



Polski Związek Organizatorów Turystyki  
Polish Tour Operators Association

## Weekly report 37/2018

**Data source: MerlinX\***

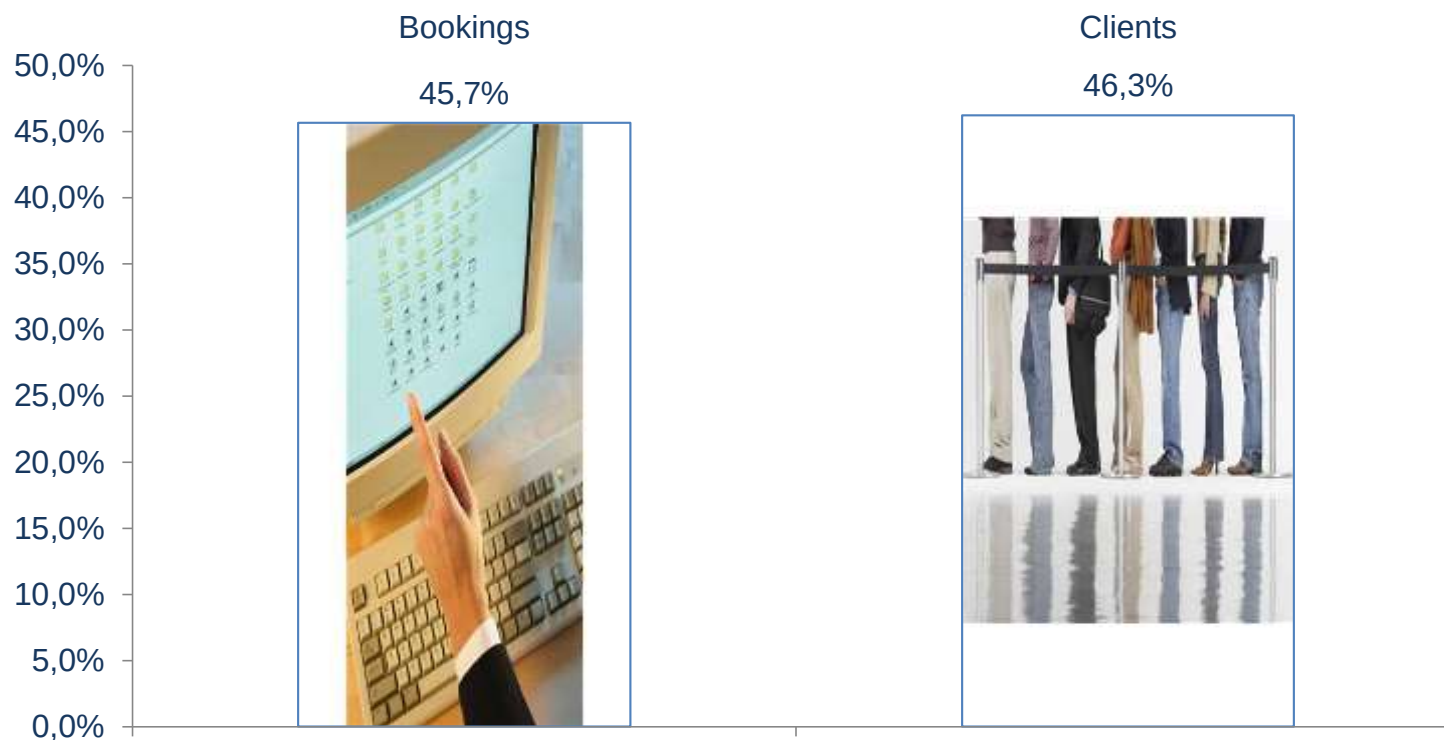
*\* MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

