



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 05/2018

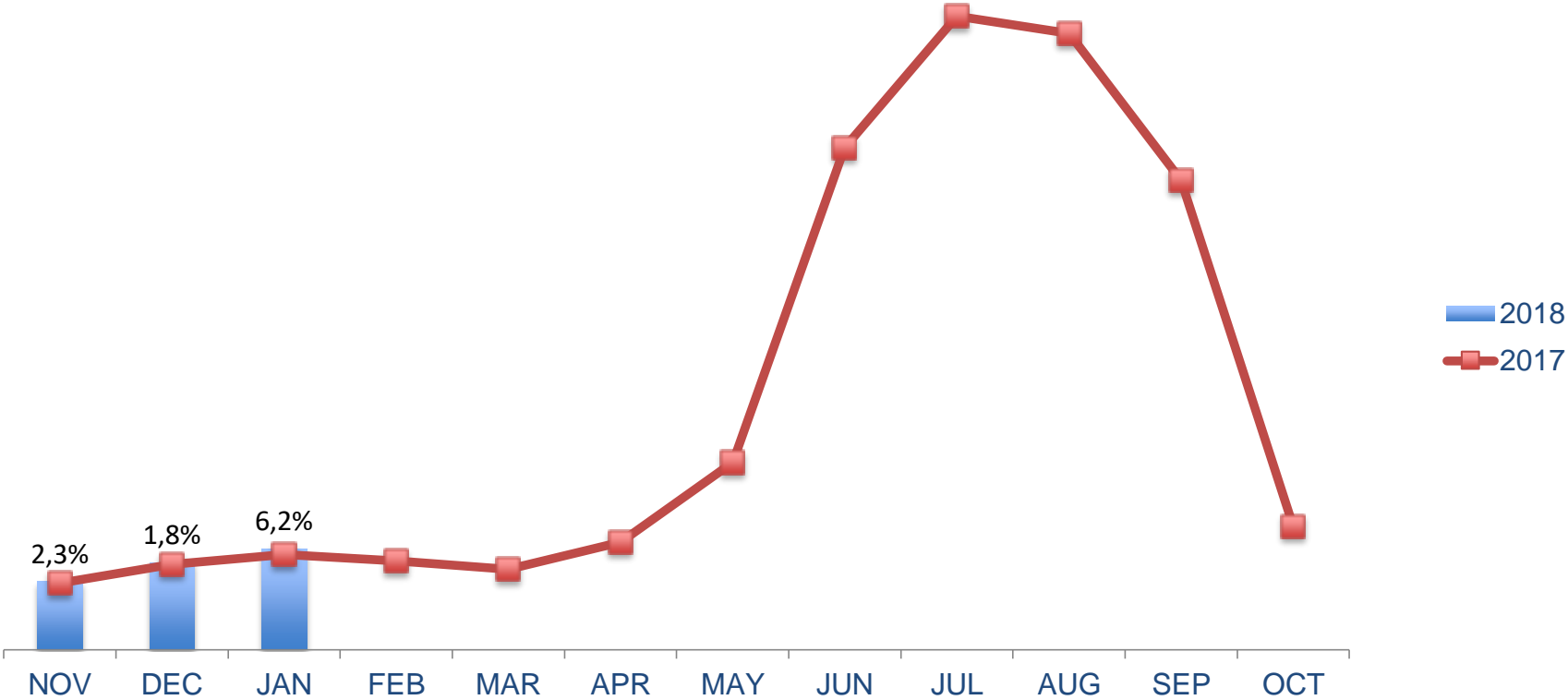
Data source: MerlinX*

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

06.02.2018

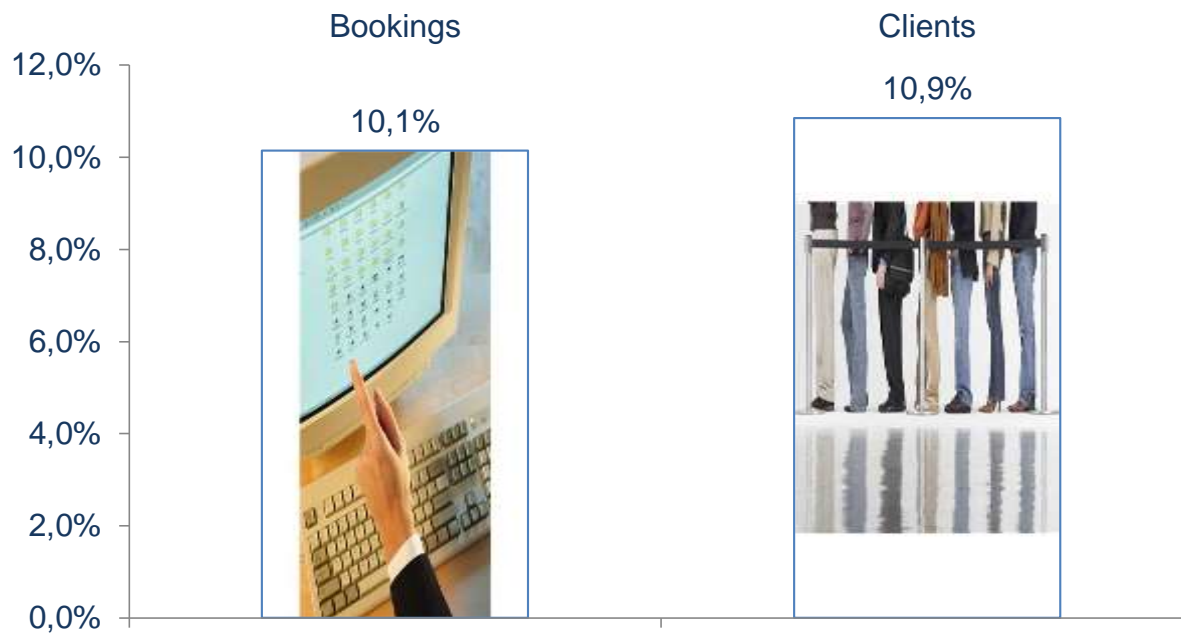


Monthly trips compared with previous tourist year



