Market and Trade Profile: Russia

Russia
Overview

• **Chapter 1: Inbound market statistics** provides insights on key statistics about Russian travellers and who they are. It takes a look at Britain and its competitive set as well as activities of Russian visitors in the UK.

• **Chapter 2: Understanding the market** takes a close look at Russian consumer trends, booking, planning and further travel behaviour of this source market. Perceptions of Britain held by Russians are also highlighted.

• **Chapter 3: Access and travel trade** shows how Russians travel to the UK, how to best cater for their needs and wants during their stay and gives insights into the Russian travel trade. Further ways of working with VisitBritain and other useful research resources are pointed out.
Chapter 1: Inbound market statistics
Chapter 1: Inbound market statistics

Chapter summary

• The Russian outbound market is forecasted to account for 30 million trips abroad with at least one overnight stay by 2020.

• Russia ranks globally in 11th place for international tourism expenditure with US$24.0bn.

• Russia was the 40th largest inbound source market for the UK for volume and 40th most valuable in 2016. (2015 and 2016 were slow years due to the recession in Russia.)

• For Russian holiday visitors to Britain, the destinations most likely to be considered as alternative destinations were France, Germany and Switzerland.

• Russian visitors have a good seasonal spread for visits to the UK with Q2 (Apr-Jun) and Q1 (Jan-Mar) the strongest.

• 81% of departing Russian visitors are ‘Extremely’ likely to recommend Britain for a holiday or short break.

Source: International Passenger Survey by ONS, Oxford Economics (outbound overnight trips), UNWTO, VisitBritain/IPSOS 2016
Chapter 1.1: Key statistics

Key insights

• Russia is the UK’s 40th largest source market in terms of visits and 40th most valuable for visitor spending (2016).
• Russian holiday visits had recovered to a record high in 2014, before the market saw a decline across most journey purposes - most likely as a result of difficult economic conditions in Russia. The market is now recovering (see growth rate quoted on the right).
• 39% of spending came courtesy of holiday visitors, 33% from business visits in 2016.
• London is the leading destination for a trip to Britain but South East, South West and Scotland are also popular (based on average nights spent in the UK in 2012-2016).
• The most popular activities undertaken by Russian travellers in Britain include shopping, dining in a restaurant, going to the pub, visiting parks and gardens as well as sightseeing of famous buildings/monuments.

Source: International Passenger Survey by ONS
## 1.1 Key statistics: global context and 10 year trend

### Global context

<table>
<thead>
<tr>
<th>Measure</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>International tourism expenditure (US$bn)</td>
<td>24.0</td>
</tr>
<tr>
<td>Global rank for international tourism expenditure</td>
<td>11</td>
</tr>
<tr>
<td>Number of outbound overnight visits (m)</td>
<td>19.7</td>
</tr>
<tr>
<td>Most visited destination</td>
<td>Ukraine</td>
</tr>
<tr>
<td>Most visited destination in Western Europe</td>
<td>Spain</td>
</tr>
</tbody>
</table>

### Inbound travel to the UK overview

<table>
<thead>
<tr>
<th>Measure</th>
<th>Visits (000s)</th>
<th>Nights (000s)</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>10 year trend</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>224</td>
<td>2,532</td>
<td>271</td>
</tr>
<tr>
<td>2008</td>
<td>208</td>
<td>1,671</td>
<td>179</td>
</tr>
<tr>
<td>2009</td>
<td>137</td>
<td>1,308</td>
<td>136</td>
</tr>
<tr>
<td>2010</td>
<td>170</td>
<td>1,683</td>
<td>194</td>
</tr>
<tr>
<td>2011</td>
<td>211</td>
<td>2,240</td>
<td>306</td>
</tr>
<tr>
<td>2012</td>
<td>227</td>
<td>2,056</td>
<td>240</td>
</tr>
<tr>
<td>2013</td>
<td>214</td>
<td>1,999</td>
<td>259</td>
</tr>
<tr>
<td>2014</td>
<td>249</td>
<td>2,502</td>
<td>272</td>
</tr>
<tr>
<td>2015</td>
<td>164</td>
<td>1,354</td>
<td>132</td>
</tr>
<tr>
<td>2016</td>
<td>147</td>
<td>1,230</td>
<td>110</td>
</tr>
</tbody>
</table>

**Share of UK total in 2016**

<table>
<thead>
<tr>
<th>Measure</th>
<th>Share of UK total in 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.4%</td>
</tr>
<tr>
<td></td>
<td>0.4%</td>
</tr>
<tr>
<td></td>
<td>0.5%</td>
</tr>
</tbody>
</table>

*Source: International Passenger Survey by ONS, UNWTO, Oxford Economics (outbound overnight trips)*
1.1 Key statistics – volume and value

### Inbound volume and value

<table>
<thead>
<tr>
<th>Measure</th>
<th>2016</th>
<th>Change vs. 2015</th>
<th>Rank out of UK top markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits (000s)</td>
<td>147</td>
<td>-11%</td>
<td>40</td>
</tr>
<tr>
<td>Nights (000s)</td>
<td>1,230</td>
<td>-9%</td>
<td>43</td>
</tr>
<tr>
<td>Spend (£m)</td>
<td>110</td>
<td>-16%</td>
<td>40</td>
</tr>
</tbody>
</table>

### Nights per visit, spend

<table>
<thead>
<tr>
<th>Averages by journey purpose in 2016</th>
<th>Nights per visit</th>
<th>Spend per night</th>
<th>Spend per visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>9</td>
<td>£107</td>
<td>£921</td>
</tr>
<tr>
<td>Business</td>
<td>5</td>
<td>£137</td>
<td>£701</td>
</tr>
<tr>
<td>Visiting friends/relatives</td>
<td>10</td>
<td>£55</td>
<td>£557</td>
</tr>
<tr>
<td>All visits</td>
<td>8</td>
<td>£90</td>
<td>£753</td>
</tr>
</tbody>
</table>

After a weaker performance in 2015-16 most likely caused by difficult economic conditions in Russia, there were 166,000 visits to the UK in January-September 2017 (up 44% on the same period in 2016). Russian visitors spent £141m in the UK between January and September 2017 (up 59% on the first nine months of 2016).

Source: International Passenger Survey by ONS
1.1 Key statistics: journey purpose

In 2016, 36% of all visits to the UK from Russia were made for business visits, followed by 32% for holidays and 24% for visiting friends and/or relatives.

73% of holiday visits from Russia to the UK in 2015 (excl. UK nationals) were made by repeat visitors. These repeat visitors came on average three times in the past decade and spent £2,520 in the UK in total, the 3rd highest in Europe and compares to an average European holiday repeat visitor spending £1,626 in the same time frame.

Holidays led in terms of volume of visits from Russia for many years but were overtaken by business visits in 2016. In the same year, 39% of spending came courtesy of holiday visitors, 33% from business visits and 18% from visits to friends and/or relatives.

Russian holiday visits had recovered to a record high in 2014, before the market saw a decline across most journey purposes - most likely as a result of difficult economic conditions in Russia.

95% of those coming to the UK for business visits (excl. expats) had been to the UK before as had 91% of those coming to visit friends or relatives in the UK.

Source: International Passenger Survey by ONS; repeat / first time visitors question asked in 2015
1.1 Key statistics: seasonality

Seasonality 2016

- In 2016, 28% of visits from Russia to the UK were made in the second quarter, closely followed by 26% in the first quarter and 25% in the summer (below average share in comparison to all markets). About 1 in 5 visits from Russia were made in the last quarter.
- Over many years the summer quarter between July and September has led Russian visits by volume. Following the decline in Russian visits to the UK after 2014 the second quarter came out as the strongest, very closely followed by the first and third quarters in 2016.

