RMAA Travel
Marketing to Russian Traveller

Russian Tourism Market Digest

Q4 2019



QUARTER SUMMARY

In the new issue, we will not only summarize the results of Russian outbound tourism of 2019 (spoiler - Turkey has again gone far ahead in popularity among Russians), but we will also introduce you our new heading “Interview”. Professional travel marketers will share their experience in attracting Russian travelers.
If you want to share your story of conquering the Russian travel market, email me.



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Editor
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NAVIGATION

INTERVIEW

MARKET NUMBERS

RUNET FIGURES

THE CALENDAR

RESEARCH

CREATIVE

QUARTER INTERVIEW

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In the development of tourism and the image of any destination, marketing plays a crucial role. RMAA agency launches a series of interviews to find out how different countries and regions attract tourists from Russia. Anna Härkönen, VisitKarelia Destination Project Coordinator, told about what marketing activities are helping a small region of Finland attract Russian travelers, what challenges they have and how they overcome them.

- **What are the country's overall inbound tourism statistics and what is Russia's share in it?**

- Inbound tourism in Finland in 2019 was 7 039 441 overnight stays. Russian tourists had in Finland 813 669 registered overnight stays. In Finland overnight stays are collected only from accommodation services providers, which have more than 20 beds. These numbers do not include for example cottages and apartments.
In region North Karelia last year registered Russian tourist overnight stays were 22 977. All inbound tourists overnight stays in North Karelia 70 014.

- Is your country interested in Russian tourists' attraction?

- Yes. Russian market is important especially for the eastern part of Finland. Total tourist flow in North Karelia is app. 500 000 overnight stays. Russian tourists make up more than 30% of the inbound tourist flow. Therefore it is one of our key target audience.



ANNA HÄRKÖNEN

VisitKarelia Destination
Project Coordinator

QUARTER INTERVIEW

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- How is your region positioned in the global market?

- North Karelia is not mass tourism destination. We have limited capacity and we develop our tourism services with sustainability. VisitKarelia goal is double tourism numbers in the region in next 10 years. Especially we are looking for inbound tourism rise from Europe and Russia.

- Are there any fundamental differences in positioning on the Russian market, or do you act within a single strategic and marketing concept?

- VisitKarelia has single strategy and concept to all markets with market-specific additions. During the marketing campaign 2019 in Russia our main task was to put the Finnish northern Karelia on the world tourist map in the eyes of a Russian tourist.

- Who is your target audience in Russia?

- Before creating our marketing strategy, we conducted a study of the Russian market, in particular, of our audience. During the study, we were able to identify three groups of tourists vacationing in Finnish North Karelia, which differ in the purpose of the visit…

