



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 44/2019

Data source: MerlinX*

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

06.11.2018

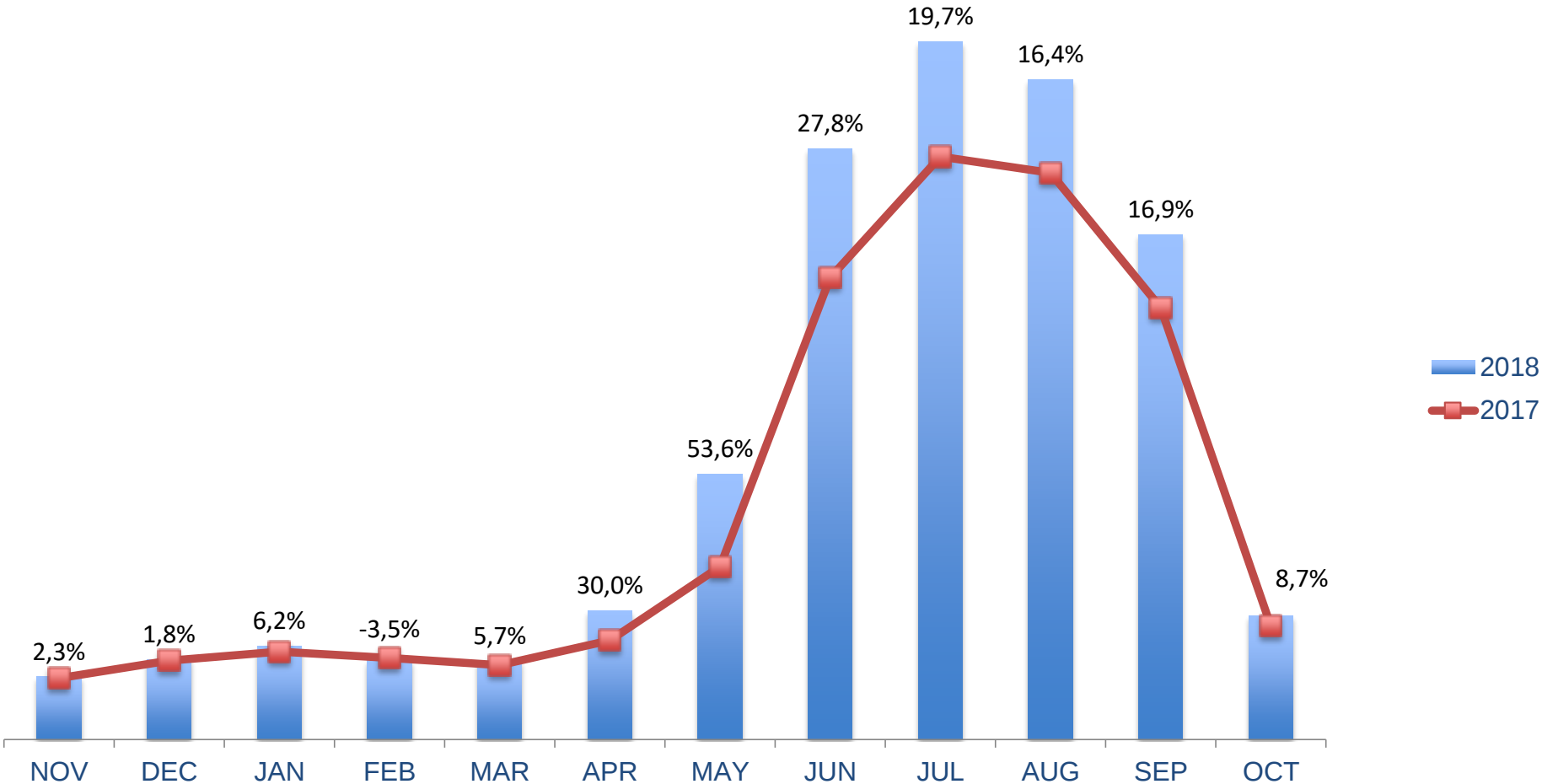




The tourism year 2017/2018
has just ended 😊

