



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 27/2018

Data source: MerlinX*

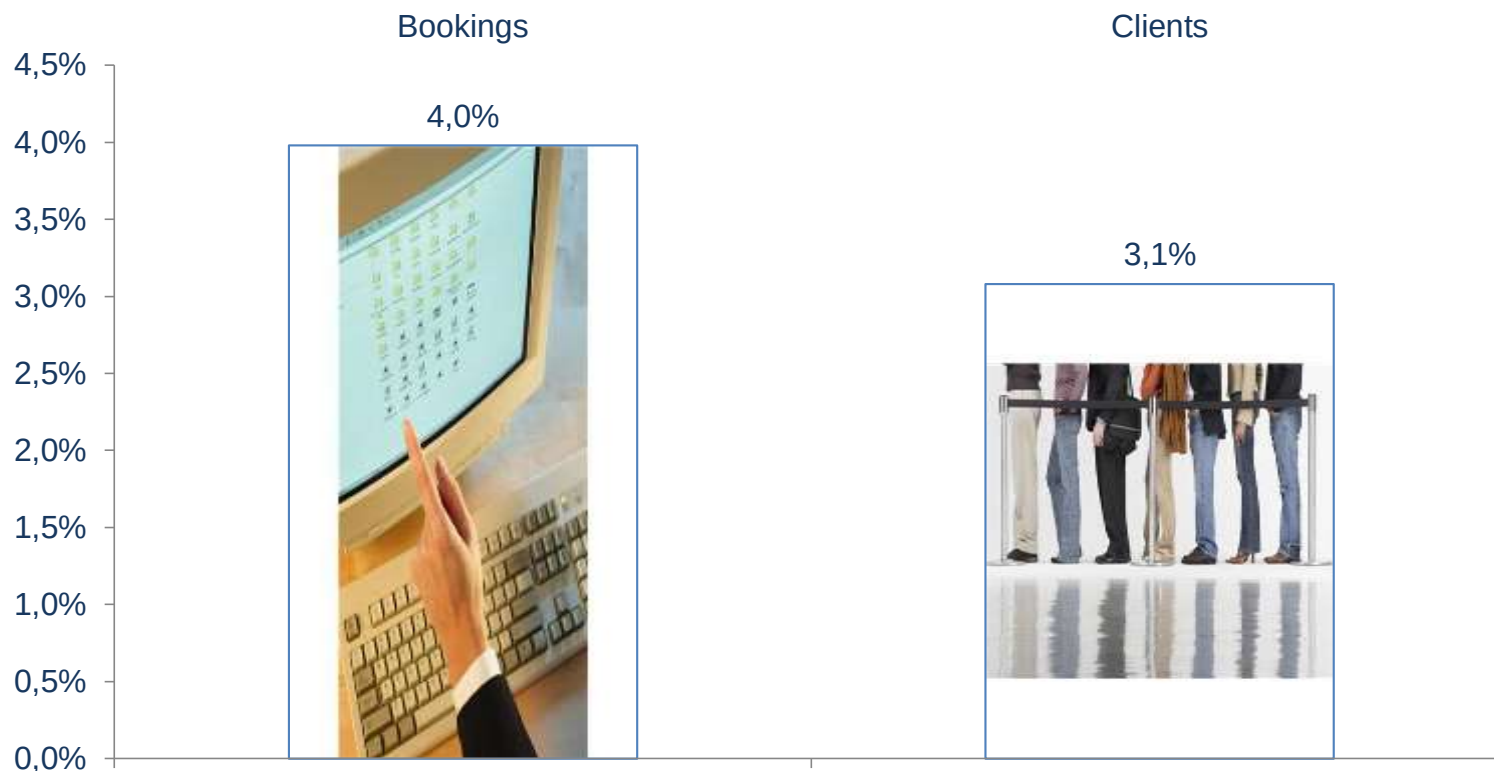
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

