



Polski Związek Organizatorów Turystyki  
Polish Tour Operators Association

## Weekly report 36/2018

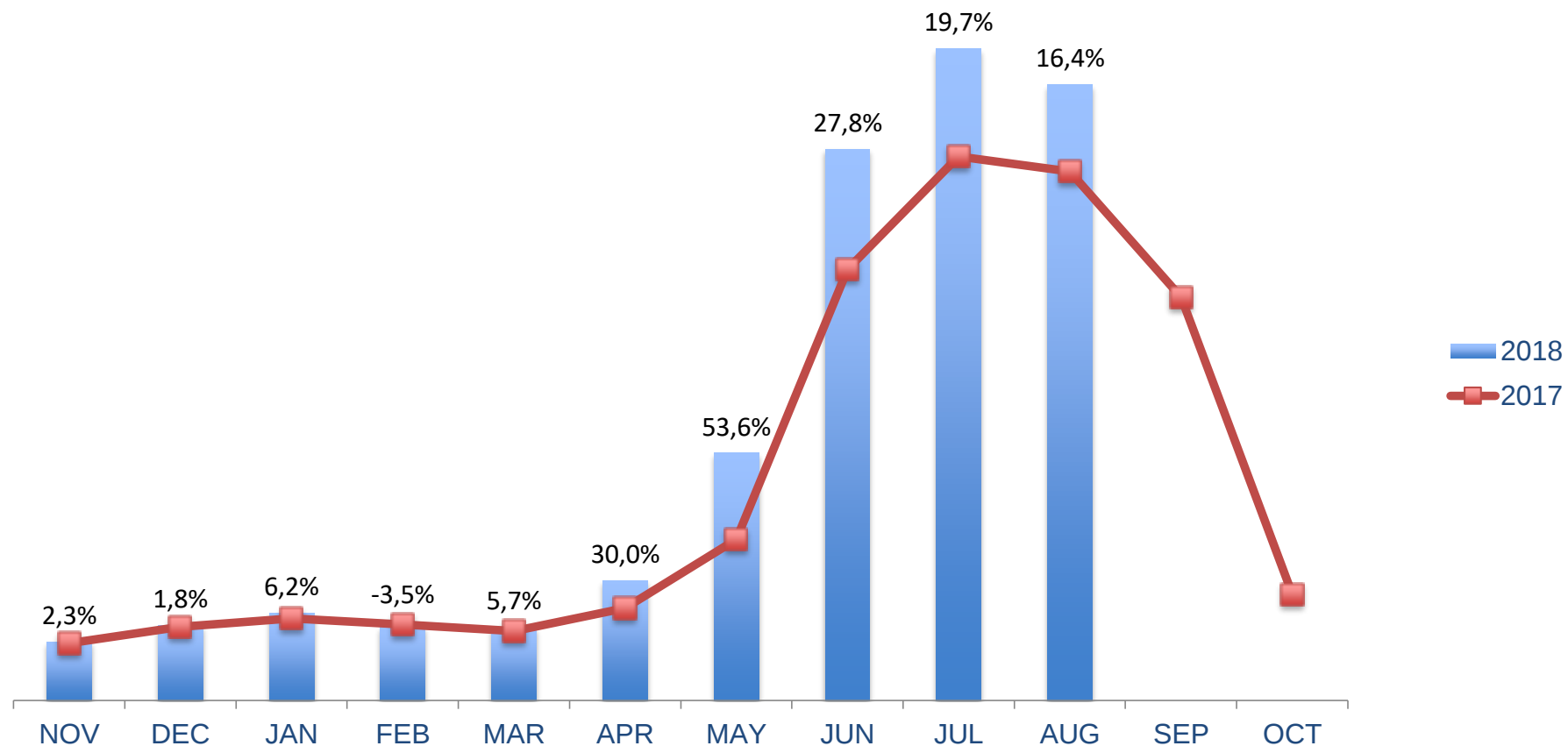
**Data source: MerlinX\***

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

11.09.2018



# Monthly trips compared with previous tourist year



# Last week – 36/2018, tours 01.11.17 – 31.10.18

*compared with week 36. in 2017 r.*



# Last week – 36/2018, tours 01.11.17 – 31.10.18

*compared with week 36. in 2017 r.*

## Clients +/-%

Bus

Own journey

Flight

26,0%



7,6%



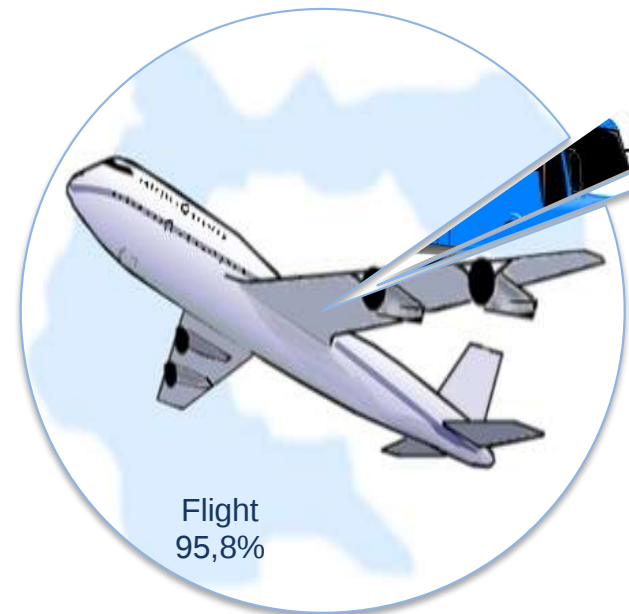
37,2%



## Share %

Bus  
3,1%

Own  
journey  
1,0%



# Ranking of the most popular countries & destinations in CW36

tours from 01.11.17 to 31.10.18

| Rank | Destination     | Price/booking | Price/person |
|------|-----------------|---------------|--------------|
| 1    | Antalya         | 5 089         | 2 233        |
| 2    | Heraklion       | 4 755         | 2 071        |
| 3    | Rhodes          | 4 991         | 2 190        |
| 4    | Burgas          | 2 856         | 1 297        |
| 5    | Zakintos        | 4 612         | 2 009        |
| 6    | Korfu           | 3 925         | 1 740        |
| 7    | Chania          | 5 023         | 2 205        |
| 8    | Kos             | 4 889         | 2 124        |
