



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 32/2018

Data source: MerlinX*

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

14.08.2018



Last week – 32/2018, tours 01.11.17 – 31.10.18

compared with week 32. in 2017 r.

Bookings

6,6%



Clients

9,1%



Last week – 32/2018, tours 01.11.17 – 31.10.18

compared with week 32. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

11,1%



-9,0%



-17,7%

Share %

Bus
4,3%

Own
journey
1,8%

Flight
93,6%



Ranking of the most popular countries & destinations in CW32

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 328	2 504
2	Heraklion	5 713	2 341
3	Rhodes	6 488	2 554
4	Burgas	4 813	1 905
5	Korfu	5 371	2 204
6	Zakintos	6 482	2 457
7	Warna	4 762	1 887
8	Tirana	4 815	2 111
9	Chania	6 391	2 552
10	Kos	6 548	2 508
11	Hurghada	5 556	2 299
12	Majorka	6 600	2 814
13	Bodrum	6 291	2 475
14	Saloniki	5 129	2 093
15	Monastir	4 476	1 892
16	Sharm El Sheikh	5 388	2 267
17	Ateny	5 286	2 254
18	Teneryfa	6 895	2 985
19	Olbia	6 404	2 626
20	Marsa Allam	6 135	2 521



Rank	Country	Price/booking	Price/person
1	Grecja	5 941	2 378
2	Turcja	6 295	2 485
3	Bułgaria	4 668	1 866
4	Hiszpania	6 867	2 891
5	Egipt	5 628	2 335
6	Albania	4 607	2 035
7	Włochy	5 330	2 306
8	Tunezja	4 619	1 943
9	Cypr	6 338	2 630
10	Chorwacja	3 342	1 483

