

Why Russians
come to
Estonia?

Or why they
don't?

What do they
like here?



And
what they don't?

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Sources

- Enterprise Estonia <http://www.puhkaeestis.ee/et/turismiprofessionaalile>
- Statistics Estonia www.stat.ee
- Partners in Russian travel industry with reflection from their customers
- Experience in hotel industry since 1994
- Representative of VisitEstonia in Moscow 2009/2012
- Personal life experience.

Estonia's advantages

- No language barrier in general
- More interesting objects comparing with Finland
- Many beautiful Islands, good infrastructure of Saaremaa
- HoReCa service level
- Relatively cheap

Estonia's advantages

- Safety
- Nostalgia
- Schengen visa
- Lot of islands
- Lot of small ports, even 250 in register?
- Lakes Peipsi, Pihkva, Lämmijärv

Estonia's disadvantages

- „Estonians hate us“
- Some age group don't speak Russian
- No image as a country of high quality products
- Nothing to offer right now like infrastructure of Saimaa in Finland
- Lack of information about marine tourism possibilities
- No cottages on coasts

Who are they? EAS/2012

- Lower middle class
- 6% in Moscow and 13% in St. Petersburg have here relatives or friends to visit
- 53% from St.Petersburg have been here, but only 22% from Moscow.
- From who travels abroad, 35% from St. Petersburg and 13,5% keeps in mind to visit Estonia in three years.
- 71% of travelers from St.Petersburg and 76% from Moscow are in age 15-44

How do they behave?

- 2/3 are staying at accommodation establishments
- 81,6% are staying in the hotels
- In 2015 Stays in hotels decreased for 45%, stays in hostels increased for 16%
- They love culture: museums, concerts, arcitecture
- Who have been already, are more interested about all outside Tallinn.
- Moscovians are more interseted to combine Estonia with Scandinavian countries.

How do they behave?

- In 2014 35% and in 2015 only 26% traveled with kids
- For travel planning, 64% used information from earlier trips
- 55% are seeking it from the Internet, 19% from booking systems, 10% from visitestonia.com, 10% from travel blogs, 10% from social media, 35% from friends in Estonia and 15% outside Estonia and only 3% from travel company.
- They buy for less, but spend more

How do they behave?

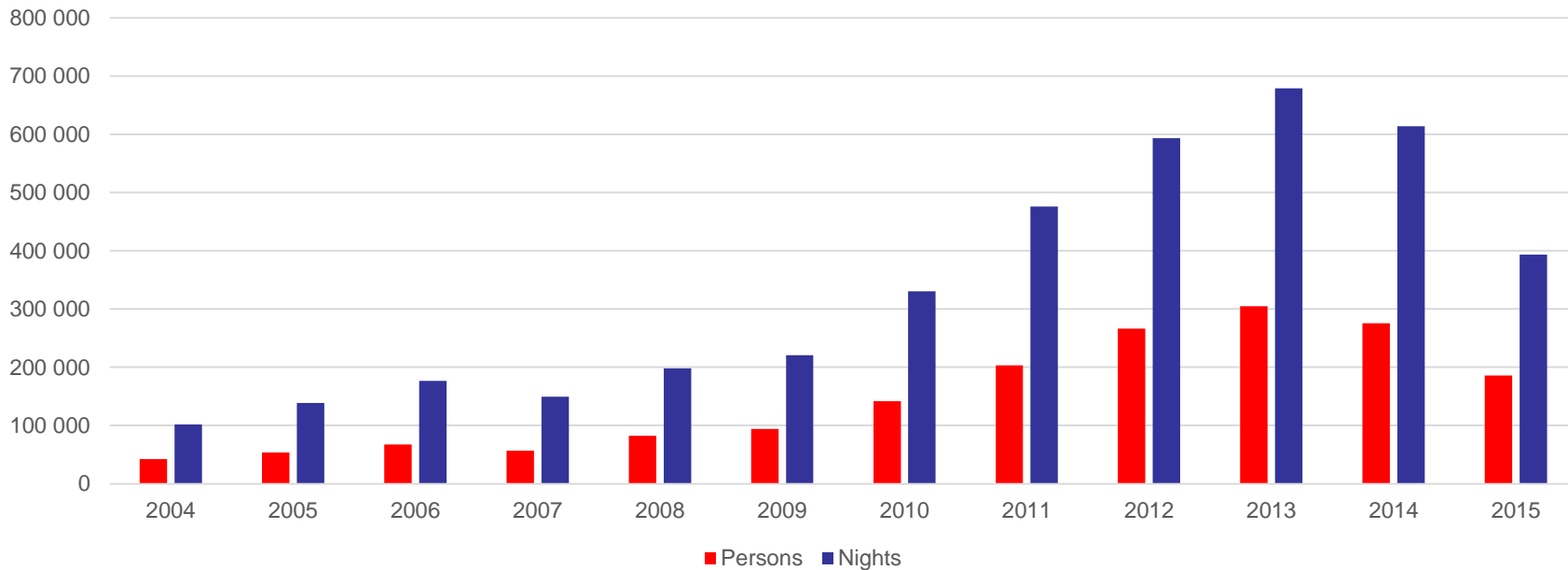
- 60% use own car
- They mostly arrange tour themselves
- Spendings decreased from 317€ per trip and 121 € night to 239 € / 95 €
- In roubles their spendings decreased 31% compared with 2014
- They are more happy with Estonian experience than foreign tourists in average.

