



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 28/2018

Data source: MerlinX*

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

17.07.2018



Last week – 28/2018, tours 01.11.17 – 31.10.18

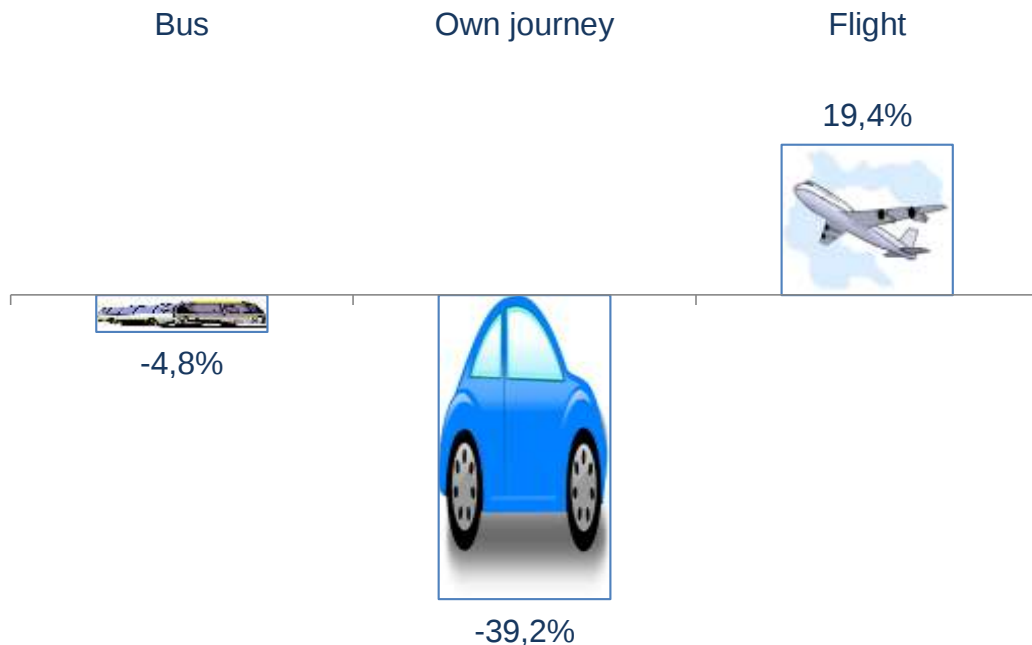
compared with week 28. in 2017 r.



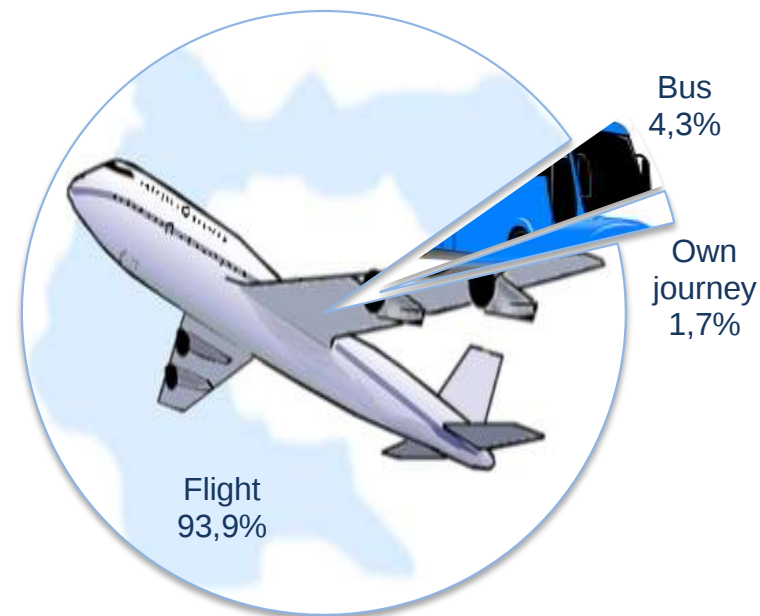
Last week – 28/2018, tours 01.11.17 – 31.10.18

compared with week 28. in 2017 r.