18.09.2018



# Last week – 37/2018, tours 01.11.17 – 31.10.18

*compared with week 37. in 2017 r.*



# Last week – 37/2018, tours 01.11.17 – 31.10.18

*compared with week 37. in 2017 r.*

## Clients +/-%

Bus

Own journey

Flight

35,0%



48,5%



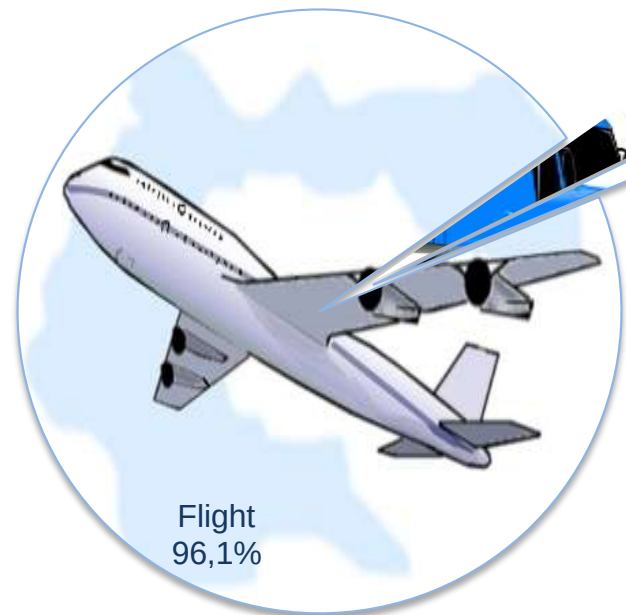
-8,9%

## Share %

Bus  
2,5%

Own  
journey  
1,0%

Flight  
96,1%



# Ranking of the most popular countries & destinations in CW37

tours from 01.11.17 to 31.10.18

| Rank | Destination     | Price/booking | Price/person |
|------|-----------------|---------------|--------------|
| 1    | Antalya         | 4 947         | 2 193        |
| 2    | Heraklion       | 4 485         | 1 979        |
| 3    | Zakintos        | 4 633         | 1 979        |
| 4    | Rhodes          | 4 691         | 2 068        |
| 5    | Korfu           | 3 915         | 1 731        |
| 6    | Chania          | 5 021         | 2 236        |
| 7    | Kos             | 4 711         | 2 029        |
| 8    | Hurghada        | 4 687         | 2 118        |
| 9    | Burgas          | 2 822         | 1 299        |
| 10   | Bodrum          | 5 102         | 2 258        |
| 11   | Saloniki        | 3 785         | 1 755        |
| 12   | Marsa Allam     | 4 630         | 2 124        |
| 13   | Sharm El Sheikh | 4 596         | 2 140        |
| 14   | Monastir        | 3 531         | 1 790        |
| 15   | Majorka         | 4 849         | 2 263        |
| 16   | Tirana          | 3 461         | 1 632        |
| 17   | Fuerteventura   | 5 787         | 2 663        |
| 18   | Teneryfa        | 5 757         | 2 662        |
| 19   | Girona          | 3 980         | 1 947        |
| 20   | Larnaka         | 5 675         | 2 581        |



| Rank | Country    | Price/booking | Price/person |
|------|------------|---------------|--------------|
| 1    | Grecja     | 4 491         | 1 983        |
| 2    | Turcja     | 4 953         | 2 190        |
| 3    | Hiszpania  | 5 293         | 2 444        |
| 4    | Egipt      | 4 652         | 2 127        |
| 5    | Włochy     | 3 946         | 1 931        |
| 6    | Bułgaria   | 2 760         | 1 284        |
| 7    | Tunezja    | 3 688         | 1 779        |
| 8    | Albania    | 3 050         | 1 429        |
| 9    | Cypr       | 5 778         | 2 633        |
| 10   | Portugalia | 4 720         | 2 352        |

