



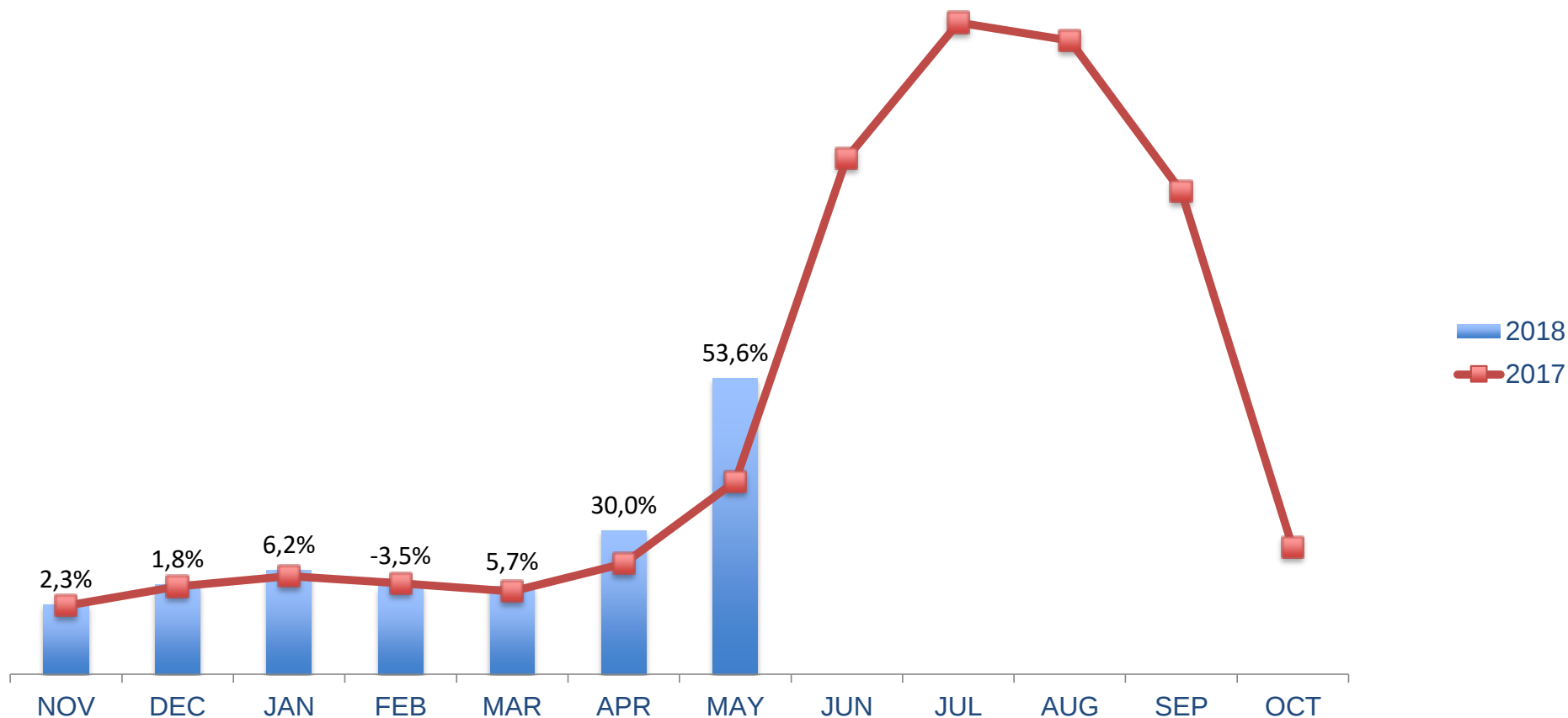
Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 23/2018

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 – 23/2018, tours 01.11.17 – 31.10.18

