



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 15/2018

Data source: MerlinX*

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

17.04.2018



Last week – 15/2018, tours 01.11.17 – 31.10.18

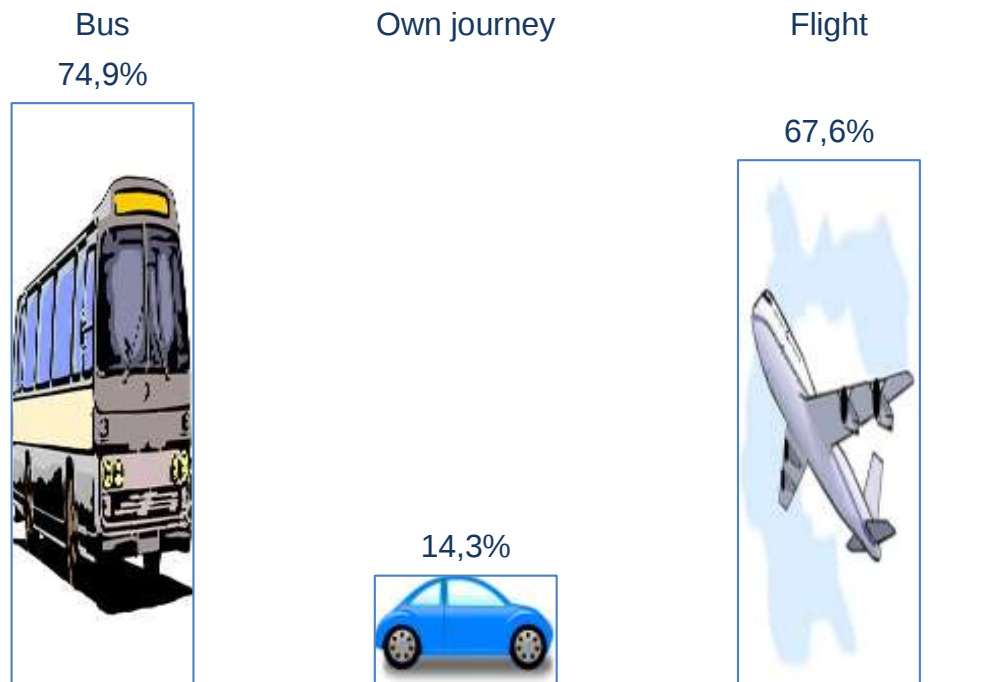
compared with week 15. in 2017 r.



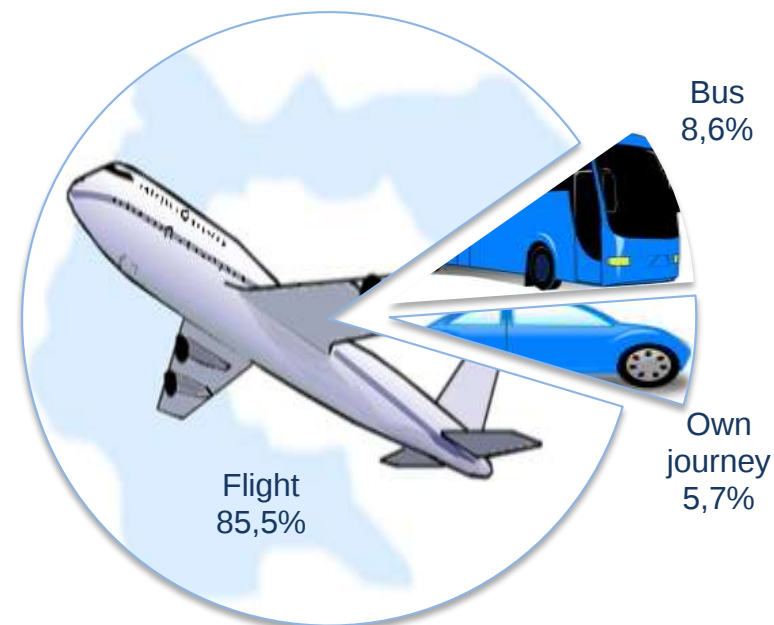
Last week – 15/2018, tours 01.11.17 – 31.10.18

compared with week 15. in 2017 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW15

