



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 41/2018

Data source: MerlinX*

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



KRAJ PARTNERSKI TARGÓW
STANY ZJEDNOCZONE
AMERYKI

19-21 | 10 | 2018



Last week – 41/2018, tours 01.11.17 – 31.10.18

compared with week 41. in 2017 r.



Last week – 41/2018, tours 01.11.17 – 31.10.18

compared with week 41. in 2017 r.

Clients +/-%

Bus

81,4%



Own journey

11,5%

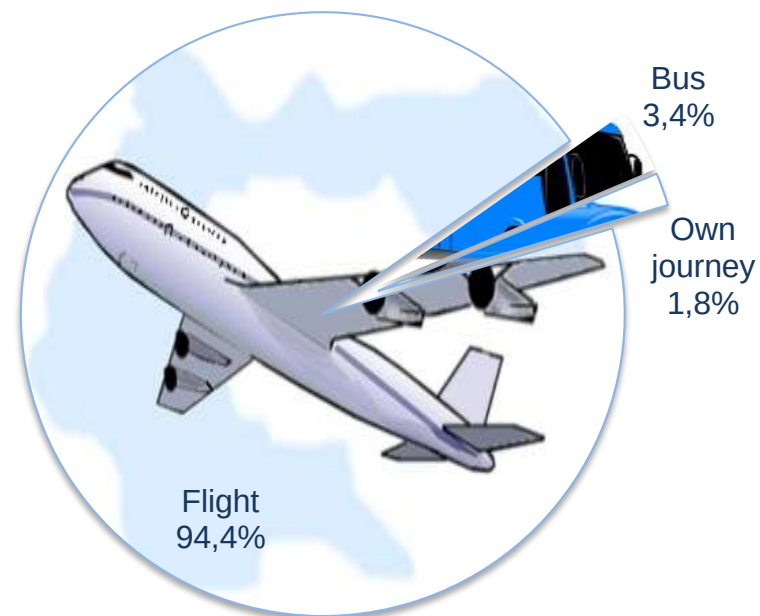


Flight

2,0%



Share %



Ranking of the most popular countries & destinations in CW41

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	4 389	1 985
2	Hurghada	4 570	2 040
3	Marsa Allam	4 925	2 152
4	Fuerteventura	6 170	2 750
5	Sharm El Sheikh	4 759	2 118
6	Teneryfa	5 513	2 615
7	Gran Canaria	6 142	2 687
8	Agadir	4 354	2 101
9	Nossi-be	9 530	4 274
10	Espargos (sal)	5 911	2 865
11	Rhodes	3 843	1 699
12	Funchal	5 001	2 371
13	Kos	3 509	1 700
14	Arrecife	6 674	2 851
15	Salala	8 940	4 126
16	Larnaka	5 098	2 317
17	Malaga	4 707	1 994
18	Faro	4 732	2 110
19	Heraklion	3 683	1 813
20	Monastir	3 340	1 749



Rank	Country	Price/booking	Price/person
1	Egipt	4 727	2 090
2	Turcja	4 369	1 978
3	Hiszpania	5 862	2 640
4	Grecja	3 662	1 724
5	Portugalia	4 903	2 271
6	Maroko	4 354	2 101
7	Madagaskar	9 523	4 265
8	Wyspy Zielonego Przylądka	6 082	2 935
9	Tunezja	3 756	1 827
10	Włochy	2 686	1 527

