



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 41/2019

Data source: MerlinX*

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

16.10.2018



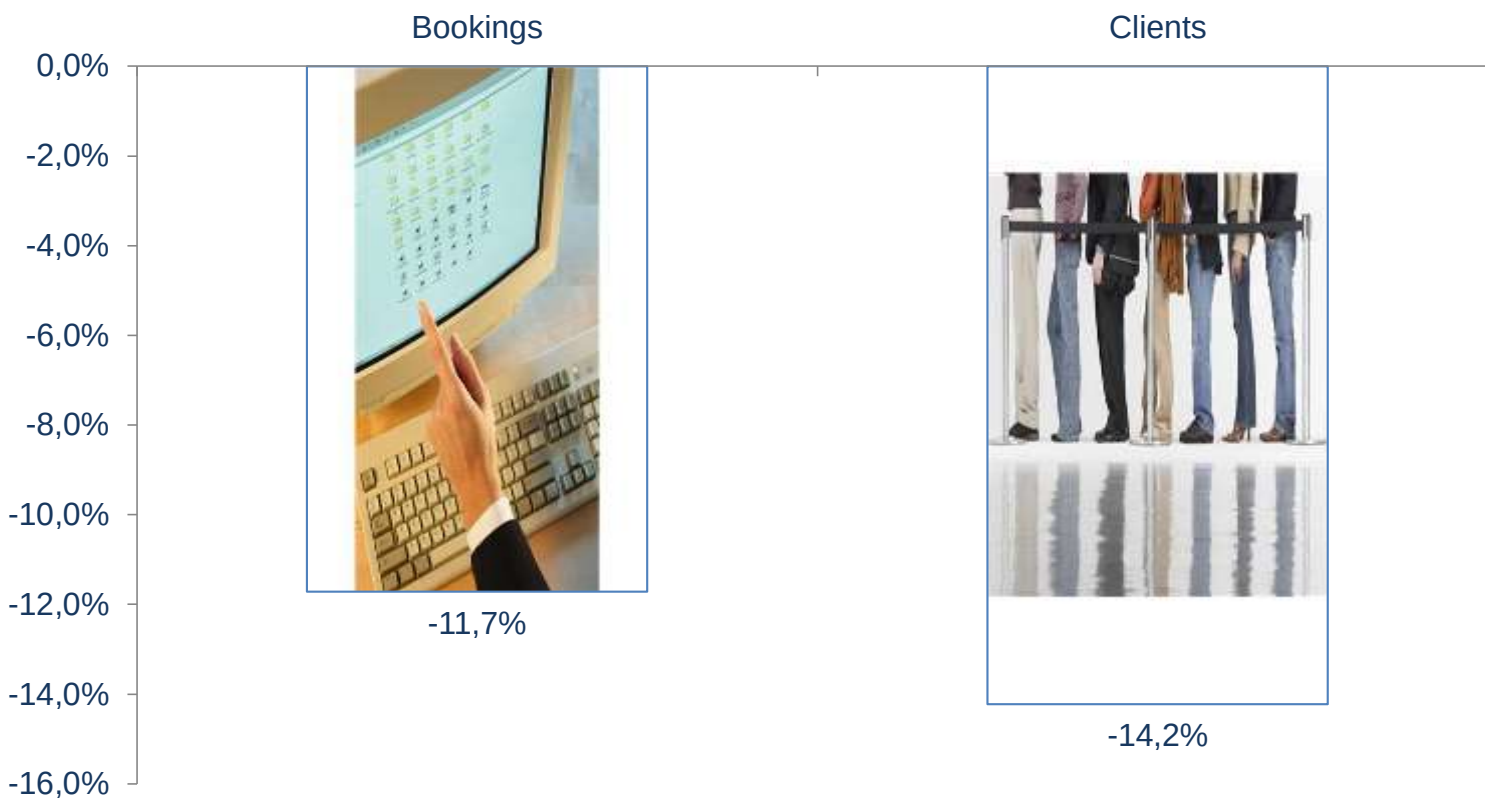


KRAJ PARTNERSKI TARGÓW
STANY ZJEDNOCZONE
AMERYKI

19-21 | 10 | 2018

Last week – 41/2018, tours **01.11.18 – 31.10.19**

compared with week 41. in 2017 r.



Last week – 41/2018, tours **01.11.18 – 31.10.19**

compared with week 41. in 2017 r.

