



Polski Związek Organizatorów Turystyki  
Polish Tour Operators Association

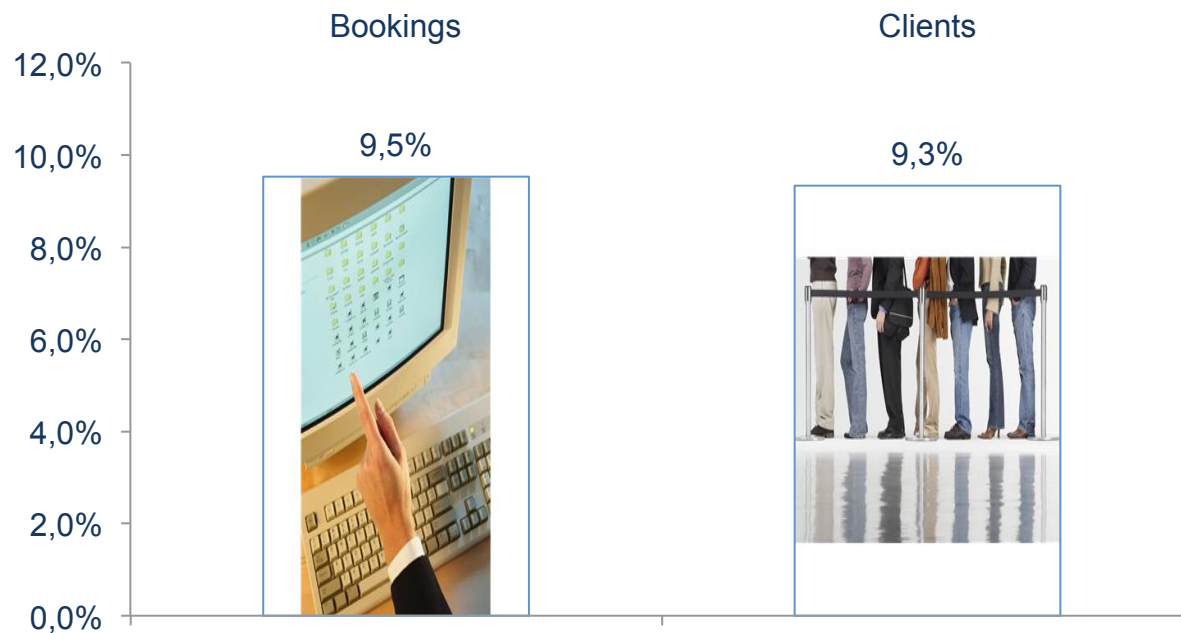
## Weekly report 11/2018

**Data source: MerlinX\***

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

# Last week – 11/2018, tours 01.11.17 – 31.10.18

*compared with week 11. in 2017 r.*



# Last week – 11/2018, tours 01.11.17 – 31.10.18

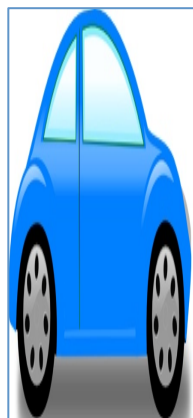
*compared with week 11. in 2017 r.*

## Clients +/-%

Bus

Own journey

11,0%



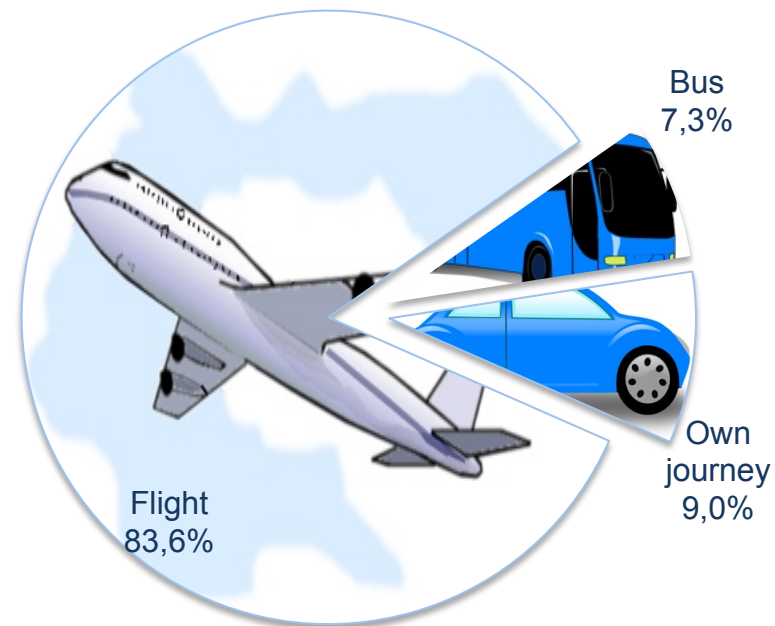
Flight

10,4%



-0,2%

## Share %



# Ranking of the most popular countries & destinations in CW11

tours from 01.11.17 to 31.10.18

| Rank | Destination     | Price/booking | Price/person |
|------|-----------------|---------------|--------------|
| 1    | Antalya         | 7 283         | 2 521        |
| 2    | Hurghada        | 5 424         | 2 222        |
| 3    | Heraklion       | 7 156         | 2 666        |
| 4    | Burgas          | 5 694         | 2 044        |
| 5    | Korfu           | 7 040         | 2 573        |
| 6    | Marsa Alam      | 5 535         | 2 329        |
| 7    | Zakynthos       | 6 881         | 2 628        |
| 8    | Rodos           | 7 042         | 2 541        |
| 9    | Chania          | 7 851         | 2 918        |