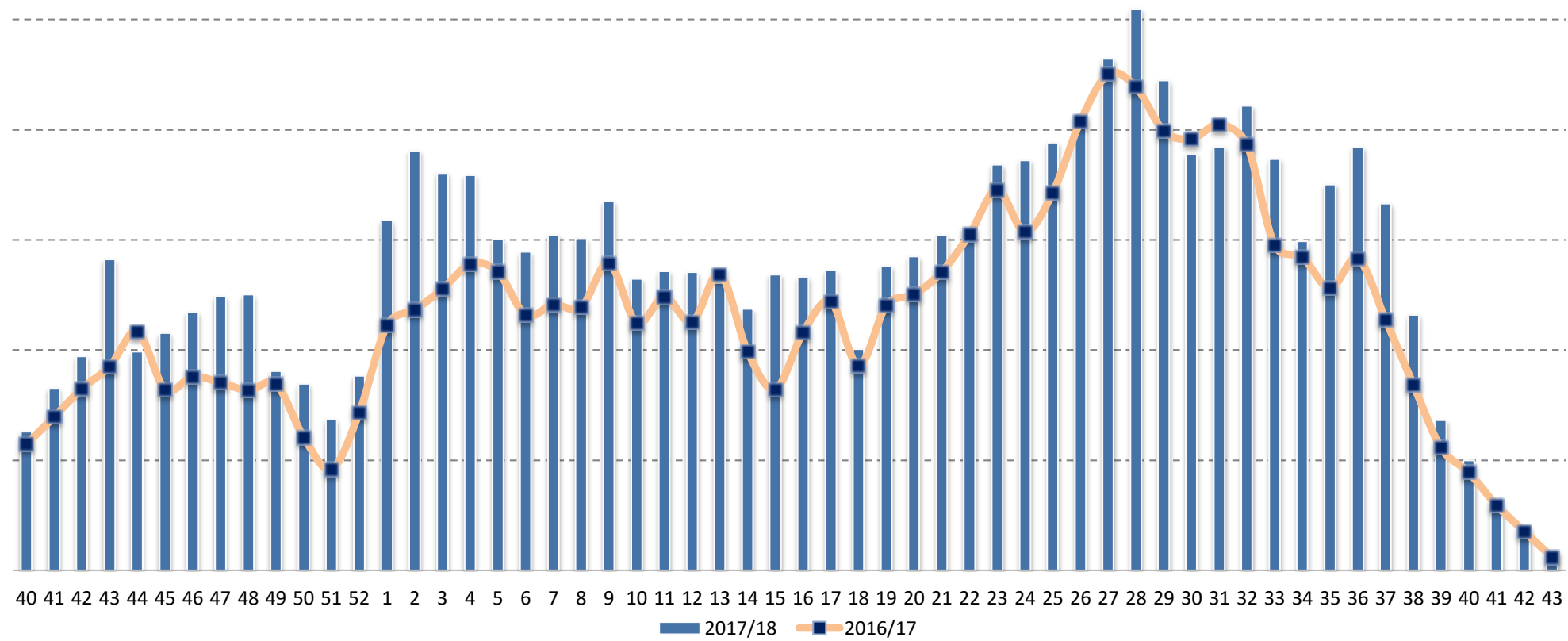
TRAVEL

Monthly trips compared with previous tourism year



Weekly sales compared with the previous tourism year

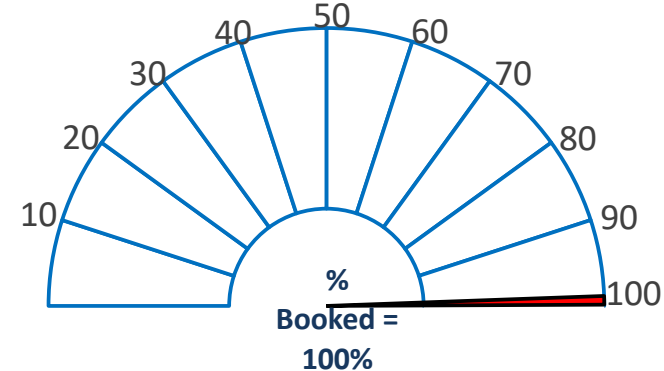
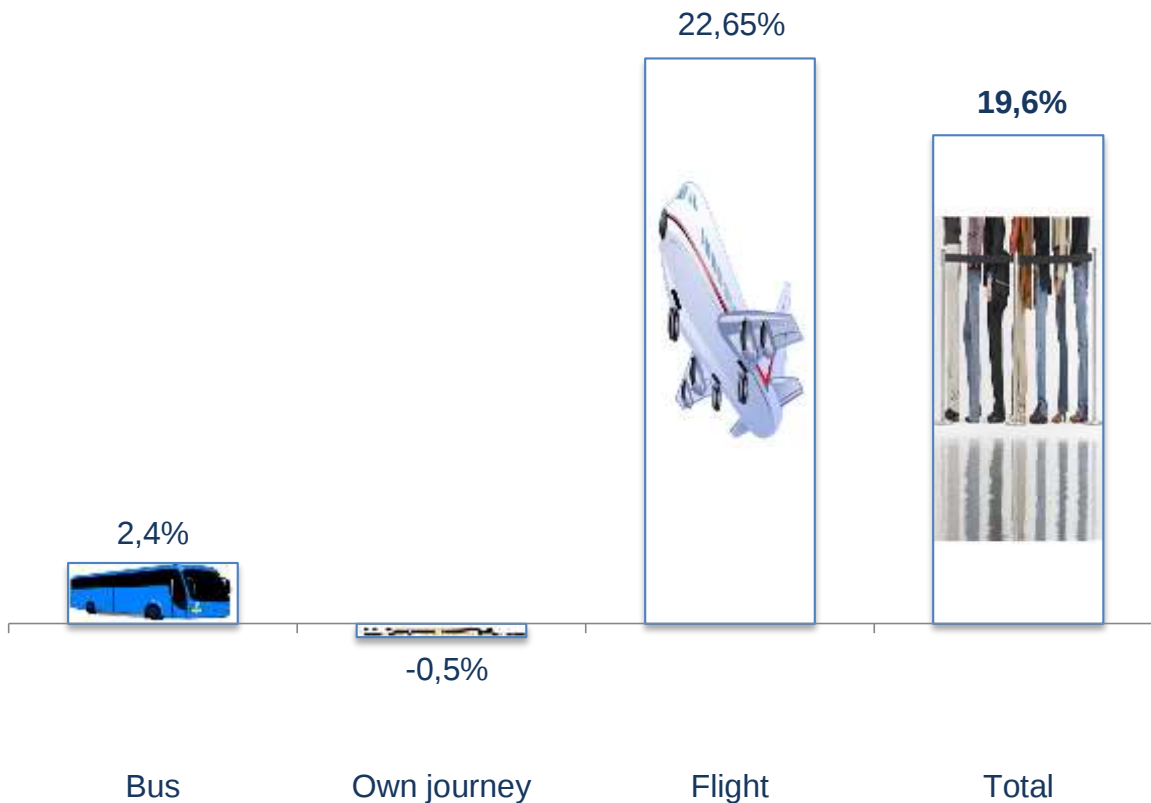
Bookings weekly 17/18 vs. 16/17