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

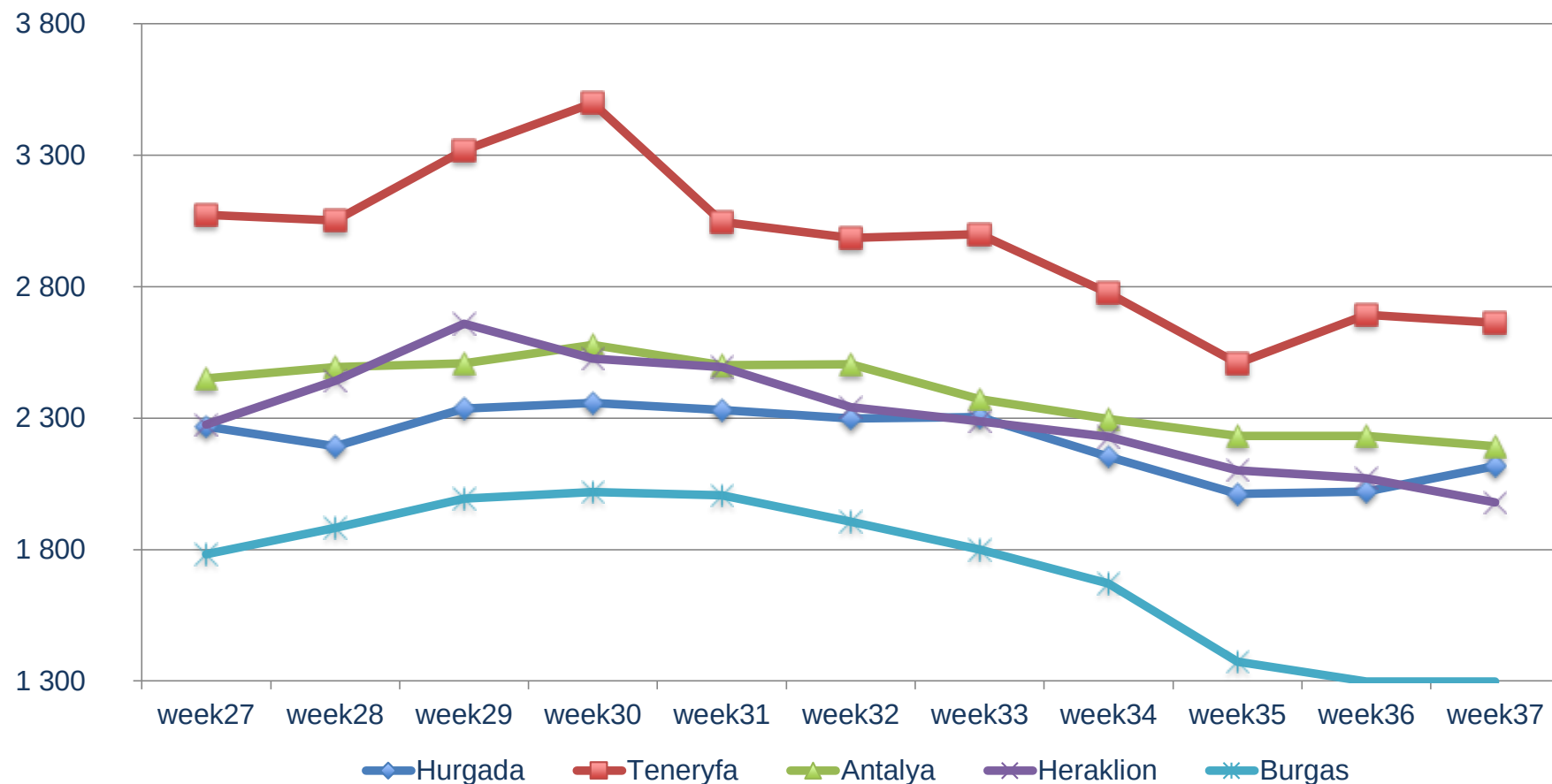
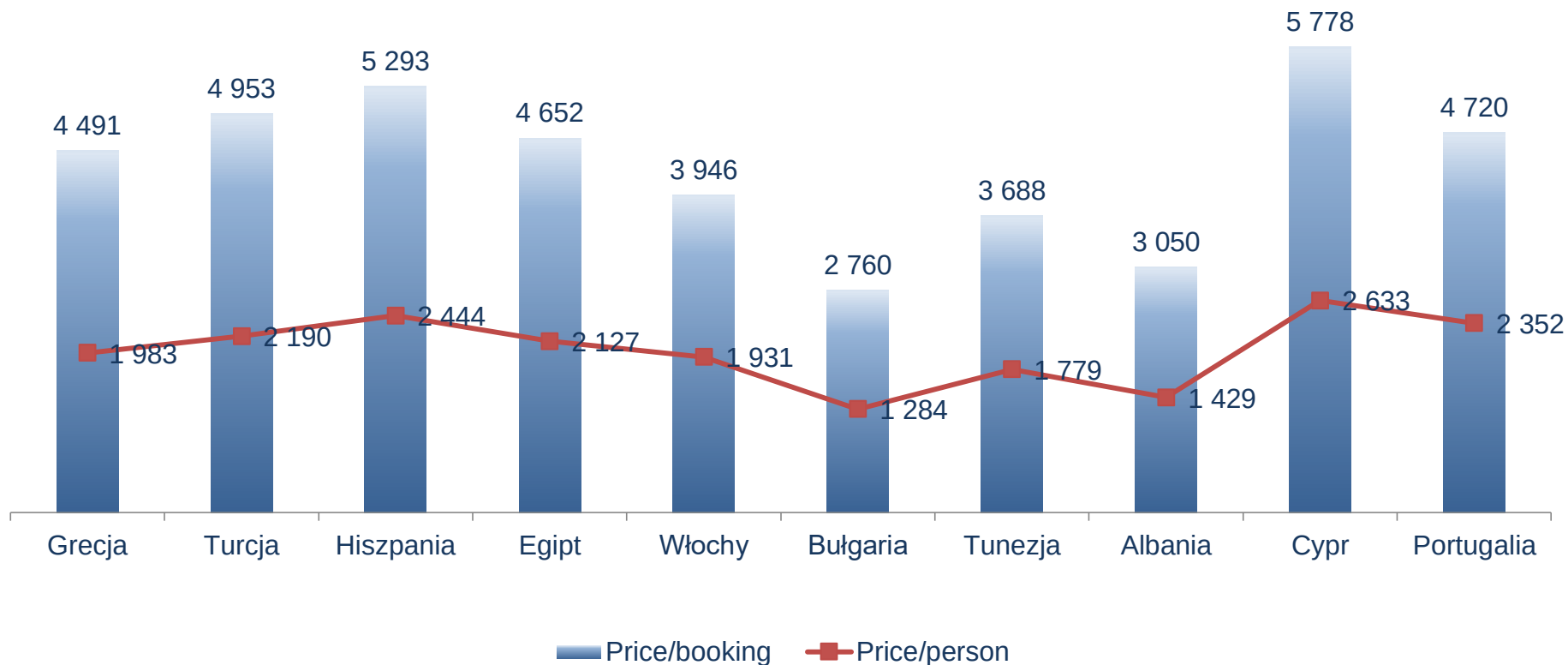


