



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 33/2018

Data source: MerlinX*

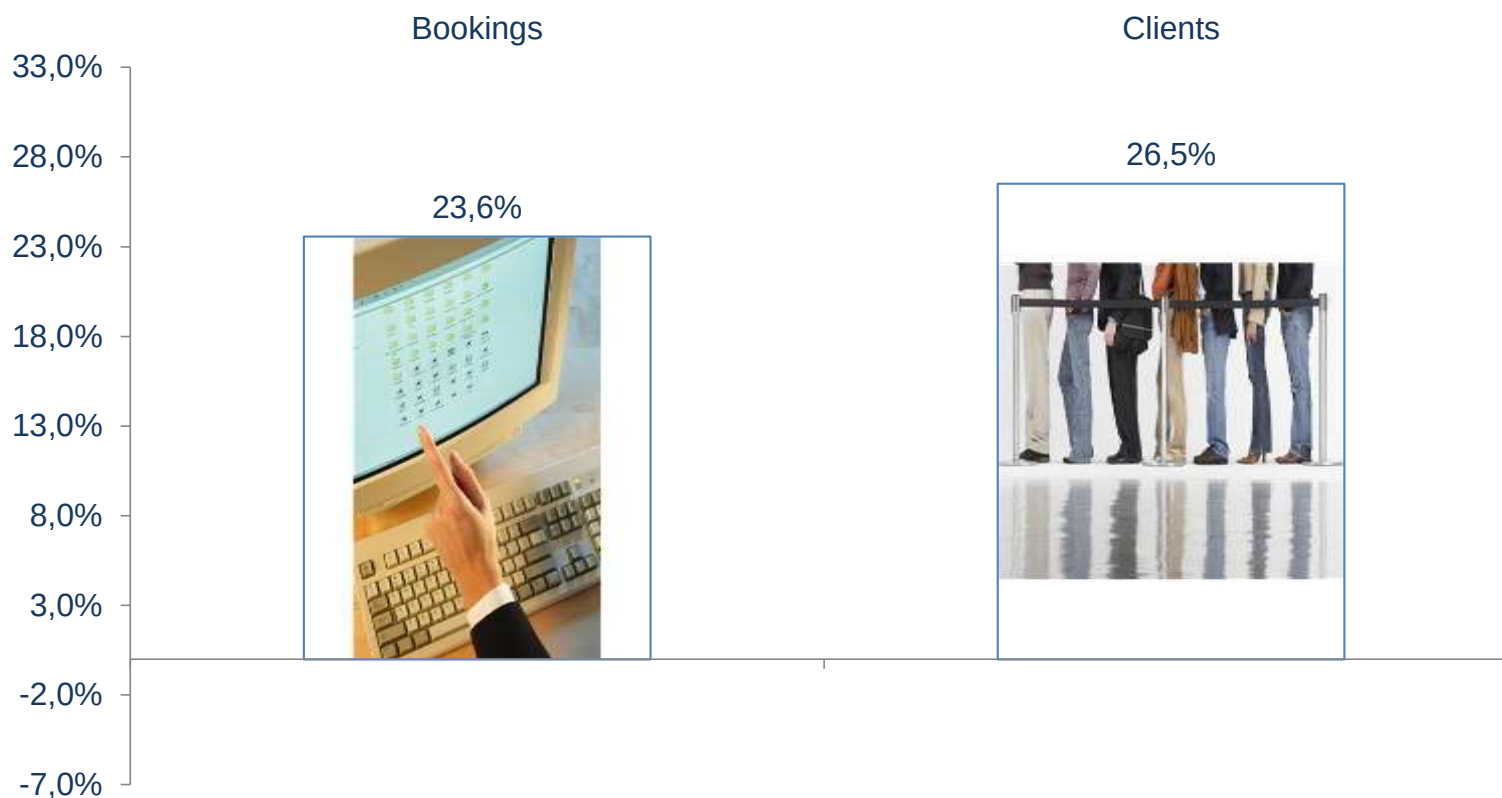
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

22.08.2018



Last week – 33/2018, tours 01.11.17 – 31.10.18

compared with week 33. in 2017 r.



Last week – 33/2018, tours 01.11.17 – 31.10.18

compared with week 33. in 2017 r.

