



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 21/2018

Data source: MerlinX*

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

Last week – 21/2018, tours 01.11.17 – 31.10.18

compared with week 21. in 2017 r.



Last week – 21/2018, tours 01.11.17 – 31.10.18

compared with week 21. in 2017 r.

Clients +/-%

Bus



-13,8%

Own journey



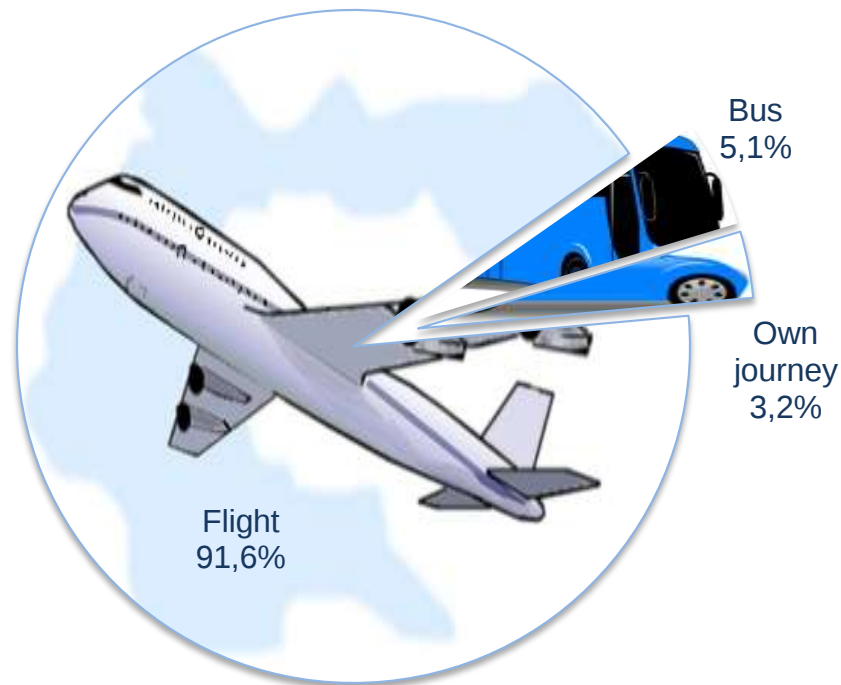
-32,9%

Flight

17,3%



Share %



Ranking of the most popular countries & destinations in CW21

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 642	2 467
2	Heraklion	6 091	2 369
3	Zakintos	5 654	2 146
4	Korfu	5 159	2 043
5	Rhodes	6 405	2 445
6	Burgas	5 615	2 021
7	Hurghada	4 774	1 939
8	Kos	6 386	2 360
9	Chania	5 996	2 412
10	Bodrum	6 056	2 319
11	Tirana	5 748	2 306
12	Majorka	6 123	2 600
13	Marsa Allam	5 092	2 100
14	Teneryfa	6 159	2 607
15	Warna	5 400	2 085
16	Sharm El Sheikh	5 078	2 122
17	Gran Canaria	5 897	2 529
18	Saloniki	4 872	2 001
19	Fuerteventura	7 414	2 996
20	Dalaman	5 317	2 126



Rank	Country	Price/booking	Price/person
1	Grecja	5 841	2 268
2	Turcja	6 287	2 359
3	Hiszpania	6 208	2 643
4	Egipt	4 911	2 013
5	Bułgaria	4 959	1 967
6	Włochy	5 752	2 428
7	Albania	5 198	2 136
8	Tunezja	4 337	1 845
9	Cypr	5 440	2 257
10	Chorwacja	3 727	1 624

