



DIGITAL MARKETING CONFERENCE

A Commercial Strategy Event



M SOCIAL HOTEL PHUKET 10 October 2024

How to Digitally Attract Tourists from Russia & CIS



DIGITAL MARKETING CONFERENCE

Victoria Rossi
Business Dev. Manager
Yandex

PHUKET 10 October 2024

hsmái **PHUKET**
HOTELS
ASSOCIATION

More than just
a search engine

 × Explore

millions

125+

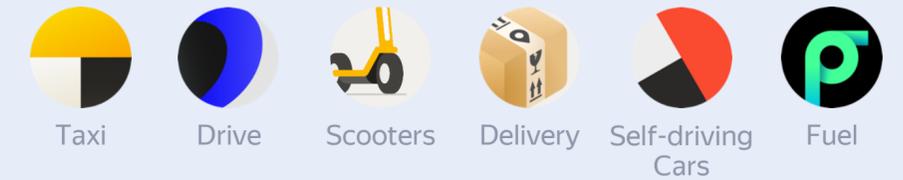
monthly active users

5 the average
number
of services per
user monthly

SEARCH AND SMART DEVICES



TRANSPORT



FUNTECH



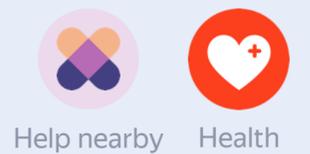
FINTECH



GEO SERVICES



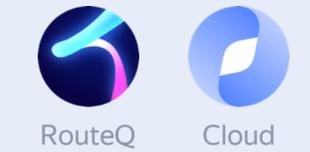
OTHER



EDUCATION

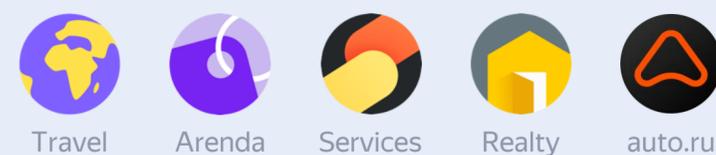


FOR BUSINESS



