



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 40/2018

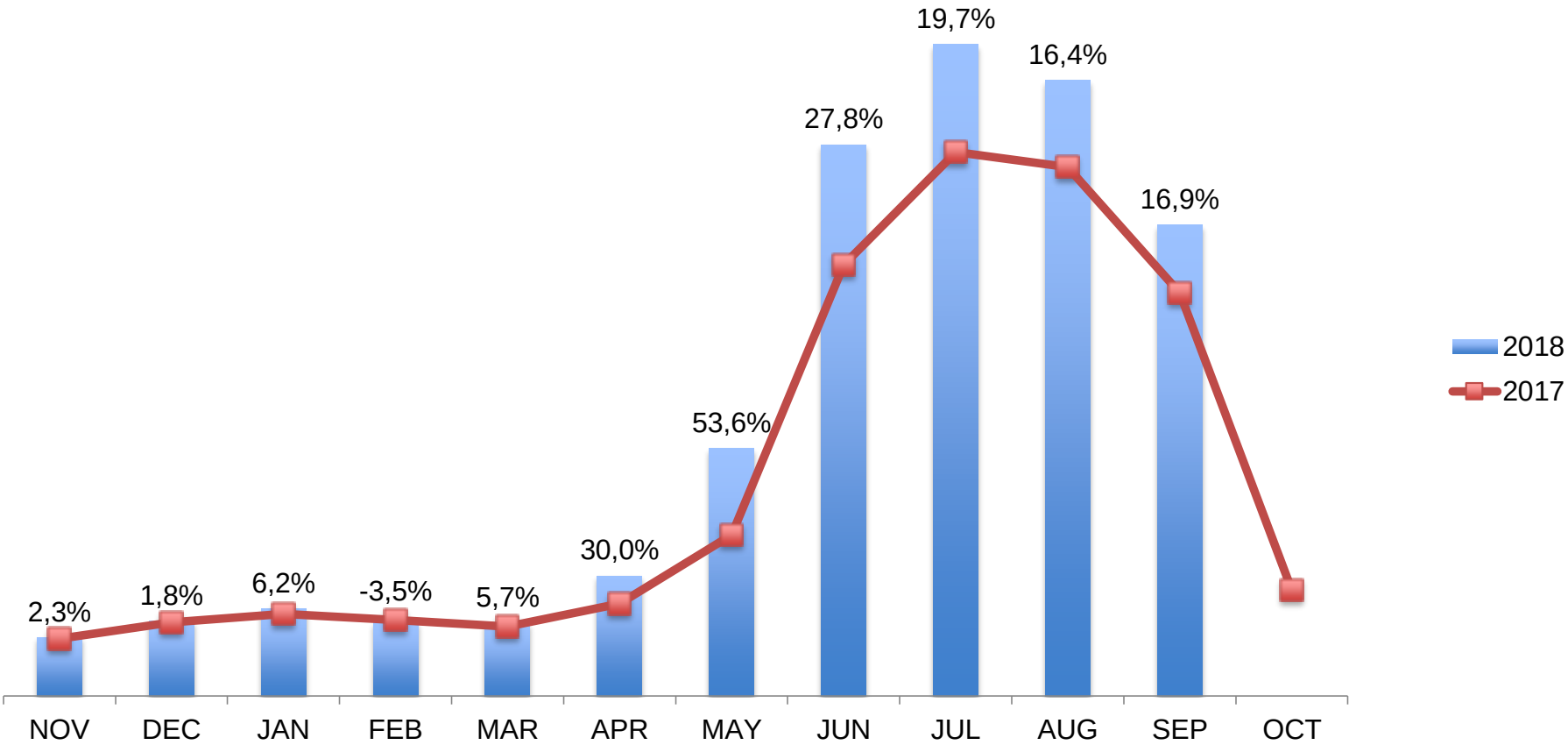
Data source: MerlinX*

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

09.10.2018



Monthly trips compared with previous tourist year





KRAJ PARTNERSKI TARGÓW
STANY ZJEDNOCZONE
AMERYKI

19-21 | 10 | 2018



Last week – 40/2018, tours 01.11.17 – 31.10.18

compared with week 40. in 2017 r.



