



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 10/2018

Data source: MerlinX*

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

Last week – 10/2018, tours 01.11.17 – 31.10.18

compared with week 10. in 2017 r.



Last week – 10/2018, tours 01.11.17 – 31.10.18

compared with week 10. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

9,3%



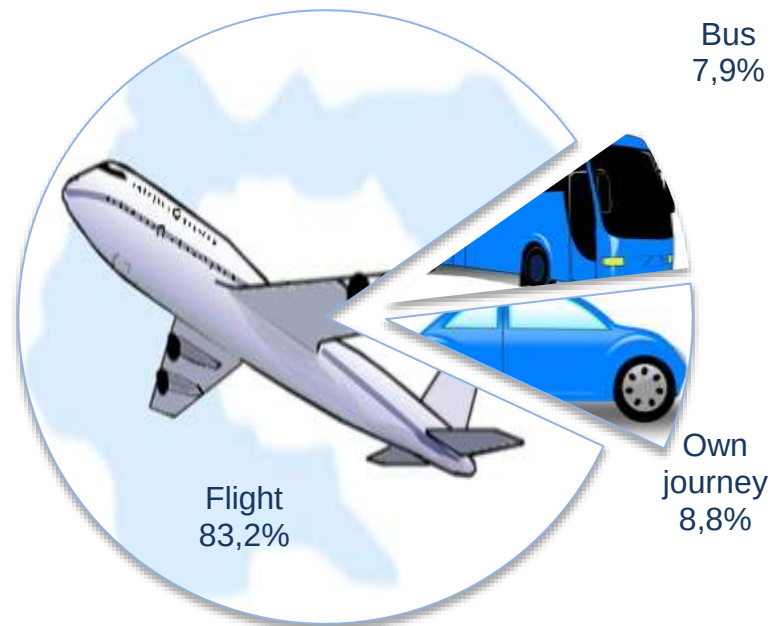
17,1%



19,1%



Share %



Ranking of the most popular countries & destinations in CW10

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 464	2 548
2	Hurghada	5 367	2 210
3	Marsa Alam	5 556	2 291
4	Heraklion	7 846	2 816
5	Burgas	5 578	2 039
6	Korfu	6 905	2 547
7	Zakynthos	7 121	2 681
8	Fuerteventura	6 414	2 645
9	Rodos	6 941	2 529
10	Teneryfa	6 500	2 688
11	Chania	7 580	2 744
12	Bodrum	6 650	2 482
13	Sharm El Sheikh	5 356	2 239
14	Varna	4 641	2 032
15	Tirana	6 216	2 442
16	Gran Canaria	6 816	2 906
17	Monastyr	4 598	1 907
18	Lanzarote	7 127	2 877
19	Girona	5 796	2 285
20	Kos	8 649	2 796



Rank	Country	Price/booking	Price/person
1	Grecja	7 107	2 606
2	Turcja	7 329	2 546
3	Egipt	5 433	2 241
4	Hiszpania	6 457	2 652
5	Bułgaria	4 557	1 851
6	Włochy	5 735	2 354
7	Tunezja	4 965	1 988
8	Albania	5 500	2 194
9	Chorwacja	4 191	1 592
10	Portugalia	6 286	2 742

