RMAA TRAVEL
Marketing to Russian Traveller

Russian Tourism Market Digest

Q3 2019



QUARTER SUMMARY

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Russian tourists still give their preference to Turkey, as evidenced not only by outbound tourism statistics, but also by analyzing Runet (Russian Internet) requests. And, as recent studies show, more and more tourists are planning trips based on reviews on the Internet, and less Russians address traditional media with this issue.
Read about the changes that took place in the Russian tourism market in the last quarter in the digest.



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Editor

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NAVIGATION

MARKET NUMBERS

RUNET FIGURES

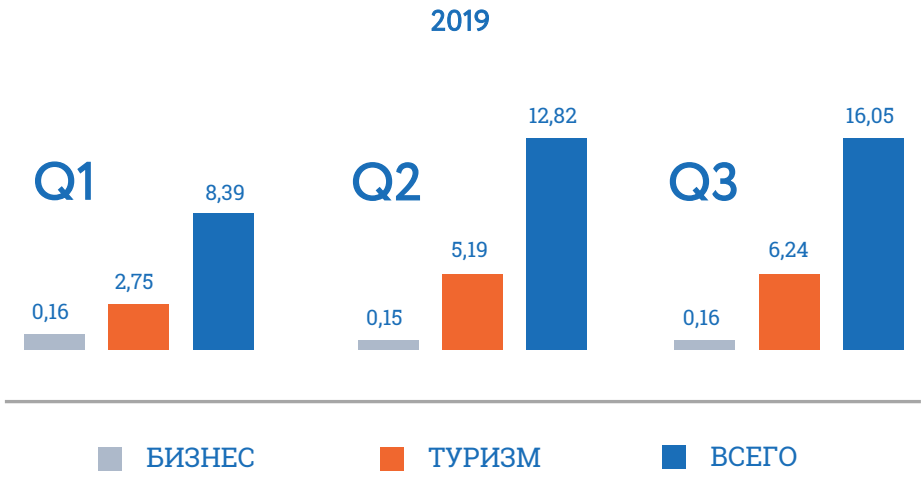
THE CALENDAR

RESEARCH

CREATIVE

OUTBOUND TOURISM MARKET IN RUSSIA

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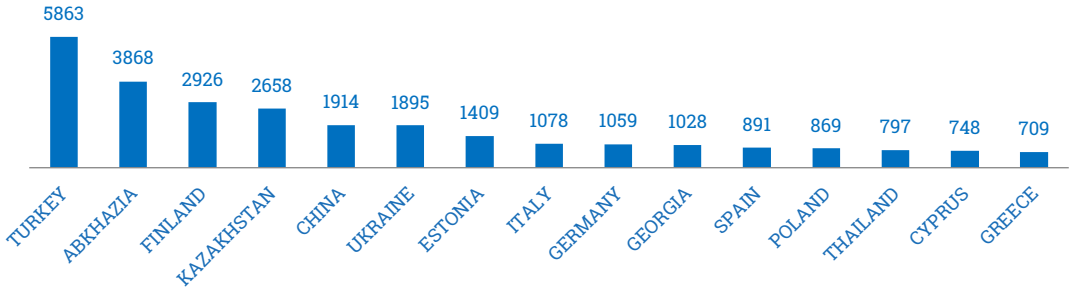
37,3 million