Clients +/-%



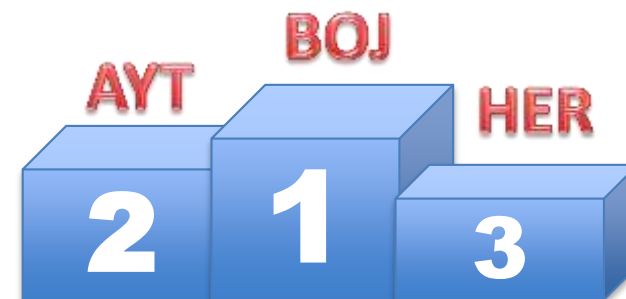
Share %



Ranking of the most popular countries & destinations in CW28

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Burgas	5 072	1 883
2	Antalya	6 851	2 494
3	Heraklion	6 340	2 442
4	Korfu	5 396	2 149
5	Rhodes	7 022	2 676
6	Zakintos	6 373	2 461
7	Kos	6 828	2 552
8	Tirana	4 880	2 067
9	Chania	6 376	2 587
10	Warna	4 875	1 856
11	Hurghada	5 515	2 192
12	Majorka	6 970	2 850
13	Bodrum	6 495	2 477
14	Saloniki	5 421	2 079
15	Ateny	5 782	2 280
16	Olbia	6 537	2 650
17	Monastir	4 715	1 902
18	Teneryfa	7 623	3 051
19	Sharm El Sheikh	5 831	2 308
20	Girona	6 153	2 339



Rank	Country	Price/booking	Price/person
1	Grecja	6 159	2 407
2	Bułgaria	4 868	1 847
3	Turcja	6 706	2 485
4	Hiszpania	7 113	2 915
5	Włochy	5 342	2 308
6	Albania	4 648	1 969
7	Egipt	5 766	2 290
8	Tunezja	4 770	1 935
9	Cypr	6 948	2 687
10	Chorwacja	3 361	1 501

