



Polski Związek Organizatorów Turystyki
Polish Tour Operators Association

Weekly report 20/2018

Data source: MerlinX*

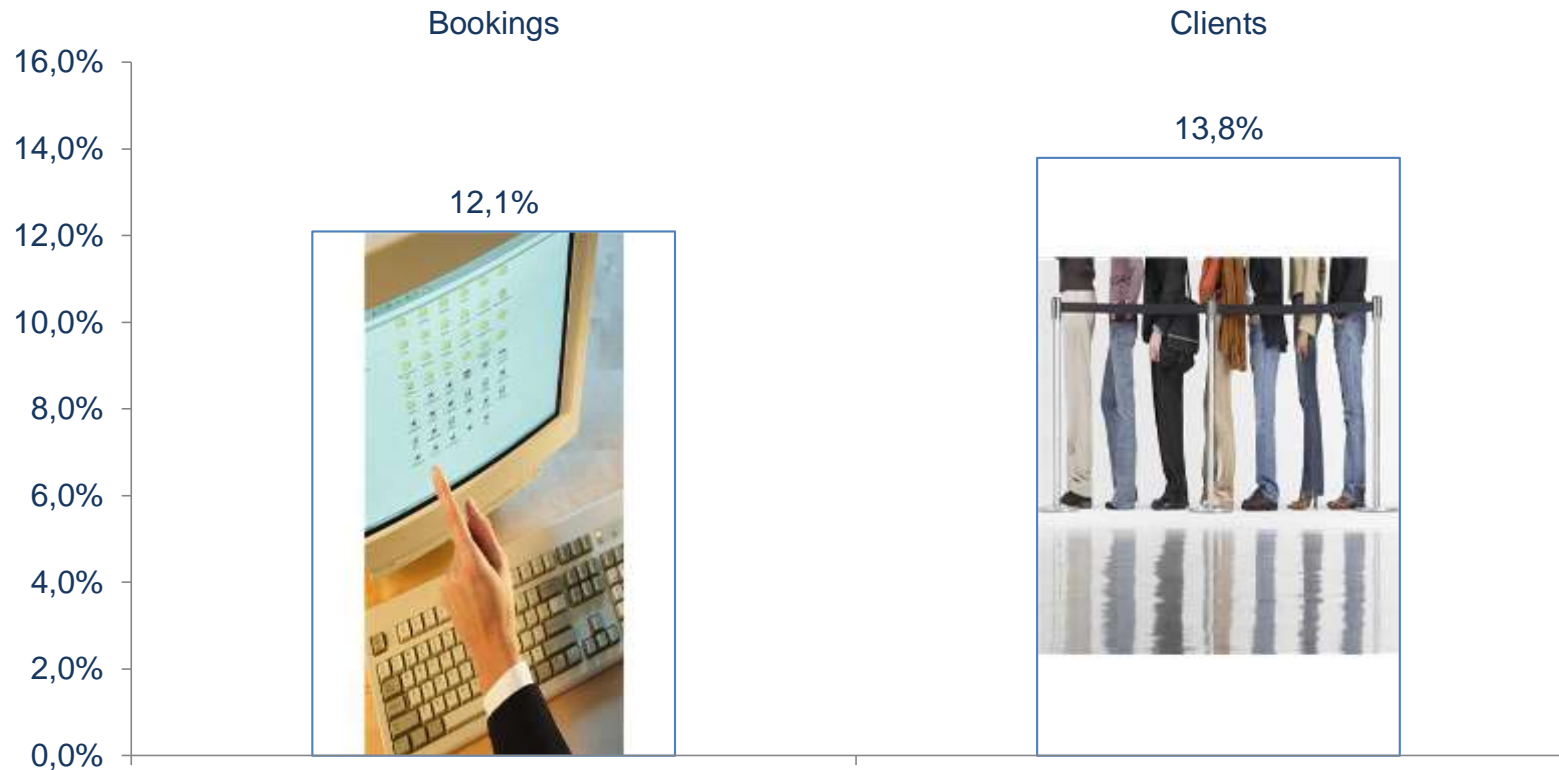
** MerlinX is one of the most popular reservation systems used by travel agency offices in Poland*