Yandex
One Yandex ID

CLASSIFIEDS



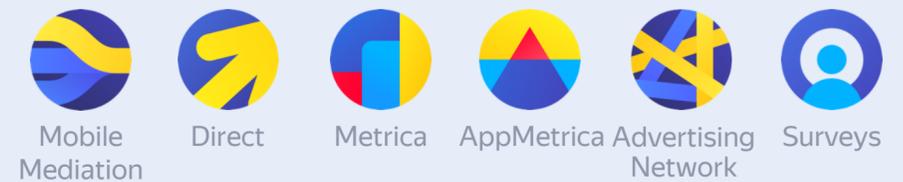
FOODTECH & ECOM



LIFESTYLE

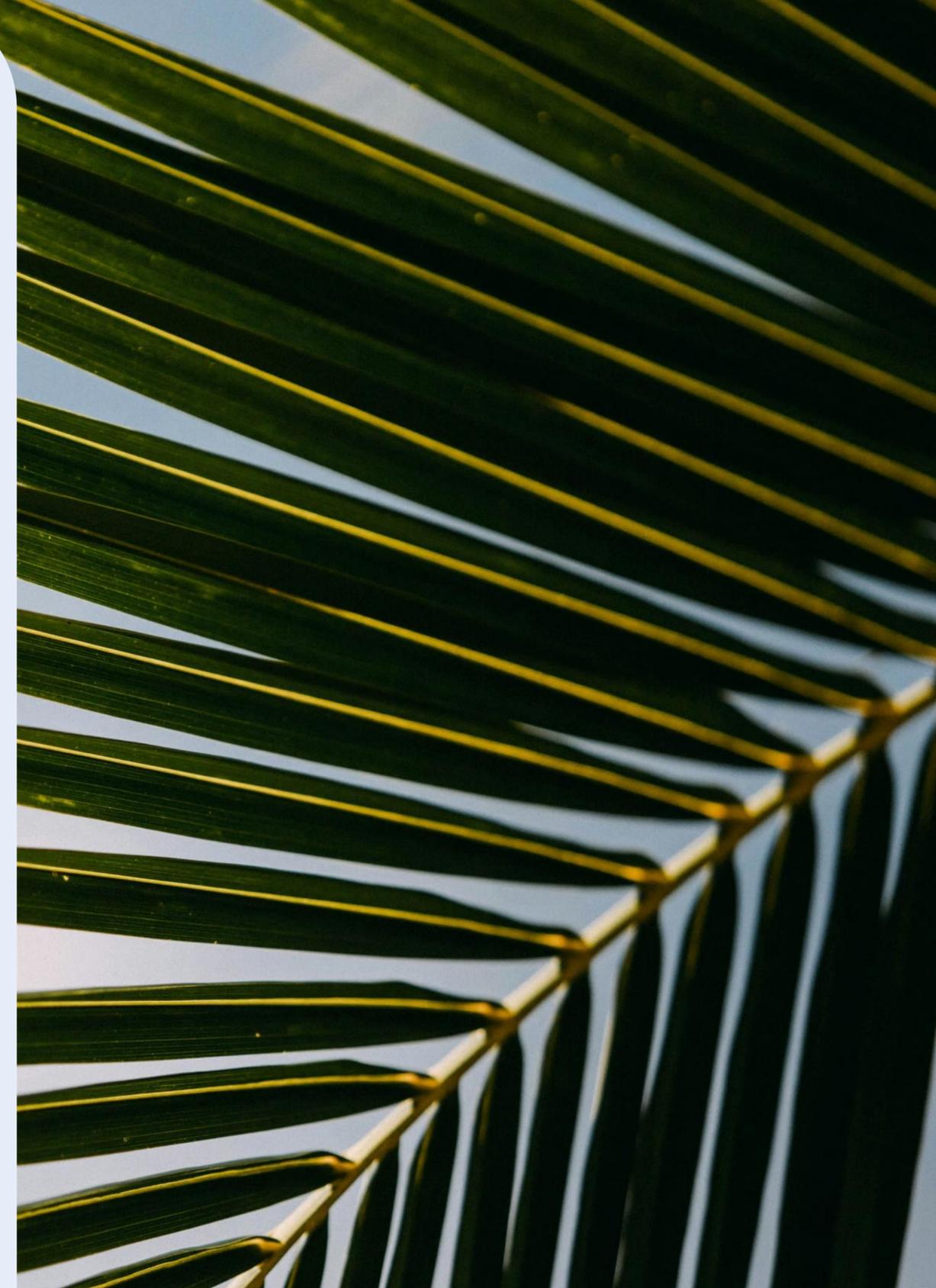


ADTECH



**Outbound
tourism
from Russia**

24-25 season



805 mln tourism-related queries in Russia in January – August 2024

Dynamics of queries year-on-year



Yandex data. Segment «Travel». August 2024. Russia

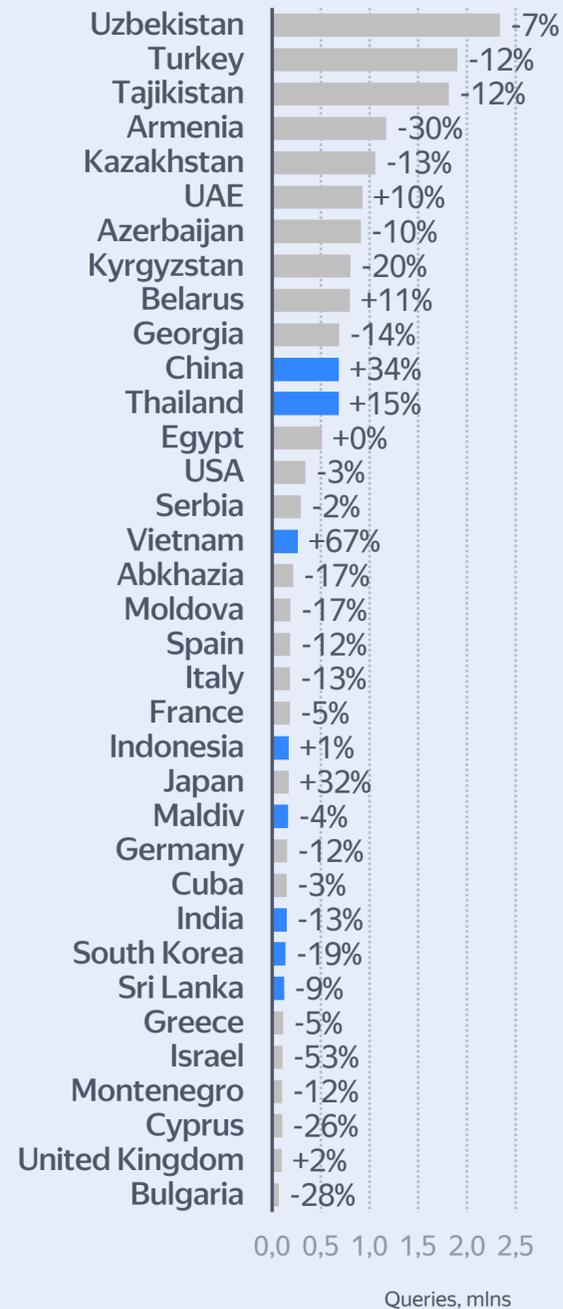
Asia means TH, VN and CN

Top 30 international travel destinations by search queries volume in January – August 2024

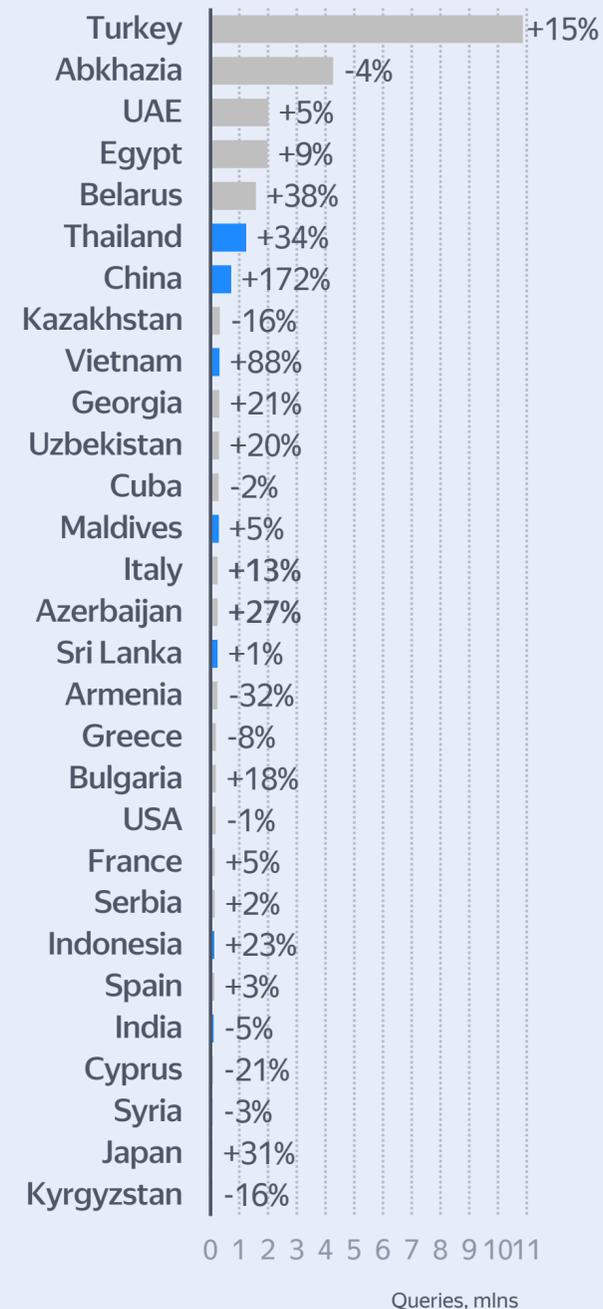
Yandex data. Tourism category.
Search queries on all devices. April 2024 – June 2024.
Comparison vs April - June 2023. Russia



