



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 24/2018

Data source: MerlinX*

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

Last week – 24/2018, tours 01.11.17 – 31.10.18

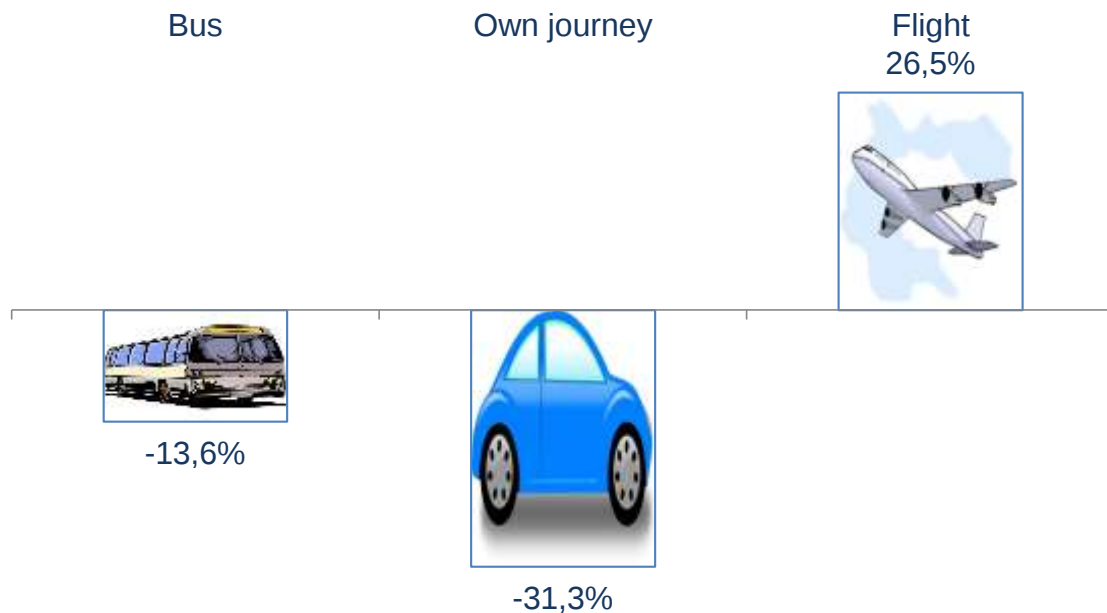
compared with week 24. in 2017 r.



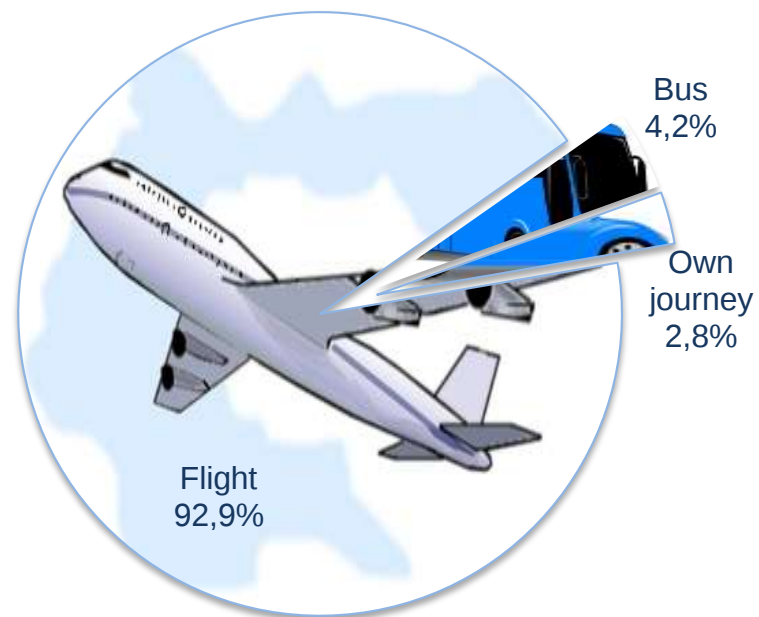
Last week – 24/2018, tours 01.11.17 – 31.10.18

compared with week 24. in 2017 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW24