22.05.2018



Last week – 20/2018, tours 01.11.17 – 31.10.18

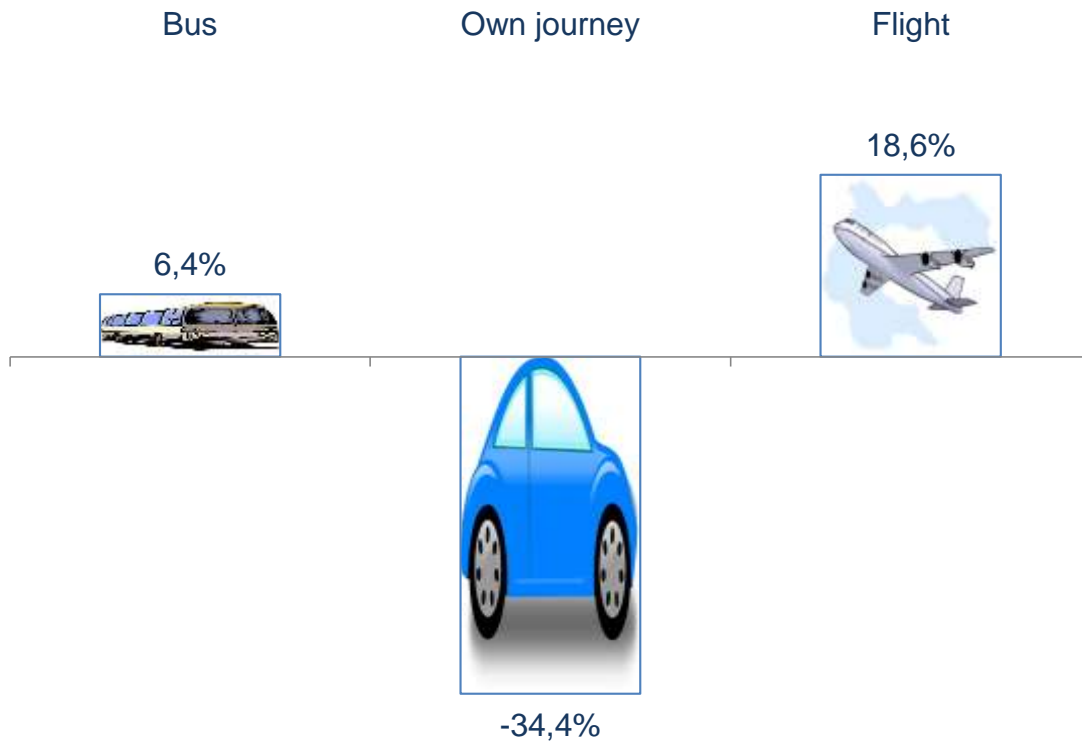
compared with week 20. in 2017 r.



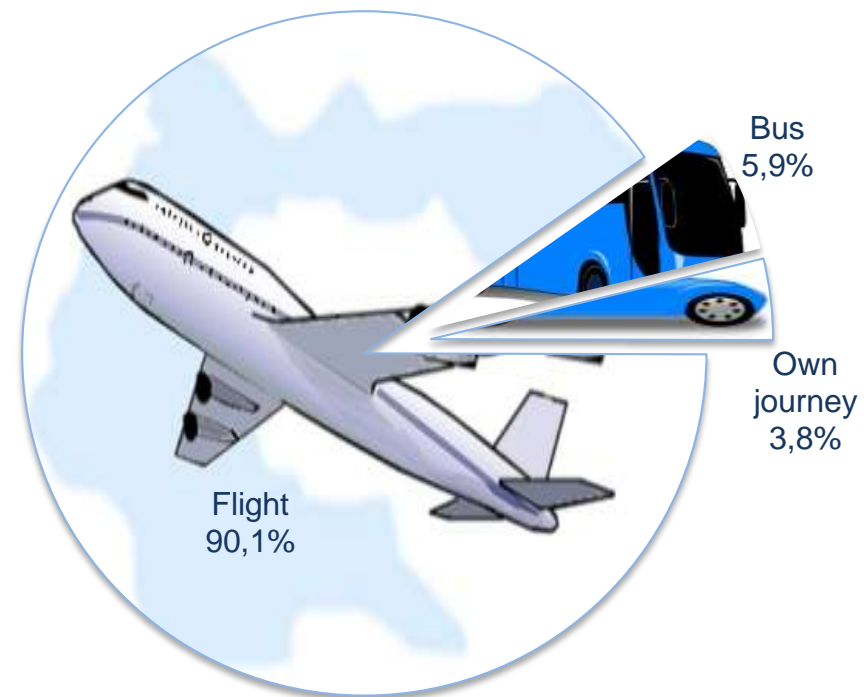
Last week – 20/2018, tours 01.11.17 – 31.10.18

compared with week 20. in 2017 r.

