

TOURISM INDUSTRY GUIDE

**HOW TOURISTS FROM EMERGING MARKETS TRAVEL —
AND WHAT IT MEANS FOR YOUR BUSINESS**

YANGO ADS

IN THIS GUIDE, WE'LL COVER HOW TOURISTS FROM EMERGING MARKETS:

- choose their travel destinations
- choose their accommodation
- react to different types of advertising
- spend their money during vacations

This guide is based on our survey conducted in December 2024. 768 respondents from Kazakhstan, Georgia, Moldova, Russia, Belarus, Ukraine, Azerbaijan, Kyrgyzstan, Turkmenistan, and Uzbekistan shared their travel experiences in 2024 and the reasoning behind it.

WE ALSO GOT:

- ★ tips how to attract tourists from emerging markets
- ★ recommendations for your next ad campaign



TOURISTS FROM EMERGING MARKETS: WHO ARE THEY?

SO, WHAT ARE THE *EMERGING MARKETS*, YOU MIGHT ASK?

These are rapidly growing economies like Russia, Kazakhstan, Belarus, Georgia, and others countries in Eastern Europe and the CIS.

Local tourists are traveling more and more to the Middle East, Africa, and the Asia–Pacific region. However, these tourists are often overlooked by travel businesses, local hotels and resorts.

We at Yango Ads decided to shed more light on this promising audience — and help your business discover it.

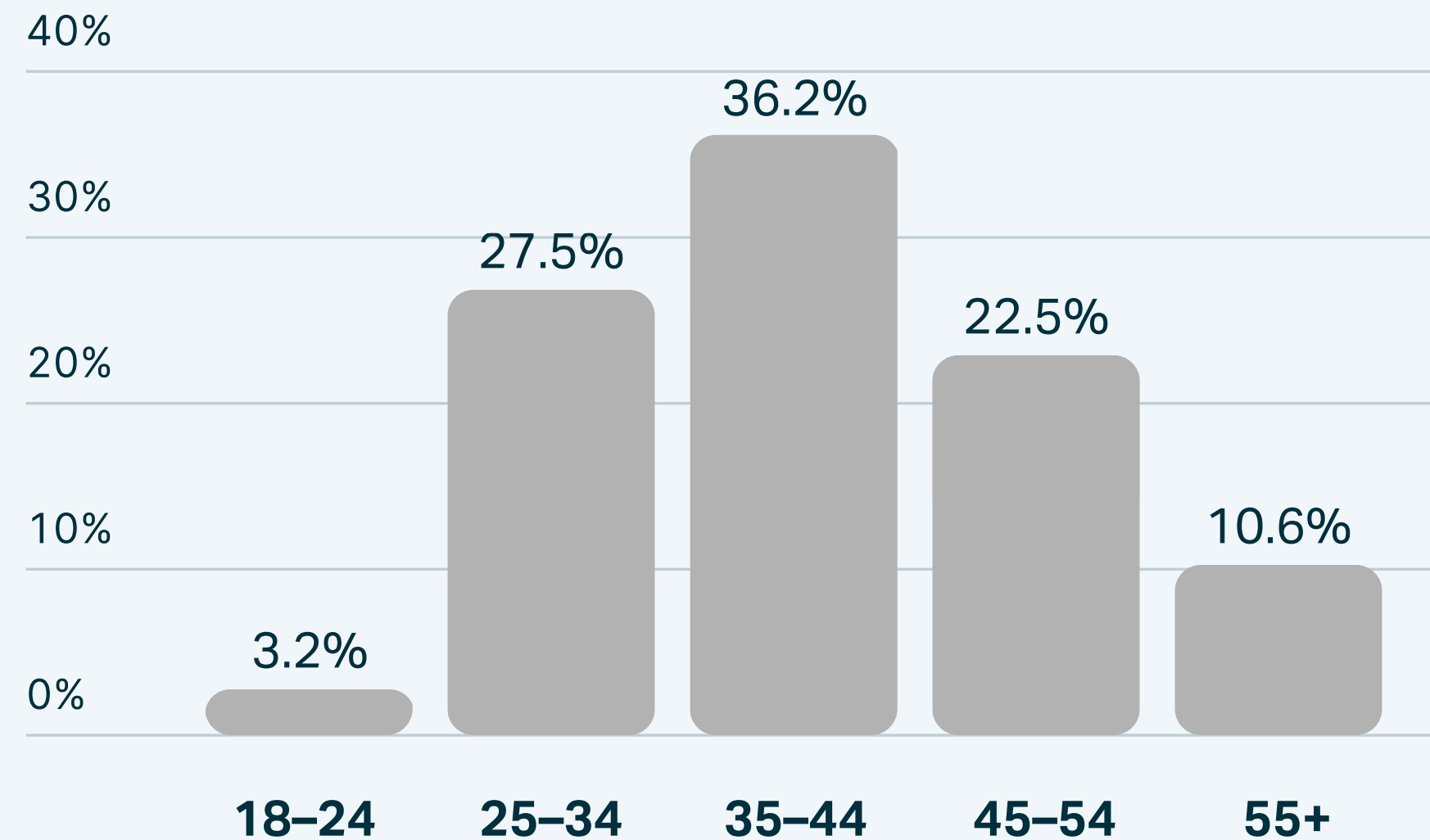
WHAT COUNTRIES WE WILL COVER:



