



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 19/2018

Data source: MerlinX*

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

15.05.2018



Last week – 19/2018, tours 01.11.17 – 31.10.18

compared with week 19. in 2017 r.



Last week – 19/2018, tours 01.11.17 – 31.10.18

compared with week 19. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

19,4%

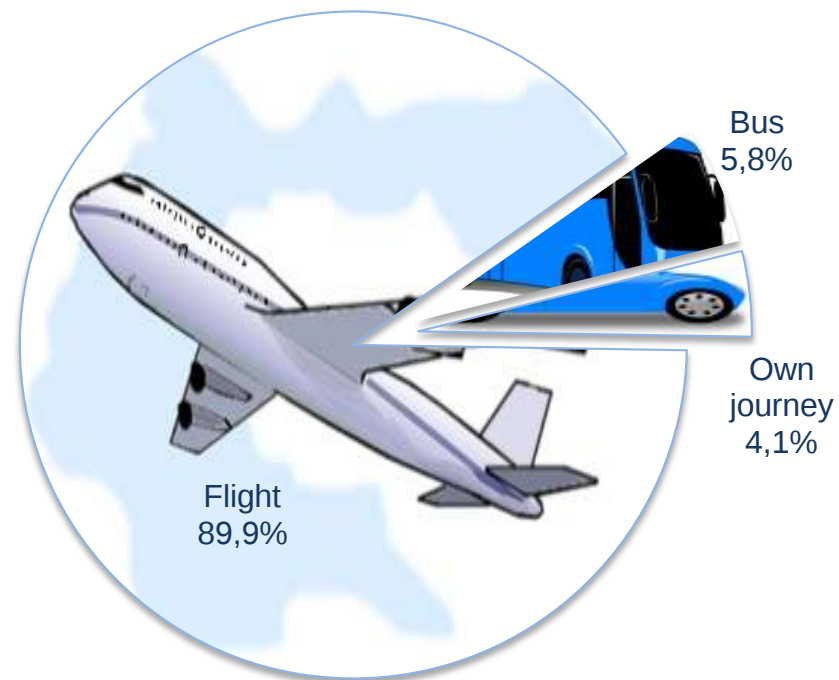


-1,9%



-23,4%

Share %



Ranking of the most popular countries & destinations in CW19

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 911	2 522
2	Heraklion	5 704	2 265
3	Zakintos	5 809	2 155
4	Korfu	5 328	2 066
5	Rhodes	6 630	2 548
6	Burgas	6 035	2 122
7	Hurghada	4 889	2 012
8	Kos	6 452	2 397
9	Chania	6 451	2 503
10	Bodrum	6 171	2 340
11	Tirana	5 863	2 388
12	Majorka	6 213	2 626
13	Teneryfa	6 254	2 664
14	Marsa Allam	5 386	2 221
15	Warna	5 750	2 190
16	Sharm El Sheikh	5 058	2 203
17	Fuerteventura	7 838	3 101
18	Izmir	4 916	1 809
19	Dalaman	5 531	2 177
20	Gran Canaria	5 903	2 592



Rank	Country	Price/booking	Price/person
1	Grecja	5 936	2 286
2	Turcja	6 381	2 372
3	Hiszpania	6 351	2 706
4	Egipt	5 040	2 099
5	Bułgaria	5 088	2 026
6	Włochy	5 542	2 416
7	Albania	5 176	2 145
8	Tunezja	4 281	1 876
9	Chorwacja	3 532	1 583
10	Cypr	5 461	2 201