Clients +/-%



Share %



Ranking of the most popular countries & destinations in CW20

tours from 01.11.17 to 31.10.18

Rank	Destination	Price/booking	Price/person
1	Antalya	6 630	2 477
2	Heraklion	6 674	2 564
3	Korfu	5 251	2 079
4	Zakintos	5 927	2 270
5	Burgas	5 855	2 106
6	Rhodes	6 761	2 526
7	Hurghada	4 728	1 898
8	Kos	6 557	2 449
9	Chania	6 122	2 448
10	Tirana	5 831	2 282
11	Bodrum	6 121	2 357
12	Marsa Allam	4 692	1 951
13	Gran Canaria	5 683	2 345
14	Majorka	5 673	2 410
15	Teneryfa	6 119	2 543
16	Sharm El Sheikh	5 104	2 096
17	Gazipasa	5 834	2 242
18	Warna	5 611	2 116
19	Saloniki	5 397	2 115
20	Dalaman	5 671	2 252



Rank	Country	Price/booking	Price/person
1	Grecja	6 097	2 358
2	Turcja	6 277	2 364
3	Hiszpania	5 975	2 525
4	Egipt	4 792	1 949
5	Bułgaria	5 162	2 027
6	Włochy	5 747	2 430
7	Albania	5 297	2 147
8	Cypr	5 131	2 186
9	Tunezja	4 370	1 829
10	Chorwacja	3 630	1 614

