



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 22/2018

Data source: MerlinX*

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

05.06.2018



Last week – 22/2018, tours 01.11.17 – 31.10.18

compared with week 22. in 2017 r.



Last week – 22/2018, tours 01.11.17 – 31.10.18

compared with week 22. in 2017 r.

Clients +/-%

Bus

Own journey

Flight

6,3%



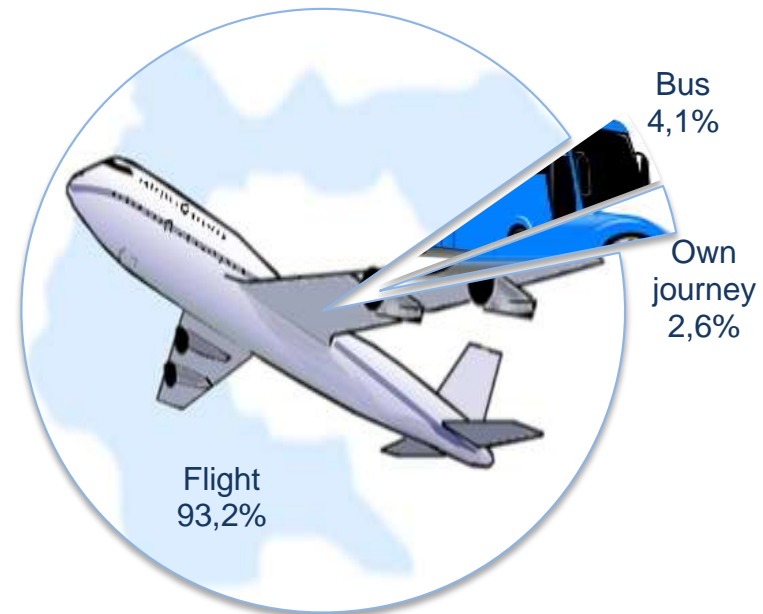
-28,2%



-38,4%



Share %



Ranking of the most popular countries & destinations in CW22

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 674	2 441
2	Heraklion	5 285	2 040
3	Rhodes	5 206	2 048
4	Korfu	4 883	1 915
5	Burgas	4 814	1 743
6	Chania	5 335	2 143
7	Zakintos	5 866	2 223
8	Kos	5 912	2 229
9	Tirana	5 419	2 200
10	Hurghada	5 115	2 049
11	Bodrum	5 928	2 265
12	Warna	3 734	1 580
13	Saloniki	3 909	1 640
14	Majorka	5 501	2 297
15	Ateny	4 013	1 710
16	Marsa Allam	5 007	2 024
17	Barcelona	4 403	1 936
18	Dalaman	4 337	1 693
19	Fuerteventura	6 895	2 871
20	Olbia	5 376	2 229



Rank	Country	Price/booking	Price/person
1	Grecja	5 093	2 007
2	Turcja	6 184	2 298
3	Hiszpania	5 657	2 420
4	Bułgaria	4 192	1 673
5	Egipt	5 026	2 044
6	Włochy	4 783	2 112
7	Albania	4 970	2 057
8	Tunezja	4 059	1 745
9	Cypr	5 669	2 241
10	Portugalia	7 129	3 036

