



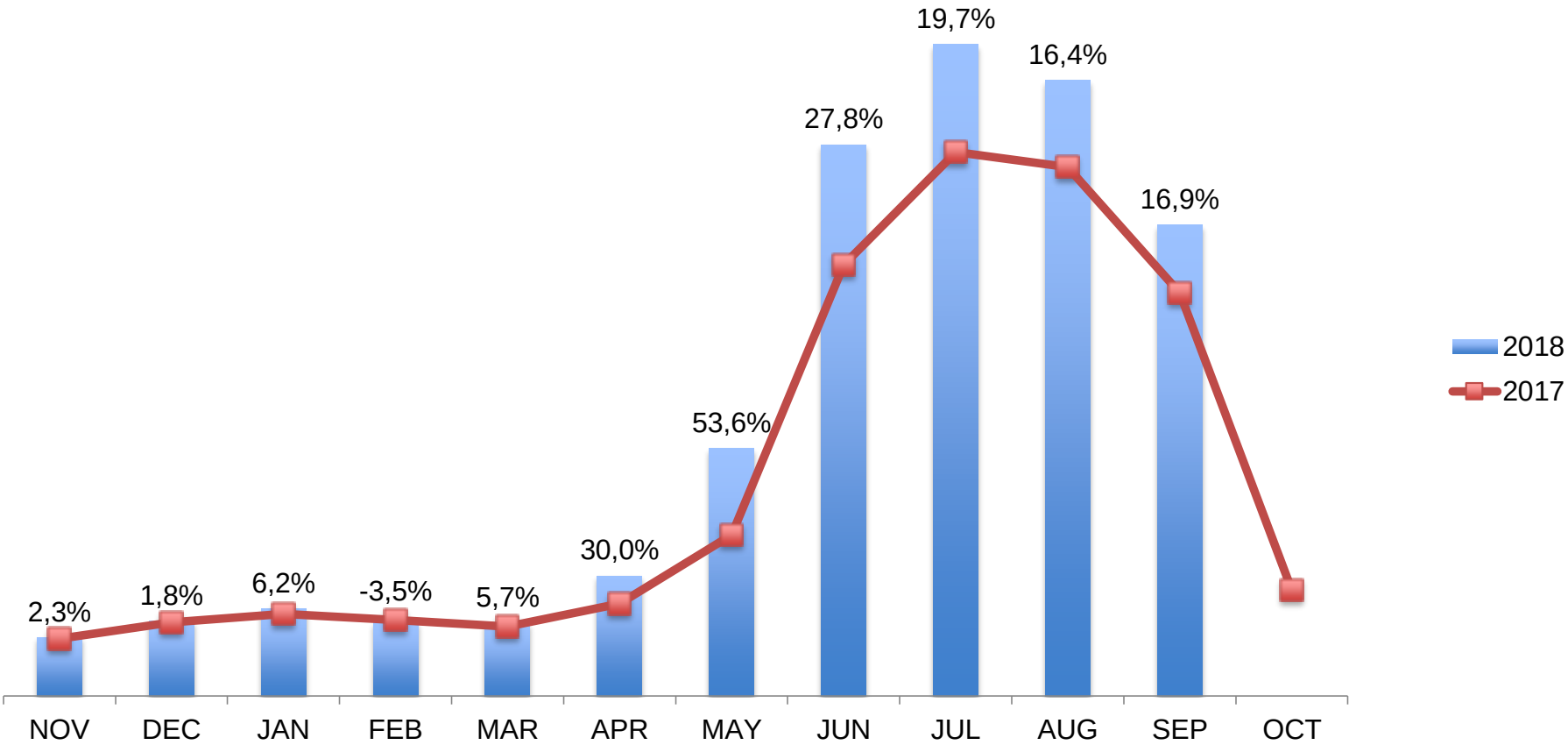
Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 39/2018

Data source: MerlinX*

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

Monthly trips compared with previous tourist year



Last week – 39/2018, tours 01.11.17 – 31.10.18

compared with week 39. in 2017 r.



Last week – 39/2018, tours 01.11.17 – 31.10.18

compared with week 39. in 2017 r.

