



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

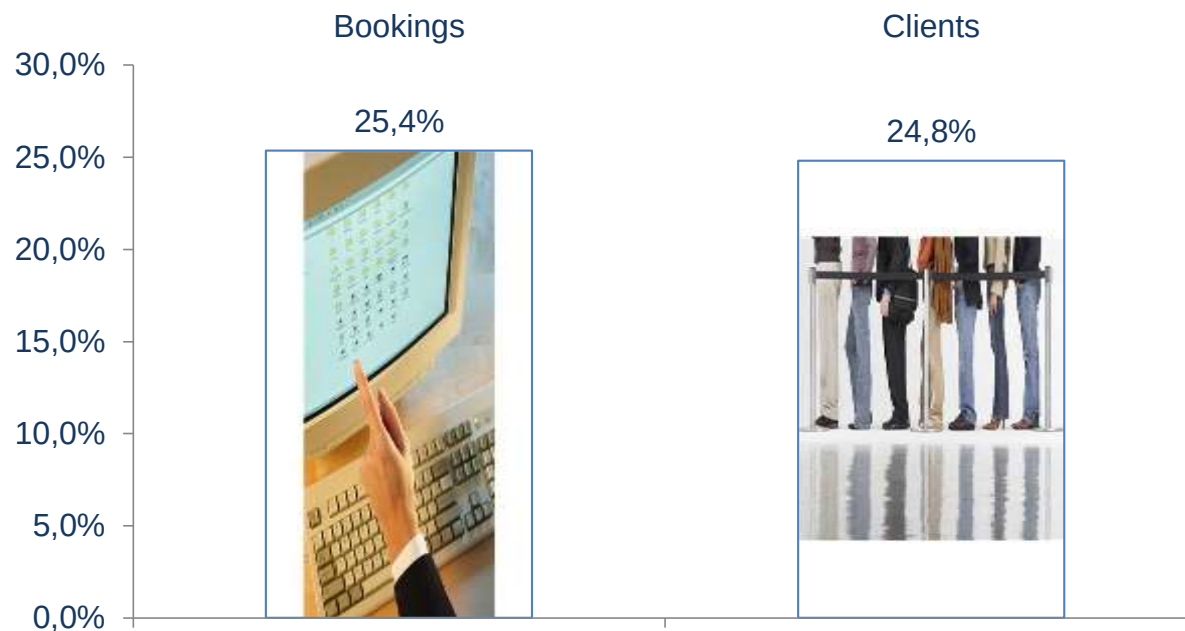
Weekly report 06/2018

Data source: MerlinX*

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

Last week – 06/2018, tours 01.11.17 – 31.10.18

compared with week 06. in 2017 r.



Last week – 06/2018, tours 01.11.17 – 31.10.18

compared with week 06. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

9,4%

6,5%

28,8%



Share %

Bus
6,7%

Own
journey
9,2%

Flight
83,9%



Ranking of the most popular countries & destinations in CW06

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 855	2 389
2	Hurghada	5 386	2 242
3	Burgas	5 863	2 063
4	Heraklion	7 325	2 695
5	Korfu	5 628	2 200
6	Zakynthos	7 011	2 657
7	Tirana	5 698	2 233
8	Bodrum	5 890	2 272
9	Marsa Alam	5 133	2 296
10	Sharm El Sheikh	5 334	2 181
11	Varna	4 544	1 851
12	Chania	8 667	3 063
13	Rodos	6 151	2 386
14	Alanya	6 355	2 268
15	Monastyr	4 645	1 852
16	CHORWACJA	4 236	1 841
17	Kos	7 997	2 839
18	Malta	3 245	1 556
19	Girona	5 392	2 231
20	Majorka	6 924	2 935