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

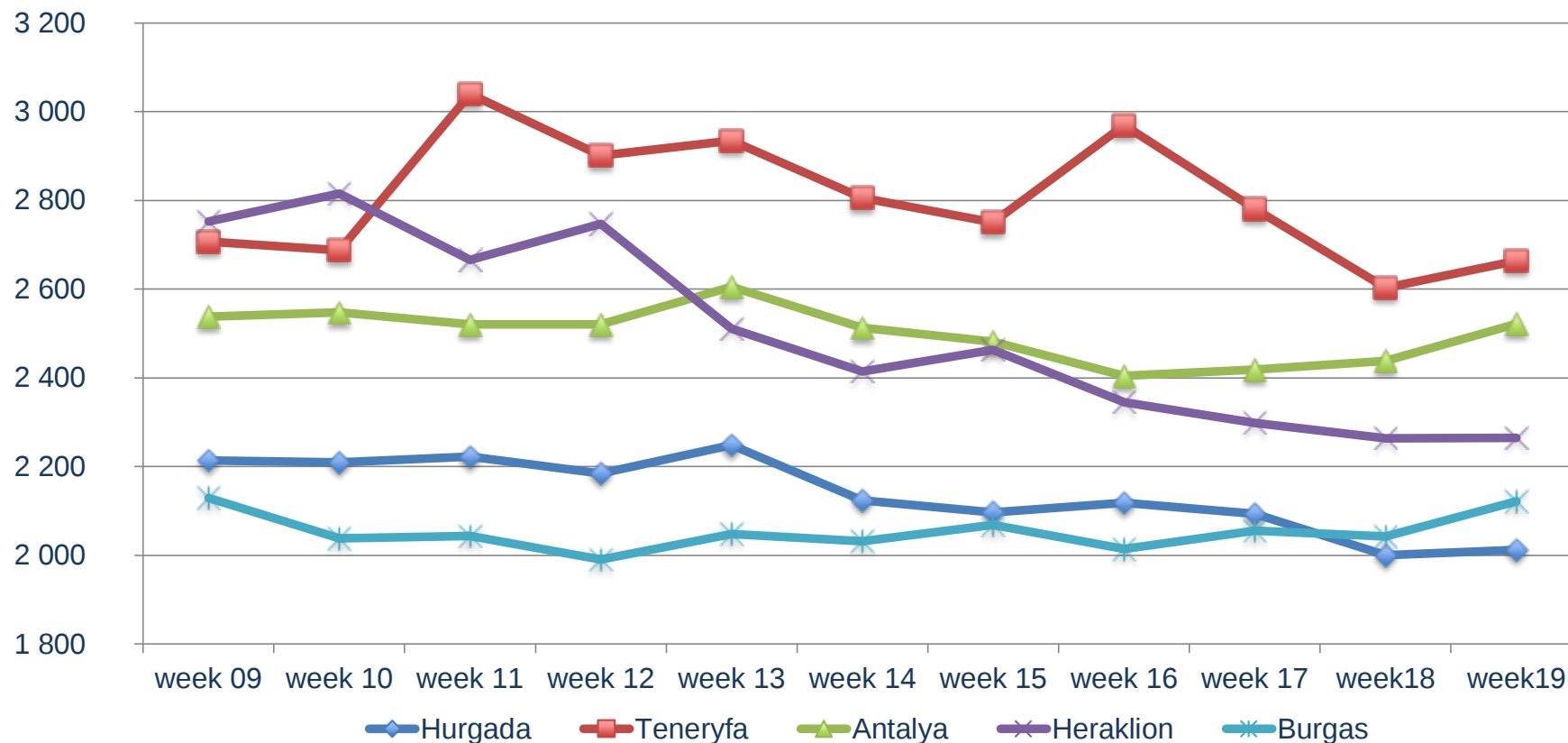
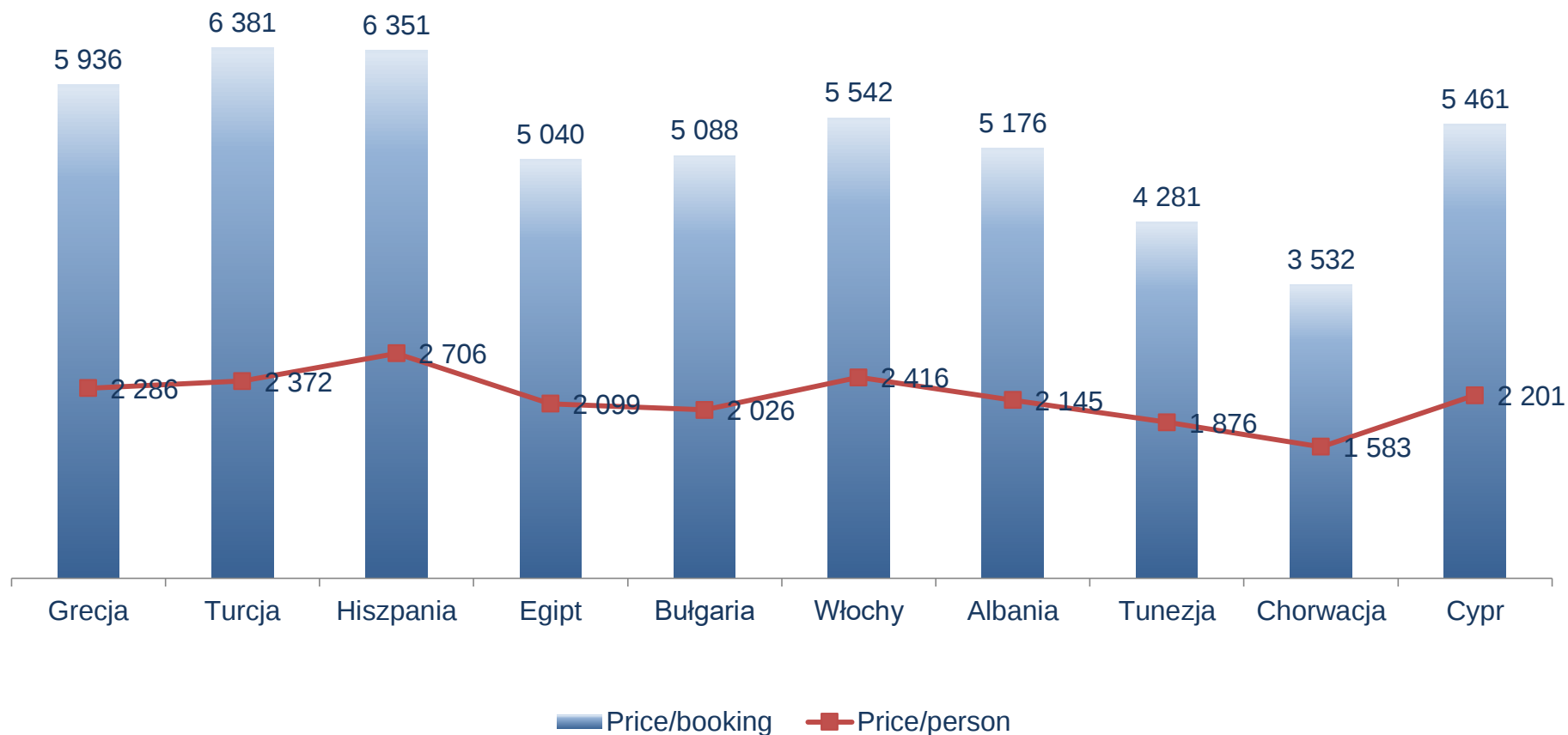


