

Tourism boom in Russian region

- A Monitor Desk Report

Date: 18 January, 2022



According to Rostourism, Russians made 56 million domestic tourist trips in 2021. This means that the domestic tourist flow has recovered by 90% compared to the period before the Covid-19 pandemic.

At the same time, there are regions where the 2021 data even surpassed the pre-pandemic ones. These are Crimea, the Krasnodar region, as well as Altai, Kamchatka, Kaliningrad, Karelia, Sakhalin, Murmansk, Dagestan, Kabardino-Balkaria and some others.

In this context, experts have compiled a ranking of Russian regions based on their tourist attractiveness. Among the evaluation criteria are the number of accommodation facilities, the number of tourists accommodated in them, as well as the contribution of tourism to GDP.

The top 10 regions are the Krasnodar region, the Moscow region, Moscow, Crimea, St. Petersburg, Primorsky Krai, the Altai region, the Republic of Tatarstan, the Nizhny Novgorod region and the Samara region.

The compilers of the rating evaluated the regions' tourist appeal according to nine criteria. These are the level of development of the tourism industry and hotel

infrastructure, including the number of accommodation facilities, catering establishments and travel agencies.

Other factors included the profitability of tourism and hospitality, including the income of collective accommodation facilities and the volume of paid tourist services to the population, overnight stays of Russians and foreigners as well as the number of cultural heritage sites and the level of crime.

It remains to be seen if the Krasnodar region is able to reach this objective, but at this point, it seems quite safe to say that the enthusiasm of holidaymakers is clear and evident and will likely persist throughout 2022.

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