



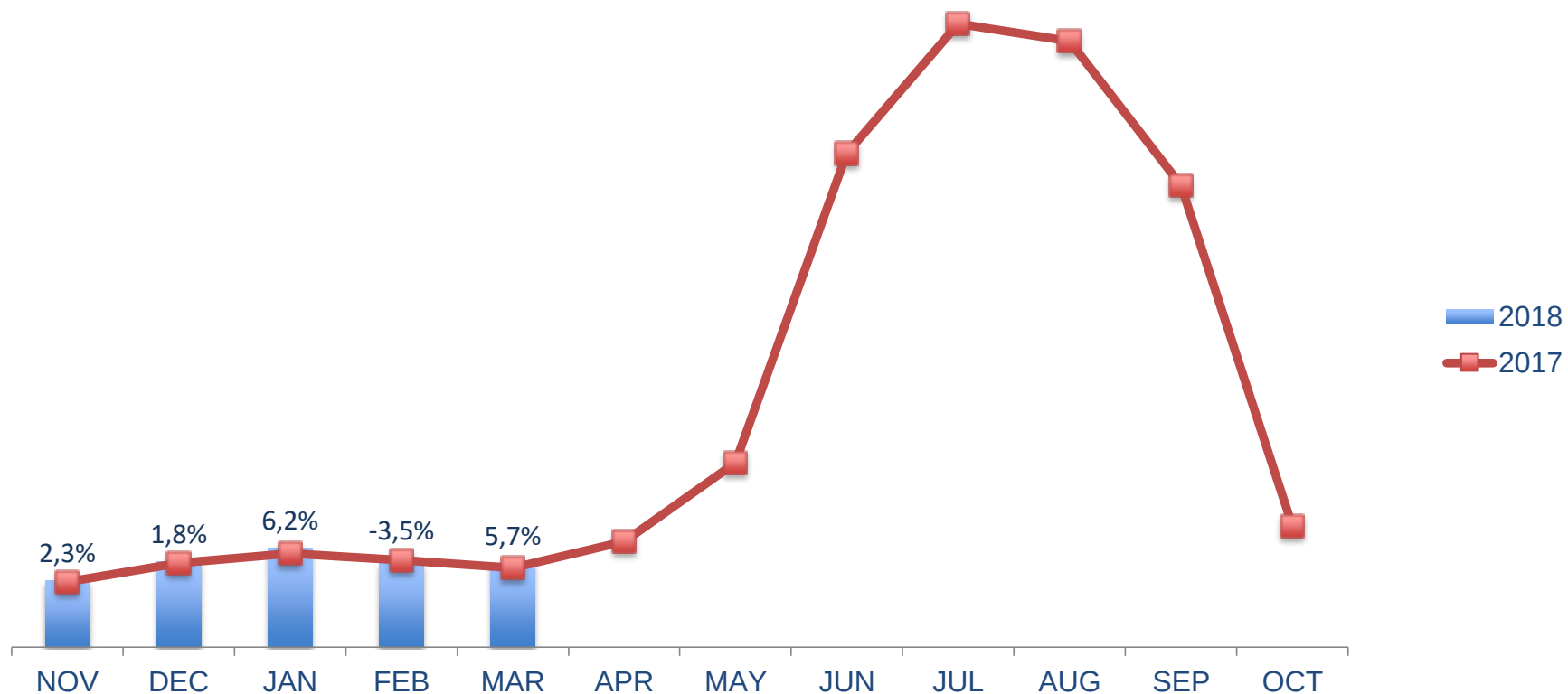
Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 13/2018