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

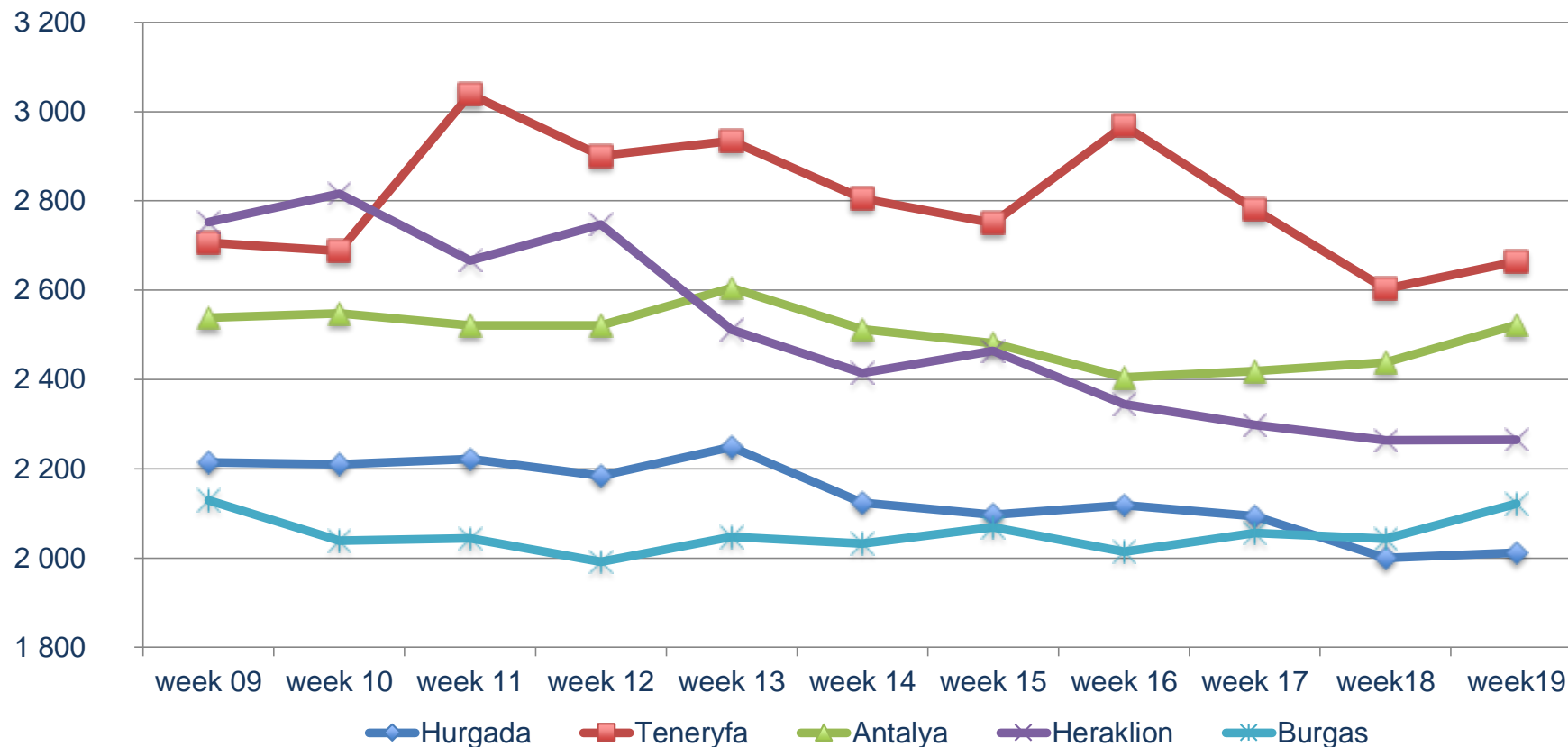
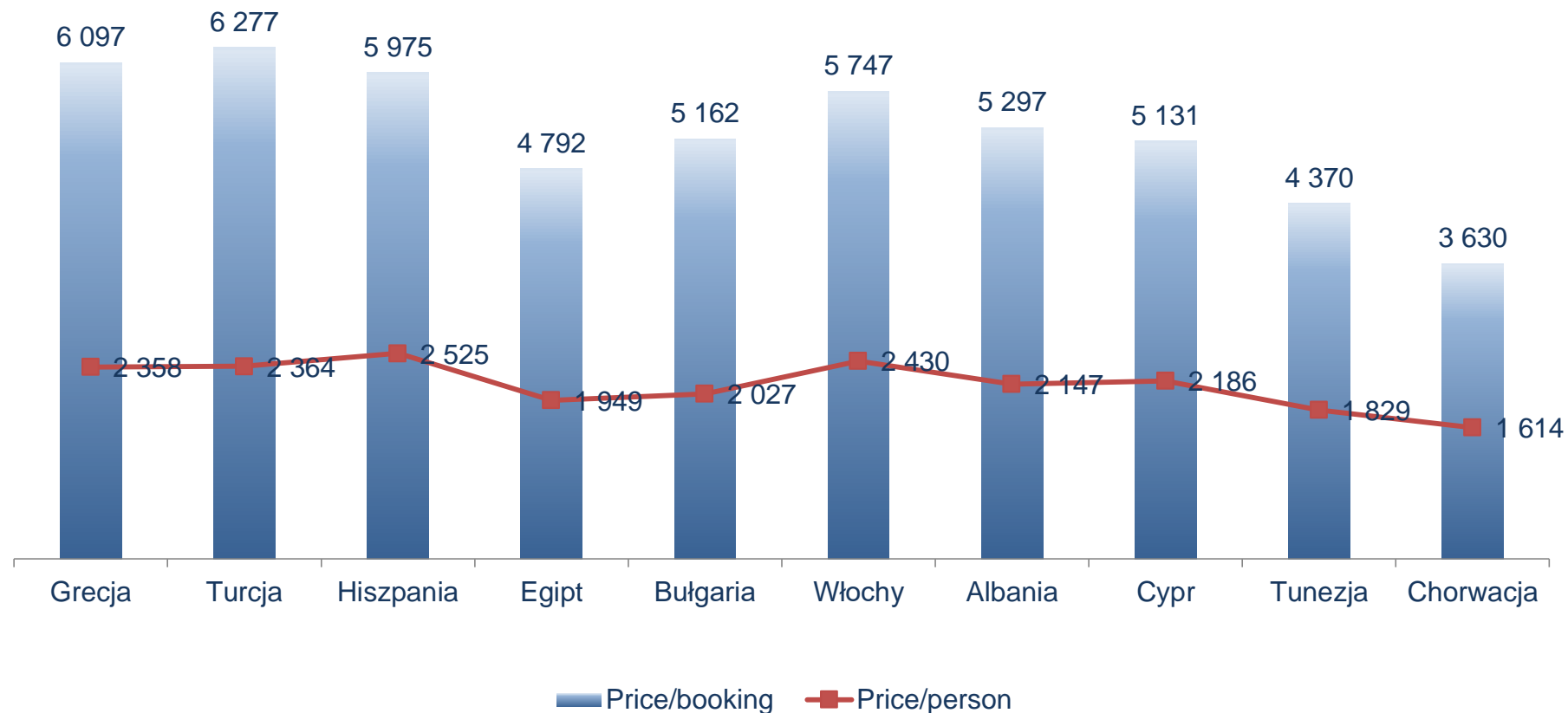