| 10   | Bodrum          | 6 907         | 2 506        |
| 11   | Fuerteventura   | 7 053         | 2 852        |
| 12   | Teneryfa        | 7 400         | 3 039        |
| 13   | Kos             | 8 392         | 2 907        |
| 14   | Sharm El Sheikh | 5 743         | 2 330        |
| 15   | Monastyr        | 4 753         | 1 935        |
| 16   | Varna           | 4 658         | 2 179        |
| 17   | Tirana          | 6 535         | 2 463        |
| 18   | Gran Canaria    | 7 521         | 3 061        |
| 19   | Lanzarote       | 6 856         | 2 784        |
| 20   | Majorka         | 7 986         | 3 227        |



| Rank | Country   | Price/booking | Price/person |
|------|-----------|---------------|--------------|
| 1    | Grecja    | 7 028         | 2 618        |
| 2    | Turcja    | 7 211         | 2 508        |
| 3    | Hiszpania | 6 605         | 2 727        |
| 4    | Egipt     | 5 528         | 2 282        |
| 5    | Bułgaria  | 4 769         | 1 913        |
| 6    | Włochy    | 5 336         | 2 266        |
| 7    | Tunezja   | 4 861         | 1 965        |
| 8    | Albania   | 5 706         | 2 210        |
| 9    | Chorwacja | 3 670         | 1 471        |
| 10   | Cypr      | 6 039         | 2 390        |

