**Russian Travel Digest** is an online newspaper about the 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.

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**Web Site Statistics**

Statistics is based on the data from Yandex Metrics of 10.01.2022

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Daily</th>
<th>Monthly</th>
<th>Yearly</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Search Engines</strong></td>
<td>870</td>
<td>25 800</td>
<td>320 400</td>
</tr>
<tr>
<td><strong>Visitors</strong></td>
<td>220</td>
<td>6 400</td>
<td>80 720</td>
</tr>
<tr>
<td><strong>Search words</strong></td>
<td>16 (*)</td>
<td>14</td>
<td>46</td>
</tr>
</tbody>
</table>

* In comparison to 24-th position in 2021
Web Site Statistics
Statistics is based on the data from Yandex Metrics of 10.01.2022

68% Hotels
9% Air Companies
17% DMC
6% Tourism Boards

Asia 16%
Middle East 11%
Caribbean 8%
Africa 24%

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.

Nowadays, the airlines received permits for regular flights to 12 destinations: Belarus, Israel, Cyprus, Cuba, Lebanon, Maldives, Morocco, Oman, Slovakia,...
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Articles

EUROPE SUM & BEACH
TUI to launch charters to Corfu

MIDDLE EAST
Israel is waiting for Russian tourists

ASIA
ATDR: tourist flow to South Korea has fallen since the end of January
Russian Travel Digest
Everything you need to know about the Russian Travel Market

February 28, 2020

ANALYTICS

Departure structure from Russia in 2019
The Federal Service of Russia released the final data on the structure of Russian tourism abroad in 2018. Last year, the total net flow increased by 3.8% compared to 2017 by 3.5 million trips. In 2018, Russian citizens made 22.335.490 trips or 46.9% of the total net flow in countries...

EUROPE SUN & BEACH

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

Tour operators explained the high demand for Greece
At the traditional February meeting of the participants of the Russian Tour Operators Association, Mr. the Commercial Director of Mourtzis Travel Katerina Tzepelidou said that the demand for tours to Greece is now beyond the level of last year. According to her, Crete and Maldives are the...

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 600 of tour packages planned for the winter season was sold. The popularity of the destination among Russian tourists-shers has grown by 25-30%. Ski in Foccia has become the new...

Newsletter Statistics
Statistics is based on the data from Mailchimp account of Russian Travel Digest of 10.01.2022

Sent weekly to 6 500 subscribers

41% Open Rate
16% Click Rate
14% Clicks per opens

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

max. 2 banners in a newsletter
900 x 90
### Media Partnerships

**www.russtd.com**

**Russian Travel Digest**

**By Baginet**

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#### Rates for web-site banners

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Size</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Upper Banner</td>
<td>728 x 90</td>
<td>200 euros / week</td>
</tr>
<tr>
<td>Side Banner</td>
<td>265 x 265</td>
<td>150 euros / week</td>
</tr>
<tr>
<td>Lower Banner</td>
<td>728 x 90</td>
<td>125 euros / week</td>
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</tbody>
</table>

#### Rates for banners in newsletter

<table>
<thead>
<tr>
<th>Banner in newsletter</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>728 x 90</td>
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