



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

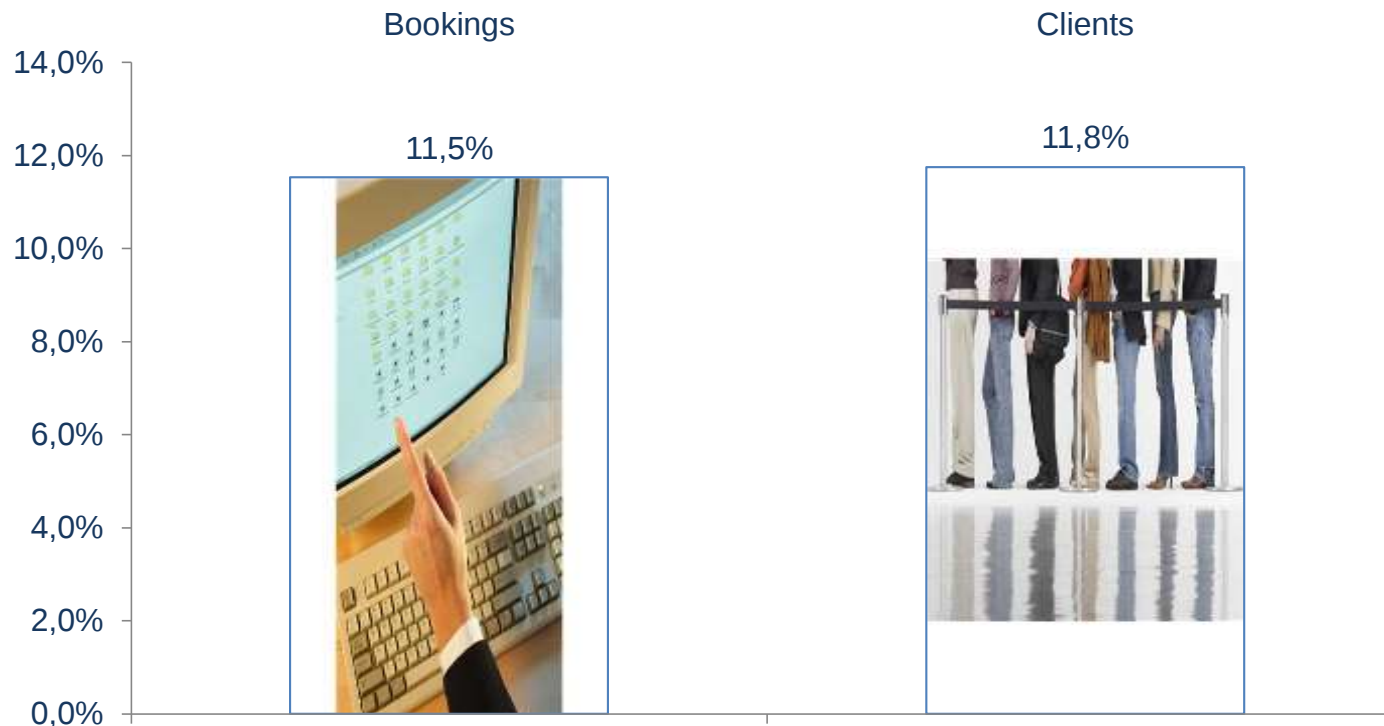
Weekly report 17/2018

Data source: MerlinX*

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

Last week – 17/2018, tours 01.11.17 – 31.10.18

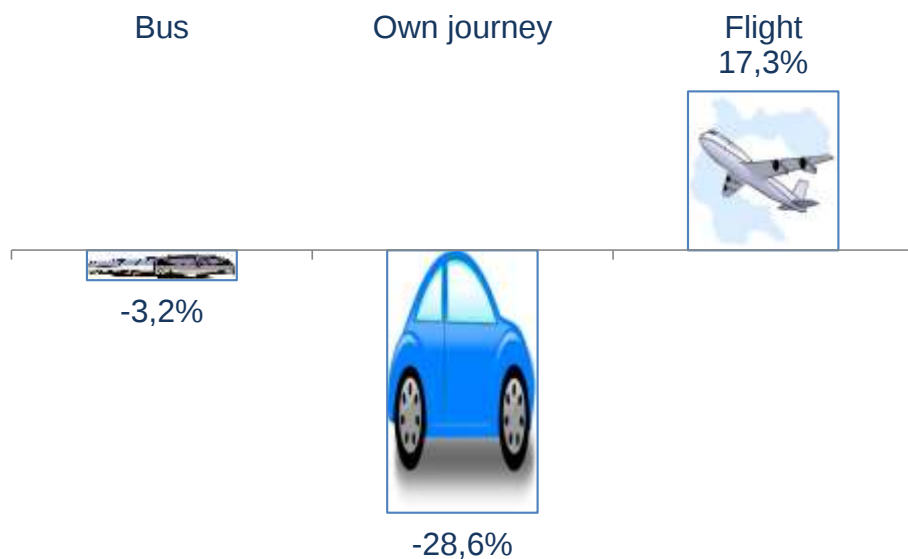
compared with week 17. in 2017 r.



