



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 38/2018

Data source: MerlinX*

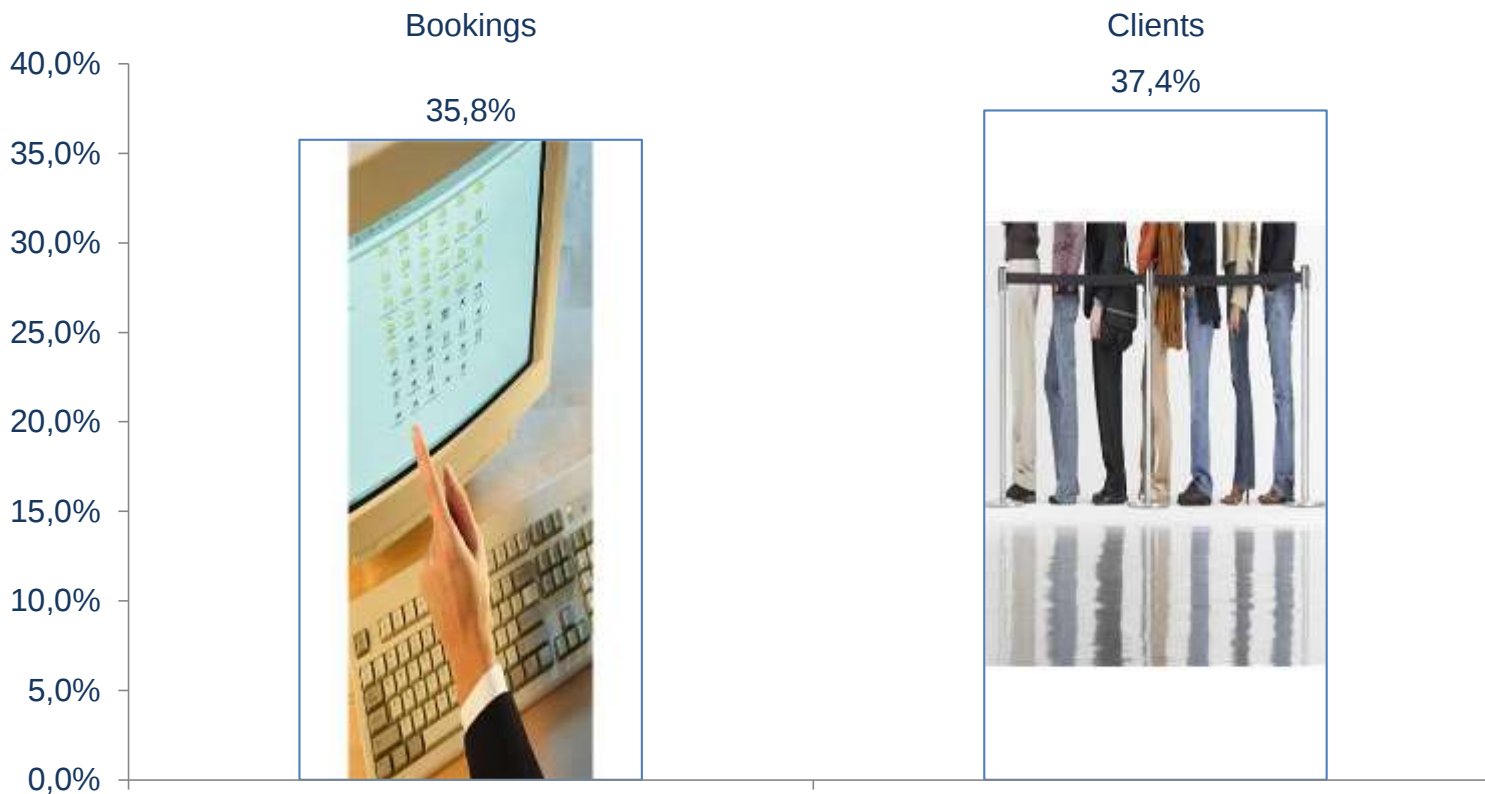
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

25.09.2018



Last week – 38/2018, tours 01.11.17 – 31.10.18

compared with week 38. in 2017 r.



Last week – 38/2018, tours 01.11.17 – 31.10.18

compared with week 38. in 2017 r.