Last week – 05/2018, tours 01.11.17 – 31.10.18

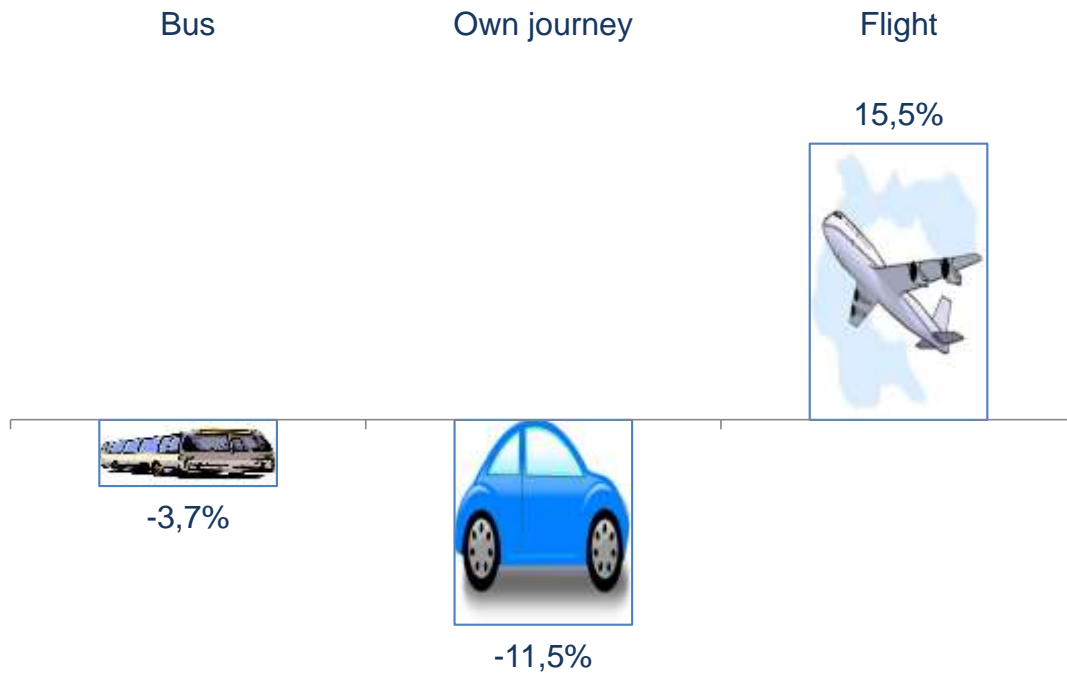
compared with week 05. in 2017 r.



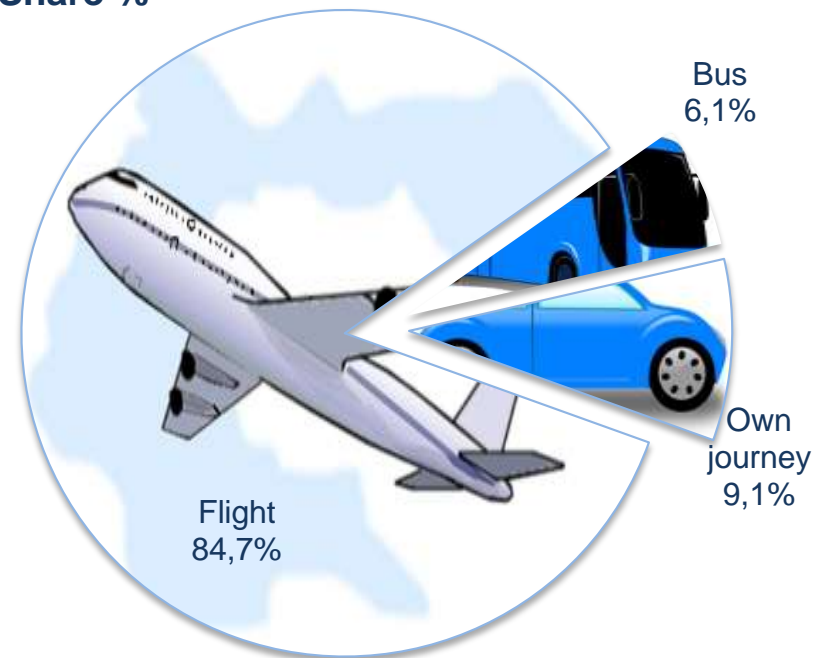
Last week – 05/2018, tours 01.11.17 – 31.10.18

compared with week 05. in 2017 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW05

