



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 09/2019

Data source: MerlinX*

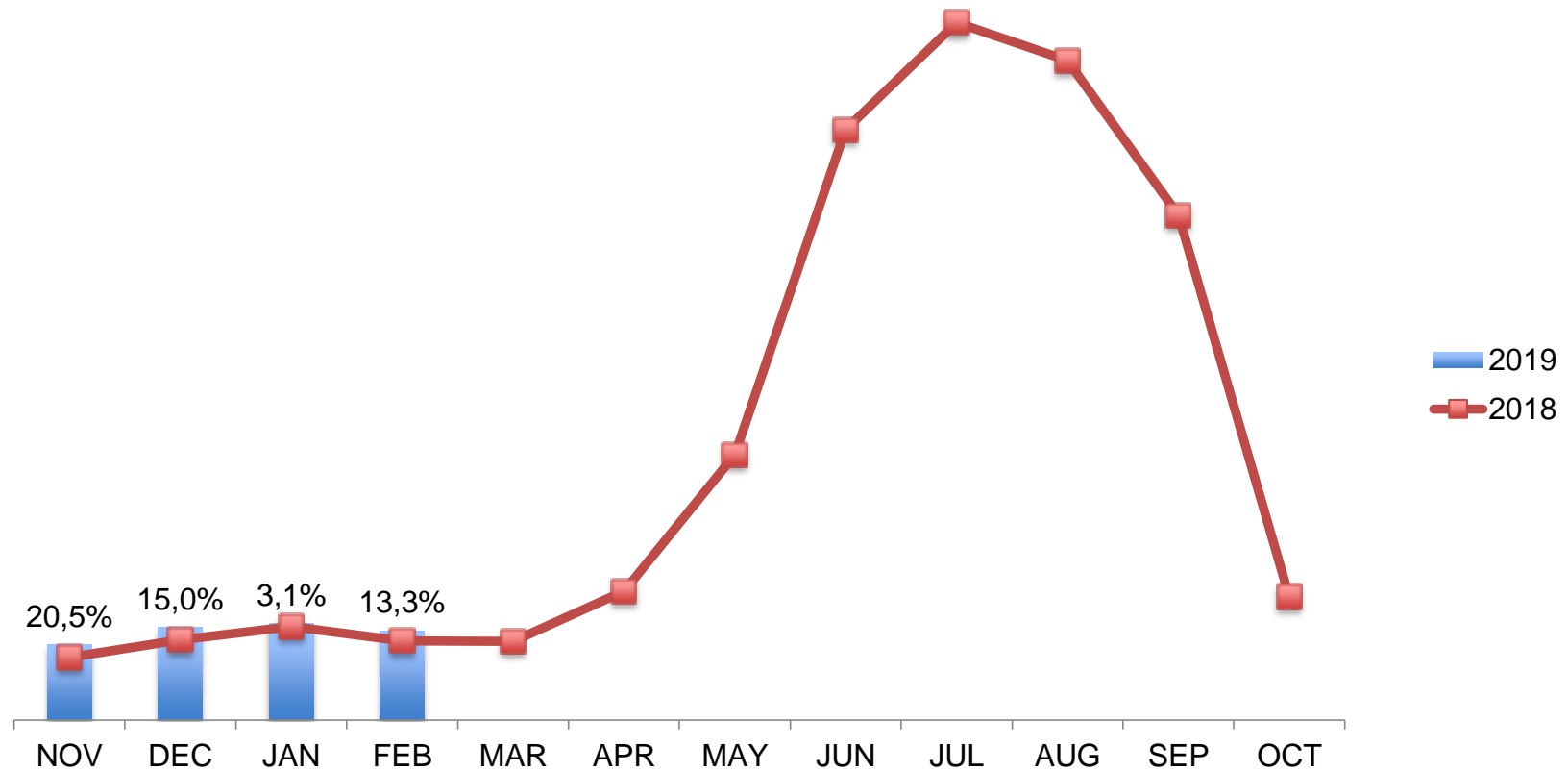
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*



