



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 03/2018

Data source: MerlinX*

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

Last week – 03/2018, tours 01.11.17 – 31.10.18

compared with week 03. in 2017 r.



Last week – 03/2018, tours 01.11.17 – 31.10.18

compared with week 03. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

25,7%



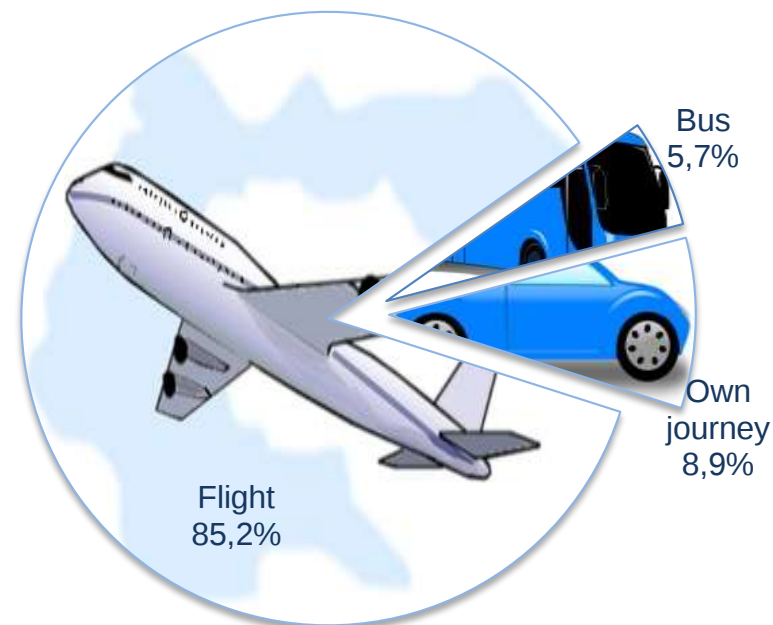
19,3%



45,3%



Share %



Ranking of the most popular countries & destinations in CW03

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 189	2 408
2	Heraklion	7 549	2 678
3	Burgas	6 204	2 052
4	Hurghada	5 480	2 201
5	Zakynthos	6 905	2 575
6	Bodrum	6 704	2 401
7	Marsa Alam	5 657	2 237
8	Rodos	7 623	2 709
9	Korfu	6 660	2 464
10	Varna	5 679	2 034
11	Fuerteventura	7 643	3 011
12	Chania	7 544	2 829
13	Tirana	6 034	2 338
14	Teneryfa	7 287	3 084
15	Sharm El Sheikh	5 130	2 113
16	Kos	8 450	2 762
17	Agadir	6 270	2 705
18	Lanzarote	7 466	2 979
19	Majorka	7 417	2 978
20	Gran Canaria	8 262	3 521



Rank	Country	Price/booking	Price/person
1	Grecja	7 141	2 584
2	Turcja	7 095	2 416
3	Hiszpania	7 118	2 918
4	Egipt	5 488	2 200
5	Bułgaria	5 621	1 921
6	Włochy	5 513	2 176
7	Albania	5 487	2 121
8	Chorwacja	4 324	1 512
9	Portugalia	6 805	2 926
10	Tunezja	5 562	2 103

