

RUSSIAN TRAVEL MARKET DIGEST

Q4 2020



DIGEST HIGHLIGHTS

2020 was full of surprises: a successful first quarter, travel stops during lockdown and unexpected changes in Russian tourists' preferences after the opening of borders. The second half of last year showed that in spite of everything, Russian tourists love and want to travel abroad. This is evidenced by the results of recent studies.

We invite you to look at the results of the past year and make plans for 2021.

Enjoy your reading!



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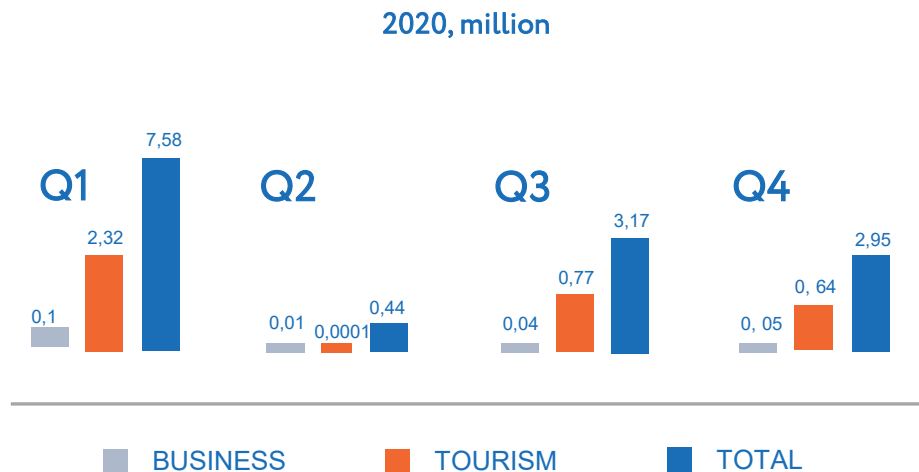
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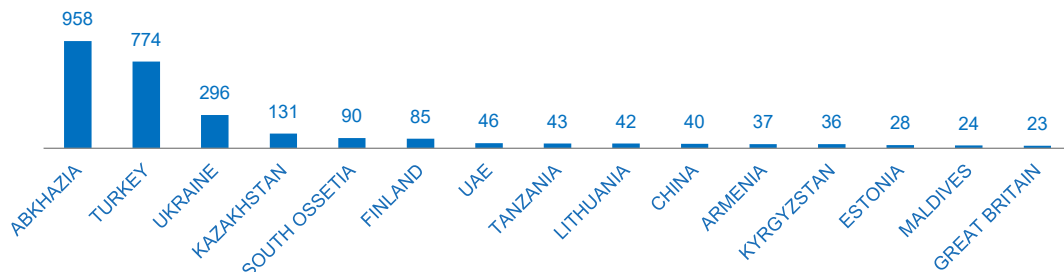
OUTBOUND TOURISM MARKET IN RUSSIA, MILLION TOURISTS



14 million

Russians went abroad in 2020. Outbound tourism decreased by 71% (by 34 million trips) compared to 2019.

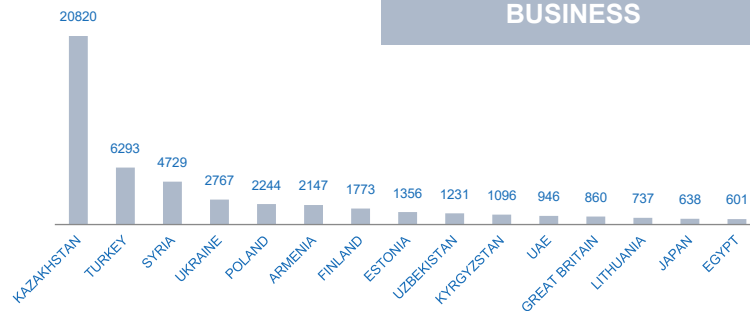
TOP-15 COUNTRIES IN TERMS OF OUTBOUND TOURIST FLOW FROM RUSSIA, Q4 2020



2020, Q4
(thousand people)