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

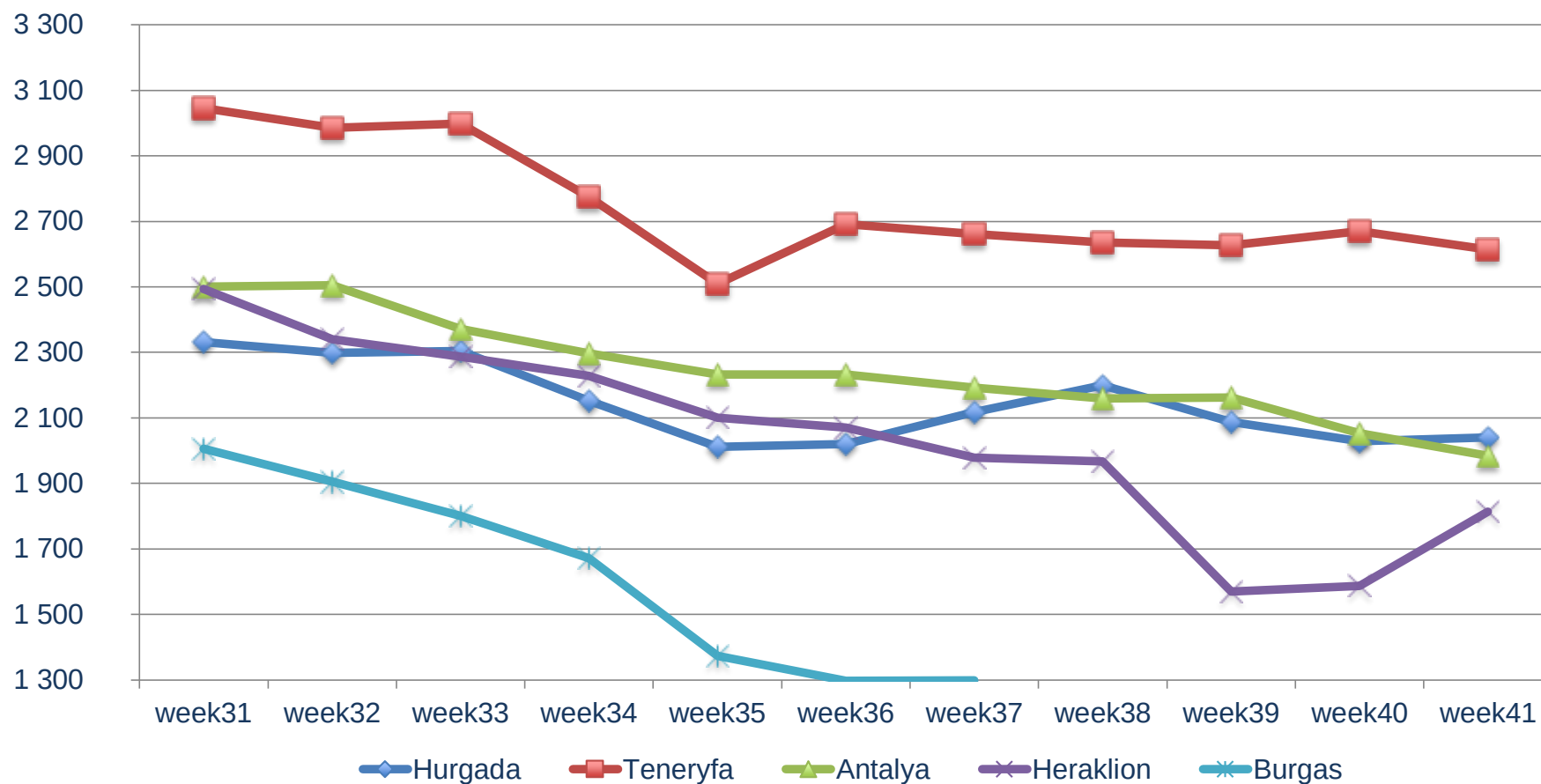
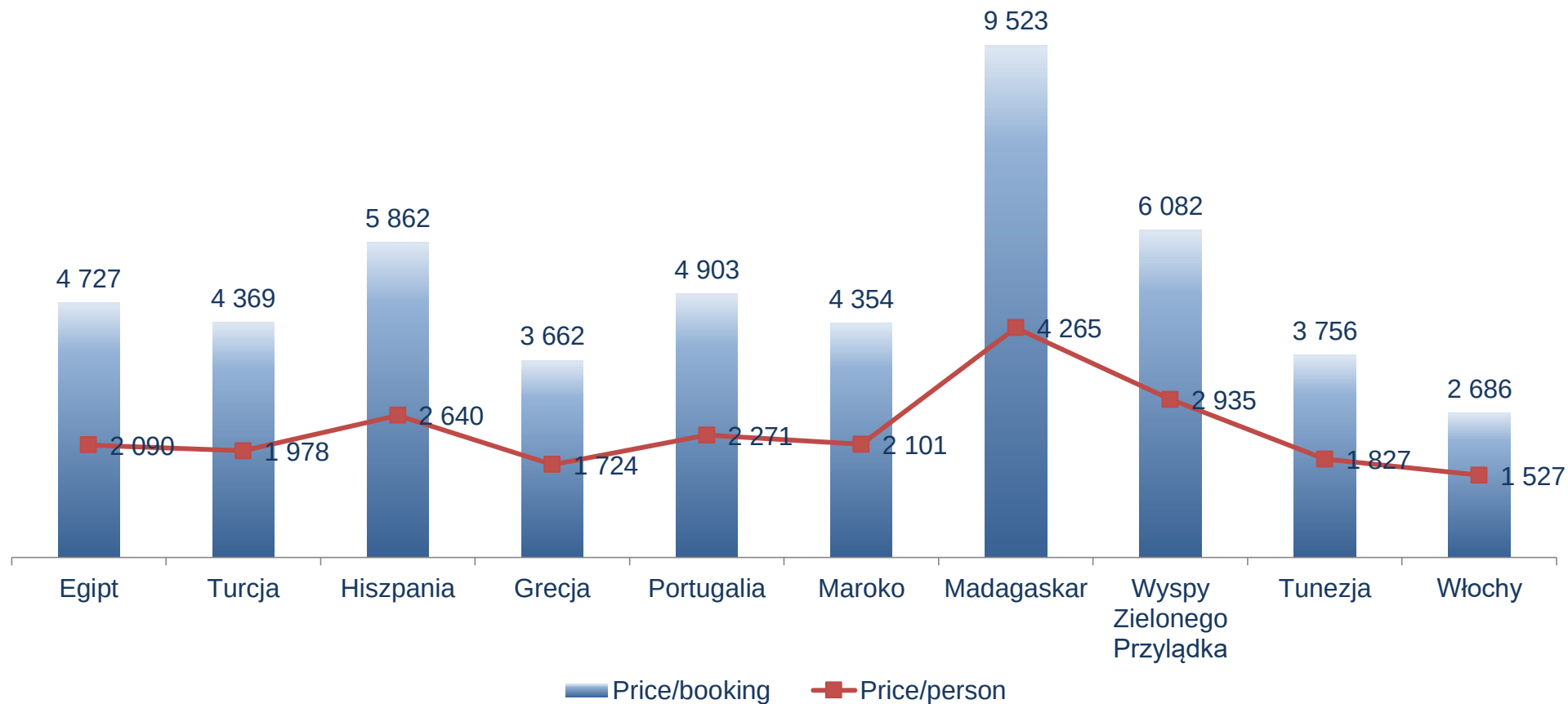