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

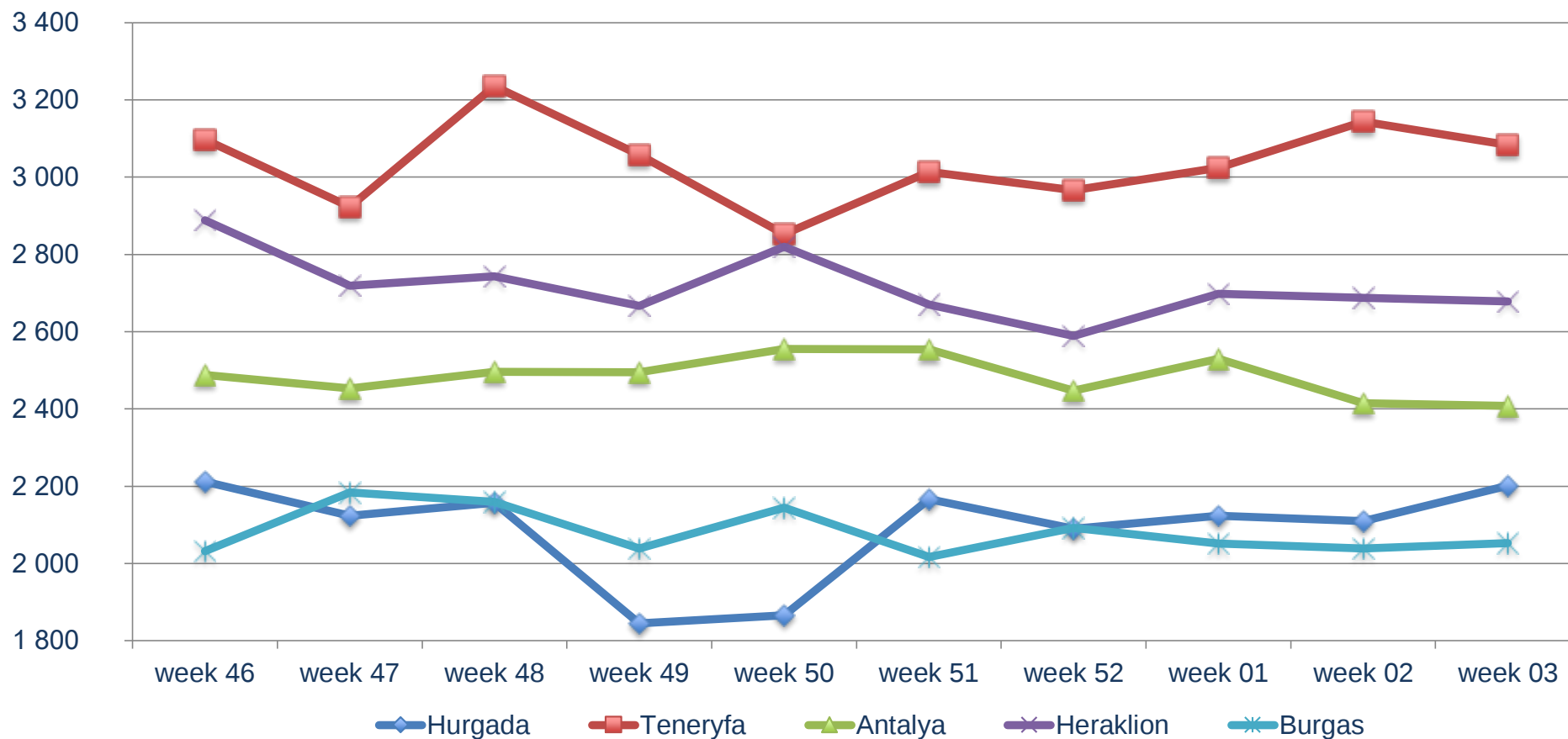
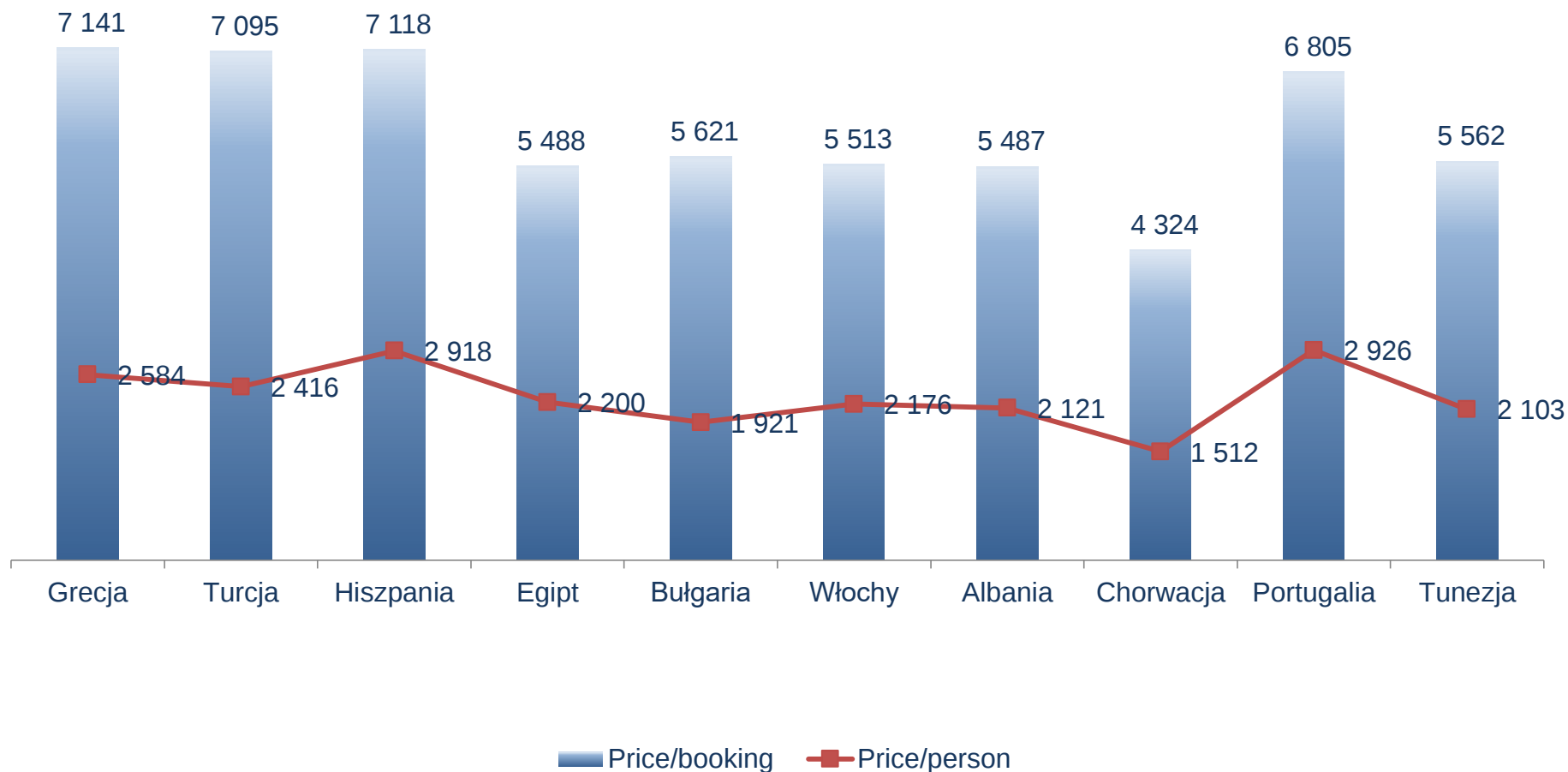


