



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 30/2018

Data source: MerlinX*

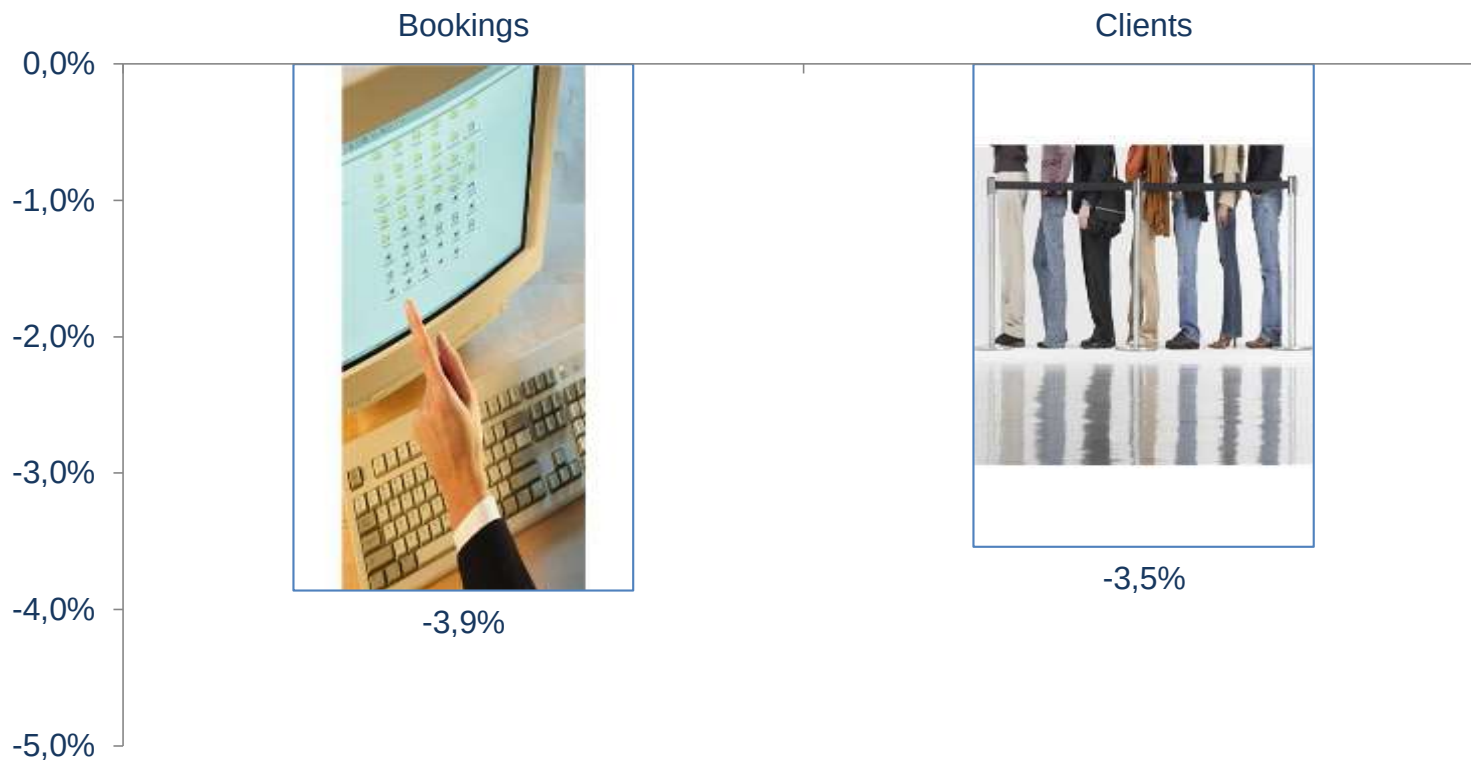
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

31.07.2018



Last week – 30/2018, tours 01.11.17 – 31.10.18

compared with week 30. in 2017 r.



Last week – 30/2018, tours 01.11.17 – 31.10.18

compared with week 30. in 2017 r.