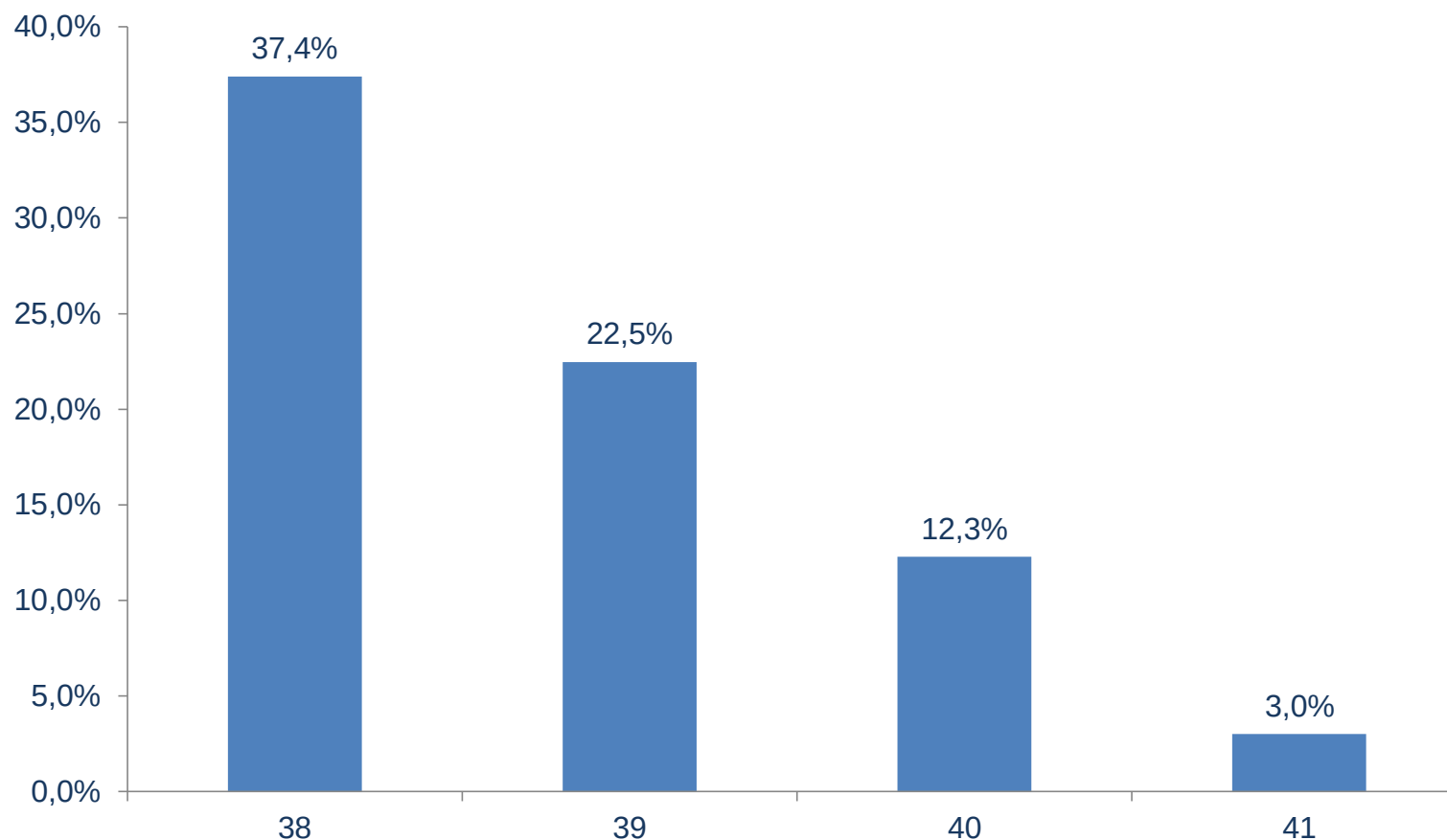
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 41. week