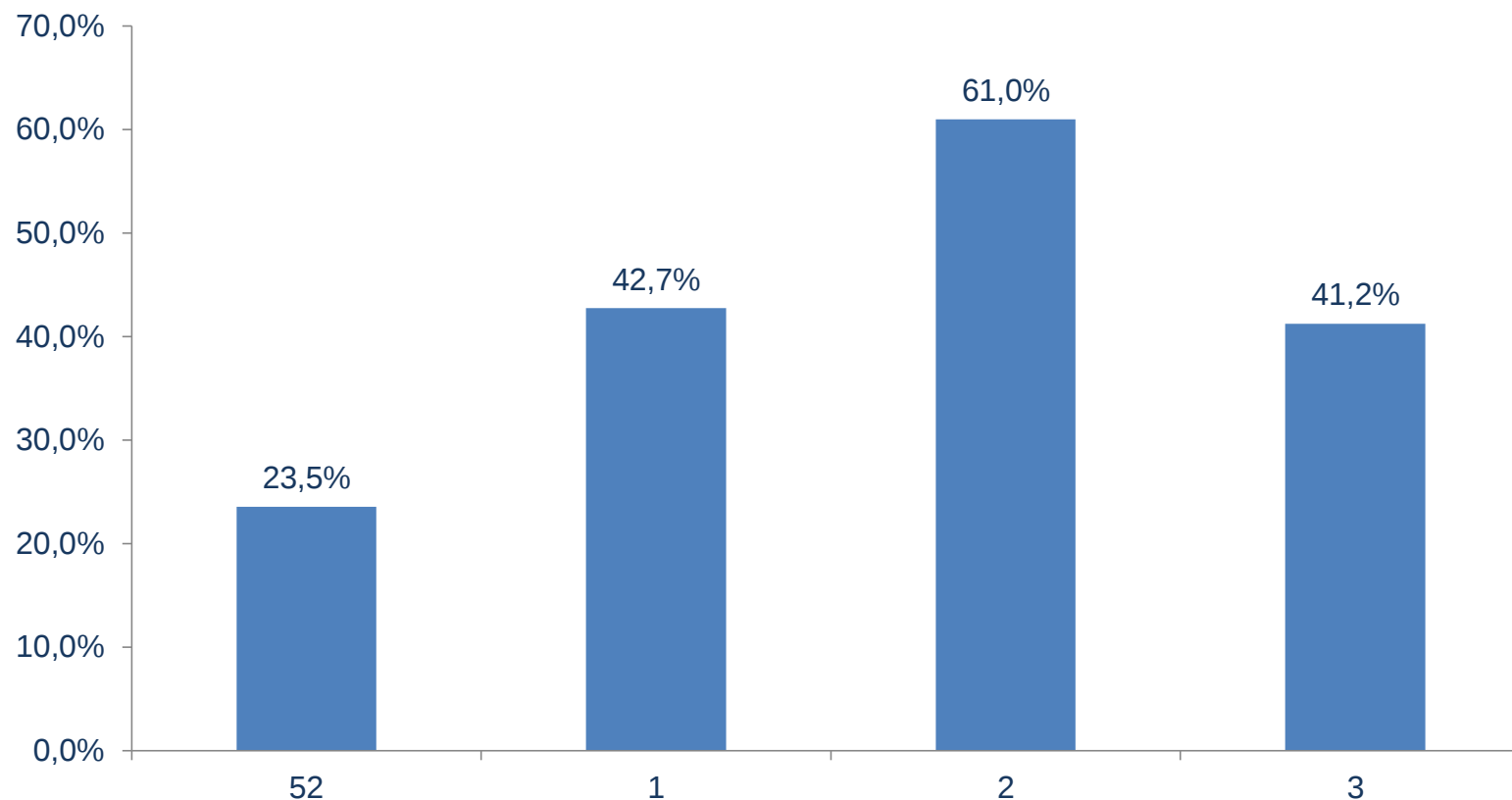
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife and Sicily.

