

Weekly report 02/2018

Data source: MerlinX*

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

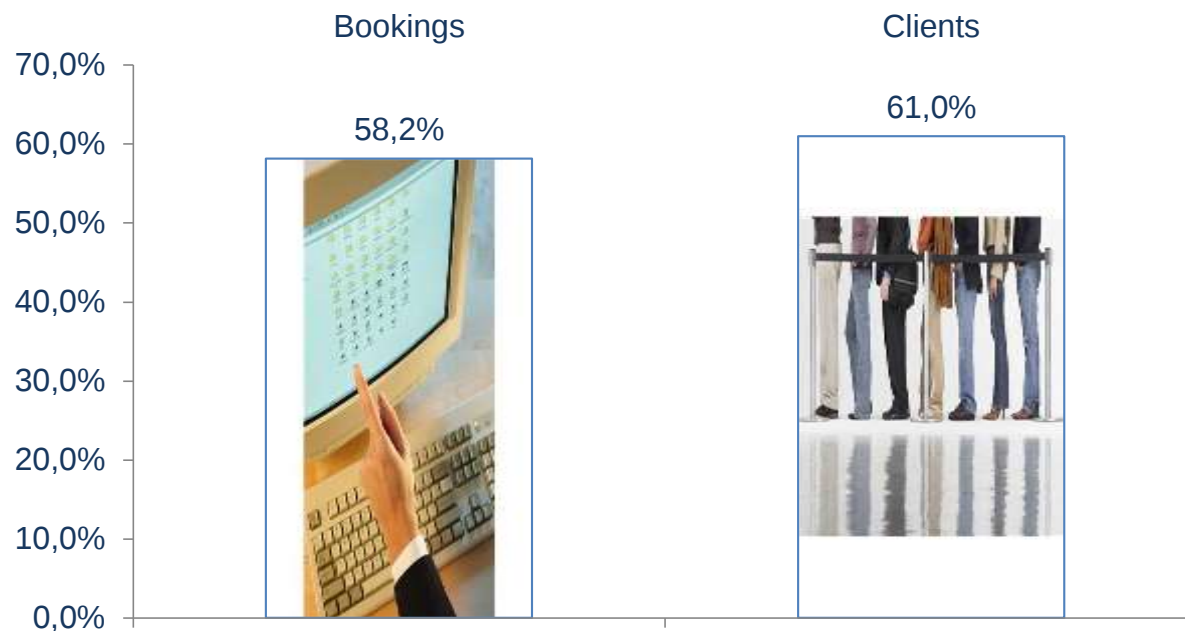
<http://www.pzot.pl>

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<http://www.merlinx.pl>

Last week – 02/2018, tours 01.11.17 – 31.10.18

compared with week 02. in 2017 r.



