



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 45/2019

Data source: MerlinX*

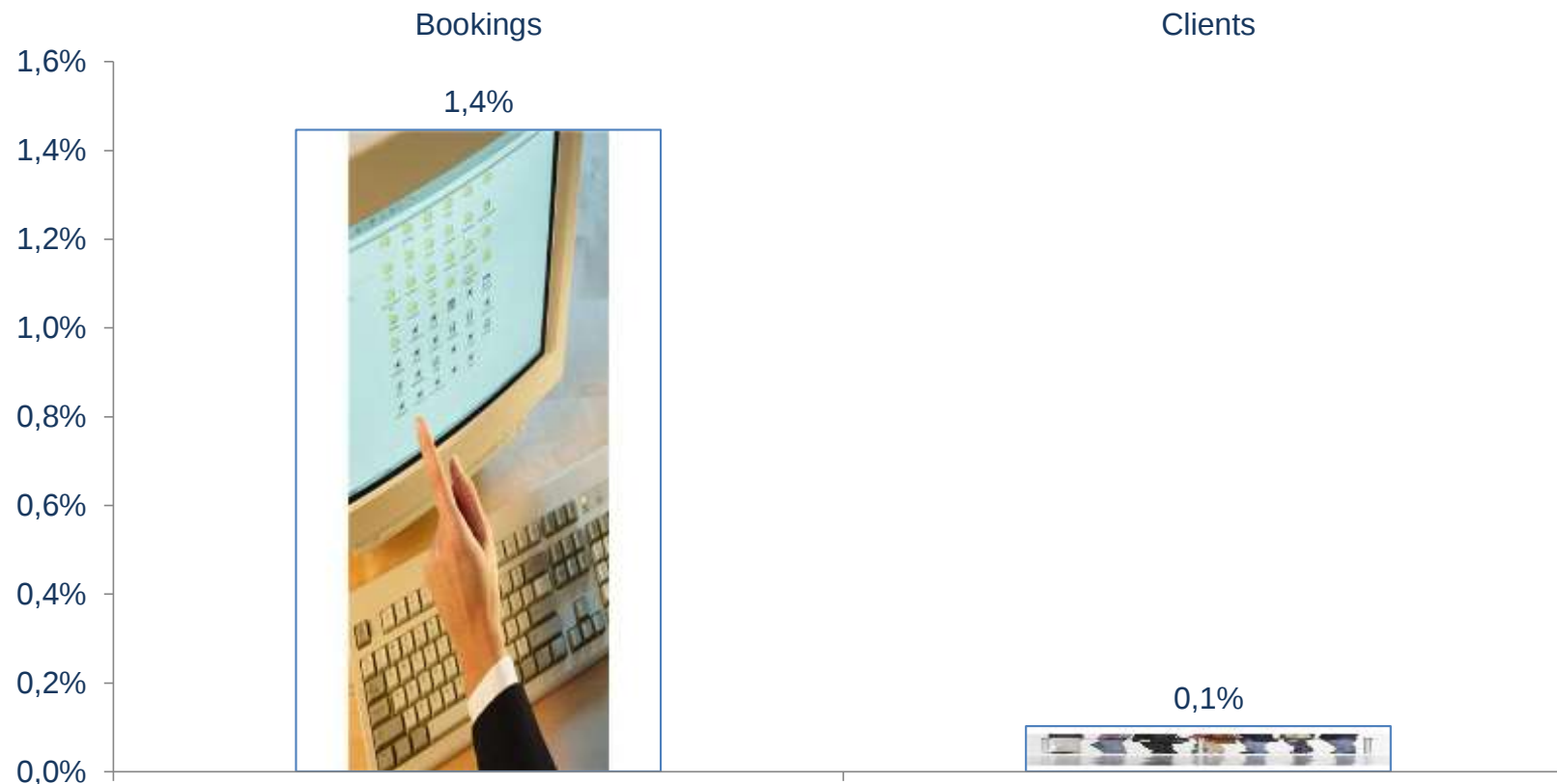
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

