



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

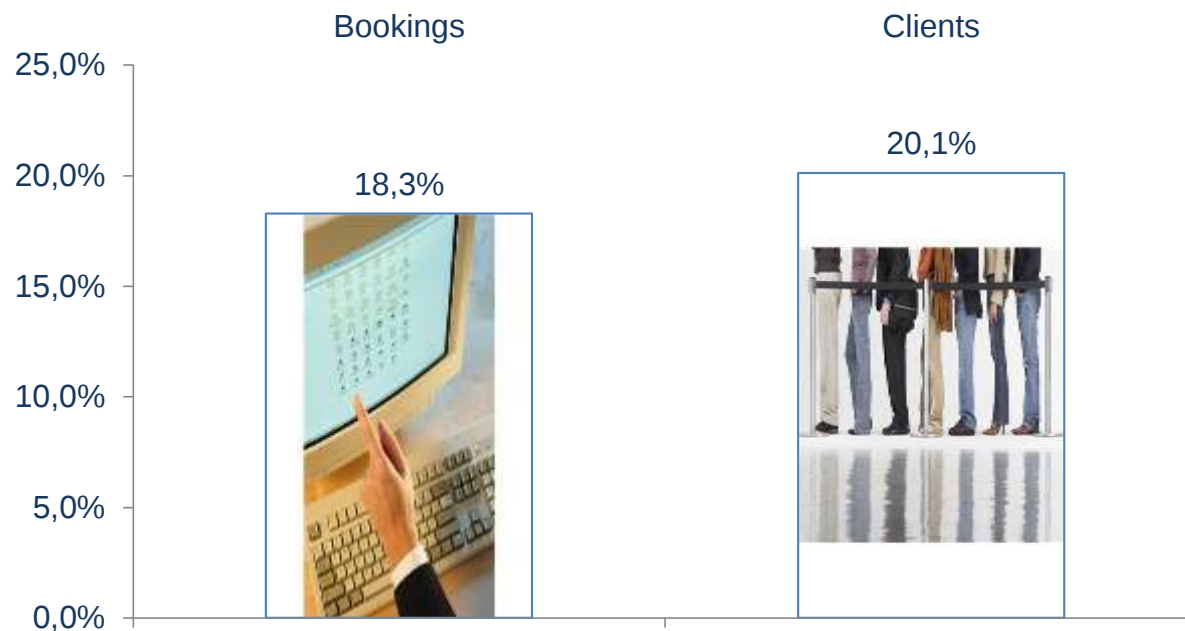
Weekly report 12/2018

Data source: MerlinX*

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

Last week – 12/2018, tours 01.11.17 – 31.10.18

compared with week 12. in 2017 r.