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

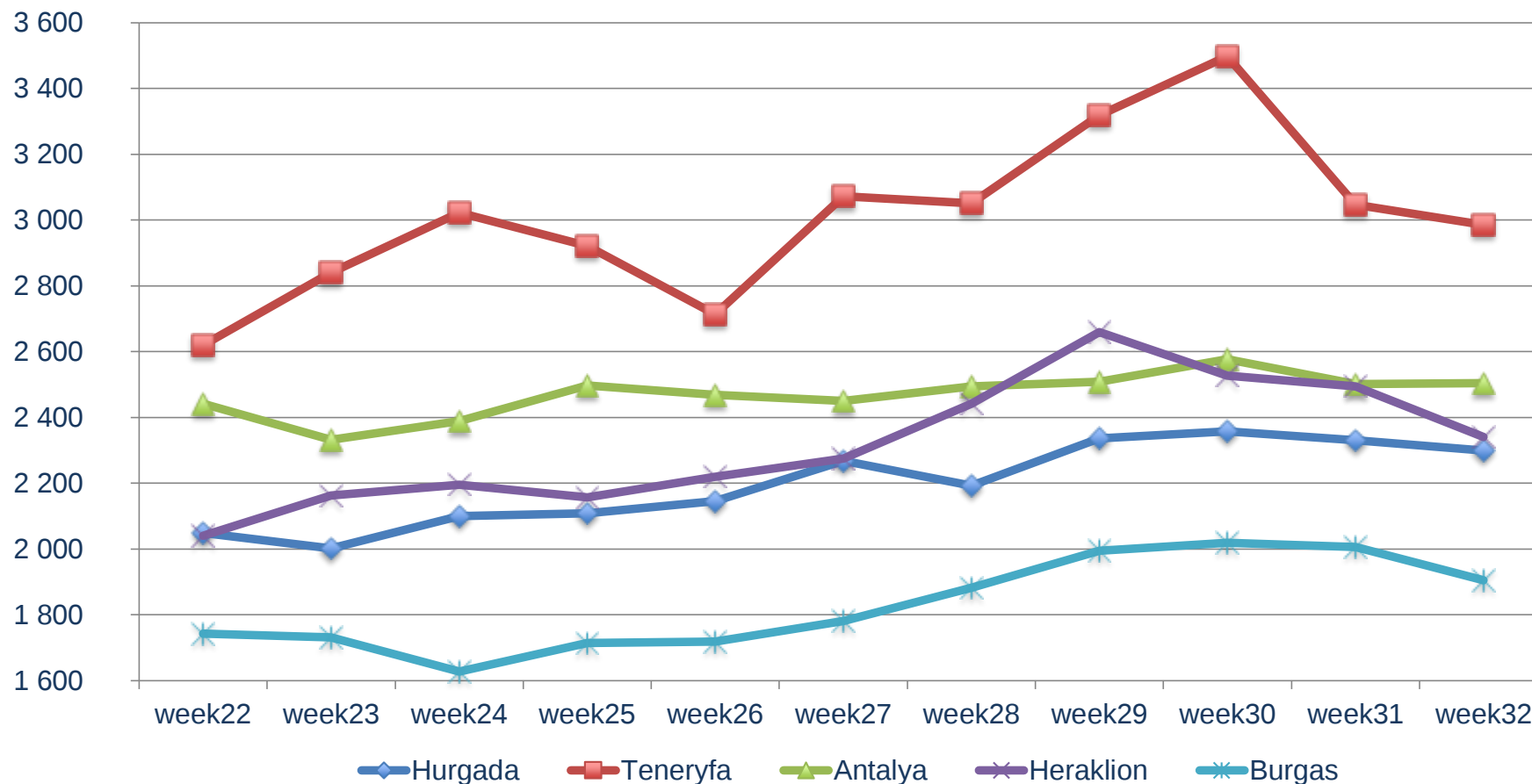
