OUTBOUND TRAVEL FROM RUSSIA

• OUTCOMES OF 2017
• OUTLOOK FOR 2018

Prepared for MITT’ 2018
13 March 2018
Largest Russian nationwide research into consumers of goods and services

- **400** categories
- **3000** brands
- **300** lifestyle related statements

**Target group**
- Russian population aged 10 - 75

**Geography**
- 50 Russian cities with a population of over 100,000 people

**Sample**
- 25 700 respondents (13 700 households) per year

**Method**
- Offline survey

***BIG TRAVEL BLOCK (16+)***

- Trips within Russia and outbound
- Trips abroad:
  - Type of trips
  - Number of trips and duration
  - Travel agencies services usage.
  - Travel companies
  - Destinations
  - Hotels
  - Means of transport
  - Expenses per person
  - Travel as lifestyle

Read more at our web site >>
DATA SOURCE
Ipsos Global@dvisor

GLOBAL SURVEY

• **27 countries around the world:** Argentina, Belgium, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Turkey, Hungary, Australia, Brazil, Canada, China, France, Germany, Great Britain, India, Italy, Japan, Spain, United States, Peru, Chile, Malaysia and Serbia.

• **20 000 adults aged 18-64** in the US, Israel and Canada, and **age 16-64** in all other countries, were interviewed.

• **~1000+** individuals per country, with the exception of Argentina, Belgium, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Turkey, Hungary, Peru, Chile, Malaysia, and Serbia where each have a sample **~500+**.

• **Ipsos Online Panel system**

SAMPLE IN RUSSIA:
AGE 16-64, N=500*

*Due to Online method Russia produces a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.
St. Petersburg and Moscow Travel More Compared to Other Regions

**Moscow**
- 9.8%

**Saint Petersburg**
- 11.6%

**Far Eastern FD**
- 3.6%

**Other Districts**
- 4%

Share of Russians, travelled outbound within last 12 months for leisure, %

Source: RusIndex, 2017

Base: Russians 16+
Which Leisure Activity Lost the Most of Russian Tourists

Types of outbound travel. Leisure, %
Source: Rusindex, 2013-2017
Base: Russians 16+ travelled outbound (all types of travel except business, study, shop tours),%
Average Spend per Person

Average weighted Euro rate

Source: Ipsos Comcon. RusIndex.
Base: Russians 16+ travelled outbound (all types of travel except business, study, shop tours)
Travel Agency or Independent Booker?

Source: Ipsos Comcon, RusIndex, 2013 - 2016
Base: Russians 16+ travelled outbound (all types of travel except business, study, shop tours)
The Spend Gap Between Independent Travelers & Those Booking via a Travel Agency Grew

Source: Ipsos Comcon. BusIndex
Base: Russians 16+ travelled outbound (all types of travel except business, study, shop tours)
Duration and Accommodation Bookings

- In 2017 52% travelled outbound for 1.5-2 weeks. Significantly grew share of those travelled for 1 week (+6pp). Significantly decreased share of those travelled longer than 2 weeks (-5pp).

- The most popular are 4* hotels

- In 2017 the share of 4* hotels users increased +2pp; 3* hotels decreased -3pp

- Usage of 5* hotels, 2* hotels and hostels didn’t change

Source: Ipsos Comcon. RusIndex, 2013-2017
Base: Russians 16+ travelled outbound (all types of travel except business, study, shop tours)
Outlook for 2018
Trends and environment
Financial Self-Estimation

<table>
<thead>
<tr>
<th>Financial situation self-estimation scale</th>
<th>Target Audience for Outbound Travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have no financial difficulties</td>
<td>YES</td>
</tr>
<tr>
<td>Have enough money for everything except for real estate purchase</td>
<td>YES</td>
</tr>
<tr>
<td>Have enough money for large household appliances</td>
<td>YES</td>
</tr>
<tr>
<td>Have enough money for food and clothing but not for large household appliances</td>
<td>no</td>
</tr>
<tr>
<td>Have enough money for food but not for clothing</td>
<td>no</td>
</tr>
<tr>
<td>Hardly have money for food</td>
<td>no</td>
</tr>
</tbody>
</table>

In 2016/H2 financial situation of Russian households stopped falling and is stable for two years in a row

TOP3 fin. self-estimate

45 46 45 44 38 36 32 36 32 33

Russian Households. Financial self-estimation TOP3 (Have no financial difficulties or Have enough money for everything except for real estate purchase or Have enough money for large household appliances)
Source: RosIndex, 2013-2016
Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

Assessing The Economy in Local Area. Russia

% Strong (Top 3 5-6-7)

...Six Months From Now. Russia

% Much Stronger / Somewhat Stronger

The survey is conducted monthly in 26 countries around the world via the Ipsos Online Panel system.
Sample size in Russia = ~500+, aged 16-64
Trends to Influence Travel

Russians refuse from Dachas

GenZ: “I want to see a happy face in the mirror”

Active aging: “I deserve good rest or I continue working and have money to travel”

Real-time translation by Google Babel-Fish Earbuds

Now

Close Future
Which of these do you think is or will be better or worse for today’s youth than for their parents? Russia, % better

- Having a good education: 38%
- Having a secure job: 20%
- Being able to own their own home: 42%
- Being able to live comfortably when they retire from work: 24%
- Having a successful career: 44%
- Having enough money to live well: 37%
- Being safe from crime or harm: 20%
- Having access to information: 83%
- Having access to entertainment like film, music, books: 84%
- Being able to travel abroad: 74%
- Being safe from crime or harm: 20%
- Having access to information: 50%

Ipsos Global Trends 2017. Sample size in Russia = ~500+, aged 16-64
### Safety in Numbers

#### What Worries the World?

<table>
<thead>
<tr>
<th>Country</th>
<th>Terrorism</th>
<th>Crime and violence</th>
<th>vs May'17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkey</td>
<td>26</td>
<td>47</td>
<td>▼ -17</td>
</tr>
<tr>
<td>Germany</td>
<td>35</td>
<td>37</td>
<td>▼ -3</td>
</tr>
<tr>
<td>Great Britain</td>
<td>17</td>
<td>33</td>
<td>▲ +1</td>
</tr>
<tr>
<td>Spain</td>
<td>16</td>
<td>17</td>
<td>▲ +3</td>
</tr>
<tr>
<td>Japan</td>
<td>9</td>
<td>16</td>
<td>▲ +1</td>
</tr>
<tr>
<td>China</td>
<td>5</td>
<td>14</td>
<td>▼ -2</td>
</tr>
</tbody>
</table>

Q Which three of the following topics do you find the most worrying in your country?

Source: Global@dvisor, Dec 22nd 2017 - Jan 5th 2018

Read the report “What Worries the World”, Jan 2018
Q Have recent events you have **SEEN OR READ IN THE NEWS** made you more likely or less likely to travel to the following countries?

Source: Global@dvisor, Apr-May 2017
Russians 16-64, N=500

Read the report “Recent Events’ Impact on International Travel Plans”