



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 25/2018

Data source: MerlinX*

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

Last week – 25/2018, tours 01.11.17 – 31.10.18

compared with week 25. in 2017 r.



Last week – 25/2018, tours 01.11.17 – 31.10.18

compared with week 25. in 2017 r.

Clients +/-%

Bus

Own journey

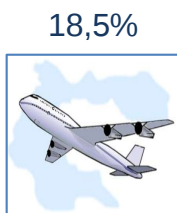
Flight



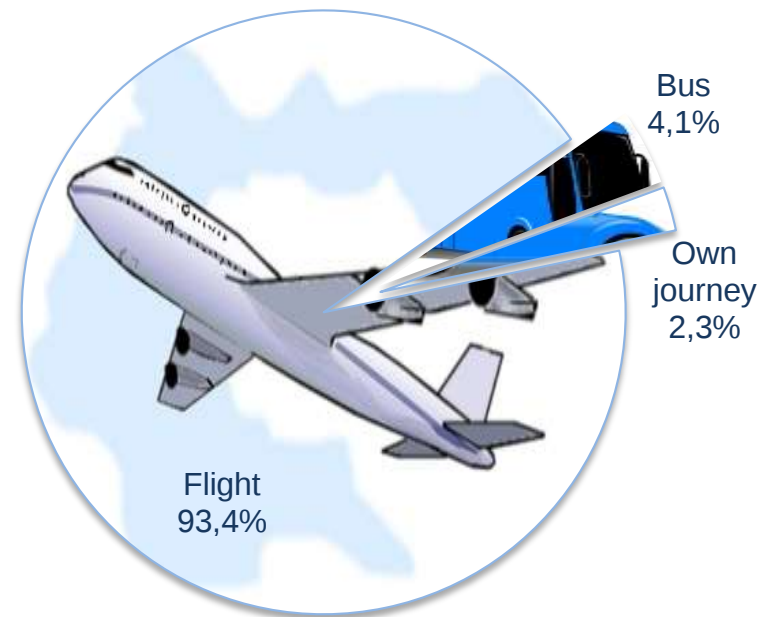
-25,8%



-36,3%



Share %



Ranking of the most popular countries & destinations in CW25

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Rhodes	6 234	2 343
2	Heraklion	5 572	2 157
3	Burgas	4 582	1 714
4	Korfu	5 147	1 969
5	Antalya	7 050	2 497
6	Zakintos	5 937	2 244
7	Tirana	4 081	1 693
8	Kos	6 201	2 335
9	Chania	5 643	2 267
10	Warna	4 142	1 629
11	Hurghada	5 375	2 108
12	Majorka	6 272	2 637
13	Bodrum	5 989	2 297
14	Ateny	4 749	1 925
15	Saloniki	4 248	1 683
16	Fuerteventura	7 097	2 913
17	Sharm El Sheikh	5 392	2 179
18	Teneryfa	7 104	2 922
19	Kefalinia	5 570	2 137
20	Marsa Allam	6 217	2 422



Rank	Country	Price/booking	Price/person
1	Grecja	5 531	2 139
2	Turcja	6 571	2 395
3	Hiszpania	6 529	2 690
4	Bułgaria	4 282	1 670
5	Albania	3 926	1 636
6	Włochy	5 133	2 195
7	Egipt	5 585	2 204
8	Tunezja	4 461	1 774
9	Chorwacja	3 434	1 512
10	Portugalia	5 662	2 591

