Russia-Croatia: New Perspectives And Horizons In Health Tourism

Alexandra Fokeeva. Senior manager, GR, SCR and development department TUI Russia and CIS
TUI Group (German: TUI (Touristic Union International) Aktiengesellschaft) is a multinational travel and tourism company.

TUI Group is the world’s number one tourism business.

The TUI Group’s share is listed on the London Stock Exchange in the FTSE index and in the Quotation Board of the Open Market on the Frankfurt Stock Exchange.

In 2015/16 financial year the TUI Group with a headcount of 67,000 recorded turnover of €17.2 bn and an operating result of €1 bn.

consists of strong tour operators, 1,600 travel agencies and leading online portals, six touristic airlines with around 150 aircraft, over 300 hotels with 214,000 beds, 16 cruise liners.

A headcount of 67,000

20 million customers with an unmatched holiday experience in 180 regions.
TUI Russia And CIS

- "TUI Russia and CIS" is one of leading tour operators on Russian tourism market. The company is a part of the largest international tourist holding TUI Group.

- The main shareholders of "TUI Russia" are "TUI Group" and the Russian investment company "S–group Capital management", belonging to Mr. Mordashov, who is also one of the main shareholders of "TUI Group“.

- “TUI Russia and CIS", one of Russian leading travel companies, provides services to more than 700 thousand tourists a year. Its focus is a unique differentiated product and introduction of advanced technologies in this area on the Russian tourism market.

- “TUI Russia and CIS“ is one of the largest Russian tourist operators, sending tourists to Croatia.
Touristic potential as supplier of tourists – common statistic

- 32 million tourists from Russia in 2016
  - Croatia was visited by 120,000 Russian tourists
  - A 6% increase compared to 2015
  - It is only 0.37% from the total number of Russian tourists

Croatia has a great potential for Russian tourists. Not least because of its advantageous geographical location and unique objects of Healthy tourism.
Product to Croatia

• Now the most popular type of rest for the Russian tourists going to Croatia is a summer and beach holiday.
• Most health resorts are located in the continental part of Croatia quite far from the sea.
Marketing and mentality issues

• At present sanatorium and health tourism is mainly perceived as a treatment of diseases and not as healthcare activities or disease prevention.
• Nonetheless, we can see that more and more people are interested in keeping fit and taking care of their health.
• Russia has its own major cluster of health and leisure institutions.
• All of the above-mentioned factors should be taken into account when planning an increase in the tourist flow to Croatia.
• Israel, Czech Republic and, in recent years, Asia are among the most popular destinations for Russian tourists when it comes to health tourism.

As can be seen from the above, the problem of development of the health tourism in Croatia has both a marketing and a mentality facets.
Priority elements of increase

Basis: positive development of bilateral relationship

Concrete steps:

1) Roadmap

2) Time schedule of information

3) Marketing promotion

4) Government support
We will be glad to engage in a constructive dialogue which would help us promote the tourist flow to Croatia.

Thank You for your attention!