

Les Russes de plus en plus nombreux à venir visiter la Grande-Bretagne

Écrit par sylvie.duval@finances.gouv.fr (Sylvie Duval)

Mardi, 05 Février 2013 00:00 -

Over 210,000 Russians visited Britain in 2011, spending an average £1,450 per visit – nearly triple the average global spend. Arrivals in the first nine months of 2012 were also up 3%. With new research revealing that two-thirds of Russians who saw the Olympic Games on their screens now want to visit the UK for their next holiday, a VisitBritain-led delegation of tourism businesses will be in Moscow and St Petersburg this week to showcase Britain and help secure a 75% increase in Russian visitors by 2020.

The Destination Britain trade mission will see a record 50 British organisations taking part, the largest ever group of tourism businesses to visit what is one of the key BRIC nations, and an indication of the great potential of the Russian market. Participating in business appointments and seminars, the delegation includes national and regional tourism boards, city and tourist attraction promotion organisations, travel agencies, hotel groups and specialist tour operators.

[en savoir plus](#)

Consultez la source sur Veille info tourisme: [Les Russes de plus en plus nombreux à venir visiter la Grande-Bretagne](#)