Data source: MerlinX*

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

Monthly trips compared with previous year tourism



Last week – 13/2018, tours 01.11.17 – 31.10.18

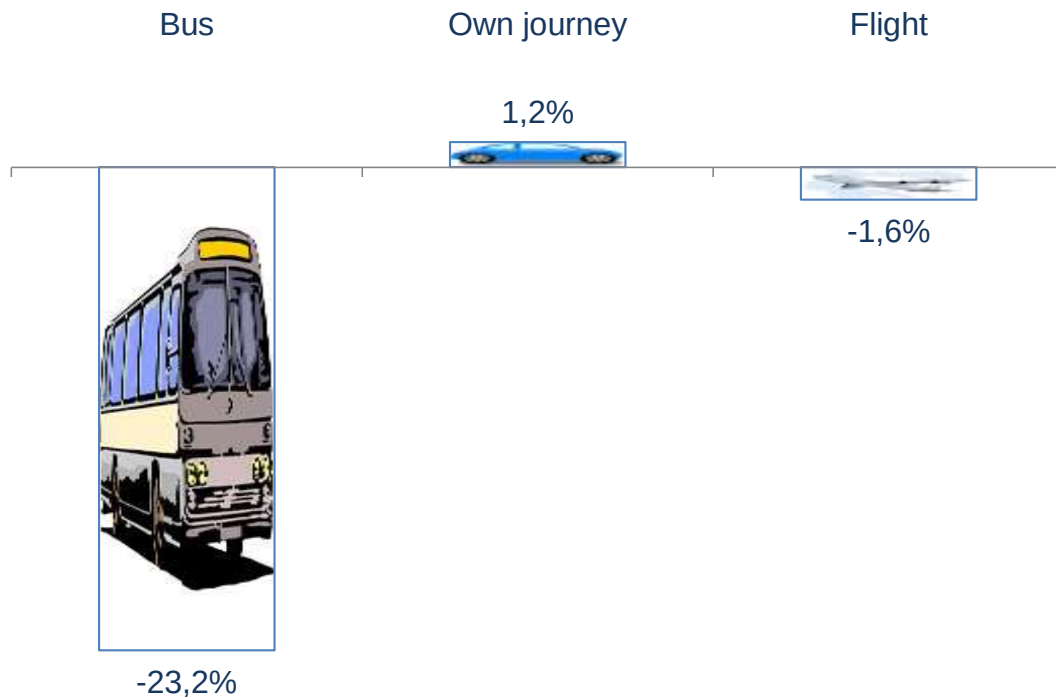
compared with week 13. in 2017 r.



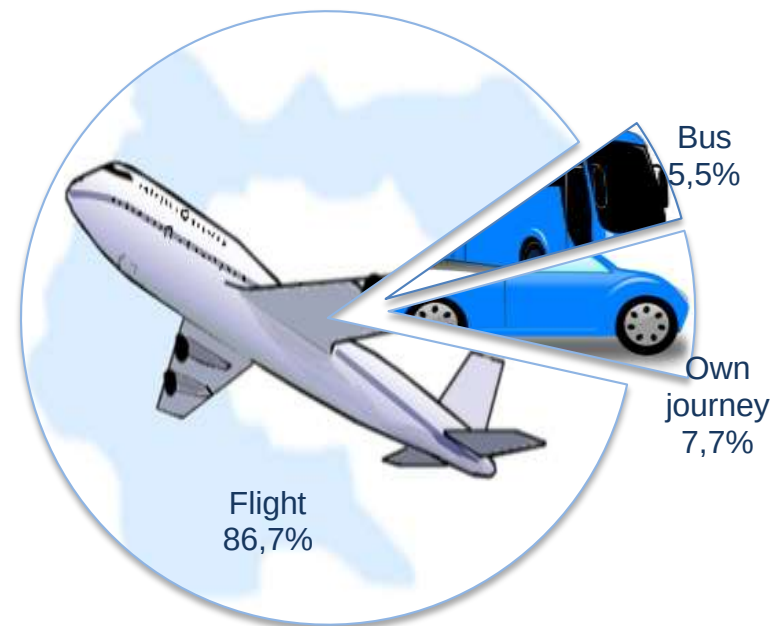
Last week – 13/2018, tours 01.11.17 – 31.10.18

compared with week 13. in 2017 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW13

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 486	2 606
2	Heraklion	6 733	2 511
3	Hurghada	5 654	2 249
4	Korfu	6 216	2 321
5	Burgas	5 790	2 048
6	Zakynthos	6 704	2 579
7	Marsa Alam	5 596	2 267
8	Rodos	6 868	2 557
9	Bodrum	6 541	2 414
10	Chania	7 698	2 878
11	Fuerteventura	6 810	2 679
12	Teneryfa	6 979	2 934
13	Sharm El Sheikh	4 909	2 013
14	Kos	7 403	2 635
15	Varna	5 658	2 129
16	Monastyr	5 041	2 068
17	Tirana	6 030	2 471
18	Majorka	6 693	2 885
19	Lanzarote	7 131	2 808
20	Gran Canaria	6 611	2 720



