

# 2021 Russian Regions Event Potential Rating

By mid-2021, congresses and exhibitions started switching back to the usual offline format, with every region having its own dynamics scenario. The Russian Regions Event Potential Rating, an edition delivered by R&C Market Research Company for eighth consecutive years, presents the first findings of the year.

## Ranking method

As its main goal, the Rating focuses on the evaluation of key factors impacting regions' event potential level. This evaluation enables the programming of regions' social and economic improvements and their development as event and tourist destinations.

In 2021, a set of evaluated performance indicators was extended based on the relevant trends linked to the growing impact of event tourism. The Rating scope included a new set of indicators on regions' event tourism performance.

The initial Rating pool covers all Russian regions and the cities, which function as their administrative centers. The established tandems based on similarities in social and economic development include Moscow and Moscow region, St. Petersburg and Leningrad region, and the Republic of Crimea and the city of Sevastopol. However, Moscow's results, as the capital region with great resource capacities, are not considered in the overall ranking. In this year's Rating, Krasnodar Region and Sochi are for the first time considered as a single region.

## Rating findings

The top three leaders kept their positions. **St. Petersburg**, still leading the Rating, has a well-developed event infrastructure and is actively enhancing and promoting its brand both in external and domestic markets, and has extensive experience in the hosting of major international events. **Sverdlovsk Region** and the **Republic of Tatarstan**, as regions having a high event potential, also kept their second and third positions in the Rating. While Tatarstan kept its third place as in 2020, it improved its score reducing the gap with Sverdlovsk Region. The improvement in its ranking is mainly driven by the indicators reflecting the expertise in convention hosting and attracting major international events to the region. Sverdlovsk Region kept its second place in the Rating due to a higher score for event industry development strategy, industry support, and its performance in the Russian Event Awards. In most other positions, Sverdlovsk Region and the Republic of Tatarstan are almost equal.

**Nizhny Novgorod** Region significantly improved its overall indicators advancing from the 11th to the 4th place. In 2021, Nizhny Novgorod celebrated its 800th anniversary, which contributed to a significant improvement of the city's architecture, including the construction and launch of a new 3,200 sqm

exhibition pavilion, upgrades of existing pavilions, and area improvements. The rich anniversary event agenda formed a solid groundwork for the development of event tourism, which received high overall scores in the Rating.

The second ten of the Rating saw a complete turnaround, with the following regions in the lead: **Perm Region** (17th place; +18), **Stavropol Region** (16th place; +17), **Republic of Crimea** (18th place; +16), and **Tyumen Region** (14th place; +11). Perm Region, which earlier lost its positions due to the stalling reorganization of the ExpoPerm exhibition complex, returned to the leading group thanks to a rich business and event agenda. In the run-up to Perm's 300th anniversary, the region announced new investment projects, including the construction of event infrastructure facilities. The city is actively attracting top-level sport events for these projects. E.g., in 2022 the city will host the matches of the two qualification rounds of Men's EuroBasket tournament. The Crimea ranked as a leader for the first time since its inclusion in the Rating. This was due to an active development of the region's tourism infrastructure, first of all through the launch of new and upgrade of existing accommodation facilities, as well as the growth of local businesses entering professional industry associations. Similar growth drivers were identified for Stavropol Region. The switch of tourist traffic to domestic travel forced regions to review their capabilities and attracted investments in infrastructure projects. Tyumen Region is actively pushing policies to support the event industry, including in the promotion of its tourist and event potential.

## Findings

In 2021, the event industry was one of the first to be able to work offline. This kick-started its gradual recovery in the new context. Events are returning to regions, with over 50% of all events hosted in-person in compliance with safety recommendations in place. Yet, the industry still needs targeted policy support measures enabling its sustainable operation in the emerging economic setting. Tourist flows are still focused on domestic travel, while external business travel traffic is undermined, inter alia, by the uncertainty of mutual recognition of vaccination certificates and frequently changing border-crossing safety standards. Industry-specific infrastructure projects in most regions are suspended, except for trust projects dedicated to major events, and hotel infrastructure development projects in the regions accommodating the main domestic traffic of Russian tourists who had to refuse international travel.