Seasonality trend (visits 000s)

Source: International Passenger Survey by ONS
1.1 Key statistics: length of stay and accommodation

Accommodation stayed in, 2016 (nights, % share)

- Bed & Breakfast: 42%
- Free guest with relatives or friends: 30%
- Hostel/university/school: 11%
- Other: 6%
- Paying guest family or friends house: 5%
- Rented house/flat: 3%
- Own home: 2%
- Nil nights: 1%

Duration of stay trend (visits 000s)

- Short trips of 1-3 nights and 4-7 nights are leading Russian visits by volume. Holiday visits and visits to friends and/or relatives on average have a longer duration.
- Two forms of accommodation dominate the picture with 42% of Russian visitor nights spent at a ‘hotel/guest house’ and 30% spent staying for free with relatives or friends in 2016. Rented houses/flats accounted for 11% of Russian visitor nights.

Source: International Passenger Survey by ONS
1.1 Key statistics: regional spread

Visits to the UK in (2012-2016 average)

<table>
<thead>
<tr>
<th>Region</th>
<th>Nights stayed (000)</th>
<th>Visits (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,828</td>
<td>200</td>
</tr>
<tr>
<td>Scotland (SC)</td>
<td>106</td>
<td>18</td>
</tr>
<tr>
<td>Wales (WA)</td>
<td>19</td>
<td>3</td>
</tr>
<tr>
<td>Northern Ireland (NI)</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>London (LDN)</td>
<td>982</td>
<td>132</td>
</tr>
<tr>
<td>North East (NE)</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>North West (NW)</td>
<td>91</td>
<td>14</td>
</tr>
<tr>
<td>Yorkshire (YO)</td>
<td>33</td>
<td>5</td>
</tr>
<tr>
<td>West Midlands (WM)</td>
<td>45</td>
<td>6</td>
</tr>
<tr>
<td>East Midlands (EM)</td>
<td>45</td>
<td>4</td>
</tr>
<tr>
<td>East of England (EoE)</td>
<td>83</td>
<td>9</td>
</tr>
<tr>
<td>South West (SW)</td>
<td>110</td>
<td>8</td>
</tr>
<tr>
<td>South East (SE)</td>
<td>299</td>
<td>27</td>
</tr>
<tr>
<td>Nil nights (Nil)</td>
<td>N/A</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: International Passenger Survey by ONS, may be based on small sample
1.1 Key statistics: regional spread and top towns and cities

Top towns and cities visited

<table>
<thead>
<tr>
<th>Town</th>
<th>Visits (000s, 2012-2016 average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>132</td>
</tr>
<tr>
<td>Edinburgh*</td>
<td>13</td>
</tr>
<tr>
<td>Manchester*</td>
<td>8</td>
</tr>
<tr>
<td>Oxford*</td>
<td>5</td>
</tr>
</tbody>
</table>

- London is the leading destination for a trip to Britain, accounting for 54% of visitor nights, but South East, and then Scotland and the South West are also popular based on the average nights spent in the UK in 2012-2016.
- Visitors from Russia have a below average propensity to visit rural and coastal areas of Britain.
- A smaller proportion of visits from Russia were bought as part of a package or an all-inclusive tour than the all market average (please note ONS definition of package holiday on page 16).
- A larger share of Russian visitors buy their tickets for transport in Britain whilst they are here rather than in advance, especially transport within London, coach and train travel. An equal share of Russians book their airport transfers before or during their visit to Britain with 37% respectively. Russian visitors are more likely to book flights within the UK in advance (24%) rather than during their stay in Britain (13%).

Regional spread (2012-2016)

Source: International Passenger Survey by ONS, VisitBritain/IPSOS 2016, base: visitors
*Indicative due to small base
1.1 Key statistics: visits to coast, countryside and villages

Propensity to visit coast, countryside and villages

- **All journey purposes: Went to the coast or beaches**
  - Russia: 5%
  - All markets: 10%

- **All journey purposes: Went to countryside or villages**
  - Russia: 9%
  - All markets: 13%

*Source: International Passenger Survey by ONS 2016*
1.1 Key statistics: use of internal modes of transport

Propensity to use internal modes of transport

- **Ferry/boat**: 2% (Russia), 2% (All markets)
- **Car/vehicle you/group brought to the UK**: 4% (Russia), 8% (All markets)
- **Hired self-drive car/vehicle**: 4% (Russia), 8% (All markets)
- **Private coach/minibus (for group only)**: 2% (Russia), 4% (All markets)
- **Public bus/coach (outside town/city)**: 6% (Russia), 8% (All markets)
- **Taxi**: 32% (Russia), 51% (All markets)
- **Train (outside town/city)**: 27% (Russia), 28% (All markets)
- **Bus, Tube, Tram or Metro Train (within town/city)**: 53% (Russia), 54% (All markets)
- **Domestic flight**: 2% (Russia), 2% (All markets)

*Source: International Passenger Survey by ONS, 2013*
1.1 Key statistics: purchase of transport and package tours

Transport services purchased before or during trip (%)

Source: International Passenger Survey by ONS, VisitBritain/IPSOS 2016, base: visitors

Proportion of visits that are bought as part of a package or all-inclusive tour in 2016

To be defined as a package, a trip must be sold at an inclusive price covering both fares to and from the UK and the cost of at least some accommodation. While some respondents may not know the separate costs of their fares and their hotel because they bought several air tickets and several sets of hotel accommodation from their travel agent, the ONS definition of a package is that the costs cannot be separated.
1.2 Visitor demographics

Visitor characteristics

- Business visitors are about three times as likely to be male than female.
- Almost three-in-four holiday visitors are making a repeat visit to Britain (excl. UK nationals).
- Most visits from Russian residents to the UK were made by Russian nationals (90%), 4% by British nationals.
- 81% of departing Russian travellers were ‘Extremely’ likely to recommend Britain.
- 81% of departing Russians felt ‘Very’ or ‘Extremely’ welcome in Britain.

Source: International Passenger Survey by ONS, CAA 2016 based on leisure visitors
1.2 Visitor demographics: gender and age groups

Visitor demographics (2014-2016):
gender ratio of visits from Russia:
51% female, 49% male

Age group trend
(3 years rolling to year ending…)

Source: International Passenger Survey by ONS
1.2 Visitor demographics: origin

Visits to the UK in (000) 2013

- The largest proportion of Russian visitors to Britain reside in Moscow and surroundings.
- Most of the Russian population lives in the westernmost parts of Russia between the Baltic Sea, south to the Caspian Sea and eastwards to the Kazakh border which explains the small share of visitors to Britain from other areas of the country.

Source: International Passenger Survey by ONS, CIA World Factbook 2017
1.2 Visitor demographics: welcome and recommending Britain

Feeling of ‘welcome’ in Britain

- Extremely welcome: Russia 21%, All markets 39%
- Very welcome: Russia 59%, All markets 49%
- Quite welcome: Russia 19%, All markets 12%
- Not very welcome: 0%
- Not at all welcome: 0%

Likelihood to recommend Britain

- Extremely likely: Russia 81%, All markets 69%
- Likely: Russia 13%, All markets 26%
- Neutral: Russia 0%, All markets 6%
- Not likely: Russia 1%, All markets 4%
- Not likely at all: 0%

Source: CAA 2016 (based on leisure visitors), International Passenger Survey by ONS 2015
1.3 Britain and competitors

Market size, share and growth potential

- Spain was the most visited Western European destination by Russian travellers.
- Forecasts suggest that the number of Russian outbound overnight trips will double from 2016 to 2025. Russian outbound travel is forecast to see 37% year-on-year growth in 2017 after a decline from 2014-16 – likely as a result of the recession. The number of Russian overnight trips to Britain is forecasted to grow by 54% from 2016-2025.
- Of those who came to Britain for a holiday, 40% considered France, 37% Germany and 28% Switzerland followed by Spain and Italy as alternative destinations.
- According the RosIndex 2016, only 6% of Russians travelled abroad, domestic travel has seen growth in recent years.

