



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

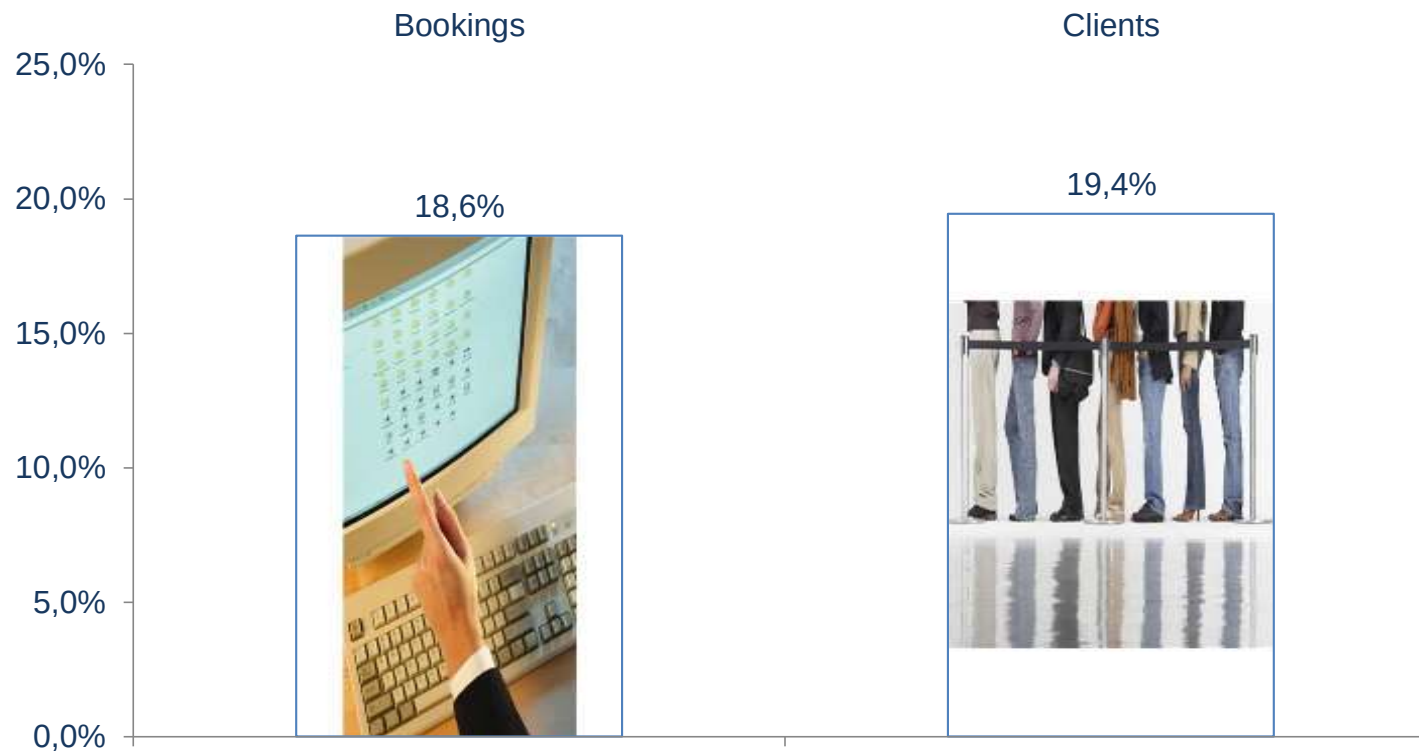
Weekly report 14/2018

Data source: MerlinX*

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

Last week – 14/2018, tours 01.11.17 – 31.10.18

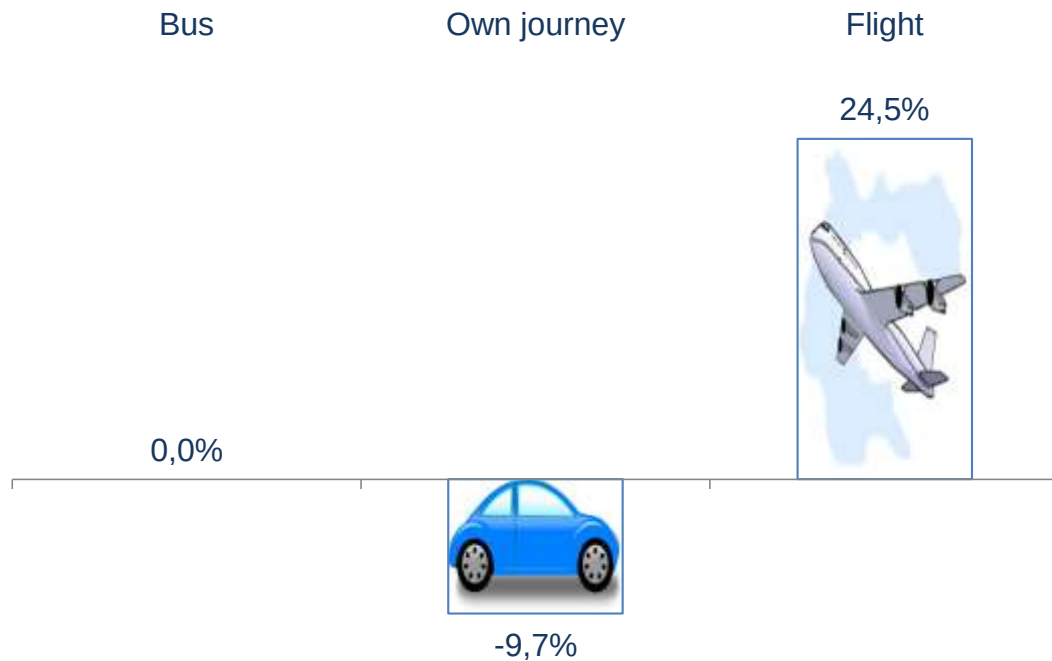
compared with week 14. in 2017 r.



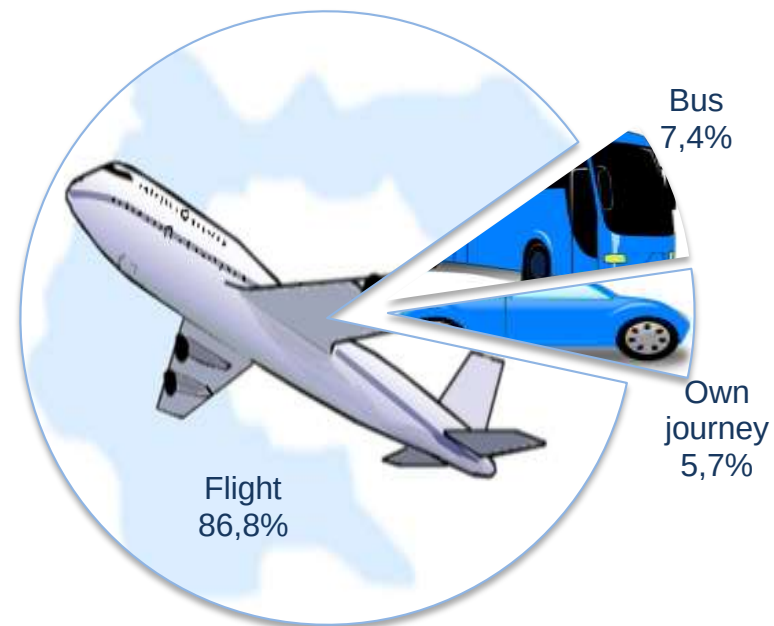
Last week – 14/2018, tours 01.11.17 – 31.10.18

compared with week 14. in 2017 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW14

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 964	2 513
2	Heraklion	6 281	2 414
3	Hurghada	5 304	2 124
4	Korfu	5 785	2 192
5	Zakynthos	6 585	2 460
6	Burgas	5 414	2 032
7	Rodos	6 867	2 501
8	Marsa Alam	5 280	2 227
9	Chania	7 141	2 784
10	Bodrum	5 768	2 246
11	Fuerteventura	6 343	2 616
12	Teneryfa	7 070	2 806
13	Tirana	5 769	2 292
14	Kos	6 715	2 581
15	Sharm El Sheikh	4 987	2 190
16	Gran Canaria	6 122	2 568
17	Majorka	7 079	2 851
18	Monastyr	5 006	1 953
19	Varna	5 060	2 145
20	Lanzarote	5 776	2 544