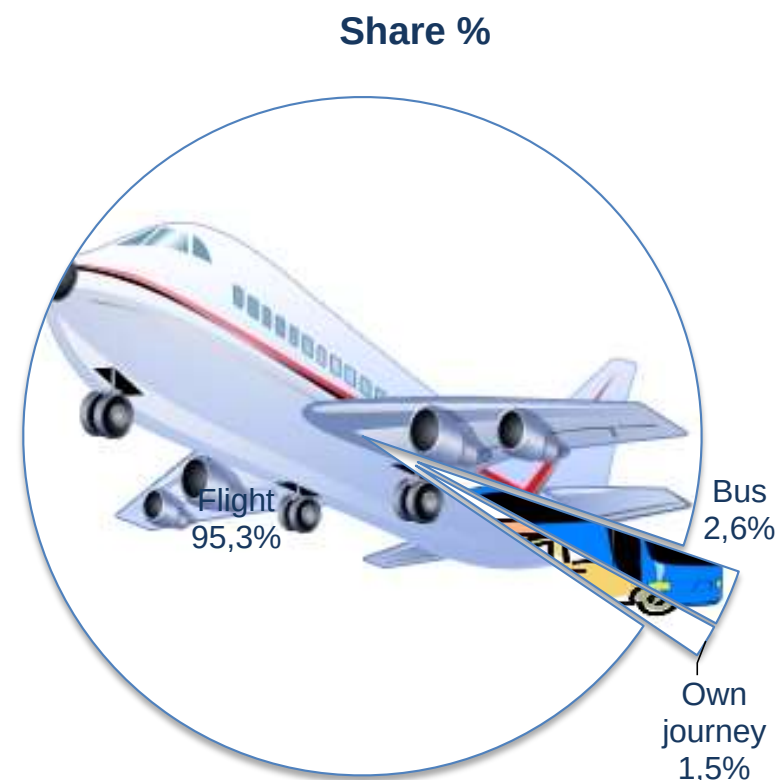
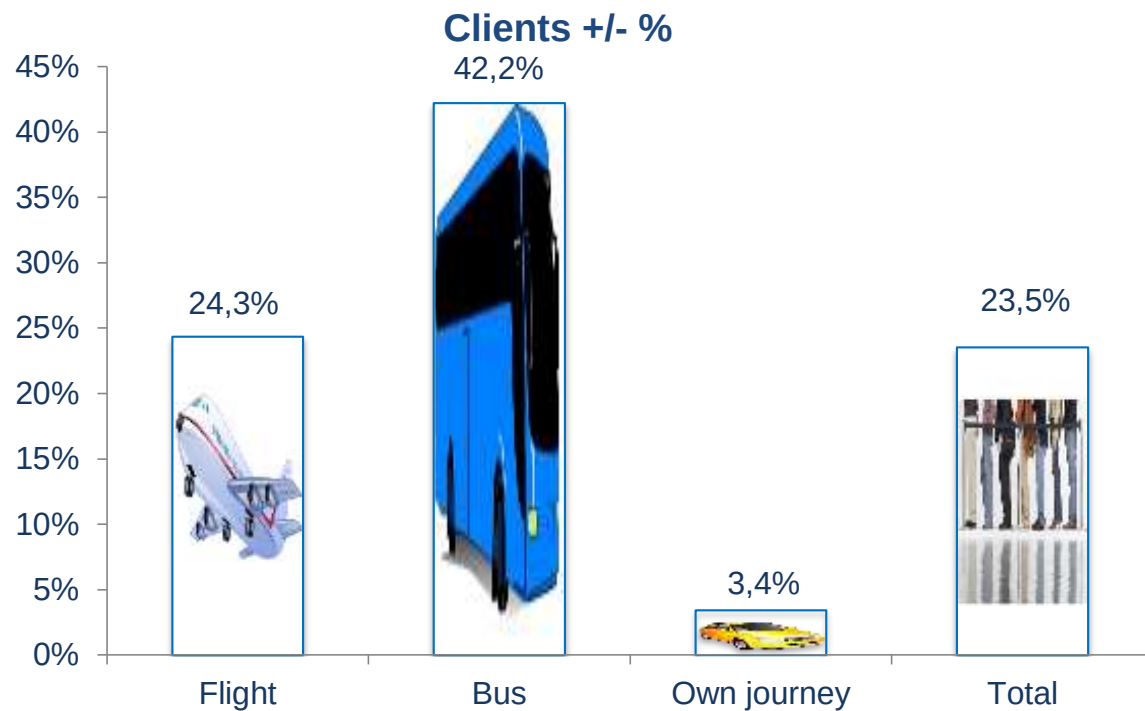
The last four weeks of sales of the tourist year 2017/18 - customers

