

# Russian Regions Event Potential Rating – 2019



In late 2019, R&C Market Research Company reviewed the results of Russian event market research and, for the sixth time, ranked the Russian regions for their event market potential.

## Methodology

The research is conducted annually focusing on five groups of indicators that have the greatest impact on the development of regional event industry markets:

- ▶ the accessibility of event infrastructure,
- ▶ event industry policy,
- ▶ a regional promotional programme,
- ▶ experience in attracting and hosting major events,
- ▶ tourism appeal and transport accessibility.

Each group includes quantitative and qualitative criteria, assessed by scores, with weights and significance are ranked according to their importance for the industry.

The initial ranking pool consists of Russian regions and the cities that are their administrative centers. For example, Sochi and its tourism and recreational cluster, being a destination with high event activity, is considered separately from the Krasnodar Region, while St. Petersburg, on the contrary, is reviewed in tandem with the Leningrad Region. The event potential of the Republic of Crimea and the city of Sevastopol is also estimated as a single block, reflecting the common socio-economic development environment of these regions within Russia. Traditionally, Moscow and the Moscow Region are part of the study but are not ranked because they are so far ahead of all the other regions in terms of event industry development.

## Description

According to a number of criteria, such as the number of events attracted, development of the tourism infrastructure and transport accessibility, most regions improved their qualitative performance in 2019 over the previous year, with the structure of indicators becoming more diverse. The dispersion of the initial data led to the reorganization of the ranking in the protocol without changing the importance of each of them in the final indicator, which caused leaps in the redistribution of places in the ranking.

The top three rankings have changed somewhat. St. Petersburg and Ekaterinburg traditionally hold 1st and 2nd places. Kazan moved up one notch. In 2019, the capital of the Republic of Tatarstan hosted the 45th WorldSkills Competition, held at the Kazan Expo venue, which was opened in the autumn of 2018. The effective performance of the Convention Bureau of the Republic of Tatarstan put Kazan the second only to Moscow and St. Petersburg in terms of the number of international, rotating association events hosted in the medium term<sup>1</sup>.

The top ten include Samara, Rostov-on-Don and Krasnoyarsk, which significantly improved their per-

formance compared to the previous period. The breakthrough by the Siberian city was largely driven by efforts to develop the region's facilities and resources and to promote it on the global event market in the wake of hosting the XXIX Winter Universiade 2019. Prospects for the use of Universiade facilities allowed to attract to the region this year such significant sports events as the 2022 Men's Volleyball World Championship and the 2022 World Wrestling Championship.

In the Samara Region, growth was fuelled by measures to develop the meeting industry, as reflected in the new wording of the Regulations on Congress and Exhibition Activities. In 2019, the Rostov Region aggressively developed its tourism potential and promoted its own brand, which had a positive impact on the Region's ranking performance.

Khabarovsk, Petropavlovsk-Kamchatsky and Volgograd upped their total score in the top 20 of the 2019 ranking compared to the previous year, yet failed to raise their ranking positions, being outpaced by the leading regions with their faster growth rates.

<sup>1</sup>Source: ICCA database for 2015-2024 period.

Region	City	Ranking					
		2019	2018	2017	2016	2015	2014
St. Petersburg and Leningrad Region	St. Petersburg	<b>1</b>	1	1	1	-	-
Sverdlovsk Region	Ekaterinburg	<b>2</b>	2	2	2	2	2
Republic of Tatarstan	Kazan	<b>3</b>	4	5	5	4	3
Krasnodar Region	Sochi	<b>4</b>	3	3	3	1	1
Krasnodar Region	Krasnodar	<b>5</b>	7	4	4	3	6
Republic of Bashkortostan	Ufa	<b>6</b>	6	8	11	7	13
Nizhny Novgorod Region	Nizhny Novgorod	<b>7</b>	5	7	8	-	5
Samara Region	Samara	<b>8</b>	16	18	18	12	11
Rostov Region	Rostov-on-Don	<b>9</b>	15	11	7	5	8
Krasnoyarsk Region	Krasnoyarsk	<b>10</b>	21	17	15	-	4
Kaliningrad Region	Kaliningrad	11	8	16	20	-	-
Irkutsk Region	Irkutsk	12	12	15	17	8	9
Novosibirsk Region	Novosibirsk	13	14	14	9	-	7
Khabarovsk Region	Khabarovsk	14	11	-	-	-	-
Chelyabinsk Region	Chelyabinsk	15	20	10	12	-	-
Novgorod Region	Veliky Novgorod	16	24	24	23	-	21
Murmansk Region	Murmansk	17	9	12	13	-	14
Primorye Region	Vladivostok	18	10	6	6	-	-
Kamchatka Region	Petropavlovsk-Kamchatsky	19	17	-	-	-	-
Volgograd Region	Volgograd	20	19	-	33	-	-
Tyumen Region	Tyumen	21	13	20	21	13	15
Arkhangelsk Region	Arkhangelsk	22	23	-	-	-	-
Kemerovo Region	Kemerovo	23	27	48	37	-	-
Belgorod Region	Belgorod	24	35	-	-	8	15
Vladimir Region	Vladimir	25	30	-	-	-	-
Republic of Crimea (and Sevastopol)	Simferopol, Sevastopol, Yalta	26	49	-	-	-	-
Omsk Region	Omsk	27	32	20	26	-	-
Voronezh Region	Voronezh	28	29	13	14	8	24
Khanty-Mansi Autonomous Territory – Yugra	Khanty-Mansiysk	29	28	-	-	-	-
Orenburg Region	Orenburg	30	38	41	48	21	-
Republic of Mordovia	Saransk	31	46	-	-	-	-
Yaroslavl Region	Yaroslavl	32	31	9	10	6	12
Republic of Buryatia	Ulan-Ude	33	25	-	-	-	-
Saratov Region	Saratov	34	22	44	47	-	-
Zabaykalsky Territory	Chita	35	36	-	-	-	-
Stavropol Territory	Stavropol	36	37	-	-	13	15
Perm Territory	Perm	37	18	19	16	8	10
Ryazan Region	Ryazan	38	47	27	25	-	18
Republic of Sakha (Yakutia)	Yakutsk	39	26	-	-	-	-
Tula Region	Tula	40	40	31	39	18	23
Tomsk Region	Tomsk	41	50	23	21	-	-
Ulyanovsk Region	Ulyanovsk	42	33	32	22	-	-

