

## Weekly report 01/2018

Data source: MerlinX\*

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

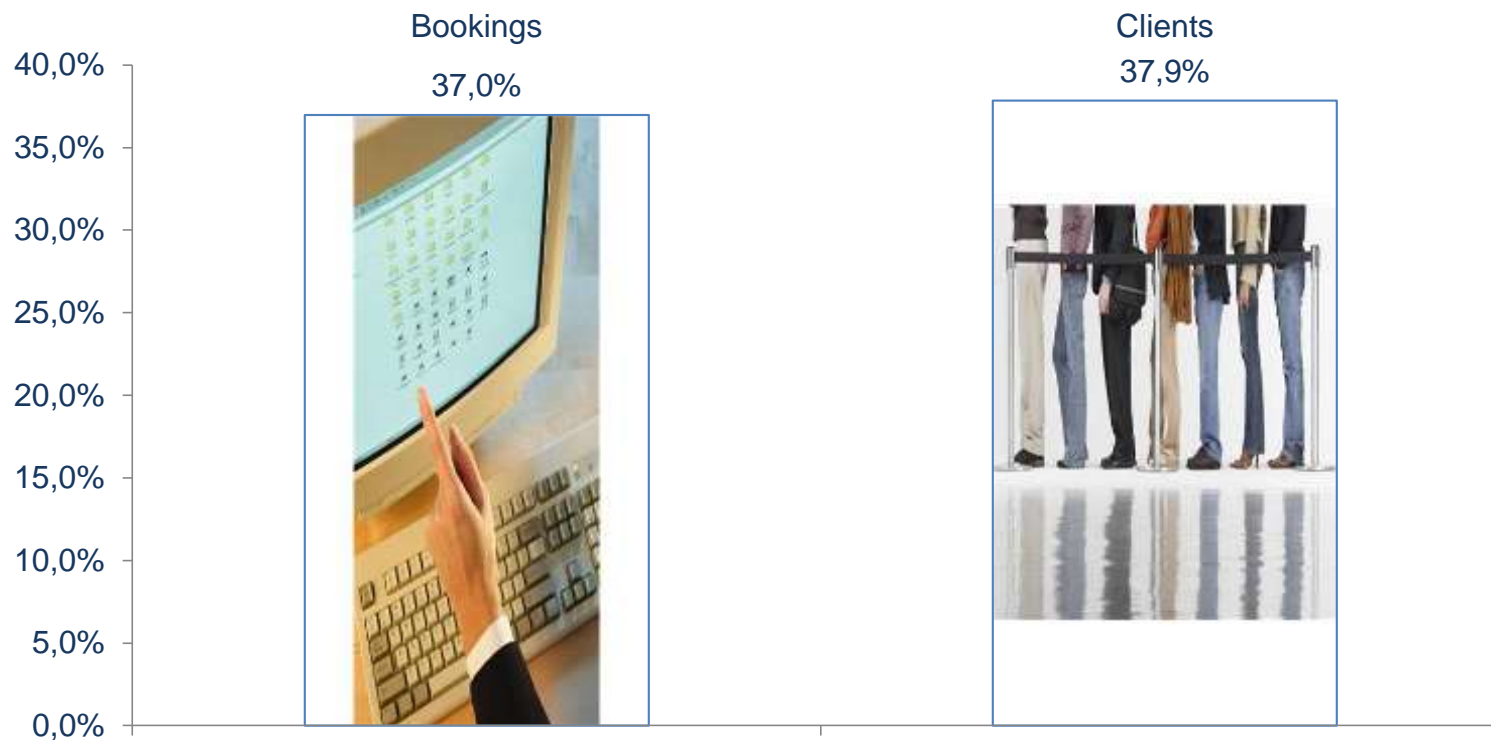
<http://www.pzot.pl>

<http://www.lece.pl>

<http://www.merlinx.pl>

