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**RATING OF THE  
EVENT POTENTIAL  
OF RUSSIAN  
REGIONS – 2020**



## RATING OF THE EVENT POTENTIAL OF RUSSIAN REGIONS

R&C Market Research Company sums up the results of 2020 and presents the 7th annual rating of the event potential of Russian regions. The past year has become a serious challenge for the development of all sectors of the economy and social sphere of the regions, however, the tourism and event industries were among the most affected by the “pandemic” crisis.

The initial pool of the rating is made up of the regions of Russia and the cities that are their administrative centers. In the general composition of the sample, Sochi and its tourist and recreational cluster, as a destination with high event activity, are taken into account separately from the Krasnodar Territory, while St. Petersburg, on the contrary, is considered in tandem with the Leningrad Region. The eventual potential of the Republic of Crimea and the city of Sevastopol is also assessed as a single block, which is due to the common conditions for the socio-economic development of these regions within Russia. Traditionally, Moscow and the Moscow region participate in the study, but are not included in the rating due to the level of development of the event industry that is ahead of other regions. The total sample for the study is 83 regions and cities of Russia. The final ranking includes 82 regions and cities.

To build the rating, multivariate analysis is used. The methodology is based on the aggregation of various indicators characterizing the most important factors in assessing the event potential of a destination. The analyzed indicators are divided into 5 groups.



- 1. EVENT INFRASTRUCTURE** - characterizes the city's ability to host and hold business events of various formats. Evaluated: the presence of convention and exhibition centers, large congress hotels, chain hotels, World Trade Centers, as well as the modernization of specialized facilities of the convention and exhibition infrastructure. Since the task of this rating is to assess the potential of the region in terms of holding congresses and exhibitions, and not the level of the current site load, the current assessments did not take into account the volume of profile and non-profile load in 2020 - only the very fact of availability and compliance with the requirements for specialized infrastructure facilities.
- 2. THE PROGRAM FOR PROMOTING THE REGION AS A DESTINATION FOR EVENTS** - characterizes the region's capabilities to attract events of various levels and tourist flows. Assessed: the presence of the region's brand, the promotion program in Russia and abroad. The pool of foreign exhibitions in 2020 was adjusted, only the largest and most famous of them remained in the final list: IBTM (all line), ITB (all line), IMAX (all line), WTM, Fitur. Taking into account the specifics of 2020, it should be noted that the participation of regions in specialized exhibitions was assessed in the context of the format of the events. First of all, face-to-face participation in offline events was taken into account. Participation in hybrid and online events was also counted in cases where they were held instead of the traditional events taken into account in the current ranking. Points did not count for event cancellations in 2020.
- 3. THE POLICY OF THE REGION IN THE FIELD OF THE EVENT INDUSTRY AND THE ACTIVITIES OF SPECIALIZED COORDINATING BODIES** - characterizes the level of administrative coordination of all market participants. Assessed: the presence of a congress bureau, the presence of tourist information centers (TIC), the presence of a policy for the development of the event industry, the availability of direct financing of exhibition, fair and congress activities from the regional budget, as well as the presence of Russian Convention Bureau and RUEF member companies in the region. In 2020, the parameters for assessing regional policies in the profile area were expanded. The convention and exhibition industry has been recognized as the industry that has suffered significant damage from the COVID-19 pandemic. It received support both at the federal and, in a number of constituent entities of the Russian Federation, at the regional level. In this regard, a new indicator was added to the rating 2020 - the availability of measures of industry enterprises in the regions.
- 4. EXPERIENCE IN HOSTING MAJOR INTERNATIONAL EVENTS** - characterizes the attractiveness of the destination for event organizers of various levels. Assessed: the experience of holding major international events (sports, cultural and entertainment, business, governmental) over the past 5 years and planned for 5 years ahead, the experience of holding events of international associations over the past 5 years and planned for 5 years ahead, the presence of regular events over the past 10 years.
- 5. TOURISM POTENTIAL** - characterizes the tourist attractiveness and availability of the destination. Assessed: cultural and historical potential and transport accessibility for international communication. The parameters of transport accessibility are assessed based on the maximum throughput of the region that developed in the period preceding the introduction of transport restrictions, namely, as of February 2020.