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

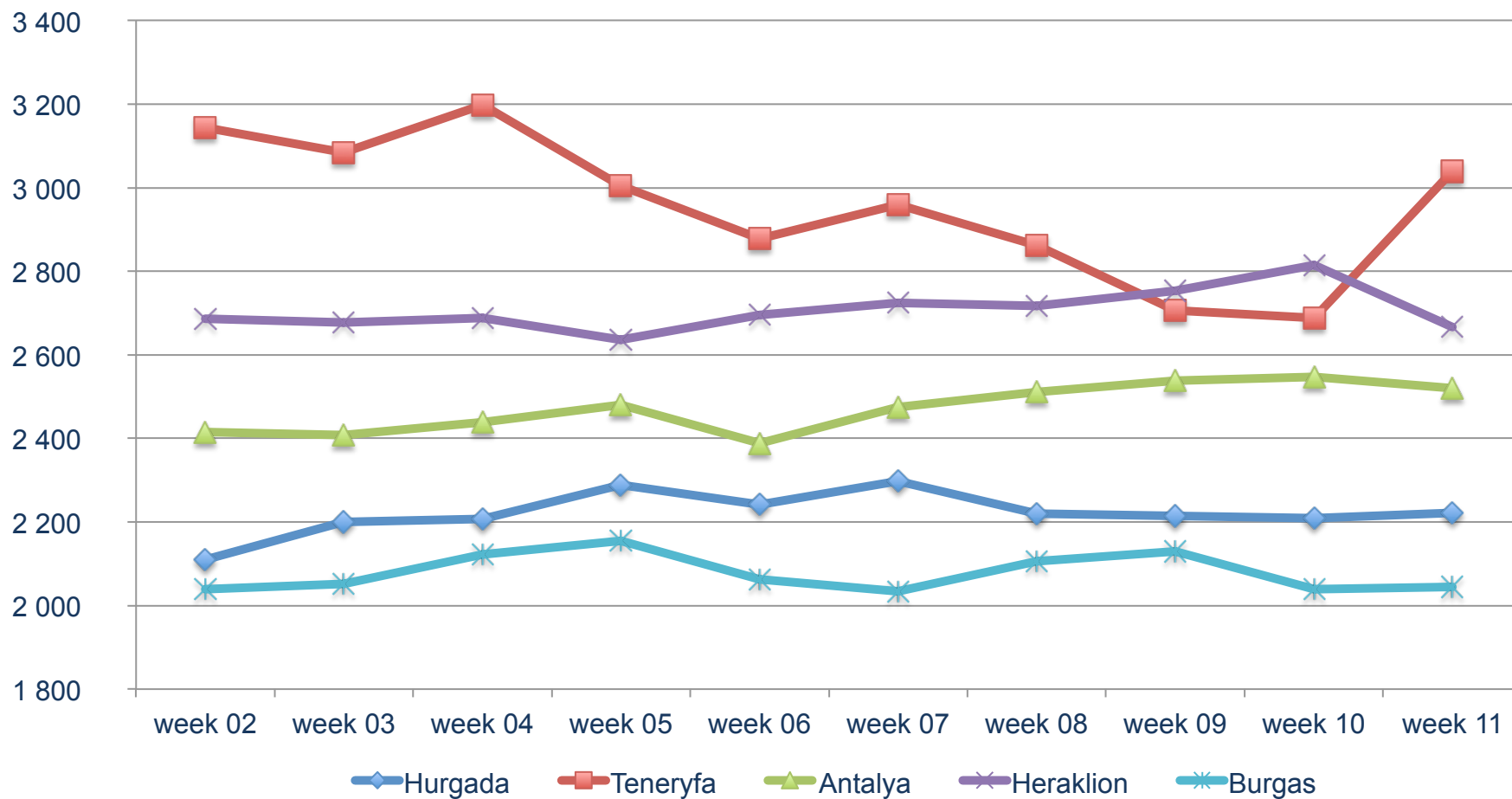
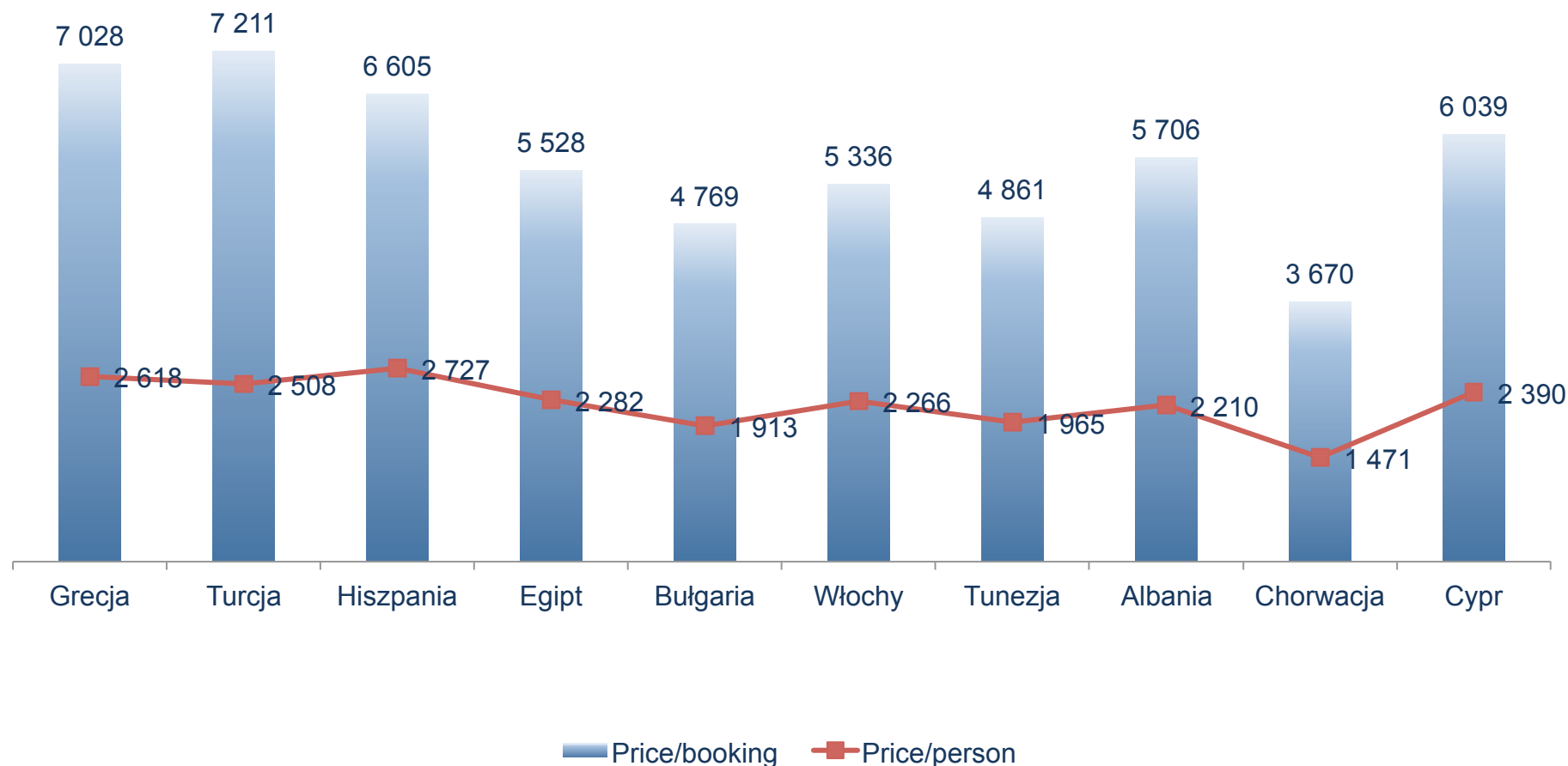