Last week – 12/2018, tours 01.11.17 – 31.10.18

compared with week 12. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

8,6%

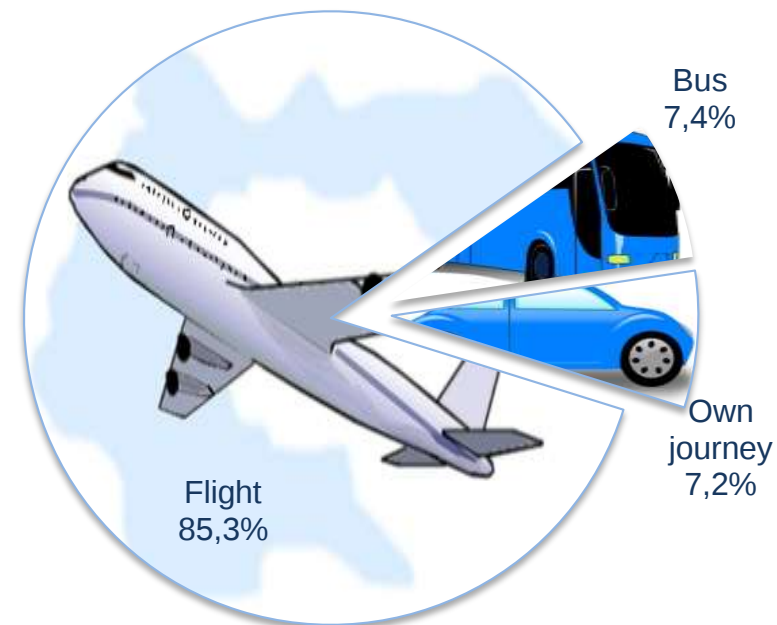


-0,8%

23,8%



Share %



Ranking of the most popular countries & destinations in CW12

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 337	2 521
2	Heraklion	7 542	2 747
3	Hurghada	5 465	2 185
4	Korfu	6 573	2 364
5	Burgas	5 921	1 991
6	Marsa Alam	5 816	2 351
7	Zakynthos	7 007	2 666
8	Rodos	7 649	2 660
9	Chania	7 427	2 822
10	Bodrum	6 927	2 539
11	Sharm El Sheikh	5 755	2 336
12	Kos	8 127	2 801
13	Teneryfa	7 110	2 901
14	Fuerteventura	7 756	3 008
15	Monastyr	4 960	1 980
16	Tirana	5 983	2 396
17	Varna	4 778	2 084
18	Kefalonia	5 608	2 041
19	Majorka	7 051	2 922
20	Saloniki	5 811	2 346



Rank	Country	Price/booking	Price/person
1	Grecja	7 031	2 573
2	Turcja	7 233	2 524
3	Egipt	5 636	2 269
4	Hiszpania	6 317	2 691
5	Bułgaria	4 949	1 889
6	Włochy	5 190	2 235
7	Tunezja	5 045	1 993
8	Albania	5 218	2 148
9	Chorwacja	3 865	1 553
10	Cypr	5 450	2 271