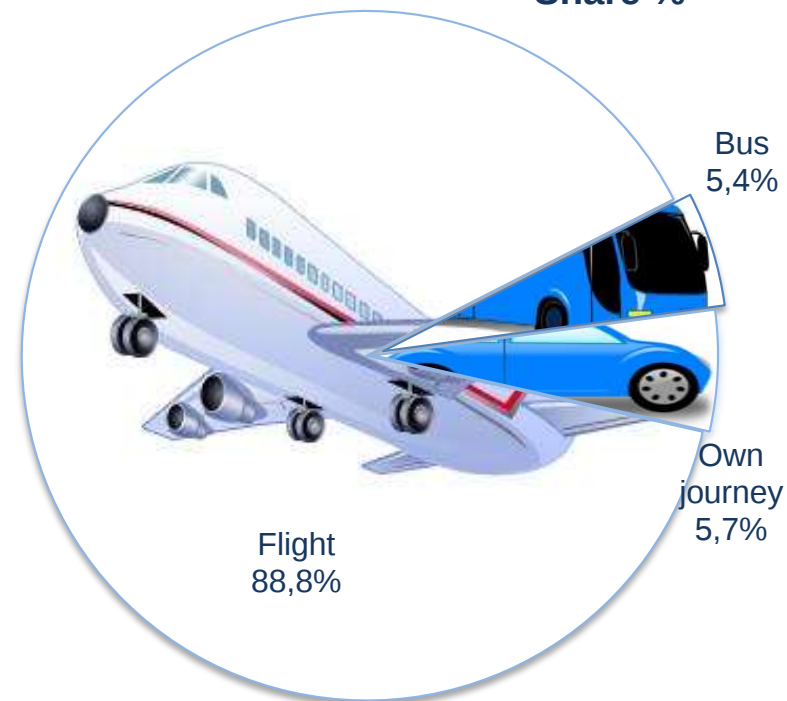
Cumulative sales of 2017/18

compared to sales in the same period last tourism 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%



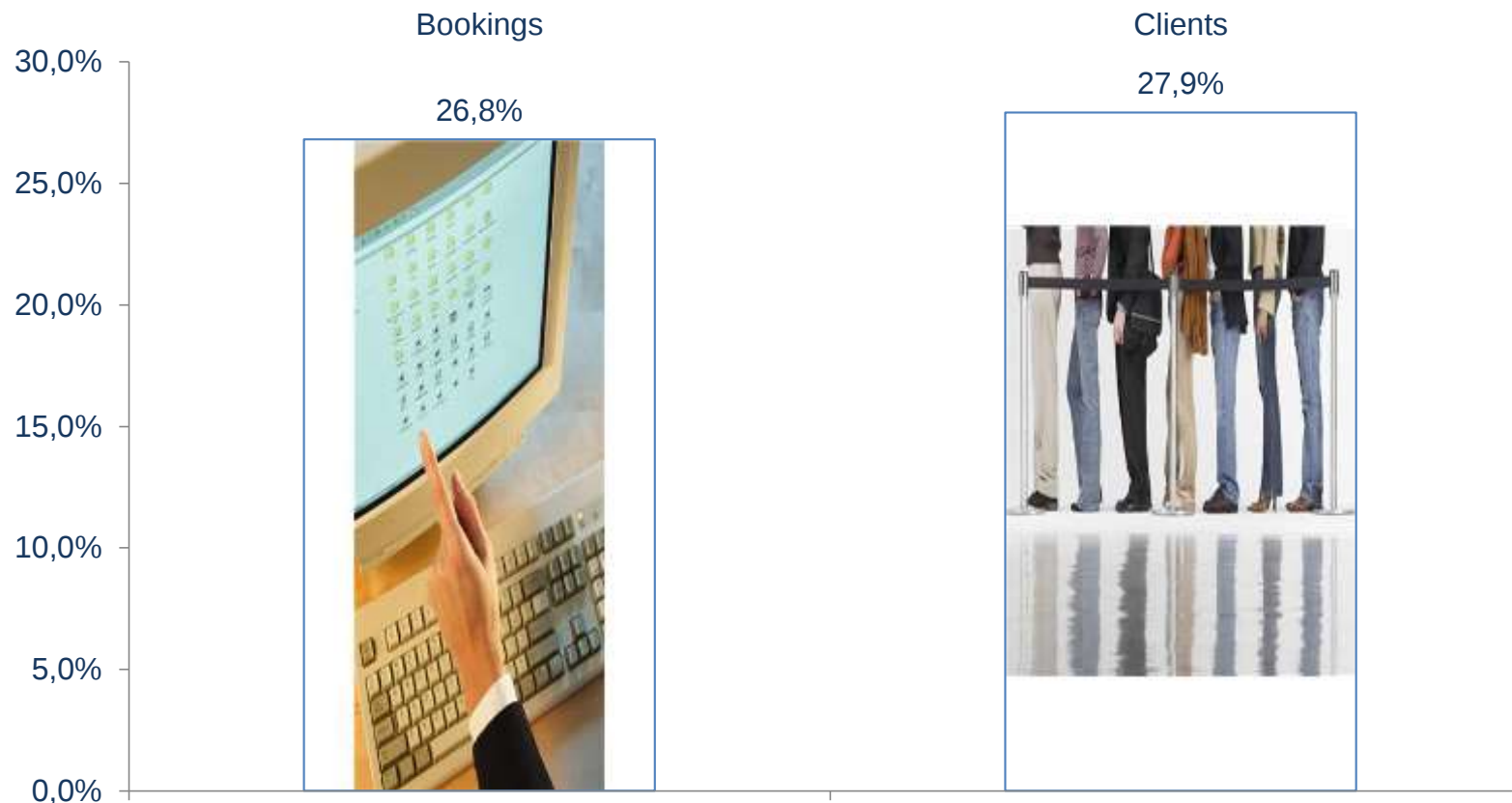
Detailed results' analysis of the completed tourism year 2017/18
are available to PZOT members.
Questions regarding market data please send to pzot@pzot.pl



Let's look into the future and the new
tourism year 2018/2019

Last week – 44/2018, tours **01.11.18 – 31.10.19**

compared with week 44. in 2017 r.



Last week – 44/2018, tours 01.11.18 – 31.10.19

compared with week 44. in 2017 r.