05.03.2019



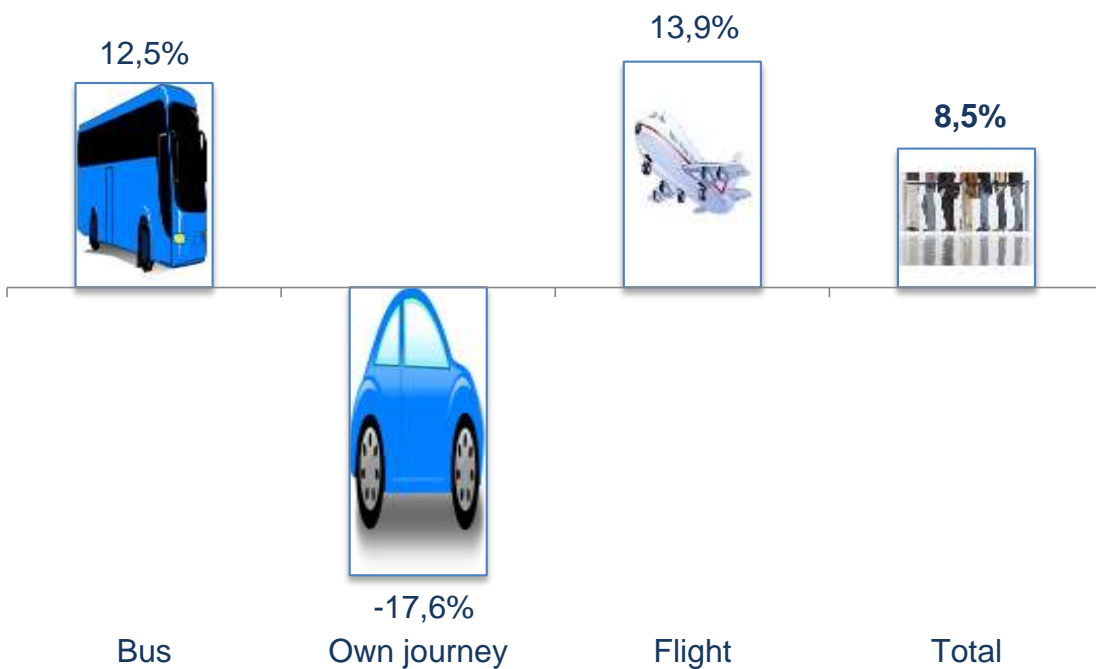
Monthly trips compared with previous tourism year



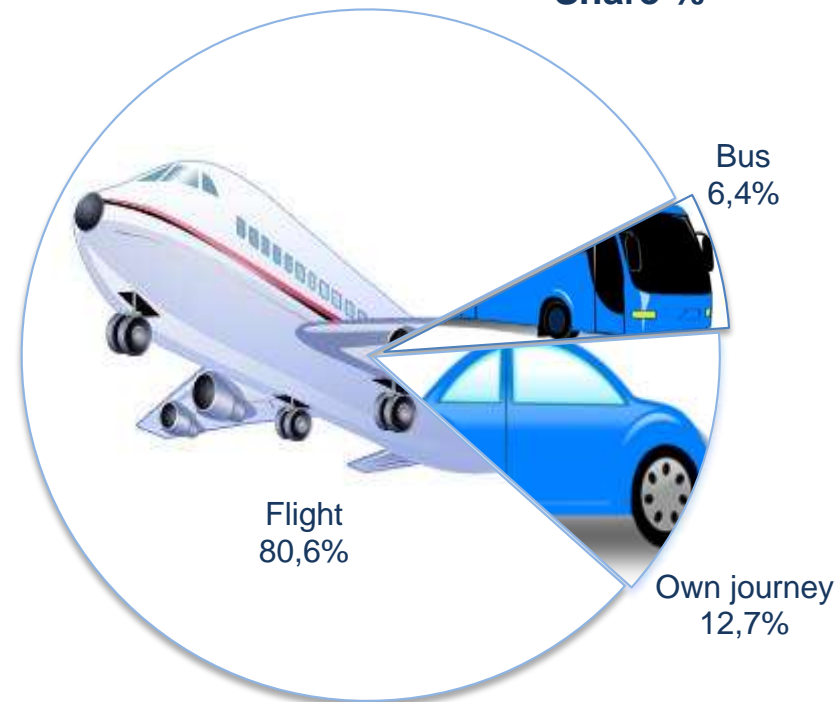
Cumulative **Winter** Season sales of 2018/19 (**NOV – MAR**)

compared to sales in the same period last tourism year 2017/18

Clients +/- %



Share %



Last week – 09/2019, tours 01.11.18 – 31.10.19

compared with week 09. in 2018 r.



