



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 31/2018

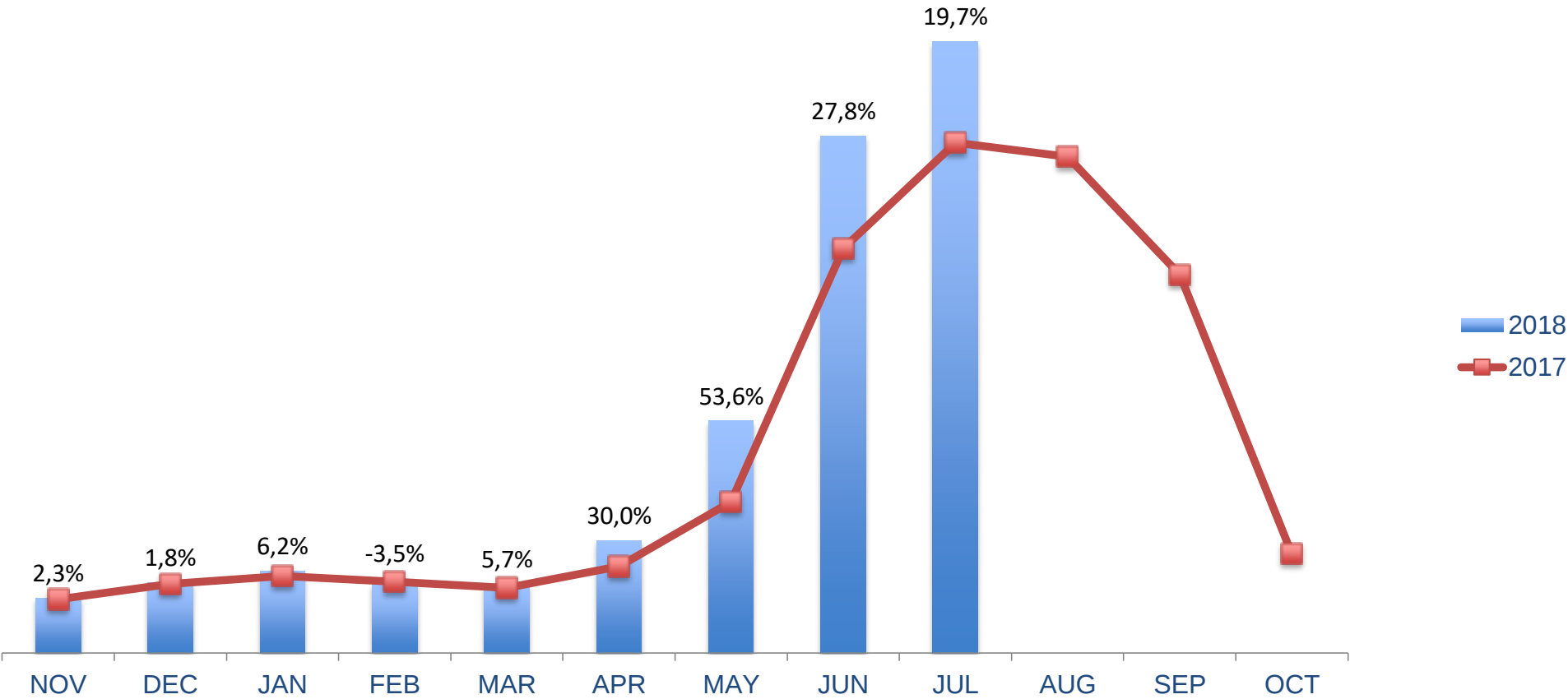
Data source: MerlinX*

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

07.08.2018



Monthly trips compared with previous tourist year



Last week – 31/2018, tours 01.11.17 – 31.10.18

compared with week 31. in 2017 r.



Last week – 31/2018, tours 01.11.17 – 31.10.18

compared with week 31. in 2017 r.