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 539	2 389
2	Burgas	4 319	1 627
3	Heraklion	5 774	2 196
4	Rhodes	5 802	2 279
5	Kos	5 869	2 238
6	Zakintos	5 948	2 278
7	Korfu	5 305	2 071
8	Tirana	4 342	1 834
9	Chania	5 561	2 301
10	Warna	4 081	1 613
11	Bodrum	6 495	2 396
12	Inne	3 260	1 463
13	Majorka	5 831	2 426
14	Hurghada	5 134	2 101
15	Ateny	4 048	1 676
16	Saloniki	4 188	1 689
17	Fuerteventura	7 124	2 825
18	Olbia	5 887	2 436
19	Marsa Allam	5 407	2 229
20	Sharm El Sheikh	5 634	2 322



Rank	Country	Price/booking	Price/person
1	Grecja	5 531	2 161
2	Turcja	6 452	2 364
3	Bułgaria	4 105	1 612
4	Hiszpania	6 071	2 566
5	Włochy	4 668	1 995
6	Albania	4 147	1 762
7	Egipt	5 335	2 192
8	Tunezja	4 186	1 686
9	Cypr	5 745	2 290
10	Chorwacja	3 765	1 637

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

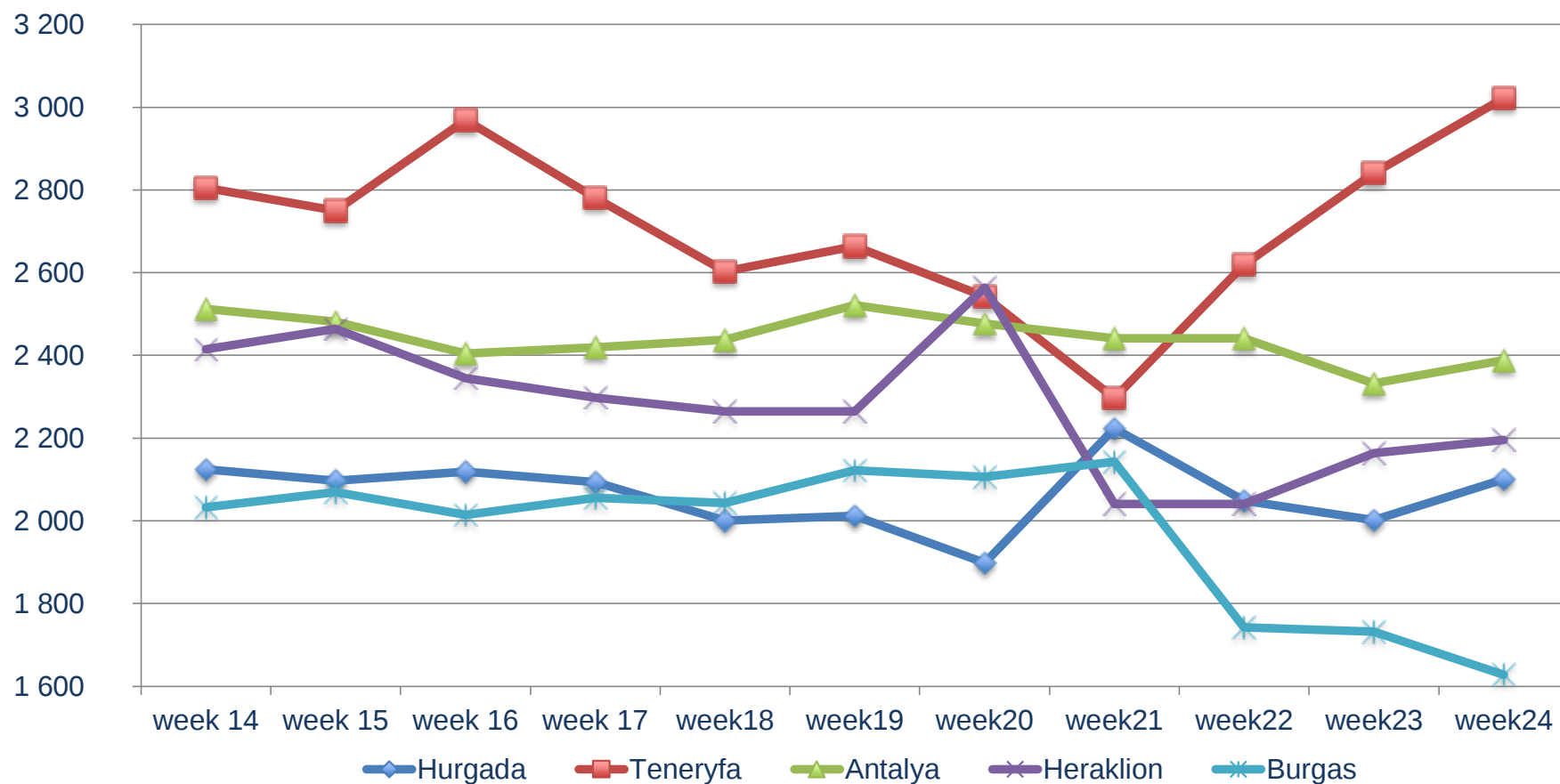
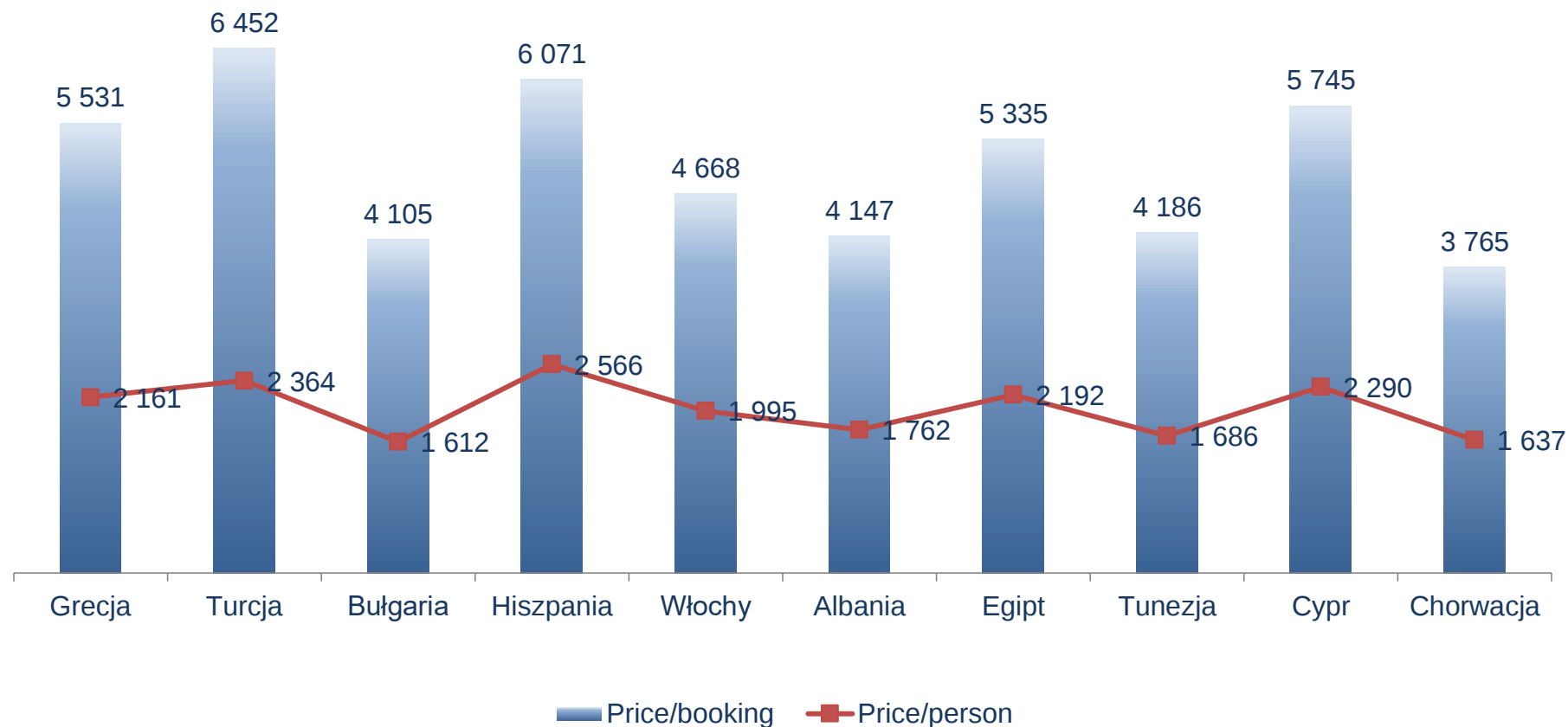


