



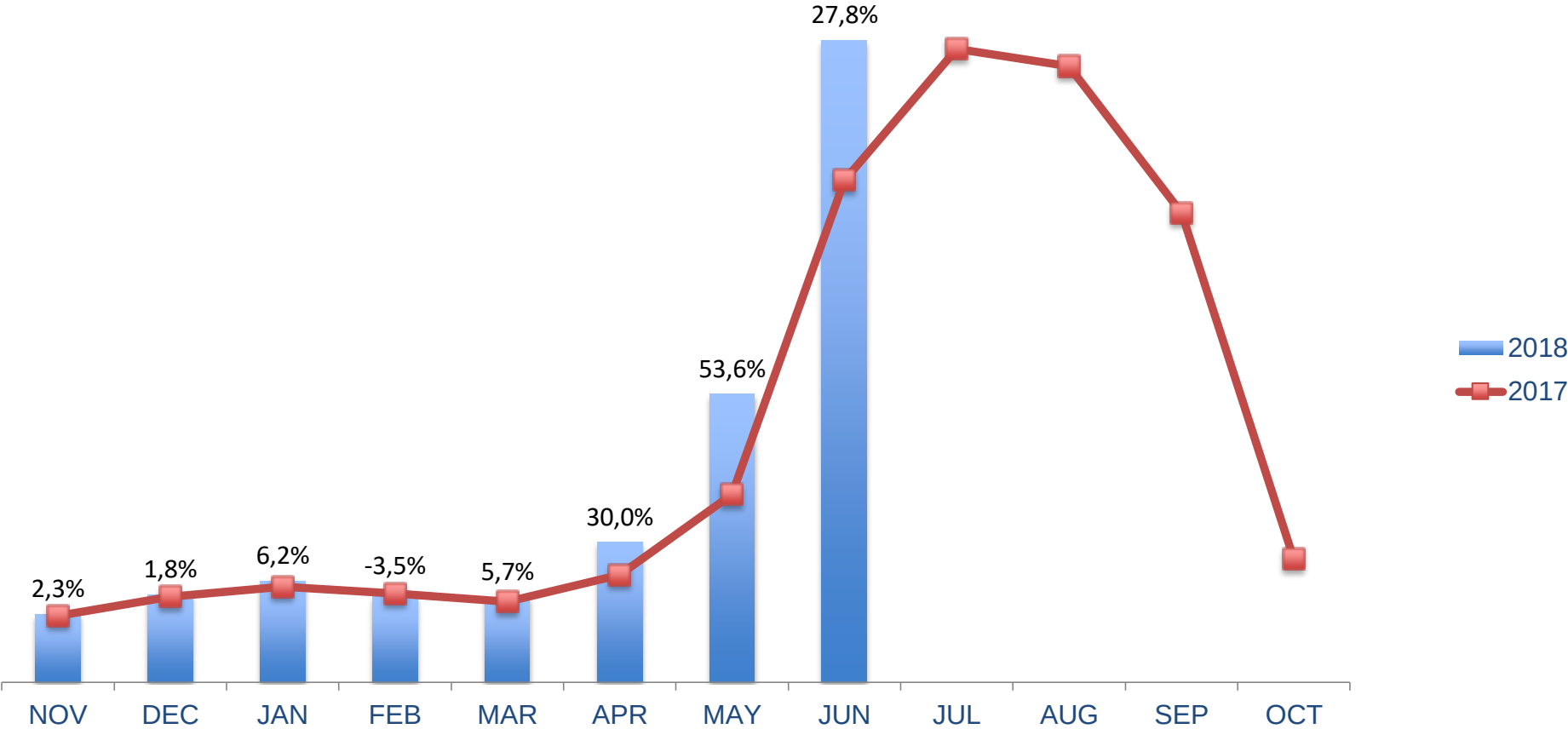
Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 26/2018