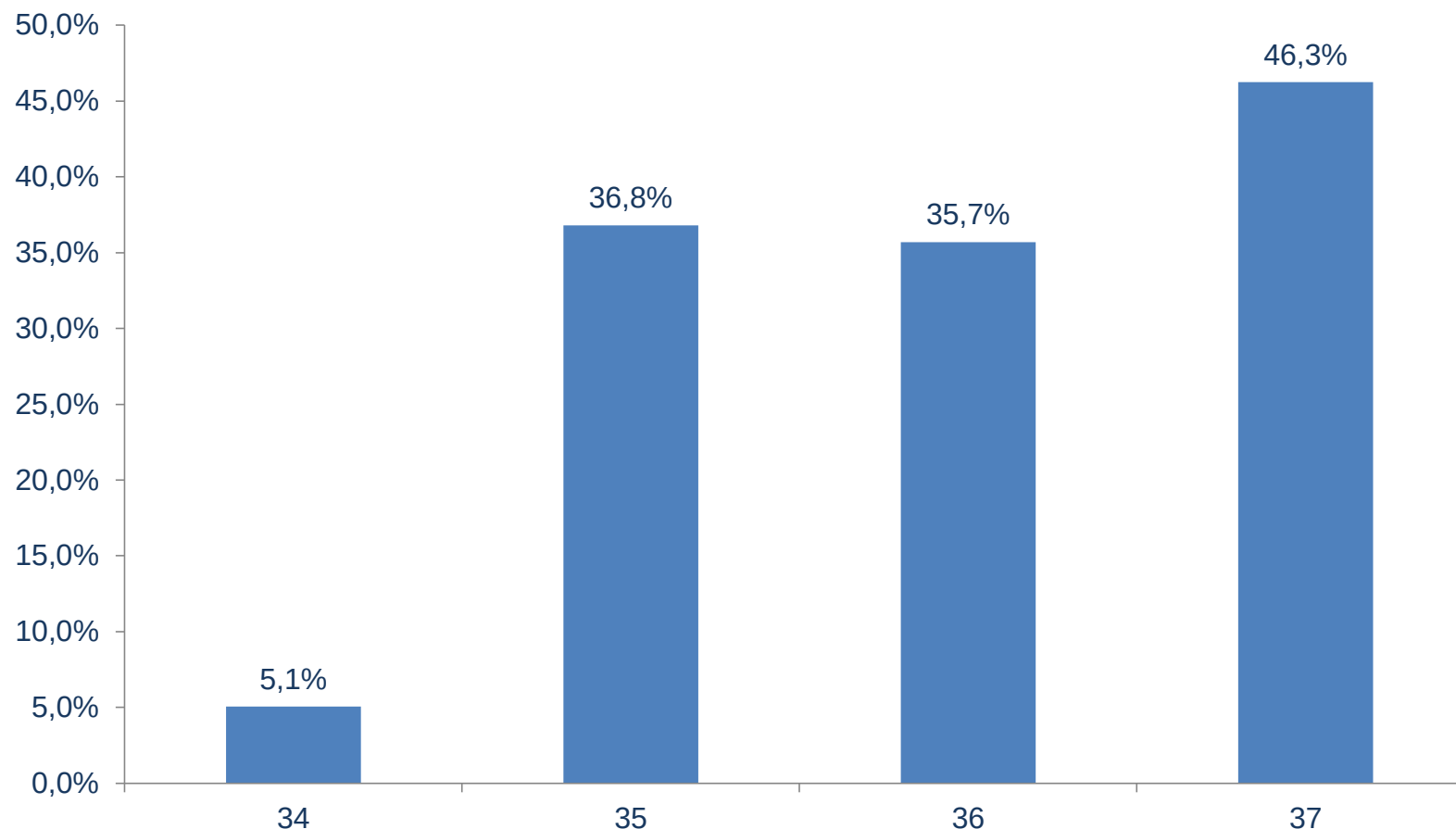
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

