

Raduga Severa

BRIDGE project final presentation



The Team



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Workplan

Make a research on travel habits of EU students



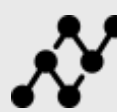
Develop SMM recommendations



Design a website for foreign travelers



Search for partners in Europe



Survey

On students'
travel behavior

Over **100** participants mostly
from Europe

29 questions concerning travel
purpose, booking process and
choice of destination

Our **goal**: understand what
brings students to book a certain
trip, to advise on Raduga Severa
what to offer to attract younger
customers

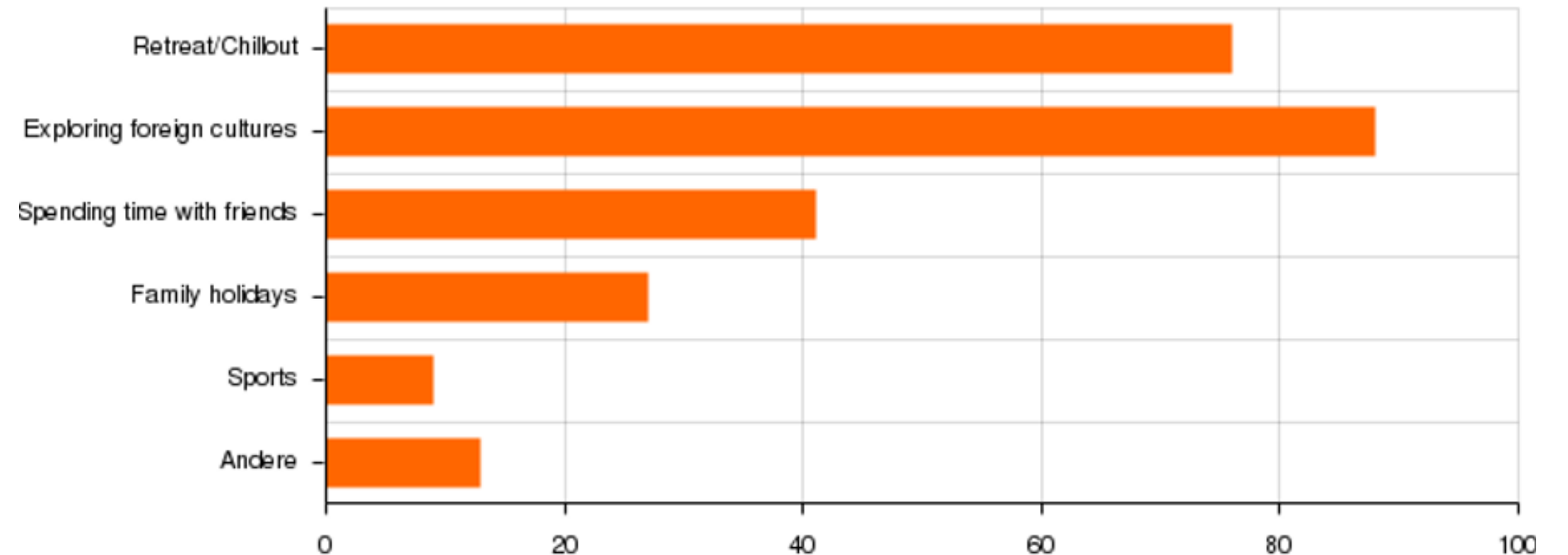
Good news

Major findings

58% are totally okay with traveling by plane

70% of all participants like to experience the nature when traveling

Most students travel to explore foreign cultures, consider Russia a **good** place to go



Major challenges

For Russia as a travel destination

Challenge 1

Unsure about how to travel around a foreign country

Challenge 2

Unsure about communicating with people who only know few English

Challenge 3

Visa restrictions



Raduga Severa offers tours and English speaking guides, which already solves 2 of 3 challenges

Solving third problem with partners



Exchange students in Russia

Already have the visa

Easier to go for weekend trips

Living there for months, looking for new activities and experiences

Erasmus student network

Non-profit student organization, always looking for new possible corporate partners

Smaller sections in every country in Europe and Russia

5 sections in Russia

**More
partnership
opportunities**





ESN International

Finnish and three smaller sections inside Finland

Timetravels



Contacting the ESN international or Russian section, after Covid19 traveling restrictions start to ease

