



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 09/2018

Data source: MerlinX*

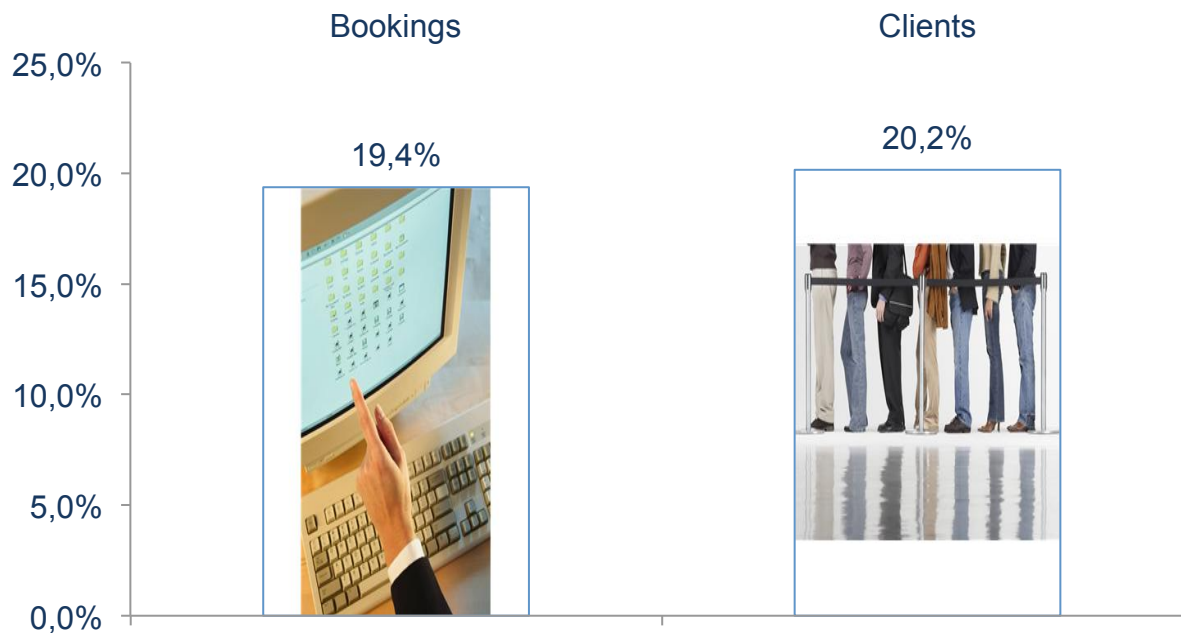
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

06.03.2018



Last week – 09/2018, tours 01.11.17 – 31.10.18

compared with week 09. in 2017 r.



Last week – 09/2018, tours 01.11.17 – 31.10.18

compared with week 09. in 2017 r.