Region	Administrative center	Rank								
		2021	Pro-gress	2020	2019	2018	2017	2016	2015	2014
St. Petersburg and Leningrad Region	St. Petersburg	1	0	1	1	1	1	1	–	–
Sverdlovsk Region	Ekaterinburg	2	0	2	2	2	2	2	2	2
Republic of Tatarstan	Kazan	3	0	3	3	4	5	5	4	3
Nizhny Novgorod Region	Nizhny Novgorod	4	+7	11	7	5	7	8	–	5
Krasnodar Region	Krasnodar	5	+2	7 (4)	5 (4)	7 (3)	4 (3)	4 (3)	3 (1)	6 (1)
Republic of Bashkortostan	Ufa	6	-1	5	6	6	8	11	7	13
Primorsky Region	Vladivostok	7	+3	10	18	10	6	6	–	–
Krasnoyarsk Region	Krasnoyarsk	8	0	8	10	21	17	15	–	4
Samara Region	Samara	9	0	9	8	16	18	18	12	11
Murmansk Region	Murmansk	10	+4	14	17	9	12	13	–	14
Kemerovo Region	Kemerovo	11	+6	17	23	27	48	37	–	–
Kaliningrad Region	Kaliningrad	12	-6	6	11	8	16	20	–	–
Rostov Region	Rostov-on-Don	13	+2	15	9	15	11	7	5	8
Tyumen Region	Tyumen	14	+11	25	21	13	20	21	13	15
Vladimir Region	Vladimir	15	+5	20	25	30	–	–	–	–
Stavropol Region	Stavropol	16	+17	33	36	37	–	–	13	15
Perm Region	Perm	17	+18	35	37	18	19	16	8	10
Republic of Crimea	Simferopol	18	+16	34	26	49	–	–	–	–
Omsk Region	Omsk	19	+7	26	27	32	20	26	–	–
Arkhangelsk Region	Arkhangelsk	20	+2	22	22	23	–	–	–	–

Region	Administrative center	Rank								
		2021	Pro-gress	2020	2019	2018	2017	2016	2015	2014
Irkutsk Region	Irkutsk	21	-2	19	12	12	15	17	8	9
Kamchatka Region	Petropavlovsk-Kamchatsky	22	-9	13	19	17	–	–	–	–
Republic of Karelia	Petrozavodsk	23	+17	40	43	39	–	–	–	–
Khanty-Mansi AO-Yugra	Khanty-Mansiysk	24	+6	30	29	28	–	–	–	–
Republic of Mordovia	Saransk	25	+6	31	31	46	–	–	–	–
Chelyabinsk Region	Chelyabinsk	26	-14	12	15	20	10	12	–	–
Ulyanovsk Region	Ulyanovsk	27	+19	46	42	33	32	22	–	–
Volgograd Region	Volgograd	28	-12	16	20	19	–	33	–	–
Tula Region	Tula	29	+12	41	40	40	31	39	18	23
Kirov Region	Kirov	30	+22	52	52	45	32	35	–	–
Tver Region	Tver	31	+20	51	71	57	–	–	20	19
Zabaikalsky Region	Chita	32	+7	39	35	36	–	–	–	–
Saratov Region	Saratov	33	-6	27	34	22	44	47	–	–
Novosibirsk Region	Novosibirsk	34	-10	24	13	14	14	9	–	7
Novgorod Region	Veliky Novgorod	35	-14	21	16	24	24	23	–	21
Yaroslavl Region	Yaroslavl	36	-18	18	32	31	9	10	6	12
Vologda Region	Vologda	37	+16	53	51	65	25	30	–	–
Belgorod Region	Belgorod	38	-6	32	24	35	–	–	8	15
Komi Republic	Syktvykar	39	+10	49	44	52	50	49	–	26
Orel Region	Orel	40	+17	57	46	74	–	–	–	–
Altai Region	Barnaul	41	+13	54	54	43	42	42	–	–
Udmurt Republic	Izhevsk	42	+3	45	58	34	40	28	–	–
Orenburg Region	Orenburg	43	-5	38	30	38	41	48	21	–
Chuvash Republic-Chuvashia	Cheboksary	44	+21	65	58	71	–	–	–	–
Voronezh Region	Voronezh	45	-16	29	28	29	13	14	8	24
Tomsk Region	Tomsk	46	-10	36	41	50	23	21	–	–
Ryazan Region	Ryazan	47	-10	37	38	47	27	25	–	18
Republic of Dagestan	Makhachkala	48	0	48	61	76	–	–	–	–
Khabarovsk Region	Khabarovsk	49	-26	23	14	11	–	–	–	–
Lipetsk Region	Lipetsk	50	+17	67	56	58	36	29	16	–
Penza Region	Penza	51	+19	70	64	67	37	40	–	24

