



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

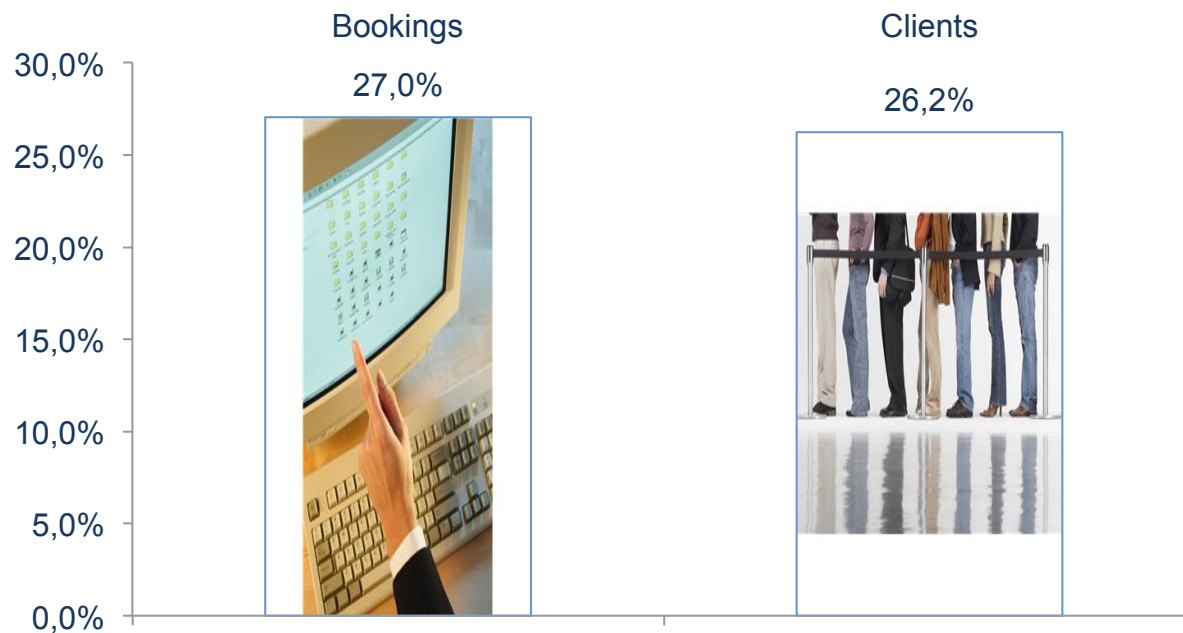
Weekly report 07/2018

Data source: MerlinX*

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

Last week – 07/2018, tours 01.11.17 – 31.10.18

compared with week 07. in 2017 r.