Clients +/-%

Bus

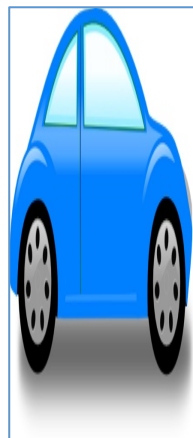
Own journey
27,9%

Flight

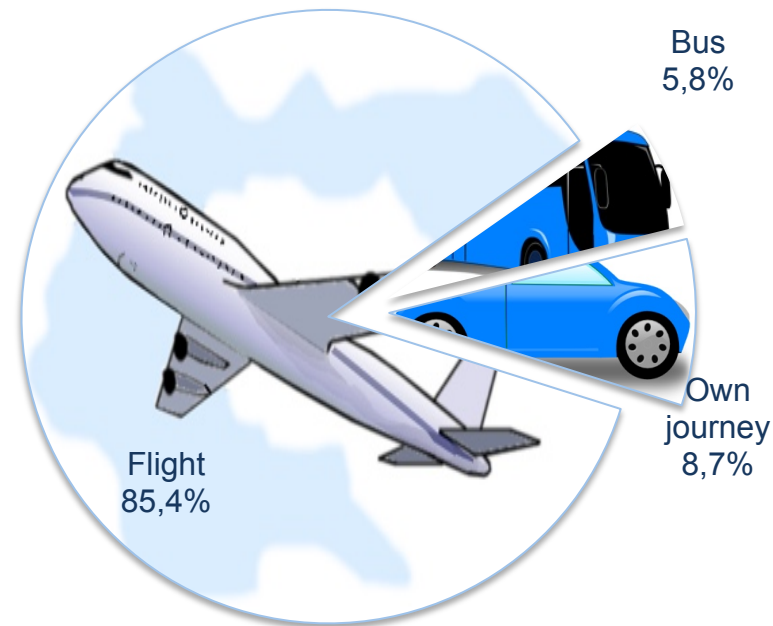
22,2%



-8,0%



Share %



Ranking of the most popular countries & destinations in CW09

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 599	2 538
2	Hurghada	5 404	2 214
3	Heraklion	7 615	2 753
4	Marsa Alam	5 596	2 243
5	Burgas	6 044	2 129
6	Korfu	7 228	2 625
7	Zakynthos	7 292	2 699
8	Bodrum	6 849	2 452
9	Rodos	7 494	2 675
10	Fuerteventura	6 616	2 585
11	Teneryfa	6 496	2 707
12	Chania	7 731	2 896
13	Tirana	6 448	2 382
14	Kos	8 219	2 767
15	Varna	5 108	2 115
16	Monastyr	5 013	1 969
17	Sharm El Sheikh	5 420	2 222
18	Lanzarote	6 656	2 804
19	Madera	5 845	2 565
20	Majorka	8 224	3 319



Rank	Country	Price/booking	Price/person
1	Grecja	7 317	2 671
2	Turcja	7 408	2 514
3	Egipt	5 482	2 227
4	Hiszpania	6 353	2 656
5	Bułgaria	5 141	1 955
6	Włochy	5 600	2 256
7	Albania	5 719	2 142
8	Tunezja	5 131	1 998
9	Chorwacja	4 349	1 615
10	Portugalia	6 435	2 811