Rank	Country	Price/booking	Price/person
1	Grecja	7 146	2 656
2	Turcja	6 981	2 424
3	Egipt	5 657	2 286
4	Hiszpania	6 859	2 863
5	Bułgaria	5 274	1 991
6	Włochy	5 324	2 294
7	Albania	4 859	1 963
8	Chorwacja	4 054	1 674
9	Tunezja	5 001	1 936
10	Portugalia	7 036	3 035

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

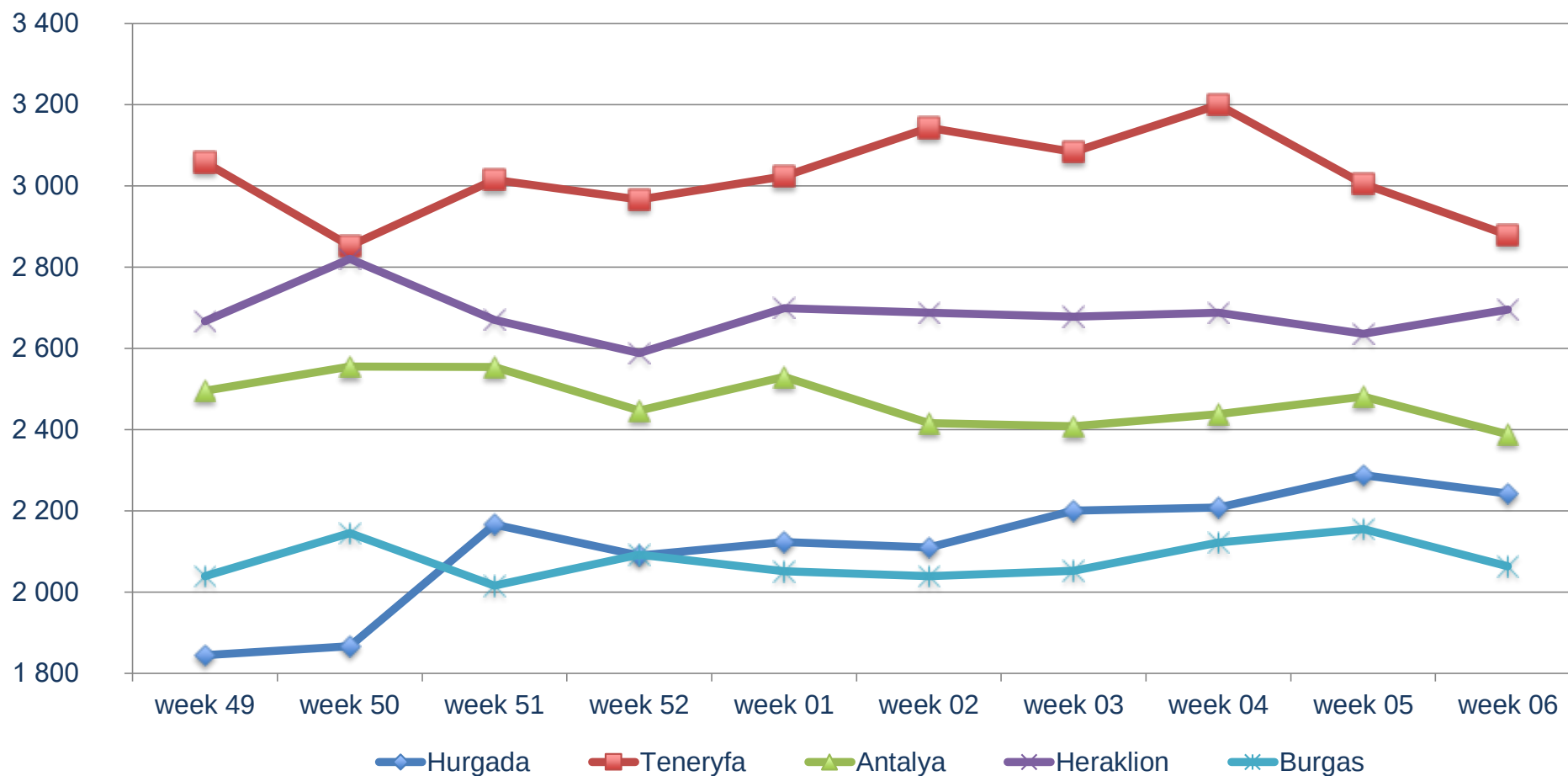
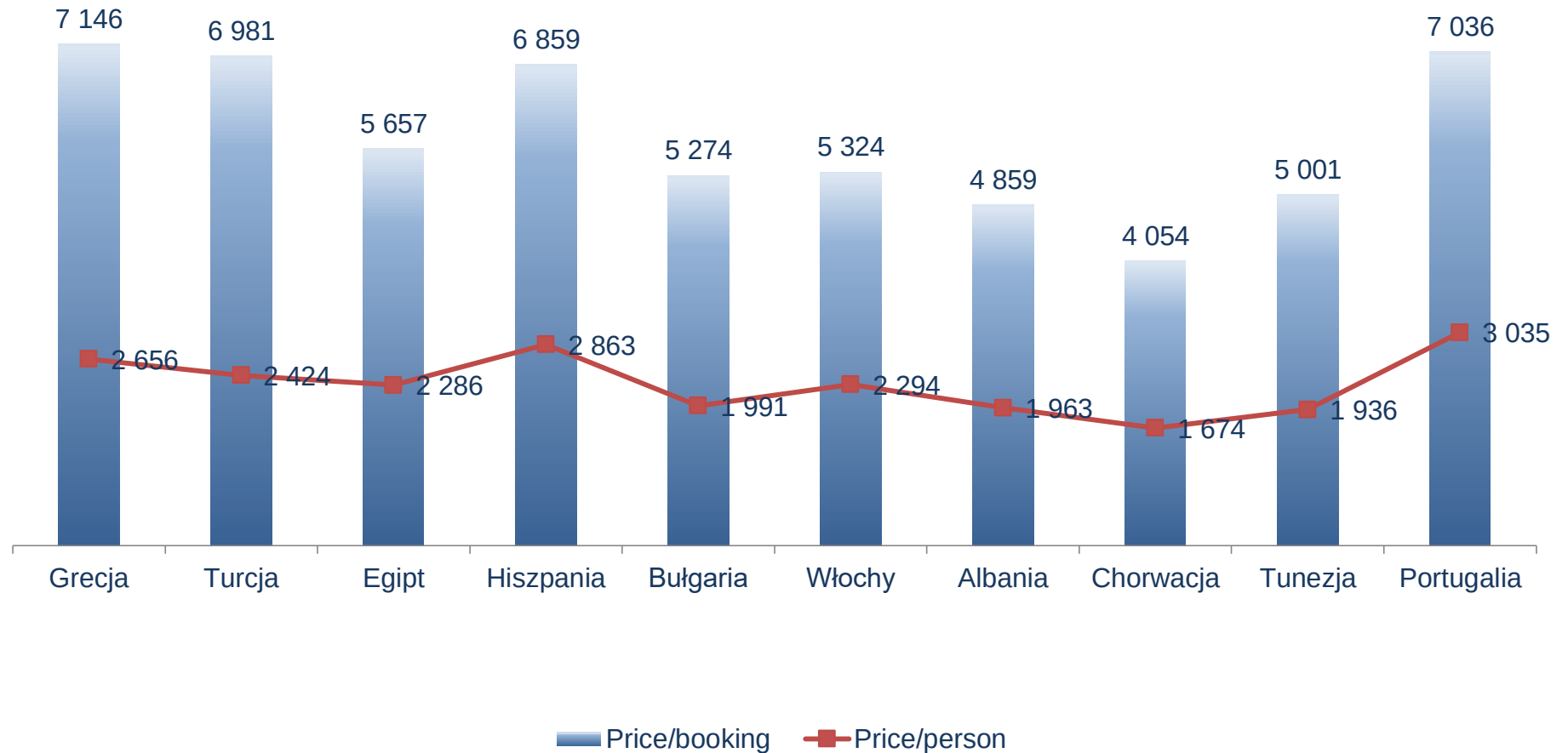