Last week – 40/2018, tours 01.11.17 – 31.10.18

compared with week 40. in 2017 r.

Clients +/-%

Bus

26,3%



Own journey

0,6%



Flight

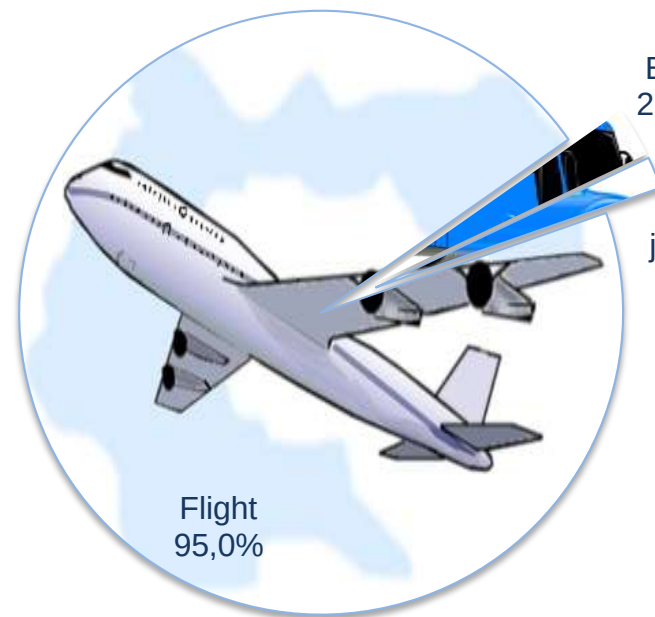
12,8%



Share %

Bus
2,6%

Own
journey
1,7%



Ranking of the most popular countries & destinations in CW40

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	4 547	2 053
2	Hurghada	4 669	2 029
3	Marsa Allam	5 151	2 232
4	Rhodes	3 763	1 677
5	Heraklion	3 603	1 587
6	Fuerteventura	6 399	2 739
7	Teneryfa	5 721	2 671
8	Sharm El Sheikh	5 097	2 245
9	Chania	3 674	1 729
10	Gran Canaria	6 775	2 960
11	Zakintos	3 117	1 399
12	Kos	4 007	1 638
13	Larnaka	5 085	2 421
14	Funchal	4 589	2 237
15	Majorka	3 343	1 570
16	Monastir	2 920	1 668
17	Nossi-be	9 976	4 740
18	Djerba	4 422	1 936
19	Espargos (sal)	7 067	3 246
20	Agadir	4 234	2 149



Rank	Country	Price/booking	Price/person
1	Grecja	3 591	1 592
2	Egipt	4 917	2 138
3	Turcja	4 528	2 051
4	Hiszpania	5 693	2 580
5	Cypr	5 162	2 419
6	Tunezja	3 512	1 792
7	Portugalia	4 538	2 222
8	Włochy	2 662	1 529
9	Madagaskar	9 816	4 657
10	Maroko	4 173	2 117