Ranking of the most popular countries & destinations in CW09

tours from 01.11.18 to 31.10.19

Rank	Destination	Price/booking	Price/person
1	Antalya	7 871	2 732
2	Hurghada	5 365	2 214
3	Bodrum	7 080	2 619
4	Heraklion	7 772	2 772
5	Rodos	8 167	2 860
6	Zakynthos	7 846	2 787
7	Marsa Alam	6 645	2 493
8	Burgas	6 111	2 066
9	Korfu	7 189	2 608
10	Kos	9 060	2 876
11	Teneryfa	7 526	3 023
12	Fuerteventura	7 613	2 979
13	Chania	8 551	3 117
14	Lanzarote	6 674	2 608
15	Tirana	6 201	2 419
16	Madera	7 578	3 193
17	Varna	4 690	2 060
18	Zanzibar	11 034	4 904
19	Izmir	8 438	2 555
20	Gran Canaria	7 500	3 101



Rank	Country	Price/booking	Price/person
1	Grecja	7 750	2 751
2	Turcja	7 637	2 692
3	Egipt	5 633	2 303
4	Hiszpania	6 891	2 887
5	Bułgaria	5 223	1 925
6	Włochy	5 231	2 302
7	Tunezja	5 548	2 137
8	Albania	5 590	2 226
9	Chorwacja	3 846	1 422
10	Portugalia	7 458	3 263

