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ASIA

## Rosaviatsia issued permits for flights to the Maldives, Cuba and Morocco

The Rosaviatsia website has published another order on the permits for airlines to perform international flights. Carriers have received the right to fly to many popular foreign destinations.

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### Latest News



**INCOMING**

Total number of arrivals of foreigners to Russia decreased by 82%

Create: 19 November 2020



**EUROPE**

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Russia's new electronic visas

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Tours to the Maldives will be 10-15% cheaper

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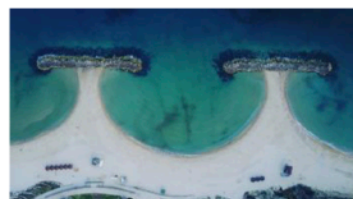


### Articles



EUROPE SUN & BEACH

Tui to launch charters to Corfu



MIDDLE EAST

Israel is waiting for Russian tourists



ASIA

ATOR: tourist flow to South Korea has fallen since the end of January

**Russian Travel Digest is online newspaper about Russian Travel Industry in English.** It is focused both on outgoing and incoming tourism business in Russia. The readers are the top managers of hotels, destination management companies, airline companies, national and regional tourism boards.

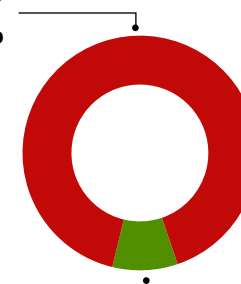
Russian Travel Digest ([www.russtd.com](http://www.russtd.com)) is created in March 2015 by Baginet LLC. **The Mass Media Registration Certificate is EL No. FS 77-63402 of October 16, 2015.**

## Visitors

	Daily	Monthly	Yearly
Views	870	25 800	320 400
Visitors	220	5 900	80 720

## Traffic Source

Search Engines  
91 %



Direct Clicks  
9 %

## Positions

Search words	Яндекс	Google
tour operator russia	21 (*) ↑	5
Russia travel	46	10

\* In comparison to 24-th position in 2021



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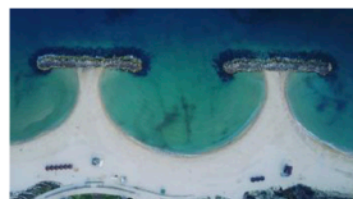
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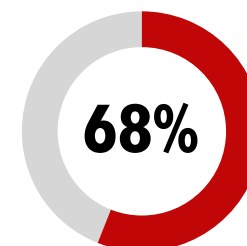
Create: 16 November 2020



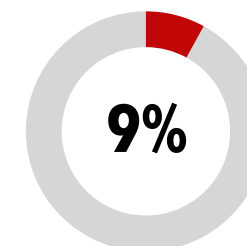
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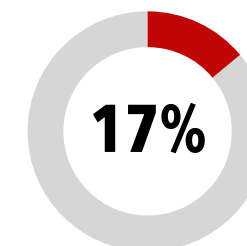
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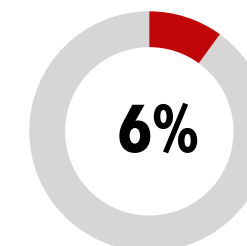
Hotels



