



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 04/2018

Data source: MerlinX*

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

Last week – 04/2018, tours 01.11.17 – 31.10.18

compared with week 04. in 2017 r.



Last week – 04/2018, tours 01.11.17 – 31.10.18

compared with week 04. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

12,6%



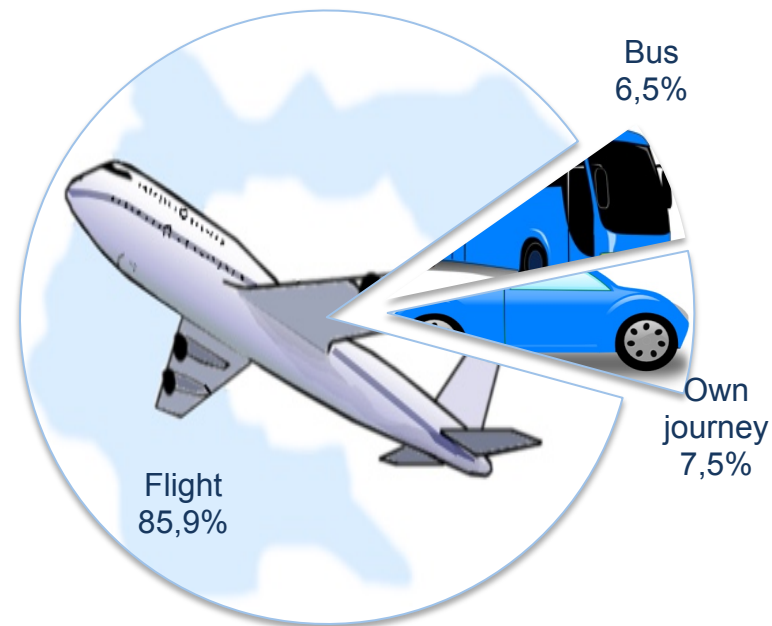
35,5%



-8,6%



Share %



Ranking of the most popular countries & destinations in CW04

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 174	2 438
2	Heraklion	7 503	2 688
3	Burgas	6 191	2 122
4	Hurghada	5 634	2 208
5	Zakynthos	7 112	2 670
6	Marsa Alam	5 841	2 320
7	Rodos	7 545	2 652
8	Korfu	6 634	2 429
9	Bodrum	6 316	2 454
10	Varna	5 789	2 058
11	Chania	8 721	3 181
12	Fuerteventura	7 975	3 105
13	Teneryfa	7 672	3 199
14	Tirana	6 371	2 407
15	Kos	8 394	2 780
16	Sharm El Sheikh	4 988	2 155
17	Gran Canaria	8 519	3 370
18	Majorka	8 890	3 416
19	Agadir	5 595	2 419
20	Madera	6 146	2 667



Rank	Country	Price/booking	Price/person
1	Grecja	7 337	2 643
2	Turcja	6 987	2 440
3	Hiszpania	7 455	2 993
4	Egipt	5 603	2 241
5	Bułgaria	5 761	1 997
6	Włochy	5 176	2 100
7	Albania	5 557	2 131
8	Chorwacja	4 170	1 612
9	Tunezja	5 305	2 097
10	Portugalia	6 591	2 858

