



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 29/2018

Data source: MerlinX*

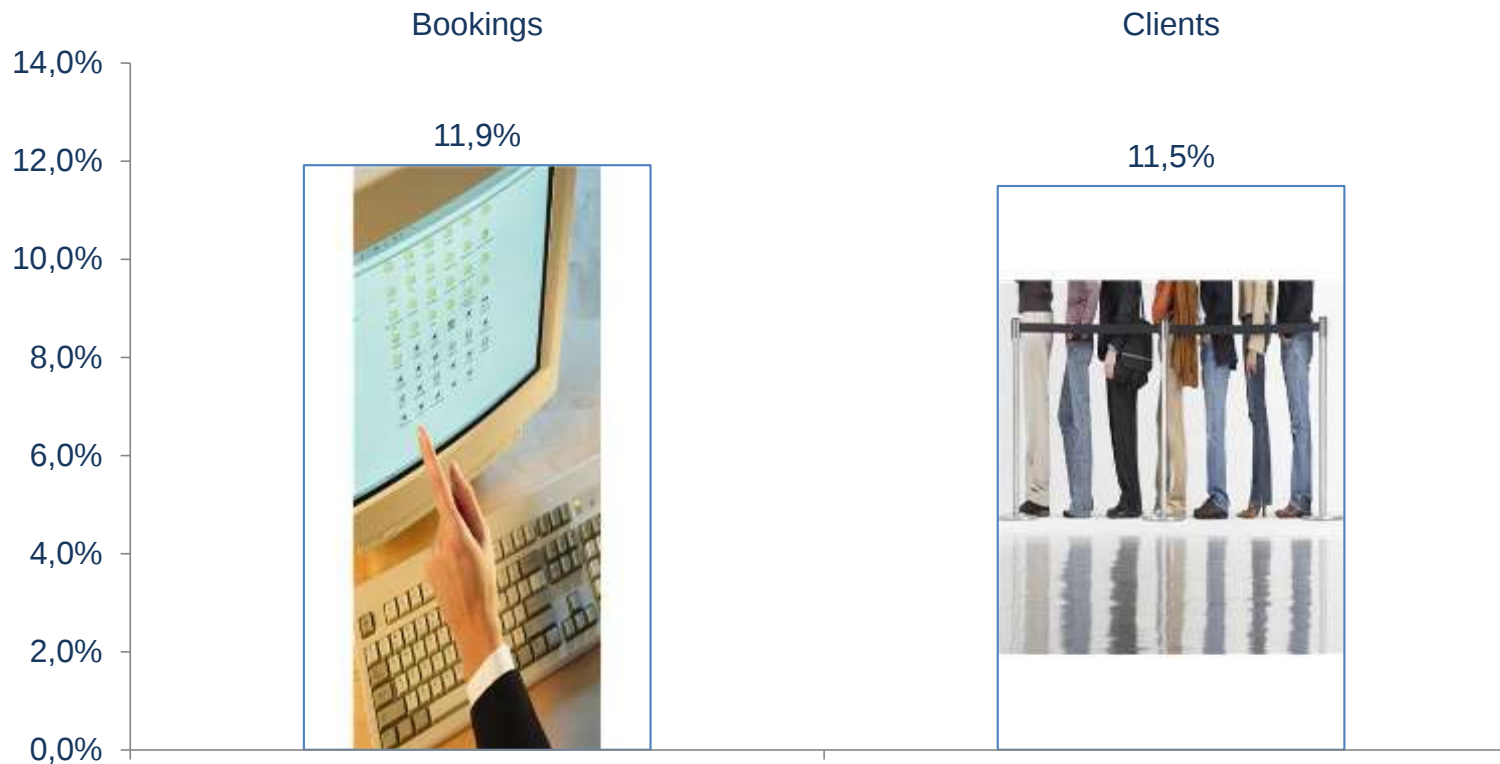
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

