

RUSSIAN TRAVEL MARKET DIGEST

H1 2021



DIGEST HIGHLIGHTS

After the total lockdown in the second quarter of 2020, countries are opening and closing their borders. Nevertheless, at the beginning of September, more than 40 countries have already been opened for Russian tourists.

In the new issue of the digest, we compared the indicators of the outbound flow of the first half of 2021 with the same period of the pre-pandemic 2019. The leader has remained the same, but niche destinations have become more and more popular among Russian tourists, which have pushed many of the former leaders out of the top destinations.

Enjoy your reading!



YULIA VASILYEVA

Editor

yulia.vasilyeva@rmaa.agency

CONTENTS

[MARKET NUMBERS](#)

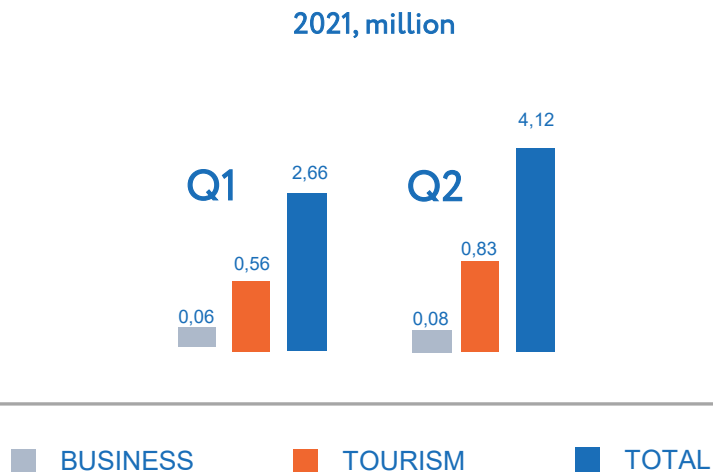
[RUNET FIGURES](#)

[CALENDAR](#)

[RESEARCH](#)

[CREATIVE](#)

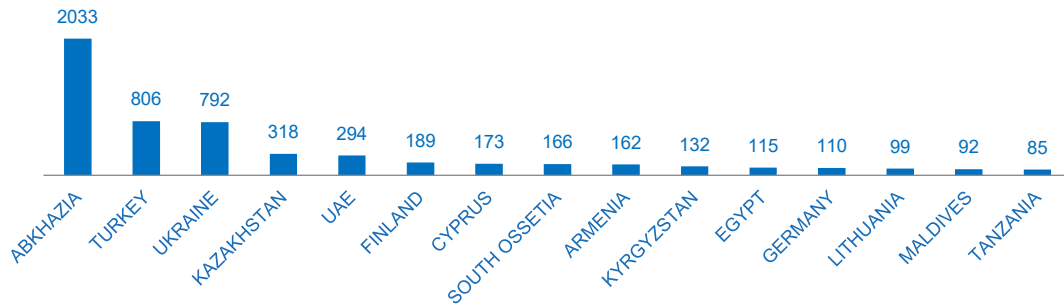
OUTBOUND TOURISM MARKET IN RUSSIA, MILLION TOURISTS



6.8 million

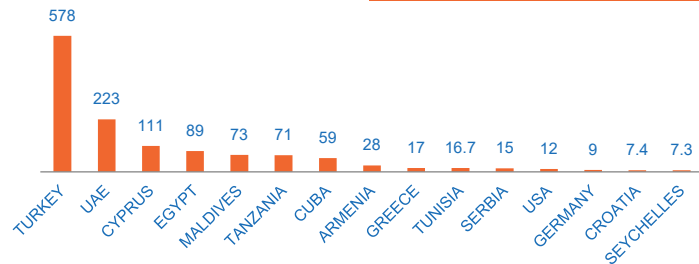
Russians went abroad in H1 2021. Outbound tourism decreased by 15% compared to H1 2020 and decreased by 68% compared to H1 2019.

TOP-15 COUNTRIES IN TERMS OF OUTBOUND TOURIST FLOW FROM RUSSIA, H1 2021

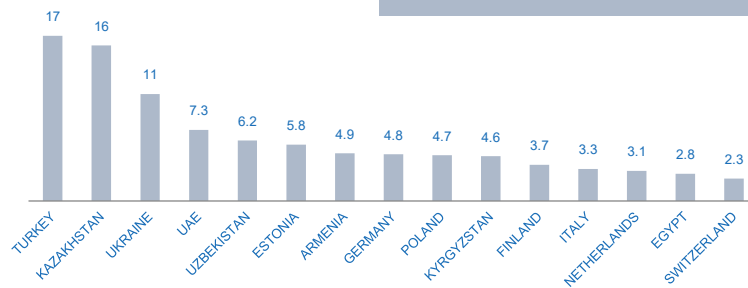


2021, H1
(thousand people)