The average price per person in the tourism year 2018/19

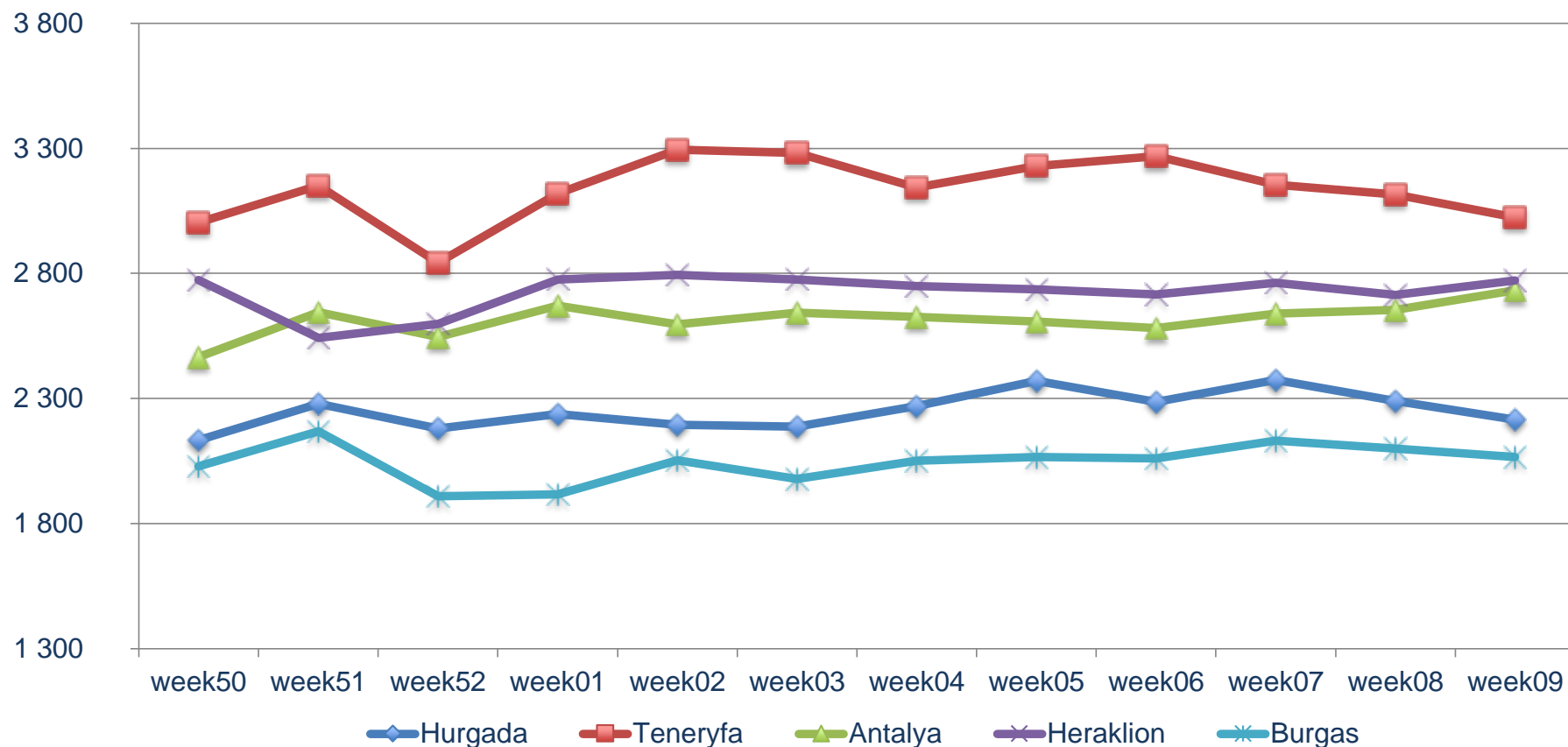