Region	City	Ranking					
		2019	2018	2017	2016	2015	2014
Republic of Karelia	Petrozavodsk	43	39	-	-	-	-
Komi Republic	Syktyvkar	44	52	50	49	-	26
Astrakhan Region	Astrakhan	45	44	26	27	13	19
Orel Region	Orel	46	74	-	-	-	-
Chechen Republic	Grozny	47	54	45	44	-	-
Kabardino-Balkar Republic	Nalchik	48	70	-	-	-	-
Pskov Region	Pskov	49	51	-	-	-	-
Tyva Republic	Kyzyl	50	60	-	-	-	-
Vologda Region	Vologda	51	65	25	30	-	-
Kirov Region	Kirov	52	45	32	35	-	-
Kaluga Region	Kaluga	53	48	35	41	-	21
Altai Territory	Barnaul	54	43	42	42	-	-
Republic of North Ossetia-Alania	Vladikavkaz	55	62	-	-	-	30
Lipetsk Region	Lipetsk	56	58	36	29	16	-
Ivanovo Region	Ivanovo	57	66	-	-	-	-
the Udmurt Republic	Izhevsk	58	34	40	28	-	-
Chuvash Republic	Cheboksary	58	71	-	-	-	-
Sakhalin Region	Yuzhno-Sakhalinsk	60	42	47	38	19	26
Republic of Dagestan	Makhachkala	61	76	-	-	-	-
Mari El Republic	Yoshkar-Ola	62	61	-	-	-	-
Tambov Region	Tambov	63	73	38	36	-	-
Penza Region	Penza	64	67	37	40	-	24
Kostroma Region	Kostroma	65	59	-	-	-	-
Yamalo-Nenets Autonomous Territory	Salekhard	66	78	-	-	-	-
Smolensk Region	Smolensk	67	69	-	-	-	-
Republic of Khakassia	Abakan	68	75	-	-	-	-
Republic of Kalmykia	Elista	69	80	-	-	-	-
Amur Region	Blagoveshchensk	70	41	-	-	-	-
Tver Region	Tver	71	57	-	-	20	19
Kurgan Region	Kurgan	72	56	-	-	-	-
Magadan Region	Magadan	73	55	-	-	-	-
Altai Republic	Gorno-Altaysk	74	68	-	-	-	-
Jewish Autonomous Territory	Birobidzhan	75	53	-	-	-	-
Republic of Adygea	Maykop	76	72	-	-	-	-
Kursk Region	Kursk	77	64	-	-	-	-
Bryansk Region	Bryansk	78	77	-	-	-	26
Chukotka Autonomous Territory	Anadyr	79	81	-	-	-	-
Republic of Ingushetia	Magas	80	82	-	-	-	-
Karachay-Cherkess Republic	Cherkessk	81	79	-	-	-	-
Nenets Autonomous Territory	Naryan-Mar	82	63	-	-	-	-

# Event Passport of the Region

The Event Passport of the Region is a new product of the Russian Convention Bureau designed to present the event capabilities of Russia's constituent regions on the international market and to attract international events on key industries and sciences.

The event passport of the region will help to systematize and put together all important information about the region that could help promote the region as a business event destination.



## Target audiences:

- Buyers, organizers of international events and associations (English version)
- Regional authorities (Russian version)

## Event Passport Structure

### 1. Region

- Geography and Nature
- Weather and Climate
- Time Zone
- Social Portrait, Religion
- Economy and Production
- Transport Accessibility
- Main Symbols of the Region
- Ratings and Prizes
- Main Events (Business Events, Fairs, Festivals, etc)
- Calendar Plan of Main Events

### 2. Industrial Specialization of the Region

- Leading Economy Sectors
- Leading Industries
- Associations and Sectoral Organizations
- Research Institutes and Branches of the RAS, Leading Universities

### 3. Event Industry

- General Data on the Regional Event Industry
- Convention Bureau and Marketing Organizations
- Venues and Congress-hotels
- Event Organizers and Service for Events

### 4. Tourism Capabilities

- Landmarks and Sights
- Main Routes
- Hotel Sector
- Useful Facts and Numbers

### 5. Culture

- Traditions and Customs
- Museums
- Theatres

### 6. Gastronomic Map of the Region

- Traditional Cuisine
- Restaurant Infrastructure of Traditional Cuisine