



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 27/2019

Data source: MerlinX*

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

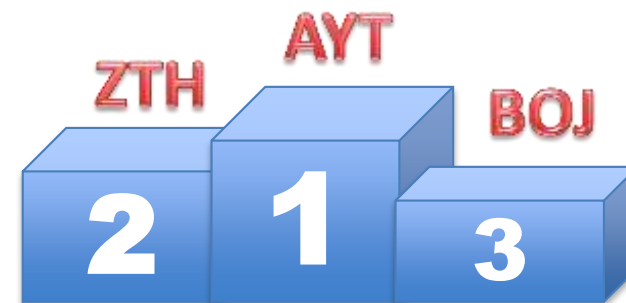
09.07.2019



Ranking of the most popular countries & destinations in CW27

tours from 01.11.18 to 31.10.19

Rank	Destination	Price/booking	Price/person
1	Antalya	6 670	2 505
2	Zakynthos	7 137	2 685
3	Burgas	5 340	2 015
4	Heraklion	7 753	2 903
5	Korfu	6 323	2 460
6	Rodos	8 120	2 985
7	Chania	6 871	2 844
8	Kos	8 597	3 004
9	Varna	5 203	2 071
10	Tirana	5 205	2 210
11	Bodrum	6 818	2 665
12	Hurghada	5 282	2 255
13	Kefalonia	6 378	2 312
14	Majorka	7 563	3 243
15	Ohryd	4 408	1 906
16	Marsa Alam	6 591	2 478
17	Fuerteventura	7 671	3 380
18	Madera	7 167	3 036
19	Saloniki	7 343	2 470
20	Izmir	7 394	2 681