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

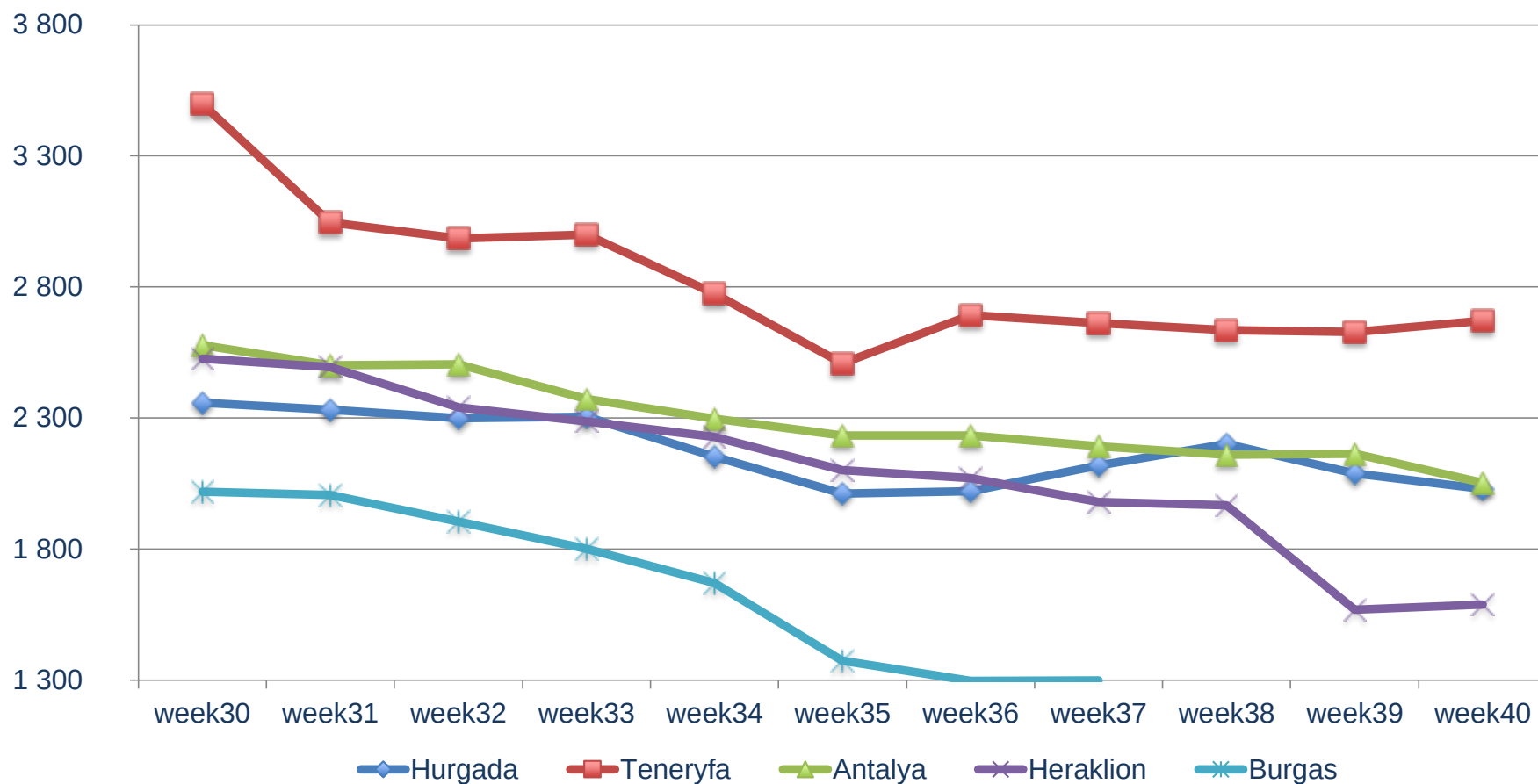
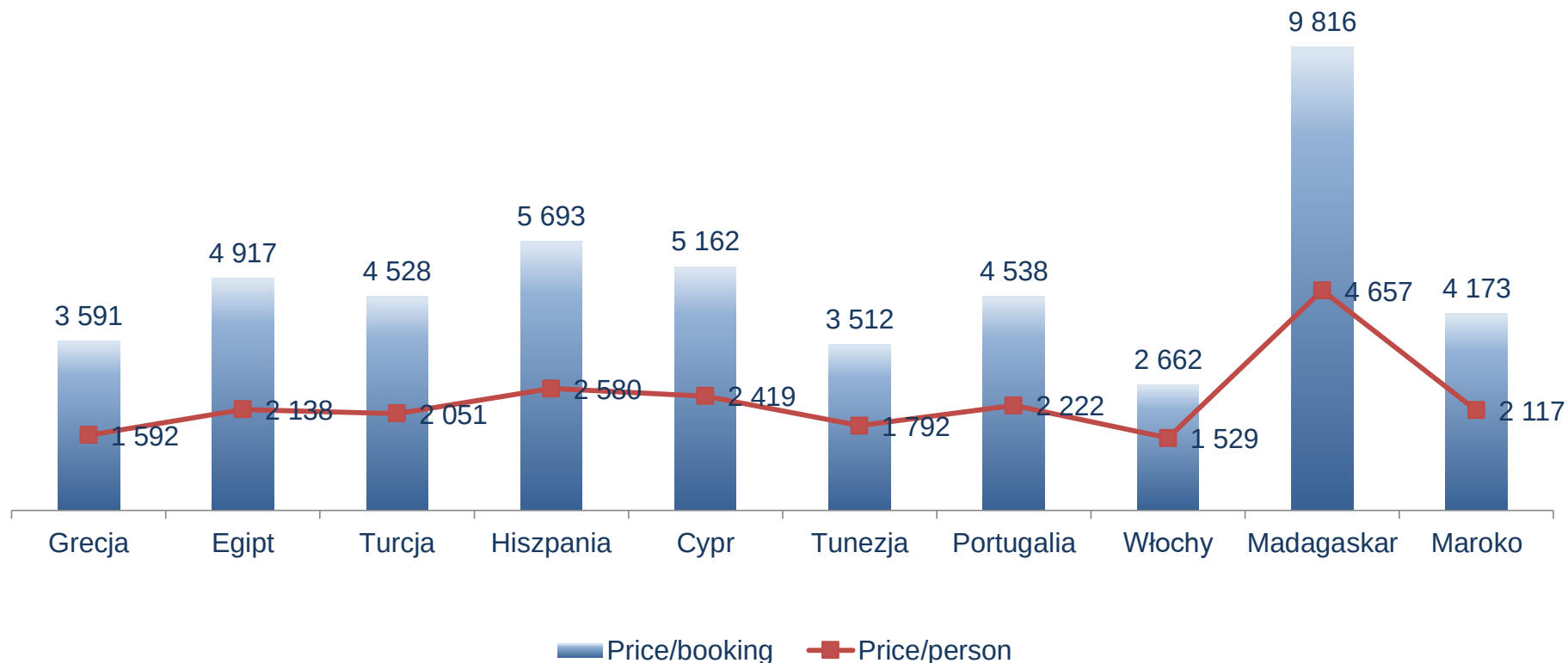


