

# Table of contents

	<b>Acknowledgments</b>	<b>5</b>
	<b>Foreword</b>	<b>7</b>
	<b>Executive summary</b>	<b>9</b>
<b>Chapter 1</b>	<b>Introduction</b>	<b>11</b>
1.1	Key economic and socio-economic indicators	12
1.2	Russian outbound travel	13
1.3	Internet, information and social media in the Russian Federation	15
1.3.1	Internet in the Russian Federation	15
1.3.2	Russia's changing information consumer	16
1.3.3	Social media in the Russian Federation	17
<b>Chapter 2</b>	<b>Russian "travel tribes"</b>	<b>19</b>
2.1	Unlocking the hidden values of the tourist	19
2.2	The Rookie: becoming a tourist	19
2.3	The Guru: a self-proclaimed travel expert	21
2.4	The Immersive Explorer: a daring traveller	23
2.5	The Wealthy World Citizen: the world as an oyster	24
2.6	Contrasts help identify tribes	25
<b>Chapter 3</b>	<b>The planning phase</b>	<b>27</b>
3.1	Planning approach and online travel booking	27
3.2	The online travel information landscape	28
3.3	Influence	29
3.4	Barriers to travelling to Europe	29
3.4.1	Visa barriers	30
3.4.2	Time barriers	30
3.4.3	Language and cultural barriers	31
3.4.4	Worries about safety and security	31
<b>Chapter 4</b>	<b>General travel themes</b>	<b>33</b>
4.1	The general Russian travel interest	33
4.2	Geographical aspects of the Russian Federation's travel interest	34

<b>4.3</b>	General travel topics	36
<b>4.3.1</b>	Travel mentalities	36
<b>4.3.2</b>	Recreation and health	37
<b>4.3.3</b>	Family travel	38
<b>4.3.4</b>	Shopping	40
<b>4.3.5</b>	Mobile travel	41
<b>4.3.6</b>	The impact of the 2014 Ukraine crisis	43

---

**Chapter 5 Europe-related travel themes 47**

<b>5.1</b>	Russian outbound travel to Europe and key competitors	47
<b>5.2</b>	Top European city-destinations	48
<b>5.3</b>	Russian travel routes in Europe	50
<b>5.4</b>	Russian entry points into Europe	51
<b>5.5</b>	Top European attractions for Russian travellers	51
<b>5.6</b>	Interest profiles of European destinations	52
<b>5.7</b>	Europe-specific travel topics	54
<b>5.7.1</b>	Gastronomic travel	55
<b>5.7.2</b>	Weekend and culture trips	57
<b>5.7.3</b>	Camping and nature	57
<b>5.7.4</b>	Winter sports	58
<b>5.8</b>	Pros and contras of travel to Europe	59
<b>5.8.1</b>	Positive aspects	59
<b>5.8.2</b>	Negative aspects	60

---

**Chapter 6 Conclusions and recommendations 61**

<b>6.1</b>	Key recommendations	61
<b>6.2</b>	SWOT overview	62
<b>6.3</b>	Strengths	62
<b>6.4</b>	Weaknesses	63
<b>6.5</b>	Threats	63
<b>6.6</b>	Opportunities	63
<b>6.7</b>	Social media marketing success cases	65
<b>6.7.1</b>	#Followmeto Burj al Arab	65
<b>6.7.2</b>	Catch an S7 Airlines airplane	65
<b>6.7.3</b>	AviaSales enrolls bloggers and social groups	66
<b>6.7.4</b>	De Cecco sells pasta through virtual tours	66
<b>6.7.5</b>	Onetwotrip's gastronomic tour quiz	66

---

**Annexes**

<b>Annex I</b>	Travel information by destination	67
<b>Annex II</b>	Methodological approach	87