# Last week – 01/2018, tours 01.11.17 – 31.10.18

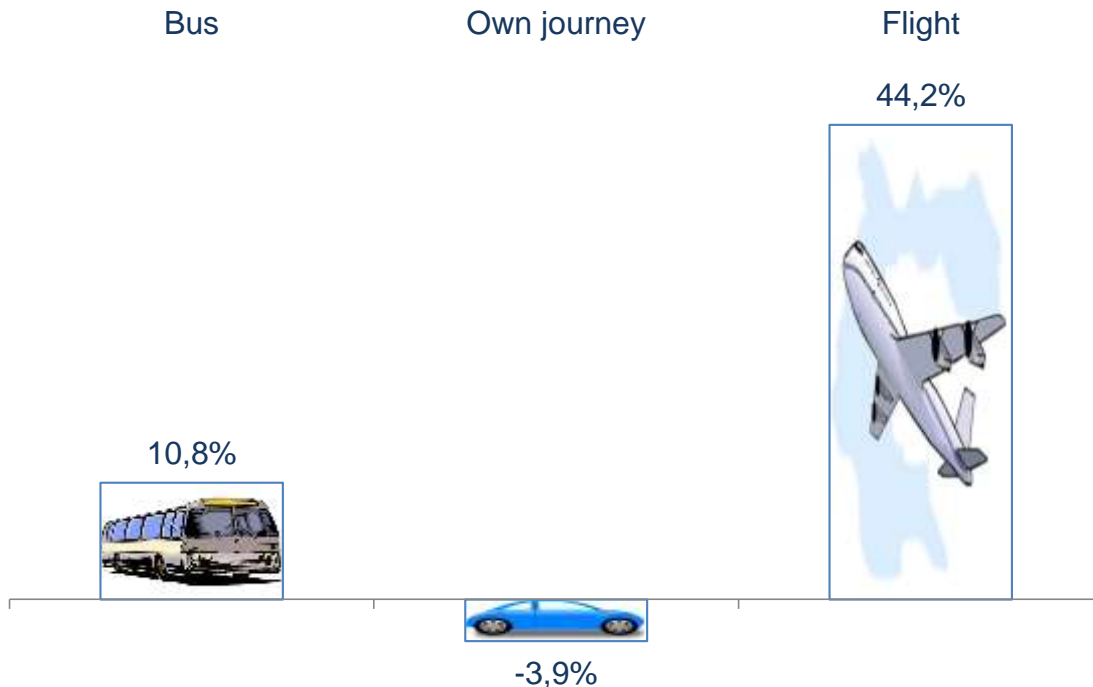
*compared with week 01. in 2017 r.*



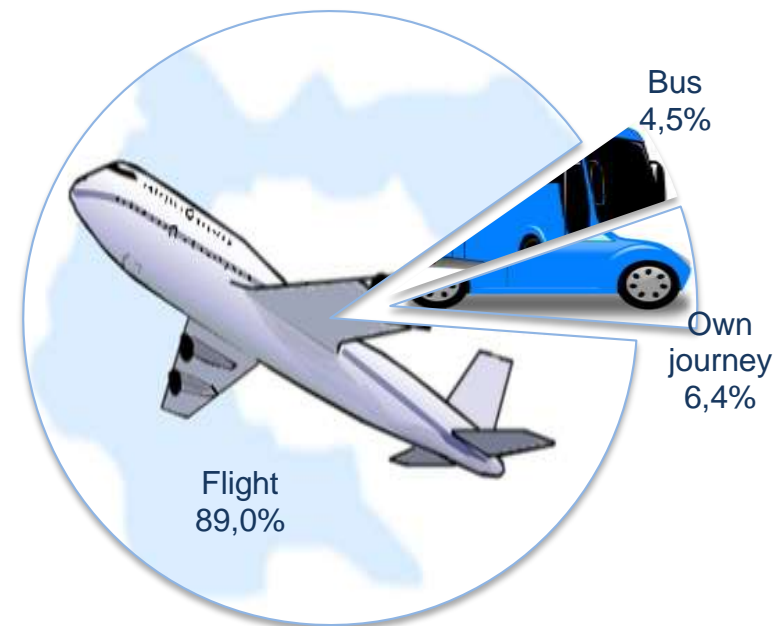
# Last week – 01/2018, tours 01.11.17 – 31.10.18

compared with week 01. in 2017 r.