Data source: MerlinX*

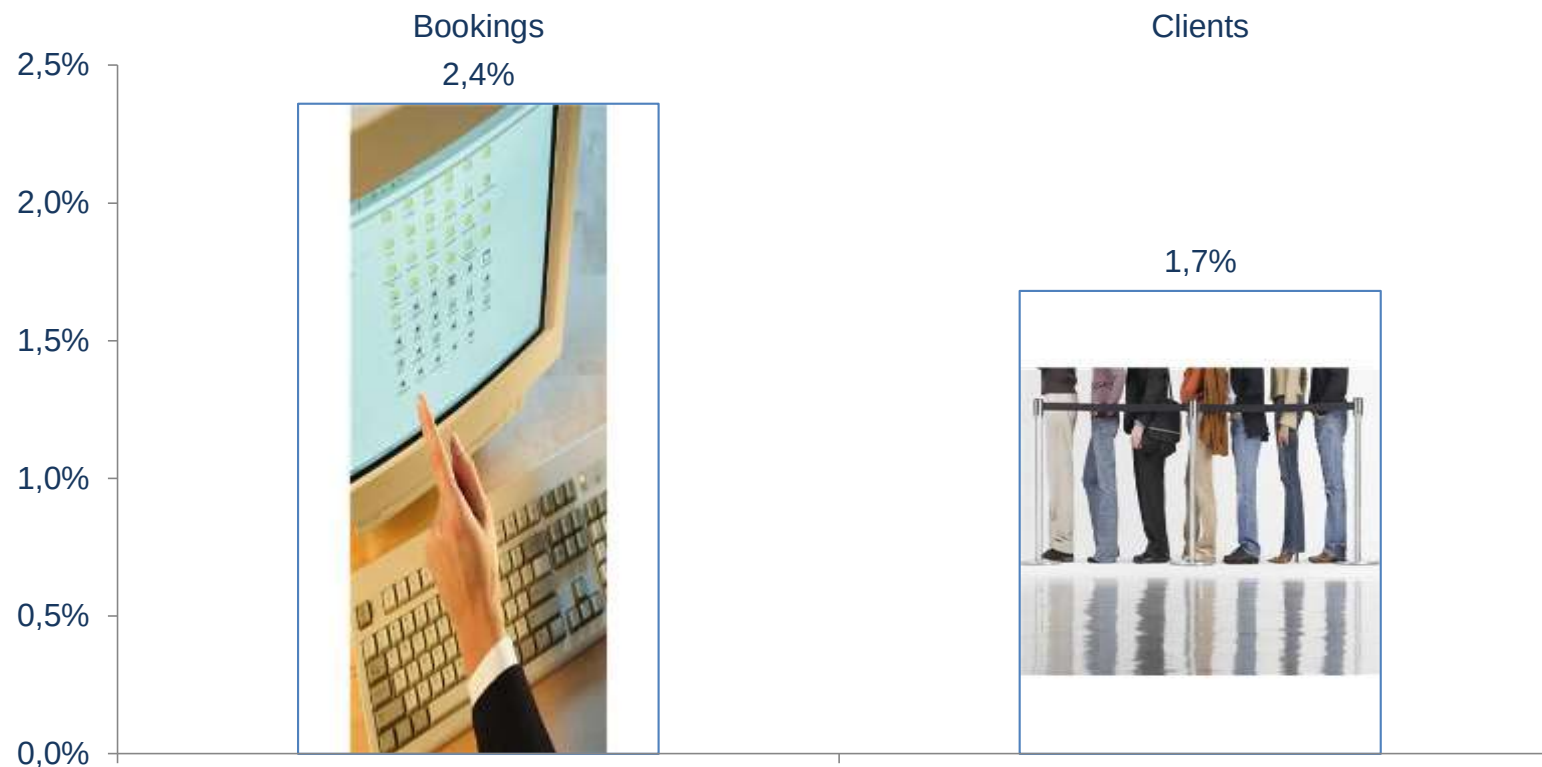
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

Monthly trips compared with previous tourist year



Last week – 26/2018, tours 01.11.17 – 31.10.18

compared with week 26. in 2017 r.



Last week – 26/2018, tours 01.11.17 – 31.10.18

compared with week 26. in 2017 r.