Clients +/-%

Bus



-10,0%

Own journey



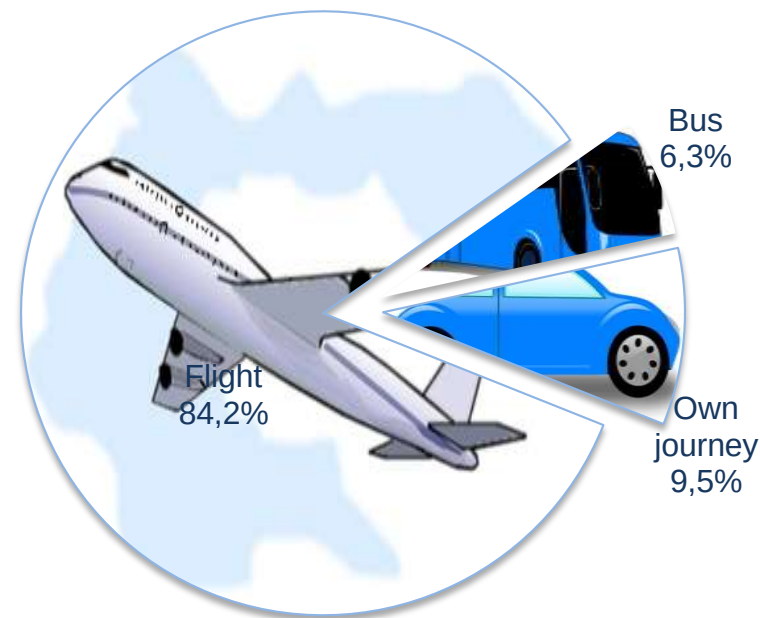
-19,7%

Flight



-13,9%

Share %



Ranking of the most popular countries & destinations in CW41

tours from 01.11.18 to 31.10.19

Rank	Destination	Price/booking	Price/person
1	Antalya	7 345	2 548
2	Hurghada	6 528	2 505
3	Marsa Allam	6 746	2 489
4	Bodrum	8 485	2 906
5	Tirana	5 821	2 361
6	Fuerteventura	9 530	3 617
7	Teneryfa	8 412	3 228
8	Sharm El Sheikh	6 152	2 461
9	Burgas	5 724	1 939
10	Chania	8 755	3 279
11	Zakintos	7 256	2 584
12	Monastir	5 381	2 033
13	Heraklion	7 447	2 855
14	Malta	3 636	1 678
15	Korfu	5 537	2 313
16	Djerba	6 164	2 389
17	Taba	6 504	2 723
18	Izmir	8 268	2 712
19	Funchal	8 106	3 503
20	Larnaka	5 356	2 106



Rank	Country	Price/booking	Price/person
1	Turcja	7 587	2 628
2	Egipt	6 559	2 506
3	Hiszpania	8 498	3 323
4	Grecja	7 505	2 810
5	Włochy	5 383	2 073
6	Bułgaria	4 177	1 588
7	Tunezja	5 809	2 216
8	Albania	5 369	2 219
9	Austria	2 880	971
10	Malta	3 552	1 635