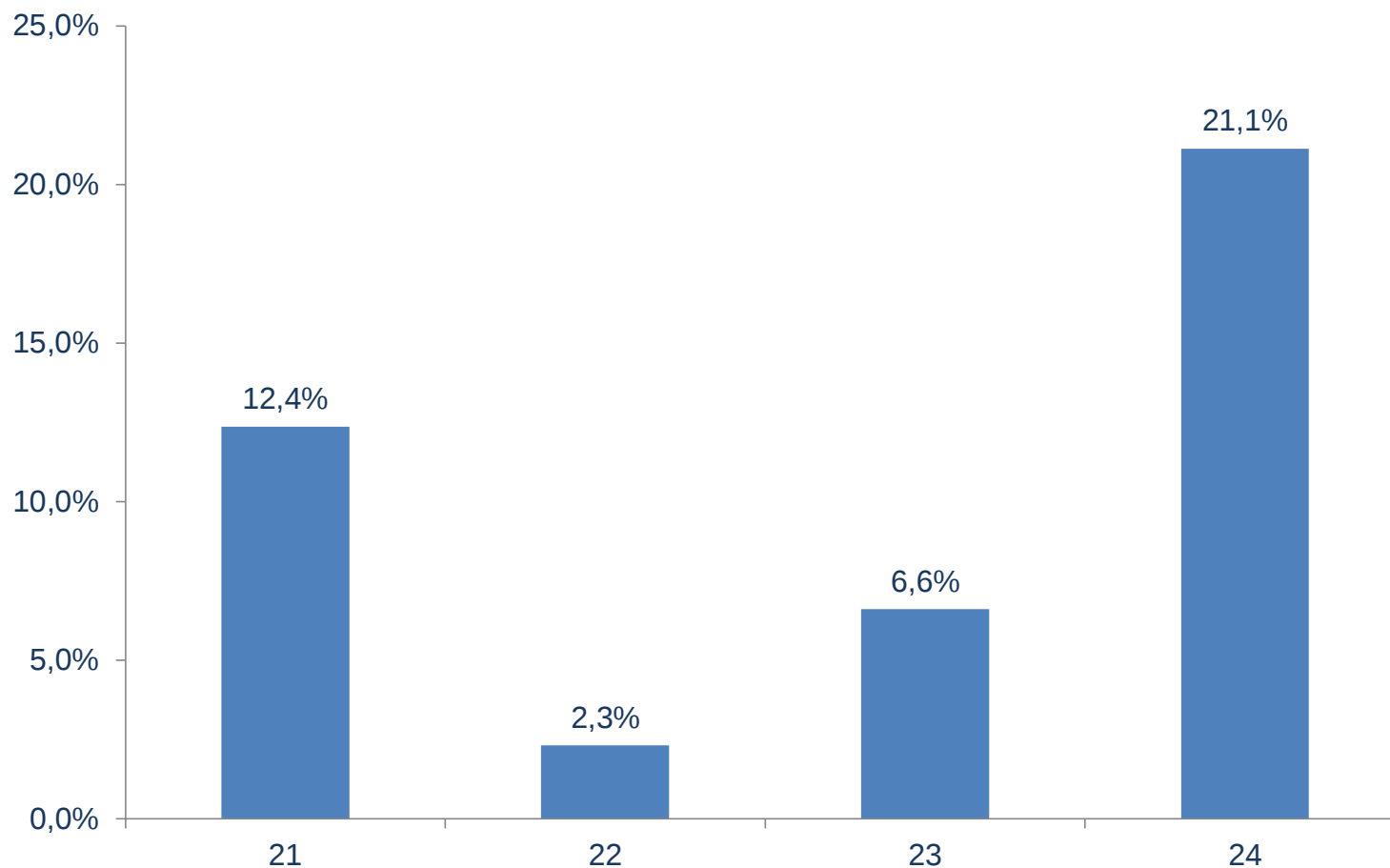
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurgada, Tenerife.