Clients +/-%

Bus

4,2%



Own journey

-18,8%



Flight

29,5%



Share %

Bus
4,0%

Own
journey
1,7%



Ranking of the most popular countries & destinations in CW33

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	5 888	2 372
2	Heraklion	5 402	2 287
3	Rhodes	6 073	2 476
4	Burgas	4 499	1 800
5	Zakintos	5 791	2 352
6	Korfu	5 107	2 118
7	Tirana	4 567	1 947
8	Chania	6 366	2 592
9	Warna	4 578	1 775
10	Kos	6 146	2 404
11	Majorka	6 624	2 818
12	Hurghada	5 308	2 304
13	Bodrum	5 727	2 397
14	Saloniki	4 908	2 020
15	Inne	2 836	1 400
16	Monastir	4 301	1 905
17	Marsa Allam	6 099	2 442
18	Larnaka	6 170	2 491
19	Girona	5 542	2 212
20	Teneryfa	6 576	2 999



Rank	Country	Price/booking	Price/person
1	Grecja	5 597	2 315
2	Turcja	5 894	2 373
3	Hiszpania	6 489	2 776
4	Bułgaria	4 443	1 766
5	Albania	4 406	1 885
6	Włochy	4 909	2 227
7	Egipt	5 506	2 313
8	Tunezja	4 457	1 909
9	Cypr	6 278	2 623
10	Chorwacja	3 123	1 495

