



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 16/2018

Data source: MerlinX*

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

Last week – 16/2018, tours 01.11.17 – 31.10.18

compared with week 16. in 2017 r.



Last week – 16/2018, tours 01.11.17 – 31.10.18

compared with week 16. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

11,8%



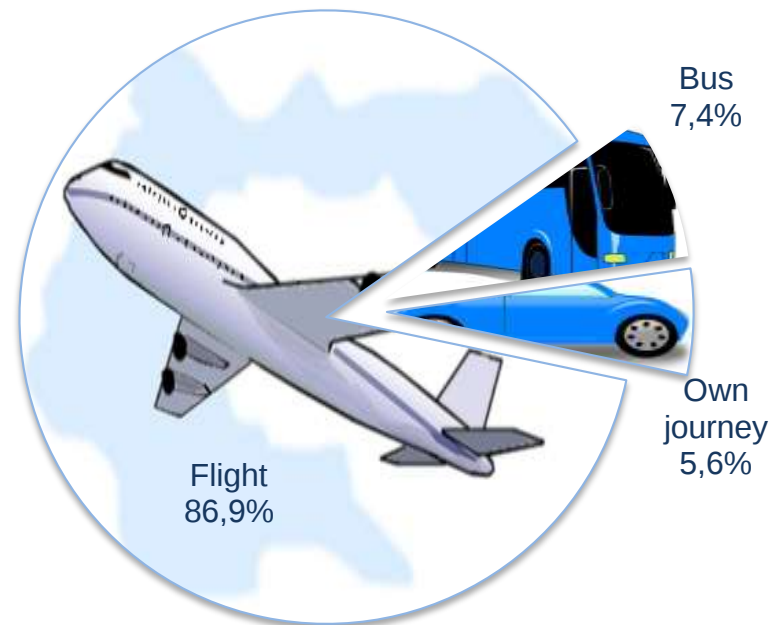
4,2%



26,3%



Share %



Ranking of the most popular countries & destinations in CW16

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 424	2 405
2	Heraklion	6 071	2 345
3	Korfu	5 679	2 204
4	Zakynthos	5 996	2 381
5	Hurghada	5 204	2 118
6	Burgas	5 692	2 014
7	Bodrum	5 671	2 258
8	Rodos	6 704	2 594
9	Chania	7 199	2 864
10	Kos	6 907	2 583
11	Marsa Alam	5 601	2 277
12	Majorka	6 204	2 606
13	Tirana	5 698	2 330
14	Teneryfa	7 290	2 969
15	Varna	5 157	2 220
16	Fuerteventura	7 088	2 907
17	Sharm El Sheikh	5 641	2 242
18	Gran Canaria	7 067	2 982
19	Saloniki	4 718	2 033
20	Lanzarote	6 971	2 849



Rank	Country	Price/booking	Price/person
1	Grecja	6 152	2 403
2	Turcja	6 238	2 360
3	Hiszpania	6 295	2 691
4	Egipt	5 406	2 190
5	Bułgaria	5 058	1 965
6	Włochy	5 727	2 384
7	Albania	5 188	2 143
8	Chorwacja	3 874	1 635
9	Tunezja	4 979	2 021
10	Portugalia	7 799	3 428