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

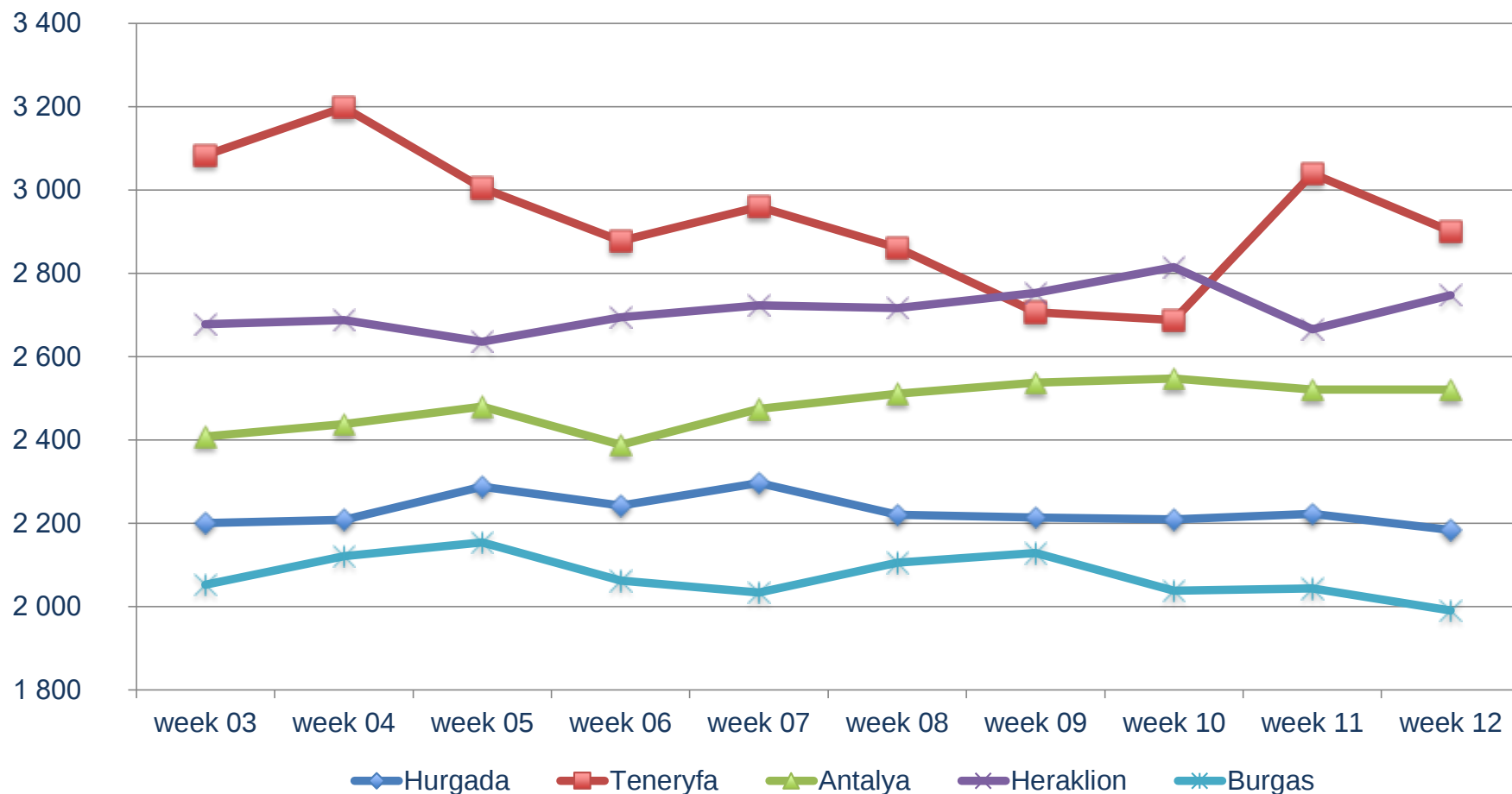
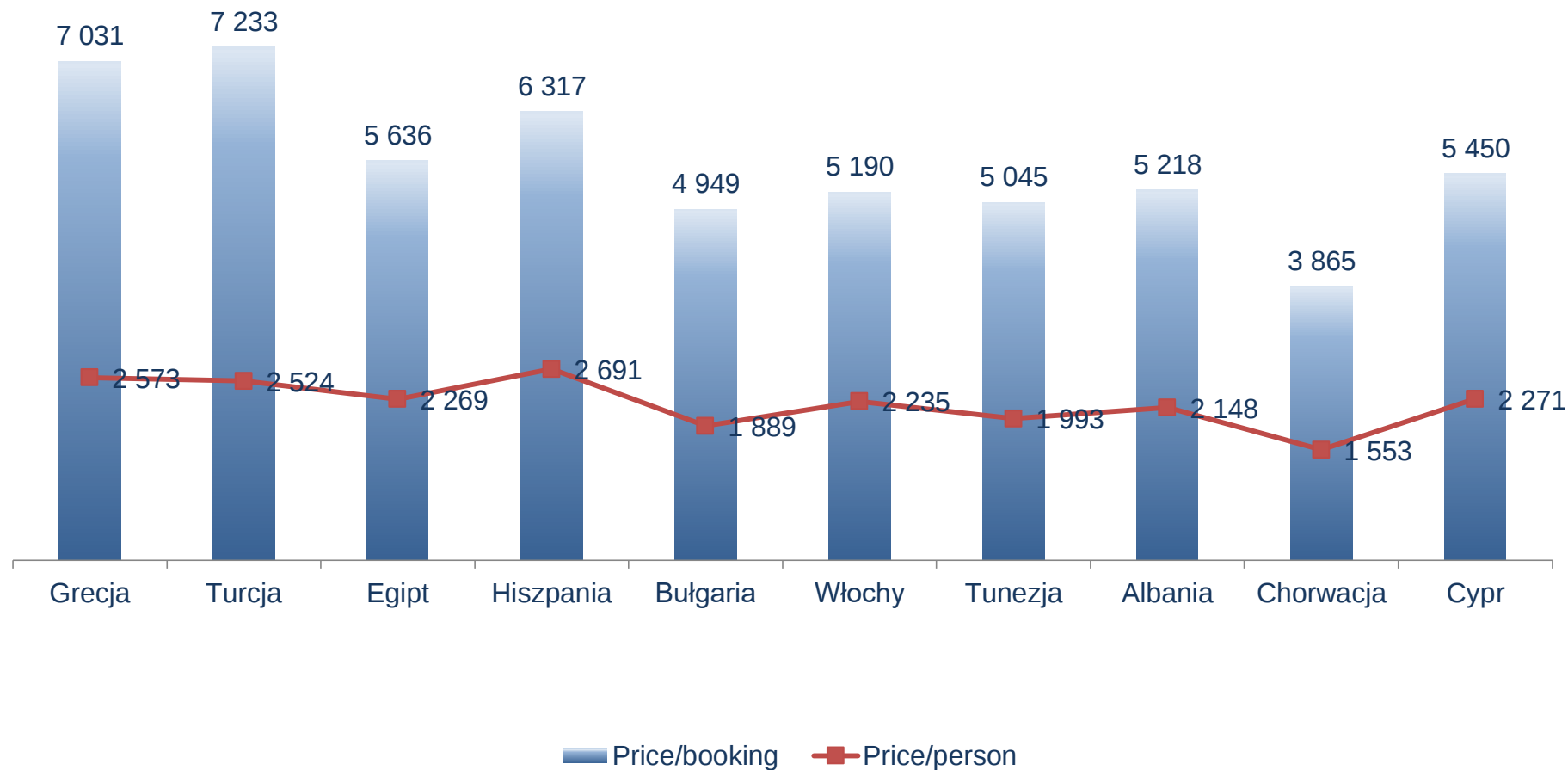