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

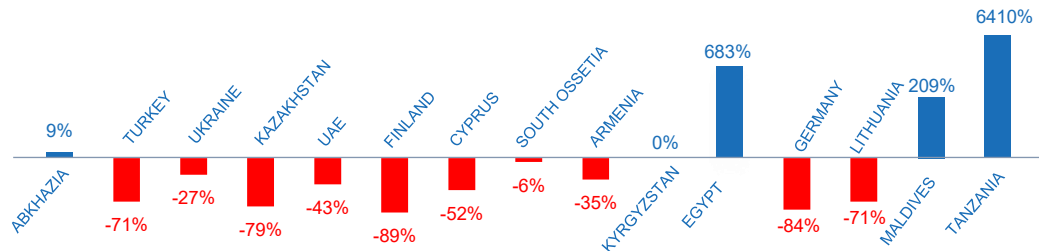


**The purpose of the trip –
BUSINESS** (thousand people)

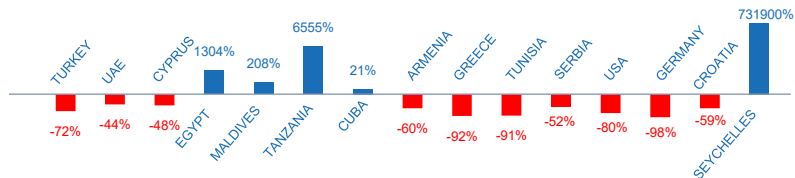


DYNAMICS OF THE TOP-15 COUNTRIES TOURIST FLOW

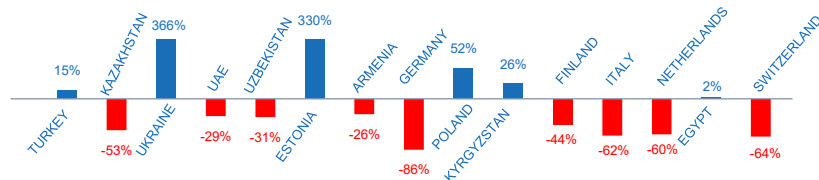
H1 2021 compared to the
H1 2019, %



TOURISM



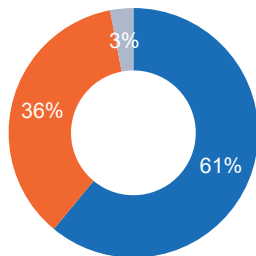
BUSINESS



RUSSIAN INTERNET, H1 2021

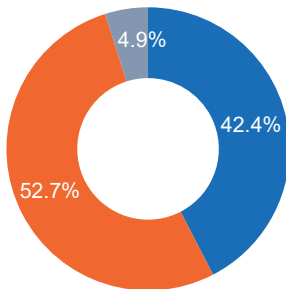
TYPES OF DEVICES IN RUSSIA

■ Smartphone ■ Desktop ■ The tablet

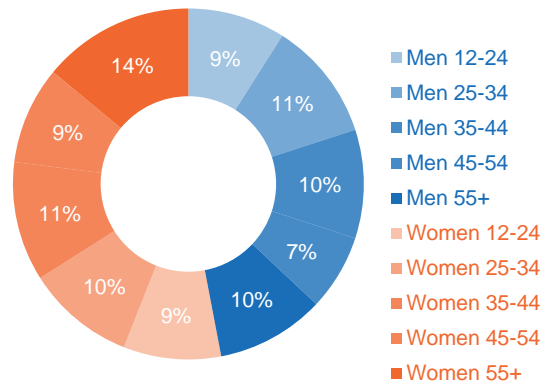


SEARCH ENGINES

■ Google ■ Yandex ■ Mail.ru



GENDER AND AGE



98.7 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. In Moscow, the most popular over the past month was a tourist site about excursion tours in Russia, near and far abroad, and in St. Petersburg, the leader was the guide to St. Petersburg.

NAME OF RESOURCE	VISITORS (cross device)
Tutu.ru	14 178 805
Tourister.ru	5 339 185
Tophotels	3 589 048
TravelAsk	3 321 108
Holidays in Russia (kp.ru)	2 084 248
Visasam.ru	1 656 992
Biblio-Globus	1 229 564
Sletat.ru	1 113 748
Votpusk.ru	1 018 824
1001 Tour	1 002 376

TOP 10 COUNTRIES AND SEARCH QUERIES IN THE RUSSIAN INTERNET, H1 2021

1 197 893
times

Russian users
entered in Yandex
search query
«купить тур» («book
a tour») in the first half
of 2021.

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

NUMBER OF SEARCH QUERIES, H1 2021

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

Turkey (1)

156 859

Crimea

Egypt (4)

61 223

Cyprus

Cyprus (3)

20 451

Georgia

Maldives (5)

18 429

Greece from St. Petersburg

Abkhazia (22)

18 304

Greece

Tunisia (10)

13 635

Albania

United Arab Emirates (2)

10 960

Greece from Moscow

Cuba (7)

10 602

Crimea from Kazan

Greece (9)

10 344

Sharm El Sheikh from Moscow

Tanzania (6)

4 366

Switzerland

CALENDAR OF UPCOMING TOURISM EVENTS 2021



DATE	EVENT
Sep. 30 – Oct. 1	Luxury Travel Mart 2021 - International Exhibition of Luxury Travel, Moscow
October 1-2	Expotravel 2021 - International Exhibition, Ekaterinburg
November 18-19	Resorts and tourism. Season 2021-2022 - International Tourism Exhibition, Sochi
December 6-9	MedTravelExpo - exhibition of medical and health services in Russia and abroad, Moscow

CURRENT RESEARCH

Read

Russians named the best cities for cultural and educational tourism. It turned out that the tourists acquired the most useful knowledge in St. Petersburg and Rome.

Read

Russians named their favorite destinations for event tourism. 59% of respondents celebrated their birthday on a trip at least once, and 45% celebrated New Year.

Read

The analytical center of the Tutu.ru travel service found out what measures of protection while traveling during a pandemic are considered by Russians to be the best. A third of respondents chose pre-travel vaccination.

Read

The demand for business events in the first half of 2021 began to recover and reached 75% of the indicators of the "pre-COVID" 2019. Thus, by June 2021 the demand had recovered by 99%.

ORIGINAL SOLUTIONS. GAMIFICATION IN TOURISM

Нерезиновый пляж

Размести всех желающих на песочке и выиграй путёвку в Сочи

ИГРАТЬ

[Find out more](#)

Правила



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 write to the mail:

Vadim Tylik, CEO
vadim@rmaa.agency

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

