



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 08/2018

Data source: MerlinX*

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

Last week – 08/2018, tours 01.11.17 – 31.10.18

compared with week 08. in 2017 r.



Last week – 08/2018, tours 01.11.17 – 31.10.18

compared with week 08. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

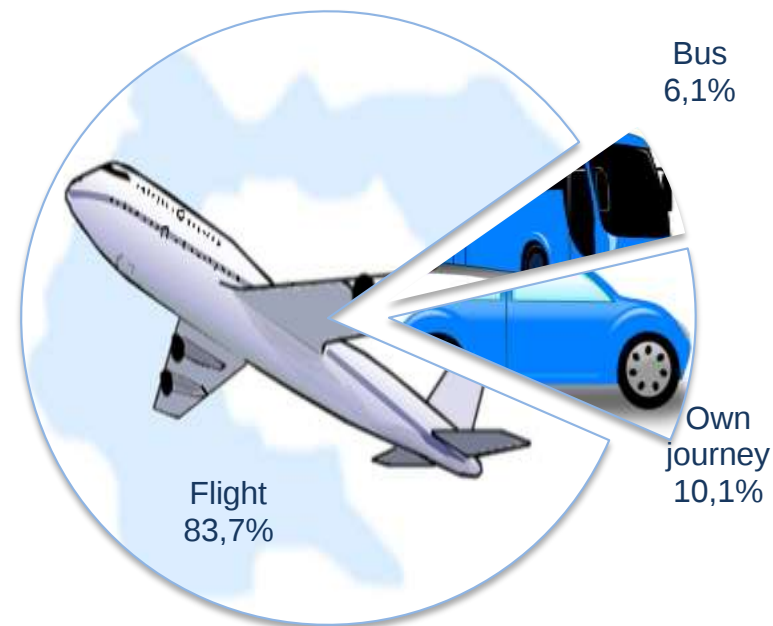
30,9%

29,1%



-3,8%

Share %



Ranking of the most popular countries & destinations in CW08

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 372	2 512
2	Hurghada	5 383	2 220
3	Burgas	6 204	2 105
4	Heraklion	7 378	2 717
5	Marsa Alam	5 413	2 255
6	Korfu	6 598	2 396
7	Zakynthos	7 185	2 755
8	Rodos	7 669	2 740
9	Bodrum	6 479	2 469
10	Teneryfa	6 658	2 861
11	Fuerteventura	7 348	2 825
12	Tirana	6 257	2 417
13	Chania	8 492	3 099
14	Varna	5 059	2 083
15	Monastyr	4 930	1 895
16	Kos	7 899	2 762
17	Sharm El Sheikh	5 378	2 240
18	Gran Canaria	7 996	3 283
19	Saloniki	6 301	2 471
20	Majorka	8 047	3 286



Rank	Country	Price/booking	Price/person
1	Grecja	7 230	2 637
2	Turcja	7 238	2 508
3	Hiszpania	6 449	2 678
4	Egipt	5 389	2 236
5	Bułgaria	5 351	1 946
6	Włochy	5 736	2 302
7	Albania	5 510	2 140
8	Chorwacja	4 202	1 440
9	Tunezja	5 093	1 975
10	Cypr	6 273	2 373