13.11.2018



Last week – 45/2018, tours 01.11.18 – 31.10.19

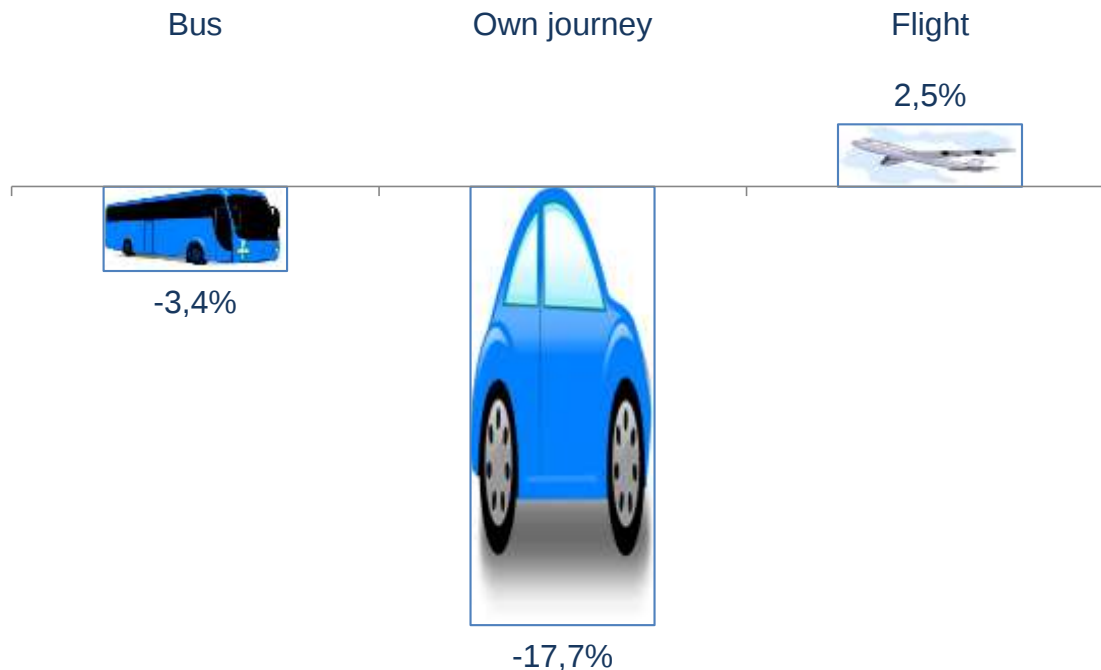
compared with week 45. in 2017 r.



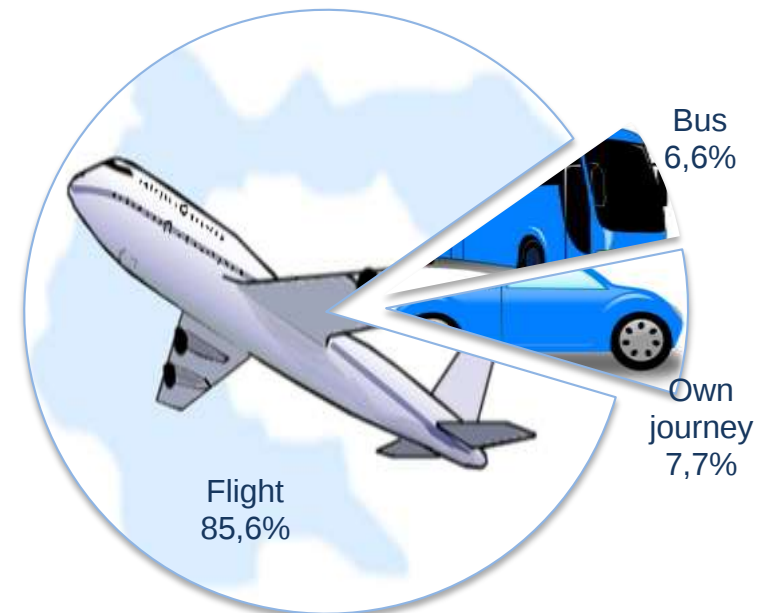
Last week – 45/2018, tours 01.11.18 – 31.10.19

compared with week 45. in 2017 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW45