Last week – 07/2018, tours 01.11.17 – 31.10.18

compared with week 07. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

17,7%



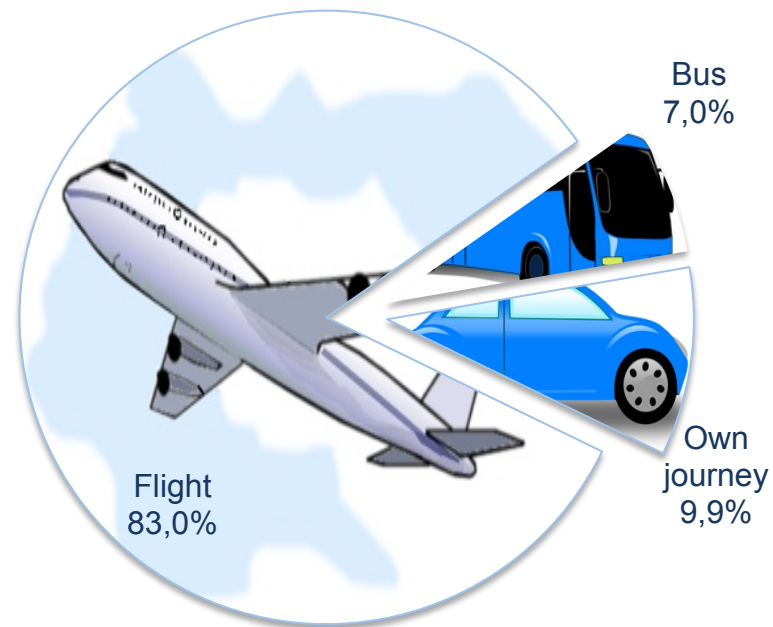
11,1%



29,5%



Share %



Ranking of the most popular countries & destinations in CW07

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 174	2 475
2	Hurghada	5 543	2 297
3	Heraklion	7 675	2 724
4	Burgas	5 782	2 034
5	Korfu	5 960	2 189
6	Marsa Alam	5 729	2 390
7	Zakynthos	7 423	2 753
8	Rodos	7 846	2 825
9	Bodrum	6 826	2 528
10	Fuerteventura	8 190	3 106
11	Chania	8 678	3 059
12	Tirana	5 861	2 374
13	Teneryfa	6 879	2 960
14	Varna	5 116	2 078
15	Sharm El Sheikh	4 865	2 226
16	Kos	8 184	2 833
17	Monastyr	5 059	1 910
18	Lanzarote	8 258	3 227
19	Saloniki	6 247	2 385
20	Gran Canaria	7 463	3 306



Rank	Country	Price/booking	Price/person
1	Grecja	7 378	2 665
2	Turcja	7 174	2 484
3	Egipt	5 507	2 318
4	Hiszpania	6 783	2 778
5	Bułgaria	5 121	1 902
6	Włochy	5 497	2 263
7	Albania	5 007	2 024
8	Chorwacja	4 002	1 479
9	Tunezja	5 464	2 036
10	Stany Zjednoczone	4 028	1 230