| 9    | Tirana          | 3 263         | 1 546        |
| 10   | Bodrum          | 4 734         | 2 142        |
| 11   | Hurghada        | 4 318         | 2 021        |
| 12   | Warna           | 2 701         | 1 208        |
| 13   | Saloniki        | 3 869         | 1 791        |
| 14   | Monastir        | 3 516         | 1 684        |
| 15   | Majorka         | 5 048         | 2 374        |
| 16   | Marsa Allam     | 4 480         | 2 056        |
| 17   | Fuerteventura   | 6 135         | 2 732        |
| 18   | Sharm El Sheikh | 4 389         | 2 075        |
| 19   | Kefalinia       | 4 518         | 1 903        |
| 20   | Ateny           | 4 395         | 2 056        |



| Rank | Country    | Price/booking | Price/person |
|------|------------|---------------|--------------|
| 1    | Grecja     | 4 584         | 2 025        |
| 2    | Turcja     | 4 953         | 2 174        |
| 3    | Hiszpania  | 5 240         | 2 452        |
| 4    | Bułgaria   | 2 788         | 1 260        |
| 5    | Egipt      | 4 373         | 2 041        |
| 6    | Włochy     | 3 989         | 1 940        |
| 7    | Albania    | 3 116         | 1 474        |
| 8    | Tunezja    | 3 583         | 1 716        |
| 9    | Cypr       | 5 719         | 2 541        |
| 10   | Portugalia | 5 145         | 2 513        |