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

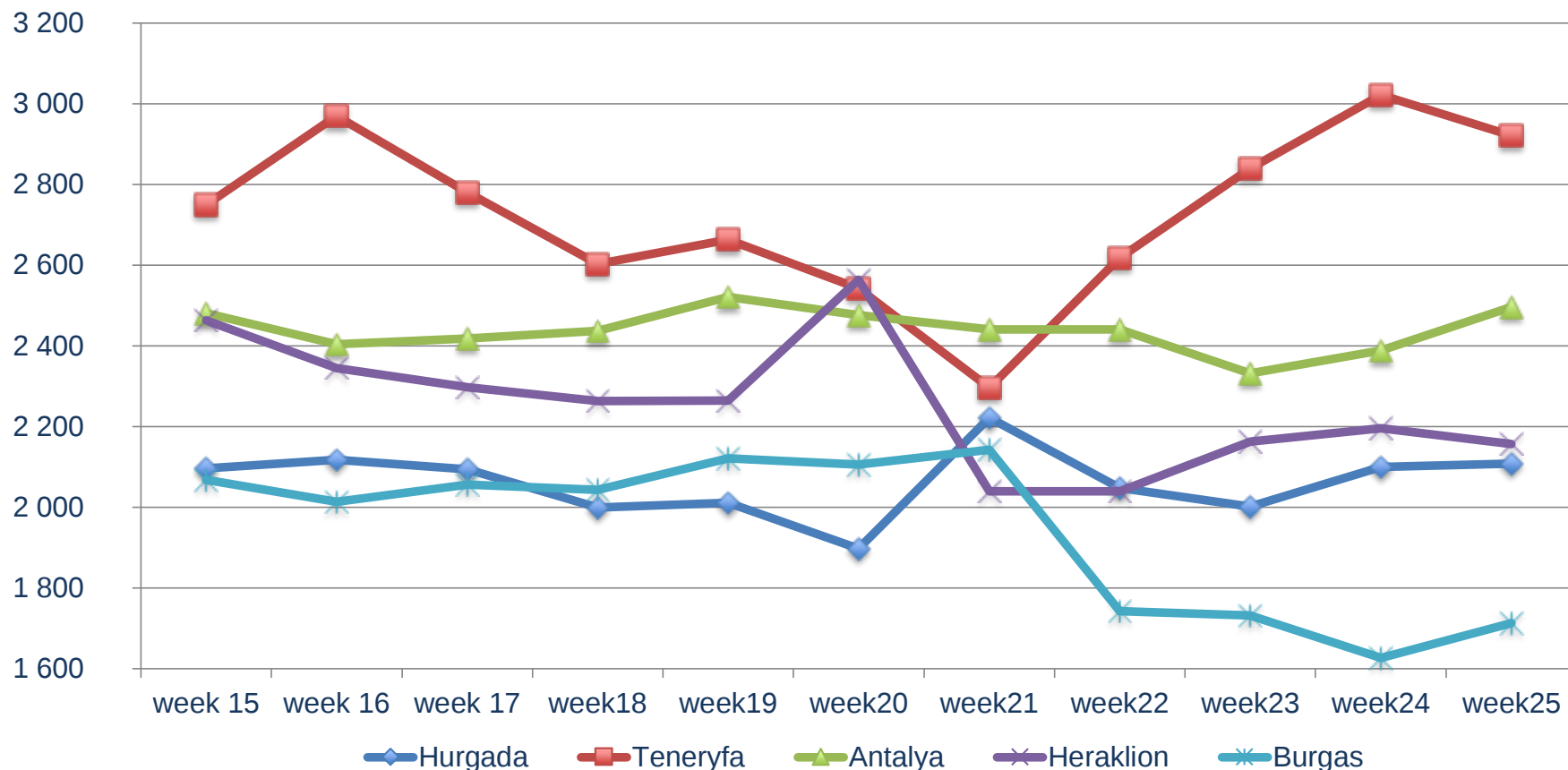
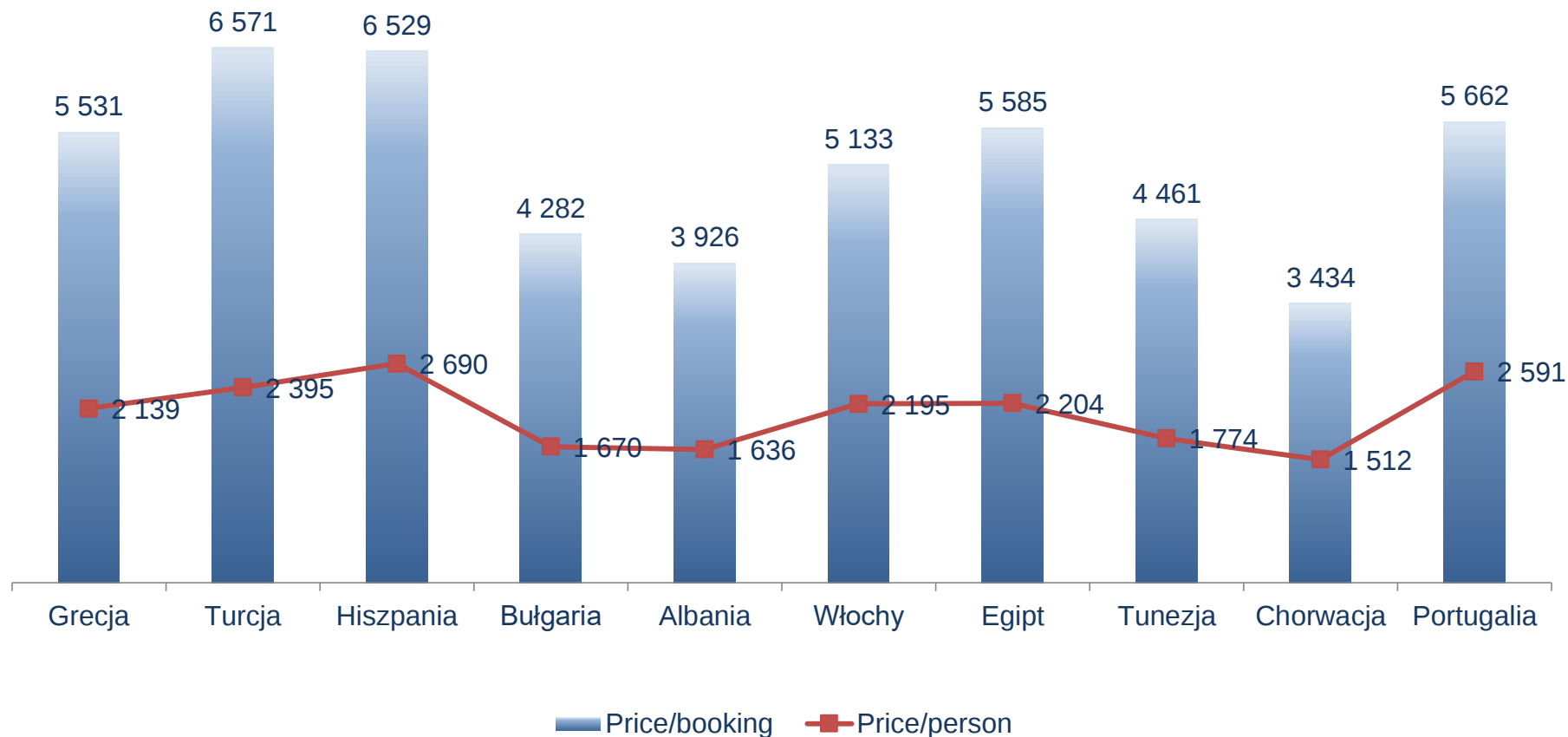