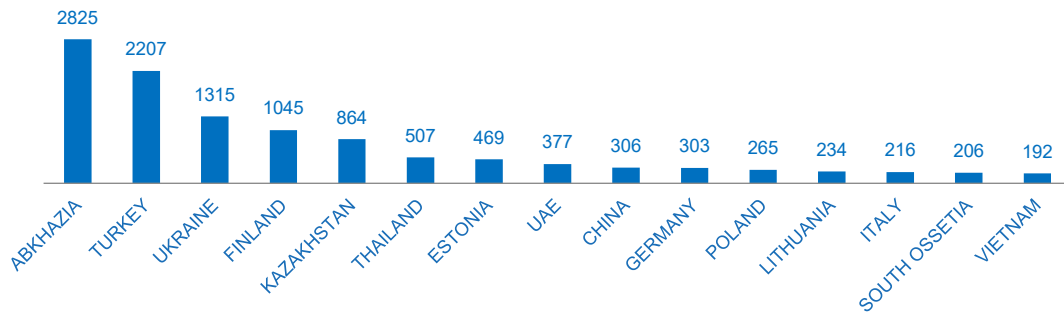


**The purpose of the trip –
TOURISM** (thousand people)



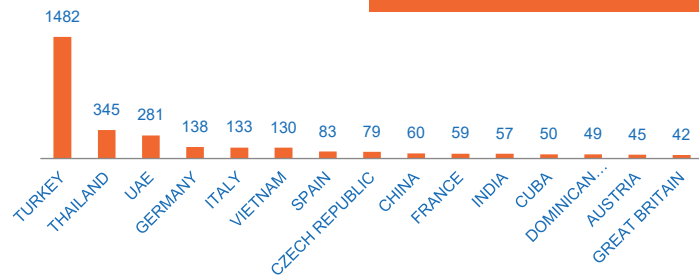
**The purpose of the trip –
BUSINESS**

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

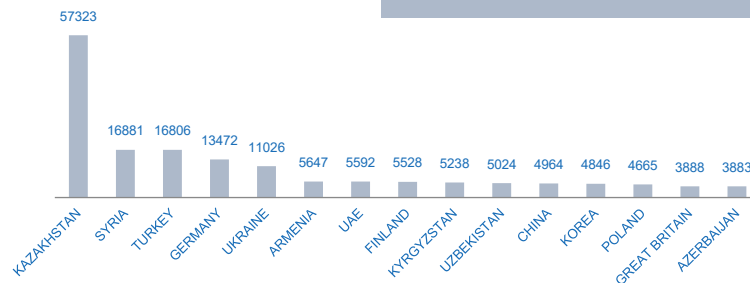


2020,
(thousand people)

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

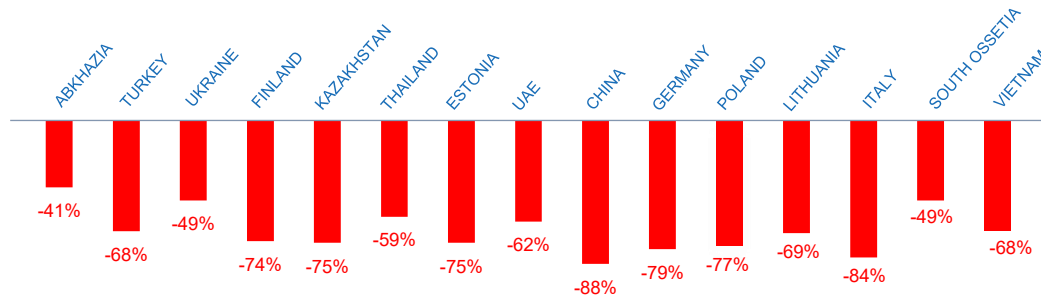


**The purpose of the trip –
BUSINESS**



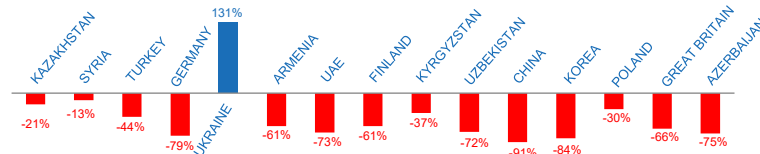
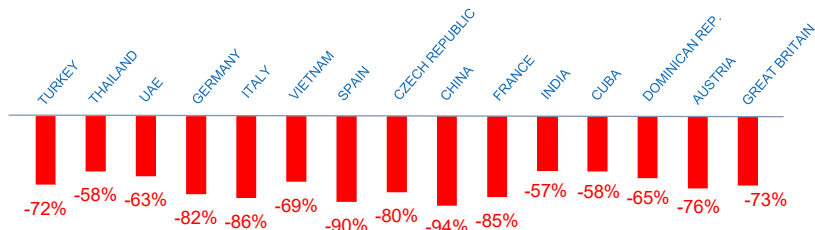
DYNAMICS OF THE TOP-15 COUNTRIES TOURIST FLOW