Clients +/-%

Share %

Bus

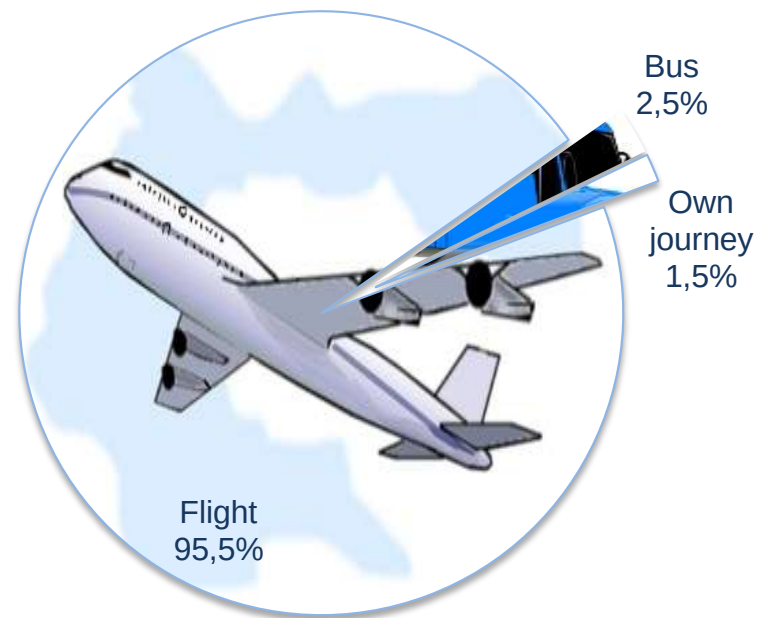
Own journey

Flight

24,2%

23,4%

7,3%



Ranking of the most popular countries & destinations in CW39

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	4 771	2 163
2	Heraklion	3 424	1 569
3	Rhodes	3 787	1 708
4	Zakintos	3 190	1 367
5	Kos	3 744	1 608
6	Hurghada	4 674	2 088
7	Marsa Allam	5 003	2 296
8	Chania	3 857	1 832
9	Korfu	3 178	1 422
10	Fuerteventura	6 033	2 660
11	Sharm El Sheikh	4 900	2 255
12	Teneryfa	5 551	2 627
13	Gran Canaria	6 241	2 764
14	Pafos	5 604	2 543
15	Majorka	3 737	1 727
16	Saloniki	2 290	1 072
17	Monastir	3 308	1 776
18	Espargos (sal)	6 097	2 894
19	Larnaka	5 306	2 432
20	Inne	2 160	1 246



Rank	Country	Price/booking	Price/person
1	Grecja	3 460	1 553
2	Turcja	4 669	2 121
3	Egipt	4 842	2 194
4	Hiszpania	5 240	2 406
5	Cypr	5 391	2 457
6	Tunezja	3 540	1 813
7	Włochy	2 738	1 561
8	Portugalia	5 404	2 477
9	Wyspy Zielonego Przylądka	6 214	2 922
10	Maroko	4 058	2 044