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

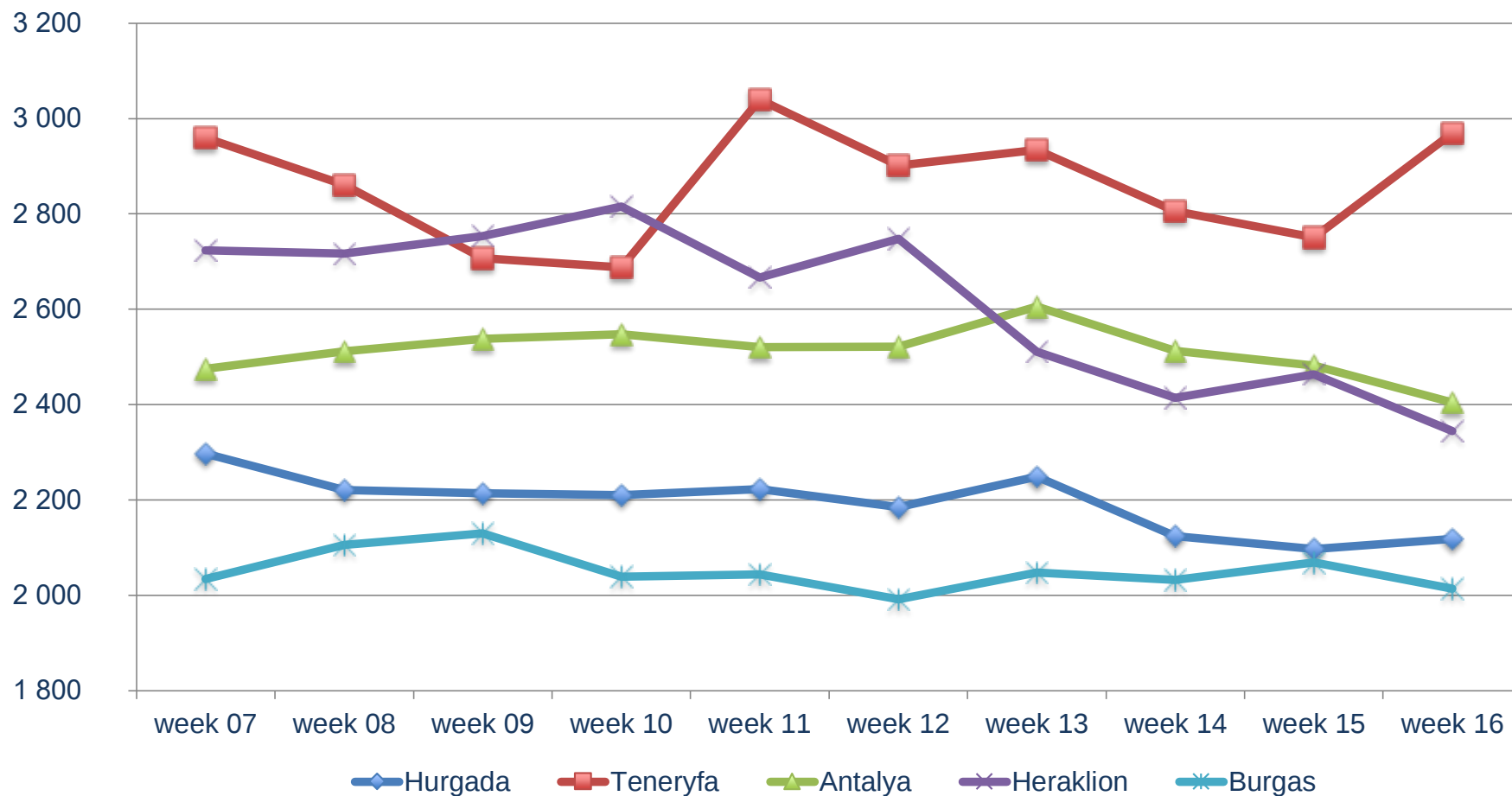
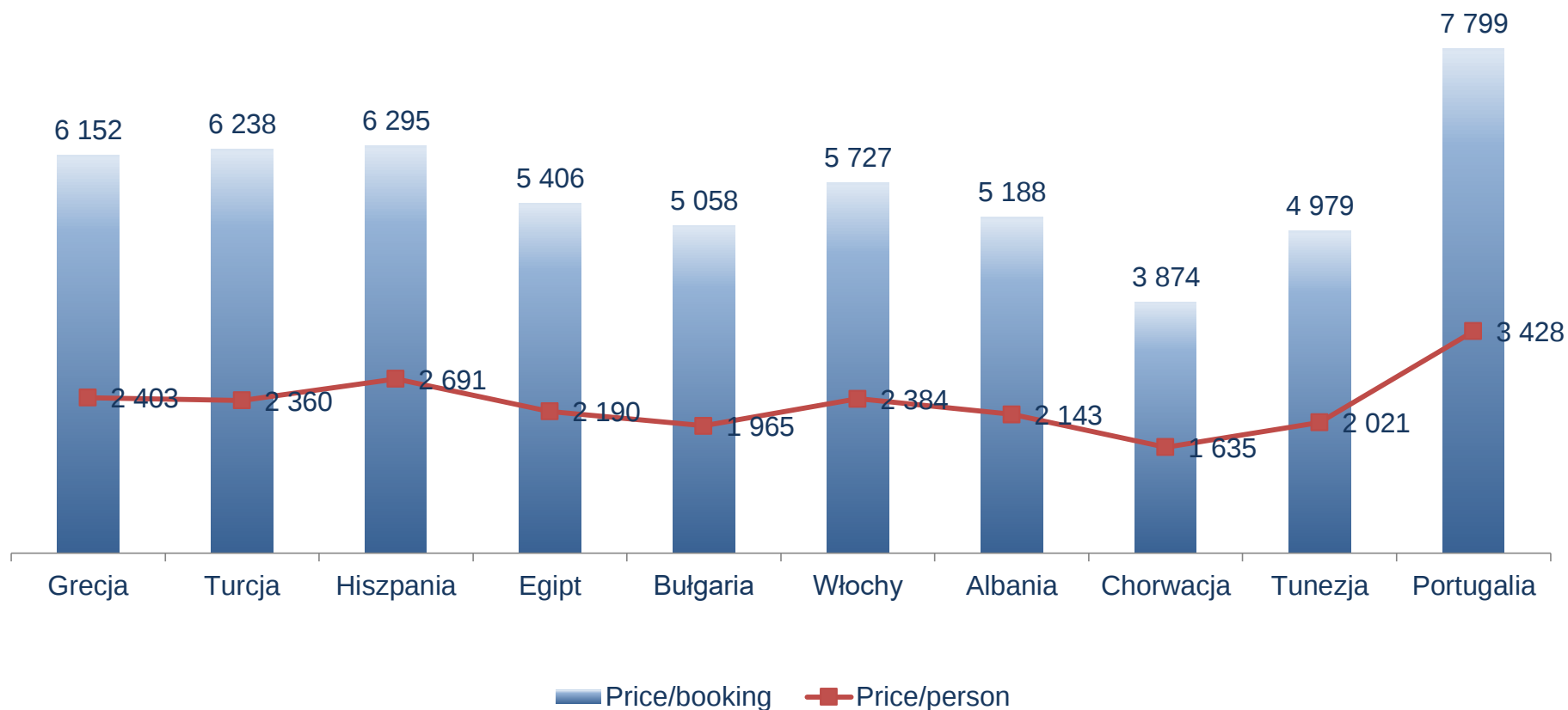