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

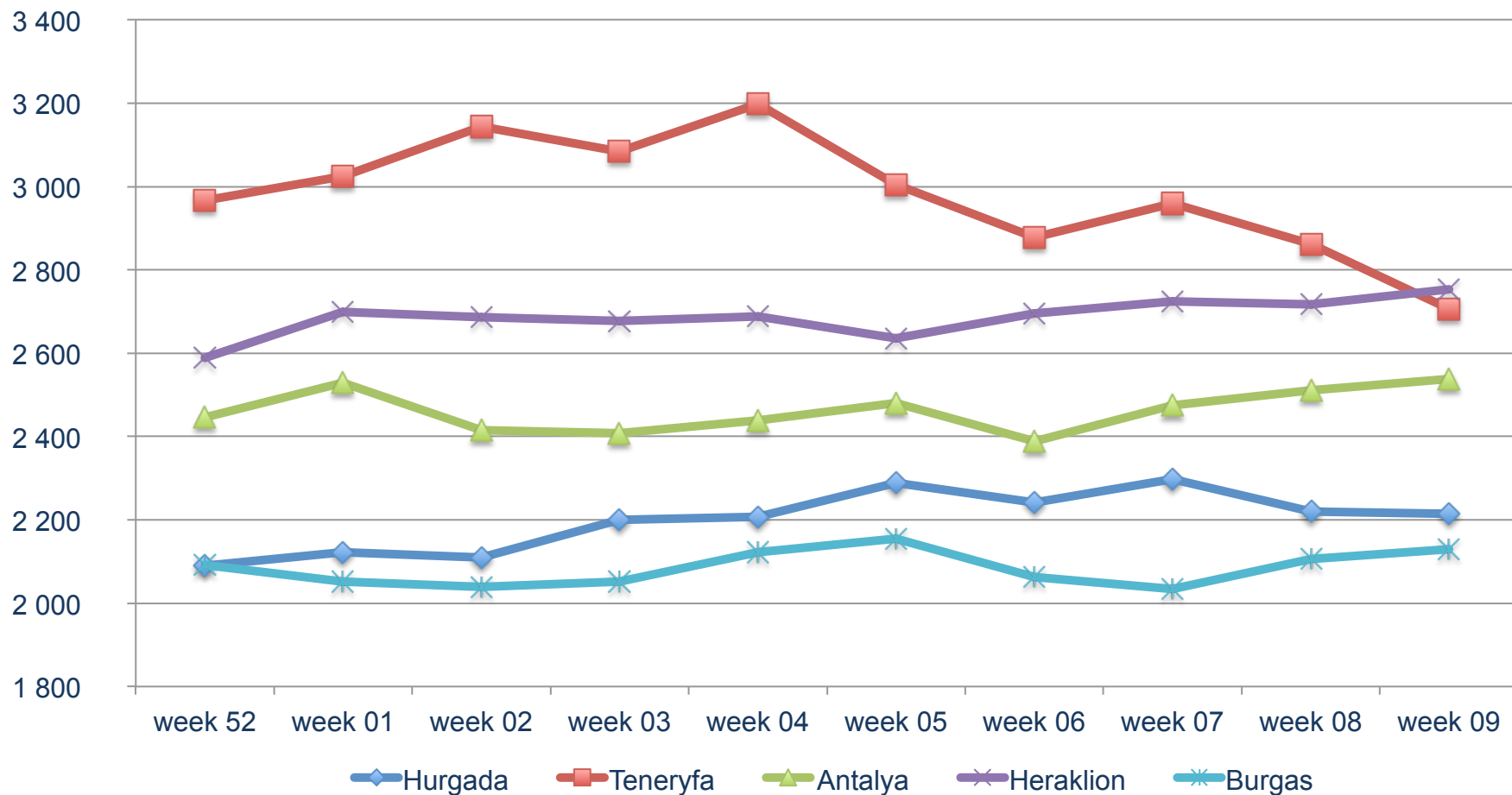
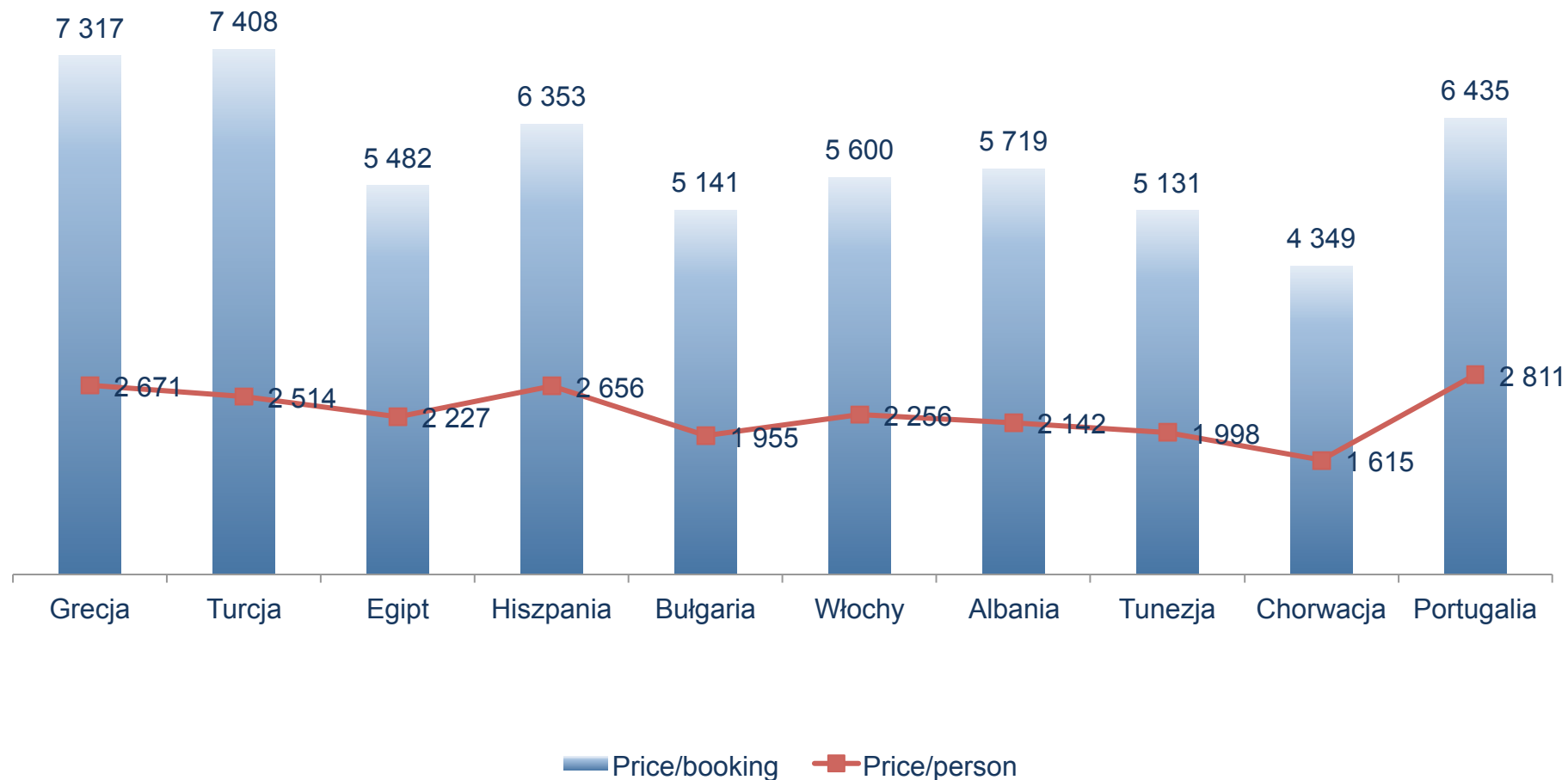


