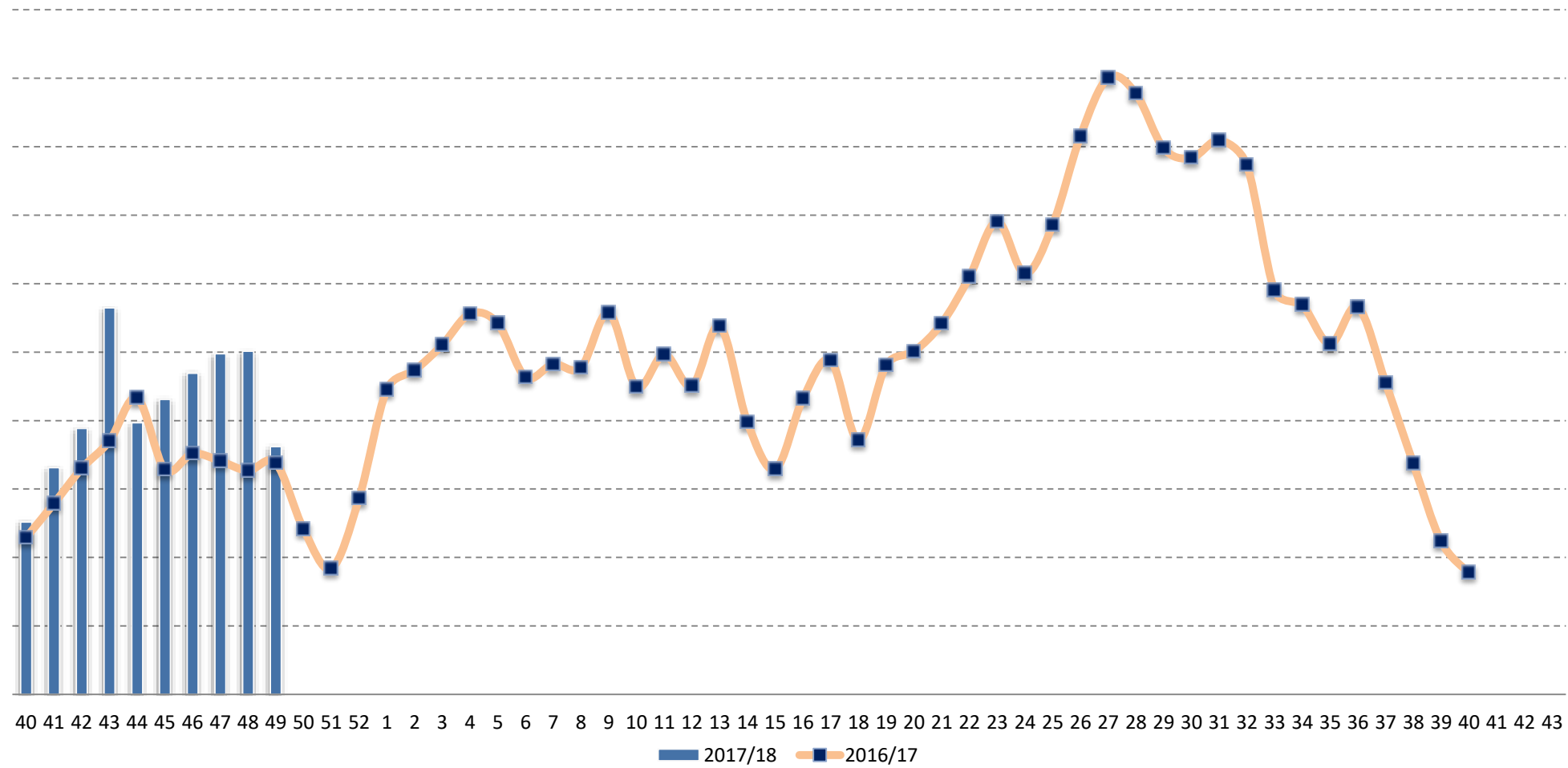


Share %



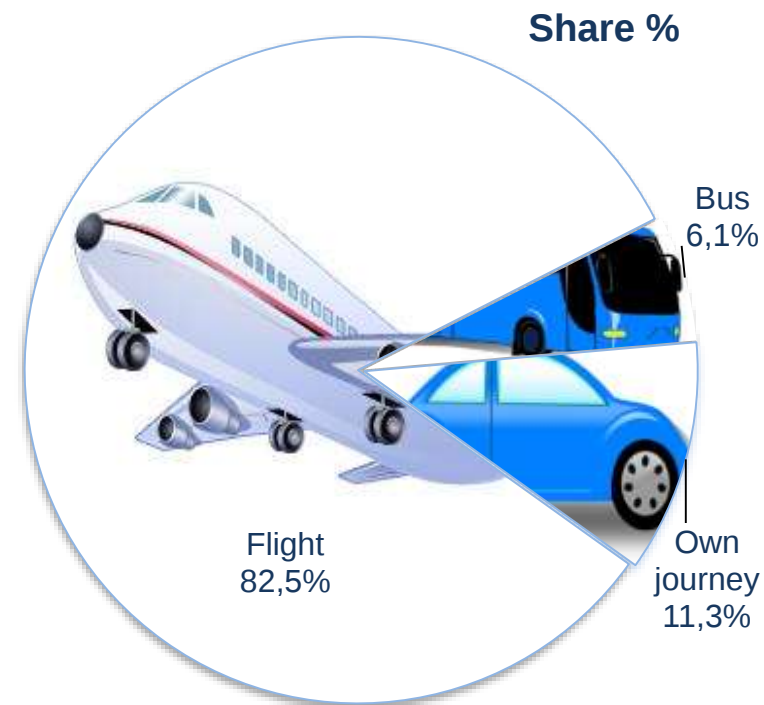
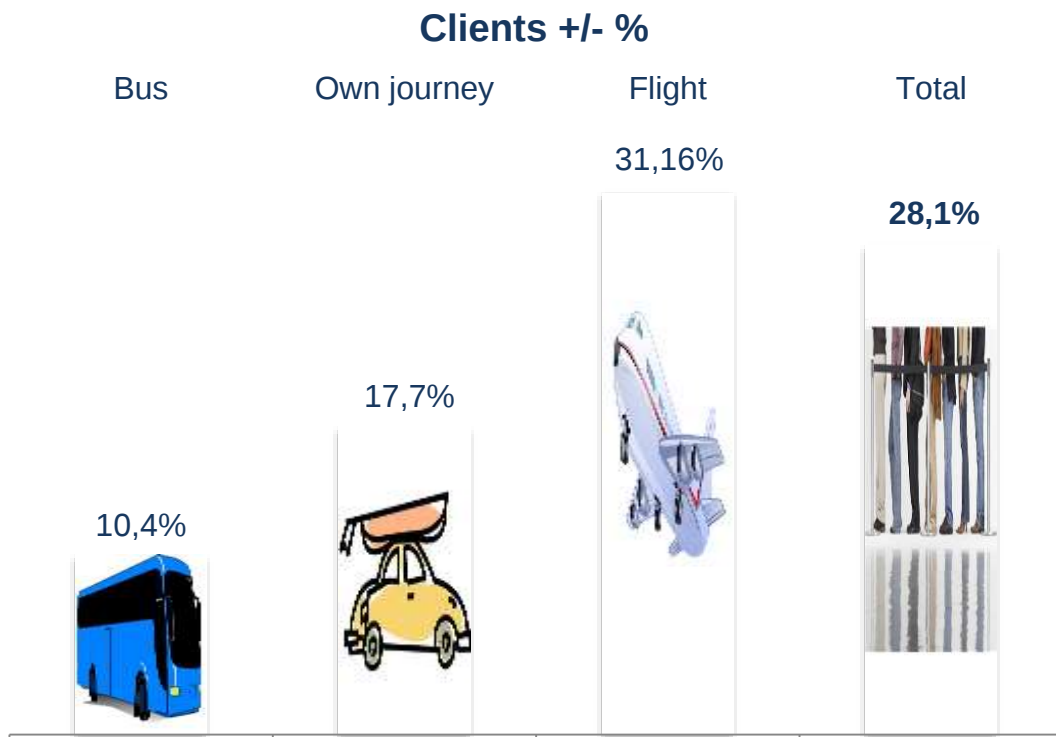
Weekly sales compared with the previous tourist year

Bookings weekly 17/18 vs. 16/17



Cumulative sales of 2017/18

compared to sales in the same period last tourist year 2016/17



Ranking of the most popular countries & destinations in 2017/18

Rank	Country	+/- % last year	Share %
1	Grecja	-1,8%	20,3%
2	Turcja	++	13,9%
3	Hiszpania	-16,4%	11,5%
4	Egipt	116,2%	8,7%
5	Włochy	19,1%	6,0%
6	Bułgaria	19,6%	5,3%
7	Albania	50,5%	3,1%
8	Austria	1,9%	2,3%
9	Tajlandia	92,3%	2,1%
10	Malta	100,9%	1,6%
11	Portugalia	-23,6%	1,5%
12	Tanzania	-4,3%	1,5%
13	Emiraty Arabskie	1,0%	1,4%
14	Maroko	171,7%	1,3%
15	Chorwacja	3,3%	1,3%
16	Oman	-19,0%	1,2%
17	Czechy	12,9%	1,2%
18	Cypr	-2,5%	1,2%
19	Tunezja	++	1,0%
20	Kuba	-52,7%	1,0%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	++
3	Zakynthos	-7,5%
4	Marsa Alam	55,8%
5	Bodrum	++
6	Teneryfa	11,7%
7	Burgas	30,2%
8	Heraklion	-26,6%
9	Korfu	-17,6%
10	Rodos	31,4%
11	Chania	12,5%
12	Gran Canaria	16,2%
13	Kos	14,2%
14	Tirana	56,8%
15	Fuerteventura	-40,6%
16	Lanzarote	-13,9%
17	Zanzibar	-5,6%
18	Varna	-25,0%
19	Malta	83,6%
20	Salalah	-19,1%



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