



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 30/2019

Data source: MerlinX*

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

30.07.2019



Ranking of the most popular countries & destinations in CW30

tours from 01.11.18 to 31.10.19

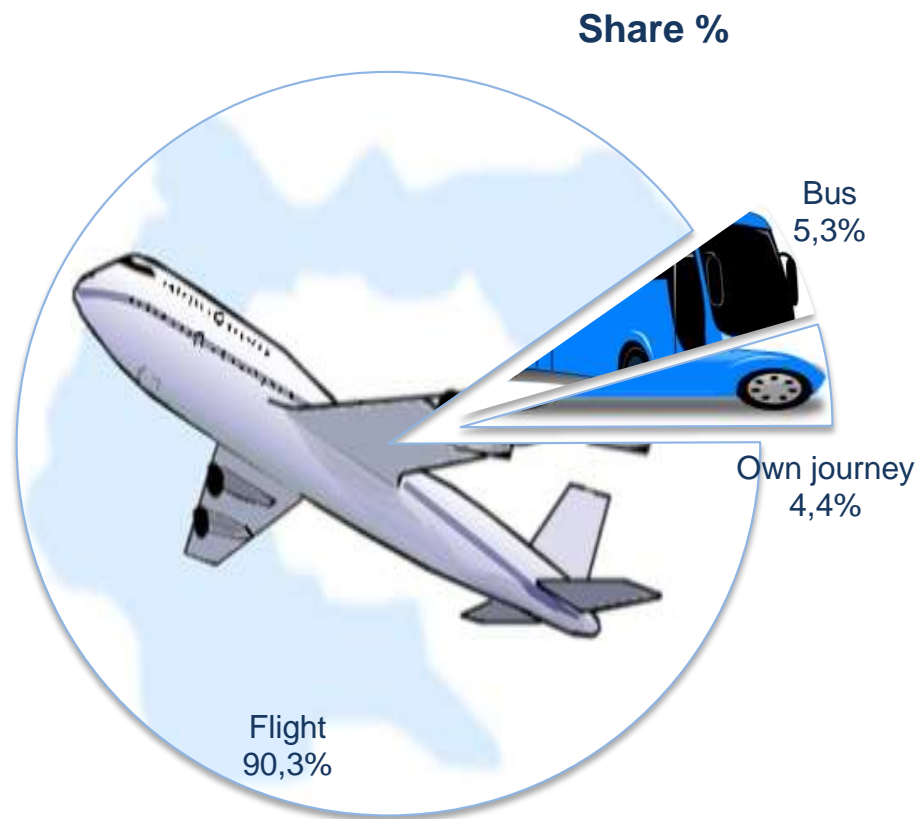
Rank	Destination	Price/booking	Price/person
1	Antalya	6 976	2 650
2	Burgas	5 394	2 086
3	Zakynthos	7 264	2 774
4	Heraklion	7 617	2 939
5	Rodos	8 118	3 003
6	Korfu	6 441	2 594
7	Kos	8 858	3 121
8	Tirana	5 493	2 366
9	Varna	5 333	2 144
10	Chania	7 305	3 072
11	Bodrum	7 071	2 714
12	Hurghada	5 869	2 378
13	Marsa Alam	7 006	2 646
14	Kefalonia	6 895	2 563
15	Majorka	7 994	3 373
16	Fuerteventura	8 253	3 568
17	Ohryd	4 687	2 027
18	Izmir	7 323	2 705
19	Saloniki	7 434	2 527
20	Madera	7 208	3 141



Rank	Country	Price/booking	Price/person
1	Grecja	7 454	2 852
2	Turcja	7 068	2 676
3	Bułgaria	5 132	2 038
4	Hiszpania	7 818	3 279
5	Egipt	6 161	2 456
6	Albania	5 274	2 280
7	Włochy	5 748	2 561
8	Tunezja	5 168	2 057
9	Chorwacja	3 846	1 570
10	Portugalia	7 461	3 297