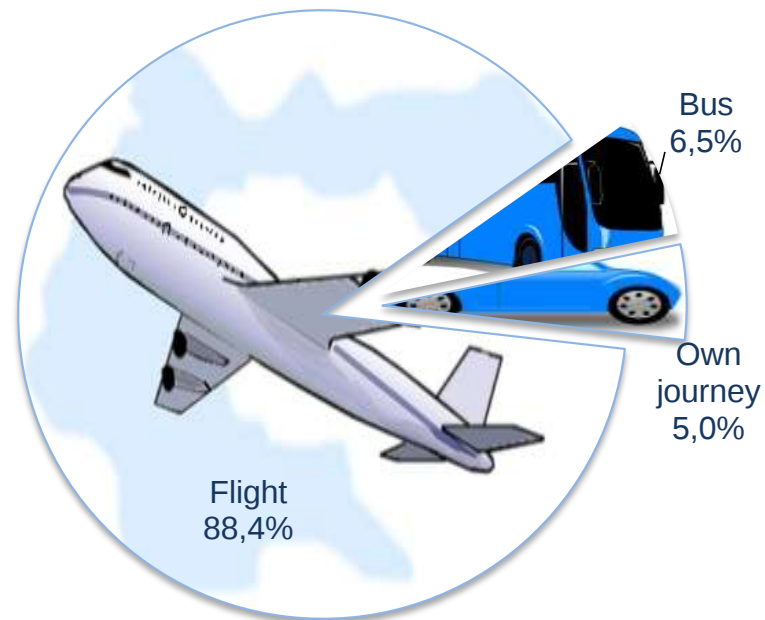
Last week – 17/2018, tours 01.11.17 – 31.10.18

compared with week 17. in 2017 r.

Clients +/-%



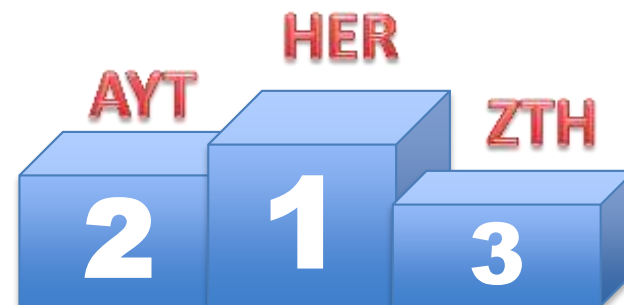
Share %



Ranking of the most popular countries & destinations in CW17

tours from 01.11.17 to 31.10.18

Lp	Destination	Price/booking	Price/person
1	Heraklion	5 932	2 298
2	Antalya	6 424	2 419
3	Zakintos	5 767	2 238
4	Korfu	5 713	2 202
5	Burgas	5 616	2 056
6	Chania	6 719	2 612
7	Hurghada	5 300	2 094
8	Rhodes	6 513	2 504
9	Kos	6 164	2 368
10	Bodrum	6 072	2 341
11	Marsa Allam	5 798	2 340
12	Warna	5 828	2 122
13	Teneryfa	6 758	2 781
14	Majorka	6 577	2 768
15	Tirana	5 452	2 324
16	Sharm El Sheikh	5 147	2 215
17	Fuerteventura	8 124	3 171
18	Saloniki	5 902	2 213
19	Monastir	4 430	1 914
20	Girona	5 453	2 181



Rank	Country	Price/booking	Price/person
1	Grecja	6 045	2 348
2	Turcja	6 151	2 354
3	Hiszpania	6 599	2 788
4	Egipt	5 408	2 189
5	Bułgaria	4 944	1 974
6	Włochy	6 095	2 521
7	Albania	4 975	2 133
8	Tunezja	4 586	1 928
9	Chorwacja	3 537	1 521
10	Cypr	6 443	2 793