10.07.2018



Last week – 27/2018, tours 01.11.17 – 31.10.18

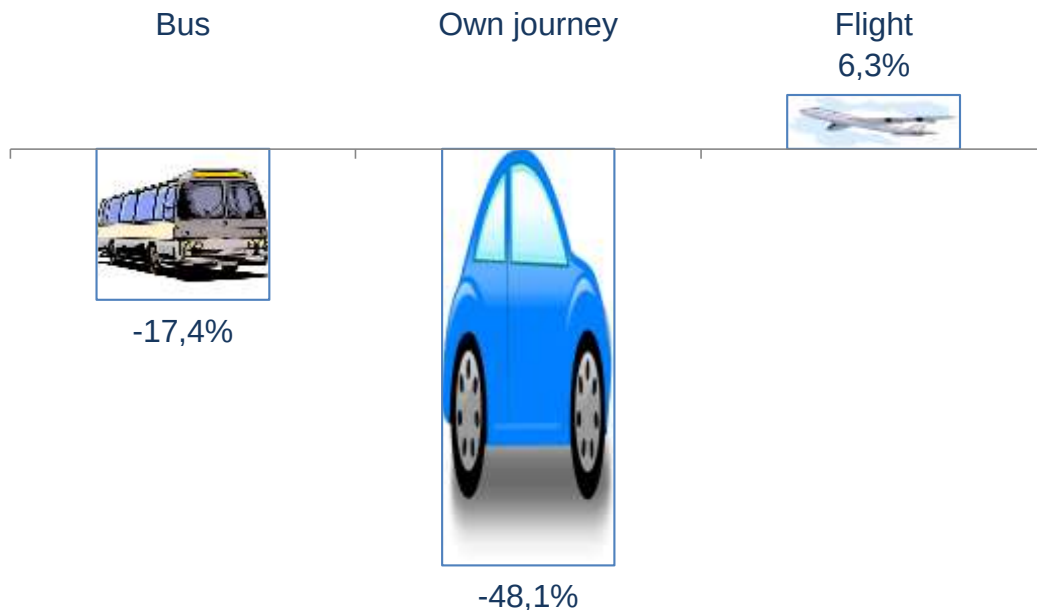
compared with week 27. in 2017 r.



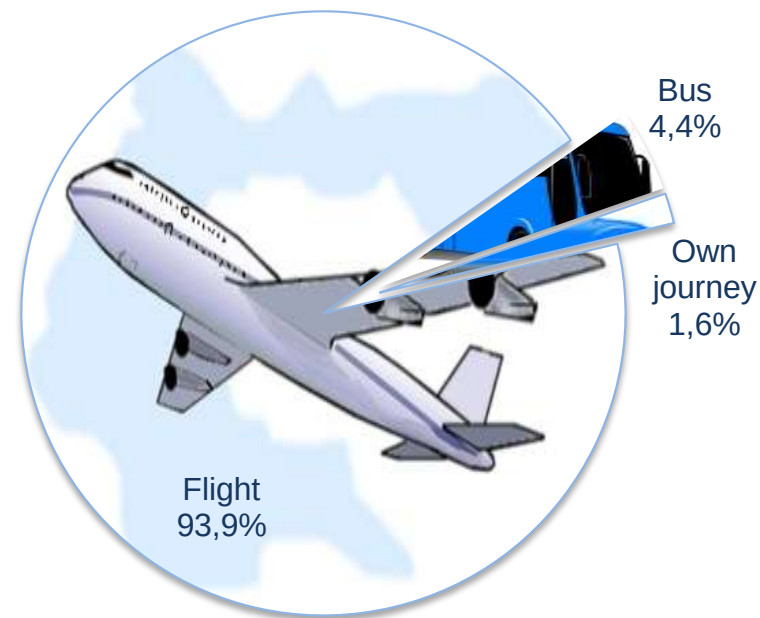
Last week – 27/2018, tours 01.11.17 – 31.10.18

compared with week 27. in 2017 r.

Clients +/-%



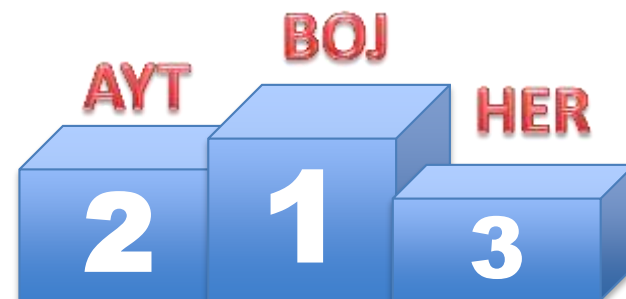
Share %



Ranking of the most popular countries & destinations in CW27

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Burgas	4 647	1 782
2	Antalya	6 805	2 450
3	Heraklion	5 861	2 275
4	Rhodes	6 817	2 484
5	Tirana	4 728	1 965
6	Korfu	5 136	2 024
7	Zakintos	6 265	2 355
8	Kos	6 636	2 512
9	Chania	6 220	2 529
10	Warna	4 508	1 712
11	Majorka	6 564	2 783
12	Hurghada	5 691	2 268
13	Ateny	5 139	2 098
14	Saloniki	5 456	2 057
15	Bodrum	6 666	2 575
16	Olbia	6 538	2 625
17	Kefalinia	5 319	2 113
18	Monastir	4 489	1 824
19	Teneryfa	7 665	3 072
20	Sharm El Sheikh	6 128	2 376