Russians went abroad during the first 9 months of 2019

Source: Fedstat.ru, 2019

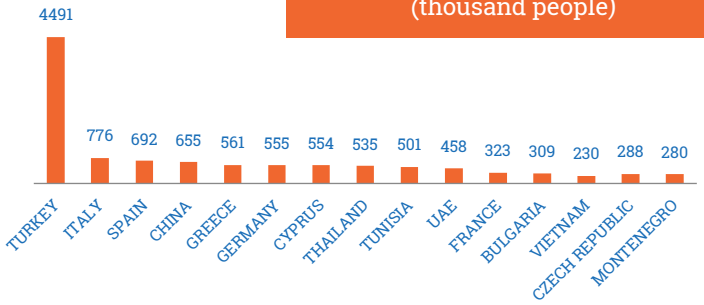
TOP-15 COUNTRIES IN TERMS OF OUTBOUND TOURIST FLOW FROM RUSSIA

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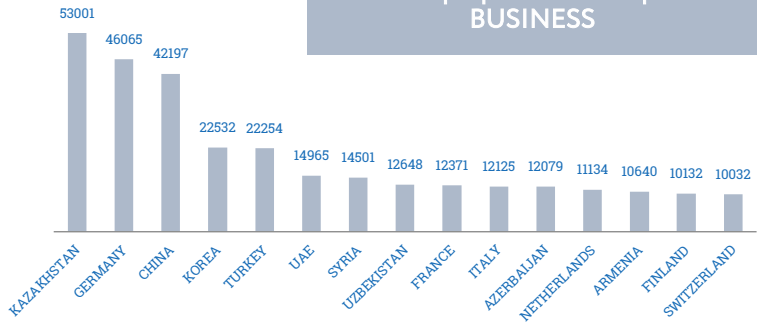


2019, Q1-Q3
(thousand people)

The purpose of the trip – TOURISM
(thousand people)



The purpose of the trip - BUSINESS

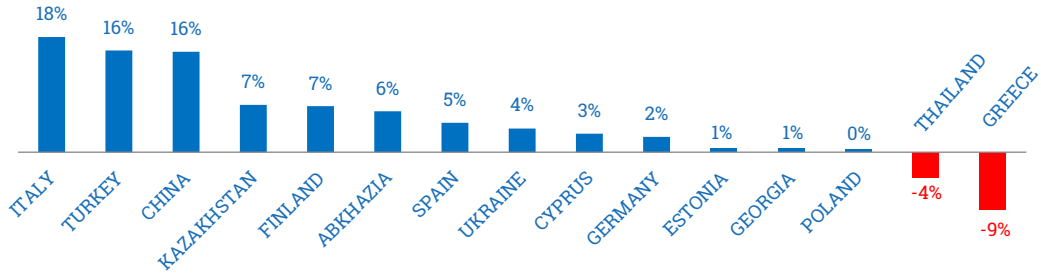


Source: Fedstat.ru, 2019

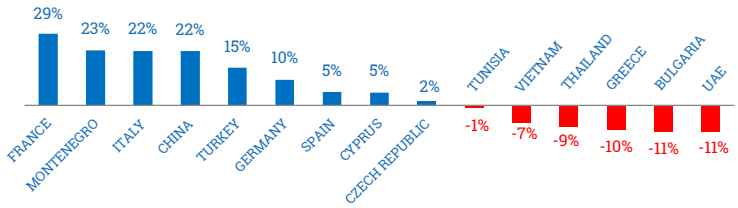
DYNAMICS OF THE TOP-15 COUNTRIES TOURIST FLOW

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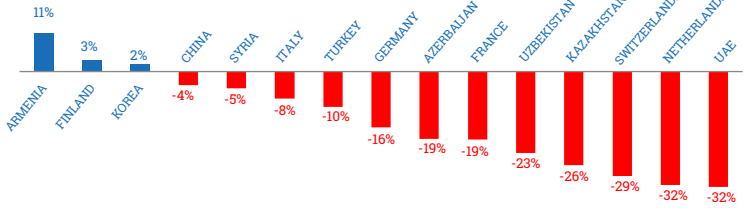
1st half of 2019 compared to the 1st half of 2018,%