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

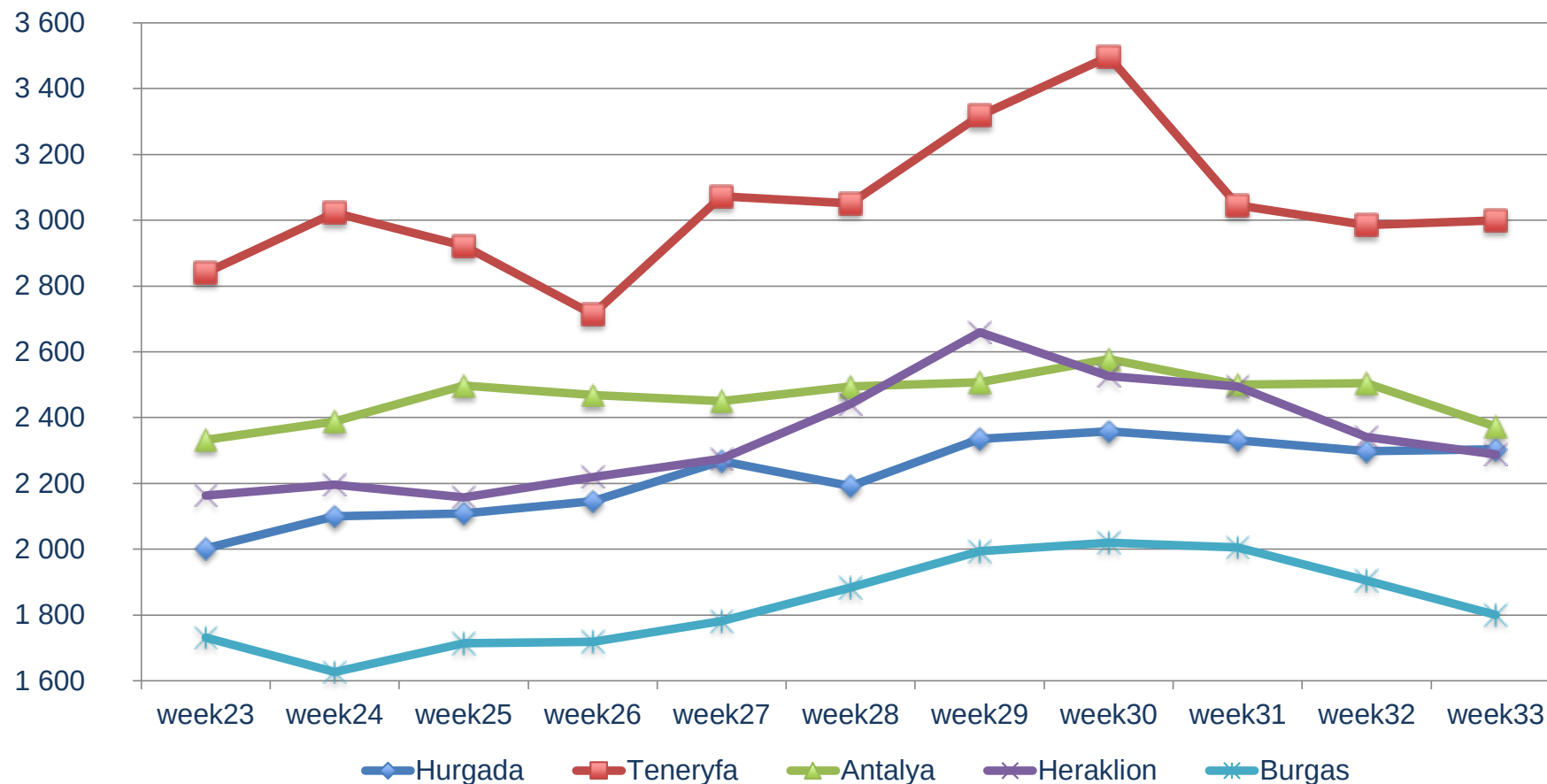
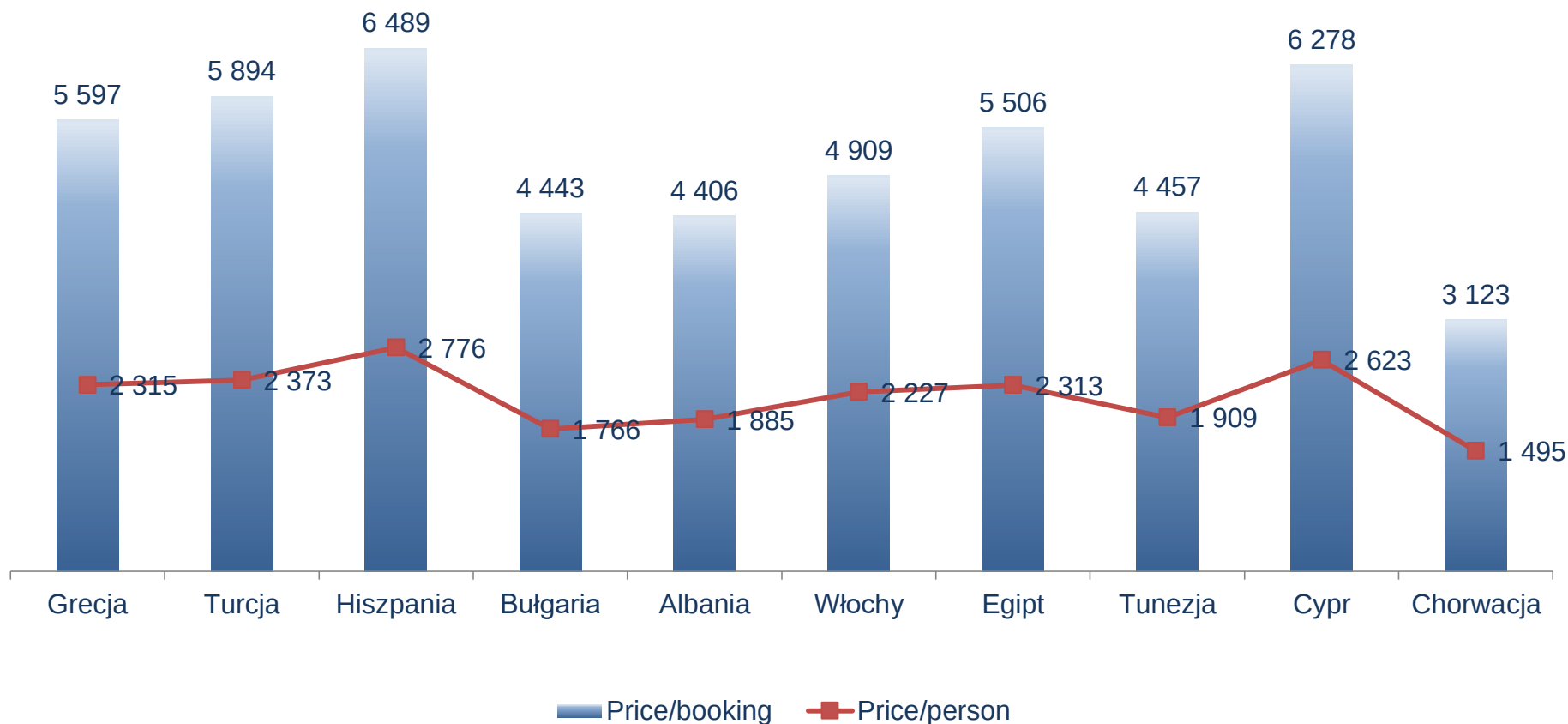