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 687	2 482
2	Heraklion	6 426	2 464
3	Korfu	5 876	2 237
4	Hurghada	5 049	2 097
5	Zakynthos	6 565	2 499
6	Burgas	5 727	2 069
7	Bodrum	5 959	2 336
8	Rodos	6 846	2 613
9	Marsa Alam	4 961	2 076
10	Chania	7 154	2 793
11	Kos	6 740	2 456
12	Teneryfa	6 342	2 750
13	Fuerteventura	7 173	2 807
14	Tirana	6 098	2 347
15	Sharm El Sheikh	4 529	1 929
16	Majorka	6 038	2 591
17	Gran Canaria	5 718	2 436
18	Varna	4 559	2 136
19	Monastyr	5 036	2 040
20	Lanzarote	5 584	2 352



Rank	Country	Price/booking	Price/person
1	Grecja	6 314	2 431
2	Turcja	6 500	2 450
3	Hiszpania	5 827	2 551
4	Egipt	4 913	2 054
5	Bułgaria	4 890	1 971
6	Włochy	5 537	2 363
7	Albania	5 531	2 181
8	Chorwacja	3 666	1 518
9	Tunezja	4 775	1 971
10	Polska	1 829	1 075

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

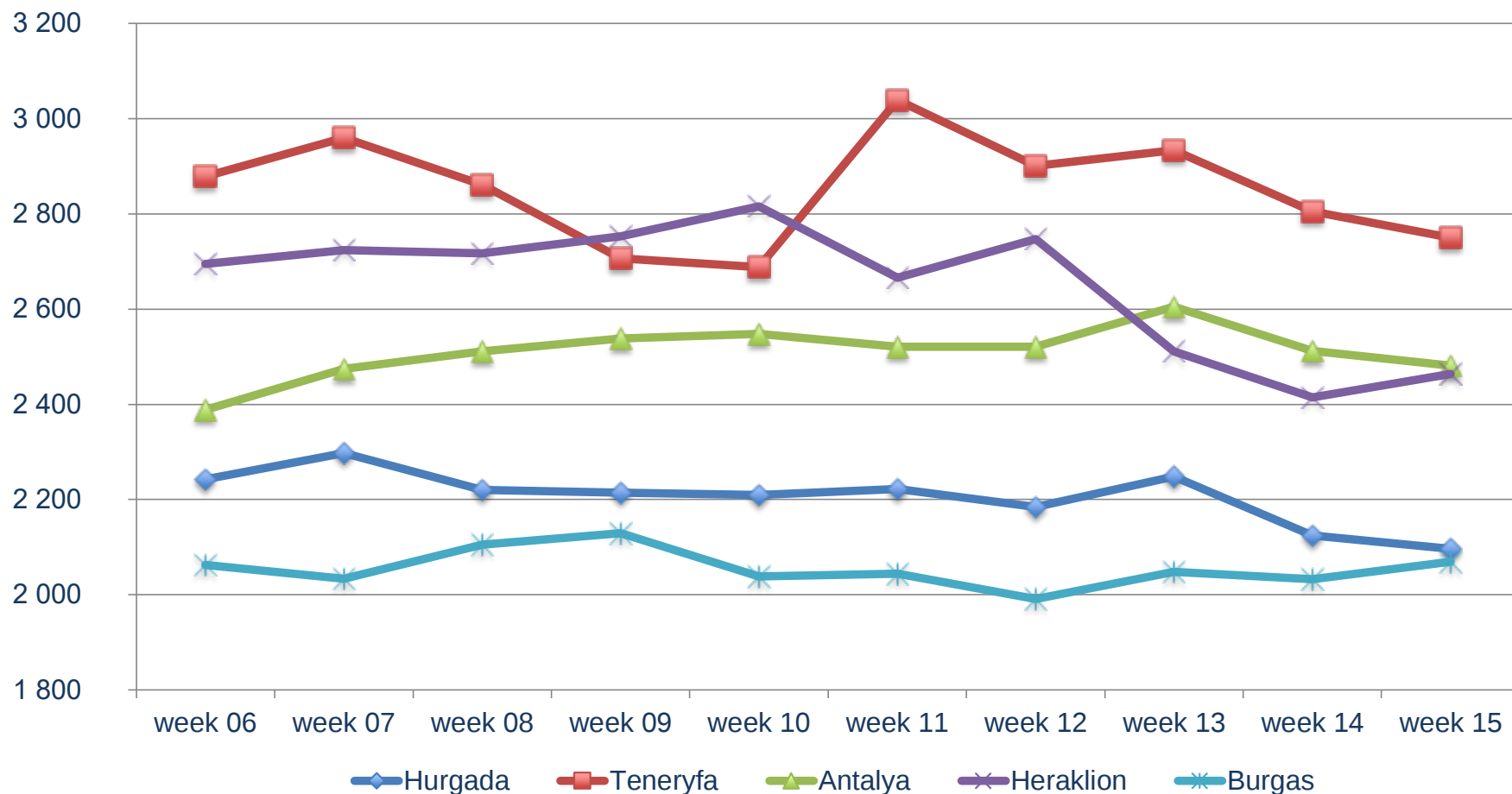
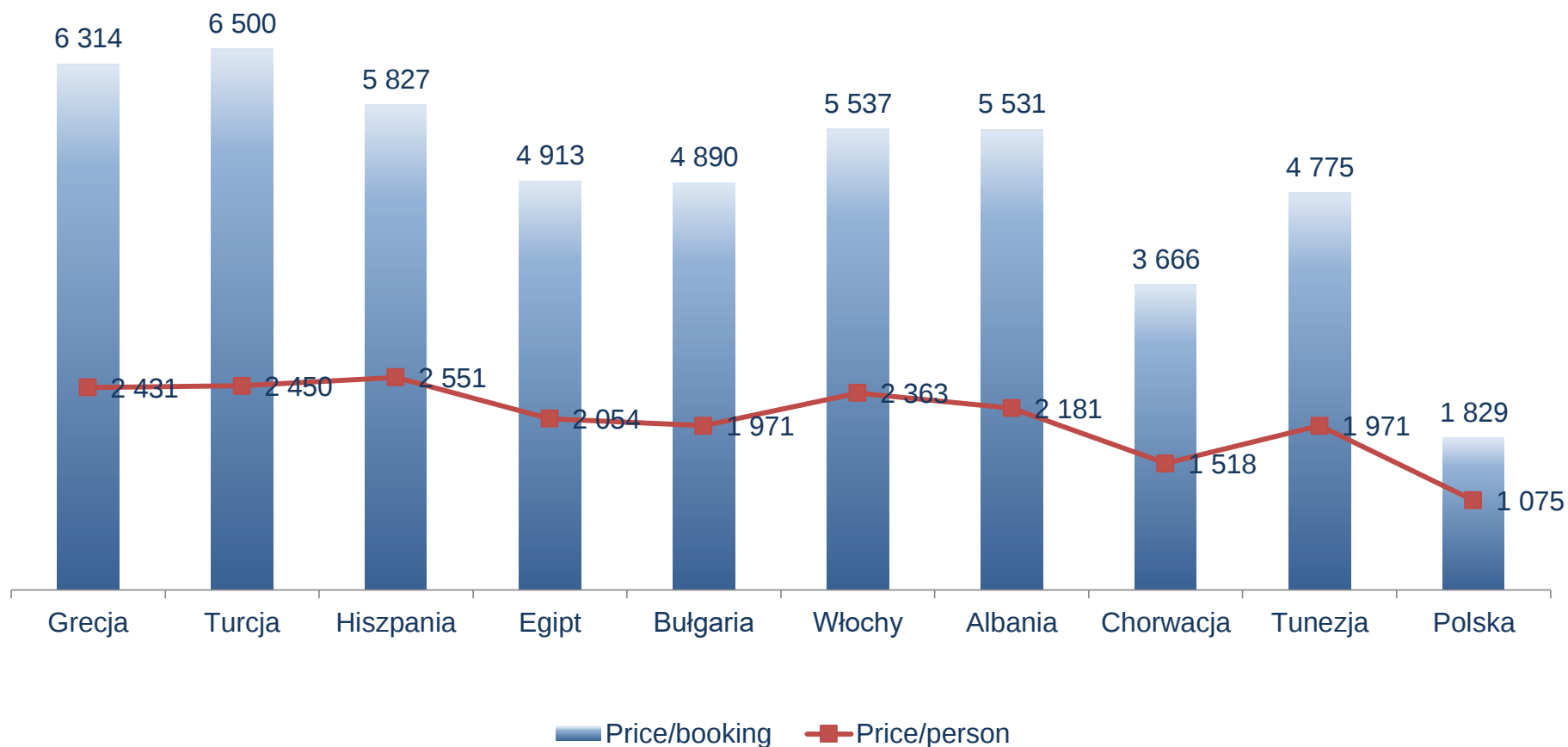