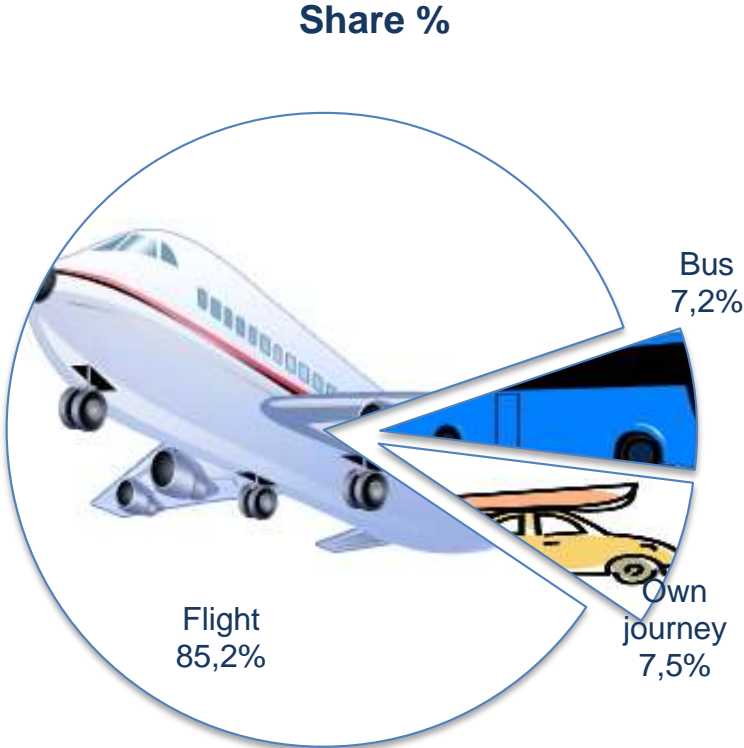
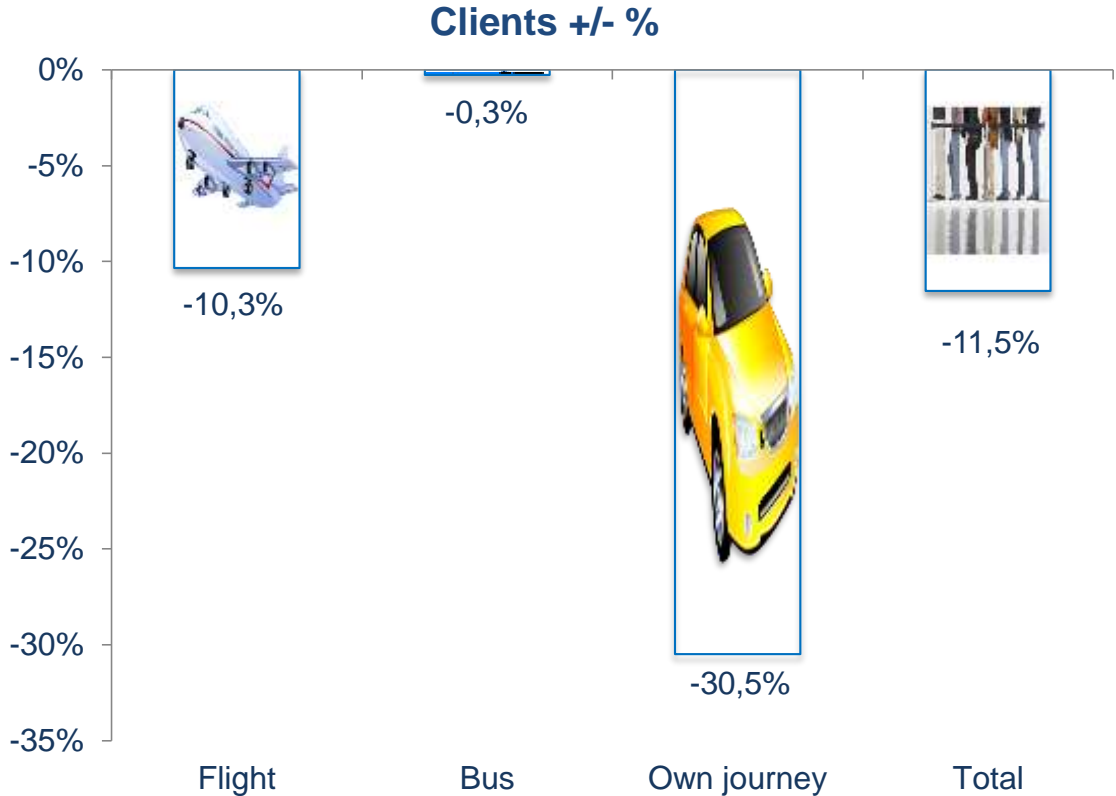


Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

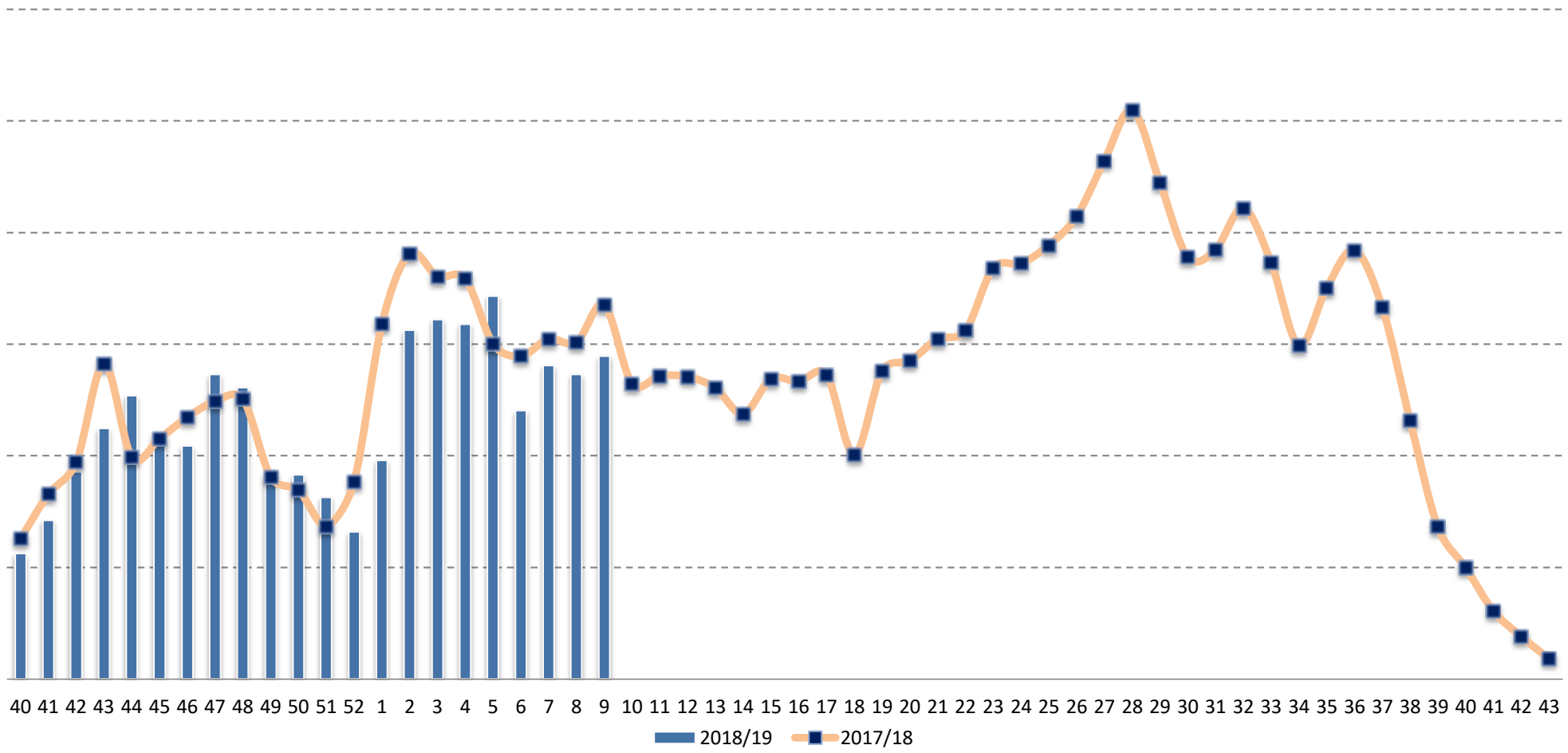
The sales trend of the last four weeks

compared with 4 analogous weeks in tourism year 2017/18.



Weekly sales compared with the previous tourism year

Bookings weekly 18/19 vs. 17/18



Ranking of the most popular countries & destinations in 2018/19

Rank	Country	+/- % last year	Share %
1	Turcja	21,6%	19,8%
2	Grecja	-23,2%	18,5%
3	Egipt	47,2%	15,6%
4	Hiszpania	-23,1%	9,2%
5	Włochy	-20,6%	4,6%
6	Bułgaria	-40,5%	4,4%
7	Tunezja	48,0%	2,2%
8	Albania	-36,9%	2,1%
9	Portugalia	5,5%	1,6%
10	Tajlandia	6,9%	1,4%
11	Emiraty Arabskie	16,0%	1,3%
12	Chorwacja	-35,5%	1,3%
13	Austria	-19,1%	1,2%
14	Oman	18,3%	1,2%
15	Kuba	57,3%	1,2%
16	Tanzania	-1,1%	1,2%
17	Malta	-32,6%	1,0%
18	Cypr	-25,0%	1,0%
19	Wyspy Zielonego Przylądka	-6,4%	0,9%
20	Dominikana	3,6%	0,8%

Rank	Destination	+/- % last year
1	Antalya	25,3%
2	Hurghada	37,2%
3	Marsa Alam	29,4%
4	Bodrum	17,9%
5	Heraklion	-21,8%
6	Zakynthos	-15,3%
7	Rodos	-9,7%
8	Burgas	-40,5%
9	Korfu	-37,3%
10	Teneryfa	-22,2%
11	Fuerteventura	-17,8%
12	Sharm El Sheikh	65,6%
13	Kos	-5,9%
14	Chania	-34,9%
15	Tirana	-32,5%
16	Madera	24,9%
17	Varna	-38,6%
18	Salalah	21,9%
19	Zanzibar	3,5%
20	Izmir	133,7%



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