# TOP-20 OF THE RUSSIAN REGIONS EVENT POTENTIAL RANKING.

## 2020 RESULTS

REGION	CITY	RANKING							
		2020	DYNAMICS	2019	2018	2017	2016	2015	2014
St. Petersburg & Leningrad Region	St. Petersburg	1	–	1	1	1	1	–	–
Sverdlovsk Region	Yekaterinburg	2	–	2	2	2	2	2	2
Republic of Tatarstan	Kazan	3	–	3	4	5	5	4	3
Krasnodar Region	Sochi	4	–	4	3	3	3	1	1
Republic of Bashkortostan	Ufa	5	+1	6	6	8	11	7	13
Kaliningrad Region	Kaliningrad	6	+5	11	8	16	20	–	–
Krasnodar Region	Krasnodar	7	–2	5	7	4	4	3	6
Krasnoyarsk Region	Krasnoyarsk	8	+2	10	21	17	15	–	4
Samara Region	Samara	9	–1	8	16	18	18	12	11
Primorye Region	Vladivostok	10	+8	18	10	6	6	–	–
Nizhniy Novgorod Region	Nizhniy Novgorod	11	–4	7	5	7	8	–	5
Chelyabinsk Region	Chelyabinsk	12	+3	15	20	10	12	–	–
Kamchatka Region	Petropavlovsk -Kamchatsky	13	+6	19	17	–	–	–	–
Murmansk Region	Murmansk	14	+3	17	9	12	13	–	14
Rostov Region	Rostov-on-Don	15	–6	9	15	11	7	5	8
Volgograd Region	Volgograd	16	+4	20	19	–	33	–	–
Kemerovo Region	Kemerovo	17	+6	23	27	48	37	–	–
Yaroslavl Region	Yaroslavl	18	+14	32	31	9	10	6	12
Irkutsk Region	Irkutsk	19	–7	12	12	15	17	8	9
Vladimir Region	Vladimir	20	+5	25	30	–	–	–	–



The top five in the 2020 ranking changed insignificantly compared to 2019: St. Petersburg, Yekaterinburg, Kazan and Sochi retained their positions, and Ufa moved up to 5th place from 6th, displacing Krasnodar to 7th place. Kaliningrad moved close to the leaders, where in 2020 its own travel brand JoinKaliningrad appeared, which was actively promoted at Russian exhibitions. The best growth rates were demonstrated by Yaroslavl, which moved up 14 positions and took 18th place. The Primorsky Territory (+8), Kemerovo Region (+6), Kamchatka (+6) and Vladimir Region (+5) also significantly improved their position in the ranking. Movements upward are due to the continued support and development of the congress and exhibition industry in the regions, participation in events promoting in the foreign and domestic markets, as well as efforts to attract major events in the medium term. The most significant deterioration in the total score in the top twenty was recorded in the Irkutsk (-7) and Rostov (-6) regions. The negative dynamics of the Rostov region is due to the lack of regional support measures for the congress and exhibition industry. Irkutsk region last year significantly reduced its presence at both Russian and foreign events of the tourism and event industry. In the 2021-2022 perspective, Nizhny Novgorod has the most significant growth potential in the Top-20 ranking. Currently, the modernization of the congress and exhibition infrastructure of the Nizhny Novgorod Fair is being completed there, as a result of which the number of specialized areas in its structure will increase by more than 2.5 thousand sq. m, as well as the existing pavilions will be repaired and new equipment purchased.

Summing up the results of the research, it can be noted that 2020 brought about an almost complete zeroing of the foundations for the functioning of the event industry - it forced us to revise the historically established ways of organizing interaction, the technology of holding events, the legislative and regulatory framework. Restarting processes depends on how quickly and flexibly all industry participants can restructure their business processes in accordance with the requirements of the new reality, and the authorities can develop effective models of industry administration and regulation. The past 2020 has shown that the regions have developed different models of countering the spread of coronavirus infection and, as a result, different conditions for the functioning of the event industry. A common factor was the almost widespread reduction in funding programs for the industry and the rejection of activities related to development and promotion. Many capital construction projects of industrial facilities have been frozen and postponed indefinitely, which brings to the fore the issues of modernization and overhaul of existing complexes. And, of course, the most significant aspect of support for the industry remains: almost all participants in the top twenty of the rating in 2020 included enterprises of the congress, exhibition and tourism industries in the regional lists of support for the affected business. In many regions, measures of financial support and subsidies for sectoral projects have also been preserved.