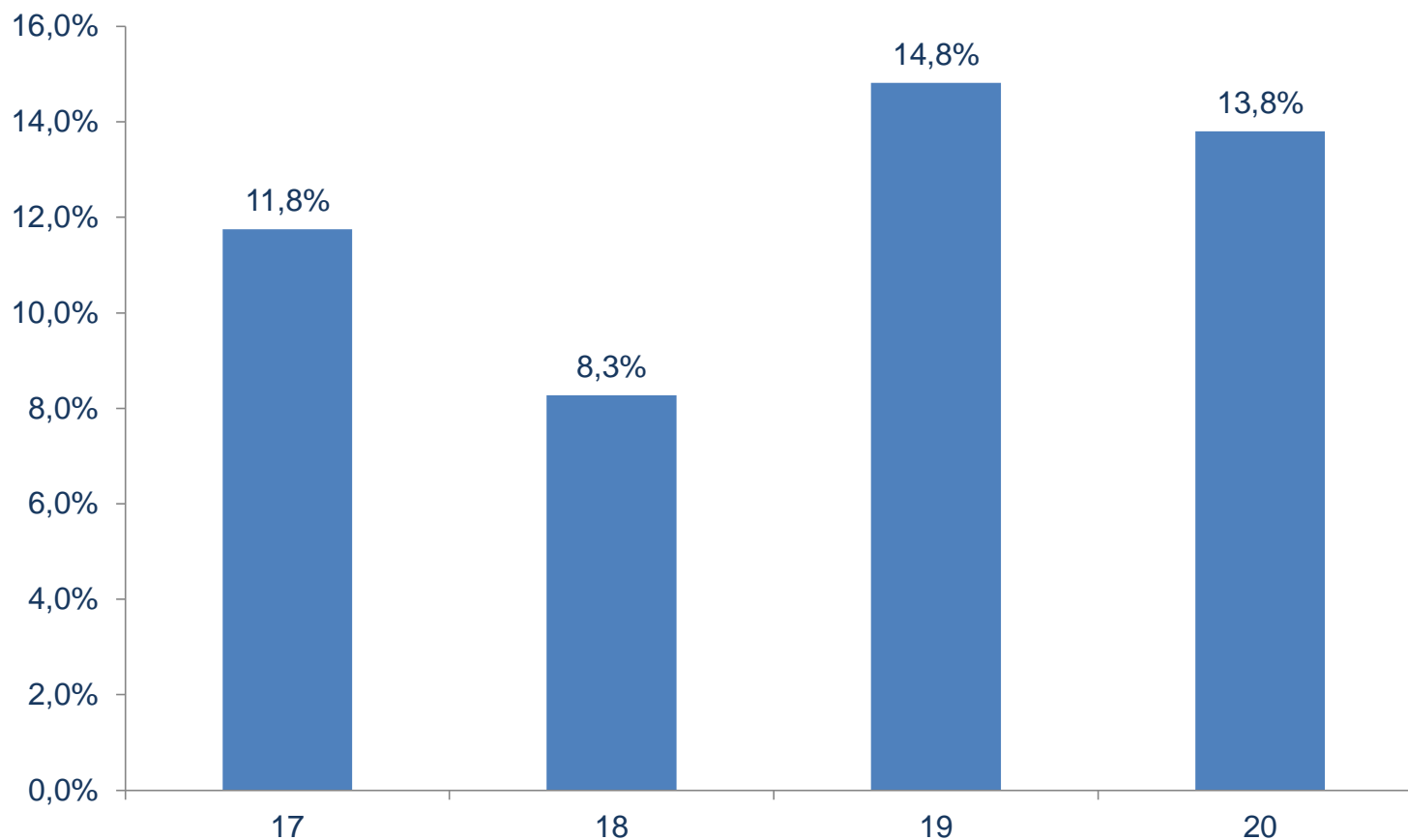
Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurghada, Tenerife.

Average price per booking and the price per person in 20. week



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

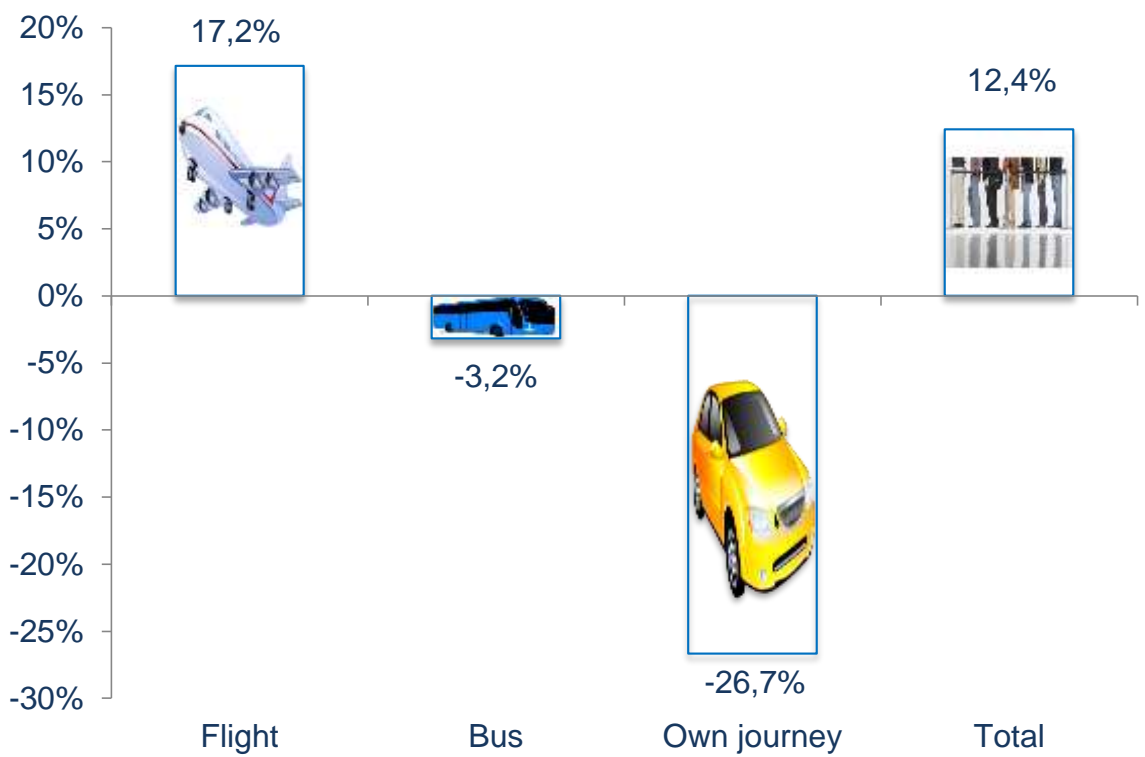
compared with 4 analogous weeks in tourist year 2016/2017