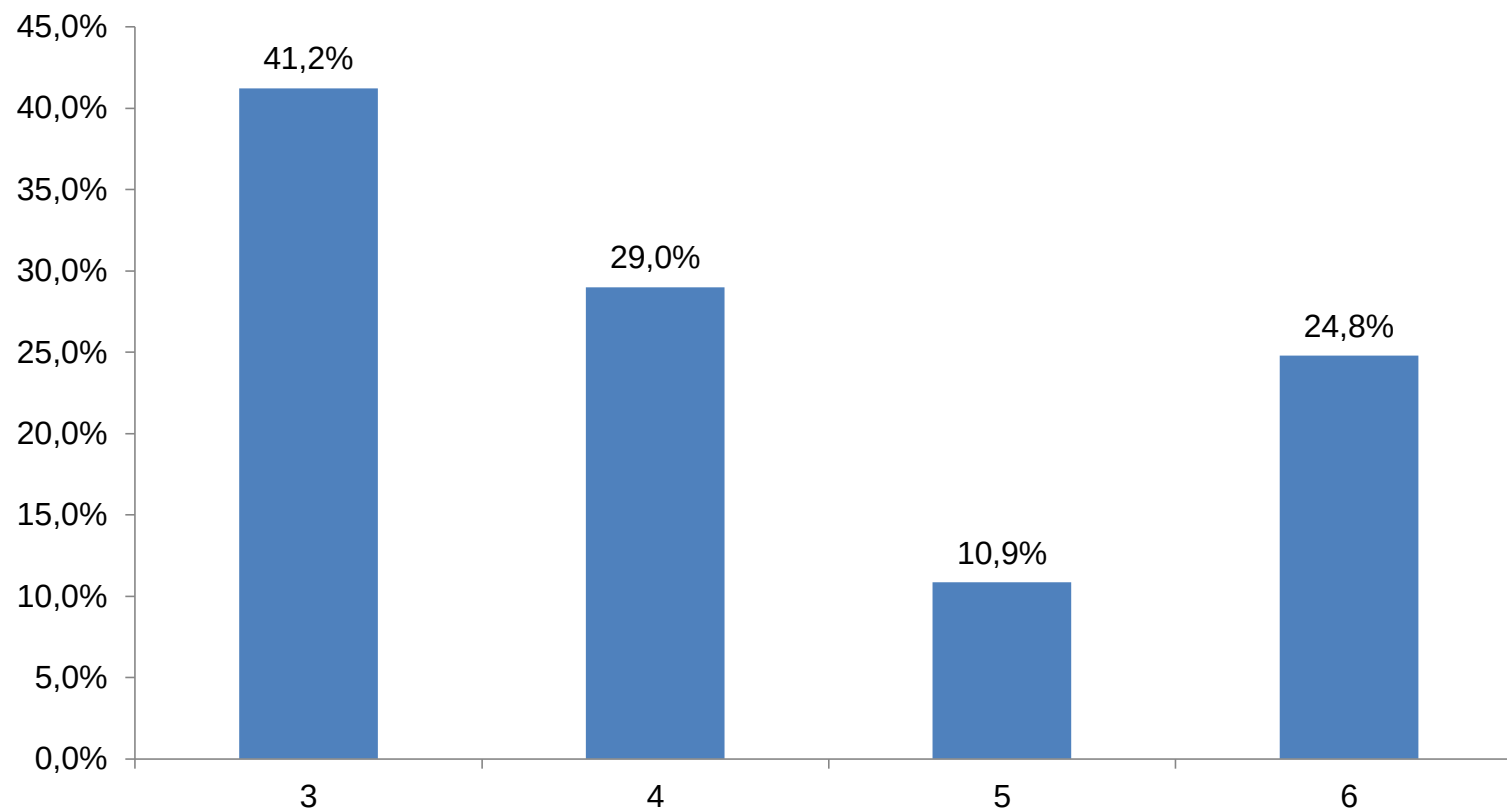
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurgada, Tenerife and Sicily.