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

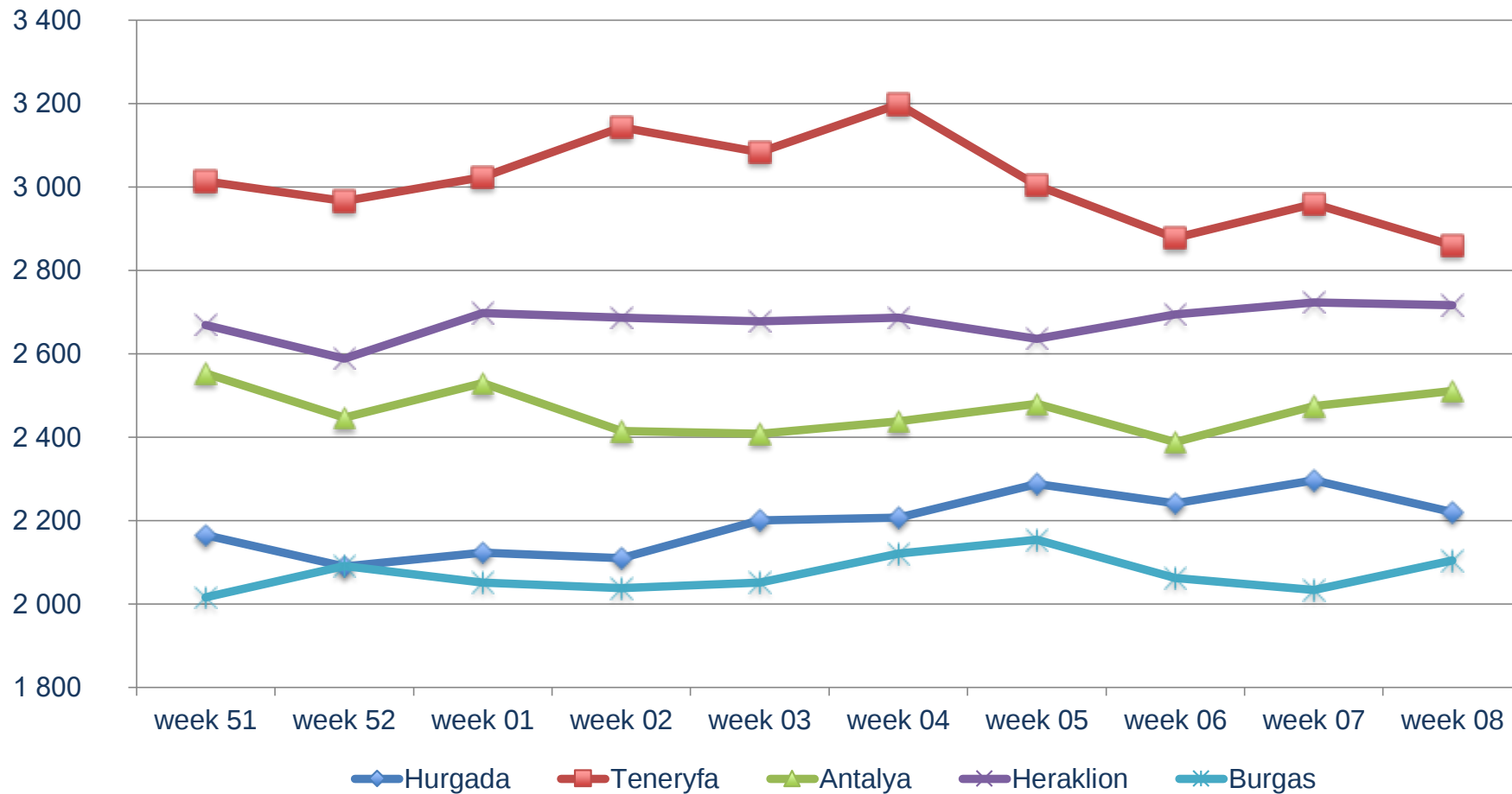
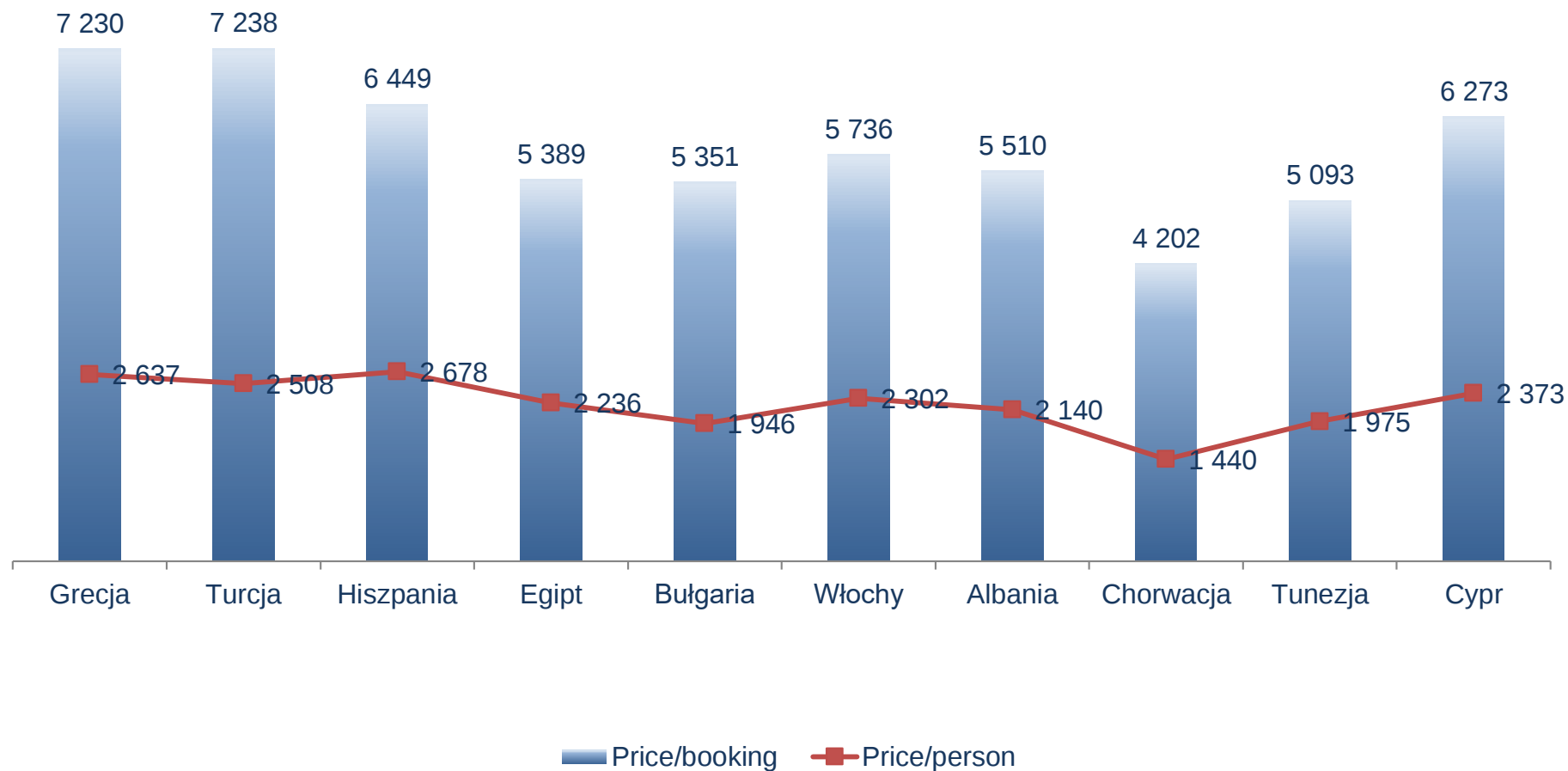


