

Russian Regions Event Potential Rating 2018

In 2018, the R&C Market Research Company conducted its fifth study of the event potential of the Russian regions. Since the first rating was published in 2014, the event market in Russia has undergone significant change.

In response to external economic and political factors, the number of regional congress bureaus in the country has increased, and a Russian Convention Bureau was founded. According to the ICCA, Russia has attracted and held more than 400 international rotating association events. Russia is still in the process of creating its image on the international market as an attractive destination for significant events. The event potential rating, however, makes it possible to track annual changes affecting the development of the event market in the country's regions.

Traditionally, Moscow and the Moscow Region have not participated in the rating due to their high level of event industry development as a whole. It should be noted that the approach to sampling has changed over time, which explains the absence of St. Petersburg, Kaliningrad, Murmansk, and Vladivostok from the 2014–2015 ratings.

Multivariate analysis is employed in the creation of the rating. The methodology is based on the aggregation of various indicators that measure the most important factors for assessing a destination's potential. As previously, the analysis was conducted for five groups of indicators:

- ▶ **the accessibility of event infrastructure,**
- ▶ **a regional promotional programme,**
- ▶ **event industry policy,**
- ▶ **tourism appeal,**
- ▶ **transport accessibility.**

This measures the attractiveness of the destination's tourist content. Sites of cultural and historical importance within the region as well as transport accessibility of the destination are evaluated.

The proposals of event market experts were also taken into account and a new factor was introduced: the transport accessibility of the city, which plays a major role in the organization of international events.

The three leaders of the rating remained unchanged. St. Petersburg finished in first place. In 2018, the city hosted a global event market landmark – the 85th UFI Global Congress, which brought together approximately 500 delegates from 54 countries. Second place went to Ekaterinburg. Despite the fact that the city will not be hosting EXPO 2025, the campaign to promote its application positively impacted both the international event image of Ekaterinburg and its investment attractiveness. Sochi, a city that successfully combines available convention and tourism opportunities, came in third. Kazan strengthened its position, rising to fourth place, and Nizhny Novgorod was the newcomer rounding out the top five.

The activities of the Convention Bureau of the Republic of Bashkortostan led to Ufa's climbing to the sixth spot in the rating. Kaliningrad and Murmansk joined the top ten for the first time.

It should be noted that all the cities making it into 2018's top ten occupy an active position in terms of promotion in the foreign and Russian markets. Representatives of regional administrations as well as companies from the event and tourism sectors represent their regions at major specialized international and Russian events. Sophisticated promotion calls for the development of a recognizable territorial brand. In terms of territorial marketing, the work of the Krasnodar Territory can be singled out along with the Republic of Bashkortostan and the Rostov, Samara, and Yaroslavl regions, which introduced new regional brands in 2018.

As for city rankings for 2014–2018, one can see but minor variation among the top five cities. Only in 2018 did Nizhny Novgorod oust Krasnodar from the top five. Kaliningrad experienced the top ten's most significant growth, rising from twentieth to eighth place. A key factor here was the 2018 World Cup as well as the fact that the city has been actively engaged in promoting its potential to Russian and foreign audiences. Vladivostok's position was weakened due to a smaller number of event sites in comparison to the above-mentioned cities.

¹ ICCA data.