2020 compared to the 2019, %



TOURISM

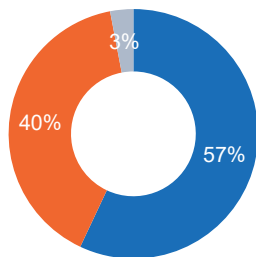
BUSINESS



RUSSIAN INTERNET, Q4 2020

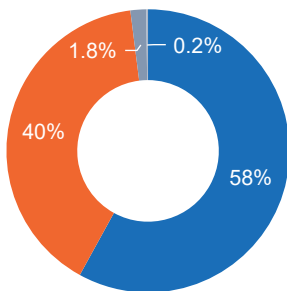
TYPES OF DEVICES IN RUSSIA

■ Smartphone ■ Desktop ■ The tablet

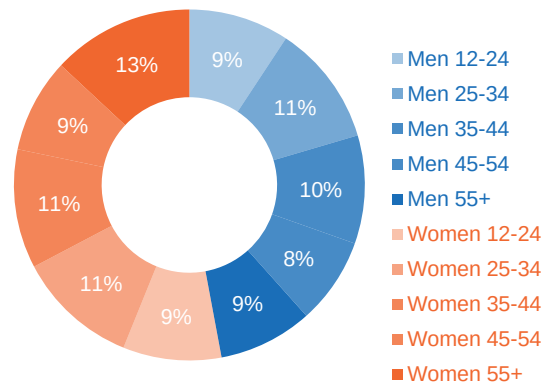


SEARCH ENGINES

■ 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 online communities, and travel magazines. At the same time, in Moscow, the most popular over the past month was a travel site about traveling around Europe by car, and in St. Petersburg, the leader was the guide to St. Petersburg.

NAME OF RESOURCE	VISITORS (cross device)
Tutu.ru	9 894 747
TravelAsk	4 252 337
Tourister.ru	3 948 786
Visasam.ru	2 262 913
Tophotels	1 823 784
1001 Tour	828 545
Biblio-Globus	780 673
Wikiway.com	764 118
ATORUS.ru	672 651
Otzyv.ru	626 778

TOP 10 COUNTRIES AND SEARCH QUERIES IN THE RUSSIAN INTERNET, 2020

**1 868 250
times**

Russian users entered in Yandex search query «купить тур» («book a tour») in 2020. Number of queries decreased by 37% compared to 2019.

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

NUMBER OF SEARCH QUERIES, 2020

TOP 10 GOOGLE TREND QUERIES «ТУРЫ...» («TOURS TO...»)

Turkey (1) 228 589

Vietnam (6) 21 838

UAE (3) 17 343

Maldives (22) 16 748

Cyprus (24) 14 868

Cuba (12) 12 147

Dominican Republic (13) 10 950

Thailand (2) 7 672

Italy (5) 6 520

China (9) 6 291

Egypt 2020, + 650%

Karelia from Moscow, + 600%

Crimea from Yekaterinburg, + 450%

Turkey 2020, + 400%

Sheregesh, + 400%

Karelia from St. Petersburg, + 300%

Kaliningrad from St. Peter., + 250%

Tanzania, + 200%

Zanzibar, + 190%

Crimea from Samara, + 160%

CALENDAR OF UPCOMING TOURISM EVENTS

DATE	EVENT
March 16-18	<u>MITT 2021</u> - Travel & Tourism Trade Show, Moscow
March 16-18	<u>InterMed 2021</u> - International Exhibition of Medical Treatment Abroad, Moscow
April 1-3	<u>INTOURMARKET</u> - International Tourism Exhibition, Moscow
April 9-10	<u>Tourism and sports</u> - International Specialized Exhibition, Kazan
April 16-17	<u>LETO</u> - International Tourism Exhibition, Yekaterinburg
September 7-9	<u>OTDYKH 2021</u> - International Forum and Exhibition on Tourism, Moscow
November 18-19	<u>SIFT 2021</u> - International Tourism Forum, Sochi
December 6-9	<u>MedTravelExpo</u> - exhibition of medical and health services in Russia and abroad, Moscow

CURRENT RESEARCH

Read

Russian tourists today quickly determine the direction of their vacation, plan their own trips, and they are three times more likely to use the Internet than travel agencies to choose a holiday destination and make an activity plan.