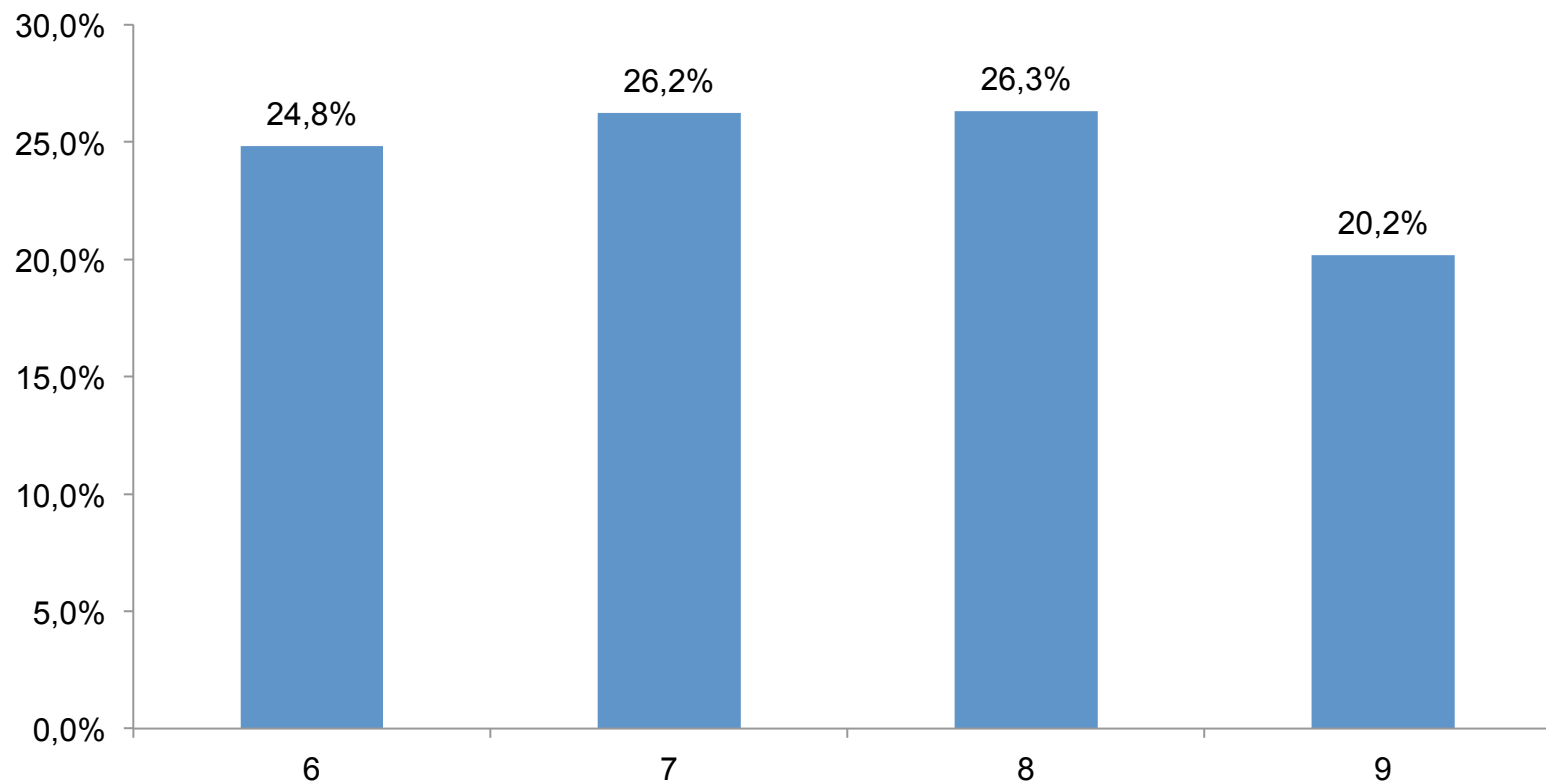
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife and Sicily.