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

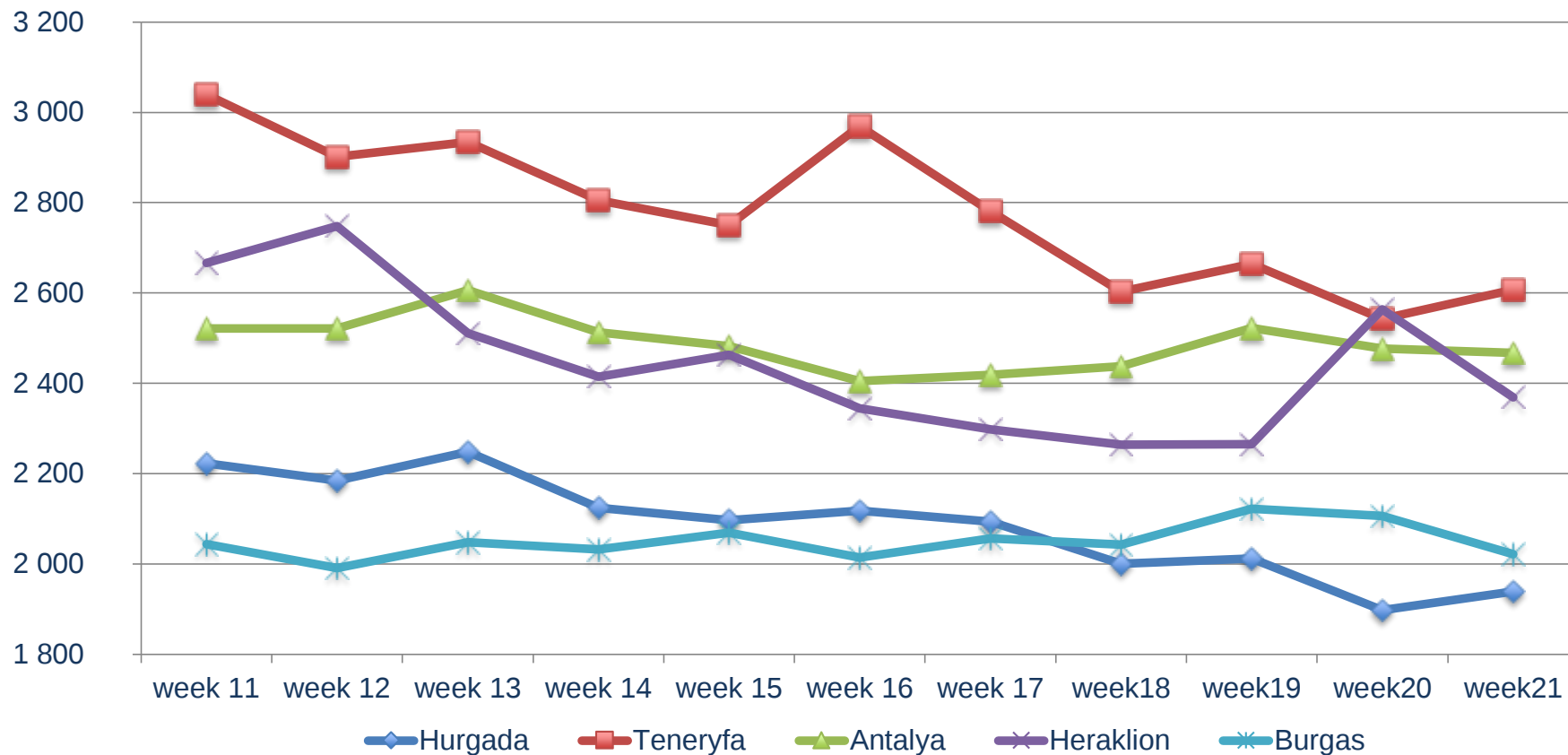
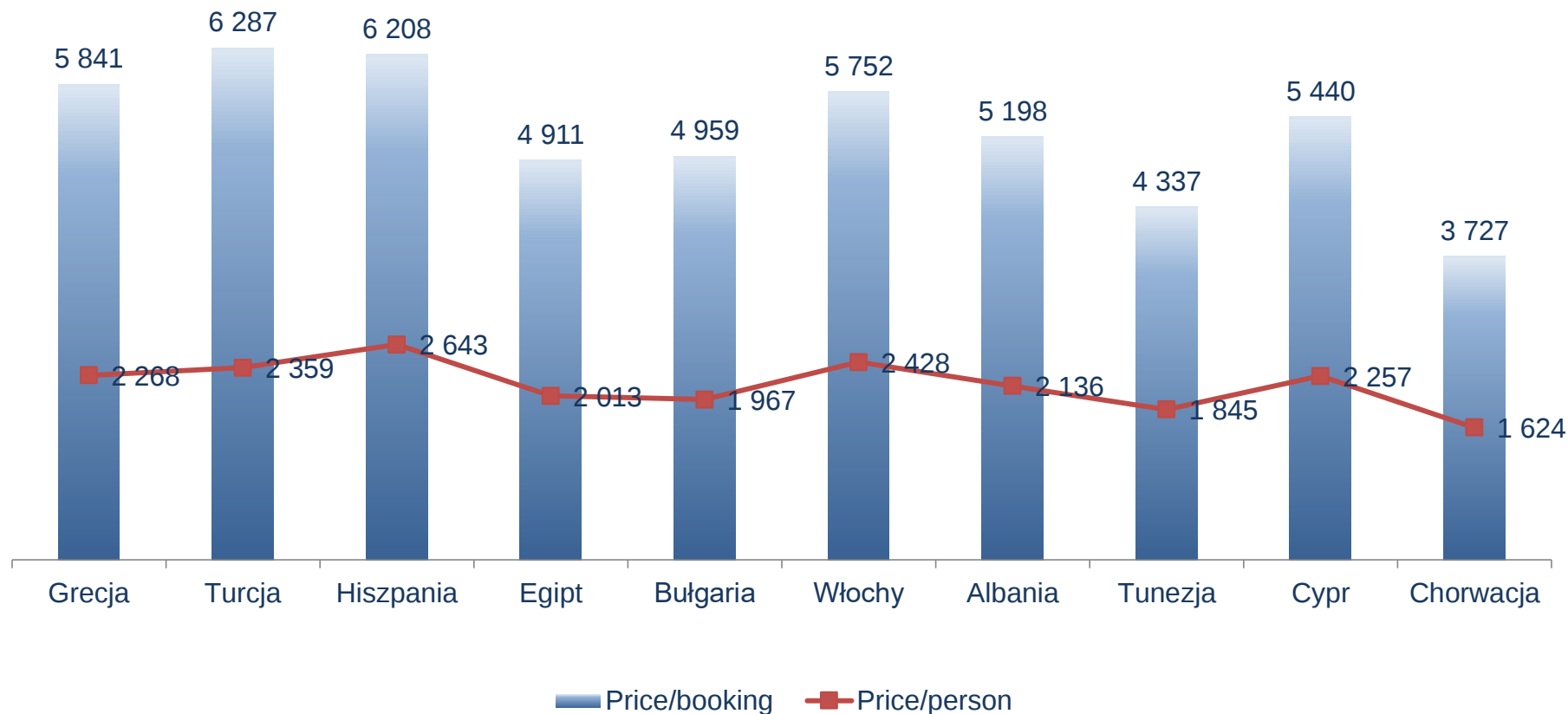


