



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 35/2018

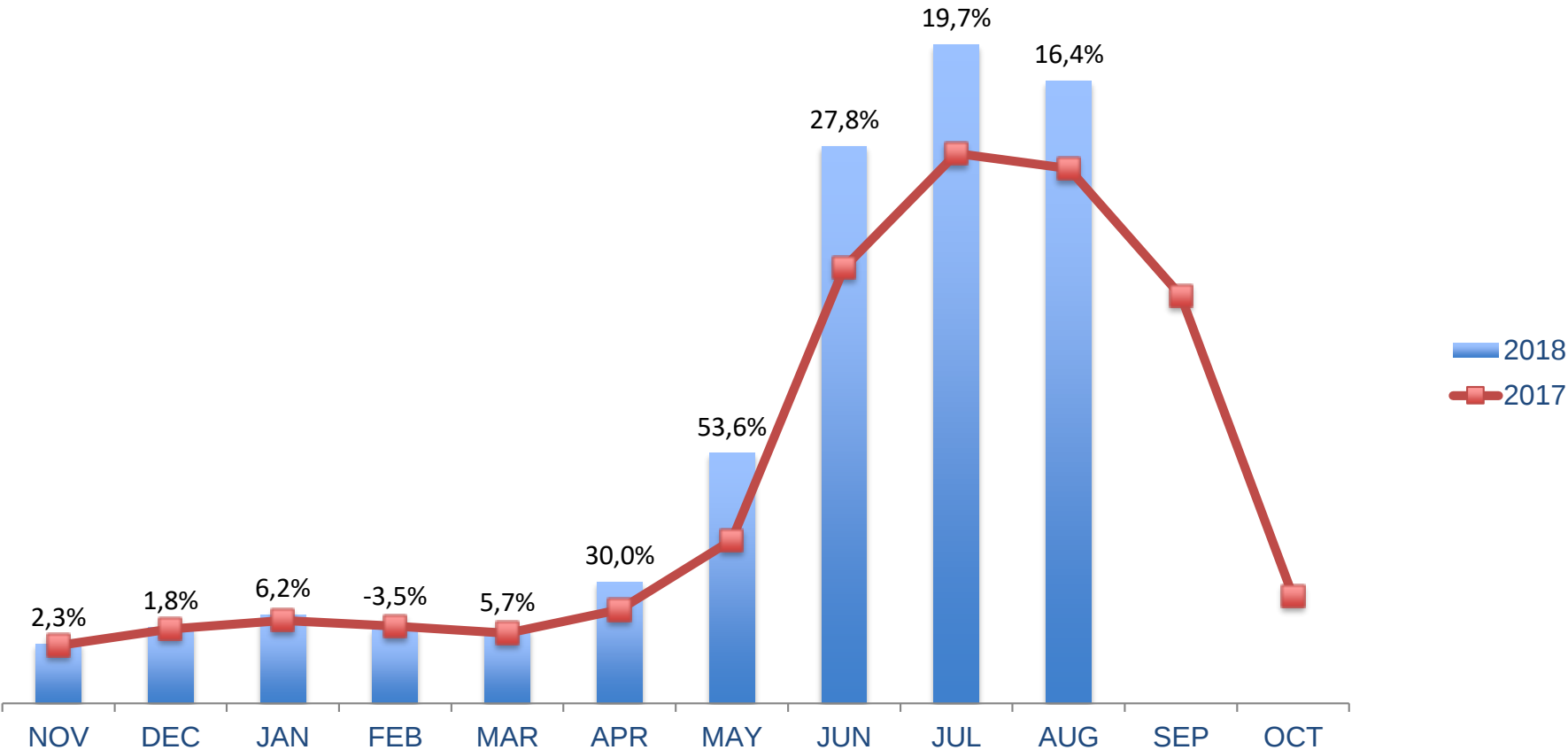
Data source: MerlinX*

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

04.09.2018



Monthly trips compared with previous tourist year



Last week – 35/2018, tours 01.11.17 – 31.10.18

compared with week 35. in 2017 r.