tours from 01.11.18 to 31.10.19

Rank	Destination	Price/booking	Price/person
1	Antalya	6 634	2 371
2	Hurghada	5 571	2 288
3	Marsa Allam	6 191	2 406
4	Zakintos	7 443	2 416
5	Rhodes	7 975	2 757
6	Bodrum	7 626	2 642
7	Heraklion	8 316	2 695
8	Sharm El Sheikh	4 943	2 268
9	Kos	8 620	2 677
10	Fuerteventura	7 366	2 950
11	Korfu	6 503	2 316
12	Teneryfa	7 439	3 059
13	Burgas	5 692	2 071
14	Chania	8 476	2 976
15	Taba	4 778	2 195
16	Ras Al Khaimah	9 992	4 068
17	Tirana	5 782	2 397
18	Espargos (sal)	8 902	3 942
19	Malta	3 828	1 751
20	Monastir	5 657	2 133



Rank	Country	Price/booking	Price/person
1	Turcja	6 928	2 444
2	Grecja	7 655	2 592
3	Egipt	5 543	2 304
4	Hiszpania	7 145	2 951
5	Włochy	5 175	2 084
6	Bułgaria	5 468	1 915
7	Tunezja	5 585	2 175
8	Albania	5 185	2 117
9	Austria	2 859	1 089
10	Malta	3 658	1 670