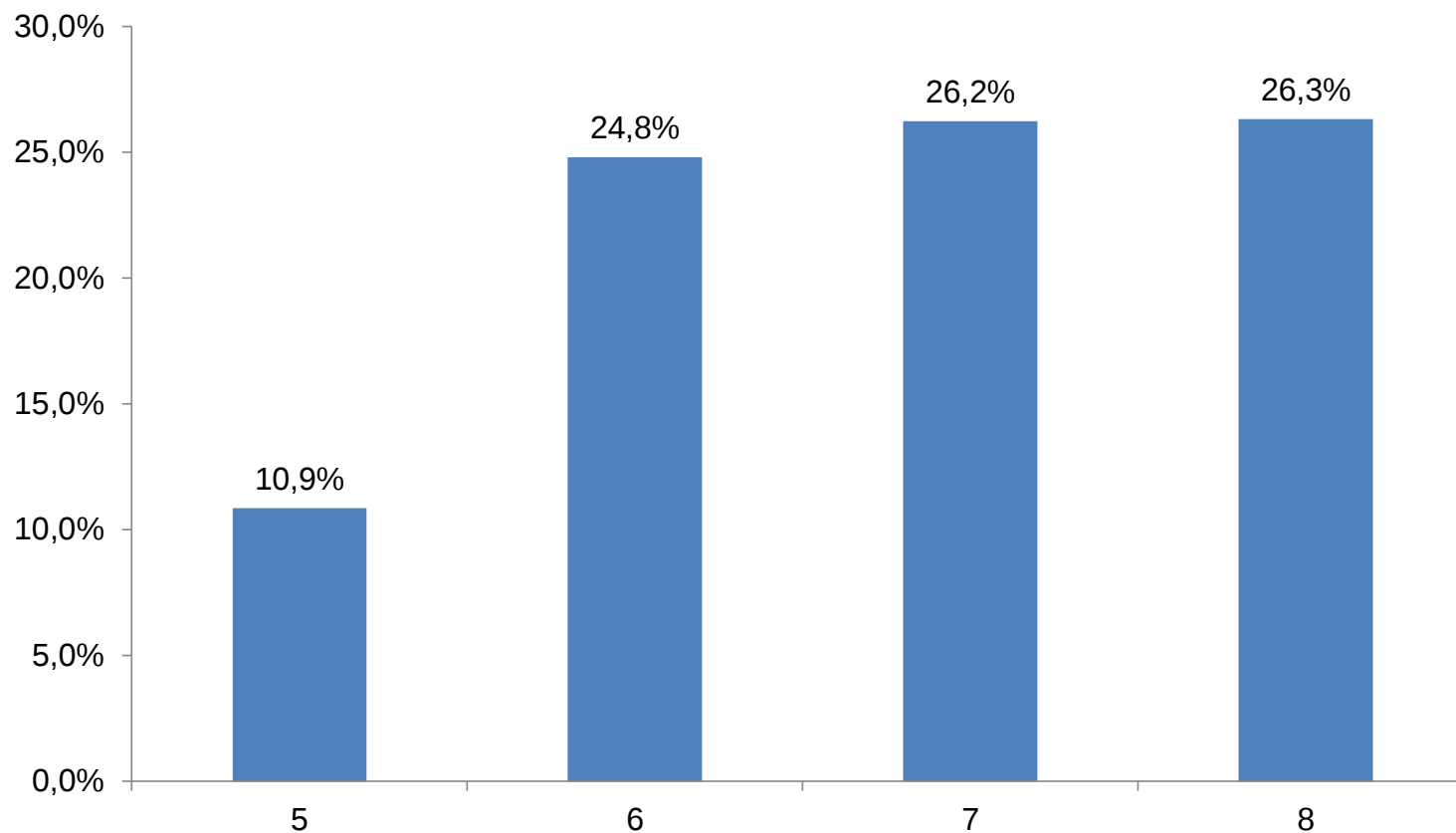
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife and Sicily.