Last week – 35/2018, tours 01.11.17 – 31.10.18

compared with week 35. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

23,6%

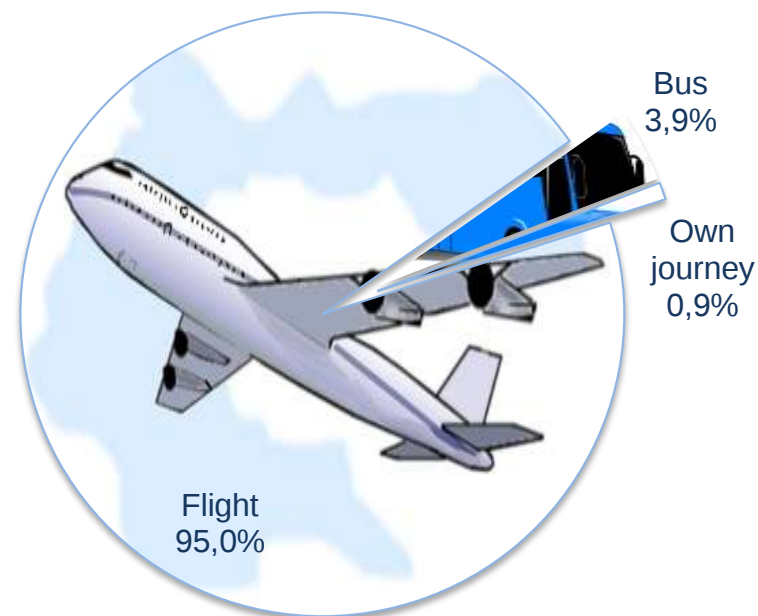


39,7%



-38,7%

Share %



Ranking of the most popular countries & destinations in CW35

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	5 207	2 233
2	Heraklion	4 912	2 100
3	Rhodes	4 973	2 132
4	Burgas	3 149	1 373
5	Korfu	4 131	1 811
6	Chania	5 136	2 247
7	Zakintos	4 719	2 001
8	Kos	5 164	2 206
9	Warna	2 938	1 331
10	Tirana	3 268	1 545
11	Majorka	5 269	2 460
12	Hurghada	4 373	2 012
13	Bodrum	5 173	2 223
14	Fuerteventura	6 005	2 727
15	Saloniki	3 983	1 811
16	Monastir	3 606	1 719
17	Marsa Allam	4 972	2 301
18	Barcelona	4 372	2 000
19	Sharm El Sheikh	4 495	2 104
20	Teneryfa	5 361	2 509



Rank	Country	Price/booking	Price/person
1	Grecja	4 727	2 055
2	Turcja	5 141	2 188
3	Hiszpania	5 266	2 439
4	Bułgaria	3 038	1 347
5	Włochy	4 108	2 026
6	Egipt	4 573	2 116
7	Albania	3 143	1 483
8	Tunezja	3 678	1 752
9	Cypr	5 705	2 535
10	Portugalia	5 039	2 490