compared with 4 analogous weeks in tourist year 2016/2017



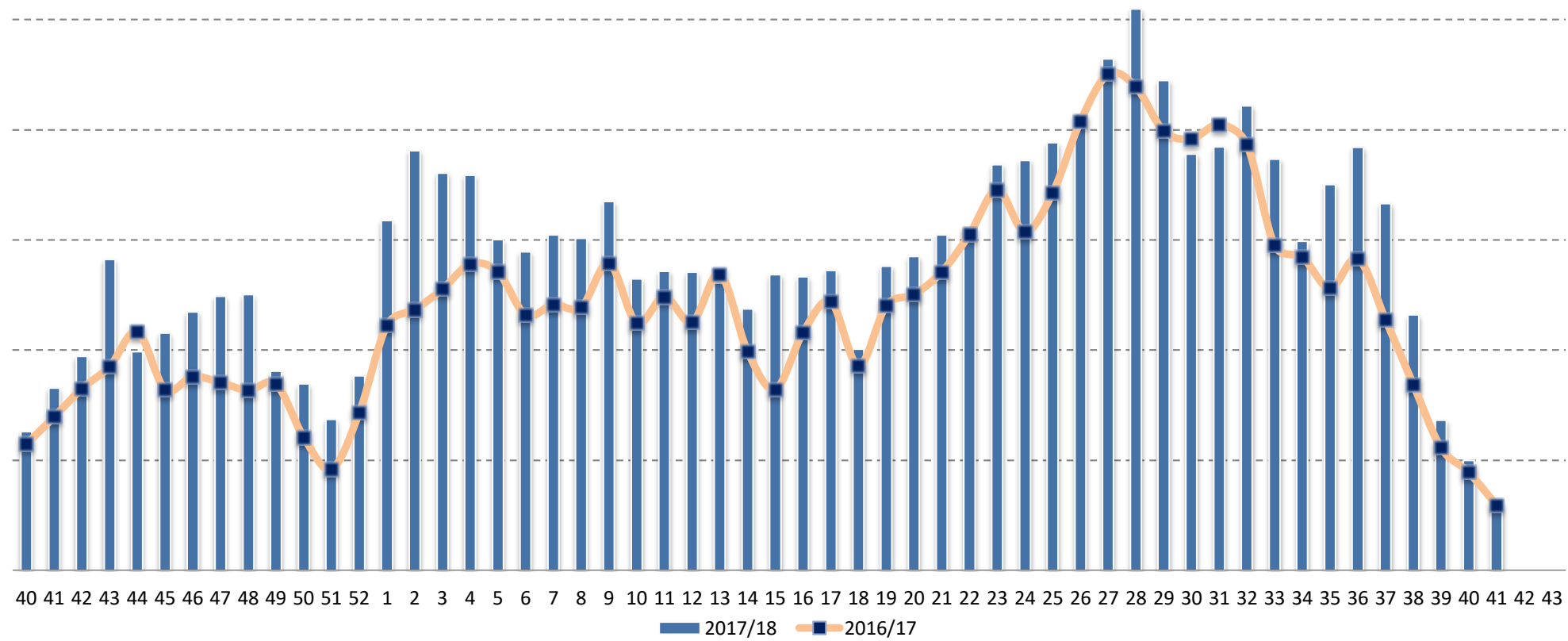
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