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

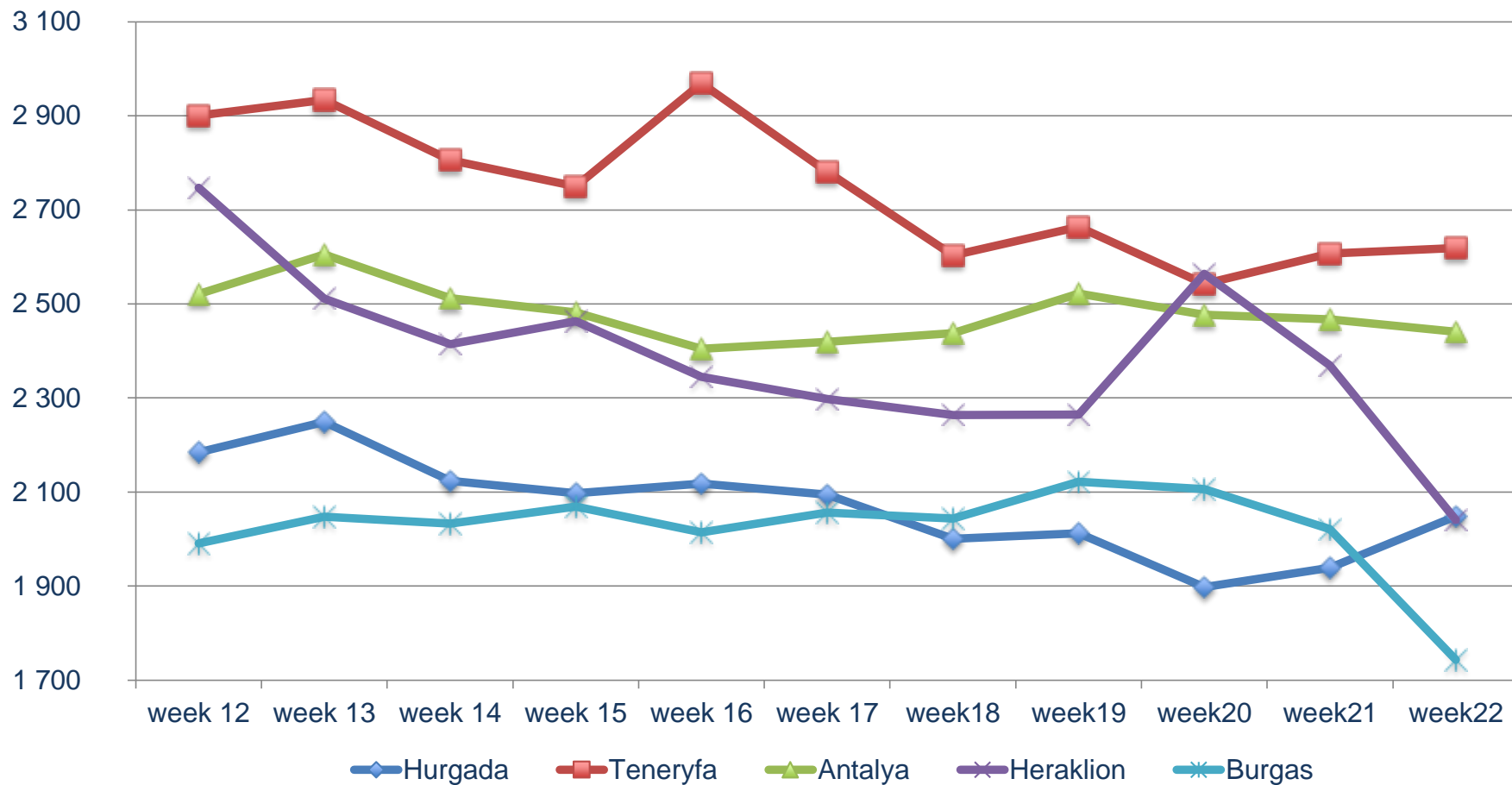
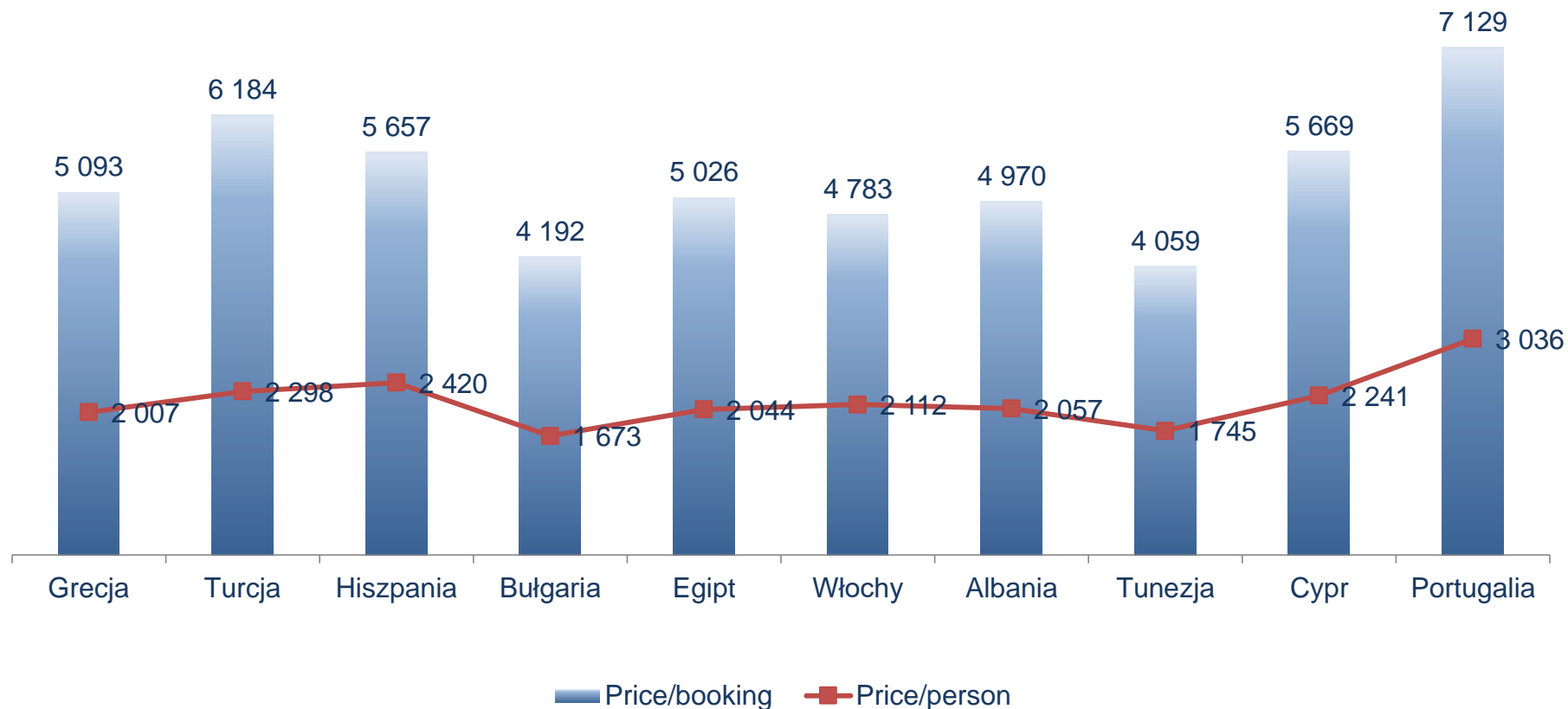