Region	Administrative center	Rank								
		2021	Pro-gress	2020	2019	2018	2017	2016	2015	2014
Republic of Buryatia	Ulan-Ude	52	-9	43	33	25	–	–	–	–
Yamalo-Nenets Autonomous District	Salekhard	53	+16	69	66	78	–	–	–	–
Altai Republic	Gorno-Altaysk	54	+4	58	74	68	–	–	–	–
Astrakhan Region	Astrakhan	55	-11	44	45	44	26	27	13	19
Kostroma Region	Kostroma	56	+5	61	65	59	–	–	–	–
Sakha Republic	Yakutsk	57	-29	28	39	26	–	–	–	–
Republic of North Ossetia-Alania	Vladikavkaz	58	-12	46	55	62	–	–	–	30
Kurgan Region	Kurgan	59	+14	73	72	56	–	–	–	–
Tambov Region	Tambov	60	+8	68	63	73	38	36	–	–
Pskov Region	Pskov	61	+2	63	49	51	–	–	–	–
Tuva Republic	Kyzyl	62	0	62	50	60	–	–	–	–
Sakhalin Region	Yuzhno-Sakhalinsk	63	+9	72	60	42	47	38	19	26
Chechen Republic	Grozny	64	-14	50	47	54	45	44	–	–
Amur Region	Blagoveshchensk	65	-10	55	70	41	–	–	–	–
Smolensk Region	Smolensk	66	+9	75	67	69	–	–	–	–
Kaluga Region	Kaluga	67	-25	42	53	48	35	41	–	21
Ivanovo Region	Ivanovo	68	-12	56	57	66	–	–	–	–
Republic of Kalmykia	Elista	69	-3	66	69	80	–	–	–	–
Republic of Khakassia	Abakan	70	+4	74	68	75	–	–	–	–
Republic of Adygea	Maykop	71	-12	59	76	72	–	–	–	–
Kursk Region	Kursk	72	+4	76	77	64	–	–	–	–
Mari El Republic	Yoshkar-Ola	73	-13	60	62	61	–	–	–	–
Kabardino-Balkarian Republic	Nalchik	74	-10	64	48	70	–	–	–	–
Nenets Autonomous District	Naryan-Mar	75	+7	82	82	63	–	–	–	–
Karachay-Cherkess Republic	Cherkessk	76	+2	78	81	79	–	–	–	–
Magadan Region	Magadan	77	-6	71	73	55	–	–	–	–
Bryansk Region	Bryansk	78	+2	80	77	77	–	–	–	26
Chukotka Autonomous District	Anadyr	79	-2	77	79	81	–	–	–	–
Jewish Autonomous Region	Birobidzhan	80	-1	79	75	53	–	–	–	–
Republic of Ingushetia	Magas	81	0	81	80	82	–	–	–	–