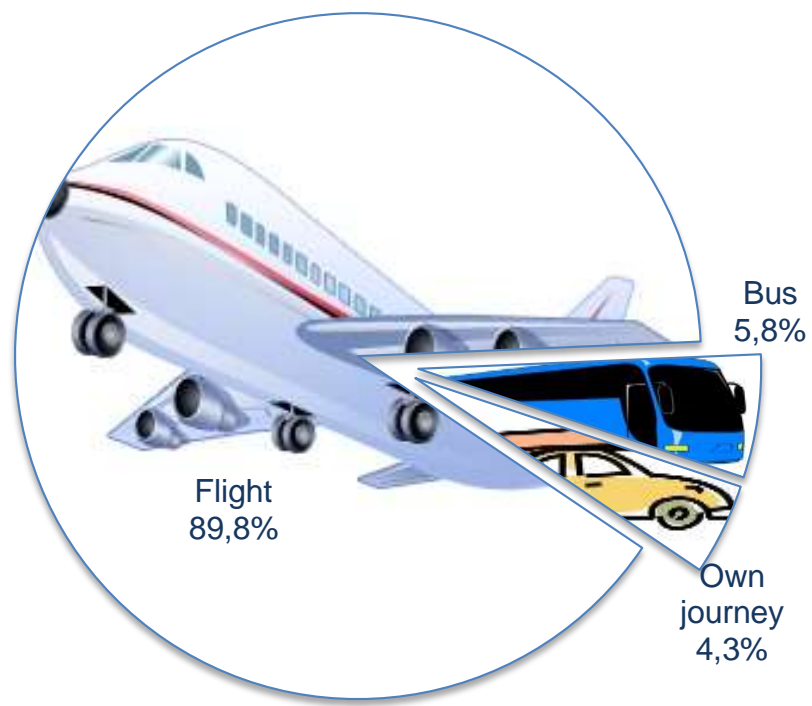
The sales trend of the last four weeks

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

Clients +/- %

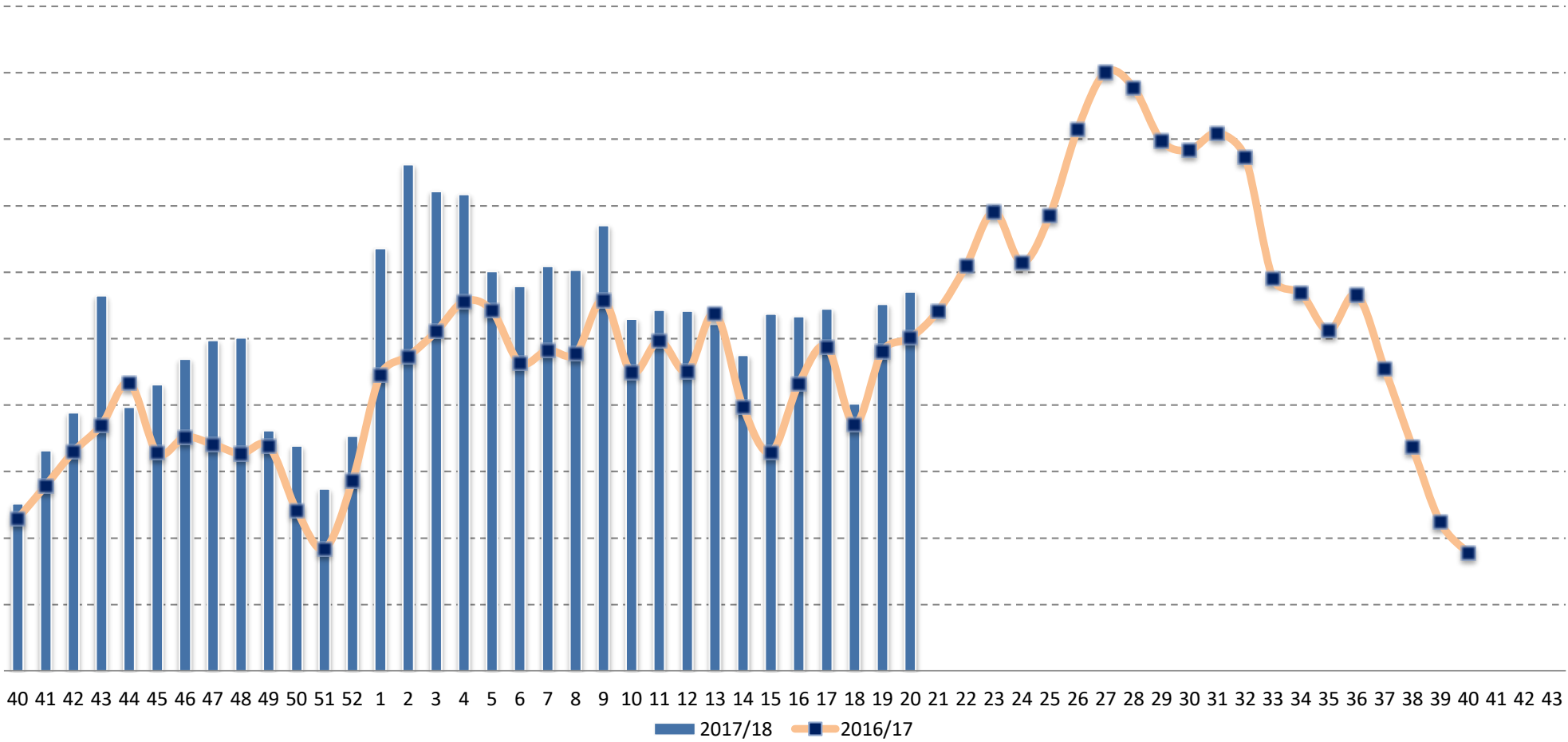


Share %



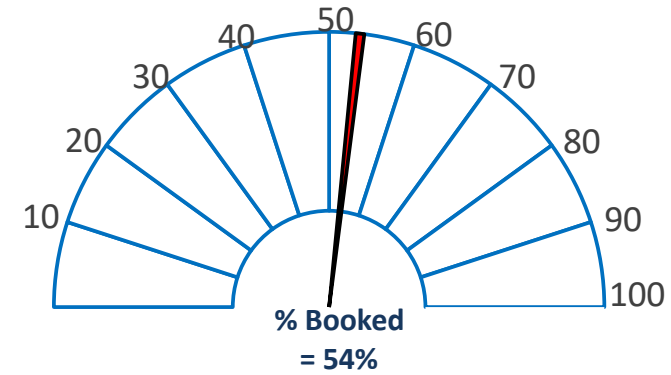
Weekly sales compared with the previous tourist year