Clients +/-%

Bus



-24,9%

Own journey

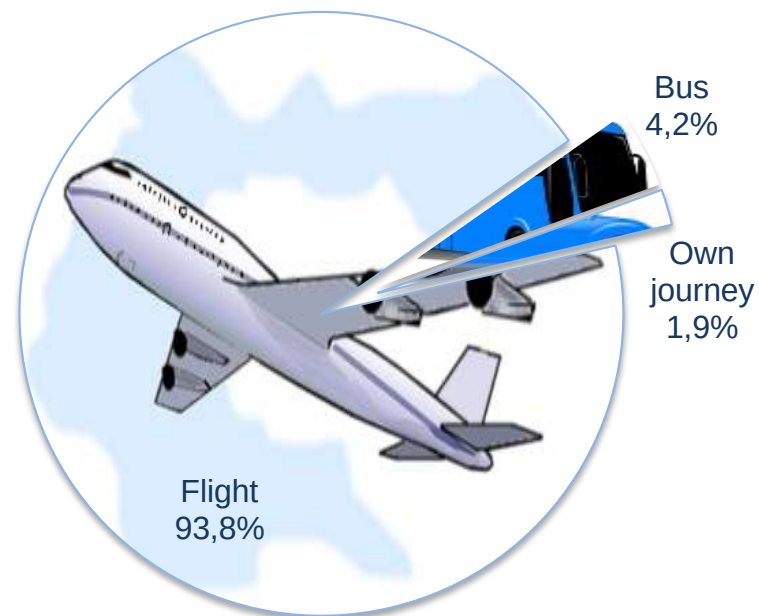


-52,2%

Flight
5,9%



Share %



Ranking of the most popular countries & destinations in CW26

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 026	2 468
2	Heraklion	5 825	2 220
3	Korfu	4 814	1 881
4	Burgas	4 712	1 719
5	Rhodes	6 785	2 500
6	Zakintos	5 905	2 248
7	Tirana	4 449	1 800
8	Chania	5 855	2 310
9	Majorka	6 055	2 566
10	Kos	6 489	2 403
11	Warna	4 450	1 711
12	Saloniki	5 058	1 851
13	Hurghada	5 409	2 145
14	Bodrum	6 549	2 444
15	Ateny	5 749	2 301
16	Olbia	6 855	2 714
17	Teneryfa	6 460	2 714
18	Larnaka	5 387	2 123
19	Sharm El Sheikh	5 381	2 207
20	Kefalinia	5 491	2 036



Rank	Country	Price/booking	Price/person
1	Grecja	5 714	2 185
2	Turcja	6 805	2 445
3	Hiszpania	6 416	2 662
4	Bułgaria	4 382	1 685
5	Włochy	5 211	2 200
6	Albania	4 320	1 762
7	Egipt	5 642	2 216
8	Tunezja	4 613	1 851
9	Cypr	6 141	2 414
10	Portugalia	6 247	2 876