24.07.2018



Last week – 29/2018, tours 01.11.17 – 31.10.18

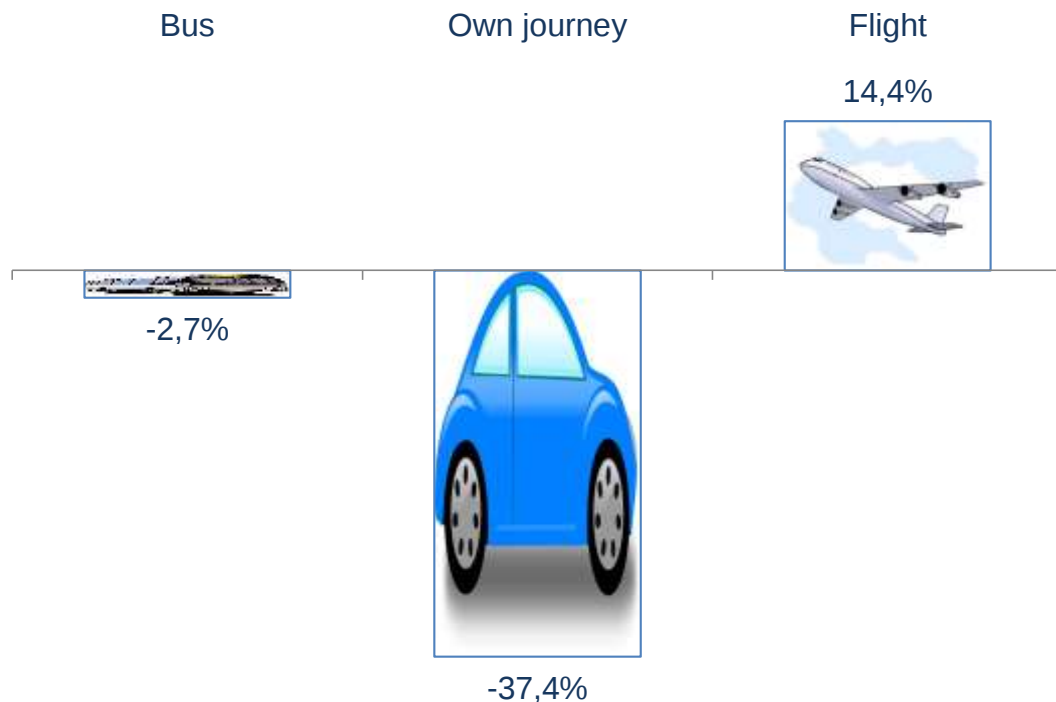
compared with week 29. in 2017 r.



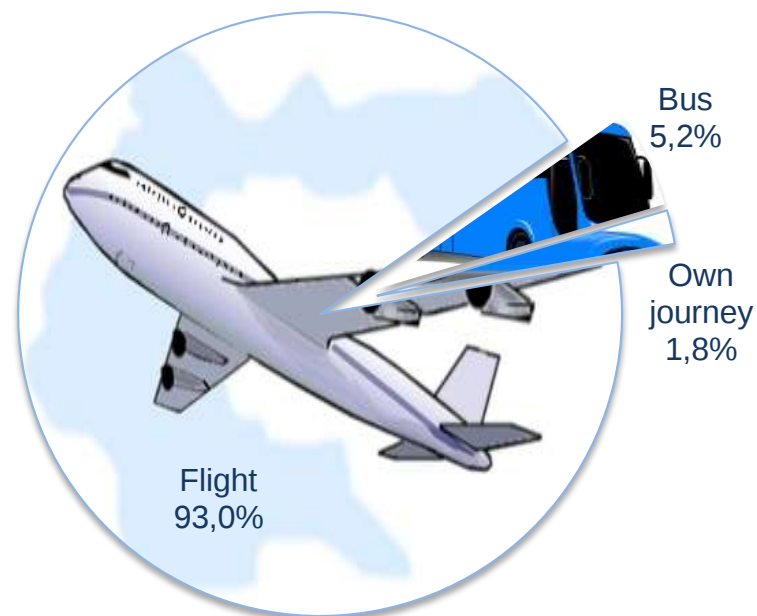
Last week – 29/2018, tours 01.11.17 – 31.10.18

compared with week 29. in 2017 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW29

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 802	2 508
2	Burgas	5 248	1 995
3	Heraklion	6 847	2 659
4	Rhodes	6 858	2 670
5	Korfu	5 789	2 335
6	Tirana	5 389	2 244
7	Kos	6 963	2 713
8	Zakintos	7 162	2 737
9	Chania	6 955	2 859
10	Warna	5 206	2 056
11	Hurghada	5 593	2 336
12	Majorka	6 956	2 986
13	Saloniki	5 916	2 286
14	Bodrum	6 578	2 584
15	Monastir	5 088	2 100
16	Ateny	5 750	2 490
17	Sharm El Sheikh	6 059	2 405
18	Marsa Allam	6 560	2 541
19	Olbia	6 915	2 842
20	Palermo	6 999	2 904