Clients +/-%

Bus

51,9%



Own journey

0,3%

Flight

38,8%

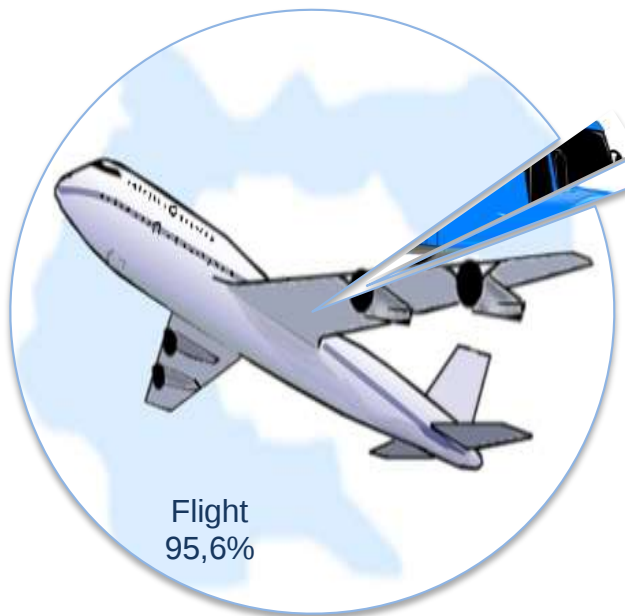


Share %

Bus
2,6%

Own
journey
1,5%

Flight
95,6%



Ranking of the most popular countries & destinations in CW38

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	4 887	2 159
2	Heraklion	4 306	1 967
3	Rhodes	4 321	1 962
4	Zakintos	4 197	1 803
5	Kos	4 667	1 999
6	Chania	4 886	2 169
7	Korfu	3 640	1 636
8	Hurghada	4 855	2 200
9	Marsa Allam	5 308	2 375
10	Larnaka	5 729	2 474
11	Monastir	3 553	1 800
12	Sharm El Sheikh	5 233	2 329
13	Majorka	4 514	2 086
14	Saloniki	3 309	1 531
15	Teneryfa	5 610	2 636
16	Girona	3 881	1 788
17	Fuerteventura	6 148	2 742
18	Ateny	3 577	1 809
19	Kavala	3 302	1 573
20	Pafos	5 904	2 613



Rank	Country	Price/booking	Price/person
1	Grecja	4 225	1 897
2	Turcja	4 924	2 160
3	Hiszpania	5 145	2 384
4	Egipt	5 079	2 282
5	Włochy	3 724	1 802
6	Cypr	5 686	2 492
7	Tunezja	3 648	1 797
8	Portugalia	4 719	2 337
9	Albania	2 744	1 331
10	Wyspy Zielonego Przylądka	7 346	3 446