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

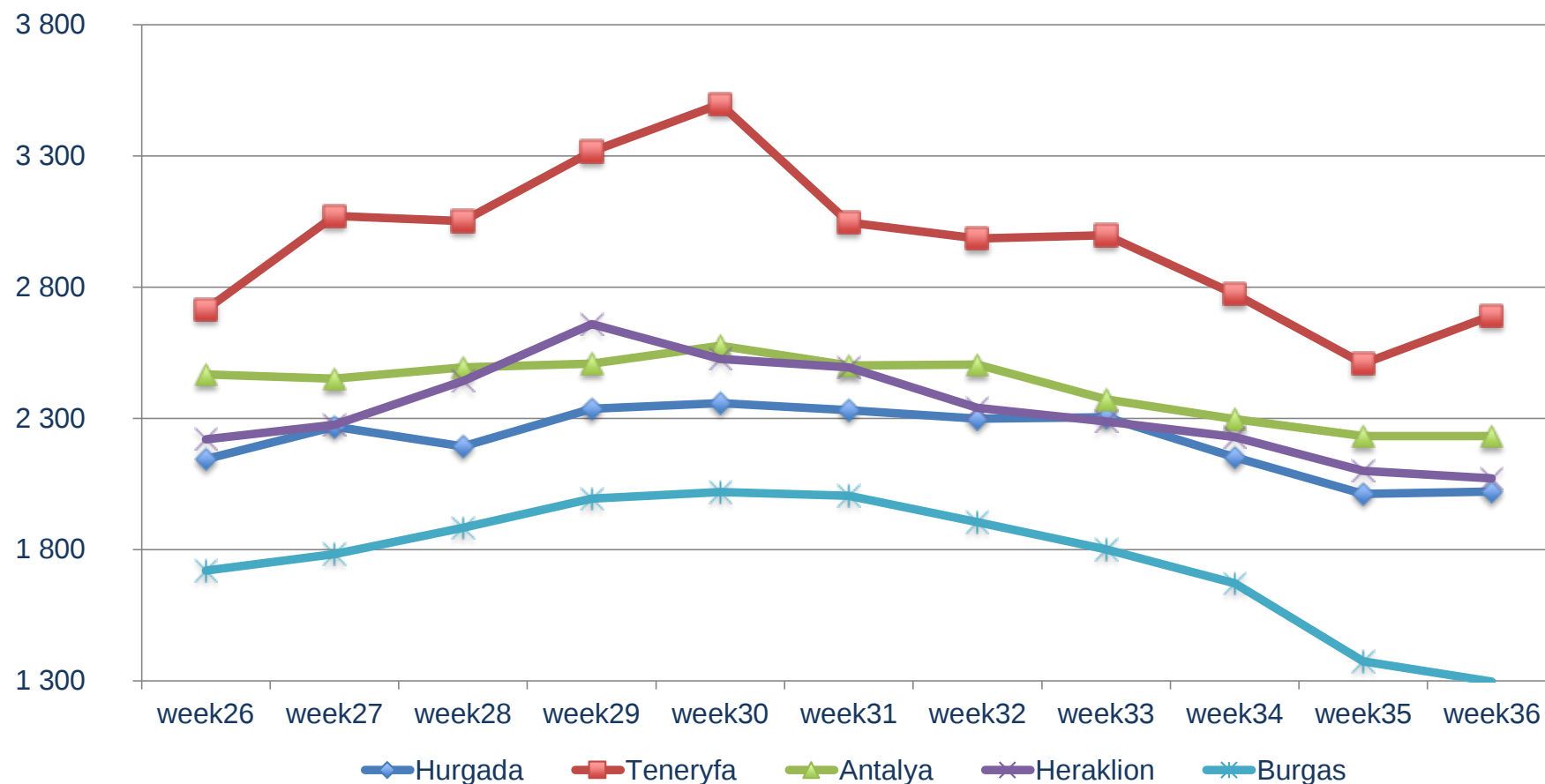
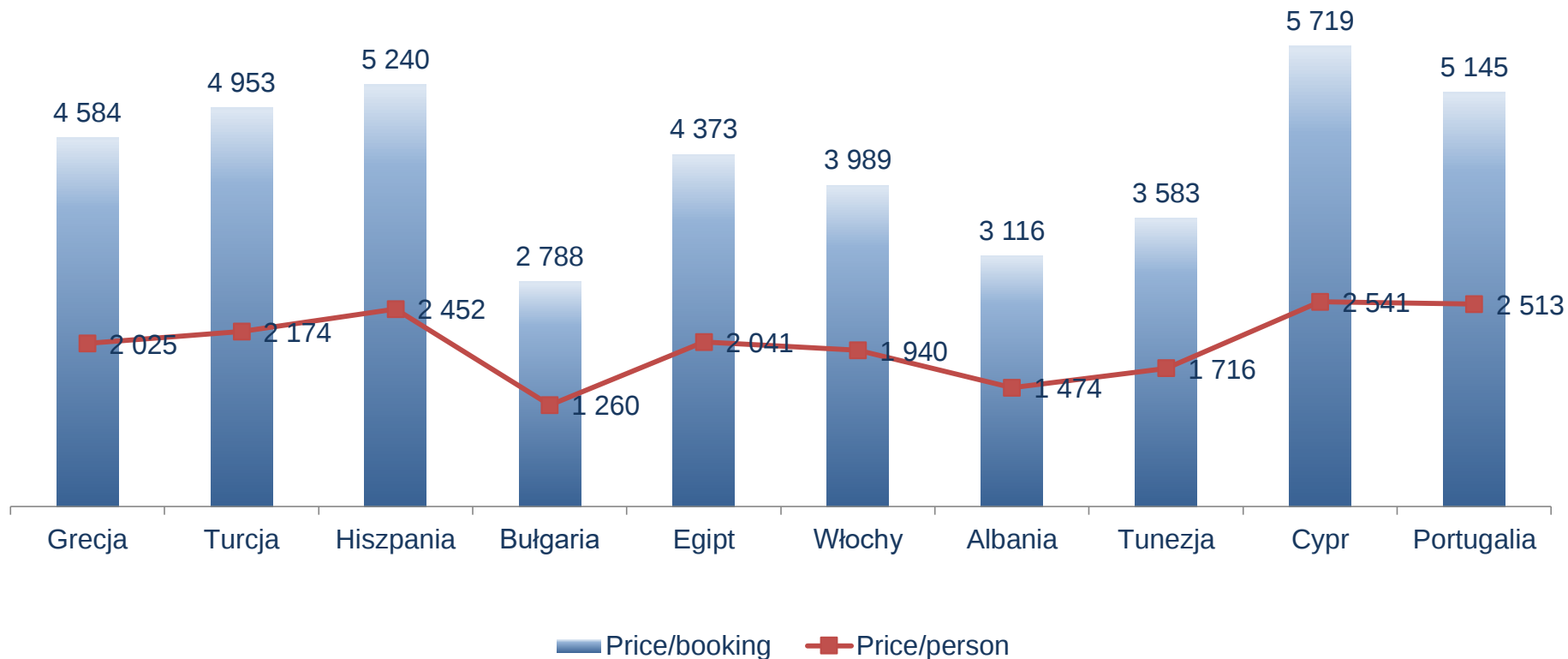


