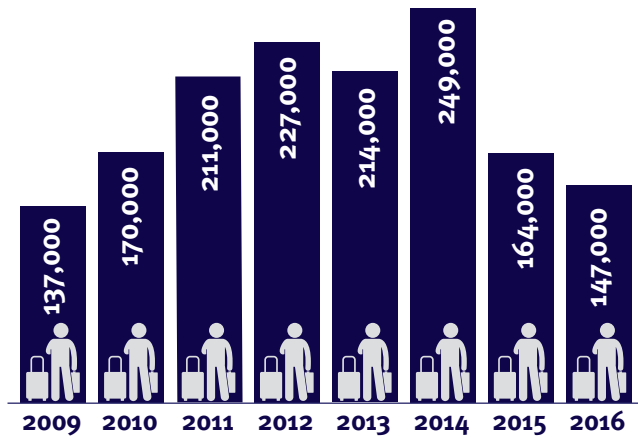




Russia

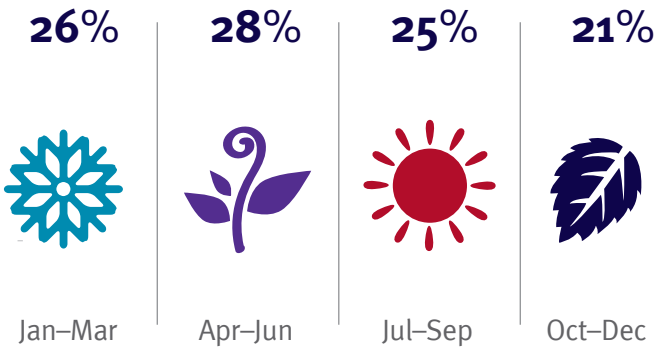
Inbound tourism overview

Annual visits*

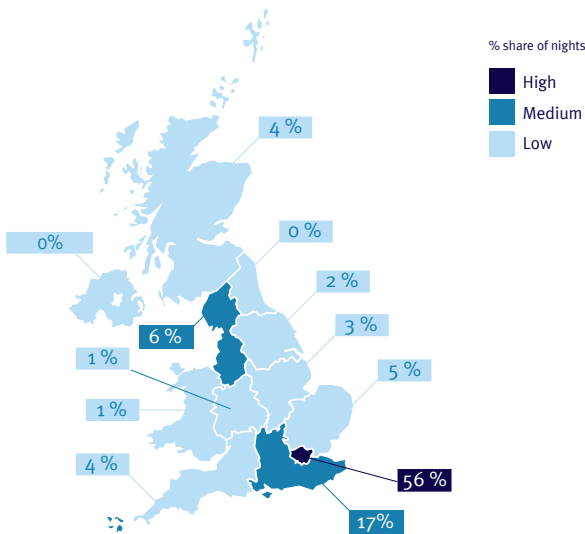


#40 Global ranking for inbound visits to the UK in 2016

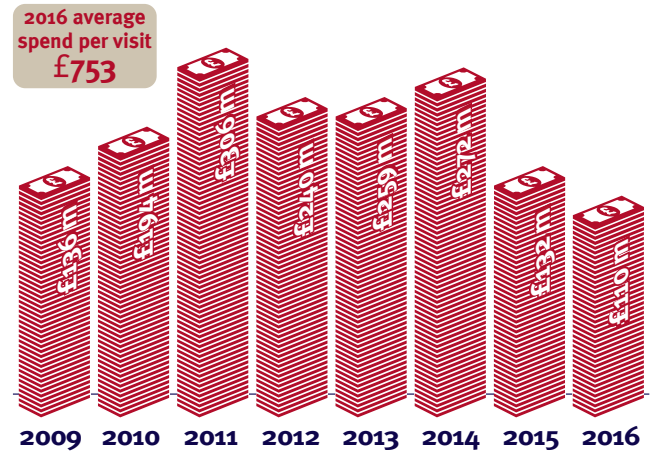
Seasonal spread of travel* (2016)



Regional spread of travel* (2014-2016)