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

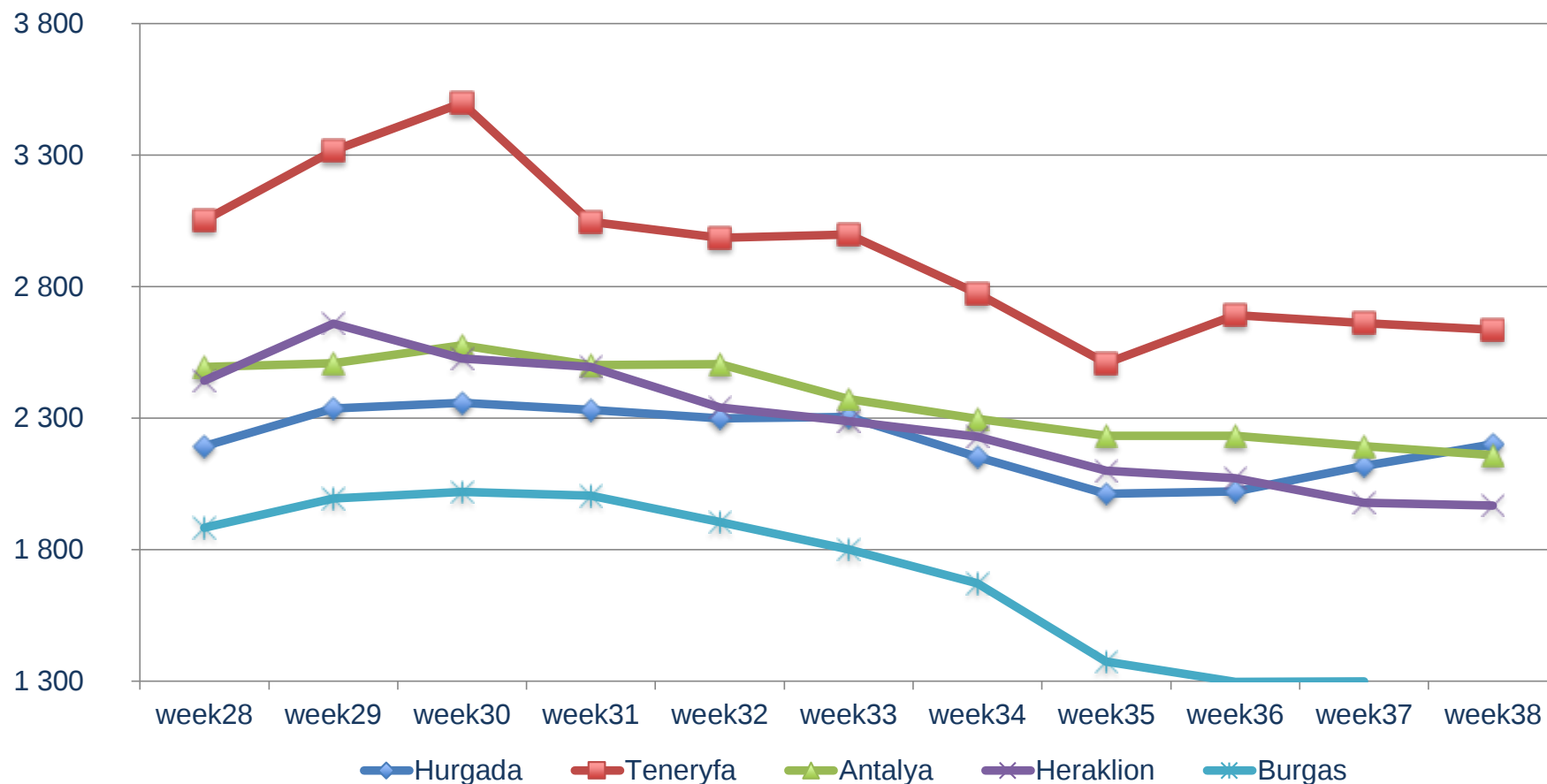
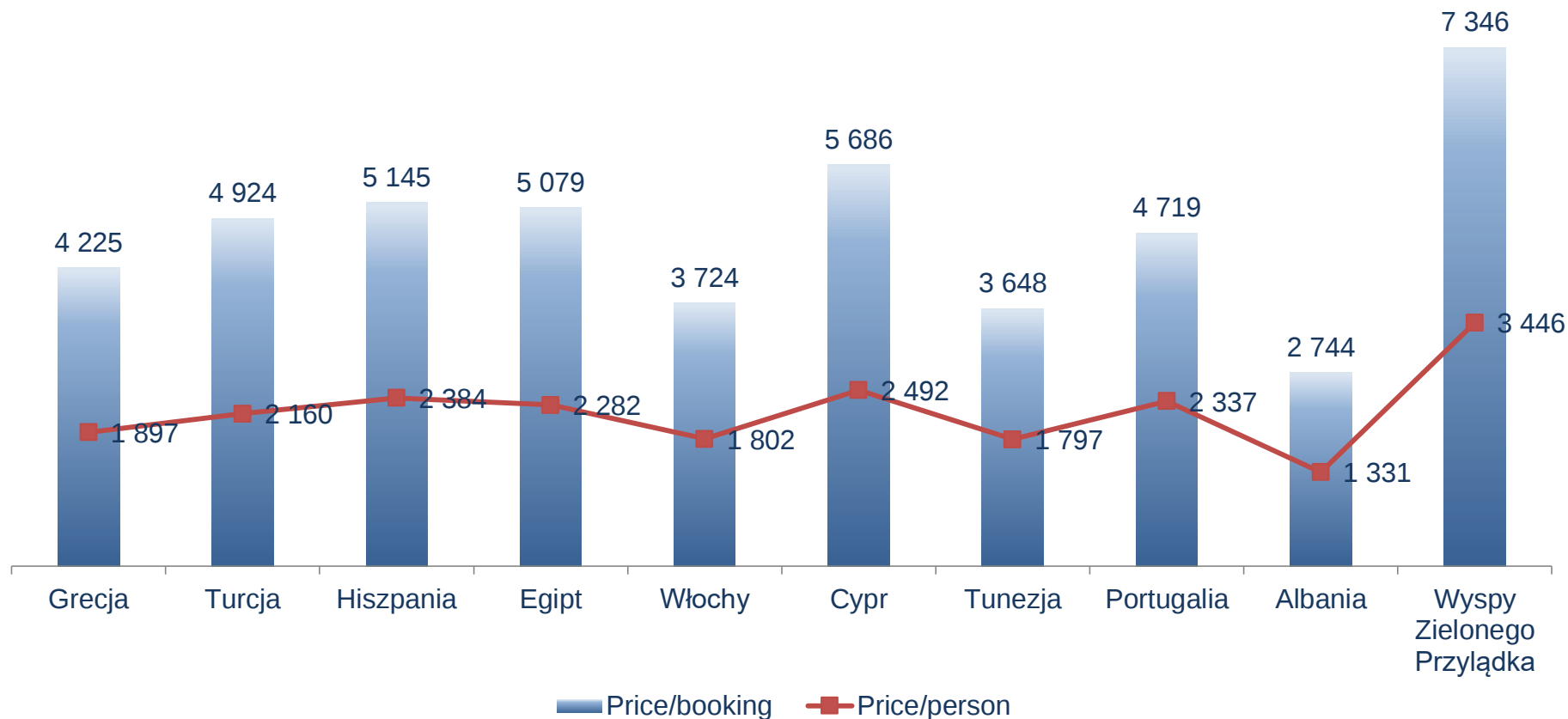


