



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 34/2018

Data source: MerlinX*

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

28.08.2018



Last week – 34/2018, tours 01.11.17 – 31.10.18

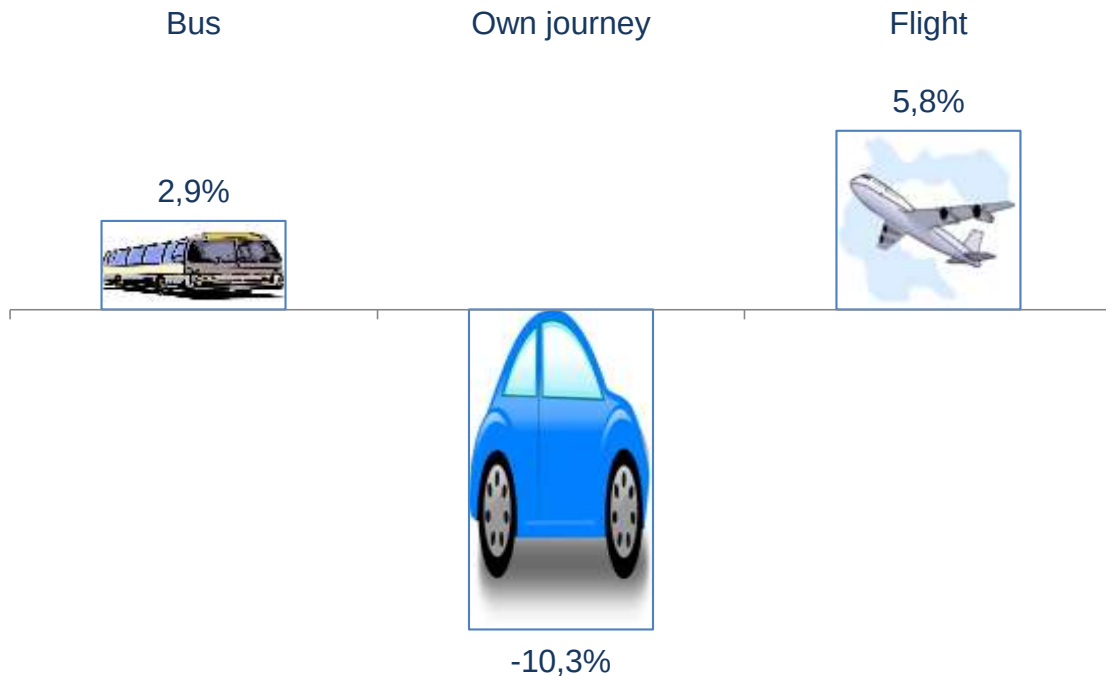
compared with week 34. in 2017 r.



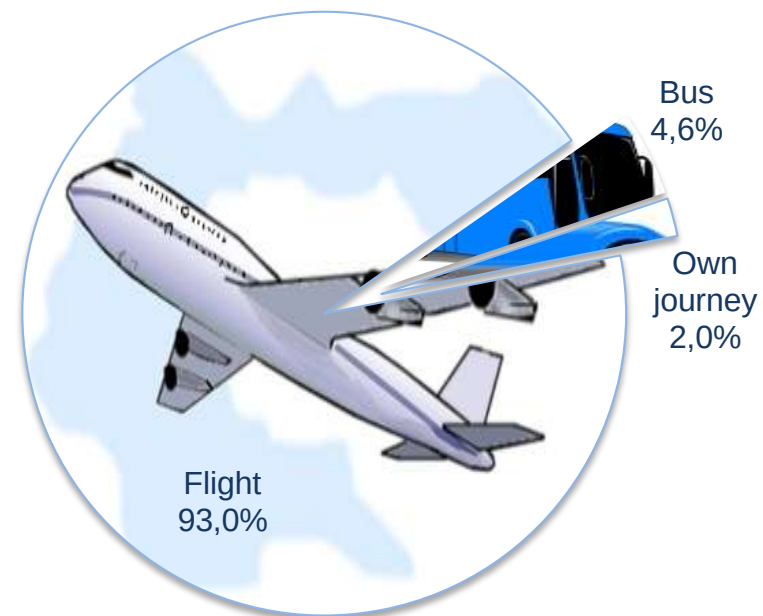
Last week – 34/2018, tours 01.11.17 – 31.10.18

compared with week 34. in 2017 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW34

