

RUSSIAN TRAVEL MARKET DIGEST

Q3 2020



DIGEST HIGHLIGHTS

Tourism is undergoing changes: more and more tourists prefer individual tours, domestic tourism is developing rapidly and we are seeing an unprecedented surge in development and use of new technologies in the field of tourism and hospitality.

The second special issue of the digest is dedicated to post-COVID trends in the tourism industry and travel marketing.

Enjoy your reading!



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QUARTER INTERVIEW

Tanzania was one of the first countries to open its borders to Russian tourists after the pandemic. To better understand the post-pandemic marketing strategy of Tanzania, RMAA Travel has recently asked some questions to TTB DG Ms. Devota Mdachi.

- How has the pandemic affected the tourist flow in Tanzania?

- A report released on March 26, 2020 by the United Nations, World Tourism Organization (UNWTO) has indicated that the number of tourists in the world, will drop by between 20% to 30% by 2020. This drop will result in a loss of income of \$ 300bn, to \$ 450bn.

Before the pandemic tourism was the number one forex earner in Tanzania accounted for 17.2 per cent of the Gross Domestic Product (GDP). In 2019 it generated over \$2 billion (about Sh4.6 trillion). However, the Gross Domestic Product (GDP) growth is expected to drop by 2.5% in 2020. From March 2020 Tanzania has experienced a significant decrease in the number of tourist arrivals and receipts from tourism.

Closure of international air services from major source markets causing limited accessibility to Tanzania.

- Tanzania was one of the first countries to open its borders to Russian tourists after the pandemic. How did Russian tourists react to the opening of borders? Is the Russian tourists flow to Tanzania recovering?

- Russian citizens were among the first visitors to be allowed into Tanzania after the pandemic. As a result, the Government of Russia announced Tanzania as one of the first three safe countries for her citizens to visit.



MS. DEVOTA MDACHI

Tanzania Tourist Board
Managing Director

QUARTER INTERVIEW

Since then Tanzania has been receiving numerous enquiries from Russians who are anxious to know more about Tanzania tourist attractions. Furthermore, in the past few months we have received six (6) Charter Flights from CIS countries to Zanzibar and we are expecting on average, 14 Charter flights to land in Zanzibar every Month, from October 2020 to April, 2021.

- How has the pandemic affected Tanzania's positioning in the market?

- Since our source markets remain to be the most affected by the pandemic; Tanzania has received unexpected low numbers of tourists in this high season. However, due to the fact that Tanzania was opened up to the world and declared to be safe travel destination by WTTC after effectively introducing and complying to Standard Operational Procedures (SOPs), this has restored confidence to our target markets which once again are now recommending our country to their citizens as safe destination as far as tourism is concerned.

- How, in your opinion, can Tanzania attract Russian tourists after the pandemic?

- Based on the fact that Tanzania is open and a safe destination for travelers from various parts of the world, Russians are most welcome to visit Tanzania with its vast wilderness, white sand beaches with crystal blue oceans...

[Read the full interview](#)