Average price per booking and the price per person in 08. week



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

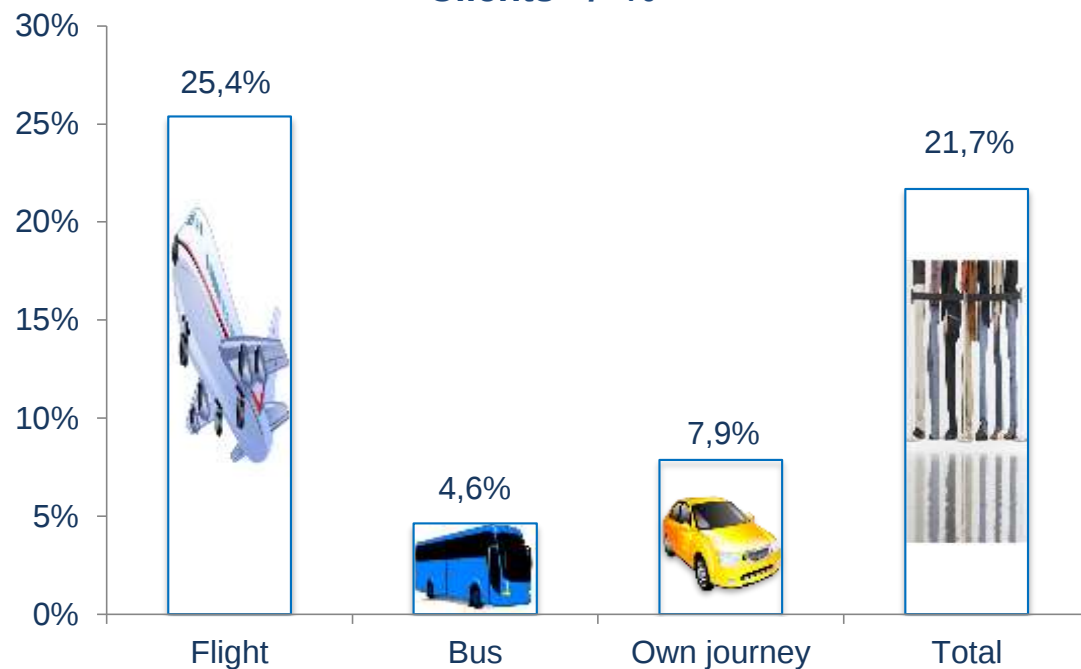
compared with 4 analogous weeks in tourist year 2015/2016.



