

# E-TREVPAR

How Middle East Hotels Can Market  
To The Russia Outbound Travel  
Market



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# How Middle East Hotels Can Market To The Russia Outbound Travel Market

Have you been searching the internet for how to target Russian travelers to the Middle East?

Whether you're a hotel or tour operator in GCC, you might be surprised at how effective Yandex ads are.

Some other advertising tools can help you to achieve your goals, but Yandex ads stand out among the crowd. Not only do they allow you to reach a targeted audience, but they also allow you to customize your campaign and offer a placement with thousands of partnered Russian websites.

**Let's first understand the Russian traveler market trends – especially after the Ukraine conflict**

## Russian Traveler Market For UAE:

1. Russia constitutes a significant portion of the 4.44 million tourists that visit the United Arab Emirates each year – third highest after India and Saudi Arabia
2. According to tour operators, 35% of the New Year holiday sales accounted for tours in the UAE.
3. In the United Arab Emirates, Dubai remains the most popular emirate among Russian tourists. It accounts for about 40 percent of sales from tour operators—more than any other Emirati destination. Ras Al Khaimah comes in second at around 20%, with Abu Dhabi accounting for 10%. The rest of the emirates are valued at 30%.

### Most Popular Russian Overseas Destination 2022

The conflict in Ukraine has altered many supply chains, while EU visa restrictions and the inability of Russians to access their own money overseas have led to a major shift in Russian outbound tourism.

According to a study conducted by OneTwoTrip, an online travel planning service for Russians, the popularity of three new destinations—Thessaloniki in Greece; Chisinau in Moldova; and Alanya in Turkey—has soared among tourists compared with last year's figures.

### Russia Outbound Tourism Market Trends (After Ukraine Conflict)

Russian Outbound Tourism Market Size (2022) - US \$ 27,101 Mn

Projected Market valuation (2032) - US \$ 66,299 Mn

Value-based CAGR (2022-2032) - 9.4%

## The Drivers, Restrains, Opportunities, and Threats (DROT's)

### Drivers

1. Russians are very enthusiastic travelers, and their growing demand for foreign travel should push sales in the market.
2. Due to Western sanctions against Russia, many Russians are unable to book tickets to their favorite destinations in the West, which makes the Middle East and Asia Pacific as a go-to choice

### Restrains

1. Russian tourists are extremely demanding when it comes to tour guides and instructors, expecting them to have deep knowledge of the city/country they're visiting as well as be punctual.
2. Russian tourists, unlike many European ones, are less likely to speak fluent English—which may have an impact on their experience abroad.

### Opportunities

1. A high level of hotel occupancy is expected to continue throughout the winter, as Middle Eastern countries maintain extensive beachfront property.
2. Hotels or restaurants with Russian-speaking staff can provide bilingual guides, menus, and signs to attract more Russian guests

## Threats

1. Many Russian tourists still express concerns about the culture and restrictions of the GCC countries. Marketing campaigns dedicated to them can help ease these worries
2. Many Russian tourists are concerned about the flight schedule and restricted air route due to Ukraine conflict—hotels can accommodate this concern by offering relaxed cancellation policies.

## FAQ's Russian Travel OutBound Market for GCC

1. What is the growth rate of the Russian outbound tourism market?

The Russian outbound tourism market is set to grow at 9.4% CAGR

2. Who are the leading players in the Russian outbound tourism market

Leading players are – Art Tour, ICS Travel, PAC Group, Karlson tourism, Sodis, Antik travel, Via Maris, Jetlane Travel, Miracel Tours, Sky Club, Expedia, TripAdvisor and among others

3. Which is the dominant age group for Russia or CIS market ?

Based on age group, the 36-45 years segment is likely to generate a major share of 28% in the Russian tourism market in the next ten years

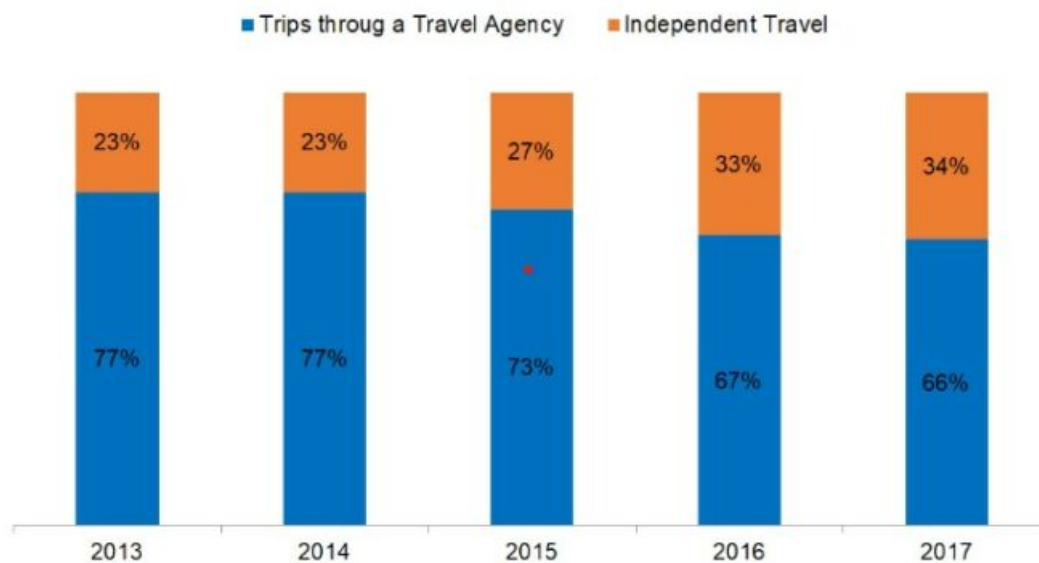
4. Which is the most preferred booking channel in the Russia or CIS market outbound tourism market?