## Clients +/-%



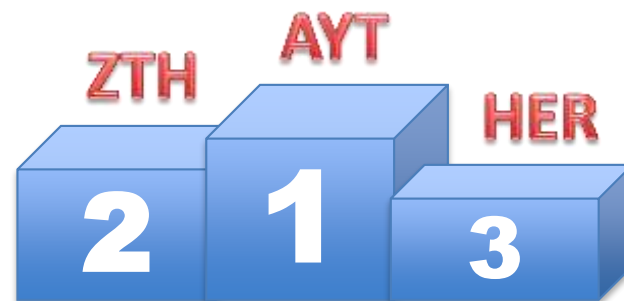
## Share %



# Ranking of the most popular countries & destinations in CW01

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	7 848	2 530
2	Zakynthos	7 368	2 633
3	Heraklion	8 090	2 698
4	Burgas	6 361	2 051
5	Hurghada	5 452	2 123
6	Korfu	7 059	2 538
7	Fuerteventura	7 745	2 945
8	Rodos	7 995	2 731
9	Chania	8 458	2 990
10	Marsa Alam	5 582	2 197
11	Bodrum	7 642	2 614
12	Tirana	6 146	2 357
13	Teneryfa	7 473	3 024
14	Kos	8 336	2 796
15	Varna	6 460	2 070
16	Lanzarote	7 512	2 949
17	Gran Canaria	7 157	3 105
18	Malta	3 343	1 476
19	Majorka	8 122	3 265
20	Madera	6 709	2 875



Rank	Country	Price/booking	Price/person
1	Grecja	7 636	2 679
2	Turcja	7 771	2 546
3	Hiszpania	7 451	2 985
4	Egipt	5 495	2 159
5	Bułgaria	6 074	1 965
6	Włochy	5 505	2 224
7	Albania	5 752	2 228
8	Chorwacja	4 303	1 535
9	Portugalia	7 152	3 063
10	Cypr	7 034	2 691