Clients +/-%

Bus



-10,7%

Own journey



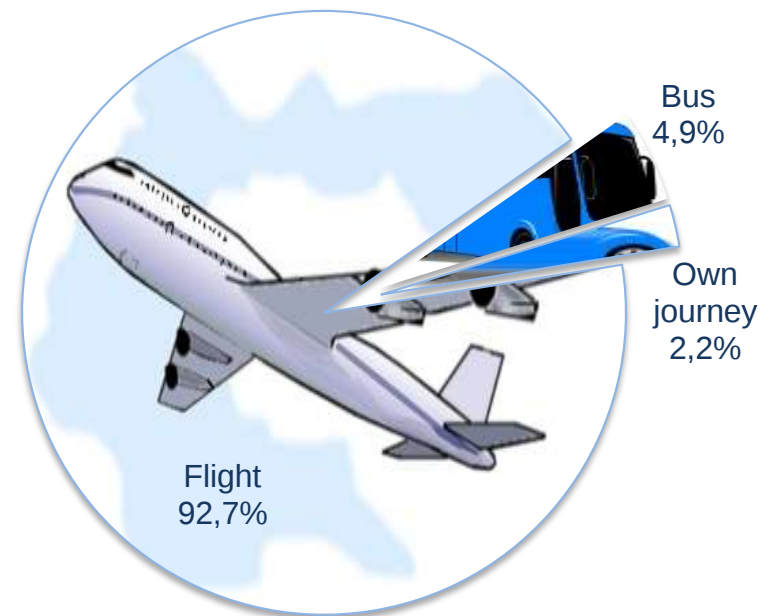
-22,0%

Flight



-3,9%

Share %



Ranking of the most popular countries & destinations in CW31

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 597	2 501
2	Burgas	5 212	2 006
3	Heraklion	6 365	2 494
4	Korfu	5 593	2 301
5	Rhodes	6 802	2 654
6	Tirana	5 000	2 182
7	Zakintos	6 462	2 509
8	Warna	4 938	1 973
9	Kos	6 950	2 663
10	Chania	6 557	2 676
11	Hurghada	5 641	2 331
12	Majorka	7 009	2 998
13	Bodrum	6 699	2 618
14	Inne	2 928	1 386
15	Saloniki	5 481	2 159
16	Monastir	4 834	2 060
17	Marsa Allam	6 241	2 599
18	Sharm El Sheikh	5 383	2 250
19	Teneryfa	6 988	3 046
20	Ateny	5 391	2 265



Rank	Country	Price/booking	Price/person
1	Grecja	6 211	2 477
2	Turcja	6 601	2 529
3	Bułgaria	4 950	1 958
4	Hiszpania	7 068	2 984
5	Albania	4 826	2 100
6	Włochy	5 619	2 450
7	Egipt	5 728	2 374
8	Tunezja	4 817	2 038
9	Chorwacja	3 508	1 542
10	Cypr	6 361	2 565