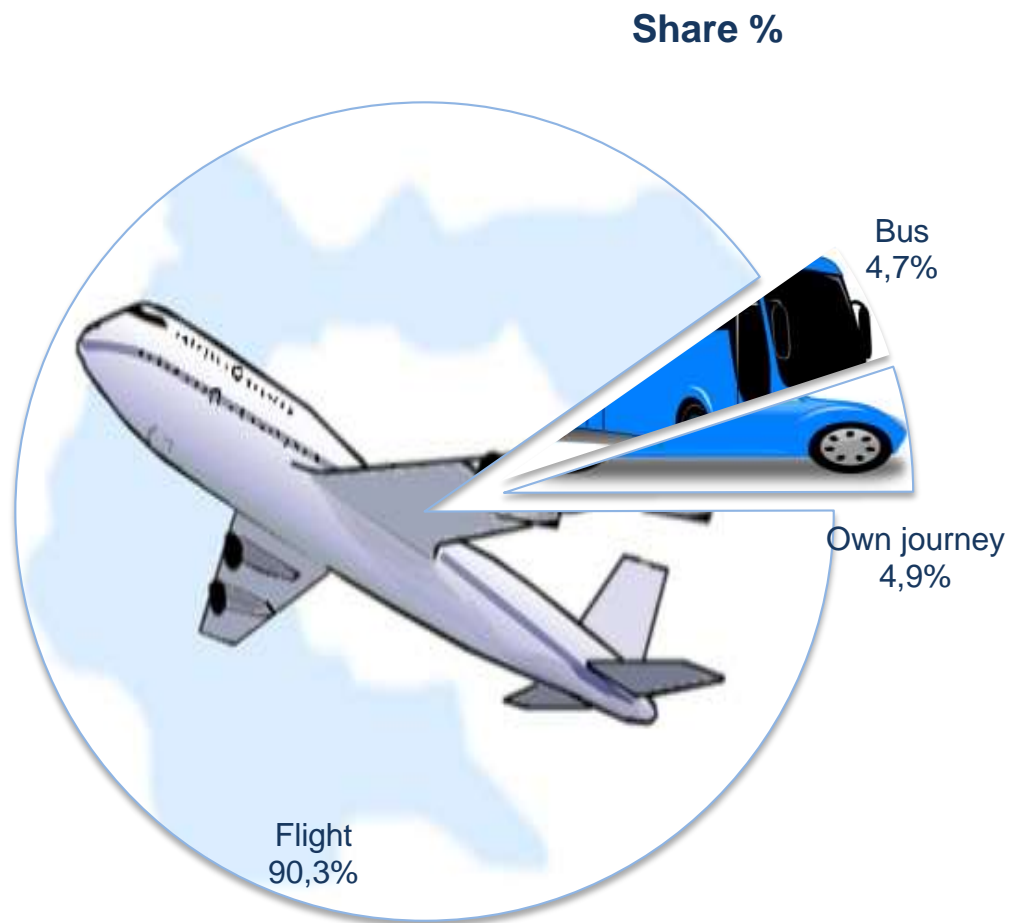


Rank	Country	Price/booking	Price/person
1	Grecja	7 312	2 747
2	Turcja	6 761	2 559
3	Bułgaria	4 973	1 958
4	Hiszpania	7 360	3 102
5	Egipt	5 644	2 317
6	Albania	4 960	2 117
7	Włochy	5 545	2 435
8	Chorwacja	3 753	1 504
9	Portugalia	6 982	3 100
10	Tunezja	4 634	1 803

Last week – 27/2019, tours 01.11.18 – 31.10.19

compared with week 27. in 2018 r.