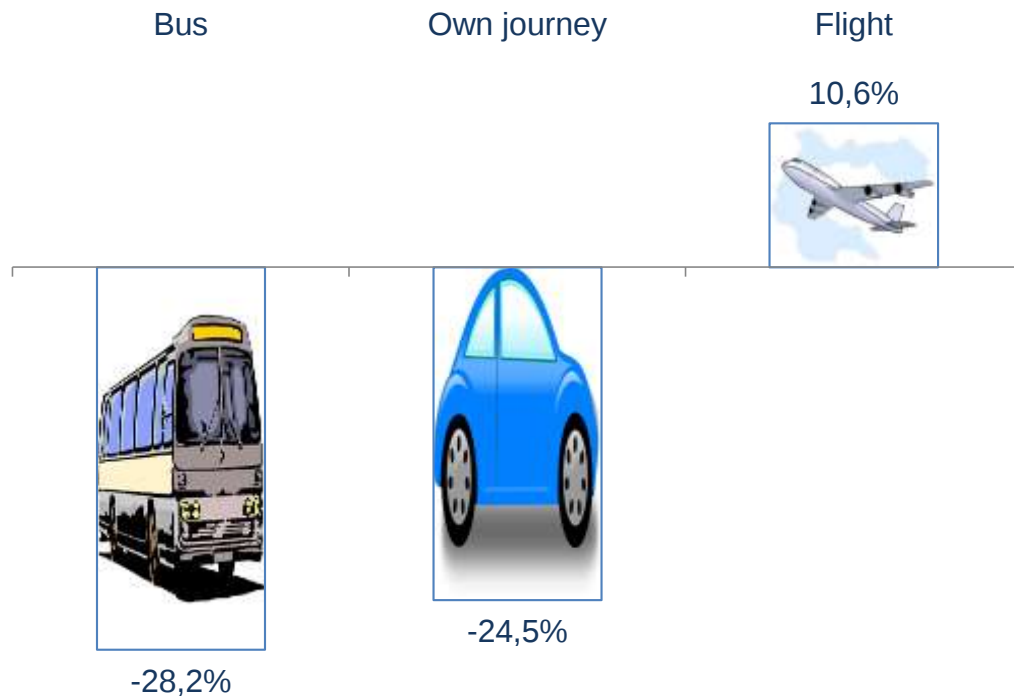
compared with week 23. in 2017 r.



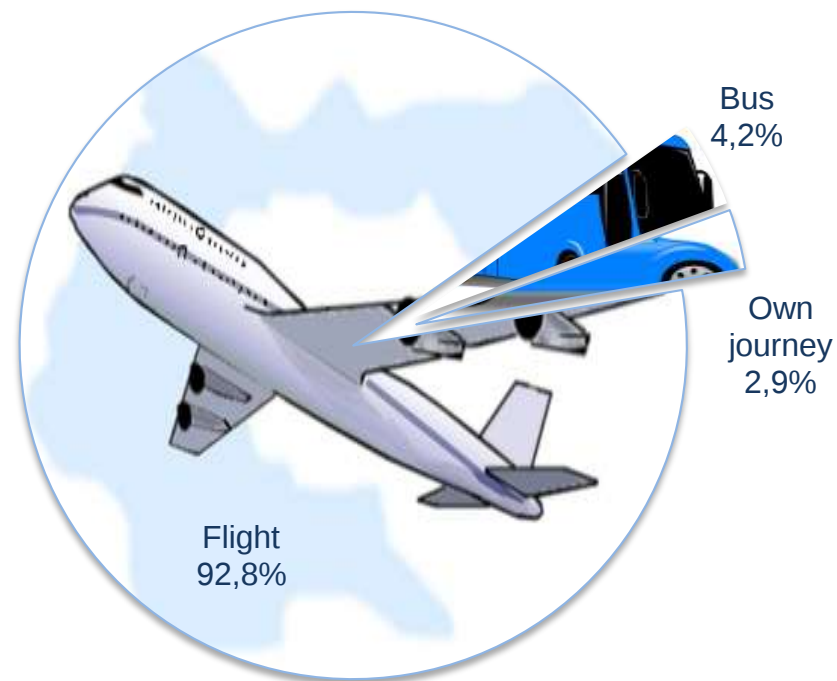
Last week – 23/2018, tours 01.11.17 – 31.10.18

compared with week 23. in 2017 r.

Clients +/-%



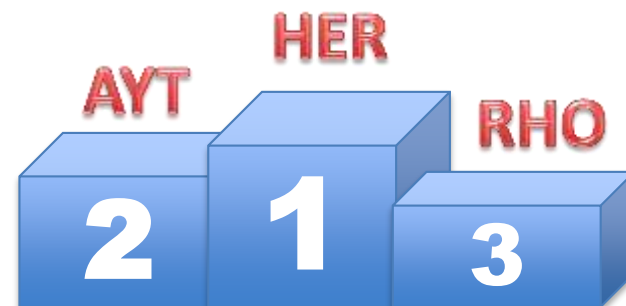
Share %



Ranking of the most popular countries & destinations in CW23

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Heraklion	5 567	2 163
2	Antalya	6 230	2 332
3	Rhodes	5 793	2 239
4	Burgas	4 569	1 732
5	Korfu	4 589	1 811
6	Chania	5 408	2 151
7	Zakintos	6 393	2 409
8	Kos	5 988	2 230
9	Tirana	4 614	1 936
10	Warna	4 209	1 667
11	Bodrum	5 594	2 199
12	Hurghada	5 109	2 002
13	Saloniki	4 351	1 743
14	Majorka	5 791	2 459
15	Marsa Allam	5 121	2 017
16	Pafos	5 430	2 201
17	Sharm El Sheikh	5 109	2 088
18	Larnaka	5 151	2 086
19	Fuerteventura	7 219	2 818
20	Barcelona	5 023	2 131