Experience and hope

- Who visited Estonia 10 years ago, have more negative experience on nationality basis.
- They just don't know about our marine tourism possibilities and there should be somebody to represent interests in Russia.
- Russia plans to cancel import taxes on small ships
<http://yachtvoyage.ru/news/vvoz-yaht-v-rossiyu-osvobodyat-ot-tamozhennyh-sborov>

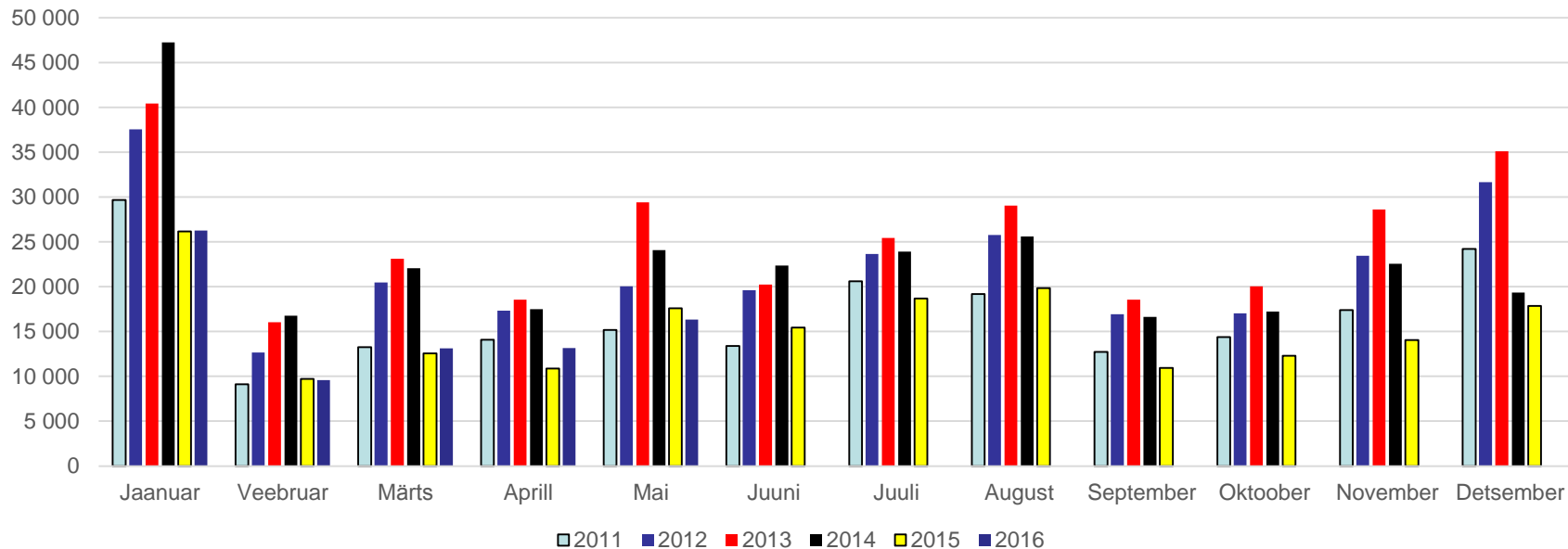
Some numbers

Russians in Estonia



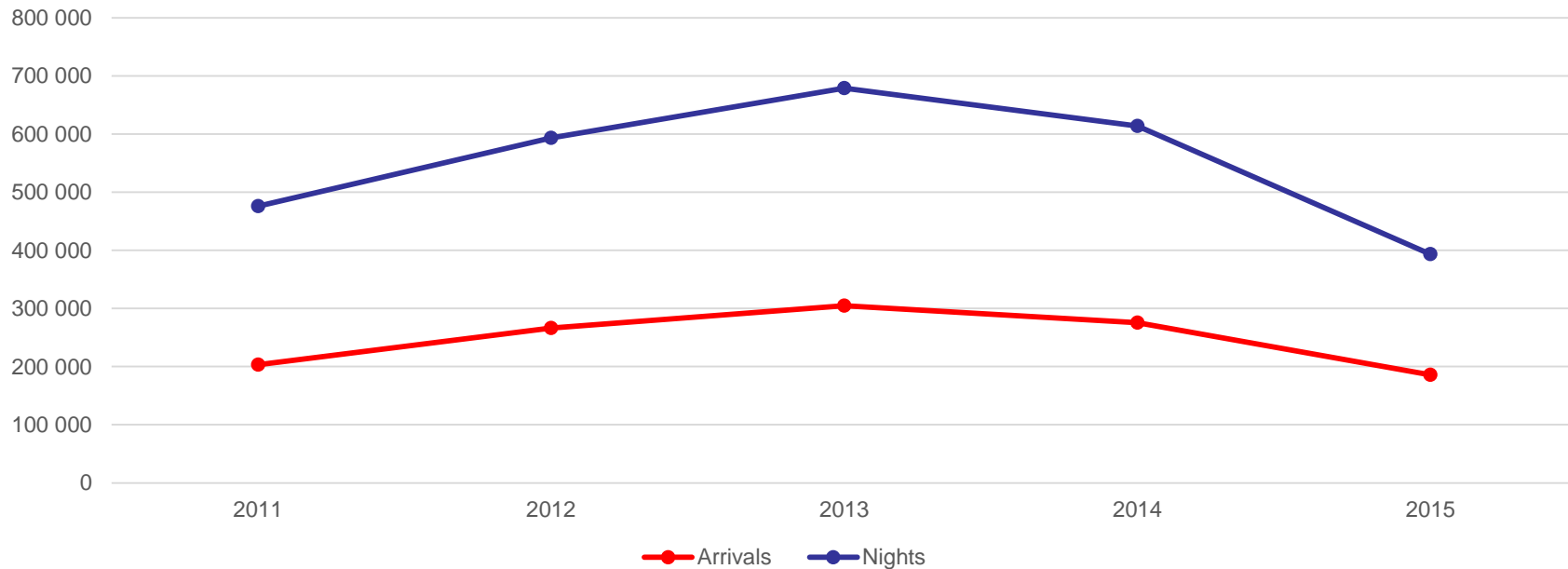
Some numbers

Russia, arrivals to Estonia