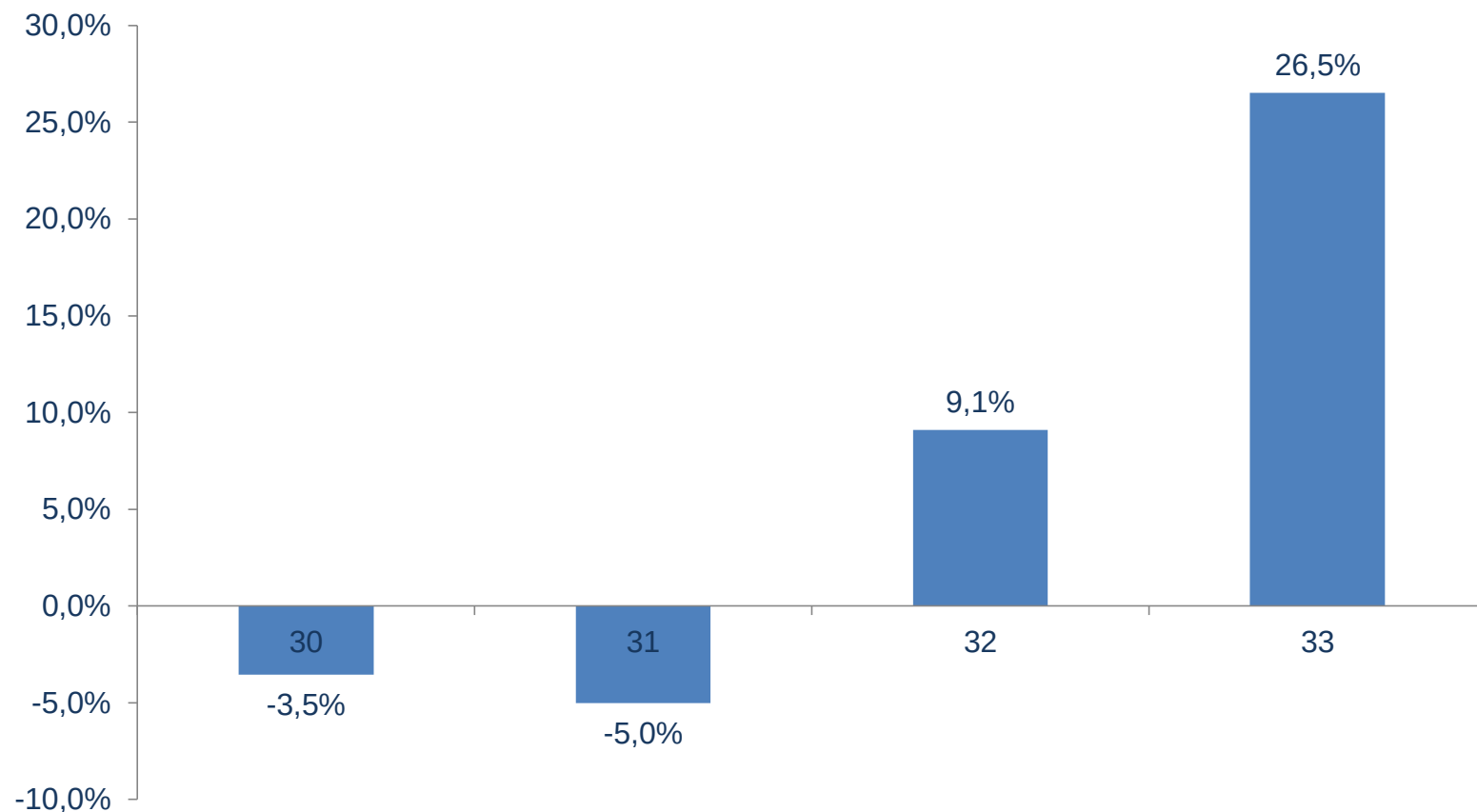
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to BURGAS, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 33. week