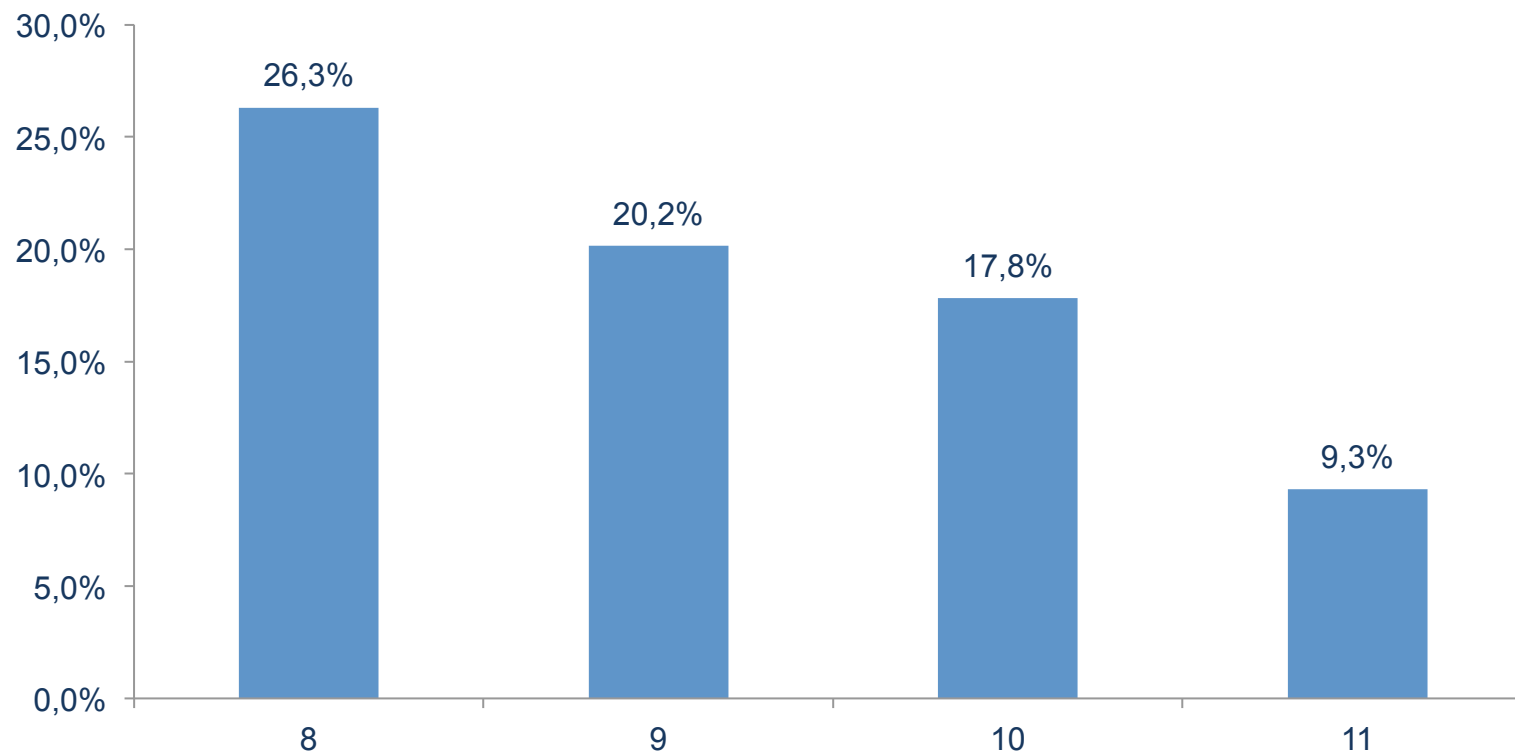
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife and Sicily.