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

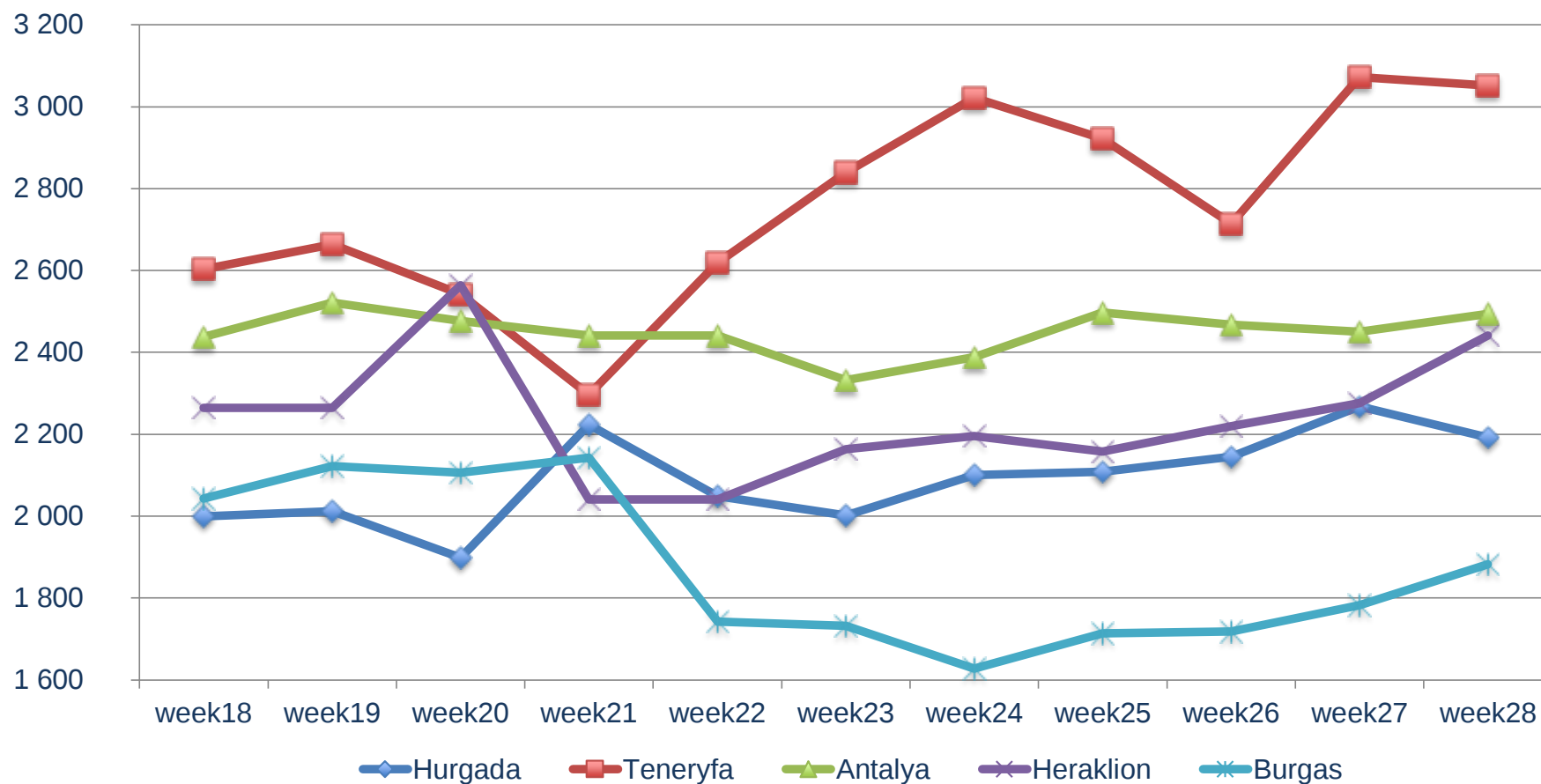
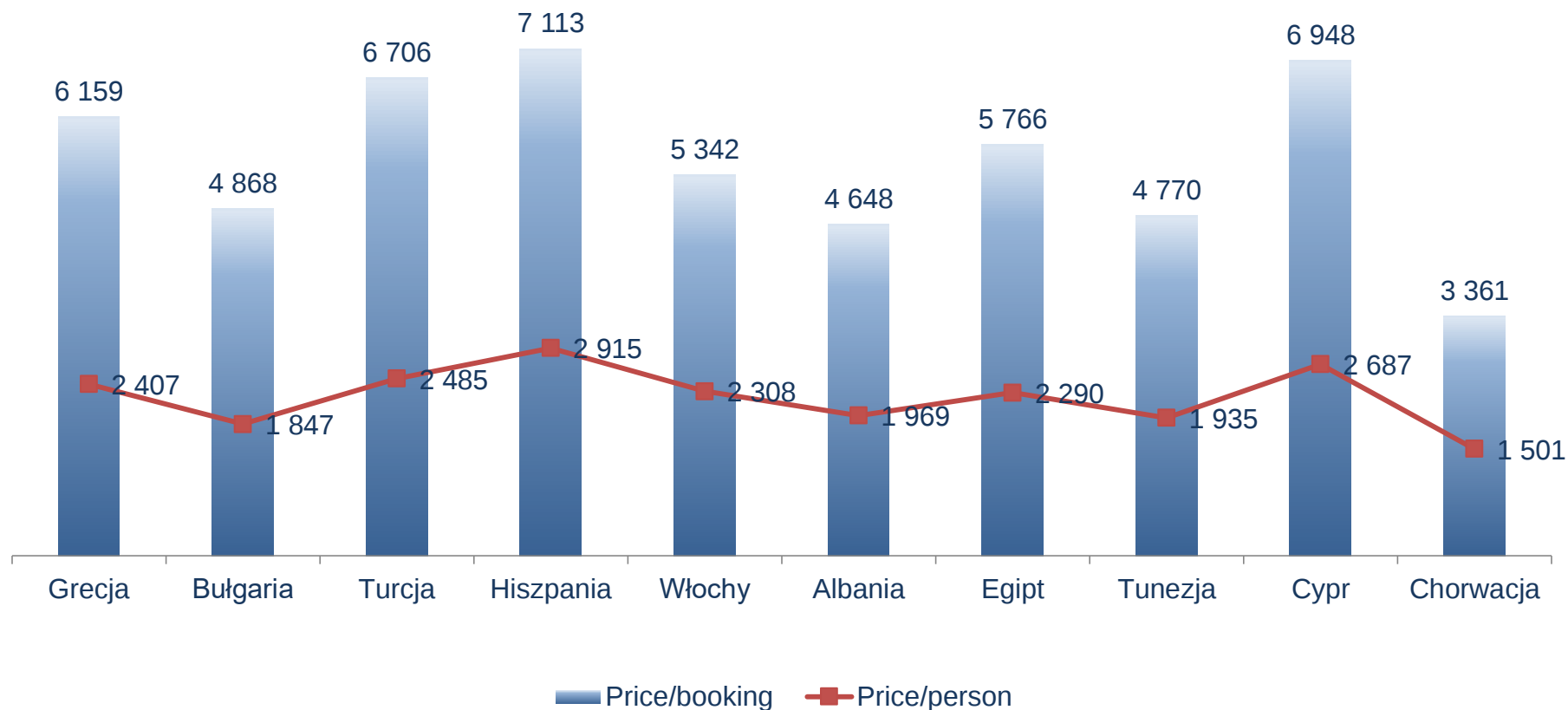