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

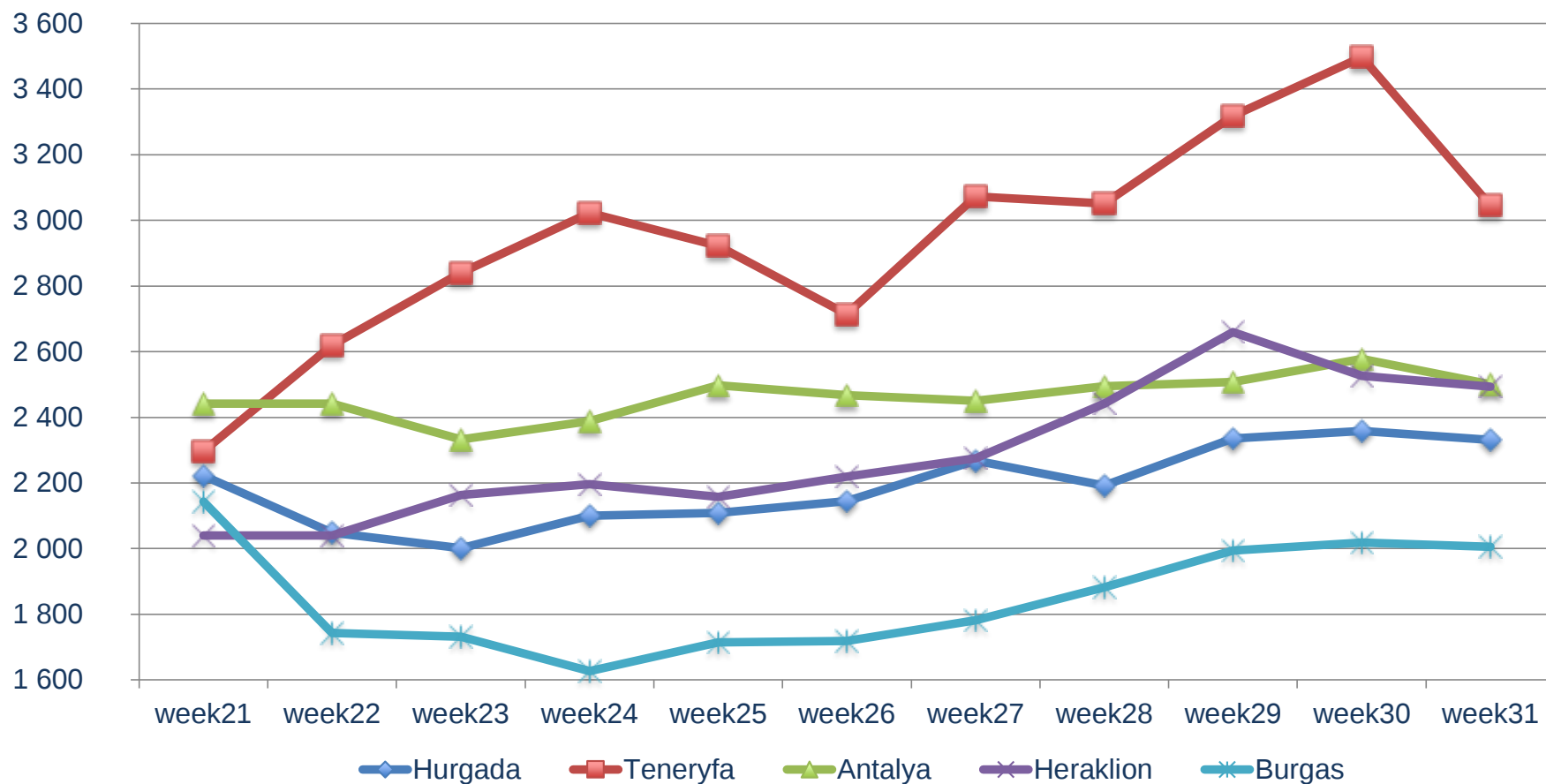
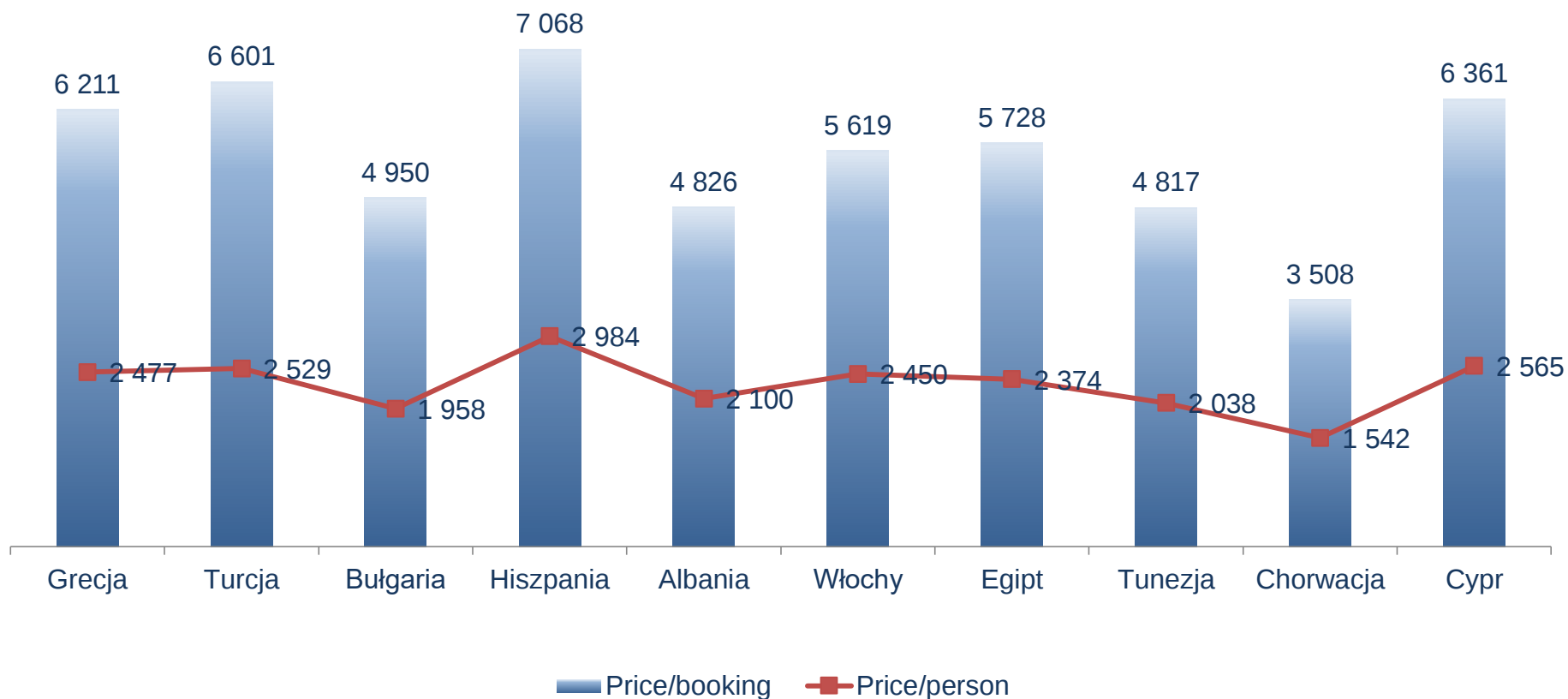