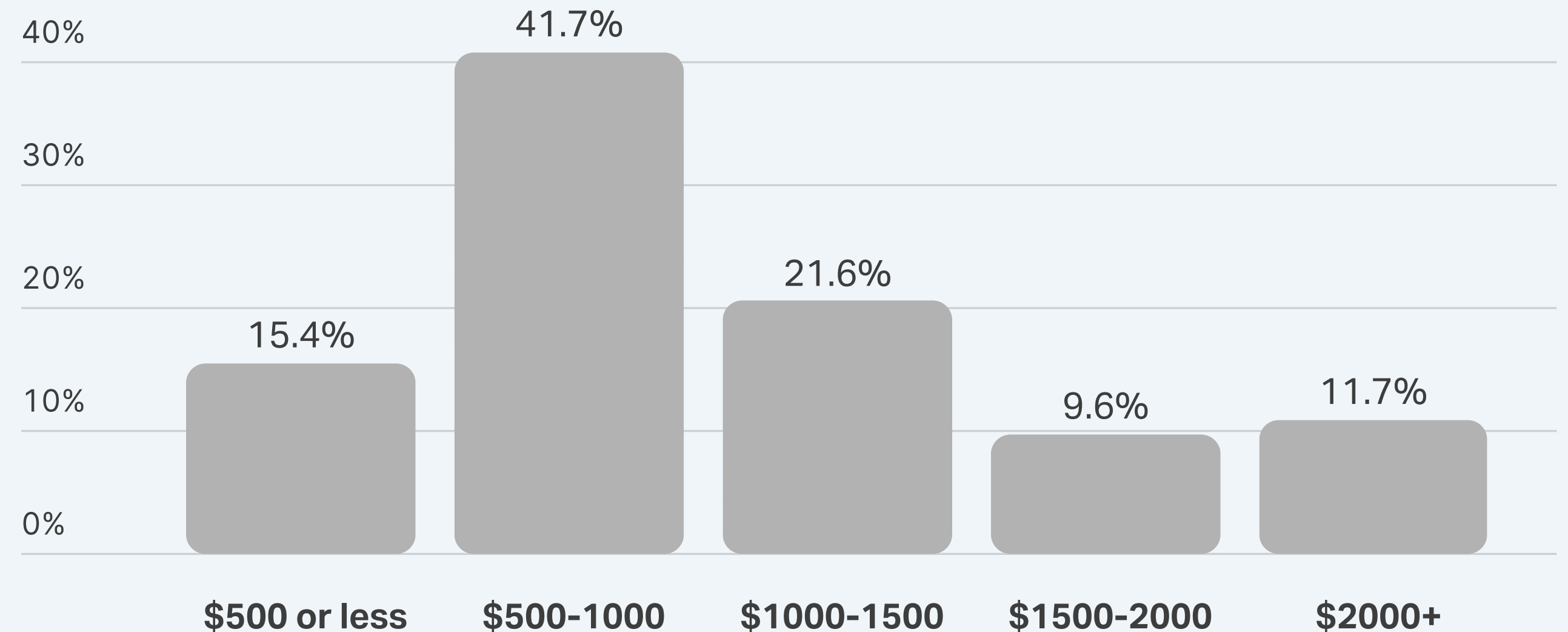
LET'S MEET YOUR TARGET AUDIENCE

In this guide, we will explore what travel habits and patterns tourists from emerging markets have, what shapes their travel decisions, and how to reach them effectively with your next ad campaign. Here is what we know about the respondents:

HOW OLD ARE THE TRAVELERS?



HOW MUCH DO THEY EARN?

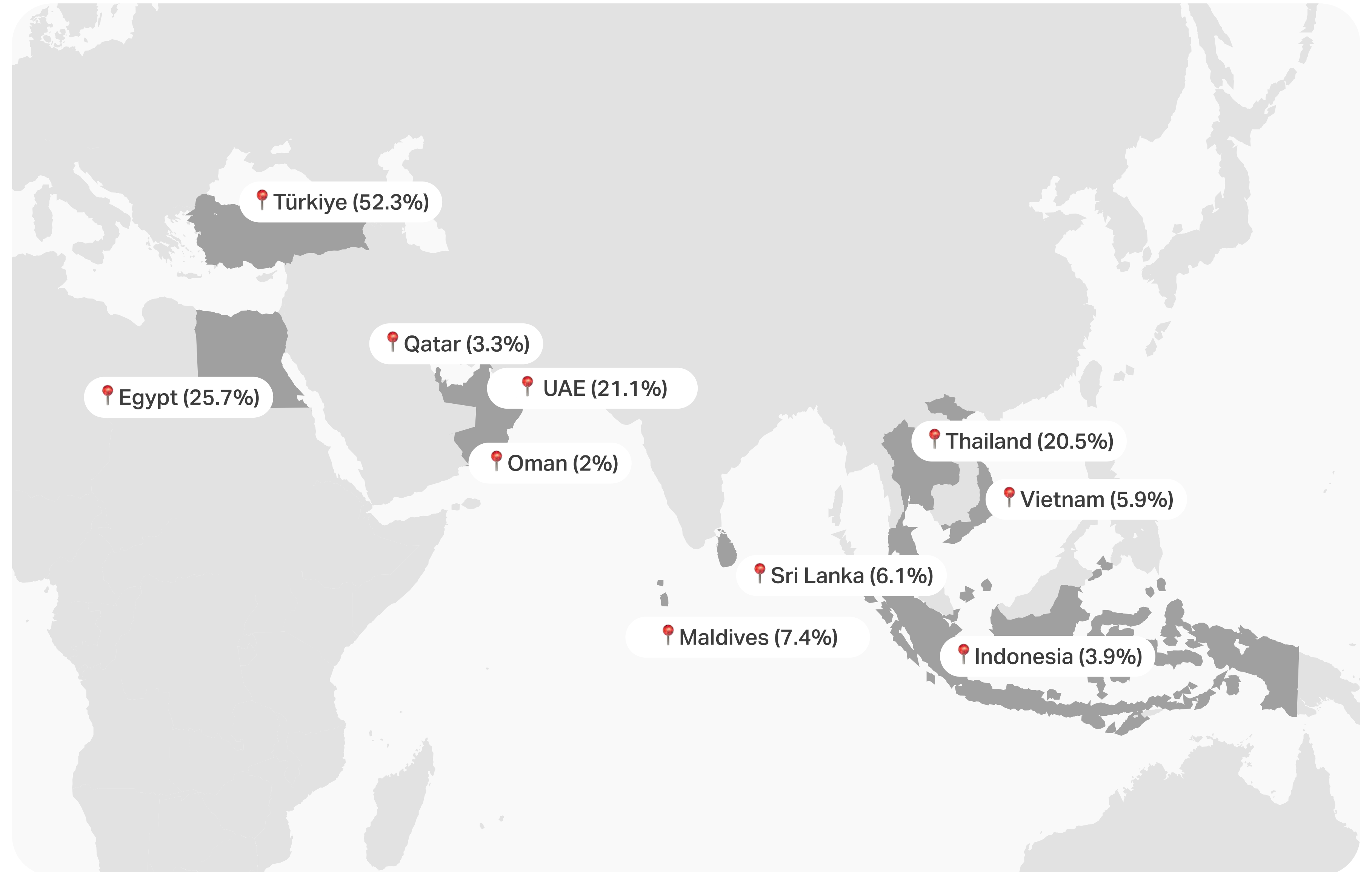




WHERE DID TOURISTS TRAVEL AND WHY?