Flight tickets



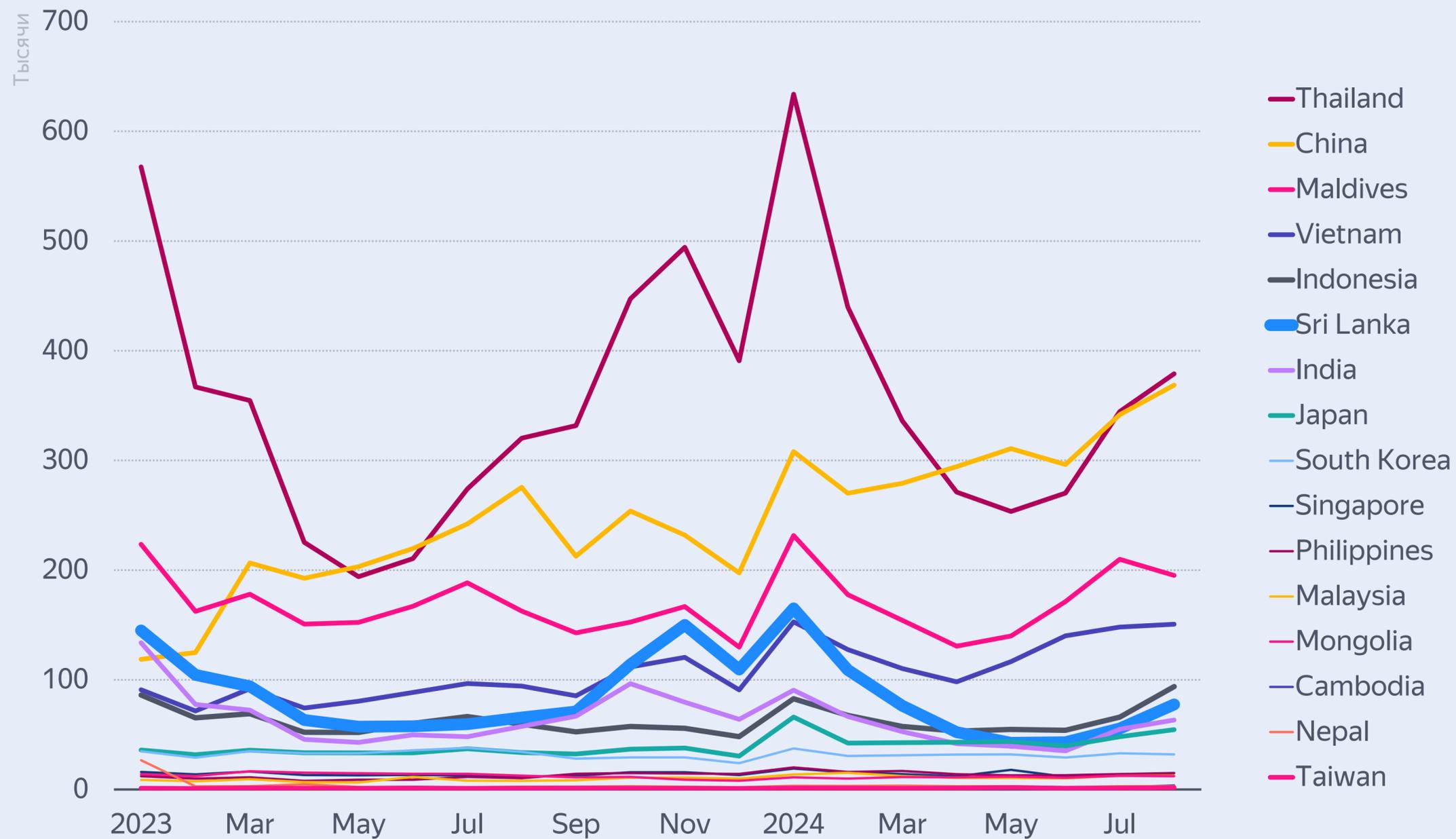
Hotels



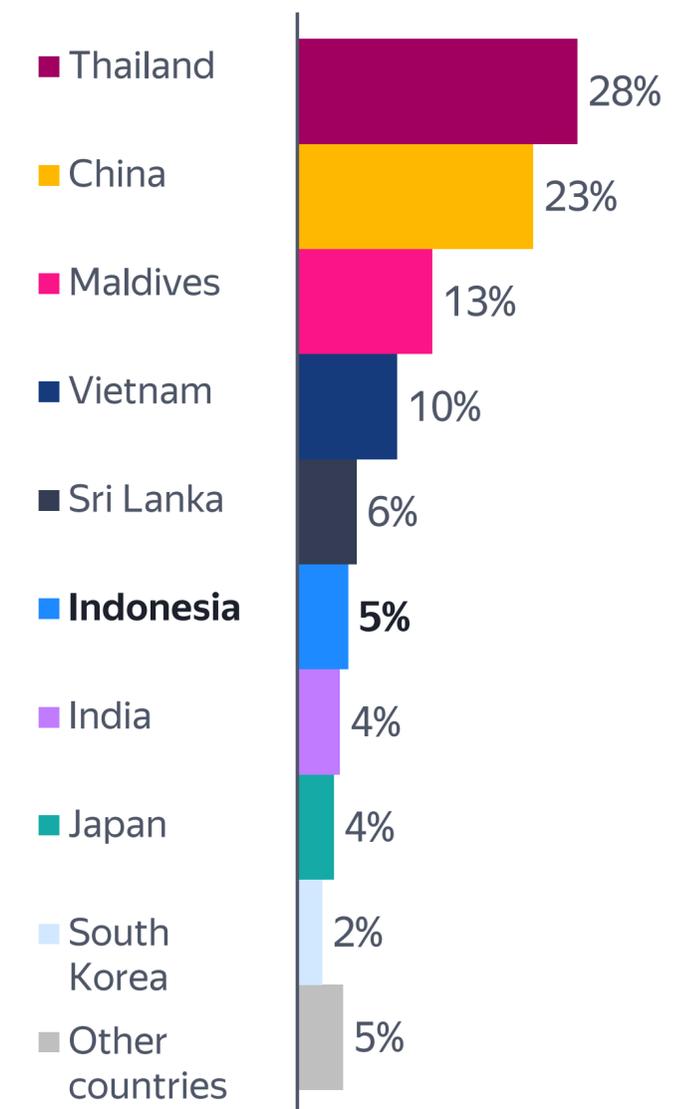
Tours



Asia search category structure



Share of queries in Jan-Aug 2024

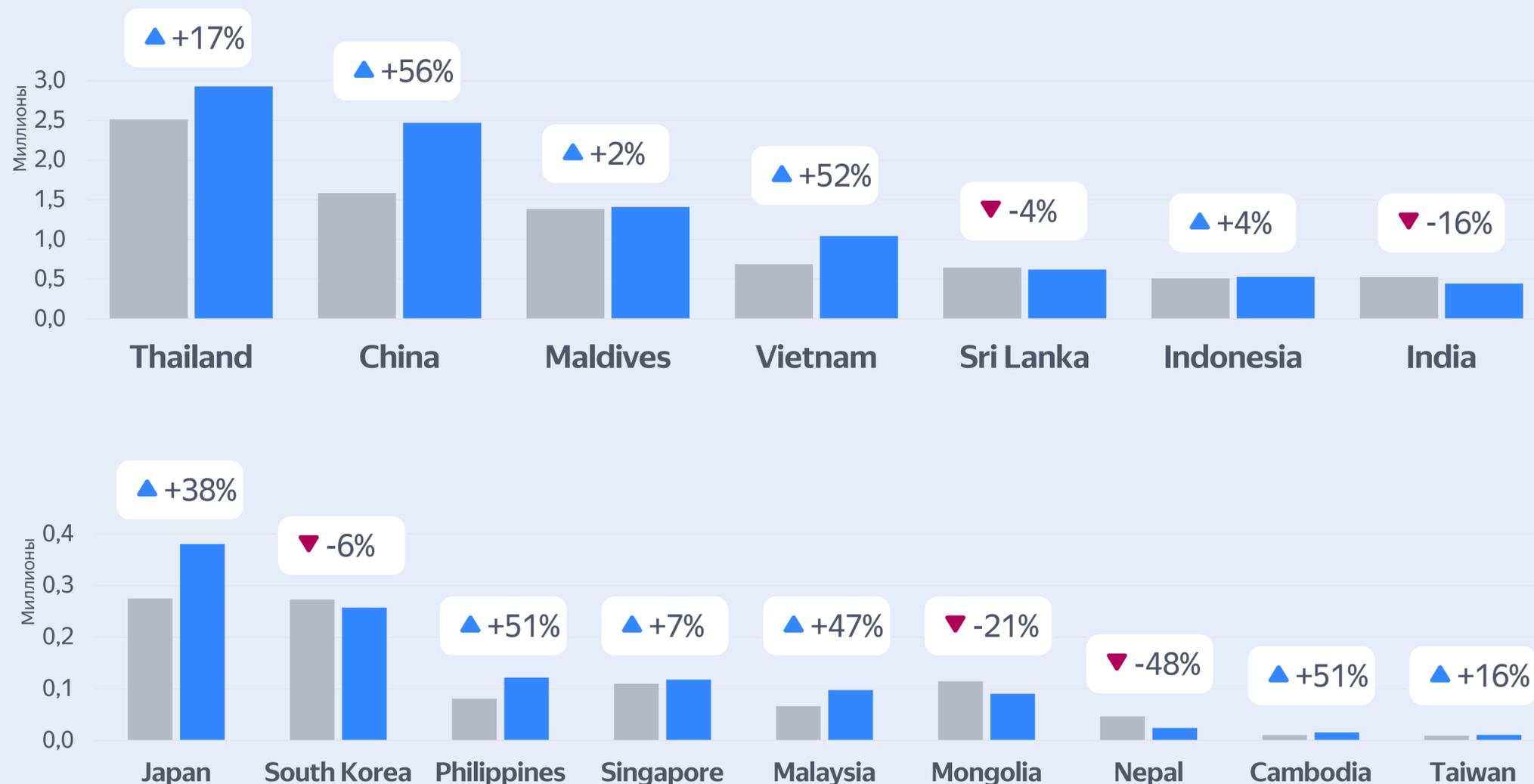


Yandex data. Category «Travel to Asia: Fights, Hotels & Tours». Search queries. Russia