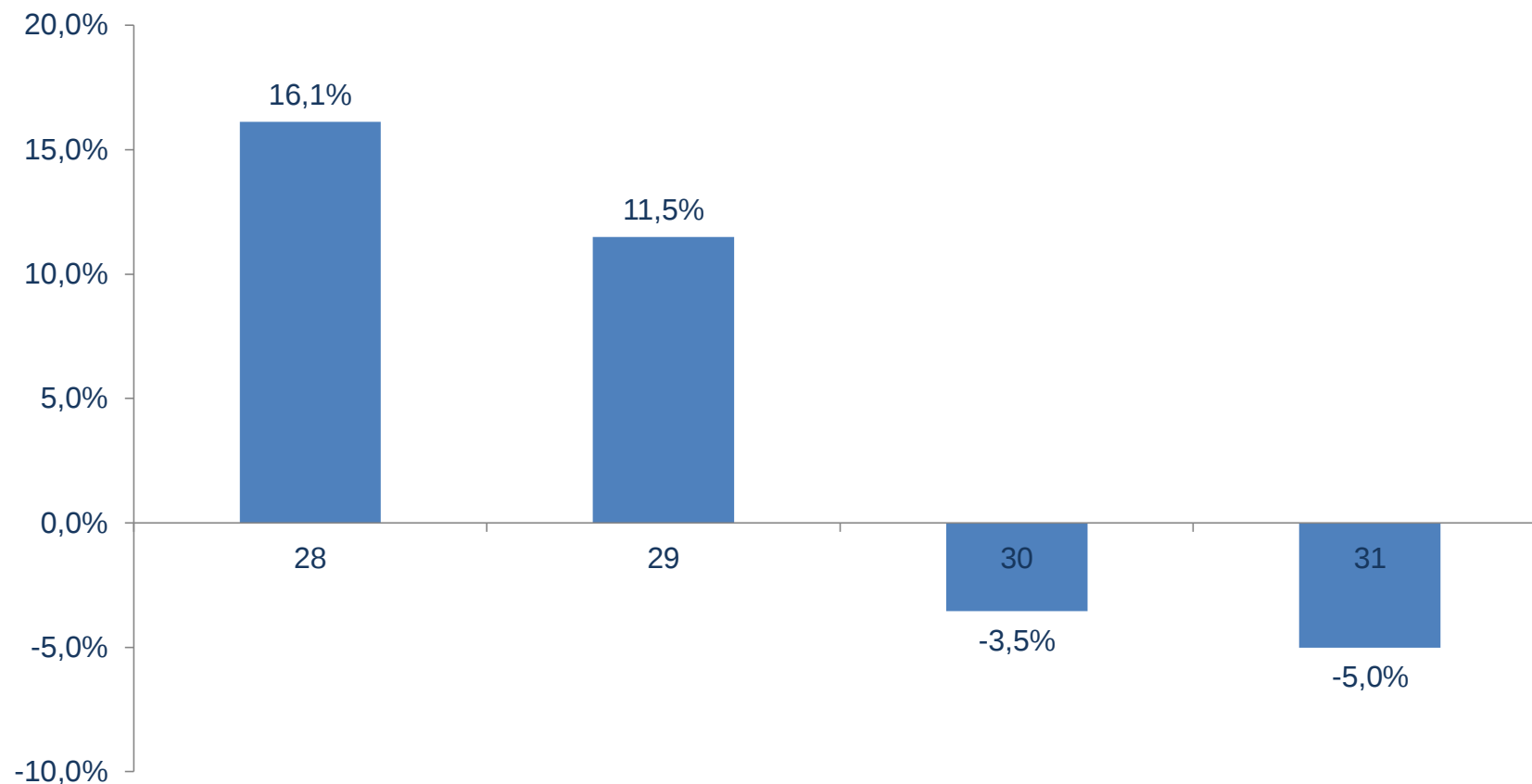
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 31. week