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

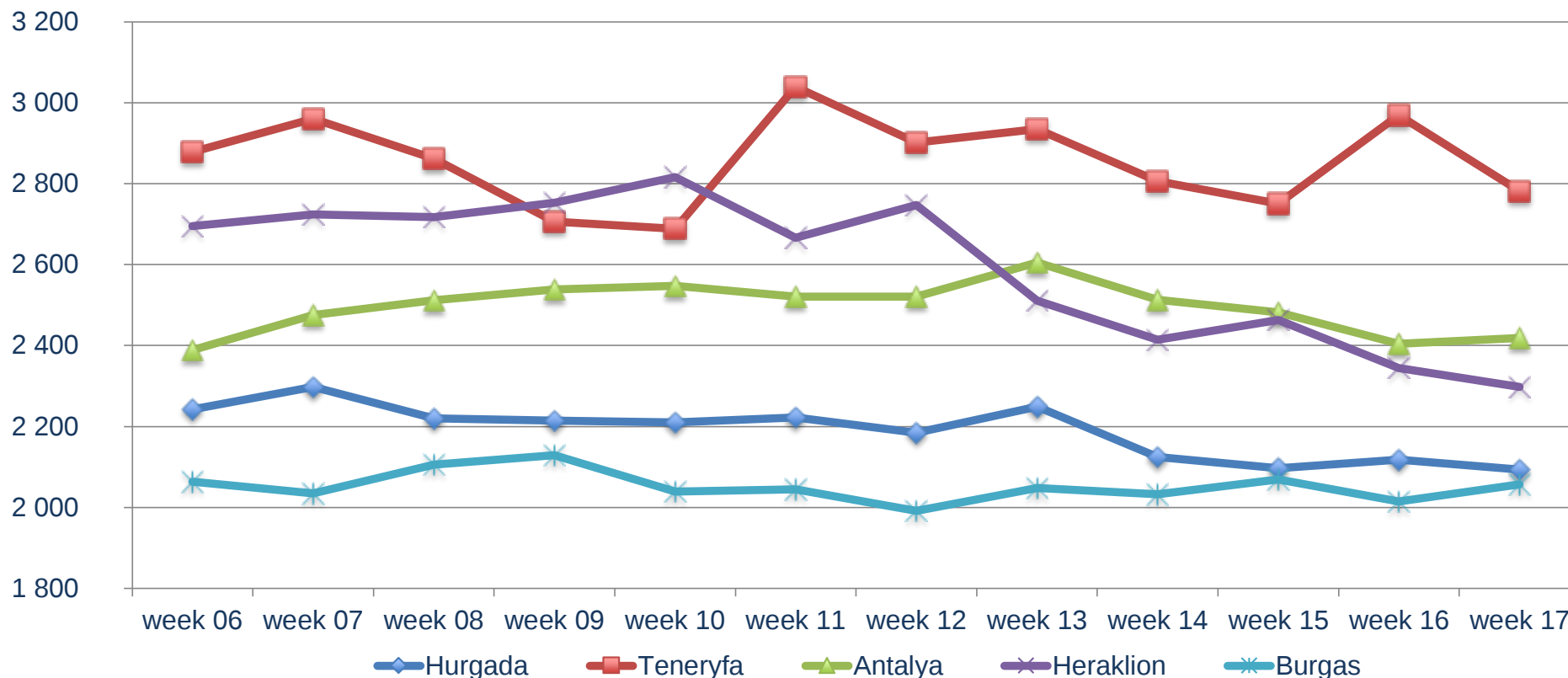
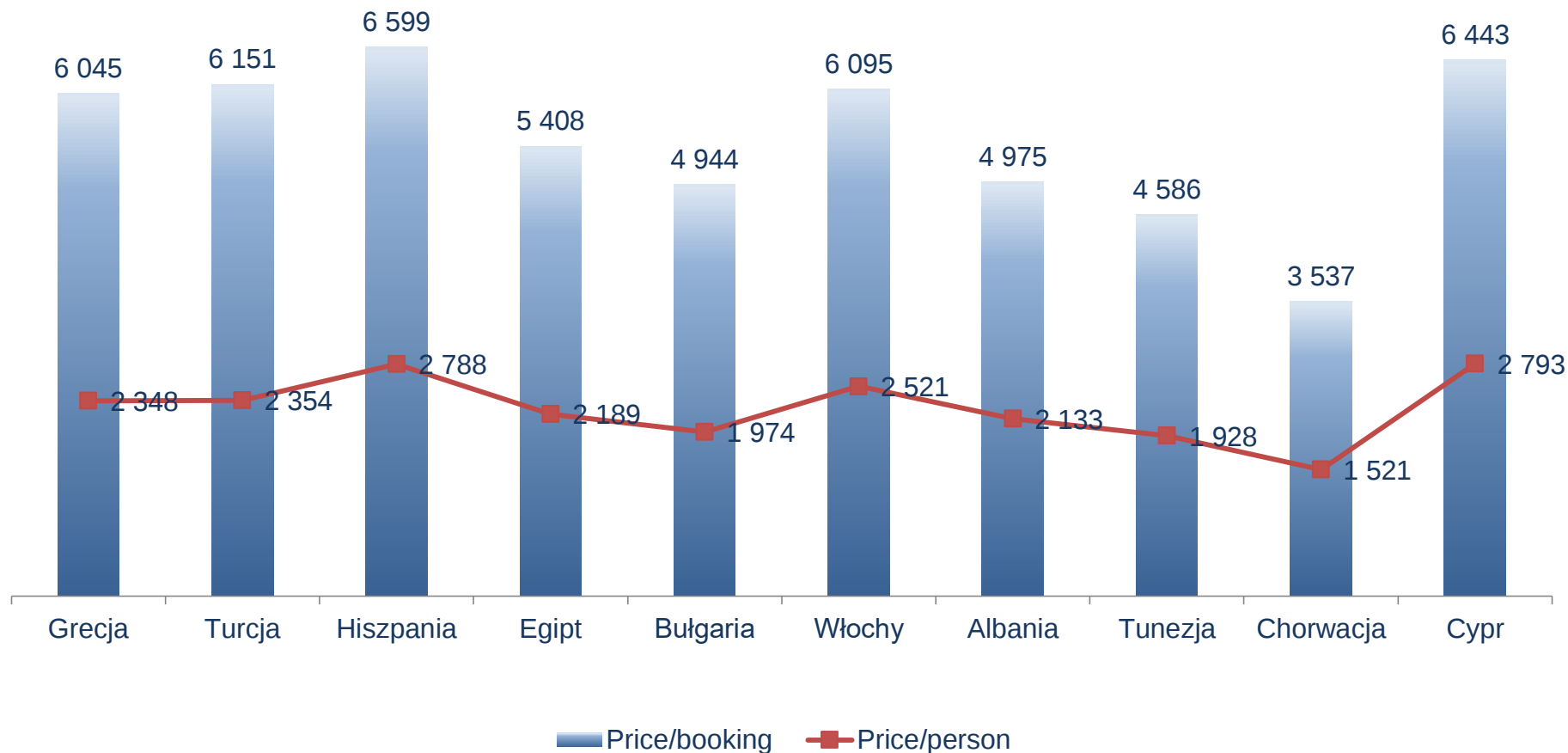