Average price per booking and the price per person in 06. week



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

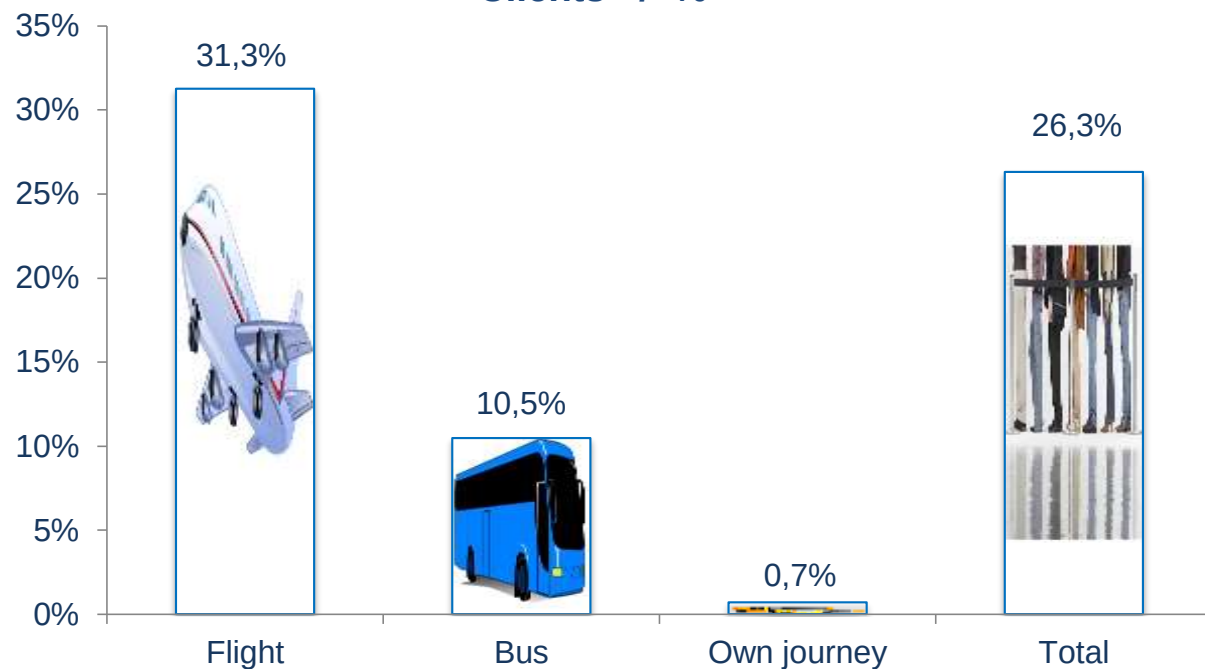
compared with 4 analogous weeks in tourist year 2015/2016.