Rank	Country	Price/booking	Price/person
1	Grecja	5 919	2 291
2	Bułgaria	4 450	1 729
3	Turcja	6 709	2 456
4	Hiszpania	6 793	2 806
5	Albania	4 496	1 888
6	Włochy	5 263	2 259
7	Egipt	5 989	2 341
8	Tunezja	4 559	1 848
9	Cypr	6 318	2 503
10	Chorwacja	3 433	1 505

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

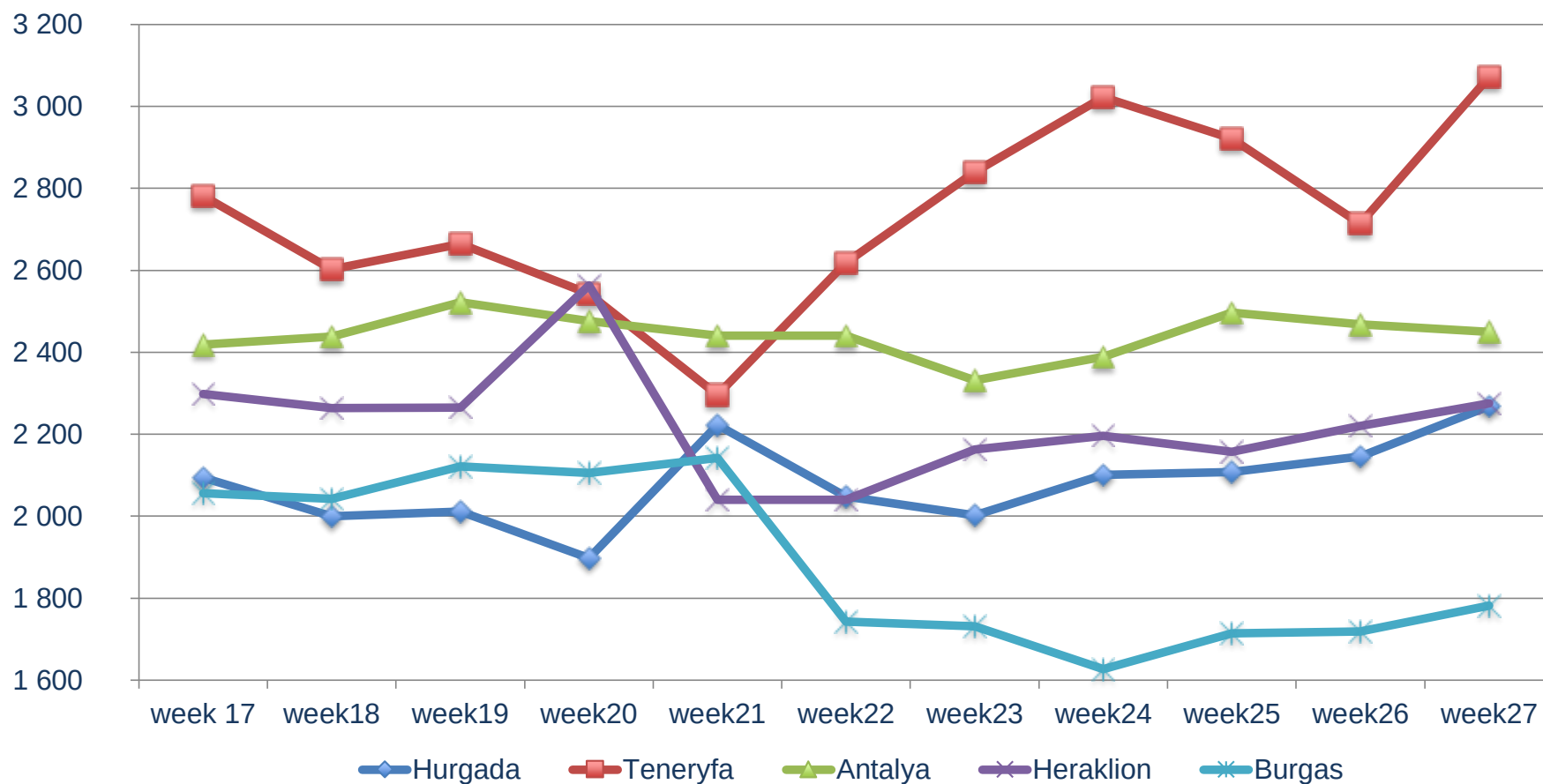
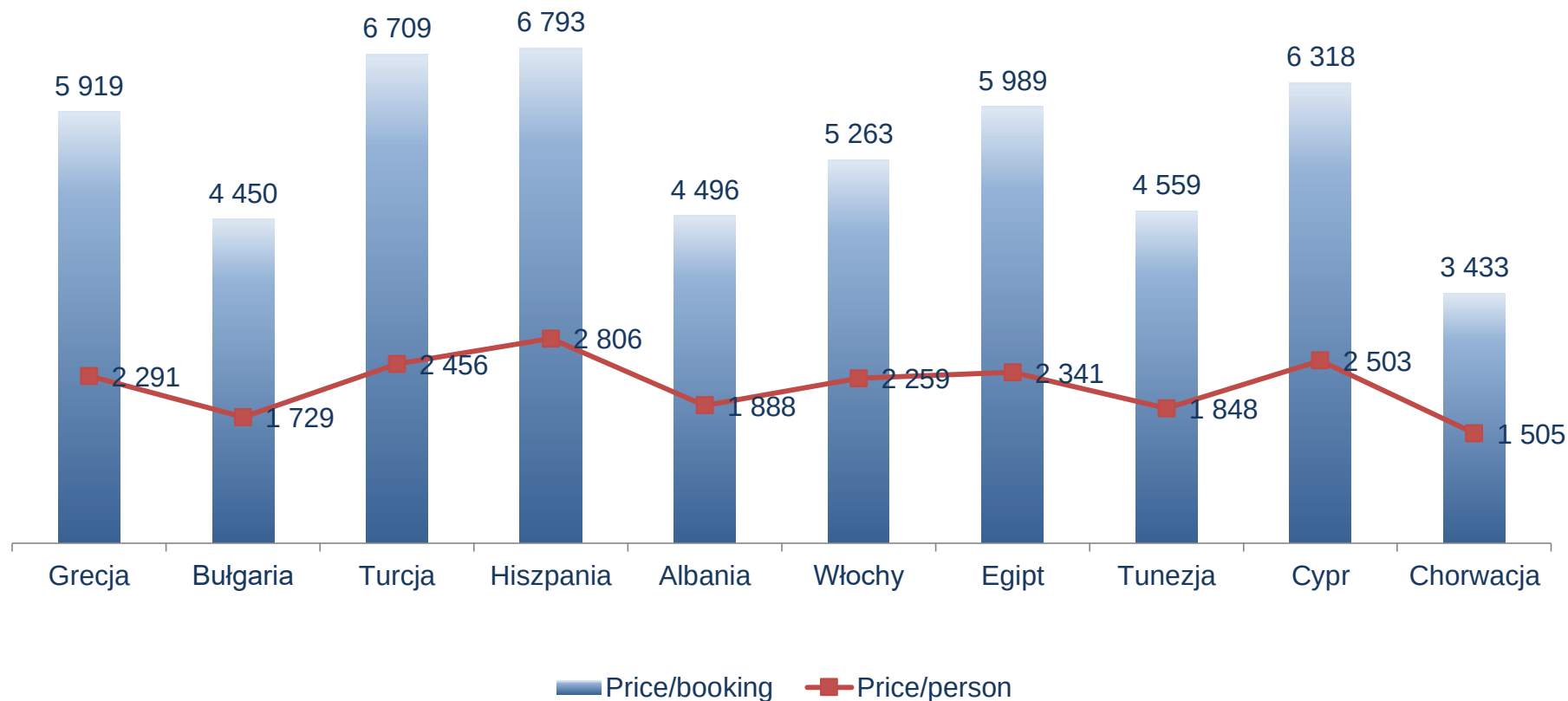


