



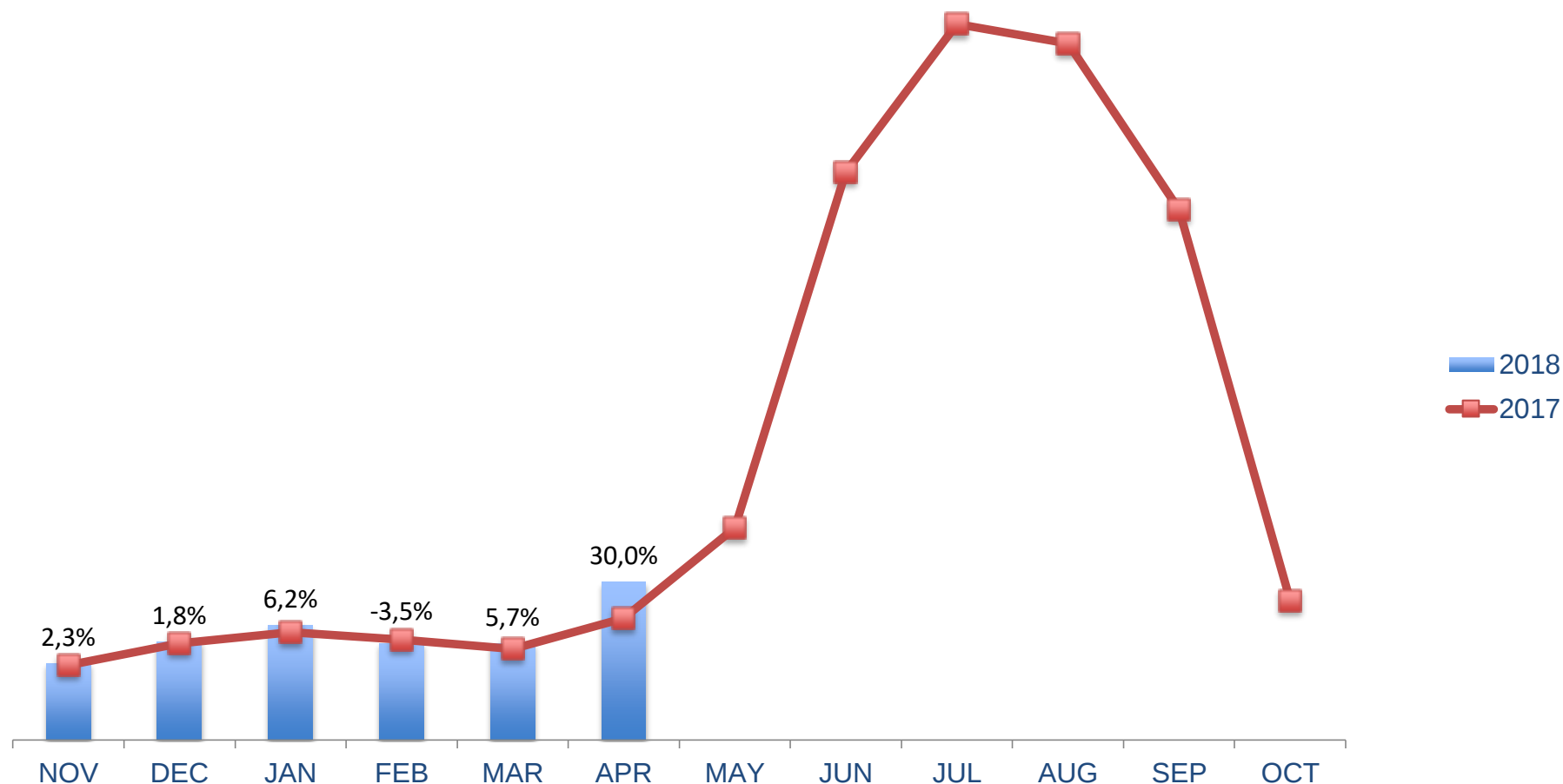
Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 18/2018