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

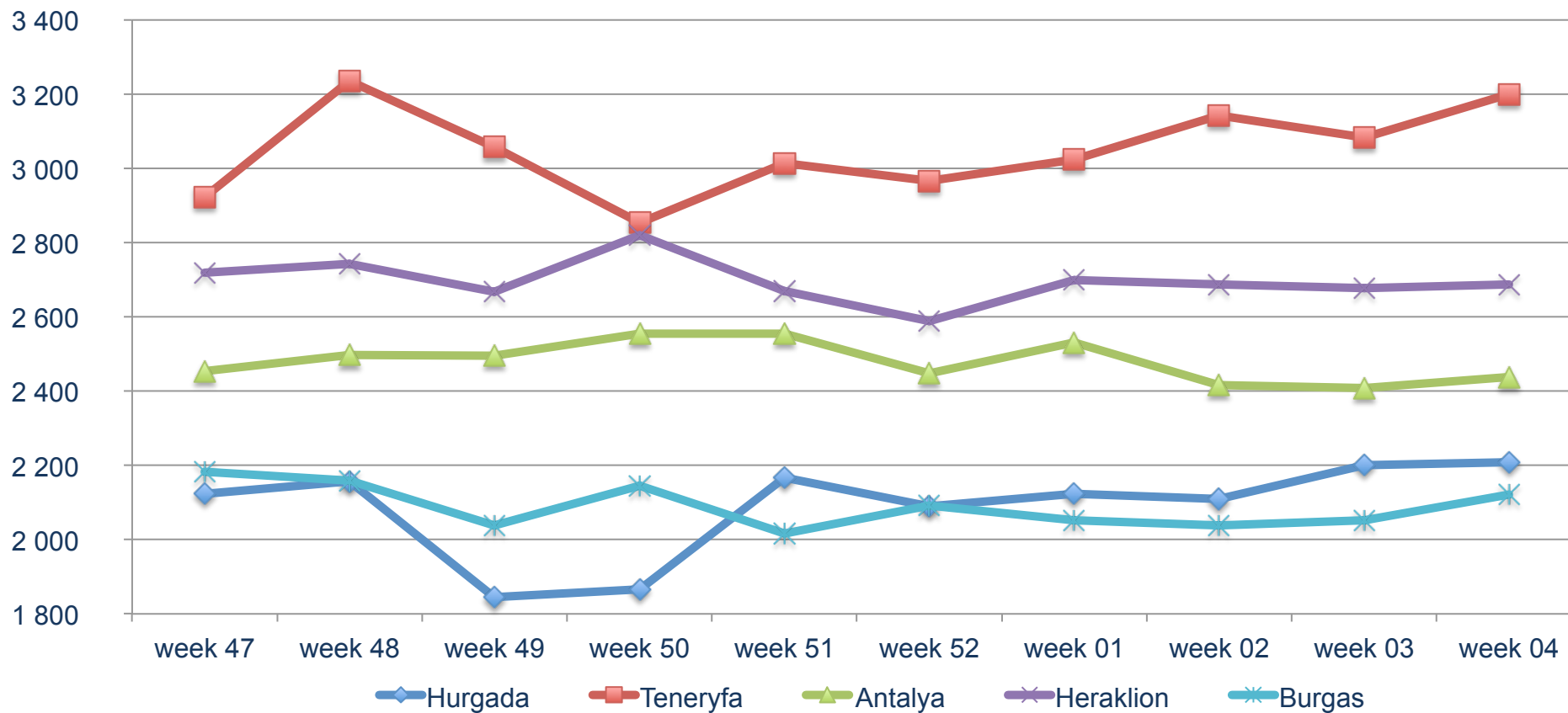
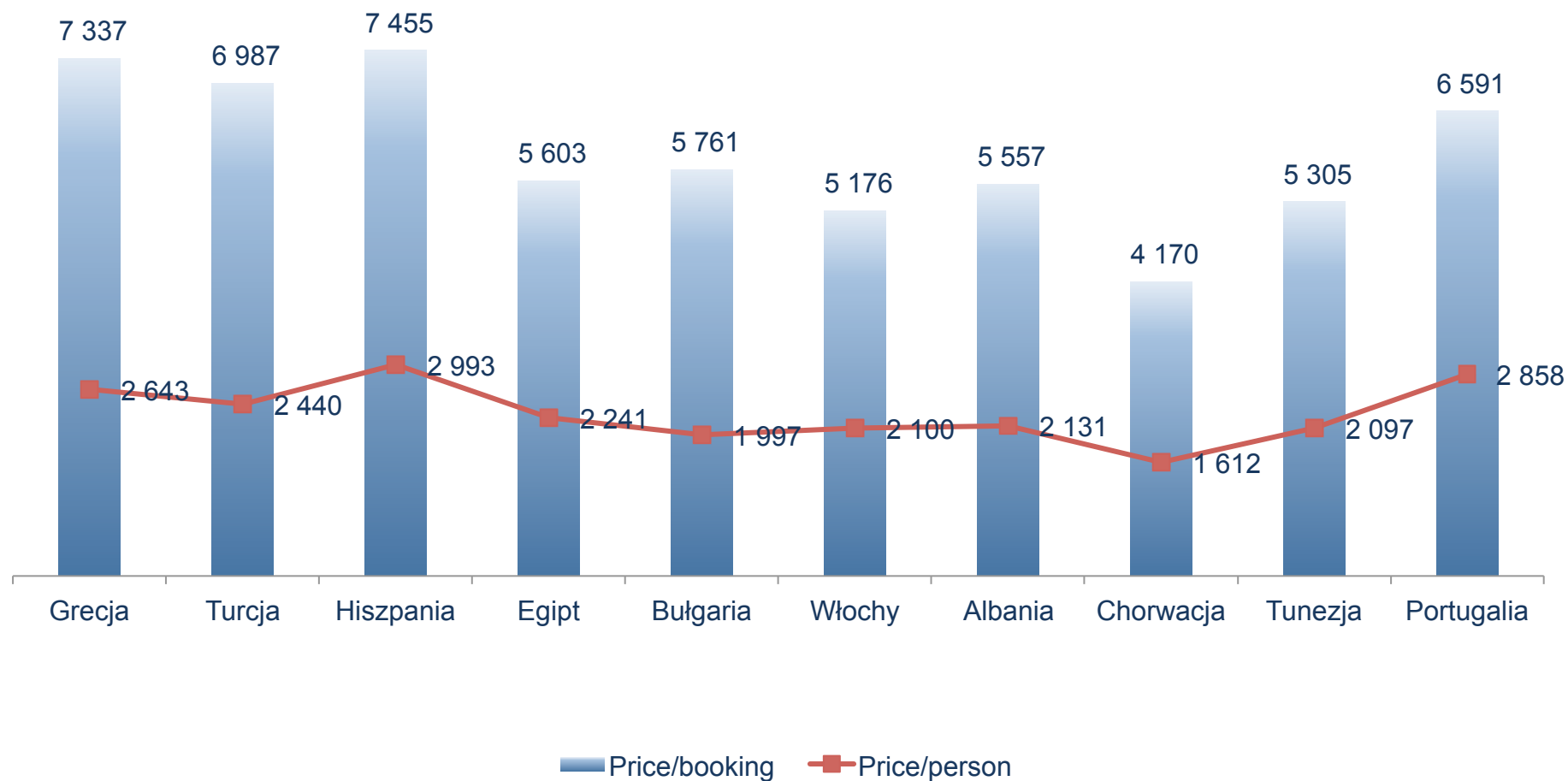