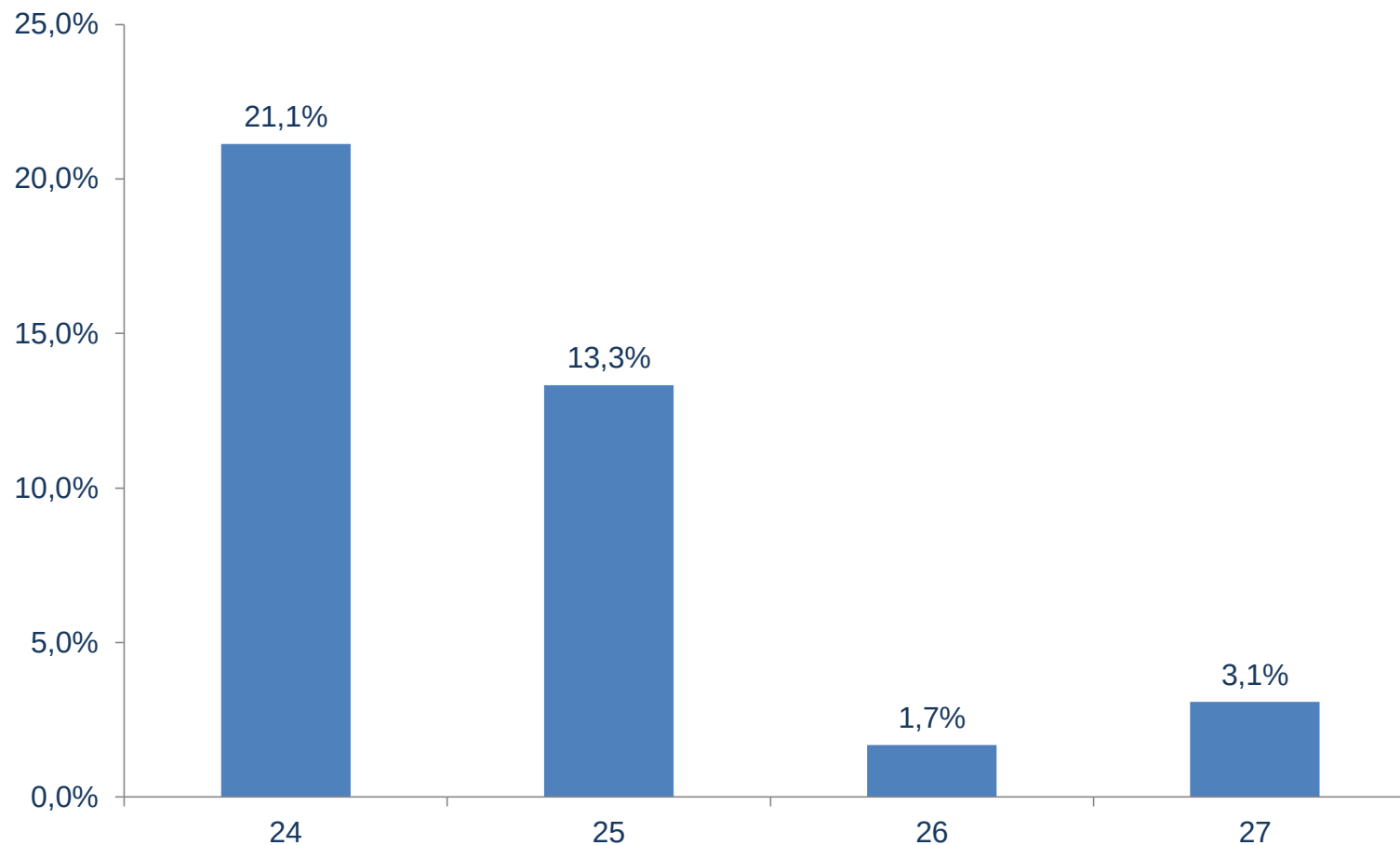
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 27. week