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

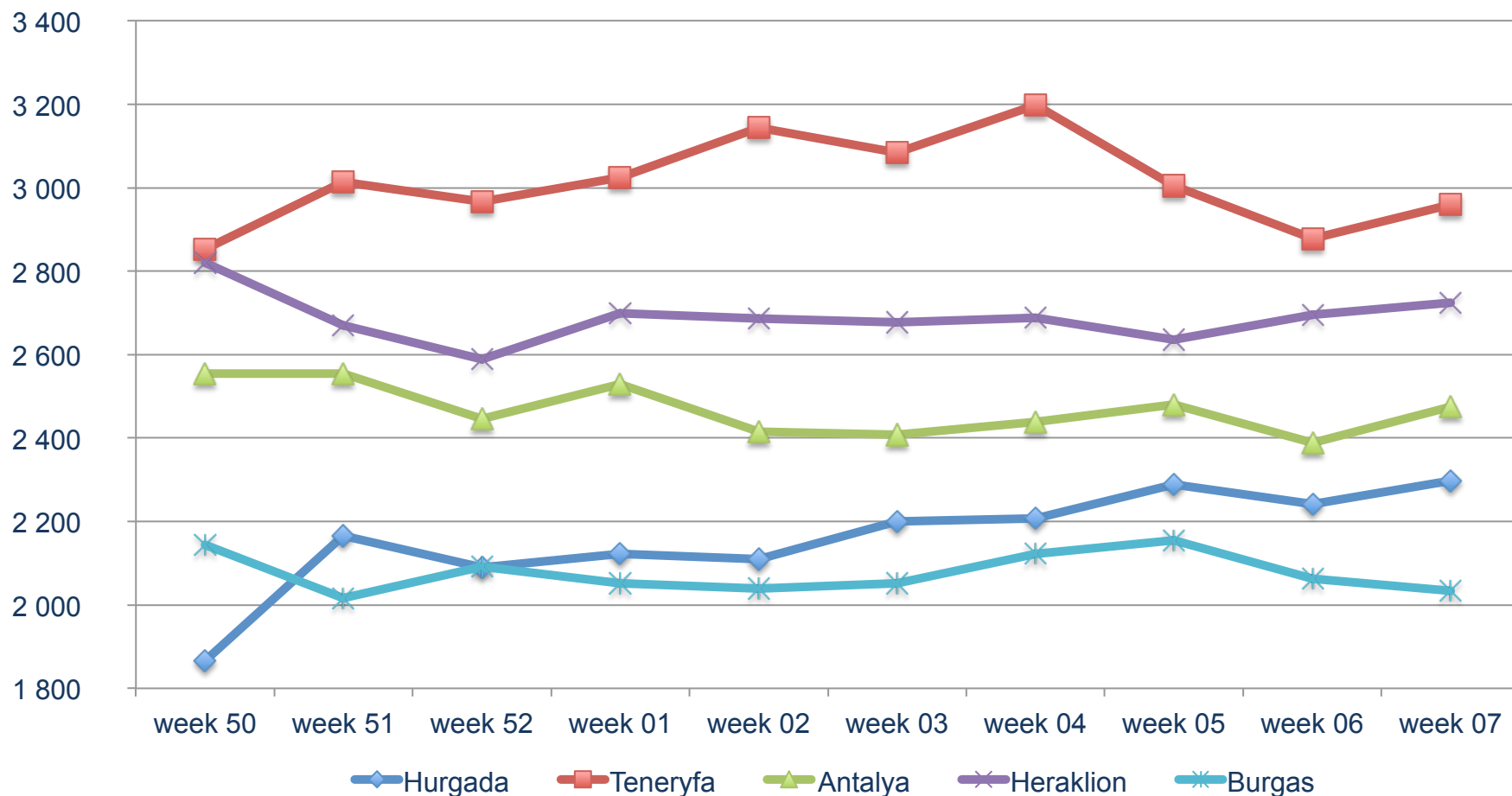
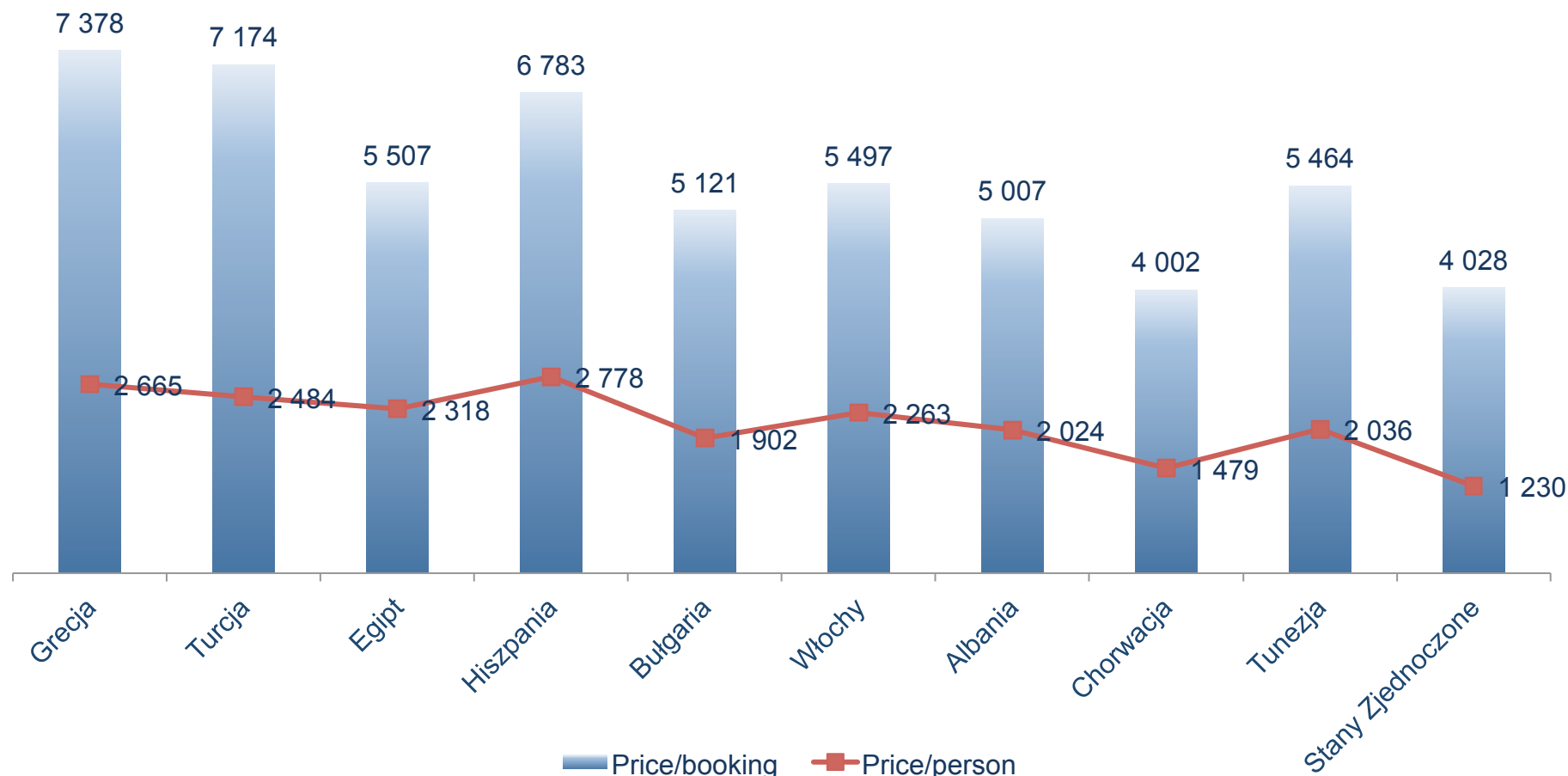