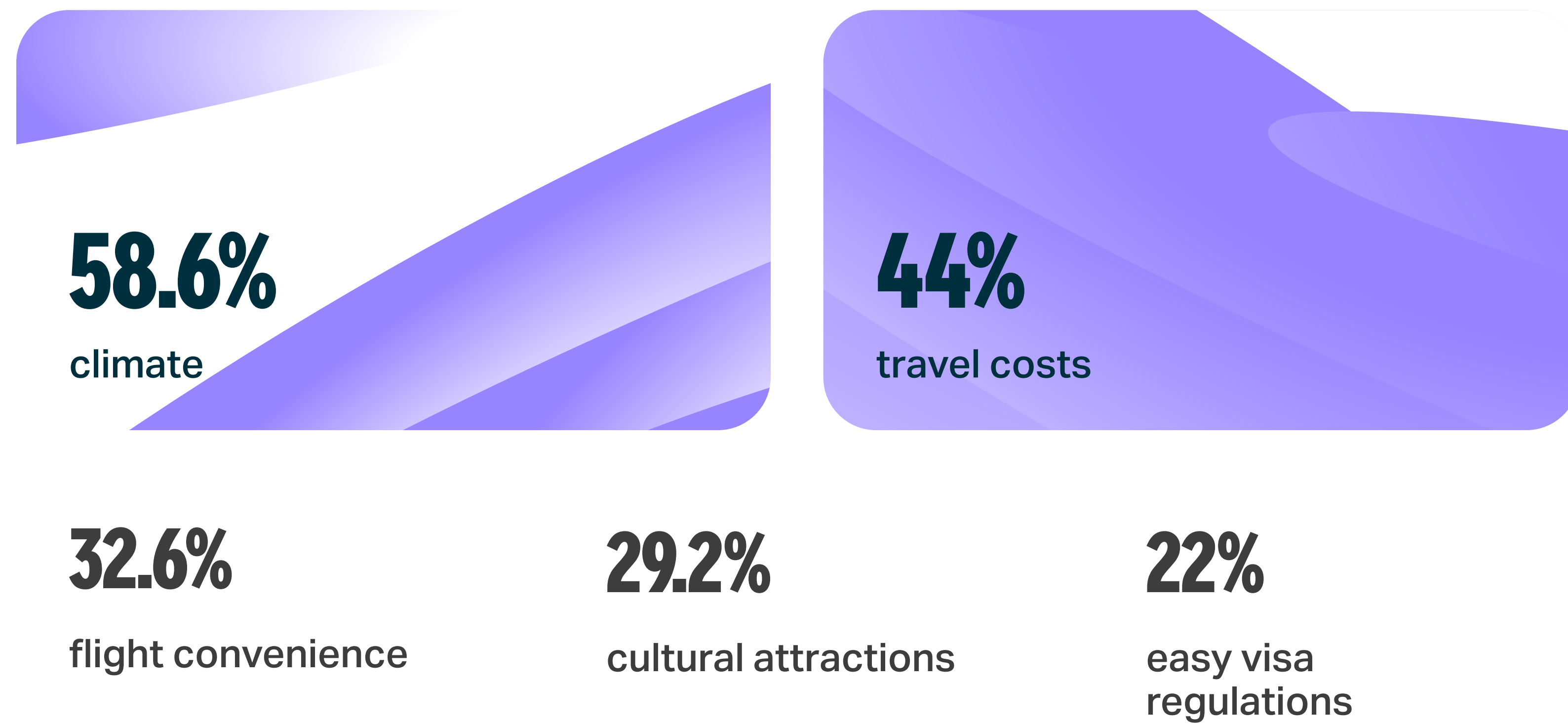
TOP TRAVEL DESTINATIONS IN 2024

As Türkiye and Egypt remain the top destinations for tourists from emerging markets, other countries in the Middle East, North Africa and Southeast Asia rise in popularity as well.



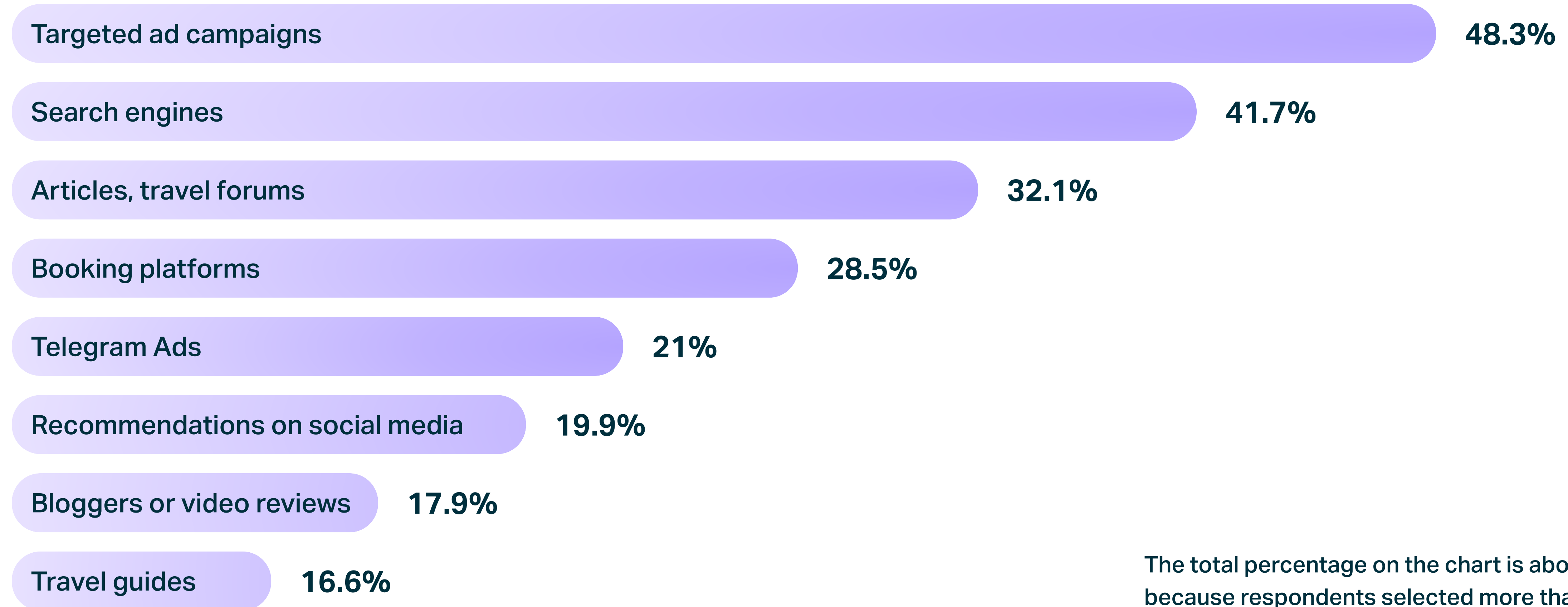
The total percentage on the map is above 100% because some respondents traveled to more than one country in 2024.

SO, WHAT'S IMPORTANT IN PLANNING A TRIP?



Your destination probably has a few of these advantages! **Boast about them in your next ad campaign** in emerging markets — this is what tourists care about.

AND WHAT TYPES OF ADVERTISING PLAYED THEIR PART?