Source: Oxford Economics (outbound overnight trips), VisitBritain/IPSOS 2016, RosIndex 2016
1.3 Britain and competitors

Britain’s market share of Russian visits among competitor set

<table>
<thead>
<tr>
<th>Country</th>
<th>2016</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Italy</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Germany</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Sweden</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Austria</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>France</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>United States</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: Oxford Economics (outbound overnight visits)
1.4 Inbound activities

Inbound Britain activities

• Shopping is the number one activity, featuring in many Russian visits.

• About three in five Russians like to dine in a restaurant and more than two in five like to visit a pub while in Britain. Almost a third likes to socialise with locals and Russians have an above-average share of going to bars or nightclubs in the UK.

• Roughly two in five visits involve time in a park or garden.

• Sightseeing features in many Russian visits, often involving a visit to a museums, art gallery, castles and/or historic house.

• About one in ten Russian visits involved going to the theatre, opera, musical or ballet while in Britain in 2016.

Source: International Passenger Survey by ONS
1.4 Inbound activities

Propensity to visit museums and galleries

<table>
<thead>
<tr>
<th></th>
<th>Russia</th>
<th>All markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>VFR</td>
<td>23%</td>
<td>37%</td>
</tr>
<tr>
<td>Holiday</td>
<td>47%</td>
<td>48%</td>
</tr>
<tr>
<td>Business</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>All journey purposes</td>
<td>28%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: International Passenger Survey by ONS 2016, may be based on small base.

Propensity to visit built heritage sites

| VFR: visited religious buildings | Russia | All markets |
| VFR: visited castles/historic houses | 23% | 29% |
| Holiday: visited religious buildings | 18% | 32% |
| Holiday: visited castles/historic houses | 23% | 35% |
| Business: visited religious buildings | 9% | 45% |
| Business: visited castle/historic houses | 4% | 48% |
| All journey purposes: visited religious buildings | 21% | 30% |
| All journey purposes: visited castles/historic houses | 20% | 28% |
1.4 Inbound activities

Propensity to attend the performing arts

- All journey purposes: Went to the theatre/musical/opera/ballet
  - Russia: 9%
  - All markets: 9%

- VFR: Went to the theatre/musical/opera/ballet
  - Russia: 8%
  - All markets: 8%

- Business: Went to the theatre/musical/opera/ballet
  - Russia: 2%
  - All markets: 2%

- Holiday: Went to the theatre/musical/opera/ballet
  - Russia: 14%

Propensity to go to restaurants, pubs, night clubs and socialise with locals

- VFR: went to bars or night clubs
  - Russia: 15%
  - All markets: 14%

- VFR: dining in restaurants
  - Russia: 42%
  - All markets: 50%

- VFR: socialising with the locals
  - Russia: 50%
  - All markets: 53%

- Holiday: went to bars or night clubs
  - Russia: 14%
  - All markets: 15%

- Holiday: dining in restaurants
  - Russia: 49%
  - All markets: 50%

- Holiday: socialising with the locals
  - Russia: 49%
  - All markets: 50%

- Business: went to bars or night clubs
  - Russia: 7%
  - All markets: 15%

- Business: dining in restaurants
  - Russia: 14%
  - All markets: 18%

- Business: socialising with the locals
  - Russia: 49%
  - All markets: 38%

- Business: went to pub
  - Russia: 49%
  - All markets: 50%

- Holiday: went to pub
  - Russia: 31%
  - All markets: 38%

- VFR: went to pub
  - Russia: 38%
  - All markets: 45%

- All journey purposes: went to pub
  - Russia: 12%
  - All markets: 17%

- All journey purposes: dining in restaurants
  - Russia: 31%
  - All markets: 38%

- All journey purposes: socialising with the locals
  - Russia: 34%
  - All markets: 45%

- All journey purposes: went to bars or night clubs
  - Russia: 7%
  - All markets: 12%

Source: International Passenger Survey by ONS 2007, 2008, 2011 and 2016, may be based on small base
1.4 Inbound activities

**Propensity to go for a walk**

- Holiday: Walking along the coast
  - Russia: 6%
  - All markets: 11%
  - Russia: 17%
  - All markets: 26%

- Holiday: Walking in the countryside
  - Russia: 3%
  - All markets: 1%
  - Russia: 12%
  - All markets: 20%

- Business: Walking along the coast
  - Russia: 0%
  - All markets: 5%
  - Russia: 11%
  - All markets: 27%

- Business: Walking in the countryside
  - Russia: 5%
  - All markets: 12%
  - Russia: 21%
  - All markets: 32%

- VFR: Walking along the coast
  - Russia: 4%
  - All markets: 8%
  - Russia: 12%
  - All markets: 20%

- VFR: Walking in the countryside
  - Russia: 8%
  - All markets: 11%
  - Russia: 21%
  - All markets: 32%

- All journey purposes: Walking along the coast
  - Russia: 0%
  - All markets: 5%
  - Russia: 11%
  - All markets: 28%

- All journey purposes: Walking in the countryside
  - Russia: 0%
  - All markets: 5%
  - Russia: 21%
  - All markets: 32%

**Propensity to visit a park or garden**

- VFR: Visiting parks or gardens
  - Russia: 0%
  - All markets: 7%
  - Russia: 18%
  - All markets: 37%

- Holiday: Visiting parks or gardens
  - Russia: 0%
  - All markets: 32%
  - Russia: 47%
  - All markets: 51%

- Business: Visiting parks or gardens
  - Russia: 20%
  - All markets: 37%
  - Russia: 51%
  - All markets: 50%

- All journey purposes: Visiting parks or gardens
  - Russia: 0%
  - All markets: 7%
  - Russia: 32%
  - All markets: 37%

*Source: International Passenger Survey by ONS 2007, 2010 and 2016, may be based on small base*
1.4 Inbound activities

Propensity to go to shopping

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Russia</th>
<th>All markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>All journey</td>
<td>68%</td>
<td>57%</td>
</tr>
<tr>
<td>VFR</td>
<td>66%</td>
<td>67%</td>
</tr>
<tr>
<td>Holiday</td>
<td>78%</td>
<td>70%</td>
</tr>
<tr>
<td>Business</td>
<td>53%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Propensity to purchase selected items

- None of these: 30% (Russia), 38% (All markets)
- Other holiday souvenir: 23% (Russia), 16% (All markets)
- Items for your home: 4% (Russia), 3% (All markets)
- Electrical or electronic items: 3% (Russia), 3% (All markets)
- CDs, DVDs, computer games: 5% (Russia), 3% (All markets)
- Food or drink: 20% (Russia), 24% (All markets)
- Games, toys or gifts: 9% (Russia), 9% (All markets)
- Books or stationery: 15% (Russia), 9% (All markets)
- Cosmetics or toiletries: 13% (Russia), 12% (All markets)
- Bags, purses etc: 9% (Russia), 9% (All markets)
- Personal accessories: 17% (Russia), 18% (All markets)
- Clothes or Shoes: 41% (Russia), 55% (All markets)

Source: International Passenger Survey by ONS 2011 and 2013, may be based on small base
Chapter 2: Understanding the market
2. Understanding the market

Chapter summary

• Russia has a population of about 144 million.
• Due to the recession the number of trips that Russians take on average per year has reduced to 1-2 from 3-4 before 2014.
• Almost three in five Russian holiday visitors tend to start thinking about their trip to Britain as early as half a year in advance or more.
• Russians have a tendency to make their bookings later than many other visitors with 66% of bookings happening within two months before the trip (about one in three bookings within four weeks of arrival).
• Friends, family and colleagues and information from search engines are the key sources of influence for the holiday destination choice.
• Russians rate Britain highly for its vibrant cities, contemporary culture and built heritage. Britain’s strengths include its cultural attractions, a wide range of unique experiences and the attraction of coming here for the first time.

