

RMAA

Travel
Marketing

RUSSIAN TRAVEL MARKET DIGEST

Q1 2022



Digest Highlights

At the end of 2021, Turkey retained its leadership in the number of tourists from Russia. But already in the first quarter of 2022, Egypt seized the palm.

At the beginning of 2022, COVID restrictions were replaced by sanctions. As a result of the rapidly changing political situation, stable instability in the tourism industry will be observed until the end of this year. However, there are also positive changes in the market, about which you can also learn from the new issue of the travel market digest.

Enjoy your reading!



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Editor

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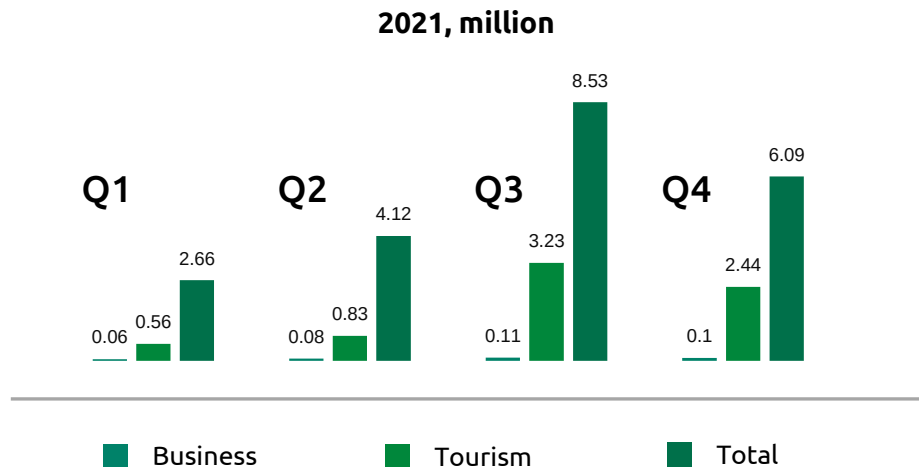
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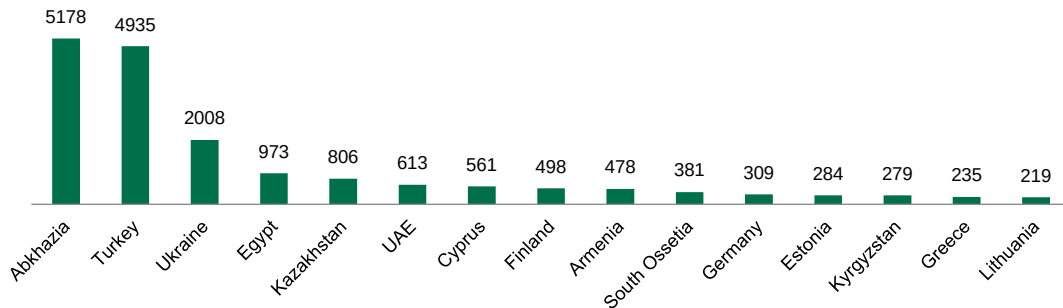
Russian Outbound Tourism Market, 2021



21.4 million

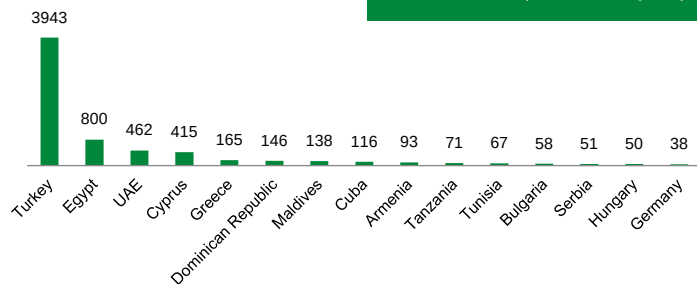
Russians went abroad in 2021. Outbound tourism grew by 51% or by 7.3 million trips compared to 2020.

Top-15 Countries in Terms of Outbound Tourist Flow from Russia, 2021

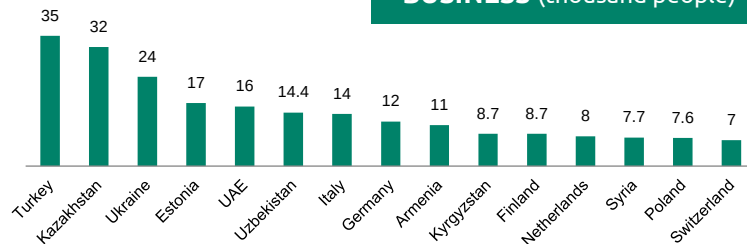


2021
(thousand people)