Data source: MerlinX*

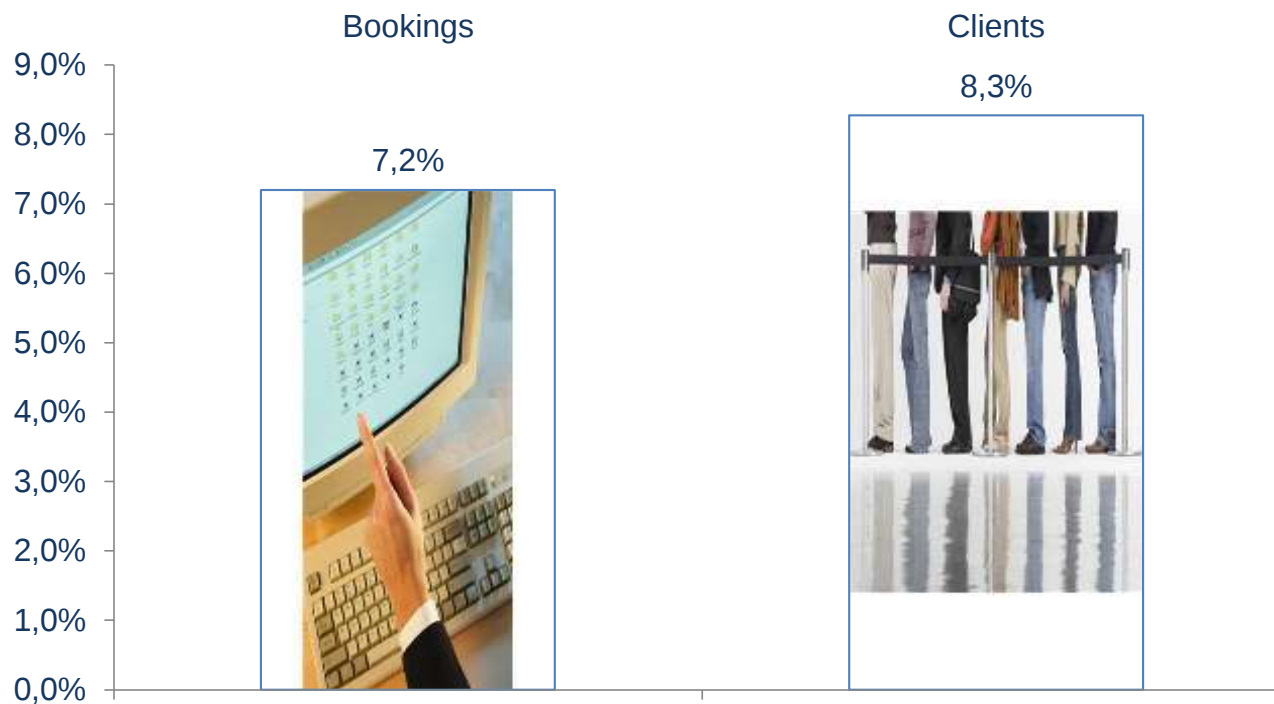
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

Monthly trips compared with previous tourist year



Last week – 18/2018, tours 01.11.17 – 31.10.18

compared with week 18. in 2017 r.