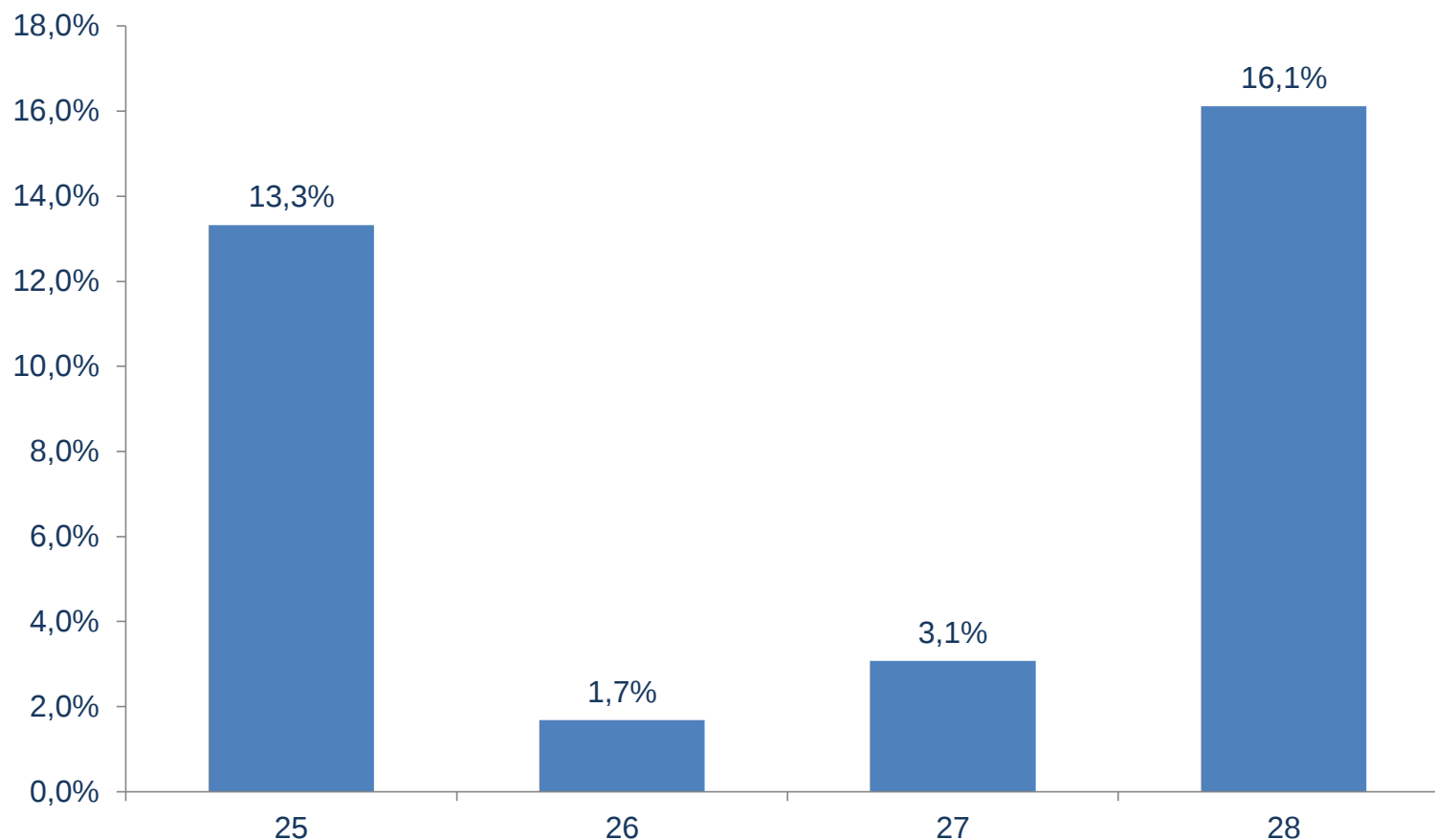
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 28. week