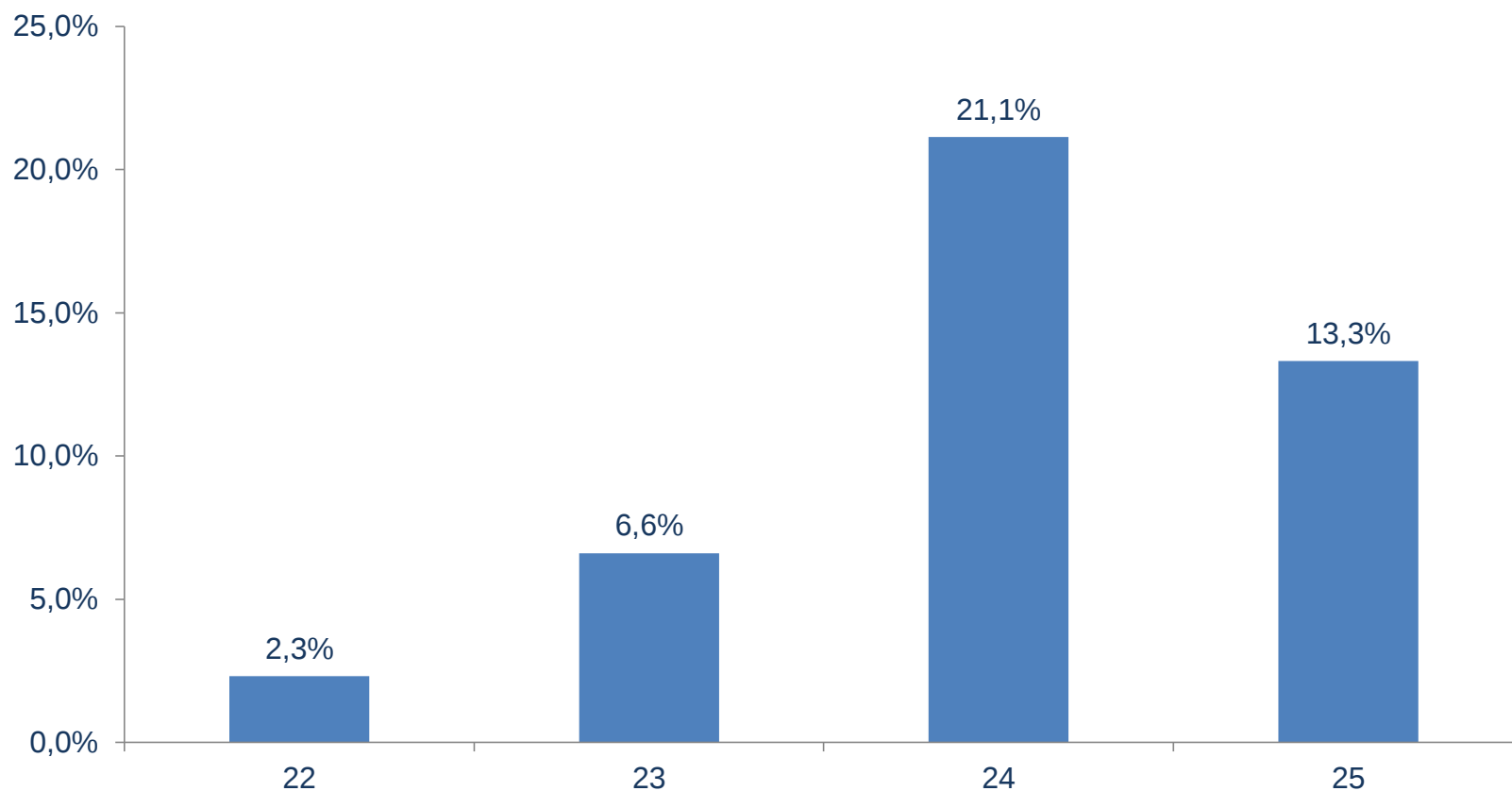
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 25. week