Rank	Country	Price/booking	Price/person
1	Grecja	6 689	2 520
2	Turcja	7 233	2 539
3	Hiszpania	6 428	2 694
4	Egipt	5 482	2 207
5	Bułgaria	4 879	1 916
6	Włochy	6 089	2 535
7	Tunezja	5 037	2 076
8	Albania	5 449	2 260
9	Chorwacja	3 881	1 545
10	Cypr	6 007	2 432

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

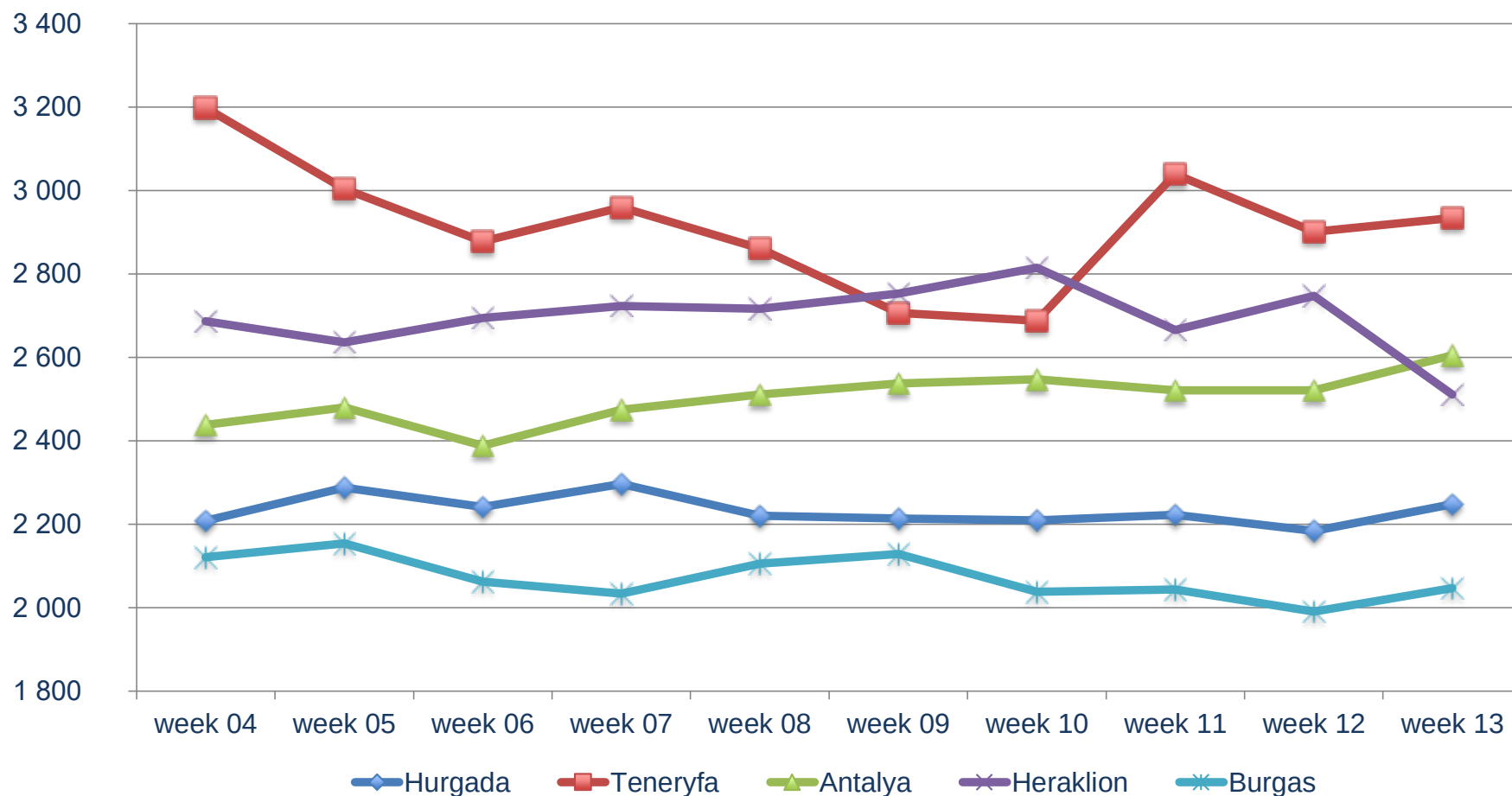
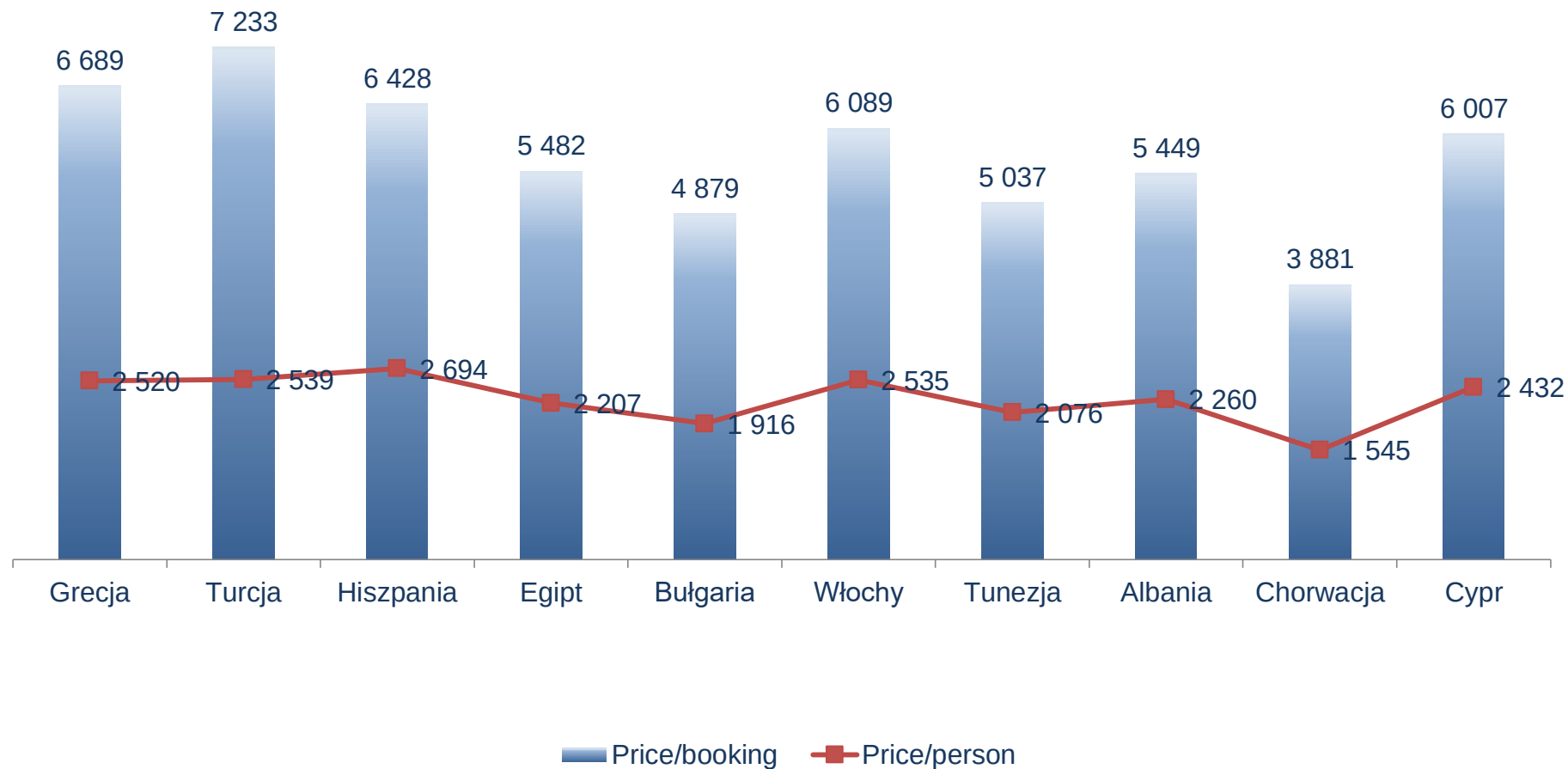


