

Weekly report 50/2018

Data source: MerlinX*

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

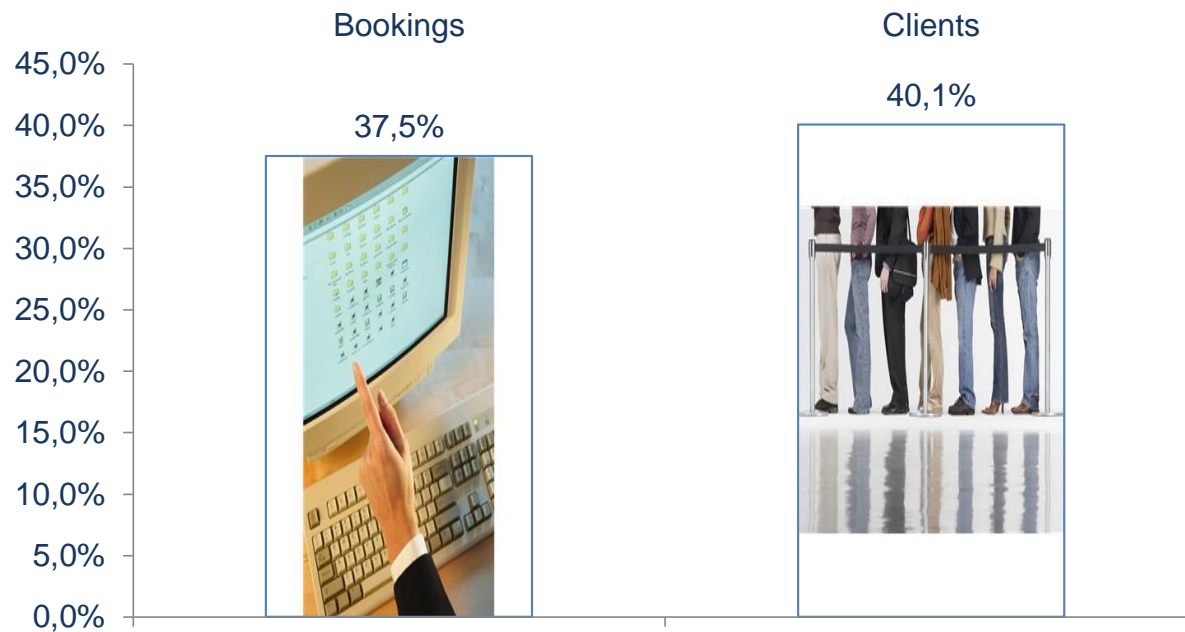
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

Last week – 50/2017, tours 01.11.17 – 31.10.18

compared with week 50. in 2016 r.



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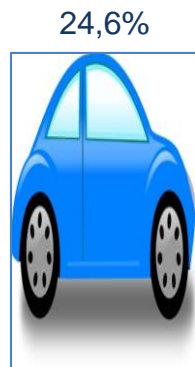
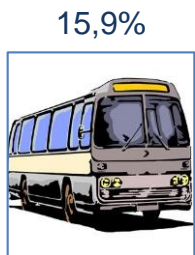
compared with week 50. in 2016 r.