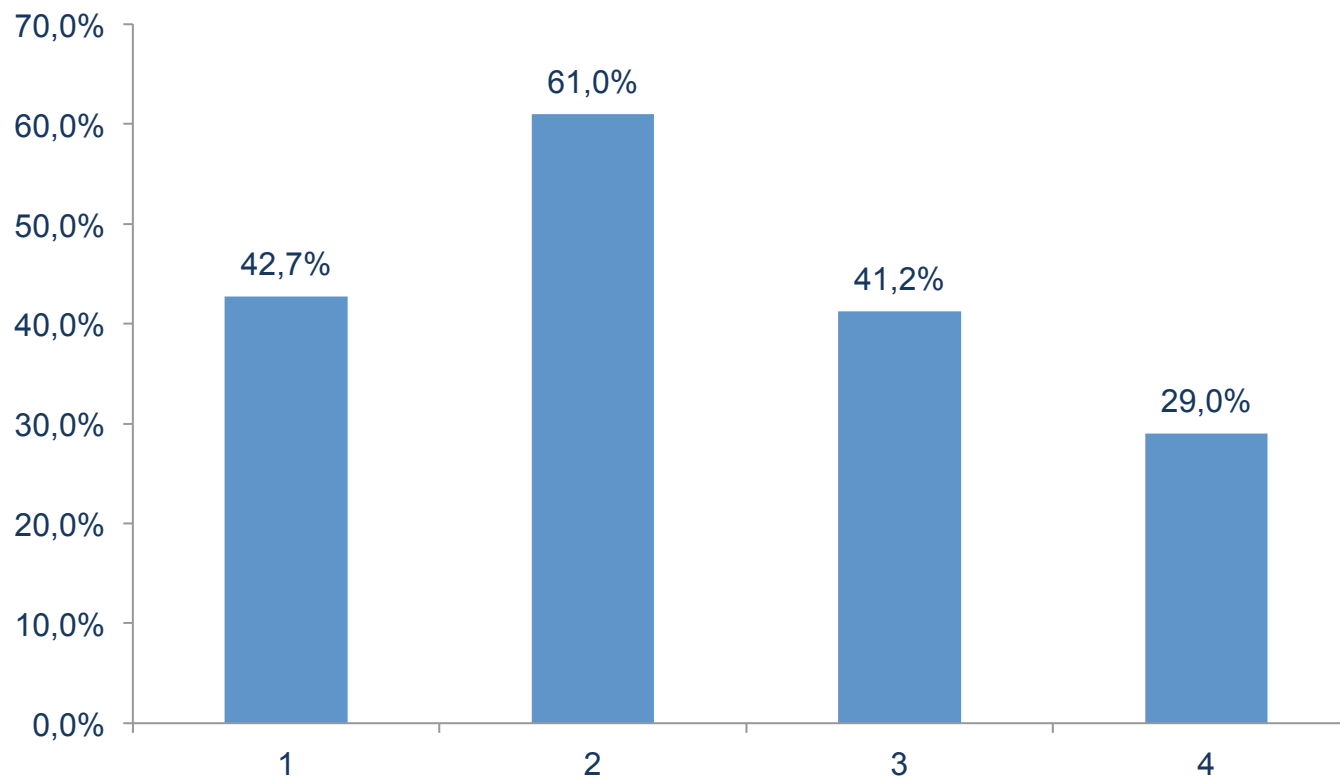
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife and Sicily.