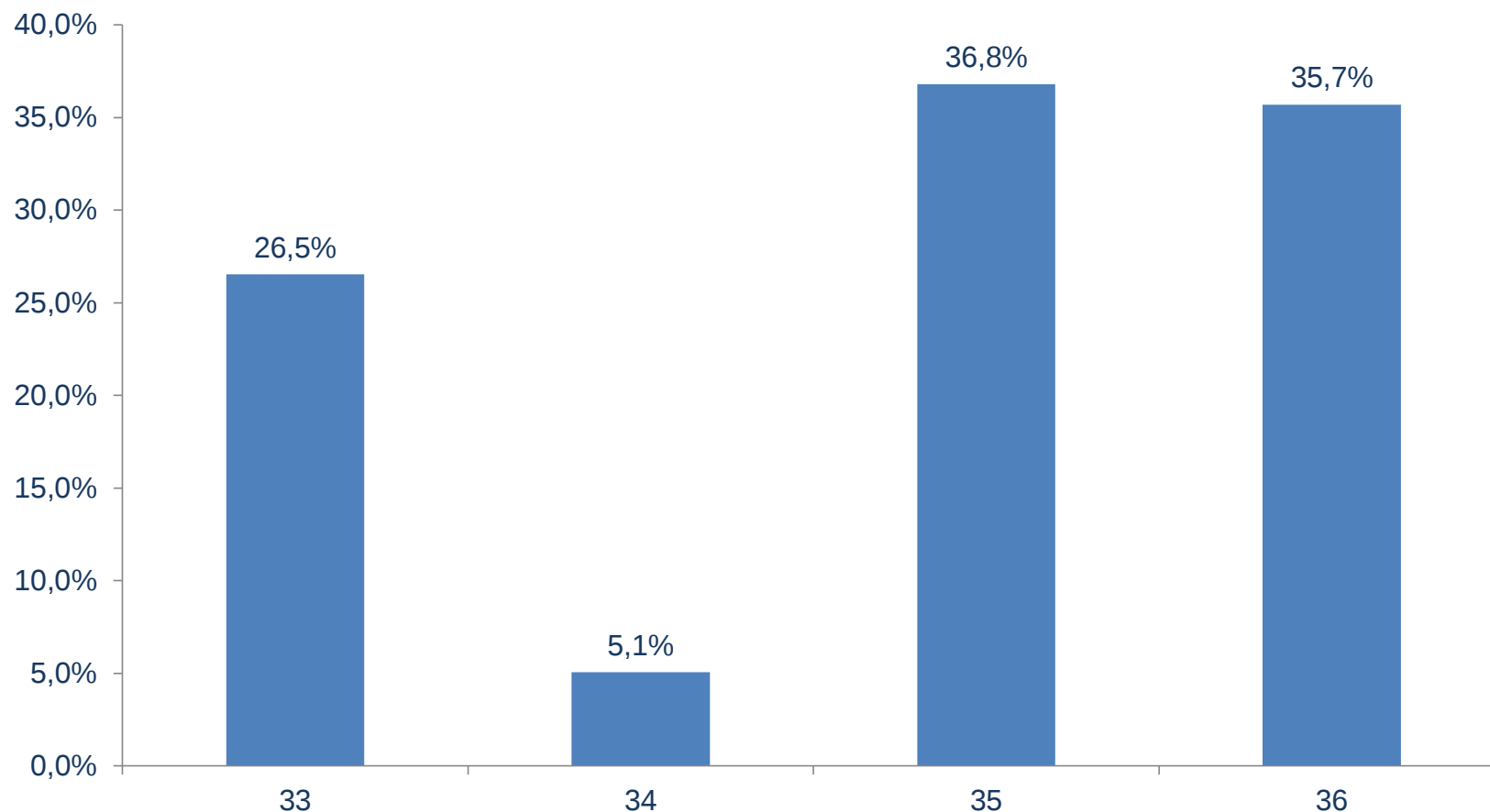
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