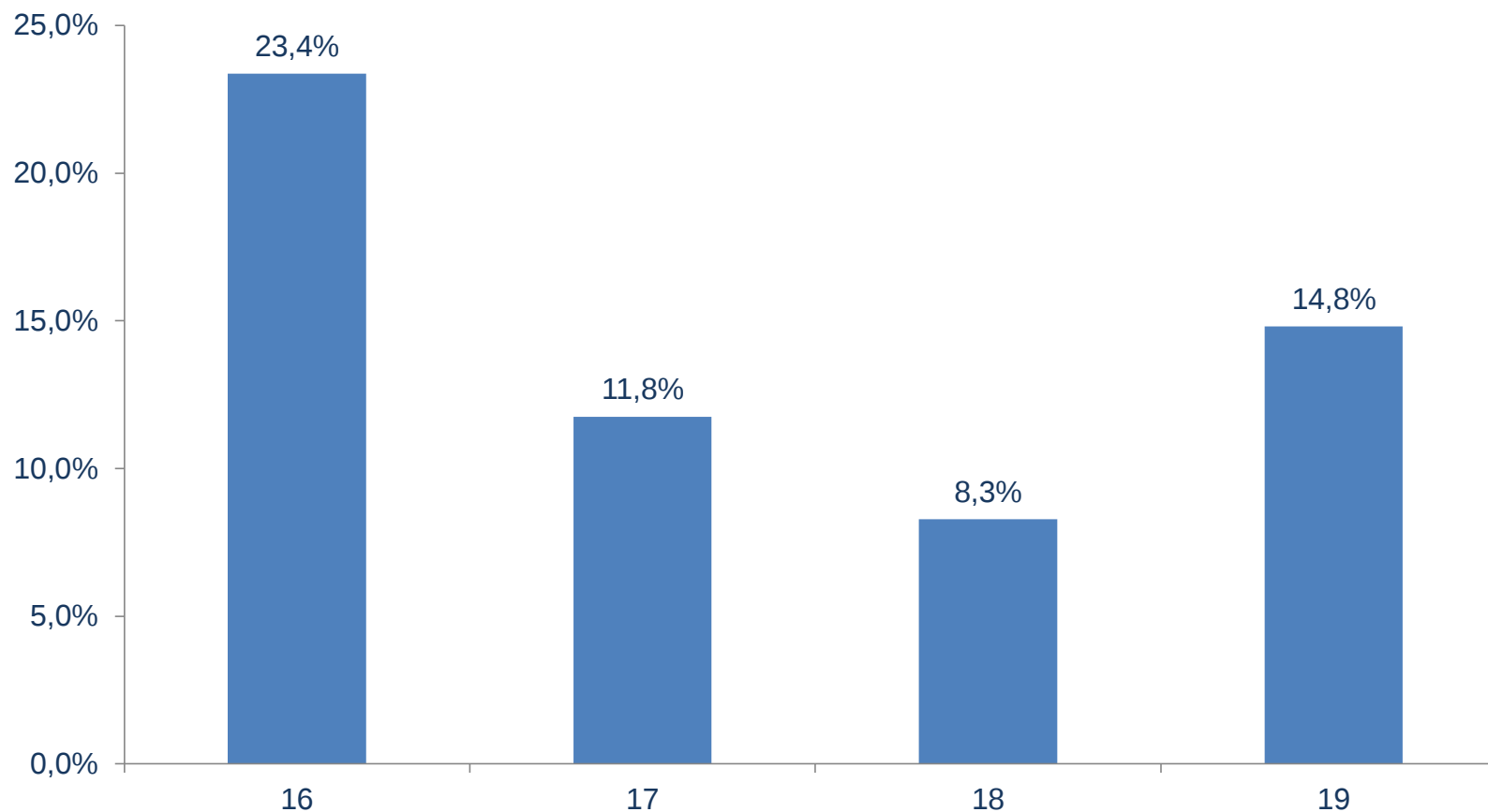
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