# Average price per booking and the price per person in 37. week



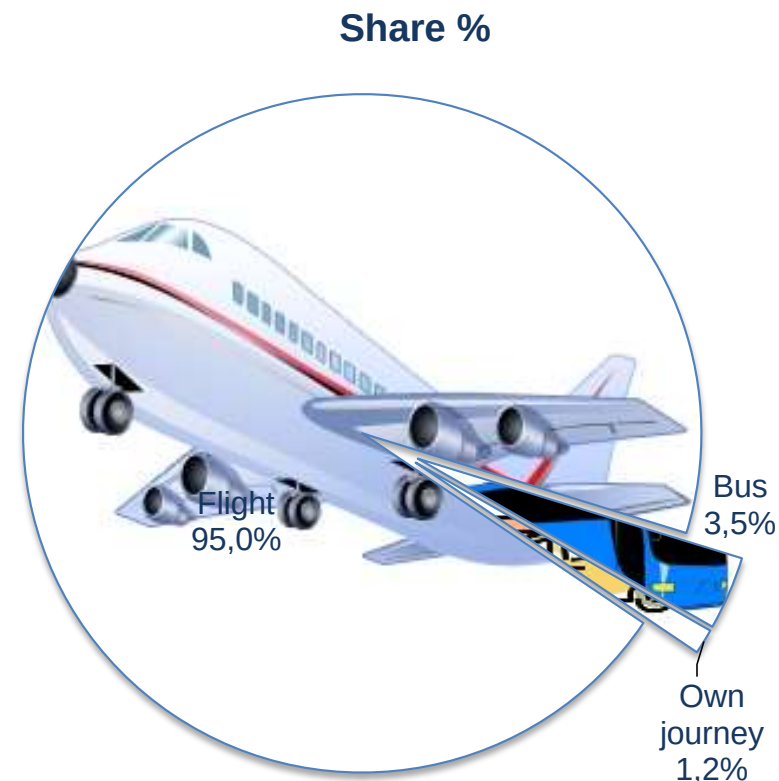
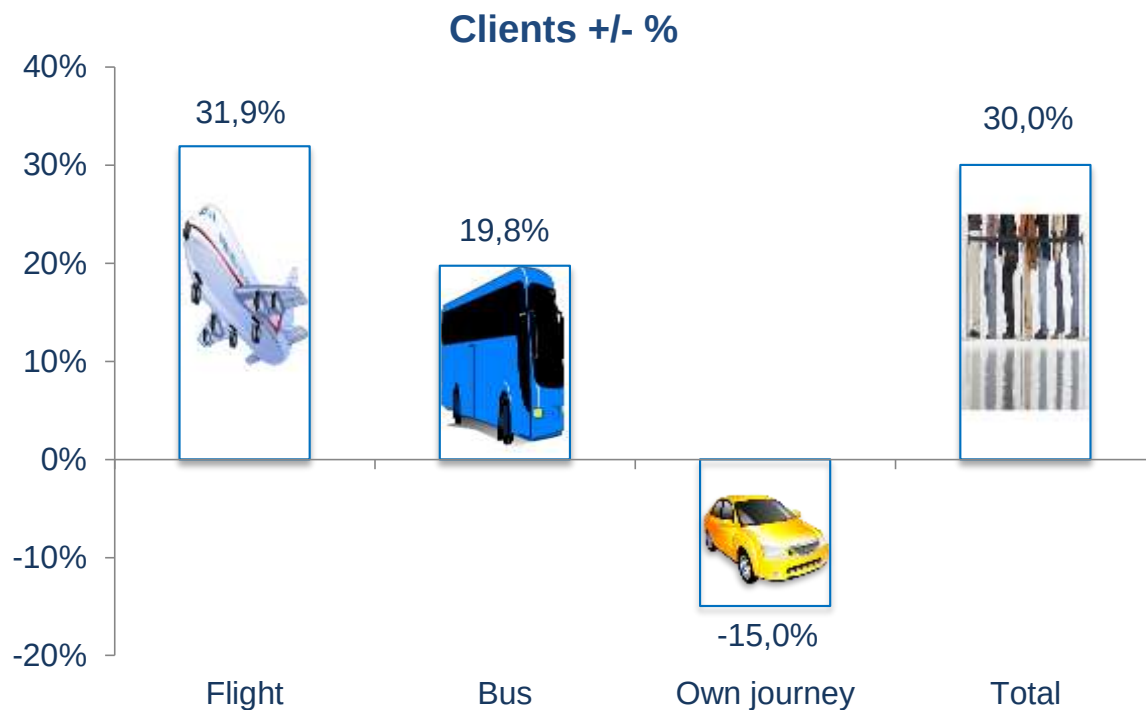
# The last four weeks of sales of the tourist year 2017/18 - customers