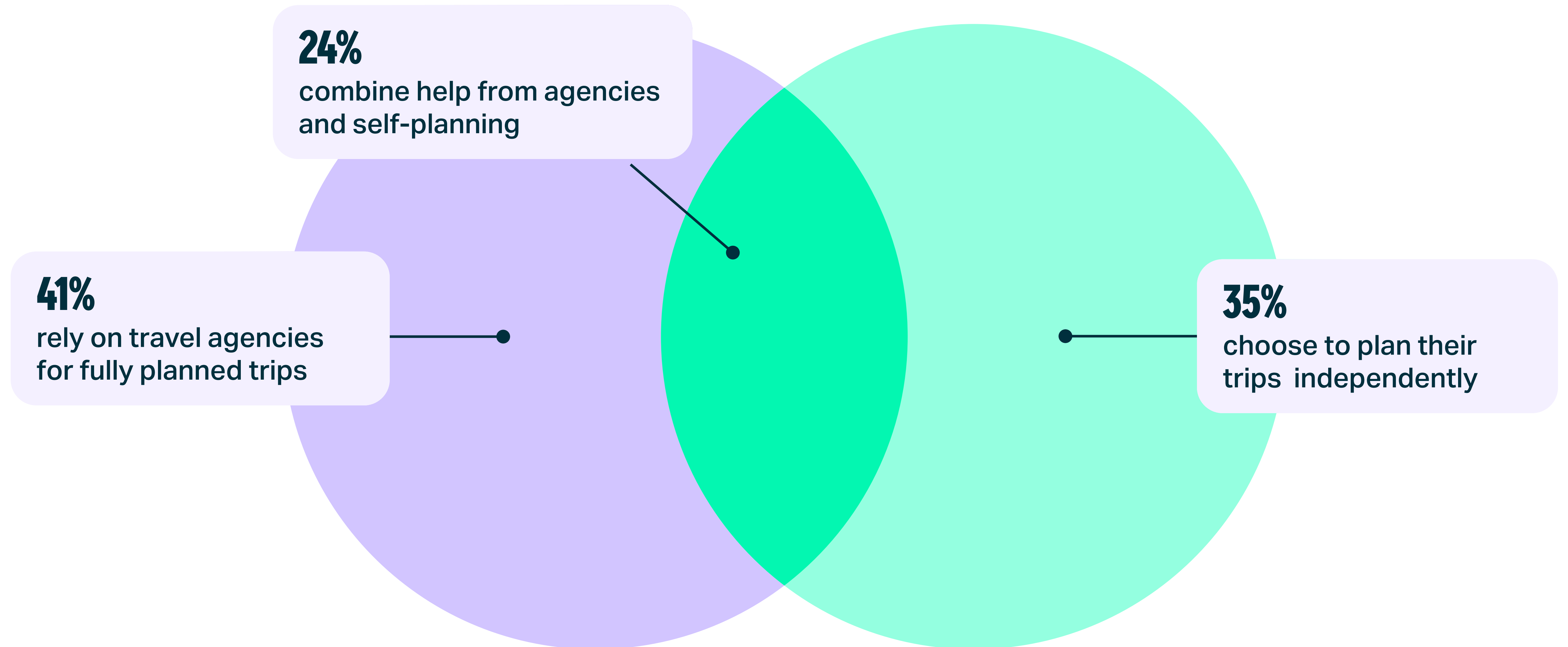


The total percentage on the chart is above 100% because respondents selected more than one answer.



**WHAT SHAPED THEIR
TRAVEL DECISIONS?**

TRAVEL AGENTS OR DIY?



WHICH SEASON IS PREFERABLE?

SUMMER

50.4%

The most popular season for travel is **summer** — most of the respondents choose this season, regardless of income.

SPRING / AUTUMN

41.8%

Spring and **autumn** are also highly popular.

WINTER

28.6%

Winter is a less common season of choice; however, wealthier respondents (with an income of \$2000+) love this off-peak season as much as summer.



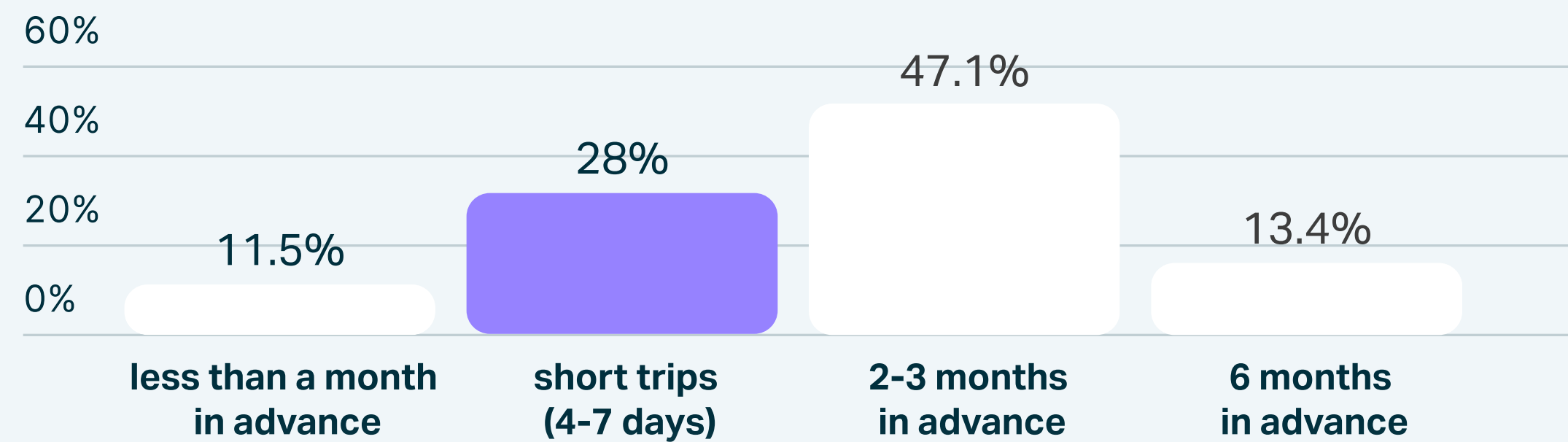
HERE ARE 5 REASONS WHY YOU SHOULDN'T NEGLECT THE WINTER SEASON:

Read more in Yango Ads blog

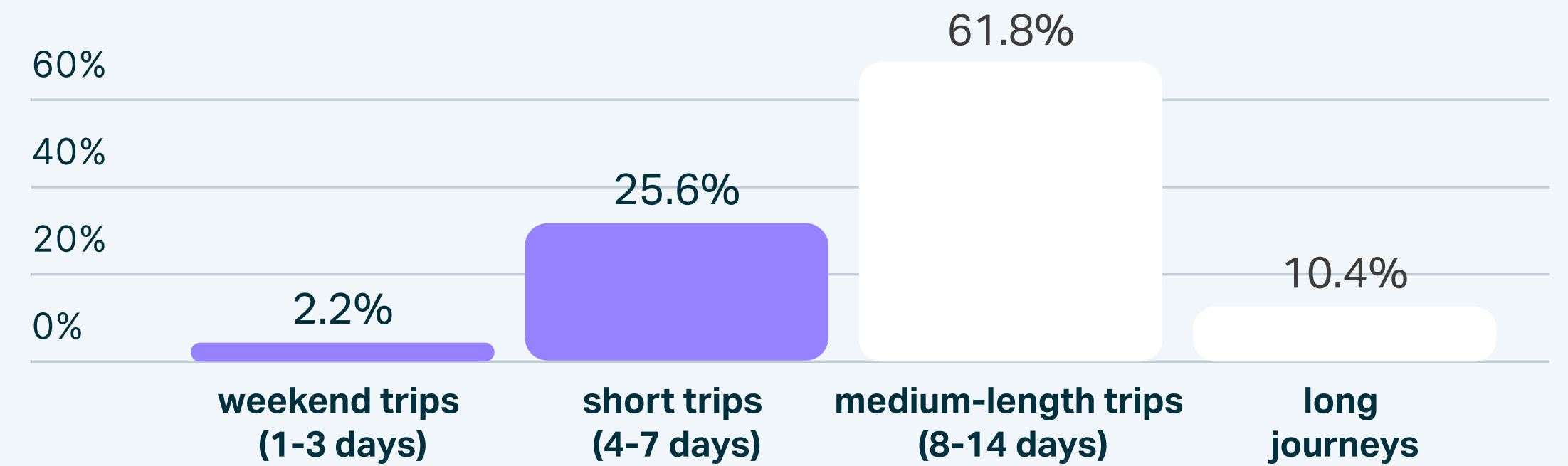


MORE INSIGHTS ON TRAVEL PATTERNS

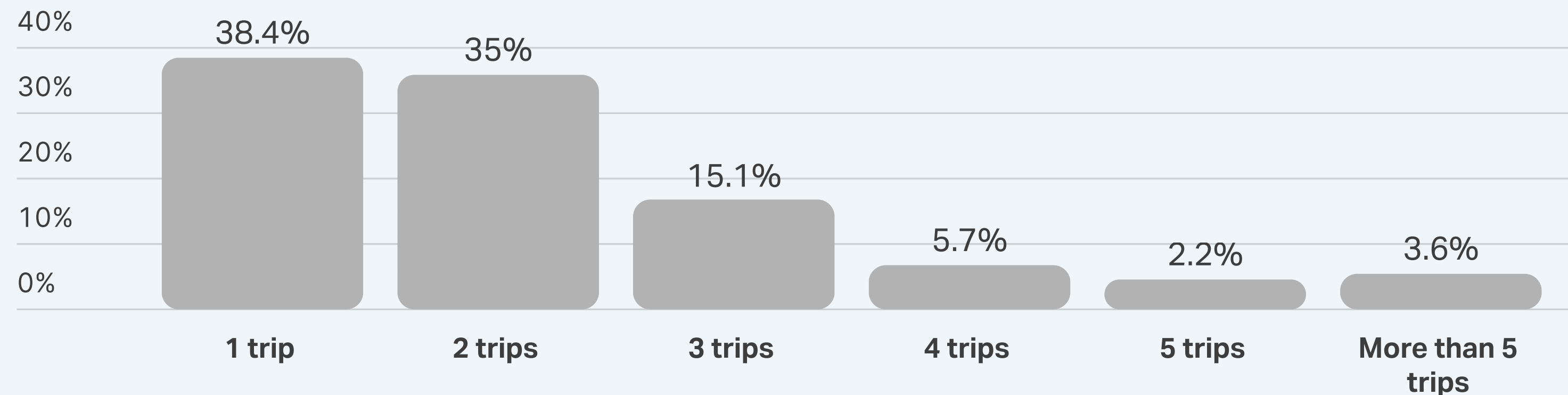
PLANNING A TRIP



DURATION OF TRIPS



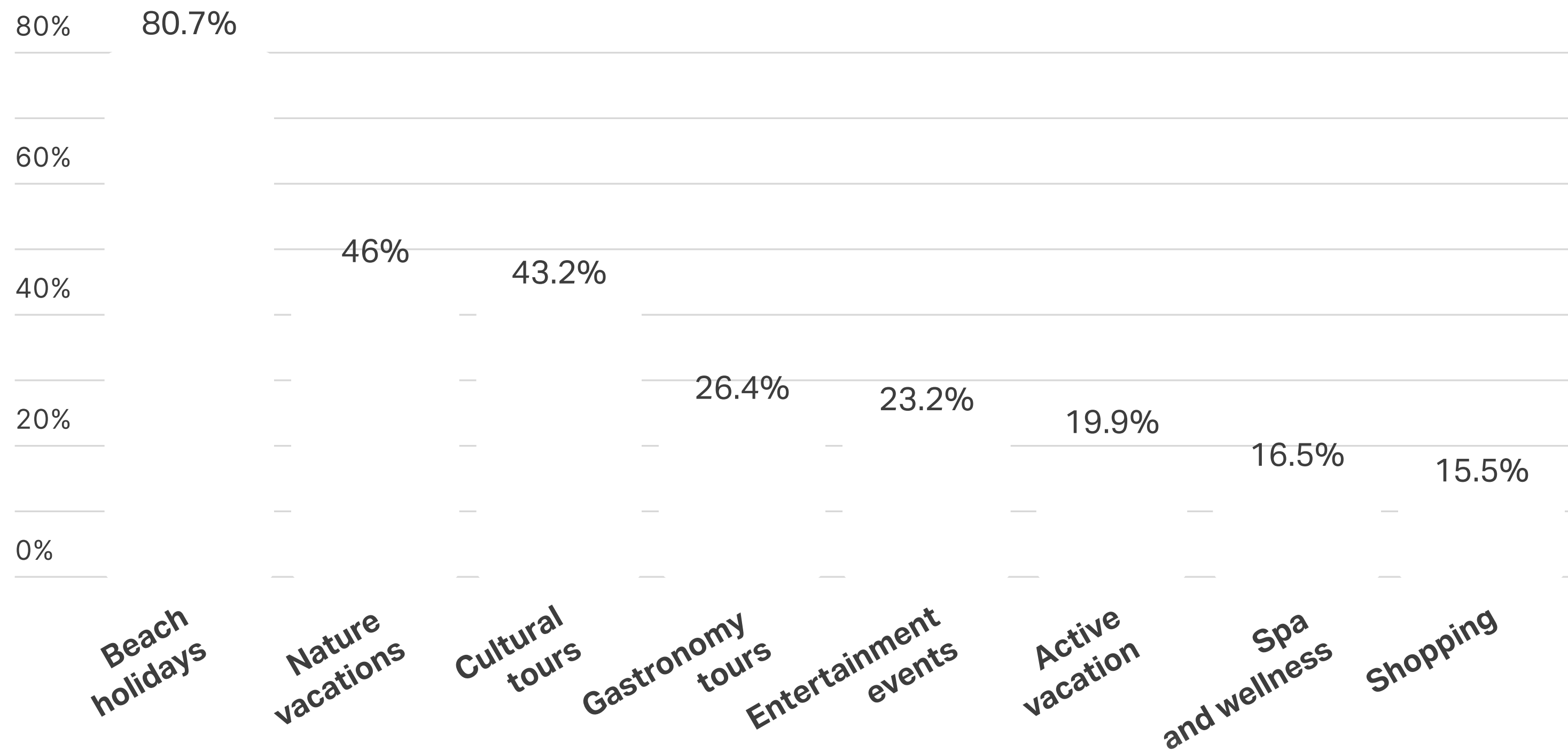
QUANTITY OF TRIPS PER YEAR



Tourists plan in advance, and so should you! **Start your next campaign 3 months before the peak season:** you'll have time to adjust your campaign settings as you go.