Average price per booking and the price per person in 03. week



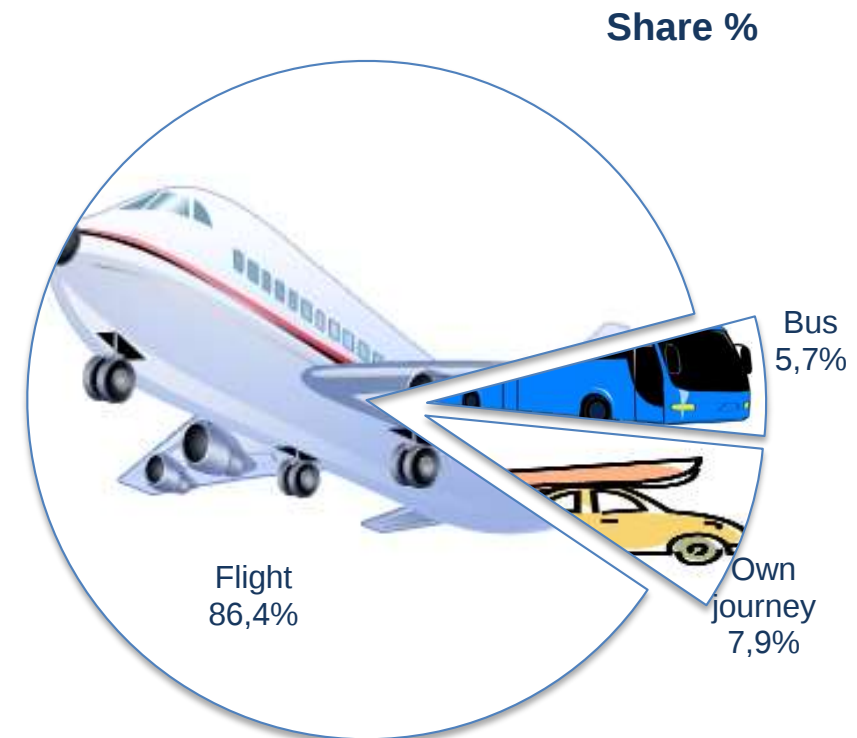
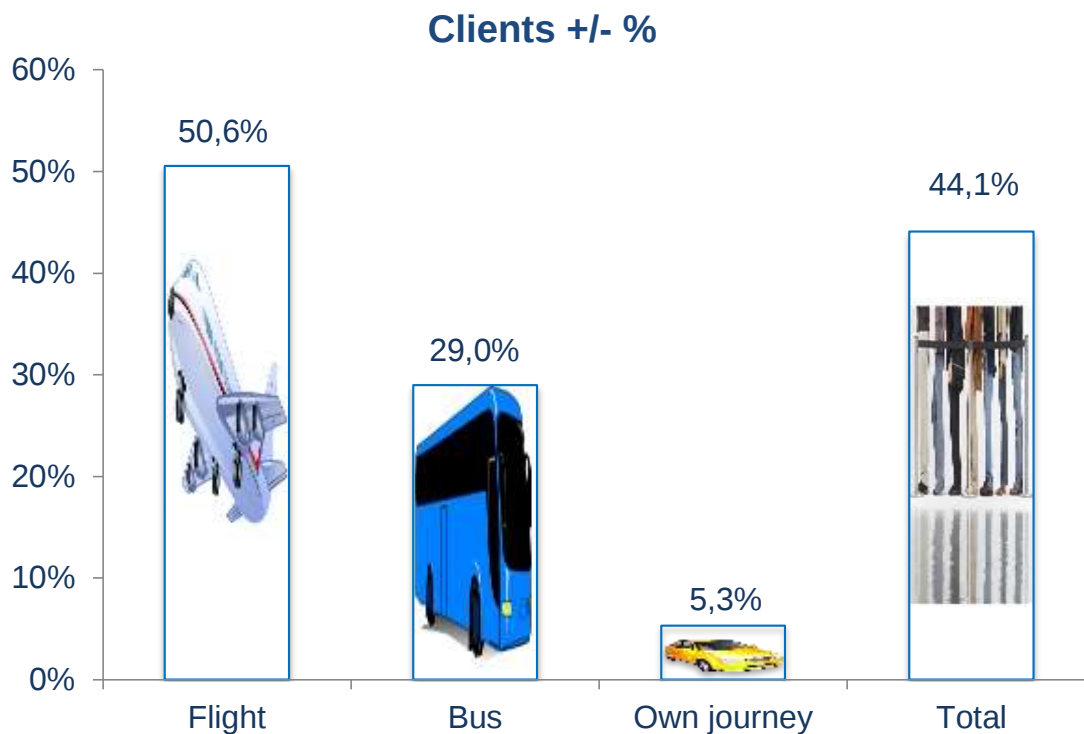
The last four weeks of sales of the tourist year 2017/18 - customers