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

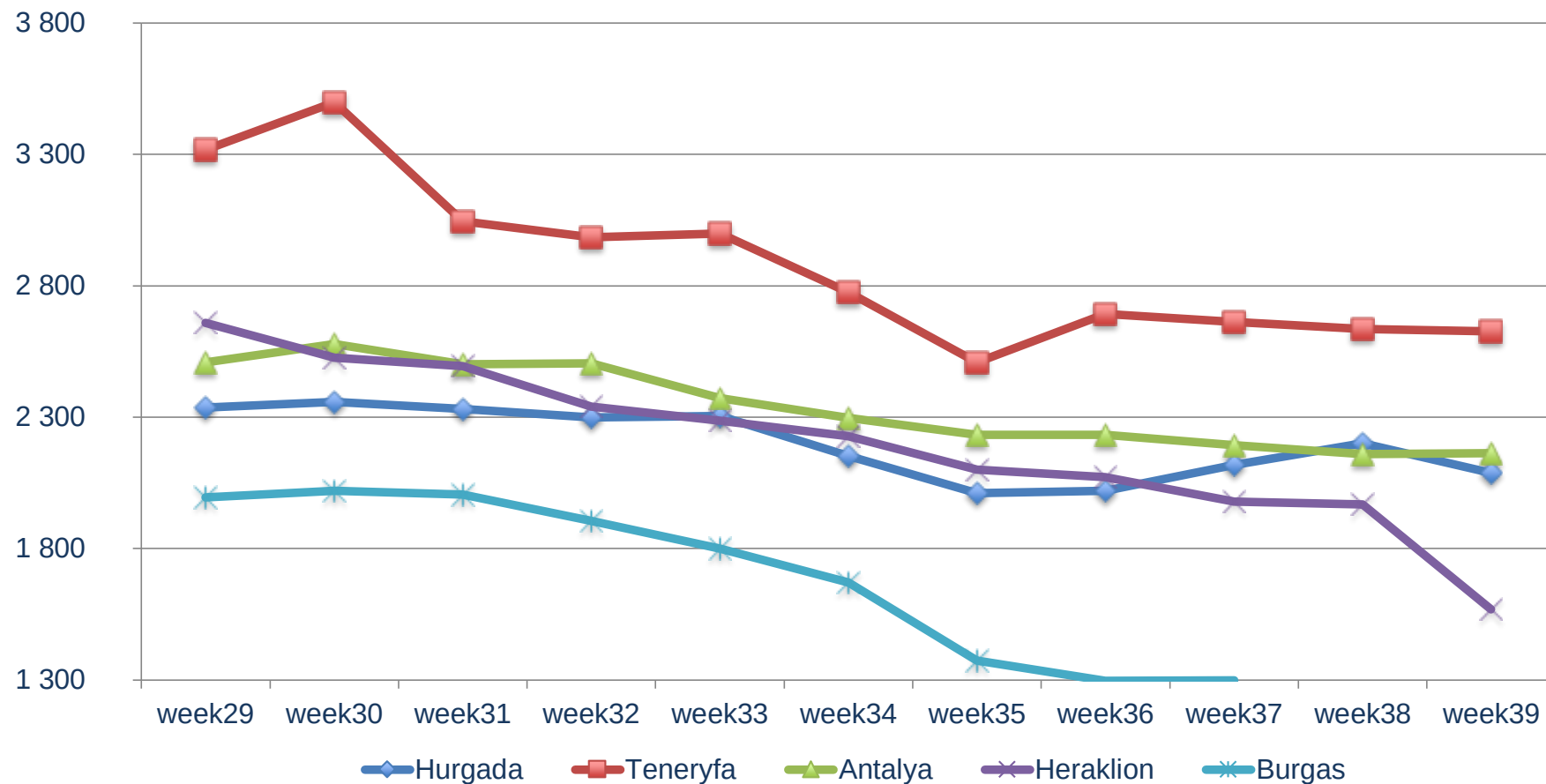
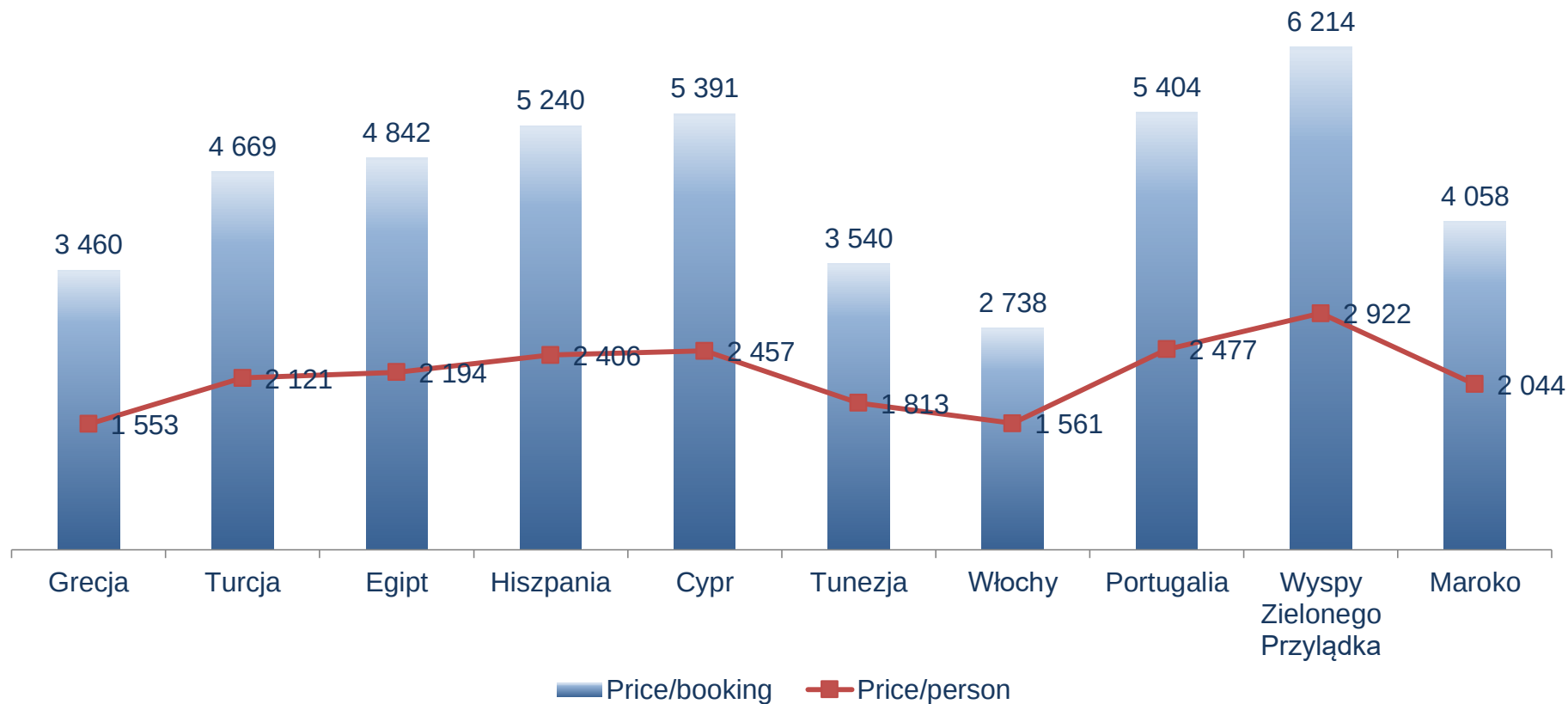