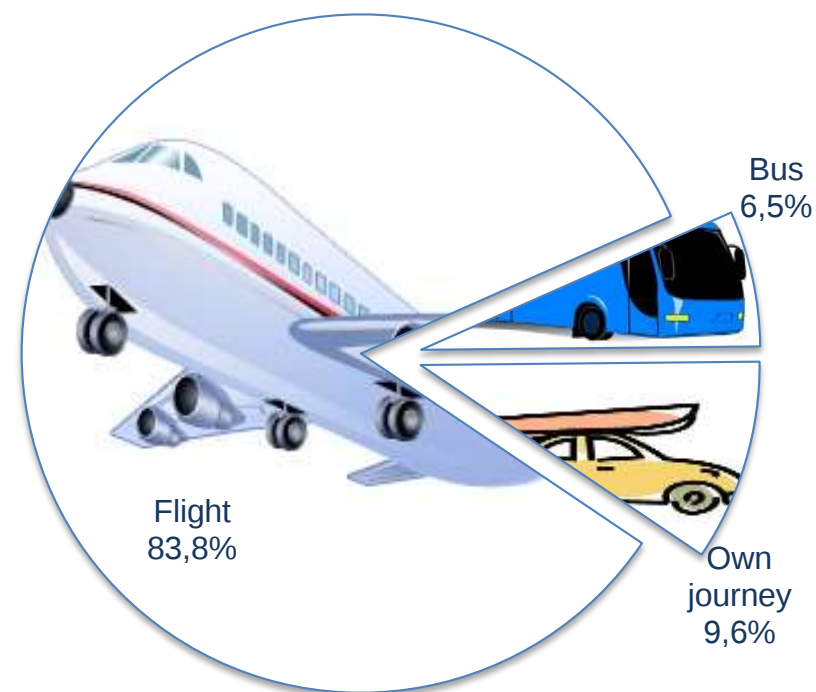
The sales trend of the last four weeks

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

Clients +/- %

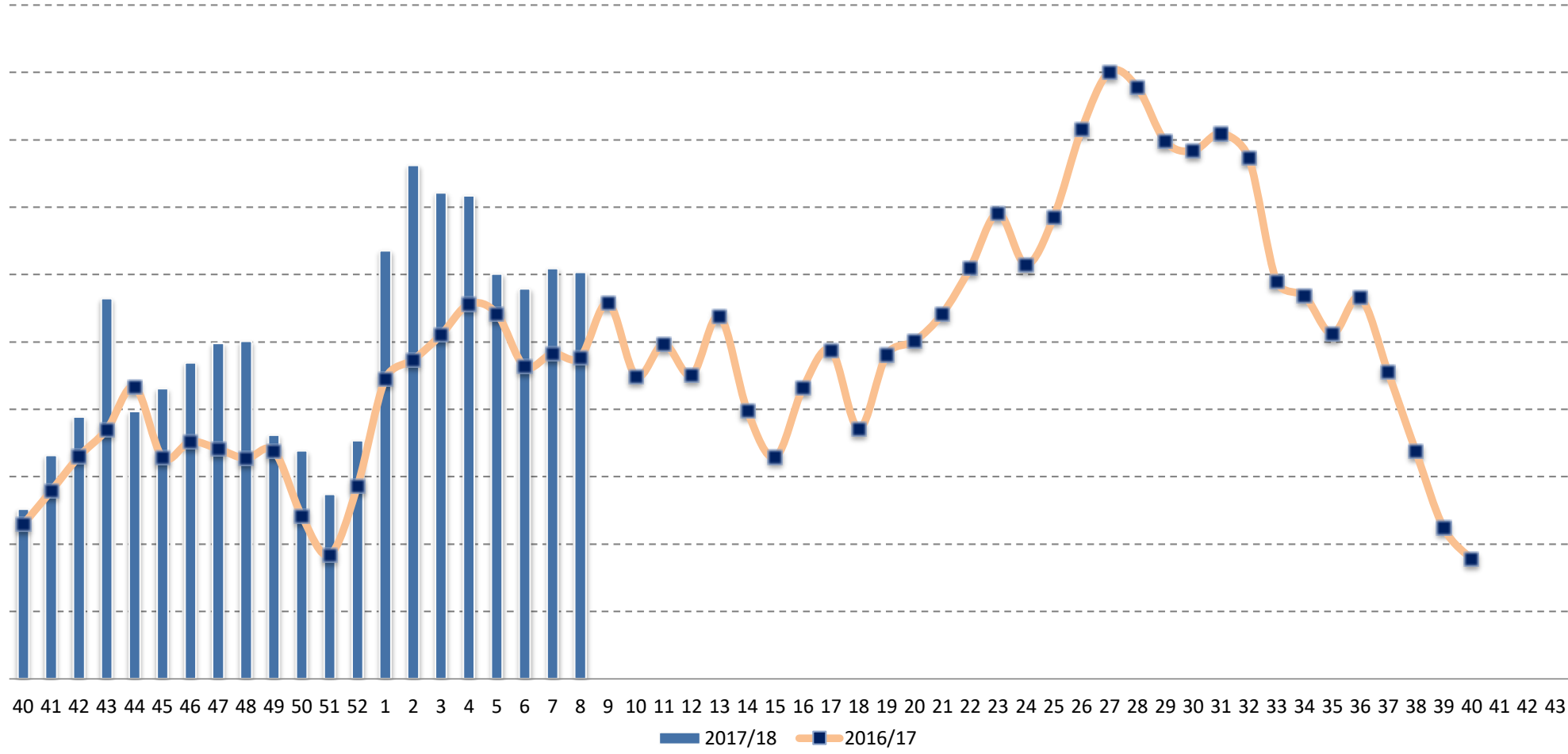


Share %



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

13,2%

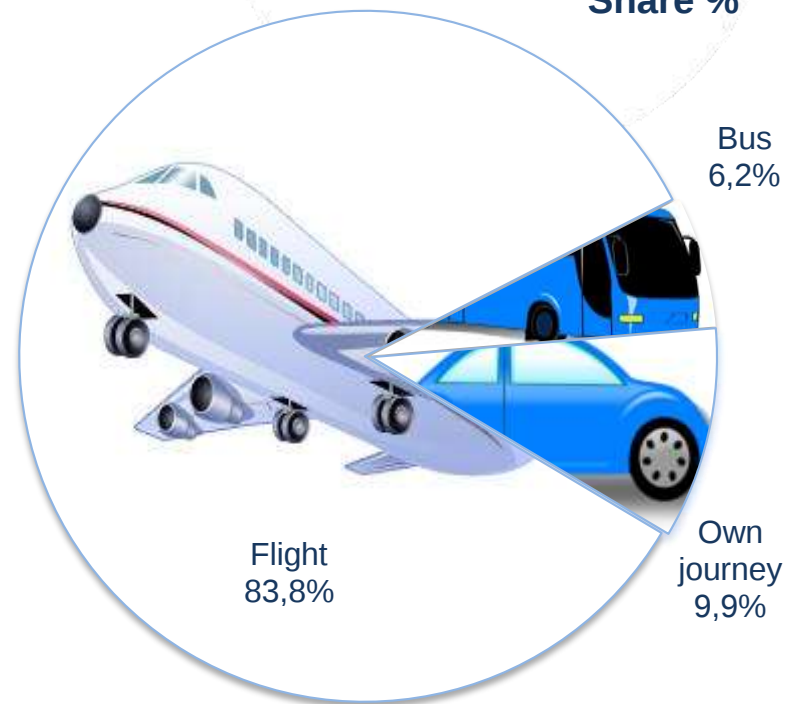
11,6%

34,94%

30,6%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	8,4%	22,1%
2	Turcja	++	14,9%
3	Hiszpania	-21,9%	11,0%
4	Egipt	97,8%	9,6%
5	Bułgaria	31,2%	6,8%
6	Włochy	7,6%	5,4%
7	Albania	76,6%	3,1%
8	Chorwacja	8,7%	1,8%
9	Portugalia	-29,2%	1,4%
10	Austria	4,3%	1,4%
11	Malta	74,0%	1,4%
12	Tunezja	++	1,3%
13	Tajlandia	39,8%	1,3%
14	Cypr	25,9%	1,2%
15	Maroko	78,2%	1,1%
16	Tanzania	0,3%	1,1%
17	Emiraty Arabskie	-8,4%	1,1%
18	Oman	-14,4%	0,9%
19	Wyspy Zielonego Przylądka	98,7%	0,9%
20	Czechy	18,5%	0,8%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	161,5%
3	Heraklion	-4,7%
4	Burgas	43,4%
5	Zakynthos	5,3%
6	Marsa Alam	45,8%
7	Bodrum	++
8	Korfu	0,7%
9	Rodos	12,1%
10	Teneryfa	-8,7%
11	Chania	22,8%
12	Fuerteventura	-37,4%
13	Tirana	68,4%
14	Kos	16,8%
15	Varna	-3,0%
16	Gran Canaria	-1,3%
17	Lanzarote	-35,7%
18	Sharm El Sheikh	58,9%
19	Zanzibar	-4,3%
20	Malta	66,9%



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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Często publikowane opinie dalece odbiegają od rzeczywistości prezentowanej w raporcie.

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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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