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

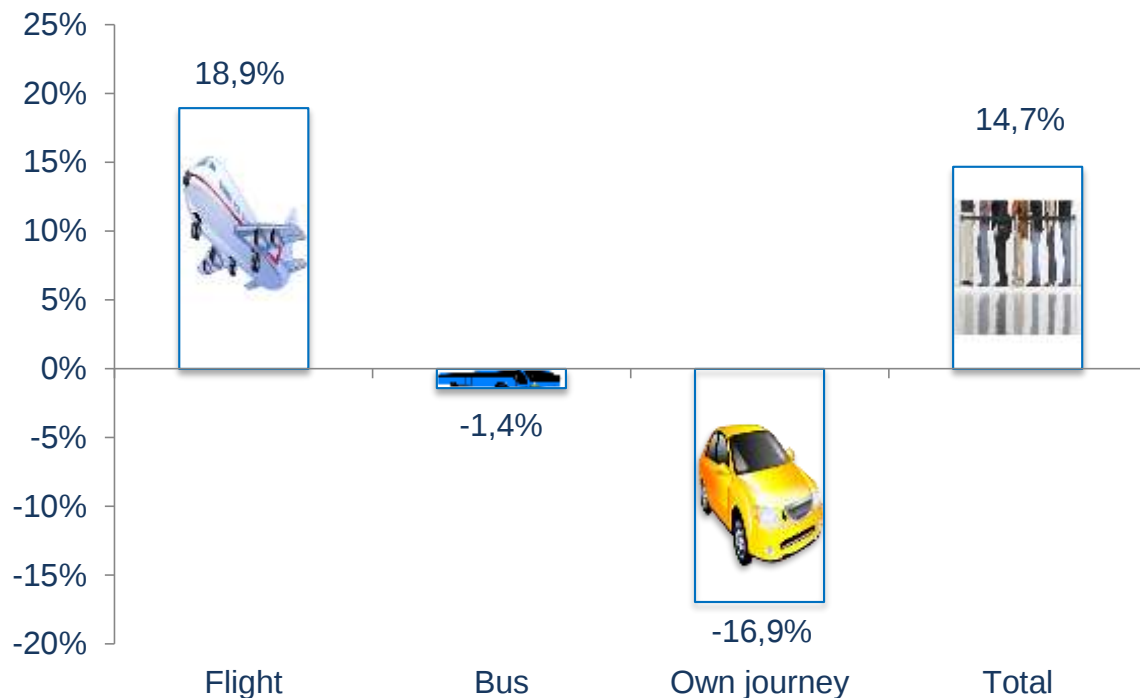
compared with 4 analogous weeks in tourist year 2016/2017