Clients +/-%

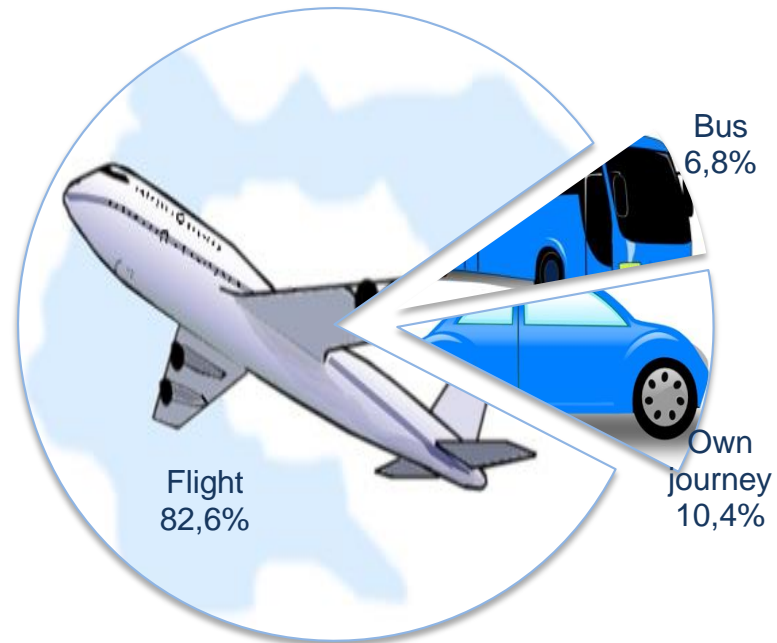
Bus

Own journey

Flight



Share %



Ranking of the most popular countries & destinations in CW50

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 742	2 555
2	Hurghada	4 354	1 866
3	Heraklion	8 102	2 820
4	Marsa Alam	4 132	1 743
5	Burgas	6 435	2 145
6	Zakynthos	7 018	2 586
7	Fuerteventura	6 711	2 592
8	Bodrum	7 423	2 636
9	Teneryfa	6 734	2 853
10	Korfu	7 354	2 538
11	Rodos	7 897	2 651
12	Gran Canaria	6 952	2 816
13	Tirana	6 170	2 282
14	Chania	7 467	2 872
15	Kos	8 330	2 669
16	Ras Al Chajma	9 356	3 789
17	Lanzarote	7 016	2 834
18	Varna	6 605	2 193
19	Sharm El Sheikh	5 062	2 113
20	Madera	5 864	2 613



Rank	Country	Price/booking	Price/person
1	Grecja	7 368	2 643
2	Hiszpania	6 797	2 779
3	Turcja	7 604	2 561
4	Egipt	4 355	1 850
5	Bułgaria	5 899	1 934
6	Albania	5 957	2 197
7	Portugalia	6 410	2 913
8	Austria	3 656	1 353
9	Chorwacja	4 646	1 877
10	Malta	2 899	1 395