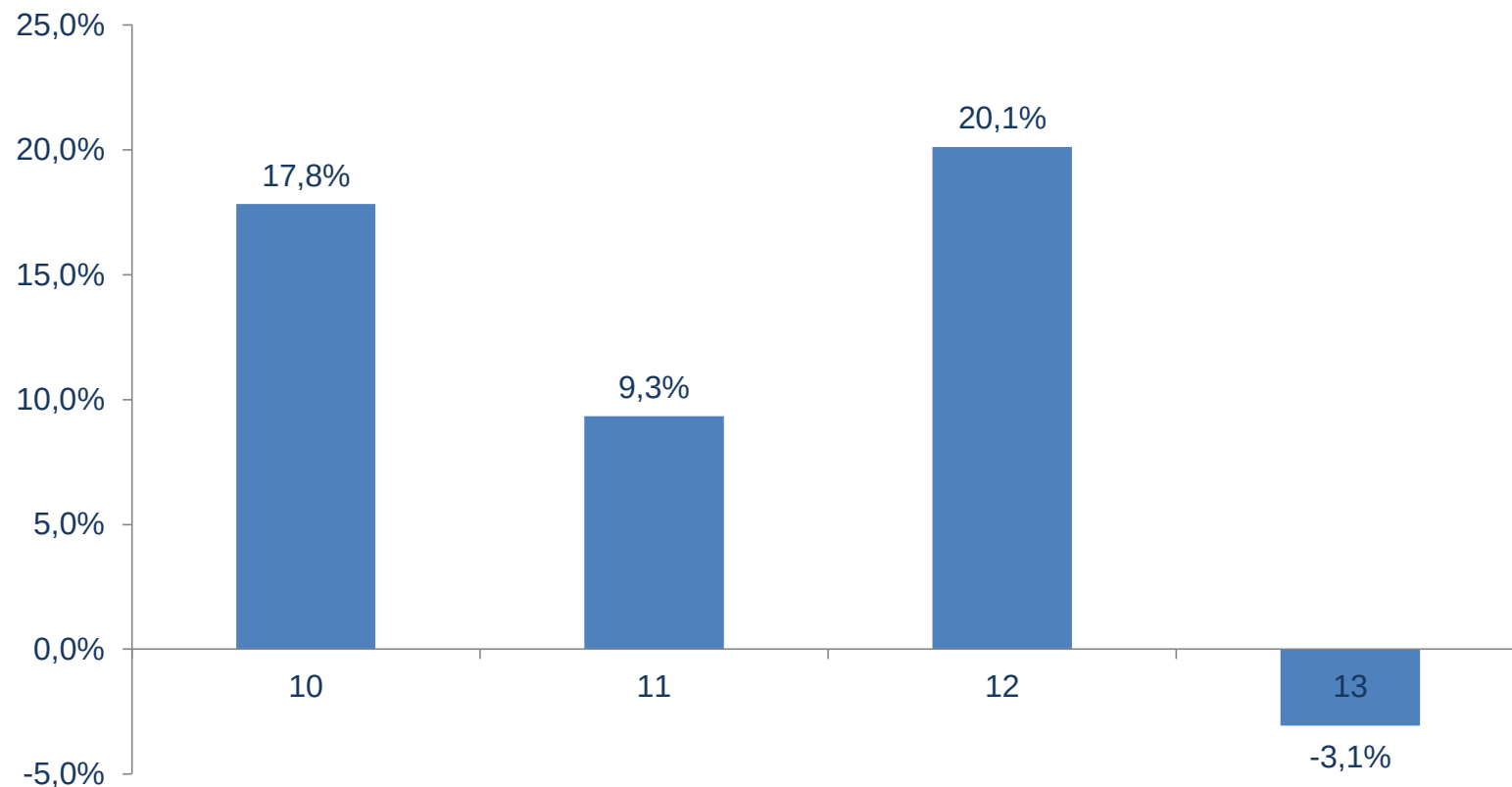
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Bargas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 13. week