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

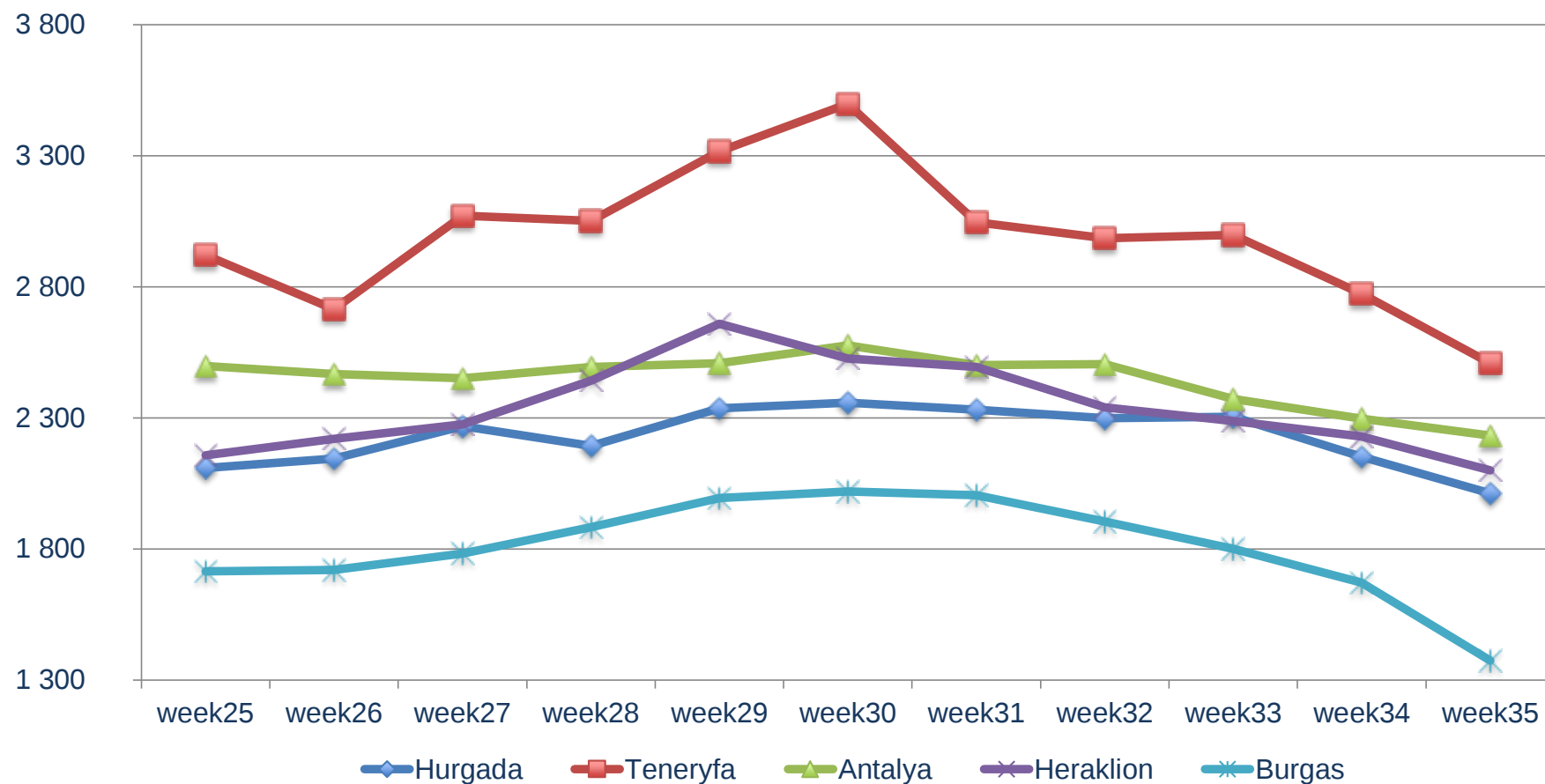
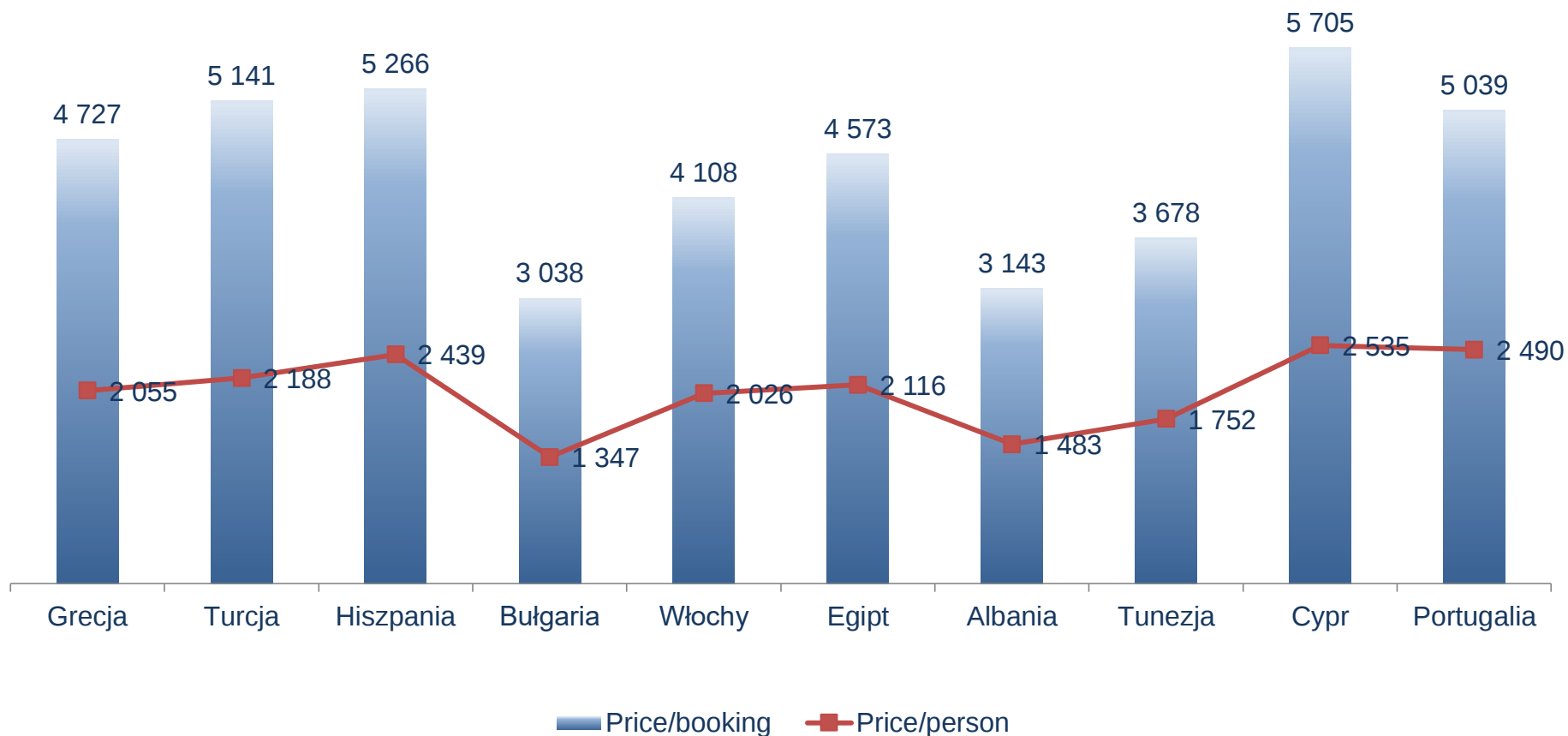