Clients +/-%

Bus



-14,6%

Own journey



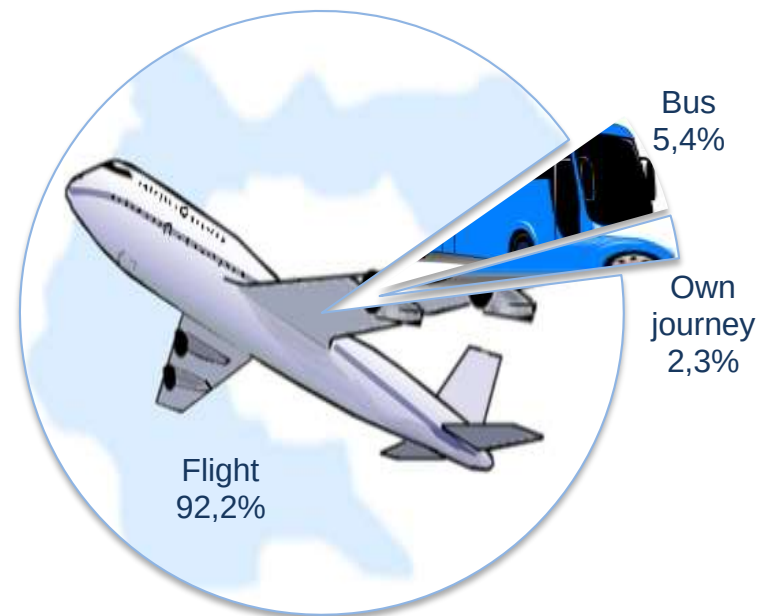
-28,8%

Flight



-1,7%

Share %



Ranking of the most popular countries & destinations in CW30

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 044	2 578
2	Burgas	5 258	2 019
3	Heraklion	6 221	2 526
4	Rhodes	6 896	2 710
5	Tirana	5 088	2 185
6	Korfu	5 791	2 339
7	Warna	5 051	2 024
8	Zakintos	6 790	2 641
9	Kos	7 252	2 780
10	Chania	6 726	2 813
11	Hurghada	5 875	2 358
12	Majorka	7 127	3 005
13	Bodrum	6 575	2 537
14	Monastir	5 103	2 061
15	Saloniki	5 685	2 398
16	Girona	6 270	2 359
17	Sharm El Sheikh	5 881	2 409
18	Marsa Allam	6 401	2 523
19	Palermo	7 216	3 008
20	Katania	6 132	2 554