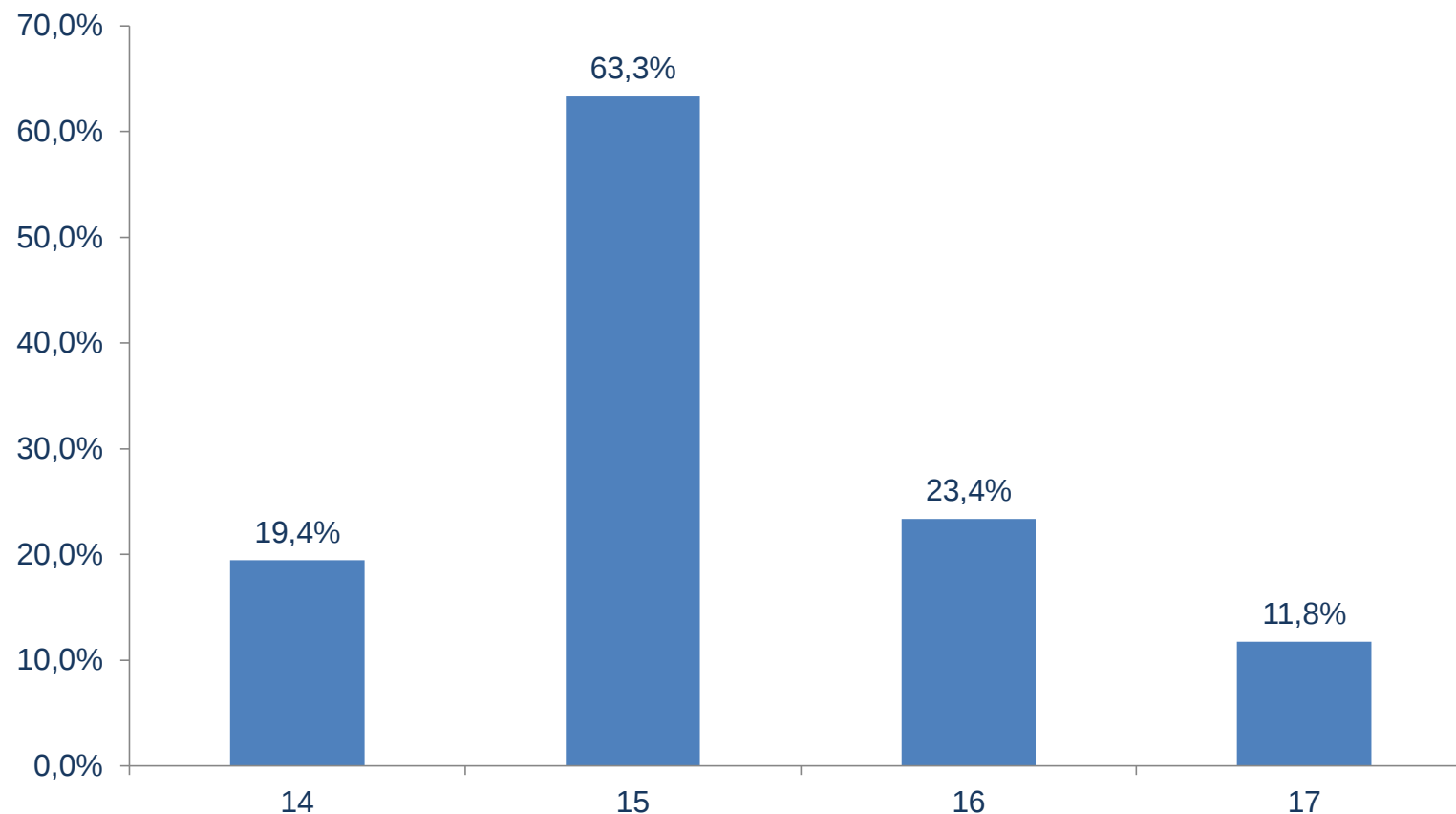
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 17. week