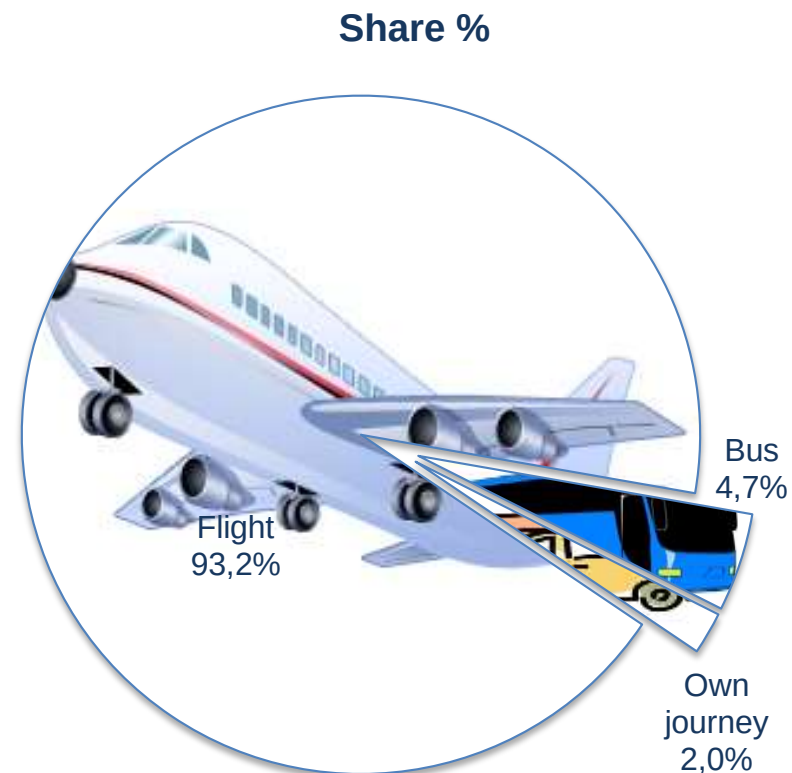
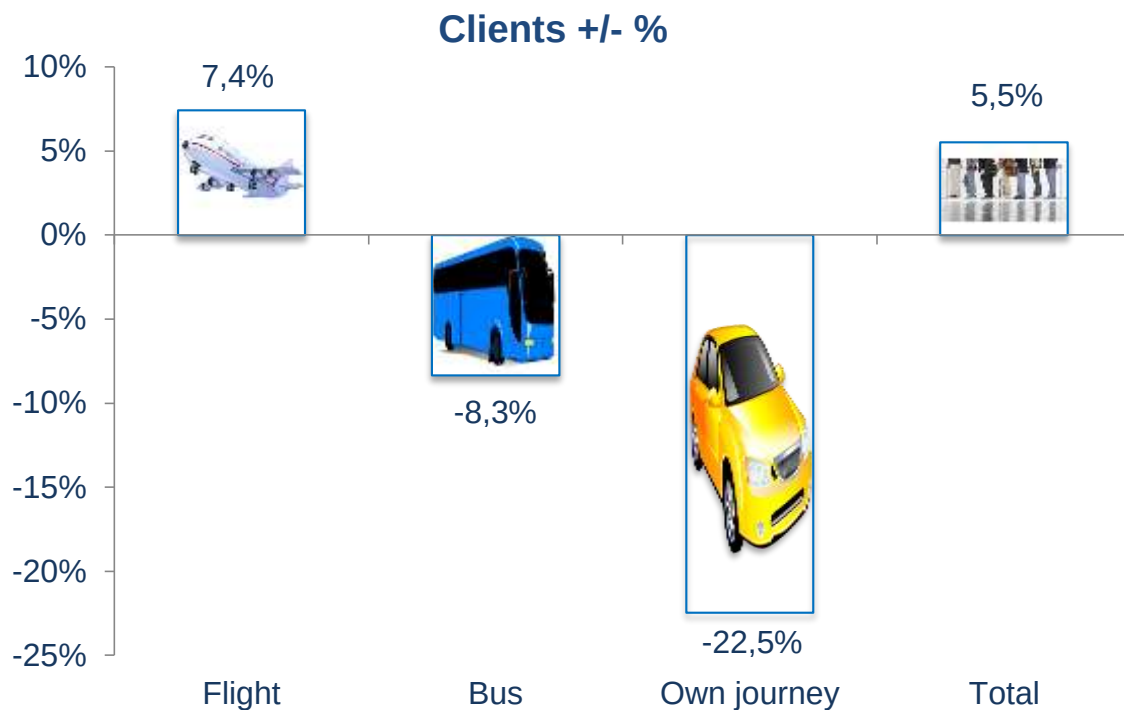
The last four weeks of sales of the tourist year 2017/18 - customers