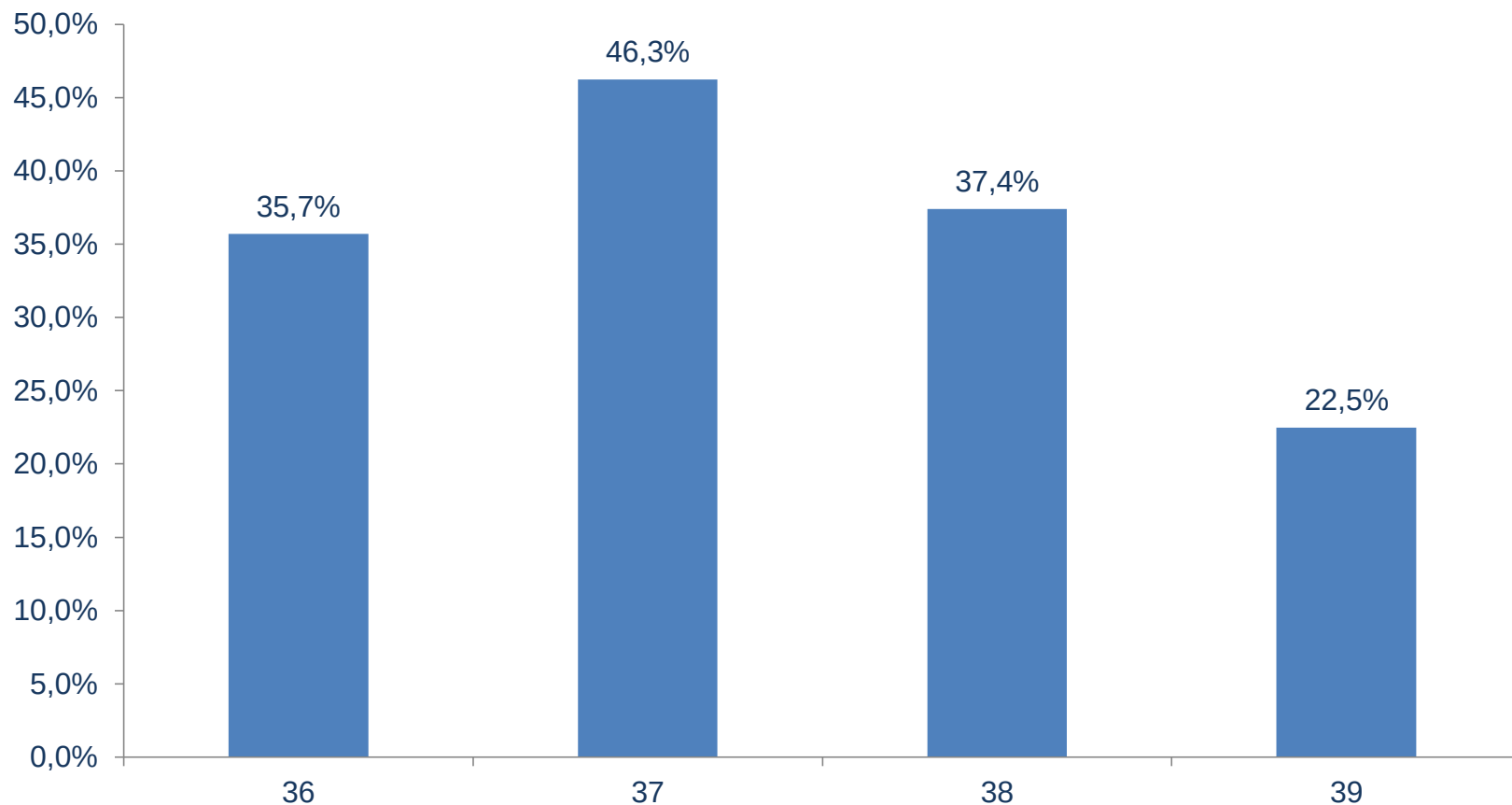
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 39. week