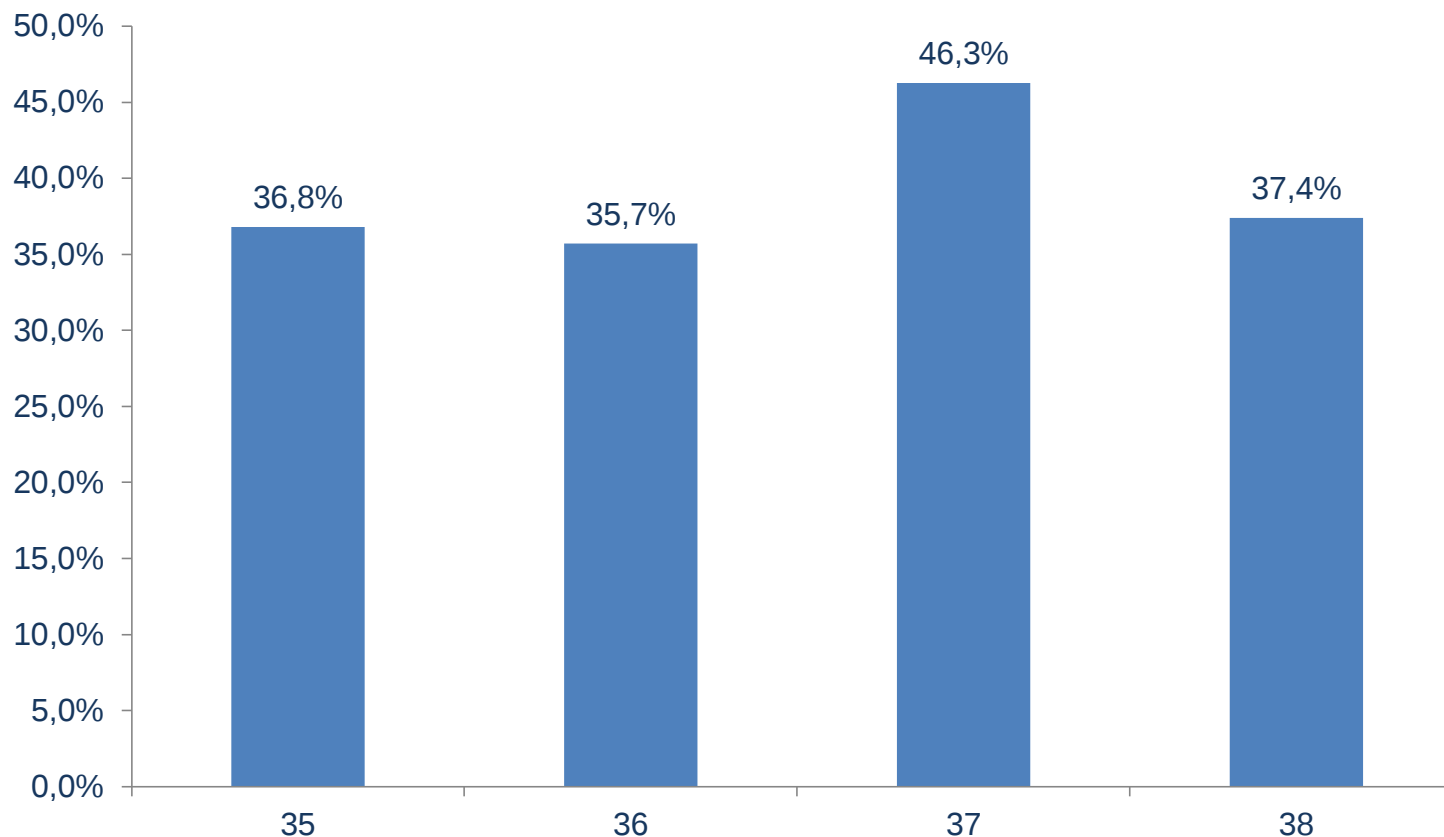
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 38. week