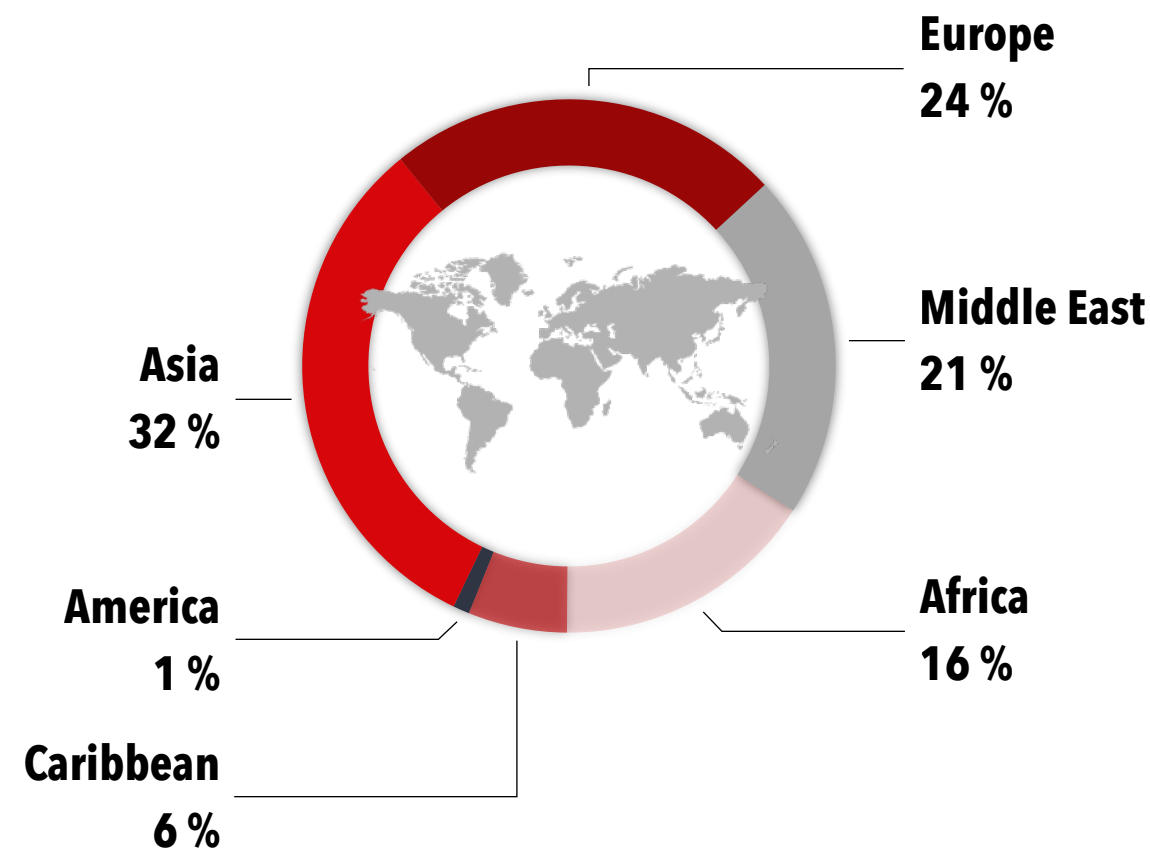
Air Companies



DMC



Tourism Boards







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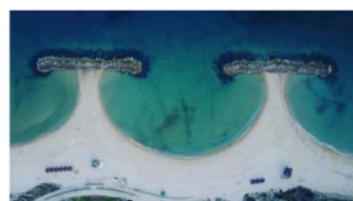


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**Aitf**

**Kitf**



**Mitt**

**ODYKH**



**Emitt**





## Russian Travel Digest

Everything you need to know about the Russian Travel Market

February 28, 2020

### ANALYTICS



#### Departure structure from Russia in 2019

The Border Service of Russia released the final data on the departure of Russian citizens abroad in 2019. Last year, the total exit flow increased by 7,9% compared to 2018 or by 3,5 million trips. In 2019, Russian citizens made 22 333 490 trips (or 46,5% of the total exit flow) in countries...

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### EUROPE SUN & BEACH



#### Tui to launch charters to Corfu

Tui Russia will launch its own flight program to Corfu. From the end of May, 4 frequencies per week will be opened from Moscow and St. Petersburg to Corfu. As the commercial director of Tui Russia tour operator Vladimir Rubtsov said, now the volume of early reservations of Greek resorts...

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#### Tour operators explained the high demand for Greece

At the traditional February meeting of the participants of the Combined Network of TBG and Hot Tours, Director General of Mouzenidis Travel Alexander Tsandekidi said that the demand for tours to Greece on early booking stage is 25% higher than last year. According to him, Crete and Halkidiki are the...

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#### Demand for ski Italy in Russia grew by 30%

The demand for Italian ski resorts this year met all the expectations of tour operators. Already in December, more than 60% of tour packages planned for the winter season was sold. The popularity of the destination among Russian tourists-skiers has grown by 25-30%, Val di Fassa has become the most...

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4

Sent weekly  
to **5 500** subscribers

41%

Open Rate

16%

Click Rate

14%

Clicks per opens

max. 2 banners in a newsletter

900 x 90

## Top Locations By Opens



Greece

8 %



Cyprus

7 %



Spain

6 %



UAE

5 %



Germany

4 %

## Audience Demographics



Over 65% Male, from 35 and up

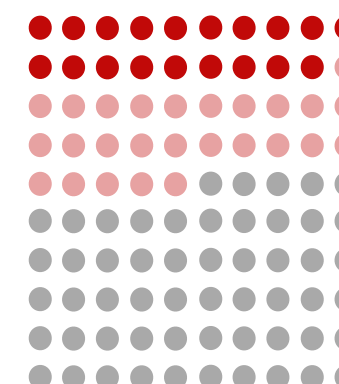
## Email Marketing Engagement

19%

Highly engaged, often open  
and click our newsletters

26%

Moderately engaged, sometimes  
open and click our newsletters





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**1**

**Russian Travel DIGEST**

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**2**

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8-10 December 2020

Inspiring the future of events

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**2**

**BAGINET Marketing & Sales Agency**

**E-mail Marketing to Russian Travel agents**

The highest open rate on the market - up to 20%

**3**

**Articles**

## Rates for web-site banners

1	Upper Banner	728 x 90	200 euros / week
2	Side Banner	265 x 265	150 euros / week
3	Lower Banner	728 x 90	125 euros / week

## Rates for banners in newsletter

4	Banner in newsletter	728 x 90	200 euros / week
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