Last week – 02/2018, tours 01.11.17 – 31.10.18

compared with week 02. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

42,6%



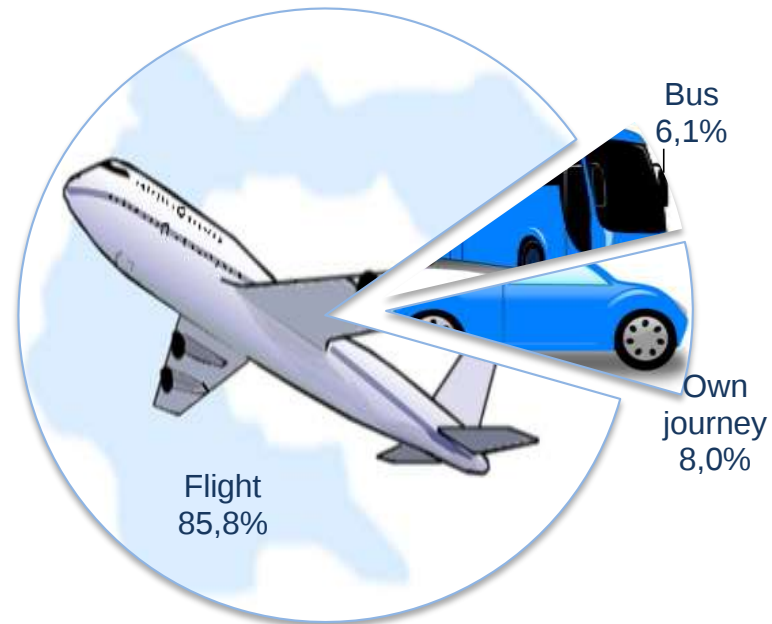
13,8%



69,6%



Share %



Ranking of the most popular countries & destinations in CW02

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 406	2 415
2	Hurghada	5 576	2 110
3	Burgas	6 196	2 039
4	Heraklion	7 851	2 687
5	Zakynthos	7 238	2 609
6	Rodos	7 574	2 623
7	Korfu	6 979	2 474
8	Marsa Alam	5 581	2 197
9	Bodrum	6 850	2 482
10	Chania	8 177	3 005
11	Fuerteventura	7 793	2 988
12	Varna	5 609	1 989
13	Teneryfa	7 785	3 143
14	Tirana	6 053	2 308
15	Kos	8 314	2 813
16	Sharm El Sheikh	4 981	2 083
17	Gran Canaria	8 336	3 354
18	Saloniki	5 927	2 264
19	Agadir	5 450	2 505
20	Majorka	7 763	3 028



Rank	Country	Price/booking	Price/person
1	Grecja	7 446	2 626
2	Turcja	7 283	2 432
3	Egipt	5 500	2 135
4	Hiszpania	7 309	2 920
5	Bulgaria	5 710	1 917
6	Włochy	5 496	2 143
7	Albania	5 478	2 122
8	Chorwacja	4 508	1 575
9	Portugalia	6 375	2 861
10	Malta	3 125	1 433