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

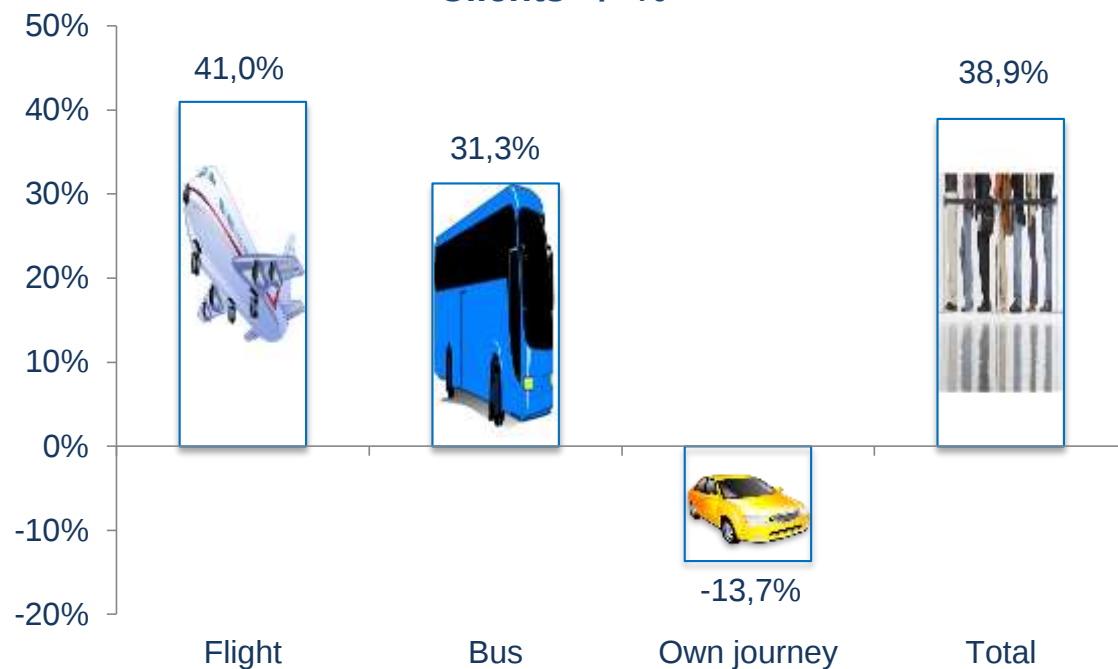
compared with 4 analogous weeks in tourist year 2016/2017