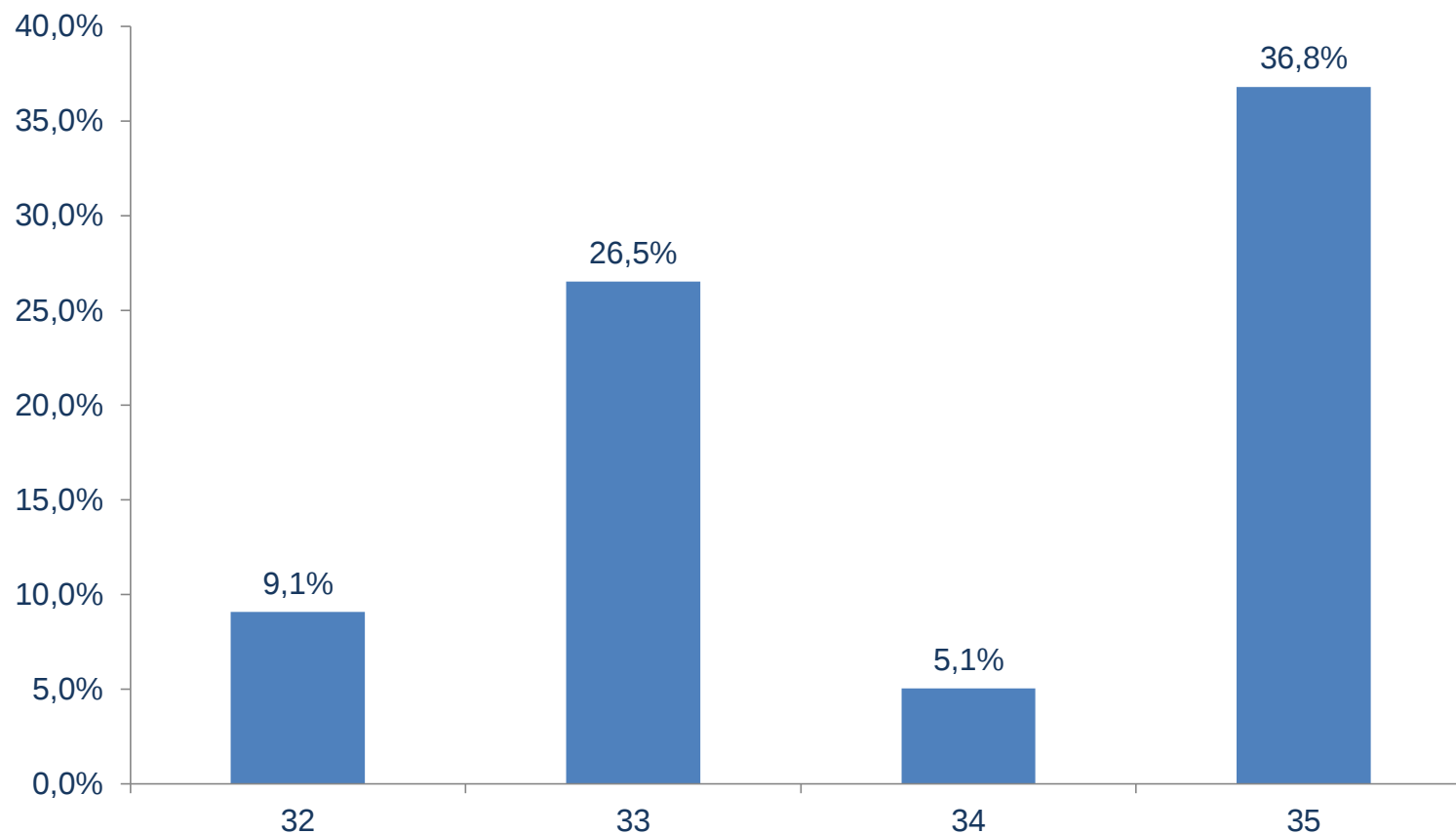
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 35. week