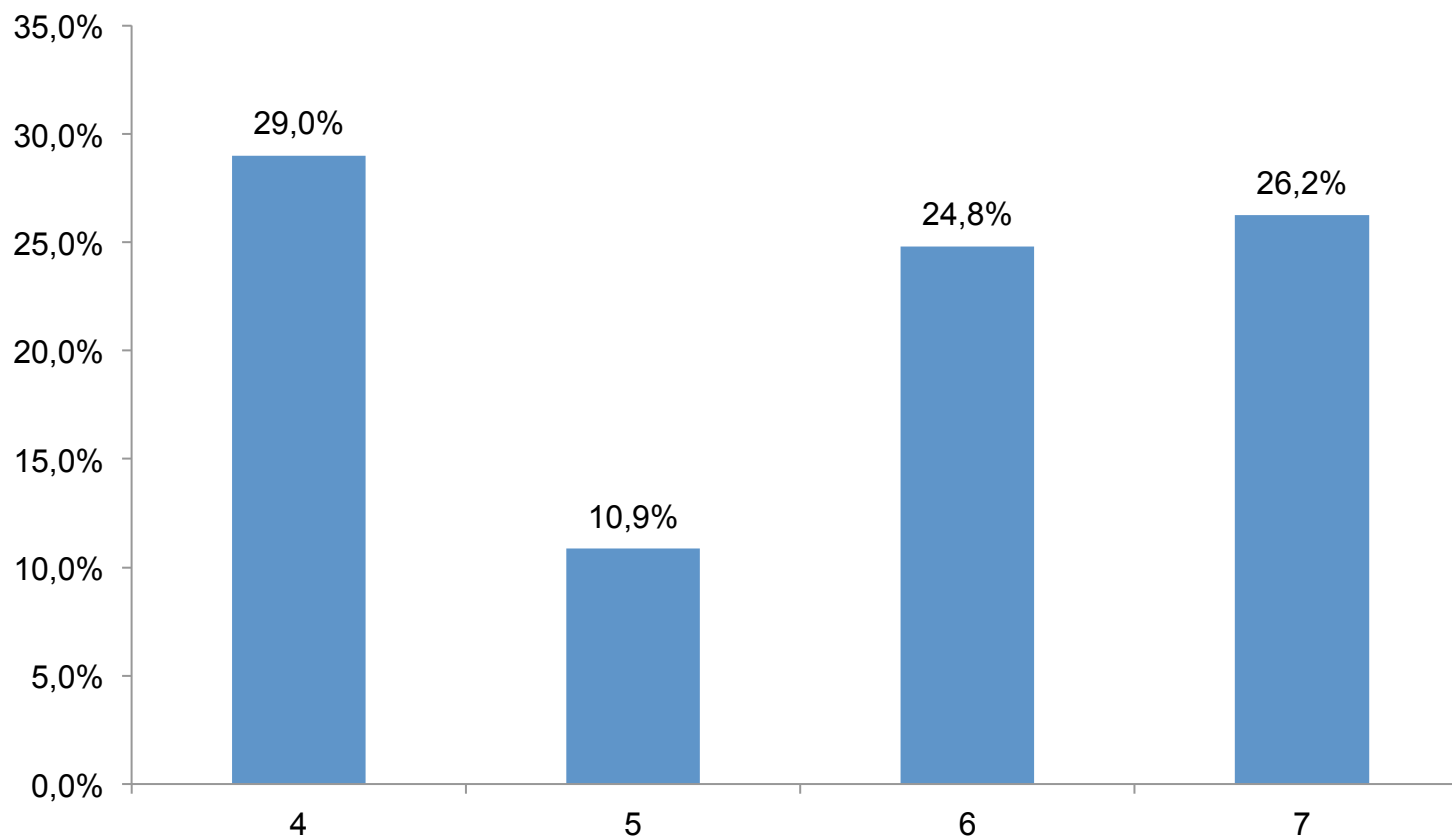
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 07. week