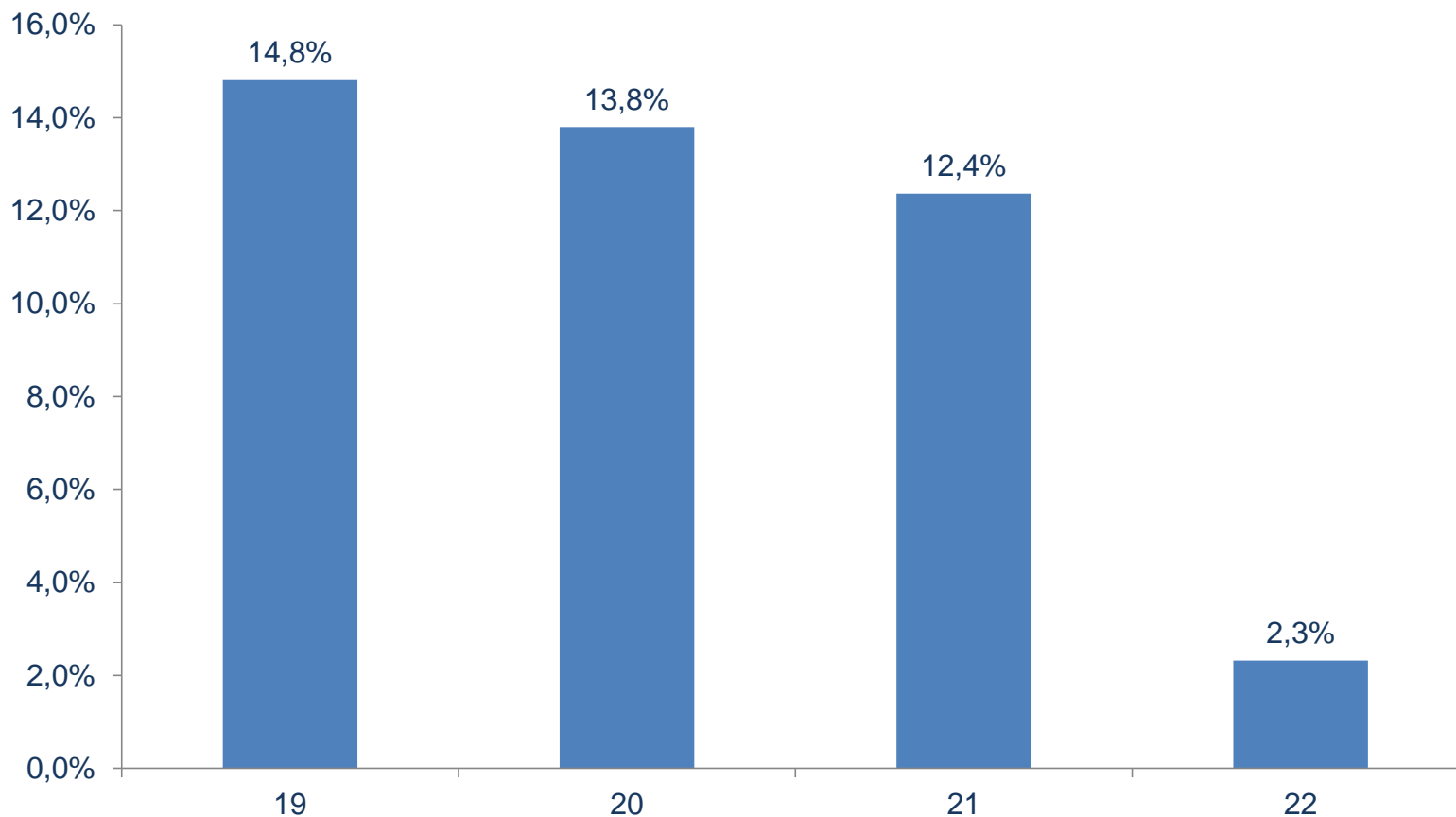
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 22. week