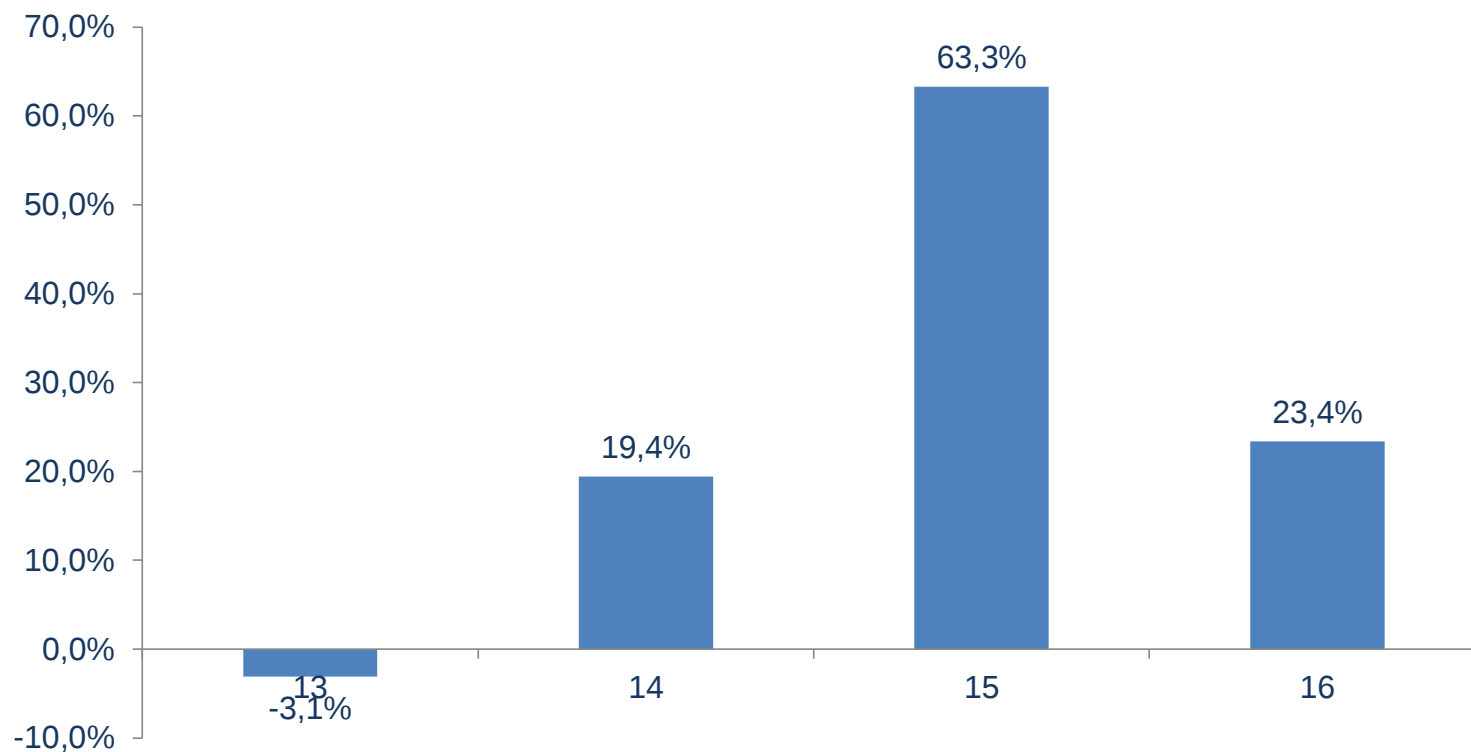
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 16. week