compared with 4 analogous weeks in tourist year 2016/2017



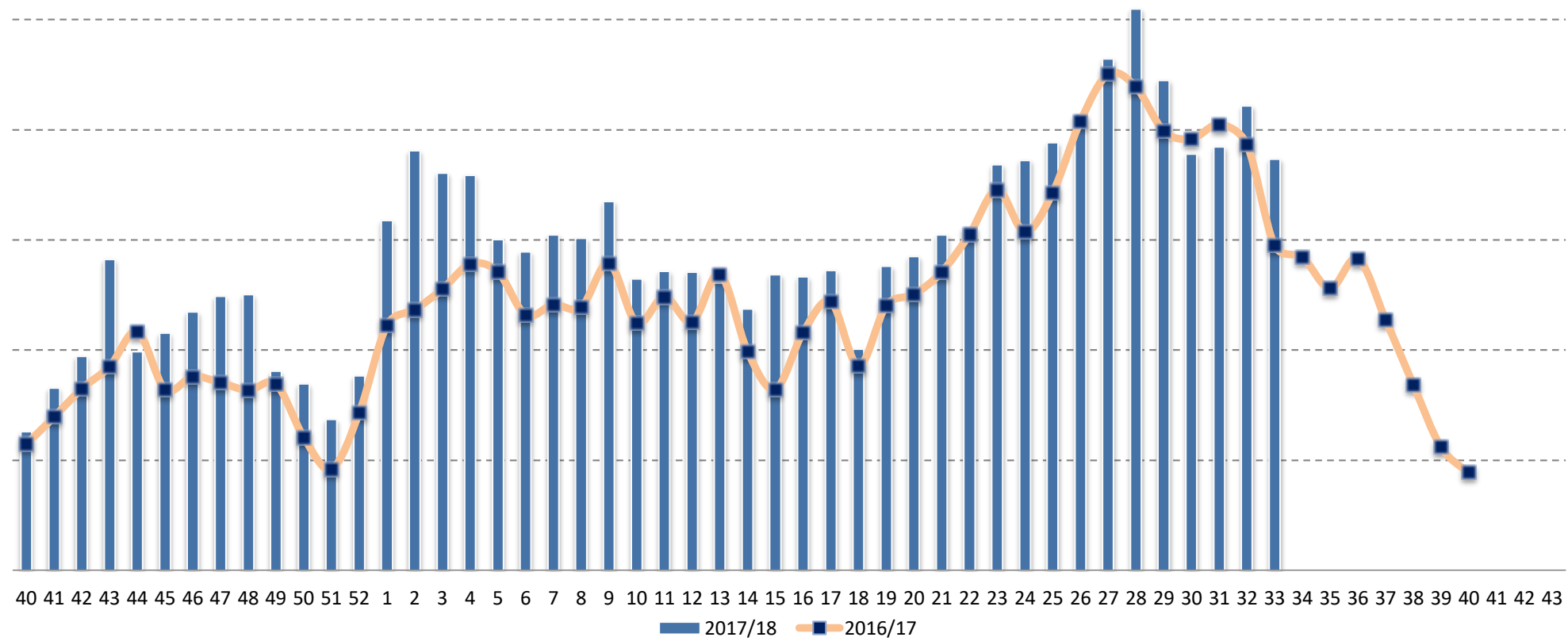
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

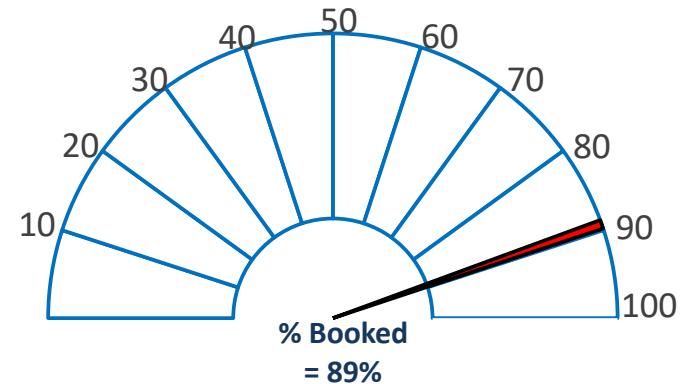
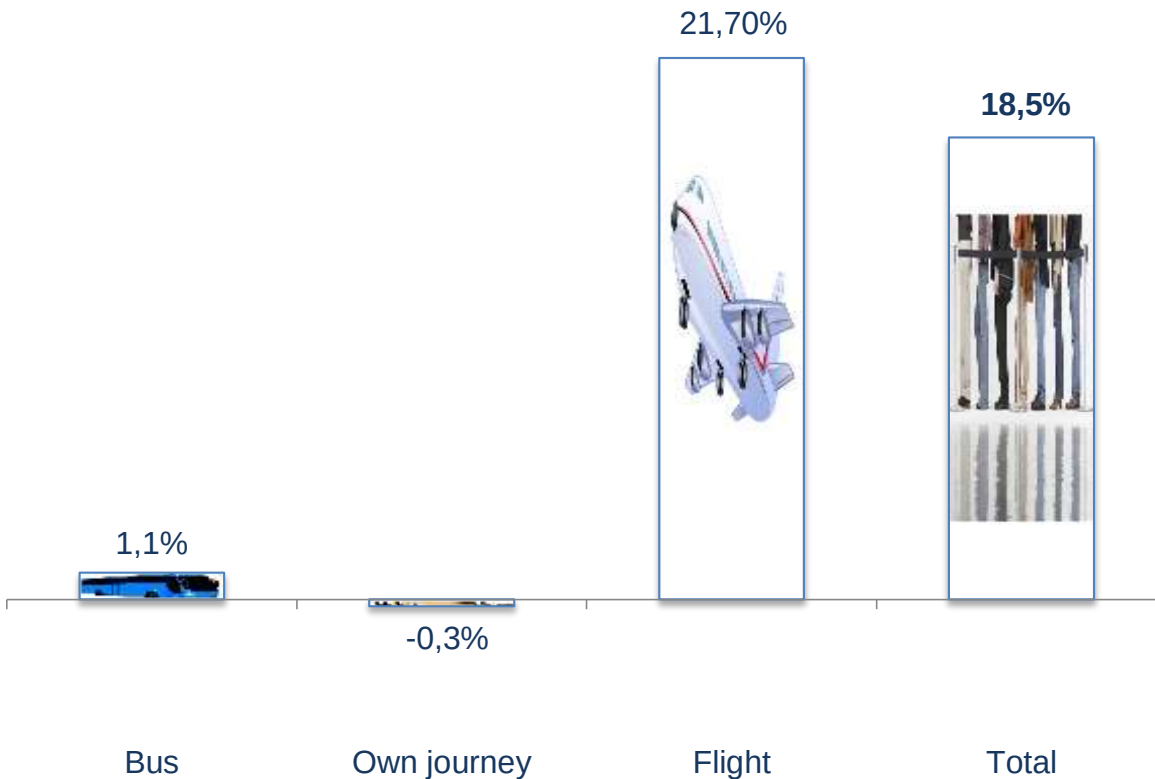
Bookings weekly 17/18 vs. 16/17