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

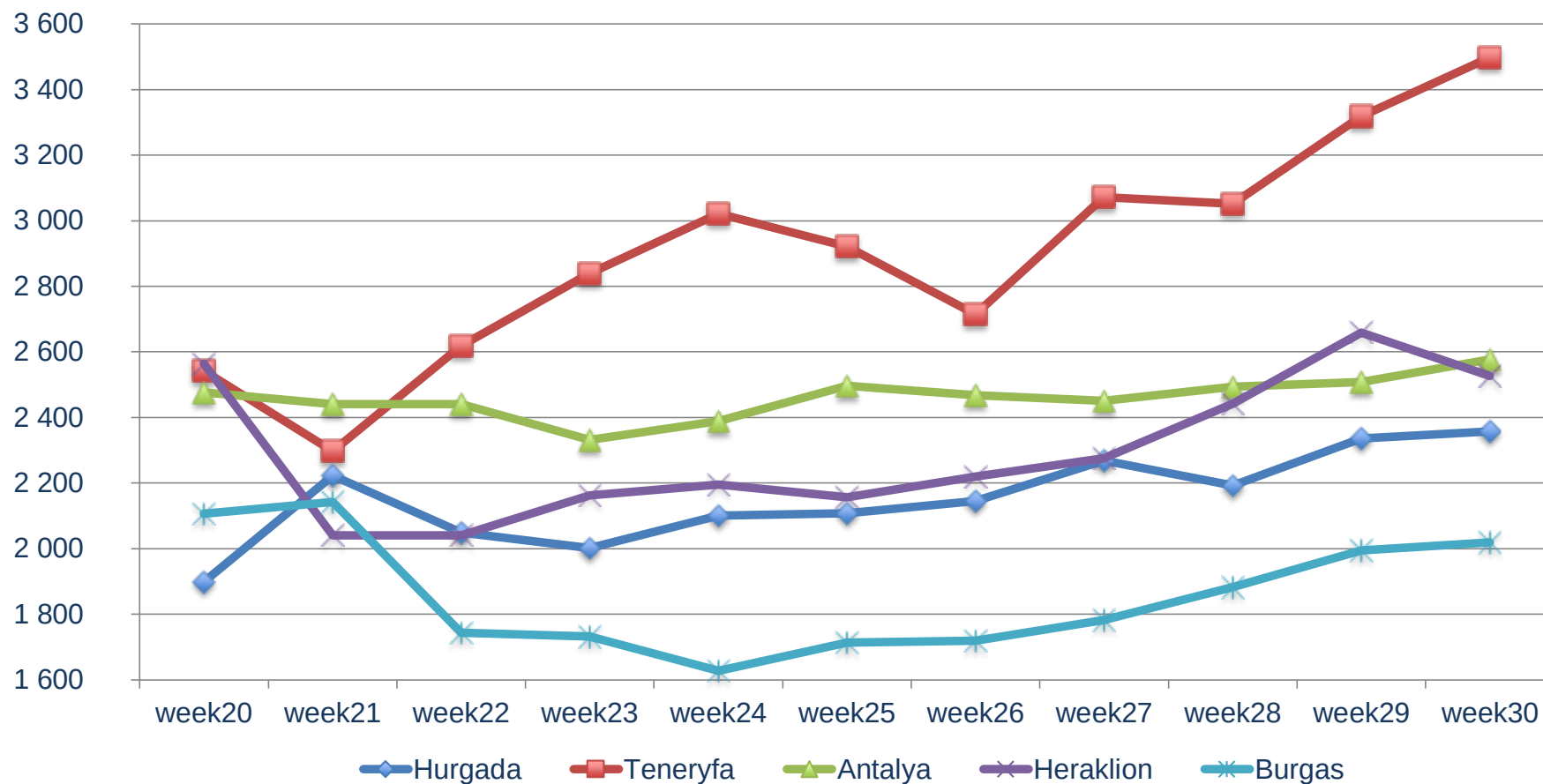
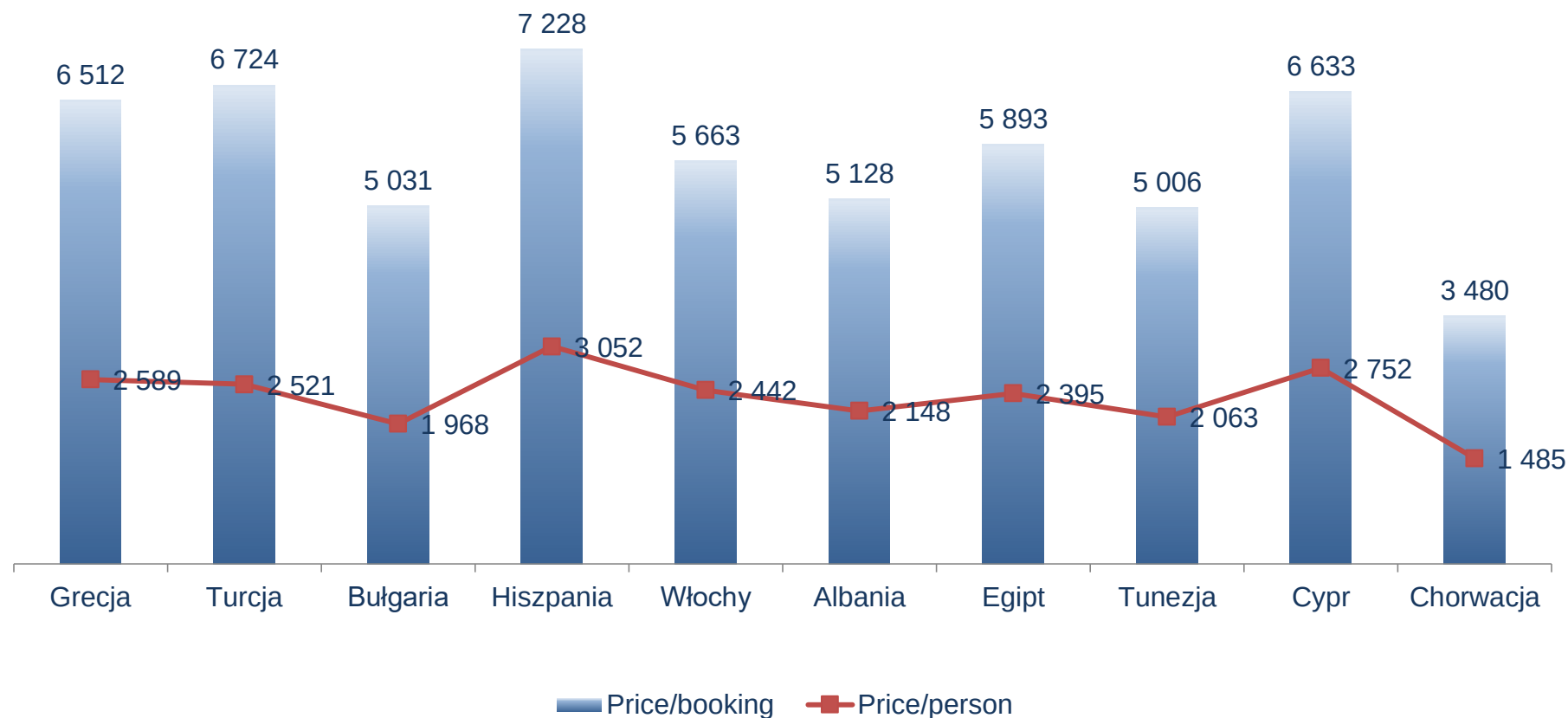