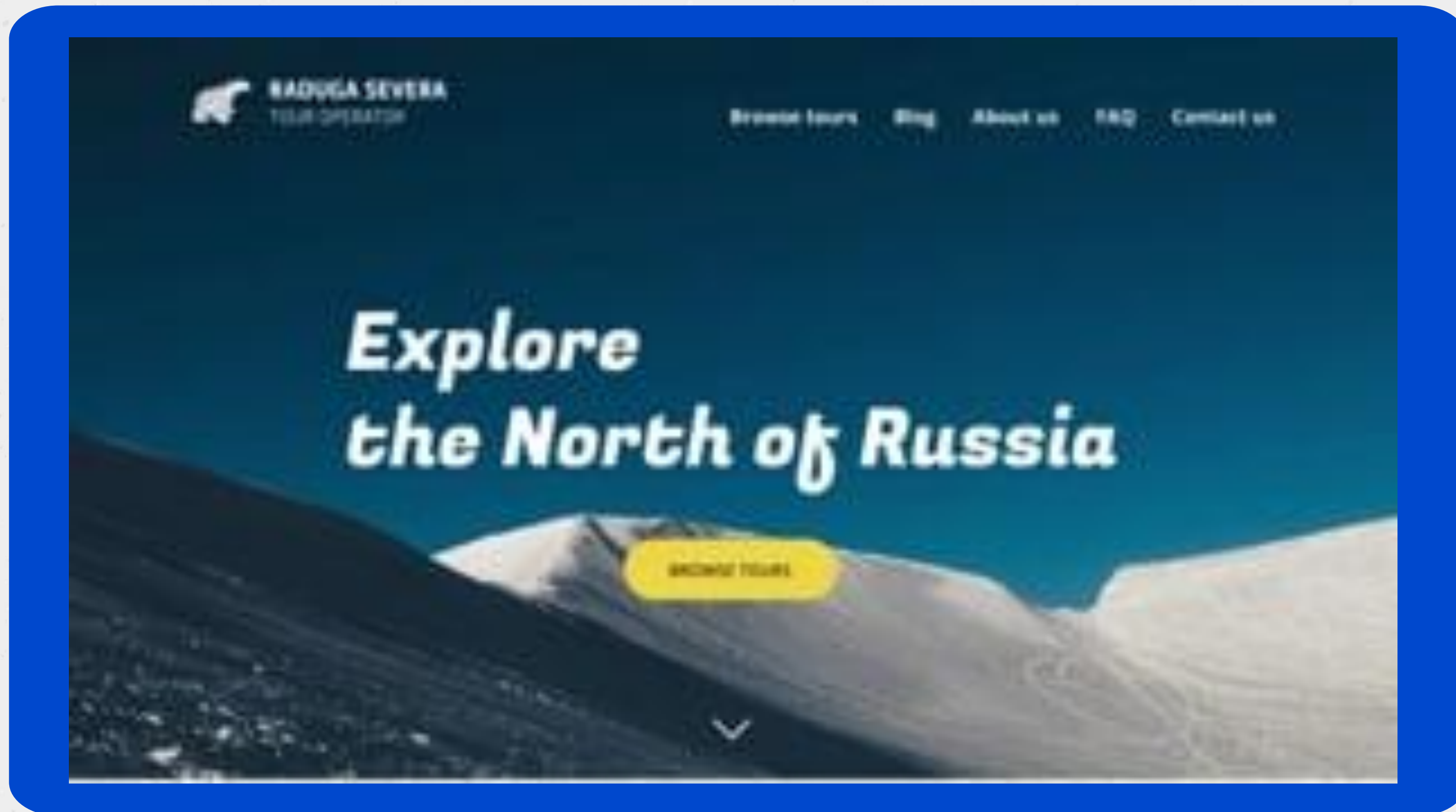
Studenttrips



Contacting the Murmansk universities about student-to-student programs – benefiting the existing exchange student programs in the area



Website prototype



Whole website is in English

Customers will not end up on Russian page and get lost

Blog

Relevant information about destinations, travel tips, etc.

FAQ

Addresses main concerns of tourists (Safety, Visa, Guides, etc.)

Trip types

Extreme, Eco, Retreat, Sightseeing were found popular in questionnaire

Images

Images with young tourists look inviting and friendly

Brief conclusion

We hope it would be useful for the company and inspire foreign tourist to use it's services

Survey

Main advantage - nature

Main disadvantages - safety and visa

Focus

Promote the most attractive picture of Murmansk region with proper description of sights and all necessary info on tourism in the area

Website

Can be used to achieve this goal; we would be happy to share with you the prototype with everything in it

Next steps for Raduga Severa

1. Contact partners

Various partners

Can make a big contribution attracting new clients and dealing with the "visa problem"

2. Focus on students

Europeans with potential cooperation desire (ENS international, members of Timetravels and Studenttrips)

Allow to make region more popular in other countries in order to make it more preferable to choose

Students in Russia (exchange students or participants of Erasmus)

May help understand how foreign students see Russia and what they think of the country