



Polski Związek Organizatorów Turystyki  
Polish Tour Operators Association

## Weekly report 32/2019

**Data source: MerlinX\***

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

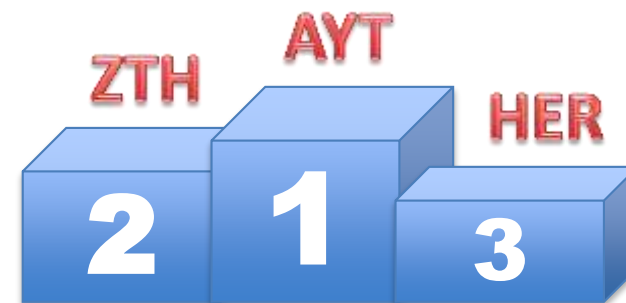
13.08.2019



# Ranking of the most popular countries & destinations in CW32

tours from 01.11.18 to 31.10.19

| Rank | Destination   | Price/booking | Price/person |
|------|---------------|---------------|--------------|
| 1    | Antalya       | 7 122         | 2 741        |
| 2    | Zakynthos     | 7 057         | 2 742        |
| 3    | Heraklion     | 7 420         | 2 993        |
| 4    | Rodos         | 7 235         | 2 867        |
| 5    | Burgas        | 5 287         | 2 151        |
| 6    | Korfu         | 6 543         | 2 696        |
| 7    | Kos           | 8 107         | 2 992        |
| 8    | Chania        | 7 733         | 3 198        |
| 9    | Tirana        | 5 400         | 2 366        |
| 10   | Bodrum        | 6 770         | 2 782        |
| 11   | Hurghada      | 6 496         | 2 633        |
| 12   | Varna         | 5 256         | 2 209        |
| 13   | Marsa Alam    | 6 878         | 2 670        |
| 14   | Kefalonia     | 6 823         | 2 618        |
| 15   | Saloniki      | 6 061         | 2 309        |
| 16   | Majorka       | 8 001         | 3 482        |
| 17   | Fuerteventura | 8 064         | 3 555        |
| 18   | Izmir         | 6 999         | 2 684        |
| 19   | Gran Canaria  | 8 599         | 3 502        |
| 20   | Teneryfa      | 7 776         | 3 383        |