Read the full interview

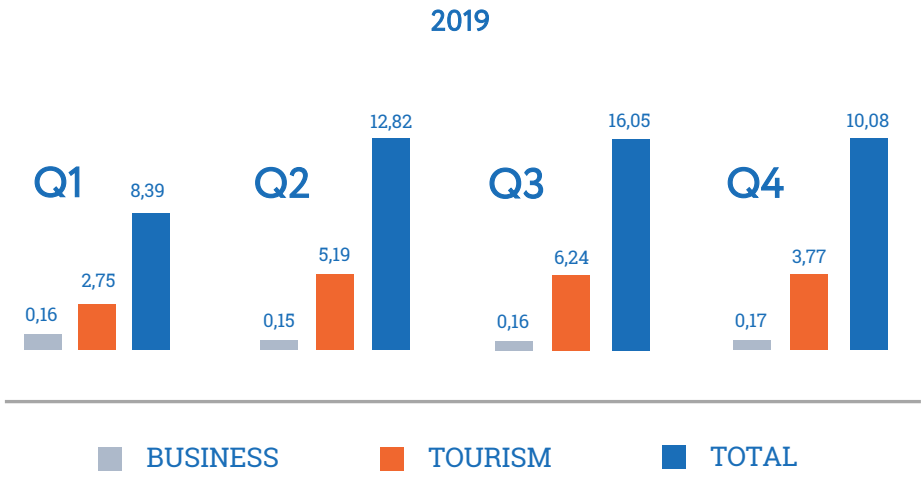


ANNA HÄRKÖNEN

VisitKarelia Destination
Project Coordinator

OUTBOUND TOURISM MARKET IN RUSSIA, MILLION TOURISTS

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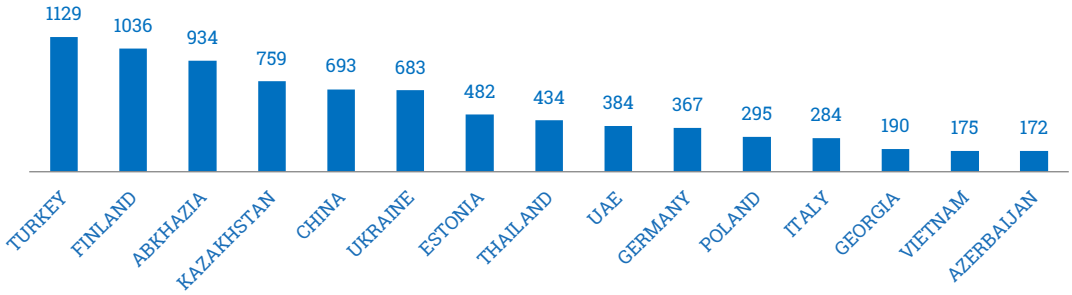
48 million

Russians went abroad during the year 2019. Outbound tourism flow increased by 7.9% compared to 2018 or by 3.5 million trips

Source: Fedstat.ru, February 2020

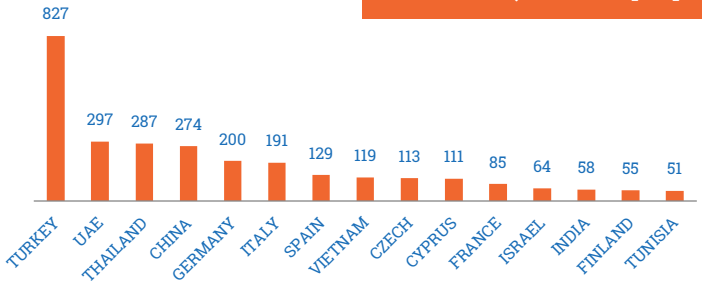
TOP-15 COUNTRIES IN TERMS OF OUTBOUND TOURIST FLOW FROM RUSSIA, Q4

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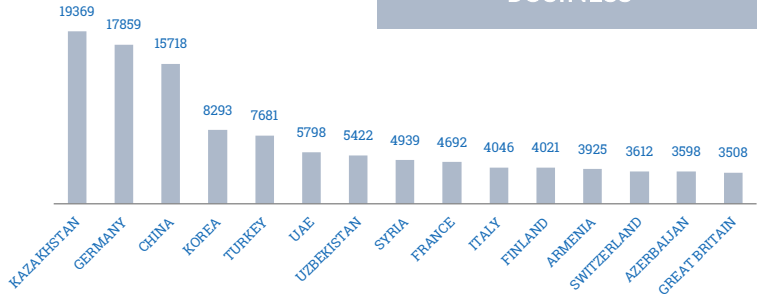


2019, Q4
(thousand people)

The purpose of the trip – TOURISM (thousand people)