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

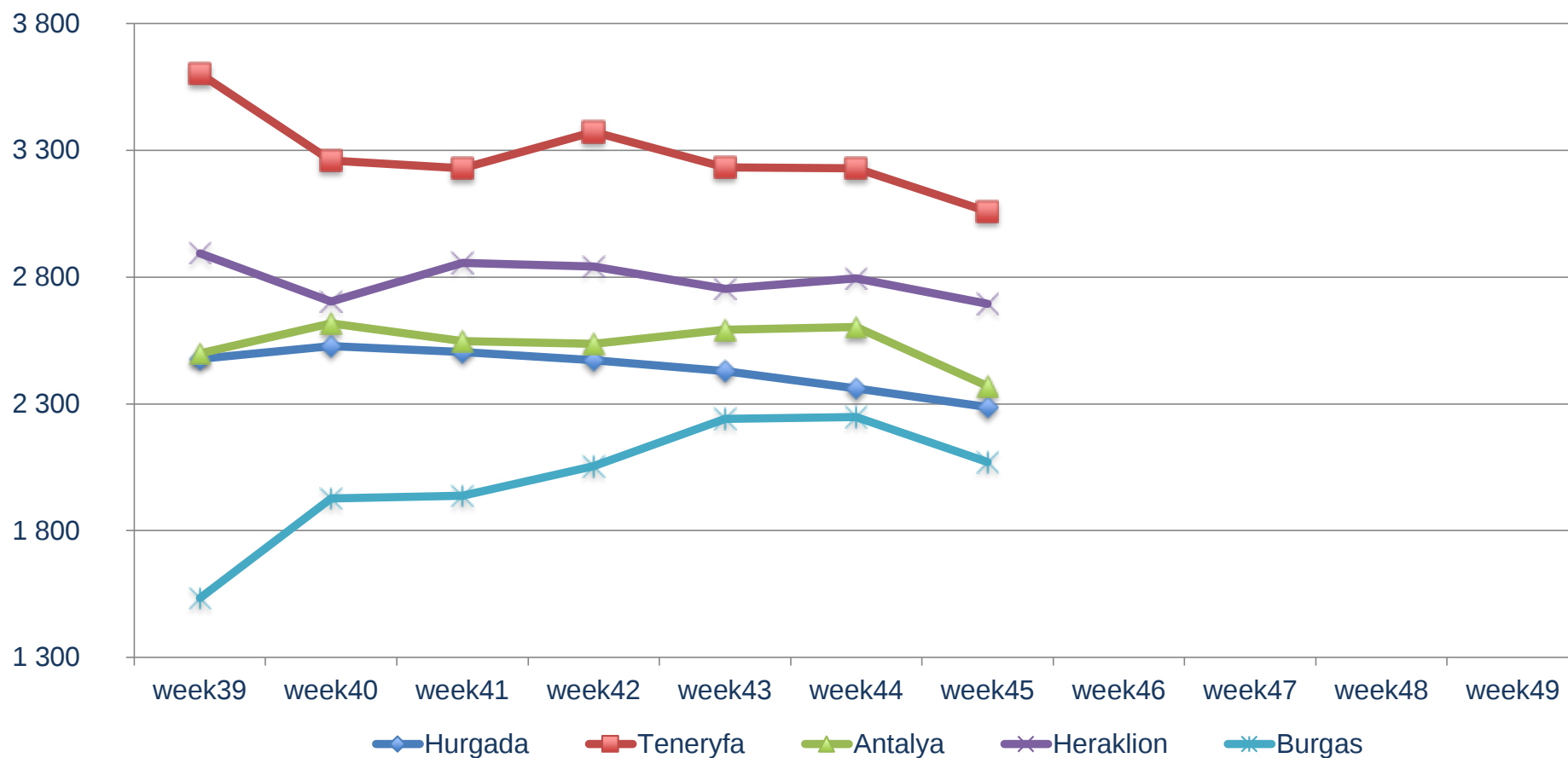
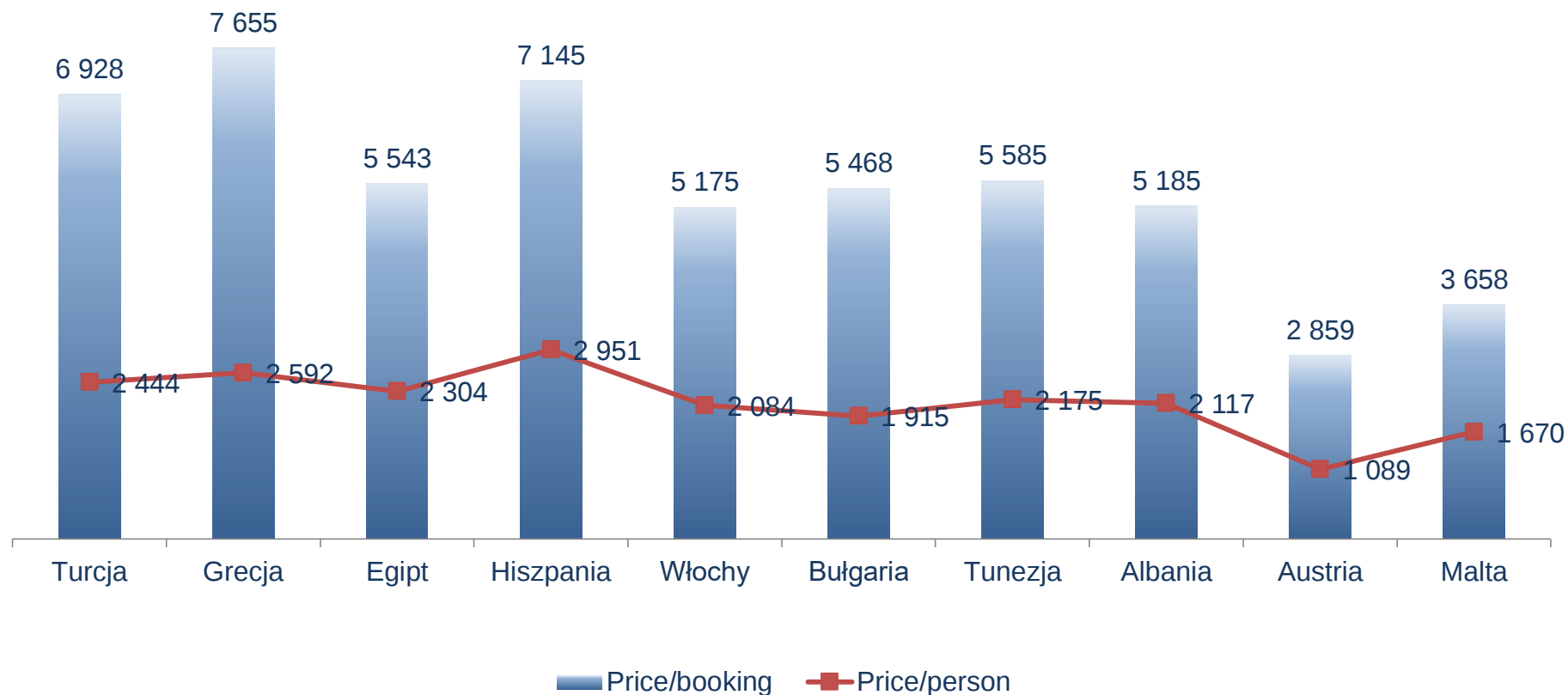