Rank	Country	Price/booking	Price/person
1	Grecja	5 405	2 111
2	Turcja	5 919	2 245
3	Hiszpania	6 088	2 543
4	Bułgaria	4 264	1 697
5	Włochy	4 668	2 025
6	Egipt	5 118	2 026
7	Albania	4 360	1 869
8	Cypr	5 277	2 136
9	Tunezja	3 682	1 605
10	Chorwacja	3 547	1 534

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

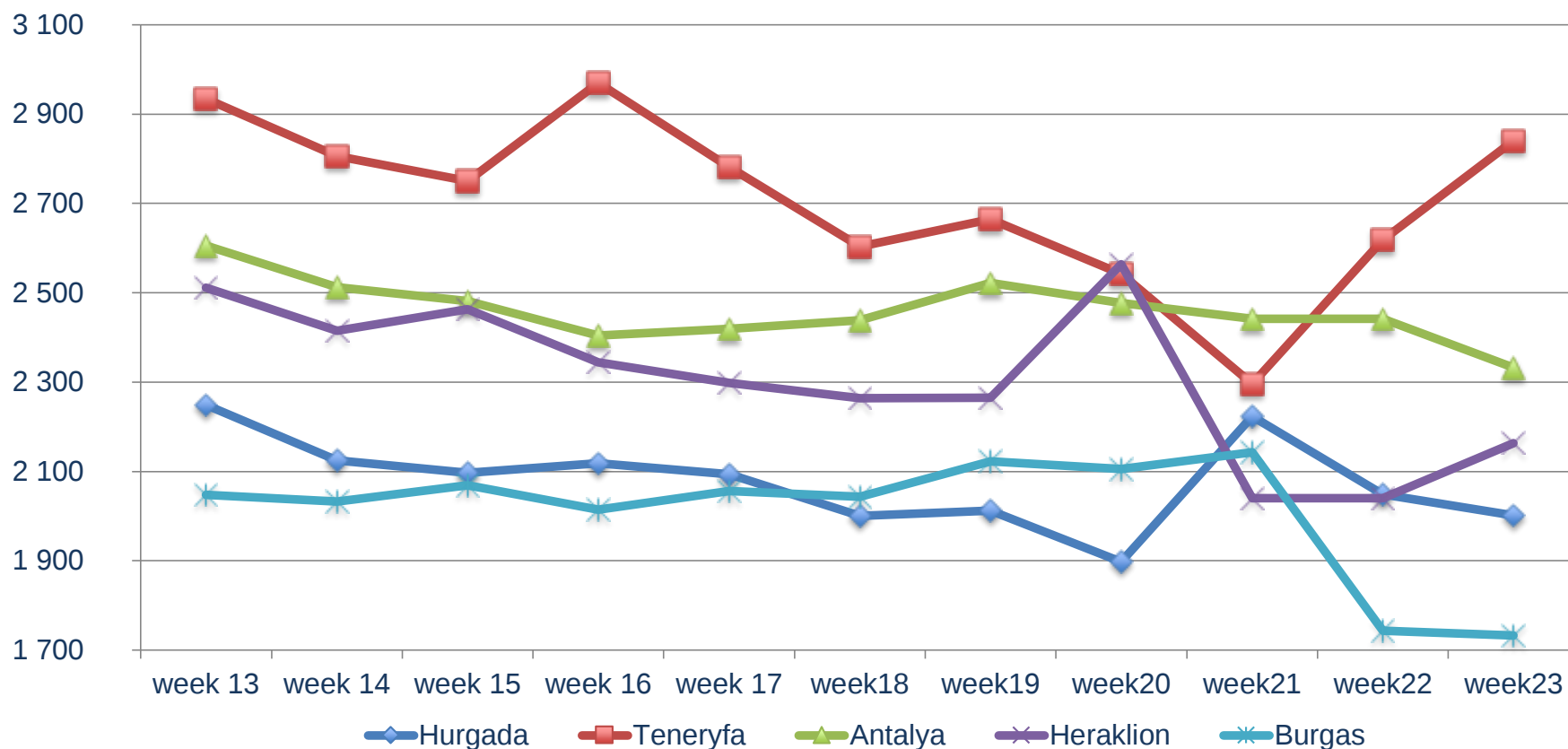
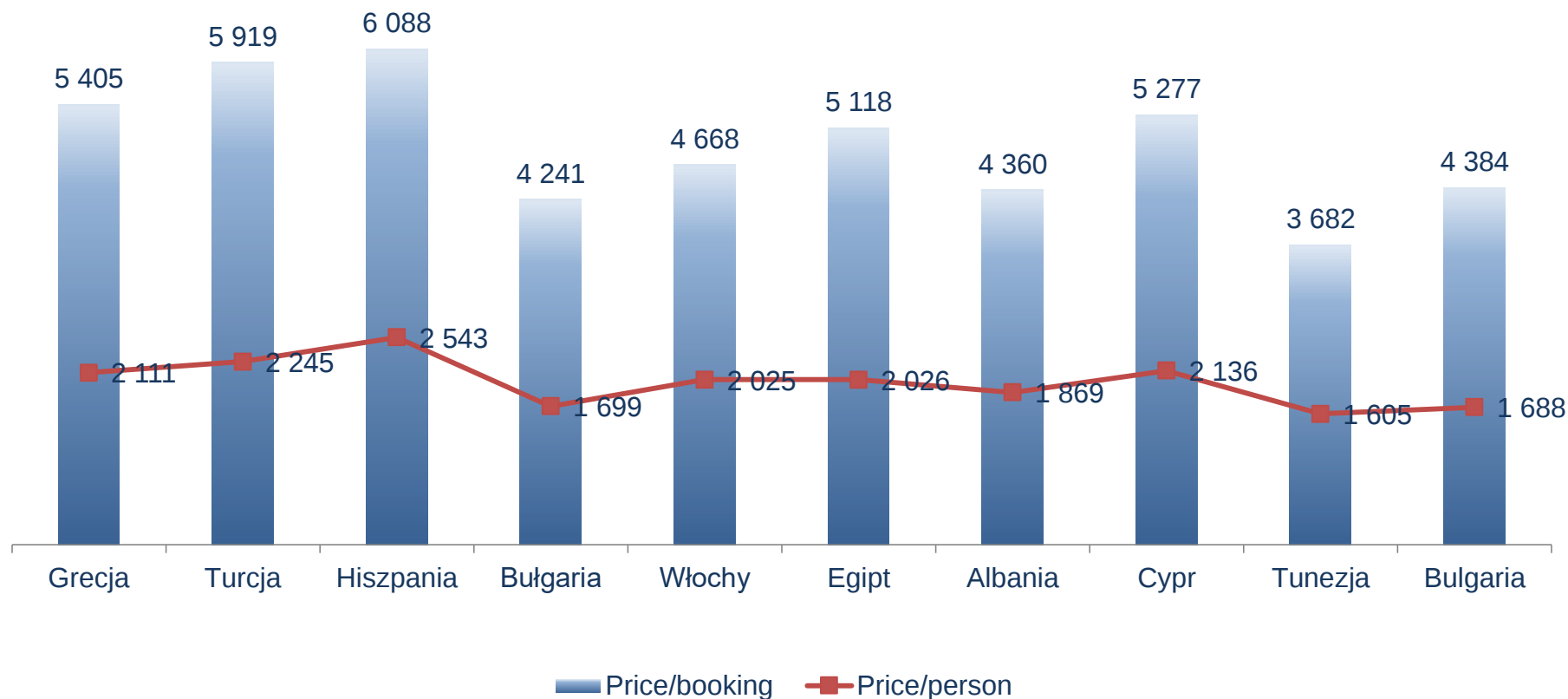