Asia is on the rise YoY

Queries volume comparison by destination country, YoY

■ Jan-Aug 2023 ■ Jan-Aug 2024



Travel to Asia category

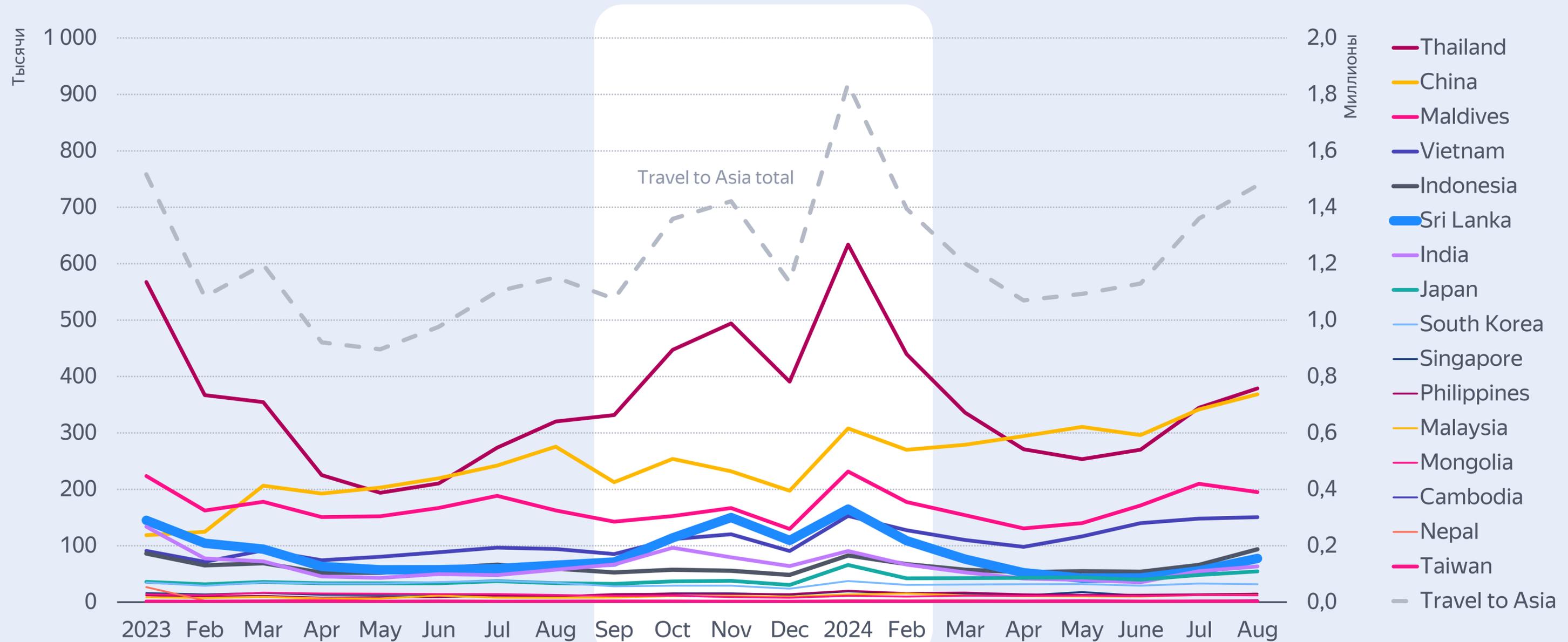
+19%

Queries growth in Jan-Aug 2024, YoY

10 mln
Search queries in Jan-Aug 2024

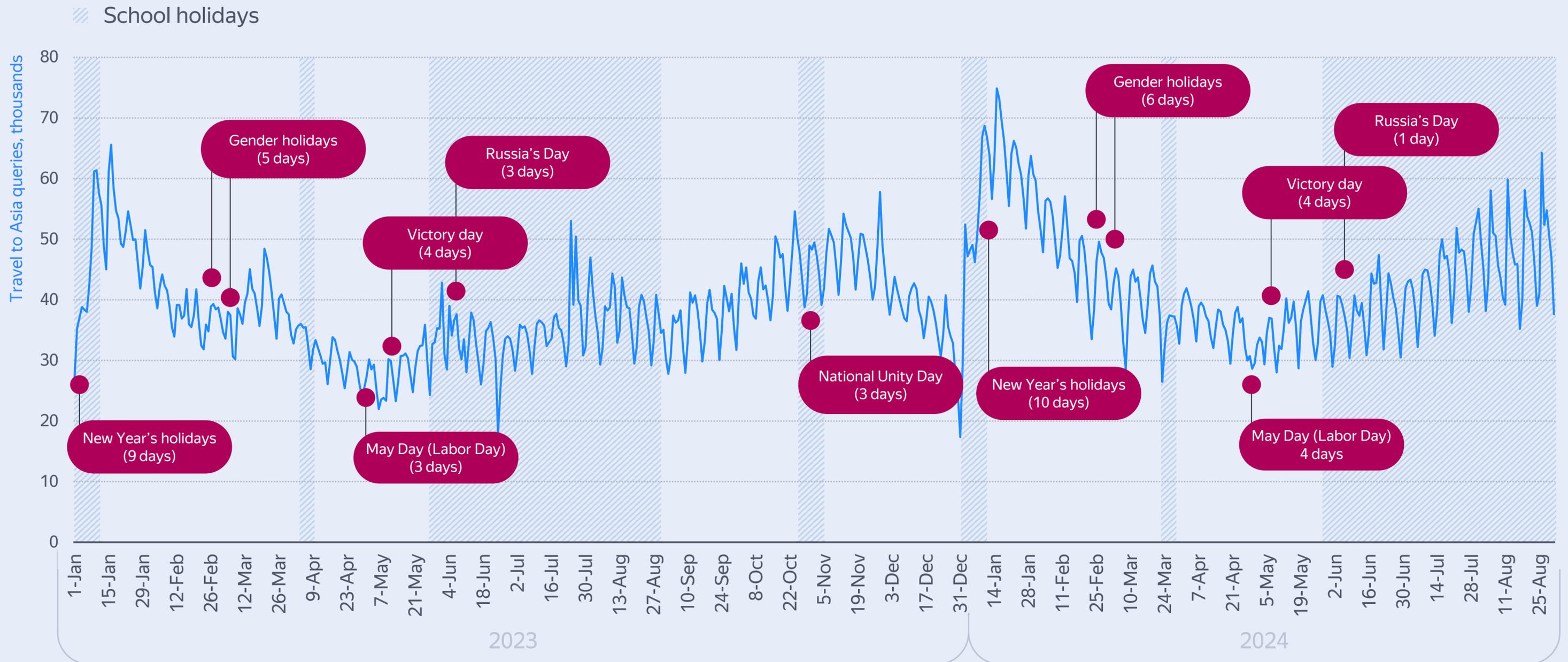
Yandex data. Category «Travel to Asia: Fights, Hotels & Tours». Search queries. Russia

Autumn & winter — **high season** for travelling to Asia with a peak in January, related to New Year's holidays (10 days)