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

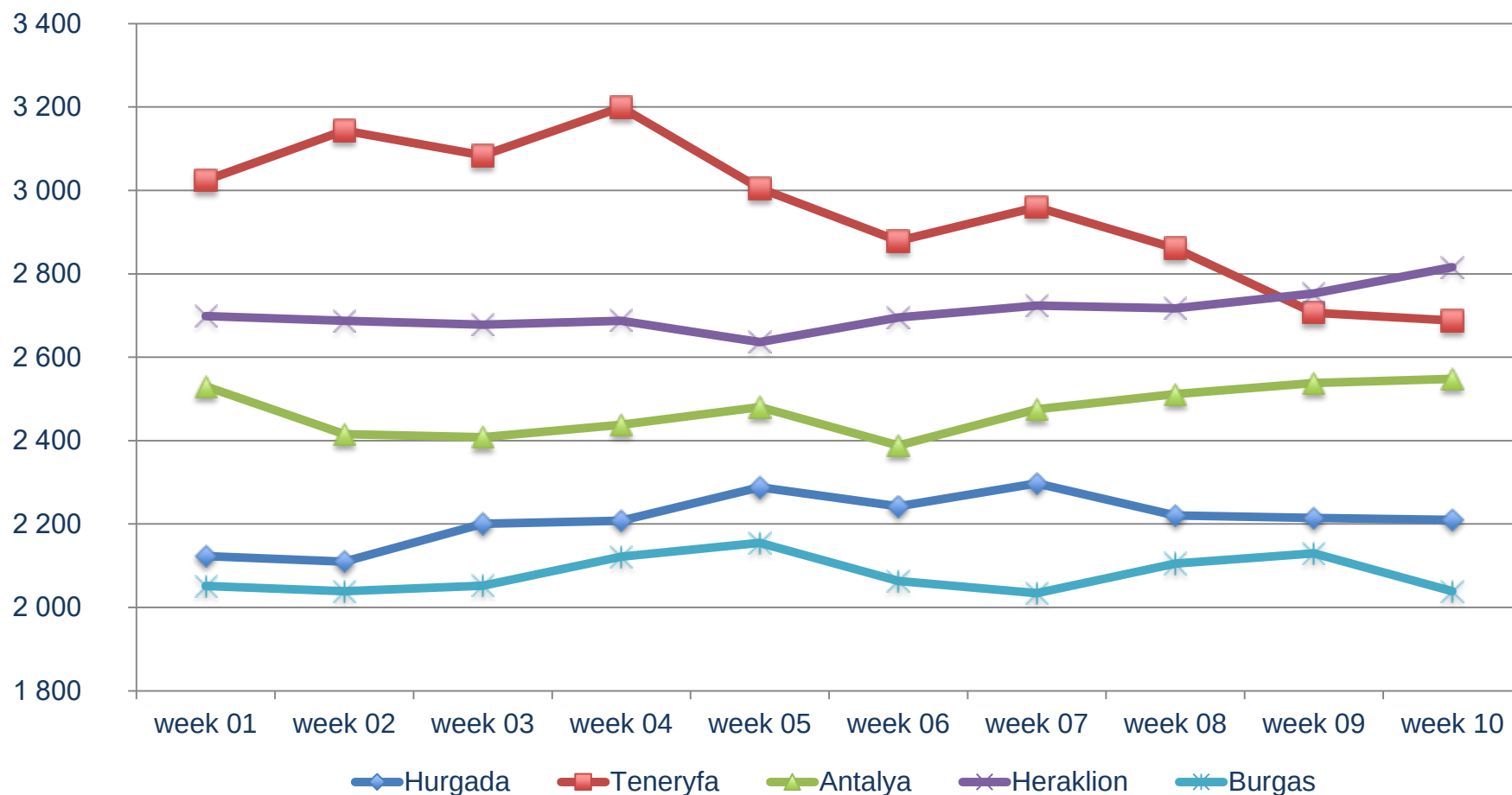
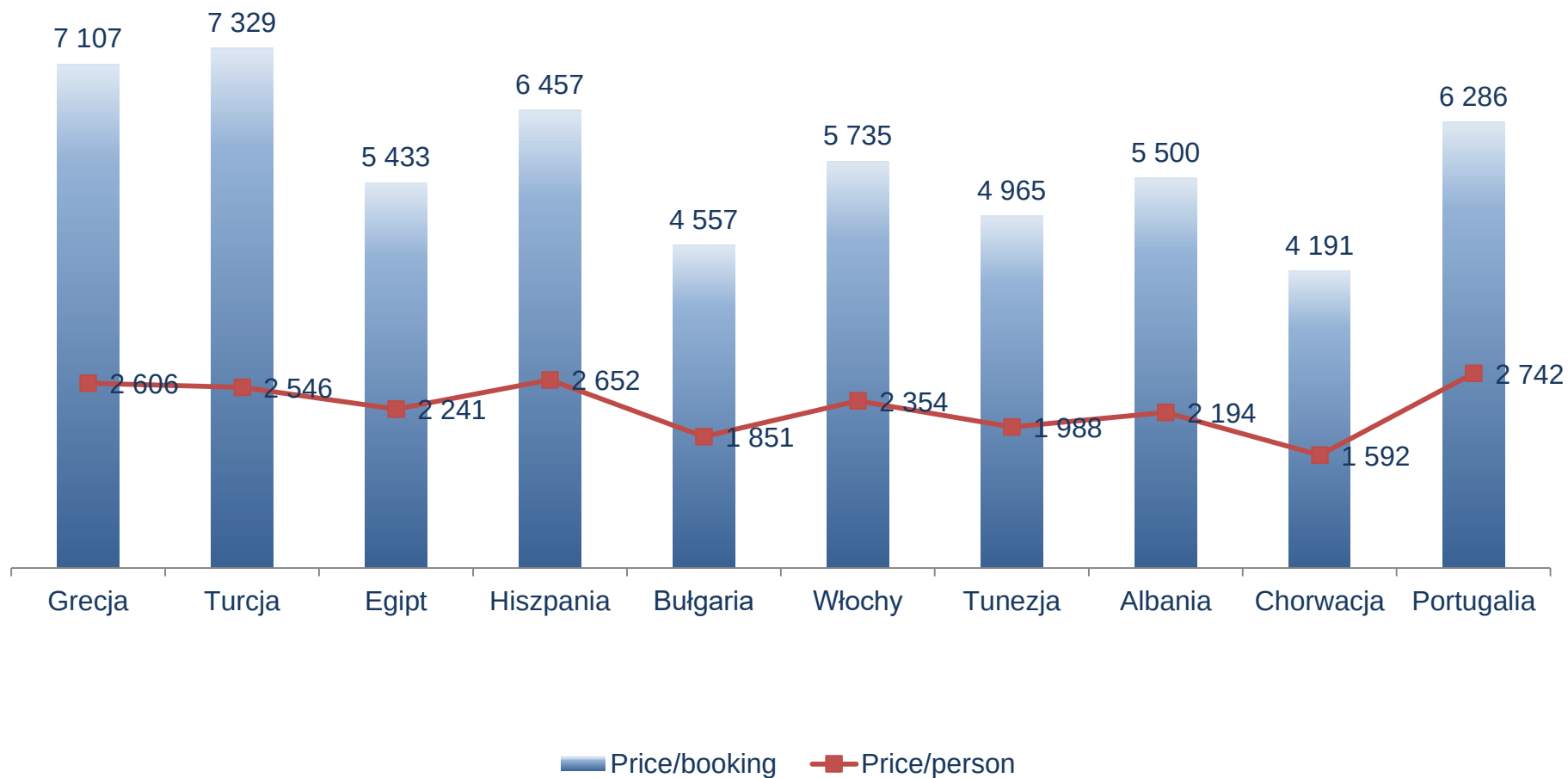