Read

The scope of business trips continues to grow: the number of flights compared to the summer increased by almost 25%, and train trips – by 13%.

Read

The number of airline tickets purchased by business travelers in 2020 decreased by 66% compared to last year. The number of business trips in Russia fell by 60%, and foreign trips reached only 16% of the volume of 2019.

Read

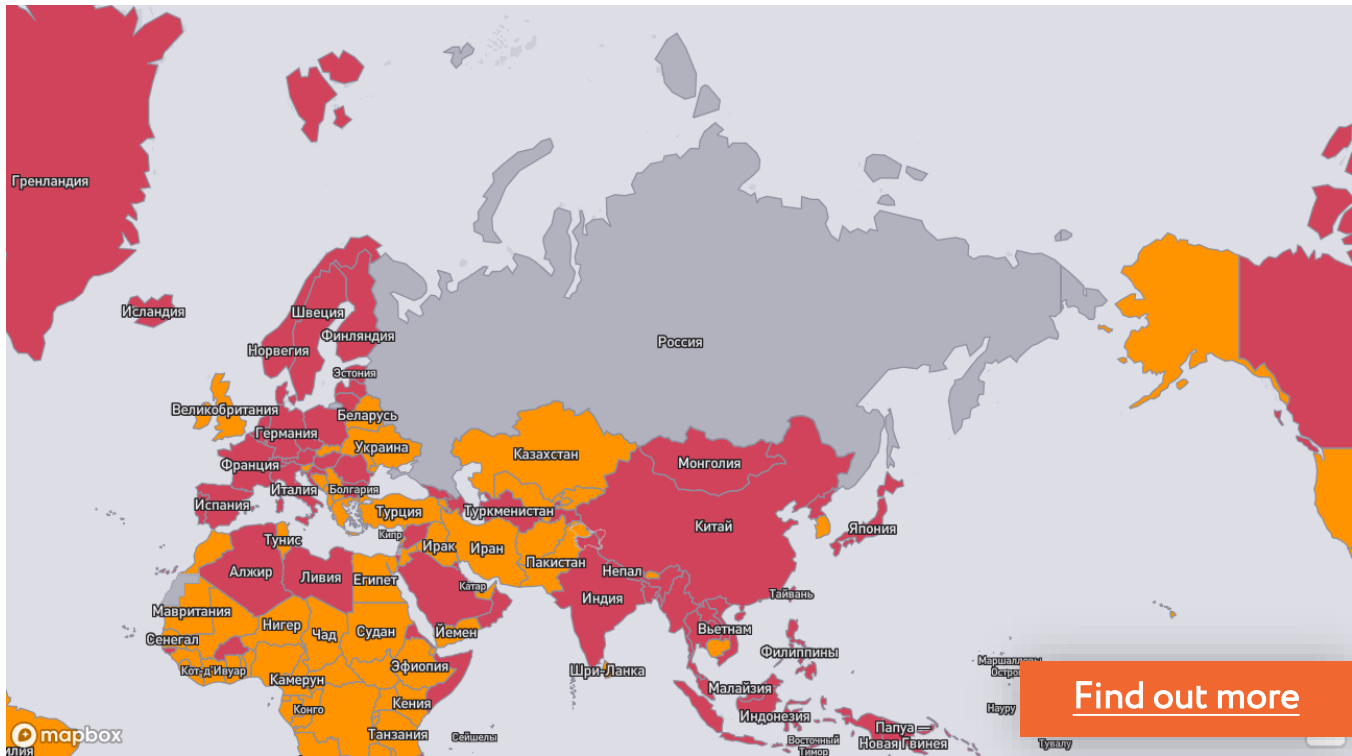
The resumption of travel abroad in 2021 is expected by 60% of Russian tourists. Among the most desirable destinations for travel, they named Turkey, Thailand, Egypt and Europe.

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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 write to the mail:

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