Clients +/-%

Bus

Own journey

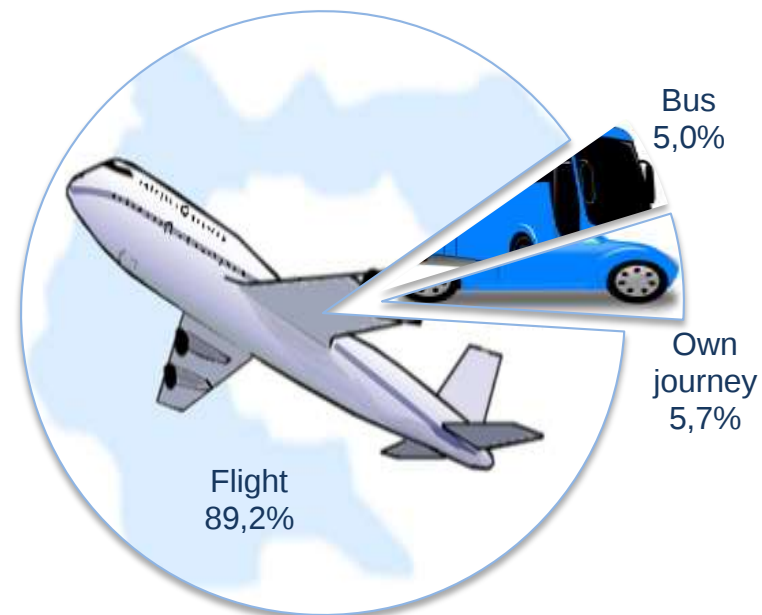
Flight
32,0%

21,7%



-11,6%

Share %



Ranking of the most popular countries & destinations in CW44

tours from 01.11.18 to 31.10.19

Rank	Destination	Price/booking	Price/person
1	Antalya	7 671	2 604
2	Hurghada	5 841	2 361
3	Marsa Allam	6 814	2 493
4	Bodrum	7 931	2 667
5	Zakintos	7 680	2 592
6	Heraklion	7 975	2 794
7	Sharm El Sheikh	5 438	2 317
8	Rhodes	9 238	2 956
9	Kos	8 883	2 711
10	Chania	9 585	3 295
11	Tirana	6 127	2 359
12	Teneryfa	7 608	3 229
13	Burgas	6 124	2 249
14	Korfu	6 429	2 453
15	Fuerteventura	8 594	3 302
16	Izmir	9 376	2 724
17	Monastir	5 393	2 093
18	Espargos (sal)	9 291	4 118
19	Taba	5 964	2 529
20	Djerba	5 775	2 364



Rank	Country	Price/booking	Price/person
1	Turcja	7 816	2 631
2	Grecja	8 065	2 768
3	Egipt	6 027	2 401
4	Hiszpania	7 862	3 173
5	Włochy	5 515	2 338
6	Bułgaria	6 098	2 155
7	Tunezja	5 807	2 288
8	Albania	5 732	2 224
9	Portugalia	7 787	3 314
10	Wyspy Zielonego Przylądka	9 191	4 120