Rank	Country	Price/booking	Price/person
1	Grecja	6 335	2 419
2	Hiszpania	6 036	2 556
3	Turcja	6 735	2 449
4	Egipt	5 239	2 170
5	Bułgaria	4 782	1 956
6	Włochy	5 660	2 349
7	Albania	5 200	2 146
8	Tunezja	5 059	2 016
9	Cypr	5 767	2 356
10	Chorwacja	3 544	1 472

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

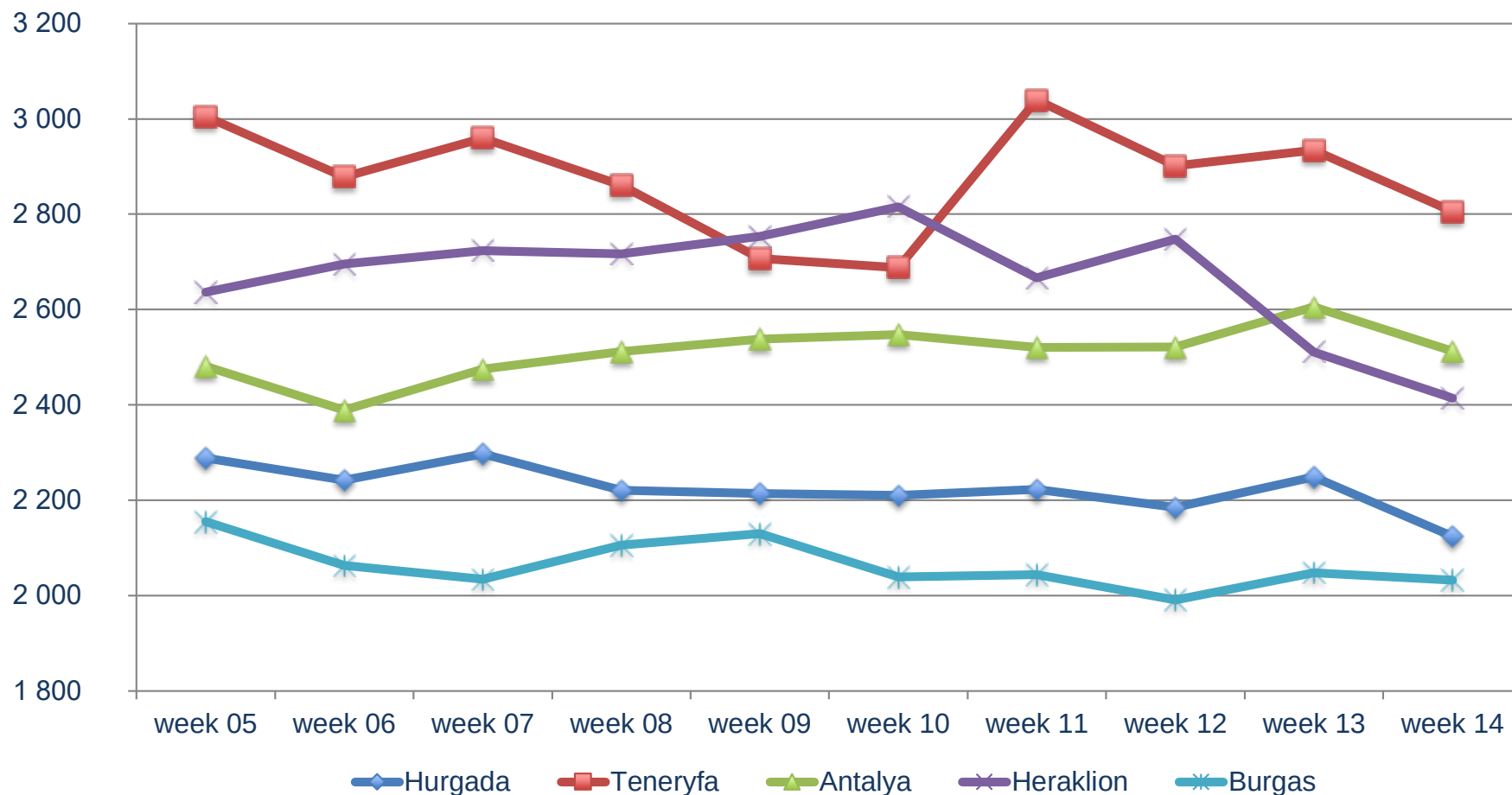
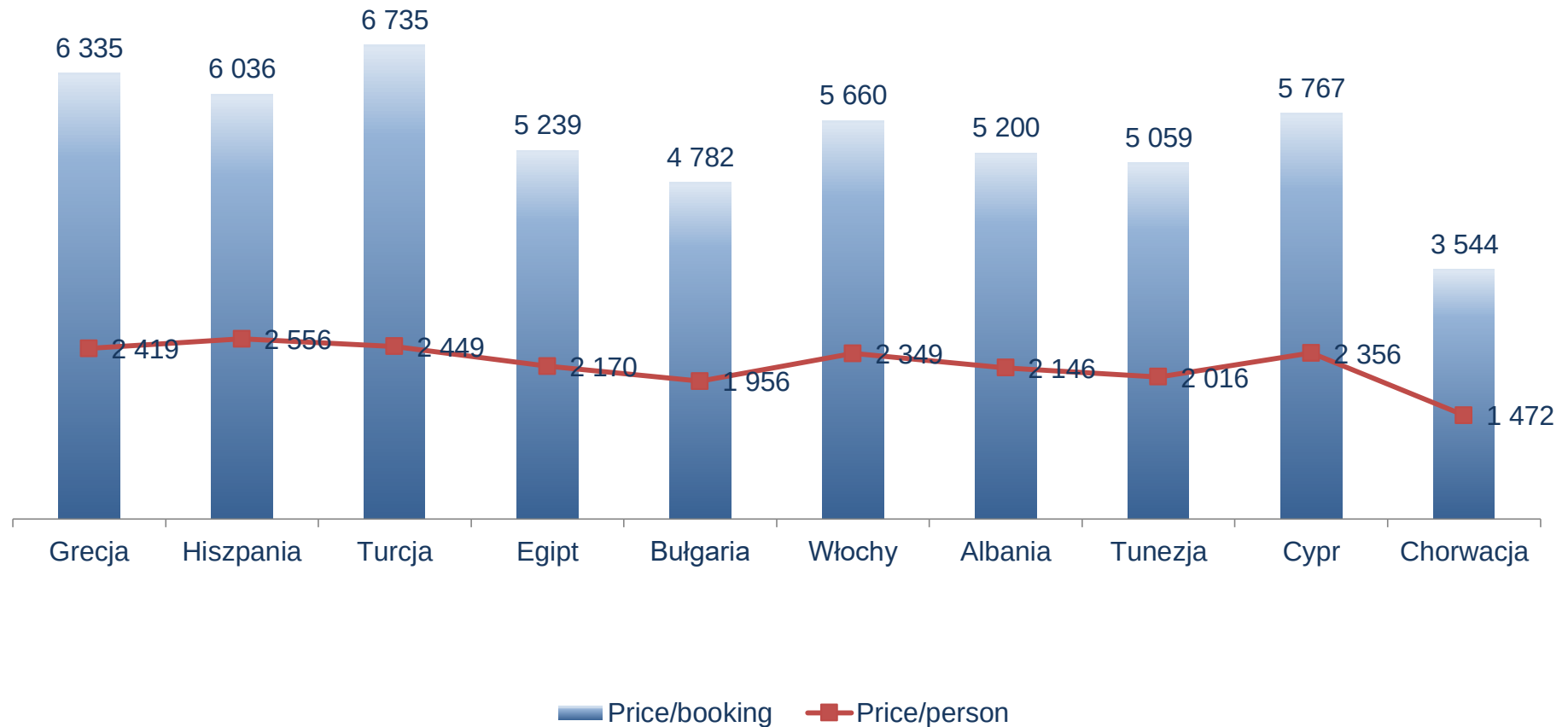