Average price per booking and the price per person in 04. week



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

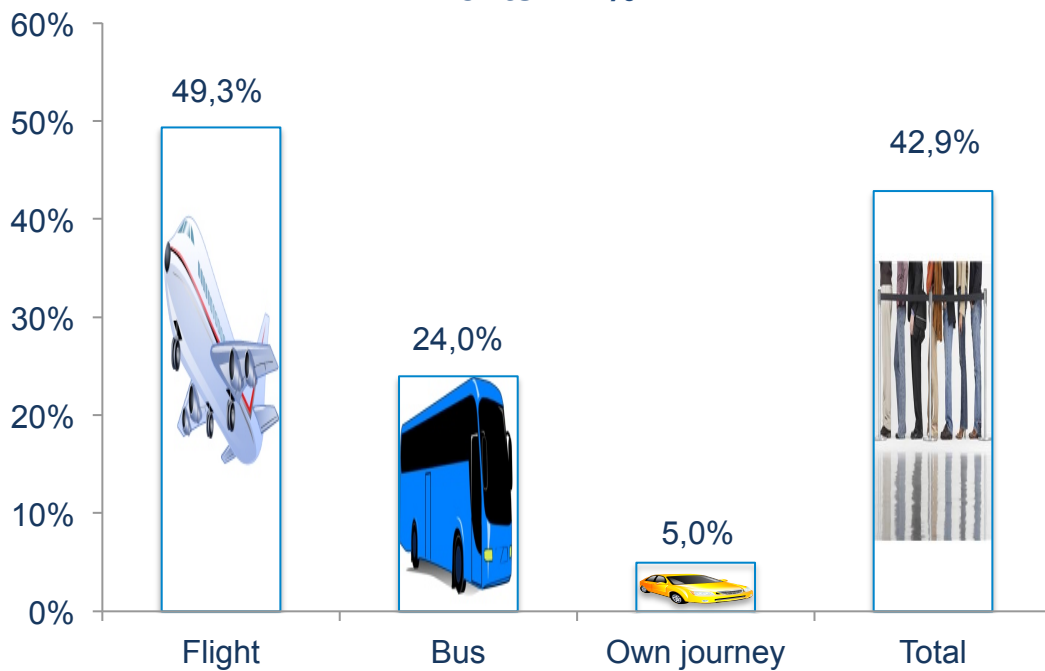
compared with 4 analogous weeks in tourist year 2015/2016.



