



# TRENDS IN RUSSIAN TRAVEL MARKET





## Russian tourist

- Around 30-55 years old, travelling with a couple or family, spending around 800-1 000 euro per person per travel 7-10 days.
- 56% of tourists are ready to spend extra money on excursions
- 85 % chooses the destination by themselves
- 65% prefer sea resorts and leisure
- 50% choose “country house staying” during summer period (“dacha”)
- 70% of Russian travel flow is during summertime and New Year holiday





## “Self made travel” vs “Travel package”

- on-line booking within 3 clicks – is more than a trend,
- more than 70% of “excursion” travelling is organized by tourists without travel company agent,
- more than 85% of “sea and beach” travel packages are booked via travel companies.







# Main points which is important

- ❖ Comparing to 2015 in 2017 Russian travel flow is increasing per 10-15%,
- ❖ Economic situation is much more stable comparing to 2015-2016,
- ❖ The currency level is not stable and Russian rouble loosing around 15% each year,
- ❖ Not stable situation with terrorism attacks all over the world influence on choosing the destination,
- ❖ Travelling to Egypt is not possible for Russian tourists still, which means that a lot of families need to discover new destinations.





## How to attract Russian tourist

- Destination should be familiar to Russian people,
- Internet is the most popular way of communication and information search – thus it should be marketing materials presented about country/ destinations/ cities/ highlights,
- Travel package needs to have marketing presentation,
- More and more tourists starts to organize their leisure by themselves still using local companies services for excursion and spare time,
- MICE – business travel become popular more and more and it is still important to promote business facilities of region.





## How to attract Russian tourist

*-If you show me that I will have the most exiting travel for a reasonable price and I can simply book it via my credit card – I will purchase it for sure.*

- manager in travel agency – can show
- local company in country of staying – can make reasonable price
- communication between 2 companies influence on simplicity of booking





## The most important tips

- Russian tourists are ready to travel to the same place during a long period,
- The phenomena of “common opinion” and recommendations is very strict – if 2 russians like the travel, tomorrow they will come back with their friends,
- Make innovation product, promote it, do the service job well and the destination will become popular.





**Thank you  
for your  
attention**

**Questions?**