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

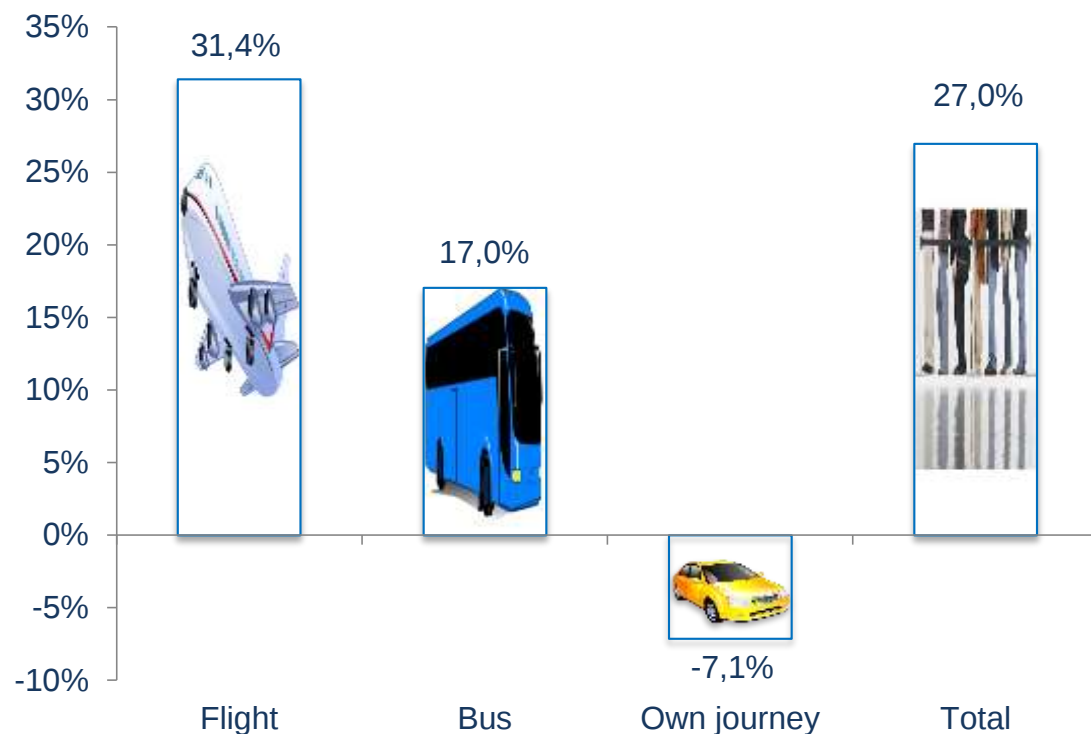
compared with 4 analogous weeks in tourist year 2016/2017.