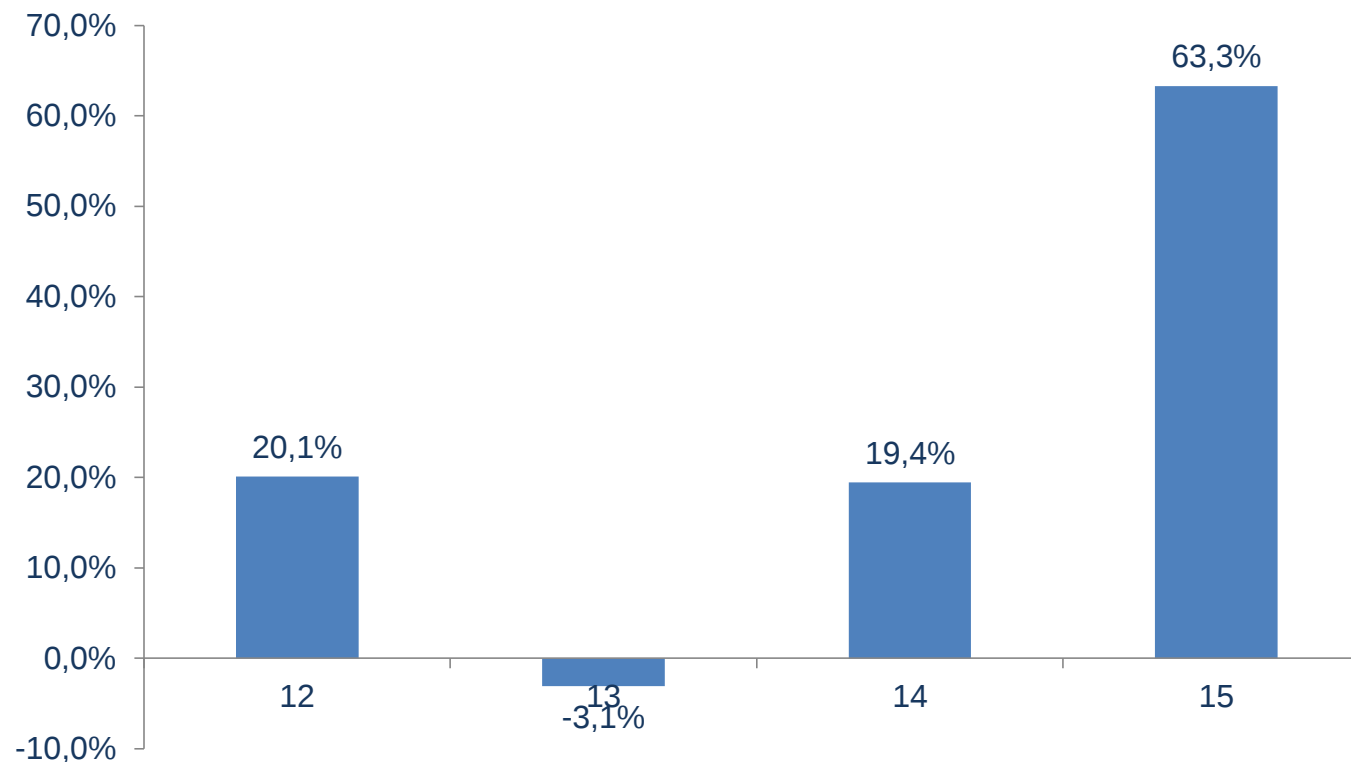
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurghada, Tenerife and Sicily.