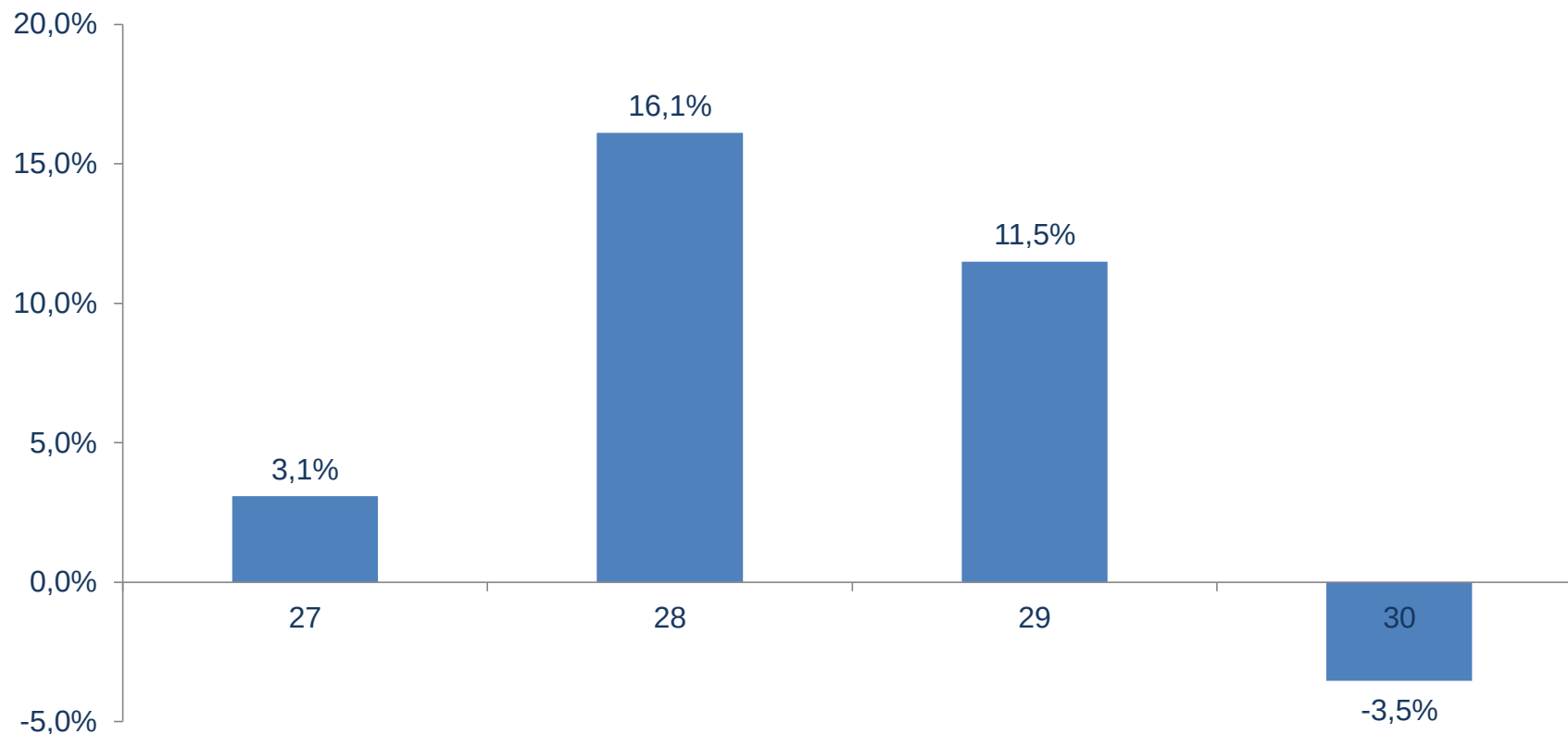
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 30. week