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

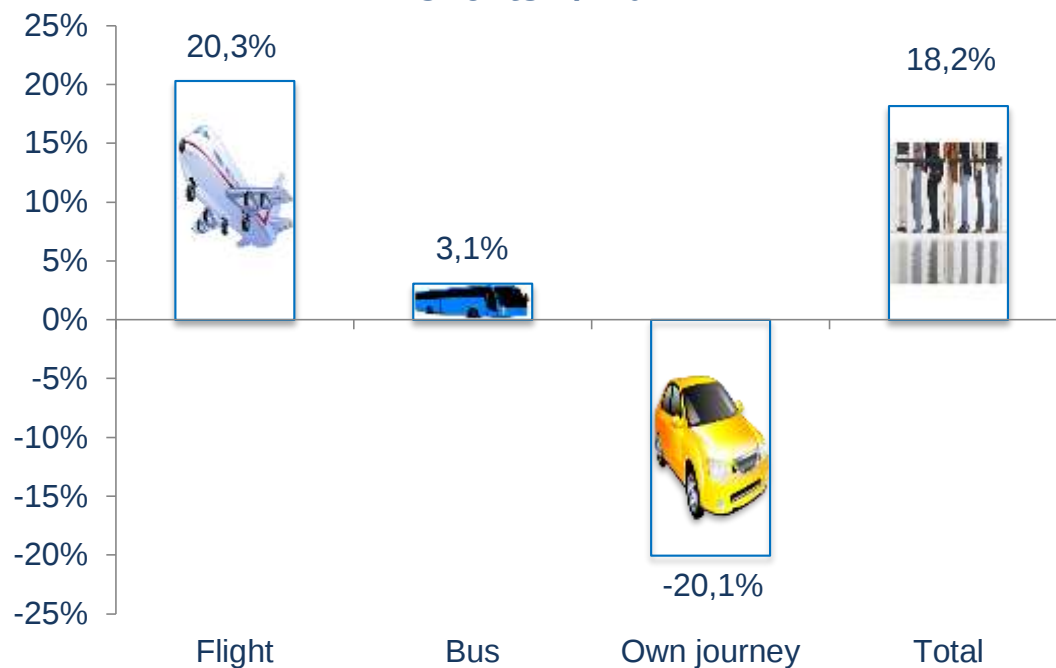
compared with 4 analogous weeks in tourist year 2016/2017