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	5 473	2 298
2	Heraklion	5 371	2 228
3	Burgas	3 998	1 671
4	Rhodes	5 369	2 328
5	Korfu	4 688	1 960
6	Tirana	4 066	1 843
7	Chania	5 676	2 368
8	Zakintos	5 418	2 295
9	Warna	3 919	1 623
10	Kos	5 531	2 301
11	Hurghada	5 028	2 153
12	Monastir	4 171	1 906
13	Saloniki	4 029	1 847
14	Majorka	6 226	2 750
15	Bodrum	5 647	2 400
16	Marsa Allam	5 324	2 410
17	Katania	5 122	2 358
18	Girona	5 071	2 223
19	Olbia	6 014	2 738
20	Djerba	4 394	1 921



Rank	Country	Price/booking	Price/person
1	Grecja	5 205	2 216
2	Turcja	5 484	2 311
3	Bułgaria	3 888	1 630
4	Hiszpania	5 950	2 627
5	Albania	3 900	1 760
6	Egipt	5 088	2 243
7	Włochy	4 857	2 193
8	Tunezja	4 266	1 918
9	Chorwacja	3 063	1 390
10	Cypr	5 812	2 622

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

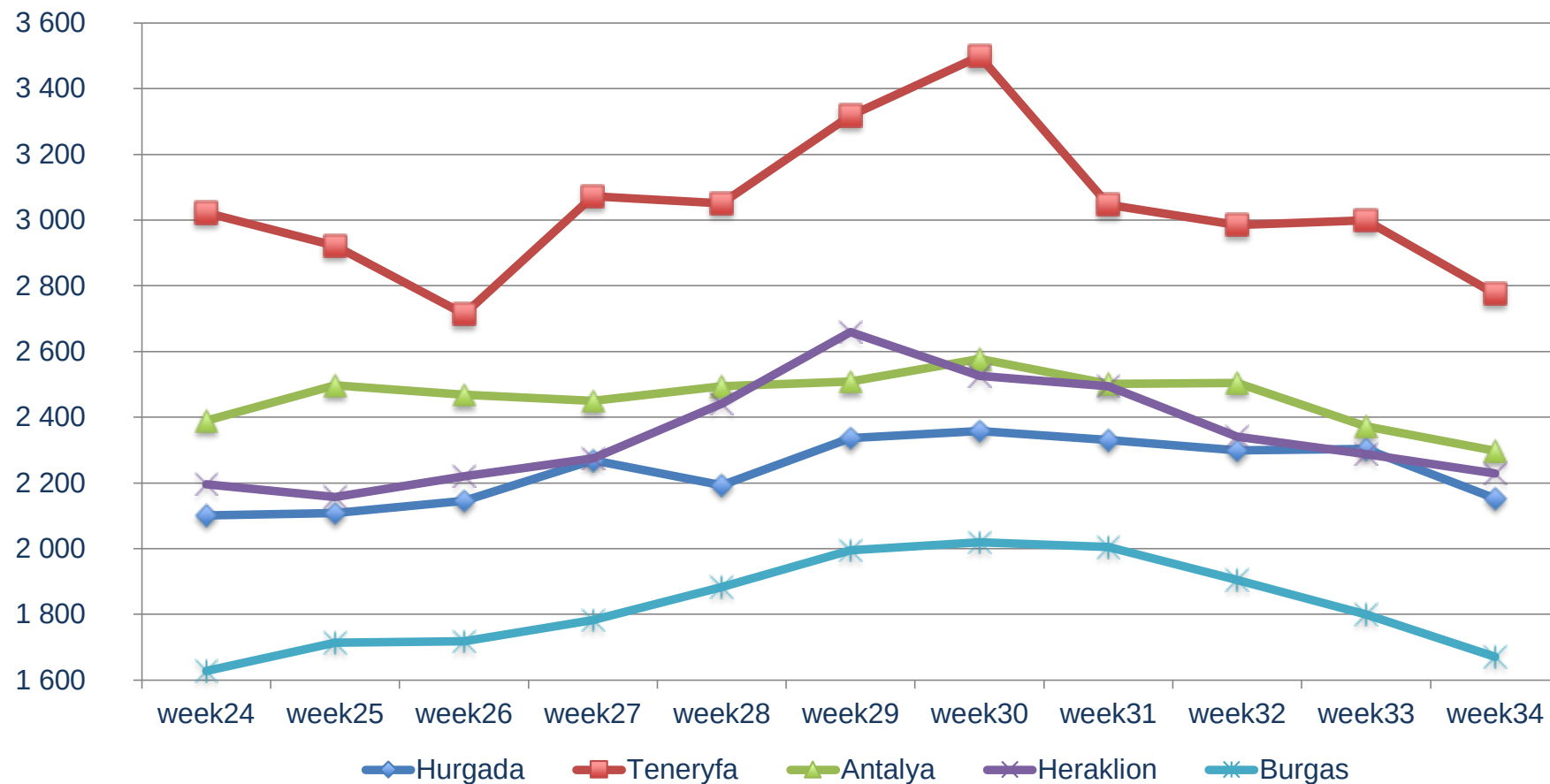
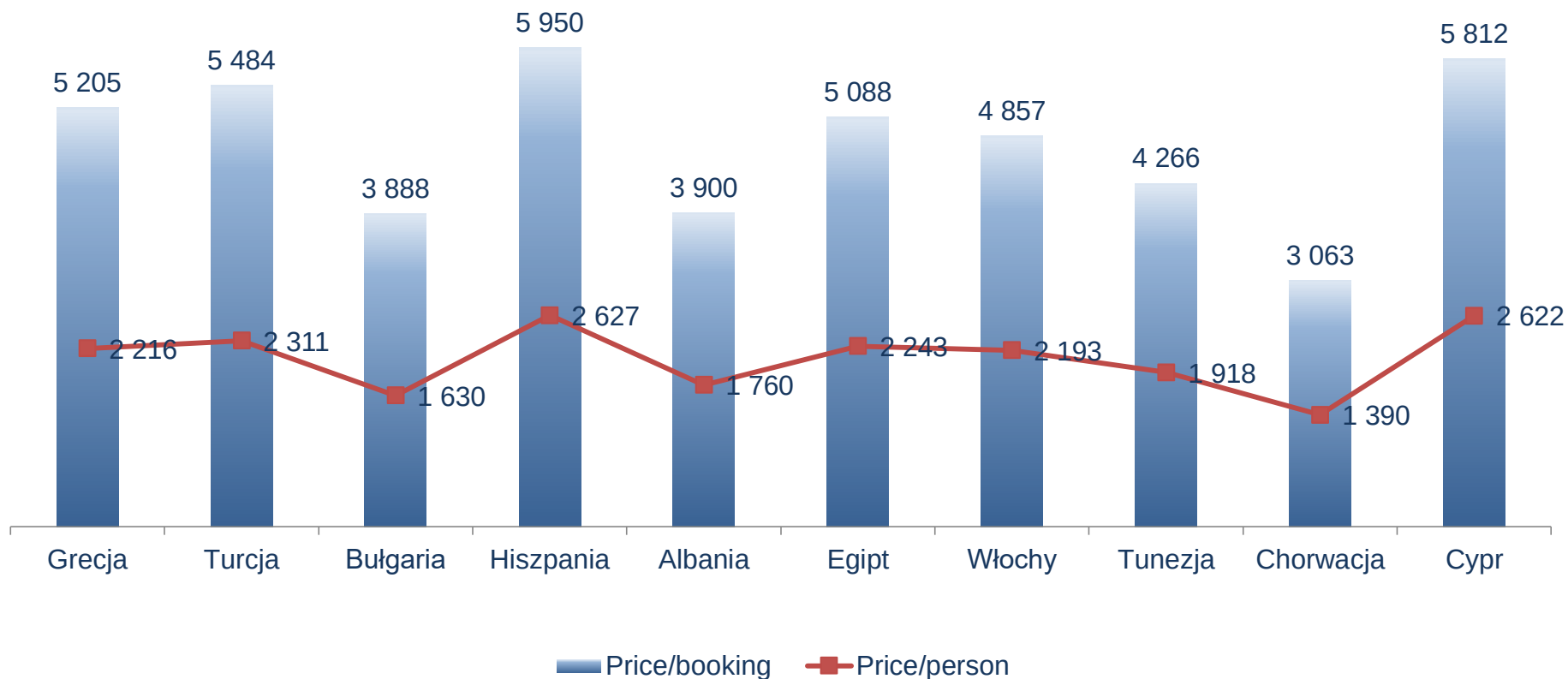