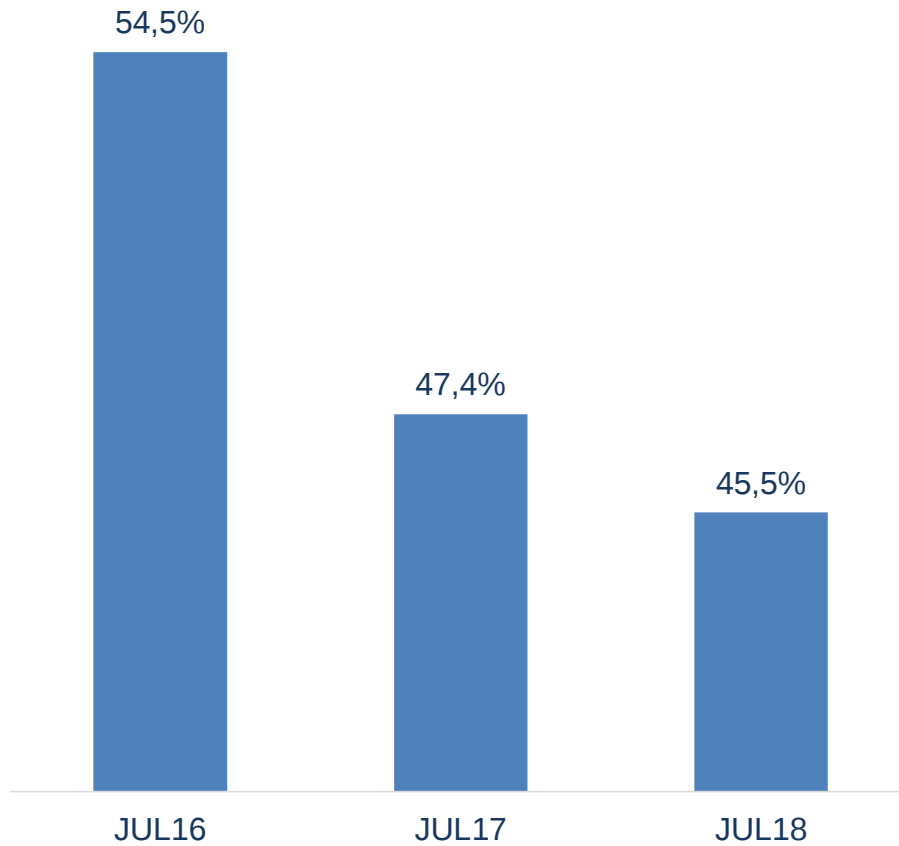
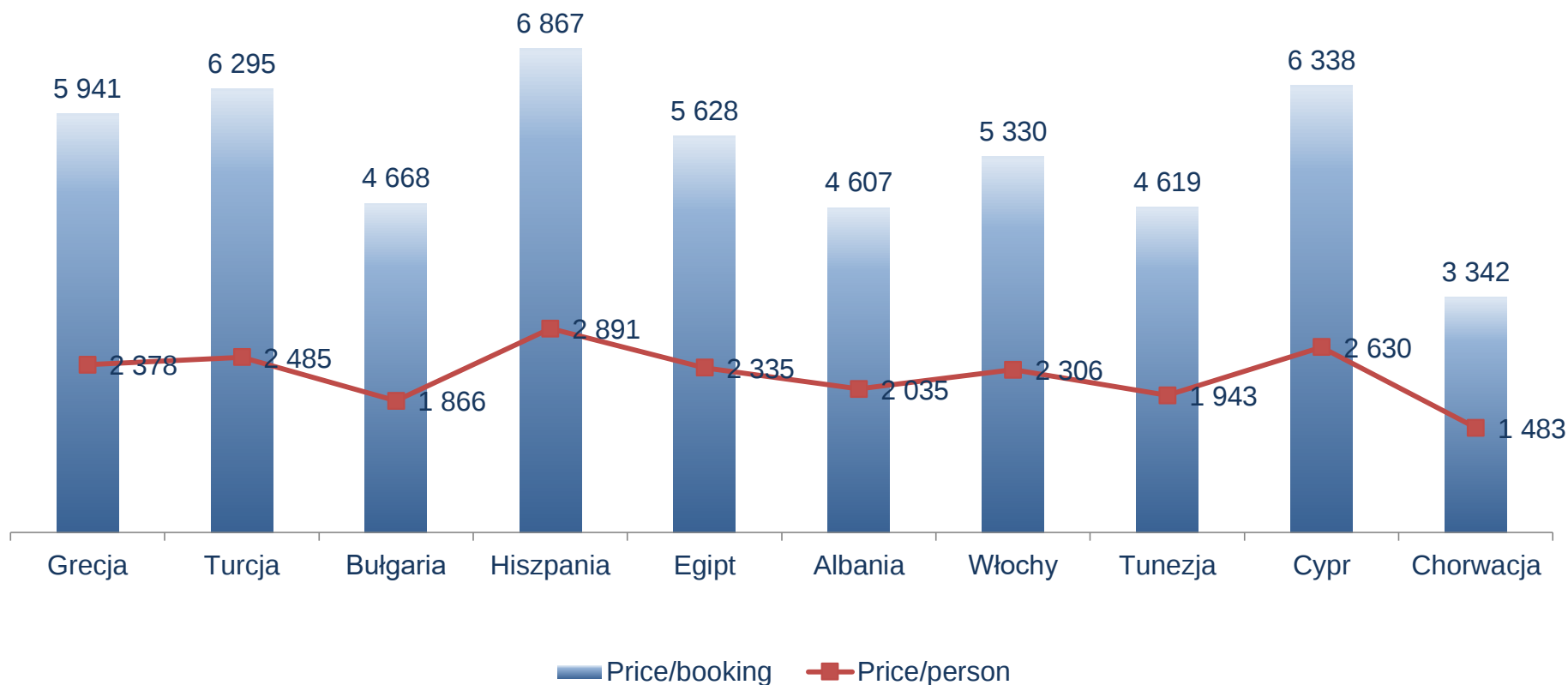


Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Last Minute share in July trips

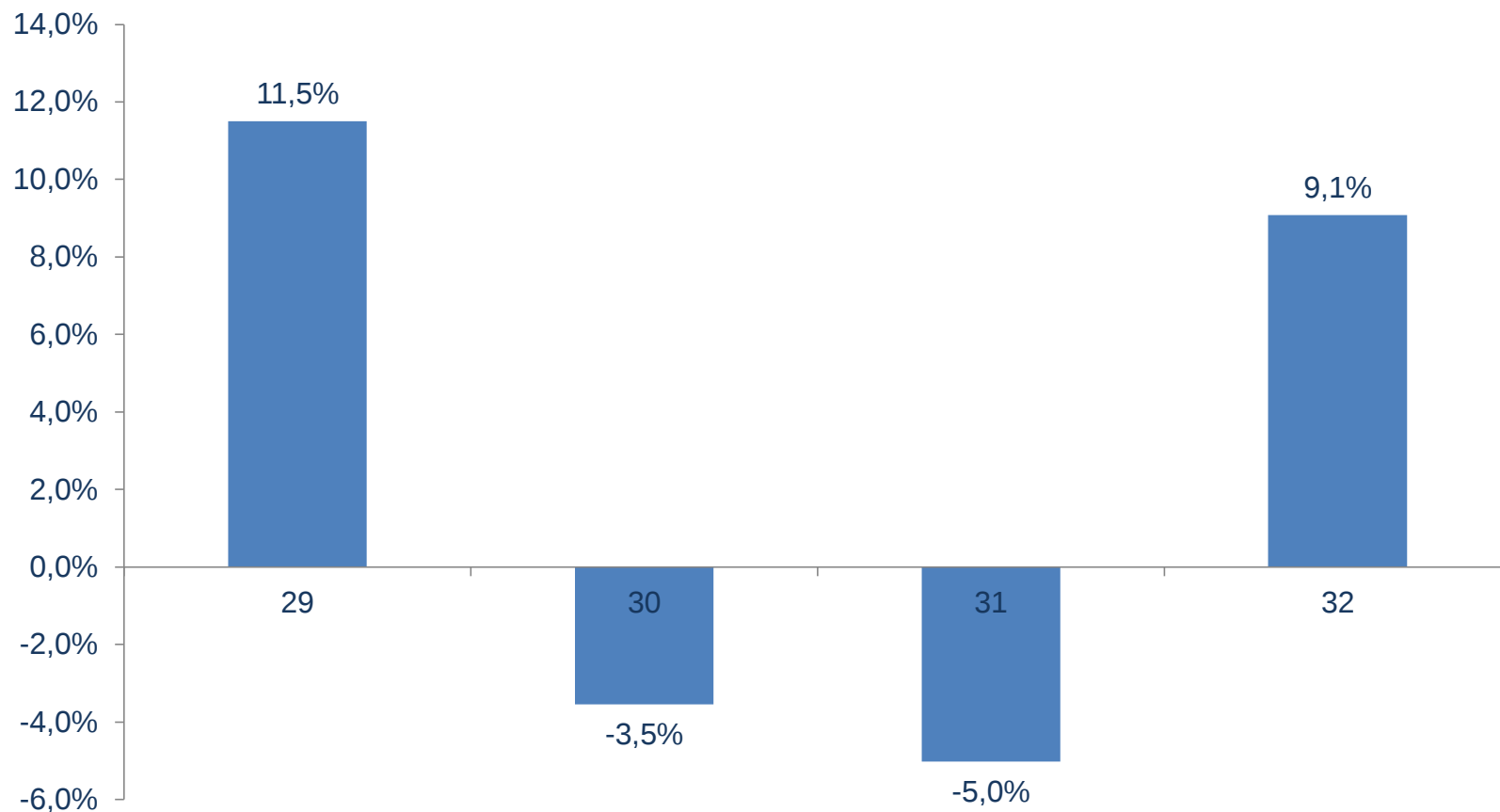


Average price per booking and the price per person in 32. week



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

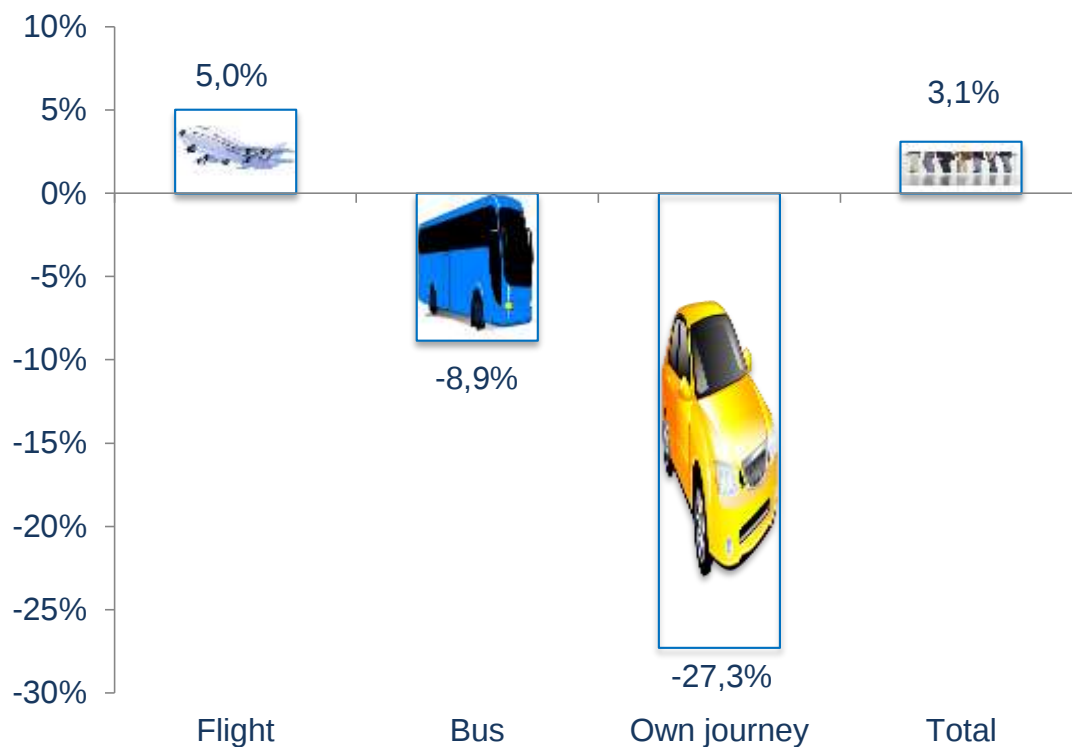
compared with 4 analogous weeks in tourist year 2016/2017