The average price per person in the tourist year **2018/19**

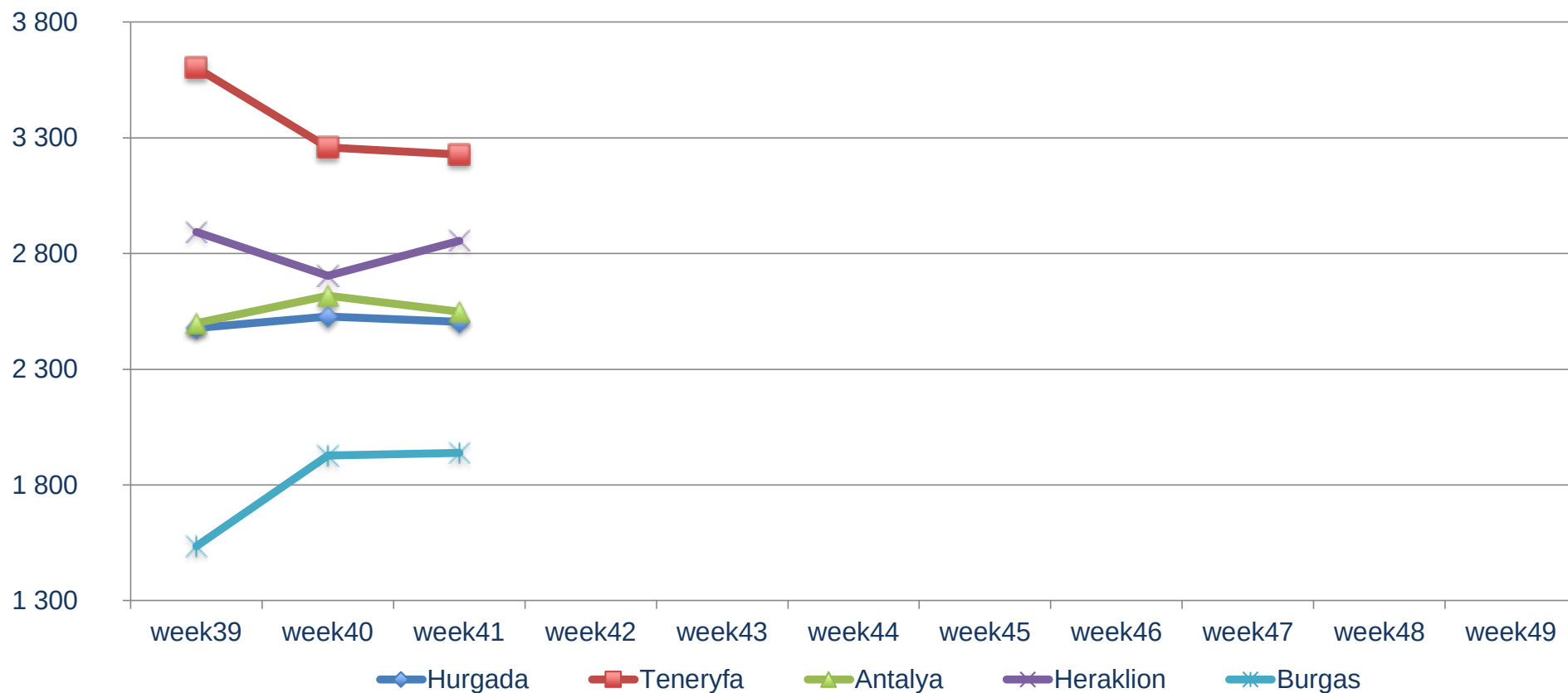
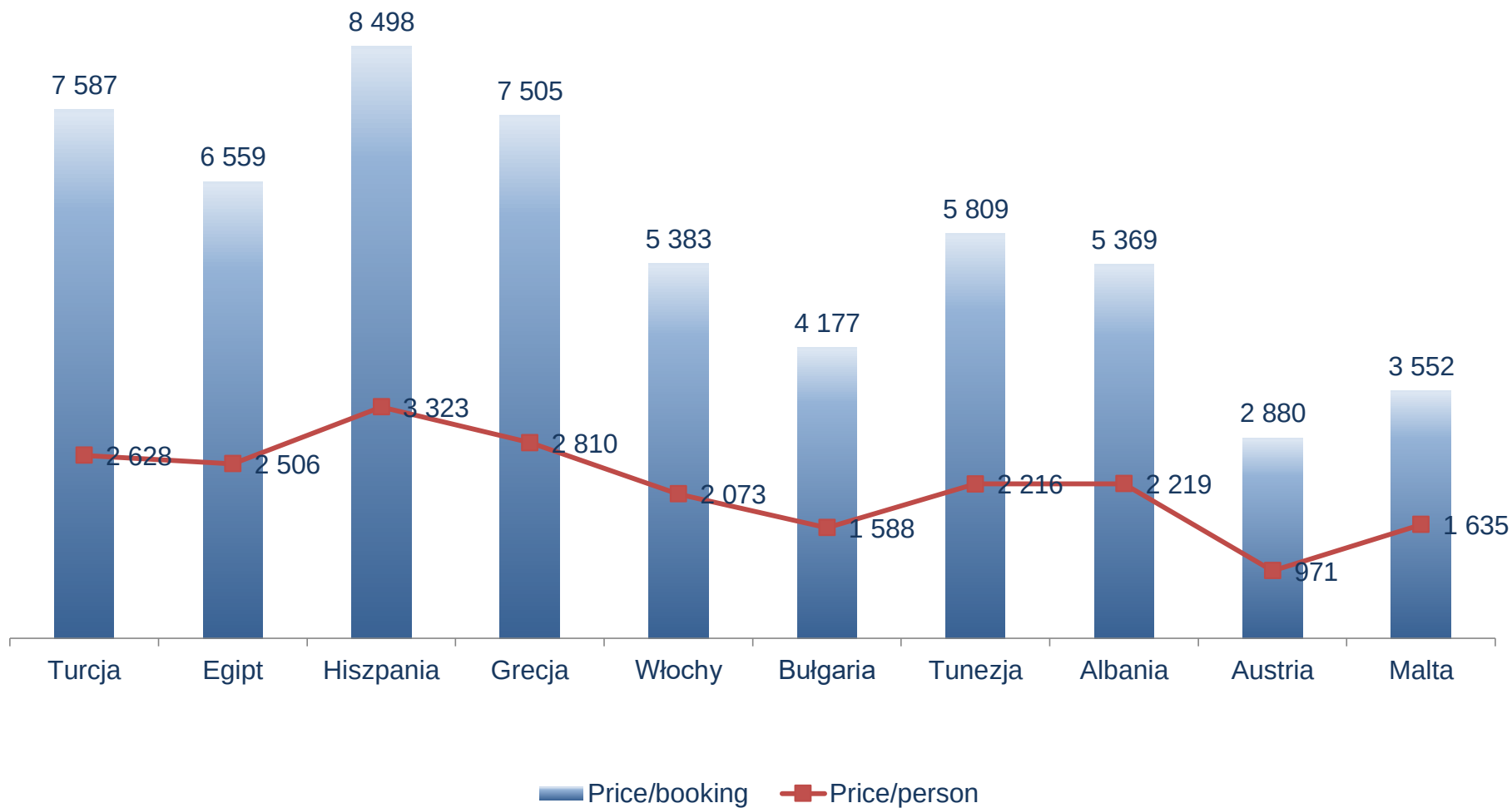