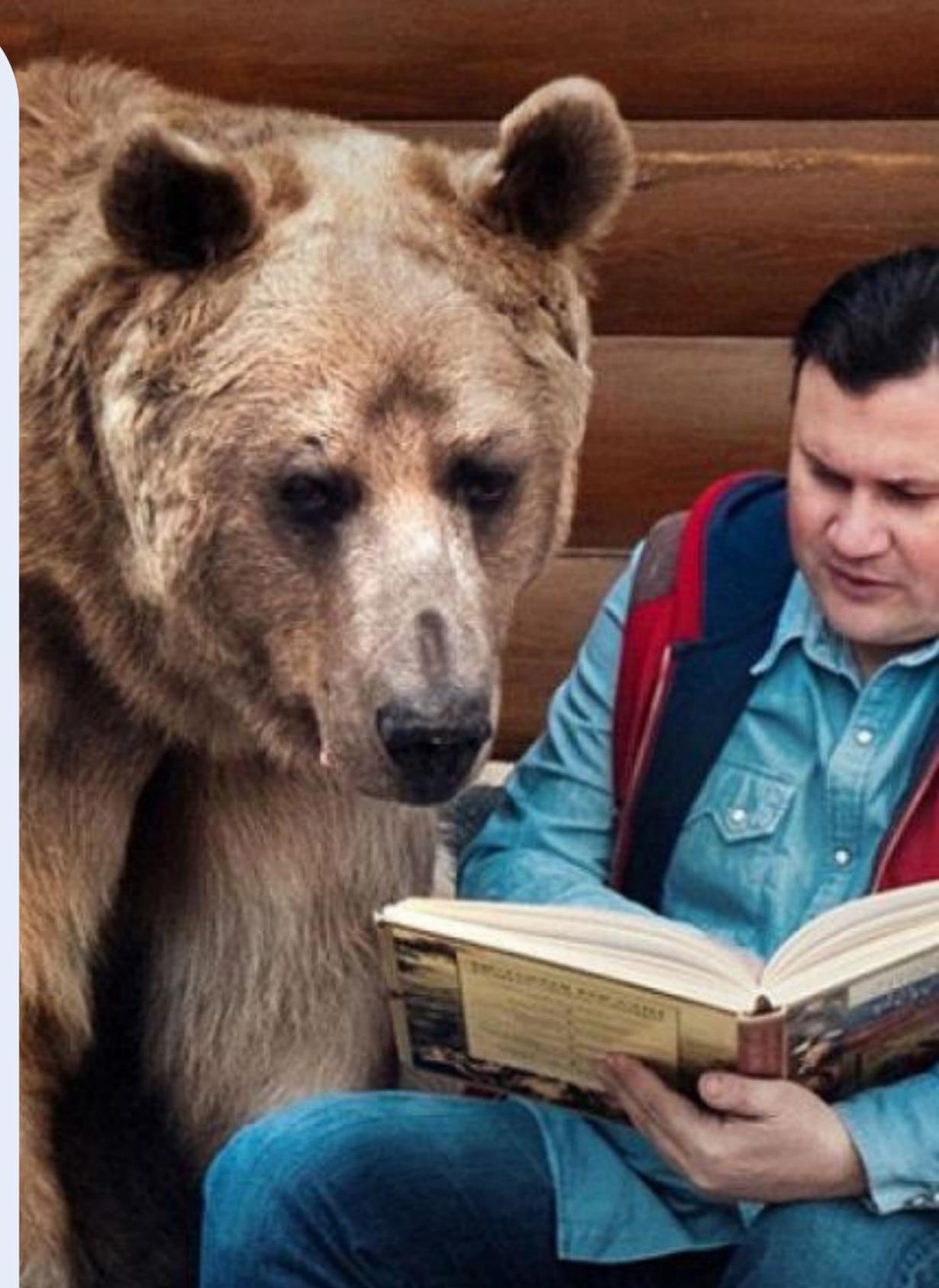


Yandex data. Category «Travel to Asia: Flights, Hotels & Tours». Search queries. Russia

National Holidays in Russia vs Travel to Asia queries



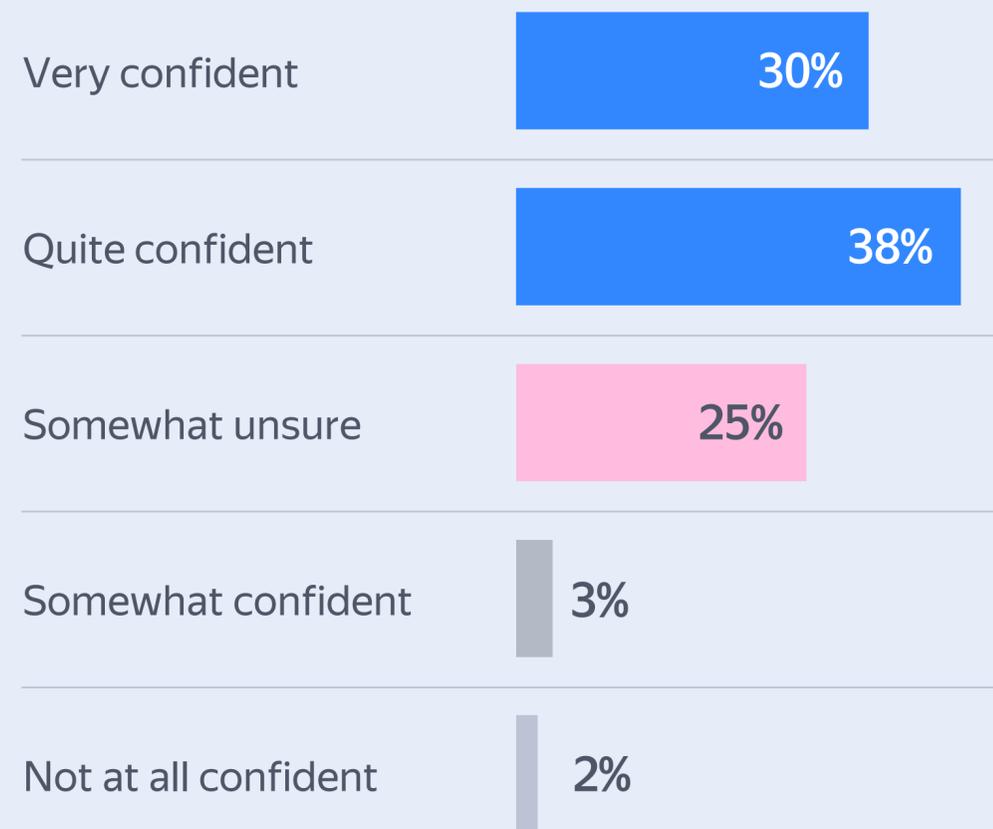
Russian travelers' plans for 24/25 season



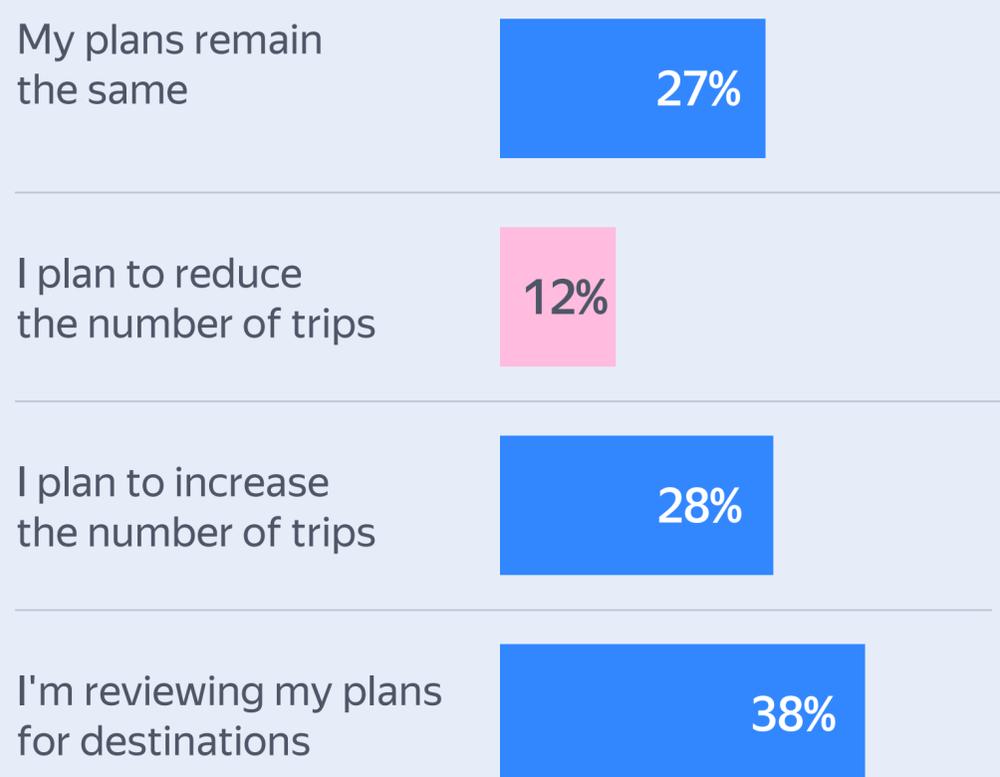
In 2024-25, majority plans to travel abroad

Yandex Surveys data. Base: 717 respondents, who travel abroad at least

once a year. September 2024. Russia
Q: Given your current financial situation, how confident are you that you will be able to travel in the coming year?



Q: How has the current economic situation affected your plans for travel in the next year compared to the previous year?