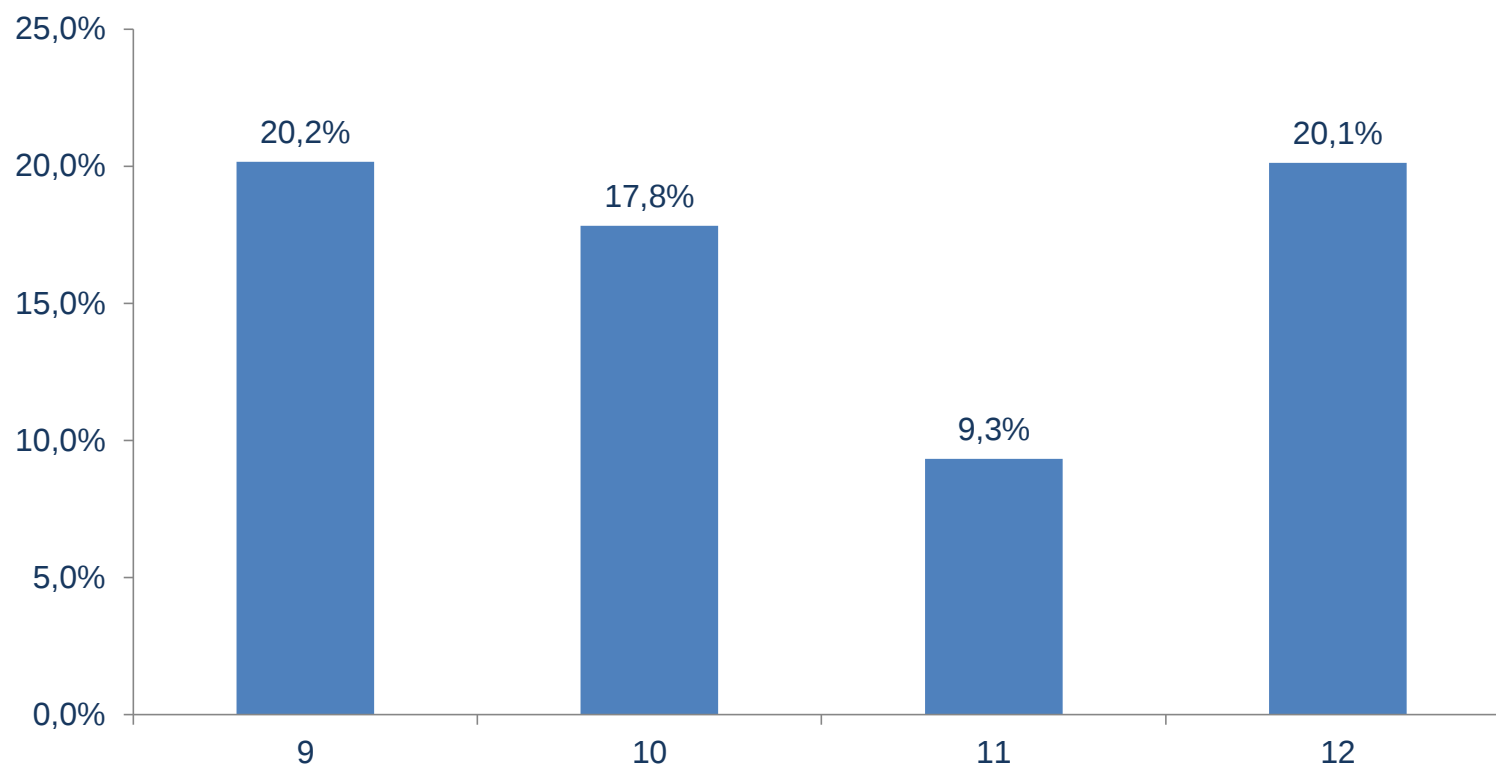
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurghada, Tenerife and Sicily.