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

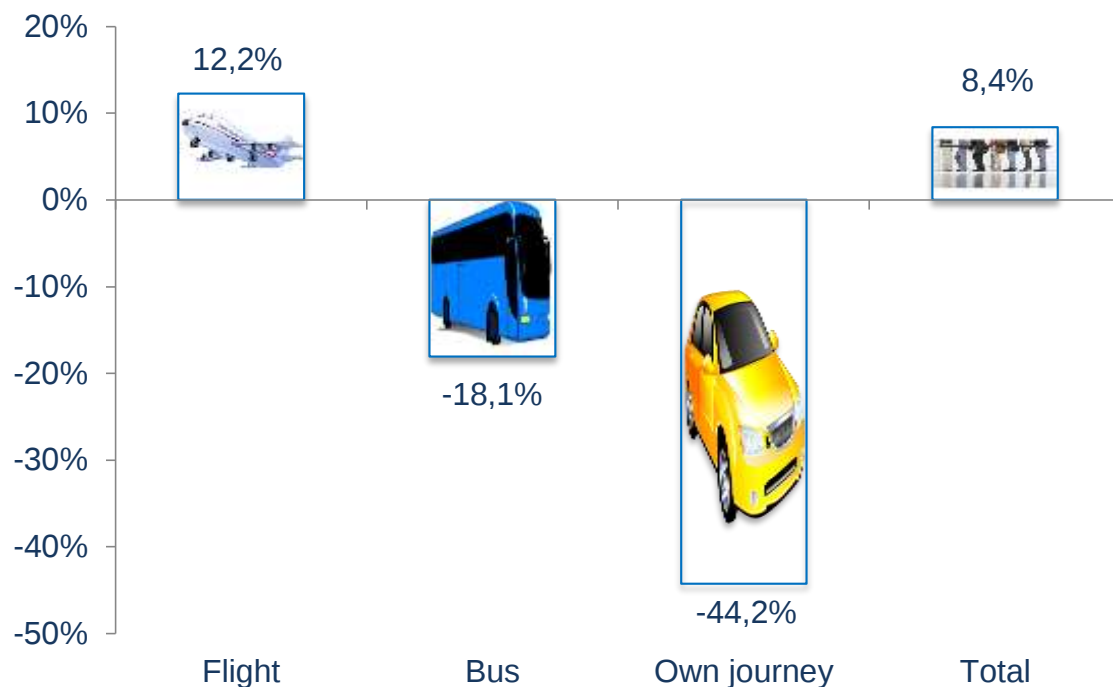
compared with 4 analogous weeks in tourist year 2016/2017