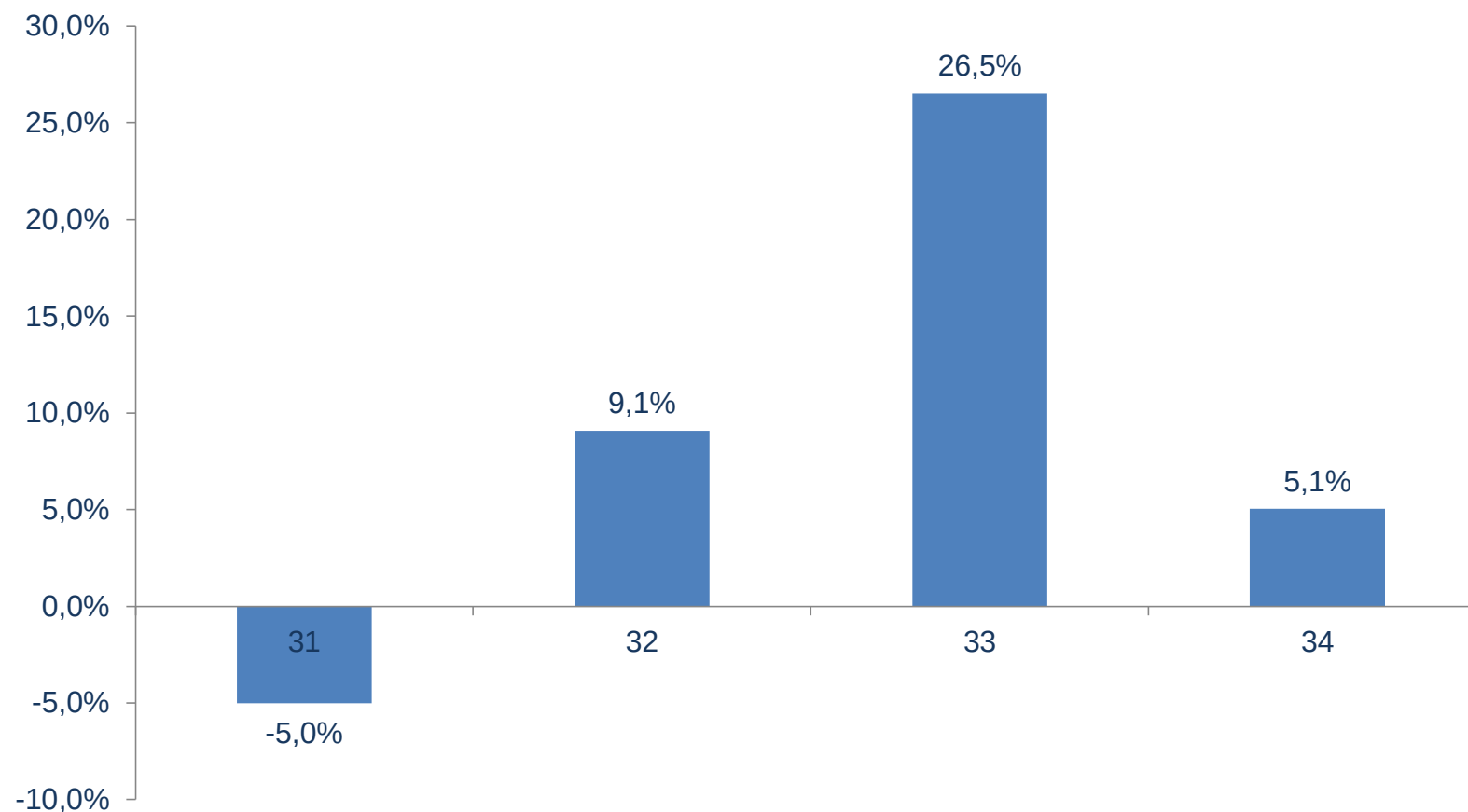
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 34. week