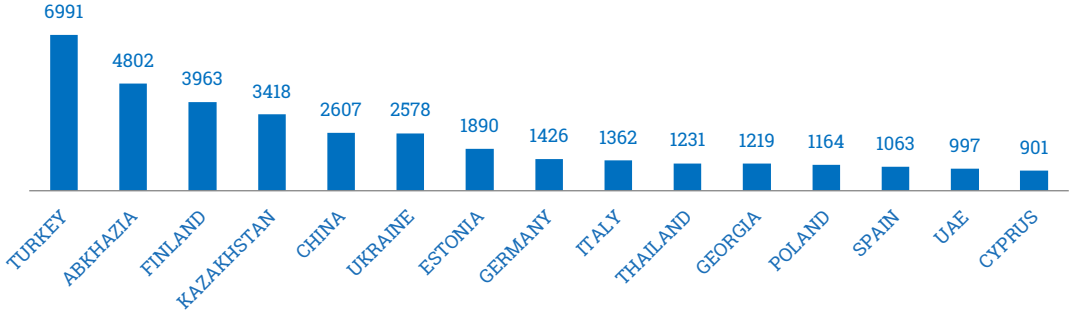
The purpose of the trip – BUSINESS



Source: Fedstat.ru, February 2020

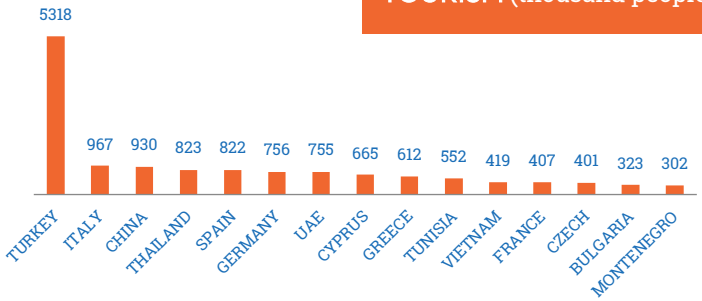
TOP-15 COUNTRIES IN TERMS OF OUTBOUND TOURIST FLOW FROM RUSSIA

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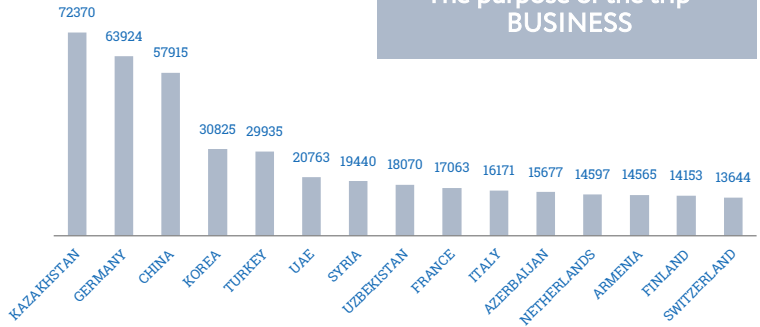


2019
(thousand people)

The purpose of the trip – TOURISM (thousand people)



The purpose of the trip – BUSINESS

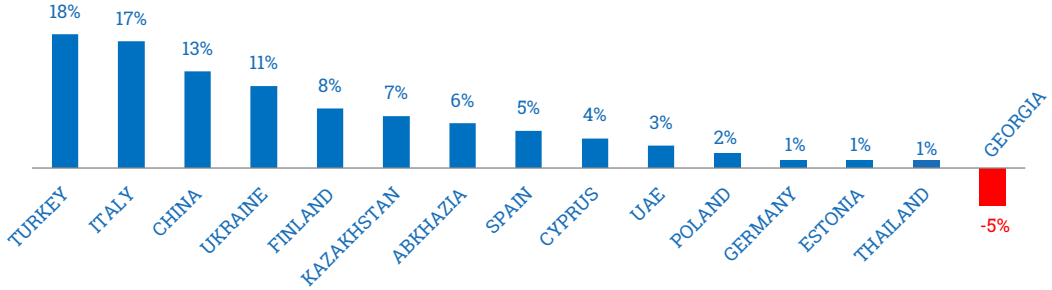


Source: Fedstat.ru, February 2020

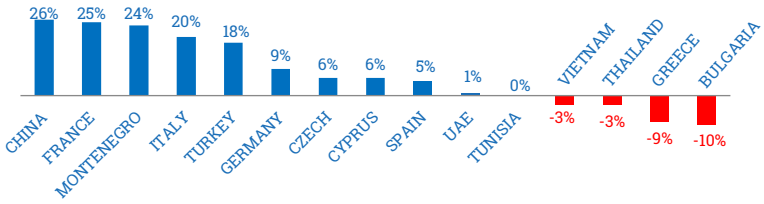
DYNAMICS OF THE TOP-15 COUNTRIES TOURIST FLOW

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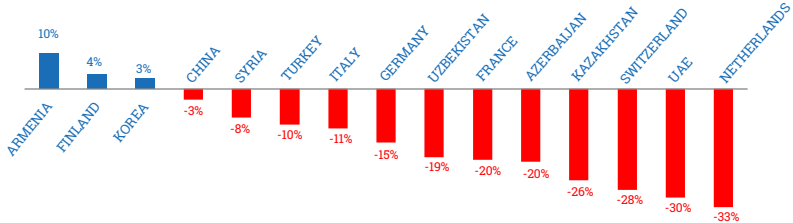
2019 compared to the 2018,%