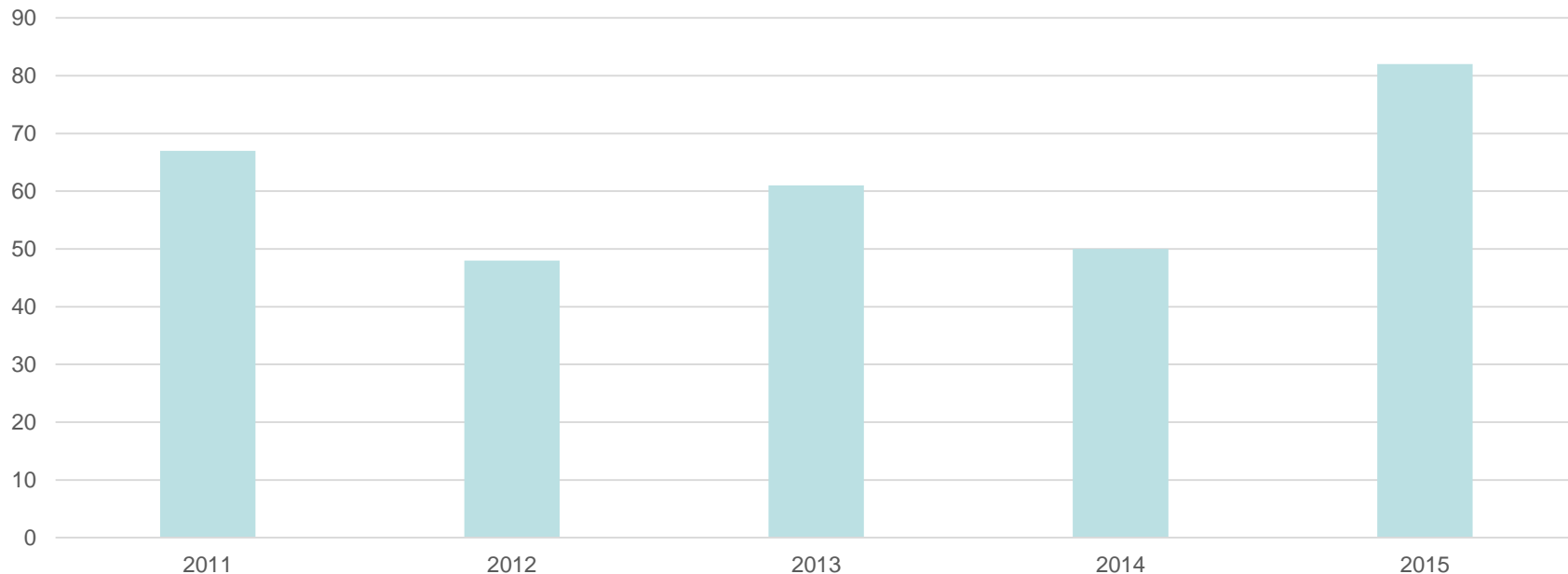
Some numbers

Russians, arrivals vs overnights



Some numbers

Russian boats in Estonian ports



Keep in mind

- Speak Russian! Even those three words you know, they highly appreciate it.
- They will stay at the other side of Peipsi etc.
- Keep your eyes on Finns and be close.
<http://www.visitfinland.fi/tietoa-kohdemaista/venaja/>
- Bobody sells boats here
<http://yachtsworld.ru/firms.php?grp=26&geo=34>
- Russian statistics base on visits, not accommodation.

Keep in mind

- Accept that they don't know our real history
- Be social and in social media
- Invite them to see
- Be honest and sincere
- Remember their Holidays
- Take your time to built up a trust
- Moscow is „visa country“ and more press-related
- Video showed doesn't show all reality, it replaced wake-up call 😊

Thank you!

<https://www.youtube.com/watch?v=3IFU7vGOPz4>



- Savoy Boutique Hotel★★★★★
- Hotel Palace ★★★★★SUPERIOR
- Hotel Bern
- Restaurant Konrad
- Restaurant MEKK

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