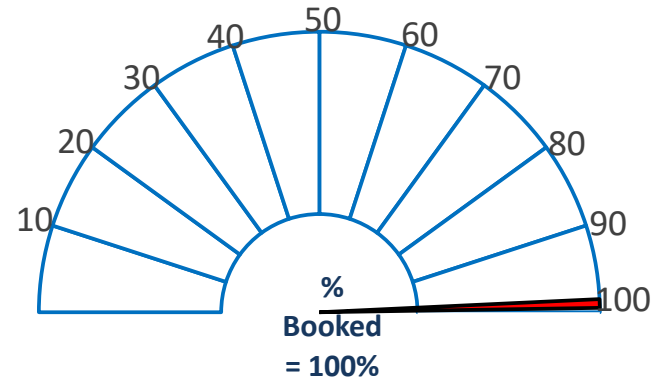
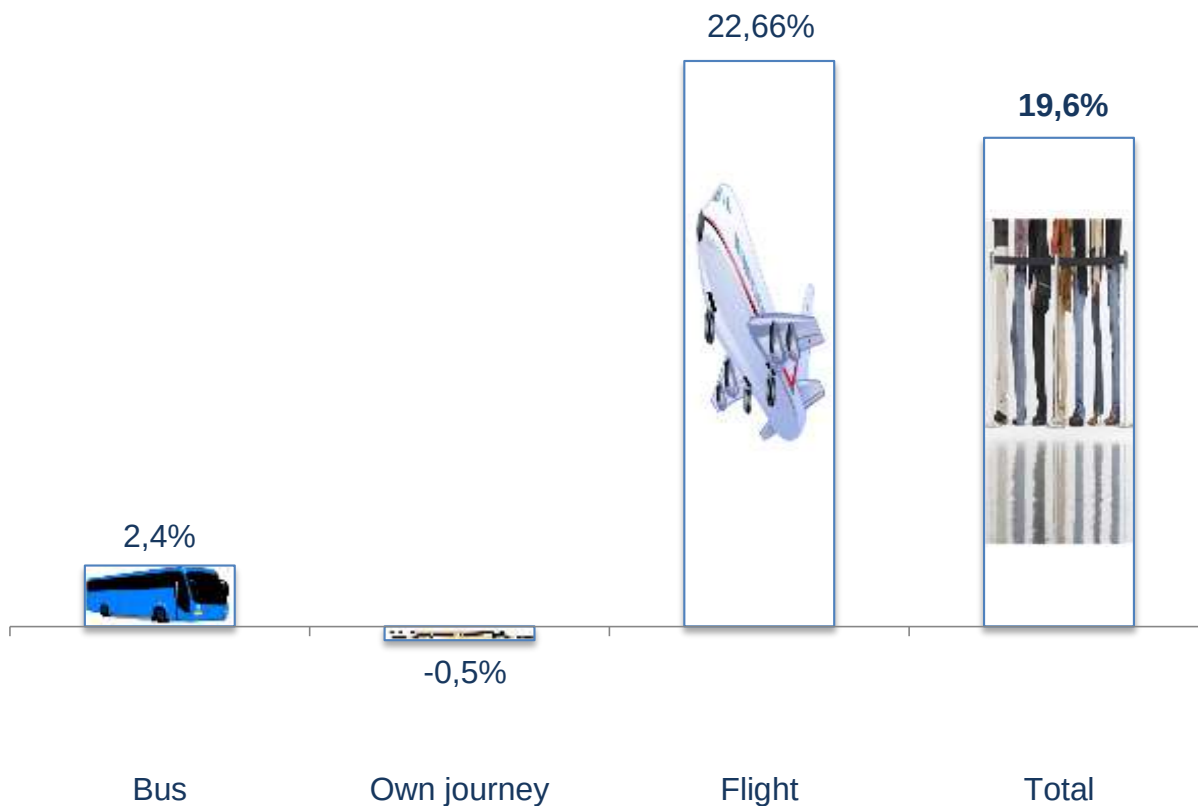
Bookings weekly 17/18 vs. 16/17