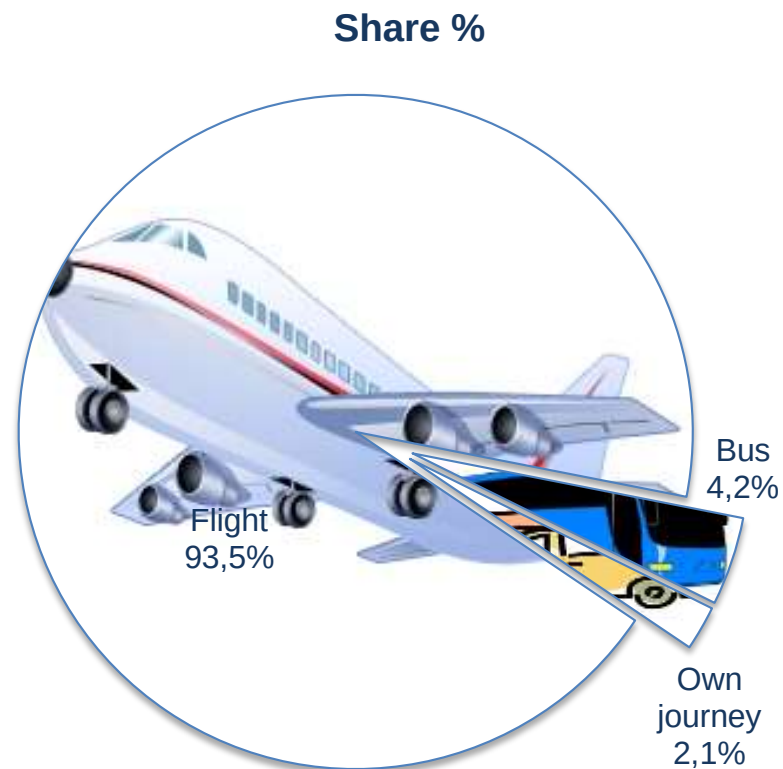
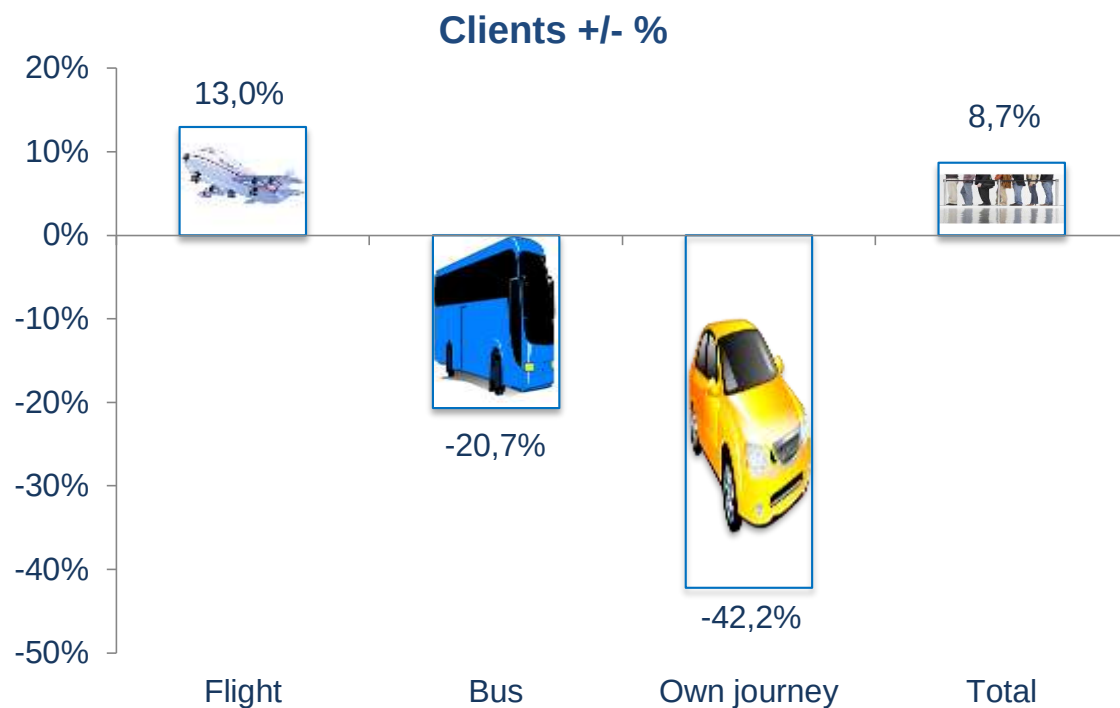
The last four weeks of sales of the tourist year 2017/18 - customers