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

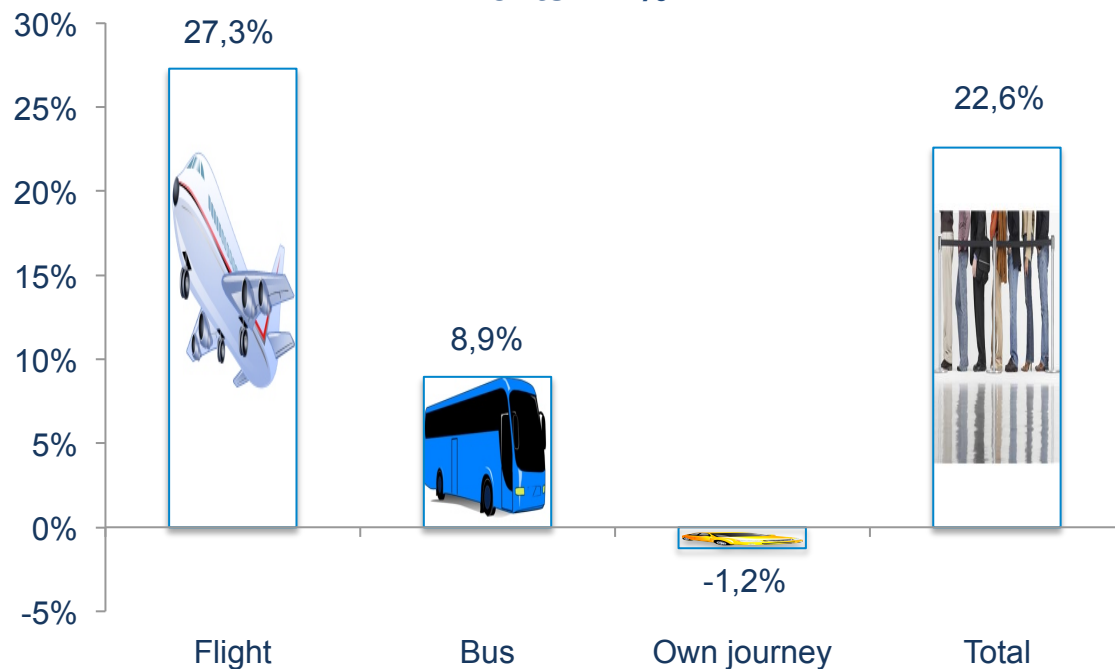
compared with 4 analogous weeks in tourist year 2015/2016.