Average price per booking and the price per person in 24. week



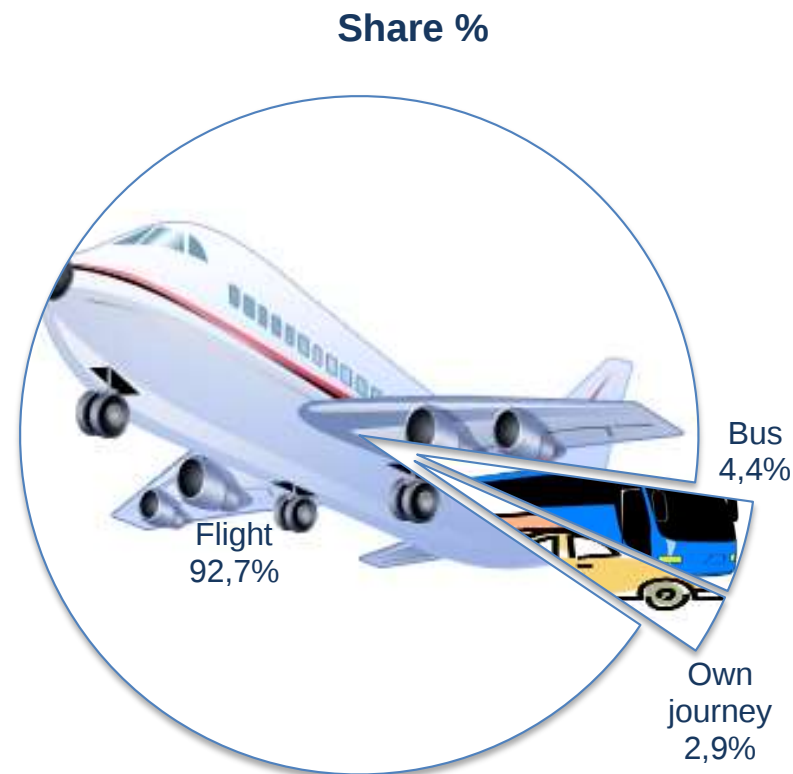
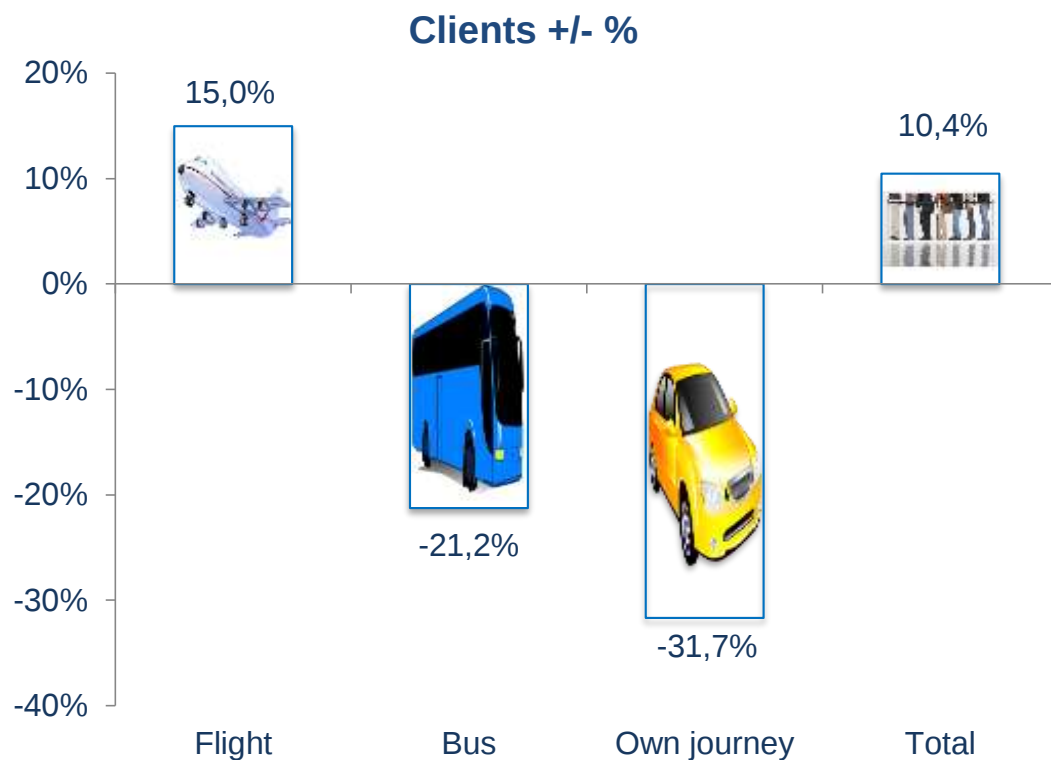
The last four weeks of sales of the tourist year 2017/18 - customers