**The purpose of the trip –
TOURISM** (thousand people)

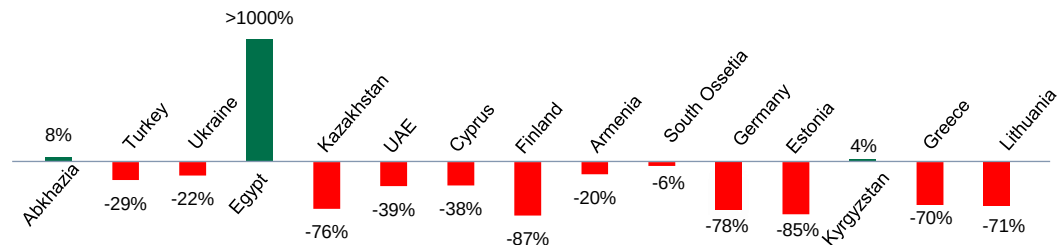


**The purpose of the trip –
BUSINESS** (thousand people)

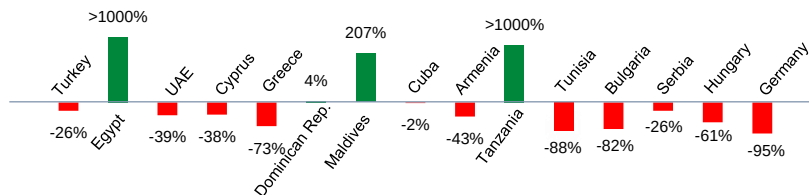


Dynamics of the Top-15 Countries Tourist Flow, 2021

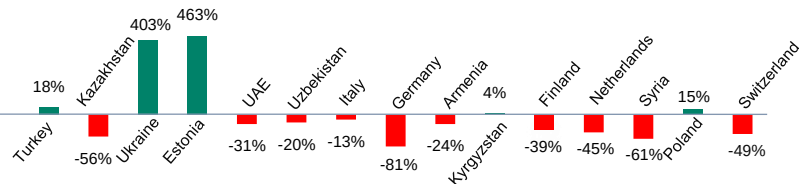
2021 compared to 2019,
%



TOURISM

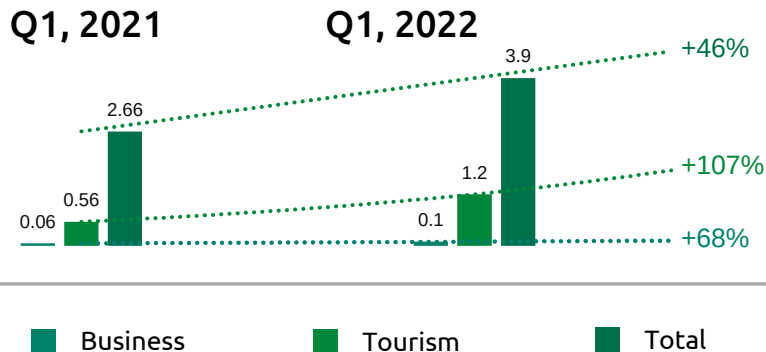


BUSINESS



Russian Outbound Tourism Market, Q1 2022

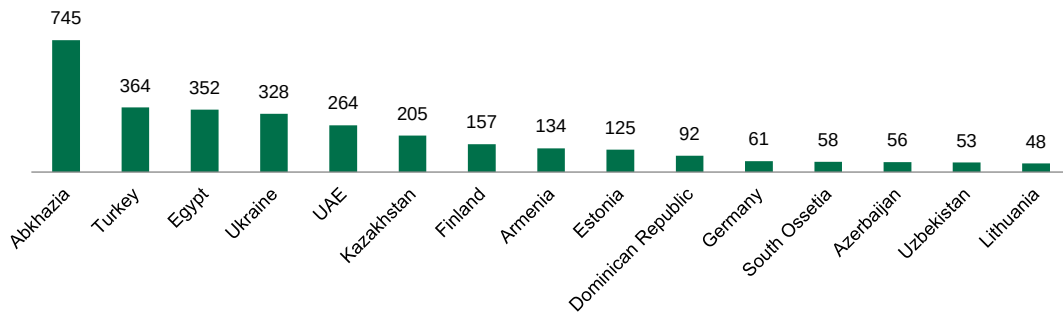
Q1 2022 compared to Q1 2021,
million



3.88 million

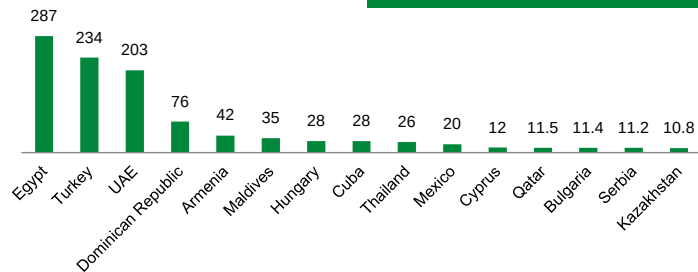
Russians went abroad in the first quarter of 2022. Outbound tourism flow grew by 46% or by 1.2 million trips compared to Q1 2021.