Rank	Country	Price/booking	Price/person
1	Grecja	6 512	2 589
2	Turcja	6 724	2 521
3	Bułgaria	5 031	1 968
4	Hiszpania	7 228	3 052
5	Włochy	5 663	2 442
6	Albania	5 128	2 148
7	Egipt	5 893	2 395
8	Tunezja	5 006	2 063
9	Cypr	6 633	2 752
10	Chorwacja	3 480	1 485

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

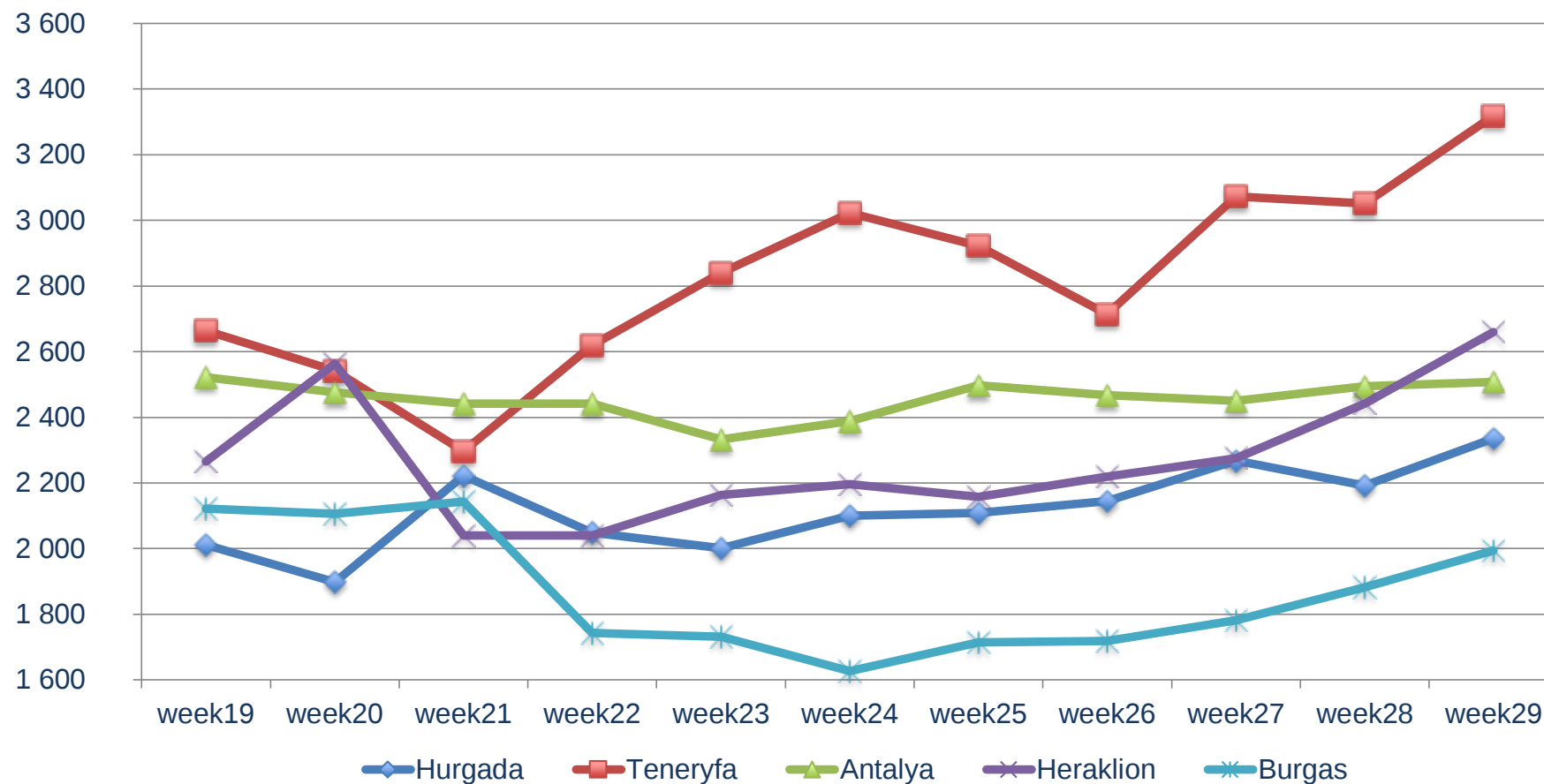
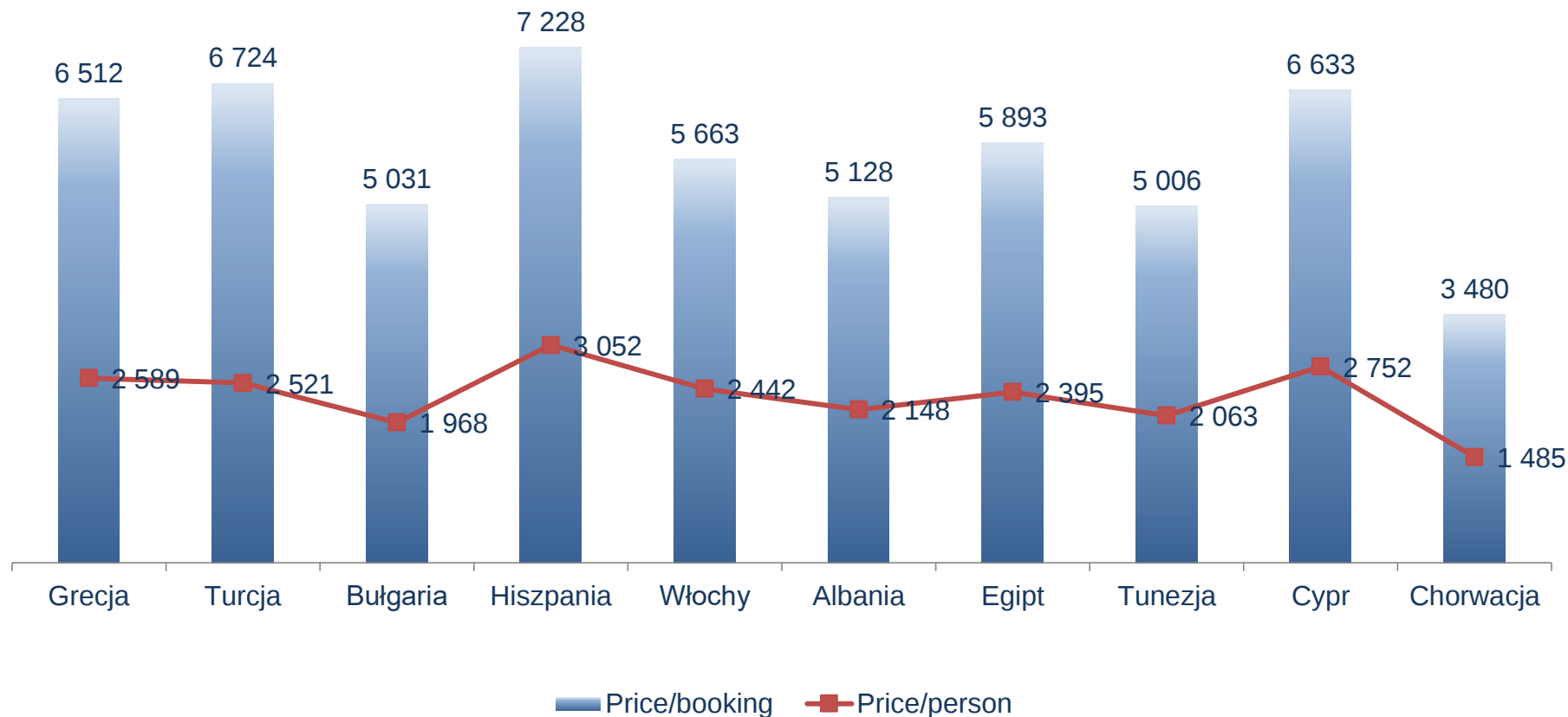