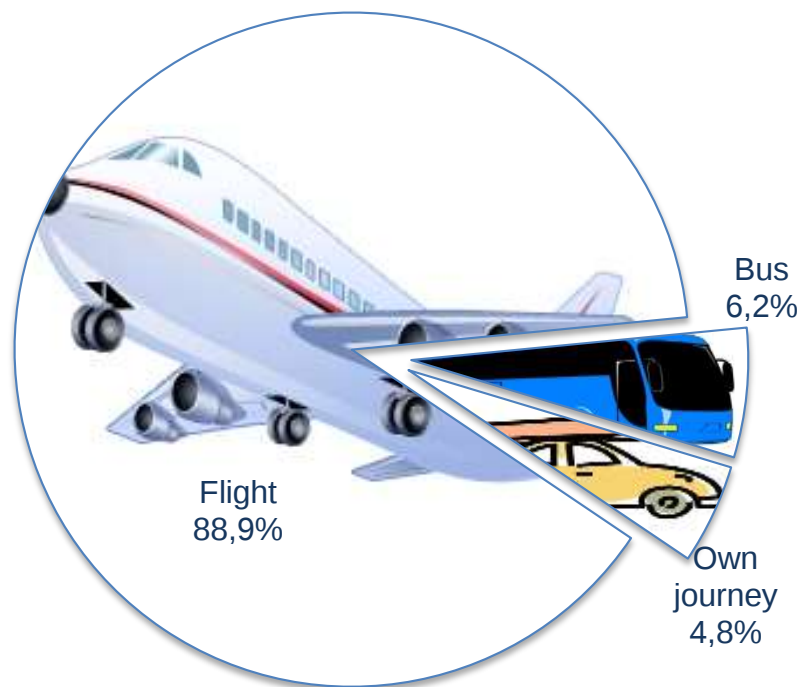
The sales trend of the last four weeks

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

Clients +/- %

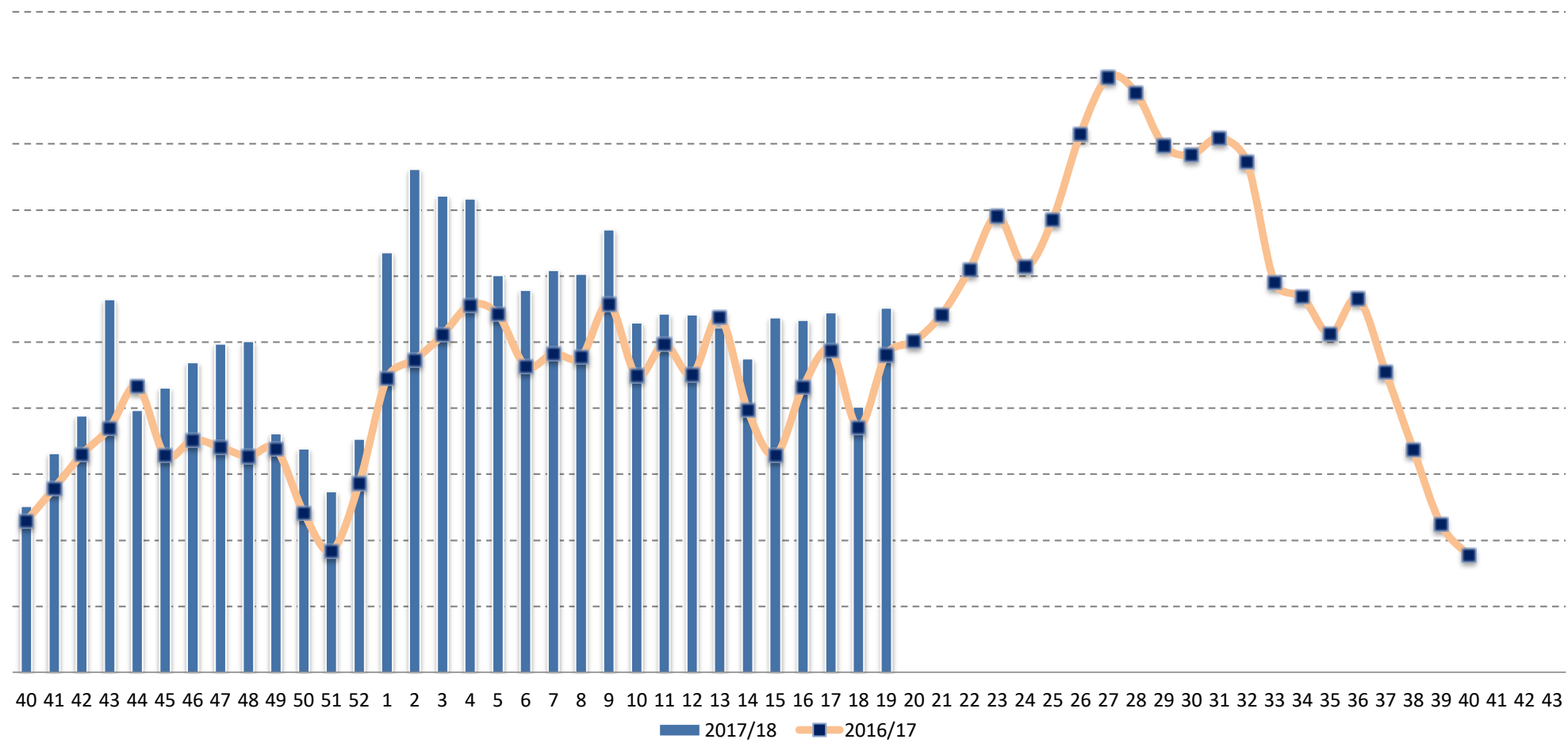