TOP TRAVEL ACTIVITIES

People love beach vacations! That's an evident trend among all income groups. Those on a tight budget enjoy active travel and nature. Cultural tours are popular among travelers with higher income.



Who are they vacationing with?
Family comes first for most tourists!



FAMILY

51.9%



PARTNER

25.5%



FRIENDS

13%



SOLO

9.6%



HOW DID TOURISTS CHOOSE THEIR ACCOMMODATION?

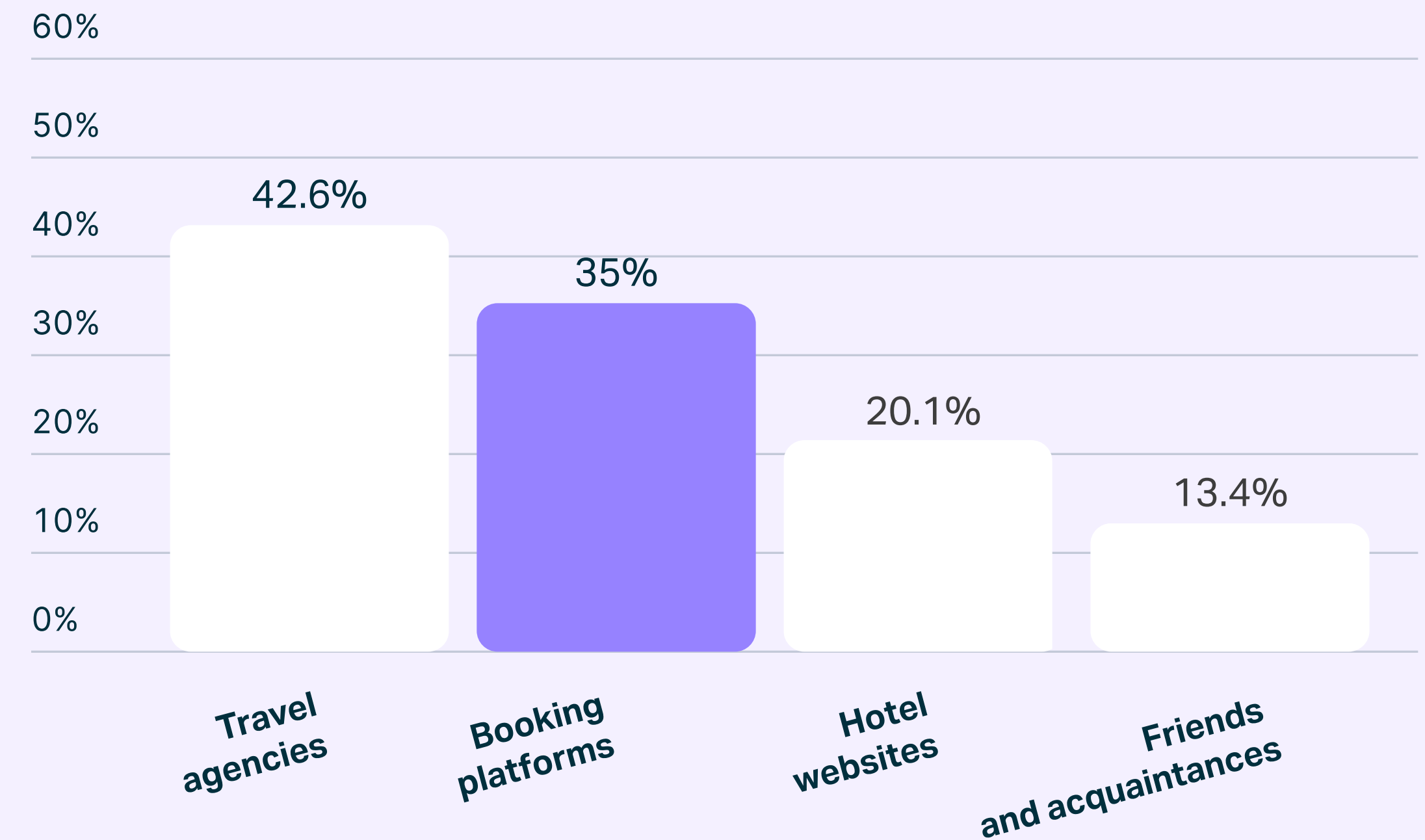
TOP PRIORITIES WHILE BOOKING

Most respondents choose **4–5 star hotels** (67.5%), cherishing comfort above all else. Only 28.7% stayed in **low-cost hotels** with 3 stars or lower.

Apartments were less popular (15.9%), hostels are even less in demand (6%). Staying with **friends or relatives** is also an option for 9.1%.