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

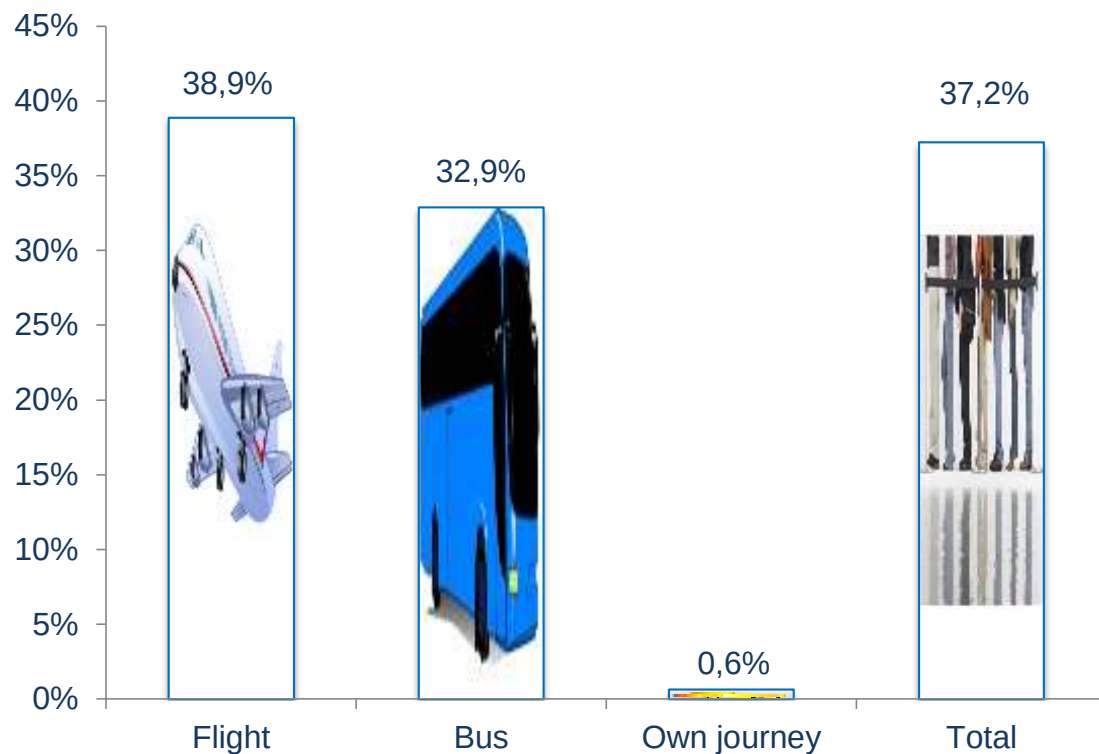
compared with 4 analogous weeks in tourist year 2016/2017