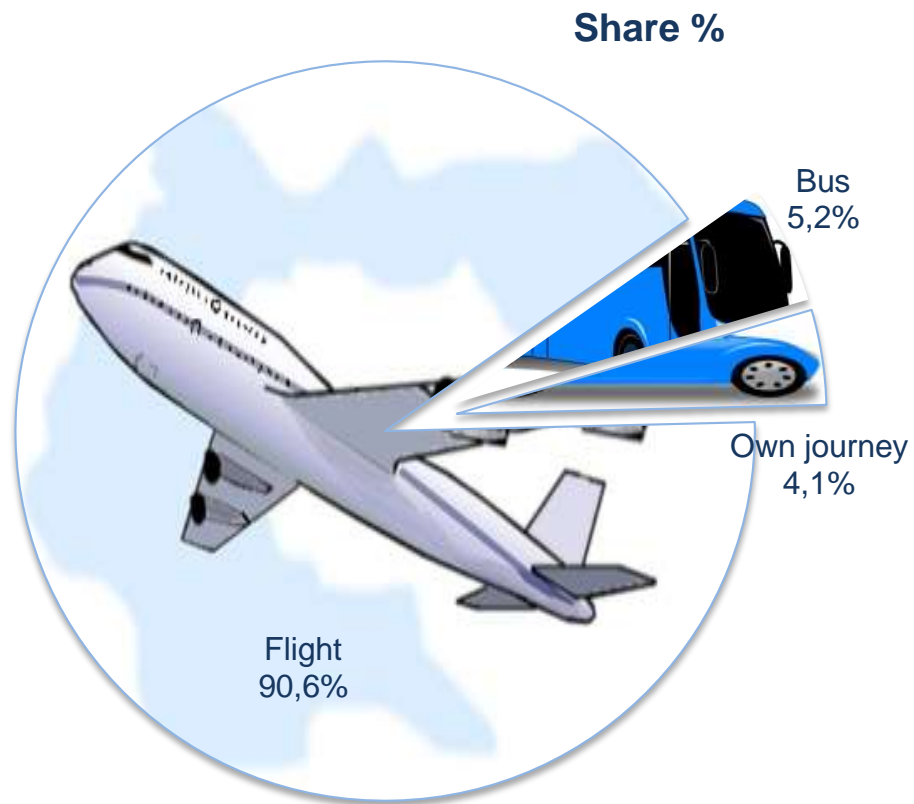


| Rank | Country    | Price/booking | Price/person | Price/S18 | Diff PLN |
|------|------------|---------------|--------------|-----------|----------|
| 1    | Grecja     | 7 150         | 2 834        | 2 378     | 456      |
| 2    | Turcja     | 7 028         | 2 746        | 2 485     | 261      |
| 3    | Hiszpania  | 7 495         | 3 240        | 2 891     | 349      |
| 4    | Bułgaria   | 5 064         | 2 082        | 1 866     | 216      |
| 5    | Egipt      | 6 441         | 2 595        | 2 335     | 260      |
| 6    | Włochy     | 5 587         | 2 493        | 2 306     | 187      |
| 7    | Albania    | 5 141         | 2 283        | 2 035     | 248      |
| 8    | Tunezja    | 5 499         | 2 313        | 1 943     | 370      |
| 9    | Chorwacja  | 3 655         | 1 536        | 1 483     | 53       |
| 10   | Portugalia | 7 052         | 3 216        | 2 894     | 322      |

*it means price increase of +12%*

# Last week – 32/2019, tours 01.11.18 – 31.10.19

| Transport   | Share % |
|-------------|---------|
| Bus         | 5,2%    |
| Own journey | 4,1%    |
| Flight      | 90,6%   |
| Other       | 0,1%    |
| Total       | 100,0%  |