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



# The sales trend of the last four weeks

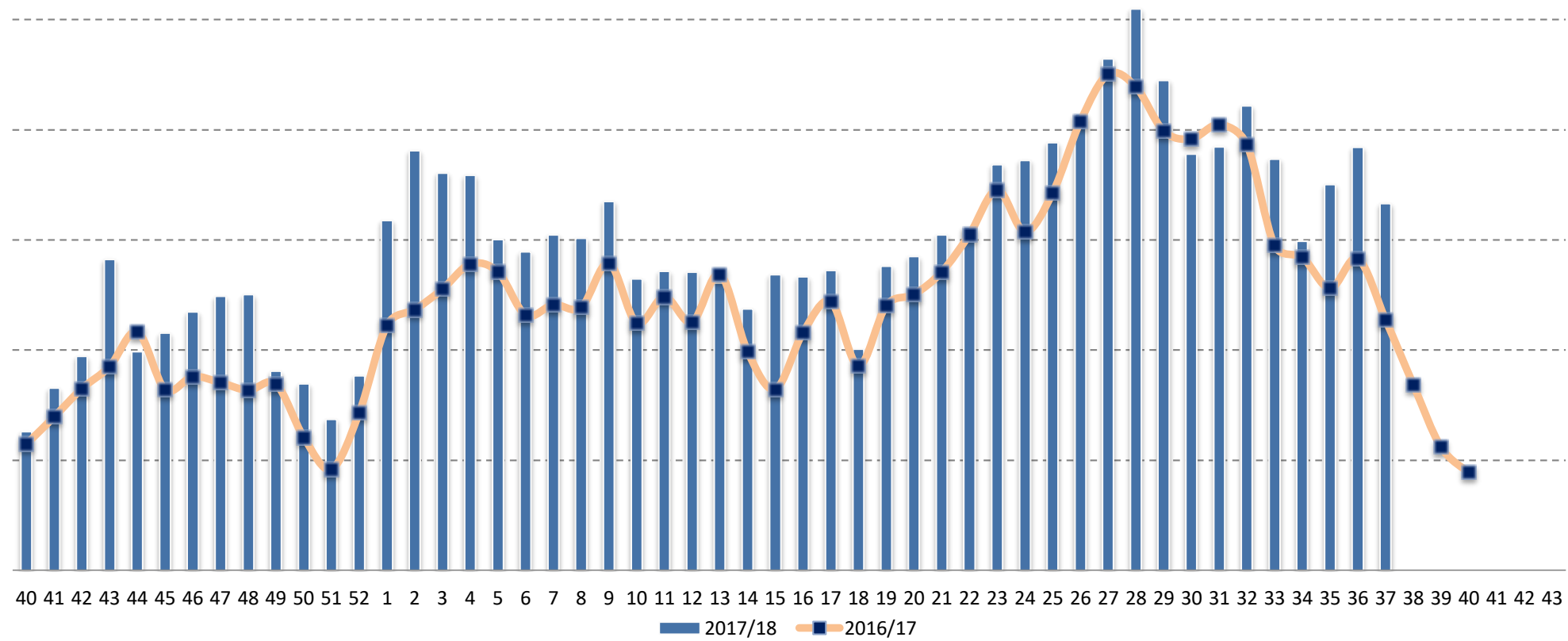
*compared with 4 analogous weeks in tourist year 2016/2017.*