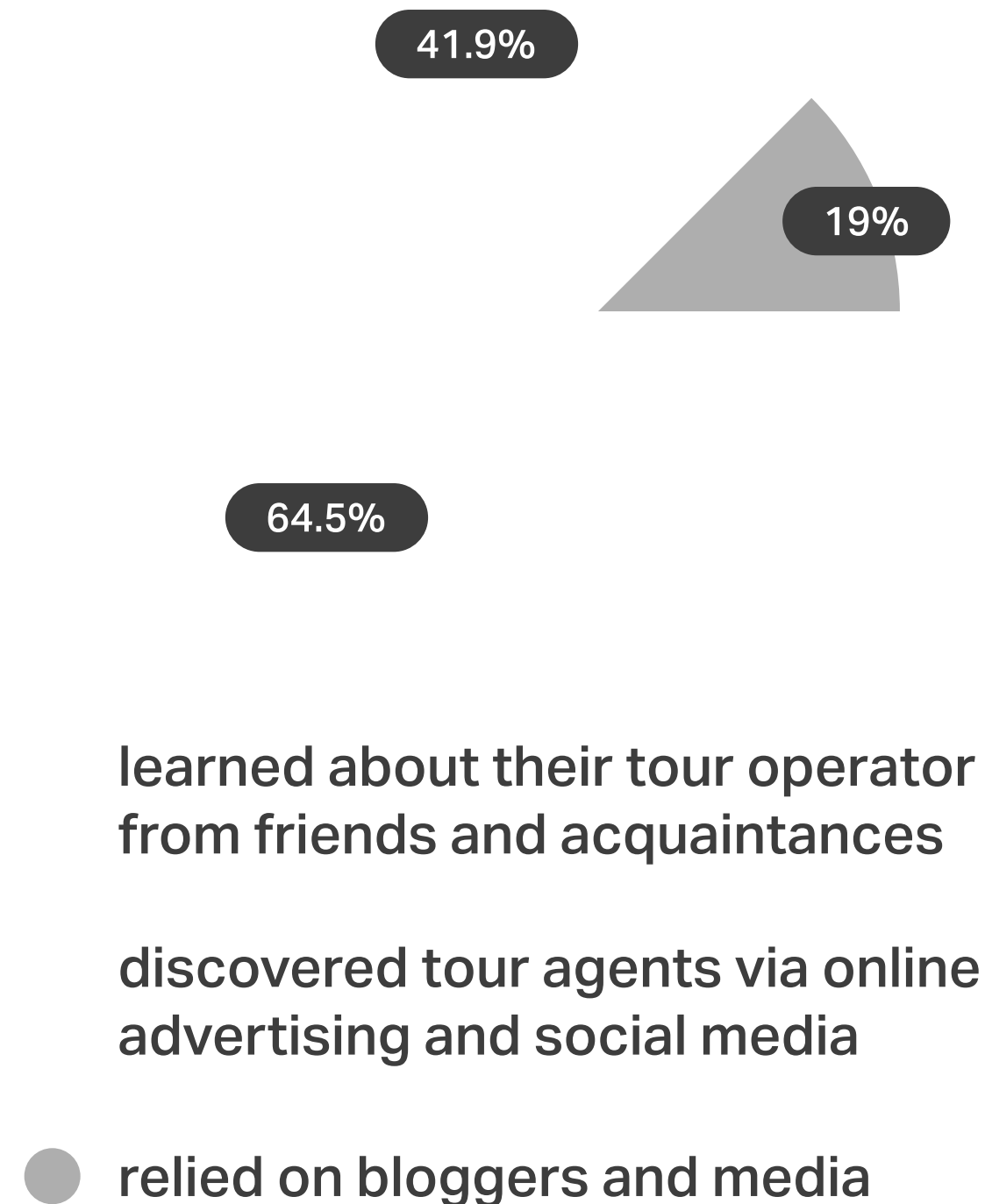
- ★ **PRICE**
- ★ **LOCATION**
- ★ **REVIEWS AND RATINGS**
- ★ **AMENITIES**
- ★ **RECOMMENDATIONS**

AND WHAT SOURCES DID THEY USE TO FIND ACCOMMODATION?

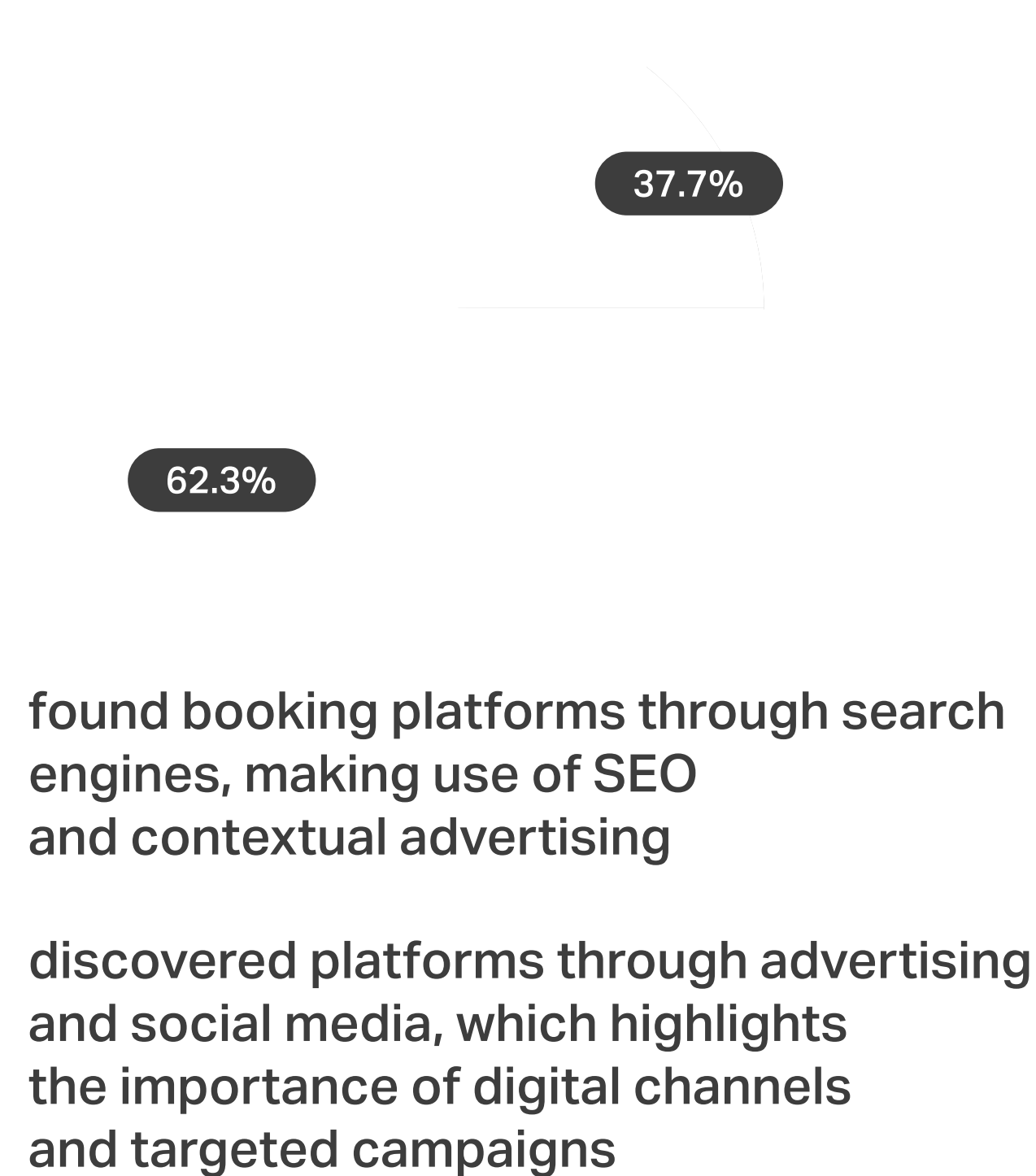


HOW DID ADVERTISING WORK?