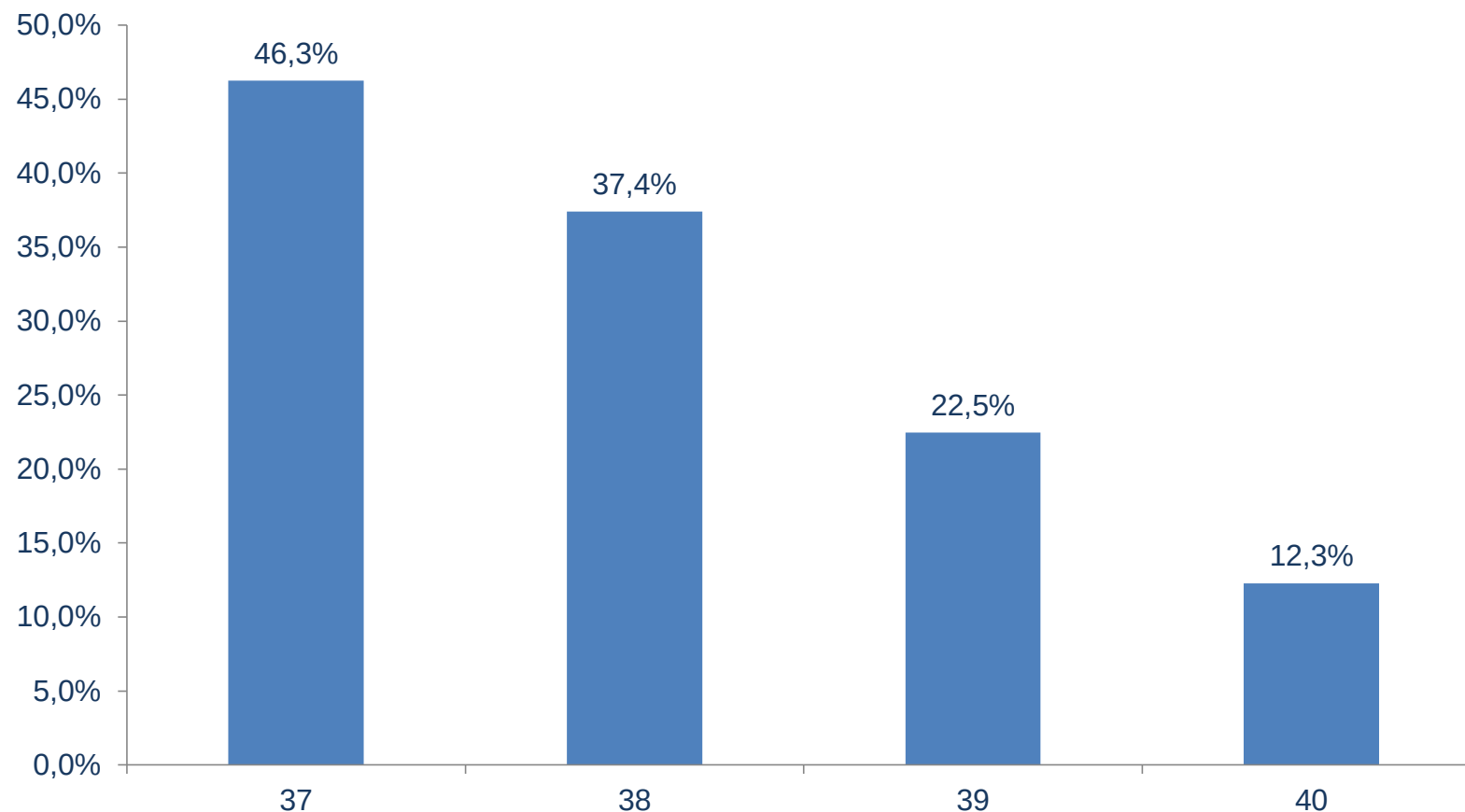
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 40. week