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

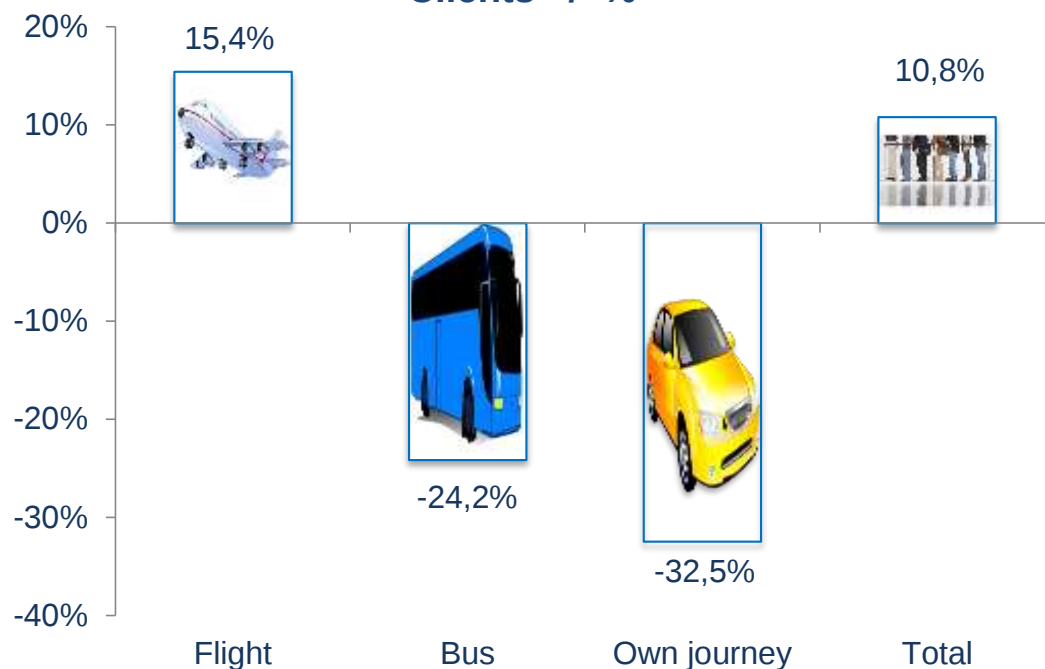
compared with 4 analogous weeks in tourist year 2016/2017