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Booking.com, trivago.ru, 101hotels. Ru, Ostrovok.ru, hotellook.ru

## 5. How do Russians like to book hotels?

Most Russian tourists take organized tours, while independent travelers tend to book online.



### How To Reach Russian Travelers Over Yandex Search Engine

Yandex ads are one of the most efficient tools you can use to reach russian outbound travellers who are interested in going to Middle East and other countries. Yandex is a leading search engine in Russia having more than 495 million monthly users, making it one of the most popular search engines in Russia or CIS market.

#### How to Create Yandex Ads

Yandex.Direct is a platform for direct response and display advertising. The system allows you to run contextual campaigns using search queries, websites and apps as well as display ads on Yandex's properties

Yandex.Direct works both on contextual advertising which can be targeted through – **Search Ads and Content Ads**

Hence, to advertise on the Yandex search engine, you can sign up for Yandex.Direct, which is the platform for placing ads on Yandex. You can create text or display ads, set a budget for your campaign, and target specific demographics and keywords. Yandex.Direct offers a variety of targeting options, including geographic location, time of day, and device type.

Additionally, you can use Yandex.Metrica to track the performance of your ads and make adjustments as needed.

### Here are the steps to create an ad campaign on Yandex.Direct:

1. Sign up for Yandex.Direct by creating an account on the Yandex.Direct website.
2. Create a new campaign by clicking the “Create campaign” button.
3. Choose the type of ad you want to create, such as text ads or display ads.
4. Set your campaign budget and select your targeting options, including geographic location, time of day, and device type.
5. Create your ad by entering the ad text, headlines, and any images or videos you want to include.
6. Set your bids for each ad group and keyword.
7. Once your ad is created, submit it for review.
8. After it is approved, your ad will begin showing on Yandex search results and other Yandex properties.
9. Use Yandex.Metrica to track the performance of your ads and make any adjustments as needed.

*Please note that the process and steps may change over time and it's recommended to check Yandex support pages or contact their help center for more specific and up to date information.*



Another important aspect of Yandex ads is remarketing. This is the technique of showing ads to people who have already interacted with your website, app, or products. Remarketing allows you to show highly relevant and targeted ads to users who have already shown an interest in your business, increasing the chances of conversion.

Yandex also offers various other tools and options for businesses, such as the Yandex.Audience, which allows businesses to target their ads based on users' browsing history, and Yandex.Retargeting, which allows businesses to target users who have recently visited their website.

Advertising on Yandex can be a great way for businesses to reach a large and targeted audience in Russia and other Russian-speaking countries. With a variety of targeting options and tools for tracking performance and making adjustments, Yandex.Direct can be a powerful tool for increasing visibility and driving conversions for businesses.

### CONCLUSION

The Russian market is growing at a rapid rate, That's why it's important for hotels in the GCC to target this group of travelers, so you can build your business on the success of these travelers. Hotels that target Russian market can offer:

1. **Use Yandex Ads:** The Yandex ads platform allows you to reach millions of potential customers through highly targeted ads and promotions. You can also use the platform to advertise with keywords that are most relevant to your hotel niche, as well as offer other services like travel deals and accommodation rates.
2. **Relaxed Cancellation policy:** Russians tend to have a relaxed attitude towards cancellations, so if you offer a relaxed cancellation policy (e.g., one day notice), this could be appealing to Russian travelers who want a more flexible travel schedule than they're used to at home!
3. **Long stay discounts:** Russians tend to stay in the Middle East for a long—so it might be worth offering longer stay discounts for Russian travelers who plan on staying longer than usual
4. **Food & Beverage Offerings:** Russian tourists are notorious for eating out, so why not offer them some food and drink options? Offer free breakfast, lunch, or dinner buffets in your lobby daily, or provide complimentary coffee and tea services throughout the day.
5. Easy access to **currency exchange on site.**

## How Middle East Hotels Can Market To The Russia Outbound Travel Market

Russian travel market presents a valuable opportunity for Middle Eastern destinations to attract a significant number of visitors. To effectively target Russian travellers online, it is important to understand their preferences and behaviours, as well as to use the right platforms and strategies to reach them. This includes focusing on social media and travel-related websites popular in Russia, such as TripAdvisor and Instagram, as well as utilizing paid advertising and influencer partnerships. Additionally, offering special promotions and packages tailored to Russian travellers, and providing information in Russian on your website and social media channels can also help to attract this market. Overall, by understanding and catering to the unique needs of Russian travellers, destinations in the Middle East can effectively target and attract a large number of visitors from this important market.



# About the Writer Prafull Badyal

He comes with over a decade of marketing experience in the industry. He specializes in search engine marketing (Google Ads), SEO, social media marketing, E-mail marketing, and conversion rate optimization. He believes in the power of data and analytics to inform and improve marketing efforts. He has a proven track record of success in driving traffic, generating leads, and increasing conversions. He has worked with multiple brands in his career like Hyatt Hotels, Waldorf Astoria Hilton, Sheraton Dubai, Canon Middle East, and more



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