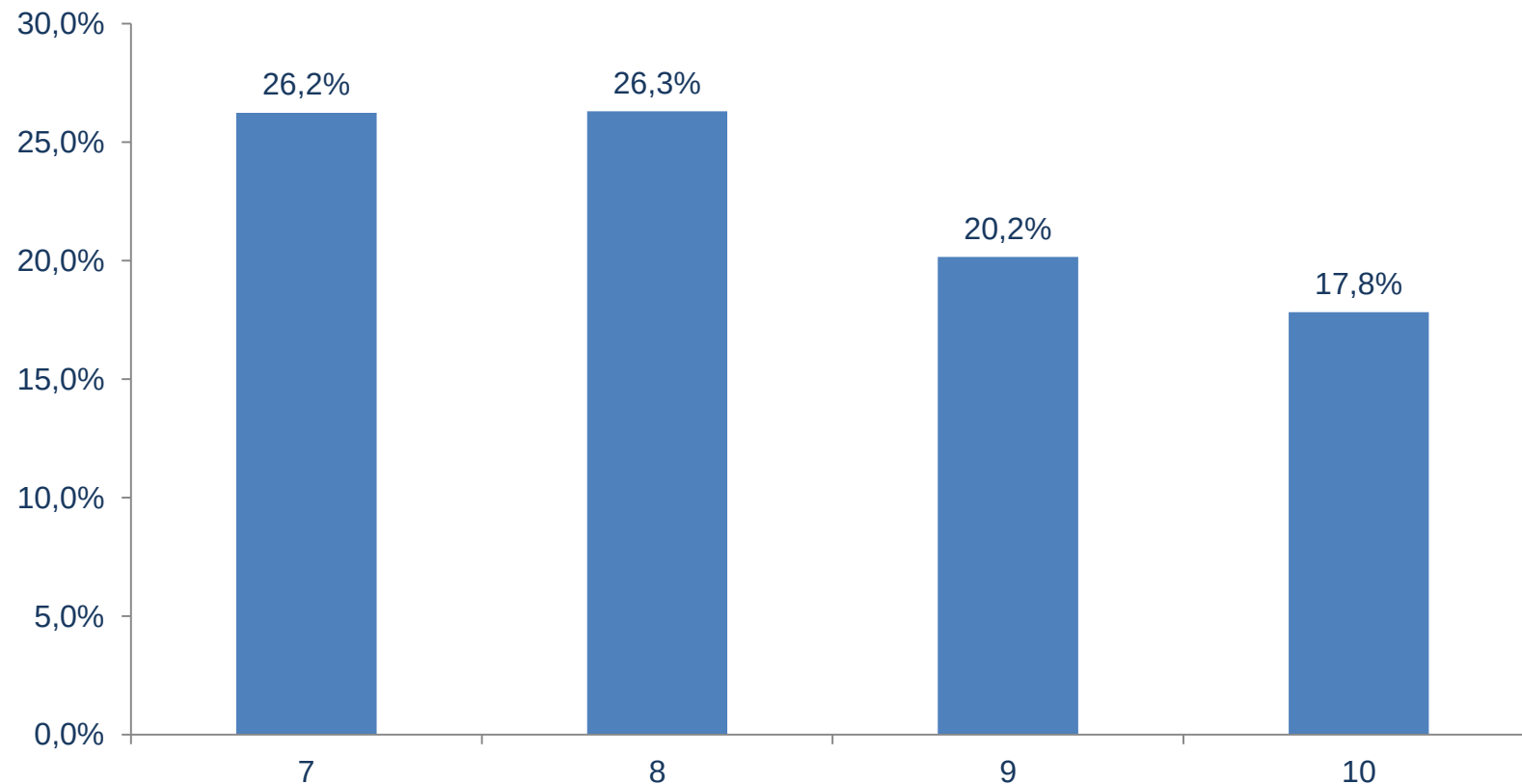
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife.