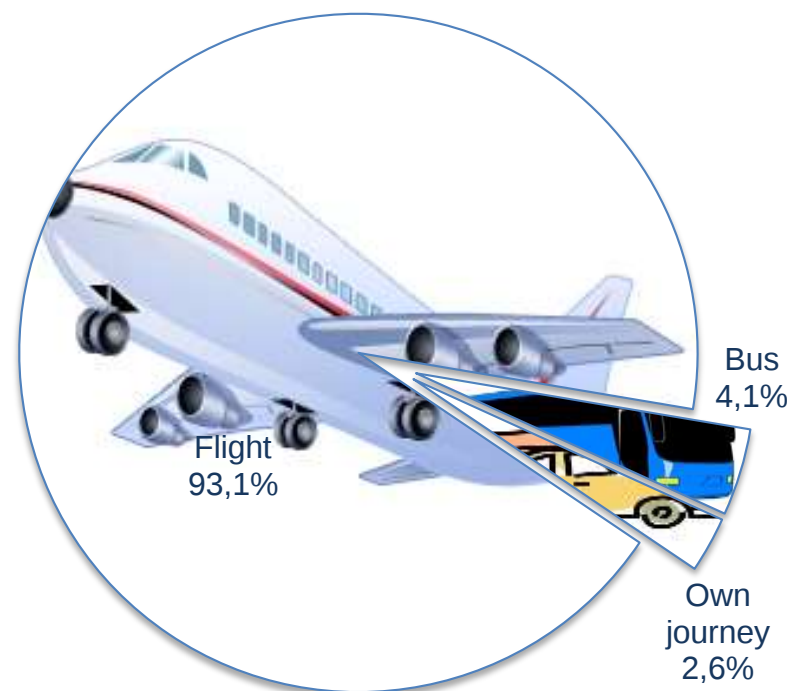
The sales trend of the last four weeks

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

Clients +/- %

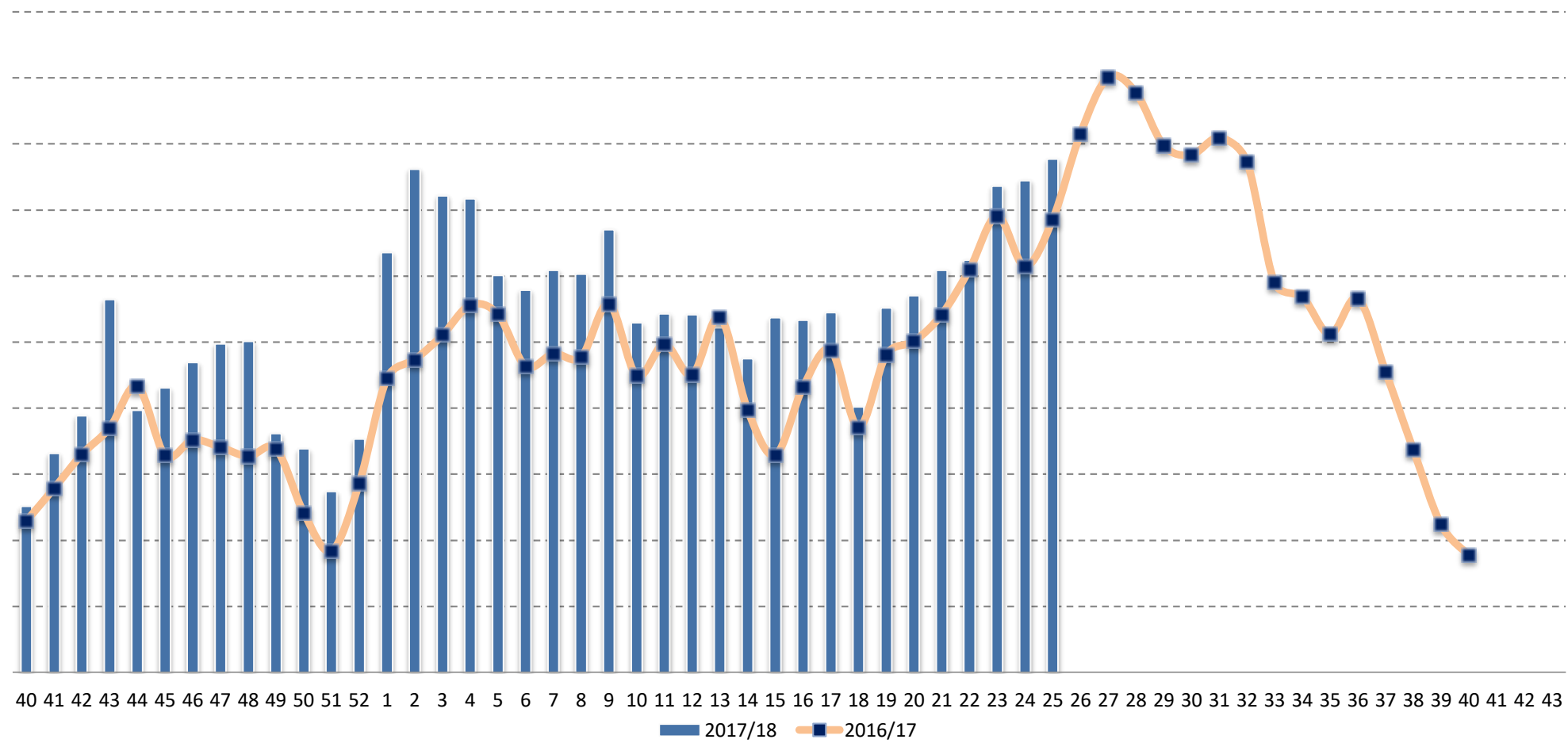