Last week – 18/2018, tours 01.11.17 – 31.10.18

compared with week 18. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

12,2%



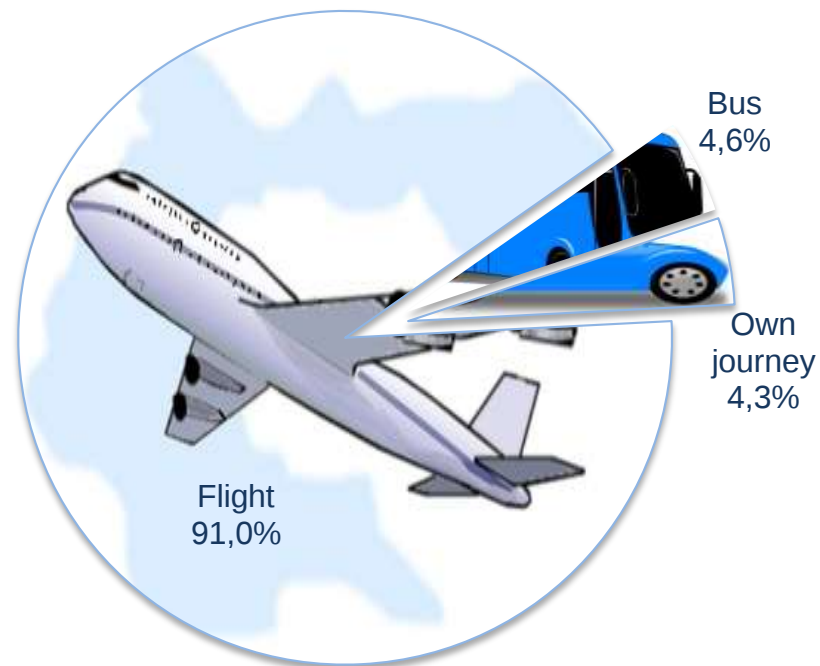
-18,4%



-15,1%



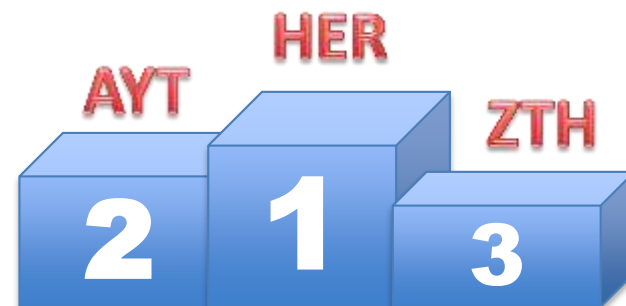
Share %



Ranking of the most popular countries & destinations in CW18

tours from 01.11.17 to 31.10.18

Destination	Price/booking	Price/person
Heraklion	5 768	2 264
Antalya	6 503	2 438
Zakintos	5 018	1 925
Korfu	5 365	2 119
Rhodes	6 427	2 415
Hurghada	4 961	2 000
Chania	5 791	2 311
Burgas	5 754	2 043
Kos	6 169	2 291
Bodrum	5 454	2 119
Majorka	6 126	2 675
Tirana	5 108	2 261
Marsa Allam	5 489	2 229
Teneryfa	6 205	2 603
Sharm El Sheikh	5 612	2 245
Fuerteventura	7 395	2 920
Monastir	4 851	1 959
Saloniki	4 846	2 047
Arrecife	6 785	3 009
Warna	5 245	2 045



Rank	Country	Price/booking	Price/person
1	Grecja	5 629	2 194
2	Turcja	6 046	2 292
3	Hiszpania	6 296	2 709
4	Egipt	5 211	2 103
5	Bułgaria	5 024	1 963
6	Włochy	6 584	2 589
7	Albania	4 848	2 104
8	Tunezja	4 832	1 981
9	Chorwacja	4 180	1 672
10	Cypr	5 638	2 377