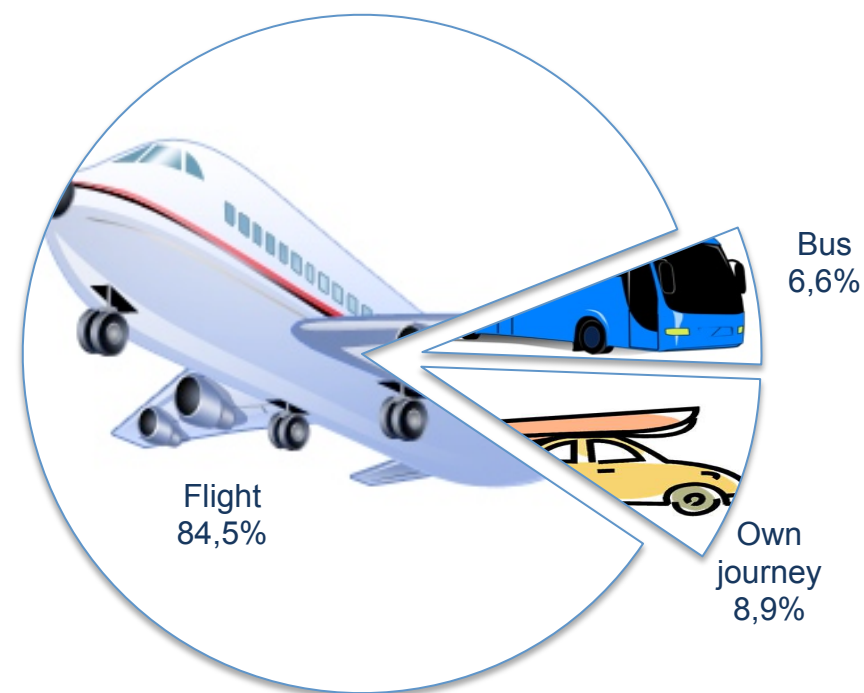
The sales trend of the last four weeks

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

Clients +/- %

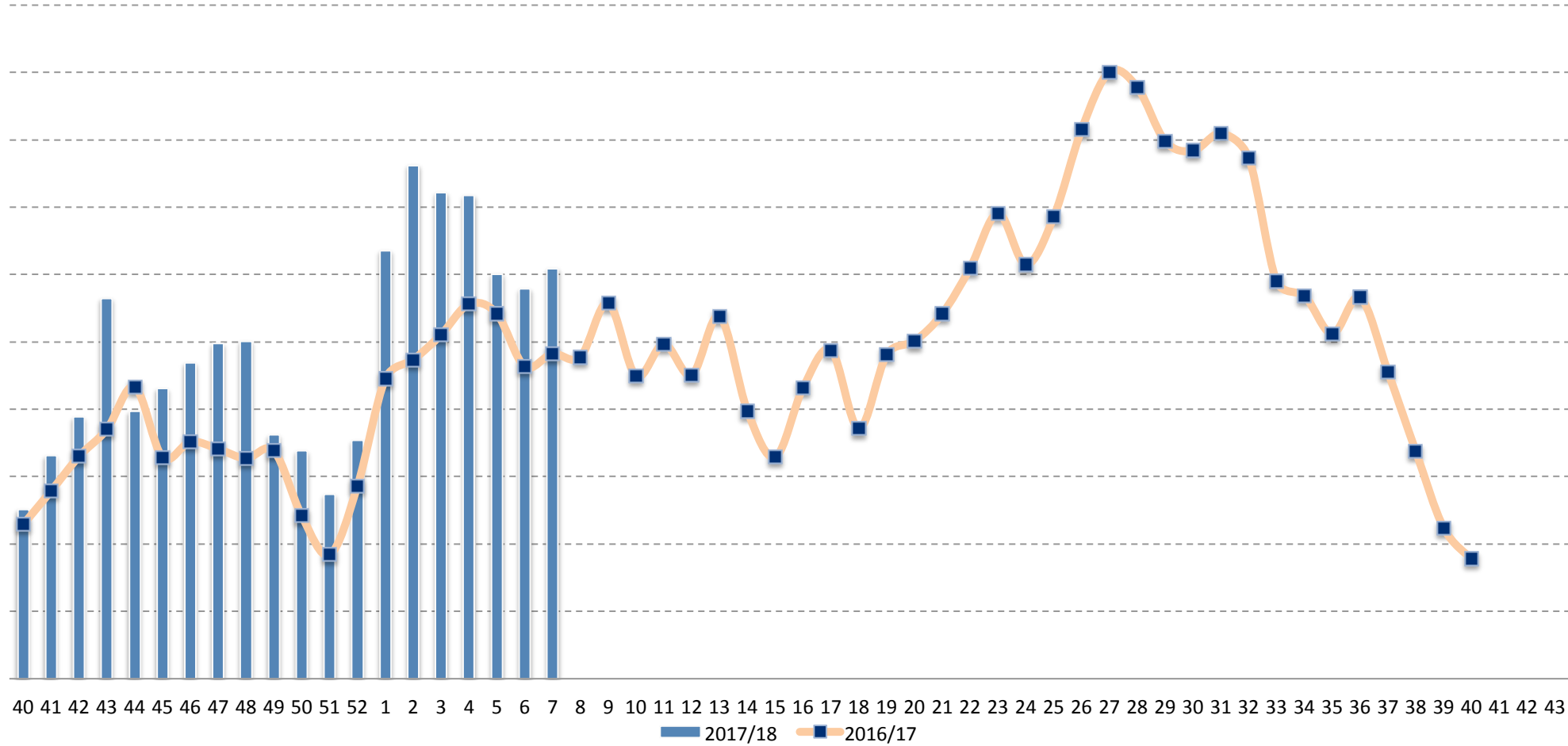


Share %



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 +/- %

Bus

Own journey

Flight

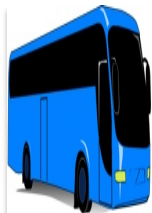
Total

35,27%

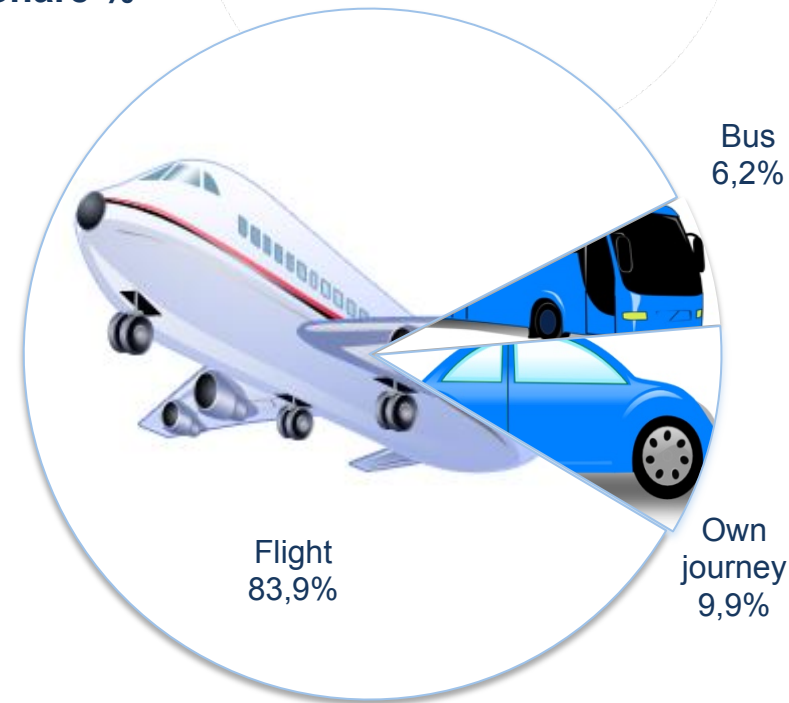
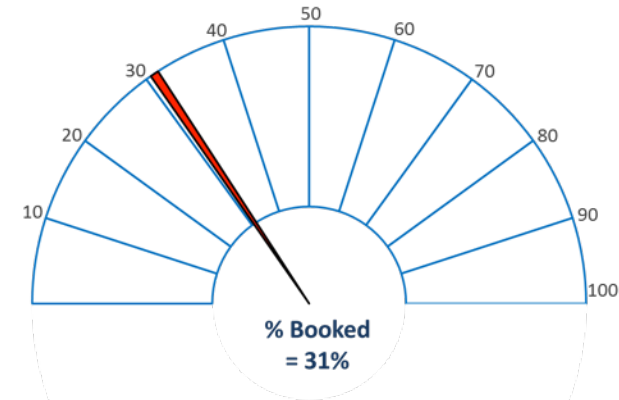
30,9%

14,3%

10,7%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	8,8%	22,2%
2	Turcja	++	14,8%
3	Hiszpania	-22,1%	10,9%
4	Egipt	99,6%	9,5%
5	Bułgaria	32,2%	6,7%
6	Włochy	7,7%	5,4%
7	Albania	75,4%	3,1%
8	Chorwacja	9,9%	1,8%
9	Austria	4,3%	1,5%
10	Portugalia	-28,6%	1,4%
11	Malta	75,5%	1,4%
12	Tajlandia	42,7%	1,3%
13	Tunezja	++	1,2%
14	Maroko	79,7%	1,2%
15	Cypr	22,9%	1,1%
16	Emiraty Arabskie	-7,8%	1,1%
17	Tanzania	-0,7%	1,1%
18	Oman	-15,6%	0,9%
19	Wyspy Zielonego Przylądka	87,2%	0,9%
20	Czechy	17,7%	0,8%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	167,1%
3	Heraklion	-4,6%
4	Burgas	43,9%
5	Zakynthos	5,1%
6	Marsa Alam	44,7%
7	Bodrum	++
8	Korfu	-0,9%
9	Rodos	13,9%
10	Teneryfa	-8,5%
11	Chania	23,9%
12	Fuerteventura	-37,9%
13	Tirana	67,0%
14	Kos	17,8%
15	Varna	-2,5%
16	Gran Canaria	0,4%
17	Lanzarote	-35,0%
18	Sharm El Sheikh	60,2%
19	Zanzibar	-5,6%
20	Malta	68,6%

Pozdrowienia z Nassfeld - Hermagor



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