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 431	2 481
2	Heraklion	7 227	2 636
3	Burgas	6 382	2 155
4	Hurghada	5 600	2 288
5	Zakynthos	7 212	2 640
6	Bodrum	6 528	2 366
7	Marsa Alam	5 871	2 341
8	Rodos	7 880	2 746
9	Korfu	6 860	2 542
10	Varna	5 320	2 014
11	Chania	8 047	3 006
12	Tirana	5 957	2 396
13	Teneryfa	7 596	3 005
14	Fuerteventura	7 774	3 168
15	Kos	8 672	2 920
16	Sharm El Sheikh	5 497	2 202
17	Monastyr	5 442	1 979
18	Dalaman	7 228	2 459
19	Majorka	8 873	3 452
20	Zanzibar	11 922	5 443



Rank	Country	Price/booking	Price/person
1	Grecja	7 286	2 642
2	Turcja	7 225	2 456
3	Bułgaria	5 745	1 988
4	Egipt	5 691	2 297
5	Hiszpania	7 233	2 938
6	Włochy	5 254	2 157
7	Albania	5 243	2 132
8	Chorwacja	4 641	1 654
9	Tunezja	5 487	2 062
10	Malta	2 835	1 314

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

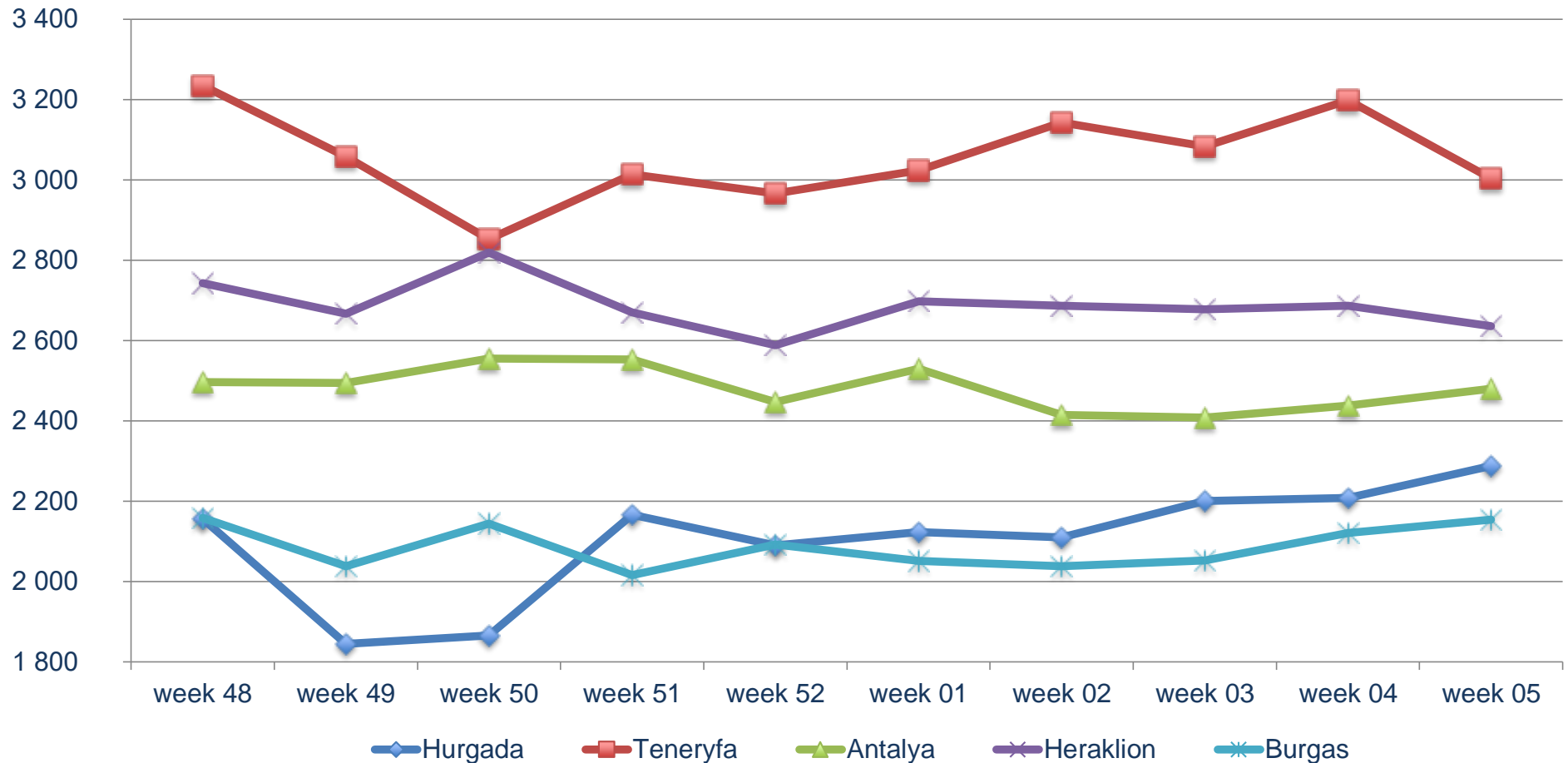
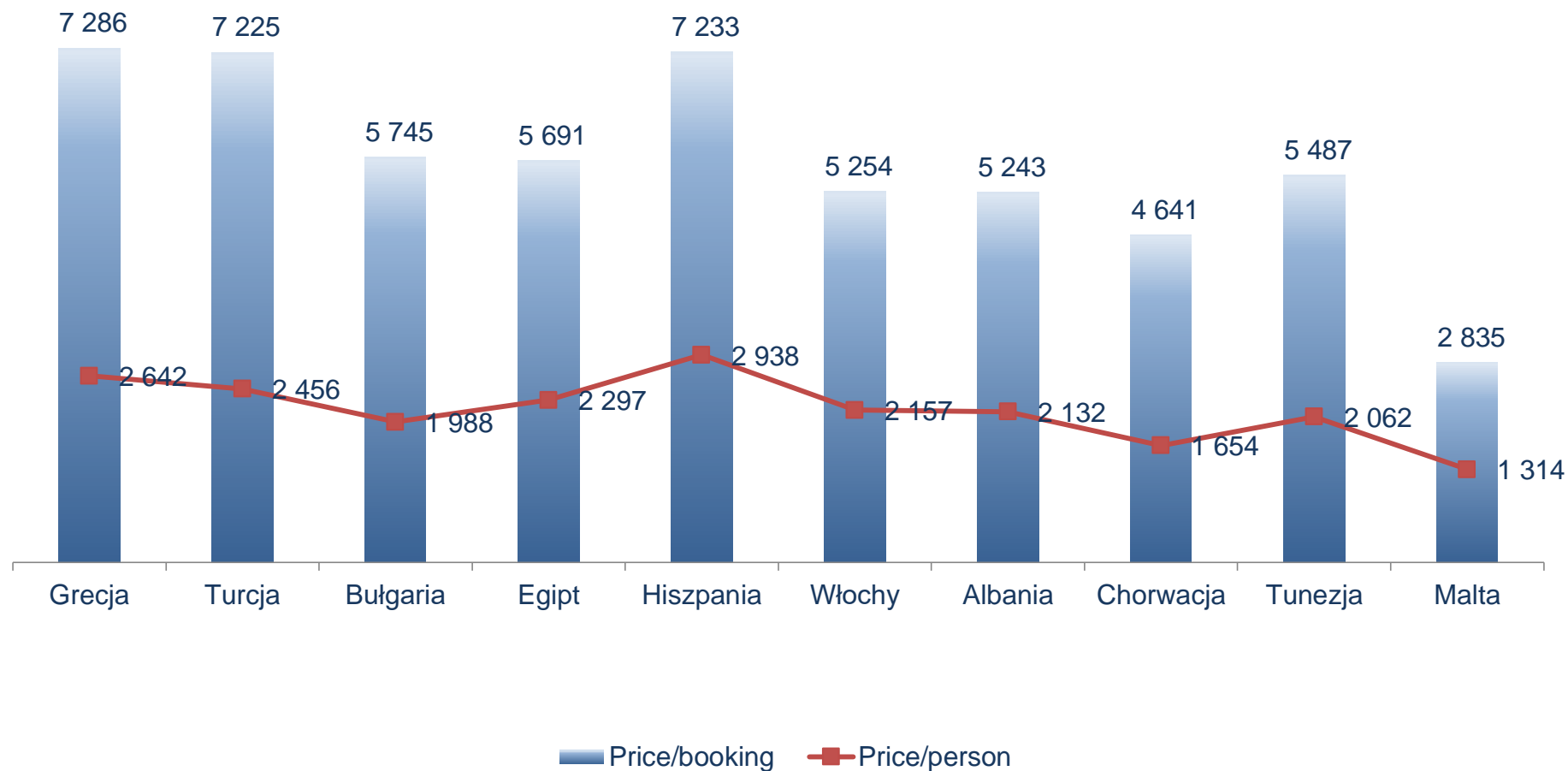