The average price per person in the tourism year 2018/19

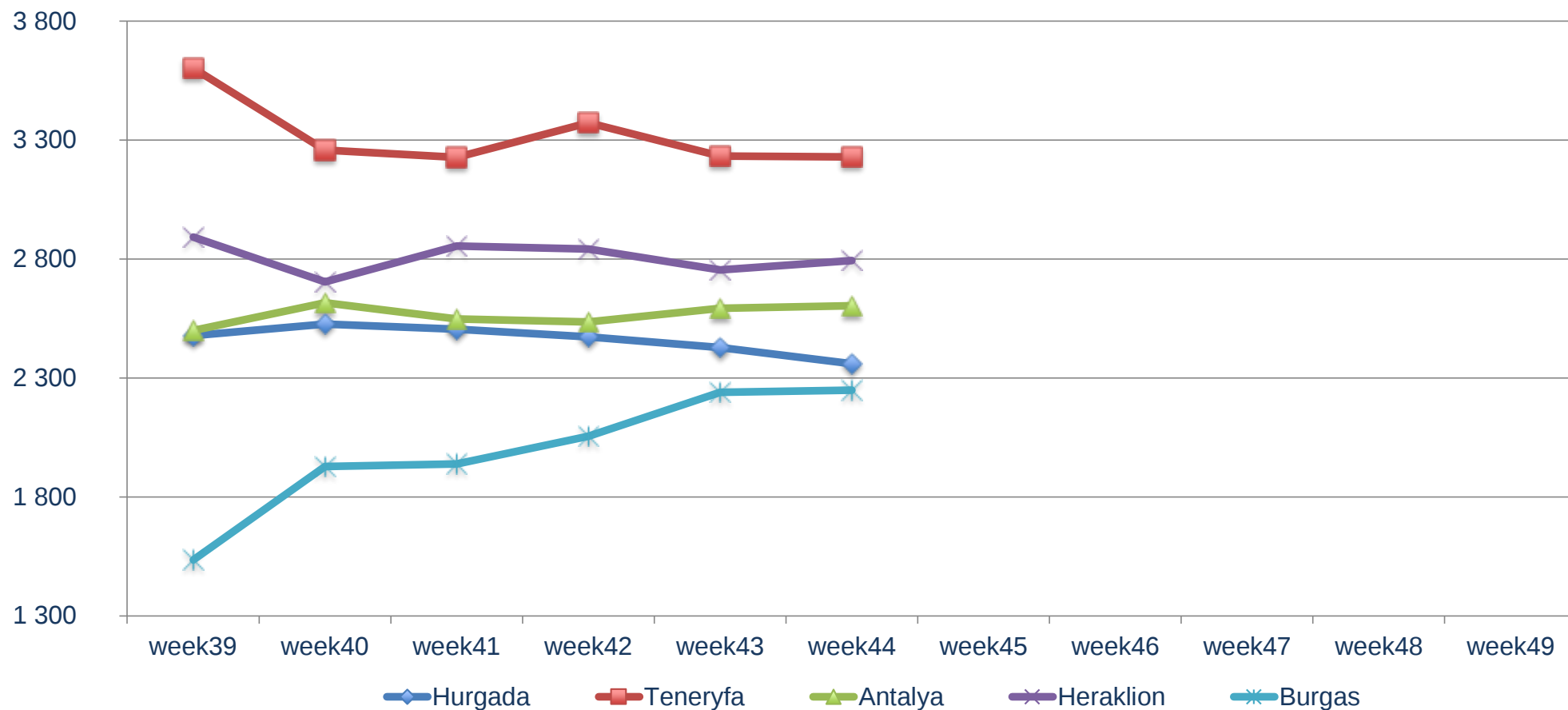
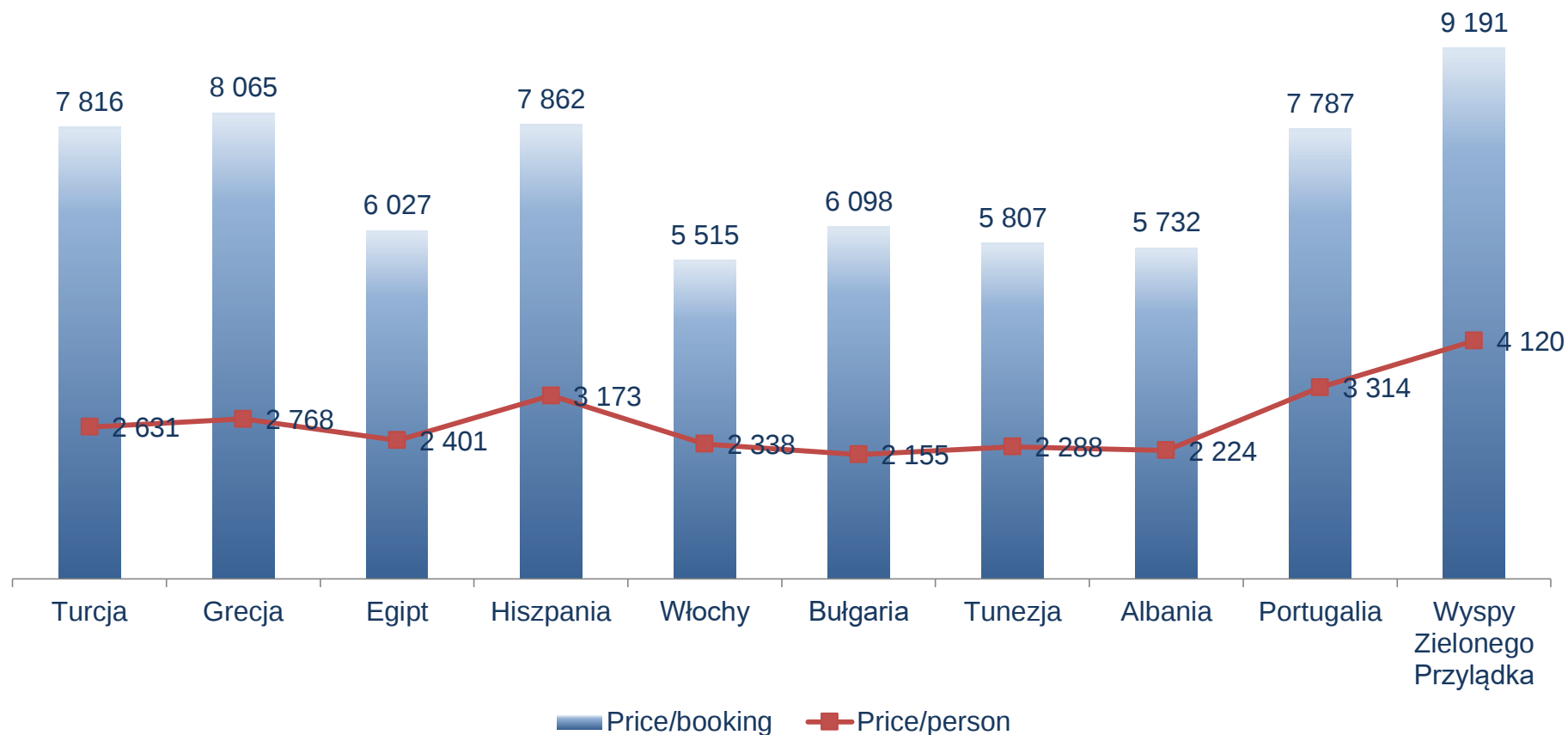