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

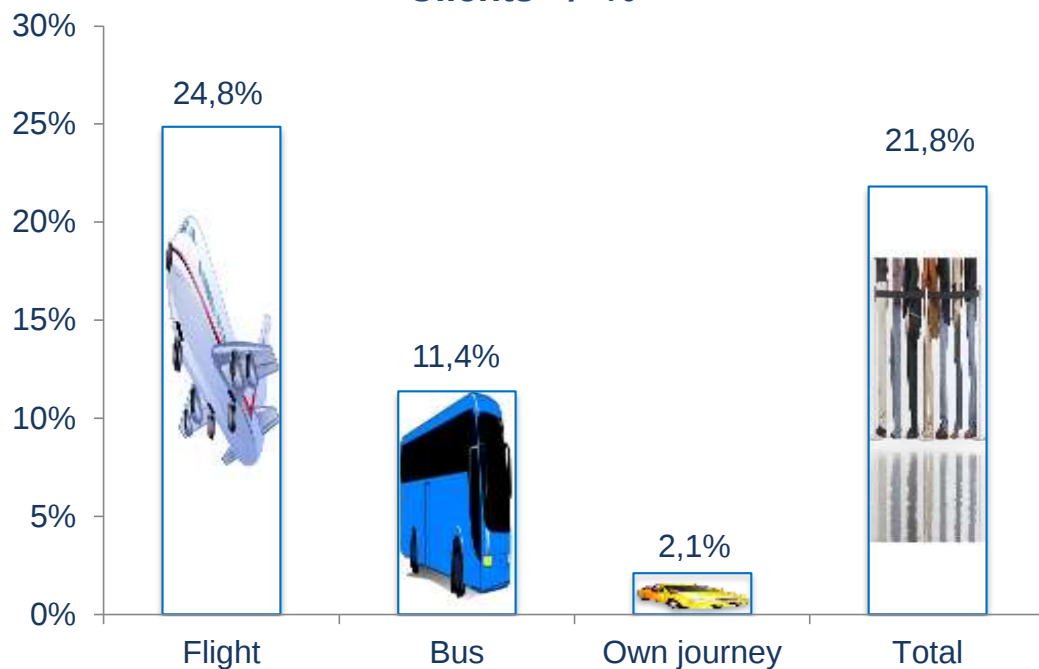
compared with 4 analogous weeks in tourist year 2015/2016.