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

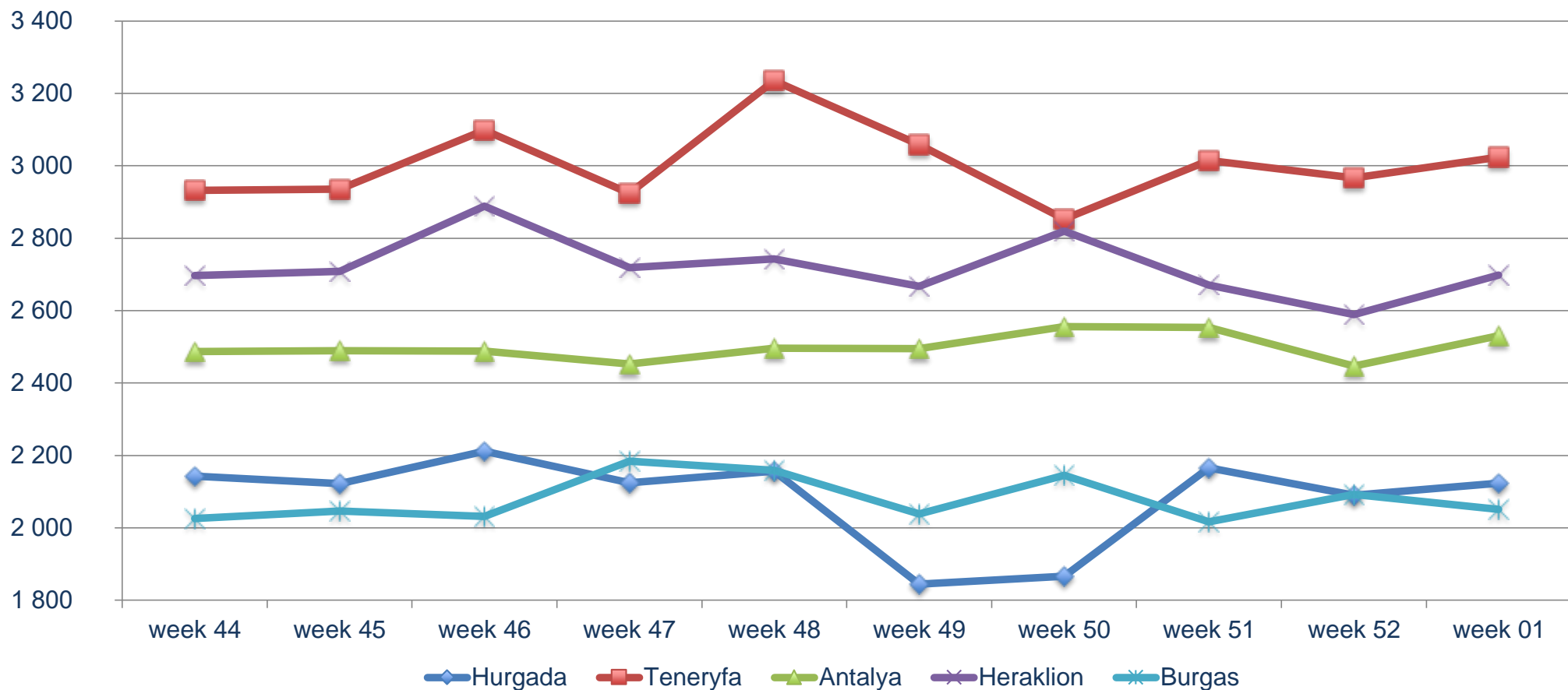
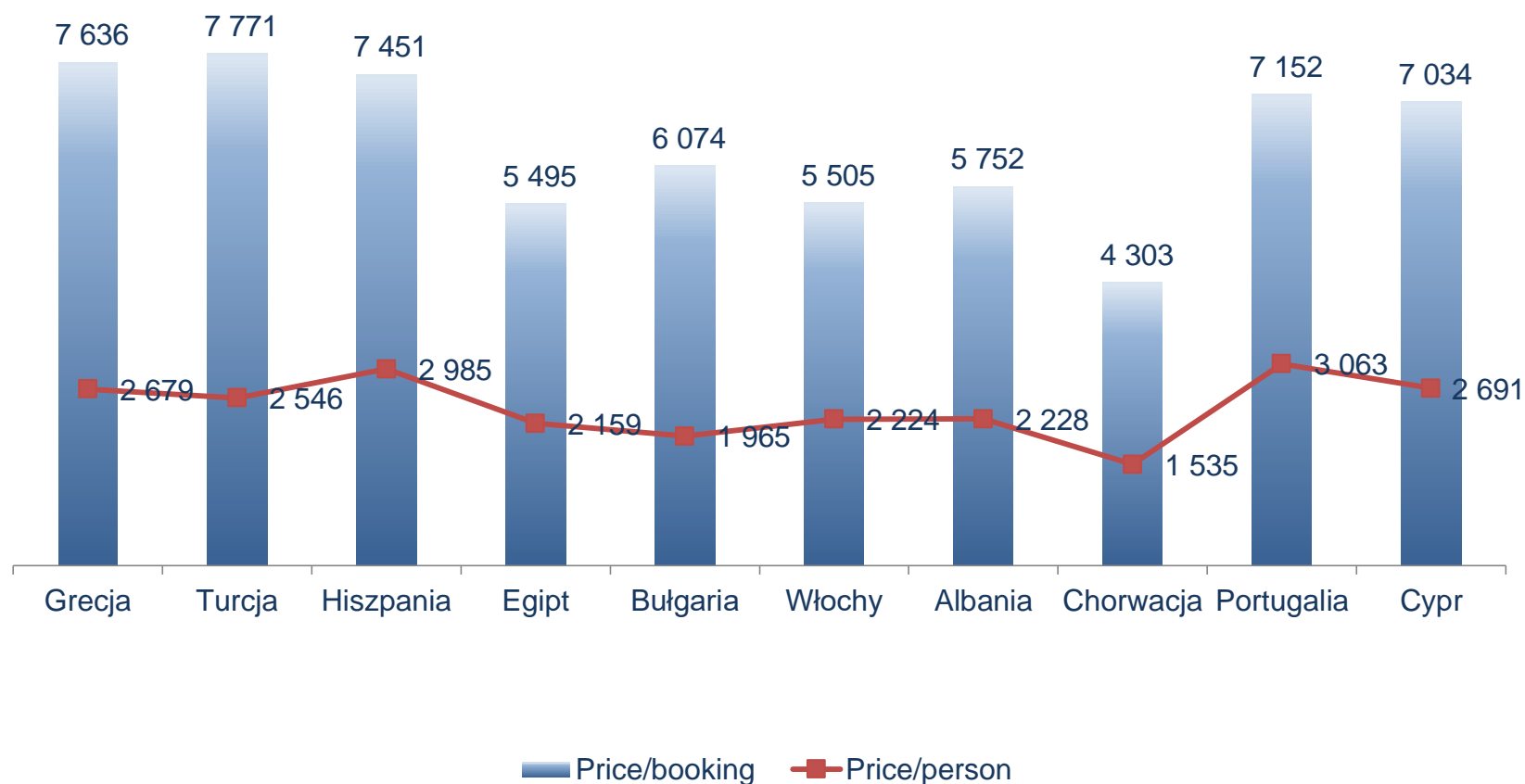