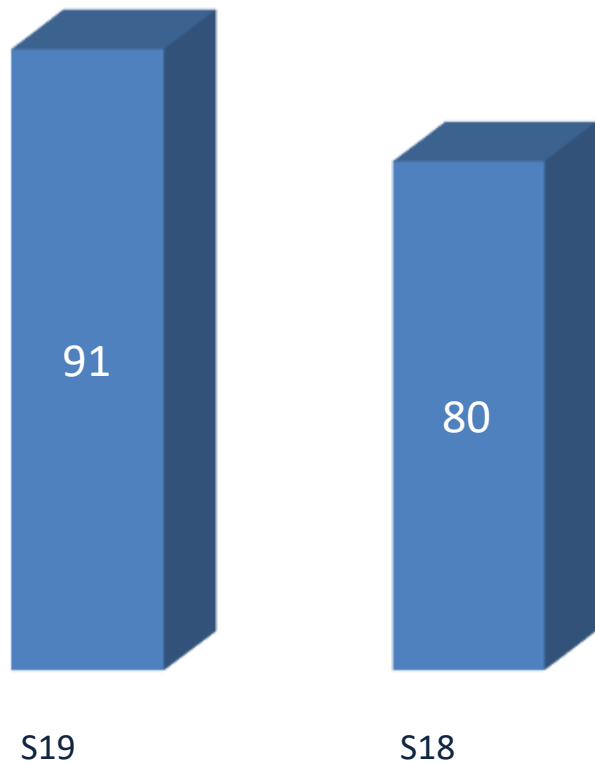
Last week – 30/2019, tours 01.11.18 – 31.10.19