Region	City	R a n k i n g				
		in 2018	in 2017	in 2016	in 2015	in 2014
St. Petersburg and Leningrad Region	St. Petersburg	1	1	1	-	-
Sverdlovsk Region	Ekaterinburg	2	2	2	2	2
Krasnodar Territory	Sochi	3	3	3	1	1
Republic of Tatarstan	Kazan	4	5	5	4	3
Nizhny Novgorod Region	Nizhny Novgorod	5	7	8	-	5
Republic of Bashkortostan	Ufa	6	8	11	7	13
Krasnodar Territory	Krasnodar	7	4	4	3	6
Kaliningrad Region	Kaliningrad	8	16	20	-	-
Murmansk Region	Murmansk	9	12	13	-	14
Primorsky Territory	Vladivostok	10	6	6	-	-
Khabarovsk Territory	Khabarovsk	11	-	-	-	-
Irkutsk Region	Irkutsk	12	15	17	8	9
Tyumen Region	Tyumen	13	20	21	13	15
Novosibirsk Region	Novosibirsk	14	14	9	-	7
Rostov Region	Rostov-on-Don	15	11	7	5	8
Samara Region	Samara	16	18	18	12	11
Kamchatka Territory	Petropavlovsk-Kamchatsky	17	-	-	-	-
Perm Territory	Perm	18	19	16	8	10
Volgograd Region	Volgograd	19	-	33	-	-
Chelyabinsk Region	Chelyabinsk	20	10	12	-	-
Krasnoyarsk Region	Krasnoyarsk	21	17	15	-	4
Saratov Region	Saratov	22	44	47	-	-
Arkhangelsk Region	Arkhangelsk	23	-	-	-	-
Novgorod Region	Veliky Novgorod	24	24	23	-	21
Republic of Buryatia	Ulan-Ude	25	-	-	-	-
Republic of Sakha (Yakutia)	Yakutsk	26	-	-	-	-
Kemerovo Region	Kemerovo	27	48	37	-	-
Khanty-Mansi Autonomous Territory – Yugra	Khanty-Mansiysk	28	-	-	-	-
Voronezh Region	Voronezh	29	13	14	8	24
Vladimir Region	Vladimir	30	-	-	-	-
Yaroslavl Region	Yaroslavl	31	9	10	6	12
Omsk Region	Omsk	32	20	26	-	-
Ulyanovsk Region	Ulyanovsk	33	32	22	-	-
the Udmurt Republic	Izhevsk	34	40	28	-	-
Belgorod Region	Belgorod	35	-	-	8	15
Zabaykalsky Territory	Chita	36	-	-	-	-
Stavropol Territory	Stavropol	37	-	-	13	15
Orenburg Region	Orenburg	38	41	48	21	-
Republic of Karelia	Petrozavodsk	39	-	-	-	-
Tula Region	Tula	40	31	39	18	23
Amur Region	Blagoveshchensk	41	-	-	-	-
Sakhalin Region	Yuzhno-Sakhalinsk	42	47	38	19	26

Region	City	R a n k i n g				
		in 2018	in 2017	in 2016	in 2015	in 2014
Altai Territory	Barnaul	43	42	42	-	-
Astrakhan Region	Astrakhan	44	26	27	13	19
Kirov Region	Kirov	45	32	35	-	-
Republic of Mordovia	Saransk	46	-	-	-	-
Ryazan Region	Ryazan	47	27	25	-	18
Kaluga Region	Kaluga	48	35	41	-	21
Republic of Crimea (the data on Sevastopol are also taken into account)	Simferopol	49	-	-	-	-
Tomsk Region	Tomsk	50	23	21	-	-
Pskov Region	Pskov	51	-	-	-	-
Komi Republic	Syktyvkar	52	50	49	-	26
Jewish Autonomous Territory	Birobidzhan	53	-	-	-	-
Chechen Republic	Grozny	54	45	44	-	-
Magadan Region	Magadan	55	-	-	-	-
Kurgan Region	Kurgan	56	-	-	-	-
Tver Region	Tver	57	-	-	20	19
Lipetsk Region	Lipetsk	58	36	29	16	-
Kostroma Region	Kostroma	59	-	-	-	-
Tyva Republic	Kyzyl	60	-	-	-	-
Mari El Republic	Yoshkar-Ola	61	-	-	-	-
Republic of North Ossetia-Alania	Vladikavkaz	62	-	-	-	30
Nenets Autonomous Territory	Naryan-Mar	63	-	-	-	-
Kursk Region	Kursk	64	-	-	-	-
Vologda Region	Vologda	65	25	30	-	-
Ivanovo Region	Ivanovo	66	-	-	-	-
Penza Region	Penza	67	37	40	-	24
Altai Republic	Gorno-Altaysk	68	-	-	-	-
Smolensk Region	Smolensk	69	-	-	-	-
Kabardino-Balkar Republic	Nalchik	70	-	-	-	-
Chuvash Republic	Cheboksary	71	-	-	-	-
Republic of Adygea	Maykop	72	-	-	-	-
Tambov Region	Tambov	73	38	36	-	-
Orel Region	Orel	74	-	-	-	-
Republic of Khakassia	Abakan	75	-	-	-	-
Republic of Dagestan	Makhachkala	76	-	-	-	-
Bryansk Region	Bryansk	77	-	-	-	26
Yamalo-Nenets Autonomous Territory	Salekhard	78	-	-	-	-
Karachay-Cherkess Republic	Cherkessk	79	-	-	-	-
Republic of Kalmykia	Elista	80	-	-	-	-
Chukotka Autonomous Territory	Anadyr	81	-	-	-	-
Republic of Ingushetia	Magas	82	-	-	-	-