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

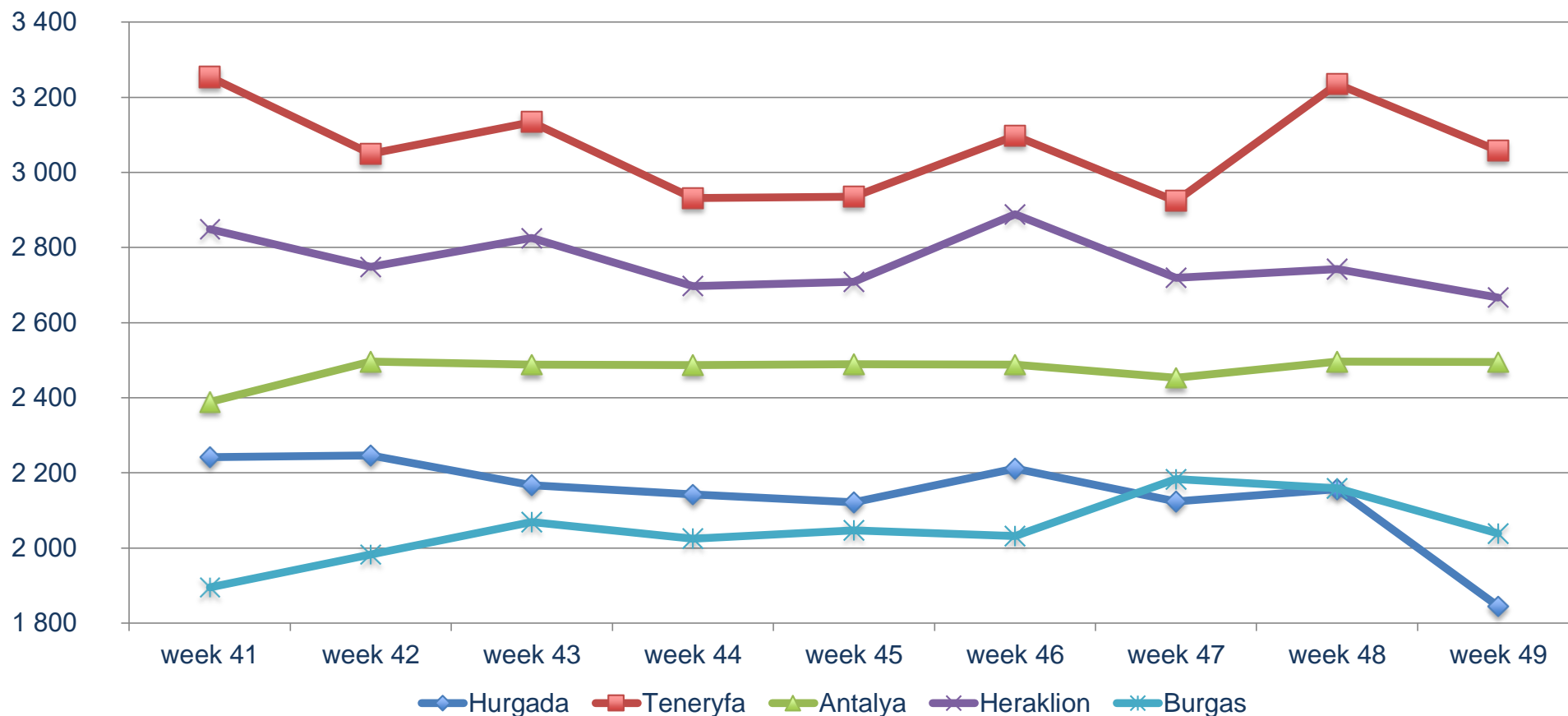
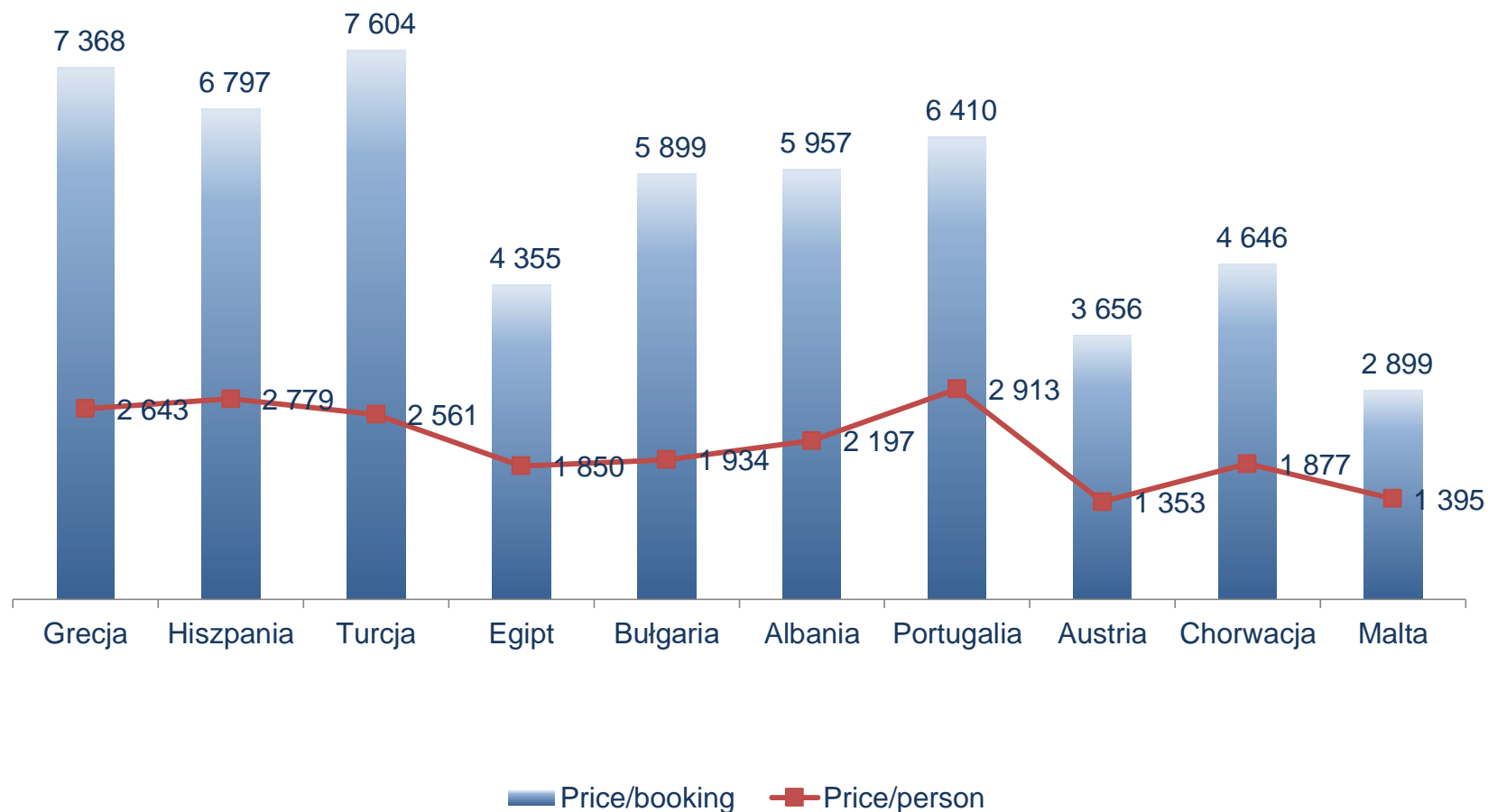