Average price per booking and the price per person in 12. week



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

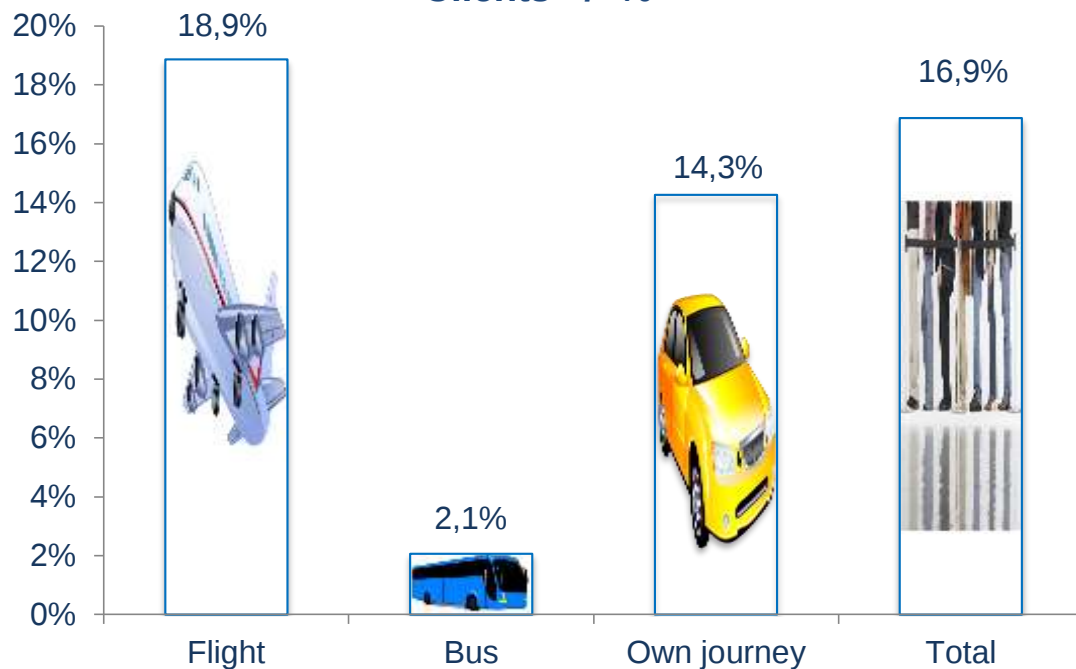
compared with 4 analogous weeks in tourist year 2015/2016.



