Russia

Inbound tourism overview

Annual visits*

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<tbody>
<tr>
<td>Visits</td>
<td>170,000</td>
<td>211,000</td>
<td>237,000</td>
<td>247,000</td>
<td>219,000</td>
<td>164,000</td>
<td>147,000</td>
<td>227,000</td>
<td>008,000</td>
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Global ranking for inbound visits to the UK in 2018

#34

Seasonal spread of travel* (2018)

- Jan–Mar: 28%
- Apr–Jun: 20%
- Jul–Sep: 29%
- Oct–Dec: 23%

Regional spread of travel* (2016-2018)

- High: 6%
- Medium: 4%
- Low: 3%

Purpose of travel* (2018)

- Business: 37%
- Holiday: 34%
- VFR**: 20%
- Study: 6%
- Misc: 4%

Departure & destination airports*** (2018)

- London Heathrow
- London Gatwick
- Moscow Sheremetyevo
- Moscow Domodedovo
- Saint Petersburg

Average flight seats per week*** (2018)

12,182

Average length of stay* (2018)

7 nights

Sources: *International Passenger Survey (IPS) by ONS; **Visit friends and/or relatives. ***Apex (non-stop routes only).

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Corporate website: visitbritain.org
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Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

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Visitor profile

Key demographics* (2018)

- 35-44: 33%
- 45-54: 17%
- 55-64: 9%
- 65+: 5%
- 16-24: 23%
- 25-34: 23%
- 0-15: 2%

Visitors’ origin* (2013)

- Moscow: 63%
- Saint Petersburg: 9%
- Central Russia: 12%
- South of Russia: 1%
- Other / unknown: 10%

Priority market segments & attributes

**Culture Buffs**
Image and brand conscious, travelling often is a status symbol and they like well-known and safe destinations; they prefer iconic locations and getting a taste of the local culture. Majority travel with a spouse and about a quarter travels with children.

**Buzzseekers**
Dominance of singles, pre-family couples and young professionals. Youthful and adventurous mindset. Active, enjoy travelling and exploring foreign cultures.

Top influences in visiting Britain** (2016)

1. Information on search engines
2. Word of mouth
3. Travel blogs/forums

Top three activities in the UK* (2007-2017)

- Dining in restaurants
- Shopping
- Visiting parks/gardens

Perceptions of Britain*** (2018)

- Contemporary culture
- Vibrant cities
- Historic buildings
- Cultural heritage
- Sports

Sources: *International Passenger Survey (IPS) by ONS, **VisitBritain/ Ipsos ‘Decisions and influences’ research (Applicable to people who visited Britain), ***Anholt Nation Brands Index powered by IPSOS.