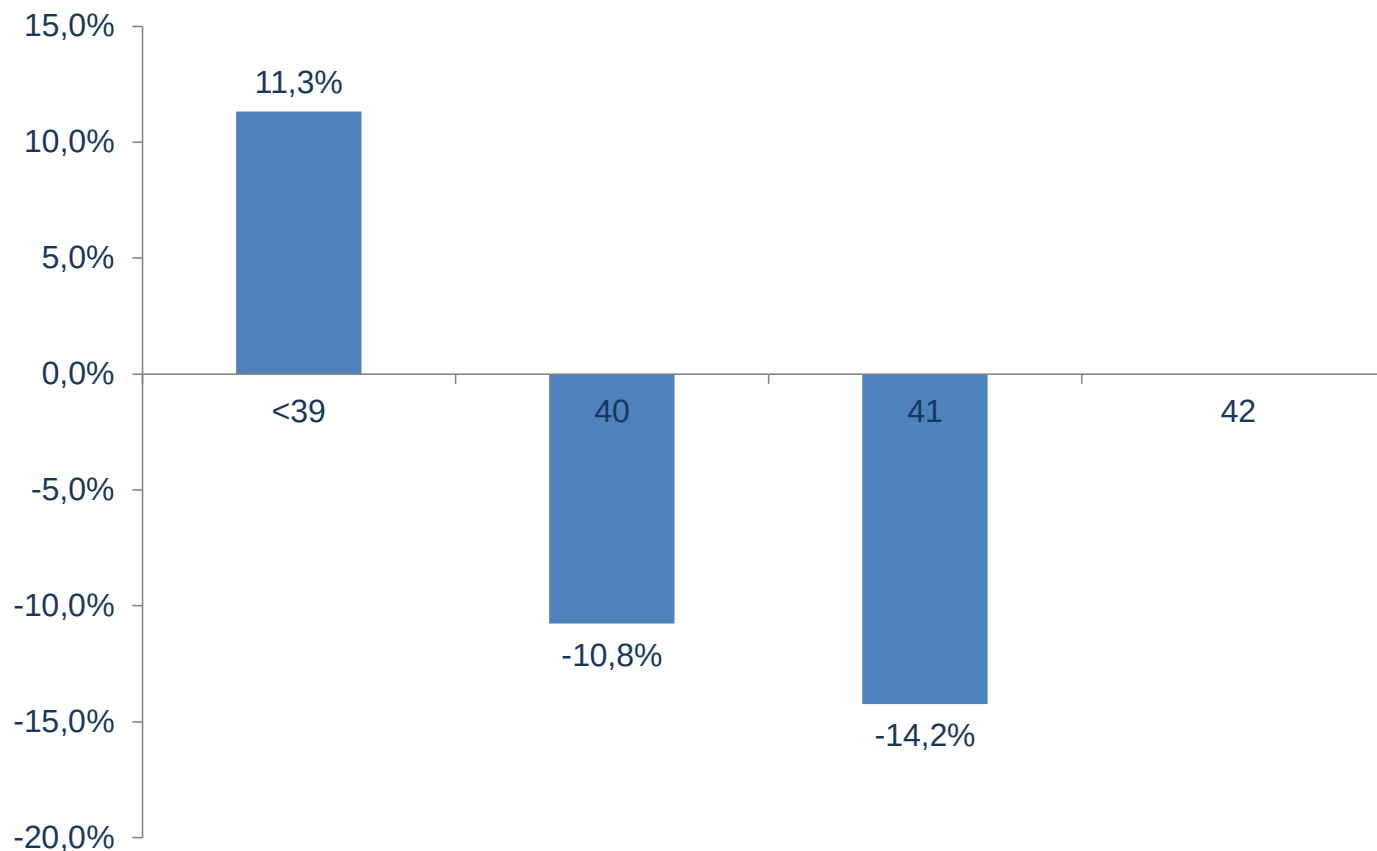
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Bargas, Antalya, Heraklion, Hurghada, Tenerife.