2.1 Structural drivers

Demographics & society

- Population of about 144 million.
- Russia is a semi-presidential federation.
- There are 46 provinces, 21 republics, 4 autonomous okrugs, 9 krays, 2 federal cities and 1 autonomous oblast in Russia.
- Russia has 11 time zones, the largest number of contiguous time zones of any country in the world. Most of the Russian population lives in the westernmost parts of Russia between the Baltic Sea, south to the Caspian Sea and eastward parallel to the Kazakh border which explains the small share of visitors to Britain from other areas of the country.
- The official language is Russian spoken by more than 80% of the population. Many more are spoken with Tartar and Chechen being the most frequent minority languages. English is the most popular foreign language, followed by German and French at some distance.
- Russian employees are usually entitled to 28 days of annual leave.

Source: Oxford Economics, CIA World Factbook 2017
### 2.1 Structural drivers: population and economic indicators

#### Population dynamics

<table>
<thead>
<tr>
<th>Measure</th>
<th>2017 estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>143,959,000</td>
</tr>
<tr>
<td>Median age</td>
<td>40</td>
</tr>
<tr>
<td>Average annual rate of population change in 2017 - 2022</td>
<td>-0.1%</td>
</tr>
</tbody>
</table>

#### Economic indicators

<table>
<thead>
<tr>
<th>Indicator (annual growth rate unless stated otherwise)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real GDP</td>
<td>1.7%</td>
<td>1.8%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Consumer spending</td>
<td>4.4%</td>
<td>3.0%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>5.2%</td>
<td>5.3%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Wage index</td>
<td>6.1%</td>
<td>7.2%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Consumer prices</td>
<td>3.7%</td>
<td>3.8%</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

Source: Oxford Economics, CIA World Factbook 2017
2.1 Structural drivers: general market overview

General market conditions

- Russia was Britain’s 40th largest source market in terms of visits and 40th most valuable for visitor spending in 2016. Before the recession impacted Russian outbound travel it ranked much higher.
- After a deep recession, the recovery of the Russian economy remains patchy but a higher oil price, monetary policy easing and increased consumption are forecasted to help achieve growth with real GDP predicted to grow by 1.8% in 2018. (Oxford Economics)

Key demographic and economic data

<table>
<thead>
<tr>
<th>Measure (2017 data)</th>
<th>Russia</th>
<th>Eurozone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (m)</td>
<td>144.0</td>
<td>337.7</td>
</tr>
<tr>
<td>GDP per capita PPP (US$)</td>
<td>24,573</td>
<td>38,972</td>
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<tr>
<td>Annual average GDP growth over past decade (%)</td>
<td>1.0</td>
<td>0.6</td>
</tr>
<tr>
<td>Annual average GDP growth in 2017 (%)</td>
<td>1.7</td>
<td>2.4</td>
</tr>
</tbody>
</table>

- The country has a population of about 144 million which is forecasted to shrink slightly. The Russian median age is 40.
- Most people in Russia have a high standard of education. Real GDP per capita in purchasing power parity terms of just under US$24,600 is lower than the OECD average but there is a considerable gap between low and top earners in Russia.
- According to the Capgemini World Wealth Report there were 182,000 High Net Worth Individuals (HNWI) resident in Russia in 2016, these being people with investible assets worth more than $1 million, an increase of 20% on 2015 after modest decreases in previous years due to the recession. Russian HNWIs represent the fifteenth largest HNWI population globally and currently the fastest growing out of all markets.

2.1 Structural drivers: exchange rate trends

Exchange rate trends (cost of GBP in RUB)

Please find the most up-to-date exchange rate trend based on monthly averages at visitbritain.org/visitor-economy-facts.

Source. Bank of England
2.2 Consumer trends

• The Russian travel market was challenged considerably by the severe recession from 2014-2016 which led to structural changes in the tourism industry and changes in the behaviour of Russian travellers. In 2017 the Russian outbound market has started to bounce back.
• Russian travellers on average currently take one to two trips away from home per year (down from 3-4 prior to 2014).
• FIT travel’s share versus traditional package holidays has increased, making up a third of the market in 2016.
• Domestic travel, which grew while outbound travel declined, is expected to grow further and with the FIFA World Cup 2018 hosted in Russia is expected to stay a focus in 2018.
• Russian travellers tend to be less price sensitive. Including a raft of experiences in their trip and achieving great value for money are key priorities for their choice.
• Whilst the share of online bookings increases, there is still a considerable proportion of bookings that are made face-to-face.

2.2 Consumer trends: overall travel trends

Travel trends

• The Russian travel market was considerably challenged by the severe recession 2014-2016 which led to structural changes in the tourism industry (bankruptcy of some major tour operators and airline company Transaero) and changes in the behaviour of Russian travellers.

• The number of outbound travellers from Russia decreased dramatically. According the RosIndex 2016, only 6% of Russians travelled abroad (31.5 million). Recently this trend has been turned around as figures reported by the Russian Tourist Industry Union based on data of the Border Guard Service of the Russian Federation suggests: the number of outbound leisure trips from Russia to abroad grew by 54% in the first nine months of 2017 after a decline of 24% in the first nine months of 2016.

• In 2015 travel to some of the Russian favourite destinations like Egypt and Turkey was problematic, due amongst other reasons to security incidents. This contributed to an increase in Russian domestic tourism and major operators added Russian destinations to their product portfolio. Popular domestic destinations are Sochi, the Krasnodar, Crimea and Kazan regions. In 2016 between 50-55 million Russians took domestic holidays. It has grown at a slower pace than international travel but is expected to continue to be a focus in 2018 with Russia hosting the FIFA World Cup.

• Popular destinations of Russian outbound travellers which saw year-on-year growth from the source market in 2016 include: Thailand (23%), Spain (2%), Cyprus (49%) and Greece (70%). Turkey has resumed being one of the leading destinations for Russian travellers in 2017 with a surge in trips to the destination in the January-September 2017 period.

• According to the data of Association of Tour Operators of Russia the purchasing power of Russians is increasing. In 2014-2016 tourists had a tendency to chose 3* hotels and no excursions for their tours. In contrast, in 2017 both tour operators and booking engines report more than 50% growth of those who choose 4* and 5 * hotels both for outbound and domestic travel.

• The summer and May are popular times for holidays. In winter many Russians opt for skiing or city breaks.

2.2 Consumer trends: overall travel trends

Travel trends

• Recent trends have been affected by the difficult economic conditions Russia faced in 2014-16 (the market is now recovering).

• In 2016, average costs for travel increased and the number of travellers fell, driving the average spend per person per trip up by 40% year-on-year. At the same time, the share of travellers with a budget of less than RUB40,000 per person, which accounted for 67% of all outbound travellers in 2015, fell to 45% in 2016. The share of travellers with a budget of RUB40,000 or more per person grew from 33% in 2015 to 55% in 2016.

• According to an analysis of tourism made by the Central Bank, international travel expenses decreased by 24%. On the other hand, domestic tourism spending increased by a staggering 88%. Thus, Russians spent USD3.23 billion on trips abroad, while USD10.47 billion were spend on domestic trips in 2016.

• Due to the recession the number of trips that Russians take on average per year fell to from 3-4 to 1-2.

• The volume of the FIT segment is growing compared to the group package segment. In 2013 the share of each was 23% and 77% respectively, in 2016 the share of the FIT travellers grew to 33%.

• Russian travellers tend to be less price-sensitive but achieving the maximum value for money and including a raft of experiences in their trip are key priorities. In general, about half of Russian travellers opt for 4*-5*-hotels while many choose hostels or lower star accommodation categories.

• Russian independent travellers are most likely to choose short trips or trips longer than two weeks. The typical duration of organised trips is 1.5-2 weeks.

• Families with children often go for an all-inclusive beach holiday once a year to a destination a short-haul flight away.

• Online purchases are growing fast (Turnover grew by 30% in 2016) but is still low compared to face-to-face purchases in the offices of travel agents and tour operators. Of the services booked online transport is the most likely to be reserved via the Internet.

• Travellers who book via travel agencies appreciate "easy logistics" and travel without surprises - this, among other things, guarantees fewer difficulties with a foreign language.