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



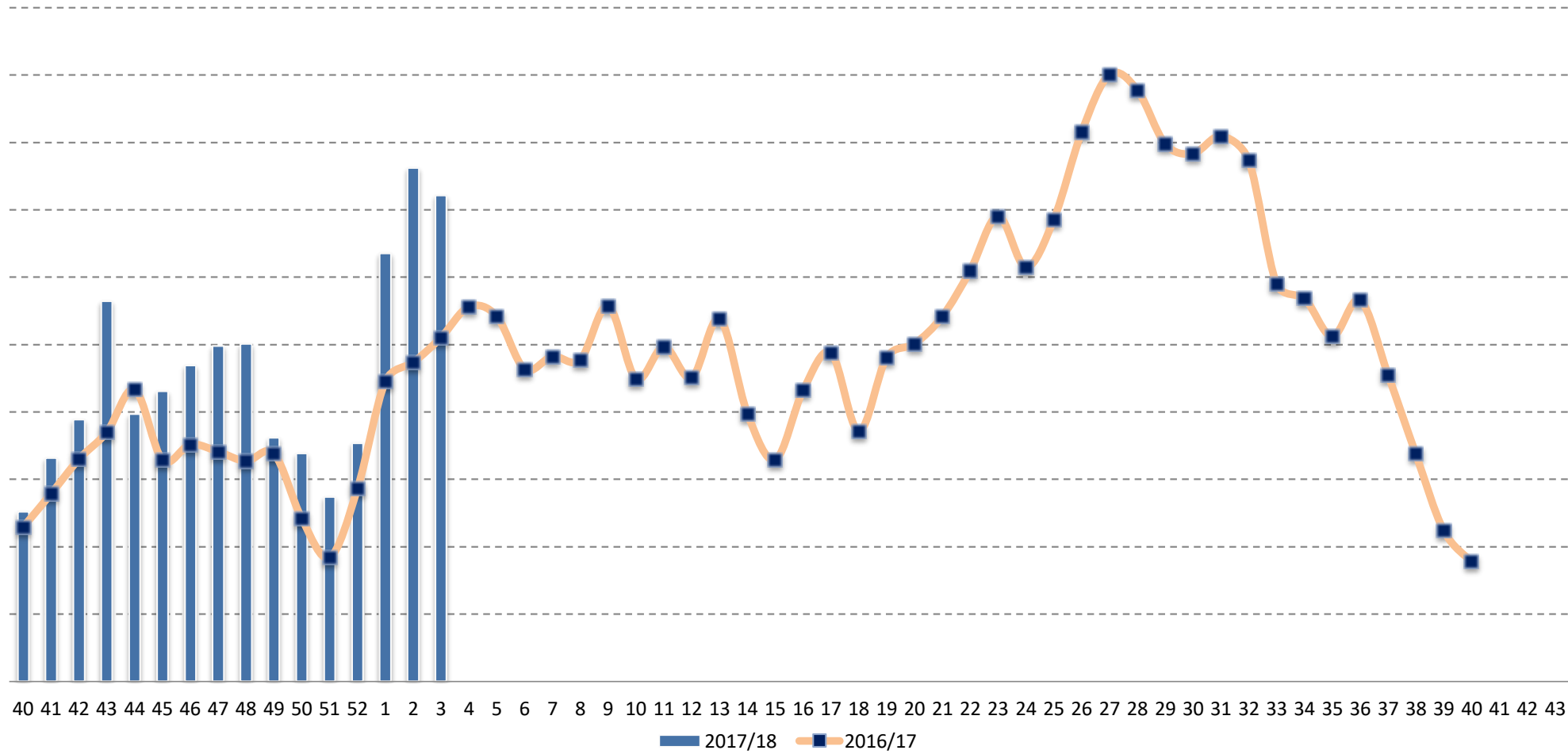
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