The purpose of the trip – TOURISM



The purpose of the trip - BUSINESS

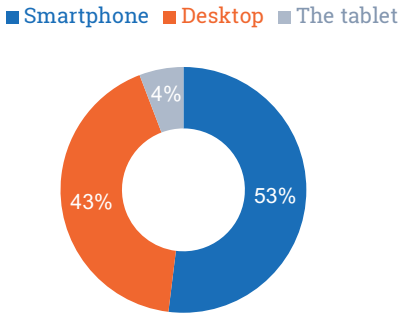


Source: Fedstat.ru, 2019

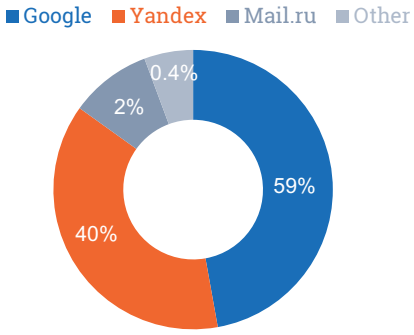
RUSSIAN INTERNET, Q3 2019

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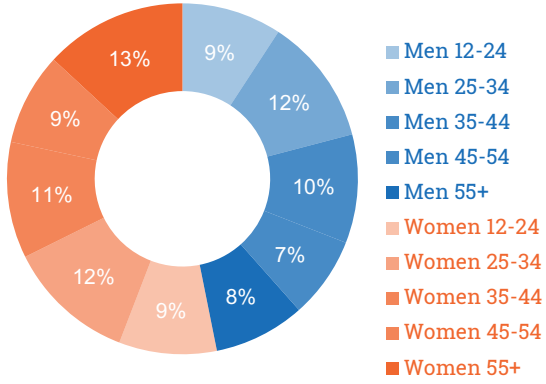
TYPES OF DEVICES IN RUSSIA



SEARCH ENGINES



GENDER AND AGE



95,8 million internet users per month in Russia

Source: Yandex Radar, Mediascope, Liveinternet, 2019

TOP 10 TRAVEL AND TOURISM INTERNET RESOURCES IN RUSSIA

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The basis of the TOP 10 tourism-related resources is made up of meta-search engines and map and reference websites, which invariably lead in their subjects. The tourist social network Tourister.ru continues to improve its position. Tourister.ru entered the top-ten list only in December 2018, and from November 2018 to July 2019 increased the number of visitors by more than 3 times! From 1.5 million to 5 million users.

NAME OF RESOURCE	VISITORS (cross device)
Yandex.Maps	36100251
Booking.com	12300000
2Gis	12200000
Tutu.ru	11900000
Rasp.Yandex	8756238
TripAdvisor	5990000
Tourister.ru	5075531
AviaSales.ru	4730000
Tonkosti.ru	3225195
Skyscanner	3170000

Source: Yandex Radar, 2019

TOP 10 COUNTRIES AND SEARCH QUERIES IN THE RUSSIAN INTERNET

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2 234 059 times

Russian users entered in Yandex search query «купить тур» («buy a tour»)

TOP 10 COUNTRIES IN SEARCH QUERIES «КУПИТЬ ТУР В...» («BOOK A TOUR TO...»)	NUMBER OF SEARCH QUERIES FOR 9 MONTHS OF 2019	TOP 10 GOOGLE SEARCH QUERIES «ТУРЫ...» («TOURS TO...»)
Turkey (1)	358403	туры горящие (hot tours)
Tunisia (9)	45940	туры в Турцию (tours to Turkey)
Cyprus (7)	41939	туры из Москвы (tours from Moscow)
Vietnam (13)	24700	туры из Спб (tours from St. Petersburg)
Greece (5)	21776	Турция туры (Turkey tours)
Thailand (8)	21260	автобусные туры (Bus tours)
Spain (3)	16459	Пегас туры (Pegasus tours)
USA (25)	16237	Таиланд туры (Thailand tours)
Dominican Republic(27)	14529	Египет туры (Egypt tours)
Montenegro (15)	14281	туры из Екатеринбурга (tours from Ekaterinburg)

Source: Yandex Wordstat, Google Trends

** The country's position on the volume of Russians leaving for tourism in the Q1-Q3 of 2019 is shown in brackets. Countries from TOP 30 were taken for analysis.

CALENDAR OF UPCOMING TOURISM EVENTS 2019

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DATE	EVENTS
December 11	Conference **«Marketing in Tourism 2020»**



CURRENT RESEARCH

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Read

Yandex experts decided to learn where Russians spend their holidays this summer, which countries and resorts have become fashionable in recent years and which ones, on the contrary, became less visited.

Read

Most often, Russians would like to go on vacation to Italy, France, the USA, Turkey or Germany. Moreover, every tenth is ready to spend more than 100 thousand rubles per person.