Transport	Share %
Bus	4,7%
Own journey	4,9%
Flight	90,3%
Other	0,1%
Total	100,0%



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

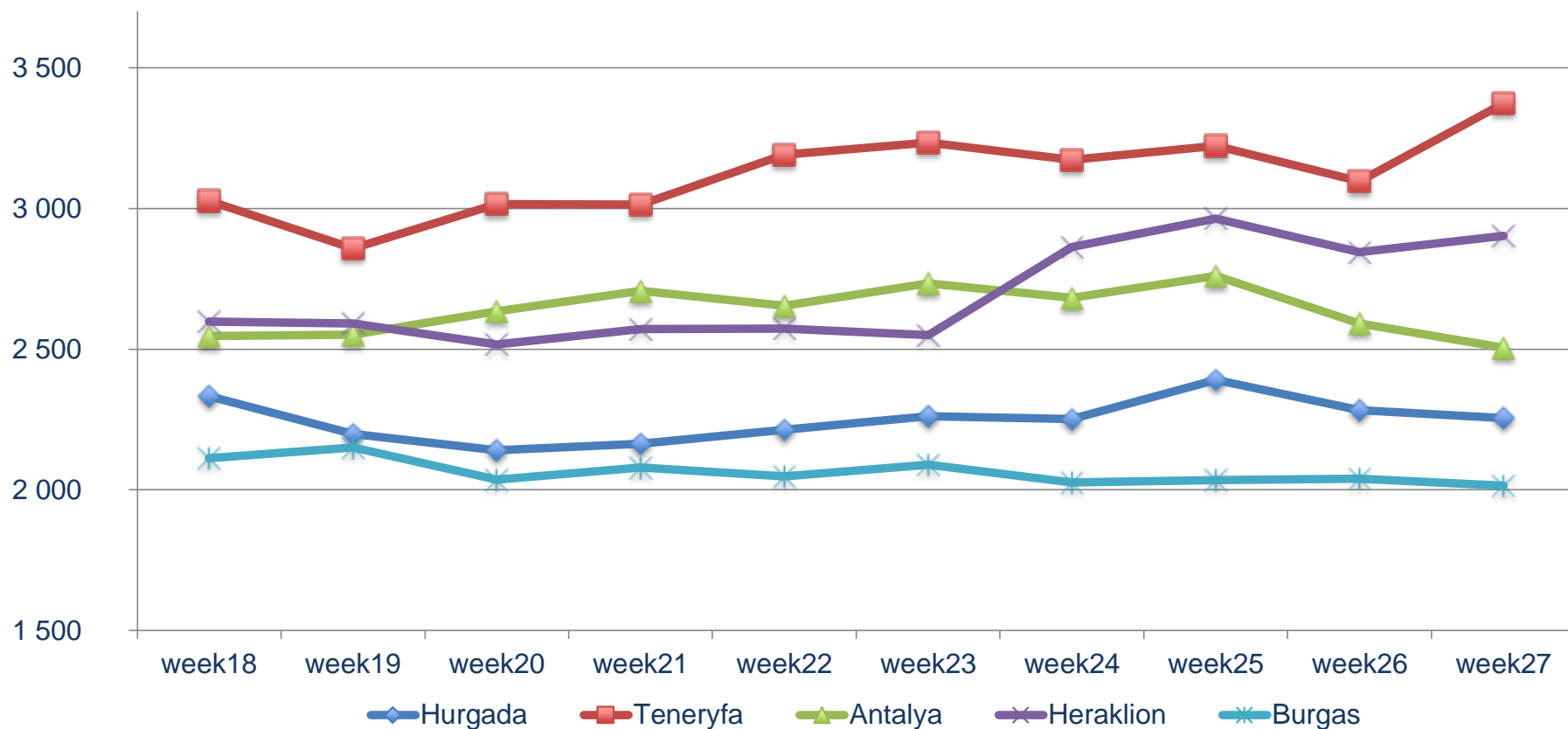
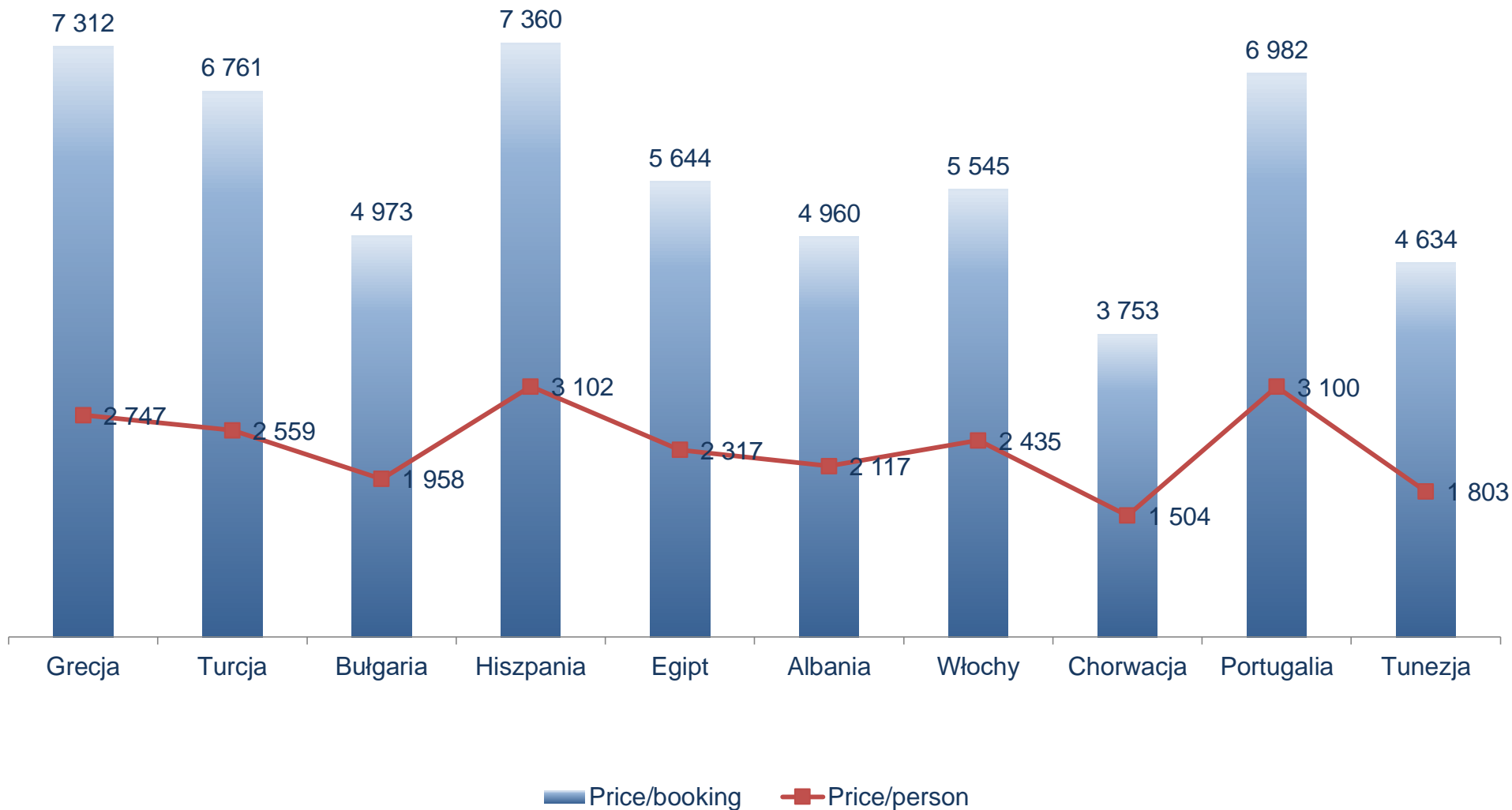


Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurgada, Tenerife.

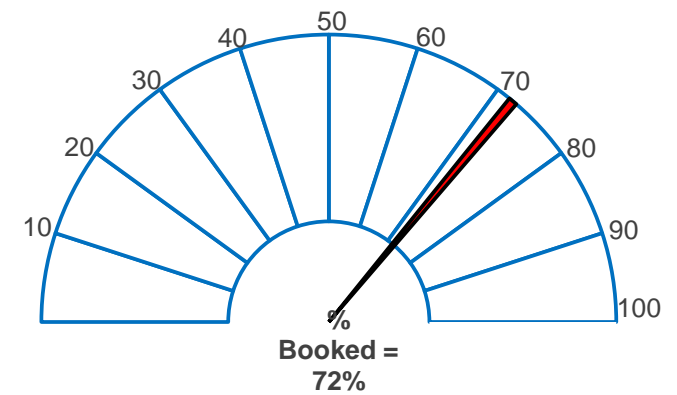
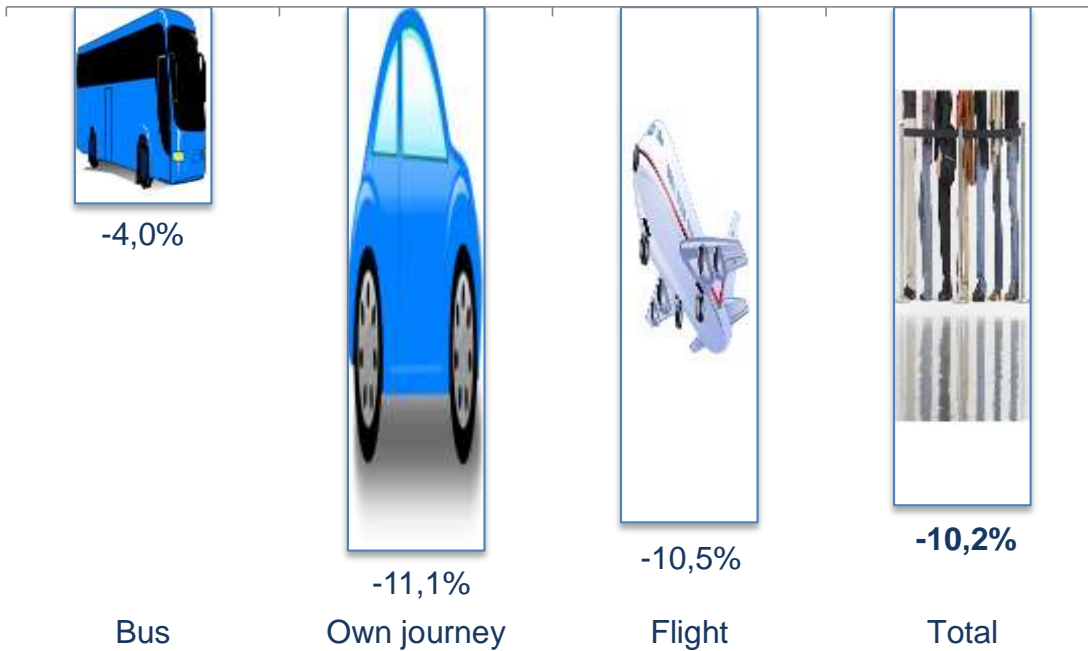
Average price per booking and the price per person in 27. week