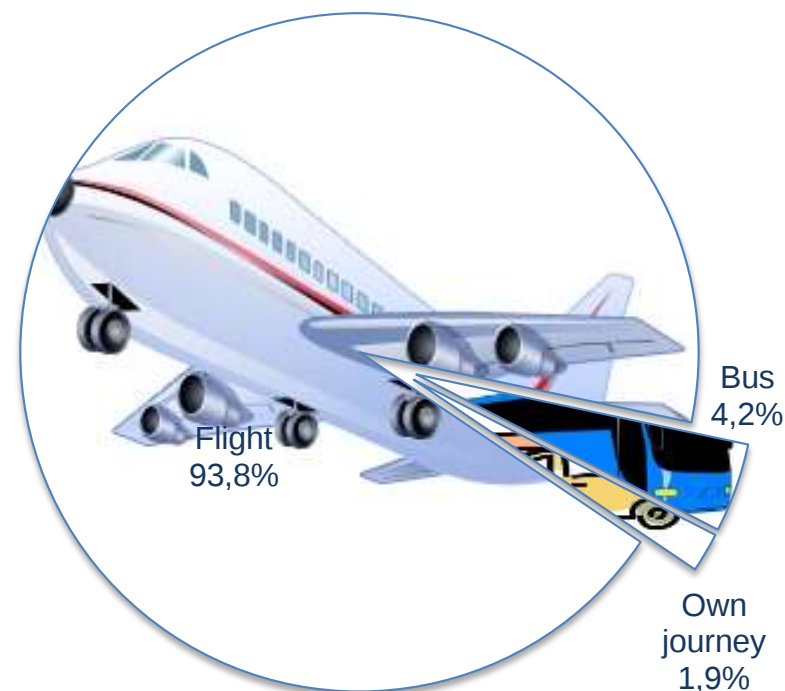
The sales trend of the last four weeks

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

Clients +/- %

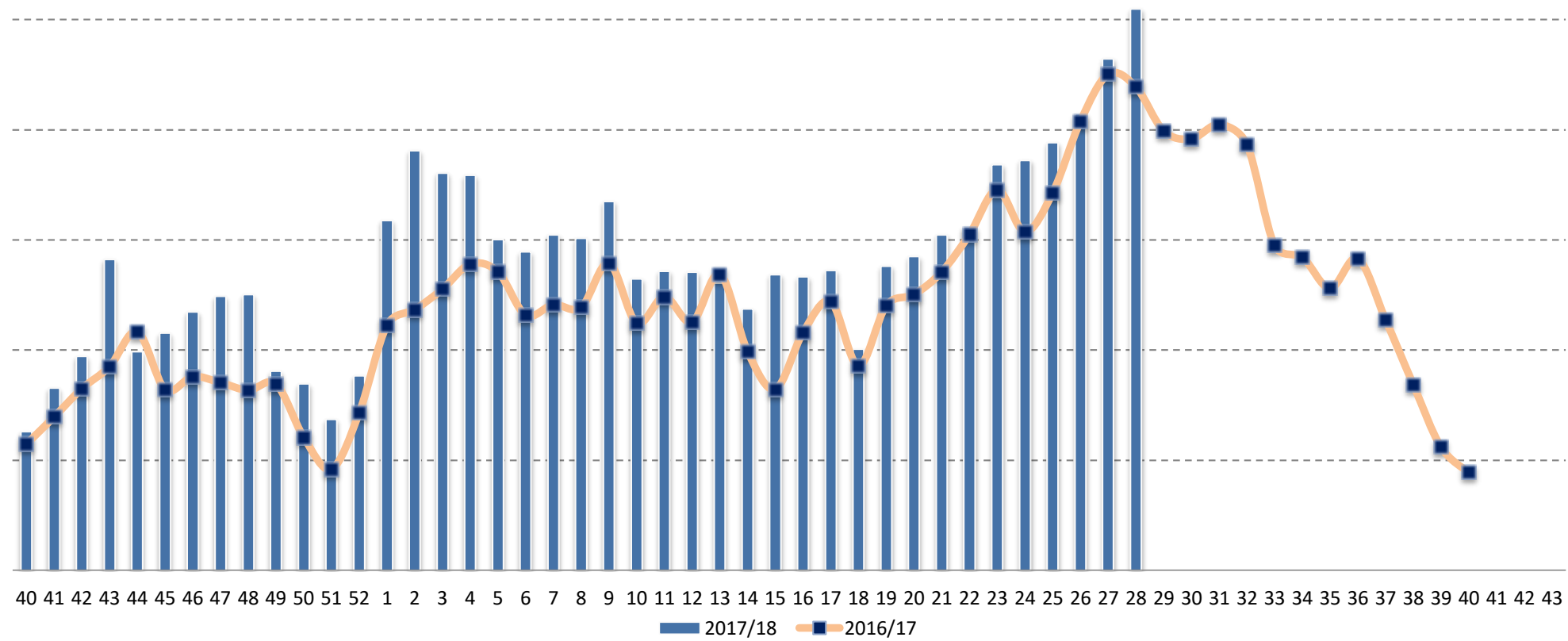


Share %