Average price per booking and the price per person in 09. week



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

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

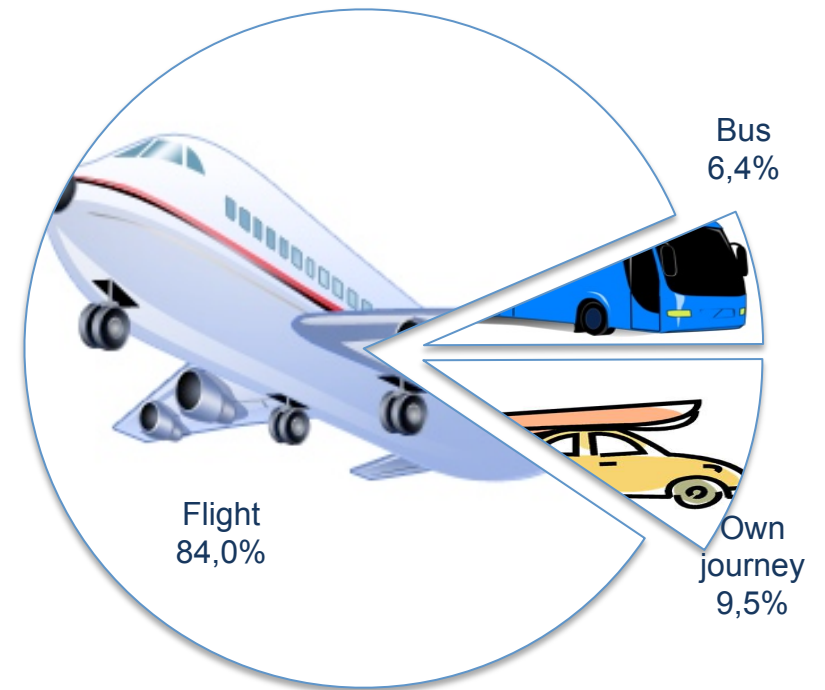
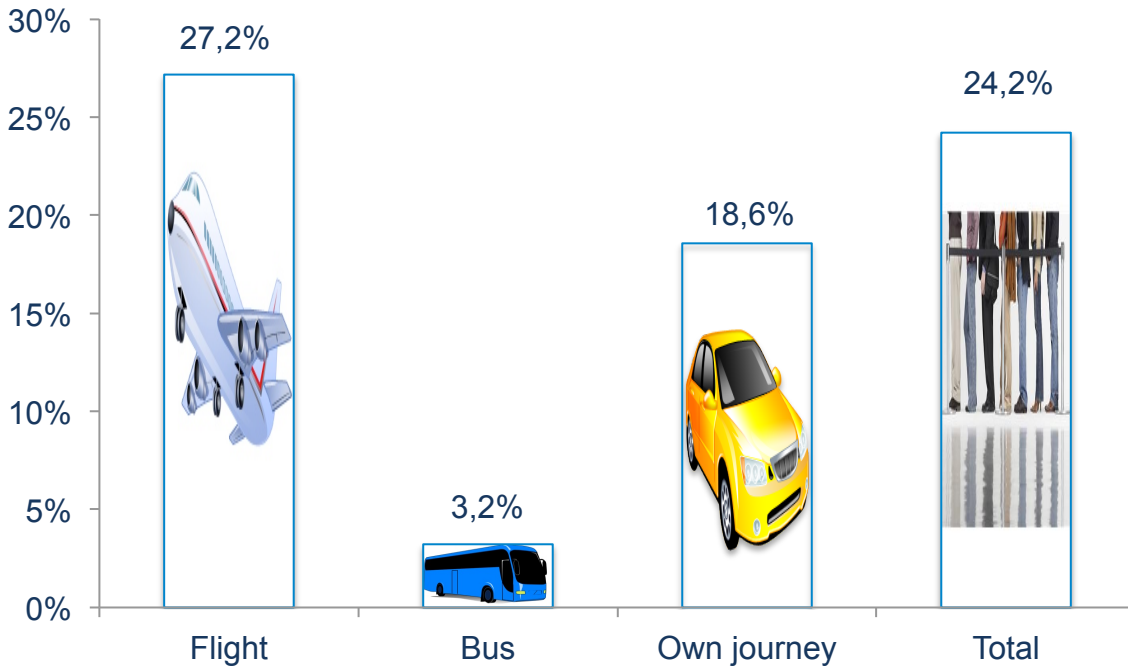