# Average price per booking and the price per person in 36. week



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

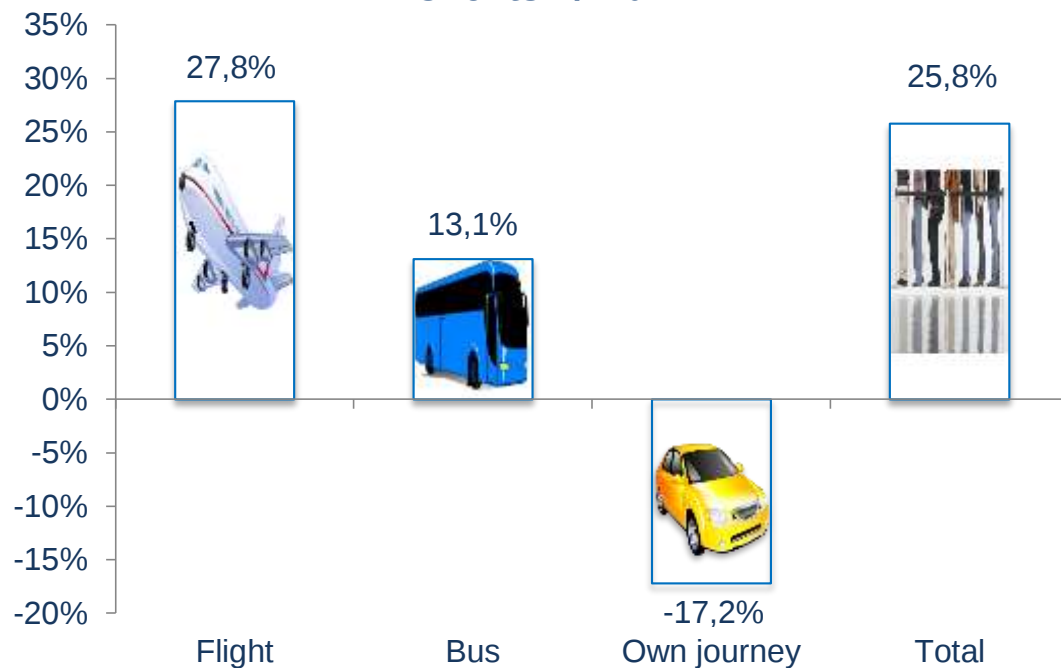
*compared with 4 analogous weeks in tourist year 2016/2017*