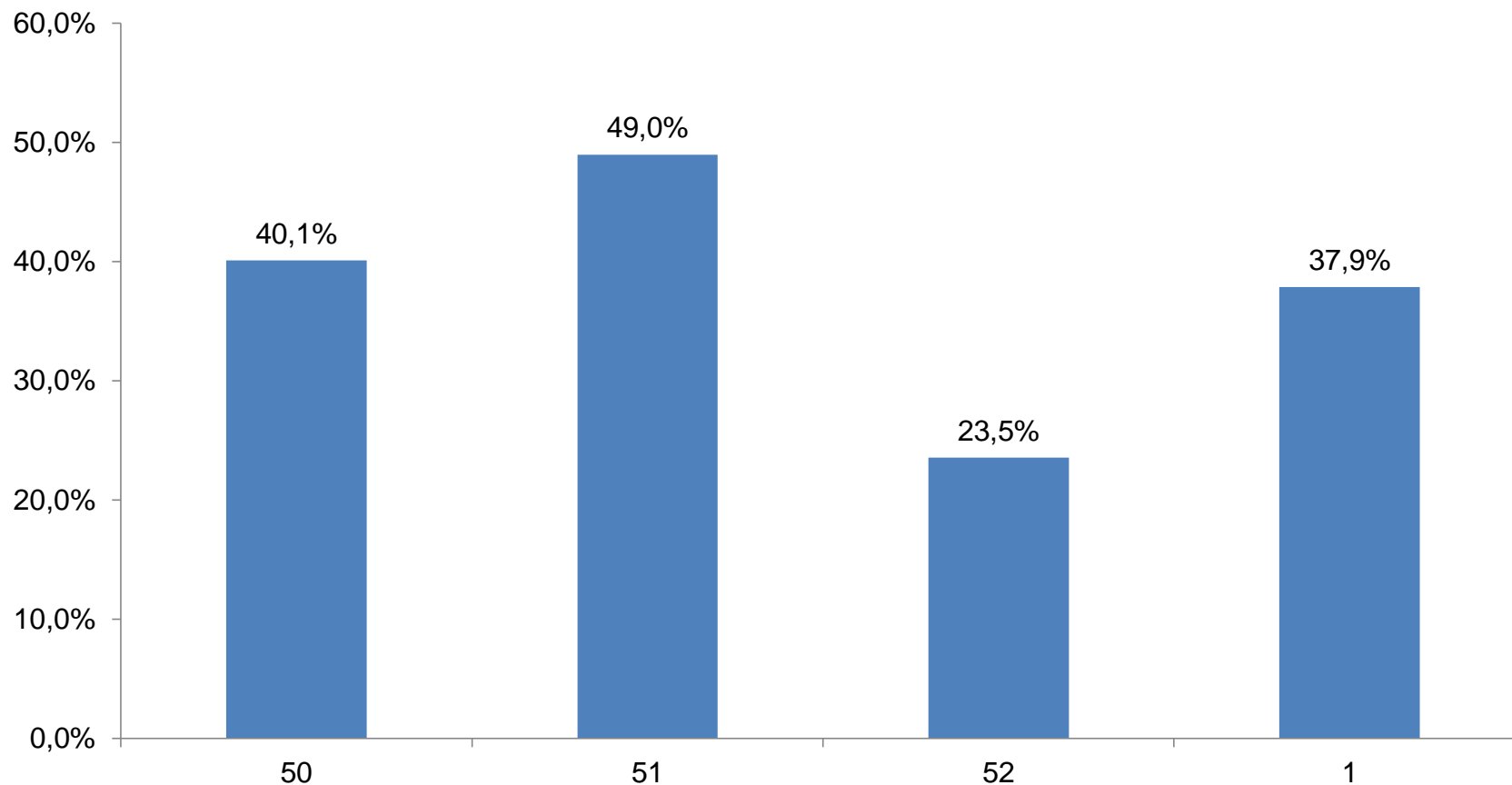
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada and Tenerife