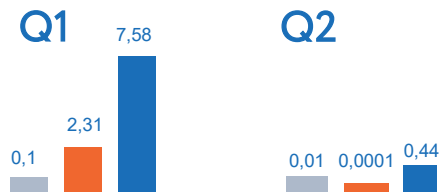


MS. DEVOTA MDACHI

Tanzania Tourist Board
Managing Director

OUTBOUND TOURISM MARKET IN RUSSIA, MILLION TOURISTS

1st half of 2020, million

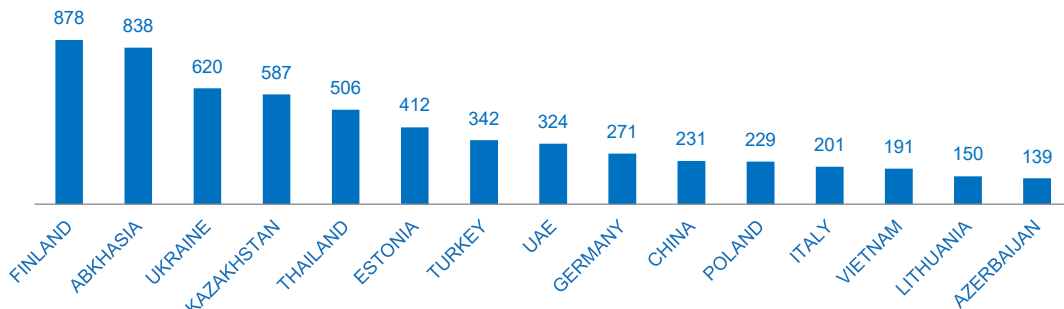


■ BUSINESS ■ TOURISM ■ TOTAL

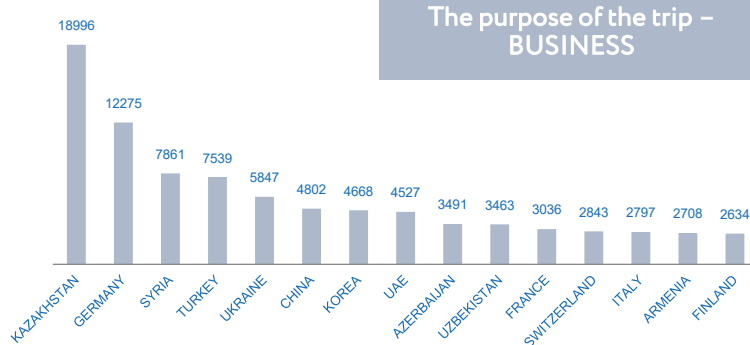
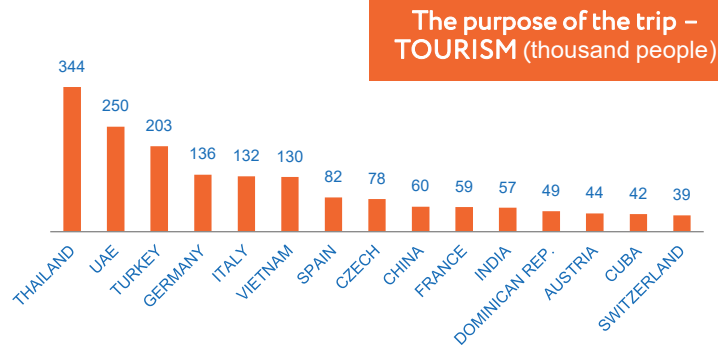
8 million

Russians went abroad in H1 2020. Outbound traffic decreased by 9.7% in Q1 and by 96.5% in Q2 compared to the same periods in 2019.

TOP-15 COUNTRIES IN TERMS OF OUTBOUND TOURIST FLOW FROM RUSSIA, H1 2020



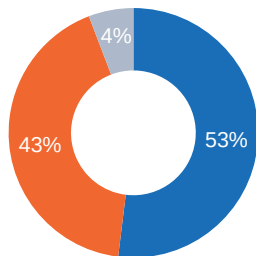
2020, Q1-Q2
(thousand people)



RUSSIAN INTERNET, Q3 2020

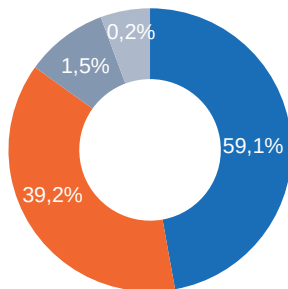
TYPES OF DEVICES IN RUSSIA

■ Smartphone ■ Desktop ■ The tablet

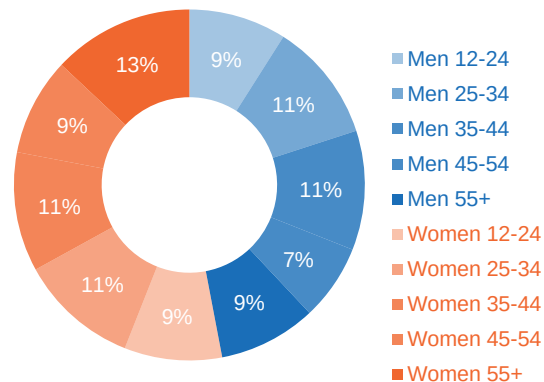


SEARCH ENGINES

■ Google ■ Yandex ■ Mail.ru ■ Other



GENDER AND AGE



96 million internet users
per month in Russia

TOP 10 TRAVEL AND TOURISM INTERNET RESOURCES IN RUSSIA

The TOP 10 tourist resources popular in Russia include services for independent travelers, tourist communities, and travel magazines. At the same time, in Moscow, the most popular site for the past month was a tourist site about sea holidays, and in St. Petersburg the leader was a resource offering tours to Karelia.