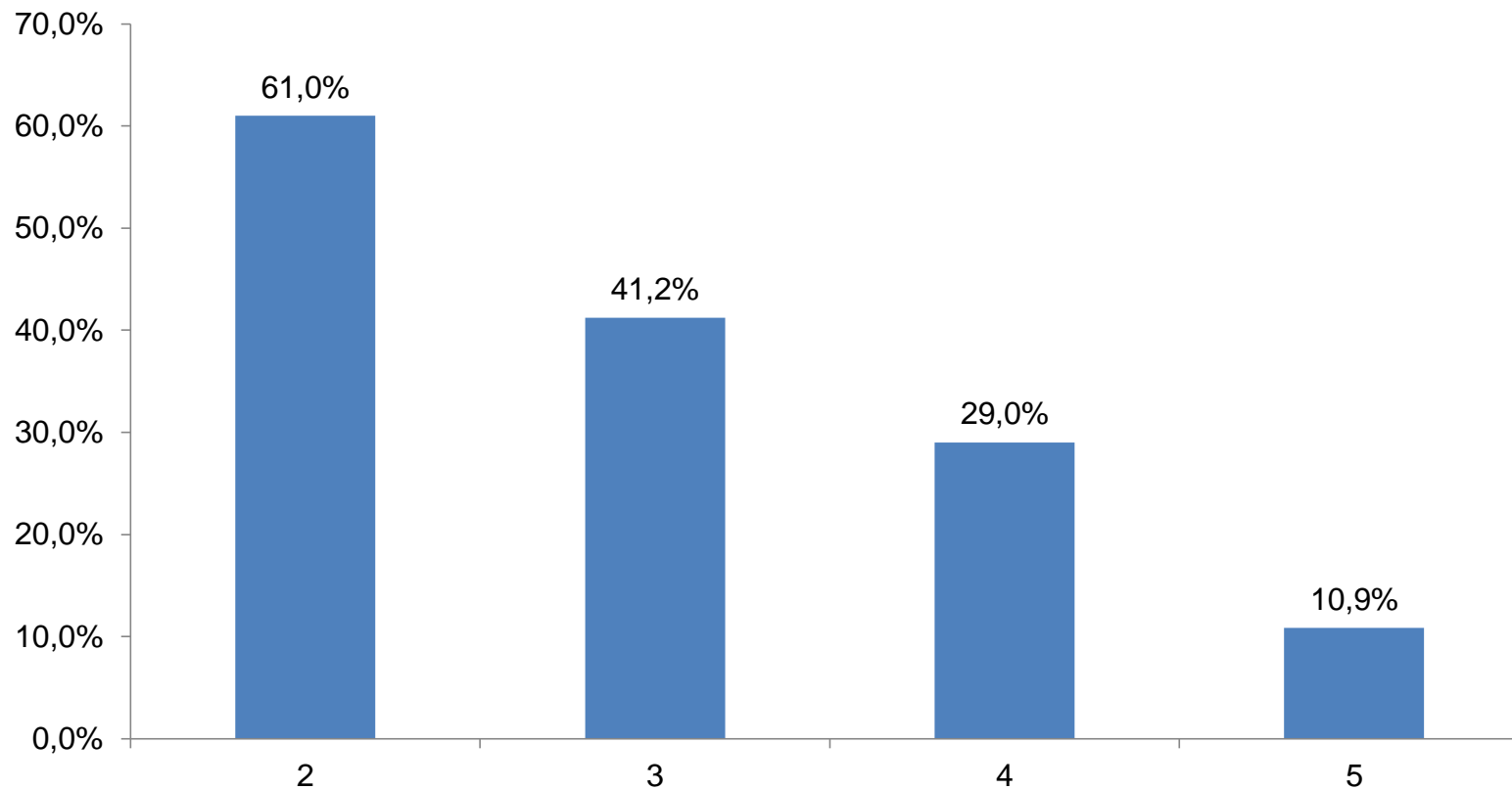
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 05. week