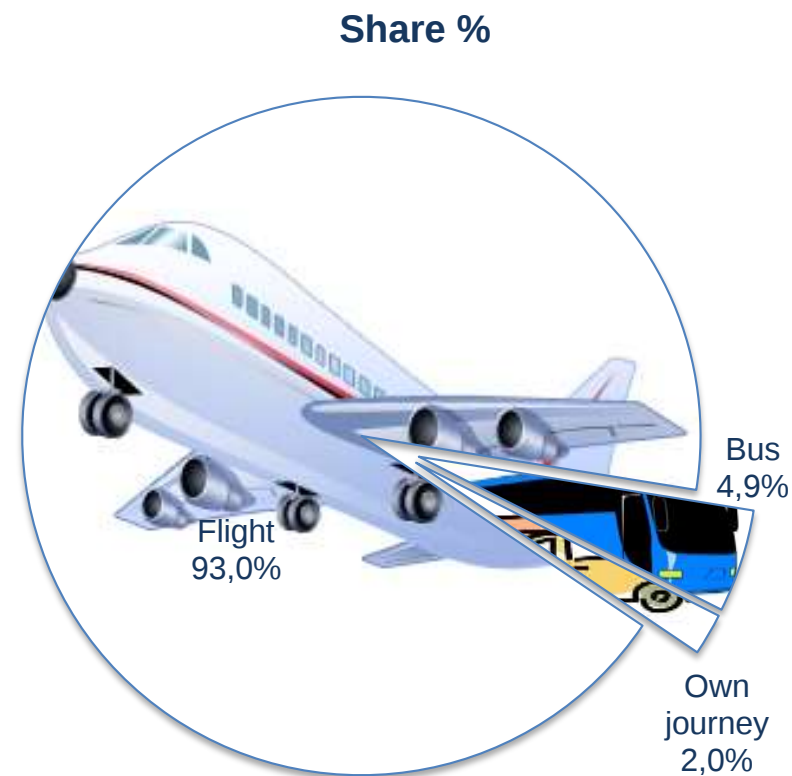
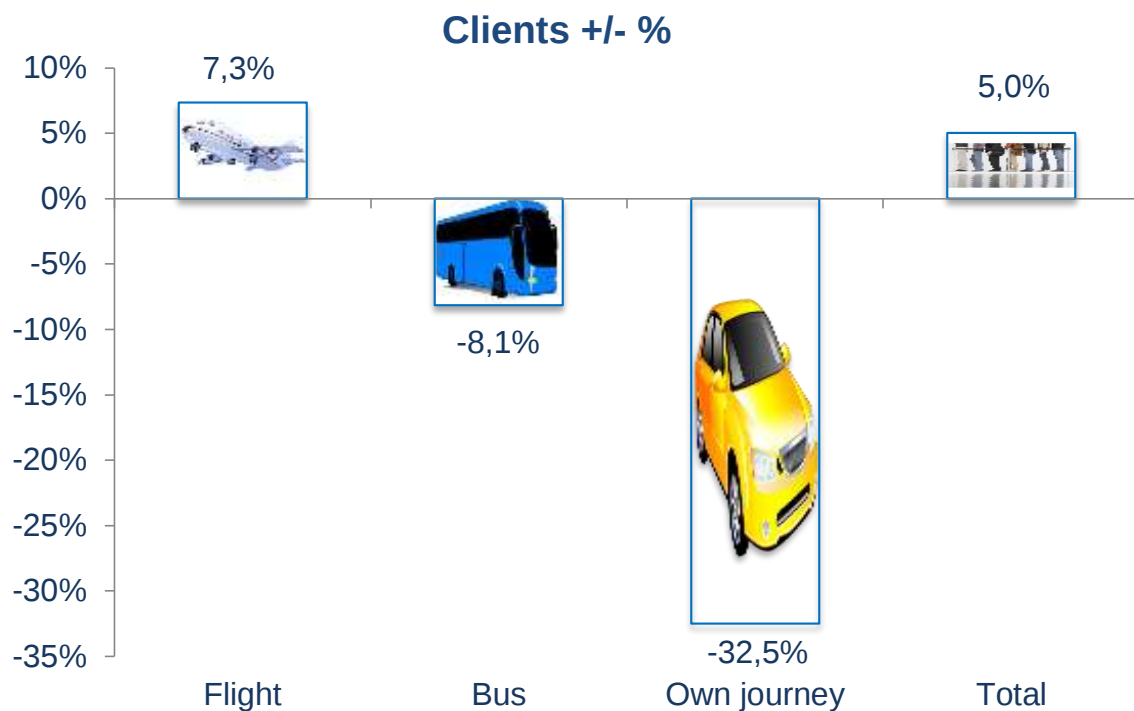
The last four weeks of sales of the tourist year 2017/18 - customers