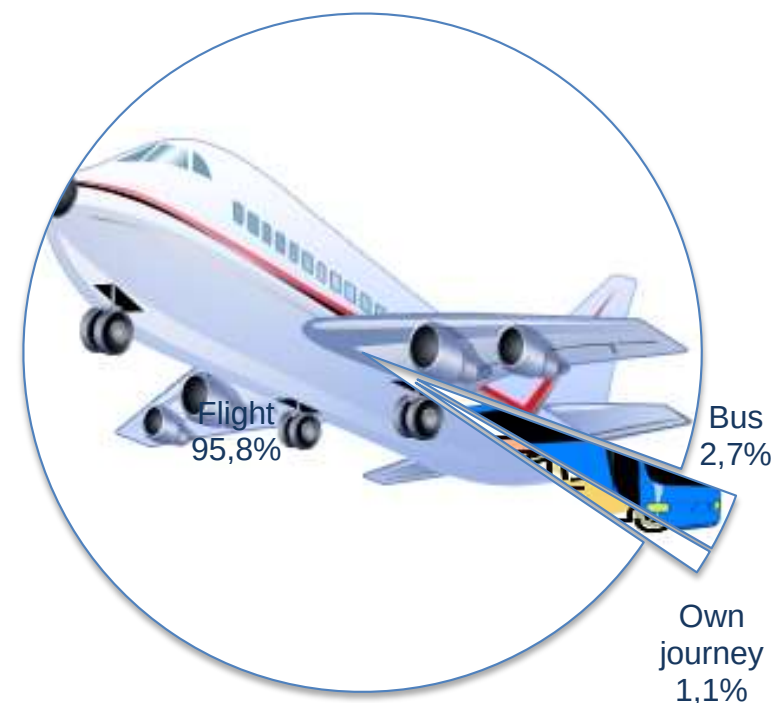
The sales trend of the last four weeks

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

Clients +/- %

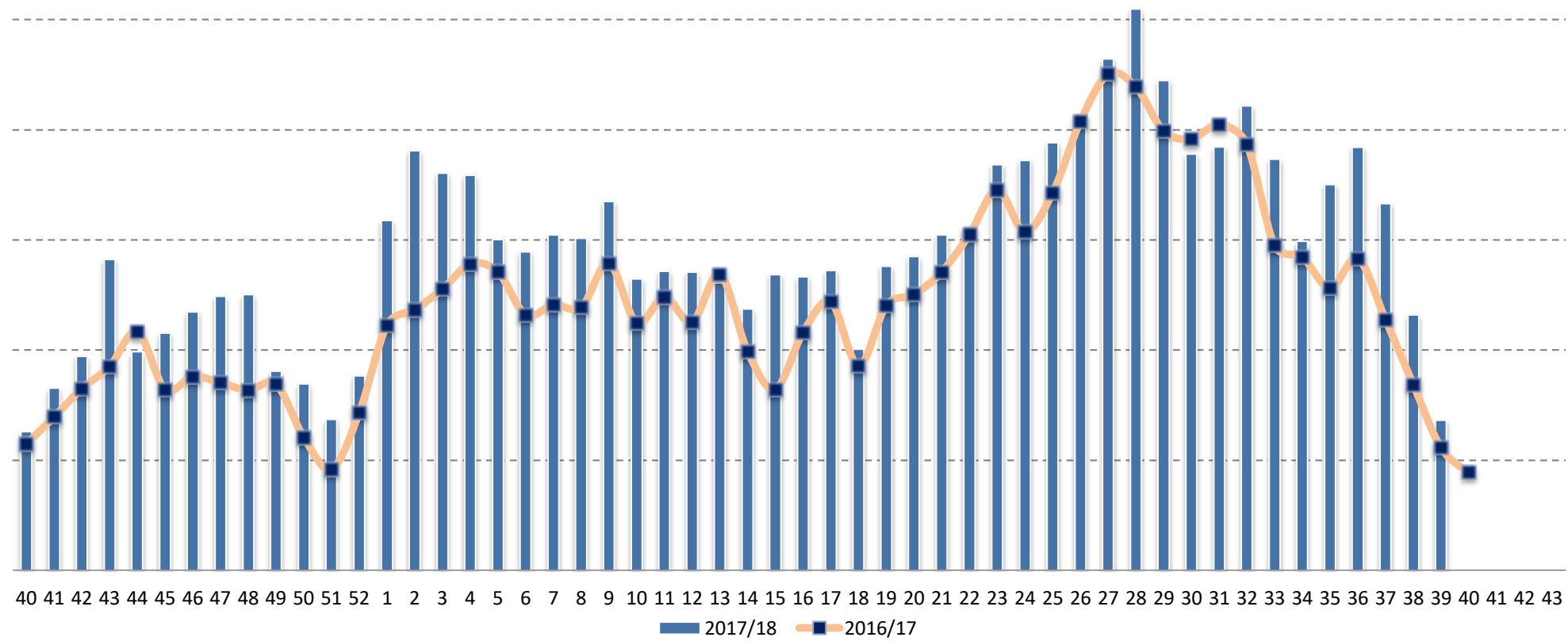