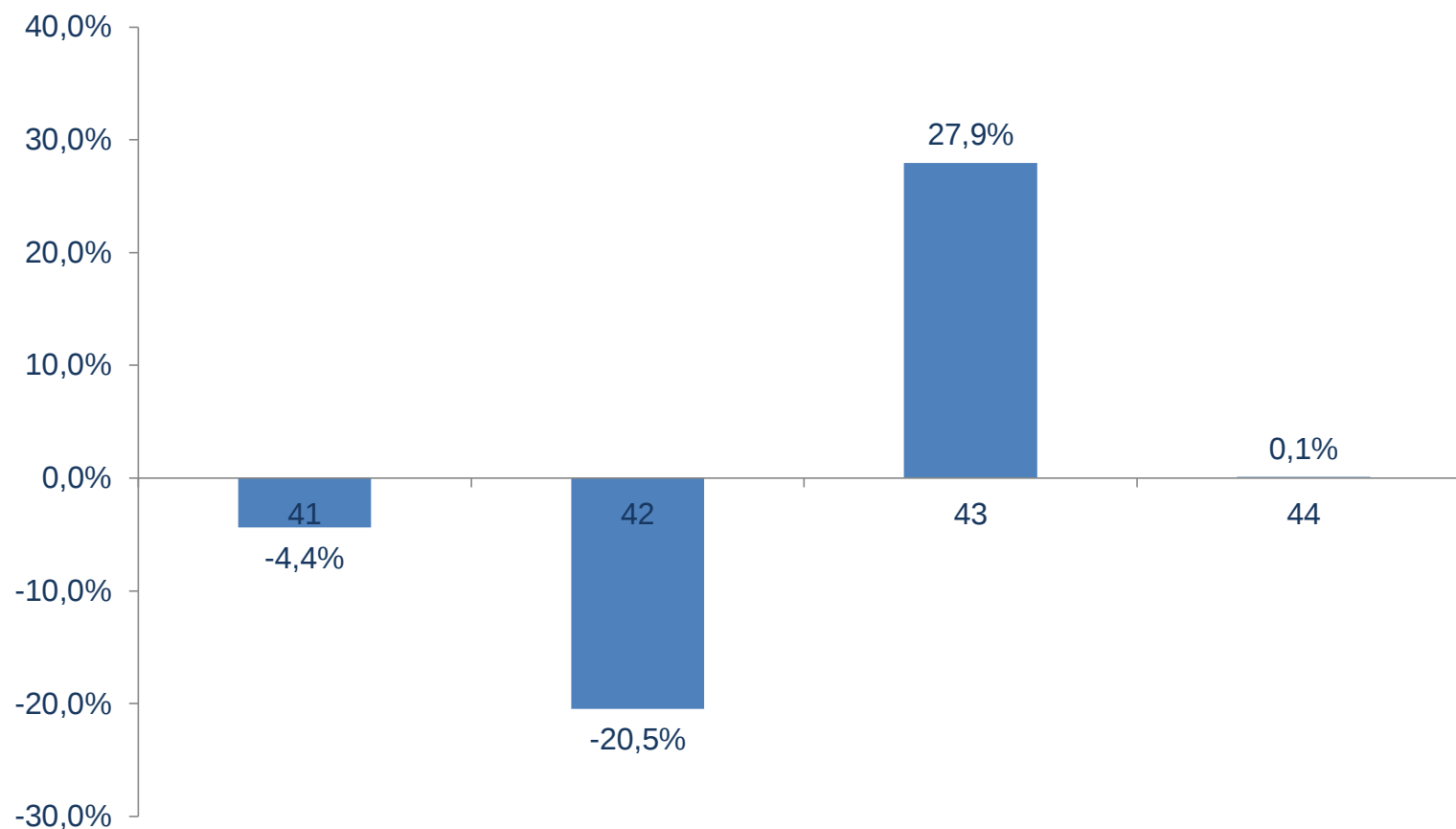
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 45. week