68%
of respondents are confident that they will be able to travel abroad in the coming 12 months

i

Russians don't plan in advance, usual timeline is 3 months or less

14%

More than 3 months
before the trip

29%

2-3 months

30%

1 month

24%

Less than 1 month

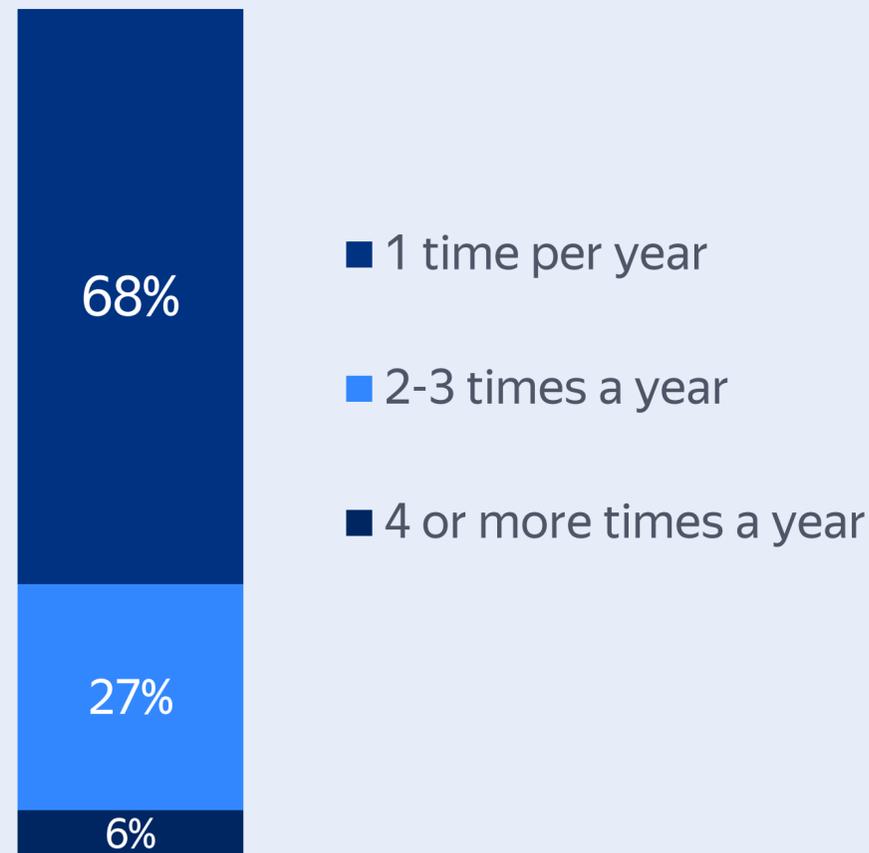
Vacation



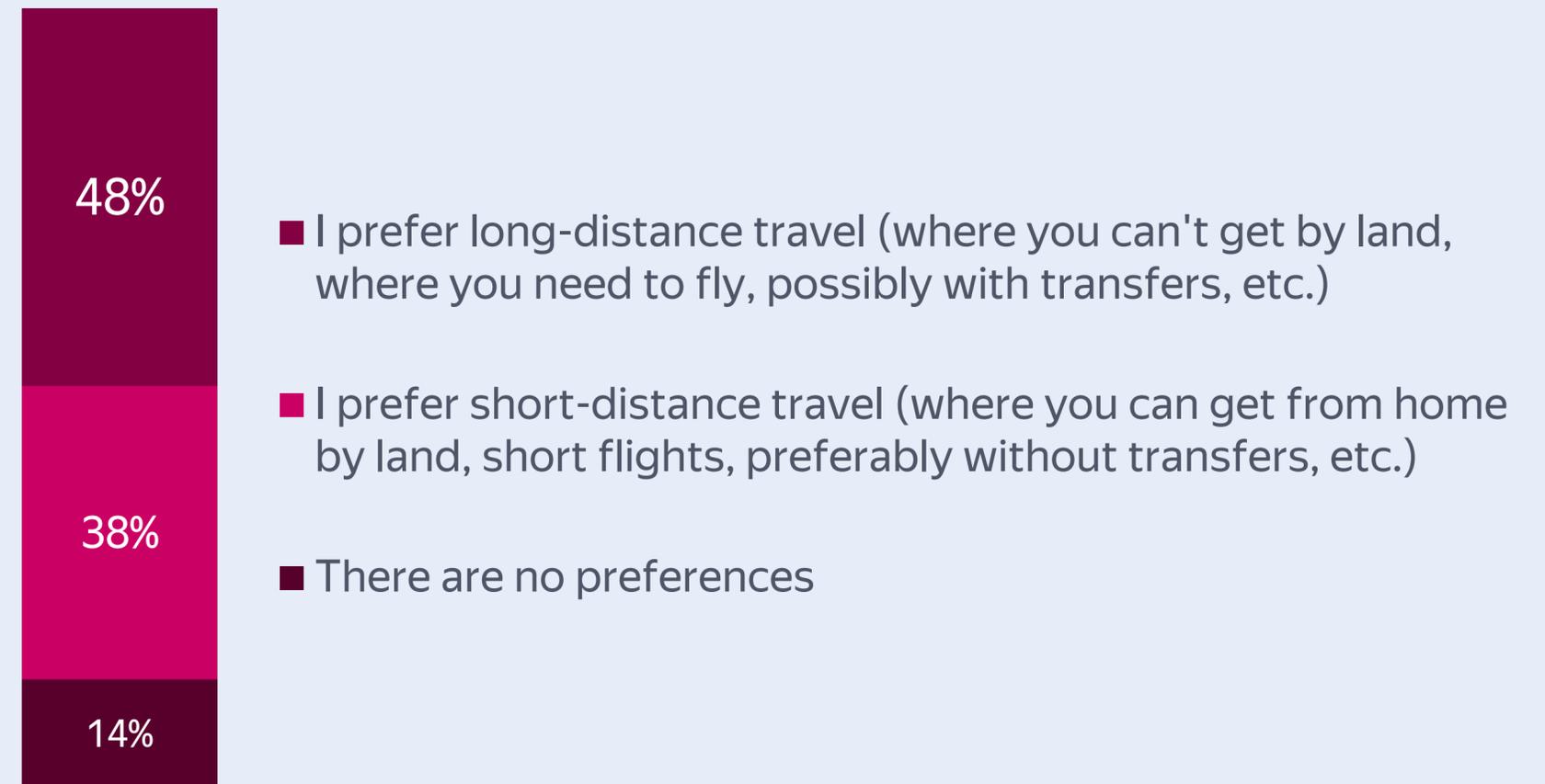
Data from Yandex online survey, April 2024

When Russians travel, they want to go far far away

Q: How often do you travel abroad?



Q: How far do you travel abroad?

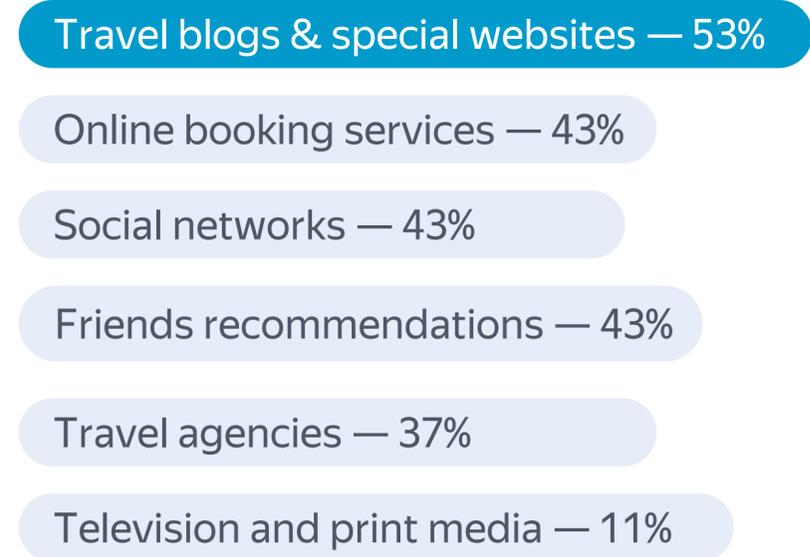


Yandex Surveys data. Base: 717 respondents, who travel abroad at least once a year. September 2024. Russia