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

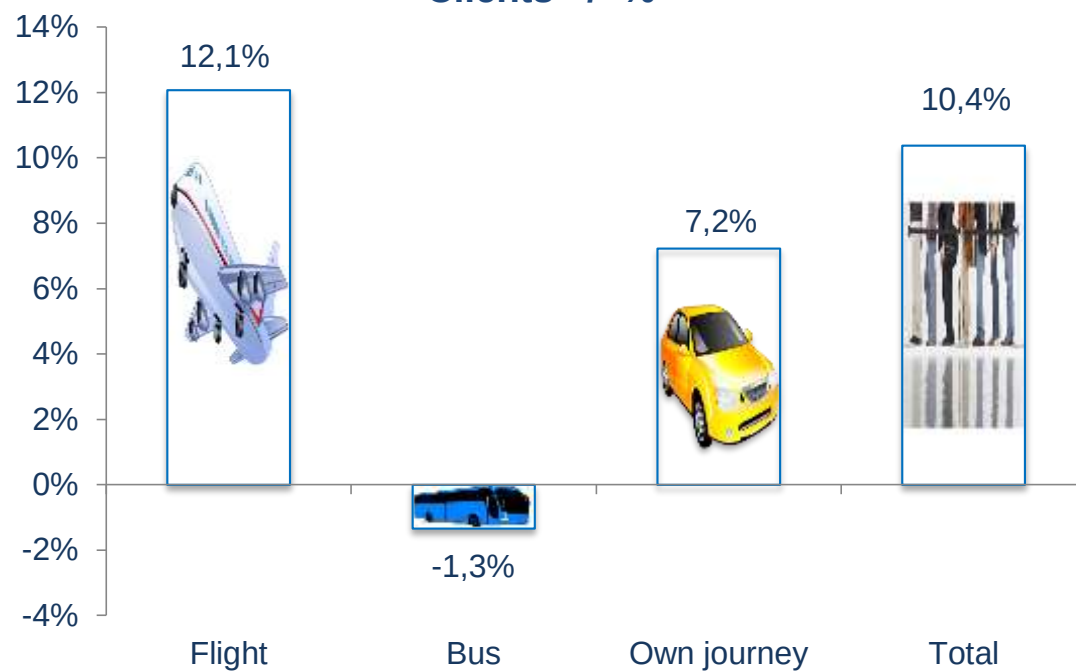
compared with 4 analogous weeks in tourist year 2015/2016.