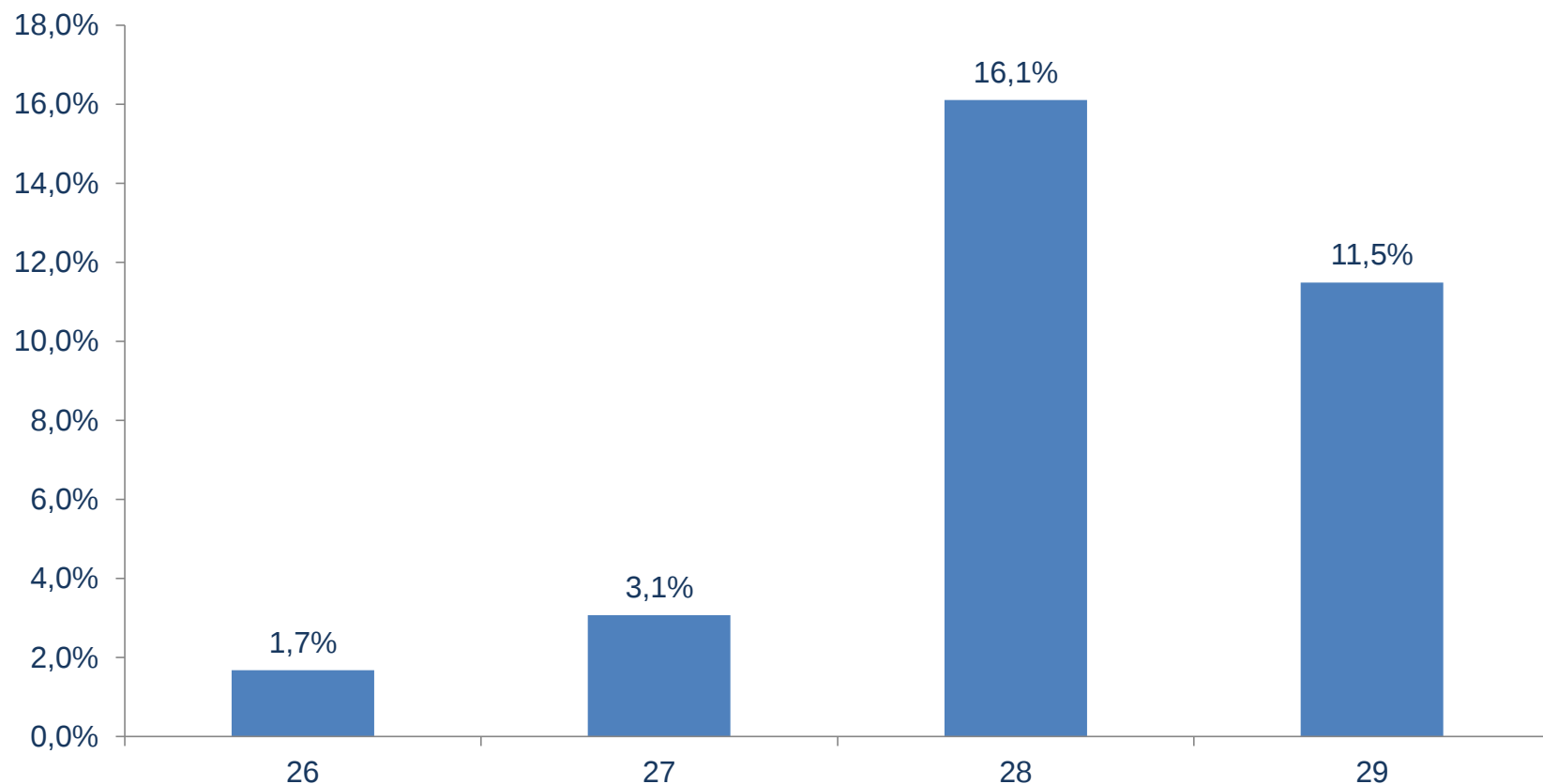
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 29. week