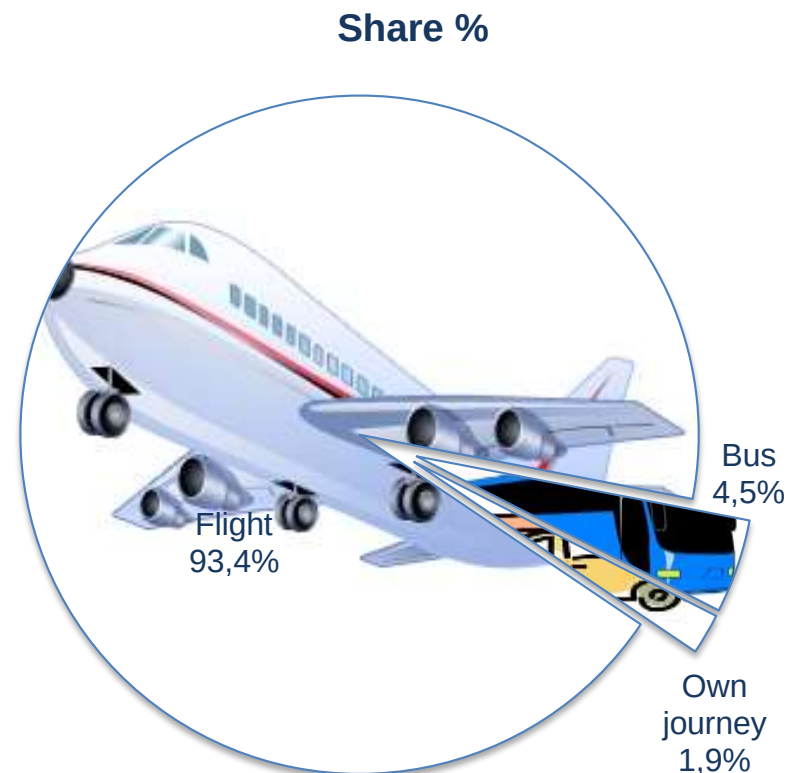
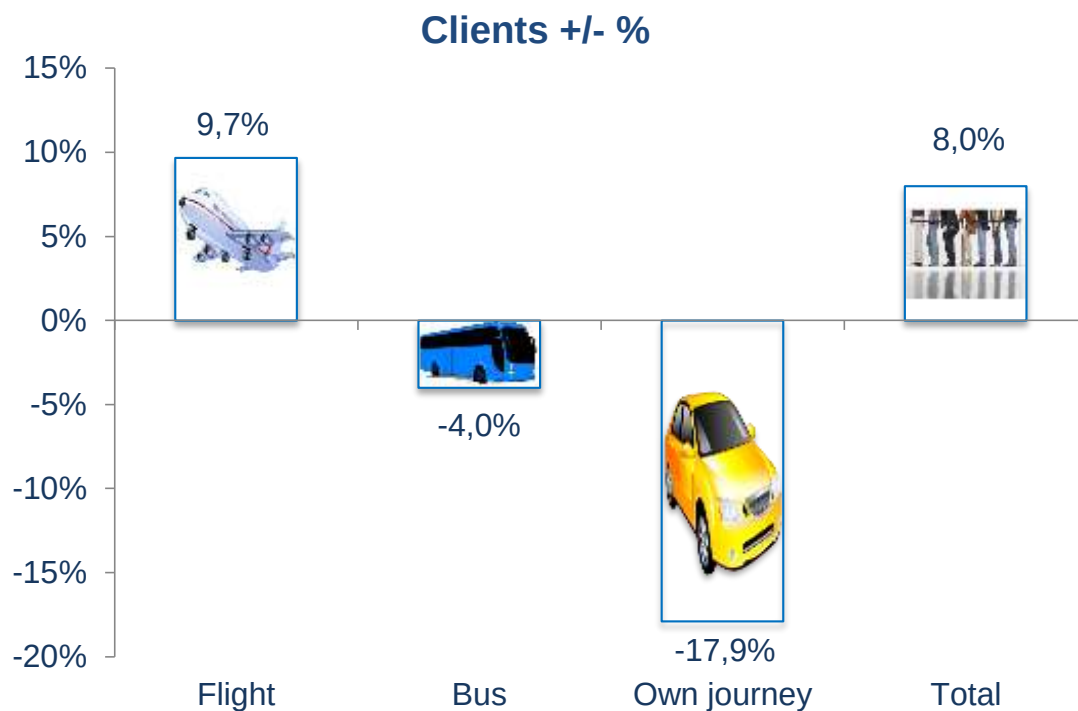
The last four weeks of sales of the tourist year 2017/18 - customers