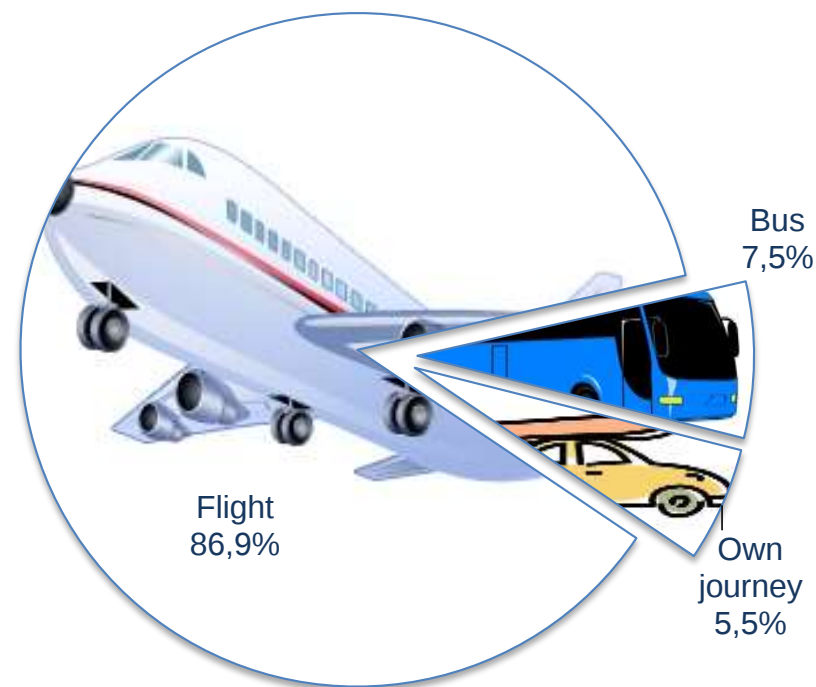
The sales trend of the last four weeks

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

Clients +/- %

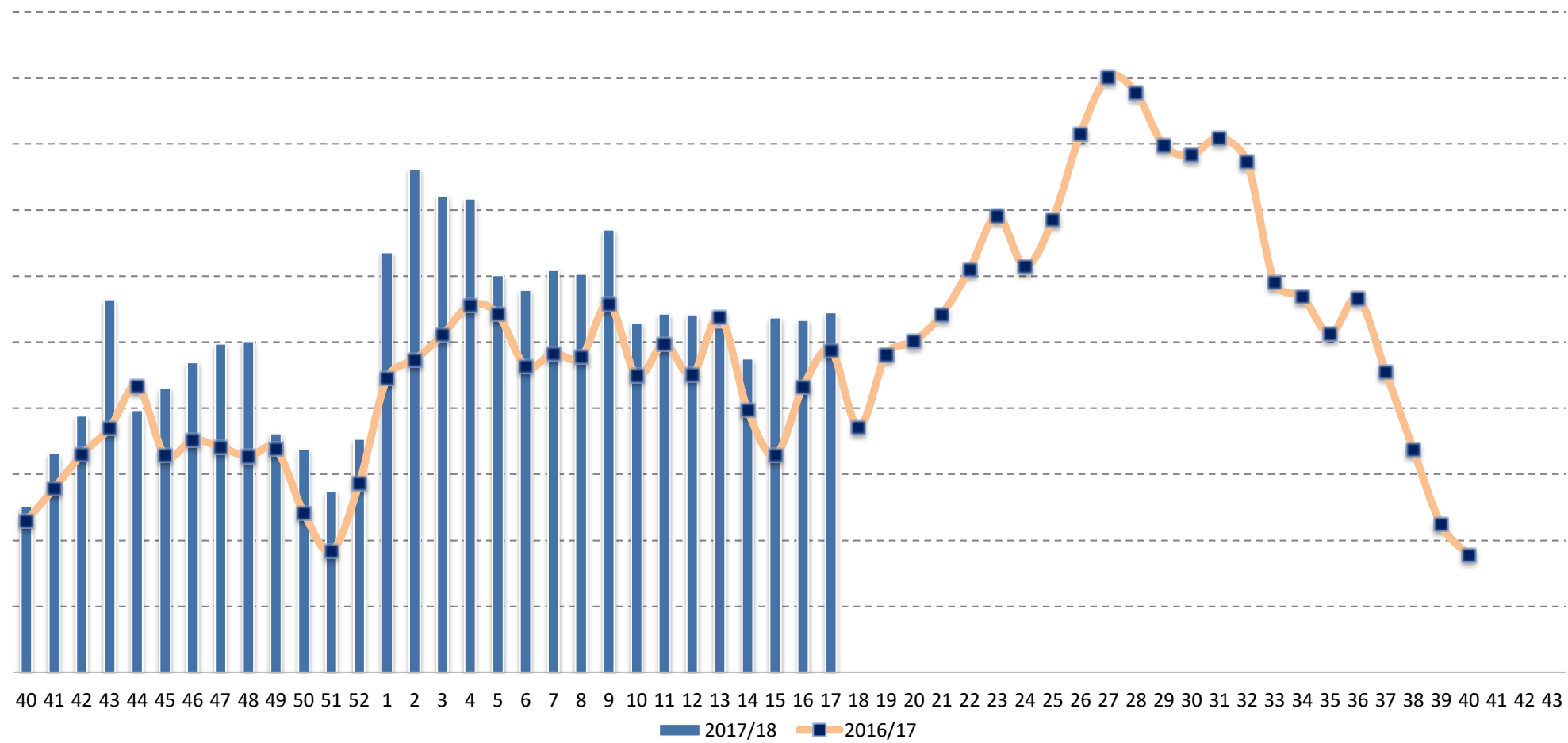


Share %



Weekly sales compared with the previous tourist year

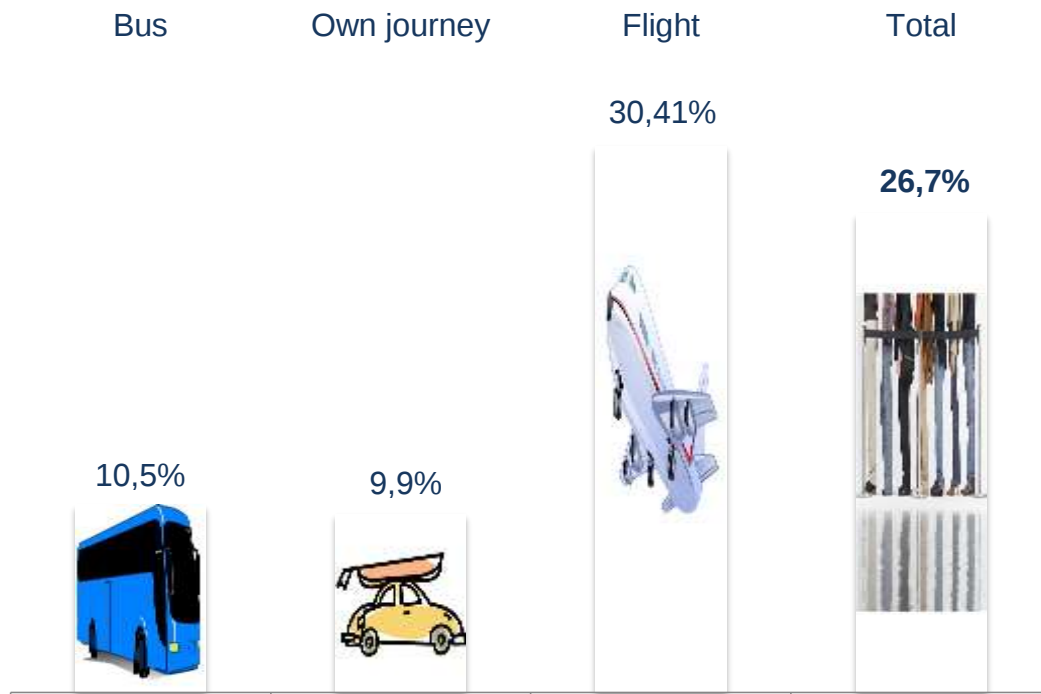
Bookings weekly 17/18 vs. 16/17



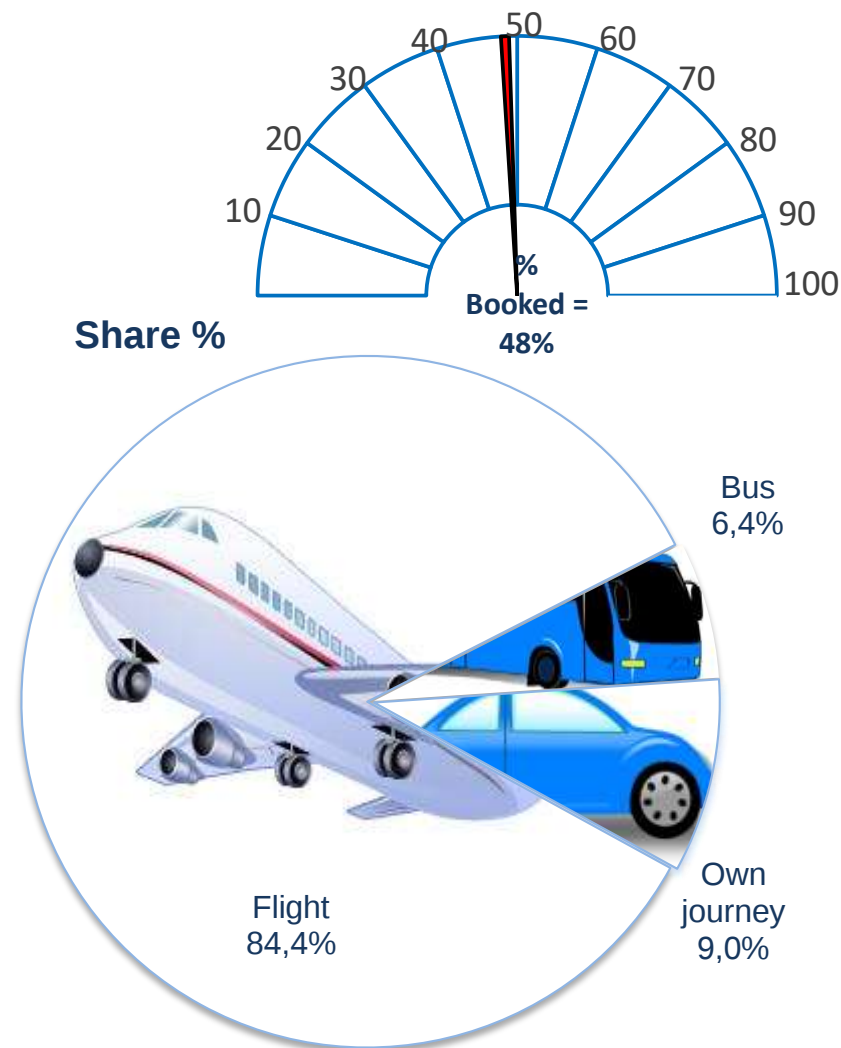
Cumulative sales of 2017/18

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