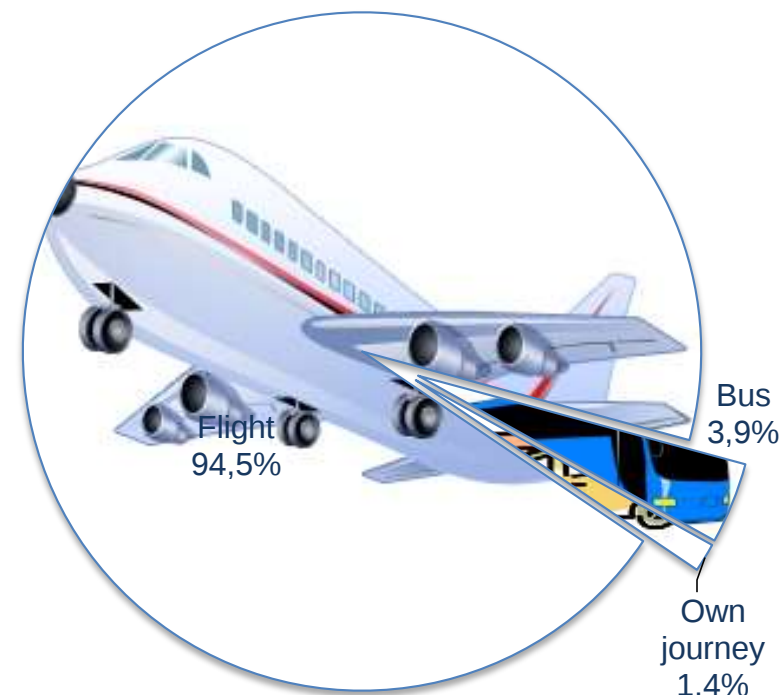
# The sales trend of the last four weeks