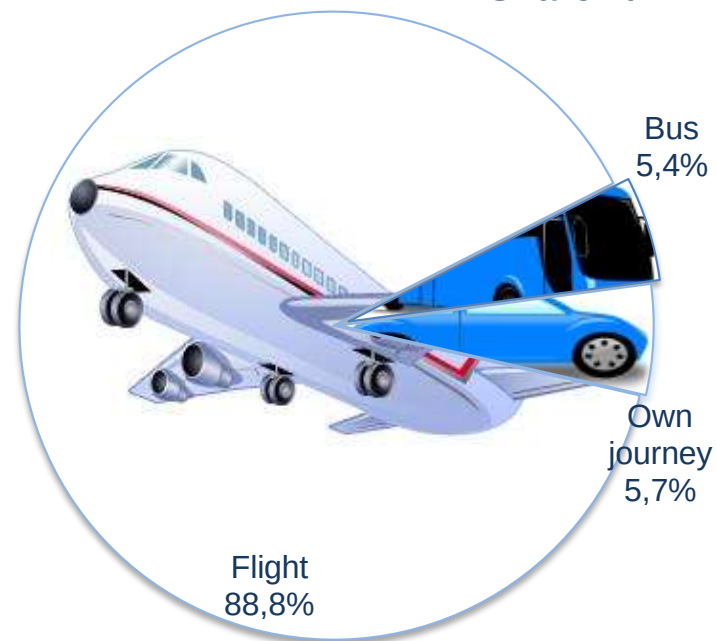
Cumulative sales of 2017/18

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%	31,5%
2	Turcja	110,2%	14,1%
3	Hiszpania	-22,3%	10,8%
4	Egipt	49,9%	8,2%
5	Bułgaria	4,2%	8,0%
6	Włochy	-3,3%	5,2%
7	Albania	68,7%	3,7%
8	Tunezja	247,8%	2,0%
9	Chorwacja	-15,1%	1,6%
10	Cypr	29,3%	1,5%
11	Portugalia	-35,1%	1,3%
12	Maroko	31,6%	0,8%
13	Malta	35,1%	0,8%
14	Polska	-6,9%	0,7%
15	Czarnogóra	51,4%	0,7%
16	Austria	6,6%	0,6%
17	Wyspy Zielonego Przylądka	115,9%	0,6%
18	Emiraty Arabskie	3,8%	0,6%
19	Tajlandia	38,1%	0,6%
20	Czechy	10,8%	0,5%

Rank	Destination	+/- % last year
1	Antalya	106,9%
2	Heraklion	10,9%
3	Burgas	10,9%
4	Korfu	21,0%
5	Zakynthos	10,8%
6	Rodos	13,4%
7	Hurghada	63,6%
8	Chania	30,3%
9	Kos	35,9%
10	Tirana	64,4%
11	Bodrum	118,1%
12	Marsa Alam	20,5%
13	Varna	-12,9%
14	Teneryfa	-17,0%
15	Fuerteventura	-37,2%
16	Majorka	-11,1%
17	Saloniki	-0,9%
18	Sharm El Sheikh	71,8%
19	Gran Canaria	-24,4%
20	Sycylia	-4,8%



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