Average price per booking and the price per person in 10. week



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

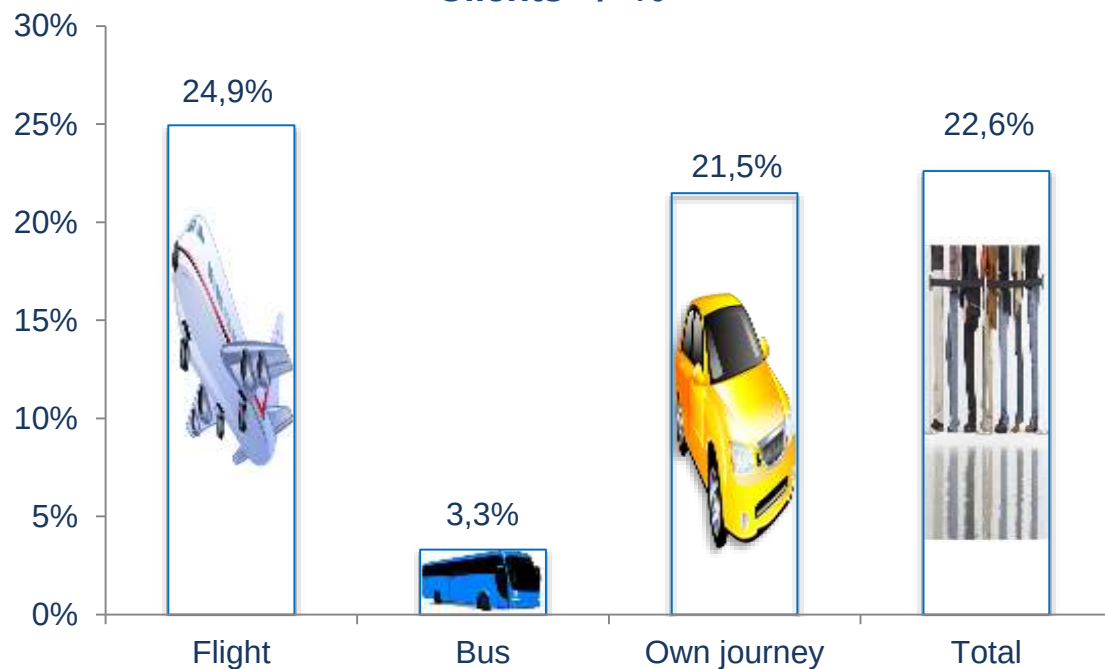
compared with 4 analogous weeks in tourist year 2015/2016.