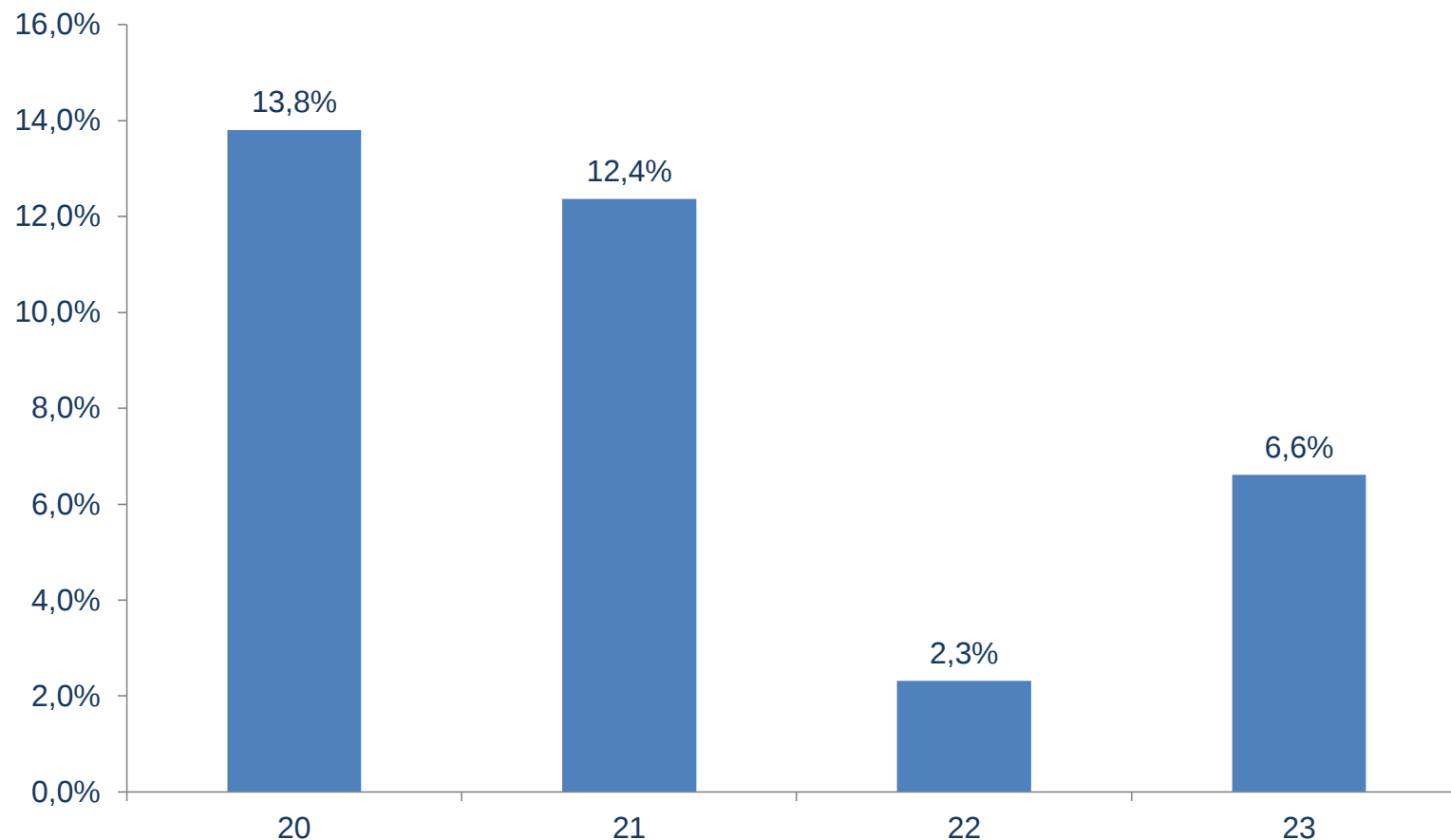
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Bargas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 23. week