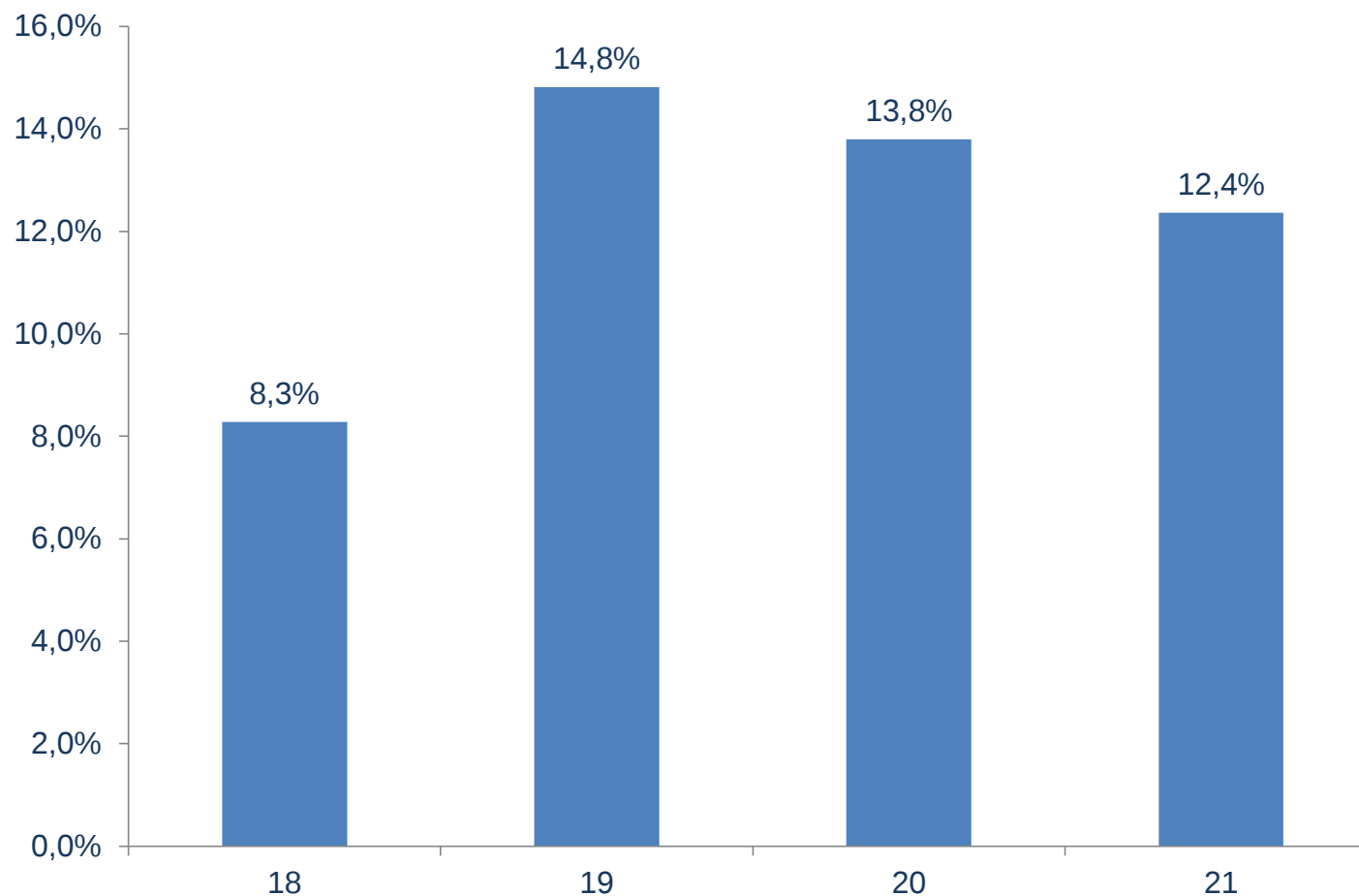
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 21. week