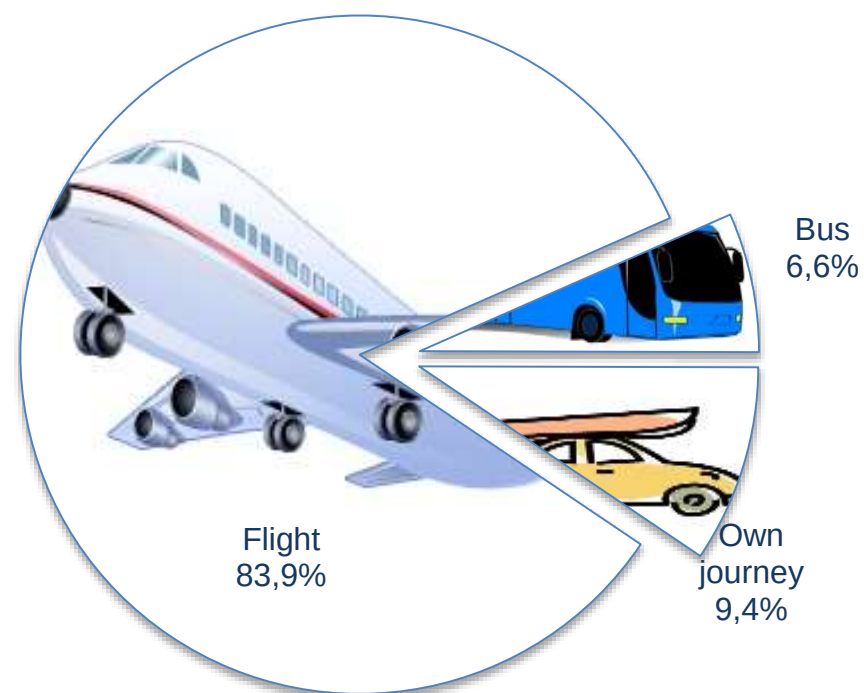
The sales trend of the last four weeks

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

Clients +/- %

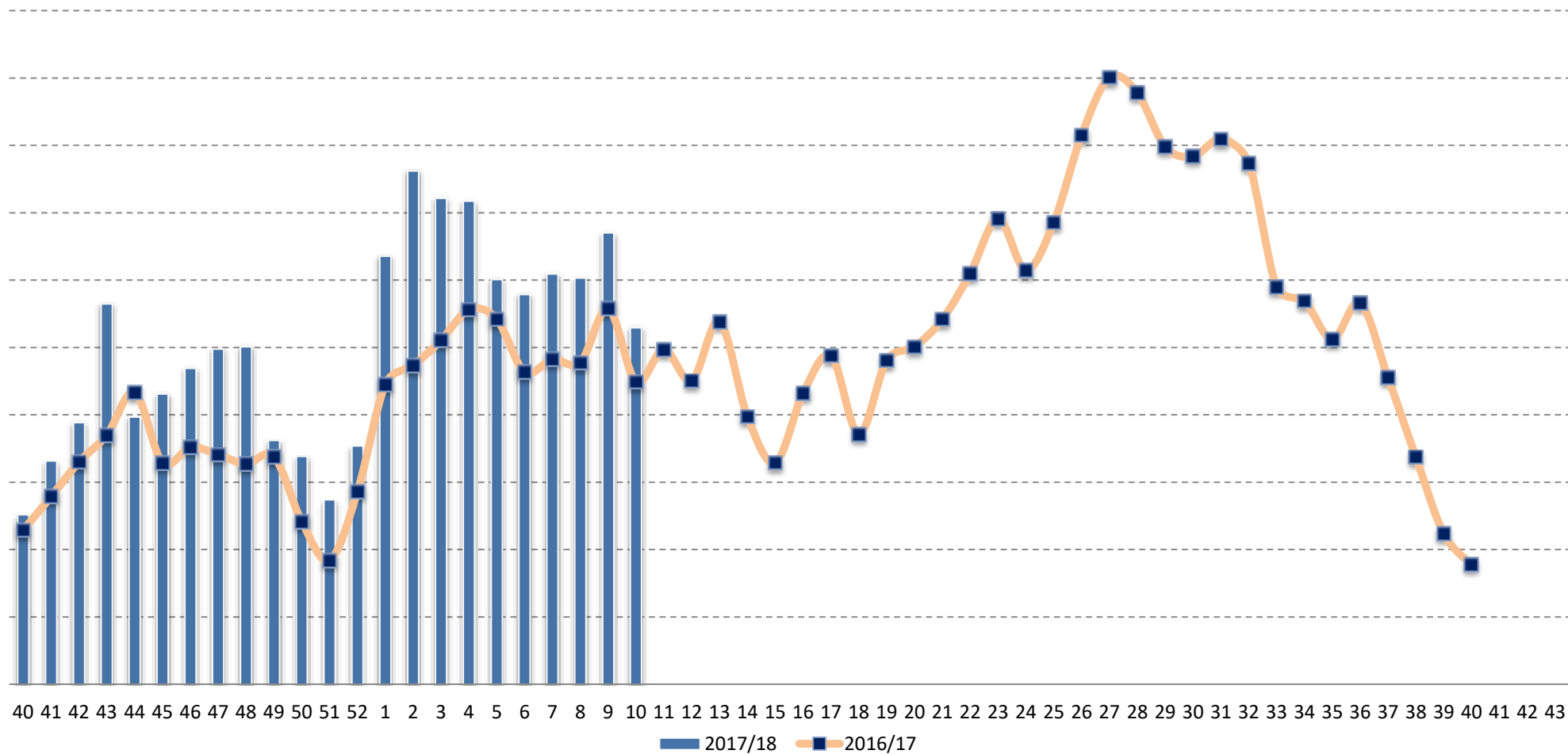


Share %



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

11,7%



12,5%



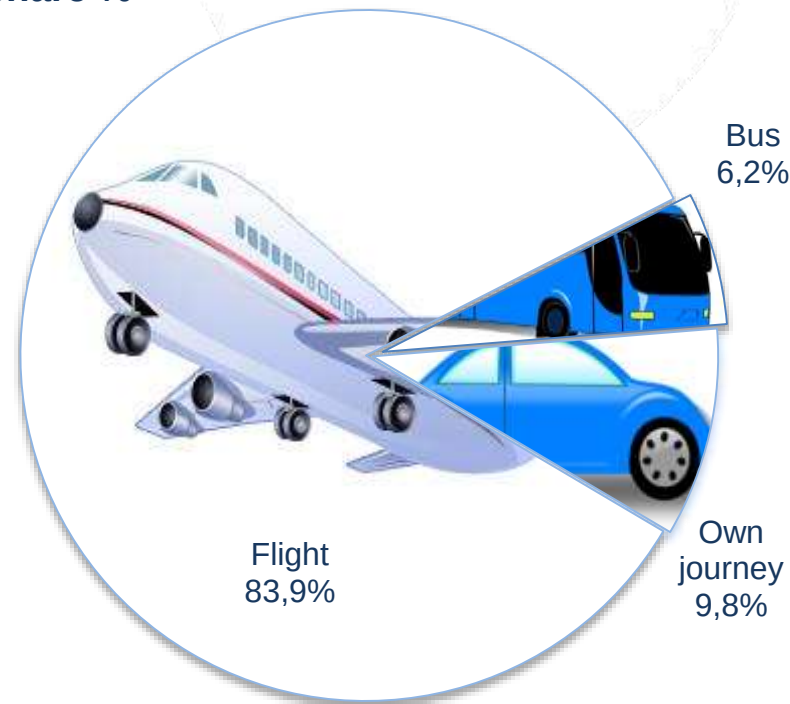
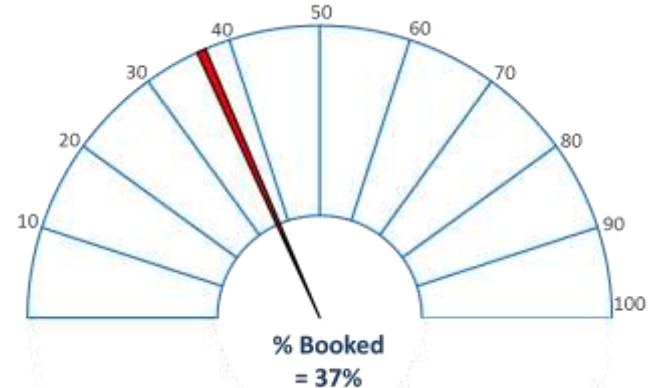
33,45%



29,5%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	8,2%	22,2%
2	Turcja	++	14,9%
3	Hiszpania	-22,5%	11,1%
4	Egipt	94,3%	9,9%
5	Bułgaria	28,9%	6,8%
6	Włochy	5,6%	5,3%
7	Albania	76,3%	3,1%
8	Chorwacja	5,6%	1,8%
9	Portugalia	-30,4%	1,4%
10	Tunezja	++	1,4%
11	Malta	70,6%	1,3%
12	Austria	4,7%	1,3%
13	Tajlandia	38,9%	1,2%
14	Cypr	28,2%	1,2%
15	Maroko	72,7%	1,1%
16	Tanzania	0,6%	1,1%
17	Emiraty Arabskie	-7,3%	1,1%
18	Oman	-11,1%	0,9%
19	Wyspy Zielonego Przylądka	118,5%	0,9%
20	Polska	24,4%	0,8%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	153,0%
3	Heraklion	-3,5%
4	Burgas	40,3%
5	Zakynthos	4,8%
6	Marsa Alam	45,1%
7	Bodrum	++
8	Korfu	3,3%
9	Rodos	9,3%
10	Teneryfa	-10,4%
11	Chania	23,4%
12	Fuerteventura	-37,1%
13	Tirana	68,4%
14	Kos	14,7%
15	Varna	-4,4%
16	Gran Canaria	-4,6%
17	Lanzarote	-36,4%
18	Sharm El Sheikh	62,6%
19	Zanzibar	-3,9%
20	Malta	62,6%



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