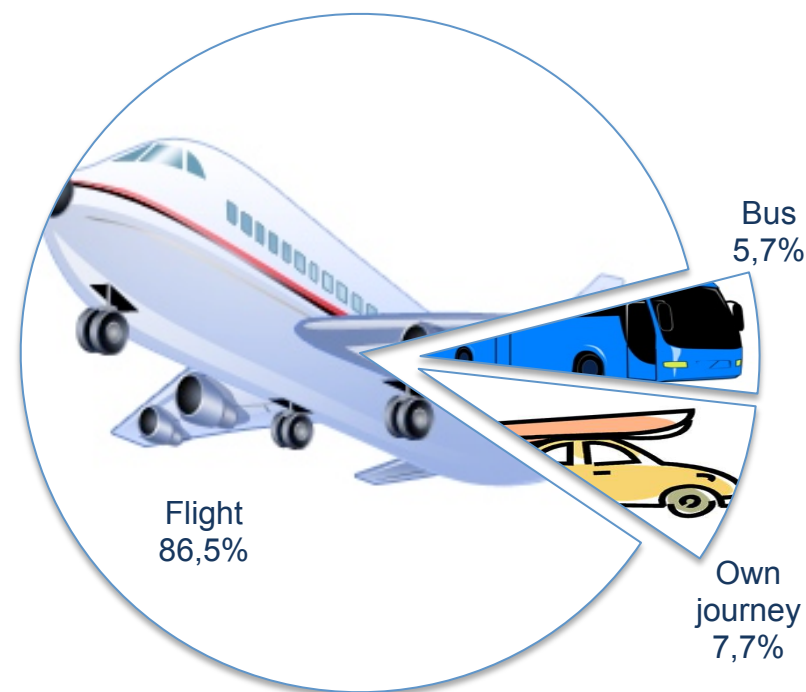
The sales trend of the last four weeks

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

Clients +/- %

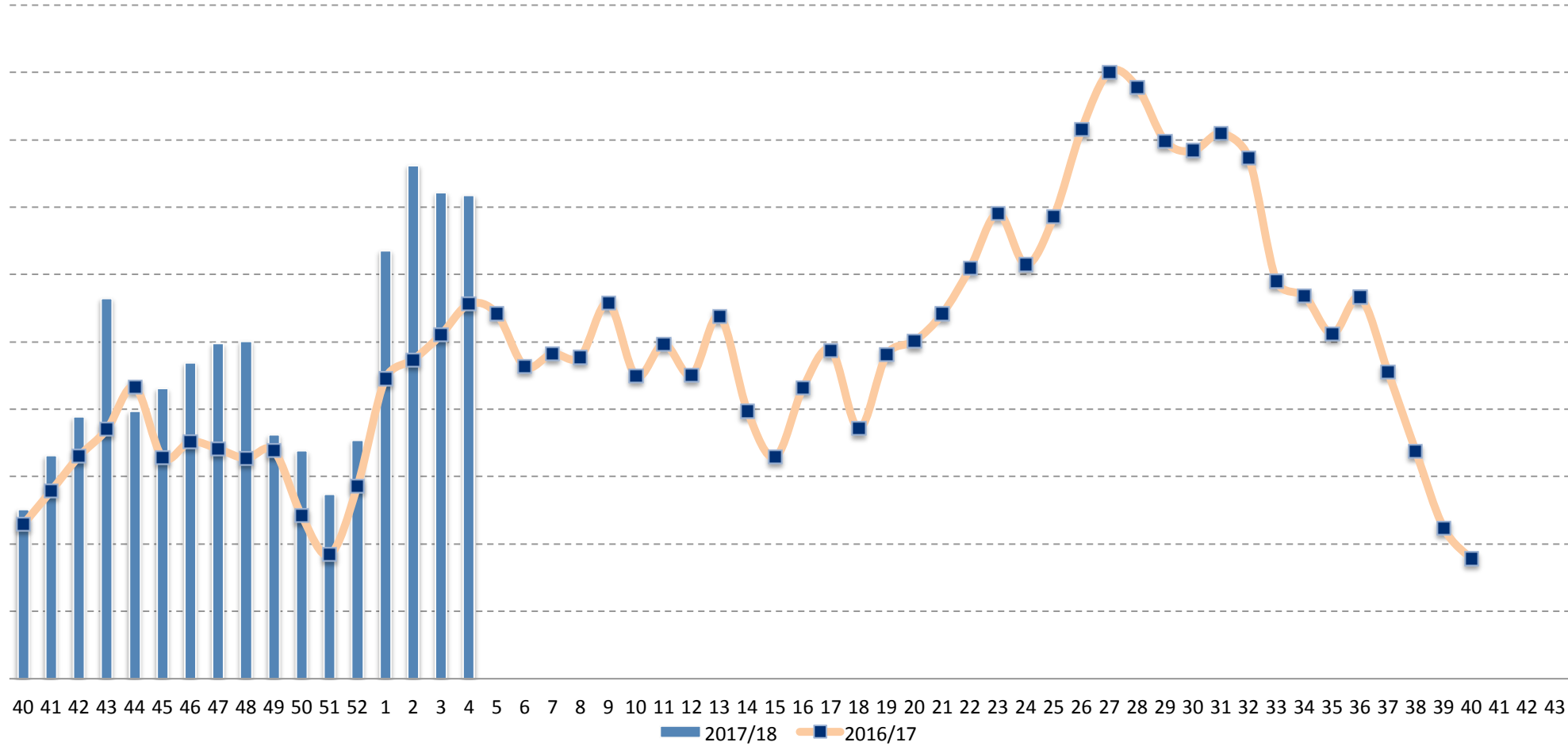


Share %



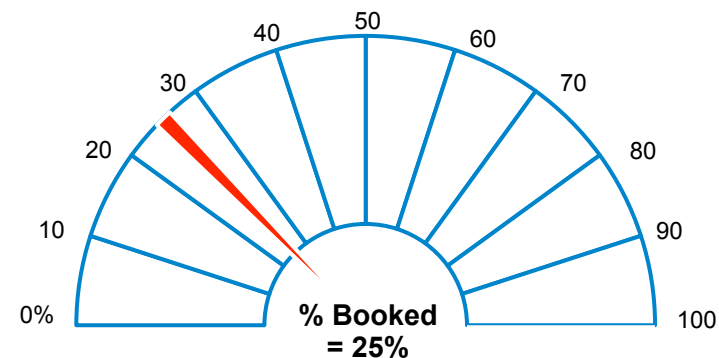
Weekly sales compared with the previous tourist year