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

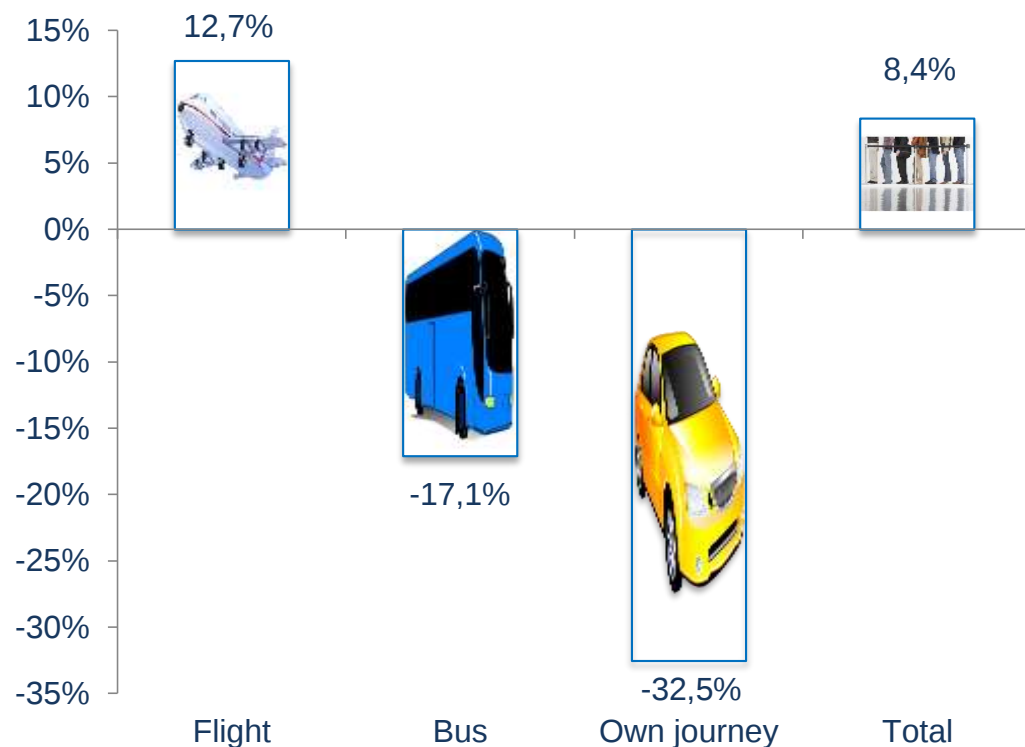
compared with 4 analogous weeks in tourist year 2016/2017