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

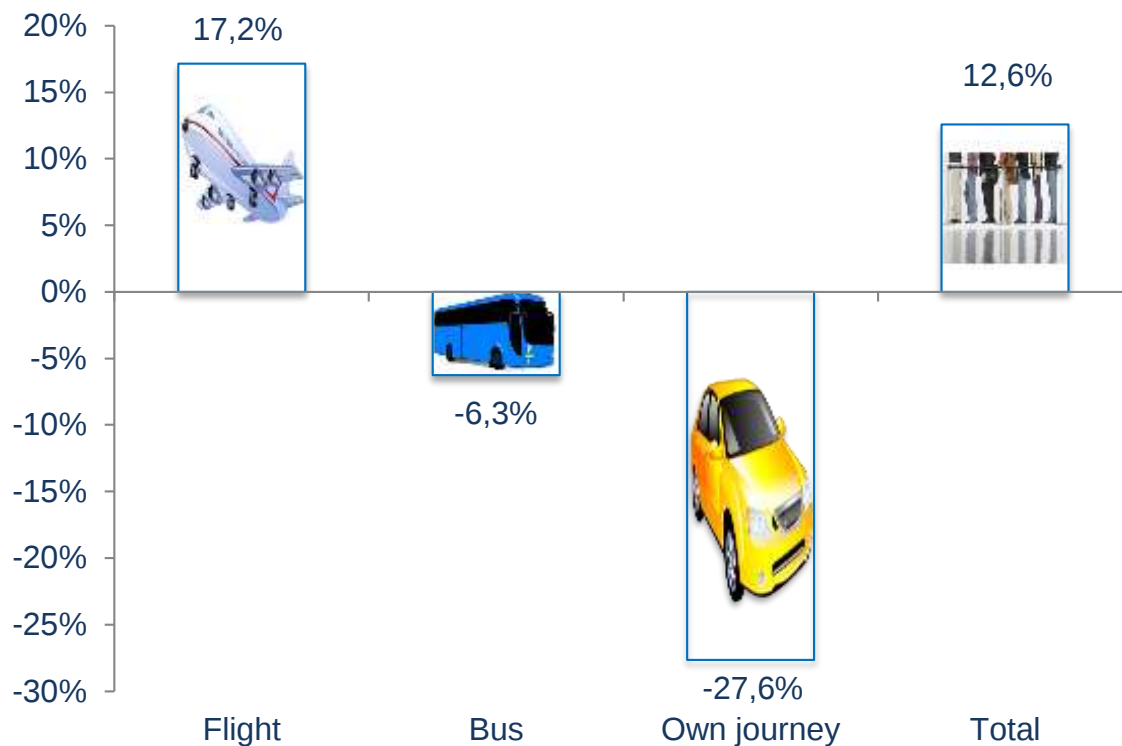
compared with 4 analogous weeks in tourist year 2016/2017