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

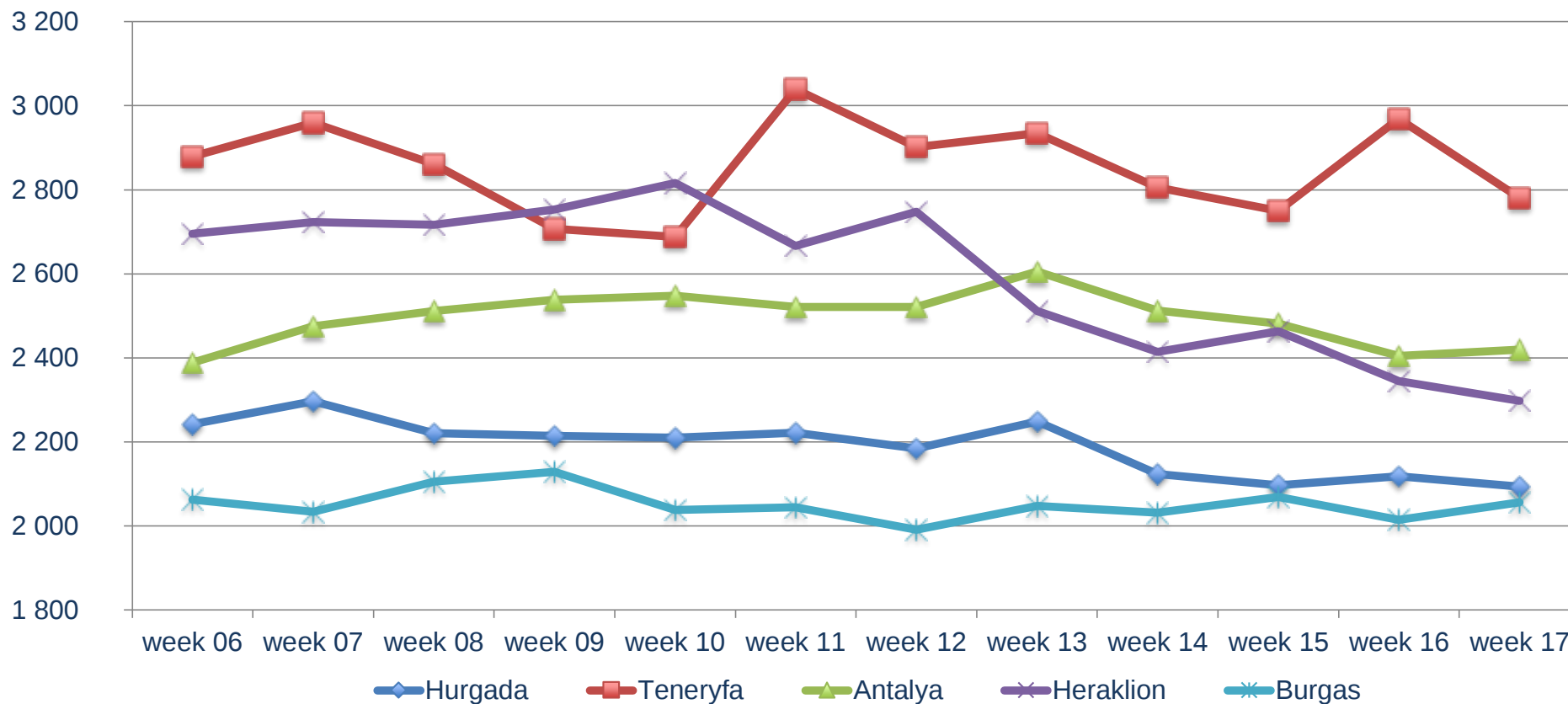
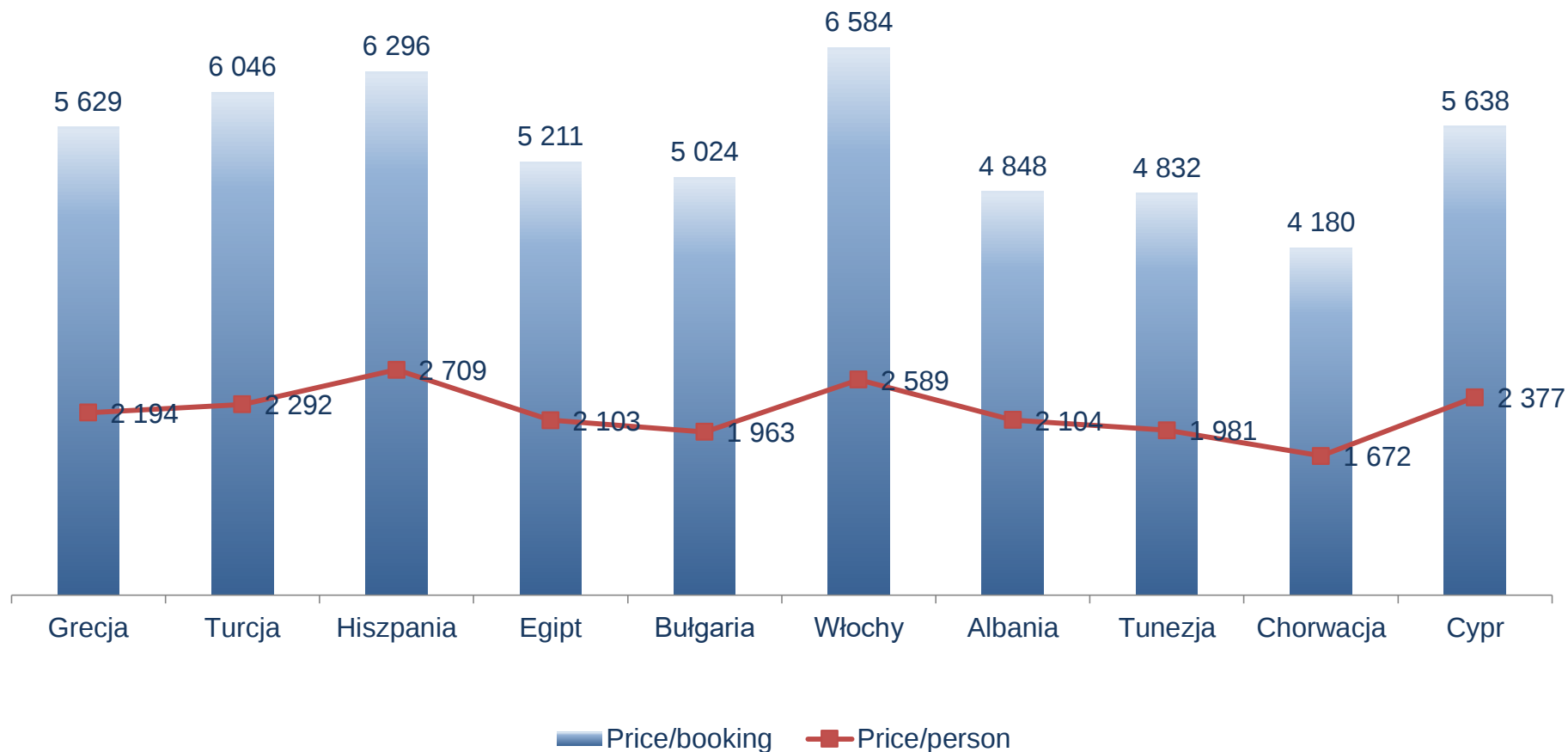