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

**Clients +/- %**

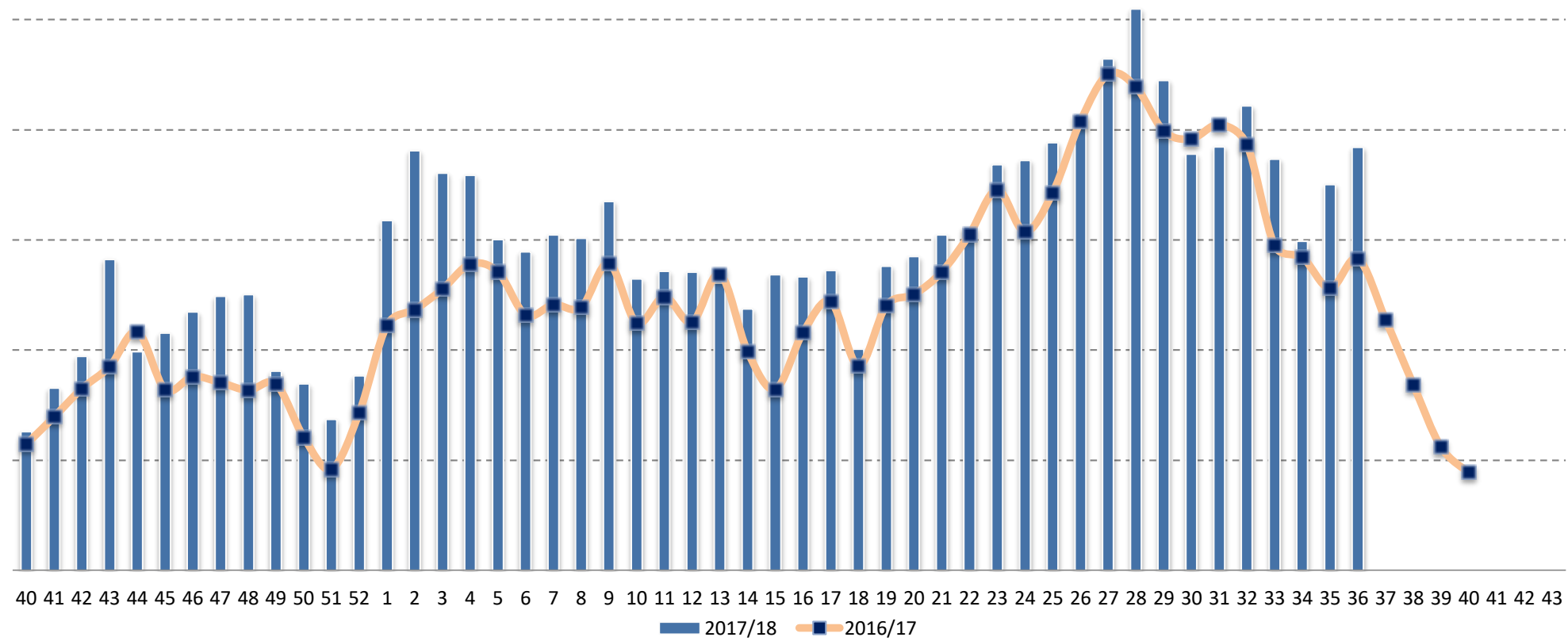


**Share %**



# Weekly sales compared with the previous tourist year

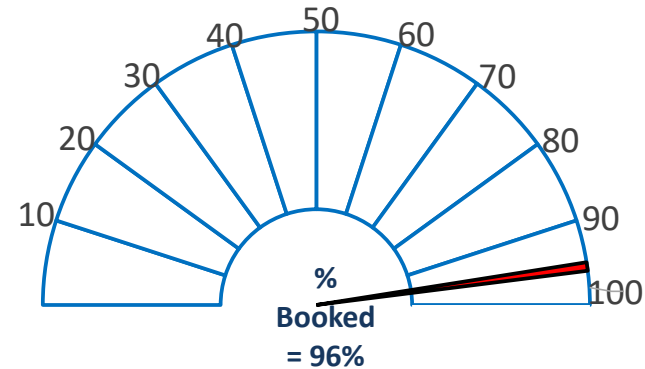
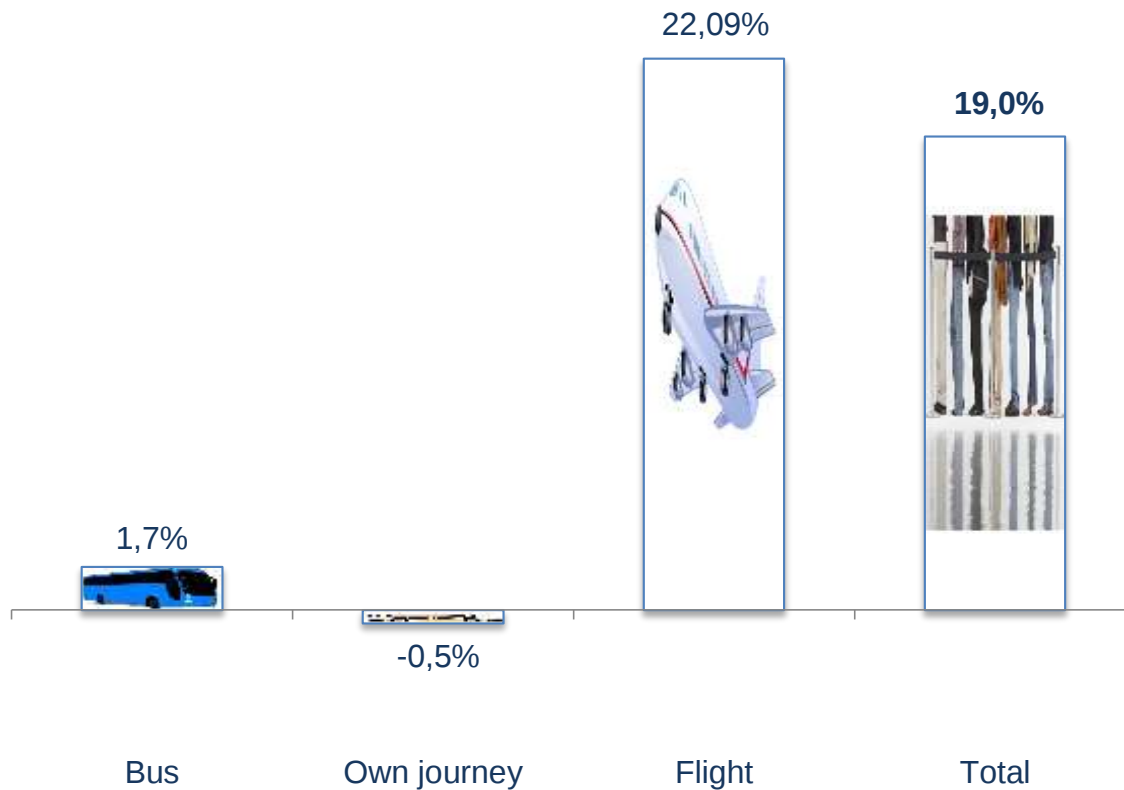
Bookings weekly 17/18 vs. 16/17