compared with 4 analogous weeks in tourist year 2016/2017



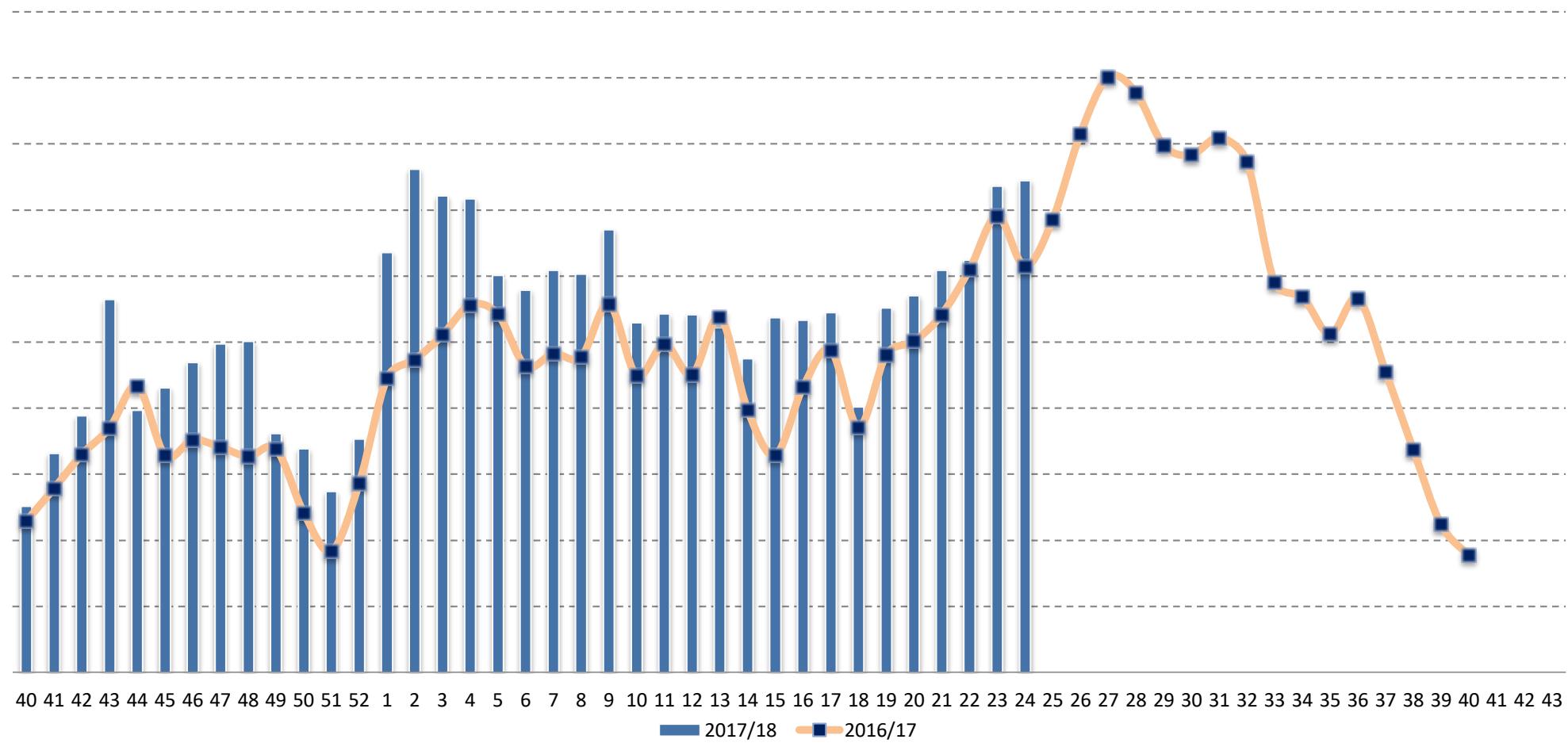
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