Share %



Weekly sales compared with the previous tourist year

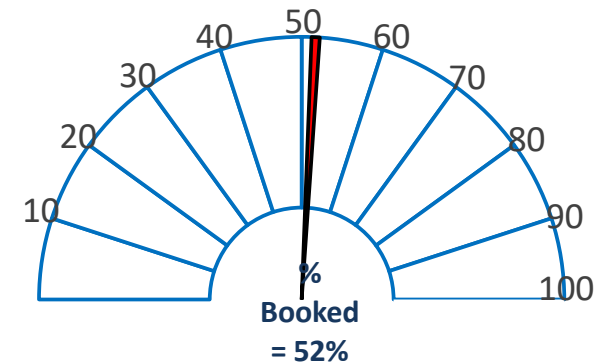
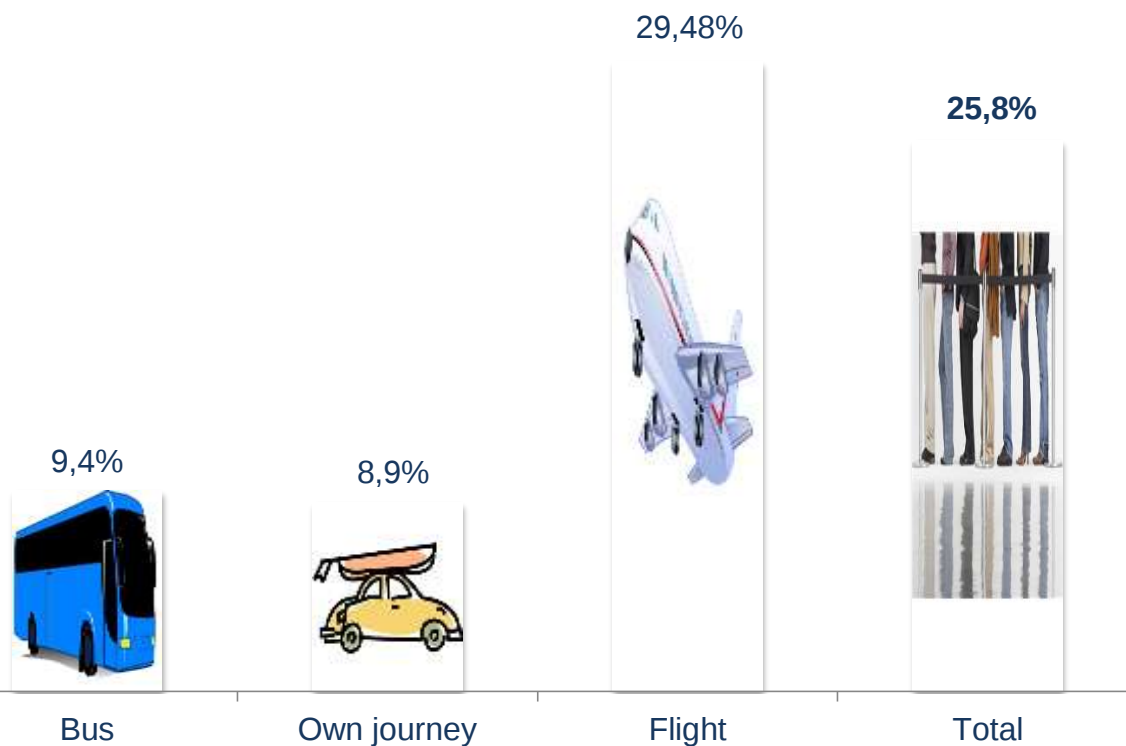
Bookings weekly 17/18 vs. 16/17