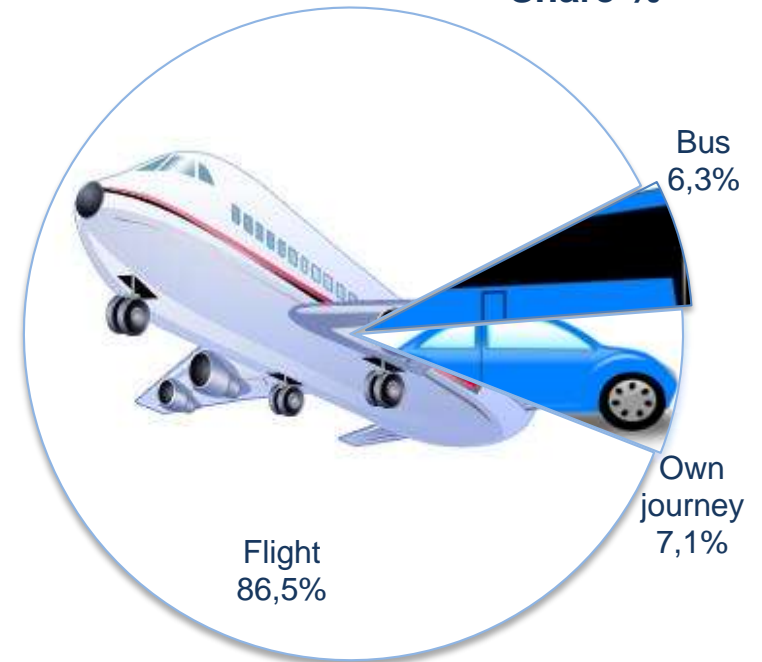
Cumulative sales of 2018/19

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

Clients +/- %



Share %



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

Rank	Country	+/- % last year	Share %
1	Grecja	-25,5%	24,1%
2	Turcja	15,3%	18,4%
3	Egipt	31,1%	12,8%
4	Hiszpania	-22,3%	9,6%
5	Bułgaria	-31,4%	5,8%
6	Włochy	-25,6%	4,3%
7	Albania	-36,3%	2,4%
8	Tunezja	9,8%	2,1%
9	Portugalia	10,9%	1,7%
10	Chorwacja	-17,5%	1,6%
11	Cypr	-35,4%	1,0%
12	Emiraty Arabskie	12,7%	1,0%
13	Tajlandia	14,3%	0,9%
14	Polska	-0,8%	0,9%
15	Tanzania	28,5%	0,9%
16	Oman	29,3%	0,9%
17	Austria	-13,8%	0,8%
18	Kuba	66,4%	0,7%
19	Wyspy Zielonego Przylądka	-2,6%	0,7%
20	Malta	-34,0%	0,7%

Rank	Destination	+/- % last year
1	Antalya	17,8%
2	Hurghada	23,8%
3	Zakynthos	-4,5%
4	Heraklion	-30,3%
5	Bodrum	22,7%
6	Marsa Alam	19,0%
7	Rodos	-12,2%
8	Burgas	-30,8%
9	Korfu	-38,9%
10	Kos	-13,6%
11	Chania	-34,9%
12	Fuerteventura	-10,1%
13	Teneryfa	-20,5%
14	Tirana	-36,3%
15	Sharm El Sheikh	12,3%
16	Varna	-34,3%
17	Madera	32,6%
18	Izmir	57,0%
19	Gran Canaria	-32,1%
20	Lanzarote	-26,3%



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