Share %



Weekly sales compared with the previous tourist year

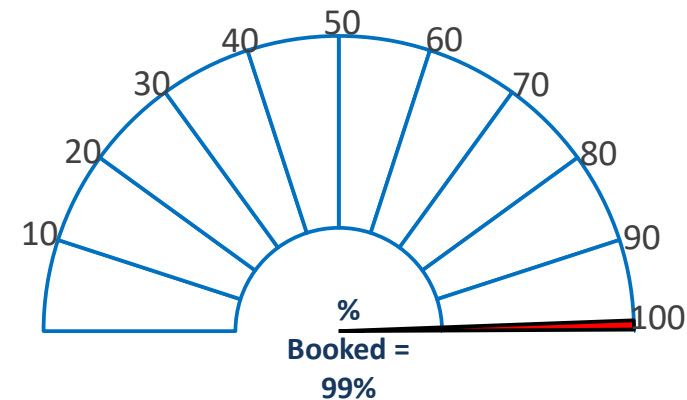
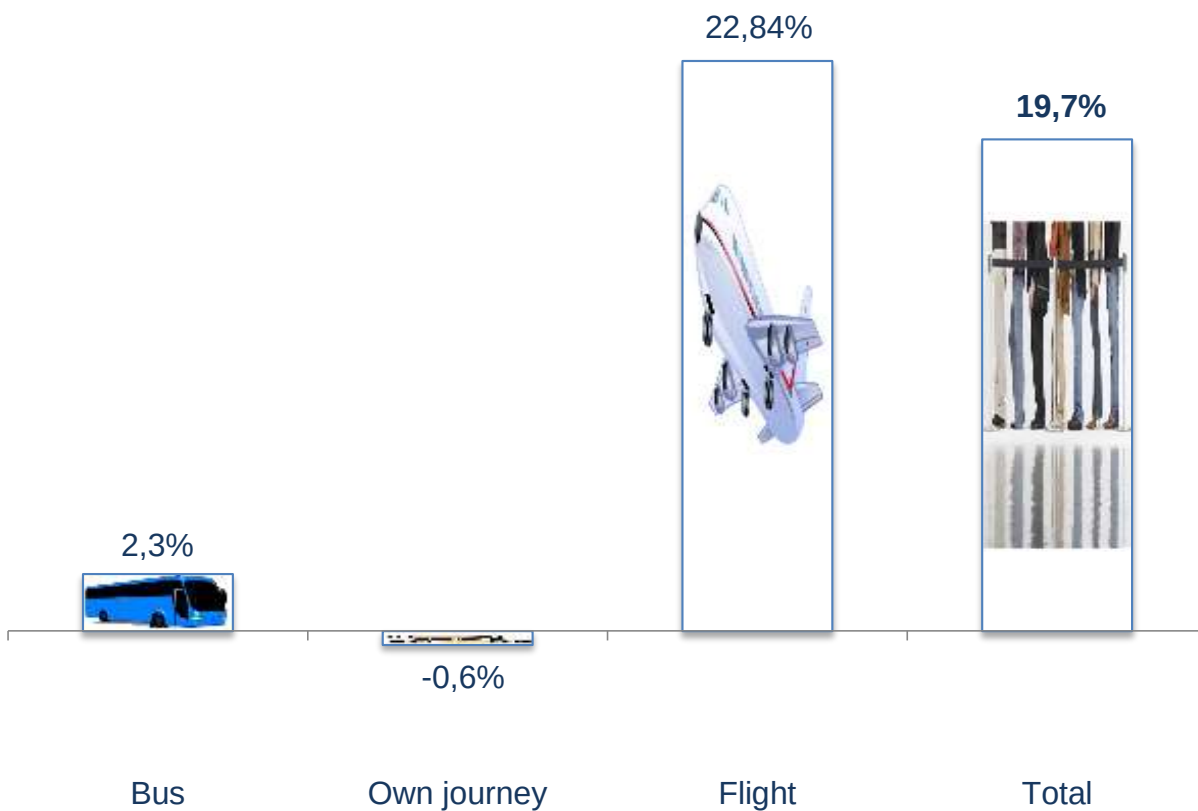
Bookings weekly 17/18 vs. 16/17