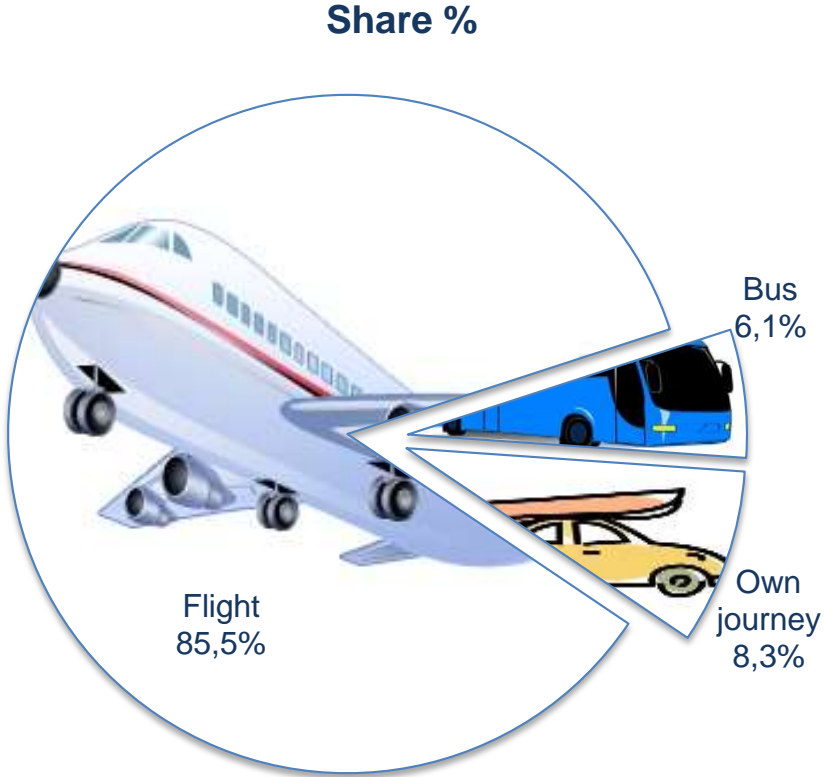
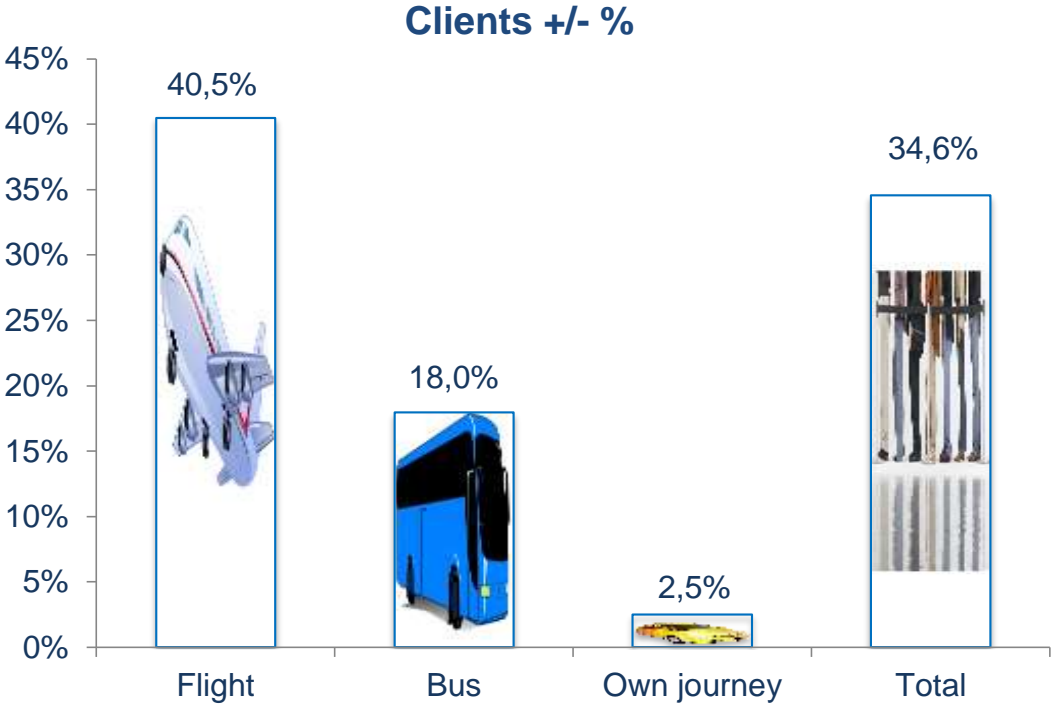
The last four weeks of sales of the tourist year 2017/18 - customers