compared with 4 analogous weeks in tourist year 2016/2017



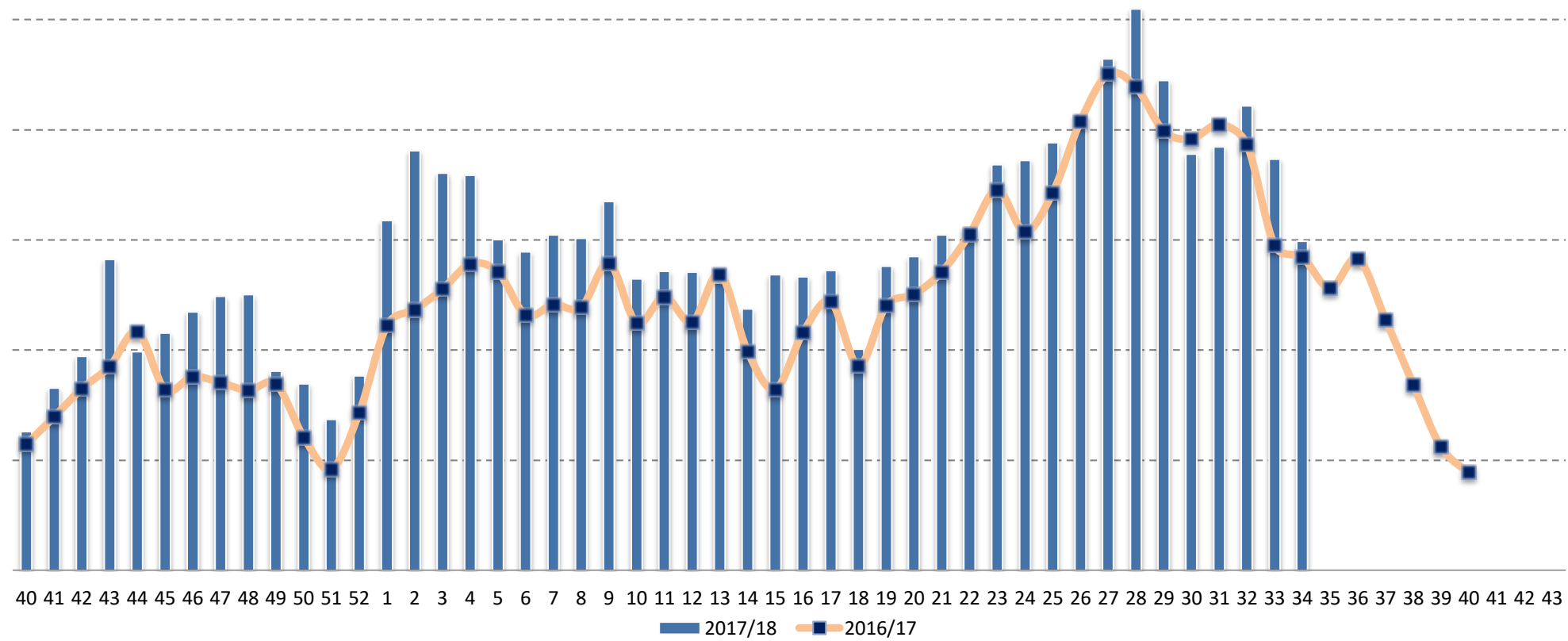
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