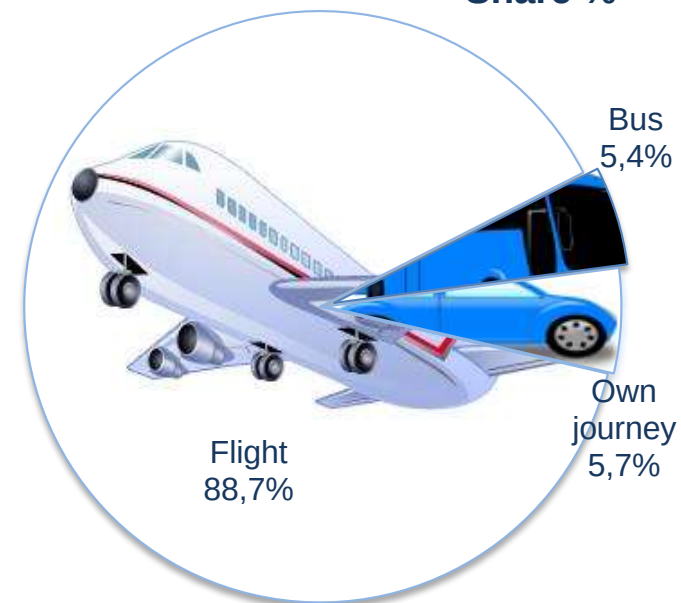
Cumulative sales of 2017/18

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%	31,2%
Turcja	109,7%	13,9%
Hiszpania	-22,3%	10,7%
Bułgaria	4,2%	7,9%
Egipt	50,6%	7,9%
Włochy	-3,4%	5,1%
Albania	68,8%	3,7%
Tunezja	260,0%	2,0%
Chorwacja	-15,1%	1,6%
Cypr	29,6%	1,5%
Portugalia	-35,2%	1,3%
Inne	19,1%	1,2%
Maroko	32,9%	0,8%
Malta	34,4%	0,8%
Polska	-6,3%	0,7%
Czarnogóra	51,5%	0,7%
Austria	6,3%	0,6%
Wyspy Zielonego Przylądka	112,6%	0,6%
Emiraty Arabskie	3,7%	0,6%
Tajlandia	37,9%	0,6%

Rank	Destination	+/- % last year
1	Antalya	106,1%
2	Heraklion	11,5%
3	Burgas	10,9%
4	Korfu	21,5%
5	Zakynthos	11,1%
6	Rodos	13,4%
7	Hurghada	66,5%
8	Chania	30,7%
9	Kos	39,0%
10	Tirana	64,4%
11	Bodrum	118,0%
12	Marsa Alam	20,3%
13	Varna	-12,9%
14	Teneryfa	-17,2%
15	Fuerteventura	-37,8%
16	Majorka	-11,6%
17	Saloniki	-0,9%
18	Sharm El Sheikh	68,5%
19	Gran Canaria	-24,1%
20	Sycylia	-4,6%



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