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



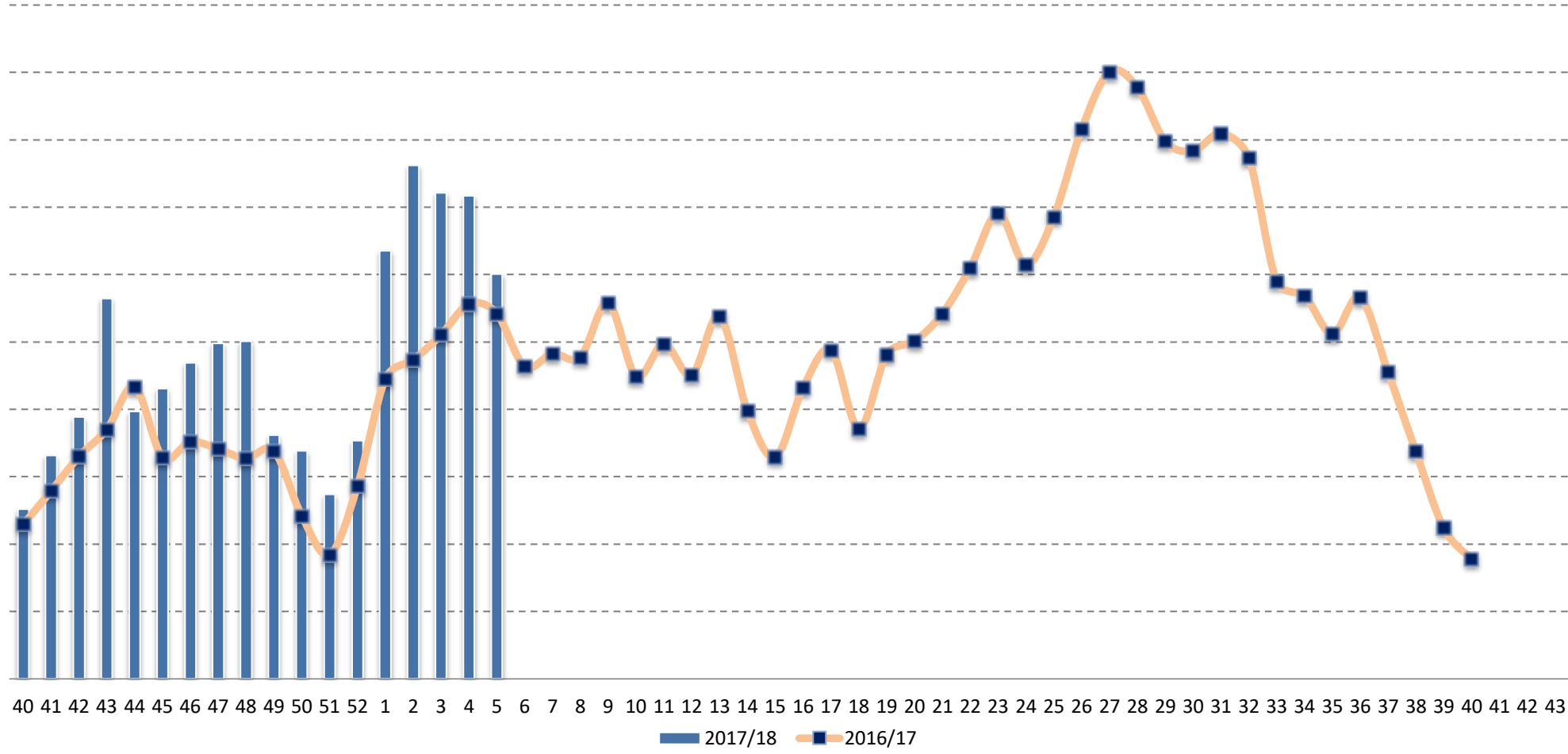
The sales trend of the last four weeks

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



Weekly sales compared with the previous tourist year

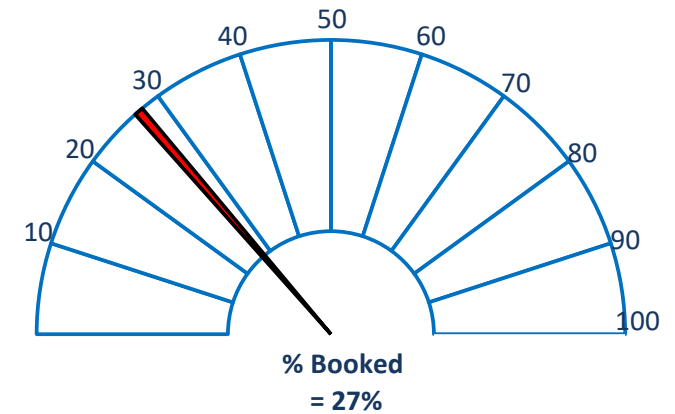
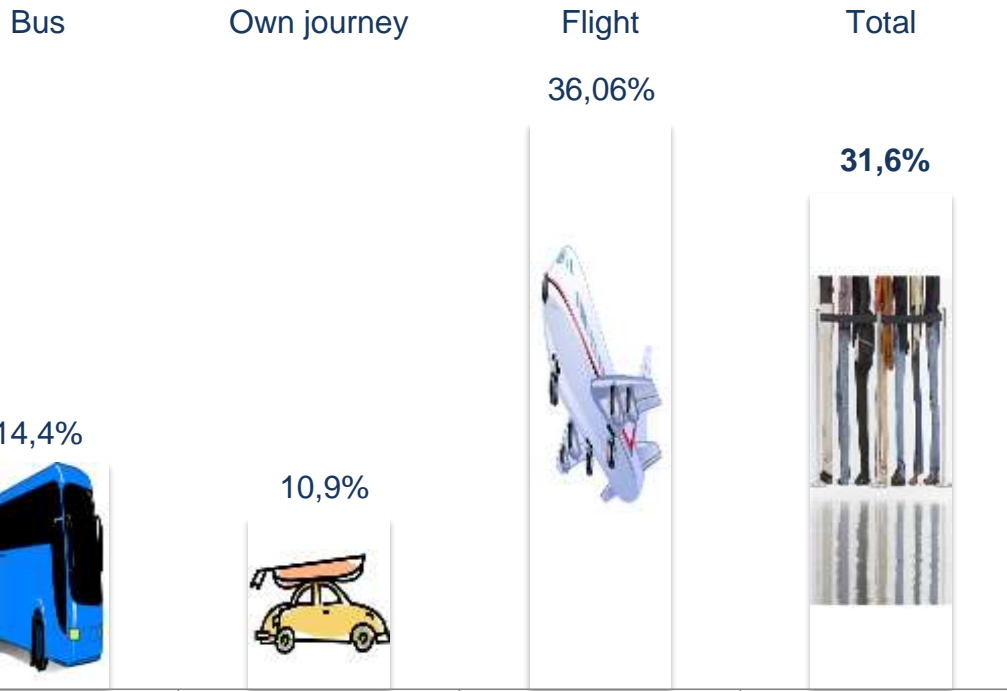
Bookings weekly 17/18 vs. 16/17