compared with 4 analogous weeks in tourist year 2016/2017



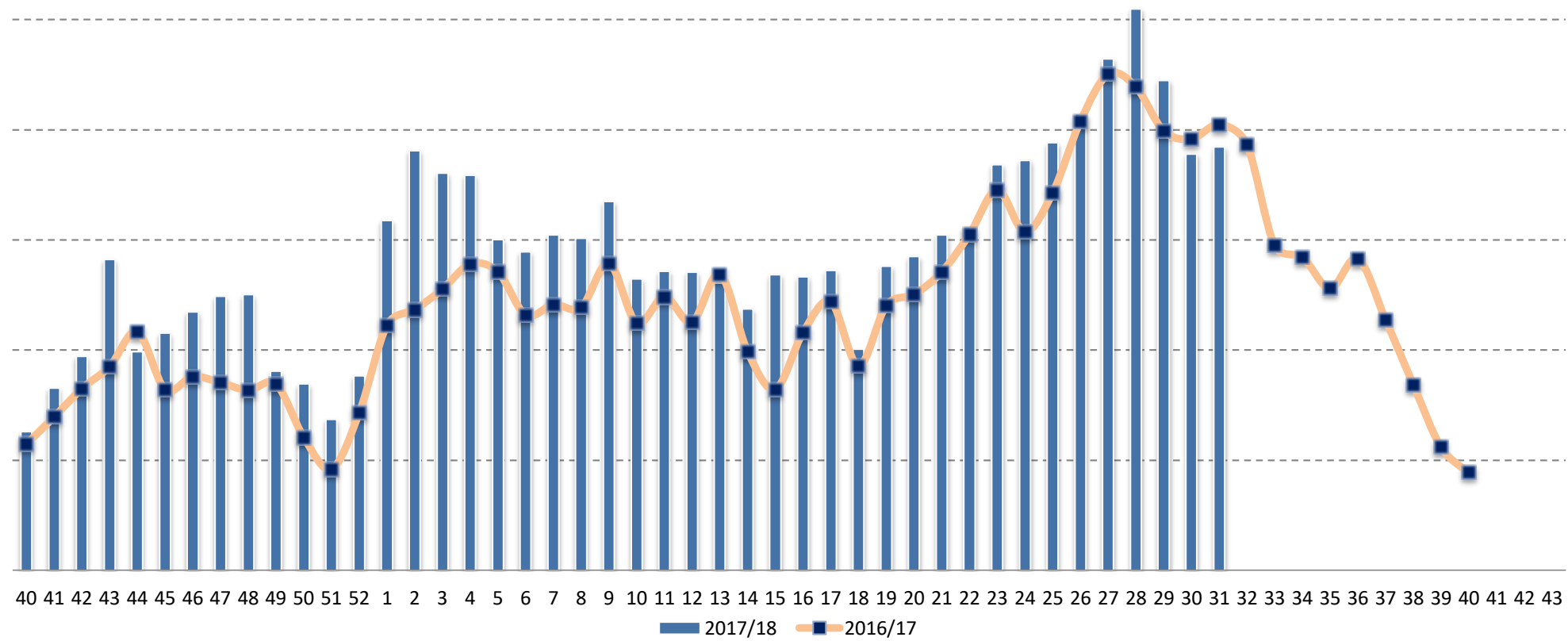
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