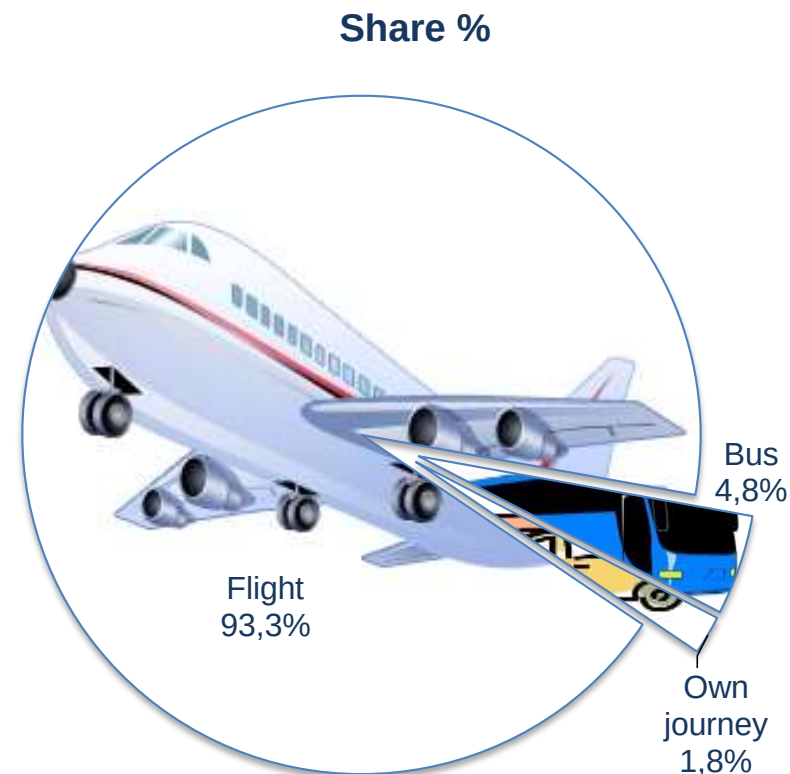
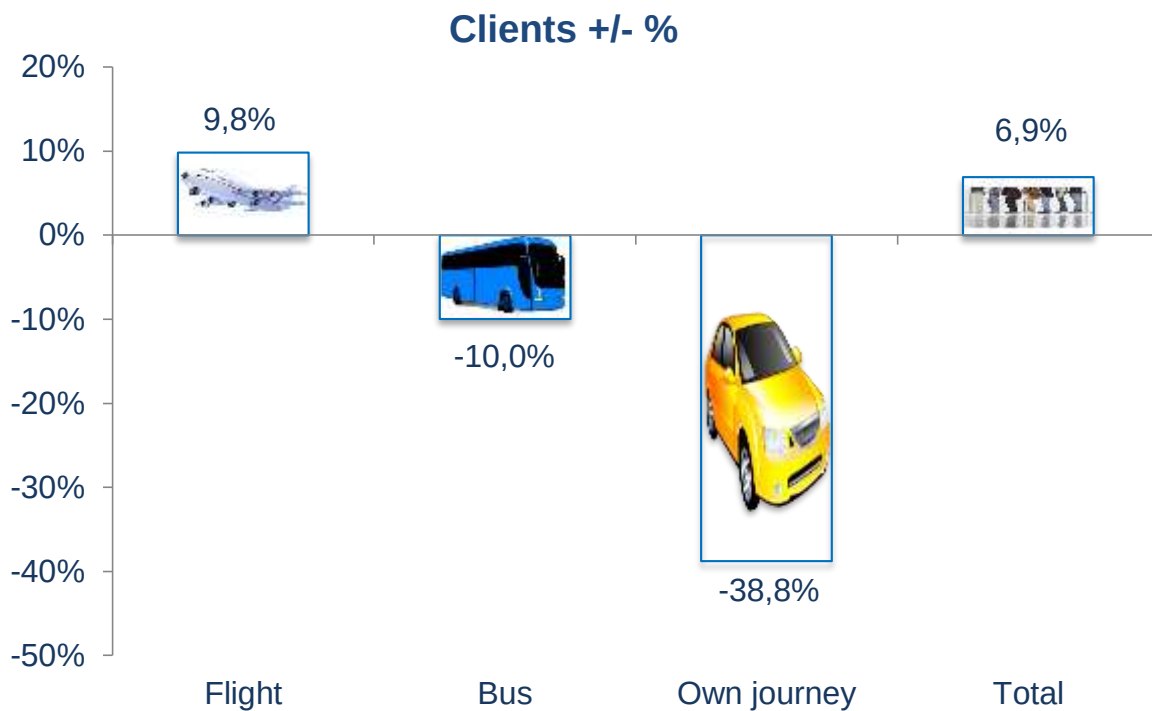
The last four weeks of sales of the tourist year 2017/18 - customers