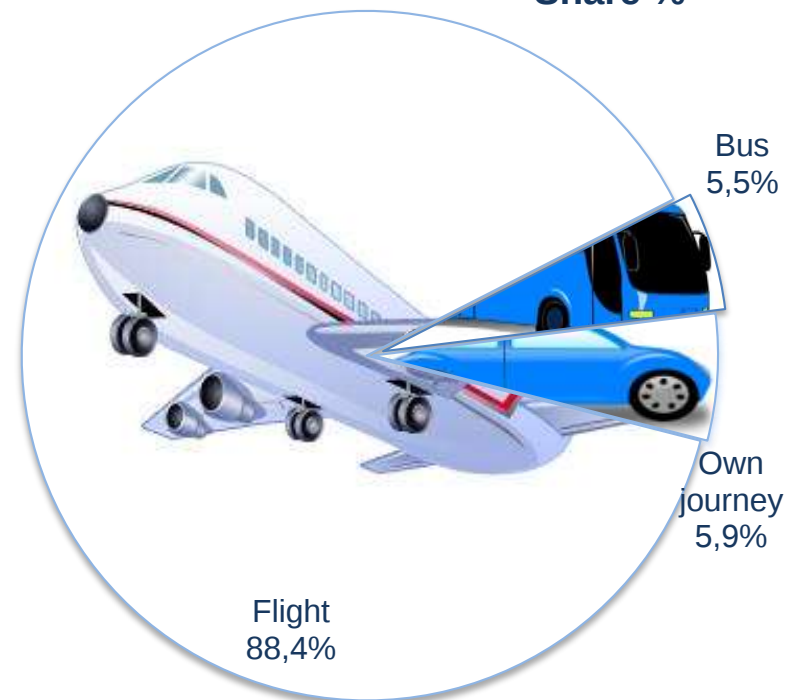
# Cumulative sales of 2017/18

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                    | 17,0%           | 30,6%   |
| 2    | Turcja                    | 111,4%          | 13,8%   |
| 3    | Hiszpania                 | -22,6%          | 10,7%   |
| 4    | Bułgaria                  | 3,5%            | 8,2%    |
| 5    | Egipt                     | 53,1%           | 7,9%    |
| 6    | Włochy                    | -4,4%           | 5,2%    |
| 7    | Albania                   | 68,3%           | 3,8%    |
| 8    | Tunezja                   | 270,6%          | 1,9%    |
| 9    | Chorwacja                 | -15,4%          | 1,7%    |
| 10   | Cypr                      | 25,7%           | 1,5%    |
| 11   | Portugalia                | -35,4%          | 1,3%    |
| 12   | Maroko                    | 34,8%           | 0,8%    |
| 13   | Malta                     | 34,7%           | 0,8%    |
| 14   | Polska                    | -5,8%           | 0,7%    |
| 15   | Czarnogóra                | 50,6%           | 0,7%    |
| 16   | Austria                   | 6,0%            | 0,6%    |
| 17   | Emiraty Arabskie          | 2,9%            | 0,6%    |
| 18   | Wyspy Zielonego Przylądka | 111,0%          | 0,6%    |
| 19   | Tajlandia                 | 38,3%           | 0,6%    |
| 20   | Czechy                    | 11,6%           | 0,5%    |

| Rank | Destination     | +/- % last year |
|------|-----------------|-----------------|
| 1    | Antalya         | 104,2%          |
| 2    | Heraklion       | 10,1%           |
| 3    | Burgas          | 9,9%            |
| 4    | Korfu           | 21,9%           |
| 5    | Zakynthos       | 8,7%            |
| 6    | Rodos           | 12,1%           |
| 7    | Hurghada        | 72,4%           |
| 8    | Chania          | 28,7%           |
| 9    | Kos             | 36,9%           |
| 10   | Tirana          | 64,8%           |
| 11   | Bodrum          | 123,7%          |
| 12   | Marsa Alam      | 21,3%           |
| 13   | Varna           | -13,1%          |
| 14   | Teneryfa        | -15,9%          |
| 15   | Fuerteventura   | -37,8%          |
| 16   | Majorka         | -13,2%          |
| 17   | Saloniki        | -2,5%           |
| 18   | Sharm El Sheikh | 64,5%           |
| 19   | Gran Canaria    | -23,5%          |
| 20   | Sycylia         | -4,4%           |



Detailed reports are available for PZOT members  
Questions regarding market data please send to [pzot@pzot.pl](mailto:pzot@pzot.pl)