The purpose of the trip – TOURISM



The purpose of the trip – BUSINESS

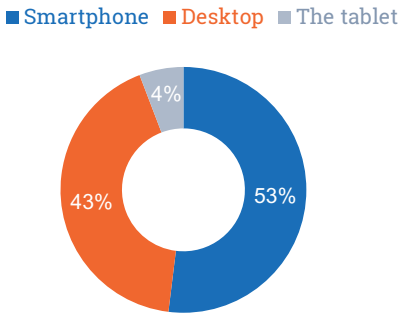


Source: Fedstat.ru, February 2020

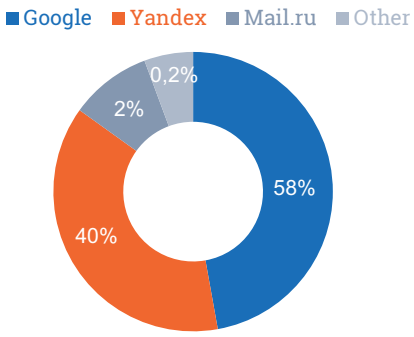
RUSSIAN INTERNET, Q4 2019

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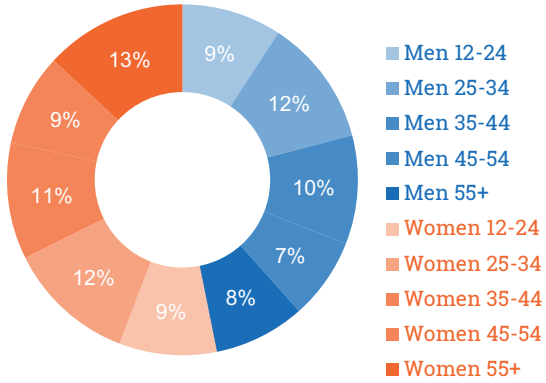
TYPES OF DEVICES IN RUSSIA



SEARCH ENGINES



GENDER AND AGE



96 million internet users
per month in Russia

Source: Yandex Radar, Mediascope, Liveinternet, December 2019

TOP 10 TRAVEL AND TOURISM INTERNET RESOURCES IN RUSSIA

The basis of the TOP 10 tourism-related web-services is made up of meta-search engines and map and reference websites.
At the same time, over the course of the year, the 10 leaders remained unchanged.

NAME OF RESOURCE	VISITORS (cross device)
Yandex.Maps	34 795 882
2Gis	12 400 000
Tutu.ru	8 990 000
Booking.com	7 370 000
Rasp.Yandex	6 950 141
Tonkosti.ru	4 105 723
Tourister.ru	3 933 397
TripAdvisor	3 750 000
AviaSales.ru	3 350 000
Skyscanner	2 270 000

Source: Yandex Radar, December 2019

TOP 10 COUNTRIES AND SEARCH QUERIES IN THE RUSSIAN INTERNET

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2 954 009 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 12 MONTHS OF 2019	TOP 10 GOOGLE SEARCH QUERIES «ТУРЫ...» («TOURS TO...»)
Turkey (1)	432705	туры горящие (last minute tours)
Tunisia (10)	54257	туры в Турцию (tours to Turkey)
Cyprus (8)	50379	туры из Москвы (tours from Moscow)
Vietnam (11)	39272	туры из Спб (tours from St. Petersburg)
Thailand (4)	28856	автобусные туры (Bus tours)
Greece (9)	26492	Турция туры (Turkey tours)
UAE (7)	22925	Пегас туры (Pegasus tours)
Dominican Republic(26)	21445	Таиланд туры (Thailand tours)
USA (29)	20129	горящие туры в Турцию (last minute tours to Turkey)
Spain (5)	19945	Египет туры (Egypt tours)

Source: Yandex Wordstat, Google Trends

* The country's position on the volume of Russians leaving for tourism in the 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
March 12-14	Intourmarket 2020 - International Tourism Exhibition, Moscow
March 17-19	MITT 2020 - Travel & Tourism Trade Show, Moscow
March 17-19	InterMed 2020 - International Exhibition of Medical Treatment Abroad, Moscow
March 27-28	Мир без границ 2020 - International Tourism Festival, Rostov-on-Don
April 3-4	«ЛЕТО» - International Tourism Exhibition, Yekaterinburg
May 28-31	Pacific Tourist Forum, Vladivostok
May 29-31	PITE 2020 - Pacific International Tourism Expo, Vladivostok