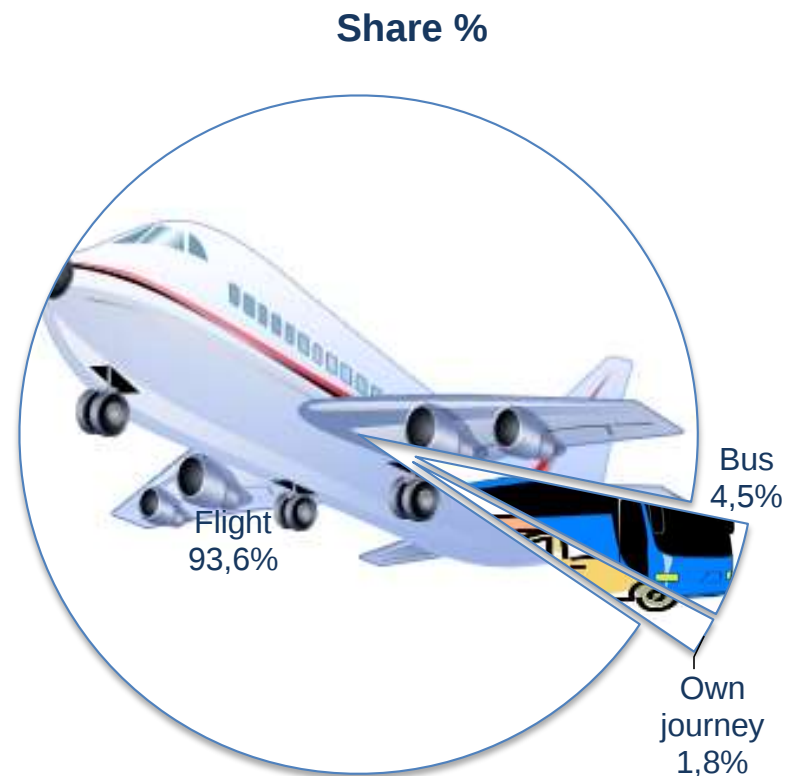
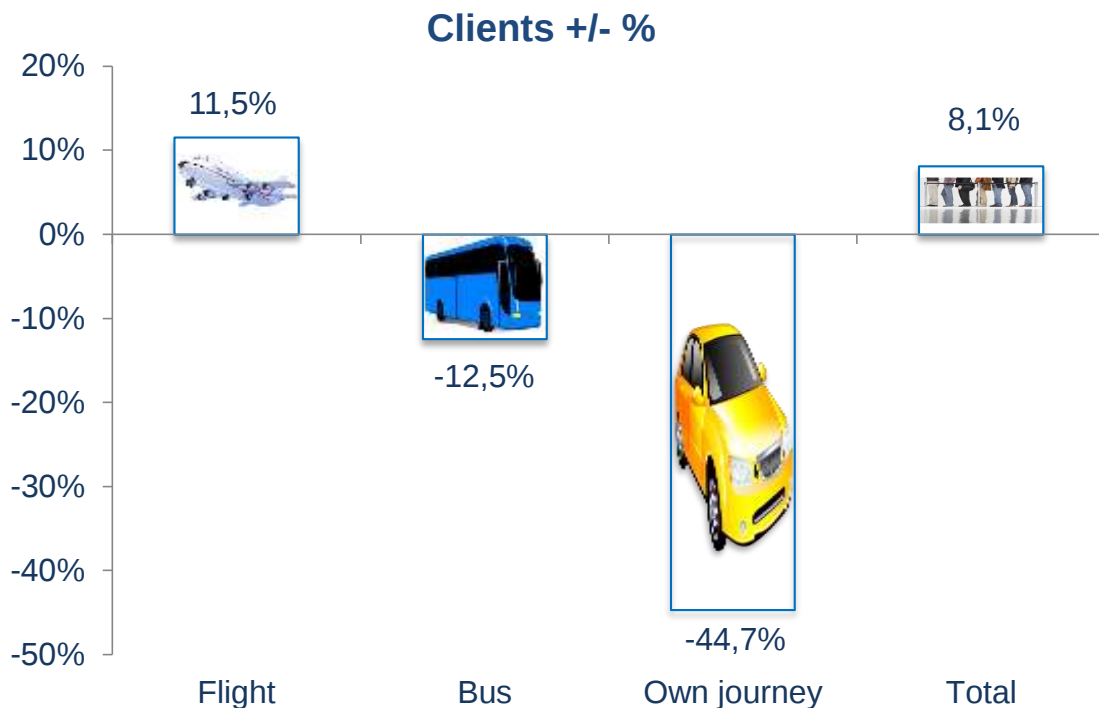
The last four weeks of sales of the tourist year 2017/18 - customers