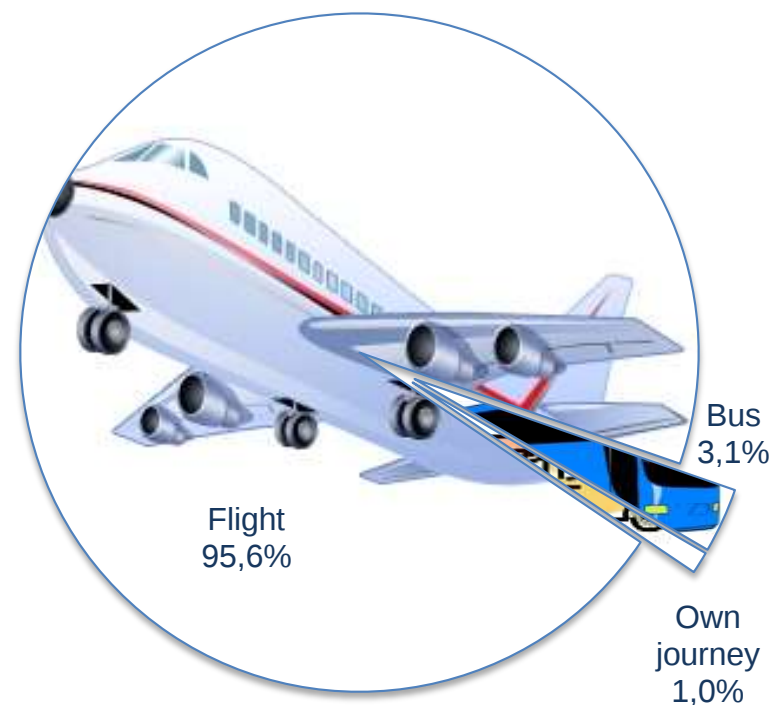
The sales trend of the last four weeks

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

Clients +/- %

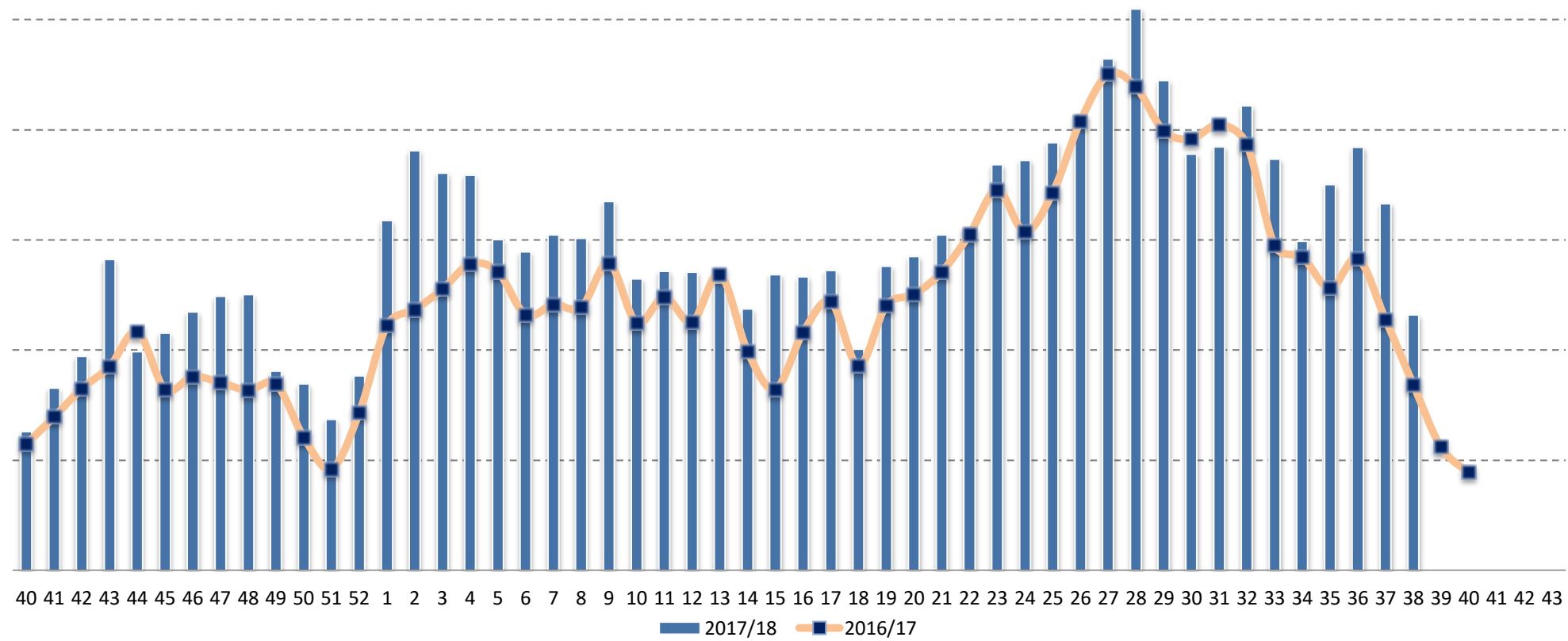