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

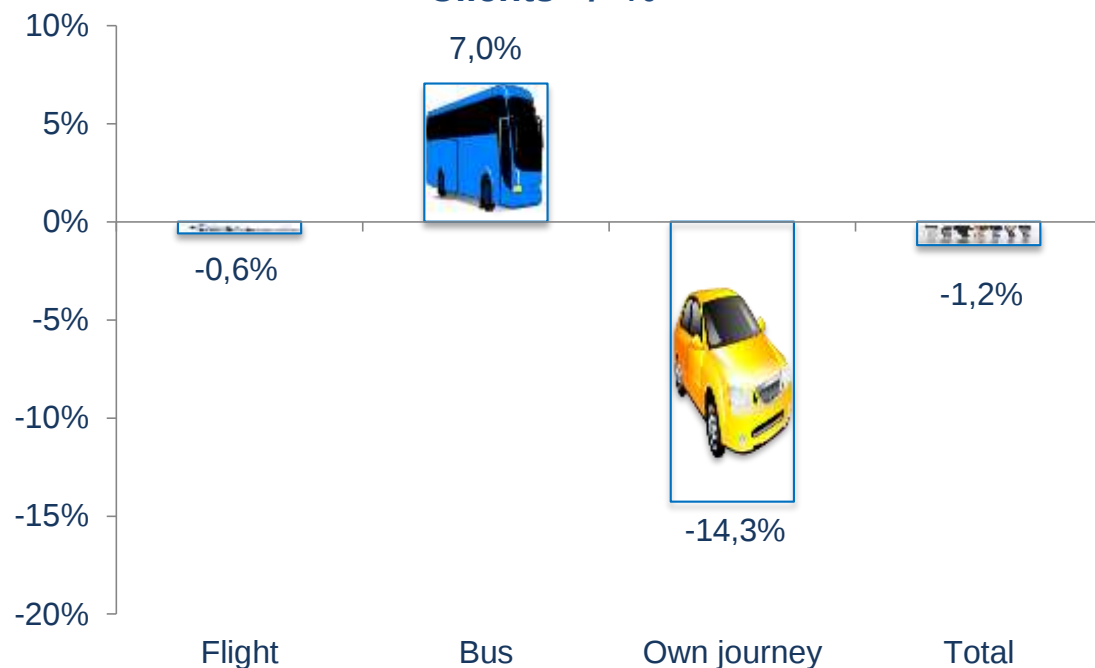
compared with 4 analogous weeks in tourism year 2017/2018