# Weekly sales compared with the previous tourist year

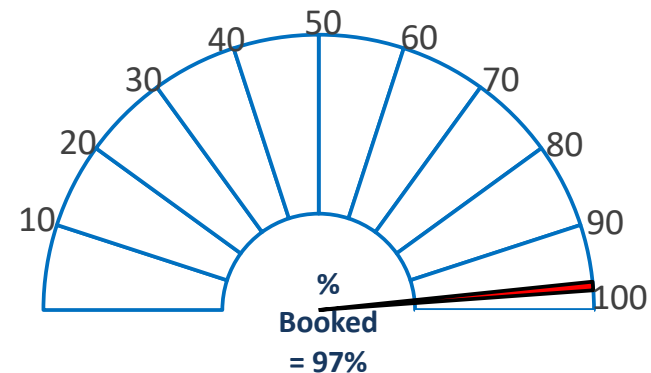
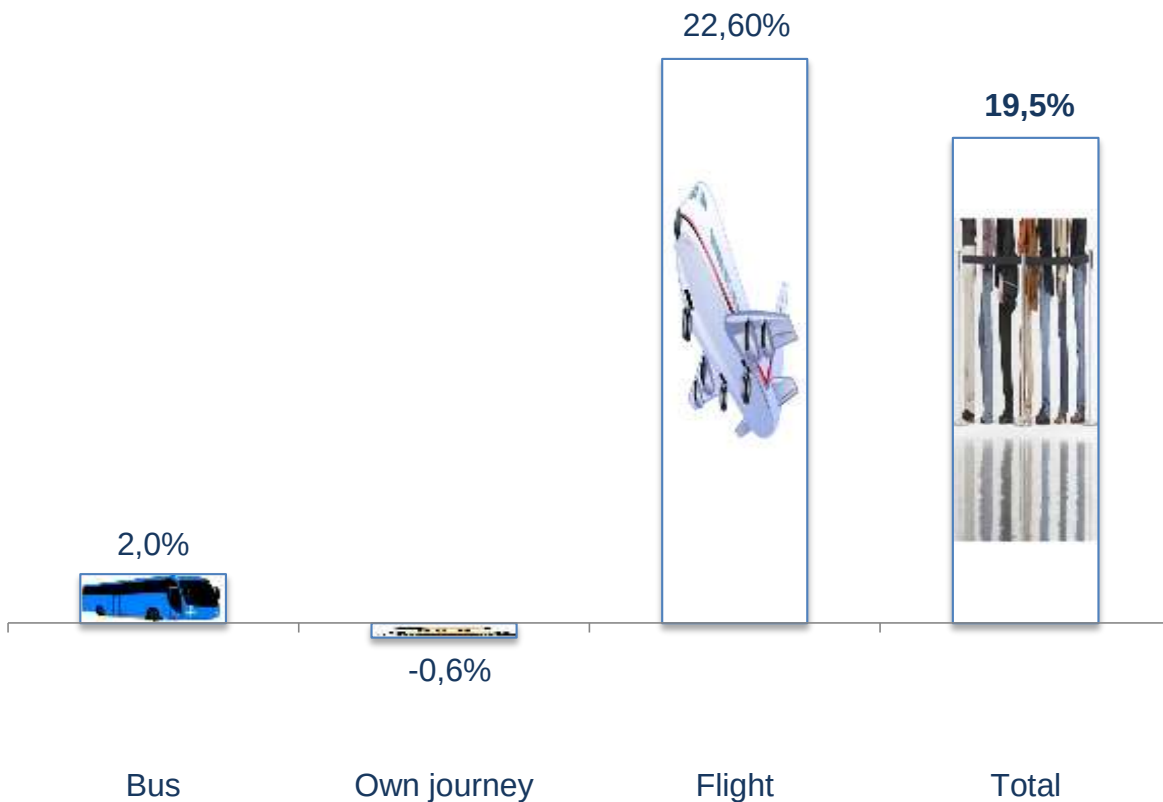
Bookings weekly 17/18 vs. 16/17