Share %



Weekly sales compared with the previous tourist year

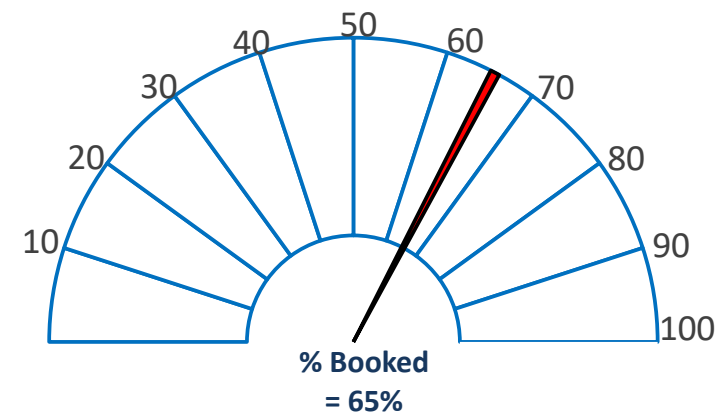
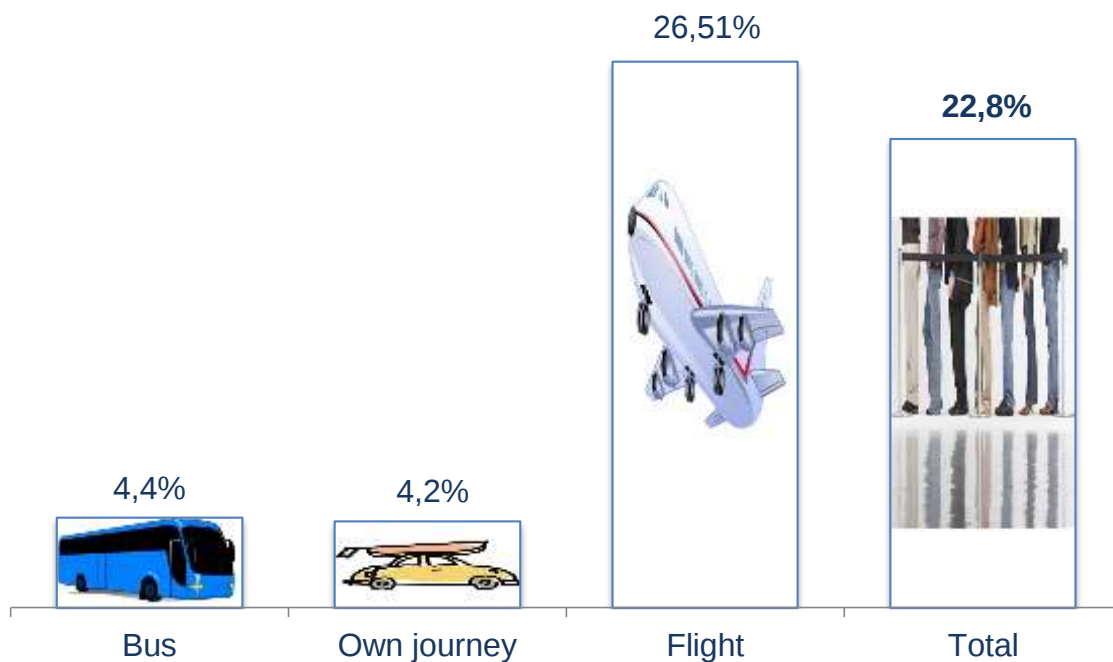
Bookings weekly 17/18 vs. 16/17



