



Trip for Students

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“Trip for students” is a travel company that is creating trips for students and youth around Russia. They value friendliness, locality, unique tourism programs and low budget travelling. The company organizes unique and compact trips for a reasonable budget to students and youth.

Task & Challenges

Our main challenge is to develop a strategy to enter the Scandinavian and Baltic markets. Therefore, we relied on the development of a strategy based on 3 points:

- to study the travel behaviour and the needs of potential clients
- understand how the travel market works in other countries
- brand promotion strategy in a new market

Research

To carry out our mission and implement our strategy, we had to research every point of it and to find solutions.

The main challenge was to find out if Russia is a potential market for young travellers and how it can be promoted. Also, to identify our main competitors in the market, to analyse their proposal and their operation to understand which aspects of our activity we can improve to stand out.

We started by looking for the most efficient marketing and sales channels to reach the largest number of potential customers. After all, we developed the first steps of the marketing of our company on the market.

These solutions are achievable by the company since they contain a lot of research and studies that do not require a lot of financial and human resources. Moreover, they allow to have a real global vision of the project.

Implementation of solutions

- **SURVEY** of 11 questions to identify students and young people preferences, interests, expectations, motives, and prices levels for a potential trip to Russia. This questionnaire was sent to universities and language schools in Finland, Norway, Russia, and Ireland.
- Research of **TRAVEL RESTRICTIONS** and **VISA ENTRY REQUIREMENTS** to visit Russia (e-visa, tourism visa)
- Analysis of **COMPETITORS** and identifies competitive advantages.
- Creating **POSTERS AND FLYERS** to distribute and advertise at universities and schools.

- **TARGET MARKET ANALYSIS** of students travel behaviour, their expectation and needs.
- Compiling a list of potential **FUTURE COOPERATION PARTNERS** (universities, travel agencies and transportation businesses)

Results

the **SURVEY** was taken by mostly Finnish students, but students from Norway, Sweden, and Latvia as well. The survey results showed that there is a demand for trips to Russia, however the company Trip for students is not popular abroad yet. One hundred students responded to the survey and gave us a great amount of data to analyse.

The price and low budget are the most important criteria when travelling, followed by security, which is important especially when organizing trips to Russia, as the company should take this into account and make sure to guarantee security while travelling when promoting their tours to foreigners.

Most students are motivated to travel by "experiencing the culture" of a country. This should be considered by the company and result into them offering specifically culture focused programs for international students. Moreover, our survey's respondents most want to go on discovery and culture trips, which supports the before mentioned point as well.

On average, respondents are ready to spend about 750€ for a week trip to Russia including the costs of travelling there, Visa and the trip itself. This information can be considered by the company and checked whether it is realistic or not. Surprisingly, the majority of our survey's respondents prefer staying in a hotel over guesthouse and hostel, however a not to ignore high number of respondents did not state any preference of accommodation.

When it comes to the possible implementation of a Russian language program of the company in cooperation with universities, 63% of students stated to be interested in joining such a program and only 37% prefer travelling without learning about the language. This supports the results, which showed that students are very curious about learning about Russian culture, which evidently also includes the language.

All in all, students from Finland, Sweden and France showed themselves most interested in this opportunity, however an Irish and a Swedish institution were open to talk about a possible cooperation with the company, but only by personal contact with the CEO, therefore our team could not yet create such a partnership on behalf of Trip for Students

Regarding the **TRAVEL RESTRICTIONS** and **VISA ENTRY REQUIREMENTS**, visitors of the Russian Federation can apply for an *electronic one-time visa* for business, tourism, or humanitarian purposes via the dedicated website of the Russian Ministry of Foreign Affairs which is valid for 8 days for the St. Petersburg region. A standard *tourist visa* will be issued for six months if the traveller has confirmation of acceptance by the organization registered with the Unified Federal Register of Tour Operators, hotel booking confirmation or other accommodation confirmation, included in the federal list of classified hotels and other accommodation facilities.

Types of tourist visas:

- for one entry (max. length of stay 1 month)
- for two entries (max. total length of stay 1 month).

There are numerous travel agencies in the Baltic region and across Nordic countries who offer trips and excursions to Russia that can be identified as potential **COMPETITORS** but none of those companies offers specifically roundtrips for students or youth travellers. Those travel companies usually operate by bus and offer a huge variety of trips around Europe and addresses their products to adults. This puts “Trip for Students” in a monopoly situation and can only benefit from this leading position.

The **POSTER AND FLYERS** were created to attract potential customers in universities and schools. The colours were selected according to the already existing marketing layout of the company to be easy identified and recognized. The pictures express fun, adventure and cultural exchange and were taken during previous trips in Russia. Social Media is linked via QR code.



The tourism **TARGET MARKETS ANALYSIS** and research of travel behaviour of students and young people show that Russia is not under the top ten travel destinations.

Nr. 1 destination is always the home country followed by the neighbour country. The number one travel destination outside of the Nordic and Baltic region is Spain, followed by Germany and Thailand.

- Scandinavians travel mainly by land (70%)
- 60% of young Scandinavians travel abroad at least once per year
- relax and discover something new
- culture, wine and food, extreme experiences, and theme trips
- appreciating shopping opportunities, events, concerts
- favour local service providers and travelling during the low season
- major European cities and enjoy spending money for food and drinks
- political stability and security and a good WIFI connection is important.

The market research was done before the survey was send to students. Both research methods show huge similarities of the travel behaviour of the target group and strengthen our findings.

The list of **FUTURE COOPERATION PARTNERS** includes almost all universities in the target market countries. After contacting several universities, ourselves, the majority responded that they would be interested if Trips for Students contact them directly. Some universities are concerned about their students willing to travel to Russia since they have a large LGBTQ+ community.