Clients +/- %



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	11,9%	23,8%
2	Turcja	249,8%	14,6%
3	Hiszpania	-23,0%	11,2%
4	Egipt	86,3%	9,8%
5	Bułgaria	27,2%	6,8%
6	Włochy	-1,8%	5,0%
7	Albania	71,9%	2,9%
8	Chorwacja	0,6%	1,9%
9	Tunezja	446,4%	1,6%
10	Portugalia	-33,2%	1,4%
11	Cypr	24,0%	1,3%
12	Malta	52,2%	1,2%
13	Austria	6,4%	1,1%
14	Maroko	58,6%	1,1%
15	Tajlandia	40,1%	1,0%
16	Tanzania	0,0%	0,9%
17	Polska	15,4%	0,8%
18	Oman	-7,7%	0,8%
19	Czechy	21,1%	0,7%
20	UAE	53,2%	0,6%

Rank	Destination	+/- % last year
1	Antalya	203,2%
2	Heraklion	8,3%
3	Hurghada	125,2%
4	Burgas	36,5%
5	Zakintos	6,8%
6	Korfu	18,1%
7	Marsa Allam	42,2%
8	Bodrum	284,8%
9	Rhodes	11,8%
10	Chania	22,6%
11	Teneryfa	-13,5%
12	Fuerteventura	-37,1%
13	Tirana	62,8%
14	Kos	7,9%
15	Warna	-8,2%
16	Gran Canaria	-11,5%
17	Sharm El Sheikh	152,9%
18	Arrecife	-37,3%
19	Majorka	-18,0%
20	Agadir	38,2%



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