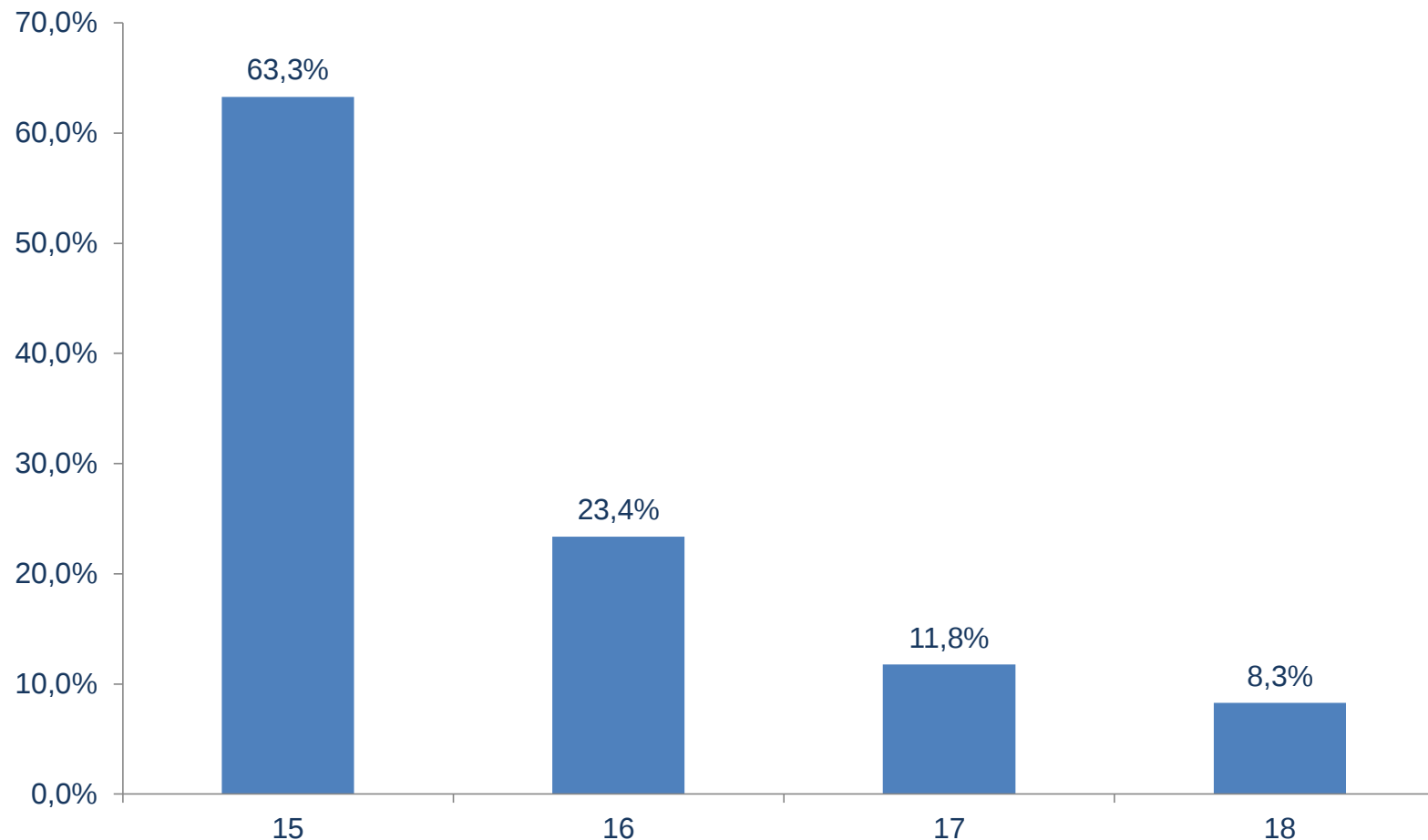
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 18. week