# Average price per booking and the price per person in 11. week



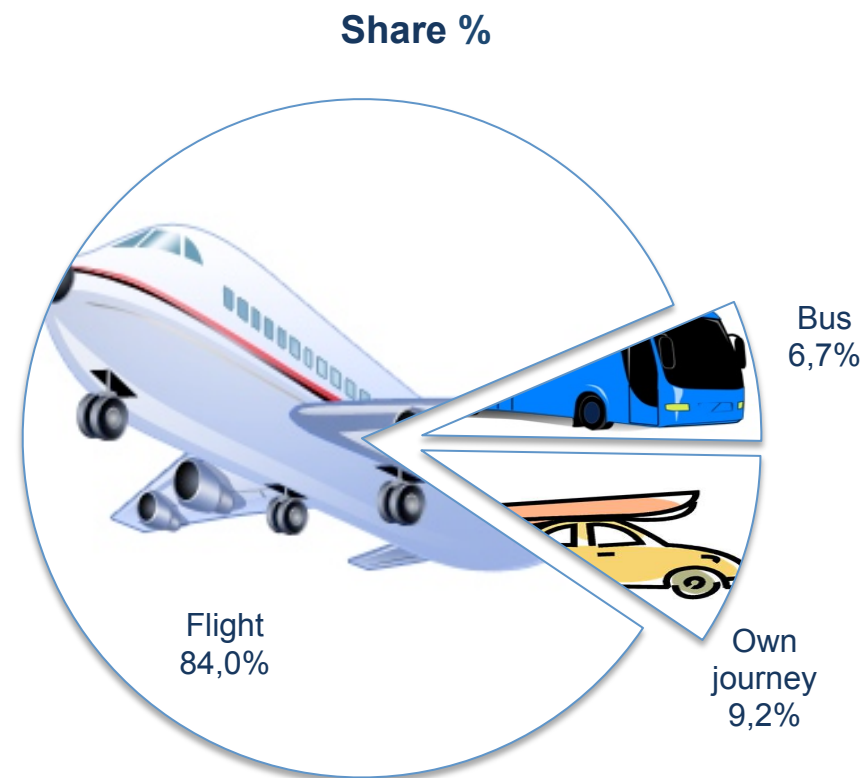
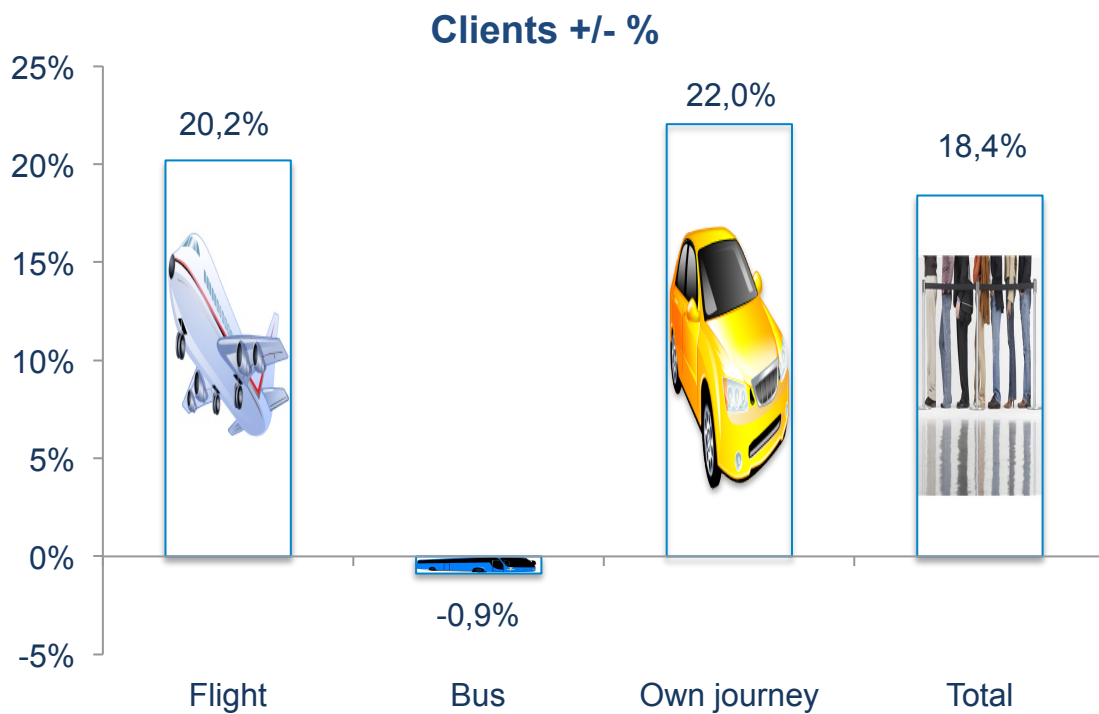
# The last four weeks of sales of the tourist year 2017/18 - customers