Top-15 Countries in Terms of Outbound Tourist Flow from Russia, Q1 2022

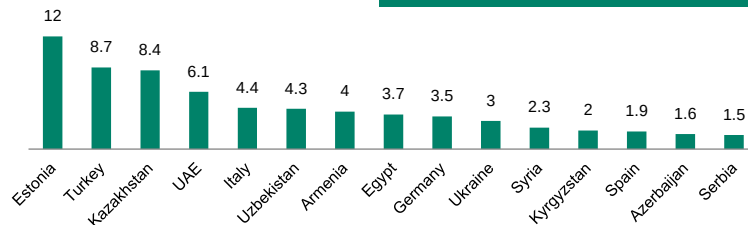


Q1 2022
(thousand people)

The purpose of the trip – TOURISM (thousand people)

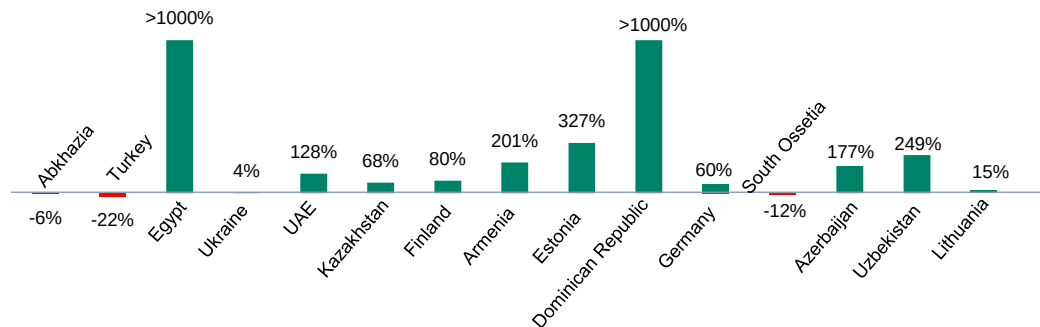


The purpose of the trip – BUSINESS (thousand people)



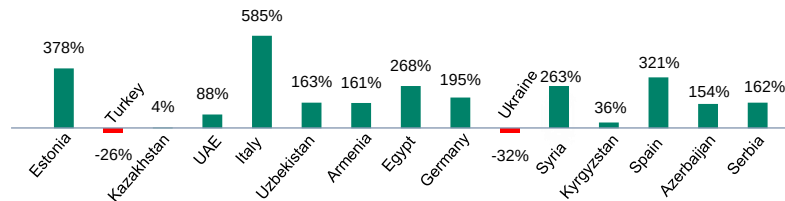
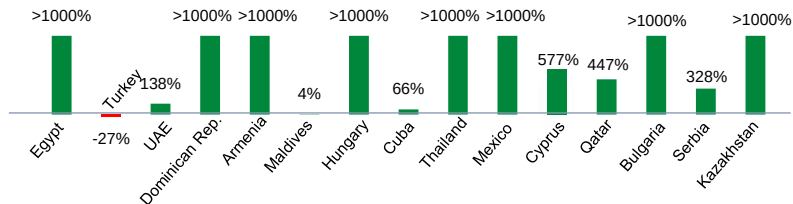
Dynamics of the Top-15 Countries Tourist Flow, Q1 2022

Q1 2022 compared to Q1 2021, %



TOURISM

BUSINESS



Changes in Tourism 2022

The list contains the most significant events that, according to RMAA experts, will have the greatest impact on the dynamics of Russian outbound tourism in 2022



- More than 30 countries have closed their airspace to Russia.
- The lack of direct flights, the high cost of connecting flights and the inability to pay abroad with bank cards issued by Russian banks have become one of the main reasons for limited demand on previously popular European destinations.
- The limited use of payment instruments by Russian tourists, the departure from the Russian market of Booking.com and the inability in most cases to buy a ticket on the website of a foreign airline has become a reason for some independent Russian travelers to book package tours, ground services (hotels, transfers and excursions) and air tickets from tour operators.