Digital touchpoints on the traveler journey

Research

Q. Where do you usually find information when planning a trip to a new place?



Booking

Q. What services do you typically use to book your trips?



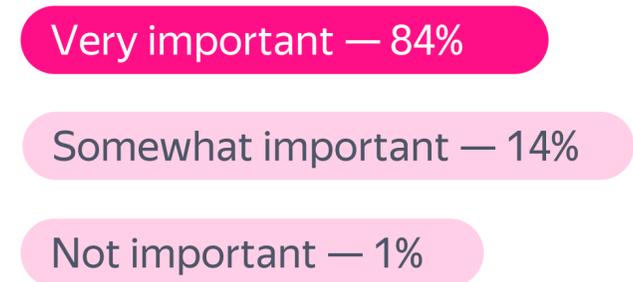
Satisfaction

Q. How satisfied are you with the current booking services that you use?



Discounts

Q. How important is it to you to find travel deals or discounts when planning a trip?



Yandex Surveys data. Base: 717 respondents, who travel abroad at least once a year. September 2024. Russia

Q: Which countries are you thinking about visiting in the future? (multiple answer)

#1

Dream destination in Asia is Thailand



Yandex Surveys data. Base: 717 respondents, who travel abroad at least once a year. September 2024. Russia

55%

Turkey

50%

Thailand

40%

Egypt

34%

UAE

30%

Maldives

25%

Sri Lanka

18%

Seychelles

Q: Which countries do you have on your travel list for the coming year?
(multiple answer)

30%

Are putting dreams
into goals

Yandex Surveys data. Base: 717 respondents, who travel abroad at least once a year. September 2024.
Russia

41%

Turkey

29%

Thailand

20%

Egypt

15%

UAE

10%

Sri Lanka

10%

Maldives

7%

Seychelles

Russians are happy to return



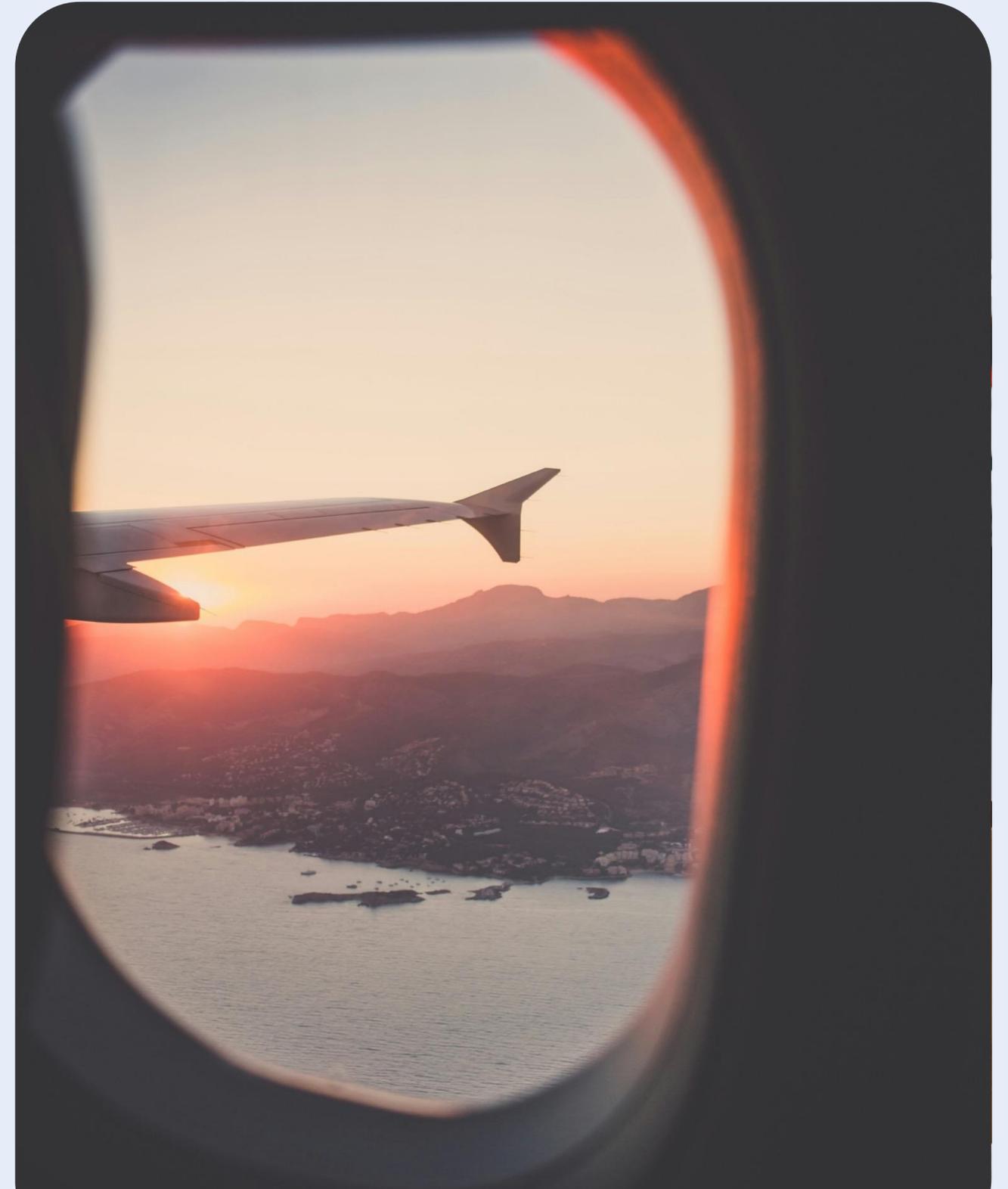
65%

like **to return several times**
to a destination place,
if they really liked it

32%

prefer **to discover new**
destinations every time

Yandex Surveys data. Base: 717 respondents, who travel abroad at least once a year.
September 2024. Russia



A vacation is a family choice

65%

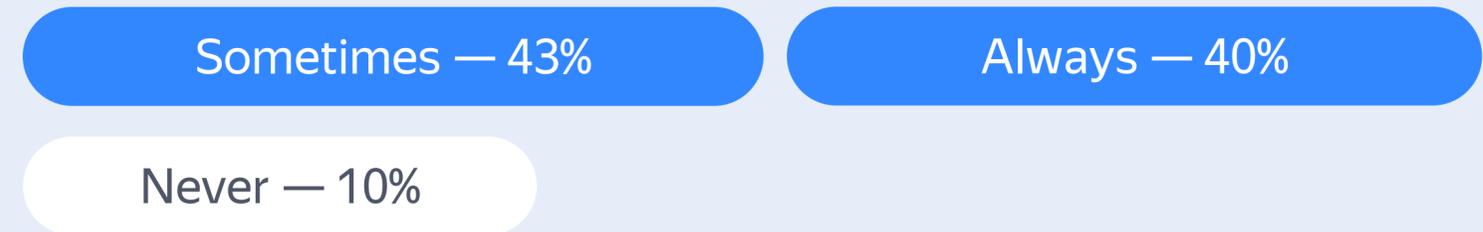
of respondents, who travel abroad at least once a year, **have kids**

91% of respondents said, that **children's preferences are important** when choosing destination