Share %



Weekly sales compared with the previous tourist year

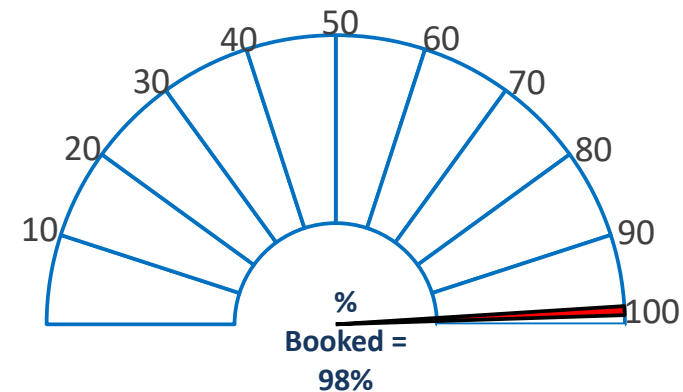
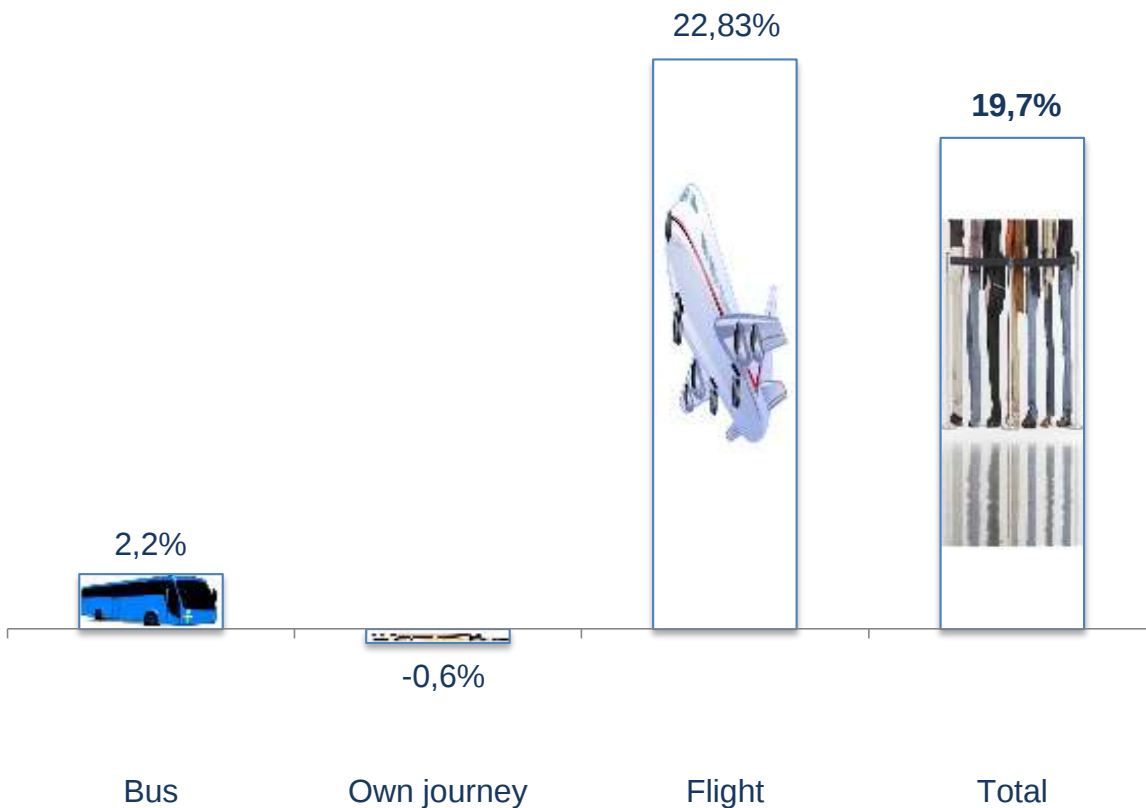
Bookings weekly 17/18 vs. 16/17