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



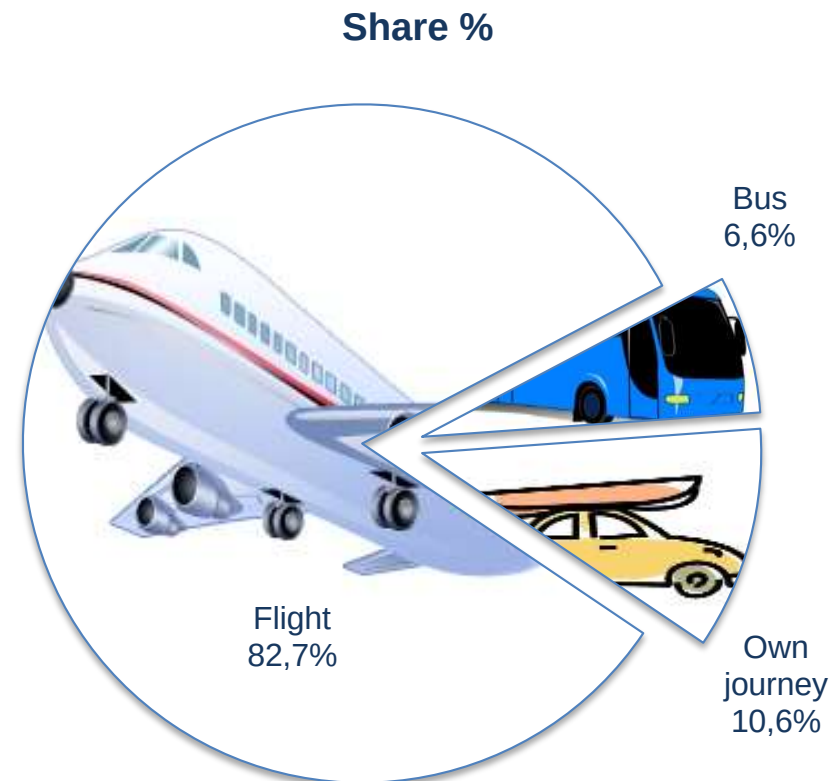
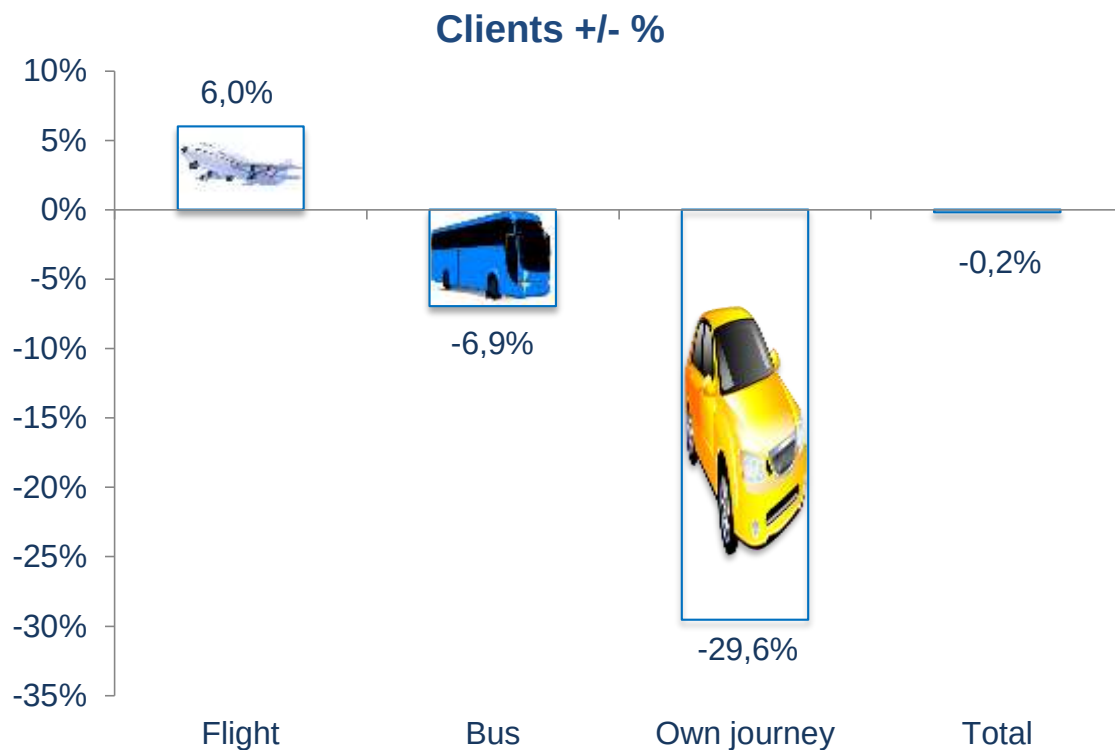
The last four weeks of sales of the tourist year **2018/19** - customers