TRAVEL AGENCIES



BOOKING PLATFORMS



HERE IS WHAT TRAVELERS PAY ATTENTION TO IN ADS:

- High ratings or user reviews
- Ease of transition from ads to direct booking
- Clear indication of price and conditions
- Free cancellation or flexible conditions

The total percentage on the chart is above 100% because respondents selected more than one answer.



**HOW MUCH MONEY
DID TOURISTS SPEND?**

HOW MUCH DOES IT COST TO TRAVEL?

Travel costs directly depend on a person's income: the **average spending per vacation** is comparable to their monthly salary. But numbers show that sometimes it can even exceed their monthly income. Let's break it down:

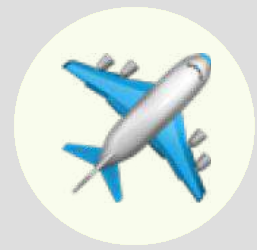


Less than 20% of tourists spend up to \$1000, which means economy-class travel and accommodation.

Nearly 50% of tourists are ready to invest up to \$2000 into their vacation, which makes them valuable customers of the medium price segment.

40% of respondents are spending up to \$3000 on travel. This includes premium accommodation options and unique experiences.

TRAVEL BUDGET BREAKDOWN



FLIGHTS

50.8%

spend \$200-600 on transportation

26.1%

choose flights within the \$400-600 range

5.5%

pay over \$1000 for premium flights



ACCOMMODATION

62.7%

spend \$200-600 on accommodation per person

7.1%

are willing to pay over \$1000 for premium stays



ENTERTAINMENT

63.2%

spend up to \$400 on guided tours and entertainment



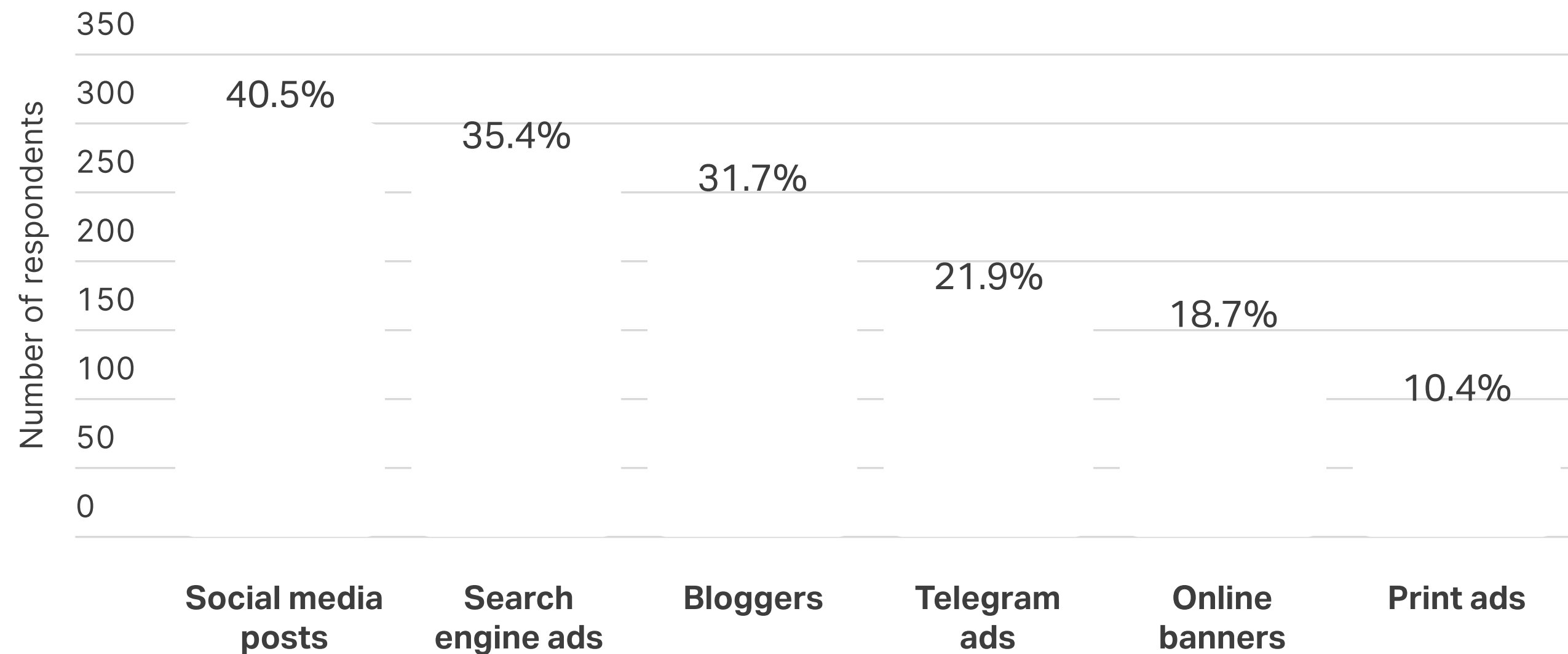
AND NOW — TIPS!

**HOW TO ADVERTISE EFFECTIVELY AND ATTRACT
NEW TOURISTS FOR YOUR TRAVEL BUSINESS**

CHOOSE YOUR CHANNELS

Creating a cool ad campaign is not enough — you also need to choose effective channels for it. We recommend adding search engine ads and Telegram to your toolbox — they work specifically well in the Eastern Europe. **Yango Ads Campaigns**, our all-in-one advertising platform, got you covered.

Take a look at the most effective ad formats for tourists in emerging markets:



Travelers **trust tour operators and booking platforms!** Building partnerships with them and distribute exclusive offers to engage new audience.



WHY TELEGRAM ADS IS YOUR WAY TO GO IN EMERGING MARKETS:

Read in Yango Ads blog



DESIGN YOUR OFFER

MIND THE TIMING

Design special offers 2 or 3 months before peak seasons and long public holidays in your countries of interest.

MAKE IT PERSONAL

Offer discounts for next trips, bonuses for recommendations, membership benefits and loyalty programs.

DON'T OVERLOOK THE MEDIUM SECTOR

Develop fixed-cost packages or bonuses for bundled tours.

SHOW FLEXIBILITY

Reduce the stress with your offer! Mention free cancellation, flexible payment terms, and early birds discounts.

DON'T NEGLECT OFF-PEAK SEASONS

Create offers for winter, spring, and fall for premium customers.

HIGHLIGHT UNIQUENESS AND EXPERIENCES

Showcase programs focusing on local food, traditions, and historic landmarks.

SPECIAL OFFERS FOR FAMILIES

Offer family packages! They usually include group transportation, entertainment for kids, and discounts.

READY



TO ATTRACT NEW CLIENTS?



Yango Ads Campaigns is your go-to platform to make it happen. Create your campaigns, track results, and connect with 100+ million potential customers.

Enter new markets to stay!

Get started now



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