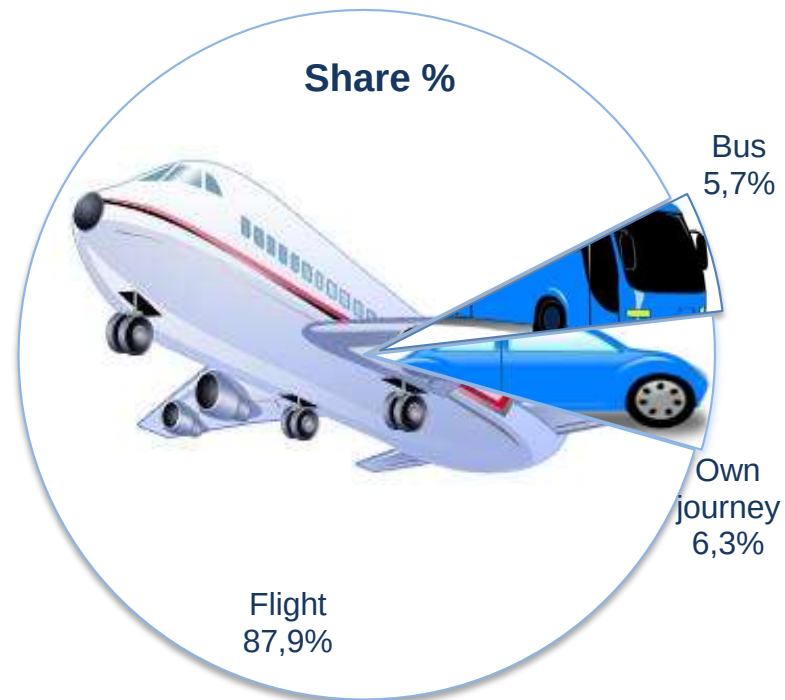
Cumulative sales of 2017/18

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

Clients +/- %



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	15,9%	30,0%
2	Turcja	117,1%	13,8%
3	Hiszpania	-22,7%	10,7%
4	Bułgaria	1,6%	8,1%
5	Egipt	56,8%	8,0%
6	Włochy	-5,5%	5,2%
7	Albania	65,7%	3,8%
8	Tunezja	272,2%	1,8%
9	Chorwacja	-14,9%	1,7%
10	Cypr	26,1%	1,5%
11	Portugalia	-35,5%	1,3%
12	Maroko	37,0%	0,8%
13	Malta	35,8%	0,8%
14	Polska	-3,0%	0,7%
15	Austria	5,7%	0,7%
16	Czarnogóra	45,4%	0,7%
17	Emiraty Arabskie	2,2%	0,6%
18	Tajlandia	38,5%	0,6%
19	Wyspy Zielonego Przylądka	114,0%	0,6%
20	Czechy	11,3%	0,5%