Read

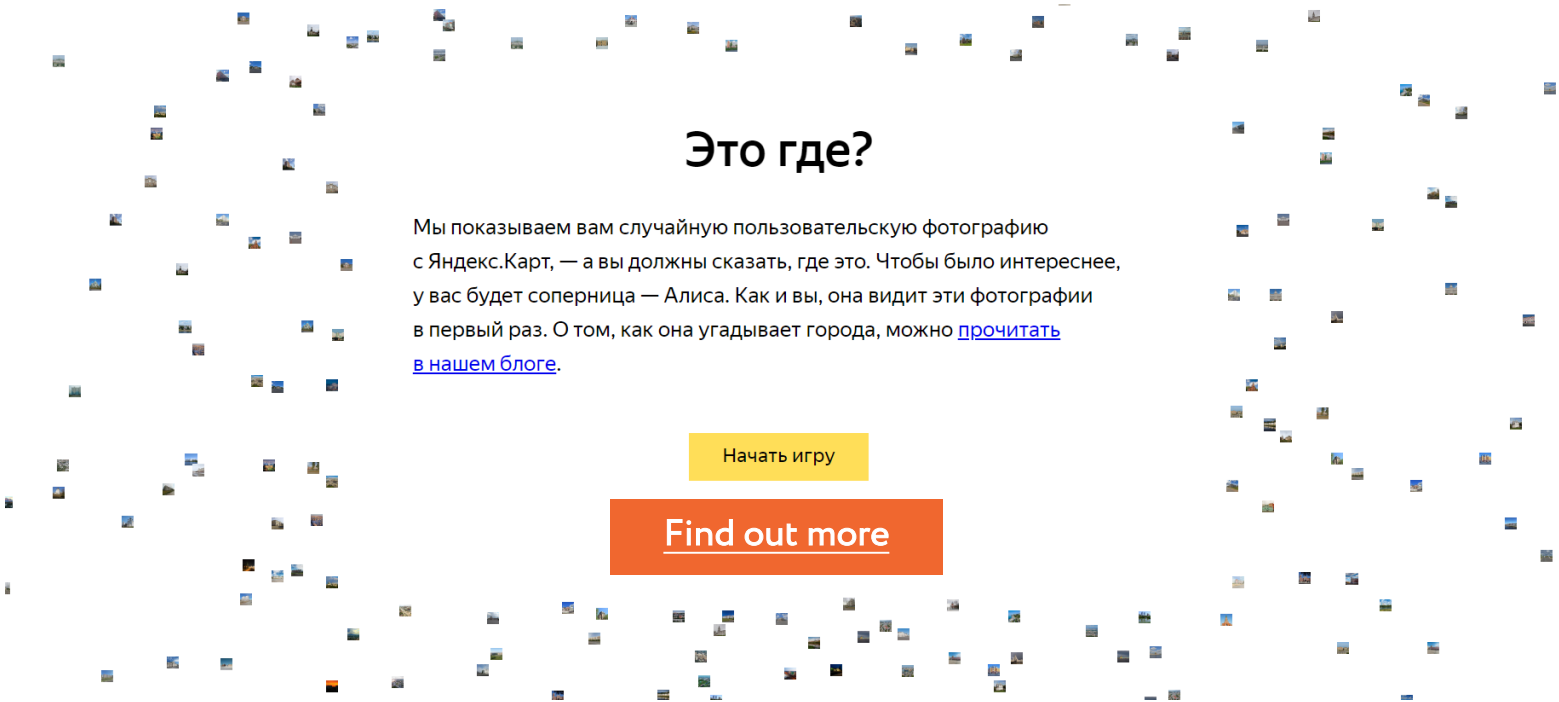
10% of tourists plan a trip based on the advice of bloggers. At the same time, 27% of women and 20% of men plan a trip based on the internet reviews.

Read

In the summer 2019, the average expenses of Russians for excursions and taxis were most in Greece, for tickets to museums - in Spain, for buses - in Cyprus.

ORIGINAL SOLUTIONS.
TOURISTS ALSO LIKE TO PLAY

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IF YOU WOULD LIKE TO GET IN TOUCH TO DISCUSS A PROJECT THAT YOU WOULD LIKE HELP WITH, OR JUST TO SAY HELLO, PLEASE GET IN

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