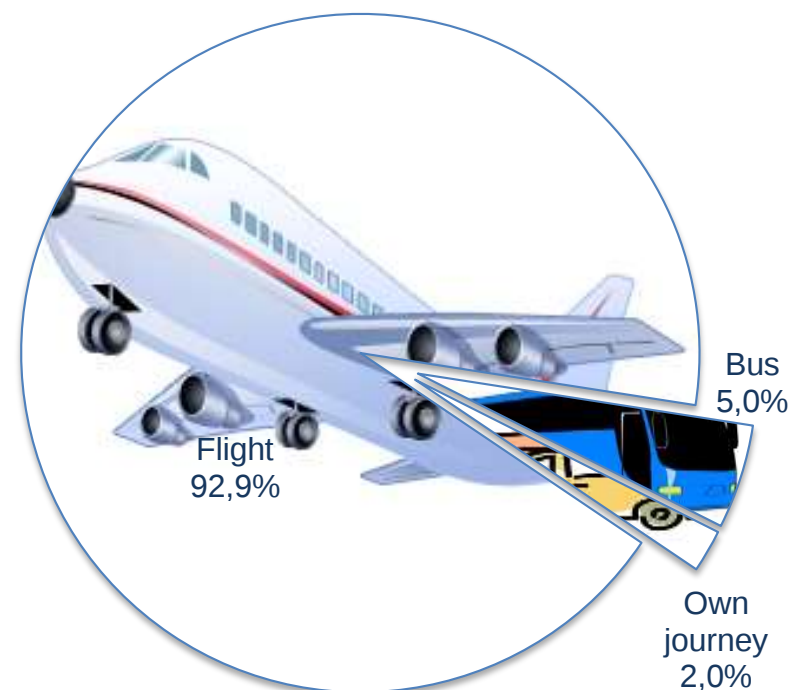
The sales trend of the last four weeks

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

Clients +/- %

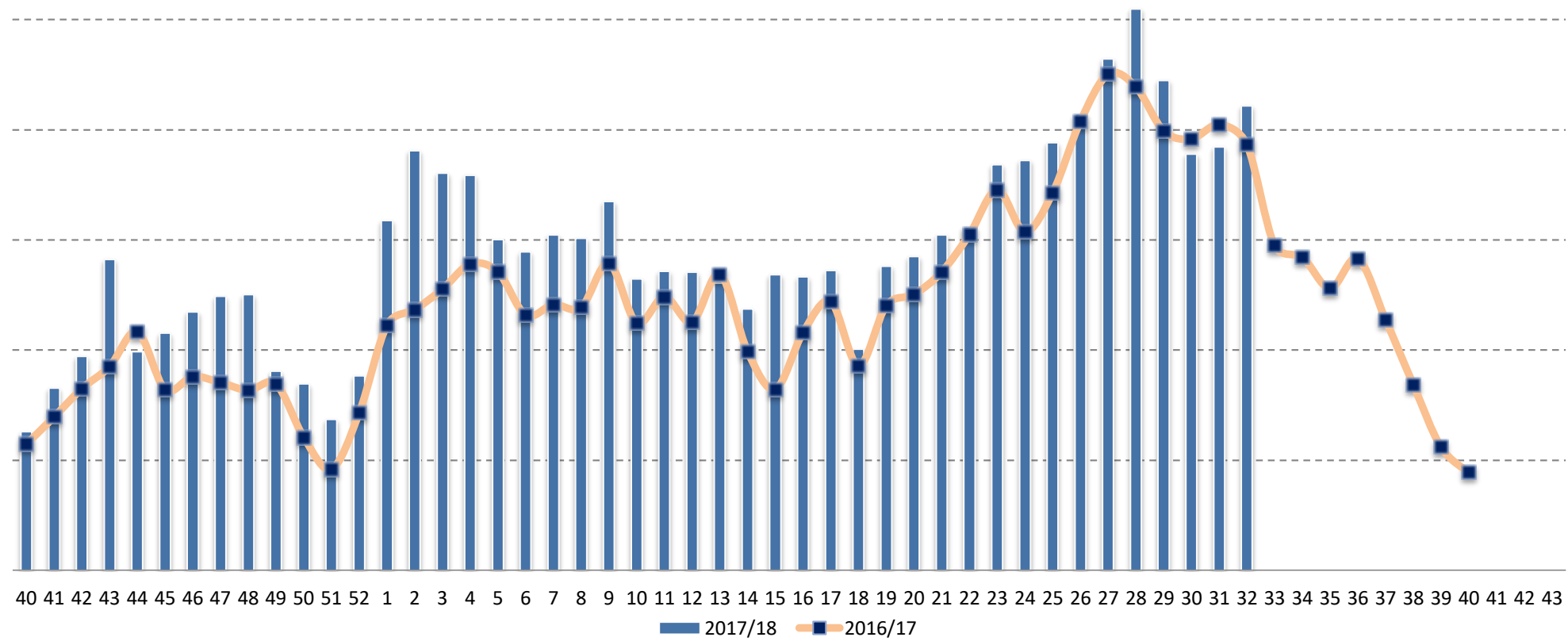