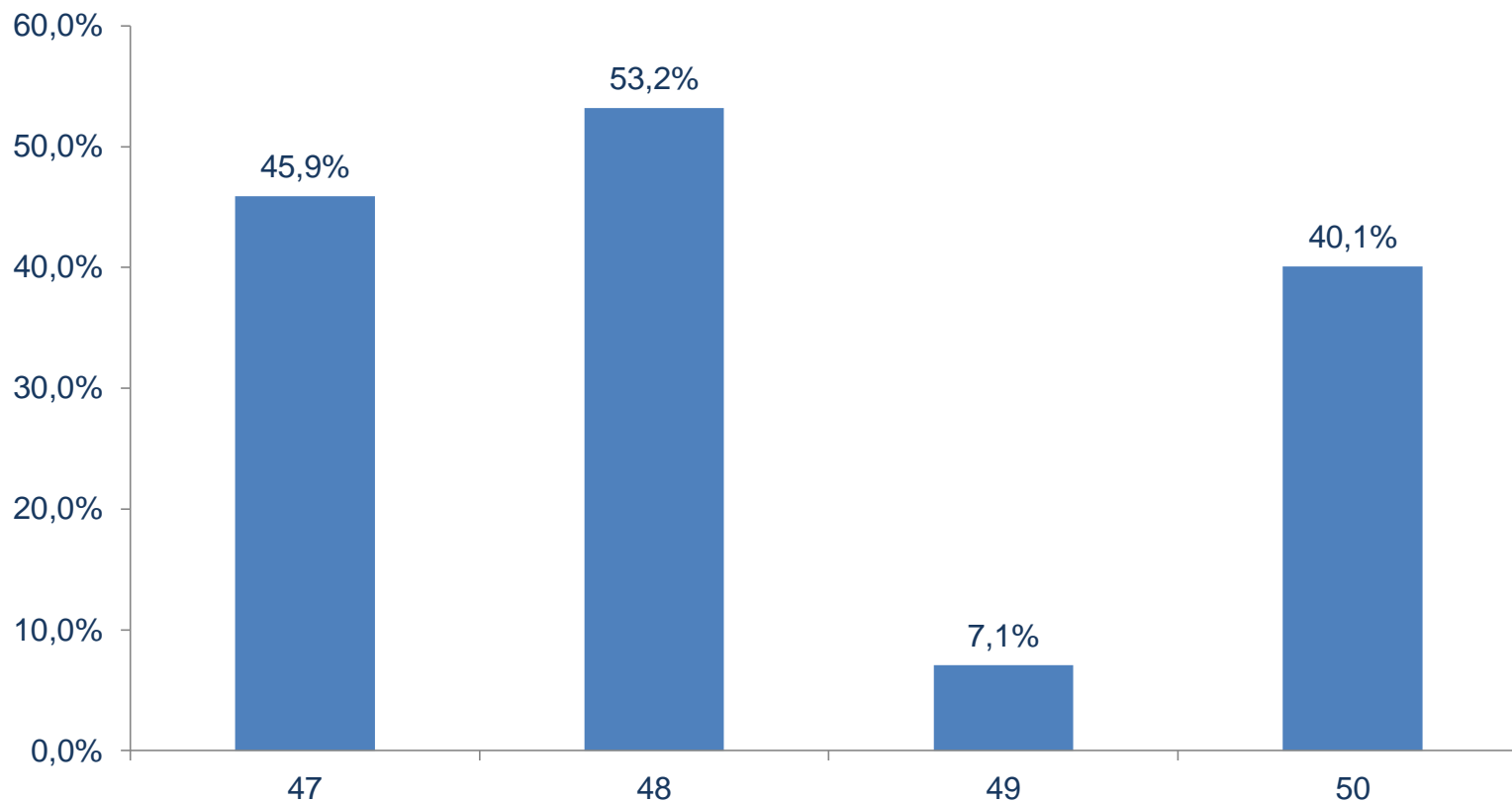
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurgada and Teneryfe.