# Average price per booking and the price per person in 01. week



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

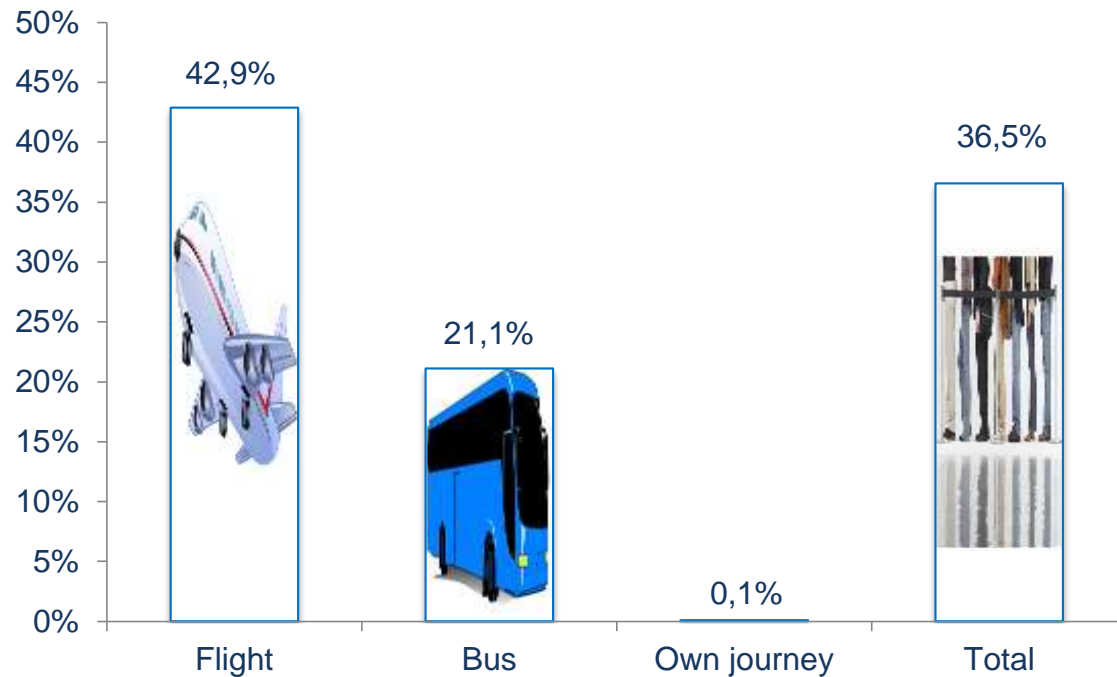
*compared with 4 analogous weeks in tourist year 2016/2017.*



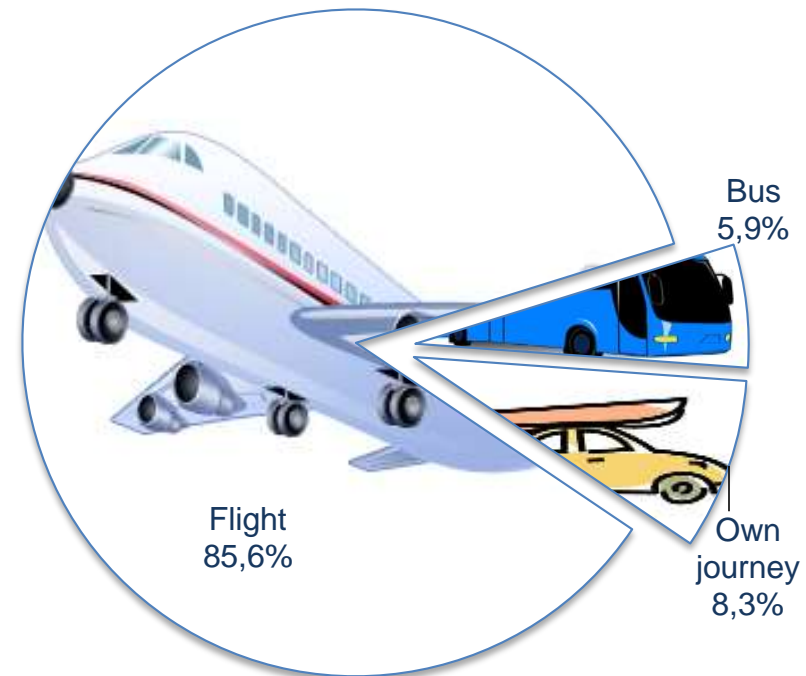
# The sales trend of the last four weeks