Changes in Tourism 2022

The list contains the most significant events that, according to RMAA experts, will have the greatest impact on the dynamics of Russian outbound tourism in 2022

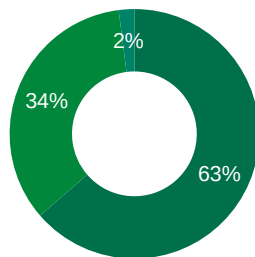
- Popular tourist destinations are revising entry protocols for Russian tourists: they are canceling masks, tests and returning pre-pandemic entry rules.
- Some countries are launching new flights to increase the number of tourists from Russia. The Russian departments agreed on 450 additional flights per week to Turkey for the summer period.
- Popular tourist destinations among Russians are considering switching to rubles in tourism (for example, Egypt).
- Russians are discovering new tourist destinations: Russian tour operators for the first time offered all-inclusive beach tours in Kazakhstan, and the demand for tours to Qatar in May exceeded the same figures for pre-pandemic 2019 by 2.5 times.



Russian Internet, Q1 2022

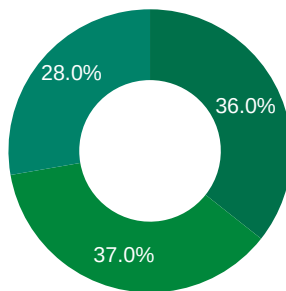
Types of devices in Russia

Smartphone Desktop The tablet

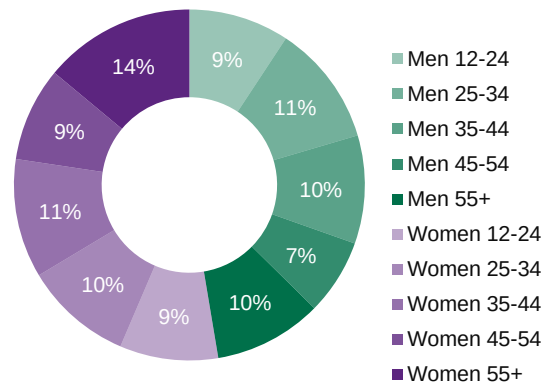


Search engines

Google Яндекс Mail.ru



Gender and age



97.5 million internet
users per month in Russia

Top 10 Travel and Tourism Internet Resources in Russia

The TOP-10 popular tourist resources in Russia include services for independent travelers, country guides and travel magazines.

At the same time, in Moscow, the most popular travel website for the past month was the site about sightseeing tours in Russia, and in St. Petersburg, the guidebook "Window to Petersburg" remains the leader.

Name of website	Visitors (Cross device)
Tourister.ru	6 260 343
TravelAsk	2 742 396
Tophotels	2 037 415
Visasam.ru	1 899 055
Holidays in Russia (kp.ru)	1 593 398
Tropki.ru	1 278 106
Wikiway	1 133 079
Poezdato.net	951 004
Atorus.ru	924 798
Biblio-Globus	915 026

Top 10 Countries and Search Queries in the Russian Internet

**1 523 651
times**

Russian users entered in Yandex search query «купить тур» («book a tour») in January-May 2022. This is 66% more than in the same period of 2021.

Top 10 countries in search queries «купить тур в...» («book a tour to...»)

Number of search Queries in Jan.-may 2022

Top 10 google trend queries «туры...» («tours...»)

Turkey (2)	221 625	for May holidays 2022
Egypt (1)	83 137	to China 2022
Dominican Republic (4)	14 415	with cashback 2022
Thailand (9)	14 270	to Dagestan from Yekaterinburg
Maldives (6)	12 522	to Turkey from St. Petersburg 2022
UAE (3)	10 083	to Tunisia 2022
Cyprus (11)	9 839	to Altai 2022
Cuba (8)	8 768	to Kyrgyzstan
Mexico (10)	6 959	Faroe islands
Greece (16)	4 398	cashback in Russia

Calendar of Upcoming Tourism Events 2022

Date	Event
Sep. 13-15	<u>Отдых SPA & Health 2022</u> - International exhibition of medical tourism, Moscow
Sep. 13-15	<u>Отдых Leisure 2022</u> - International Exhibition of Tourism, Moscow
Sep. 13-15	<u>Отдых MICE 2022</u> - International exhibition and conference on business tourism and corporate events, Moscow
Dec. 5-8	<u>MedTravelExpo</u> - exhibition of medical and health services in Russia and abroad, Moscow

Current Research

Read

Russian tourists named the countries where they would like to go most of all in the absence of restrictions. The top three are Italy, Turkey and France. Among survey participants, 84% said they love to travel.

Read

According to the ETC travel barometer, the desire of Russians to travel to Europe has reached the lowest level. Only 20% of Russians want to visit Europe between May-August 2022.

Read

The analytical center of the travel service "Tutu.ru" found out what Russians first of all pay attention to when choosing a hotel. A quarter of respondents noted the cost per night, the same number - reviews.

Read

The results of the first quarter of 2022 in terms of business MICE activities exceeded the figures for 2021 by 70% and almost equaled the volumes of the "pre-pandemic" 2019 (-3%).

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