compared with 4 analogous weeks in tourist year 2016/2017



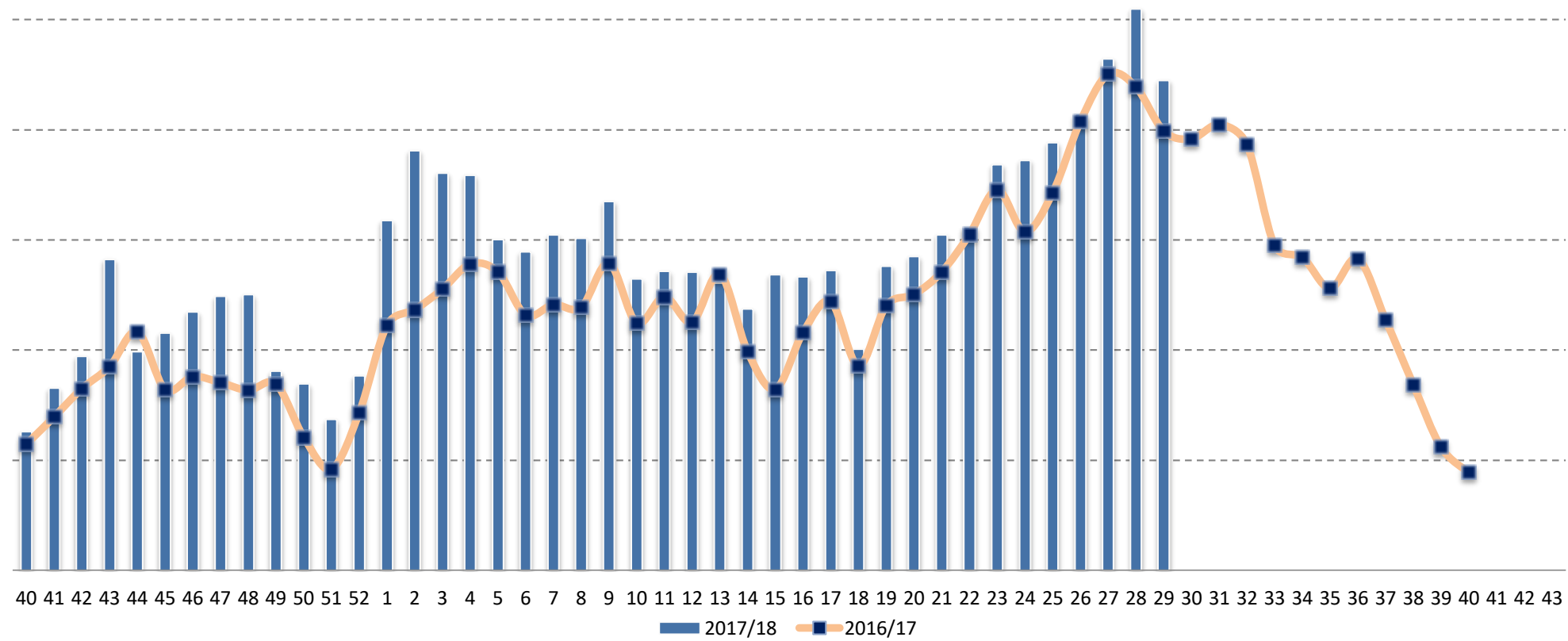
The sales trend of the last four weeks

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



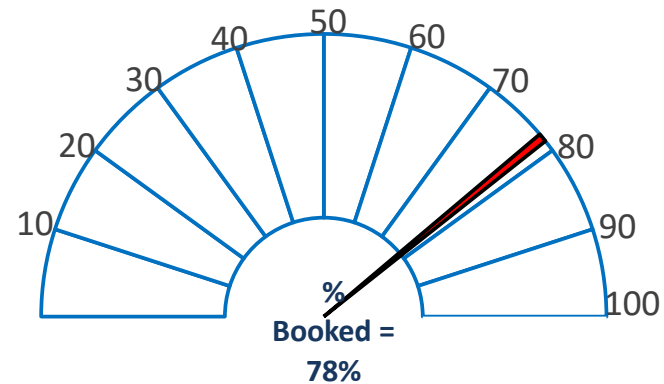
Weekly sales compared with the previous tourist year