Share %



Weekly sales compared with the previous tourist year

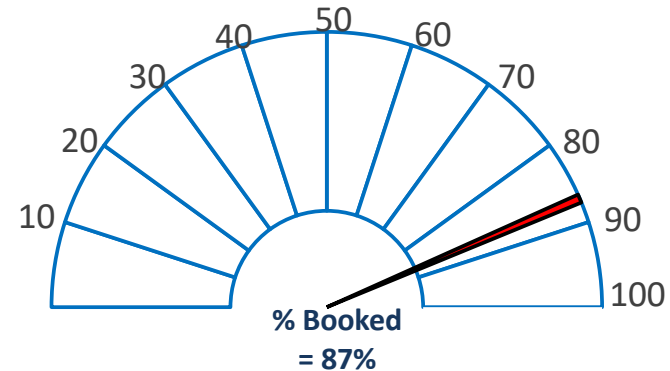
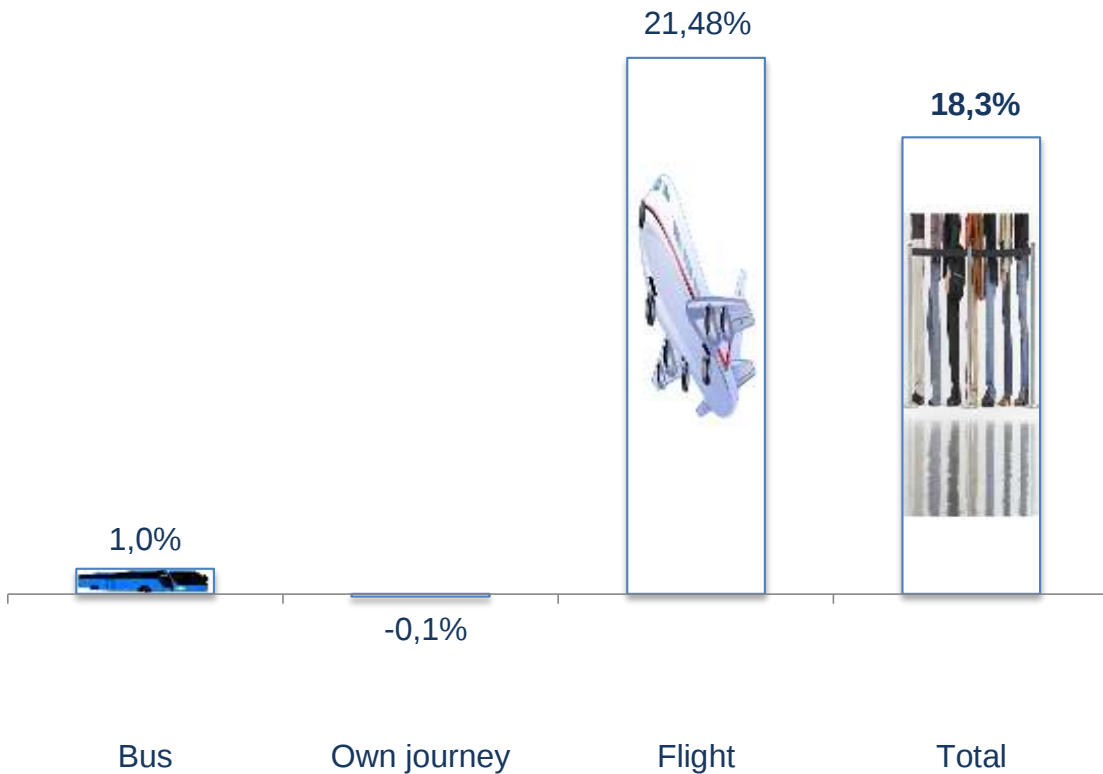
Bookings weekly 17/18 vs. 16/17