compared with 4 analogous weeks in tourist year 2017/2018



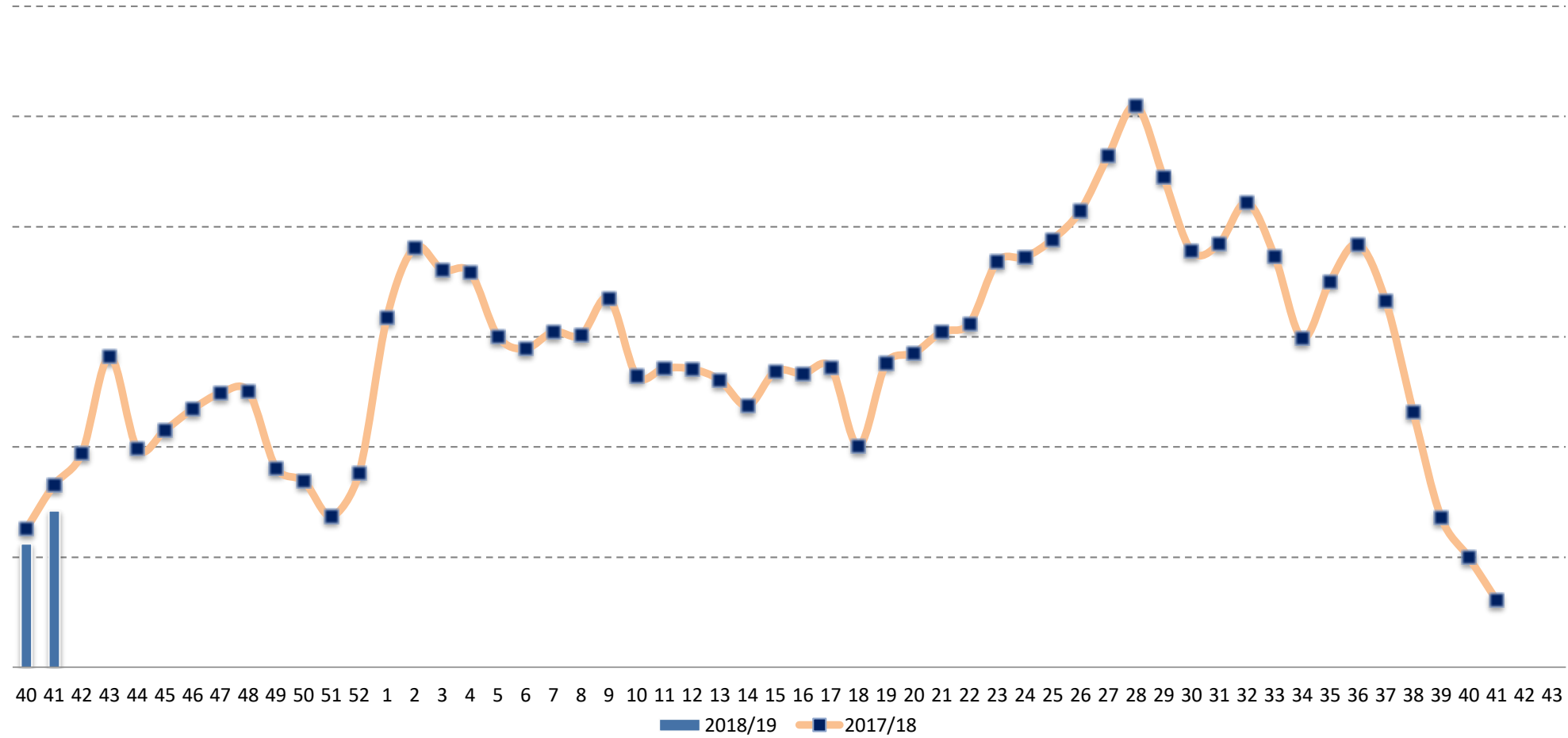
The sales trend of the last four weeks

compared with 4 analogous weeks in tourist year 2017/18.