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

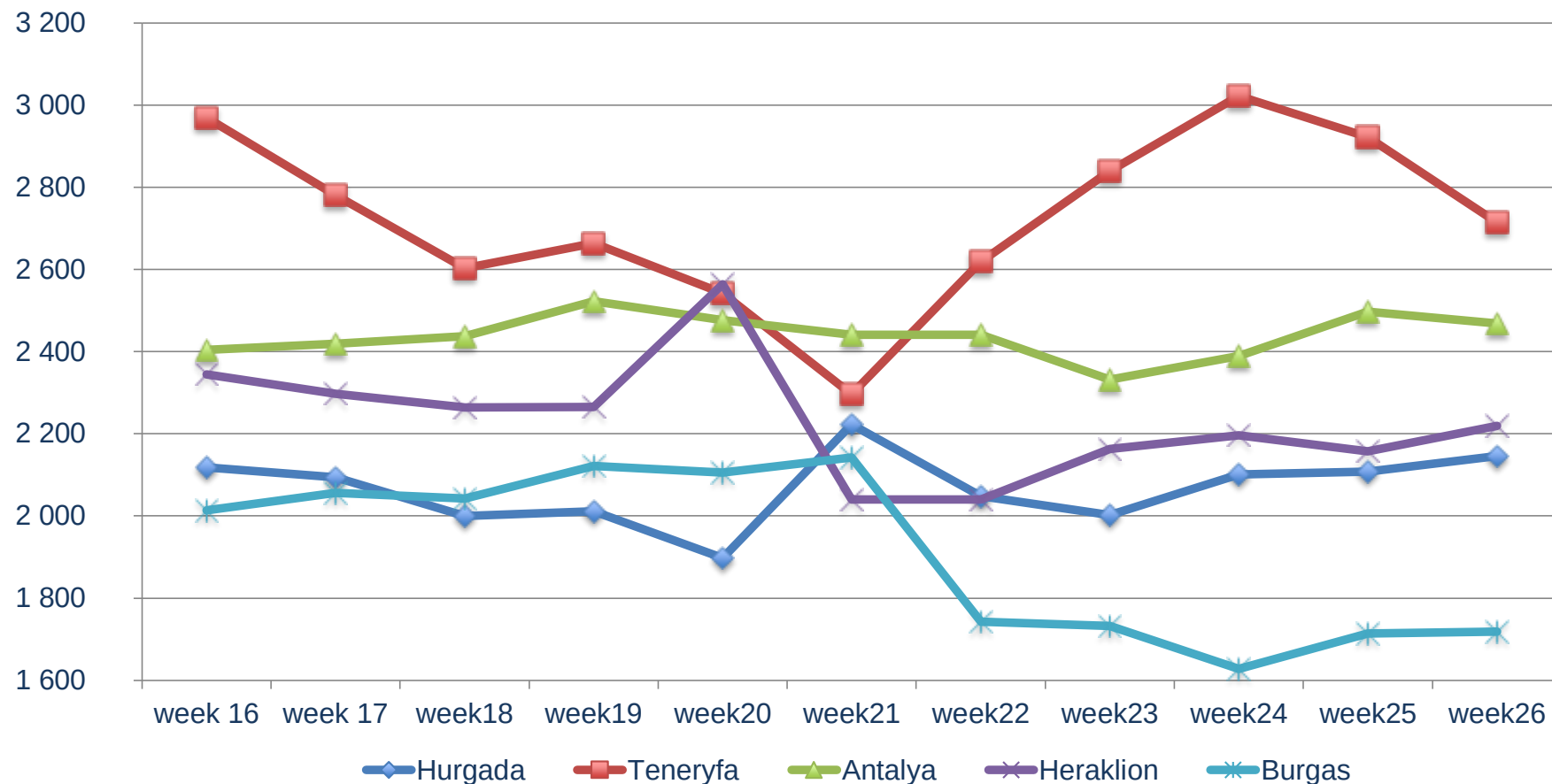
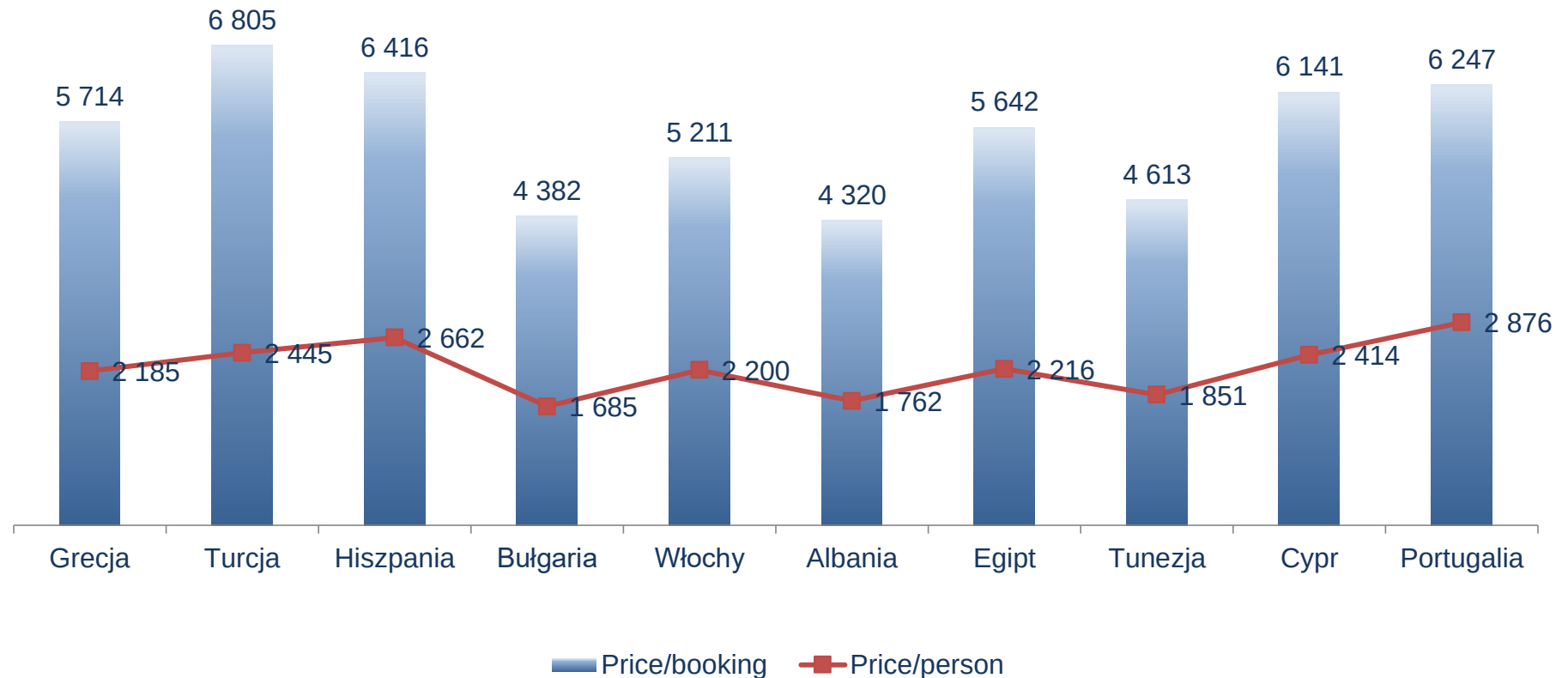