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

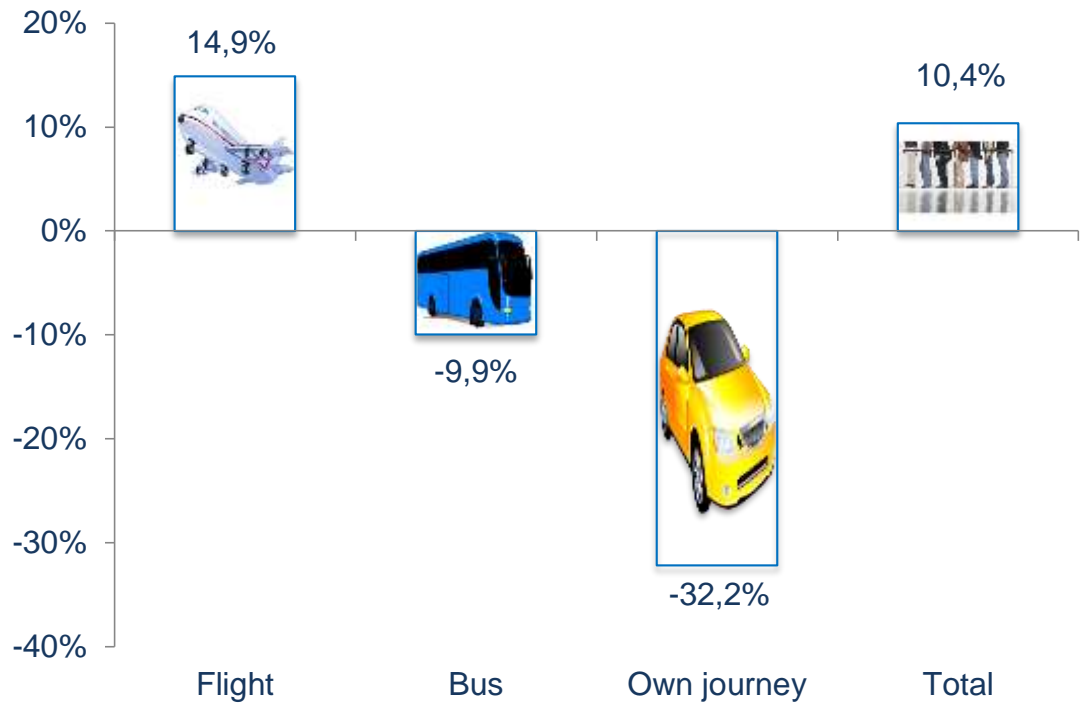
compared with 4 analogous weeks in tourist year 2016/2017