compared with 4 analogous weeks in tourist year 2016/2017



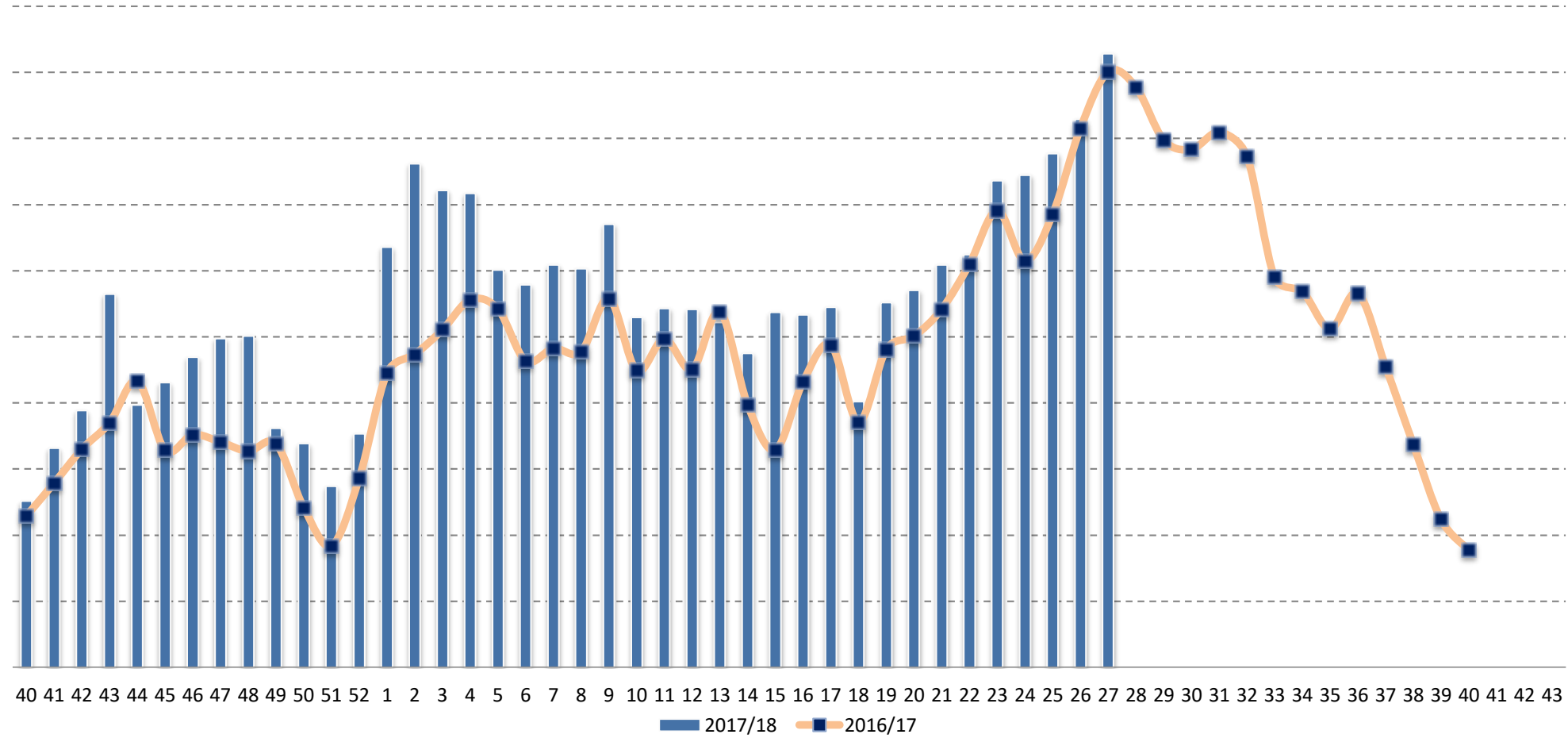
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

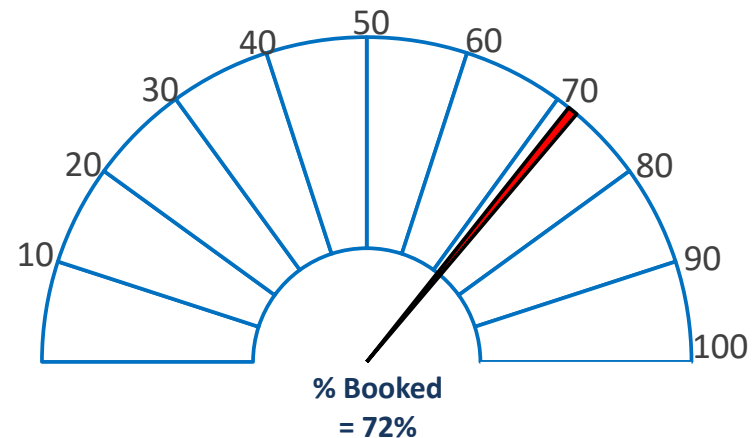
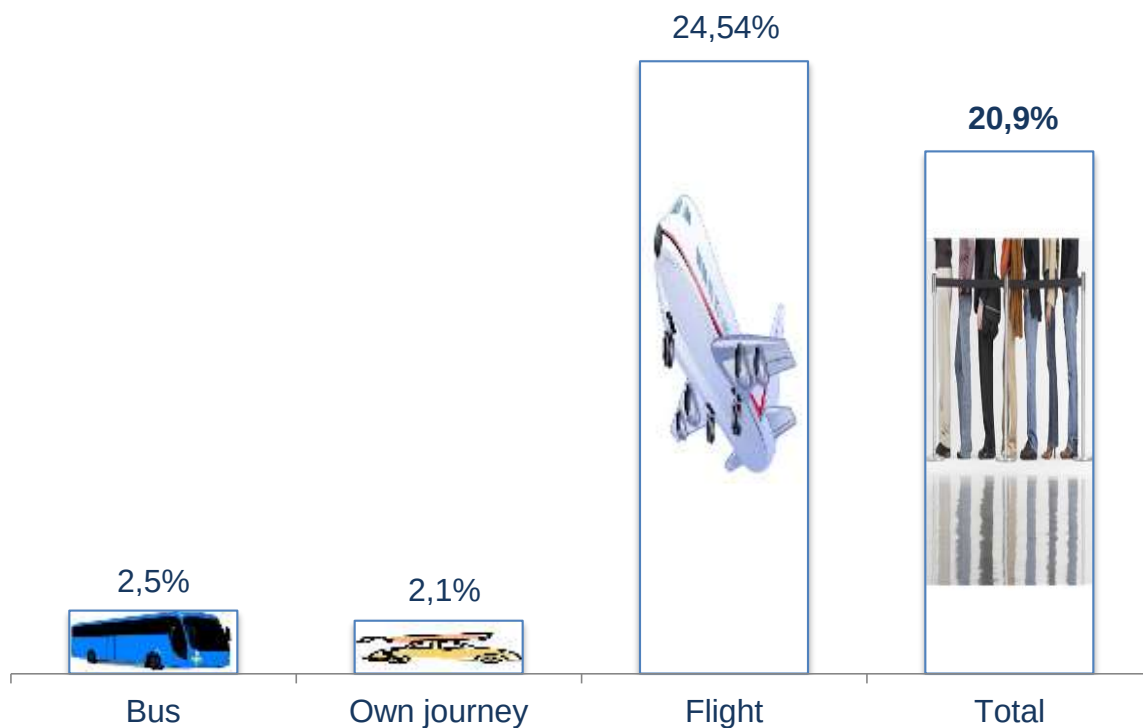
Bookings weekly 17/18 vs. 16/17



