

RUSSIA: OUTBOUND TRAVEL MARKET TO GO UP BY 30%



More than 3 million Russians are expected to travel to Turkey in 2017, according to experts. The outbound travel market is likely to grow again.

Turkish authorities make all efforts to restore the inflow of tourists this year. In 2017, 3-3.5 million Russian tourists will visit Turkey. The Russian outbound travel market is booming again.

According to Russian tour operators, Turkish hoteliers are carrying out “extremely aggressive pricing policies to lure tourists”. **To attract visitors, prices with discounts of up to 40-50% have been imposed for early bookings.**

It is thus possible to book a Turkish five-star hotel with ultra all-inclusive package for \$40-50 per person. For the same price, but in the Krasnodar region, the guest would get a four-star hotel for 6-thousand (rubles) per person, probably with a limited meal offer.

The outbound travel market is expected to further increase if Egypt opens up to Russians. **About 1 million of them would holiday in the African country in 2017**, the tour operators estimate. The Russian outbound tourism should grow by 30-40%, or even more, they say.

The domestic tourism growth is expected to reach 10-15%.

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