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

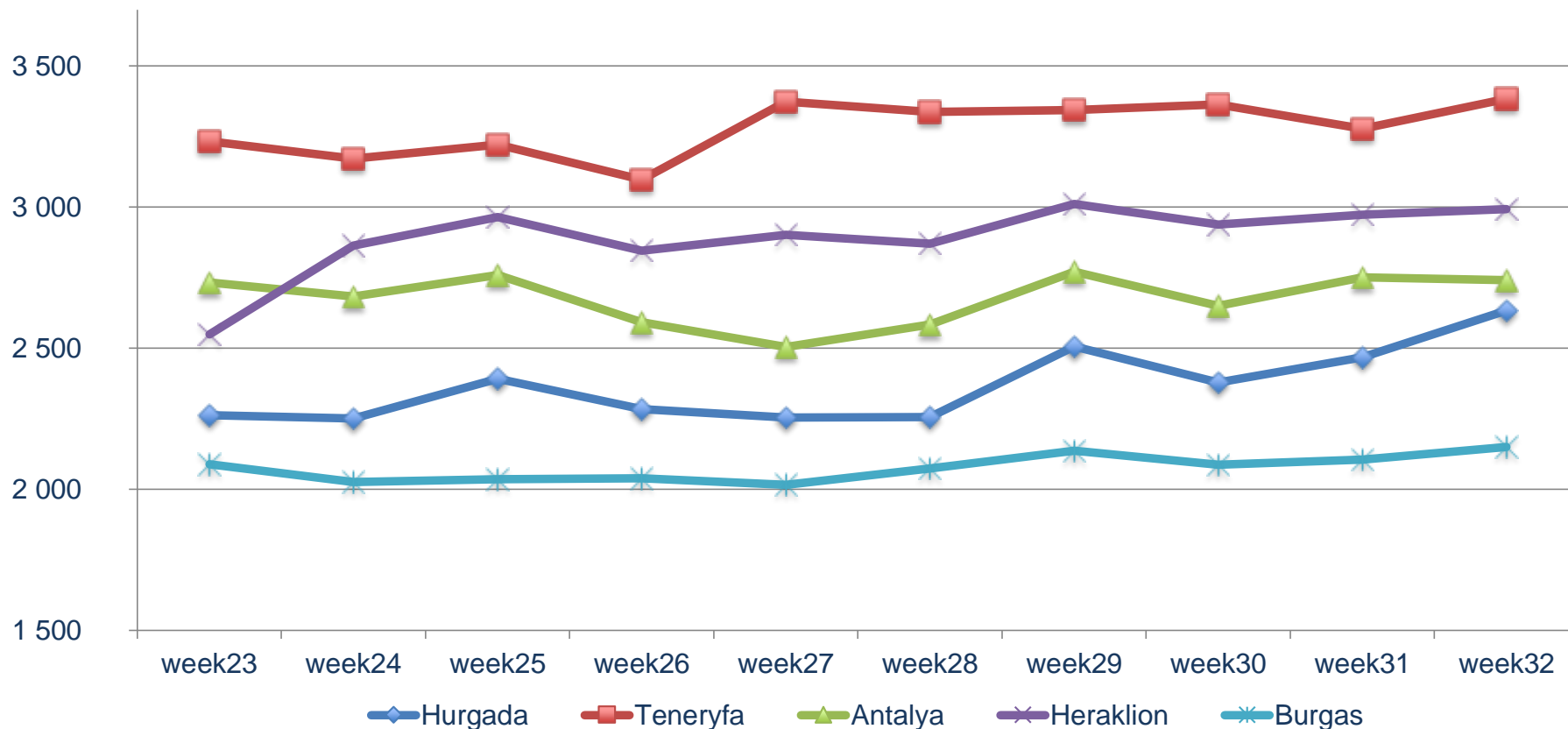