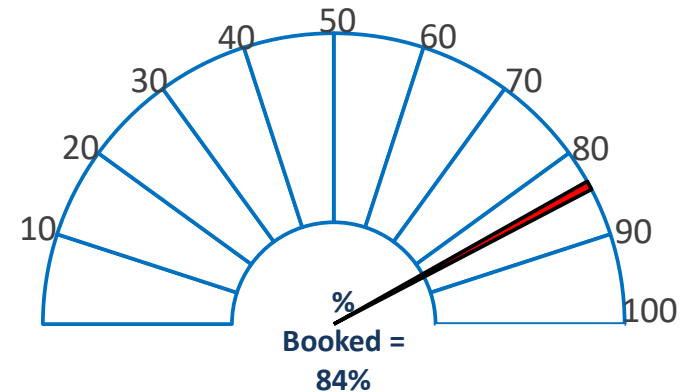
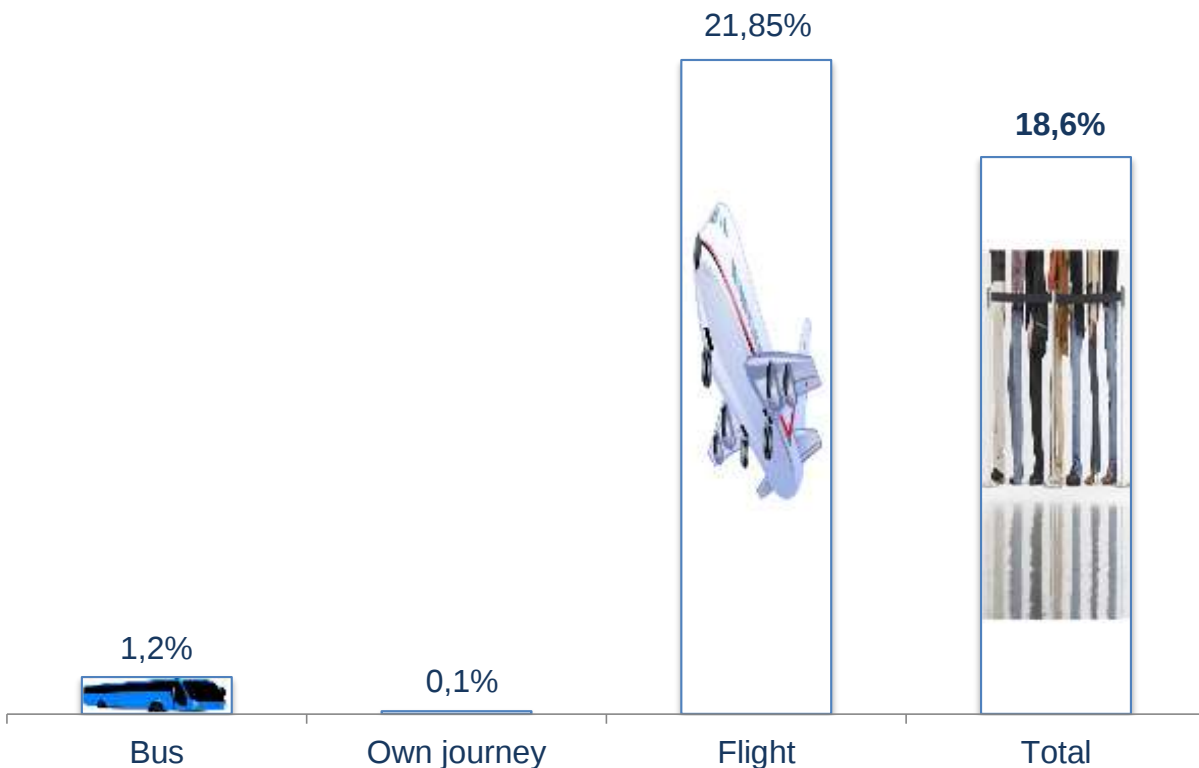
Bookings weekly 17/18 vs. 16/17



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

Country	+/- % last year	Share %
Grecja	15,9%	29,5%
Turcja	121,7%	13,9%
Hiszpania	-23,3%	10,7%
Egipt	60,2%	8,2%
Bułgaria	0,9%	8,0%
Włochy	-5,5%	5,2%
Albania	65,6%	3,7%
Tunezja	274,0%	1,8%
Chorwacja	-14,7%	1,7%
Cypr	25,9%	1,4%
Portugalia	-35,5%	1,3%
Maroko	37,9%	0,9%
Malta	37,6%	0,9%
Polska	-1,6%	0,8%
Austria	5,8%	0,7%
Emiraty Arabskie	1,8%	0,7%
Czarnogóra	43,8%	0,7%
Tajlandia	39,2%	0,6%
Wyspy Zielonego Przylądka	116,5%	0,6%
Czechy	11,7%	0,5%

Rank	Destination	+/- % last year
1	Antalya	110,9%
2	Heraklion	8,2%
3	Burgas	6,7%
4	Korfu	22,3%
5	Zakynthos	6,2%
6	Rodos	10,6%
7	Hurghada	82,3%
8	Chania	26,5%
9	Bodrum	138,6%
10	Kos	36,5%
11	Tirana	60,1%
12	Marsa Alam	26,8%
13	Varna	-17,0%
14	Teneryfa	-15,9%
15	Fuerteventura	-37,2%
16	Majorka	-15,8%
17	Sharm El Sheikh	67,7%
18	Gran Canaria	-22,8%
19	Saloniki	-5,1%
20	Sycylia	-6,2%



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