2.3 Booking and planning

• A large proportion of Russian holiday visitors tend to start thinking about their trip early with 57% doing this as early as half a year or more in advance.

• However, Russians have a tendency to make their bookings later than many other visitors. Only 23% of bookings were made in the three to six month window before arrival in Britain while 66% of Russian bookings happened within two months before the trip (about one in three booking within four weeks of arrival).

• Most bookings to Britain were made online when accommodation and transport are booked stand-alone; however, when travel and accommodation are booked together, more than half of Russian visitors booked face-to-face. This represents a much higher proportion than in many other markets.

Source: VisitBritain/IPSOS 2016
2.3 Booking and planning: booking channels and ticket sales

How trips to Britain were booked

Propensity to make a purchase before or during trip

- Many Russian visitors tend to be comfortable with booking their trips to Britain online when transport or accommodation are booked stand-alone. In comparison to other markets, a considerably higher share book their trip face-to-face, particularly when they booked a holiday arrangement (i.e. travel and accommodation combined, compares to a global average of 26%).

- Prior to trip: An above average proportion of Russian visitors make purchases in advance of their trip to Britain with guided sightseeing tours and theatre/concert/musical tickets being the items which are likely to be purchased by at least one in three Russians.

- During the trip: Half of Russians bought their guided sightseeing tour tickets for London during their stay and 57% bought tickets/passes for other tourist attractions during their time here. Two in five booked their guided sightseeing tickets for tours outside of London when in Britain.

Source: VisitBritain/IPSOS 2016, base: visitors (online survey)
2.3 Booking and planning: lead-times

- About three in five Russian visitors start thinking early about their trip to Britain, i.e. half a year or more in advance of their journey; 26% did this three to six months in advance.
- 68% made their decision to travel to Britain at least three months prior to the actual journey (28% of these six months or earlier).
- Most commonly, Russian visitors looked at options between one and six months before their trip to Britain.
- When it comes to booking the trip Russian visitors tend to be more spontaneous than the average visitor with about one in three making their booking 1-2 months before the trip and about another third of Russian visitors booking within four weeks of their arrival.
- Most of the Russian visitors who booked travel separately booked their transport directly with the service provider (69%). Just over half of Russians who booked their accommodation separately opted for booking directly with the provider, 39% booked it directly from a travel agent/tour operator or travel comparison website. 74% who booked a holiday (travel and accommodation combined) chose to book it with a travel agent/tour operator or travel comparison website.

Source: VisitBritain/IPSOS 2016, base: visitors
2.4 Reaching the consumer

• The most influential information source for Russian visitors when making a holiday destination choice is friends, family and colleagues closely followed by information from search engines. Price comparison websites, travel blogs/forums and travel review websites are also important for many.

• Whilst travel providers and online sources are popular for researching and making a destination choice, more than one in five Russians state that they consult travel guidebooks.

• Roughly two out of three Russians watch TV practically every day. About one in three watch it four to five times a week or less. Russians watch on average 2 hours 10 mins. of TV on weekdays and 3 hours 35 mins. on weekends.

Source: VisitBritain/IPSOS 2016, Deloitte CIS Research Centre, Moscow 2017
2.4 Reaching the consumer: broadcast media and radio

Broadcast media

• In Russia, watching TV is often spontaneous rather than planned. More than 33% of TVs are left on showing a programme e.g. just as background noise.
• Roughly two out of three Russians watched TV practically every day in 2016. About one in three watched it four to five times a week or less. Russians watch on average 2 hours 10 mins. of TV on weekdays and 3 hours 35 mins. on weekends, slightly less than in 2015. The proportion of Russians who watch the least TV is highest for those aged 16-24.
• Television is the second trusted source of information after internet news. 80% of TV channels are privately-owned. Three main national TV channels (Channel One, Russia 1 and NTV) attract 50% of the TV audience. Other big and popular TV channels include TNT, Channel 5, STS, REN, TV Centre, TV3, Russia 24, Friday and Match TV attract about 30% of the TV audience.
• Top 5 TV program genres in 2016 were TV series, entertainment programs (including travel ones), news, documentaries and educational programs.

• There are few popular travel programmes in Russia which include: “Traveller's notes” (Channel One) by anchorman Krylov, a series of documentaries by two Russian celebrities include travel tips (Channel One), “Heads and Tails“ and “Food, I love you“ (Friday).
• Many Russians enjoy British comedy and drama. They tend to love British classics and everything based on British culture, e.g. many are fans of Arthur Conan Doyle and Sherlock Holmes.

Radio

• 25% of Russians listen to the radio practically every day, the highest proportion is among 35-54 year-olds. 39% listen to the radio in their cars. On average Russians tuned in to the radio for roughly 1.5 hours per day in 2016 – a figure which has remained broadly stable in recent years. Information radio shows had an average of 35 mins. of listening time per day.
2.4 Reaching the consumer: papers, magazines, online media

Newspapers & Magazines

- Russians read newspapers roughly twice a week and magazines once a week. There has been a marginal decline in newspaper reading.
- 30% of Russians buy printed media regularly while the majority (70%) buys it from time to time.
- The most common readers of printed media in Russia are Muscovites and Russians aged 35-39 and 50-55. The popularity of printed media has declined amongst younger people (20-24) and those aged 40-44.
- The most read newspapers in Russia are Rossiyskaya Gazeta (daily, 185,445 copies), Komsomolskaya Pravda (daily, 665,000), Argumenty i Fakti (popular weekly, 2,750,000 copies), Kommersant (daily, 120 000 copies) and Vedomosti (daily, 45 000). Kommersant and Vedomosti have a supplement Kommersant Weekend and Vedomosti Kak Potratit (similar to Financial Times, How to Spend it) that has a travel section targeting affluent travellers. All of these have online versions which reach over 1 million readers daily.
- There are many glossy magazines in Russia such as Tatler, GQ, Harper's Bazaar, The Rake, Elle, L'Officiel.
- There are also magazines that are mainly travel-related, these include: L'Officiel Voyage (25 000 copies), Prime Traveller (40 000), National Geographic Traveller (110 000), GEO, National Geographic (140 000), Vokrug Sveta (200 000), Discovery (180 000).

Online media

- The Internet is now seen as the most important and most trusted information source for Russians.
- Russia has the largest number of Internet users in Europe. It is estimated that 103 million Russians currently have access to the Internet (72% of the population). 57 million actively use it on mobile devices (40% of the population).
- Most Russians spend time on the Internet on a desktop computer (on average 3 hours 20 mins./day). The amount of time spent by Russians on the Internet using smartphones has increased to 2 hours 22 mins in 2016.
- In comparison with 2015 watching short videos has become a more popular reason for logging on to the Internet.

Source: Deloitte CIS Research Centre, Moscow 2017, Wearesocial Jan. 2016, TNS Russia
2.4 Reaching the consumer: social media on holiday

Use of social media on holiday

- Russians are keen users of social media. The most-used channels in Russia are Vkontakte, Youtube, Facebook, Odnoklassiniki, Google+ and Twitter.
- More than half of Russian travellers like to keep in touch with people at home while on holiday and more than two in five like to post/upload holiday photos.
- 85% like to stay connected whilst they are on holiday. 82% regard a smartphone and 67% a tablet as essential whilst they are on holiday (above the average of global travellers).
- 93% of Russian travellers love to take photos when they are on holiday (the highest proportion of all 20 global markets surveyed).
- 75% of Russian travellers share holiday photos online, more than half of Russians have shared holiday video content and 63% have used location technology to find places to visit. Roughly a third of Russians have stayed with a local host rather than in a hotel, met up with fellow travellers or with locals they met online (all above the global average). More than half enjoy writing reviews on social media of places they have been to on holiday; 64% trust such reviews.