Weekly sales compared with the previous tourist year

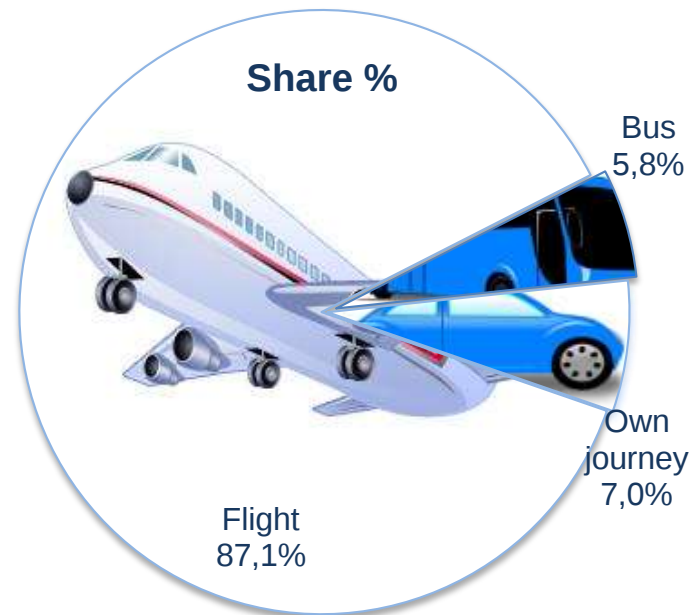
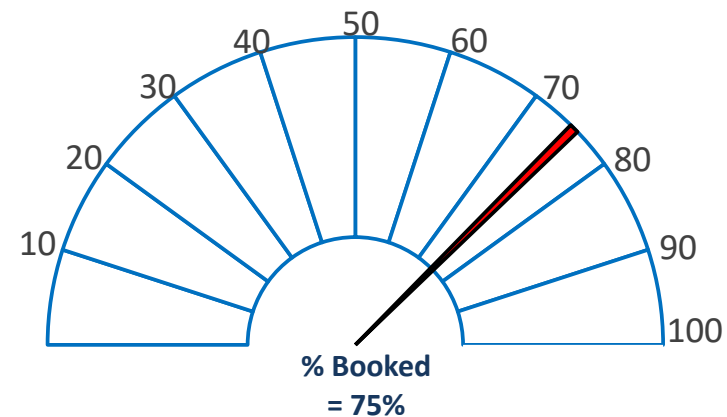
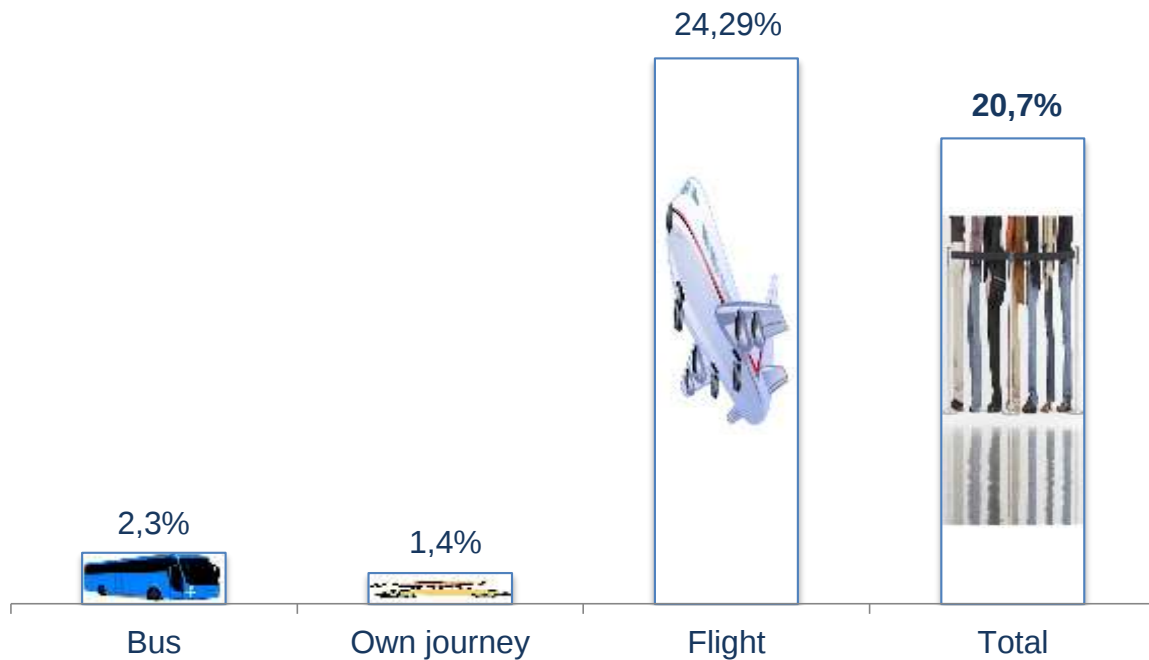
Bookings weekly 17/18 vs. 16/17