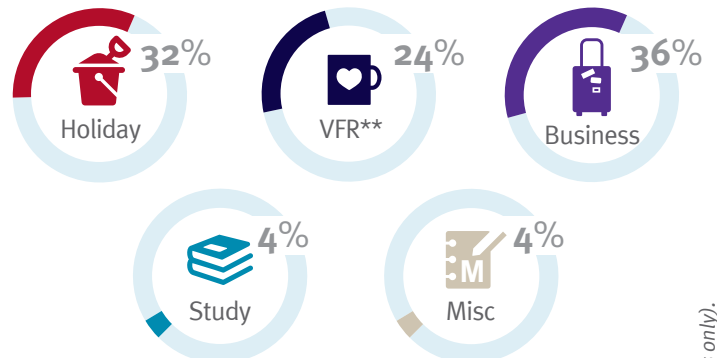


Annual visitor spend*



#40 Global ranking for inbound spend in the UK in 2016

Purpose of travel* (2016)



Departure & destination airports*** (2016)



Average flight seats per week*** (2016)

9,315

Average length of stay* (2016)

8 nights

**Visit friends and/or relatives.

Sources: *International Passenger Survey (IPS), ***Apex (direct flights only).

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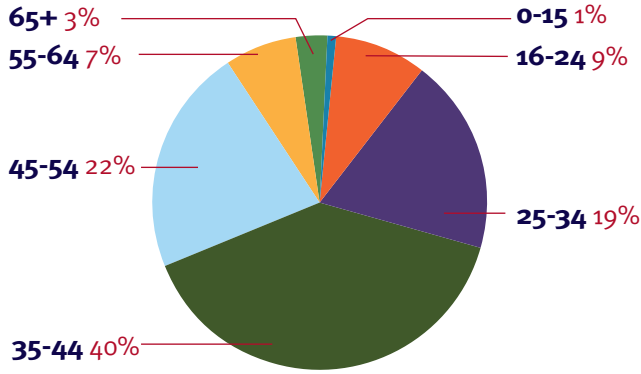
LoveGreatBritain.ru
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#OMGB

Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

Russia

Visitor profile

Key demographics* (2016)



Visitors' origin* (2013)

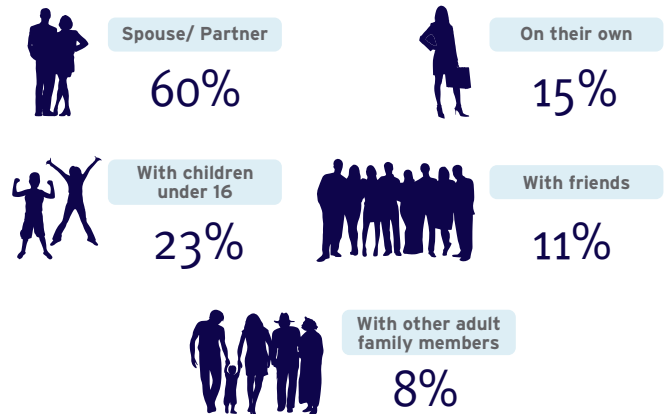


Market segments & attributes

Affluent trendsetters
Affluent travellers without children - keen to explore and learn

Active buzz-seekers
Young independent travellers looking for adventure, buzz and immersive experiences

Travel companions** (2016)



Top influences in visiting Britain** (2016)



Top motivations for choosing Britain for a holiday** (2016)

- ✓ Somewhere new
- ✓ Cultural attractions
- ✓ Wide variety of places to visit
- ✓ Mix of old and new
- ✓ Visit a TV or film location

Top three activities in the UK* (2011-2016)



Perceptions of Britain*** (2016)

Britain is ranked highly (within the top 10 out of 50 countries) by the Russian for:



94% of Russian visitors were “likely” or “extremely likely” to recommend Britain in 2015*

86% of Russian visitors were repeat visitors in 2015*

Sources: * International Passenger Survey (IPS), ** VisitBritain/Ipsos 'Decisions and Influences' research (Applicable to people who visited Britain), ***Anholt-GfK Nation Brands Index.