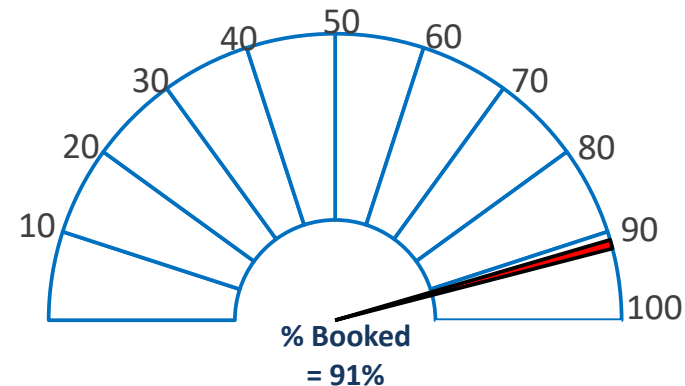
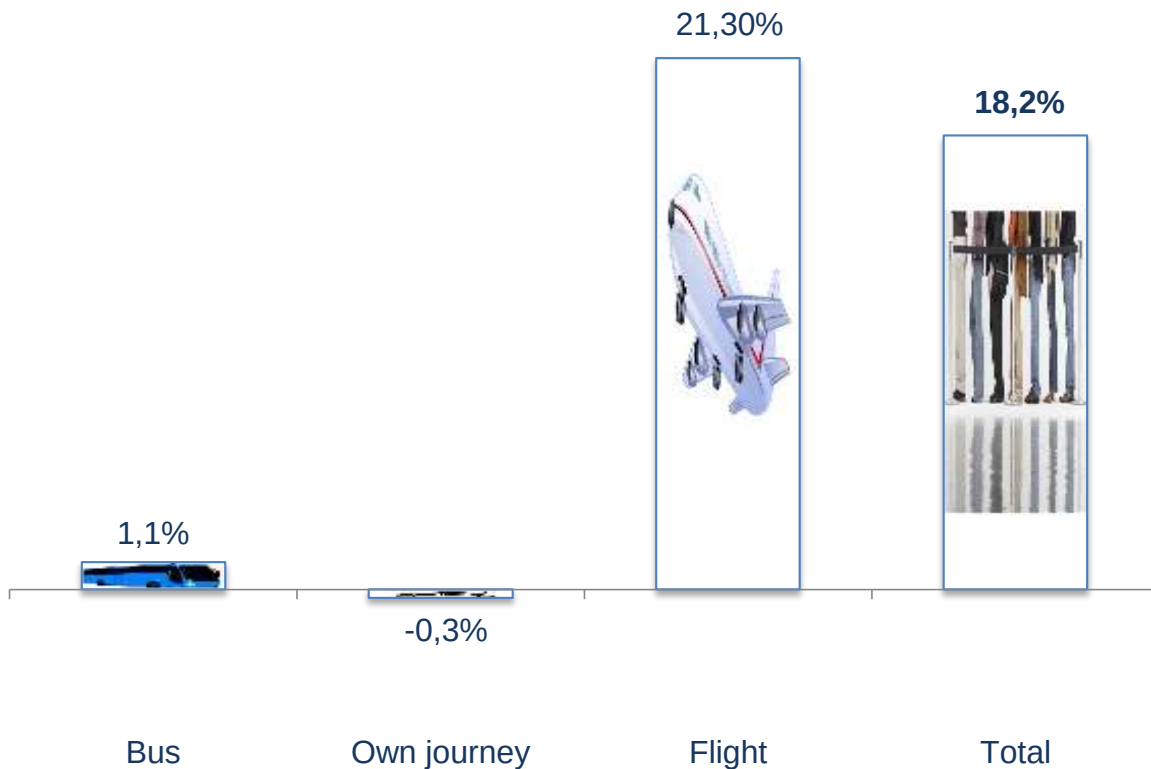
Bookings weekly 17/18 vs. 16/17