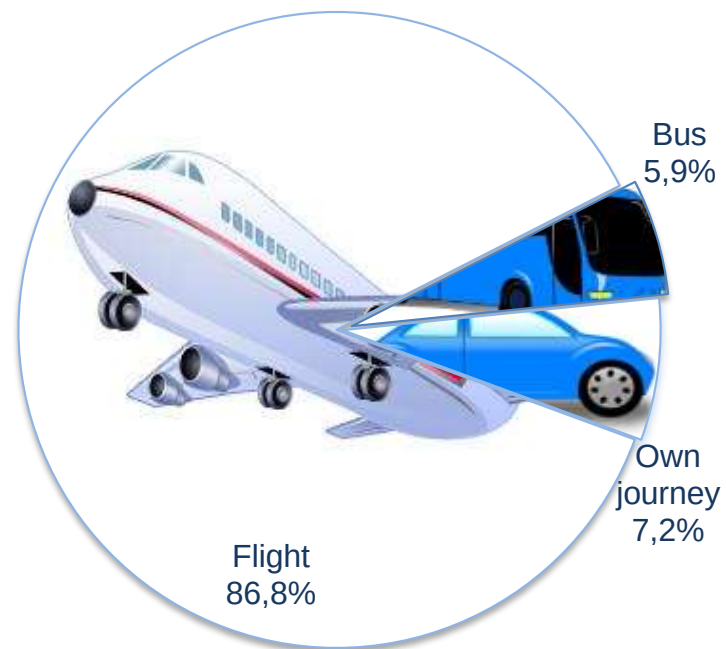
Cumulative sales of 2017/18

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%	28,6%
2	Turcja	142,3%	14,1%
3	Hiszpania	-23,5%	11,0%
4	Egipt	70,0%	8,6%
5	Bułgaria	4,7%	7,4%
6	Włochy	-6,2%	5,1%
7	Albania	72,3%	3,4%
8	Chorwacja	-13,7%	1,7%
9	Tunezja	296,1%	1,7%
10	Cypr	25,9%	1,4%
11	Portugalia	-34,9%	1,3%
12	Malta	40,6%	0,9%
13	Maroko	46,9%	0,9%
14	Polska	2,5%	0,8%
15	Austria	5,7%	0,8%
16	Emiraty Arabskie	-0,2%	0,8%
17	Tajlandia	39,9%	0,7%
18	Czarnogóra	43,4%	0,7%
19	Wyspy Zielonego Przylądka	120,3%	0,7%
20	Tanzania	0,4%	0,6%

Rank	Destination	+/- % last year
1	Antalya	125,5%
2	Heraklion	10,8%
3	Burgas	9,8%
4	Zakynthos	9,0%
5	Korfu	23,2%
6	Hurghada	94,9%
7	Rodos	13,2%
8	Marsa Alam	35,6%
9	Chania	28,7%
10	Bodrum	171,6%
11	Kos	31,6%
12	Tirana	64,5%
13	Teneryfa	-16,6%
14	Varna	-14,0%
15	Fuerteventura	-36,9%
16	Majorka	-16,4%
17	Gran Canaria	-19,4%
18	Sharm El Sheikh	72,5%
19	Saloniki	-4,7%
20	Lanzarote	-34,0%



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