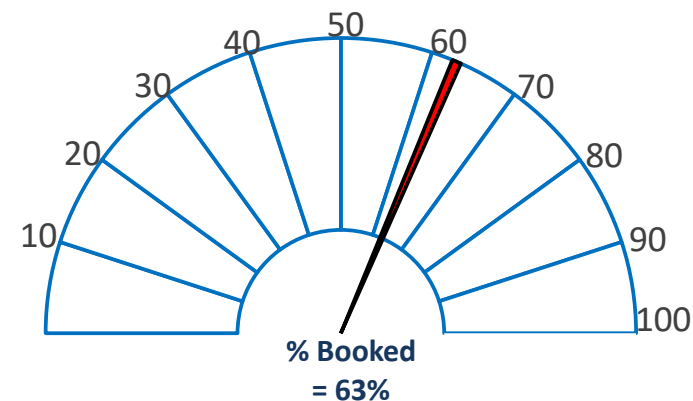
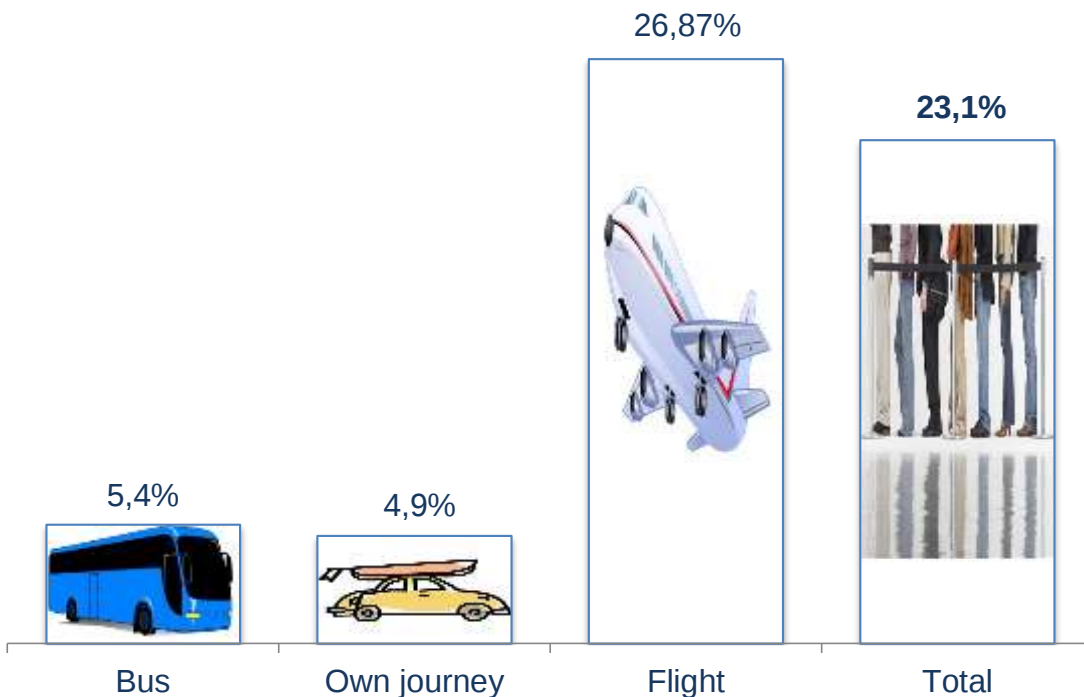
Bookings weekly 17/18 vs. 16/17