compared with 4 analogous weeks in tourist year 2016/2017



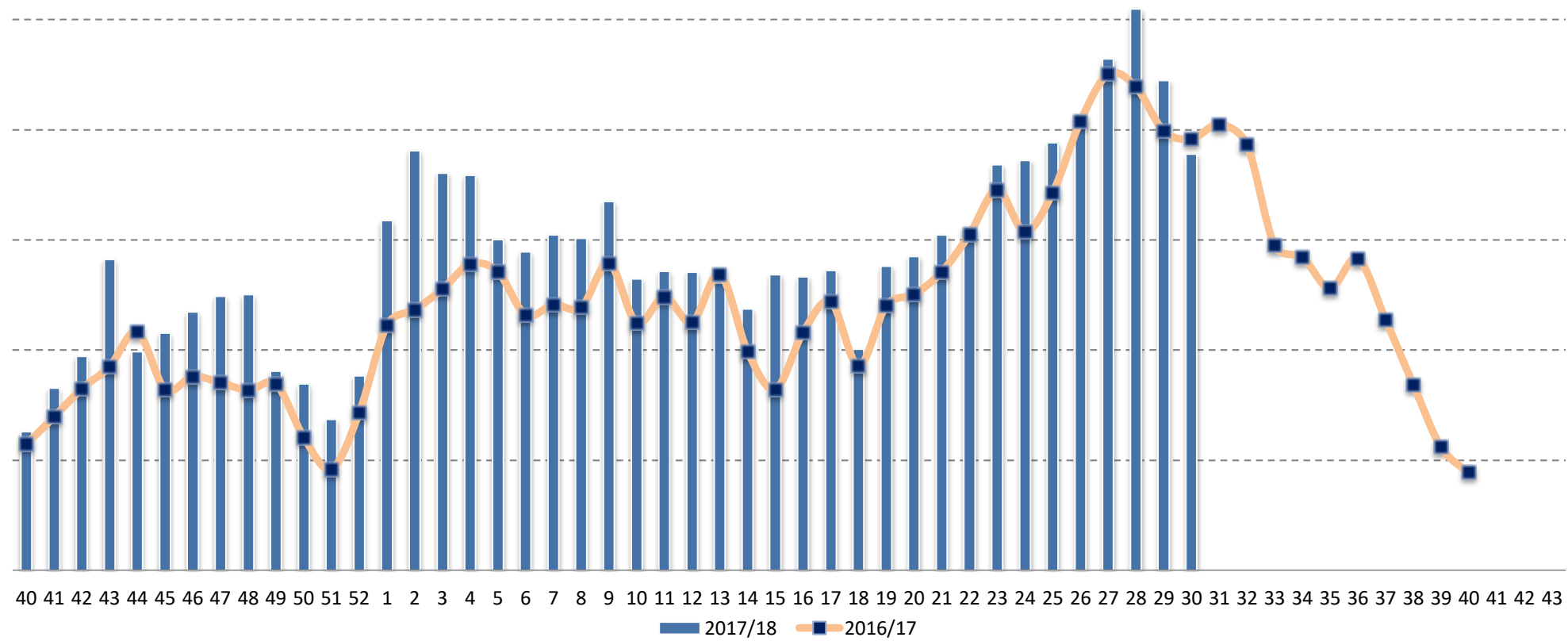
The sales trend of the last four weeks

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 +/- %

22,90%

19,5%

1,6%

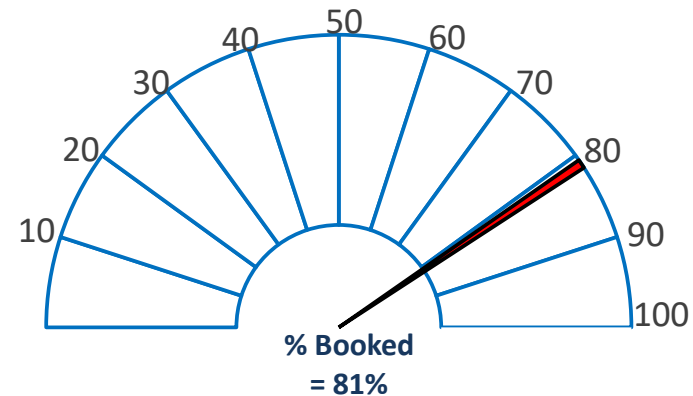
0,4%

Bus

Own journey

Flight

Total



Share %

Bus
5,8%

Own
journey
6,7%

Flight
87,4%

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

Rank	Country	+/- % last year	Share %
1	Grecja	17,0%	29,4%
2	Turcja	126,5%	13,9%
3	Hiszpania	-23,2%	10,8%
4	Egipt	62,3%	8,3%
5	Bułgaria	1,6%	7,9%
6	Włochy	-5,2%	5,2%
7	Albania	67,7%	3,6%
8	Tunezja	278,8%	1,8%
9	Chorwacja	-14,8%	1,7%
10	Cypr	27,9%	1,4%
11	Maroko	40,0%	0,9%
12	Malta	38,3%	0,9%
13	Polska	-1,2%	0,8%
14	Austria	5,7%	0,7%
15	Emiraty Arabskie	1,5%	0,7%
16	Czarnogóra	45,2%	0,7%
17	Tajlandia	39,4%	0,7%
18	Wyspy Zielonego Przylądka	118,8%	0,6%
19	Tanzania	0,3%	0,6%
20	Czechy	12,4%	0,5%

Rank	Destination	+/- % last year
1	Antalya	114,7%
2	Heraklion	9,2%
3	Burgas	7,2%
4	Korfu	23,1%
5	Zakynthos	7,0%
6	Hurghada	84,7%
7	Rodos	12,1%
8	Chania	27,4%
9	Bodrum	144,7%
10	Kos	38,2%
11	Marsa Alam	28,6%
12	Tirana	61,5%
13	Varna	-16,4%
14	Teneryfa	-16,0%
15	Fuerteventura	-36,9%
16	Majorka	-16,2%
17	Gran Canaria	-21,9%
18	Sharm El Sheikh	69,8%
19	Saloniki	-4,6%
20	Lanzarote	-33,1%



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