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

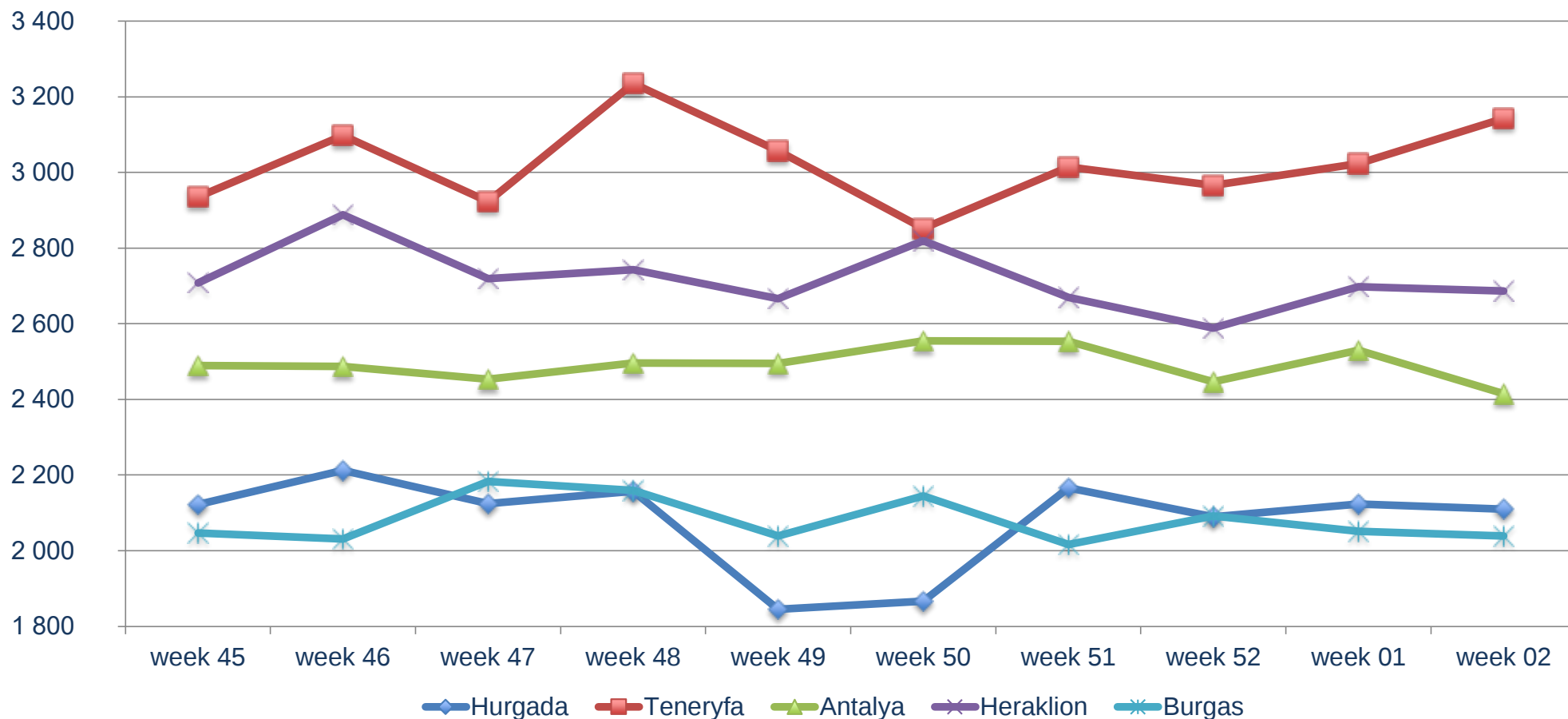
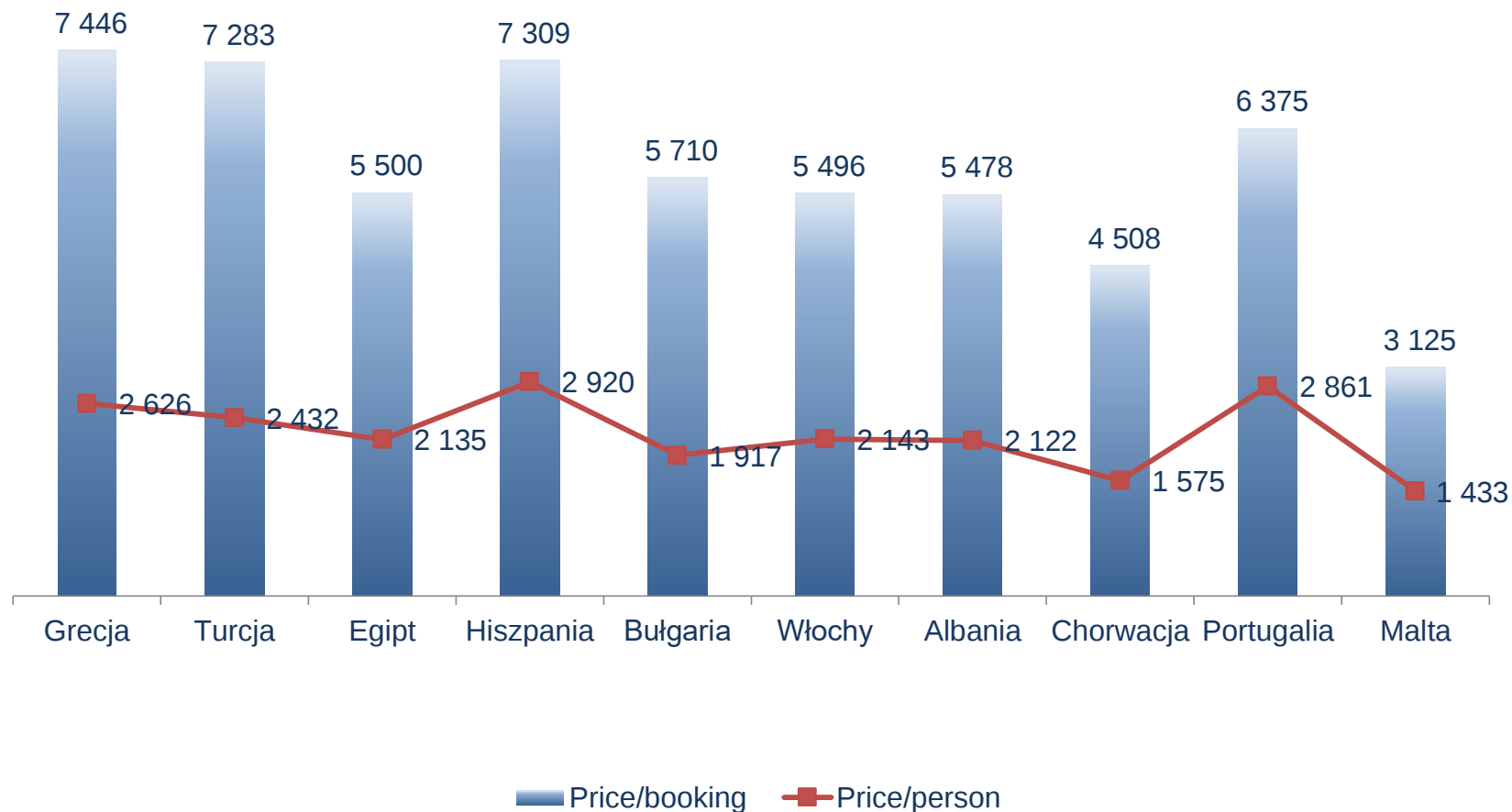