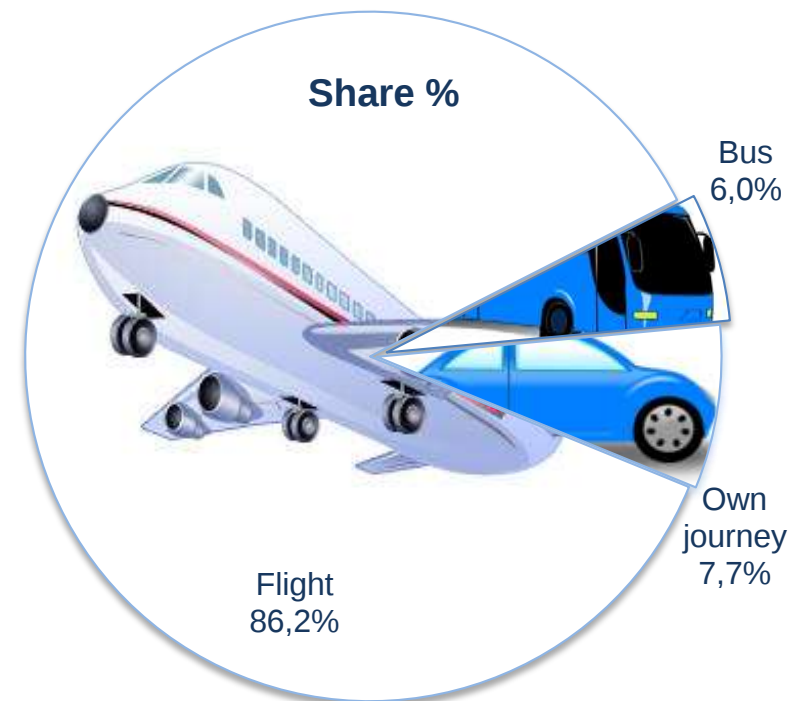
Cumulative sales of 2017/18

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	17,7%	27,7%
2	Turcja	158,6%	14,3%
3	Hiszpania	-24,0%	11,0%
4	Egipt	77,2%	9,0%
5	Bułgaria	10,3%	7,2%
6	Włochy	-6,1%	5,1%
7	Albania	79,2%	3,2%
8	Chorwacja	-10,1%	1,8%
9	Tunezja	338,3%	1,7%
10	Cypr	23,5%	1,4%
11	Portugalia	-34,8%	1,4%
12	Malta	43,4%	1,0%
13	Maroko	49,4%	1,0%
14	Austria	5,6%	0,9%
15	Polska	3,8%	0,8%
16	Emiraty Arabskie	-0,9%	0,8%
17	Tajlandia	40,1%	0,8%
18	Wyspy Zielonego Przylądka	120,9%	0,7%
19	Tanzania	0,4%	0,7%
20	Czarnogóra	41,4%	0,6%

Rank	Destination	+/- % last year
1	Antalya	137,2%
2	Heraklion	11,9%
3	Hurghada	105,1%
4	Burgas	17,2%
5	Zakynthos	10,0%
6	Korfu	25,2%
7	Rodos	13,0%
8	Marsa Alam	40,4%
9	Bodrum	201,4%
10	Chania	28,3%
11	Kos	29,2%
12	Tirana	69,8%
13	Teneryfa	-16,8%
14	Fuerteventura	-37,0%
15	Varna	-11,9%
16	Gran Canaria	-18,6%
17	Sharm El Sheikh	78,3%
18	Majorka	-19,6%
19	Lanzarote	-35,7%
20	Saloniki	-6,5%



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