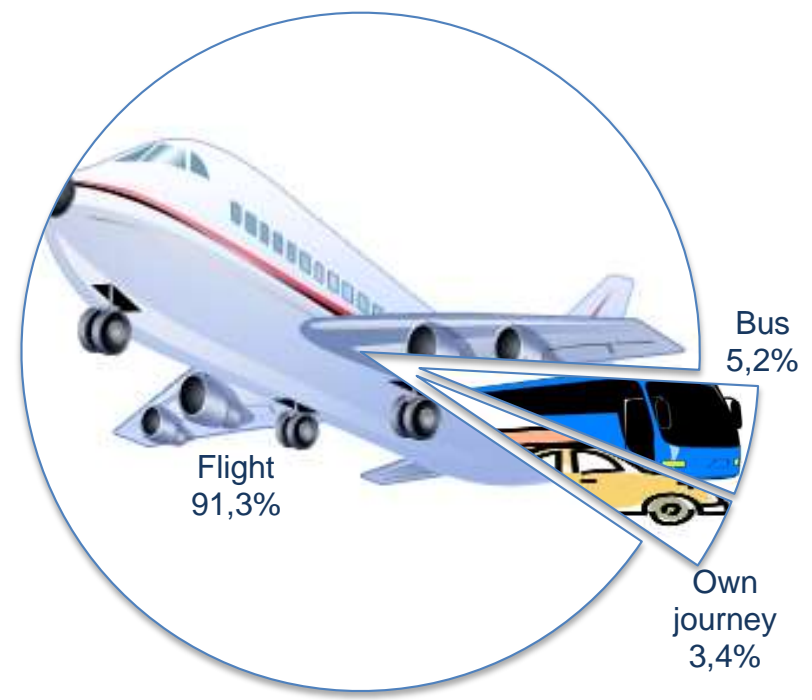
The sales trend of the last four weeks

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

Clients +/- %

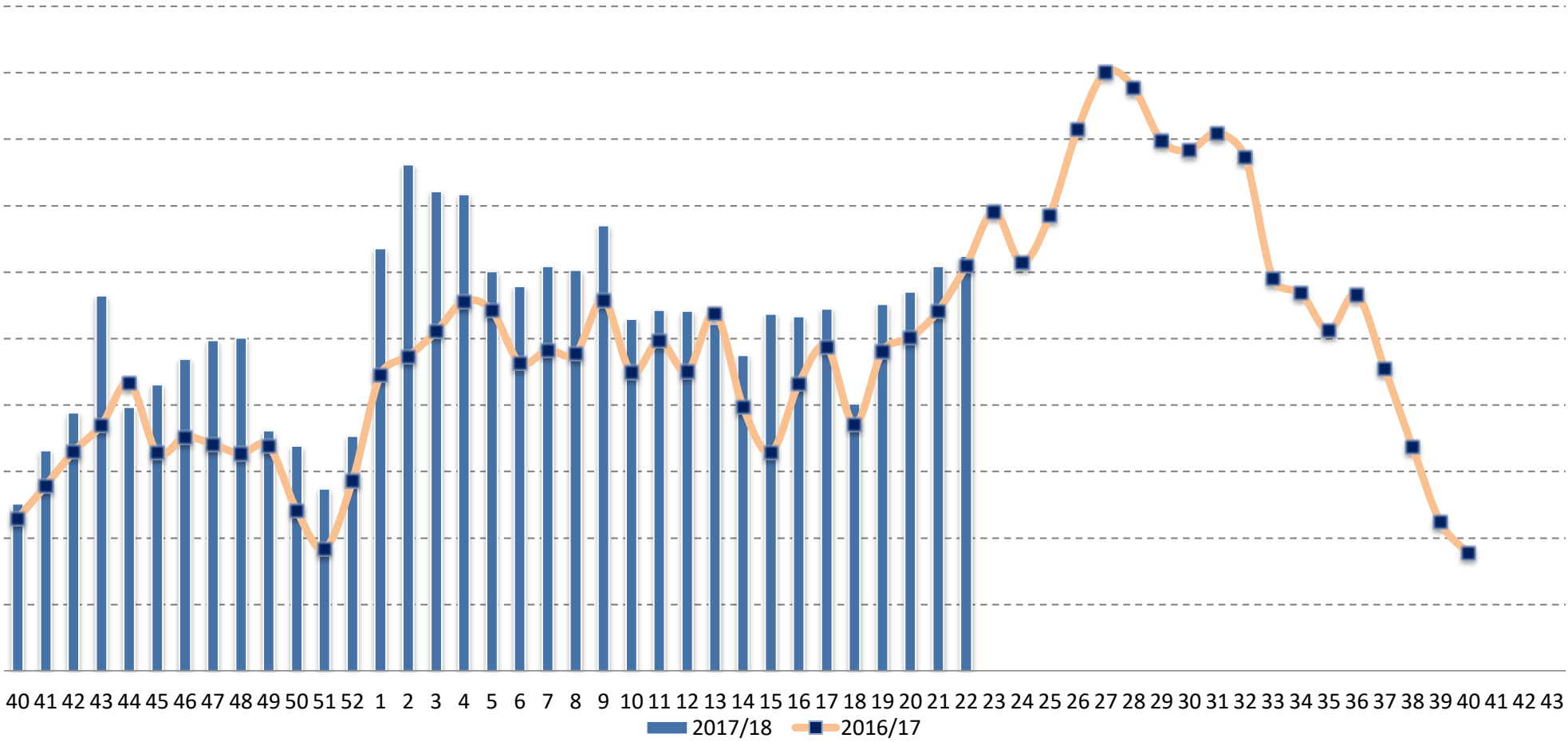


Share %



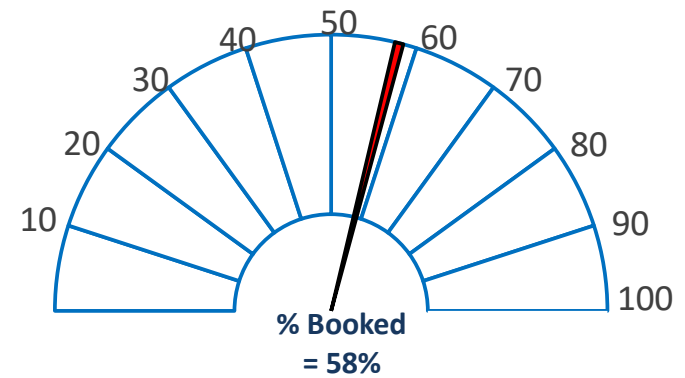
Weekly sales compared with the previous tourist year