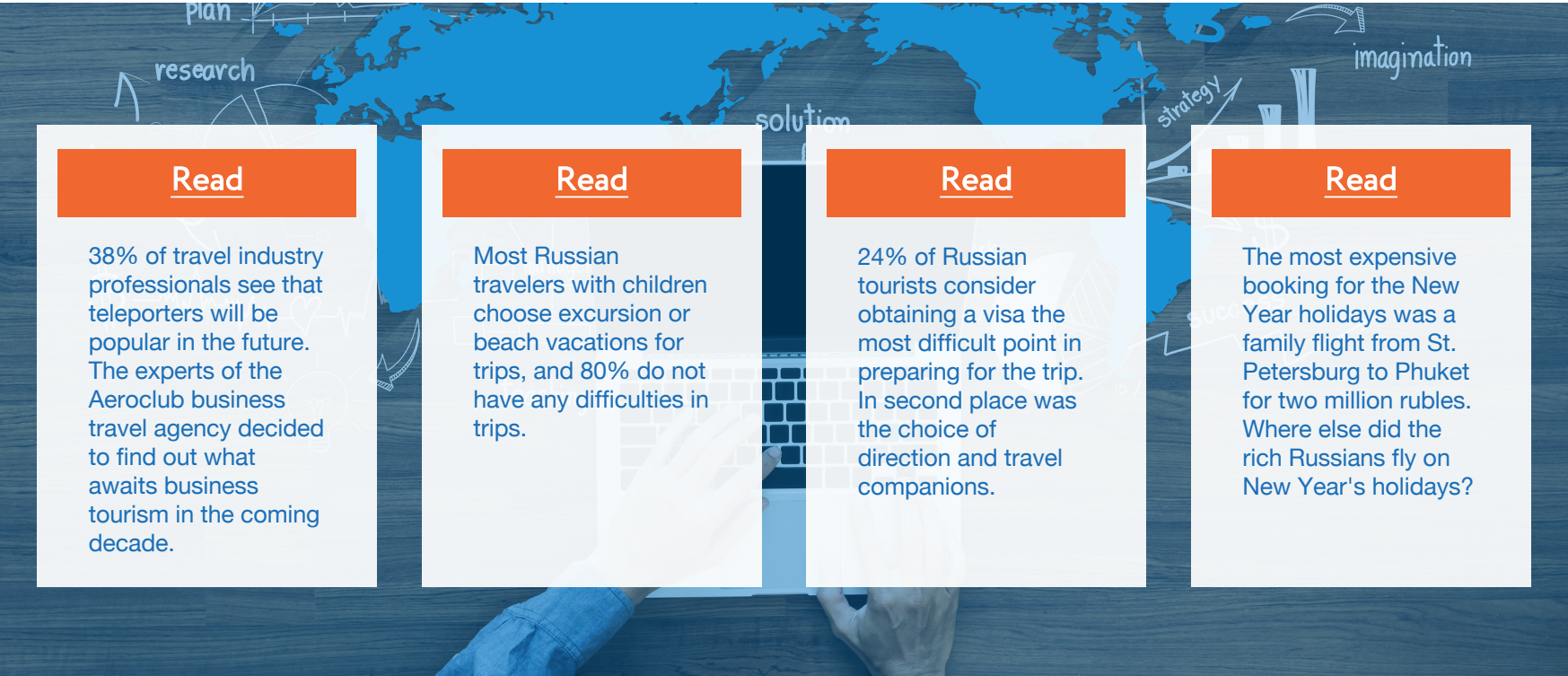
CALENDAR OF UPCOMING TOURISM EVENTS 2019

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DATE	EVENTS
June 4-7	EURASIA-EXPO - International Exhibition, Moscow
September 8-10	OTDYKH 2020 – Leisure Exhibition, Moscow
October 12-14	INWETEX-CIS Travel Market - The International Travel Trade Fair, St. Petersburg
October 13	Online Travel 2020 – International Conference and Exhibition, Moscow
November 19-20	SIFT 2020 - International Forum for Tourism, Sochi
December 7-10	MedTravelExpo - Exhibition for Medical and Health-related Services and Health Care Technologies in Russia and Abroad, Moscow

CURRENT RESEARCH

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Read

38% of travel industry professionals see that teleporters will be popular in the future. The experts of the Aeroclub business travel agency decided to find out what awaits business tourism in the coming decade.

Read

Most Russian travelers with children choose excursion or beach vacations for trips, and 80% do not have any difficulties in trips.

Read

24% of Russian tourists consider obtaining a visa the most difficult point in preparing for the trip. In second place was the choice of direction and travel companions.

Read

The most expensive booking for the New Year holidays was a family flight from St. Petersburg to Phuket for two million rubles. Where else did the rich Russians fly on New Year's holidays?

ORIGINAL SOLUTIONS.
WHAT CRAZY ACTION ON THE JOURNEY ARE YOU READY TO DO?

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RUSSIAN TOURISM INDUSTRY MIND MAP

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Russian Tourism Industry Mind Map –

this is a wall map of the tourism market of Russia with analytical information about its participants. The key point of the project is to create a tool in the travel industry communications services market that presents objective information about the structure of the country's tourism industry and its main players, cooperation with which will allow foreign tourism organizations to attract more tourists from Russia.

Find out more

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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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To see more of our work visit our website
rmaatravel.com