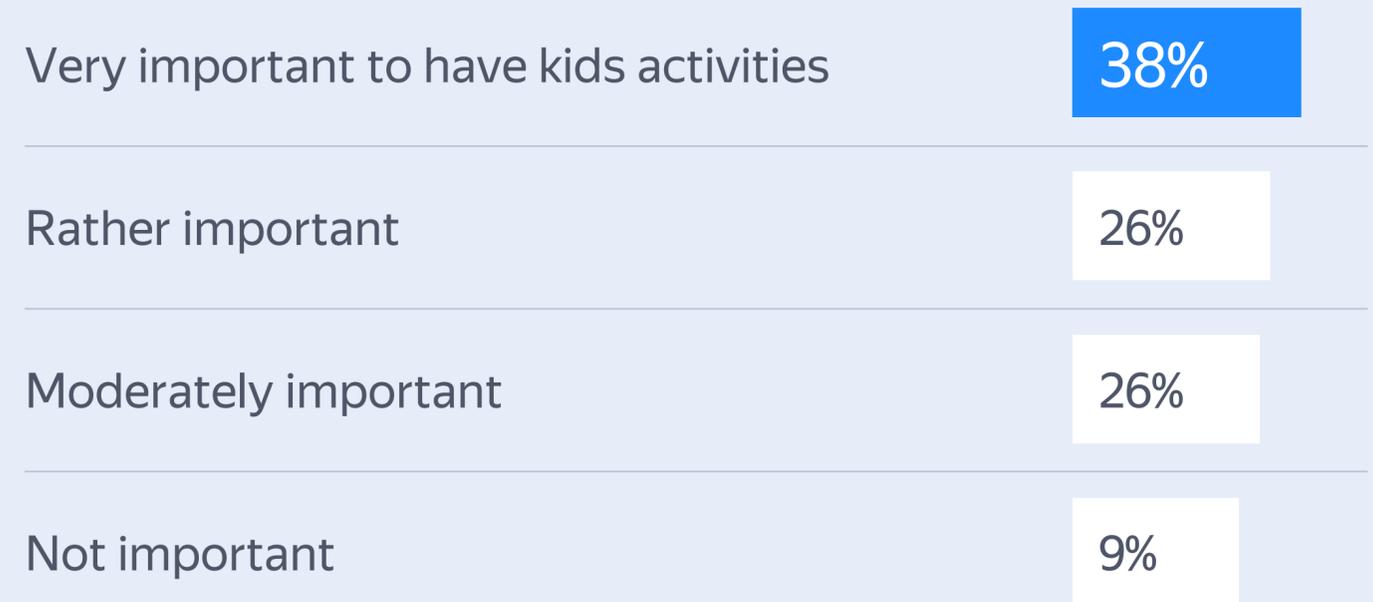


Yandex Surveys data. Base: 717 respondents, who travel abroad at least once a year. September 2024. Russia

Q: During your tourist trips abroad, do you take your children with you?



Q: How important is it to you that your children have classes and activities organized during the holidays?



Tourists go on trips with their loved ones

Data from Yandex online survey, April 2024

53%

with a partner



30%

with kids

21%

with friends

12%

alone

10%

with parents

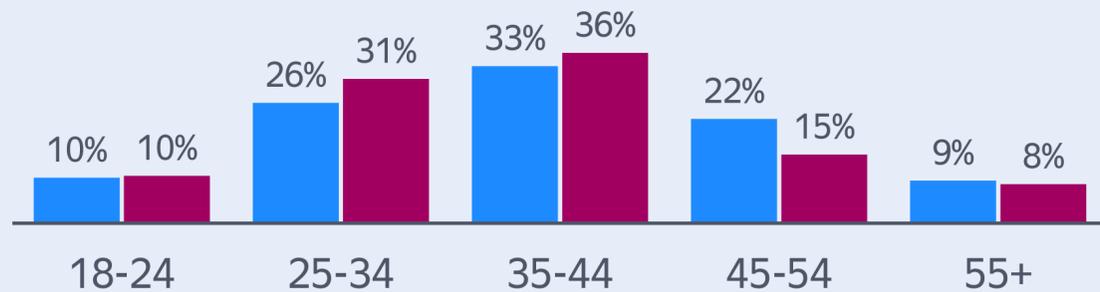
Audience that **travels abroad** at least once a year

Yandex Surveys data

Gender



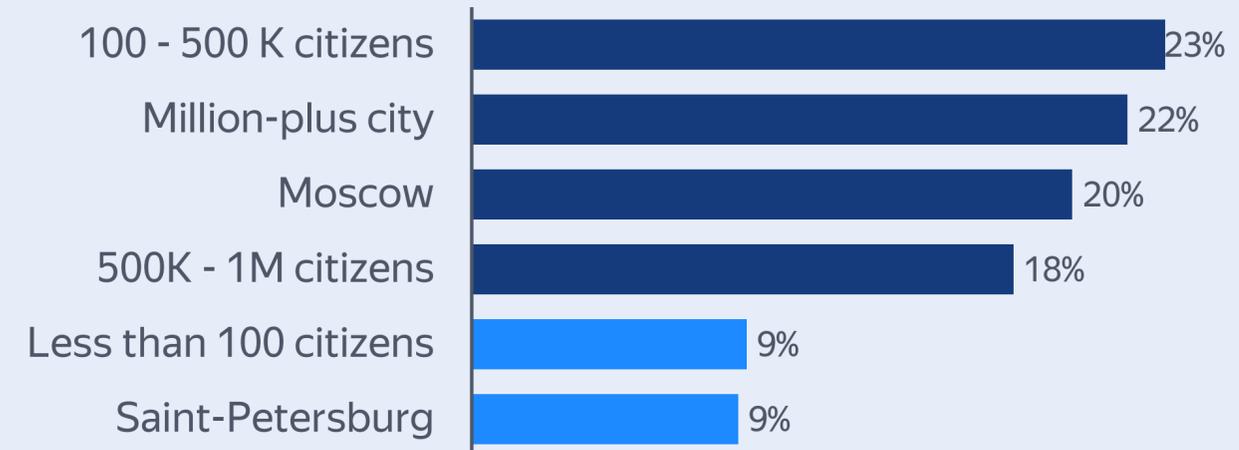
Age



Income



Location



According to Yandex Surveys, the audience who travels abroad at least once a year is mostly aged 25-44. 48% of this audience has an average income. Travelers come from all regions of Russia, not just Moscow/ St Pete's

Yandex Surveys data. Base: 717 respondents, who travel abroad at least once a year. September 2024. Russia

What do tourists from Russia and CIS pay attention to in advertising

80%

of travelers saw travel-themed advertisements in the past year

Data from Yandex online survey, April 2024

48% Ads of tour operator

38% Ads of airlines

35% Ads of hotels

34% Ads booking systems
E.g. Osrovok, Yandex Travel, etc.

33% Ads of countries

19% Ads of custom tours

12% Other travels ads

20% Have not seen such ads

What types of advertising attract tourists from different countries?

Data from Brand Experience survey, April 2024

>70%

Attractions, regardless of country



67%

The sea, for tourists from Russia and Belarus



54%

Hotel views, for tourists from Azerbaijan



28%

Food



26%

Active recreation



15%

People featured in advertisements



Travelers from CIS, especially from Russia, want to see ads in their own language

Data from Yandex online survey, April 2024; Q: How important is it for you that such advertisements are translated into your country's language?

79%

importance for Russia



56%

importance for CIS
Belarus, Kazakhstan, and Azerbaijan



Summary for the travel business ahead of the new season

1

Residents of Russia and CIS are ready to actively travel abroad, and invest time and money into it

2

Vacations are seen as an opportunity to spend time with loved ones: partners, children, and friends

3

Planning a vacation typically takes less than three months

4

Travelers from CIS often combine beach vacations with sightseeing in one trip

5

Tourists consider multiple destinations, with preferences varying by the country of origin

6

Tourists want advertisement in their own language

Recommendations for the season

Use appropriate targeting based on socio-demographic characteristics or interests and habits to reach the right audience



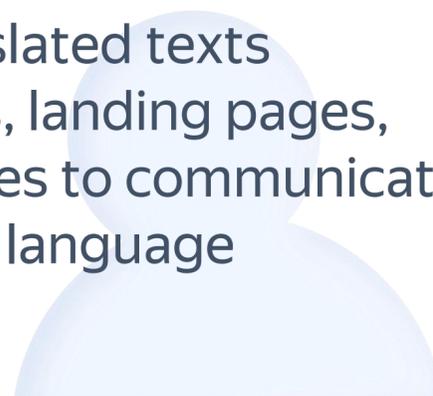
Increase activities across different channels before and during peak demand times to be present when customers are planning their trips



Have a variety of creative ads to test and select the best ones



Ensure translated texts for creatives, landing pages, and interfaces to communicate in the user's language



Utilize special projects, brandformance, and media formats to build awareness and loyalty



Yandex Ads

Get in touch



Victoria Rossi
VictoriaRossi@yandex-team.com



DIGITAL MARKETING CONFERENCE

A Commercial Strategy Event



M SOCIAL HOTEL PHUKET 10 October 2024