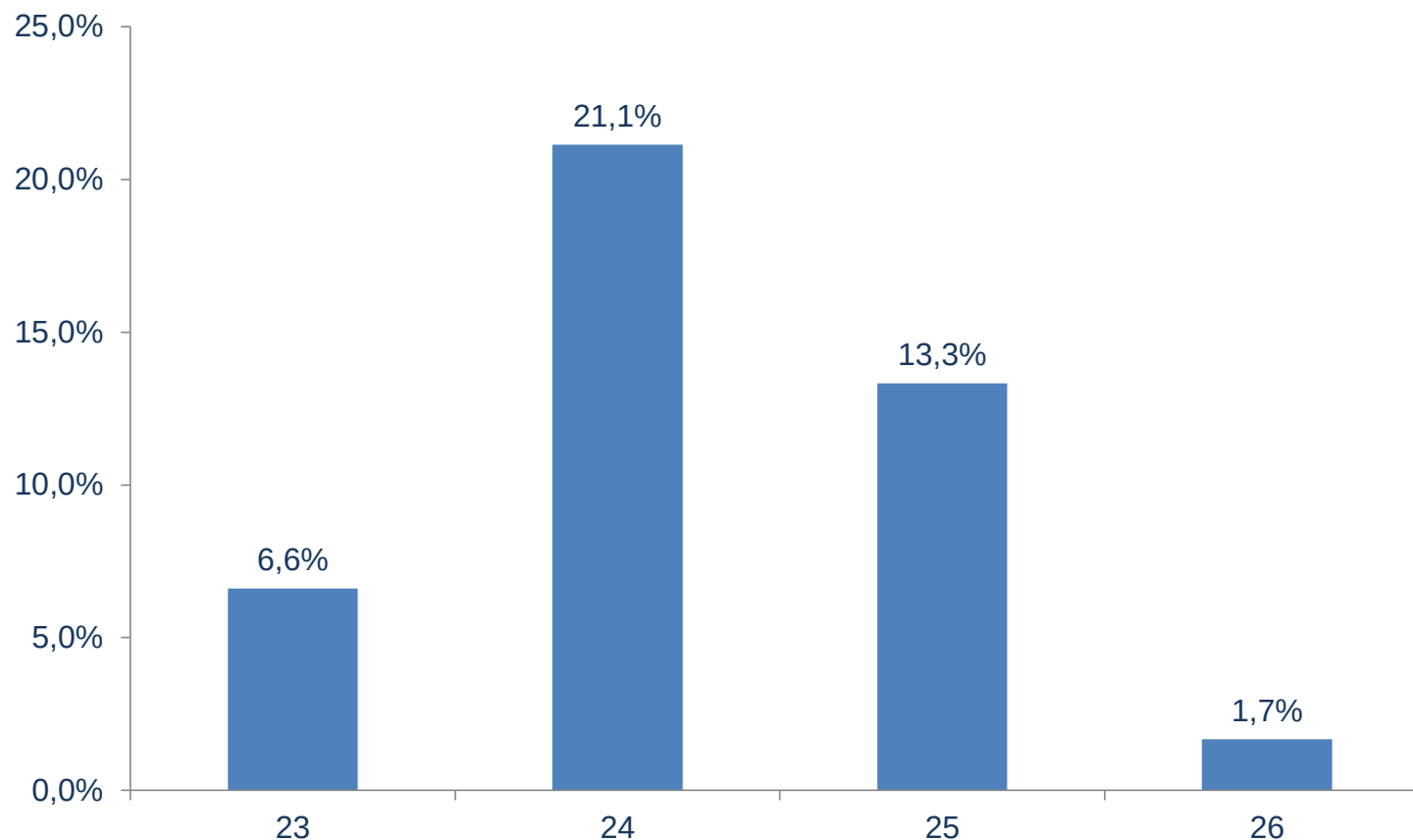
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 26. week