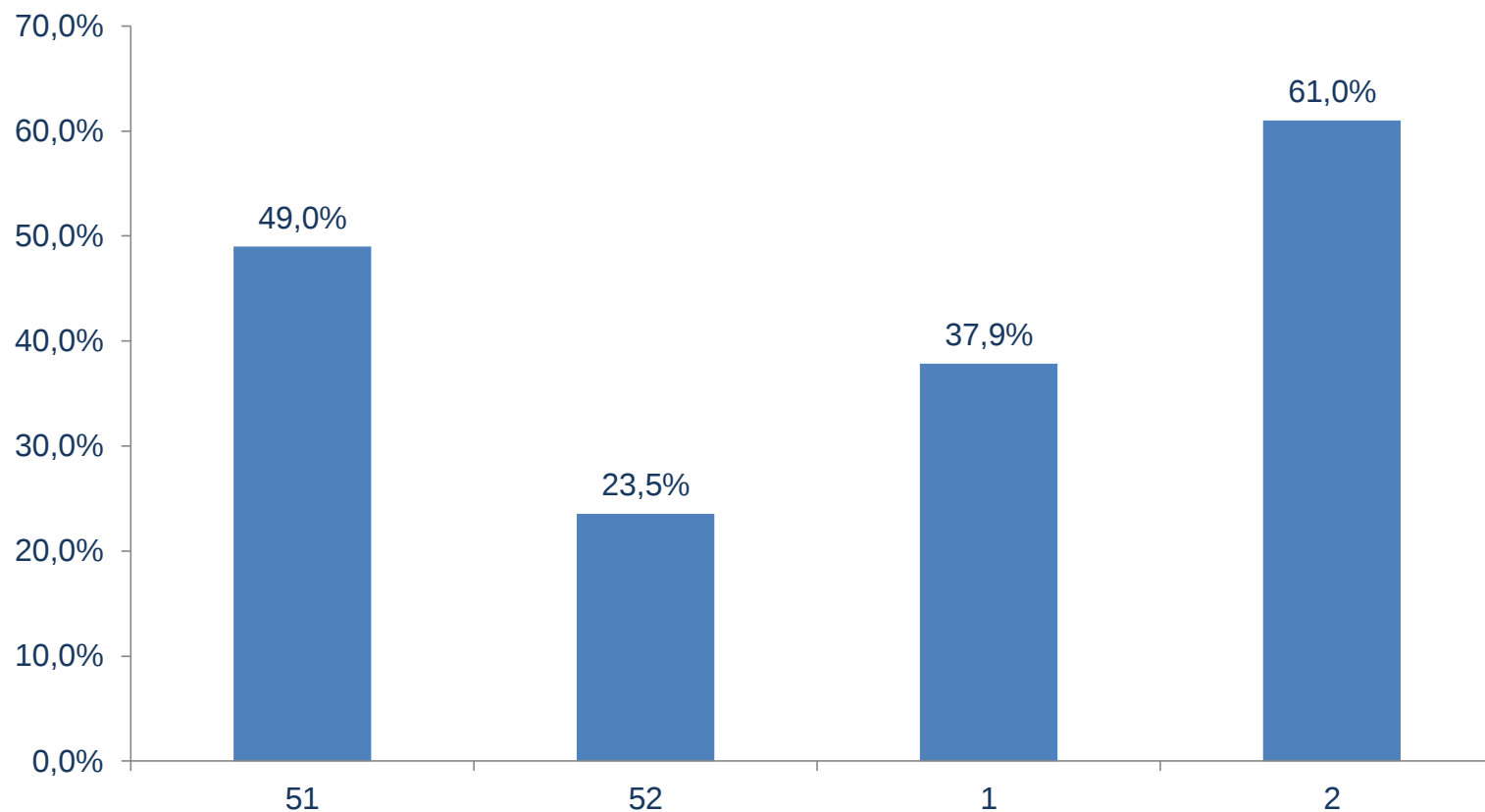
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife and Sicily.