Source: VisitBritain/IPSOS 2016, base: all respondents: Have you used social media in any of the following ways whilst on your last holiday to Britain (visitors) /on your last holiday to a foreign destination (considerers)?
2.4 Reaching the consumer: influences

Influences on destination choice

Talking to friends / relatives / colleagues: 31%
Information from search engines [e.g. Google]: 29%
Looking at prices of holidays/flights on price comparison websites: 25%
Websites providing traveller reviews of destinations [e.g. Trip Advisor]: 20%
Talking to friends or family in your social network [e.g. via Facebook / Twitter]: 18%
An accommodation provider/ hotel website: 17%
A travel guidebook: 16%
Travel agent or tour operator website: 15%
Travel blogs / forums: 15%
Travel programme on TV: 14%
A special offer or price deal you saw advertised online: 13%
Travel agent or tour operator brochure: 12%
An official tourist organisation website or social media site for the country or destination: 12%
An official tourist brochure for the country / city / region: 11%
A travel feature / article in a magazine or newspaper: 11%
Direct advice from a travel agent/tour operator (face-to-face, over the phone): 11%
Images / information in online adverts: 11%
Images / information in adverts in a magazine or newspaper: 11%
A special offer or price deal you saw advertised offline e.g. in a newspaper, magazine or on TV: 11%
Images or videos from a photo/video sharing social network site: 11%
Travel app: 10%
Articles on an online encyclopaedia e.g. Wikipedia, Wikitravel: 10%
Images / information in TV adverts: 10%
Seeing social media posts from celebrities talking about their holiday destinations: 10%
Images / information on billboards / poster adverts: 9%
Travel guidebook: 9%
Travel programme on radio: 9%
Information in radio adverts: 9%

Source: VisitBritain/IPSOS 2016, base visitors & considerers. Which of the following sources influenced your choice of destination? (Market scores have been adjusted so that the sum of all influences for each market is equivalent to the global total, to enable meaningful comparisons)
2.5 Perceptions of Britain

- Russians rate Britain highly for vibrant cities, contemporary culture and historic buildings and monuments, but much less for welcome and natural beauty; Britain was rated 34th and 39th out of 50 nations on these attributes respectively in 2017.

- Museums and music are the cultural products or services most strongly associated with Britain among the Russians.

- A trip to Britain would be expected to be ‘Educational’, and then ‘Exciting’ by the Russians.

- Italy and France are the destinations that the Russians consider the ‘best place’ for delivering the things they most want from a holiday destination.

- Areas of strength for Britain include being somewhere to ‘see world famous sites and places’, ‘visit a place with lots of history’, ‘broaden/stimulate the mind/thinking’, ‘providing a wide range of, unique and new holiday experiences’.

- Activities that appeal to Russians include visiting Buckingham Palace, Chatsworth House and spotting wildlife in the Scottish Highlands.

Source: GfK Anholt Nation Brands Index 2013 and 2017, Arkenford 2013
### 2.5 Perceptions of Britain

#### Britain’s ranking (out of 50 nations)

<table>
<thead>
<tr>
<th>Measure</th>
<th>Russian respondents</th>
<th>All respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Nation Brand</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Culture (overall)</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>The country has a rich cultural heritage</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>The country is an interesting and exciting place for contemporary culture such as music, films, art and literature</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>The country excels at sports</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>People (overall)</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>If I visited the country, the people would make me feel welcome</td>
<td>34</td>
<td>13</td>
</tr>
<tr>
<td>Tourism (overall)</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Would like to visit the country if money was no object</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>The country is rich in natural beauty</td>
<td>39</td>
<td>24</td>
</tr>
<tr>
<td>The country is rich in historic buildings and monuments</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>The country has a vibrant city life and urban attractions</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

*Source: GfK Anholt Nation Brands Index 2017*
2.5 Perceptions of Britain

**Cultural associations**

- Museums: 45% (Russia), 58% (All markets)
- Music: 45% (Russia), 45% (All markets)
- Films: 43% (Russia), 43% (All markets)
- Sports: 37% (Russia), 36% (All markets)
- Modern Design: 29% (Russia), 37% (All markets)
- Pop videos: 29% (Russia), 37% (All markets)
- Sculpture: 29% (Russia), 29% (All markets)
- Opera: 26% (Russia), 23% (All markets)
- Street Carnival: 14% (Russia), 16% (All markets)
- Circus: 13% (Russia), 11% (All markets)
- None: 16% (Russia), 10% (All markets)

**Adjectives describing a potential trip to Britain**

- Educational: 33% (Russia), 45% (All markets)
- Fascinating: 27% (Russia), 32% (All markets)
- Exciting: 30% (Russia), 30% (All markets)
- Romantic: 19% (Russia), 17% (All markets)
- Relaxing: 16% (Russia), 17% (All markets)
- Spiritual: 8% (Russia), 9% (All markets)
- Stressful: 8% (Russia), 4% (All markets)
- Risky: 7% (Russia), 7% (All markets)
- Boring: 7% (Russia), 6% (All markets)
- Depressing: 5% (Russia), 4% (All markets)
- None: 17% (Russia), 14% (All markets)

Source: GfK Anholt Nation Brands Index 2017
## 2.5 Perceptions of Britain

Holiday wants and % saying destination is best place for...

<table>
<thead>
<tr>
<th>Importance</th>
<th>GB</th>
<th>FR</th>
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<th>AU</th>
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<td>13%</td>
<td>22%</td>
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<tr>
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<td>10%</td>
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<td>23%</td>
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<td>7%</td>
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<td>60%</td>
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<td>24%</td>
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<td>22%</td>
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<td>22%</td>
<td>51%</td>
<td>54%</td>
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<td>5.48</td>
<td>18%</td>
<td>44%</td>
<td>49%</td>
<td>11%</td>
<td>41%</td>
<td>37%</td>
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<td>5.30</td>
<td>8%</td>
<td>17%</td>
<td>33%</td>
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<td>5.23</td>
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<td>53%</td>
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<td>34%</td>
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<td>24%</td>
<td>16%</td>
<td>36%</td>
<td>29%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: VisitBritain/Arkenford 2013
2.5 Perceptions of Britain

Motivations for choosing Britain as a holiday destination

Source: VisitBritain/IPSOS 2016, base: visitors (Market scores have been adjusted so that the sum of all motivations for each market is equivalent to the global total, to enable meaningful comparisons)
2.5 Perceptions of Britain

Sought-after Britain activities

- Visit Buckingham Palace: 22% first, 27% any
- Visit 16th c. historic Chatsworth House & gardens: 8% first, 12% any
- Spot wildlife in Scottish Highlands: 9% first, 15% any
- Visit Edinburgh castle: 9% first, 14% any
- View London from Shard tower / London Eye: 5% first, 11% any
- Take a leisurely steam cruise in the Lake District: 4% first, 13% any
- Dine by the fire in a cosy Welsh pub: 4% first, 14% any
- Shop on London's Oxford Street: 3% first, 14% any
- Go to a Premier League football match: 3% first, 15% any
- Tour around quaint Cotswold villages: 2% first, 14% any
- Enjoy traditional afternoon tea & cakes: 2% first, 11% any
- Have fish & chips at the seaside: 2% first, 11% any
- Take the mountain train up Snowdon: 2% first, 10% any
- Go walking in Yorkshire's moors & hills: 2% first, 10% any
- Relax in Bath rooftop spa overlooking Roman baths: 2% first, 9% any
- Go on the Harry Potter studio tour: 2% first, 9% any
- Take a leisurely steam cruise in the Lake District: 2% first, 9% any
- Enjoy a night out in Newcastle's bars: 1% first, 5% any
- None of these: 2% first, 3% any

Source: GfK Anholt Nation Brands Index 2013; If you went on a holiday/vacation to Britain which of the following activities would you most like to do? Please choose a first, second and third choice.
Chapter 3: Access and travel trade
3. Access and travel trade