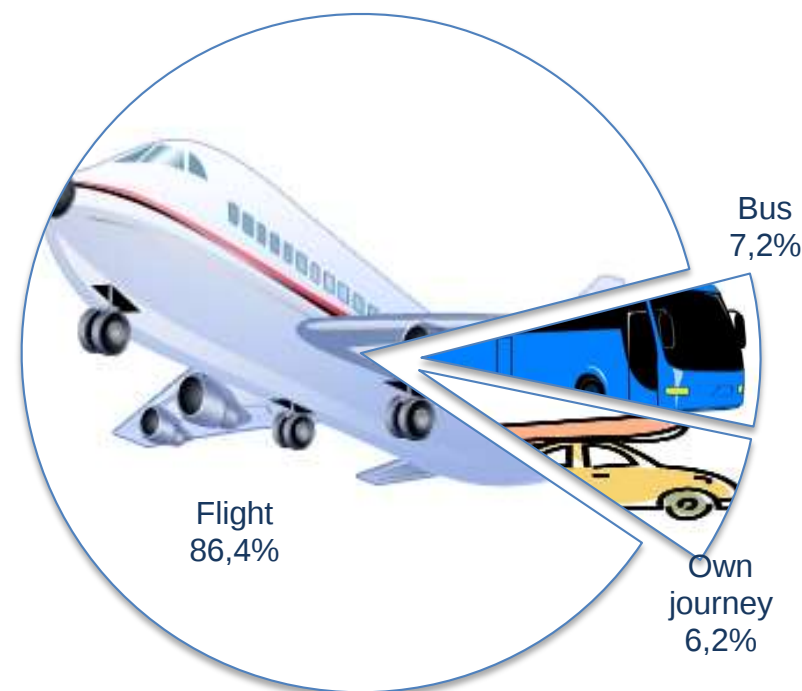
The sales trend of the last four weeks

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

Clients +/- %

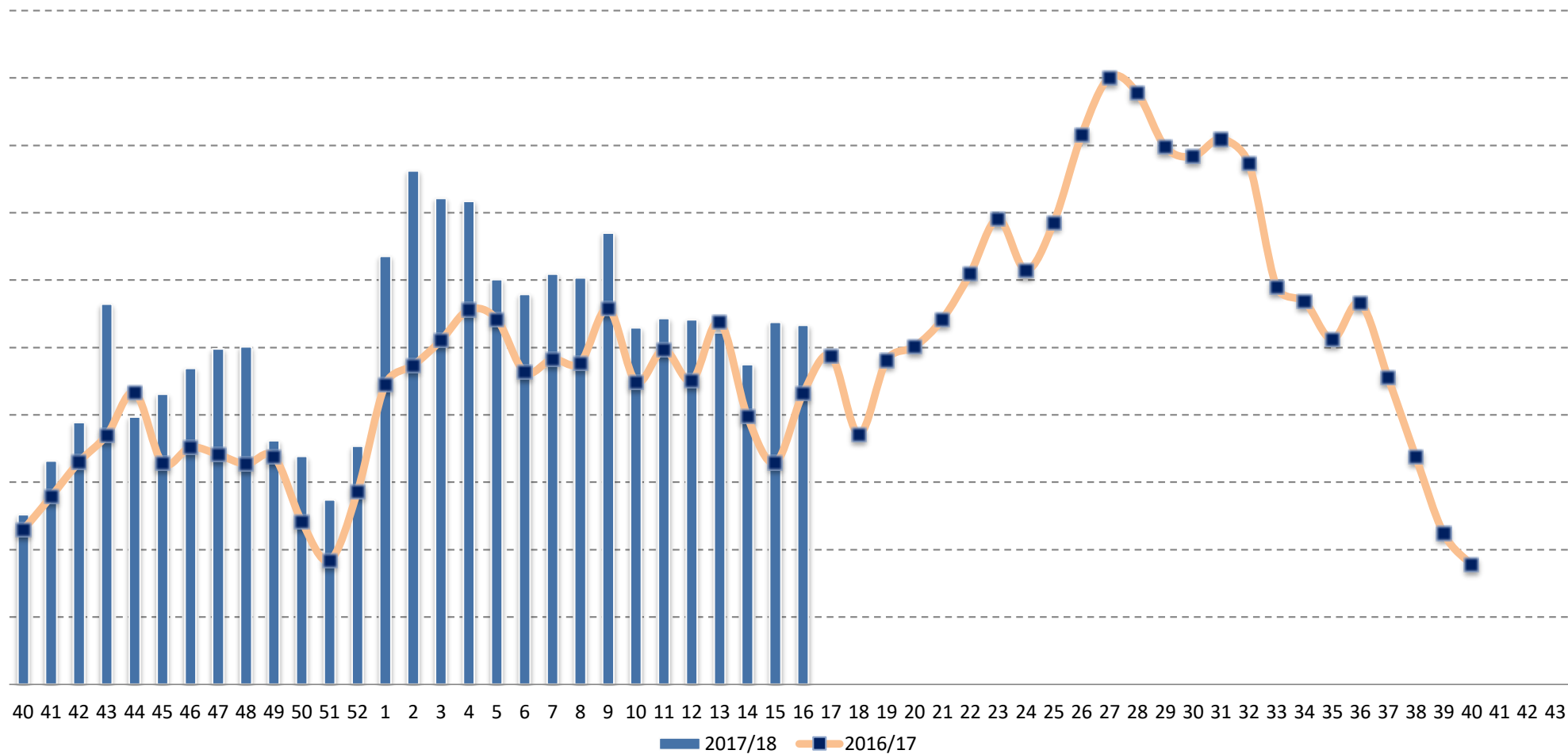


Share %



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%

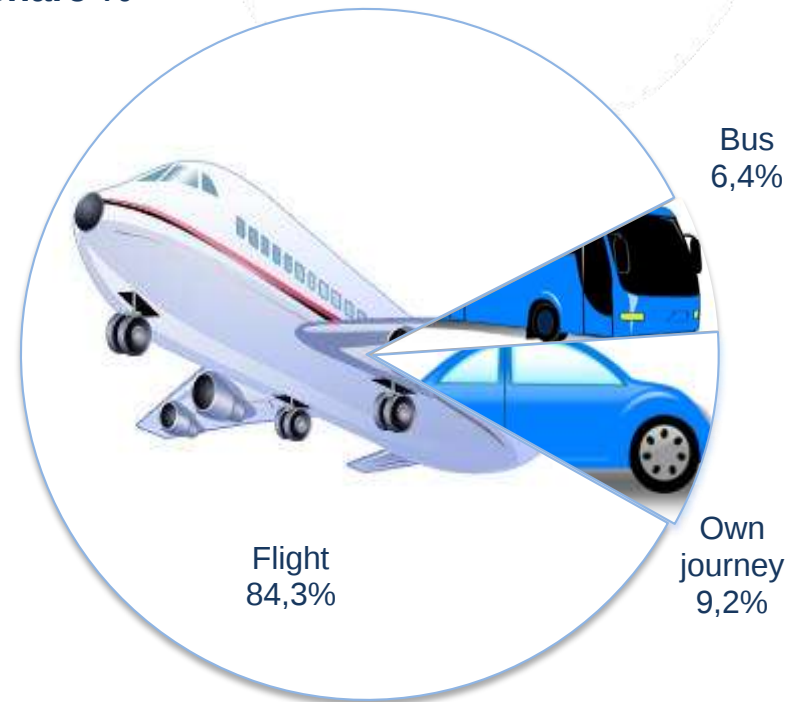
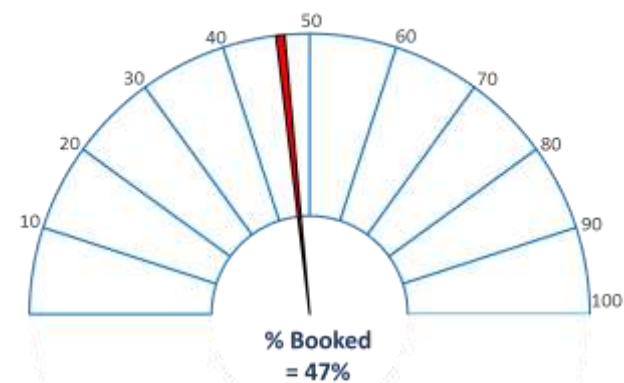
11,1%

30,95%

27,3%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	11,3%	23,6%
2	Turcja	268,6%	14,7%
3	Hiszpania	-22,9%	11,3%
4	Egipt	88,0%	10,0%
5	Bułgaria	24,4%	6,8%
6	Włochy	-2,0%	5,1%
7	Albania	73,2%	2,9%
8	Chorwacja	1,5%	1,9%
9	Tunezja	471,5%	1,5%
10	Portugalia	-33,1%	1,4%
11	Cypr	25,8%	1,3%
12	Malta	55,3%	1,3%
13	Austria	6,4%	1,1%
14	Maroko	60,3%	1,1%
15	Emiraty Arabskie	-2,6%	1,0%
16	Tajlandia	40,3%	1,0%
17	Tanzania	-0,1%	0,9%
18	Polska	17,1%	0,8%
19	Oman	-7,8%	0,8%
20	Wyspy Zielonego Przylądka	156,2%	0,8%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	128,7%
3	Heraklion	6,2%
4	Burgas	34,8%
5	Zakynthos	6,6%
6	Marsa Alam	45,3%
7	Korfu	16,3%
8	Bodrum	++
9	Rodos	5,8%
10	Chania	22,1%
11	Teneryfa	-12,7%
12	Fuerteventura	-36,8%
13	Tirana	64,6%
14	Kos	8,2%
15	Varna	-6,0%
16	Gran Canaria	-10,3%
17	Sharm El Sheikh	76,9%
18	Lanzarote	-37,2%
19	Majorka	-16,8%
20	Agadir	38,4%



Detailed reports are available for PZOT members
Questions regarding market data please send to pzot@pzot.pl