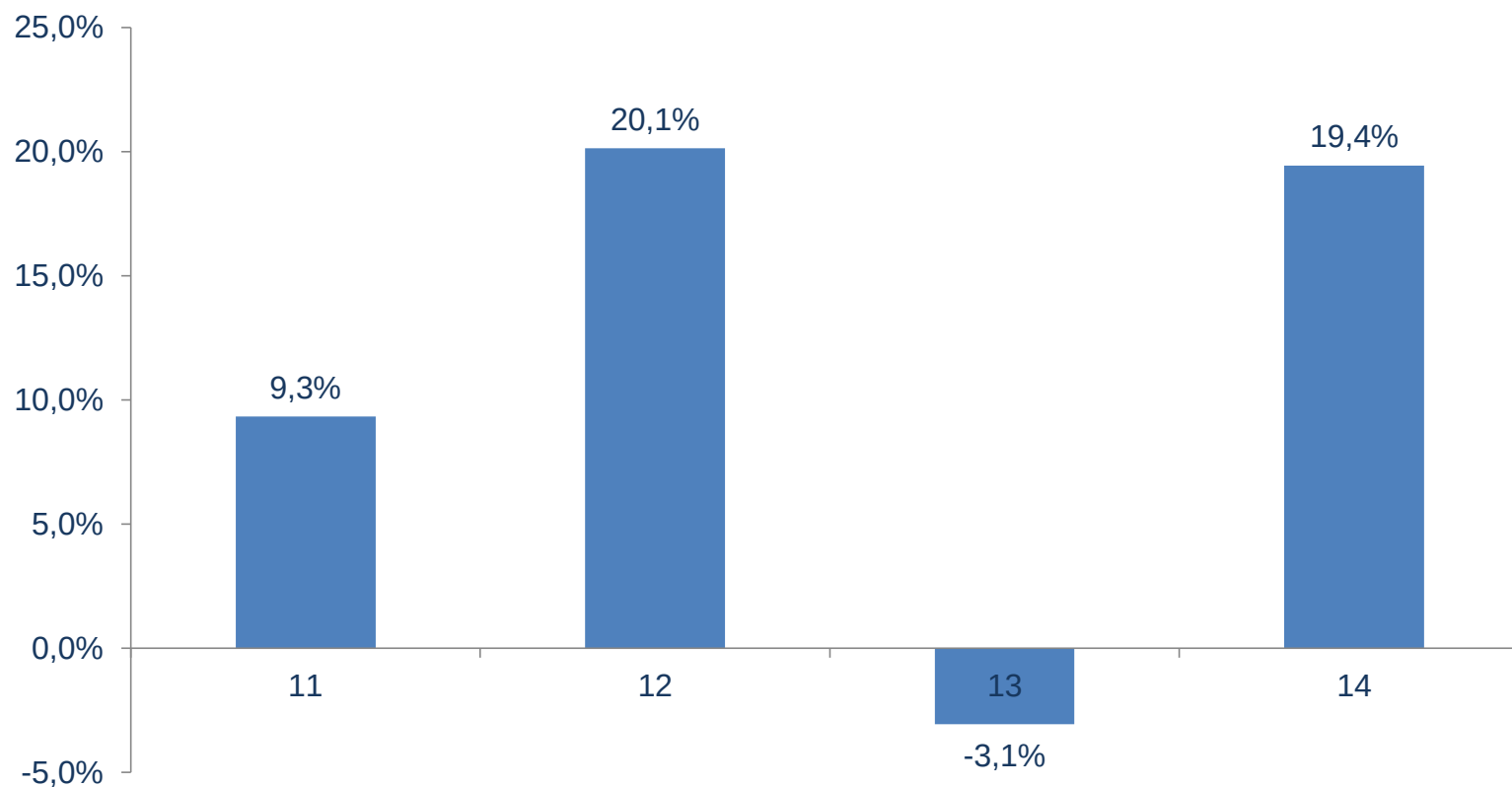
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 14. week