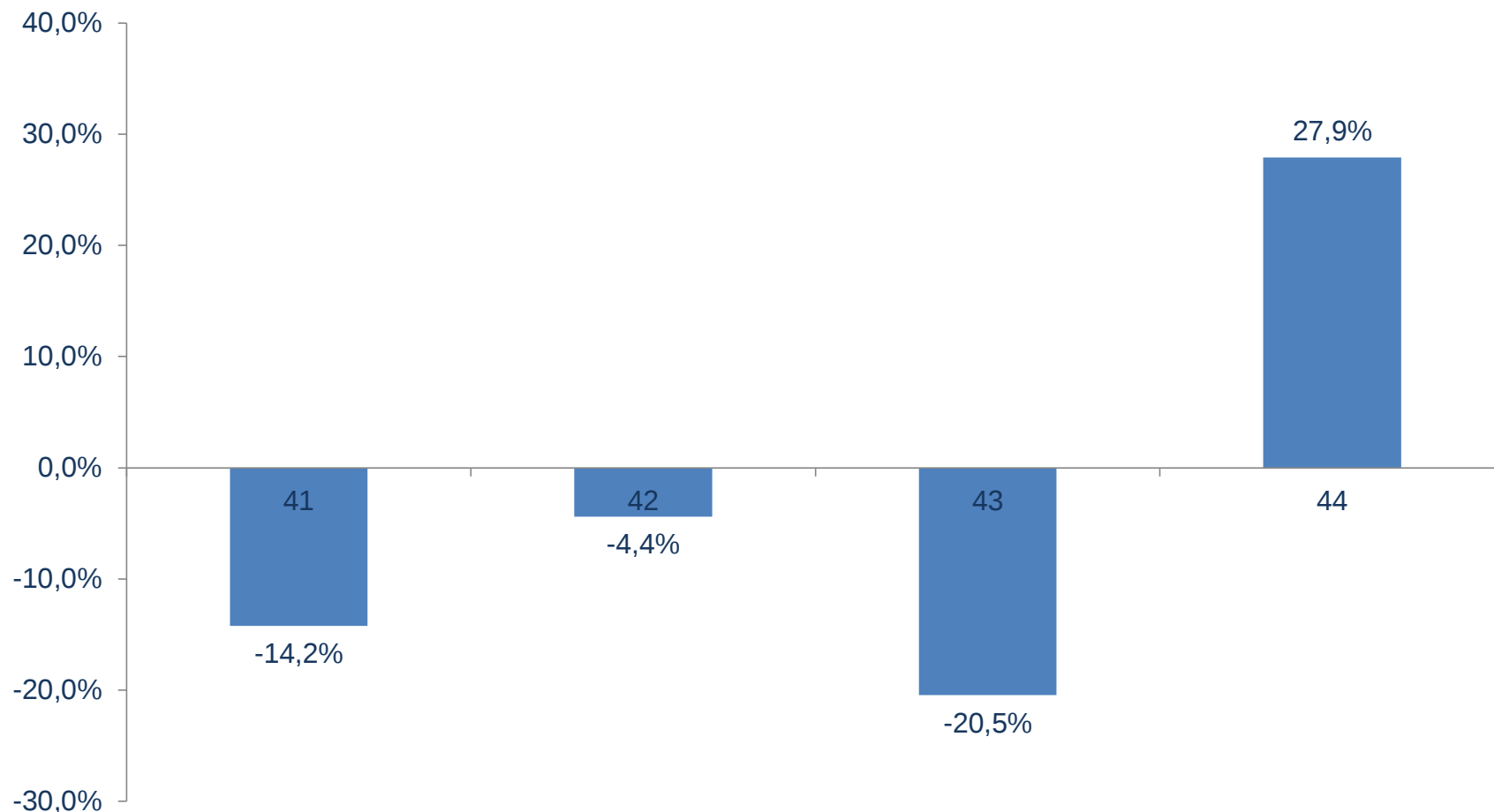
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 44. week



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

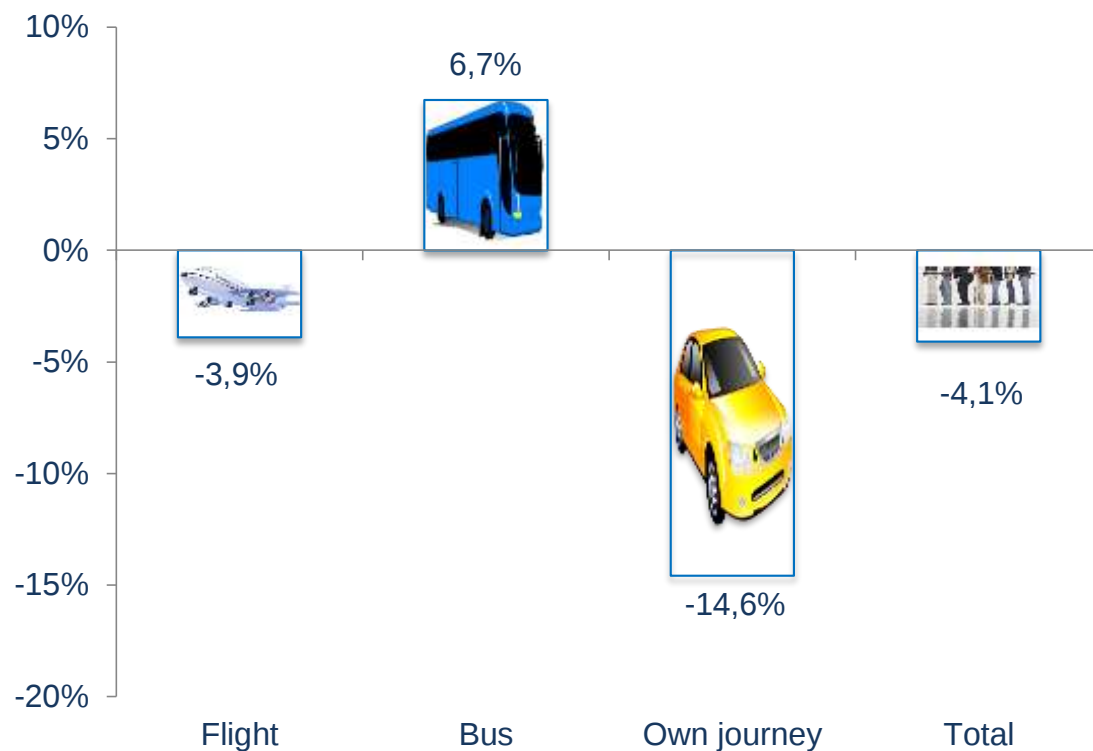
compared with 4 analogous weeks in tourism year 2017/2018