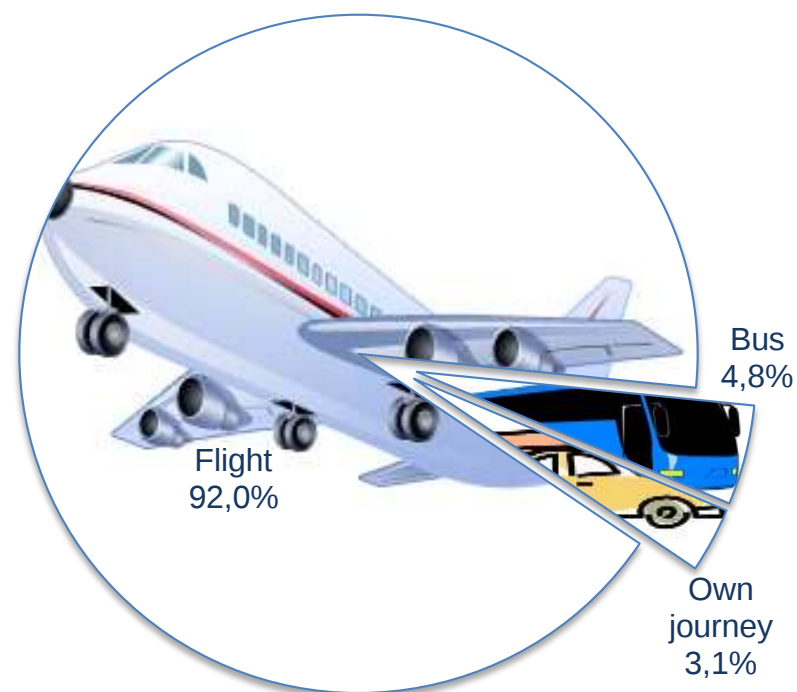
The sales trend of the last four weeks

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

Clients +/- %

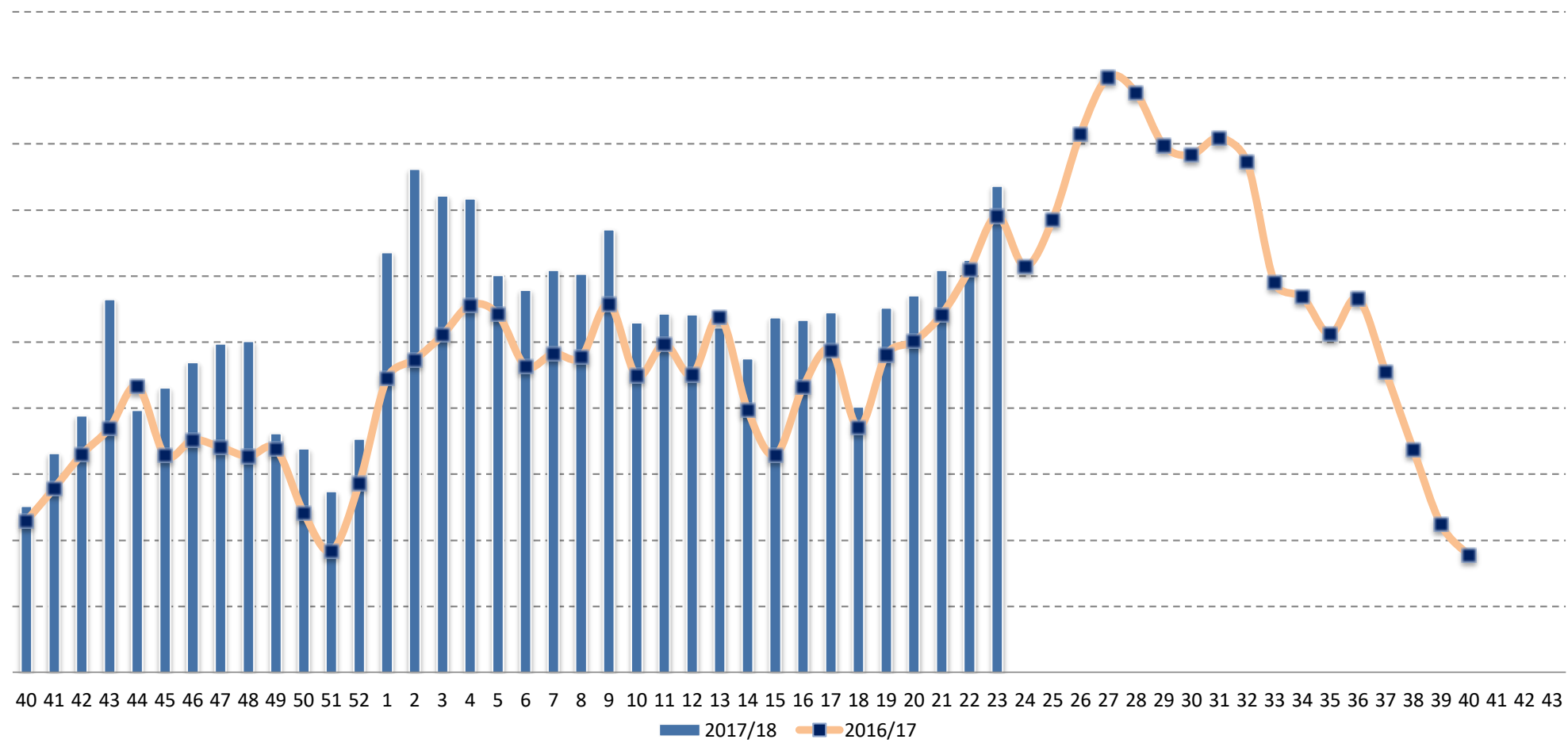


Share %



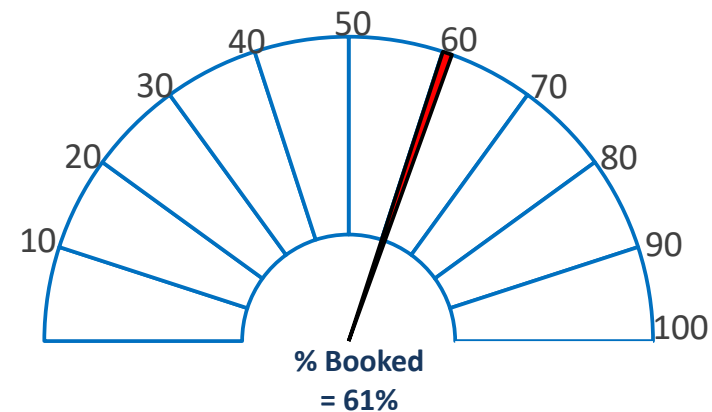
Weekly sales compared with the previous tourist year