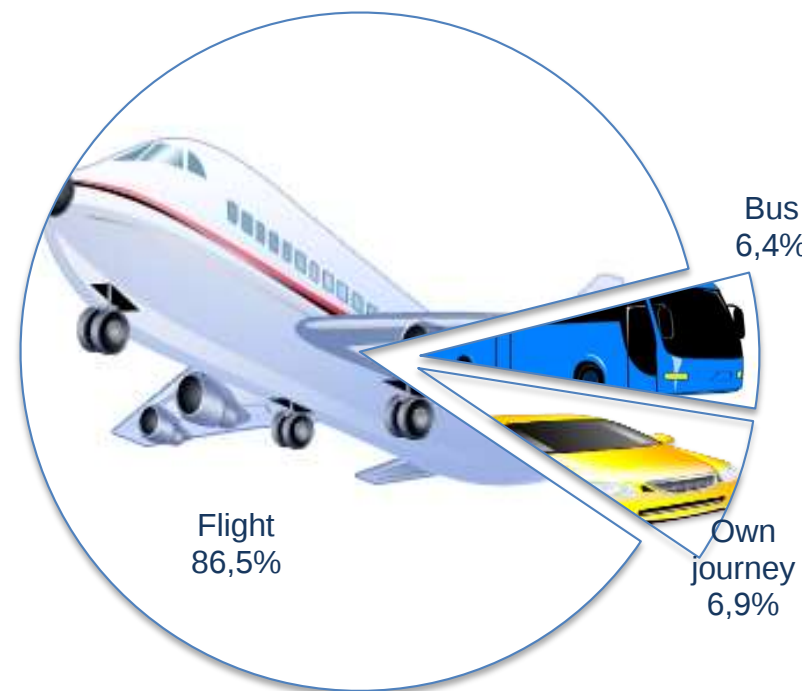
The sales trend of the last four weeks

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

Clients +/- %

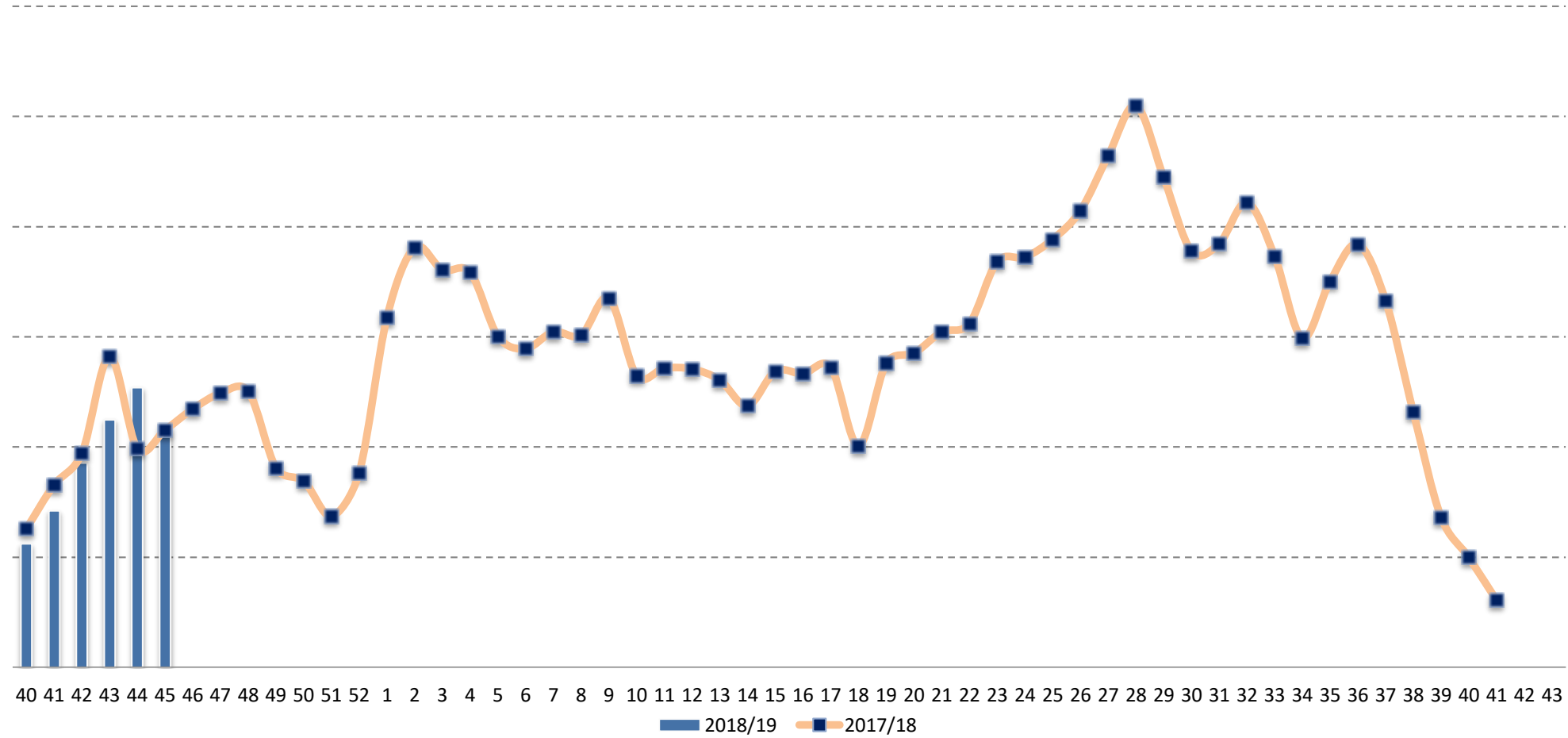


Share %



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 %

5,4%



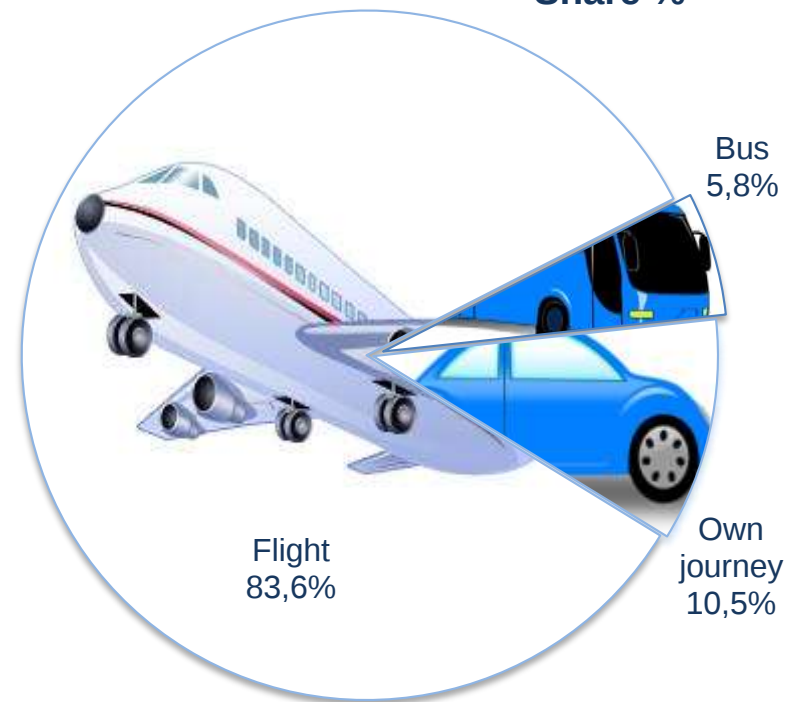
3,0%



0,7%



-16,4%



Bus

Own journey

Flight

Total

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

Rank	Country	+/- % last year	Share %
1	Turcja	54,6%	20,0%
2	Egipt	105,8%	17,0%
3	Grecja	-35,3%	12,1%
4	Hiszpania	-32,4%	8,1%
5	Włochy	-20,4%	5,2%
6	Tajlandia	-1,8%	2,5%
7	Bułgaria	-48,5%	2,5%
8	Tunezja	154,4%	2,3%
9	Albania	-32,7%	2,0%
10	Austria	-26,1%	1,9%
11	Emiraty Arabskie	35,4%	1,7%
12	Portugalia	4,8%	1,6%
13	Oman	8,5%	1,6%
14	Malta	-16,2%	1,5%
15	Kuba	22,4%	1,4%
16	Tanzania	-26,7%	1,3%
17	Cypr	-16,5%	1,0%
18	Dominikana	-14,4%	0,9%
19	Wyspy Zielonego Przylądka	-19,7%	0,9%
20	Izrael	-19,4%	0,8%

Rank	Destination	+/- % last year
1	Antalya	68,2%
2	Hurghada	75,7%
3	Marsa Alam	101,1%
4	Bodrum	21,1%
5	Zakynthos	-22,2%
6	Teneryfa	-39,3%
7	Sharm El Sheikh	162,4%
8	Heraklion	-39,6%
9	Chania	-34,1%
10	Fuerteventura	-27,3%
11	Rodos	-27,4%
12	Tirana	-23,2%
13	Salalah	8,2%
14	Burgas	-50,5%
15	Kos	-36,3%
16	Zanzibar	-26,1%
17	Korfu	-53,4%
18	Ras Al Chajma	16,5%
19	Madera	8,3%
20	Monastyr	++



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