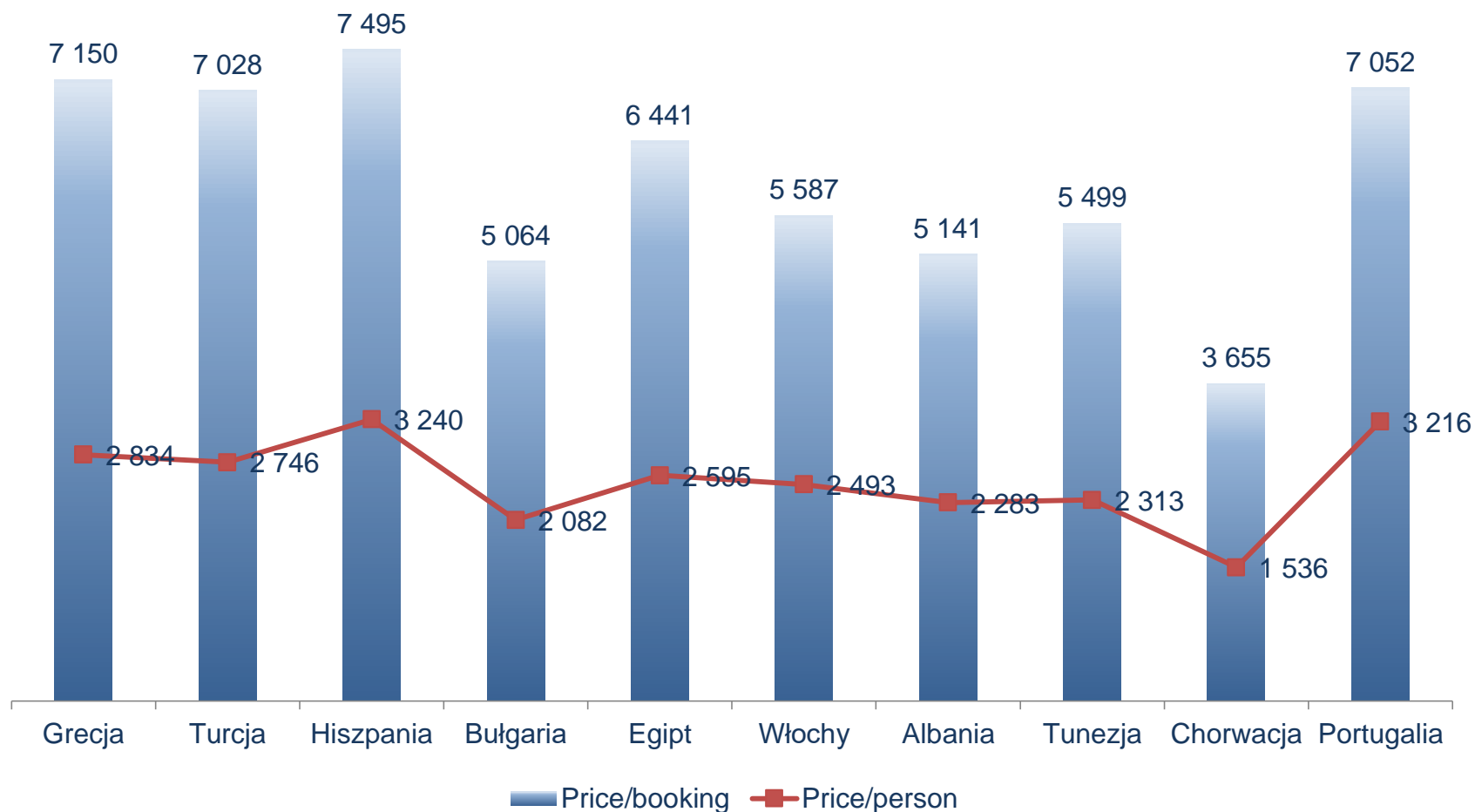
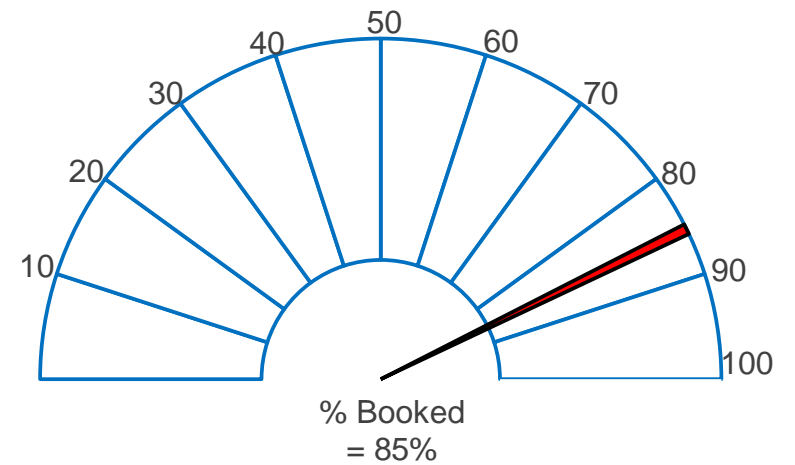
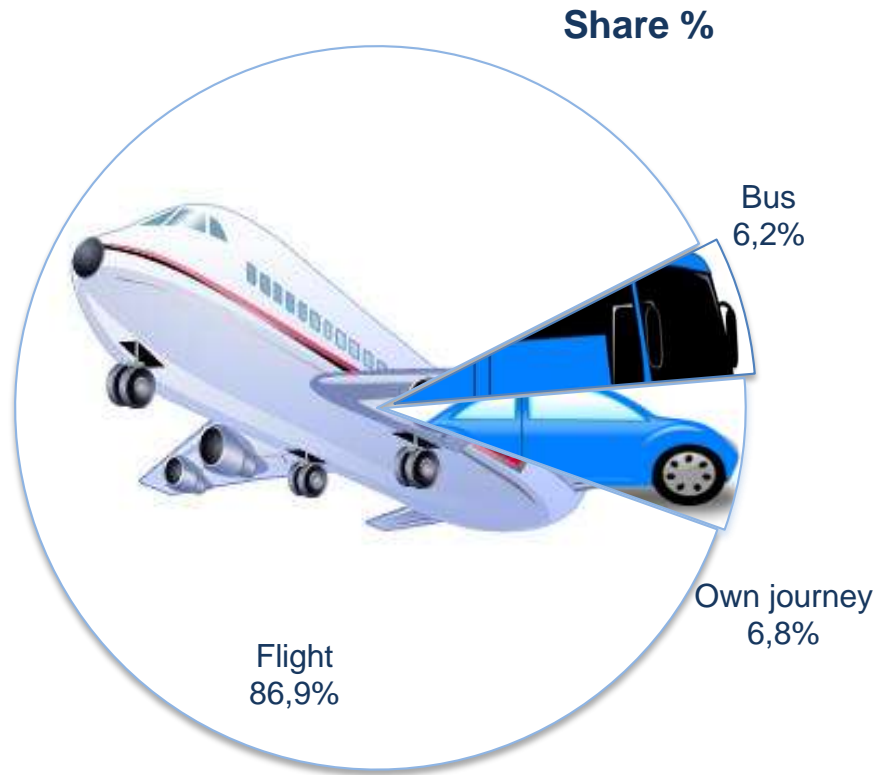