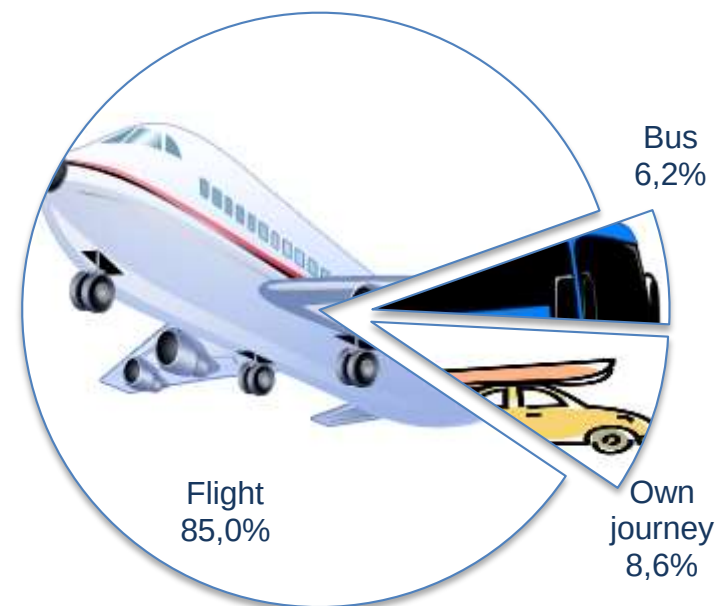
The sales trend of the last four weeks

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

Clients +/- %

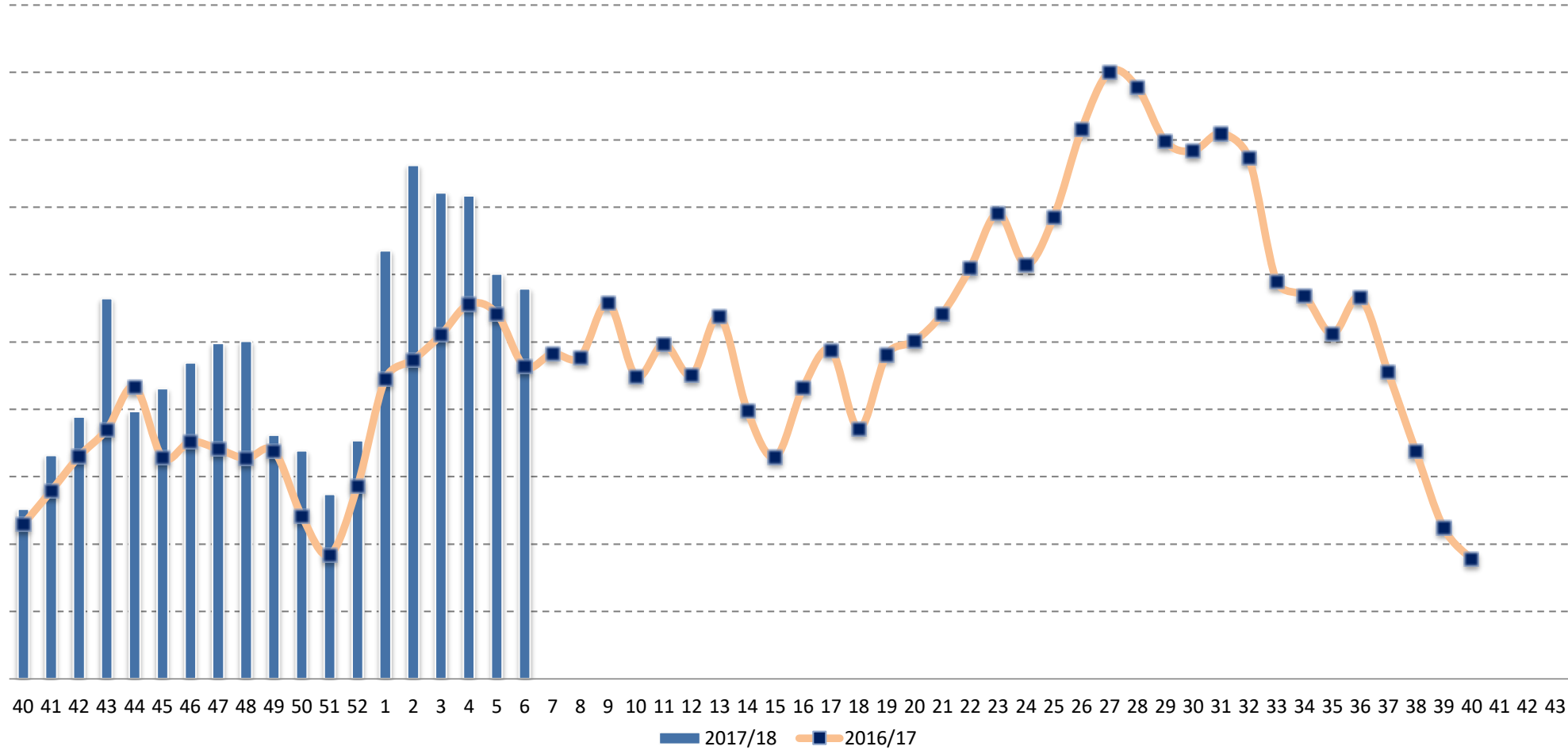


Share %



Weekly sales compared with the previous tourist year

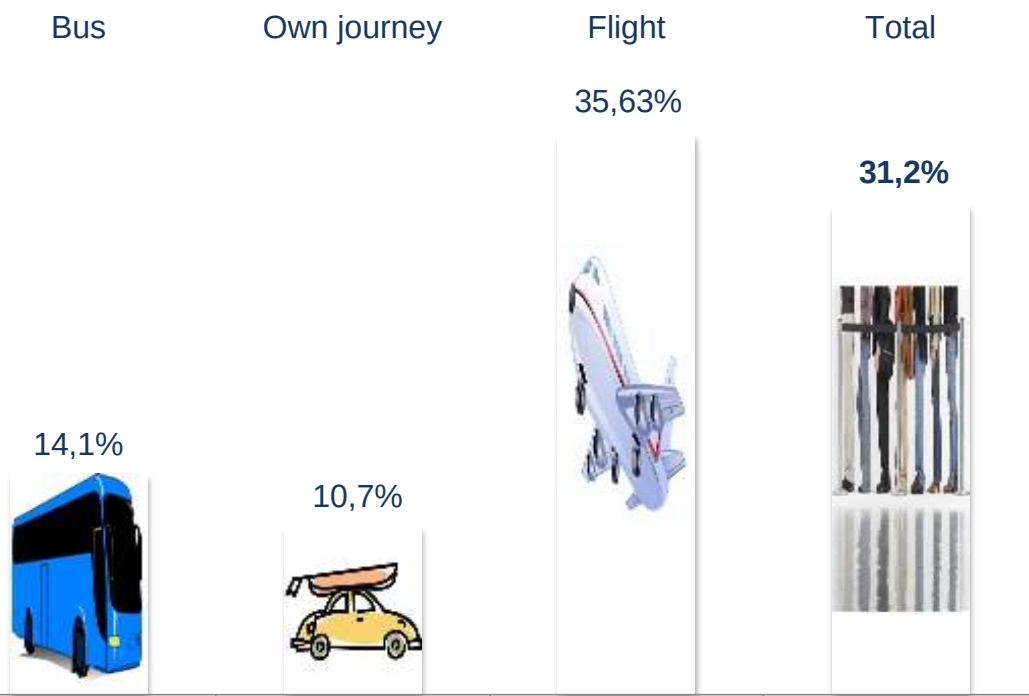
Bookings weekly 17/18 vs. 16/17



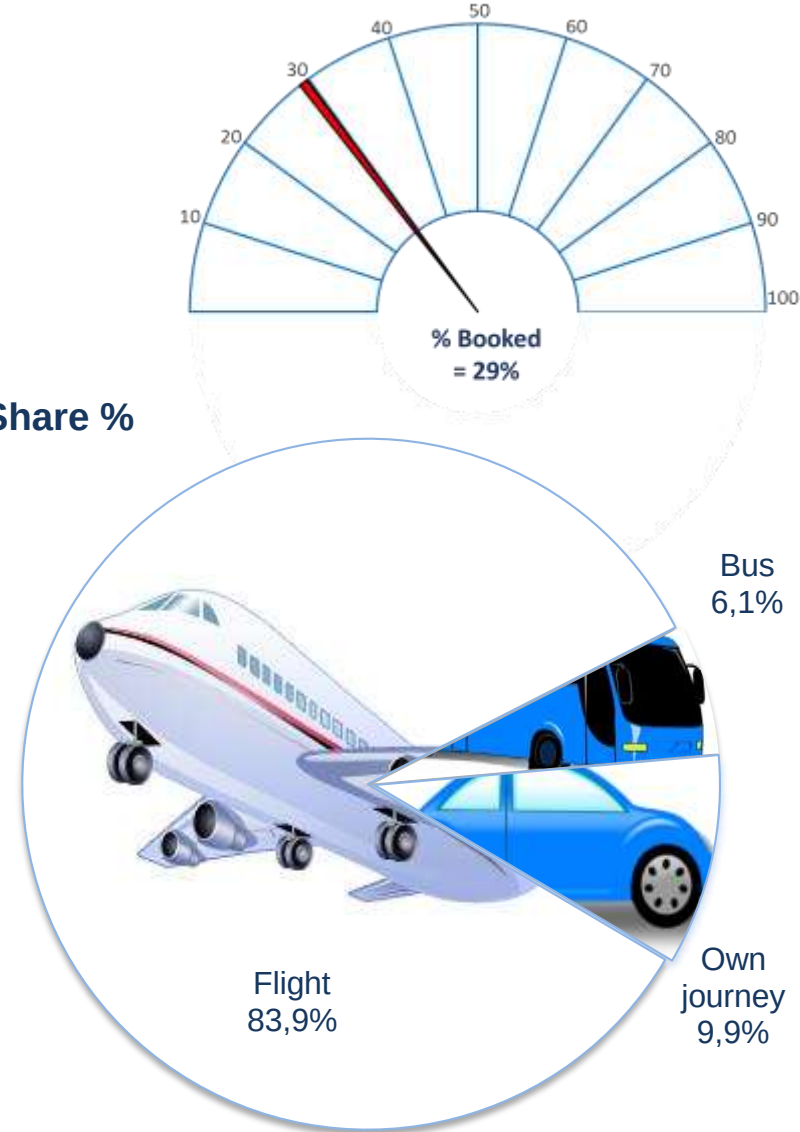
Cumulative sales of 2017/18

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	Share %
1	Grecja	9,3%	22,1%
2	Turcja	++	14,7%