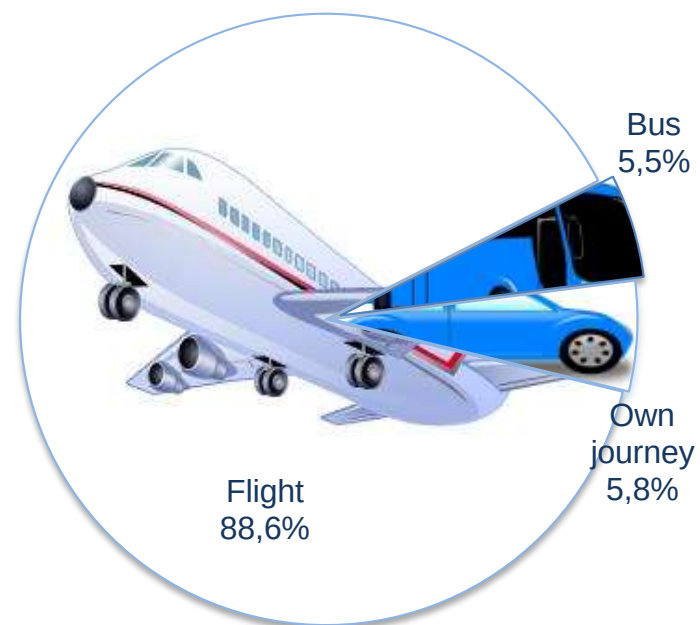
# Cumulative sales of 2017/18

*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                    | 17,8%           | 30,9%   |
| 2    | Turcja                    | 111,1%          | 13,8%   |
| 3    | Hiszpania                 | -22,4%          | 10,6%   |
| 4    | Bułgaria                  | 4,2%            | 8,1%    |
| 5    | Egipt                     | 52,0%           | 7,8%    |
| 6    | Włochy                    | -3,9%           | 5,2%    |
| 7    | Albania                   | 68,6%           | 3,8%    |
| 8    | Tunezja                   | 266,8%          | 1,9%    |
| 9    | Chorwacja                 | -15,3%          | 1,6%    |
| 10   | Cypr                      | 25,8%           | 1,5%    |
| 11   | Portugalia                | -35,1%          | 1,3%    |
| 12   | Maroko                    | 34,1%           | 0,8%    |
| 13   | Malta                     | 34,3%           | 0,8%    |
| 14   | Polska                    | -6,0%           | 0,7%    |
| 15   | Czarnogóra                | 51,5%           | 0,7%    |
| 16   | Austria                   | 6,2%            | 0,6%    |
| 17   | Emiraty Arabskie          | 3,1%            | 0,6%    |
| 18   | Wyspy Zielonego Przylądka | 112,0%          | 0,6%    |
| 19   | Tajlandia                 | 37,9%           | 0,6%    |
| 20   | Czechy                    | 11,5%           | 0,5%    |

| Rank | Destination     | +/- % last year |
|------|-----------------|-----------------|
| 1    | Antalya         | 105,8%          |
| 2    | Heraklion       | 11,0%           |
| 3    | Burgas          | 10,8%           |
| 4    | Korfu           | 22,3%           |
| 5    | Zakynthos       | 10,3%           |
| 6    | Rodos           | 12,9%           |
| 7    | Hurghada        | 70,1%           |
| 8    | Chania          | 29,6%           |
| 9    | Kos             | 37,7%           |
| 10   | Tirana          | 64,3%           |
| 11   | Bodrum          | 121,2%          |
| 12   | Marsa Alam      | 20,9%           |
| 13   | Varna           | -12,9%          |
| 14   | Teneryfa        | -16,2%          |
| 15   | Fuerteventura   | -37,8%          |
| 16   | Majorka         | -12,9%          |
| 17   | Saloniki        | -1,5%           |
| 18   | Sharm El Sheikh | 65,2%           |
| 19   | Gran Canaria    | -24,0%          |
| 20   | Sycylia         | -4,6%           |



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