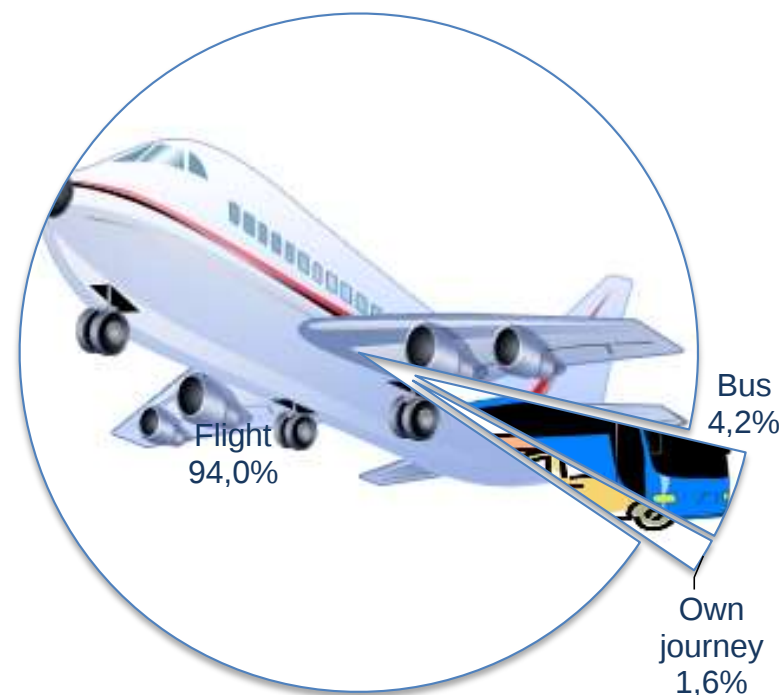
The sales trend of the last four weeks

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

Clients +/- %

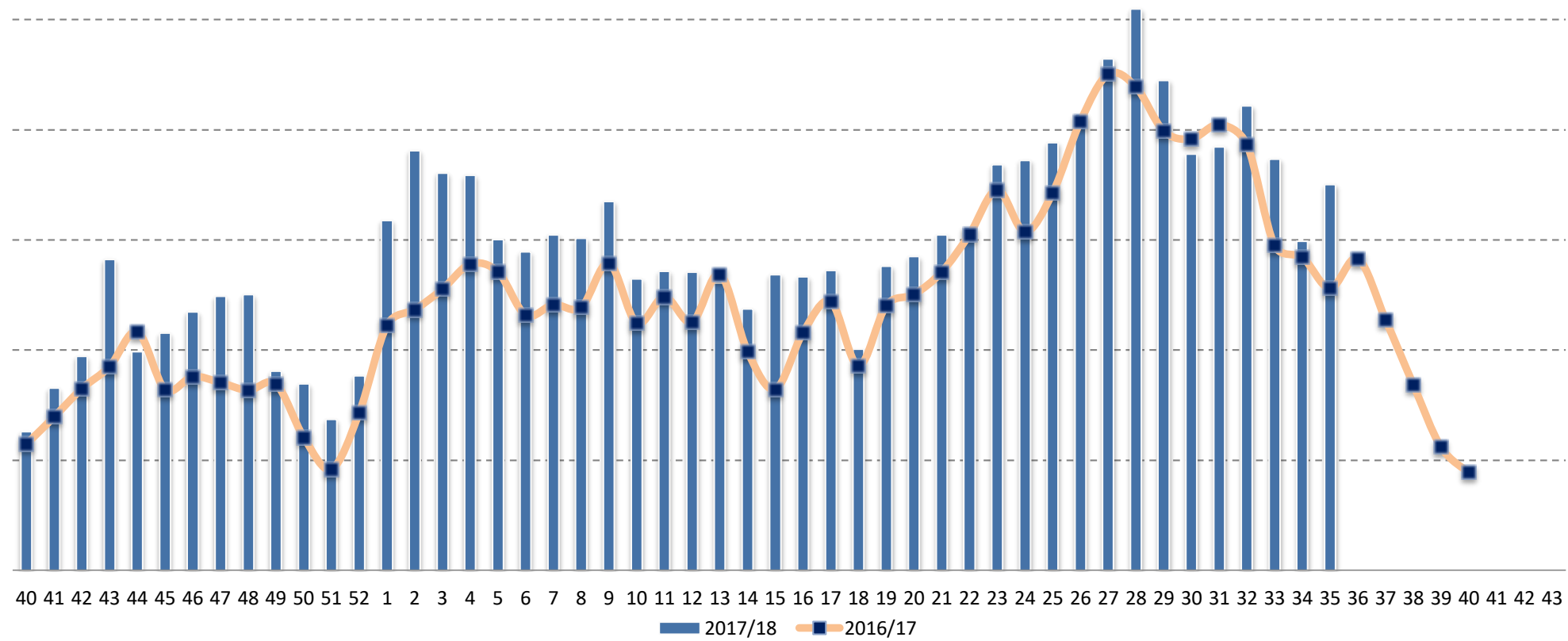


Share %



Weekly sales compared with the previous tourist year

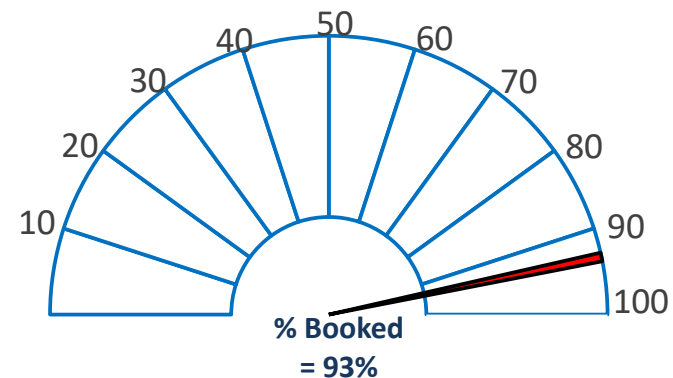
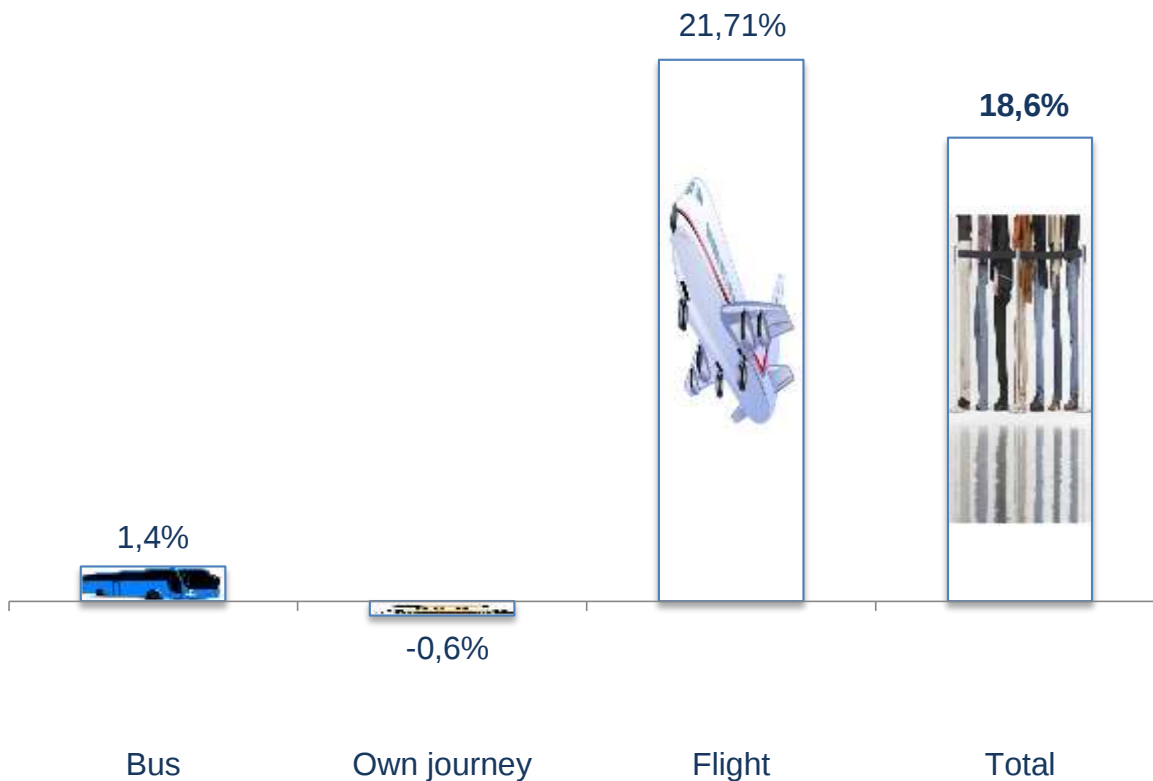
Bookings weekly 17/18 vs. 16/17



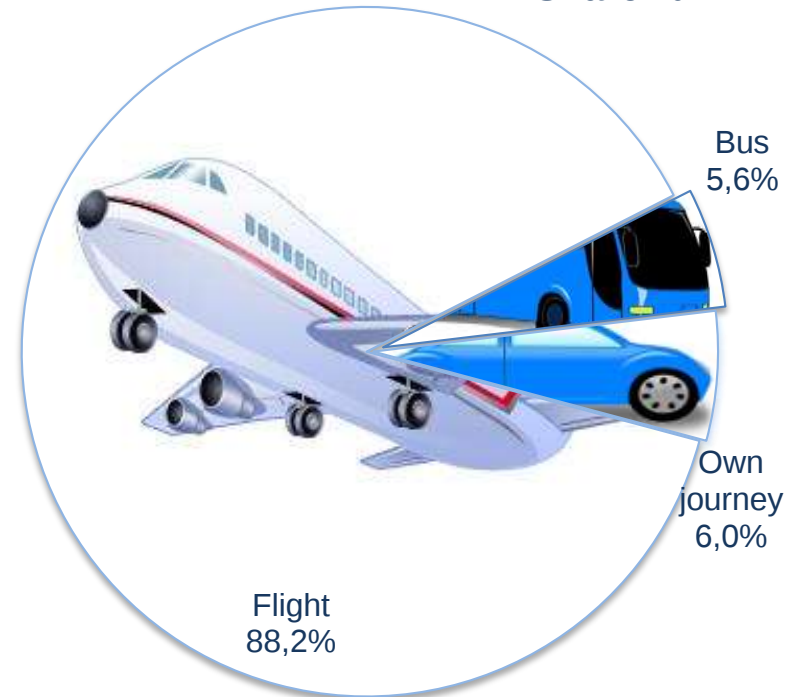
Cumulative sales of 2017/18

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	16,2%	30,4%
2	Turcja	114,0%	13,7%
3	Hiszpania	-22,5%	10,7%
4	Bułgaria	2,5%	8,2%
5	Egipt	54,3%	7,9%
6	Włochy	-4,5%	5,2%
7	Albania	66,1%	3,8%
8	Tunezja	268,7%	1,9%
9	Chorwacja	-15,5%	1,7%
10	Cypr	25,2%	1,5%
11	Portugalia	-35,6%	1,3%
12	Maroko	35,0%	0,8%
13	Malta	34,9%	0,8%
14	Polska	-4,8%	0,7%
15	Czarnogóra	48,2%	0,7%
16	Austria	5,9%	0,7%
17	Emiraty Arabskie	2,6%	0,6%
18	Wyspy Zielonego Przylądka	109,8%	0,6%
19	Tajlandia	38,7%	0,6%
20	Czechy	10,9%	0,5%