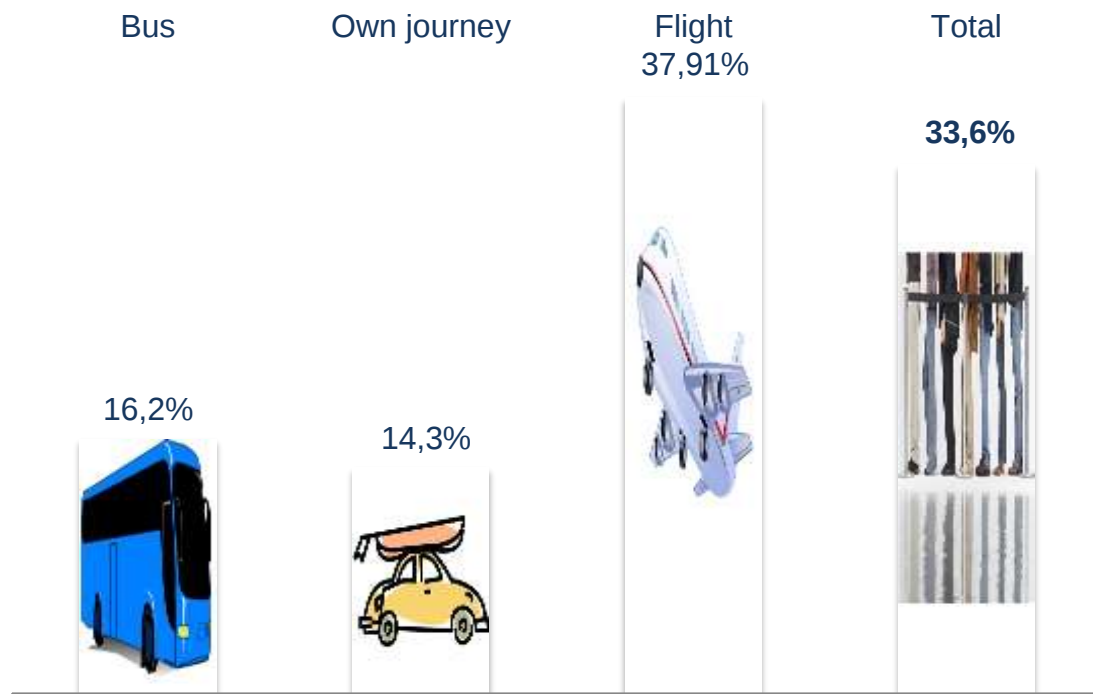
Bookings weekly 17/18 vs. 16/17



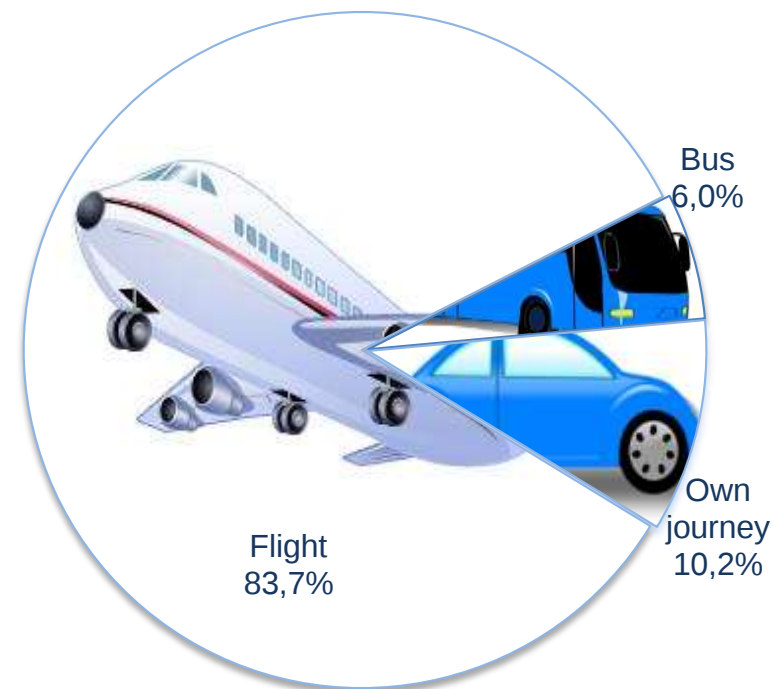
Cumulative sales of 2017/18

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

Clients +/- %



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	11,8%	21,9%
2	Turcja	++	14,3%
3	Hiszpania	-18,8%	11,3%
4	Egipt	114,6%	9,2%
5	Bułgaria	35,9%	6,2%
6	Włochy	15,1%	5,6%
7	Albania	69,8%	3,0%
8	Austria	4,7%	1,8%
9	Chorwacja	15,6%	1,6%
10	Tajlandia	53,3%	1,6%
11	Malta	94,5%	1,5%
12	Portugalia	-22,8%	1,5%
13	Emiraty Arabskie	-5,0%	1,3%
14	Maroko	97,3%	1,2%
15	Tanzania	-5,2%	1,2%
16	Cypr	19,5%	1,1%
17	Oman	-17,2%	1,1%
18	Tunezja	++	1,1%
19	Czechy	14,9%	1,0%
20	Wyspy Zielonego Przylądka	47,2%	0,9%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	++
3	Zakynthos	6,6%
4	Heraklion	-7,6%
5	Burgas	47,6%
6	Marsa Alam	53,7%
7	Bodrum	++
8	Rodos	29,8%
9	Korfu	-1,5%
10	Teneryfa	1,4%
11	Chania	31,0%
12	Fuerteventura	-33,9%
13	Tirana	71,5%
14	Kos	21,8%
15	Gran Canaria	11,0%
16	Varna	-6,8%
17	Lanzarote	-27,3%
18	Zanzibar	-6,3%
19	Malta	85,8%
20	Ras Al Chajma	-8,2%



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.

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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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