Bookings weekly 17/18 vs. 16/17

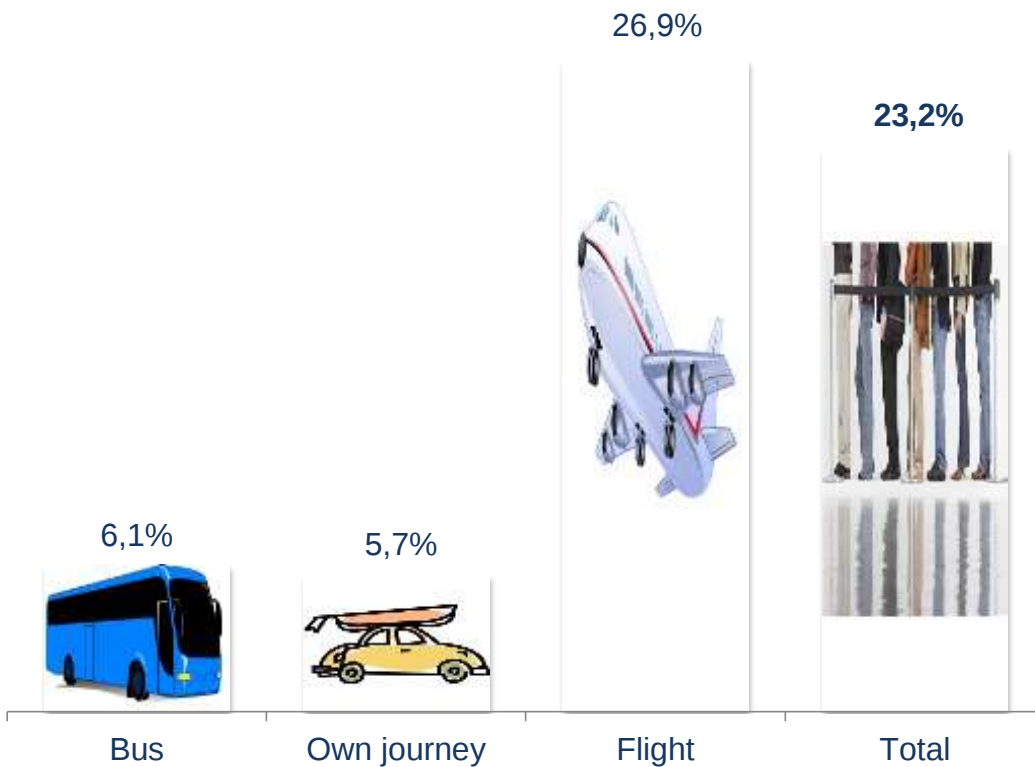


Cumulative sales of 2017/18

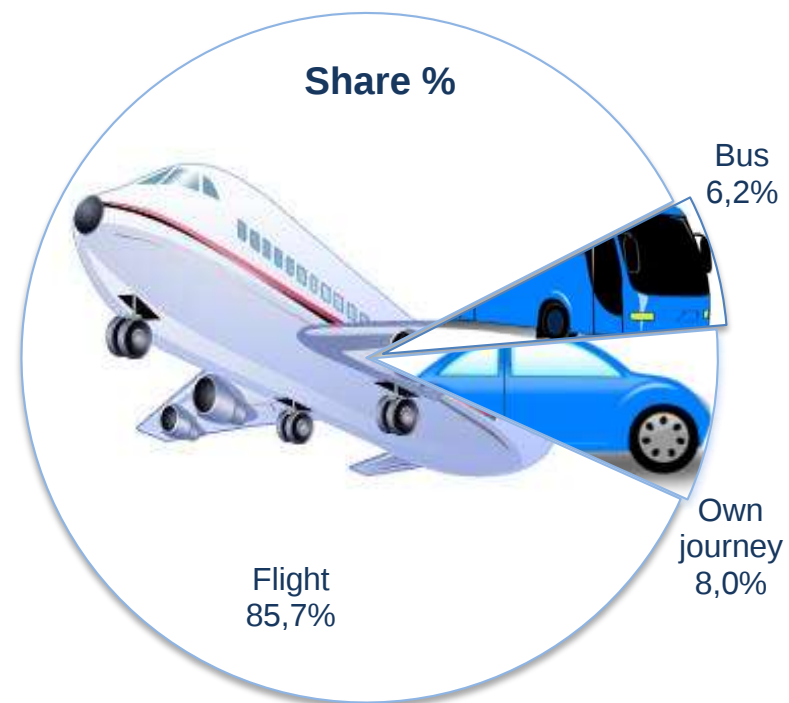
compared to sales in the same period last tourist year 2016/17



Clients +/- %



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	15,5%	26,7%
2	Turcja	173,1%	14,6%
3	Hiszpania	-24,5%	11,1%
4	Egipt	80,9%	9,3%
5	Bułgaria	14,4%	6,9%
6	Włochy	-6,6%	5,0%
7	Albania	77,1%	3,0%
8	Chorwacja	-7,3%	1,8%
9	Tunezja	362,0%	1,6%
10	Cypr	24,4%	1,4%
11	Portugalia	-35,1%	1,4%
12	Malta	45,4%	1,1%
13	Maroko	51,2%	1,0%
14	Austria	5,3%	0,9%
15	Polska	6,7%	0,8%
16	Emiraty Arabskie	-1,7%	0,8%
17	Tajlandia	40,9%	0,8%
18	Tanzania	0,2%	0,7%
19	Wyspy Zielonego Przylądka	123,8%	0,7%
20	Oman	-6,8%	0,7%

Rank	Destination	+/- % last year
1	Antalya	150,5%
2	Heraklion	10,7%
3	Hurghada	112,6%
4	Zakynthos	9,7%
5	Burgas	22,2%
6	Korfu	24,2%
7	Rodos	9,2%
8	Marsa Alam	42,6%
9	Bodrum	217,3%
10	Chania	27,1%
11	Kos	20,8%
12	Teneryfa	-16,5%
13	Tirana	67,8%
14	Fuerteventura	-37,9%
15	Varna	-10,5%
16	Gran Canaria	-17,4%
17	Sharm El Sheikh	76,4%
18	Majorka	-21,0%
19	Lanzarote	-36,7%
20	Saloniki	-8,6%



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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