

Segmentation of Minsk city tourist product

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Minsk has good opportunities for tourism development and it acts as a large center of international and domestic tourism in Belarus. Minsk is a political, economic, scientific and cultural centre of the country, the main centre of international tourism in the country, the largest user and producer of tourist services. The city has the most developed infrastructure (about 30% of the hotel capacity in the country), receives about half of the organized tourist inflow.

International tourist inflow in 2016 to Belarus was formed by Russia (78,7%), Poland (3,7%), Lithuania (2,7%), Ukraine (2,4%), Latvia (1,4%), Germany (1,2%), Israel (0,9%).

The introduction of 5 days visa free regime in February, 2017 promotes the increasing share of non CIS countries in the international inflow. More than 52 th tourists from non CIS countries visited Belarus using this possibility in February – September 2017. Diversification of inflow demands segmentation of tourist product. Segmentation of regional tourist product based on structure of visitors and historical ties with Minsk heritage. An analysis of these factors was the basement for development of two new programs for Polish and Jewish tourists that are going to be presented at the conference.

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