

Russia Tourism Report Q4 2015

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Abstracts

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BMI View: The Russian tourism sector is currently suffering from the effects of the country's continuing economic and political instability. Potential key markets, such as Western Europe and the US, also continue to be alienated by contrasting politics and concerns over the conflict between Ukraine and Russia. As a result, our short-term outlook for Russia's tourism sector is bleak. While we expect the sector to recover slightly over the medium term, we note that inbound arrival numbers in 2019 will remain below pre-crisis levels.

Over the last few years Russia has seen declines in the number of inbound tourists. This has no doubt been brought about by the conflict with the Ukraine and the annexation of the Crimean peninsula, an event that has drawn criticism in the media of many Western nations. Potentially Russia offers a very appealing destination for tourists. The country boasts many beautiful and historically significant cities, an array of natural attractions such as Lake Baikal in Siberia and the Trans-Siberian Express railway which offers a unique journey across the entire region. Areas such as Sochi, made famous by its recent hosting of the Winter Olympics, offer a fantastic array of snow sports with good accommodation options. However, city breaks are the most popular choice in Russia and this has led to the establishment of a number of high-end hotels across the main cities Moscow, St Petersburg and Kazan. Over the past few years investment from international hotel groups has been encouraging, particularly in the high-end luxury sectors in Moscow and St Petersburg, and almost all the international hotel players have plans to increase capacity over the medium-to-long term.

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