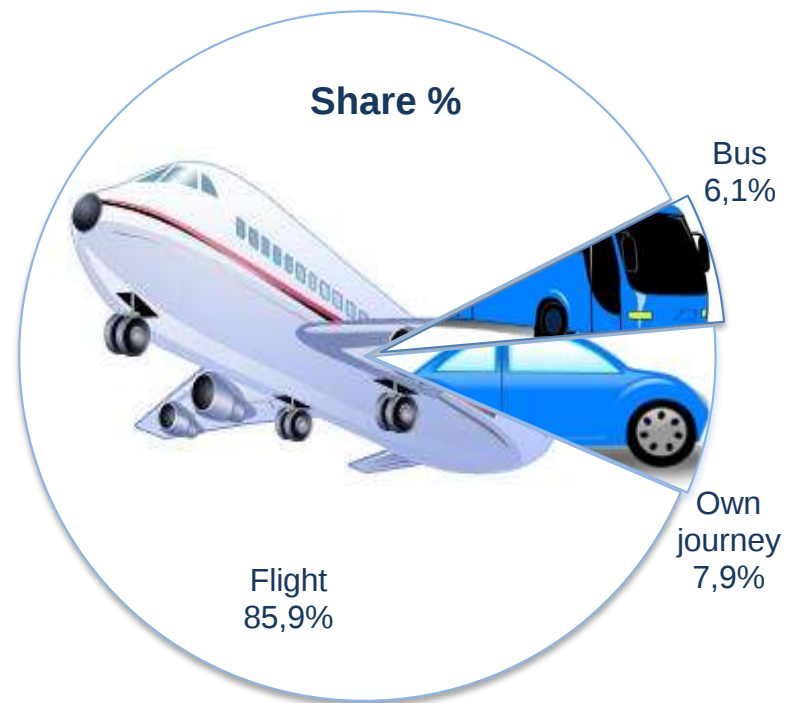
Cumulative sales of 2017/18

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

Clients +/- %



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	16,6%	27,2%
2	Turcja	165,6%	14,5%
3	Hiszpania	-24,1%	11,1%
4	Egipt	78,7%	9,1%
5	Bułgaria	12,8%	7,1%
6	Włochy	-6,0%	5,1%
7	Albania	79,8%	3,1%
8	Chorwacja	-8,3%	1,8%
9	Tunezja	344,2%	1,7%
10	Cypr	25,1%	1,4%
11	Portugalia	-34,9%	1,4%
12	Malta	44,3%	1,0%
13	Maroko	50,6%	1,0%
14	Austria	5,3%	0,9%
15	Polska	5,5%	0,8%
16	Emiraty Arabskie	-1,0%	0,8%
17	Tajlandia	40,8%	0,8%
18	Tanzania	0,4%	0,7%
19	Wyspy Zielonego Przylądka	119,0%	0,7%
20	Oman	-6,6%	0,7%

Rank	Destination	+/- % last year
1	Antalya	143,7%
2	Heraklion	11,6%
3	Hurghada	107,1%
4	Burgas	20,5%
5	Zakynthos	9,6%
6	Korfu	24,7%
7	Rodos	11,0%
8	Marsa Alam	41,9%
9	Bodrum	208,8%
10	Chania	27,5%
11	Kos	26,2%
12	Teneryfa	-16,6%
13	Tirana	70,2%
14	Fuerteventura	-37,4%
15	Varna	-11,3%
16	Gran Canaria	-18,1%
17	Sharm El Sheikh	78,1%
18	Majorka	-20,1%
19	Lanzarote	-36,2%
20	Saloniki	-7,6%



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