Average price per booking and the price per person in 15. week



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

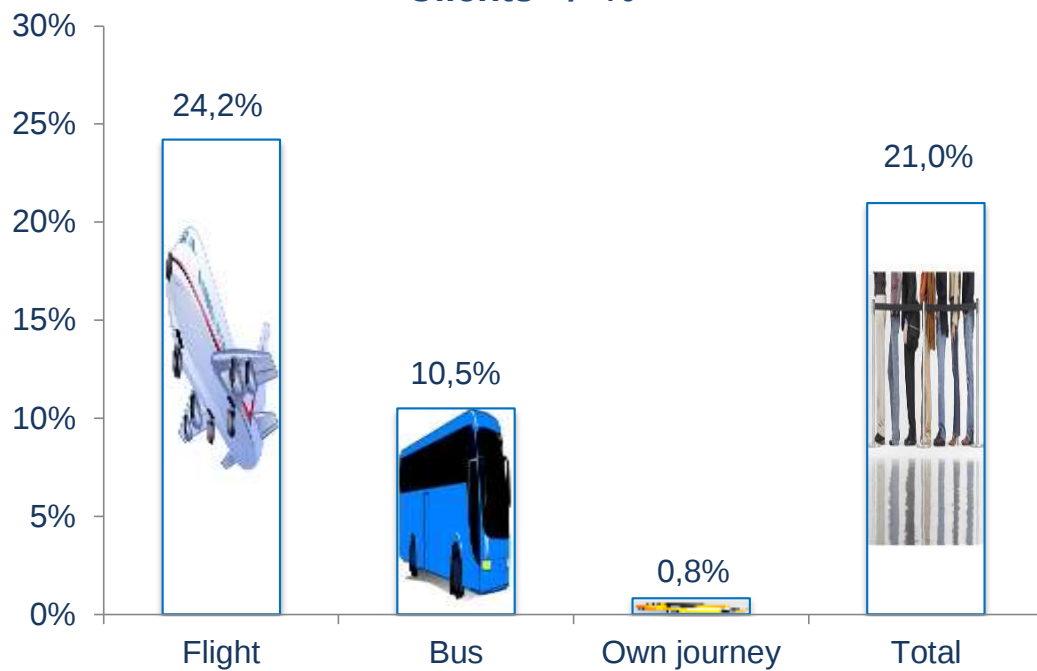
compared with 4 analogous weeks in tourist year 2015/2016.