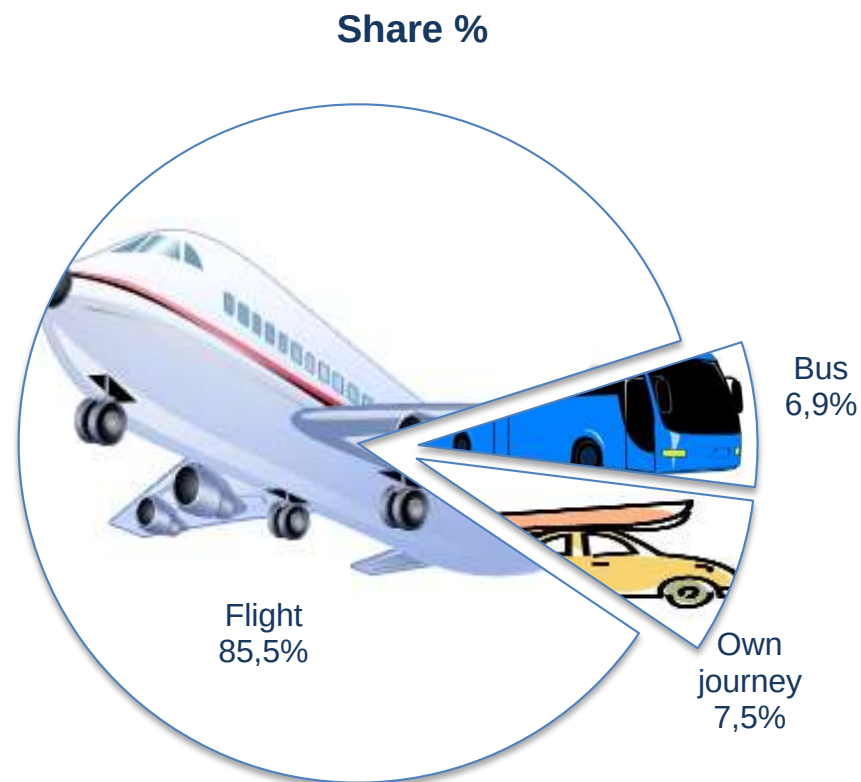
The last four weeks of sales of the tourist year 2017/18 - customers