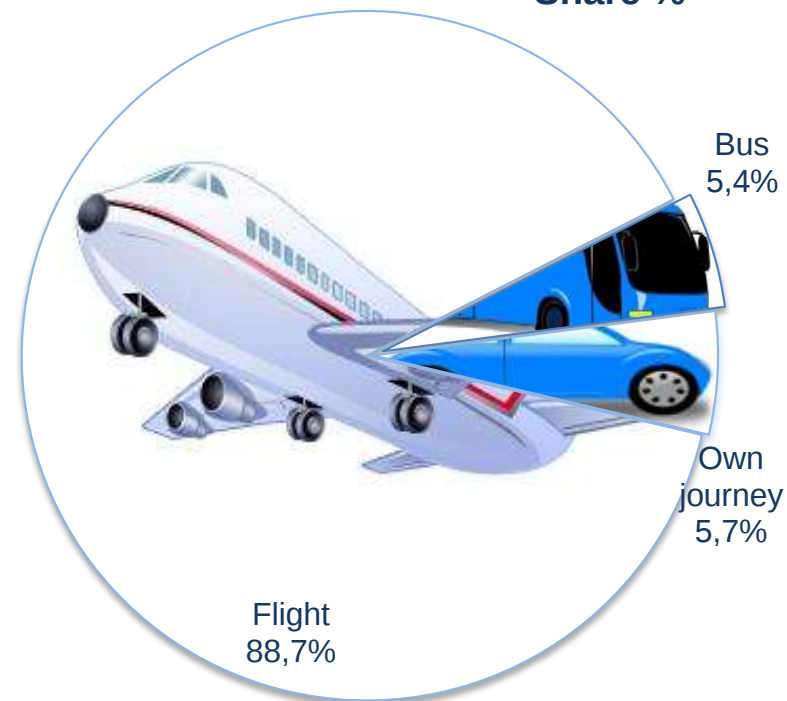
Cumulative sales of 2017/18

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

Clients +/- %



Share %



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

Country	+/- % last year	Share %
Grecja	18,3%	31,1%
Turcja	109,9%	13,9%
Hiszpania	-22,4%	10,6%
Bułgaria	4,2%	8,0%
Egipt	51,4%	7,9%
Włochy	-3,5%	5,2%
Albania	68,7%	3,7%
Tunezja	261,7%	1,9%
Chorwacja	-15,1%	1,6%
Cypr	28,4%	1,5%
Portugalia	-35,1%	1,3%
Maroko	33,5%	0,8%
Malta	34,3%	0,8%
Polska	-6,2%	0,7%
Czarnogóra	51,5%	0,7%
Austria	6,3%	0,6%
Wyspy Zielonego Przylądka	112,7%	0,6%
Emiraty Arabskie	3,2%	0,6%
Tajlandia	38,0%	0,6%
Czechy	11,7%	0,5%

Rank	Destination	+/- % last year
1	Antalya	106,1%
2	Heraklion	11,3%
3	Burgas	10,9%
4	Korfu	21,7%
5	Zakynthos	11,2%
6	Rodos	13,5%
7	Hurghada	68,4%
8	Chania	30,2%
9	Kos	39,5%
10	Tirana	64,3%
11	Bodrum	118,3%
12	Marsa Alam	20,5%
13	Varna	-12,9%
14	Teneryfa	-16,8%
15	Fuerteventura	-38,0%
16	Majorka	-12,3%
17	Saloniki	-1,4%
18	Sharm El Sheikh	67,1%
19	Gran Canaria	-24,0%
20	Sycylia	-4,3%



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