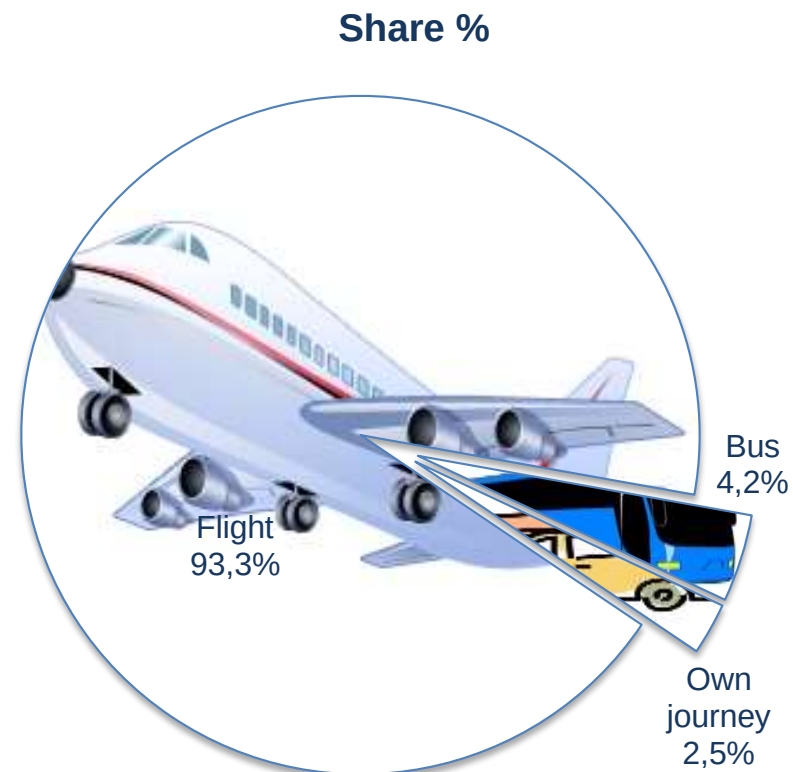
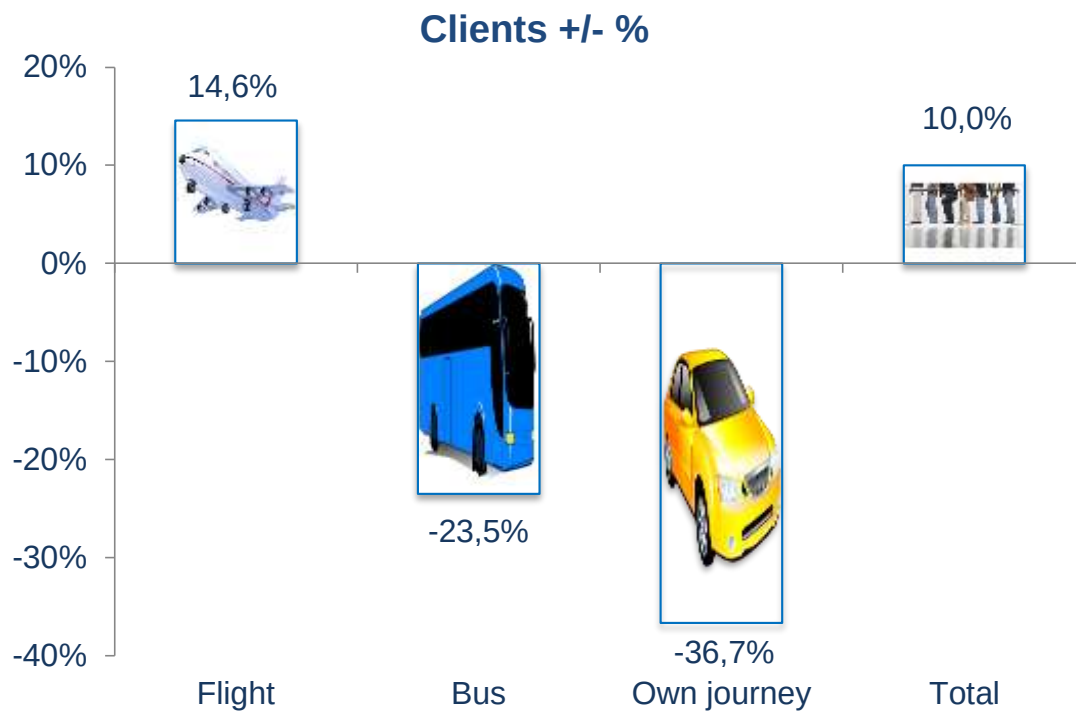
The last four weeks of sales of the tourist year 2017/18 - customers