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

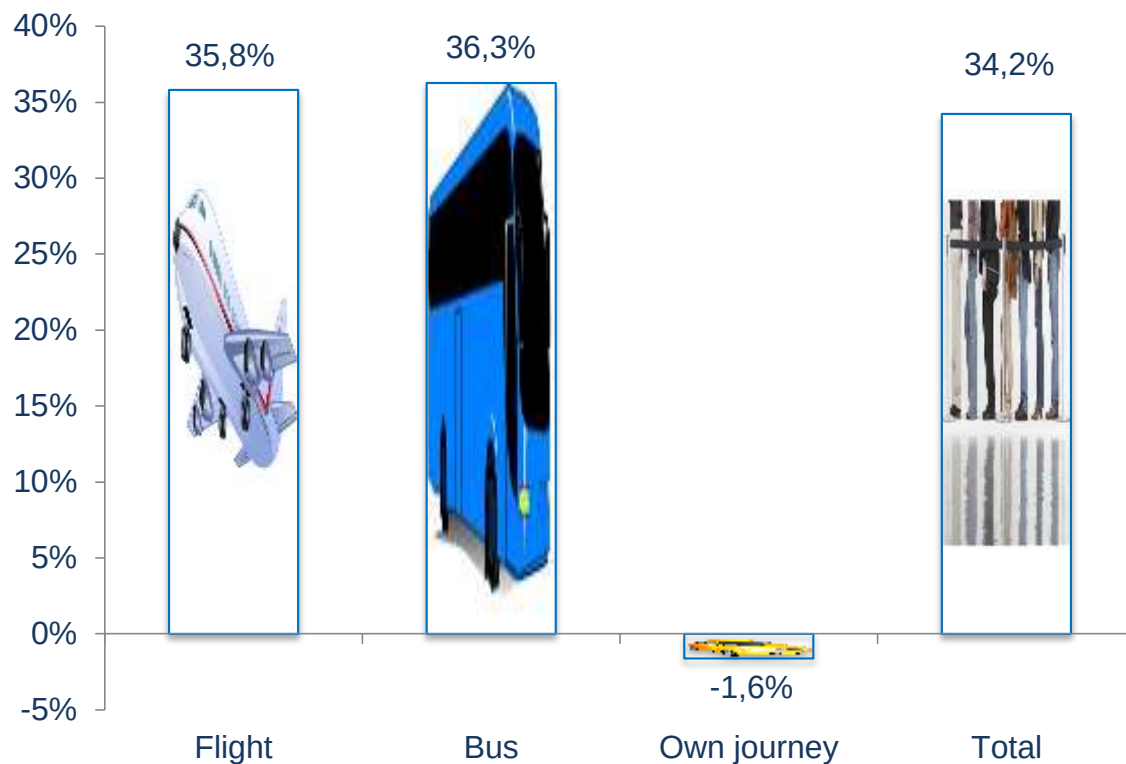
compared with 4 analogous weeks in tourist year 2016/2017