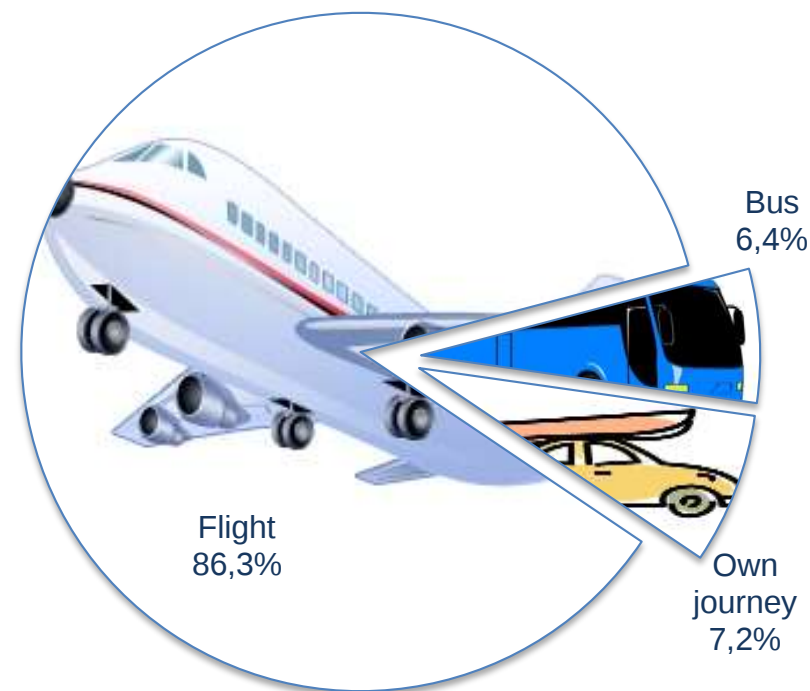
The sales trend of the last four weeks

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

Clients +/- %

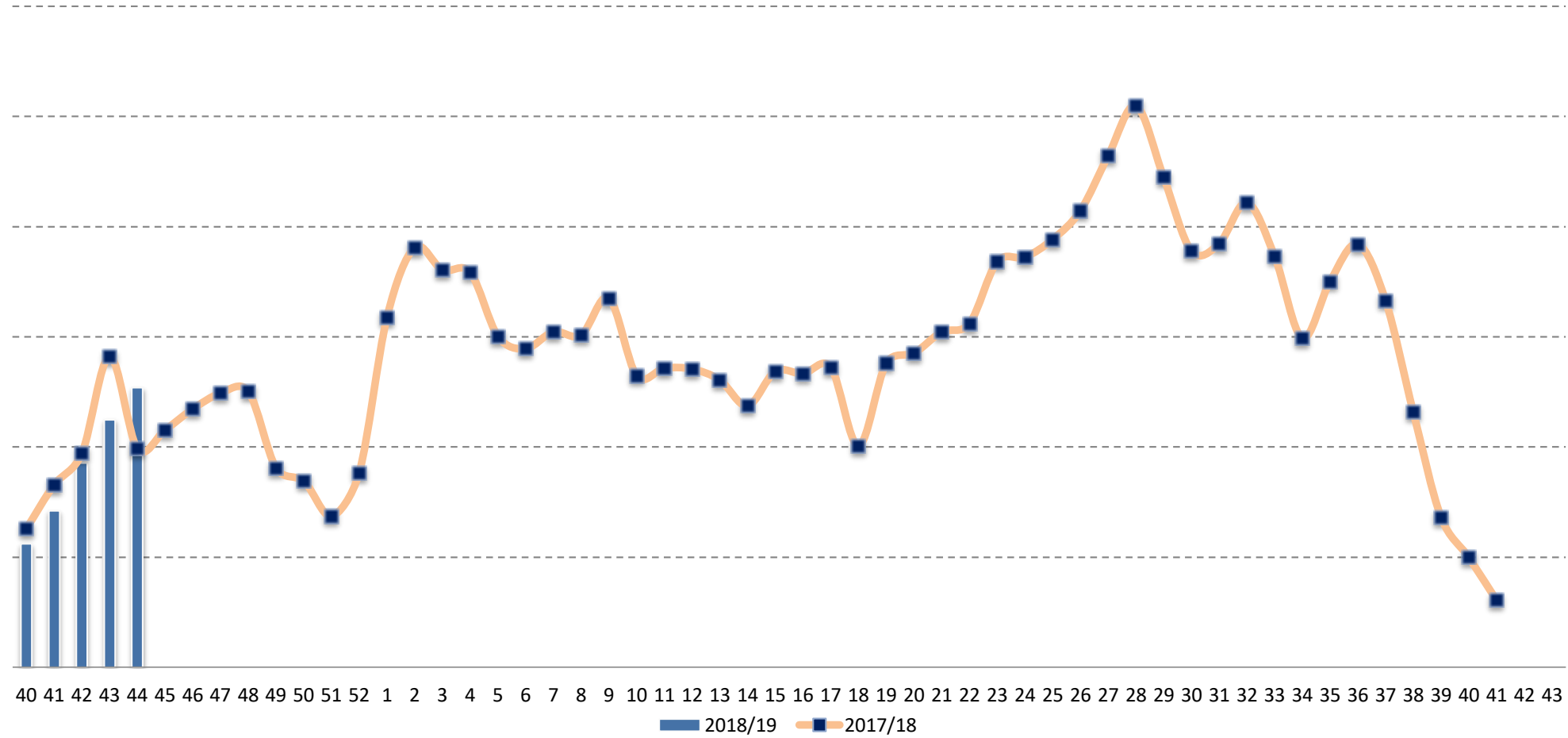


Share %



Weekly sales compared with the previous tourism year

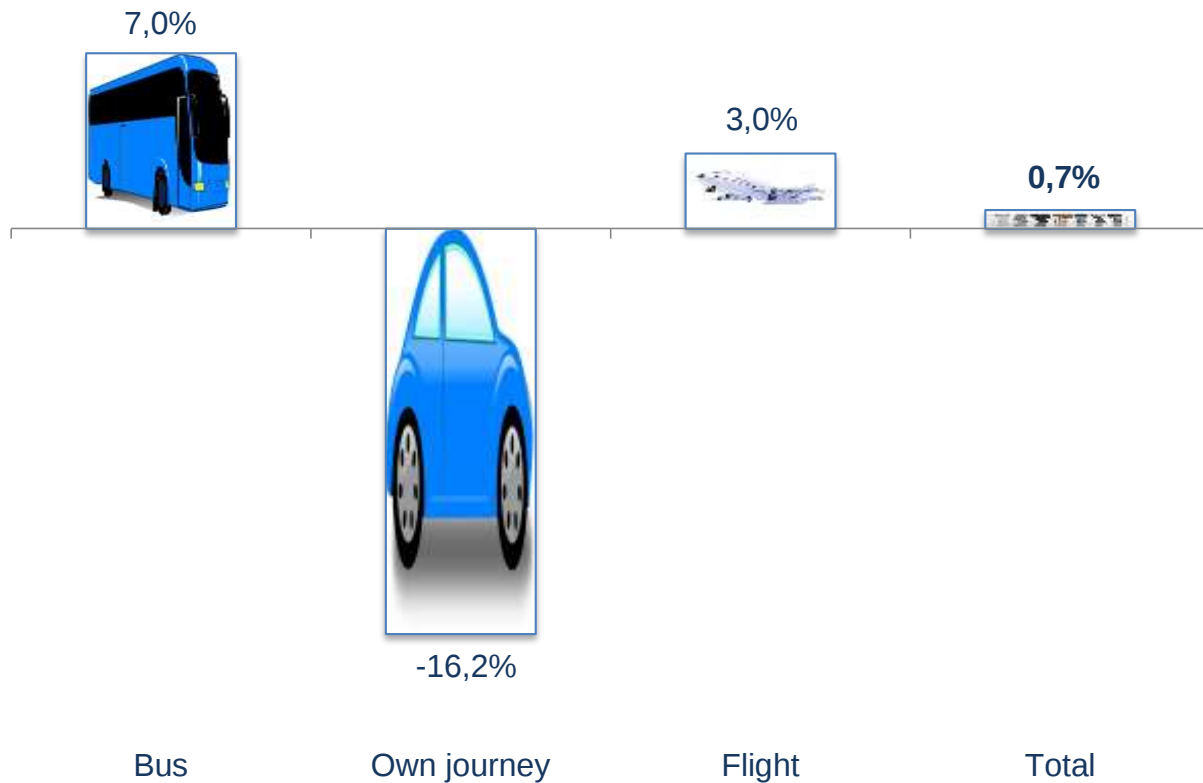
Bookings weekly 18/19 vs. 17/18



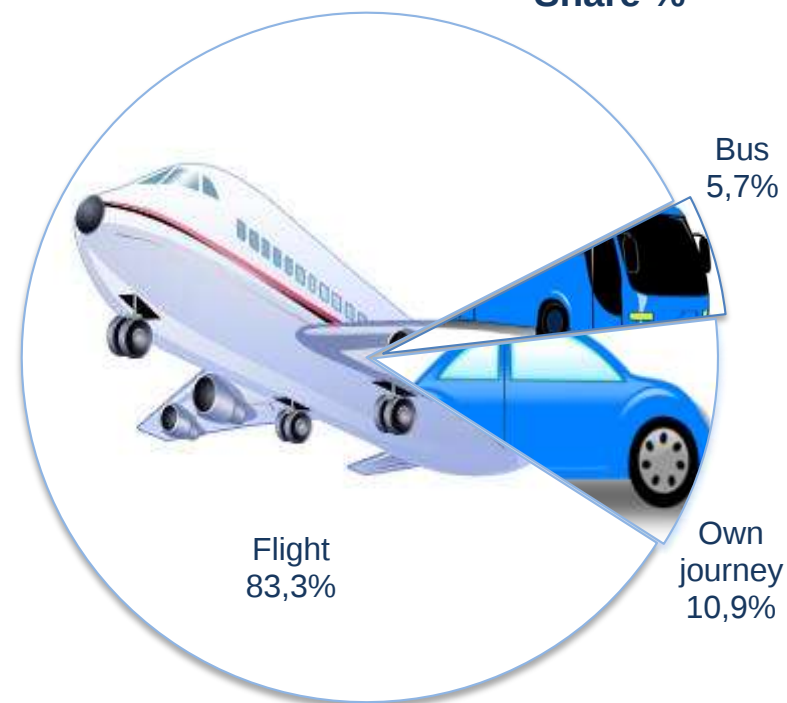
Cumulative sales of 2018/19

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

Clients +/- %



Share %



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

Rank	Country	+/- % last year	Share %
1	Turcja	60,8%	20,2%
2	Egipt	116,9%	17,0%
3	Grecja	-38,0%	11,2%
4	Hiszpania	-34,0%	8,0%
5	Włochy	-20,4%	5,4%
6	Tajlandia	-0,9%	2,7%
7	Bułgaria	-51,3%	2,3%