- Access to Britain is easy from Moscow.
- 87% of Russian visits are made by plane.
- Annual seat capacity has picked up again in 2017 after a decline due to the recession Russia experienced. British Airways and Aeroflot operate all direct, non-stopping flights between the UK and Russia. Most capacity comes in on the Moscow to London corridor, particularly London Heathrow.
- The travel industry in Russia is made up of tour operators, carriers and ticket consolidators, business travel, MICE and travel agents.
- Britain product can mainly be found:
  1. City breaks by major tour operators (London dominates, Edinburgh, excursions across nations and regions of the UK)
  2. Coach touring round the country by major tour operators
  3. Niche programmes by major tour operators and VIP specialist operators (Luxury, food & drink, events)
  4. Short-term language courses* by major tour operators and educational operators

* Most language course have a duration of 2-4 weeks. Currently up to 30 days are permitted for holders of a standard visitor visa.
Source: Apex Rdc 2017, Gov.uk 2017
3.1 Access: key facts

- 87% of Russian visits to the UK were made by plane. It is a medium-length non-stop flight: usually about 4 to 4.5 hrs flight time.
- Annual seat capacity had previously been affected by the recession that Russia experienced but has picked up again in 2017 with more than 11,600 seats available weekly between the UK and Russia.
- Most flights come in on the Moscow to London corridor, particularly London Heathrow. British Airways and Aeroflot operate all direct, non-stopping routes between the two countries.
- Visitors from Russia require a visa to visit Britain – with a multi-entry six-month visa currently costing £89. Russian visitors departing Britain by air currently pay £13 in Air Passenger Duty.
- A small proportion of Russian inbound visits come via the Channel Tunnel or via sea.

Almost all Russian visitors travel to the UK by plane.

Source: International Passenger Survey by ONS, Apex RdC 2017, non-stop flights only
3.1 Access: mode of transport

Visits by mode of transport

Annual share by mode (2016)

Origin airport annual seat capacity

Source: International Passenger Survey by ONS
3.1 Access: capacity

Destination airport annual seat capacity

- London - Heathrow: 90%
- London - Gatwick: 10%

Origin airport annual seat capacity

- Moscow - Sheremetyevo: 59%
- Moscow - Domodedovo: 31%
- Saint Petersburg - Pulkovo: 10%

Source: Apex Rdc 2017: non-stop flights only
3.1 Access: capacity

Airline seat capacity by carrier (2017)

- Aeroflot: 59%
- British Airways: 41%

Source: Apex Rdc 2017: non-stop flights only
3.2 Travel trade: general overview

- The key centres for travel trade are in big cities such as Moscow, St. Petersburg and Yekaterinburg.
- The planning cycle tends to have a shorter lead-in time than many other markets with Russians having a tendency to book late. 30% of tours were sold as an early booking offer in 2017; the average booking period is one month prior to arrival.
- The Russian travel trade can be split into these broad categories: tour operators, business travel and MICE operators, airline ticket consolidators, retail travel agents. 4,559 tour operators were registered in Russia (early 2018); experts believe the number of travel agencies is around 12,000. The recession had changed the landscape: some major operators ceased business.
- Russian visitors who booked their travel to Britain separately to accommodation were most likely to book directly with the airline/train/ferry operator (69%). 28% chose to book through a travel agent/tour operator/travel comparison website. The share of the latter rises to 39% of the Russian visitors who booked accommodation stand-alone and 74% for those who booked a holiday (accommodation and travel combined).

Source: VisitBritain/IPSOS 2016, base: visitors, Association of Tour Operators in Russia 2017
# 3.2 Travel trade: Russian tour operators

## Top seven operators in Russia in 2016

<table>
<thead>
<tr>
<th>Top seven tour operators by volume of travellers to UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSI Group</td>
</tr>
<tr>
<td>Meridian-Express</td>
</tr>
<tr>
<td>PAC Group</td>
</tr>
<tr>
<td>Sodis Travel Company</td>
</tr>
<tr>
<td>Russian-Express</td>
</tr>
<tr>
<td>KMP-Group</td>
</tr>
<tr>
<td>DSBW-Tours</td>
</tr>
</tbody>
</table>

## TOP intermediaries in Russia

<table>
<thead>
<tr>
<th>Top intermediaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anex Tour</td>
</tr>
<tr>
<td>Coral Travel</td>
</tr>
<tr>
<td>Pegas Touristic</td>
</tr>
<tr>
<td>Sunmar Tour</td>
</tr>
<tr>
<td>BiblioGlobus</td>
</tr>
<tr>
<td>VIP-service</td>
</tr>
<tr>
<td>Solvex</td>
</tr>
<tr>
<td>TUI</td>
</tr>
<tr>
<td>Evroport</td>
</tr>
<tr>
<td>PAC group</td>
</tr>
</tbody>
</table>

*Source: VisitBritain Russia Trade Survey 2016*
### 3.2 Travel trade: Russian holidays

#### Public holidays

**National public holidays in 2018**

<table>
<thead>
<tr>
<th>Date</th>
<th>National Holiday</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–5 January</td>
<td>New Year’s Holidays</td>
</tr>
<tr>
<td>7 January</td>
<td>Orthodox Christmas Day</td>
</tr>
<tr>
<td>8 January</td>
<td>Orthodox Christmas Holiday</td>
</tr>
<tr>
<td>23 February</td>
<td>Defender of the Fatherland Day</td>
</tr>
<tr>
<td>8 March</td>
<td>International Women’s Day</td>
</tr>
<tr>
<td>9 March</td>
<td>International Women’s Day Holiday</td>
</tr>
<tr>
<td>18 March</td>
<td>Presidential Election Day</td>
</tr>
<tr>
<td>30 April</td>
<td>Spring and Labour Day Holiday</td>
</tr>
<tr>
<td>1 May</td>
<td>Spring and Labour Day</td>
</tr>
<tr>
<td>2 May</td>
<td>Spring and Labour Day Holiday</td>
</tr>
<tr>
<td>9 May</td>
<td>Victory Day</td>
</tr>
<tr>
<td>11 June</td>
<td>Day of Russia Holiday</td>
</tr>
<tr>
<td>12 June</td>
<td>Day of Russia</td>
</tr>
<tr>
<td>4 November</td>
<td>National Unity Day</td>
</tr>
<tr>
<td>5 November</td>
<td>National Unity Holiday</td>
</tr>
<tr>
<td>31 December</td>
<td>New Year’s Holidays</td>
</tr>
</tbody>
</table>

**Russian school holidays in 2018**

<table>
<thead>
<tr>
<th>Date</th>
<th>Local/School Holiday</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 December – 10 January</td>
<td>Christmas holidays</td>
</tr>
<tr>
<td>18 – 25 February</td>
<td>Winter holidays</td>
</tr>
<tr>
<td>8 – 15 April</td>
<td>Spring time holidays</td>
</tr>
<tr>
<td>2 June – 2 September</td>
<td>Summer holidays</td>
</tr>
<tr>
<td>4 – 14 November</td>
<td>Autumn holidays</td>
</tr>
</tbody>
</table>

*Please note that dates may vary by school.
3.2 Travel trade: practical information

General practical information:

• Business hours are usually 09:00 – 18:00 (10:00 – 19:00/20:00 in travel industry) with a one hour lunch break, usually at noon.

• When introduced expect to shake hands. Greetings tend to be formal.

• Dress code: Business dress tends to be smart.

• Business Meeting Etiquette: Appointments are mandatory and should be made well in advance. Reconfirm your appointment about a week in advance. Be punctual and allow for time to seek out the office as the Russian numbering system can sometimes be complicated with different entrances and additional buildings all going under the same number. Ask for directions when making the appointment.

• Follow up quickly on any action points. Expect delays in getting replies via email, sometimes no reply at all. If it is not urgent, Russians might take time to get back.
3.2 Travel trade: sales calls

Sales calls

The Russian trade structure is characterised by a large number of operators and consolidation in the sector in recent years. The big players are carriers and tour operators; 3 major tour operators dominate mainstream leisure travel (BSI Group, Meridian Express and PAC Group) and represent UK product in the market, while mid-sized and niche operators are more relevant for individual tours and ‘off the beaten track’ programmes for Britain.