Chart shows the change in the average package travel price per person, booked in recent weeks, on example of packages to Burgas, Antalya, Heraklion, Hurgada, Tenerife.

# Average price per booking and the price per person in 32. week



# Cumulative sales of 2018/19



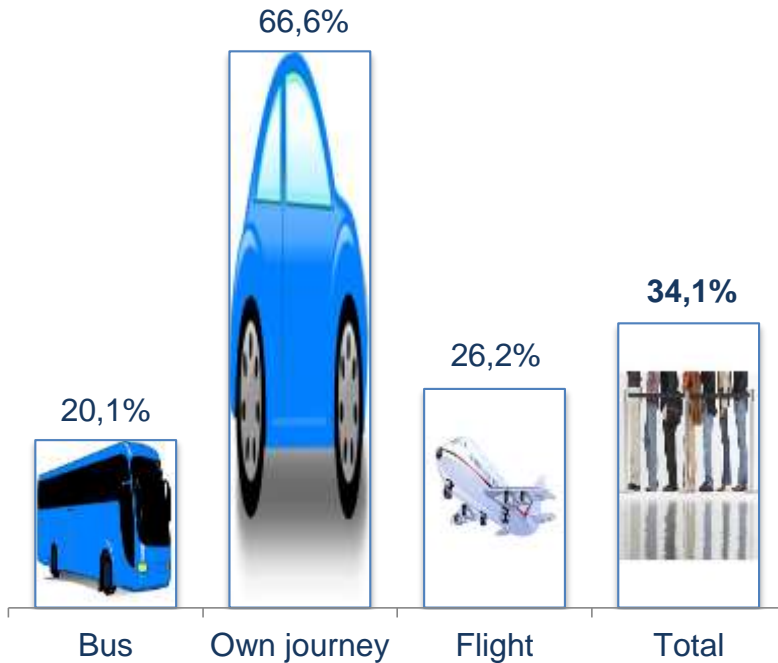
# Ranking of the most popular countries & destinations in 2018/19

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

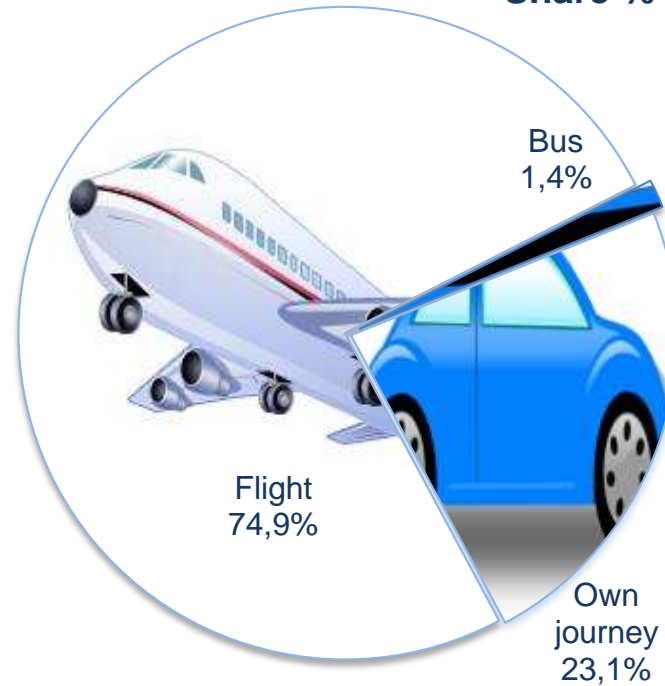
| Rank | Destination     | Share % |
|------|-----------------|---------|
| 1    | Antalya         | 12,2    |
| 2    | Hurghada        | 5,6     |
| 3    | Zakynthos       | 4,9     |
| 4    | Heraklion       | 4,6     |
| 5    | Rodos           | 4,1     |
| 6    | Burgas          | 3,9     |
| 7 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

# Sales outlook for 2019/20

Clients +/- %



Share %



Rank Country

|    |          |
|----|----------|
| 1  | Egypt    |
| 2  | Italy    |
| 3  | Spain    |
| 4  | Thajland |
| 5  | Oman     |
| 6  | Tanzania |
| 7  | UAE      |
| 8  | Cuba     |
| 9  | Maldives |
| 10 | Austria  |





Detailed reports are available for PZOT members  
Questions regarding market data please send to [pzot@pzot.pl](mailto:pzot@pzot.pl)