Tourism Industry in Russia: An Update

Purpose: Consideration
Submitted by: Russia
Tourism Industry in the Russian Federation: An Update

7th APEC Tourism Ministerial Meeting
24 July 2012, Khabarovsk, Russian Federation

Tourism Contribution to GDP, 2010-2011

Source: Federal Agency of Tourism and Federal expert estimates based on Federal State Statistics Service data
### Performance of Inbound Tourism (focus on APEC)

<table>
<thead>
<tr>
<th>ECONOMY OF ORIGIN</th>
<th>2010, trips</th>
<th>2011, trips</th>
<th>CHANGE (+ / -, %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>158,061</td>
<td>234,127</td>
<td>+48</td>
</tr>
<tr>
<td>United States</td>
<td>162,383</td>
<td>169,763</td>
<td>+5</td>
</tr>
<tr>
<td>Japan</td>
<td>42,176</td>
<td>37,985</td>
<td>-10</td>
</tr>
<tr>
<td>Canada</td>
<td>31,536</td>
<td>34,926</td>
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</tr>
<tr>
<td>Australia</td>
<td>21,167</td>
<td>24,775</td>
<td>+17</td>
</tr>
<tr>
<td>APEC</td>
<td>521,913</td>
<td>579,831</td>
<td>+11</td>
</tr>
<tr>
<td>World</td>
<td>2,133,869</td>
<td>2,335,977</td>
<td>+9</td>
</tr>
<tr>
<td>APEC/World</td>
<td>24%</td>
<td>25%</td>
<td></td>
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</tbody>
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### Performance of Outbound Tourism (focus on APEC)

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<th>CHANGE (+ / -, %)</th>
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</thead>
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<tr>
<td>China</td>
<td>1,440,364</td>
<td>1,502,344</td>
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</tr>
<tr>
<td>Thailand</td>
<td>464,849</td>
<td>780,234</td>
<td>+68</td>
</tr>
<tr>
<td>United States</td>
<td>85,829</td>
<td>112,213</td>
<td>+31</td>
</tr>
<tr>
<td>Vietnam</td>
<td>51,475</td>
<td>77,821</td>
<td>+51</td>
</tr>
<tr>
<td>Indonesia</td>
<td>32,116</td>
<td>34,046</td>
<td>+6</td>
</tr>
<tr>
<td>APEC</td>
<td>2,219,147</td>
<td>2,582,773</td>
<td>+16</td>
</tr>
<tr>
<td>World</td>
<td>12,605,053</td>
<td>14,495,894</td>
<td>+15</td>
</tr>
<tr>
<td>APEC/World</td>
<td>18%</td>
<td>18%</td>
<td></td>
</tr>
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</table>
FEDERAL REGISTER OF TOUR OPERATORS

Total number of tour operators registered as at 1 December 2011:

4781

DOMESTIC TOURISM STRUCTURE

- Beach related: 38%
- Business: 18%
- Culture and education: 20%
- Other: 1%
- Events: 1%
- Religious: 1%
- Ecological: 1%
- Agriculture: 2%
- Cruise: 3%
- Sport (extreme): 8%
- Health: 7%
POTENTIALLY BENEFICIAL TYPES OF TOURISM, EXPERT ESTIMATE

- **Cultural and educational tourism**
  - estimated new tourist flows: 3.5+ mln trips per year

- **Ecological tourism**
  - estimated new tourist flows: 1.6+ mln trips per year

- **Agricultural tourism**
  - estimated yearly demand: ~600 thousand trips

- **Automotive tourism**
  - estimated new tourist arrivals: 4 mln+ (including foreign tourists)

- **Sea and river cruises, including yacht tourism**
  - estimated new tourist arrivals: 1 mln Russian and foreign tourists per year

RUSSIA’S TOURIST ATTRACTIONS

- **2368 museums**
- **590 theatres**
- **67 circuses**
- **24 zoo gardens**
- **41 memorial estates**
- **477 historic cities**
- **99 thousand historical and cultural monuments**
- **140 national parks and nature reserves**
- **103 museums of nature reserves**
- **15 UNESCO World Heritage sites**

- Development of tourist and recreational facilities
- Enhancing industry services quality
- Promotion of the tourist product
- Enhancing of the Russian tourism market competitive ability

Ensuring safety of tourists, respect of tourists’ rights

- Better information services, travel advisories to tourists
  Explore web-based services for voluntary registration of outbound travel
- Better inter-agency coordination
  Joint activities with the Ministry for Emergencies, engagement with insurance companies
- Better regulation of tourist businesses
  Promote higher responsibility of travel agents with respect to tourists
International Cooperation

Federal Agency for Tourism

UNWTO
WTTC
BSEC
OECD
G20
CIS
ASEAN
APEC
SCO

FEDERAL AGENCY FOR TOURISM

THANK YOU

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