Bookings weekly 17/18 vs. 16/17

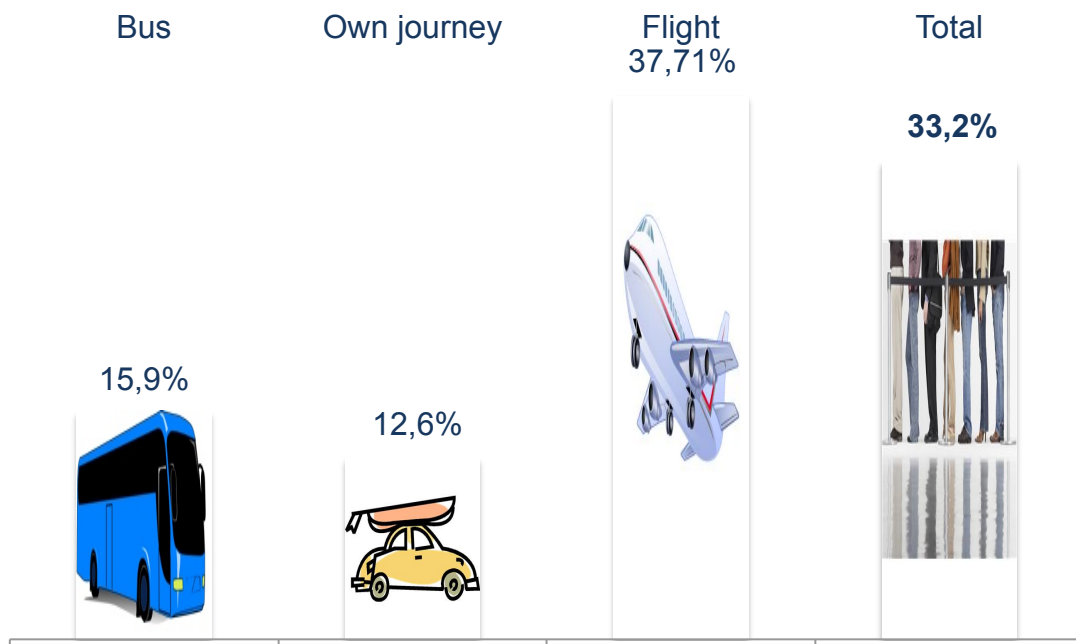


Cumulative sales of 2017/18

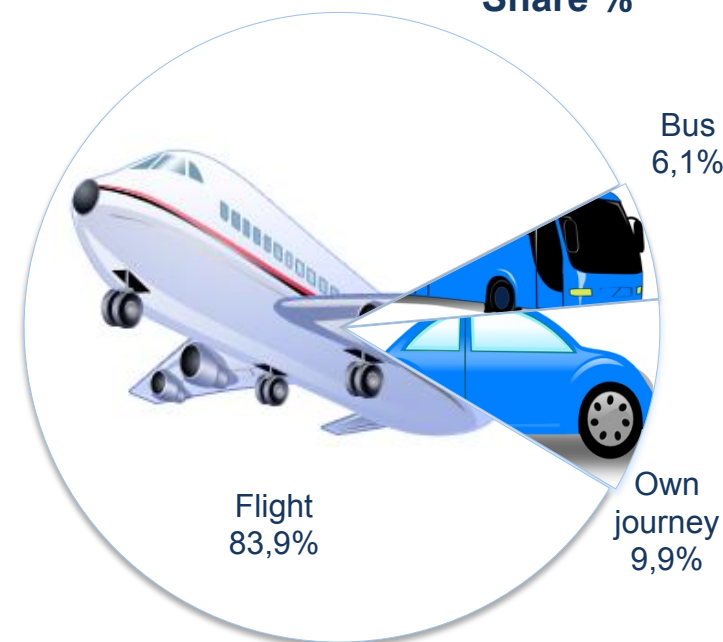
compared to sales in the same period last tourist year 2016/17



Clients +/- %



Share %



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

Rank	Country	+/- % last year
1	Grecja	11,9%
2	Turcja	++
3	Hiszpania	-19,2%
4	Egipt	111,0%
5	Bułgaria	35,9%
6	Włochy	13,7%
7	Albania	70,0%
8	Austria	4,8%
9	Chorwacja	15,6%
10	Portugalia	-25,1%
11	Tajlandia	49,2%
12	Malta	89,4%
13	Emiraty Arabskie	-5,9%
14	Maroko	90,4%
15	Tanzania	-4,9%
16	Cypr	22,0%
17	Tunezja	++
18	Oman	-16,0%
19	Czechy	17,3%
20	Wyspy Zielonego Przylądka	58,0%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	++
3	Zakynthos	7,2%
4	Heraklion	-5,7%
5	Burgas	47,8%
6	Marsa Alam	53,3%
7	Bodrum	++
8	Rodos	27,1%
9	Korfu	0,4%
10	Teneryfa	0,1%
11	Chania	31,6%
12	Fuerteventura	-34,2%
13	Tirana	67,9%
14	Kos	20,5%
15	Gran Canaria	10,7%
16	Varna	-2,9%
17	Lanzarote	-29,6%
18	Zanzibar	-5,8%
19	Malta	82,8%
20	Agadir	65,7%



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