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



# The sales trend of the last four weeks

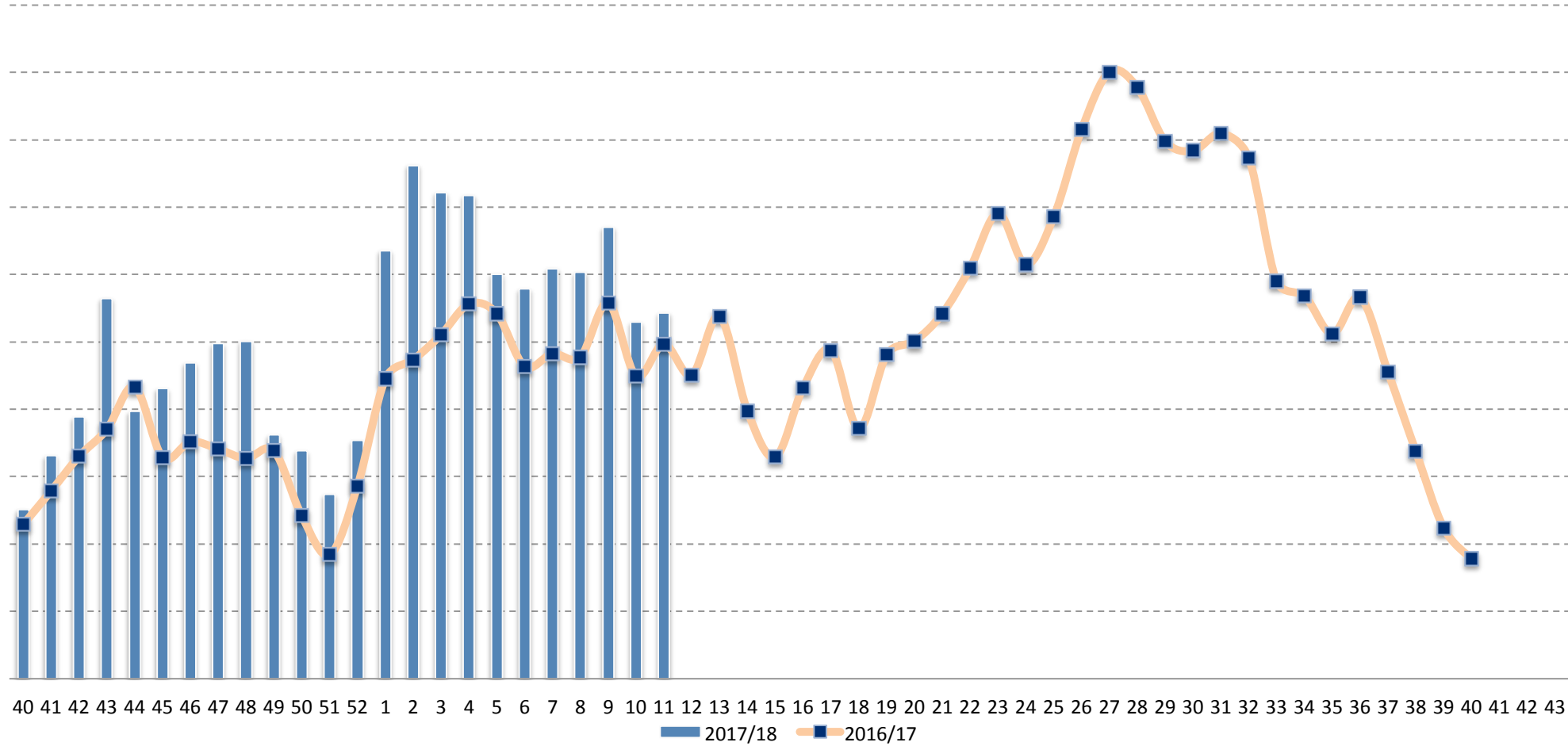
*compared with 4 analogous weeks in tourist year 2016/2017.*





# 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  
32,31%

Total

28,5%

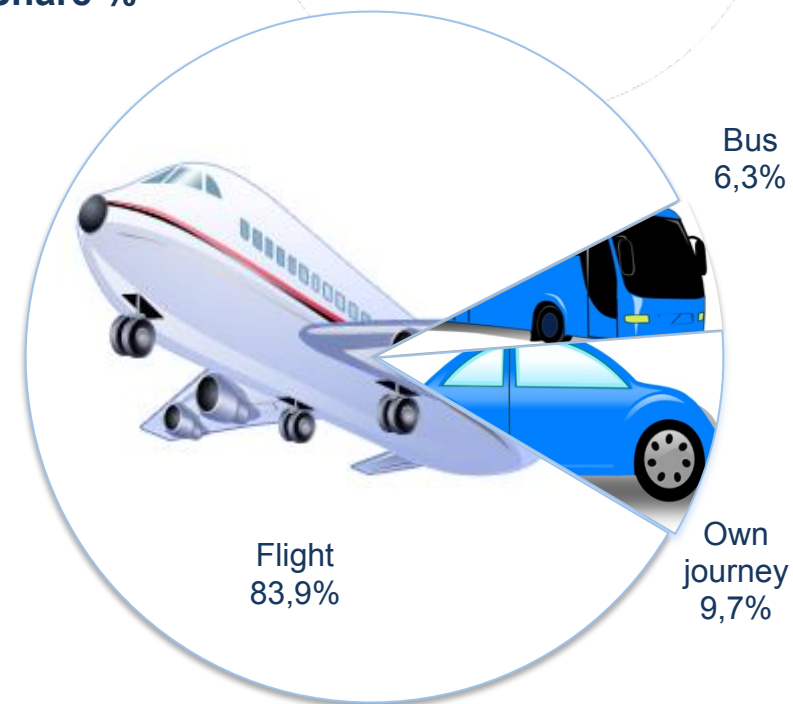
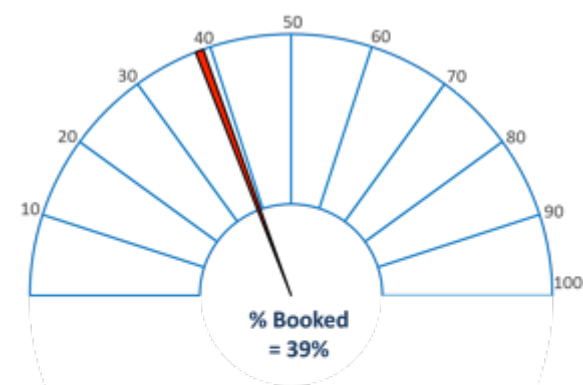
11,1%



