

HOTEL RATES IN RUSSIA INCREASED SHARPLY



From the summer of 2022 to the summer of 2024, accommodation prices in Russian hotels significantly increased. The most substantial price hikes were observed in four- and five-star hotels, particularly in Ufa and Kaliningrad, where the most significant rises were recorded. This information comes from a study of "T-Z" magazine. In October 2024, the study analyzed data from 31 tourist cities, including Moscow, St. Petersburg, Sochi, Kazan, Murmansk, and Kaliningrad.

The high-end hotel category observed the most significant increase in hotel rates. In Russia, the average cost for a night in a four- or five-star hotel rose by 43%, reaching 4,260 rubles per person. **Ufa experienced the most significant price surge, with room rates soaring by 157% to 5,690 rubles per night.** Kaliningrad ranked second, where prices increased by 87%, bringing the room cost to 8,050 rubles. Nizhny Novgorod and Moscow also saw notable price hikes of 57% and 56%, respectively, with hotel rates per night at 4,400 rubles and 4,140 rubles.

Hotel rates for three-star hotels in Russia have risen significantly, with an average increase of 29%. Notably, Vladikavkaz experienced the most dramatic rise, with room rates jumping by 96% to reach 3,070 rubles per night. Ufa also saw a substantial increase of 75%, bringing prices up to 3,220 rubles per night. Other cities such as Vladimir, Nizhny Novgorod, and Veliky Novgorod experienced increases ranging from 51% to 54%. In Sochi, the cost of staying in three-star hotels rose by 47%, totaling 4,850 rubles per night.

Hostels, which represent the most budget-friendly segment of accommodation, have also been affected by price increases. On average, the cost of staying in hostels in Russia has risen by 28%, with nightly rates now averaging 800 rubles. The most significant increase was reported in Pyatigorsk, where prices surged by 56%, bringing the cost to 740 rubles per night. In contrast, Yuzhno-Sakhalinsk is an exception, experiencing a 4% price decrease, making a night in a hostel cost 1,190 rubles.

The two-star hotel segment has also seen price growth, averaging an increase of 27% across Russia. The most considerable uptick was in Kazan, where room rates skyrocketed by 83%, now costing 1,970 rubles per night. In Nizhny Novgorod and Vladivostok, two-star hotel prices rose by 61% and 58%, respectively, bringing the costs to 2,590 rubles and 2,440 rubles per night. **St. Petersburg exhibited the smallest increase in this category, with a modest rise of just 4%, resulting in a room rate of 2,180 rubles.**

Rooms in one-star hotels across Russia saw the slightest price increase, with an average rise of 15%. However, some cities experienced significant increases in accommodation costs. For instance, the prices for one-star hotel rooms doubled in Elista, reaching 1,800 rubles per night. In Petropavlovsk-Kamchatsky, the cost of a room rose by 44%, amounting to 3,280 rubles. Similarly, Murmansk and St. Petersburg saw increases of 38%, with hotel rates reaching 2,090 rubles and 2,270 rubles, respectively.

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