Weekly sales compared with the previous tourist year

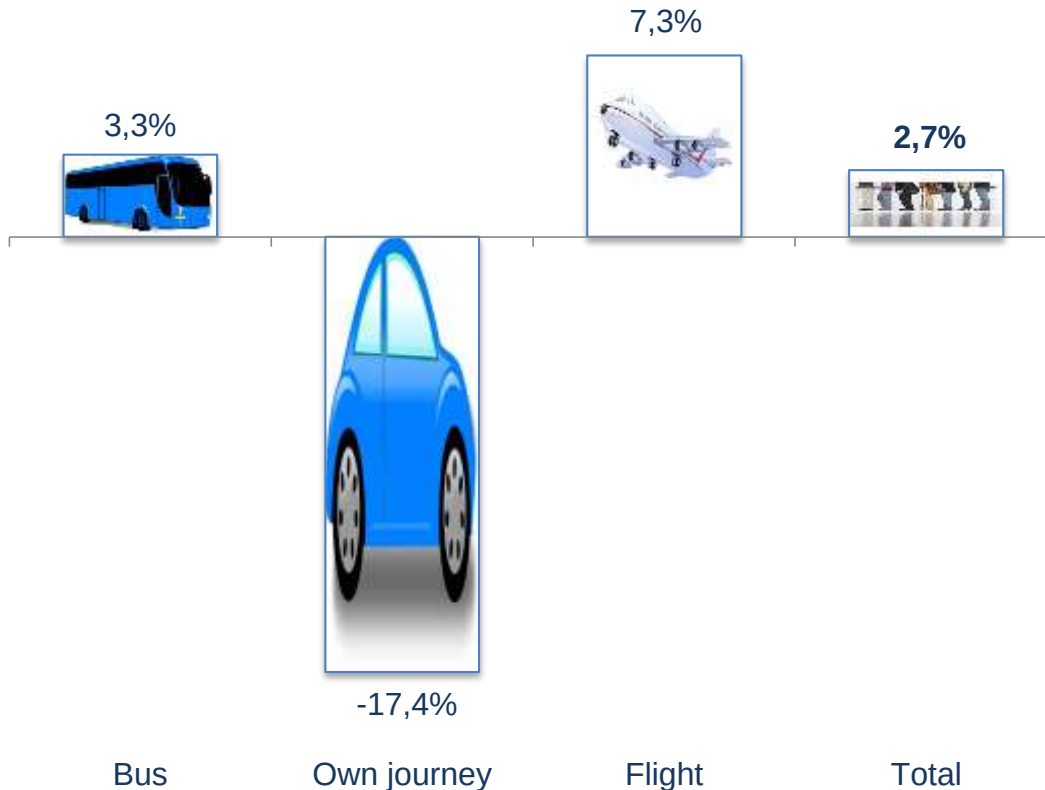
Bookings weekly 18/19 vs. 17/18



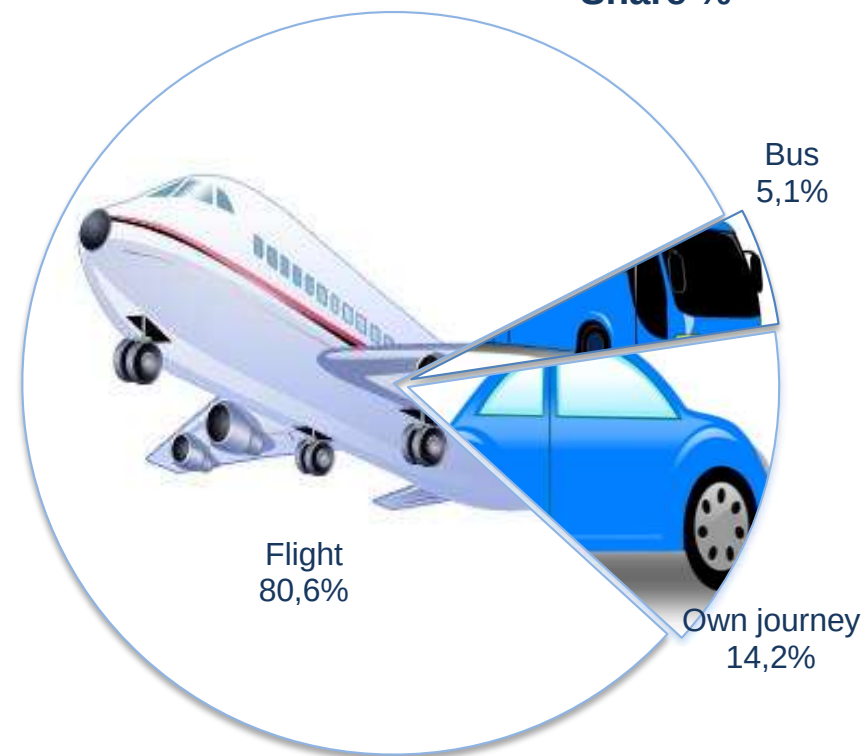
Cumulative sales of 2018/19

compared to sales in the same period last tourist year 2017/18

Clients +/- %



Share %



Ranking of the most popular countries & destinations in 2018/19

Rank	Country	+/- % last year	Share %
1	Turcja	148,5%	17,5%
2	Egipt	144,4%	17,4%
3	Hiszpania	-36,8%	8,3%
4	Włochy	-24,5%	6,4%
5	Grecja	-53,4%	6,1%
6	Inne	44,7%	4,2%
7	Tajlandia	-1,8%	3,9%
8	Oman	7,1%	2,5%
9	Austria	-34,7%	2,4%
10	Emiraty Arabskie	30,1%	2,2%
11	Tanzania	-35,8%	2,1%
12	Portugalia	11,7%	2,0%
13	Bułgaria	-45,9%	2,0%
14	Kuba	11,7%	1,9%
15	Tunezja	413,2%	1,9%
16	Malta	-18,7%	1,7%
17	Albania	-43,8%	1,4%
18	Dominikana	-28,2%	1,2%
19	Stany Zjednoczone	24,8%	1,1%
20	Izrael	-26,6%	1,0%

Rank	Destination	+/- % last year
1	Antalya	189,5%
2	Marsa Alam	150,8%
3	Hurghada	107,4%
4	Bodrum	89,6%
5	Salalah	6,9%
6	Teneryfa	-51,2%
7	Zanzibar	-35,3%
8	Fuerteventura	-30,0%
9	Bangkok	-5,6%
10	Ras Al Chajma	18,9%
11	Chania	-34,2%
12	Sharm El Sheikh	160,3%
13	Madera	2,0%
14	Zakynthos	-43,9%
15	Malta	-13,7%
16	Lanzarote	-33,9%
17	Burgas	-40,8%
18	Gran Canaria	-58,3%
19	Punta Cana	-26,8%
20	Tirana	-33,4%



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