3	Hiszpania	-22,0%	11,0%
4	Egipt	101,0%	9,4%
5	Bułgaria	33,1%	6,7%
6	Włochy	9,3%	5,4%
7	Albania	72,6%	3,1%
8	Chorwacja	11,5%	1,8%
9	Austria	4,0%	1,5%
10	Portugalia	-27,9%	1,5%
11	Malta	81,1%	1,4%
12	Tajlandia	43,7%	1,4%
13	Tunezja	++	1,2%
14	Maroko	79,5%	1,2%
15	Emiraty Arabskie	-7,7%	1,1%
16	Tanzania	-2,2%	1,1%
17	Cypr	21,4%	1,1%
18	Oman	-17,1%	1,0%
19	Czechy	17,2%	0,9%
20	Wyspy Zielonego Przylądka	75,3%	0,8%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	173,3%
3	Heraklion	-6,1%
4	Zakynthos	5,4%
5	Burgas	44,1%
6	Marsa Alam	45,6%
7	Bodrum	++
8	Korfu	-2,1%
9	Rodos	15,9%
10	Teneryfa	-7,7%
11	Chania	26,9%
12	Fuerteventura	-38,4%
13	Tirana	66,0%
14	Kos	18,5%
15	Varna	-2,8%
16	Gran Canaria	1,9%
17	Lanzarote	-34,5%
18	Malta	73,6%
19	Sharm El Sheikh	54,7%
20	Zanzibar	-7,3%



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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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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