Average price per booking and the price per person in 02. week



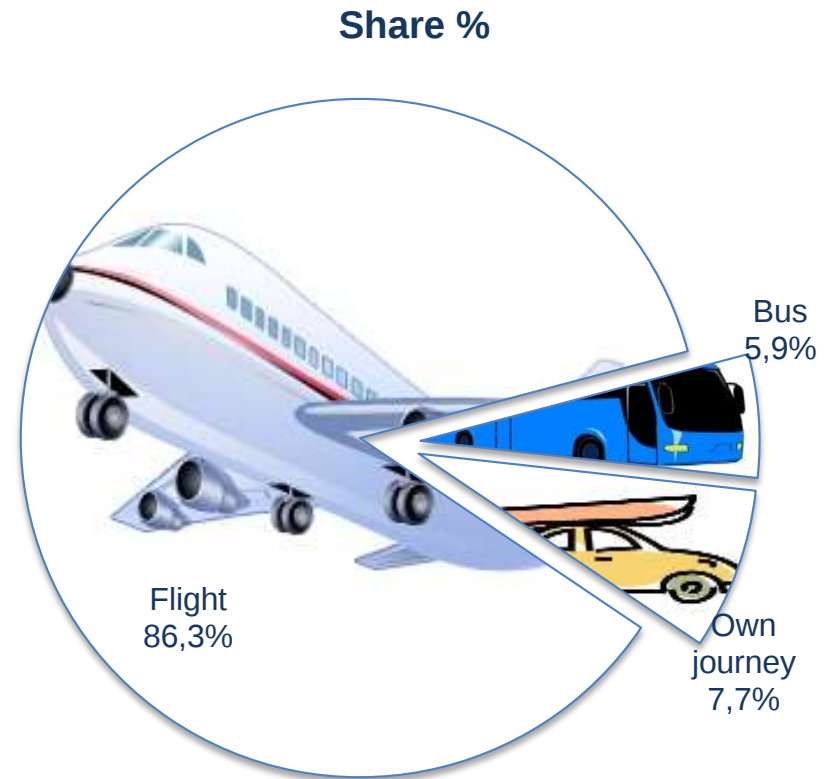
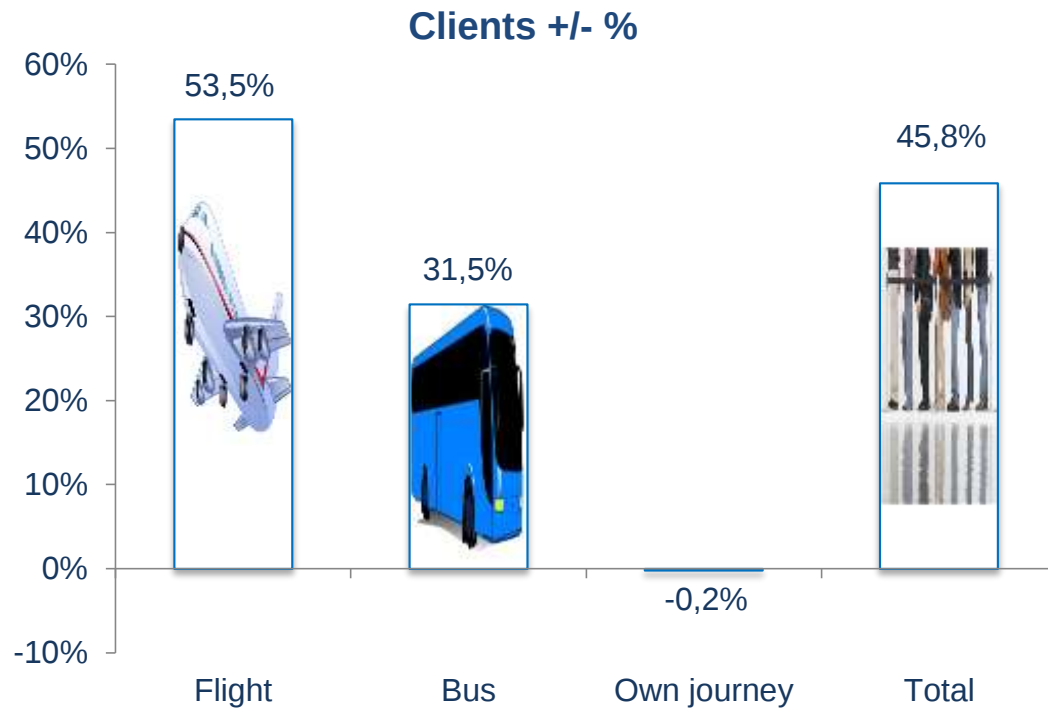
The last four weeks of sales of the tourist year 2017/18 - customers