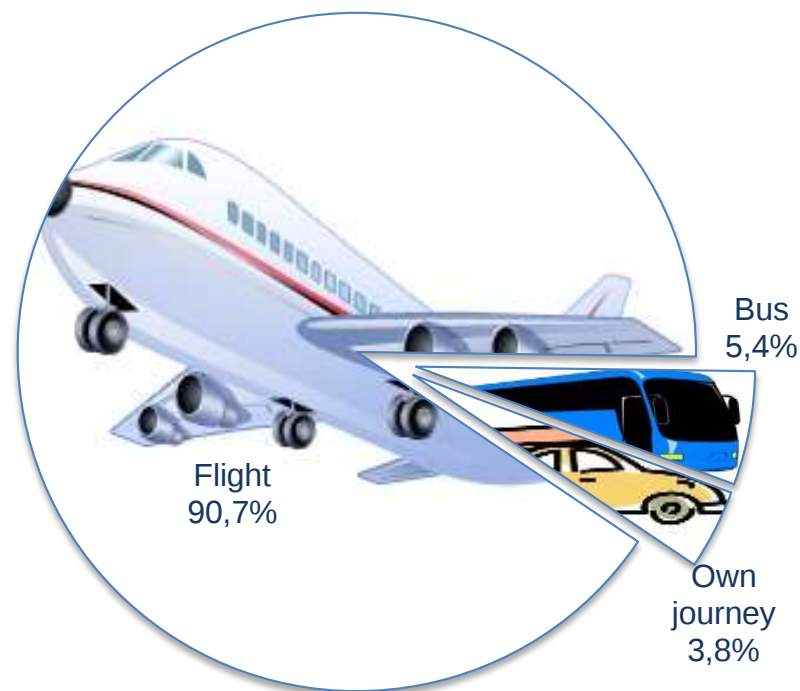
The sales trend of the last four weeks

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

Clients +/- %

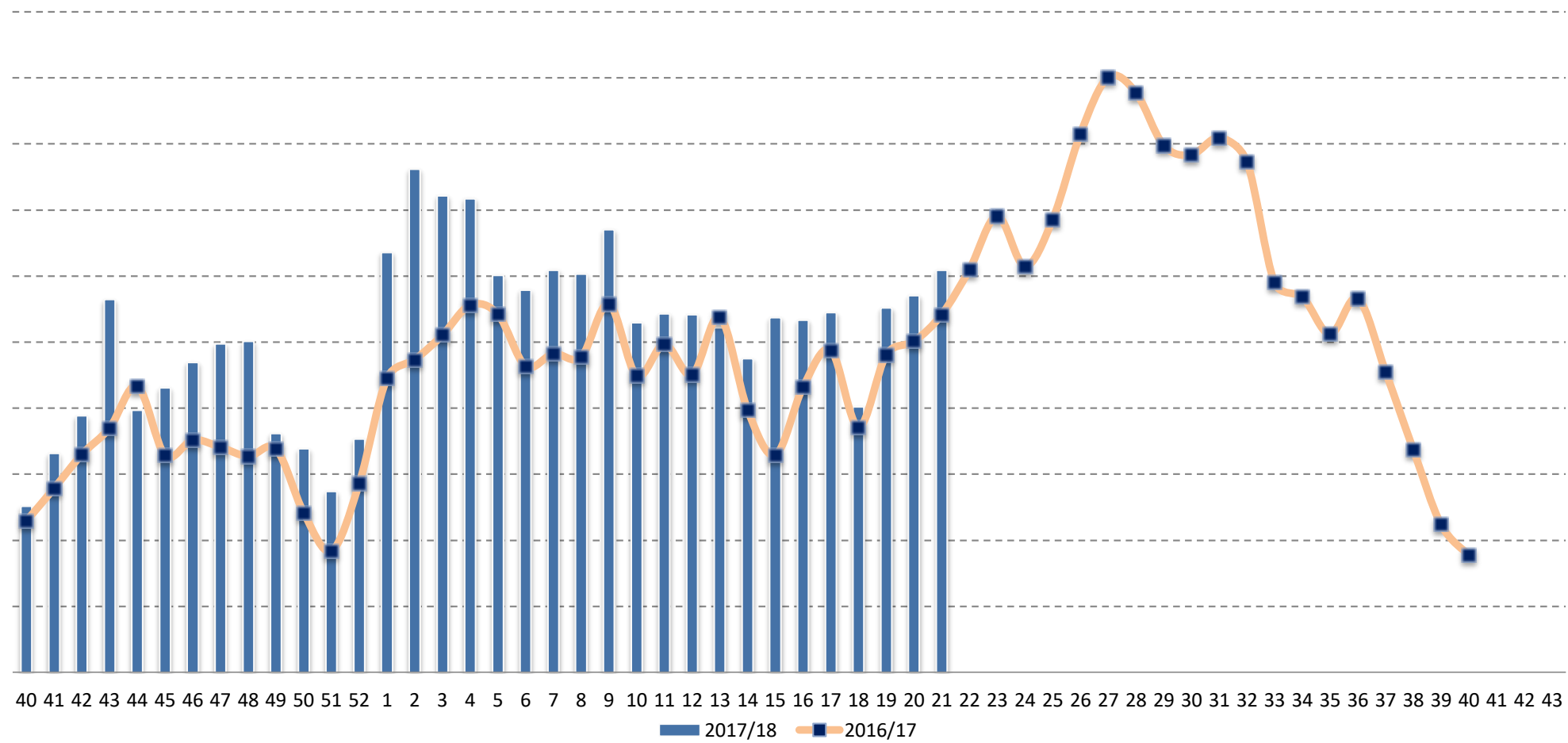


Share %



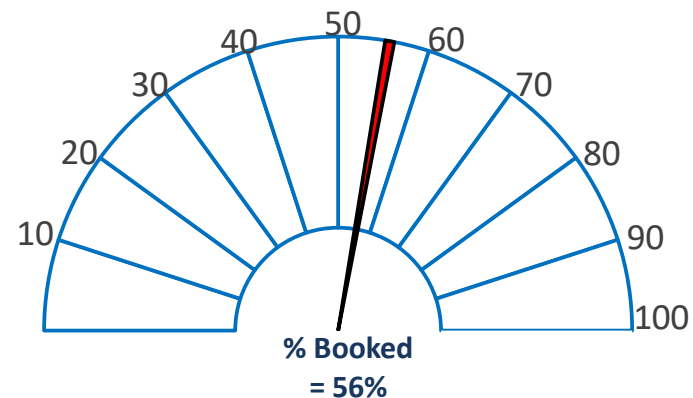
Weekly sales compared with the previous tourist year