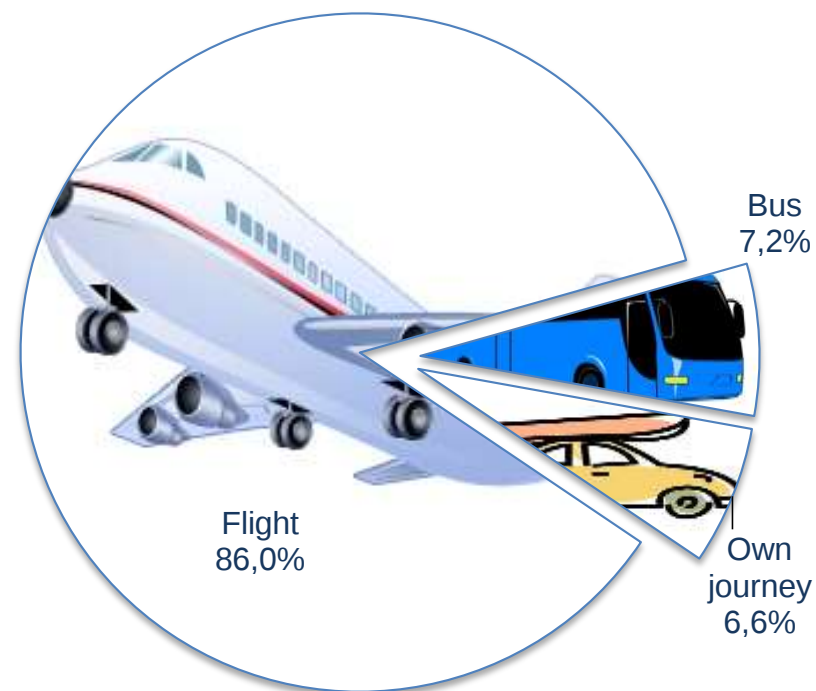
The sales trend of the last four weeks

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

Clients +/- %

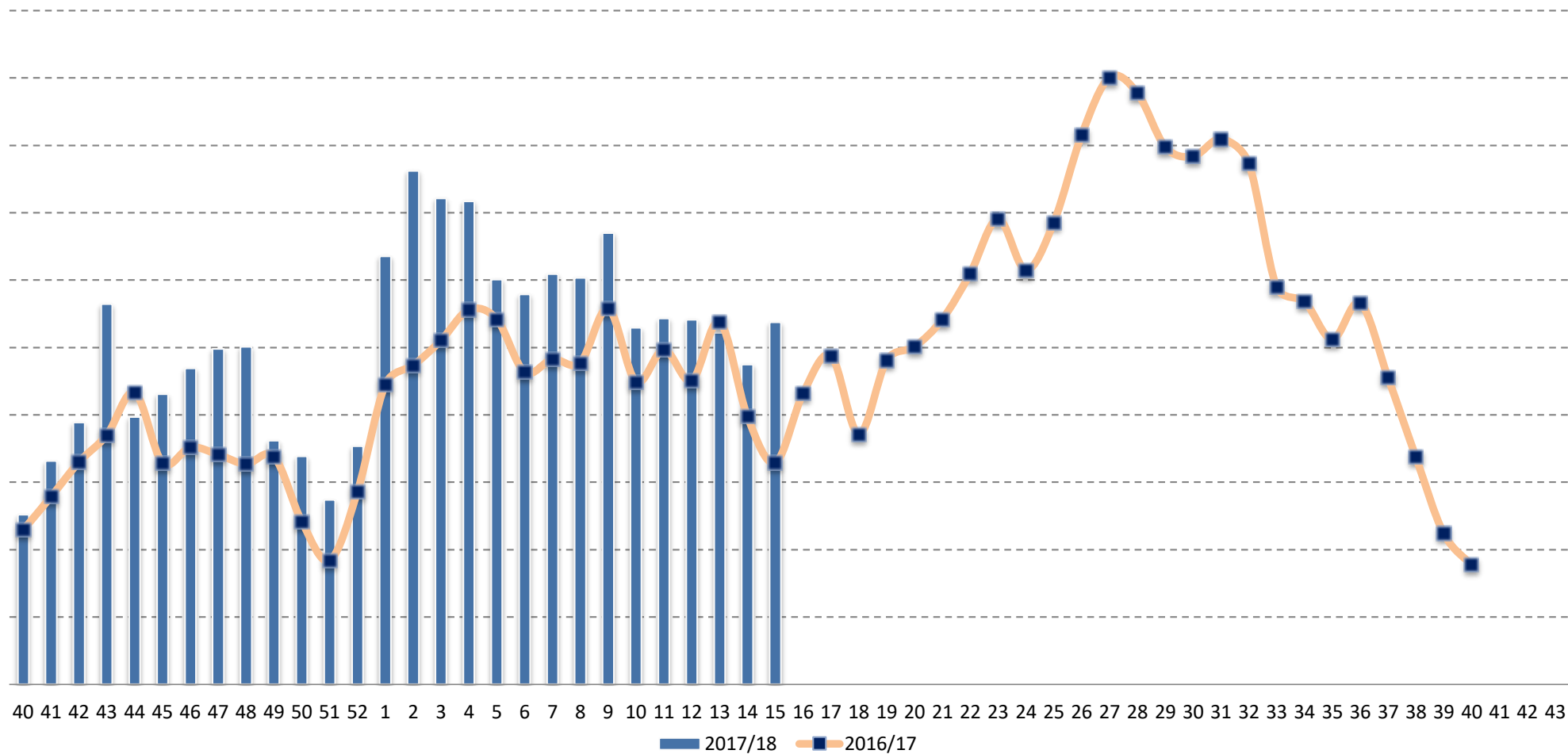


Share %



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

11,0%



11,2%



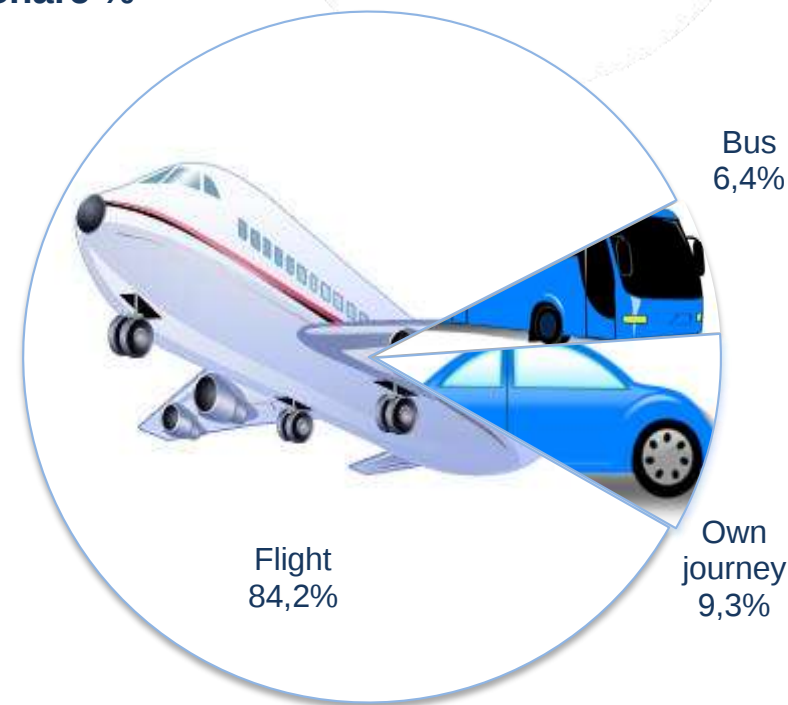
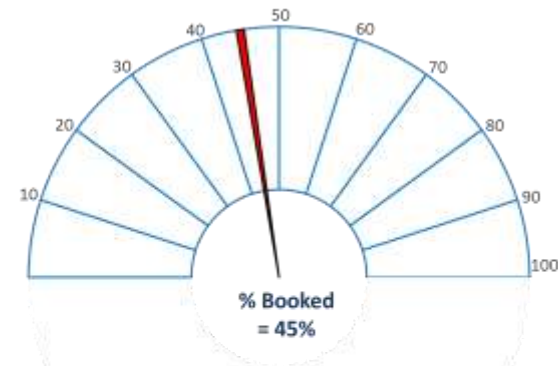
31,12%



27,4%



Share %



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

Rank	Country	+/- % last year	Share %
1	Turcja	277,9%	14,7%
2	Hiszpania	-23,1%	11,3%
3	Egipt	88,4%	10,1%
4	Bułgaria	24,4%	6,8%
5	Włochy	-1,5%	5,1%
6	Albania	73,3%	2,9%
7	Chorwacja	1,9%	1,9%
8	Tunezja	486,4%	1,5%
9	Portugalia	-33,2%	1,4%
10	Malta	57,4%	1,3%
11	Cypr	28,9%	1,3%
12	Austria	6,0%	1,2%
13	Maroko	62,2%	1,1%
14	Tajlandia	39,7%	1,0%
15	Emiraty Arabskie	-2,4%	1,0%
16	Tanzania	-0,1%	0,9%
17	Oman	-8,9%	0,9%
18	Polska	17,3%	0,8%
19	Wyspy Zielonego Przylądka	150,4%	0,8%
20	Czechy	21,3%	0,7%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	130,5%
3	Heraklion	3,7%
4	Burgas	34,8%
5	Zakynthos	6,3%
6	Marsa Alam	44,9%
7	Korfu	13,8%
8	Bodrum	++
9	Rodos	7,0%
10	Chania	22,8%
11	Teneryfa	-12,4%
12	Fuerteventura	-36,6%
13	Tirana	65,3%
14	Kos	10,5%
15	Varna	-6,4%
16	Gran Canaria	-9,3%
17	Sharm El Sheikh	76,4%
18	Lanzarote	-38,2%
19	Majorka	-17,6%
20	Agadir	39,5%



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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