Cumulative sales of 2017/18

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

Clients +/- %



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

Country	+/- % last year	Share %
Grecja	18,0%	29,0%
Turcja	135,2%	14,0%
Hiszpania	-23,1%	10,9%
Egipt	66,9%	8,5%
Bułgaria	4,3%	7,6%
Włochy	-5,8%	5,1%
Albania	70,5%	3,5%
Chorwacja	-14,2%	1,7%
Tunezja	283,5%	1,7%
Cypr	28,9%	1,4%
Portugalia	-34,6%	1,3%
Malta	40,2%	0,9%
Maroko	44,6%	0,9%
Polska	0,5%	0,8%
Austria	5,7%	0,8%
Emiraty Arabskie	0,4%	0,7%
Tajlandia	39,3%	0,7%
Czarnogóra	43,3%	0,7%
Wyspy Zielonego Przylądka	121,5%	0,6%
Tanzania	0,4%	0,6%

Rank	Destination	+/- % last year
1	Antalya	120,9%
2	Heraklion	10,6%
3	Burgas	10,3%
4	Zakynthos	9,4%
5	Korfu	23,2%
6	Hurghada	91,3%
7	Rodos	12,8%
8	Chania	29,1%
9	Bodrum	158,5%
10	Marsa Alam	32,5%
11	Kos	34,0%
12	Tirana	63,3%
13	Teneryfa	-15,9%
14	Varna	-14,6%
15	Fuerteventura	-36,6%
16	Majorka	-16,0%
17	Gran Canaria	-19,8%
18	Sharm El Sheikh	70,5%
19	Saloniki	-3,7%
20	Lanzarote	-33,7%



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