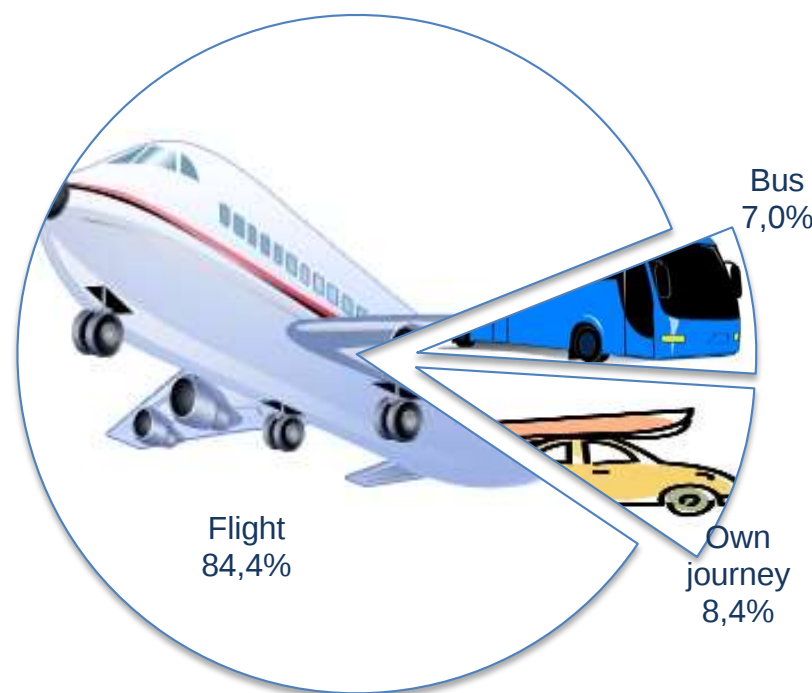
The sales trend of the last four weeks

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

Clients +/- %

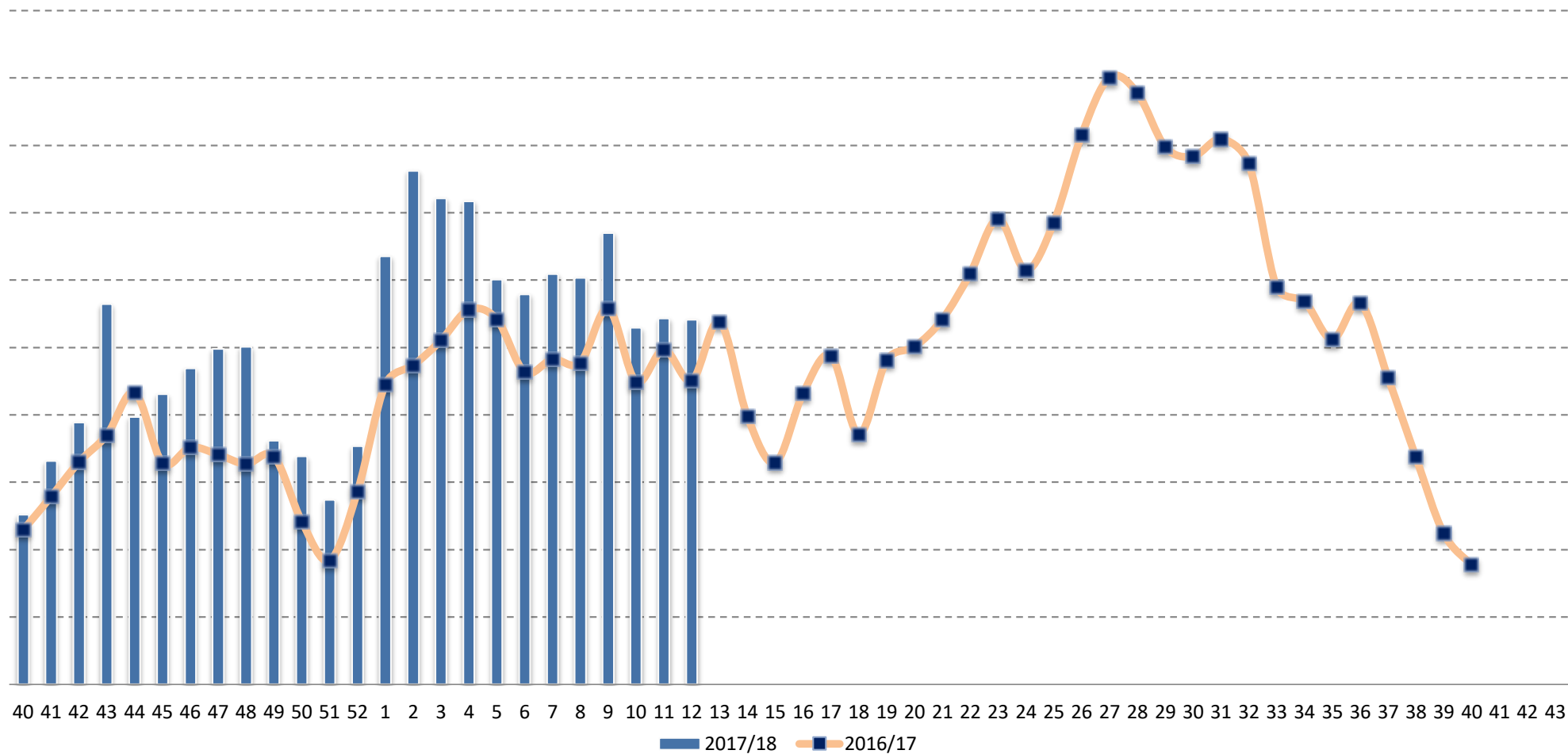


Share %



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

31,95%

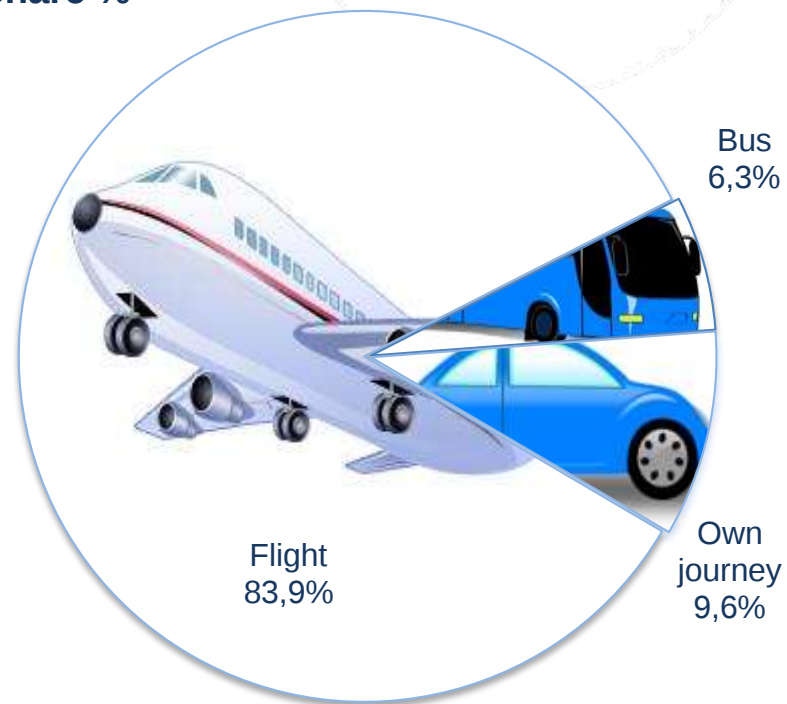
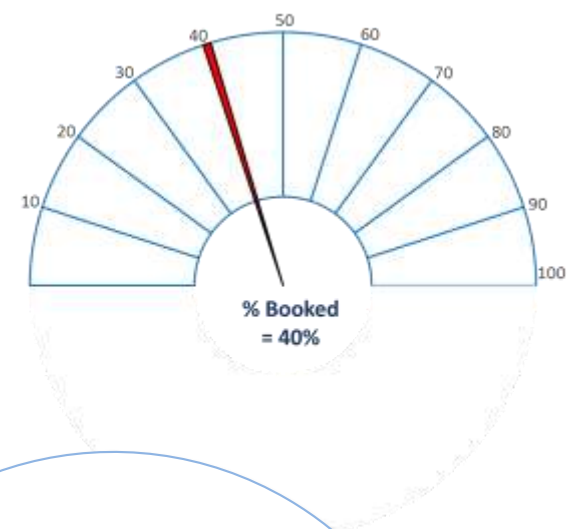
28,1%

11,0%

12,0%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	9,1%	22,6%
2	Turcja	++	14,8%
3	Hiszpania	-23,5%	11,1%
4	Egipt	88,2%	10,0%
5	Bułgaria	27,6%	6,9%
6	Włochy	1,5%	5,2%
7	Albania	73,7%	3,0%
8	Chorwacja	2,4%	1,8%
9	Tunezja	++	1,5%
10	Portugalia	-32,1%	1,4%
11	Malta	64,3%	1,3%
12	Austria	5,2%	1,3%
13	Cypr	32,9%	1,2%
14	Maroko	66,4%	1,1%
15	Tajlandia	39,0%	1,1%
16	Emiraty Arabskie	-5,5%	1,0%
17	Tanzania	-0,1%	1,0%
18	Oman	-10,9%	0,9%
19	Wyspy Zielonego Przylądka	131,5%	0,8%
20	Polska	21,6%	0,8%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	137,7%
3	Heraklion	-1,8%
4	Burgas	39,5%
5	Zakynthos	5,3%
6	Marsa Alam	43,0%
7	Korfu	6,9%
8	Bodrum	++
9	Rodos	8,1%
10	Teneryfa	-12,2%
11	Chania	24,4%
12	Fuerteventura	-37,7%
13	Tirana	65,2%
14	Kos	13,4%
15	Varna	-6,0%
16	Gran Canaria	-7,1%
17	Sharm El Sheikh	65,6%
18	Lanzarote	-38,1%
19	Malta	56,9%
20	Zanzibar	-4,3%



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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