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



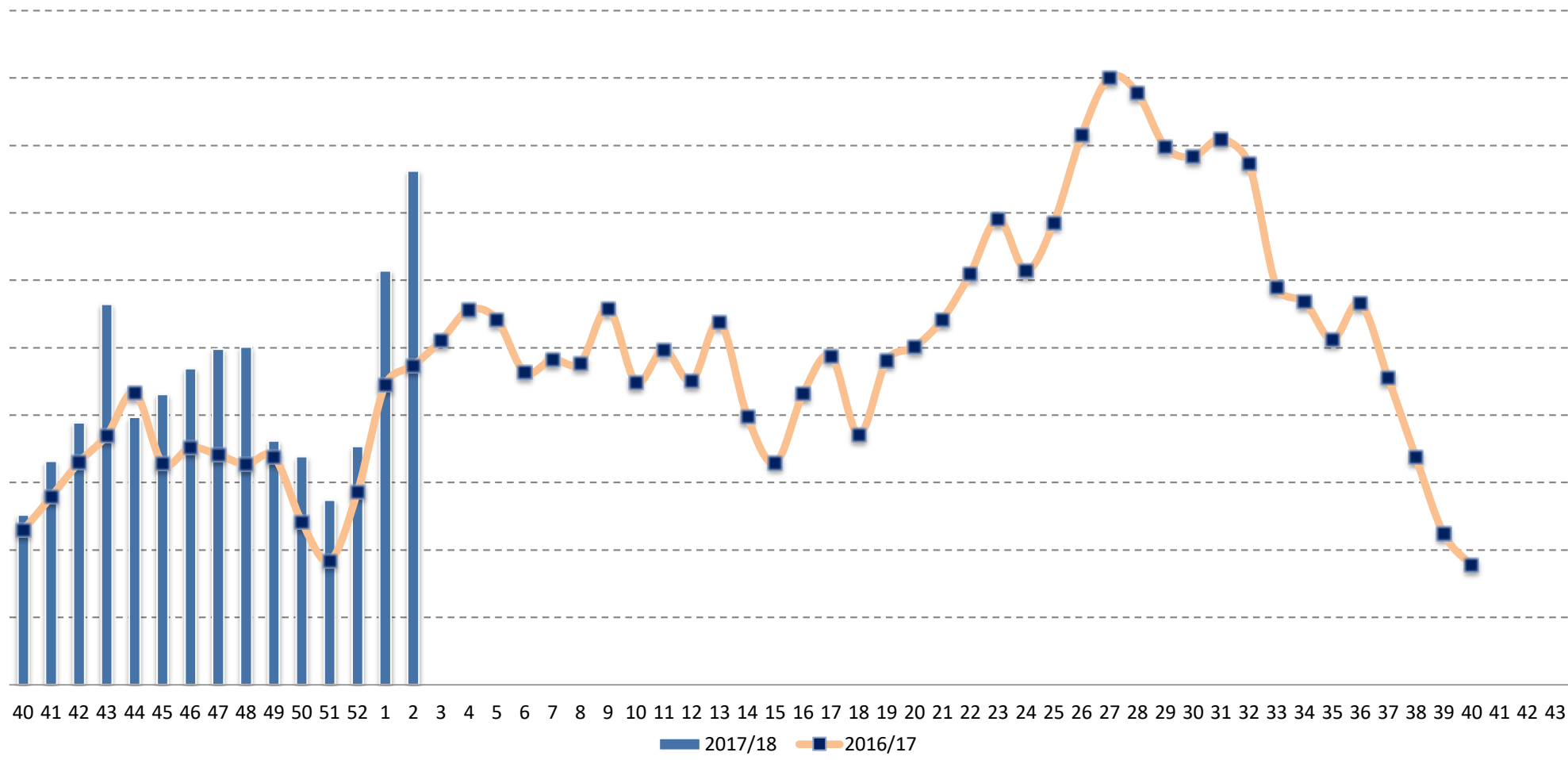
The sales trend of the last four weeks

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



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

Clients +/- %

Bus

Own journey

Flight
37,23%

Total

32,9%

15,4%

13,9%

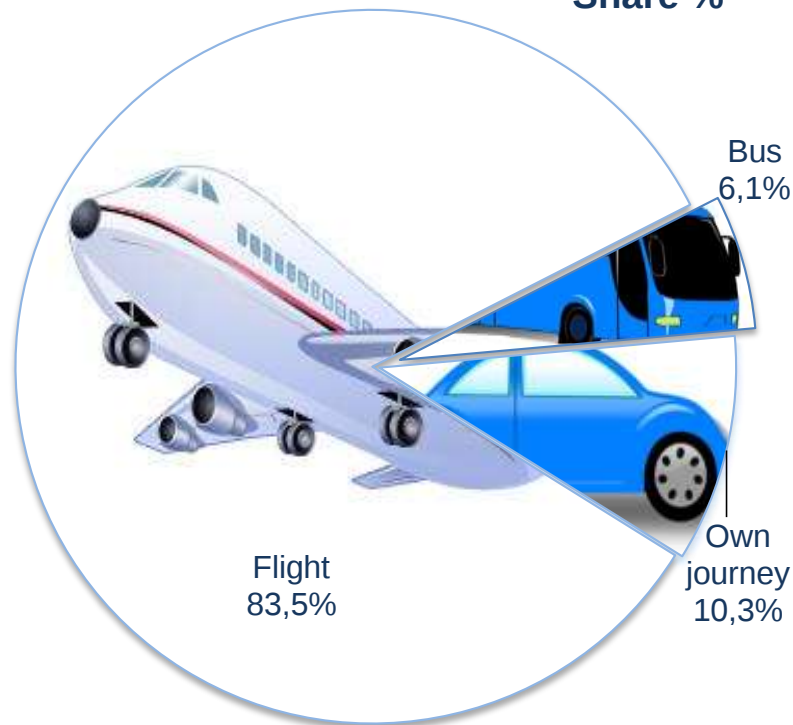


Share %

Bus
6,1%

Flight
83,5%

Own
journey
10,3%



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

Rank	Country	+/- % last year	Share %
1	Grecja	11,4%	21,7%
2	Turcja	++	14,1%
3	Hiszpania	-18,4%	11,4%
4	Egipt	117,0%	9,1%
5	Bułgaria	33,2%	6,0%
6	Włochy	16,8%	5,7%
7	Albania	65,7%	3,0%
8	Austria	3,7%	1,9%
9	Tajlandia	61,0%	1,7%
10	Malta	99,7%	1,6%
11	Chorwacja	11,3%	1,5%
12	Portugalia	-23,7%	1,5%
13	Emiraty Arabskie	-3,7%	1,3%
14	Tanzania	-3,5%	1,3%
15	Maroko	101,4%	1,2%
16	Cypr	16,7%	1,2%
17	Oman	-16,3%	1,1%
18	Tunezja	++	1,0%
19	Czechy	13,0%	1,0%
20	Wyspy Zielonego Przylądka	37,9%	0,9%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	++
3	Zakynthos	6,3%
4	Heraklion	-11,2%
5	Burgas	46,6%
6	Marsa Alam	53,2%
7	Bodrum	++
8	Rodos	34,4%
9	Korfu	-4,3%
10	Teneryfa	3,7%
11	Chania	30,5%
12	Fuerteventura	-34,0%
13	Tirana	72,2%
14	Kos	24,5%
15	Gran Canaria	13,5%
16	Varna	-13,2%
17	Lanzarote	-26,9%
18	Zanzibar	-4,8%
19	Malta	90,0%
20	Ras Al Chajma	-6,5%



Ostrzeżenie

PZOT nie ponosi odpowiedzialności za komentarze publikowane w oparciu o dane zawarte w tym raporcie.

W mediach branżowych, portalach turystycznych i blogach tzw. ekspertów od turystyki można znaleźć, każdorazowo po publikacji kolejnego raportu tygodniowego, komentarze w których autorzy podejmują próby interpretowania treści raportu.

Autorom komentarzy bardzo dziękujemy za ich zainteresowanie raportami PZOT.

Często publikowane opinie dalece odbiegają od rzeczywistości prezentowanej w raporcie.

PZOT gwarantuje, że dane zawarte w raporcie tygodniowym są wiernym odzwierciedleniem stanu bazy danych systemu MerlinX w dniu publikacji raportu.

Warning

PZOT is not responsible for comments published on the basis of the data contained in this report.

In trade media, tourist portals and blogs of so-called tourism experts, comments can be found, each time after the publication of the next weekly report, in which the authors make attempts to interpret the content of the report.

We thank the authors of the comments for their interest in the PZOT reports.

Often, opinions published deviate significantly from the reality presented in the report.

PZOT fully guarantees that the data contained in the weekly report is a true reflection of the state of the MerlinX database on the date of publication of the report.



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