

# What's up in Russian travel ?

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# Top 10 travel destinations of outbound Russian tourism in Jan –May 2016

(Source: Association of Russian TOs (ATOR) in August 2016 )

- Thailand
- Spain
- Turkey
- Vietnam
- Cyprus
- Austria
- Finland
- Israel
- Bulgaria
- South Korea

## 5 Russian tourism trends to know about, plus risks and opportunities for the market from 2016 – 2020 (Source: Stupachenko, Ivan, April, 2016)

- 1. Fewer Russian tourists are going abroad (but “Russian outbound tourism is expected to grow in 2017 for the first time in 3 years as well”)**
- 2. Turkey and Egypt are closed. Turkey for the long-term, Egypt...?**
- 3. Russia is experiencing a big shift to domestic travel**
- 4. There are fewer travel companies in Russia**
- 5. International football is coming...**

Look: <https://www.treksoft.com/en/blog/russian-tourism-trends>

# What is behind the latest overnight figures?

- During last few years (2014-2016) Russian outbound tourism flow has been experiencing quite turbulent times,
  - complicated political situation (EU sanctions)
  - downfall of ruble
- Second half of 2016 the economic situation in Russia has shown considerable signs of stabilization
  - turned into positive numbers in outbound tourism
- Russians are starting to travel abroad actively again
  - Finland remains one of the most popular foreign destinations for Russian tourists

# What are the key drivers for travel to Finland/Scandinavia from Russia?

- Finland is one of the closest European neighbors to Russia (Russian North-West region)
- Finland is very easy and fast to reach
- Finnish visa is quick and easy to obtain compared to some other European countries
- Finland/Scandinavia are considered safe and are offering friendly service.
- Price level in Finland is the most affordable compared to all other Scandinavian destinations

# What are the new travel trends in Russia?

- Russians are spending more abroad again:
  - from October 2016 numbers started to increase after 3 years of decline, and in January 2017 spending grew by 32%.
- Russian outbound tourism is expected to grow in 2017 for the first time in 3 years as well
- Considering that 75% of overall outbound tourism from Russia is aiming to beach destinations, the prognosis is that 2017 will be the year of Turkey (due to its affordability).

## ...travel trends...

- Russian state authorities are investing heavily in development of domestic tourism
- Total amount of licensed outbound tour operators in Russia has significantly decreased during the last 2 years, due to new tourism laws and economic situation (from over 2000 to approximately 500-600 at present).
- Share of individual independent travelers is growing in Russia constantly and steadily; people are booking and planning their trips increasingly without tour operators
- From Finland's point of view, this is essential in particular for Saint Petersburg and Russian North-West region.

# How could Finland differentiate from the other travel destinations for Russian travelers?

- Adjust and customize the products to the needs of Russian customers as much as possible
- Russians (especially from Saint Petersburg and Moscow) are nowadays quite price-aware and demanding
- Russian-speaking staff, special offers and tailored content, prolonged opening times – all these are proven to pay off the effort
- Finland is known in Russia of its pure nature and slow living, silence, peace of mind and eco food
- These are the keys for success, if these products can be sold in a right package along with a right story



Finland  
in the Mind  
of the Russia  
Traveller

*Suomi*  
*Finland*  
**100**

At a glance Finland in the mind of the Russian traveller

- More than **500,000 Russian Yandex searches related to Finland are performed every month.**
- Highest interest in absolute numbers comes from **Saint Petersburg**
- **Helsinki is by far the most well known destination, followed by Lappeenranta, Turku and Lahti.**

...glance...

- **Nature, including fishing, camping, skiing and watching the northern lights, attracts many Russian tourists. Finnish nightlife attracts younger tourists.**
- **Sauna, Finlandia, Santa Claus and Moomin are common symbols. Santa Claus Village is the top attraction, followed by Suomenlinna.**
- **Finland is seen as part of a Scandinavian as well as a Baltic travel route, and also as a gateway to the Schengen area.**
- **Overall Finland is considered a convenient, safe and family-friendly destination.**

...in the mind of...