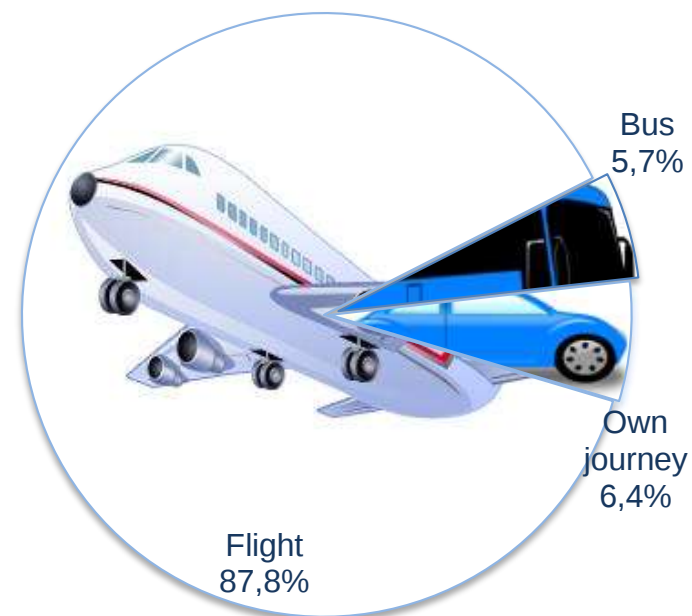
Cumulative sales of 2017/18

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

Clients +/- %



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	15,6%	29,8%
2	Turcja	118,1%	13,8%
3	Hiszpania	-23,2%	10,7%
4	Egipt	58,2%	8,1%
5	Bułgaria	1,0%	8,1%
6	Włochy	-5,8%	5,2%
7	Albania	65,0%	3,7%
8	Tunezja	271,4%	1,8%
9	Chorwacja	-14,9%	1,7%
10	Cypr	25,5%	1,5%
11	Portugalia	-35,6%	1,3%
12	Maroko	37,1%	0,8%
13	Malta	36,7%	0,8%
14	Polska	-2,8%	0,8%
15	Austria	5,5%	0,7%
16	Czarnogóra	45,0%	0,7%
17	Emiraty Arabskie	1,9%	0,7%
18	Tajlandia	38,5%	0,6%
19	Wyspy Zielonego Przylądka	116,6%	0,6%
20	Czechy	11,2%	0,5%

Rank	Destination	+/- % last year
1	Antalya	107,8%
2	Heraklion	7,9%
3	Burgas	6,8%
4	Korfu	22,0%
5	Zakynthos	5,9%
6	Rodos	10,8%
7	Hurghada	79,6%
8	Chania	26,5%
9	Bodrum	135,0%
10	Kos	36,1%
11	Tirana	60,4%
12	Marsa Alam	24,9%
13	Varna	-16,0%
14	Teneryfa	-15,8%
15	Fuerteventura	-37,1%
16	Majorka	-15,4%
17	Sharm El Sheikh	67,3%
18	Saloniki	-4,3%



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