Average price per booking and the price per person in 50. week



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

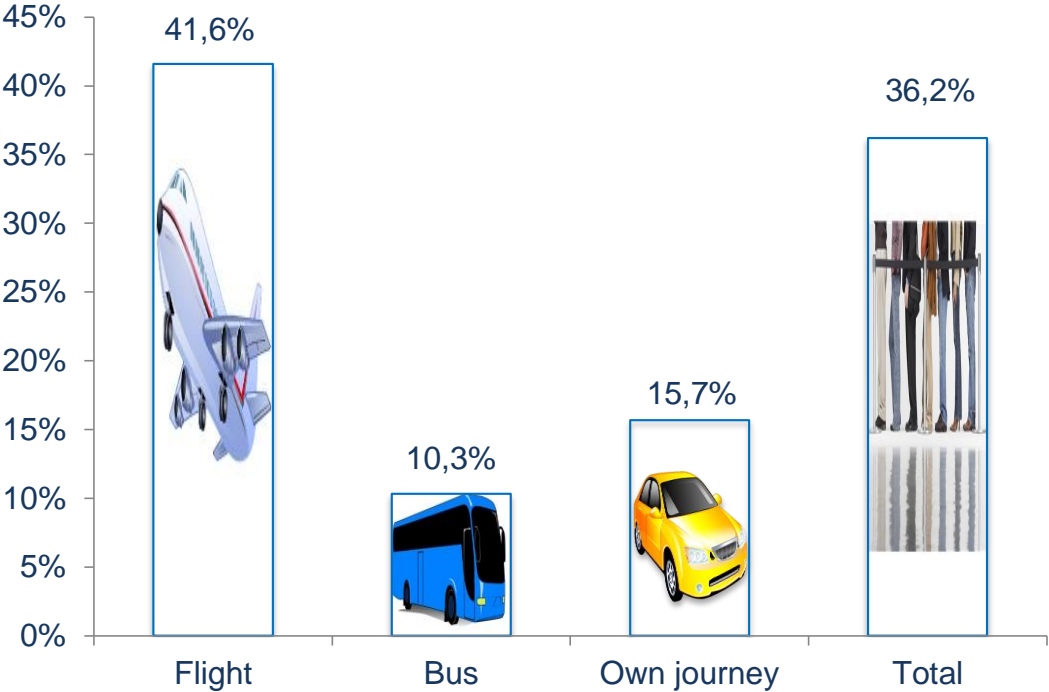
compared with 4 analogous weeks in tourist year 2015/2016.