compared with 4 analogous weeks in tourist year 2016/2017



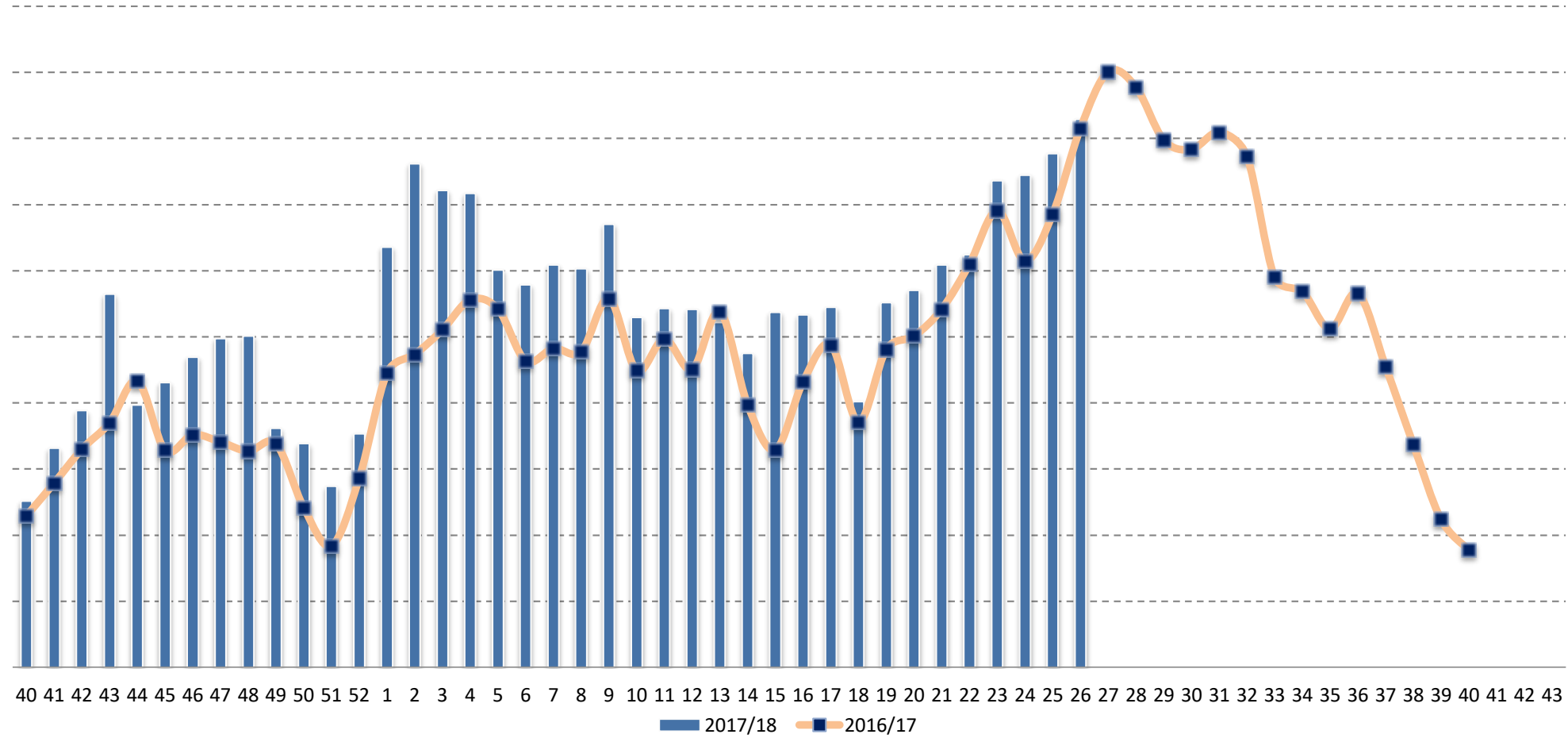
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

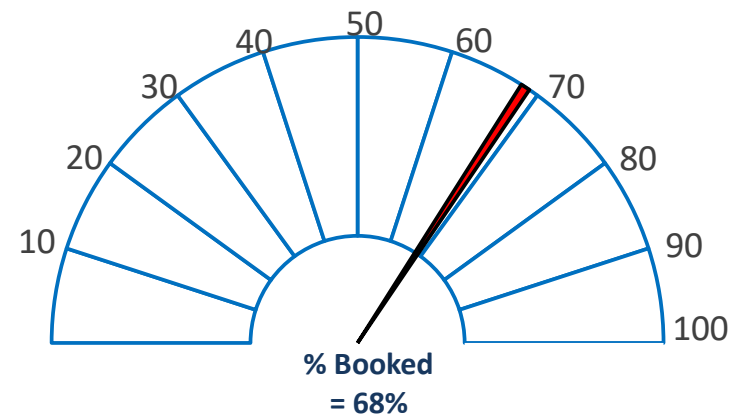
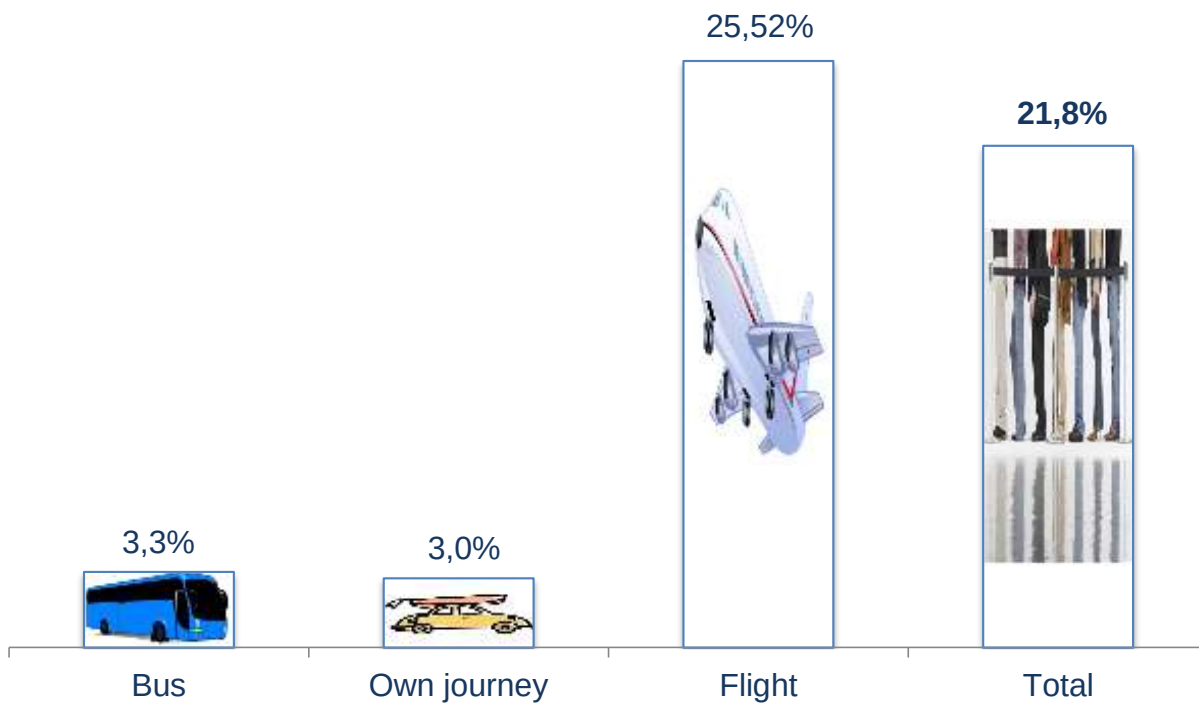
Bookings weekly 17/18 vs. 16/17