Rank	Destination	+/- % last year
1	Antalya	106,9%
2	Heraklion	7,8%
3	Burgas	7,3%
4	Korfu	21,9%
5	Zakynthos	6,9%
6	Rodos	11,5%
7	Hurghada	77,7%
8	Chania	26,8%
9	Tirana	61,8%
10	Bodrum	133,8%
11	Kos	36,5%
12	Marsa Alam	23,8%
13	Varna	-15,0%
14	Teneryfa	-15,4%
15	Fuerteventura	-37,1%
16	Majorka	-14,6%
17	Saloniki	-3,5%
18	Sharm El Sheikh	67,5%
19	Gran Canaria	-22,3%
20	Sycylia	-5,9%



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**Let's look at First Minute
for the new tourist year**

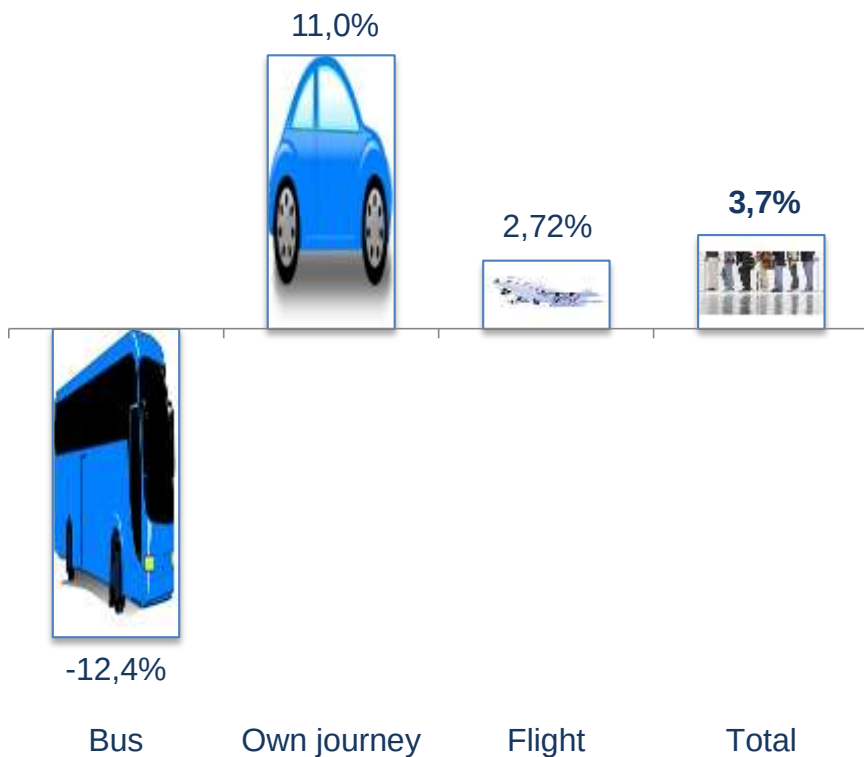
2018/19



Cumulative sales of 2018/19

compared to sales in the same period last tourist year 2017/18

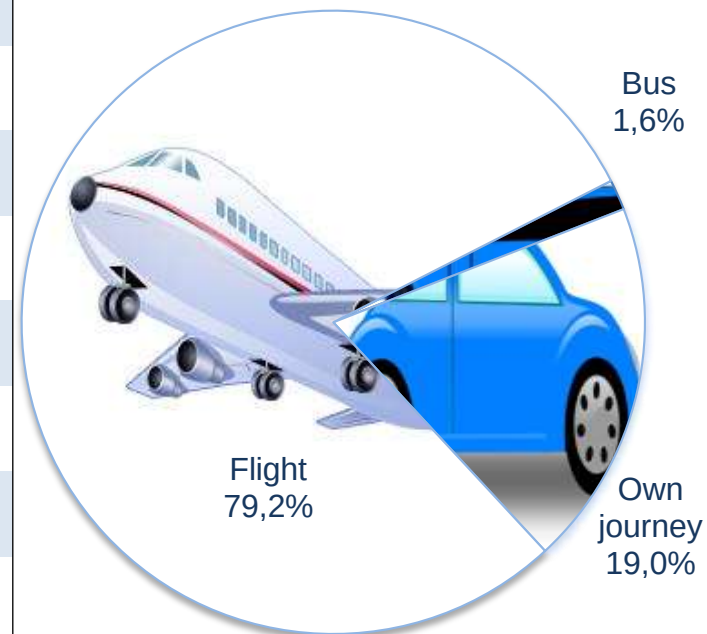
Clients +/- %



Rank Country

1	Egipt
2	Tajlandia
3	Hiszpania
4	Włochy
5	Tanzania
6	Oman
7	Emiraty Arabskie
8	Kuba
9	Austria
10	Dominikana

Share %





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