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



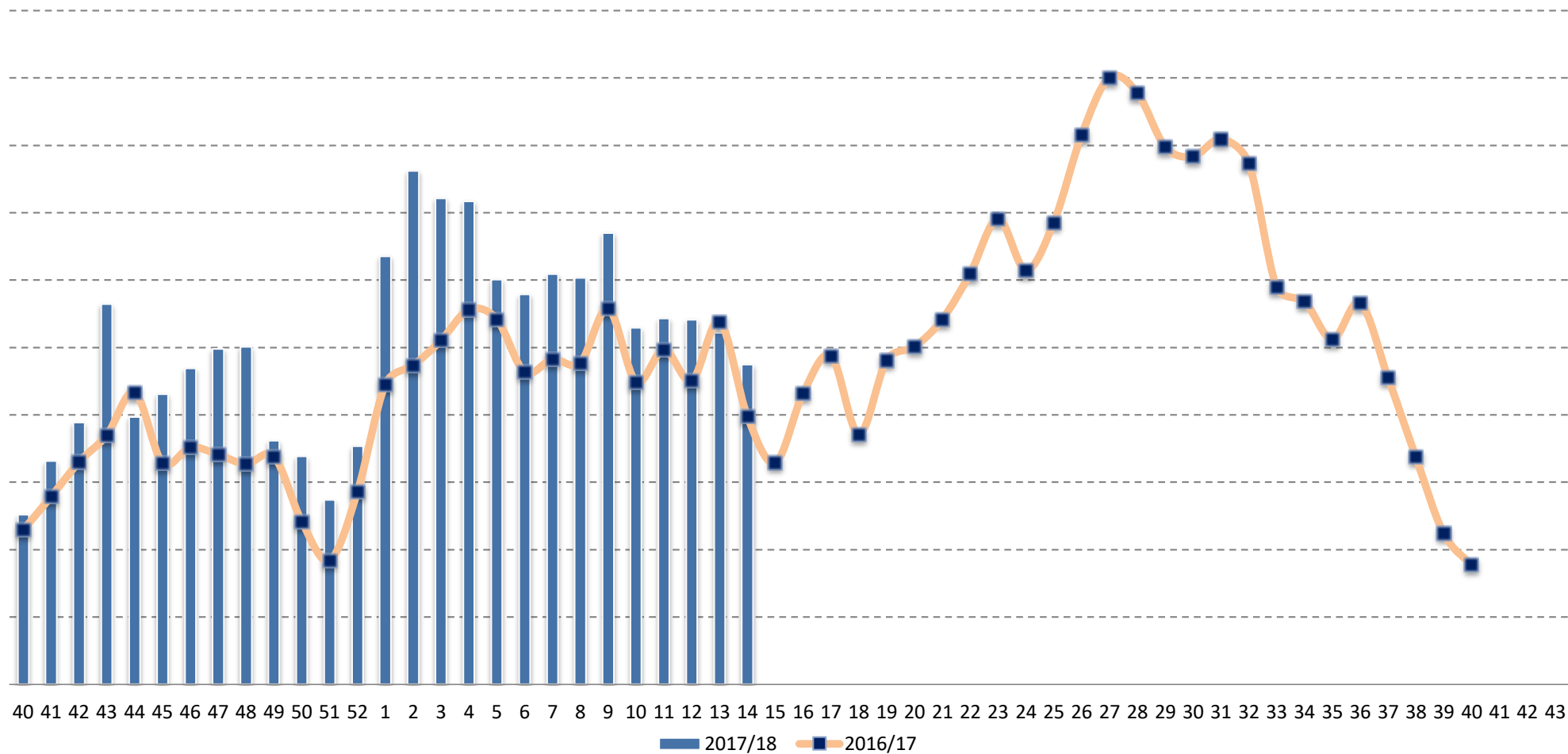
The sales trend of the last four weeks

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



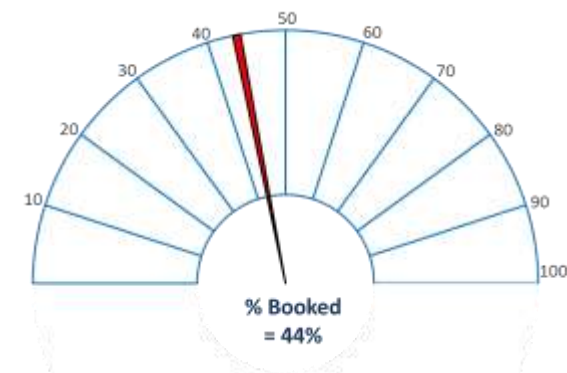
Weekly sales compared with the previous tourist year