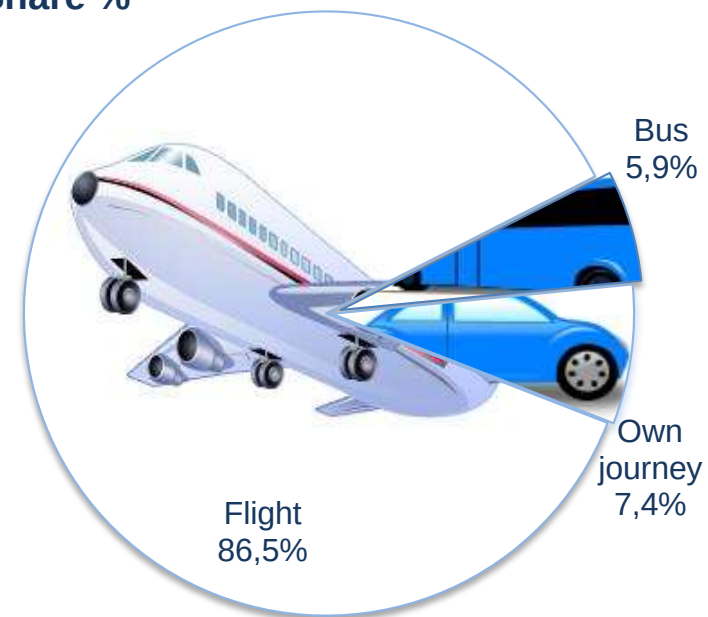
Cumulative sales of 2017/18

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	17,7%	28,2%
2	Turcja	151,1%	14,2%
3	Hiszpania	-23,7%	11,0%
4	Egipt	73,5%	8,8%
5	Bułgaria	7,0%	7,3%
6	Włochy	-6,2%	5,1%
7	Albania	75,1%	3,2%
8	Chorwacja	-12,7%	1,8%
9	Tunezja	323,9%	1,7%
10	Cypr	24,5%	1,4%
11	Portugalia	-34,5%	1,4%
12	Malta	42,1%	1,0%
13	Maroko	48,6%	1,0%
14	Austria	5,5%	0,8%
15	Polska	2,9%	0,8%
16	Emiraty Arabskie	-0,5%	0,8%
17	Tajlandia	40,0%	0,8%
18	Wyspy Zielonego Przylądka	120,2%	0,7%
19	Czarnogóra	43,5%	0,6%
20	Tanzania	0,4%	0,6%

Rank	Destination	+/- % last year
1	Antalya	131,6%
2	Inne	43,5%
3	Heraklion	11,0%
4	Burgas	13,0%
5	Hurghada	99,8%
6	Zakynthos	9,4%
7	Korfu	23,8%
8	Rodos	13,0%
9	Marsa Alam	38,0%
10	Bodrum	188,1%
11	Chania	28,7%
12	Kos	29,9%
13	Tirana	66,9%
14	Teneryfa	-16,8%
15	Fuerteventura	-36,9%
16	Varna	-13,4%
17	Gran Canaria	-19,0%
18	Majorka	-17,2%
19	Sharm El Sheikh	75,1%
20	Lanzarote	-34,6%



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