Rank	Destination	+/- % last year
1	Antalya	105,4%
2	Heraklion	9,0%
3	Burgas	9,3%
4	Korfu	21,4%
5	Zakynthos	7,0%
6	Rodos	14,8%
7	Hurghada	74,1%
8	Chania	27,5%
9	Tirana	62,2%
10	Kos	37,0%
11	Bodrum	128,0%
12	Marsa Alam	20,8%
13	Varna	-12,8%
14	Teneryfa	-15,6%
15	Fuerteventura	-37,7%
16	Majorka	-13,5%
17	Saloniki	-4,5%
18	Sharm El Sheikh	61,6%
19	Gran Canaria	-22,9%
20	Sycylia	-4,3%



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

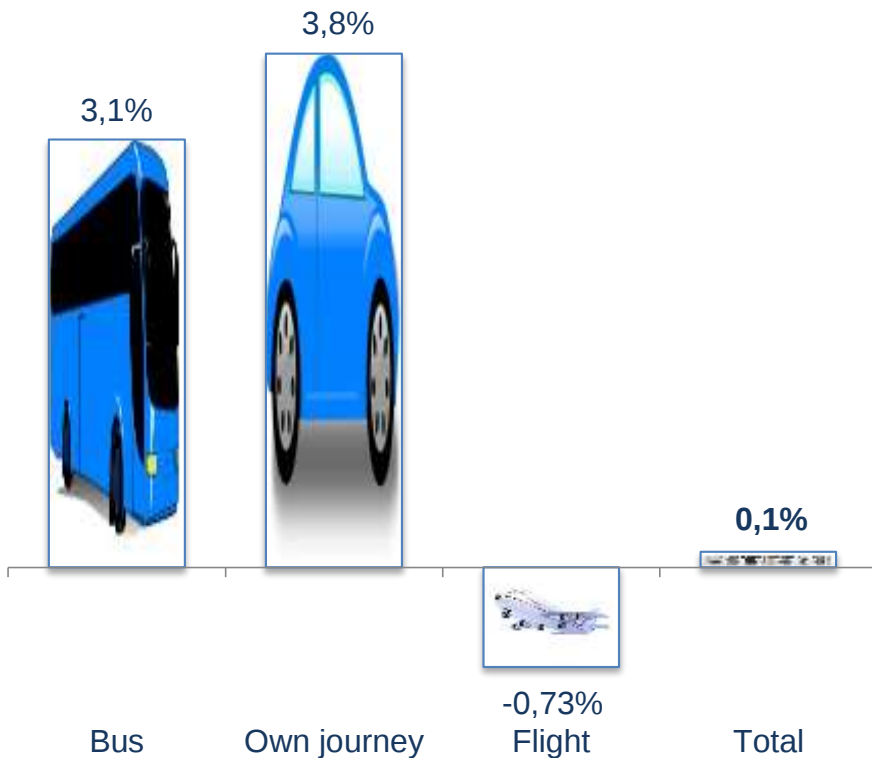
2018/19



Cumulative sales of 2018/19

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

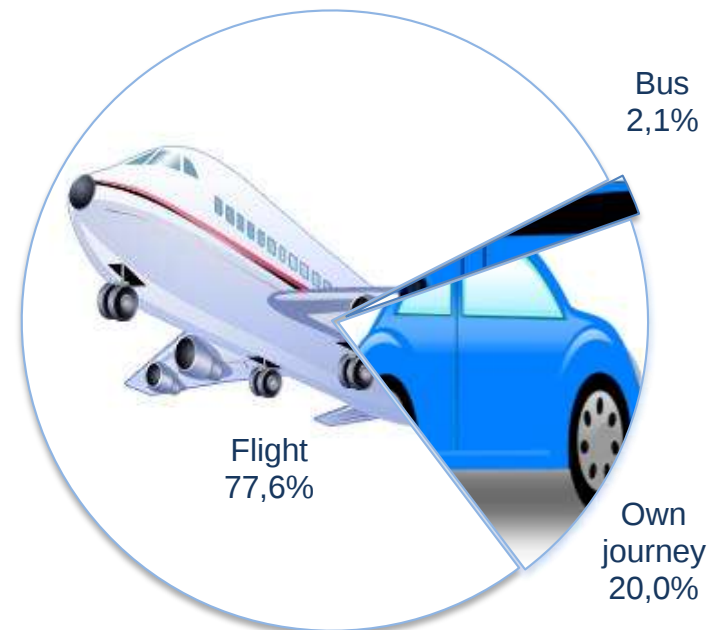
Clients +/- %



Rank Country

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

Share %





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