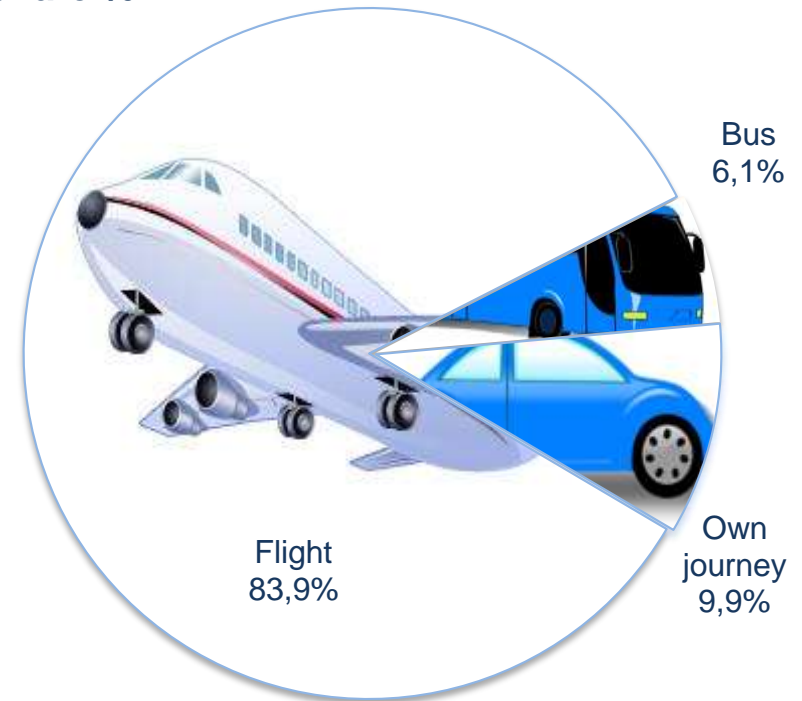
Cumulative sales of 2017/18

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	10,6%	22,3%
2	Turcja	++	14,8%
3	Hiszpania	-21,2%	11,1%
4	Egipt	102,6%	9,2%
5	Bułgaria	35,2%	6,7%
6	Włochy	11,2%	5,5%
7	Albania	70,7%	3,1%
8	Chorwacja	13,9%	1,7%
9	Austria	4,0%	1,6%
10	Portugalia	-27,0%	1,5%
11	Malta	85,7%	1,4%
12	Tajlandia	45,7%	1,4%
13	Emiraty Arabskie	-6,8%	1,2%
14	Maroko	85,1%	1,2%
15	Tunezja	++	1,2%
16	Tanzania	-3,0%	1,2%
17	Cypr	22,1%	1,1%
18	Oman	-17,4%	1,0%
19	Czechy	17,1%	0,9%
20	Wyspy Zielonego Przylądka	65,2%	0,8%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	++
3	Heraklion	-4,9%
4	Zakynthos	7,6%
5	Burgas	47,9%
6	Marsa Alam	51,1%
7	Bodrum	++
8	Rodos	21,6%
9	Korfu	-0,3%
10	Teneryfa	-2,6%
11	Chania	31,1%
12	Fuerteventura	-35,1%
13	Tirana	66,4%
14	Kos	21,2%
15	Gran Canaria	6,9%
16	Varna	-1,1%
17	Lanzarote	-31,5%
18	Zanzibar	-3,9%
19	Malta	79,1%
20	Sharm El Sheikh	50,7%



Ostrzeżenie

PZOT nie ponosi odpowiedzialności za komentarze publikowane w oparciu o dane zawarte w tym raporcie.

W mediach branżowych, portalach turystycznych i blogach tzw. ekspertów od turystyki można znaleźć, każdorazowo po publikacji kolejnego raportu tygodniowego, komentarze w których autorzy podejmują próby interpretowania treści raportu.

Autorom komentarzy bardzo dziękujemy za ich zainteresowanie raportami PZOT.

Często publikowane opinie dalece odbiegają od rzeczywistości prezentowanej w raporcie.

PZOT gwarantuje, że dane zawarte w raporcie tygodniowym są wiernym odzwierciedleniem stanu bazy danych systemu MerlinX w dniu publikacji raportu.

Warning

PZOT is not responsible for comments published on the basis of the data contained in this report.

In trade media, tourist portals and blogs of so-called tourism experts, comments can be found, each time after the publication of the next weekly report, in which the authors make attempts to interpret the content of the report.

We thank the authors of the comments for their interest in the PZOT reports.

Often, opinions published deviate significantly from the reality presented in the report.

PZOT fully guarantees that the data contained in the weekly report is a true reflection of the state of the MerlinX database on the date of publication of the report.



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