12,5%



## Share %



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

| Rank | Country                   | +/- % last year | Share % |
|------|---------------------------|-----------------|---------|
| 1    | Grecja                    | 8,2%            | 22,3%   |
| 2    | Turcja                    | ++              | 14,9%   |
| 3    | Hiszpania                 | -23,3%          | 11,1%   |
| 4    | Egipt                     | 91,0%           | 9,9%    |
| 5    | Bułgaria                  | 28,0%           | 6,8%    |
| 6    | Włochy                    | 3,3%            | 5,3%    |
| 7    | Albania                   | 74,6%           | 3,0%    |
| 8    | Chorwacja                 | 3,7%            | 1,8%    |
| 9    | Portugalia                | -31,0%          | 1,4%    |
| 10   | Tunezja                   | ++              | 1,4%    |
| 11   | Malta                     | 67,6%           | 1,3%    |
| 12   | Austria                   | 5,5%            | 1,3%    |
| 13   | Cypr                      | 31,3%           | 1,2%    |
| 14   | Tajlandia                 | 38,5%           | 1,1%    |
| 15   | Maroko                    | 70,0%           | 1,1%    |
| 16   | Emiraty Arabskie          | -6,5%           | 1,0%    |
| 17   | Tanzania                  | -0,1%           | 1,0%    |
| 18   | Oman                      | -11,4%          | 0,9%    |
| 19   | Wyspy Zielonego Przylądka | 125,5%          | 0,8%    |
| 20   | Polska                    | 22,9%           | 0,8%    |

| Rank | Destination     | +/- % last year |
|------|-----------------|-----------------|
| 1    | Antalya         | ++              |
| 2    | Hurghada        | 145,7%          |
| 3    | Heraklion       | -3,0%           |
| 4    | Burgas          | 39,4%           |
| 5    | Zakynthos       | 4,8%            |
| 6    | Marsa Alam      | 43,8%           |
| 7    | Korfu           | 4,2%            |
| 8    | Bodrum          | ++              |
| 9    | Rodos           | 8,6%            |
| 10   | Teneryfa        | -11,6%          |
| 11   | Chania          | 23,1%           |
| 12   | Fuerteventura   | -37,7%          |
| 13   | Tirana          | 66,1%           |
| 14   | Kos             | 12,9%           |
| 15   | Varna           | -5,2%           |
| 16   | Gran Canaria    | -5,5%           |
| 17   | Lanzarote       | -37,1%          |
| 18   | Sharm El Sheikh | 62,1%           |
| 19   | Zanzibar        | -4,4%           |
| 20   | Malta           | 60,4%           |



### **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.*

*Autorom komentarzy bardzo dziękujemy za ich zainteresowanie raportami PZOT.*

*Często publikowane opinie dalece odbiegają od rzeczywistości prezentowanej w raporcie.*

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*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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