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Today in Russia there is an unprecedented growth of indicators in the hotel industry. In most countries of interest to travellers, annual growth in tourist performance averages 4%. Russia has shown much greater success in recent years, dictated by a lot of reasons, most of which are not life-affirming, but make investments in this sphere very and very attractive. Consider in more detail the reasons why the country is experiencing a certain hotel boom.

### **The fall of the national currency**

What happened to the ruble in the last couple of years does not know, perhaps, only the child. We are interested in this situation in the context of the prospects of the hotel business. What does this fact tell us? Of course, the fall of the national currency does not bode well for the economic situation as a whole. However, if you look at the situation from the point of view of the traveler, it becomes clear why in recent years hotels all over the country arise as if mushrooms after rain. A huge number of people live below the poverty line in the country. This category of citizens, as could not afford to travel, can never. However, middle-income citizens have recently praised their seals from Egyptian, Turkish, Greek, Spanish and other airports in foreign passports every year. To date, in proportion to the price of the euro to the ruble, the cost of foreign rest for Russians has also increased. Therefore, an increasing number of travellers prefer domestic rest abroad, because the latter simply cannot afford.

### **Closing the most popular tourist destinations**

Of course, the closure of flights to Egypt and Turkey could not but affect the demand for domestic coasts. A relatively inexpensive alternative to these favorite Russian countries are Tunisia, Thailand, Vietnam, etc. However, the increasing number of tragic cases in these countries also call into question foreign leave for most Russians. It should also not be forgotten that for certain categories of citizens the border has closed to a castle at all. Employees of the Ministry of Internal Affairs, whether they are a simple precinct or the head of the transport police of the railway station, cannot travel outside the homeland legally. To date, there are very contradictory rumors that the border will also be closed to all civil servants, but there is no confirmation of this. Although the list of persons prohibited from leaving the country is expanding.

## **Hotel Business Analysis**

Today in Russia there are more than 10,000 enterprises of various hotel directions. This number is given by statistics from 2014. However, until 2018, the number of hotels in the country will increase significantly. "Big construction" in 11 cities of Russia is well under way. More than 60 new institutions for temporary accommodation of guests of the capital will open in Moscow alone by 2018. As of 2016, there are 318 hostels in Moscow; 273 large hotels and 203 mini hotels. Most (about 80%) have so far passed the classification of "stardom" by international standards.

The following cities are the leaders in the number of places for tourists: St. Petersburg; Moscow and Moscow Region; Yekaterinburg; Sochi, Nizhny Novgorod; Krasnodar; Gelendzhik; Novosibirsk; Kazan; Samara; Astrakhan et al. The most demanded are budget options - two-star and three-star hotels, enterprises without stars and hostels. The needs of wealthy guests are "closed" by hotels 5 stars (9%) and 4 stars (ca. 15%). An important detail, which cannot be mentioned, is the arrival in the Russian Federation of large hotel chains with world names. To join their number today seeks an increasing number of enterprises, signing a management agreement or buying out a franchise.