Bookings weekly 17/18 vs. 16/17

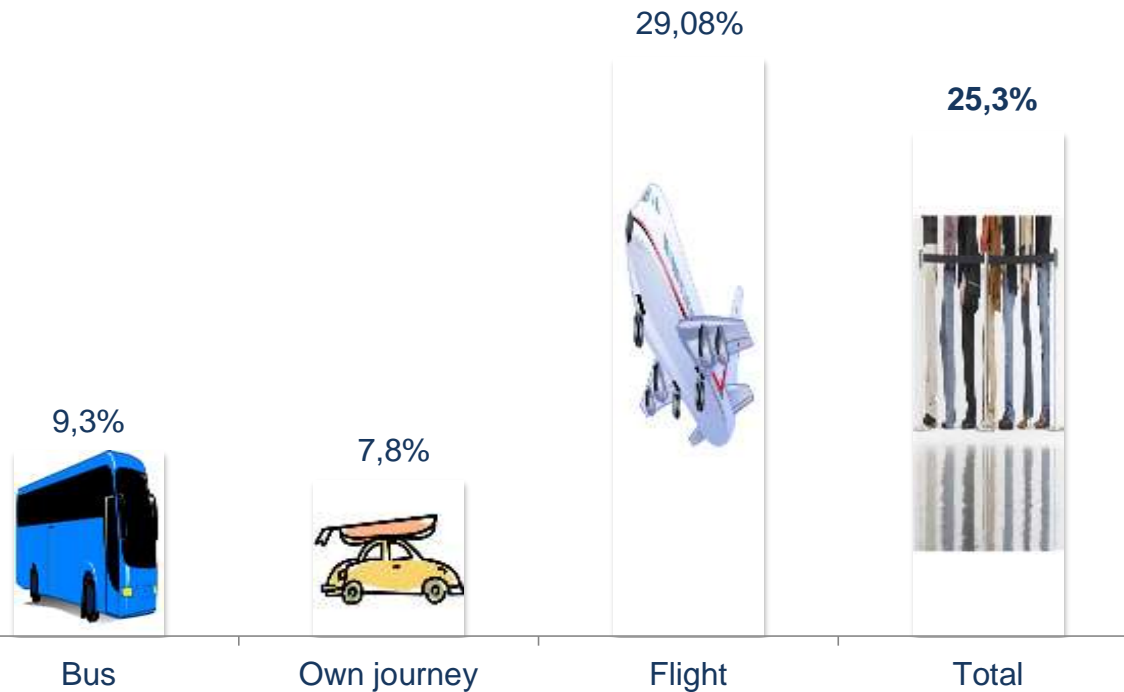


Cumulative sales of 2017/18

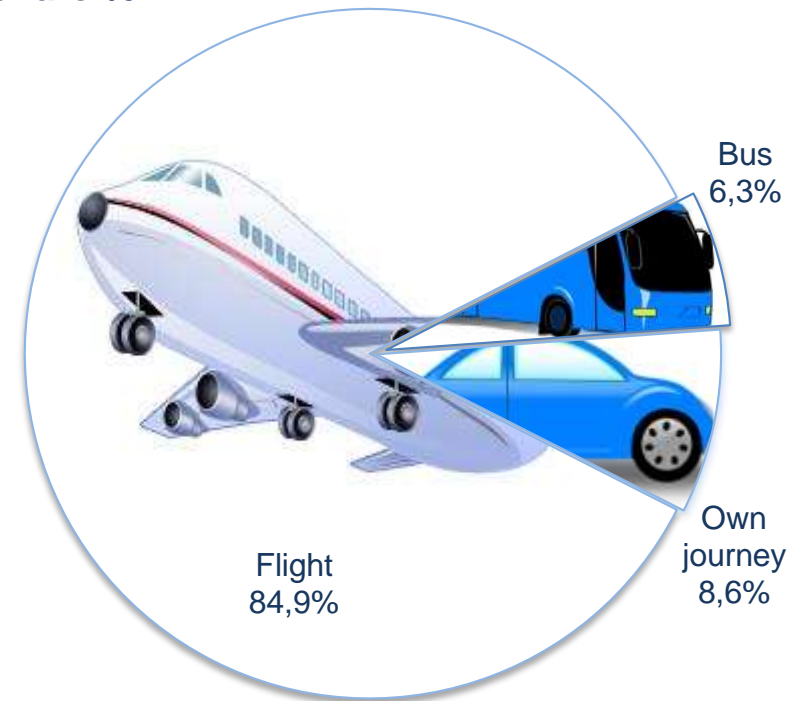
compared to sales in the same period last tourist year 2016/17



Clients +/- %



Share %



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

Country	+/- % last year	Share %
Grecja	13,6%	25,1%
Turcja	213,3%	14,7%
Hiszpania	-24,0%	11,3%
Egipt	85,8%	9,7%
Bułgaria	19,9%	6,8%
Włochy	-4,0%	5,0%
Albania	74,3%	3,0%
Chorwacja	-1,9%	1,8%
Tunezja	422,0%	1,6%
Portugalia	-34,4%	1,4%
Cypr	25,2%	1,3%
Malta	47,9%	1,2%
Maroko	56,5%	1,1%
Austria	6,0%	1,0%
Emiraty Arabskie	-3,0%	0,9%
Tajlandia	40,3%	0,9%
Polska	13,0%	0,9%
Tanzania	0,1%	0,8%
Oman	-7,2%	0,7%
Wyspy Zielonego Przylądka	139,5%	0,7%

Rank	Destination	+/- % last year
1	Antalya	187,2%
2	Heraklion	10,2%
3	Hurghada	125,2%
4	Zakynthos	10,2%
5	Burgas	29,6%
6	Korfu	23,1%
7	Marsa Alam	42,7%
8	Rodos	4,9%
9	Bodrum	249,4%
10	Chania	23,3%
11	Teneryfa	-14,1%
12	Fuerteventura	-38,1%
13	Kos	12,1%
14	Tirana	65,5%
15	Varna	-8,7%
16	Gran Canaria	-14,2%
17	Sharm El Sheikh	79,6%
18	Lanzarote	-36,4%
19	Majorka	-19,7%
20	Agadir	37,0%



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