- Russians cities most interested in Finland
- Cities in Finland that interest Russians
- Top attractions in Finland
- Topics about travel to Finland

[Look:](#)

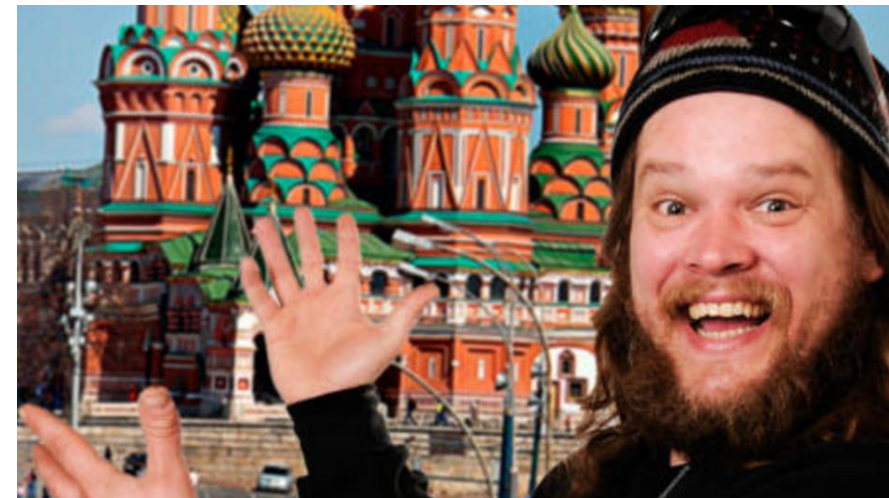
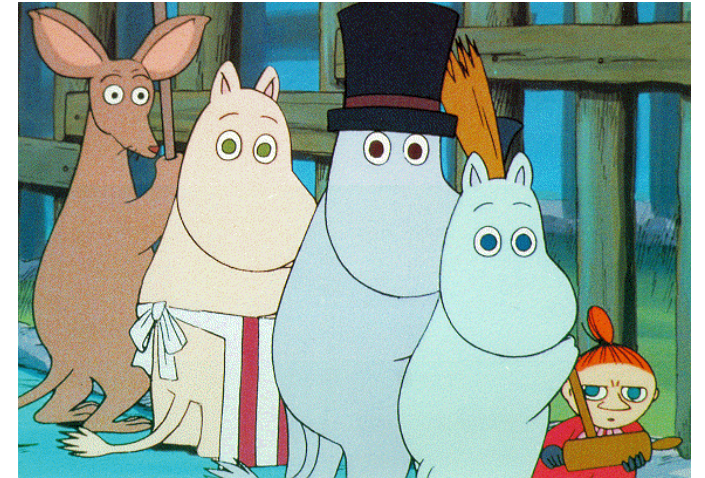


# According to Russian travellers, the people in Finland...

- ...don't care about how they dress.
- ...are unlikely to start a conversation with a stranger, but very friendly when you ask them something.
- ...are silent and hide their emotions, unless they are drunk or watch sports.
- ...make long pauses when they talk, but when they talk they actually have something to say.
- ...don't use much body language.
- ...love spending time in nature.
- ...have a very good sense of humour, especially when it comes to dark humour.

# Finnish people that are famous in Russia

- **Ville Haapasalo is an actor who has starred in several Russian films. He is described by Russians as a typical Finnish person.**
- **Tove Jansson is not as famous as her characters but still a strong association.**
- **Ice-hockey players Teemu Selänne, Tuukka Rask and Mikko Koivu are known. The most famous team is Jokerit Helsinki. Also Formula One driver Valtteri Bottas is recognized.**
- **Nightwish, Children of Bodom and Darude dominate the Russian searches when it comes to music, and Alvar Aalto when it comes to design.**



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