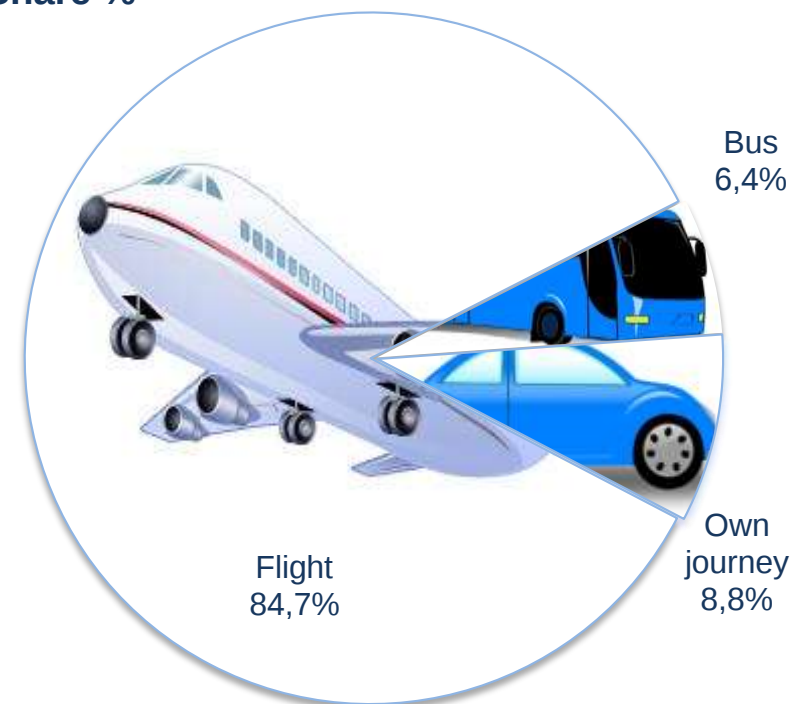
Cumulative sales of 2017/18

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	12,9%	24,8%
2	Turcja	224,7%	14,7%
3	Hiszpania	-23,5%	11,3%
4	Egipt	85,9%	9,8%
5	Bułgaria	21,0%	6,8%
6	Włochy	-2,8%	5,0%
7	Albania	72,3%	2,9%
8	Chorwacja	-0,5%	1,9%
9	Tunezja	429,4%	1,6%
10	Portugalia	-34,2%	1,4%
11	Cypr	23,7%	1,3%
12	Malta	49,1%	1,2%
13	Maroko	58,1%	1,1%
14	Austria	6,3%	1,0%
15	Tajlandia	40,1%	0,9%
16	Polska	14,4%	0,9%
17	Tanzania	0,1%	0,8%
18	Oman	-7,5%	0,8%
19	Czechy	19,9%	0,7%
20	Czarnogóra	49,2%	0,6%

Rank	Destination	+/- % last year
1	Antalya	177,2%
2	Heraklion	9,8%
3	Hurghada	124,6%
4	Zakintos	9,9%
5	Burgas	33,6%
6	Korfu	21,2%
7	Marsa Allam	41,1%
8	Bodrum	262,2%
9	Rhodes	11,1%
10	Chania	23,0%
11	Teneryfa	-14,0%
12	Fuerteventura	-38,0%
13	Kos	8,8%
14	Tirana	63,1%
15	Warna	-9,6%
16	Gran Canaria	-14,3%
17	Sharm El Sheikh	150,1%
18	Arrecife	-36,5%
19	Majorka	-18,3%
20	Agadir	38,2%



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.

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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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