Bookings weekly 17/18 vs. 16/17

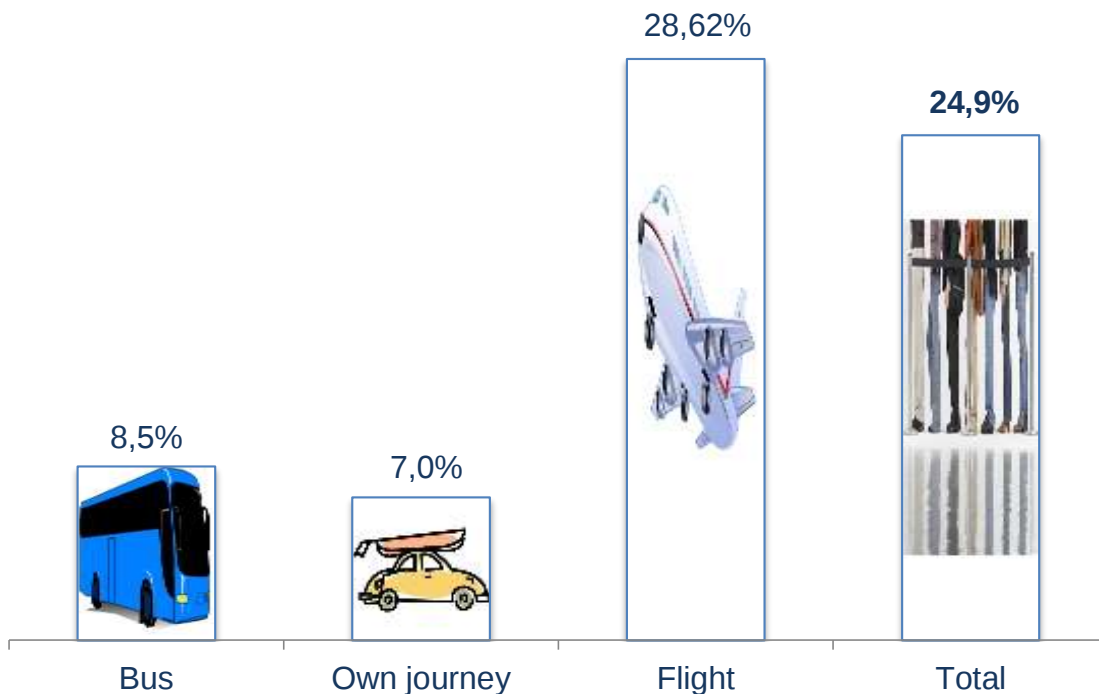


Cumulative sales of 2017/18

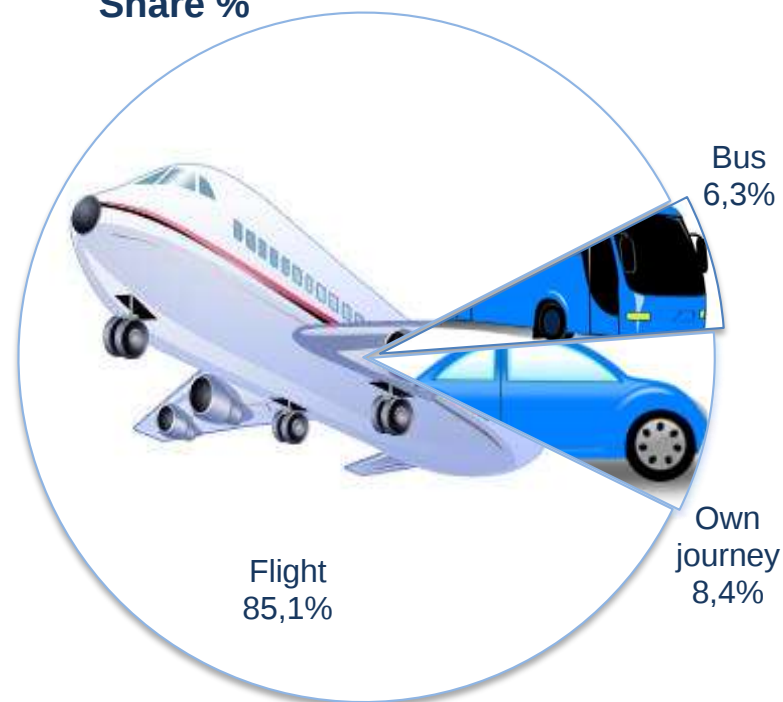
compared to sales in the same period last tourist year 2016/17



Clients +/- %



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	14,2%	25,6%
2	Turcja	201,4%	14,7%
3	Hiszpania	-24,1%	11,2%
4	Egipt	84,8%	9,6%
5	Bułgaria	18,7%	6,8%
6	Włochy	-5,0%	5,0%
7	Albania	76,4%	3,0%
8	Chorwacja	-3,9%	1,8%
9	Tunezja	414,4%	1,6%
10	Portugalia	-34,2%	1,4%
11	Cypr	26,2%	1,3%
12	Malta	46,9%	1,1%
13	Maroko	55,6%	1,0%
14	Austria	5,6%	1,0%
15	Emiraty Arabskie	-2,6%	0,9%
16	Tajlandia	40,7%	0,9%
17	Polska	10,3%	0,9%
18	Tanzania	0,1%	0,8%
19	Wyspy Zielonego Przylądka	128,7%	0,7%
20	Oman	-7,0%	0,7%

Rank	Destination	+/- % last year
1	Antalya	176,5%
2	Heraklion	9,5%
3	Hurghada	122,3%
4	Zakynthos	11,3%
5	Burgas	28,2%
6	Korfu	23,9%
7	Marsa Alam	43,0%
8	Rodos	6,1%
9	Bodrum	241,6%
10	Chania	24,4%
11	Teneryfa	-14,8%
12	Kos	16,7%
13	Fuerteventura	-38,1%
14	Tirana	68,1%
15	Varna	-9,6%
16	Gran Canaria	-14,9%
17	Sharm El Sheikh	77,7%
18	Lanzarote	-36,5%
19	Majorka	-20,4%
20	Agadir	36,4%



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