Bookings weekly 17/18 vs. 16/17

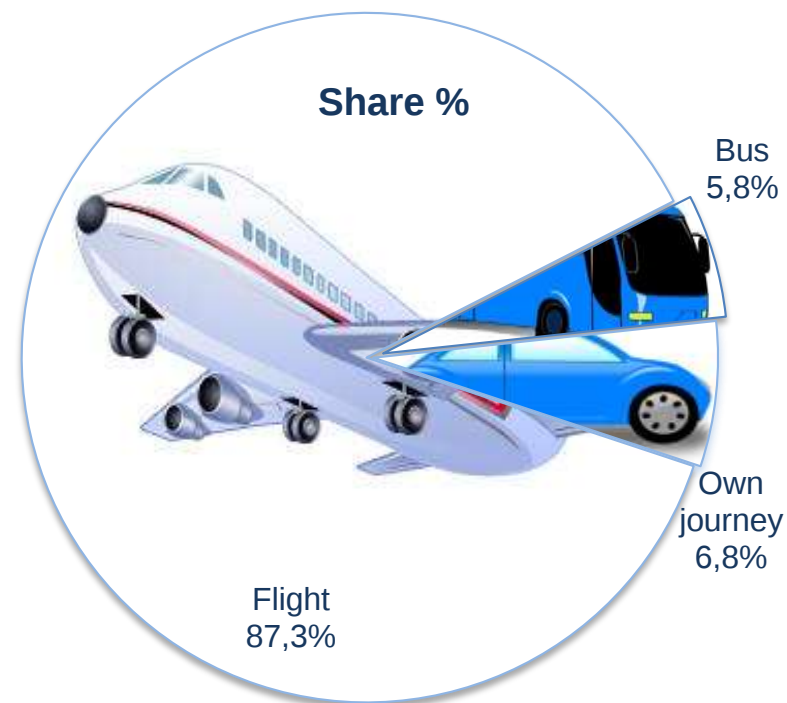
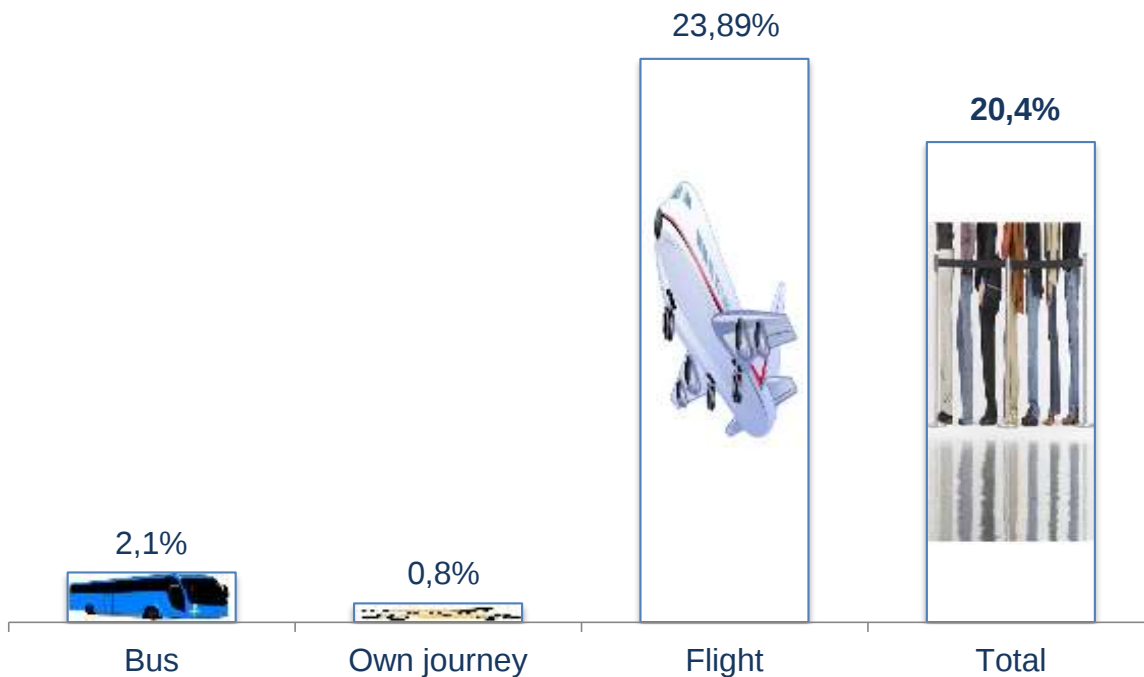


Cumulative sales of 2017/18

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



Clients +/- %



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

Rank	Country	+/- % last year	Share %
1	Grecja	18,1%	29,3%
2	Turcja	131,0%	13,9%
3	Hiszpania	-23,1%	10,8%
4	Egipt	64,9%	8,3%
5	Bułgaria	3,0%	7,8%
6	Włochy	-5,4%	5,2%
7	Albania	68,4%	3,5%
8	Tunezja	284,0%	1,7%
9	Chorwacja	-14,4%	1,7%
10	Cypr	29,7%	1,4%
11	Portugalia	-35,1%	1,3%
12	Maroko	42,6%	0,9%
13	Malta	39,1%	0,9%
14	Polska	-0,4%	0,8%
15	Austria	5,7%	0,8%
16	Emiraty Arabskie	1,2%	0,7%
17	Tajlandia	39,7%	0,7%
18	Czarnogóra	44,7%	0,7%
19	Wyspy Zielonego Przylądka	119,9%	0,6%
20	Tanzania	0,3%	0,6%

Rank	Destination	+/- % last year
1	Antalya	117,7%
2	Heraklion	10,5%
3	Burgas	9,0%
4	Korfu	23,6%
5	Zakynthos	8,2%
6	Hurghada	89,3%
7	Rodos	13,3%
8	Chania	28,9%
9	Bodrum	151,8%
10	Marsa Alam	30,2%
11	Kos	37,1%
12	Tirana	61,8%
13	Varna	-15,7%
14	Teneryfa	-16,0%
15	Fuerteventura	-36,7%
16	Majorka	-16,2%
17	Gran Canaria	-20,9%
18	Sharm El Sheikh	70,0%
19	Saloniki	-2,6%
20	Lanzarote	-33,1%



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