NAME OF RESOURCE	VISITORS (cross device)
Tutu.ru	8 790 546
Tourister.ru	4 907 083
TravelAsk	3 653 041
Tophotels	1 176 627
Visasam.ru	1 049 131
Kp.ru/Russia	808 567
Discovery Russia	805 101
Bgoperator.ru	669 669
Moya-planeta.ru	651 097
Wikiway.com	611 399

TOP 10 COUNTRIES AND SEARCH QUERIES IN THE RUSSIAN INTERNET

**1 515 534
times**

Russian users
entered in Yandex
search query
«купить тур» («buy
a tour») in 2020

TOP 10 COUNTRIES IN SEARCH QUERIES «КУПИТЬ ТУР В...» («BOOK A TOUR TO...»)

NUMBER OF SEARCH QUERIES FOR 9 MONTHS OF 2020

TOP 10 GOOGLE TREND QUERIES «ТУРЫ...»

Turkey (7)	197913
Vietnam (13)	19450
UAE (8)	10485
Dominican Republic (25)	39272
Abkhazia (2)	8150
Cuba (30)	7408
Thailand (5)	6849
Italy (12)	6041
China (10)	5457
Spain (17)	5386

Tanzania,+450%
Kamchatka Peninsula,+200%
Baikal,+150%
Yalta,+140%
Zanzibar,+140%
Ski Resort,+110%
Golden Ring of Russia,+110%
Crimean Peninsula,+90%
Dombai,+90%
Sochi,+90%

5 TOURISM INDUSTRY TRENDS AFTER THE COVID-19 PANDEMIC



*Growing popularity of local tourism

According to Mastercard, in Q2 2020, the share of car rentals in total transportation expenses almost doubled from 9% in 2019 to 17%. In some countries, the demand for scooter and bicycle rentals has increased.



*Travelers choose mini-hotels

Travelers are increasingly opting for smaller accommodations. Recently, the recovery rate of small hotels outstrips large hotels by more than 50%.



* Private trips are recovering faster

An analysis of individual card expenses compared to corporate cardholders' expenses shows that personal air travel and car rental expenses recover faster than business travel ones.



Development of local excursion tourism

So in Russia, after removal of most of the "pandemic" restrictions, demand for city and sightseeing tours has significantly increased. Increase in the volume of applications for sightseeing tours in July 2020 in a number of destinations ranged from 60 to 100% compared to the same period in 2019.



Development of ecotourism sites

Allocation of additional state funding for development of natural parks and natural monuments.

5 TRENDS IN POST- COVID MARKETING IN TOURISM



MICE-market is on hold

Tourist events, like most large-scale events, are canceled or postponed to a later period. There is also a trend of switching events to an online format.



Emphasis on geo-targeting

Development of local tourism makes use of point-to-point tools for displaying advertising campaigns even more important.



Going into virtual and augmented reality

Until now, the borders of many countries are closed, and the thirst for new experiences among travelers remains. This trend will now stay with us for a long time, so think about how you can use AR/VR to promote the region.



Growing role of streams in video marketing

Unlike simple videos, streams allow engaging users in real time, entertaining them, and building a loyal audience.



Content in the context of events

When conducting an advertising campaign, remember that today for tourists, the most important factor and motivator for buying a tour is not just opportunity of visiting a destination, but of traveling as safely and openly as possible.

CURRENT RESEARCH

Read

81% of Russians did not go on vacation last summer. Those who went on vacation, most often went on a trip by car.

Read

Russia, Italy and France are leading the G-20 countries in resuming spending on travels and entertainment.

Read

The majority of Russians did not save on their children's vacations this summer: most of the respondents spent more than 40,000 rubles. Some noted even 100,000 and 200,000 rubles.

Read

The index of activity of Russian tourists, which takes into account bookings in recent years, the current demand for air tickets and a mathematical model that predicts the situation in the market without Covid-19.

ORIGINAL SOLUTIONS.
THE FIRST INTERACTIVE TRAVEL GUIDE FOR RUSSIA



ОТПУСК В РОССИИ

Есть, на что посмотреть

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RMAA Travel

Marketing to Russian Traveller

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
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