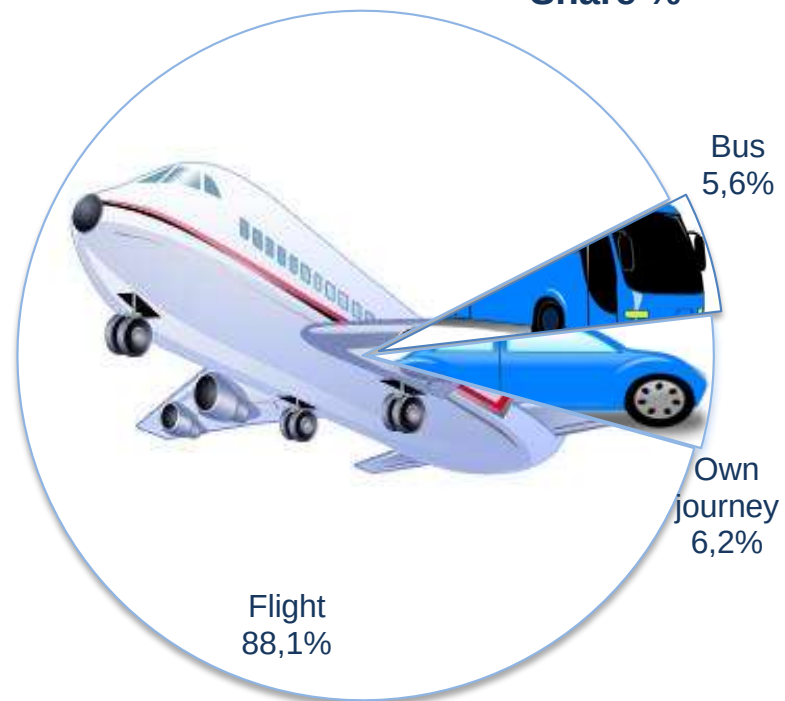
Cumulative sales of 2017/18

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	15,6%	30,2%
2	Turcja	115,4%	13,7%
3	Hiszpania	-23,1%	10,7%
4	Bułgaria	1,8%	8,2%
5	Egipt	55,7%	8,0%
6	Włochy	-5,3%	5,2%
7	Albania	65,6%	3,8%
8	Tunezja	266,3%	1,9%
9	Chorwacja	-15,2%	1,7%
10	Cypr	24,8%	1,5%
11	Portugalia	-35,8%	1,3%
12	Maroko	35,1%	0,8%
13	Malta	34,9%	0,8%
14	Polska	-3,7%	0,7%
15	Czarnogóra	45,9%	0,7%
16	Austria	5,8%	0,7%
17	Emiraty Arabskie	2,7%	0,6%
18	Tajlandia	38,3%	0,6%
19	Wyspy Zielonego Przylądka	109,7%	0,6%
20	Czechy	10,8%	0,5%

Rank	Destination	+/- % last year
1	Antalya	105,6%
2	Heraklion	7,7%
3	Burgas	7,8%
4	Korfu	21,4%
5	Zakynthos	6,5%
6	Rodos	11,4%
7	Hurghada	76,3%
8	Chania	26,1%
9	Tirana	61,9%
10	Kos	36,5%
11	Bodrum	131,5%
12	Marsa Alam	23,3%
13	Varna	-15,1%
14	Teneryfa	-16,1%
15	Fuerteventura	-38,1%
16	Majorka	-14,7%
17	Saloniki	-3,7%
18	Sharm El Sheikh	65,3%
19	Gran Canaria	-22,8%
20	Sycylia	-5,6%



Ostrzeżenie

PZOT nie ponosi odpowiedzialności za komentarze publikowane w oparciu o dane zawarte w tym raporcie.

W mediach branżowych, portalach turystycznych i blogach tzw. ekspertów od turystyki można znaleźć, każdorazowo po publikacji kolejnego raportu tygodniowego, komentarze w których autorzy podejmują próby interpretowania treści raportu.

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Często publikowane opinie dalece odbiegają od rzeczywistości prezentowanej w raporcie.

PZOT gwarantuje, że dane zawarte w raporcie tygodniowym są wiernym odzwierciedleniem stanu bazy danych systemu MerlinX w dniu publikacji raportu.

Warning

PZOT is not responsible for comments published on the basis of the data contained in this report.

In trade media, tourist portals and blogs of so-called tourism experts, comments can be found, each time after the publication of the next weekly report, in which the authors make attempts to interpret the content of the report.

We thank the authors of the comments for their interest in the PZOT reports.

Often, opinions published deviate significantly from the reality presented in the report.

PZOT fully guarantees that the data contained in the weekly report is a true reflection of the state of the MerlinX database on the date of publication of the report.



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