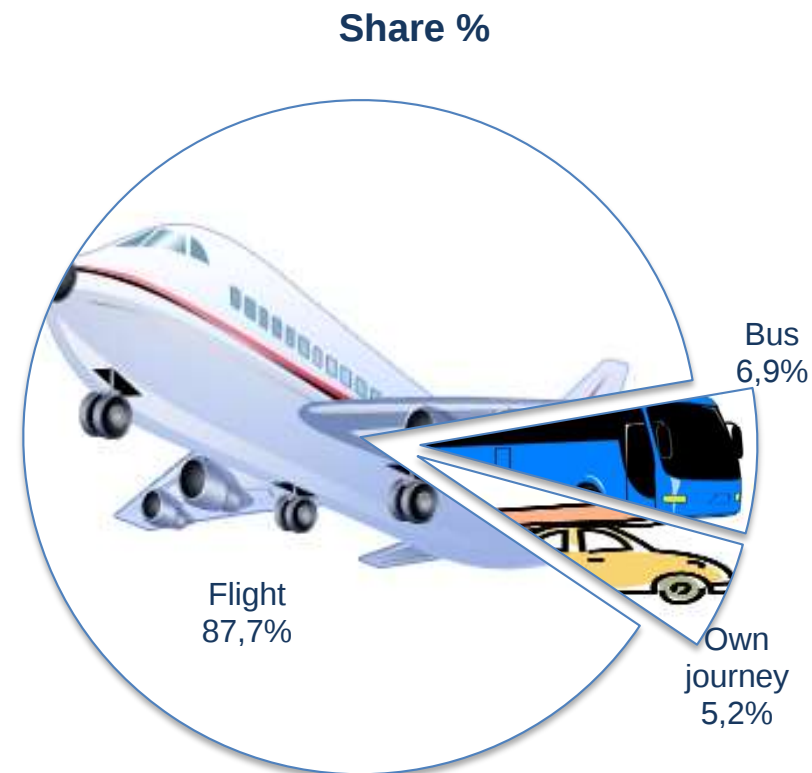
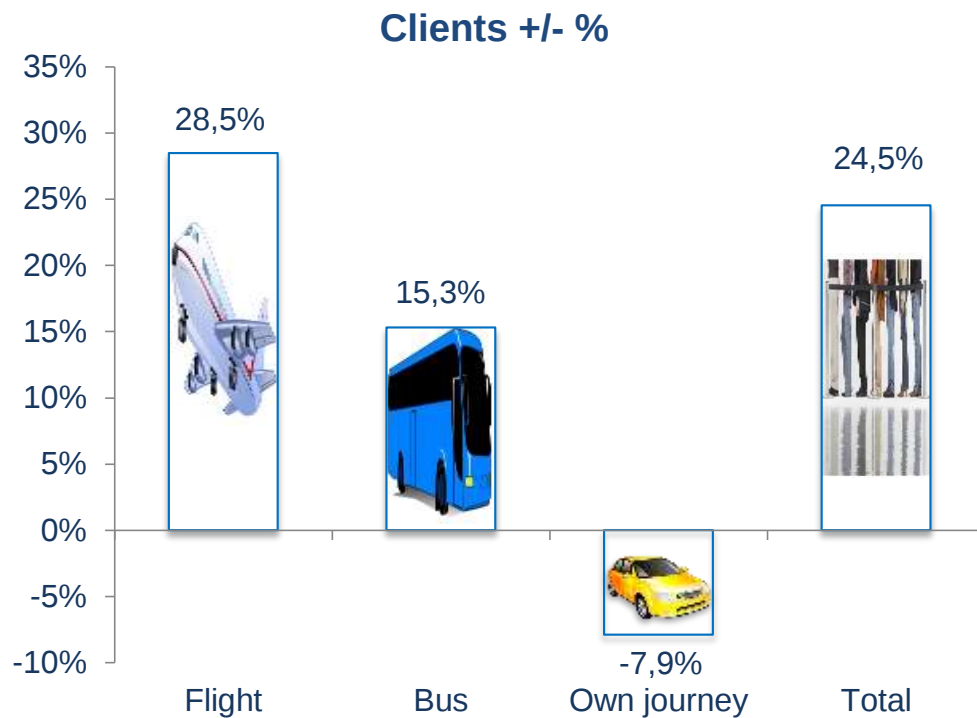
The last four weeks of sales of the tourist year 2017/18 - customers