Transport	Share %
Bus	5,3%
Own journey	4,4%
Flight	90,3%
Other	0,1%
Total	100,0%

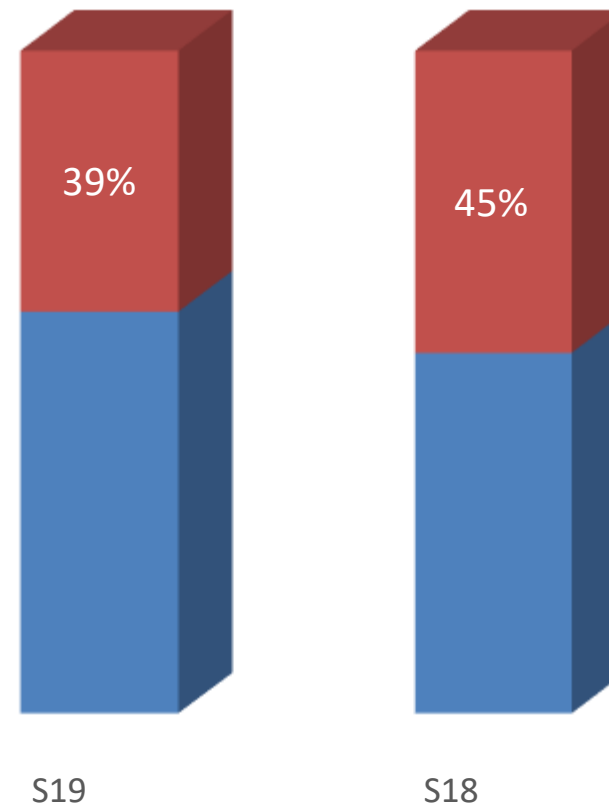


Booking advance in # days and LM share for trips in July

Booking advance # days



% LM



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

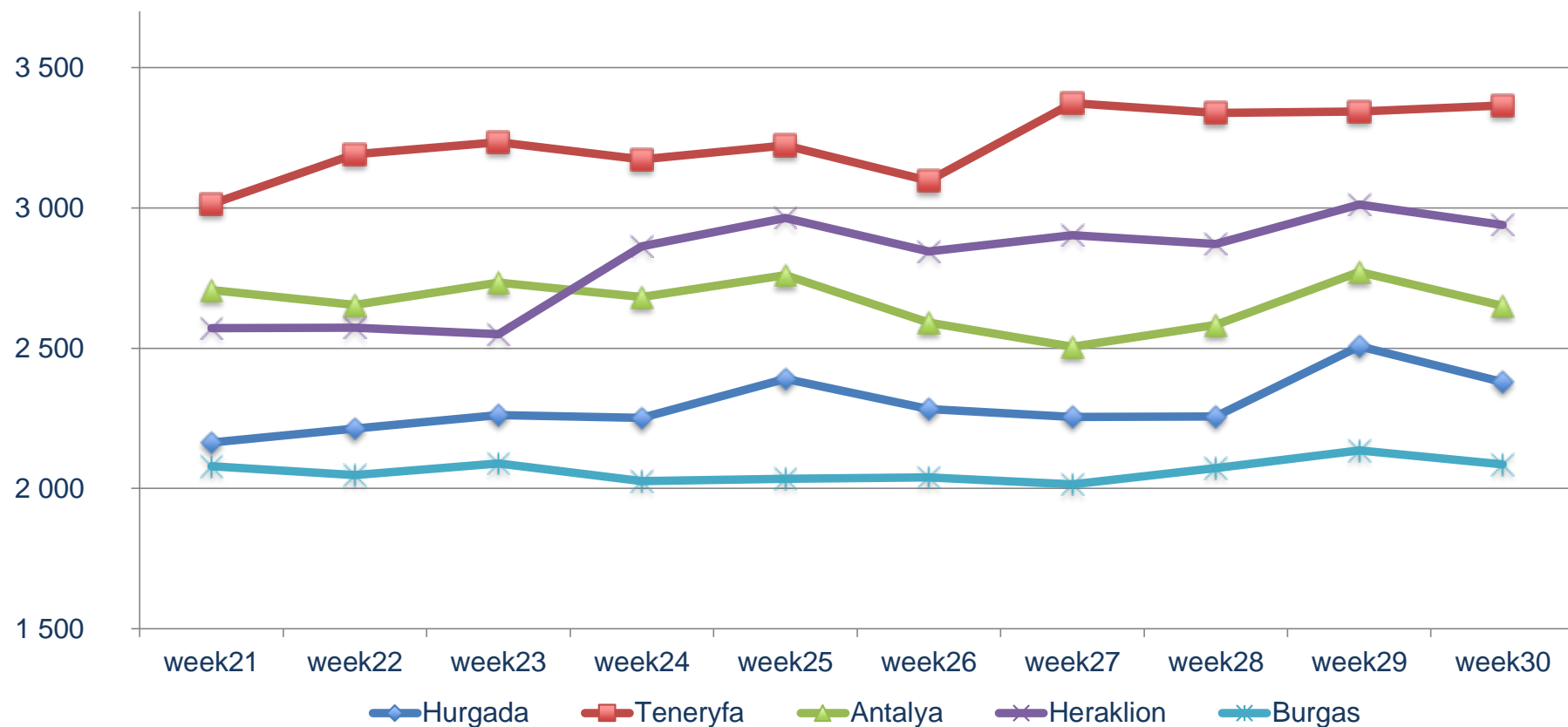
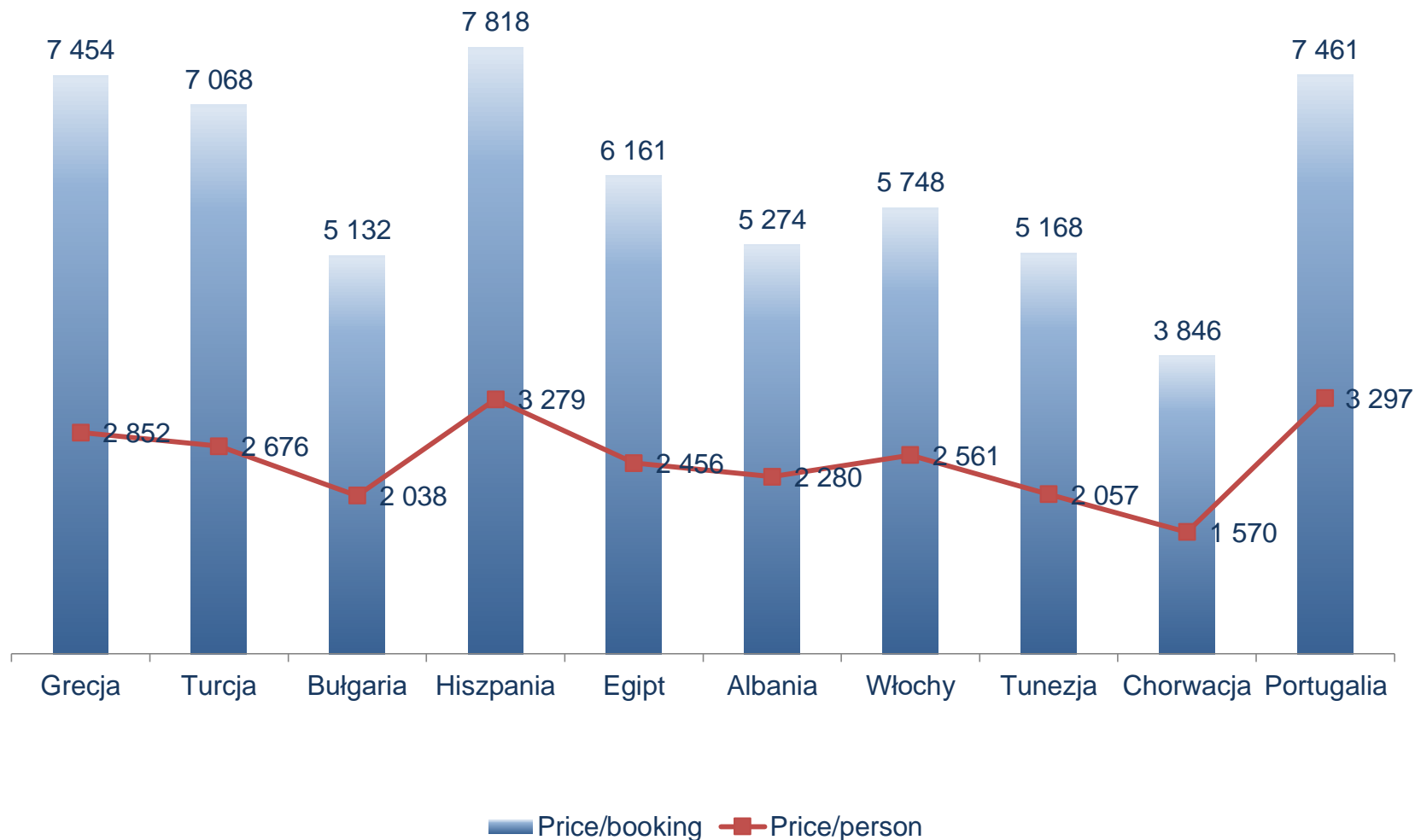