The sales trend of the last four weeks

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

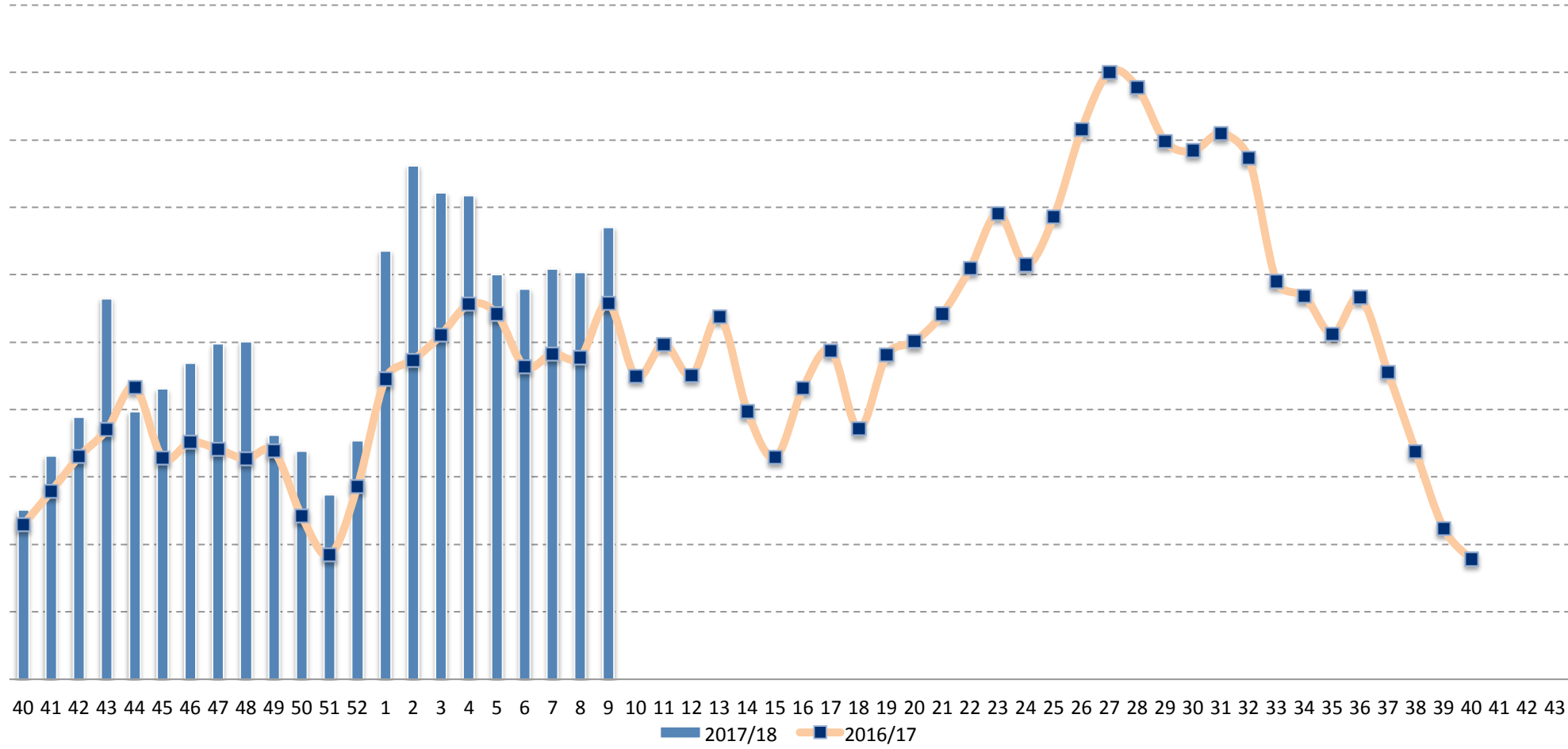
Clients +/- %

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 +/- %

Bus Own journey Flight Total

11,8%



12,3%



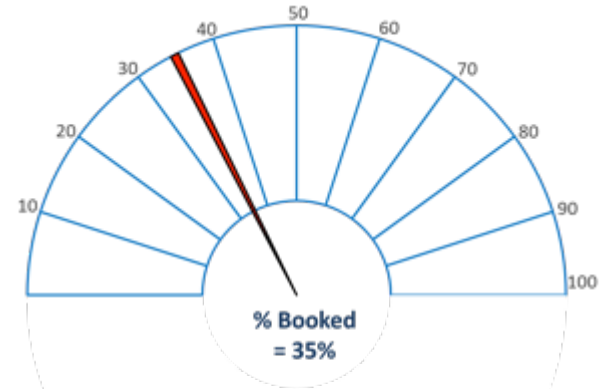
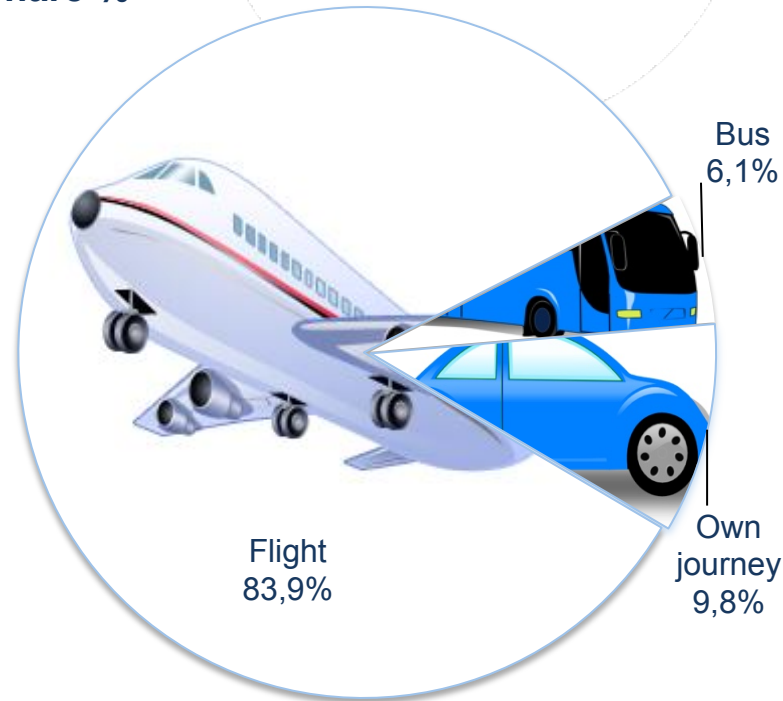
34,15%



30,0%



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	8,1%	22,2%
2	Turcja	++	15,0%
3	Hiszpania	-22,3%	11,0%
4	Egipt	96,8%	9,7%
5	Bułgaria	29,9%	6,8%
6	Włochy	6,9%	5,3%
7	Albania	76,6%	3,1%
8	Chorwacja	7,1%	1,8%
9	Portugalia	-30,4%	1,4%
10	Austria	4,9%	1,4%
11	Malta	73,9%	1,4%
12	Tunezja	++	1,3%
13	Tajlandia	38,9%	1,2%
14	Cypr	27,7%	1,2%
15	Maroko	76,1%	1,1%
16	Tanzania	0,3%	1,1%
17	Emiraty Arabskie	-7,5%	1,1%
18	Oman	-12,7%	0,9%
19	Wyspy Zielonego Przylądka	108,0%	0,9%
20	Czechy	20,1%	0,8%

Rank	Destination	+/- % last year
1	Antalya	++
2	Hurghada	159,6%
3	Heraklion	-4,3%
4	Burgas	41,6%
5	Zakynthos	4,8%
6	Marsa Alam	45,5%
7	Bodrum	++
8	Korfu	2,0%
9	Rodos	10,5%
10	Teneryfa	-9,9%
11	Chania	22,5%
12	Fuerteventura	-37,7%
13	Tirana	68,6%
14	Kos	17,2%
15	Varna	-3,7%
16	Gran Canaria	-3,2%
17	Lanzarote	-35,3%
18	Sharm El Sheikh	61,8%
19	Zanzibar	-4,2%
20	Malta	65,8%



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.



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