compared with 4 analogous weeks in tourist year 2016/2017



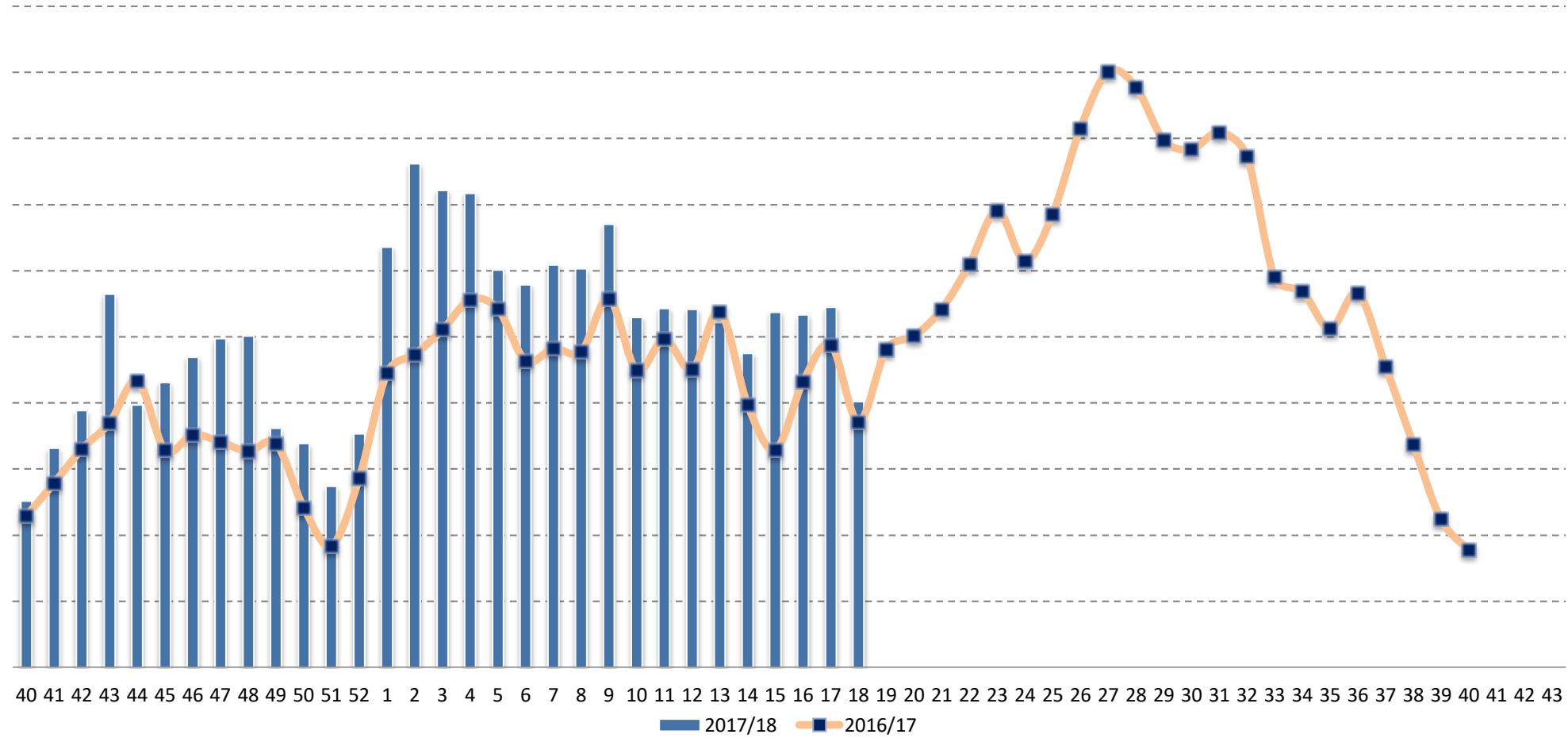
The sales trend of the last four weeks

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



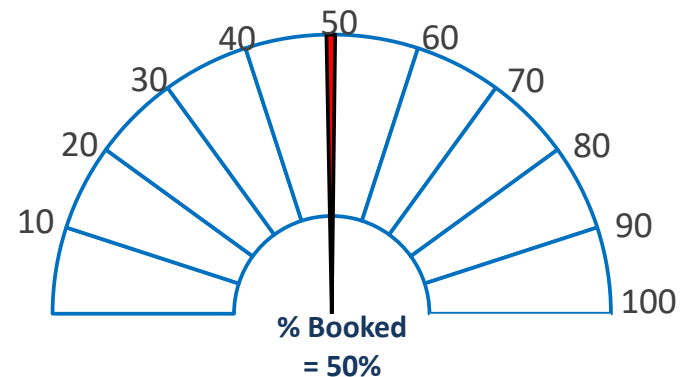
Weekly sales compared with the previous tourist year

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

29,87%

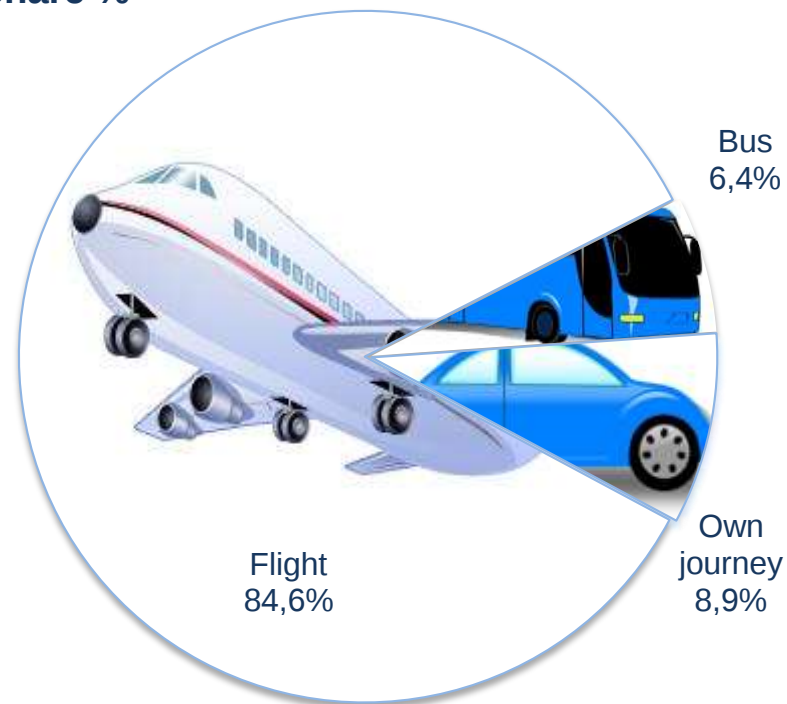
26,2%

9,8%

9,6%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	12,2%	24,5%
2	Turcja	236,7%	14,8%
3	Hiszpania	-23,3%	11,4%
4	Egipt	86,3%	9,9%
5	Bułgaria	12,5%	6,1%
6	Włochy	-2,2%	5,0%
7	Albania	71,4%	2,9%
8	Chorwacja	0,1%	1,9%
9	Tunezja	443,8%	1,6%
10	Portugalia	-33,6%	1,4%
11	Cypr	23,5%	1,3%
12	Malta	51,1%	1,2%
13	Austria	6,3%	1,1%
14	Maroko	57,9%	1,1%
15	Tajlandia	40,5%	1,0%
16	Polska	14,5%	0,9%
17	Tanzania	0,1%	0,8%
18	Oman	-7,6%	0,8%
19	Czechy	20,8%	0,7%
20	Czarnogóra	52,5%	0,6%

Destination	+/- % last year
Antalya	190,0%
Heraklion	9,1%
Hurghada	125,2%
Burgas	34,9%
Zakintos	8,1%
Korfu	19,0%
Marsa Allam	41,8%
Bodrum	273,9%
Rhodes	11,5%
Chania	22,9%
Teneryfa	-13,8%
Fuerteventura	-37,6%
Kos	7,8%
Tirana	62,4%
Warna	-9,1%
Gran Canaria	-13,4%
Sharm El Sheikh	151,8%
Arrecife	-36,8%
Majorka	-17,7%
Agadir	37,8%



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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