



## **MARKET: Russia**

*Per 25th May 2020*

# CHALLENGES

## Overcoming the crisis

- The biggest challenge is **to overcome the crisis**
- Russian tour operators hope to keep the company and continue their work after the crisis. The main challenge is to **survive a year without profit.**

## Refunds & re-bookings

- Many tour operators have difficulties to refund money for the summer bookings, they offer to **rebook the trip** to the end of this year, or to the 2021.
- Some tour operators have challenges to rebook flight tickets in Norway (Norwegian, SAS).

## BOOKING SITUATION

- For the time being Russian tour operators do not have any new bookings on future trips. **Completely stop!**
- When the border will be open again, the sale for the autumn and winter products will start. **Not earlier than August/September 2020.**
- **After New Year 2021** – the sale of summer products 2021 will start in Russia.

# BORDER SITUATION

## Border situation & travel advice

- According to representatives of the Finnish Consulate General in St. Petersburg, the issue of lifting restrictions on crossing the **Russian-Finnish border has been postponed until June 14, 2020.**
- The largest Russian airline Aeroflot suspended international flights up to **August 1, 2020.**
- The domestic market will probably be re-opened from **June 1, 2020.**
- Travel advice from the Russian government – **stay at home or travel in Russia.**

# OTHER

## Information to the Norwegian travel industry

- Do not give up but **think about the future. People still will be traveling** in the future.
- There are some **uncertainties about Norwegian suppliers**: who will survive and who manages to overcome the crisis. It is important for tour operators' programs to know in order to make new bookings for the next season. The information should be structured by regions.
- Tour operators are requested to get **new rates for 2021**.
- Tour operators are **hungry for digital activities** (webinars, Workshops) with Norwegian suppliers about new programs, new products like GO VIKINGS and other thematical trips.



Tusen takk!  
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