Everything you need to know about Russian Travel Market (in English)

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### Articles by Destinations

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**Audience of Russian Travel Digest**

**Location and Type of Business**

- **OTHER** 2%
  - Transportation Companies, Embassies, Consulates, Real Estate

- **TO** 8%
  - International Air Companies which have flights to Russia

- **NTO** 10%
  - National and Regional Tourism Offices

- **DMC** 12%
  - DMC working with Russian tourists

- **AVIA** 22%
  - International Tour Operators, sending tourists to Russia

- **HOTELS** 46%
  - International Hotels and Hotel chains, who accommodates tourists from Russia

- **Europe** 32%
  - Russia 3%
  - Asia 11%
  - Indian Ocean 19%

- **North America** 6%
  - Caribbean 3%
  - Latin America 2%

- **Middle East** 16%

*Statistics of location is taken from Mailchimp for August 2018. Statistics of type of business is taken from registration form.*
Audience of Russian Travel Digest
Web Site and Newsletter: Visitors and Subscribers

6% Travel to Russia more than 5 times per year
33% Travel to Russia 2-4 times per year
61% Travel to Russia once per year

16% Main Board
43% Senior Management
39% Middle Management
2% Junior Management

64% Desktop
Outlook - 34%
Gmail - 15%
Apple Mail - 9%

36% Mobile
iPhone - 28%
Chrome Mobile - 7%
Android - 1%
BlackBerry - 1%
Windows Phone - 1%

6 400 Subscribers
21 000 Views per month
41% Open Rate
6% Click Rate

38% High engagement. Recipients open or click our campaigns very consistently.
30% Moderate engagement. Recipients often open or click our campaigns when we send.
14% Low engagement. Recipients open or click campaigns but are either not consistently engaged or haven’t been in our list long enough to have earned a higher rating.

Russian Travel Digest is an official mass media registered in the Ministry of Press of Russia

We write only for international tourism professionals. We are the only resource in English writing about tourism in Russia.

* Statistics of number of trips to Russia and position is based on the survey conducted among the subscribers on 01.07.2018 (2,890 people took part).
* Statistics about mail campaigns is taken from Mailchimp for August 2018.
Here we publish news and statistics for all tourism destinations which are popular among Russian tourists. How many Russians have visited one or another country for certain period of time, what is the market share of a particular destination and how it is changed within seasons. In this column you will also find news of tour operators about different destinations, their pricing policy and information from consular offices and visa centers.

Transportation between Russia and other countries in details. News of the airlines, working in Russia. Statistics of number of passengers, delays, and turnover from Russian Statistics Service. Pricing policy of air companies in the Russian market. New charter programs and scheduled routes. Interesting statistics of the cheapest and most expensive air tickets to different destinations, and about the share of online sales.

It is one of the most significant column on our web page. Here we publish both official statistics from state sources: Federal Statistics Service, Russian Agency for Tourism, Ministry of Transportation; and comments, opinions, analytical data from tour operators, large networks of travel agencies, booking centers.

Everything you want to know about incoming in Russia: news of national tourism board, news of hotels and hotel chains. Here we also inform you about future events dedicated to incoming in Russia.
Upper Banner
(728 x 90)
500 euros/month; 180 euros/week

Upper Banner, Square
(265 x 265)
400 euros/month; 120 euros/week

Lower Banner
(728 x 90)
300 euros/month; 100 euros/week

Transportation
Pobeda will fly from Rostov-on-Don to Batumi

The new regular international flight has appeared in the timetable of the airport Platov. Starting from 07/06/2019 air company Pobeda will fulfill flights on the air craft Boeing 737 to Batumi. This town is the Georgian resort on the Black sea coast.

That'll be 4 flights a week: on Monday, Wednesday, Friday-departure at 16-00 and arrival...
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