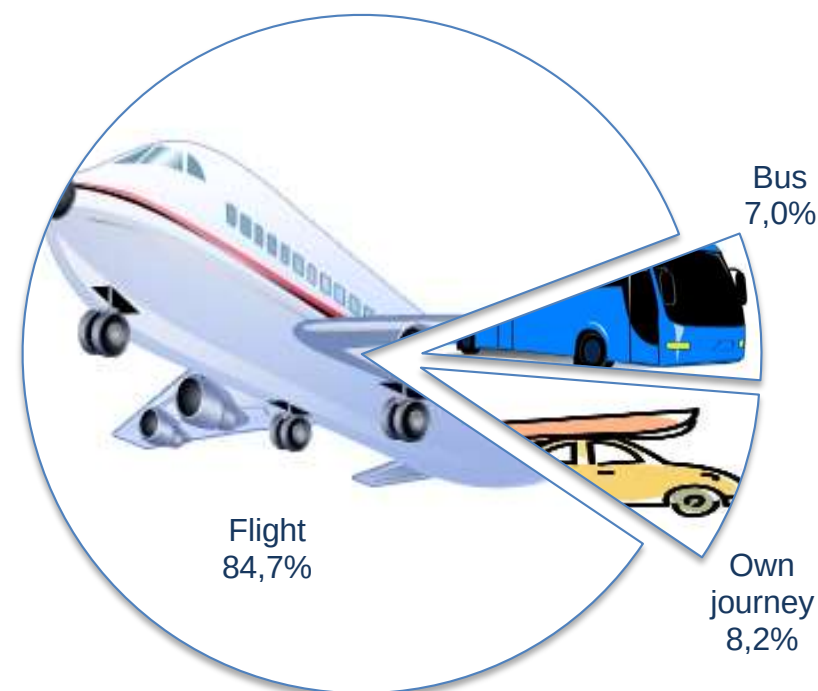
The sales trend of the last four weeks

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

Clients +/- %

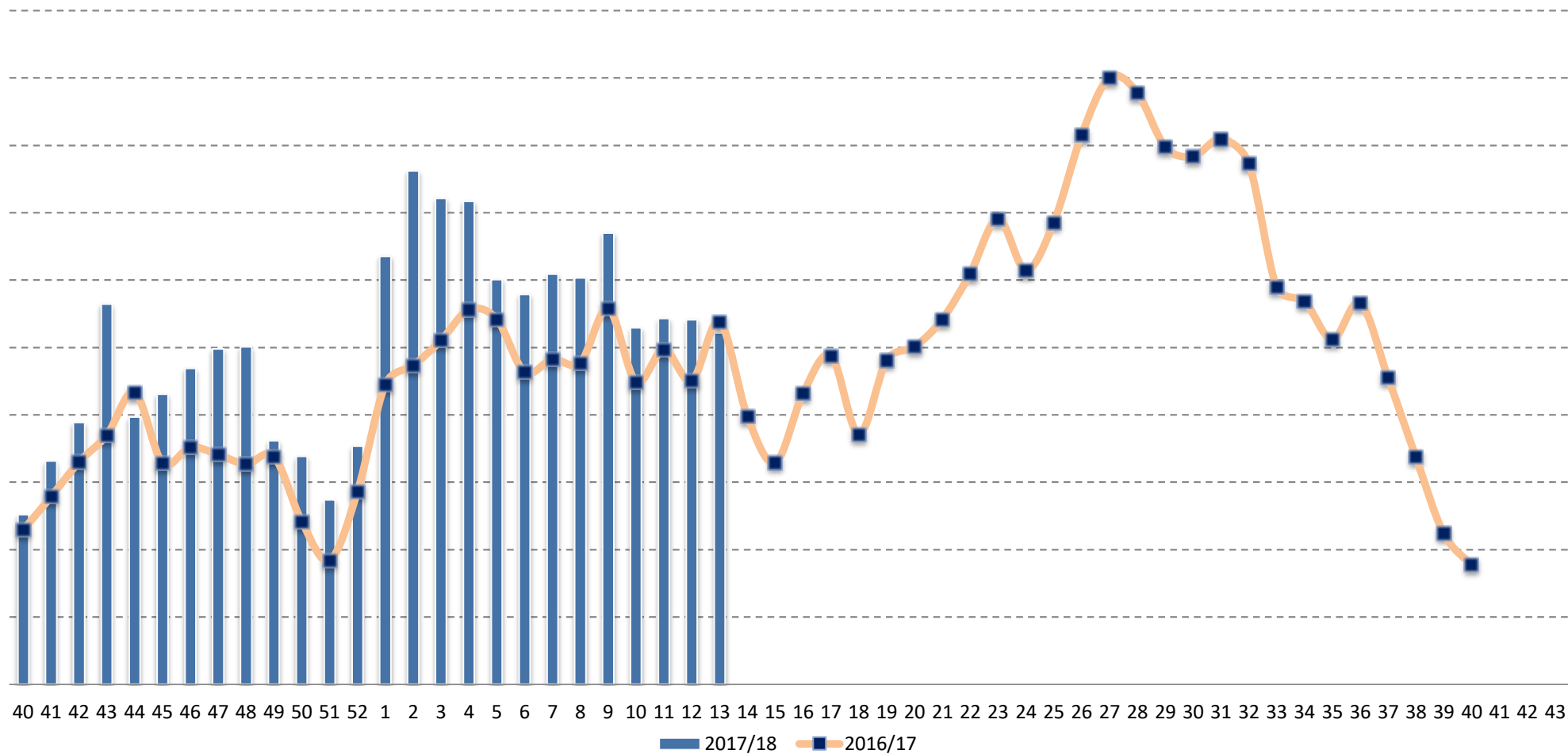


Share %



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

9,4%



11,7%



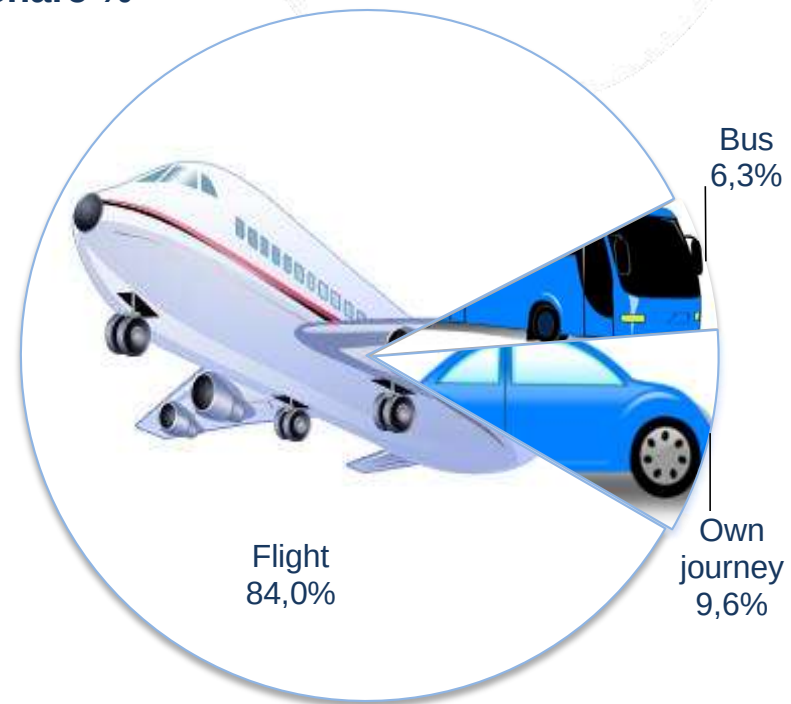
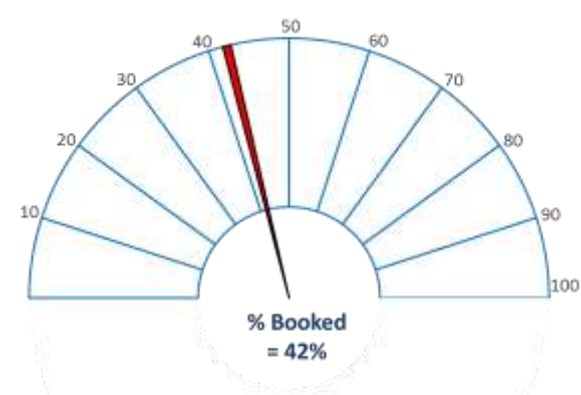
30,27%



26,6%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	8,8%	22,8%
2	Turcja	++	14,8%
3	Hiszpania	-24,4%	11,1%
4	Egipt	84,9%	10,1%
5	Bułgaria	25,0%	6,9%
6	Włochy	-0,6%	5,1%
7	Albania	71,3%	3,0%
8	Chorwacja	0,8%	1,8%
9	Tunezja	++	1,5%
10	Portugalia	-33,7%	1,4%
11	Malta	60,8%	1,3%
12	Cypr	30,0%	1,2%
13	Austria	5,1%	1,2%
14	Maroko	63,4%	1,1%
15	Tajlandia	38,6%	1,1%
16	Emiraty Arabskie	-3,8%	1,0%
17	Tanzania	0,0%	1,0%
18	Oman	-10,1%	0,9%
19	Wyspy Zielonego Przylądka	139,5%	0,8%
20	Polska	17,4%	0,8%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	128,9%
3	Heraklion	-1,1%
4	Burgas	35,9%
5	Zakynthos	4,3%
6	Marsa Alam	41,8%
7	Korfu	8,6%
8	Bodrum	++
9	Rodos	7,0%
10	Teneryfa	-13,1%
11	Chania	23,7%
12	Fuerteventura	-37,4%
13	Tirana	63,0%
14	Kos	12,4%
15	Varna	-7,2%
16	Gran Canaria	-10,3%
17	Sharm El Sheikh	67,7%
18	Lanzarote	-38,8%
19	Malta	52,9%
20	Agadir	40,1%



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.

PZOT gwarantuje, że dane zawarte w raporcie tygodniowym są wiernym odzwierciedleniem stanu bazy danych systemu MerlinX w dniu publikacji raportu.

Warning

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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