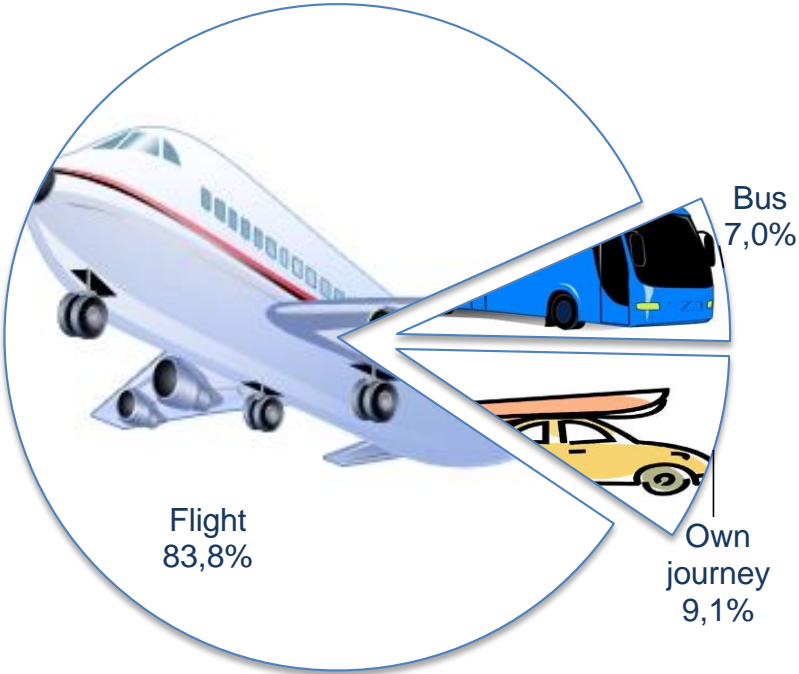
The sales trend of the last four weeks

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

Clients +/- %

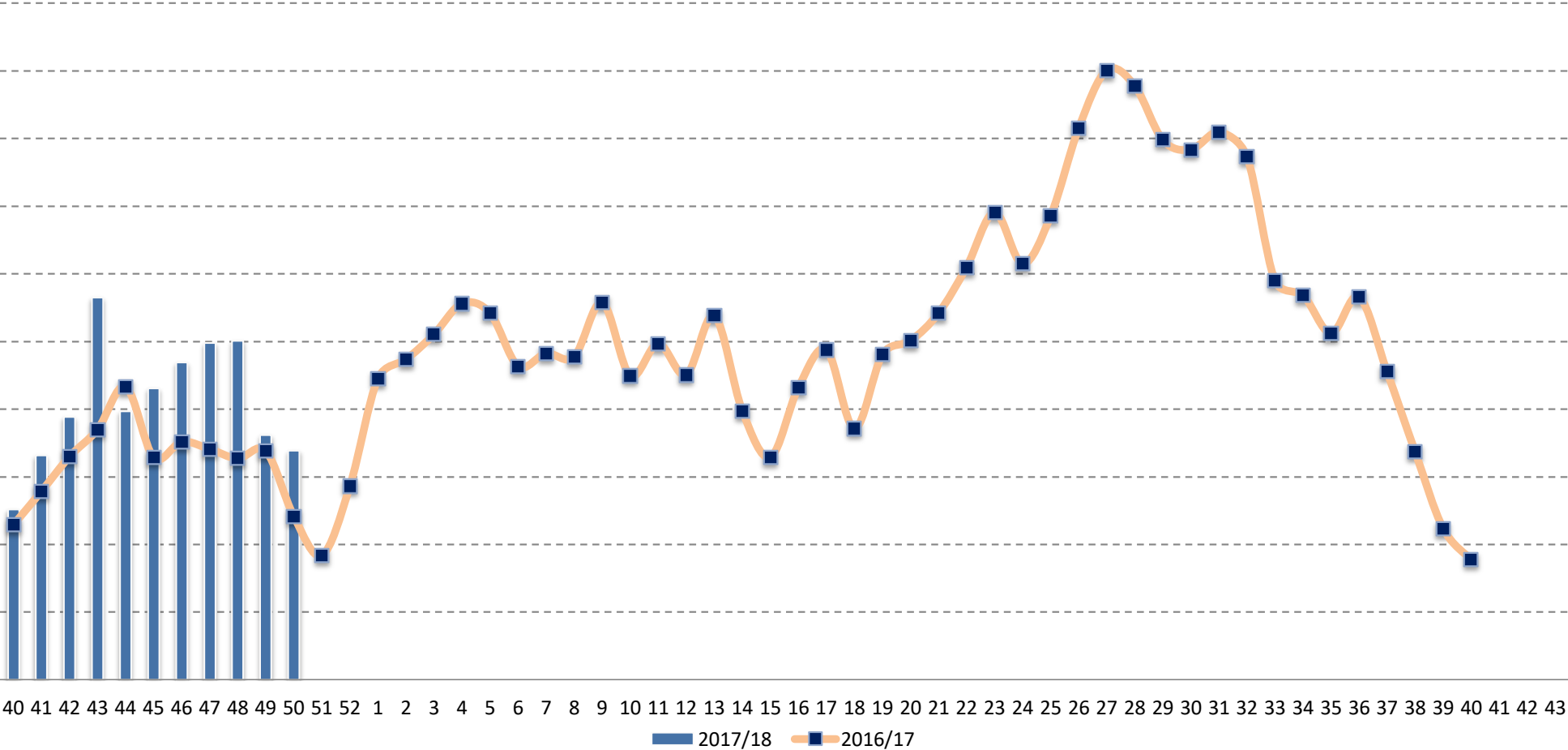


Share %



Weekly sales compared with the previous tourist year

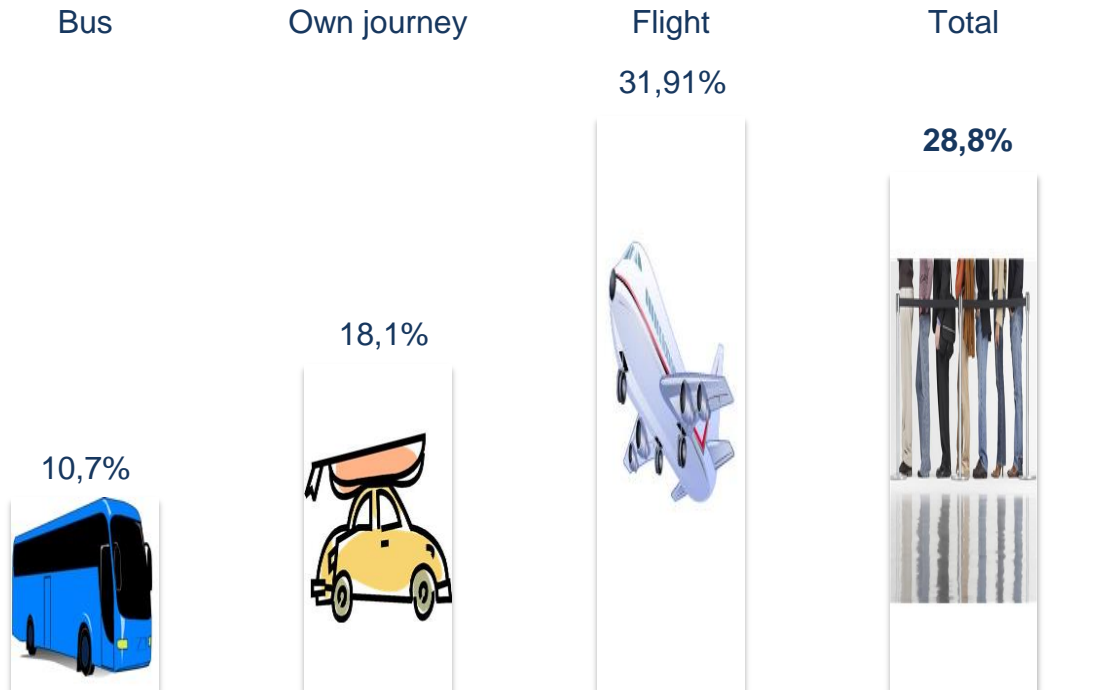
Bookings weekly 17/18 vs. 16/17



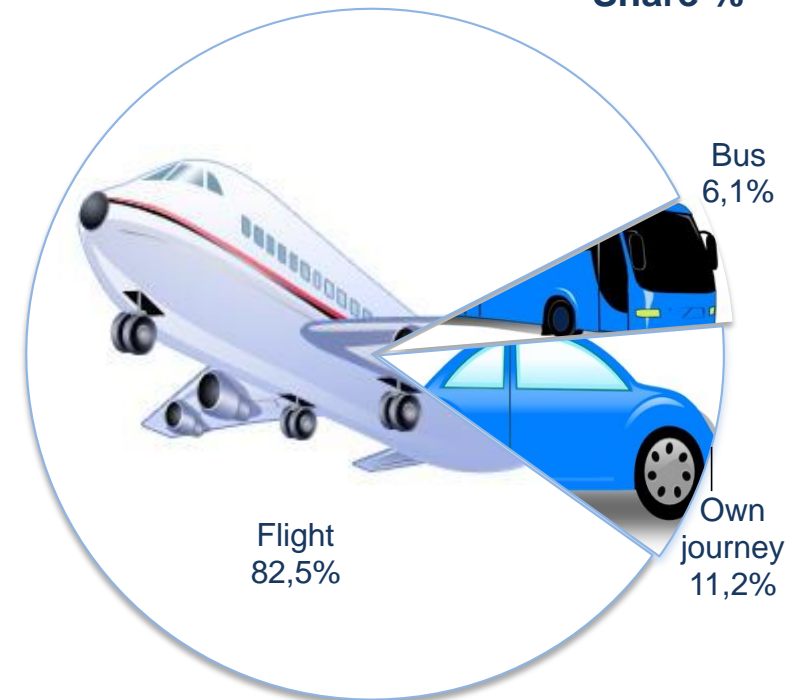
Cumulative sales of 2017/18

compared to sales in the same period last tourist year 2016/17