Bookings weekly 17/18 vs. 16/17



Cumulative sales of 2017/18

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

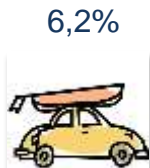


Clients +/- %

27,67%



Bus



Own journey



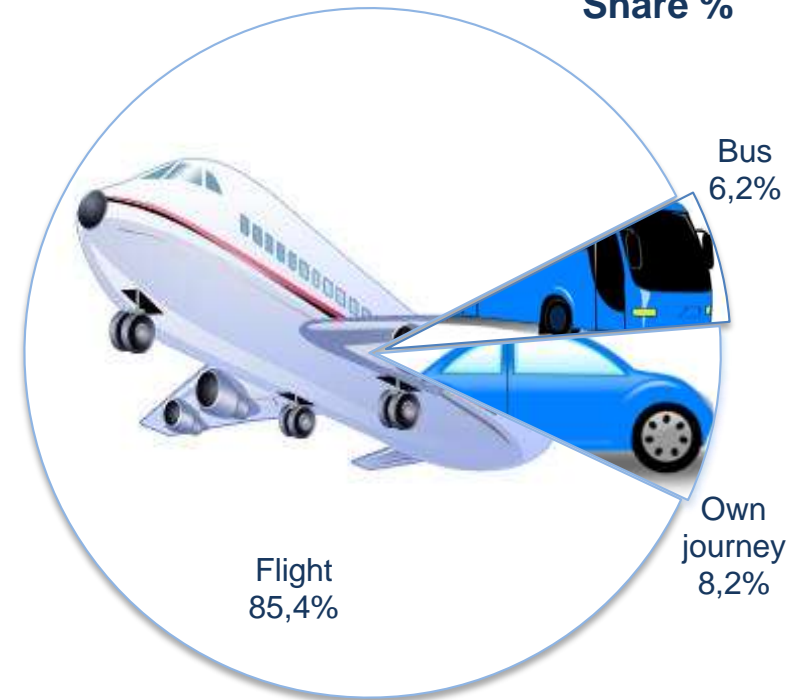
Flight

24,0%



Total

Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	14,9%	26,2%
2	Turcja	185,8%	14,6%
3	Hiszpania	-24,5%	11,2%
4	Egipt	82,8%	9,5%
5	Bułgaria	17,0%	6,9%
6	Włochy	-6,0%	5,0%
7	Albania	76,6%	3,0%
8	Chorwacja	-5,8%	1,8%
9	Tunezja	393,1%	1,6%
10	Portugalia	-34,3%	1,4%
11	Cypr	23,2%	1,3%
12	Malta	45,6%	1,1%
13	Maroko	53,4%	1,0%
14	Austria	5,3%	1,0%
15	Emiraty Arabskie	-2,3%	0,9%
16	Tajlandia	40,5%	0,9%
17	Polska	8,0%	0,9%
18	Tanzania	0,1%	0,7%
19	Wyspy Zielonego Przylądka	126,0%	0,7%
20	Oman	-7,0%	0,7%

Rank	Destination	+/- % last year
1	Antalya	163,0%
2	Heraklion	9,6%
3	Hurghada	118,1%
4	Zakynthos	10,5%
5	Burgas	25,9%
6	Korfu	24,5%
7	Rodos	8,0%
8	Marsa Alam	42,8%
9	Bodrum	227,1%
10	Chania	25,8%
11	Teneryfa	-16,0%
12	Kos	19,1%
13	Fuerteventura	-38,1%
14	Tirana	67,7%
15	Varna	-9,8%
16	Gran Canaria	-16,1%
17	Sharm El Sheikh	74,9%
18	Majorka	-21,1%
19	Lanzarote	-37,1%
20	Saloniki	-9,5%



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