- Provide information in Russian wherever possible, even if you just translate a flyer which sits inside your brochures it will be appreciated.
- If you are unsure about the level of English proficiency of your trade contact, it is advisable to have a translator to the help with the negotiation.
- Russians value building business relationships and regular outreach is vital in maintaining them.
- The large tour operators research their main season programmes between February and March for the summer season and August to September for the winter season. Some may visit Britain to contact accommodation and visit new attractions, partners and travel fairs. As Russia is a market where bookings tend to be made fairly late, the lead-in time for planning tends to be shorter than in many other markets.
- Visa requirements should also be considered in the booking cycle: A standard visitor visa can be applied for up to 3 months in advance of travel to the UK. The standard visa assessment period is 15 working days.
- Keep in touch with VisitBritain; let us know about your progress. Regular market intelligence is essential for our future plans and activities.
- It is also important to note that a significant number of the key Russian trade attend the VisitBritain’s ExploreGB workshop & VisitScotland Expo. Please contact VisitBritain London for details of those attending. Some operators also visit World Travel Market and ITB.

Source: Gov.uk
3.2 Travel trade: practical information

Hospitality etiquette
If there is the opportunity it is definitely a good idea to take your Russian business partner out for a meal – either to build up a relationship or to thank for business given in the past. Here are some practical tips to help you plan this:

- A small business gift is always appropriate, but its value should correspond to the rank of the Russian business person with whom you are meeting. As a general rule, avoid giving items that are now easily obtainable in Russia.

- Bring a gift for the hostess when visiting a Russian home. A small gift for a Russian child is always appropriate, too.

- Avoid turning down offers of food or drink. Russians are known for their hospitality and it would be considered as rude to decline such offers.

- When choosing a restaurant ensure beforehand that credit cards are accepted or bring enough cash. Credit cards are widely accepted in capital cities, at larger hotels and good restaurants.

- Arrive on time and if possible, before the invite, but allow for a 5-10 minute delay.

- Russians are very proud of their culture and enjoy opportunities to talk about their music, art, literature and dance. Knowledge about art, music and some Russian history is appreciated.
3.3 Caring for the consumer

Caring for the consumer

- Russians tend to be late bookers. Last minute arrangements are common.
- Russians appreciate spacious accommodation and have a tendency to go for branded hotels and all inclusive trips. Staying in the centre of a city/town with sights in walking distance is ideal.
- Russians tend to appreciate good value for money. When they are on holidays they tend to be spending more than other markets and like to treat themselves.
- Whilst most Russian travellers to Britain speak English and would not expect to be spoken to in Russian, signage and information in their native language could make them feel more welcome. Group travellers should preferably be accompanied by a Russian speaking guide.

Language basics

<table>
<thead>
<tr>
<th>English</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please</td>
<td>Пожалуйста (Požalujsta)</td>
</tr>
<tr>
<td>Thank you</td>
<td>Спасибо (Spasíbo)</td>
</tr>
<tr>
<td>Yes</td>
<td>Да (Da)</td>
</tr>
<tr>
<td>No</td>
<td>Нет (Net)</td>
</tr>
<tr>
<td>Sorry! (apology)</td>
<td>Извините! (Izvinite!)</td>
</tr>
<tr>
<td>Excuse me!</td>
<td>Простите! (Prostite!)</td>
</tr>
<tr>
<td>Sorry, I do not speak Russian.</td>
<td>Извините, я не говорю по-русски (Izvinite, ja ne govorju po-russki)</td>
</tr>
</tbody>
</table>

Source. International Passenger Survey by ONS 2016
3.3 Caring for the Consumer

Caring for the Consumer:

• Britain tends to be known and appreciated for high levels of service among Russian travellers.
• Russians tend to be used to three meals in a day with lunchtime and dinner usually being a hot meal.
• Many Russian visitors enjoy a cooked full English breakfast during their stay in Britain.
• They would expect bread to be served with each meal.
• Lots of Russians enjoy British ales and ciders as well as Scotch whisky brands.
• A visit to a British pub features in many Russian stays and pub food usually goes down well, although might be seen as more of a ‘fast food’ option.
• Many Russians are comfortable with and used to paying with a credit card or debit card while in Britain.

Source: International Passenger Survey by ONS
3.3 Caring for the consumer: Russian language tips

Language tips for arrival and departure

<table>
<thead>
<tr>
<th>English</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hello</td>
<td>Здравствуйте (Zdravstvujte)</td>
</tr>
<tr>
<td>My name is…</td>
<td>Меня зовут … (Menja zovut …)</td>
</tr>
<tr>
<td>Welcome to Britain</td>
<td>Добро пожаловать в Великобританию (Dobro požalovat’ v Velikobritaniju)</td>
</tr>
<tr>
<td>Pleased to meet you!</td>
<td>Рады встрече с вами! (Rady vstreče s vami!)</td>
</tr>
<tr>
<td>How are you?</td>
<td>Как дела? (Kak dela?)</td>
</tr>
<tr>
<td>Enjoy your visit!</td>
<td>Хорошей поездки! (Horоšej poezdki!)</td>
</tr>
<tr>
<td>Goodbye</td>
<td>До свидания! (Do svidanija!)</td>
</tr>
<tr>
<td>Did you enjoy your visit?</td>
<td>Как вам понравилась поездка? (Kak vam ponravilas’ poezdka?)</td>
</tr>
<tr>
<td>Have a safe journey home!</td>
<td>Хорошо доехать домой! (Horošo doehat’ domoj!)</td>
</tr>
<tr>
<td>Hope to see you again soon!</td>
<td>Надеемся вновь встретиться с вами скоро! (Nadeemsja vnov’ vstretit’sja s vami skoro!)</td>
</tr>
</tbody>
</table>
3.4 Working with VisitBritain

We can help you extend your reach through:

- Digital and social media such as through Twitter, our Facebook page – Love GREAT Britain, or Pinterest.
- Press and PR by sending us your newsworthy stories or hosting our journalists and broadcast crew.
- Leisure, and the business travel trade via our programme of sales missions, workshops and exhibitions or promotion to our qualified Britagents and supplier directory.
- Print advertising in targeted media/Britain supplements.
- Retailing your product through the VisitBritain shop.
- Or as a major campaign partner.

We are here to support you and look forward to working with you.

To find out more browse our opportunity search (visitbritain.org/opportunities) or trade website (trade.visitbritain.com) or contact the B2B events team (Email: events@visitbritain.org) or campaign partnerships team (Email: partnerships@visitbritain.org) or trade support team (Email: tradesupport@visitbritain.org)
3.5 Useful research resources
We have dedicated research and insights available which include:

• Latest monthly and quarterly data from the International Passenger Survey by ONS (visitbritain.org/latest-monthly-data
visitbritain.org/latest-quarterly-data-uk-overall
visitbritain.org/latest-quarterly-data-area)

• Inbound Tourism Trends by Market visitbritain.org/inbound-tourism-trends

• Sector-specific research visitbritain.org/sector-specific-research

• 2017 Inbound Tourism Forecast visitbritain.org/forecast

• Britain’s competitiveness visitbritain.org/britains-competitiveness

We are here to support you and look forward to working with you.

To find out more about the Russian or other inbound markets browse our markets & segments pages or (visitbritain.org/markets-segments)
our inbound research & insights or (visitbritain.org/inbound-research-insights)
contact us directly
(Email: research@visitbritain.org)
3.5 Useful market-specific research resources

We have dedicated research and insights available which include:

- Planning, decision-making and booking cycle of international leisure visitors to Britain
  visitbritain.org/understanding-international-visitors
- Technology and social media
  visitbritain.org/understanding-international-visitors

We are here to support you and look forward to working with you.

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(Email: research@visitbritain.org)