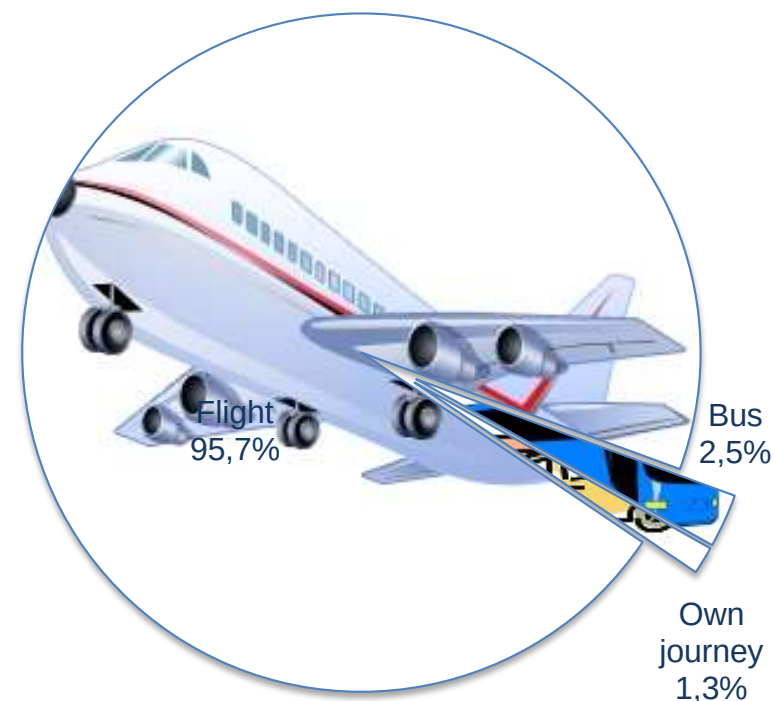
The sales trend of the last four weeks

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

Clients +/- %

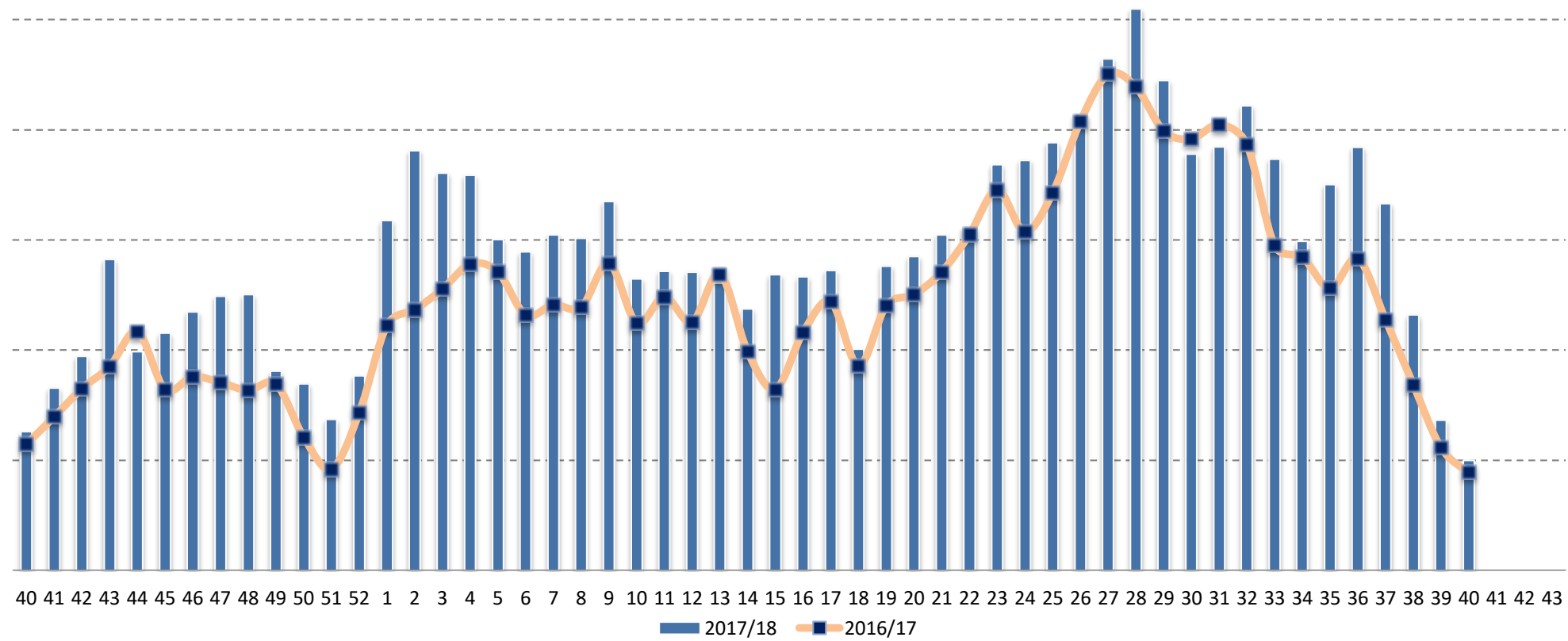


Share %



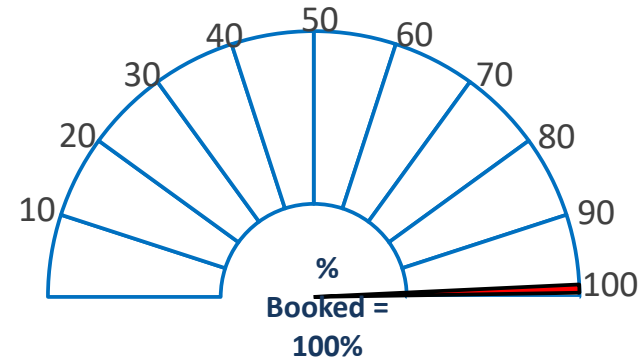
Weekly sales compared with the previous tourist year

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 +/- %

22,76%

19,7%

2,3%

-0,6%

Bus

Own journey

Flight

Total

Share %

Bus
5,4%

Own
journey
5,7%

Flight
88,8%

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

Country	+/- % last year	Share %
Grecja	18,0%	31,2%
Turcja	109,9%	13,9%
Hiszpania	-22,3%	10,7%
Egipt	50,5%	8,0%
Bułgaria	4,2%	7,9%
Włochy	-3,3%	5,1%
Albania	68,7%	3,7%
Tunezja	256,4%	2,0%
Chorwacja	-15,1%	1,6%
Cypr	30,1%	1,5%
Portugalia	-35,1%	1,3%
Maroko	32,0%	0,8%
Malta	34,8%	0,8%
Polska	-6,3%	0,7%
Czarnogóra	51,4%	0,7%
Austria	6,4%	0,6%
Wyspy Zielonego Przylądka	114,3%	0,6%
Emiraty Arabskie	3,7%	0,6%

Rank	Destination	+/- % last year
1	Antalya	106,4%
2	Heraklion	11,3%
3	Burgas	10,9%
4	Korfu	21,0%
5	Zakynthos	10,8%
6	Rodos	13,5%
7	Hurghada	65,2%
8	Chania	30,5%
9	Kos	37,2%
10	Tirana	64,4%
11	Bodrum	118,0%
12	Marsa Alam	20,8%
13	Varna	-12,9%
14	Teneryfa	-17,1%
15	Fuerteventura	-37,3%
16	Majorka	-11,1%
17	Saloniki	-0,9%
18	Sharm El Sheikh	70,3%
19	Gran Canaria	-24,3%
20	Sycylia	-4,6%



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