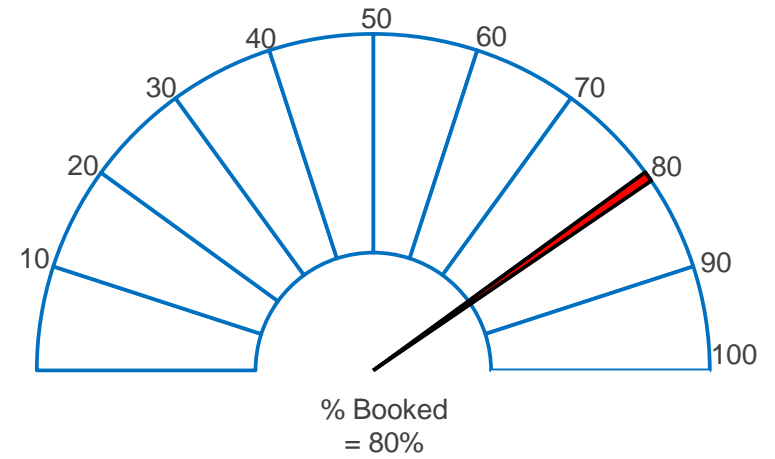
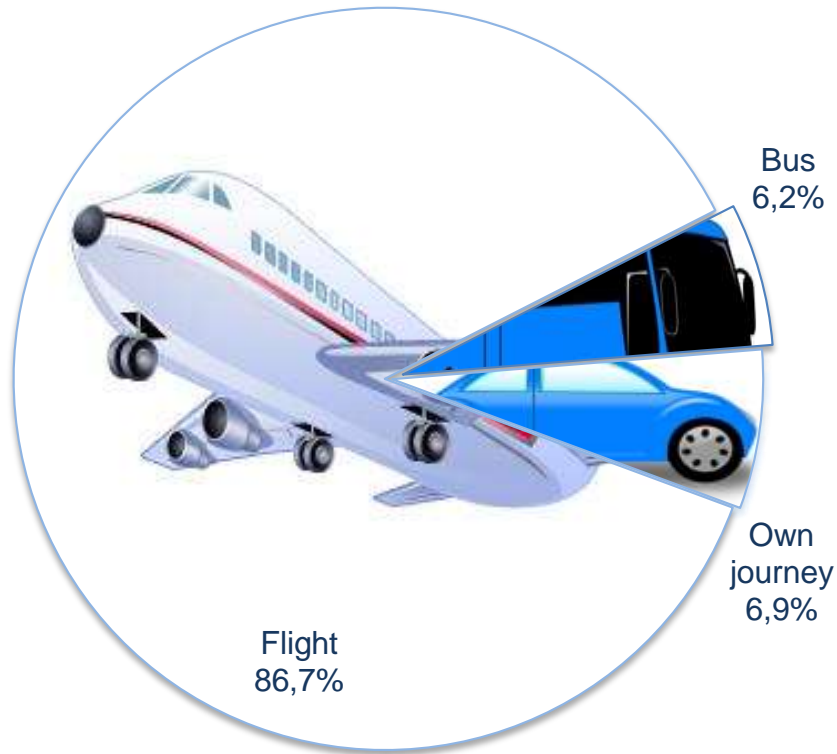
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 29. week