8	Tunezja	177,4%	2,3%
9	Albania	-31,2%	2,0%
10	Austria	-30,8%	1,9%
11	Emiraty Arabskie	33,8%	1,7%
12	Portugalia	4,2%	1,7%
13	Oman	6,3%	1,6%
14	Malta	-19,2%	1,4%
15	Kuba	22,0%	1,4%
16	Tanzania	-29,5%	1,4%
17	Cypr	-17,6%	1,0%
18	Dominikana	-17,1%	0,9%
19	Stany Zjednoczone	16,5%	0,8%
20	Izrael	-22,7%	0,8%

Rank	Destination	+/- % last year
1	Antalya	73,5%
2	Marsa Alam	119,8%
3	Hurghada	79,5%
4	Bodrum	30,4%
5	Zakynthos	-23,4%
6	Teneryfa	-41,5%
7	Sharm El Sheikh	181,4%
8	Chania	-35,0%
9	Heraklion	-44,9%
10	Fuerteventura	-31,3%
11	Tirana	-20,3%
12	Salalah	6,2%
13	Rodos	-30,9%
14	Zanzibar	-28,8%
15	Burgas	-52,3%
16	Kos	-40,4%
17	Madera	4,7%
18	Ras Al Chajma	15,4%
19	Monastyr	++
20	Bangkok	-4,2%



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