Bookings weekly 17/18 vs. 16/17



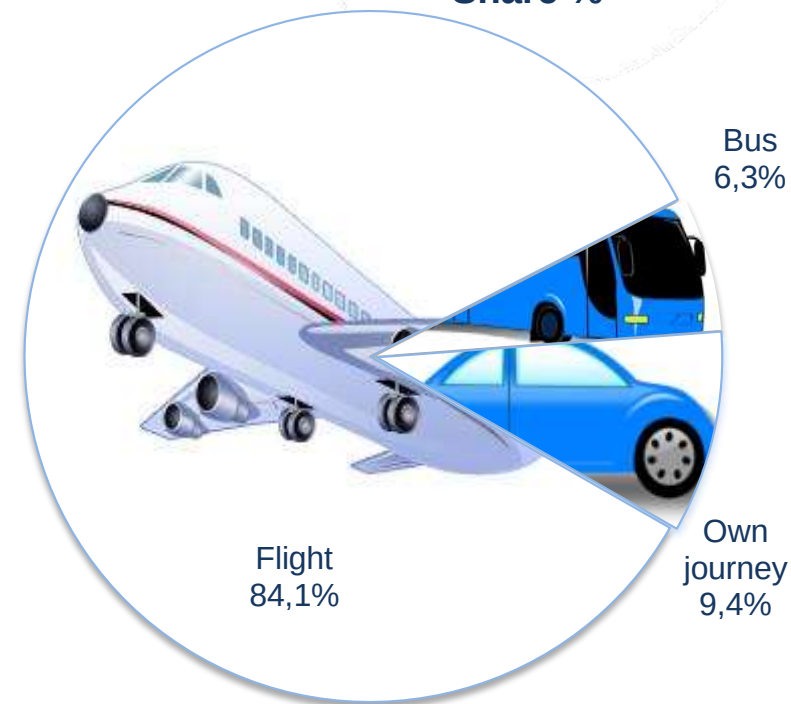
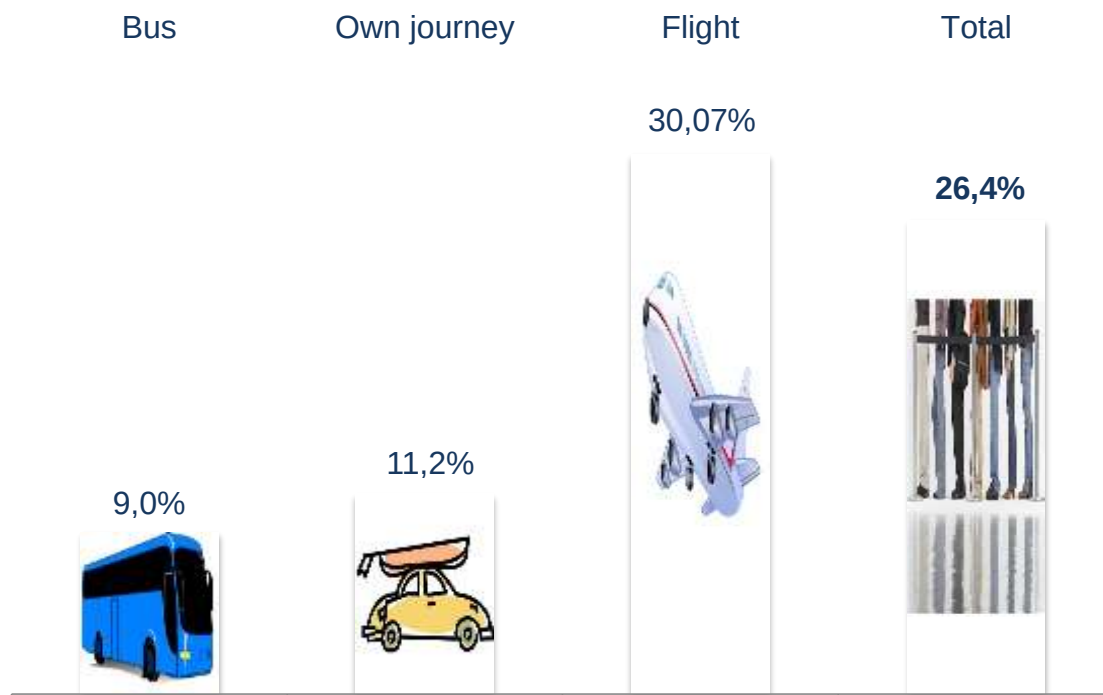
Cumulative sales of 2017/18

compared to sales in the same period last tourist year 2016/17



Share %

Clients +/- %



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

Rank	Country	+/- % last year	Share %
1	Grecja	9,3%	23,0%
2	Turcja	++	14,8%
3	Hiszpania	-24,2%	11,2%
4	Egipt	85,4%	10,1%
5	Bułgaria	24,0%	6,8%
6	Włochy	-1,6%	5,1%
7	Albania	71,4%	3,0%
8	Chorwacja	-0,2%	1,8%
9	Tunezja	++	1,5%
10	Portugalia	-33,9%	1,4%
11	Malta	58,5%	1,3%
12	Cypr	30,5%	1,3%
13	Austria	5,4%	1,2%
14	Maroko	61,5%	1,1%
15	Tajlandia	39,0%	1,1%
16	Emiraty Arabskie	-2,9%	1,0%
17	Tanzania	0,1%	1,0%
18	Oman	-9,9%	0,9%
19	Wyspy Zielonego Przylądka	145,5%	0,8%
20	Polska	15,3%	0,8%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	127,6%
3	Heraklion	0,6%
4	Burgas	34,7%
5	Zakynthos	5,0%
6	Marsa Alam	42,9%
7	Korfu	10,7%
8	Bodrum	++
9	Rodos	6,6%
10	Teneryfa	-13,0%
11	Chania	23,1%
12	Fuerteventura	-37,1%
13	Tirana	63,7%
14	Kos	10,8%
15	Varna	-7,3%
16	Gran Canaria	-10,0%
17	Sharm El Sheikh	70,0%
18	Lanzarote	-38,7%
19	Majorka	-19,3%
20	Agadir	38,7%



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.

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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