Clients +/- %



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	-0,2%	20,4%
2	Turcja	++	13,8%
3	Hiszpania	-16,9%	11,5%
4	Egipt	120,1%	8,9%
5	Włochy	20,0%	5,9%
6	Bułgaria	21,8%	5,4%
7	Albania	52,5%	3,0%
8	Austria	3,1%	2,2%
9	Tajlandia	87,7%	2,0%
10	Malta	100,6%	1,6%
11	Portugalia	-22,0%	1,5%
12	Tanzania	-4,8%	1,4%
13	Emiraty Arabskie	4,8%	1,4%
14	Chorwacja	2,0%	1,3%
15	Maroko	143,5%	1,3%
16	Oman	-17,6%	1,2%
17	Czechy	13,6%	1,2%
18	Cypr	-0,6%	1,2%
19	Tunezja	++	1,0%
20	Wyspy Zielonego Przylądka	25,4%	1,0%

Rank	Destination	=/- % last year
1	Antalya	++
2	Hurghada	++
3	Zakynthos	-5,6%
4	Marsa Alam	57,6%
5	Bodrum	++
6	Heraklion	-24,4%
7	Burgas	31,0%
8	Teneryfa	10,1%
9	Korfu	-15,7%
10	Rodos	27,9%
11	Chania	15,0%
12	Fuerteventura	-39,8%
13	Gran Canaria	14,8%
14	Tirana	60,4%
15	Kos	15,3%
16	Lanzarote	-16,7%
17	Varna	-23,3%
18	Zanzibar	-6,1%
19	Malta	84,1%
20	Salalah	-17,6%



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