Cumulative sales of 2018/19

Share %



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

Rank	Country	Share %
1	Grecja	25,1%
2	Turcja	18,0%
3	Egipt	12,3%
4	Hiszpania	9,6%
5	Bułgaria	6,2%
6	Włochy	4,3%
7	Albania	2,6%
8	Tunezja	2,1%
9	Portugalia	1,7%
10	Chorwacja	1,7%
11	Cypr	1,0%
12	Emiraty Arabskie	0,9%
13	Polska	0,9%
14	Tajlandia	0,9%
15	Tanzania	0,9%
16	Oman	0,8%
17	Czarnogóra	0,8%
18	Austria	0,7%
19	Wyspy Zielonego Przylądka	0,7%
20	Kuba	0,7%

Rank	Destination	Share %
1	Antalya	12,4
2	Hurghada	5,7
3	Zakynthos	4,8
4	Heraklion	4,5
5	Rodos	4,1
6	Bodrum	4,0
7	Burgas	3,9
8	Marsa Alam	3,8
9	Korfu	3,2
10	Kos	2,7
11	Chania	2,2
12	Fuerteventura	1,9
13	Tirana	1,9
14	Teneryfa	1,9
15	Varna	1,6
16	Sharm El Sheikh	1,5
17	Madera	1,2
18	Izmir	1,1
19	Gran Canaria	1,0
20	Majorka	1,0



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