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

### Clients +/- %



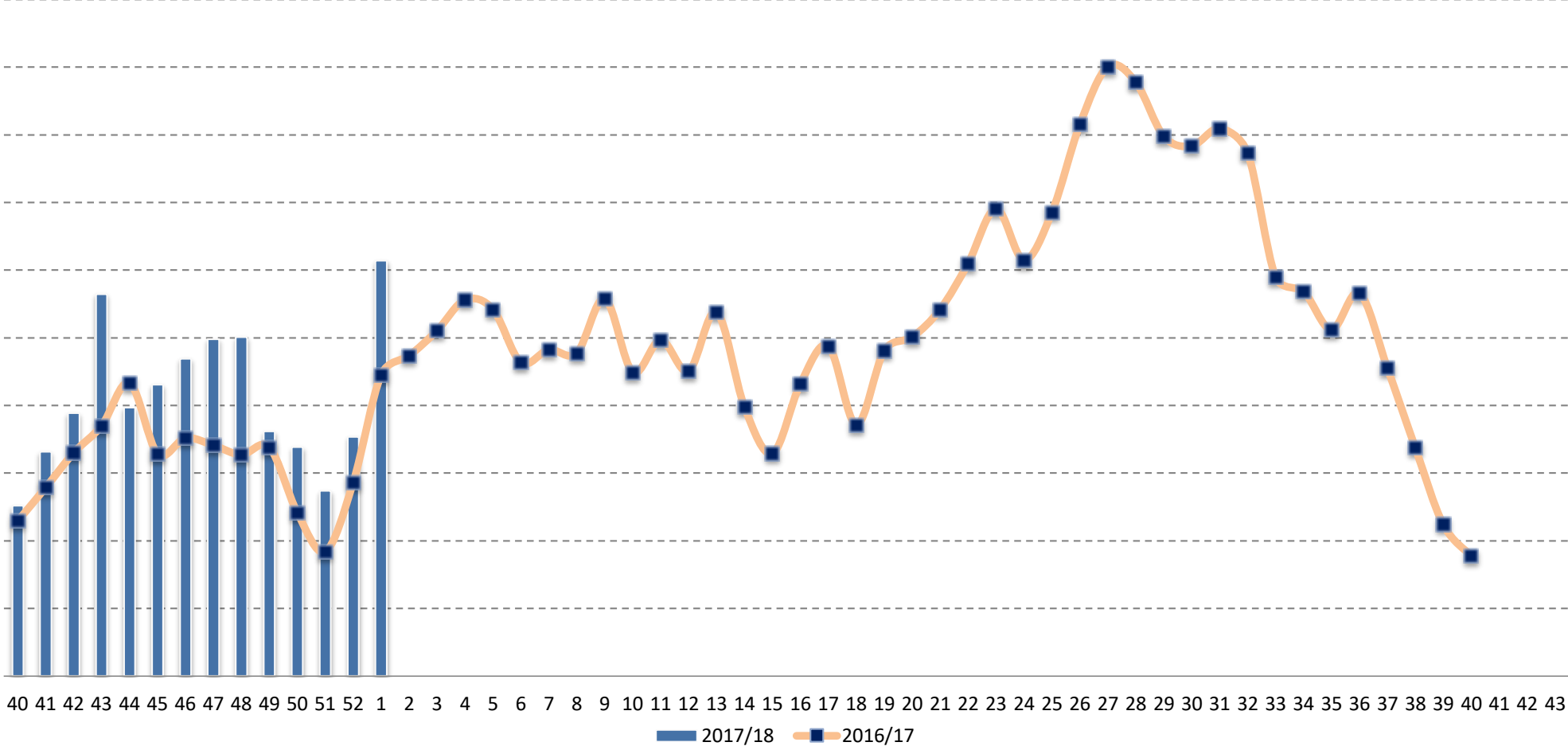
### Share %





# 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 +/- %

Bus

Own journey

Flight

Total

12,6%



14,1%



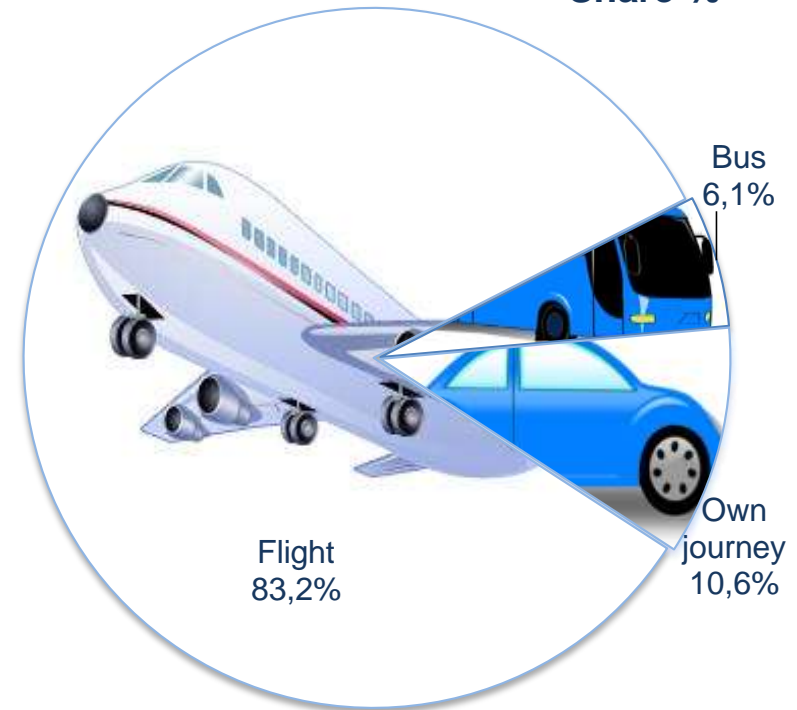
33,78%



30,0%



## Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	5,6%	21,0%
2	Turcja	++	13,9%
3	Hiszpania	-18,6%	11,6%
4	Egipt	117,4%	9,0%
5	Włochy	18,4%	5,8%
6	Bułgaria	26,0%	5,7%
7	Albania	60,3%	3,1%
8	Austria	4,8%	2,0%
9	Tajlandia	71,4%	1,8%
10	Malta	102,4%	1,6%
11	Portugalia	-23,4%	1,5%
12	Chorwacja	3,5%	1,4%
13	Emiraty Arabskie	-1,9%	1,3%
14	Tanzania	-3,0%	1,3%
15	Maroko	107,3%	1,2%
16	Cypr	10,9%	1,2%
17	Oman	-16,1%	1,2%
18	Czechy	11,9%	1,1%
19	Tunezja	++	1,0%
20	Wyspy Zielonego Przylądka	29,0%	0,9%

Rank	Destination	% last year
1	Antalya	++
2	Hurghada	++
3	Zakynthos	0,2%
4	Marsa Alam	55,6%
5	Heraklion	++
6	Burgas	38,0%
7	Bodrum	934,5%
8	Teneryfa	4,4%
9	Korfu	-10,1%
10	Rodos	28,3%
11	Chania	21,9%
12	Fuerteventura	-35,9%
13	Tirana	68,1%
14	Gran Canaria	15,5%
15	Kos	20,4%
16	Lanzarote	-24,5%
17	Varna	-18,9%
18	Zanzibar	-4,3%
19	Malta	90,8%
20	Salalah	-16,1%



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*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.*

*Bardzo często publikowane opinie dalece odbiegają od rzeczywistości prezentowanej w raporcie.*

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

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