

• THE 19TH MONGOLIA–CHINA–RUSSIA CHAMBERS JOINT FORUM

REGIONAL TOURISM COOPERATION

MONGOLIA–CHINA–RUSSIA TOURISM COOPERATION

Сотрудничество Монголии, Китая и России в сфере туризма

蒙中俄旅游合作

BARSBOLD BAATARSUREN

Head of Tourism Council

Mongolian National Chamber of Commerce and Industry

17 September 2026

Ulaanbaatar, Mongolia

RUSSIA & CHINA MONGOLIA'S TWO LARGEST TOURISM MARKETS

РОССИЯ И КИТАЙ — ДВА КРУПНЕЙШИХ ТУРИСТСКИХ РЫНКА МОНГОЛИИ

俄罗斯和中国——蒙古国两大主要旅游客源市场

CHINA

242K

VISITORS

RUSSIA

230K

VISITORS

2025

INTERNATIONAL VISITORS

854K

OF ALL VISITORS TO MONGOLIA

~56%

2026 SEP YTD — ~59%

Russia 250K | China 183K

- Nearly 6 in 10 visitors to Mongolia come from our two neighboring markets.

A sector in transformation.

01

New tourism law

Updated legal framework

02

Visit Mongolia 2023–2028

International promotion

03

Four-season tourism

Reducing seasonality

04

Support for tourism businesses

Financing · investment support

05

Regional development

Domestic zones · cross-border tourism

THE STRATEGIC SHIFT

Quality · sustainability · regional growth

From more tourists → to more value

THE REGIONAL EXPERIENCE

Three neighbors. Complementary experiences.

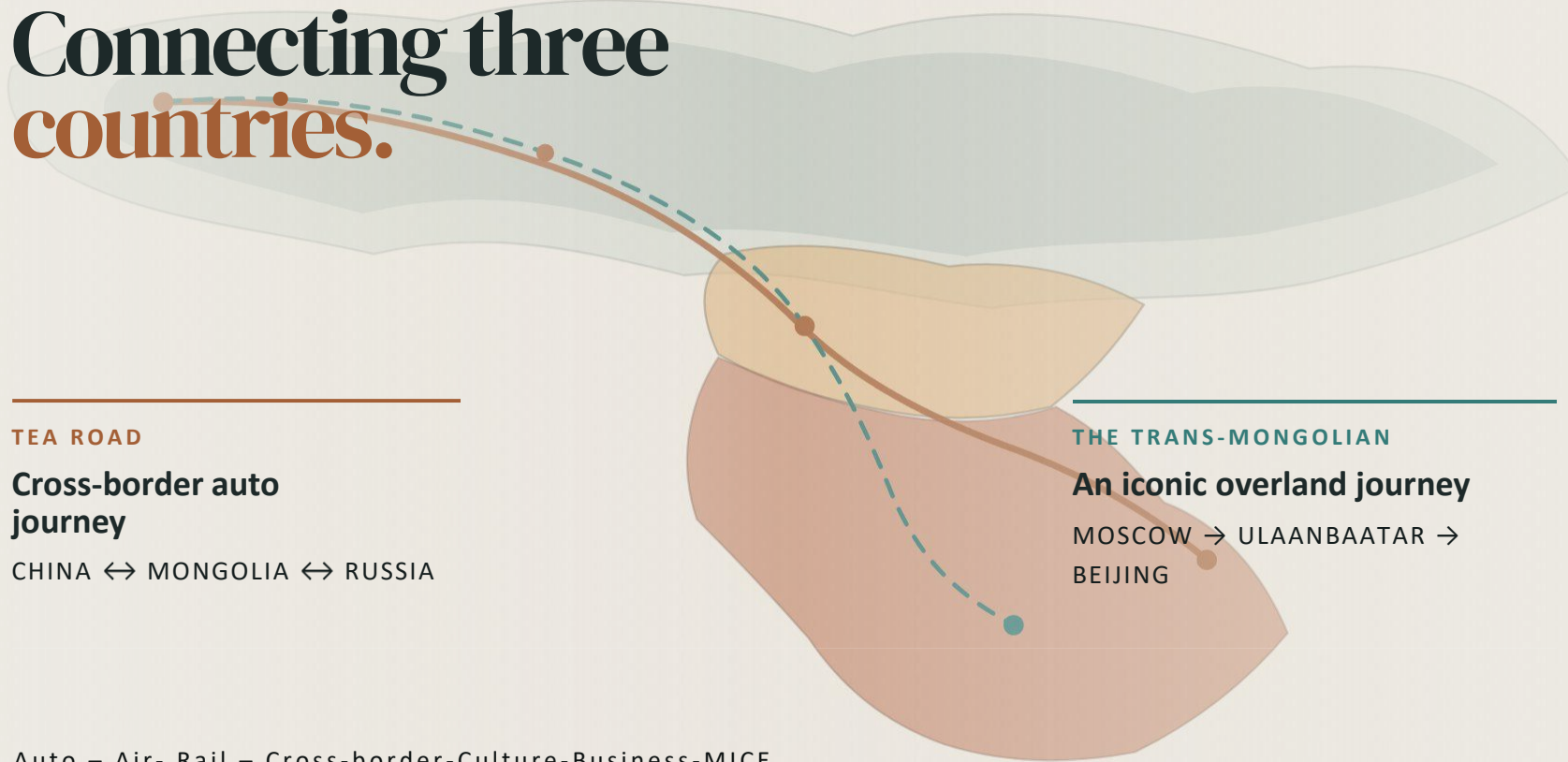


THREE DISTINCT EXPERIENCES

Different destinations. Complementary experiences.

THE REGIONAL CONNECTION

Connecting three countries.



TEA ROAD

Cross-border auto journey

CHINA ↔ MONGOLIA ↔ RUSSIA

THE TRANS-MONGOLIAN

An iconic overland journey

MOSCOW → ULAANBAATAR →
BEIJING

Auto – Air- Rail – Cross-border-Culture-Business-MICE

TWO ROUTES. ONE REGIONAL OPPORTUNITY.

TEA ROAD

TRANS-MONGOLIAN

LET'S CONTINUE THE CONVERSATION

Three questions for our panel

01

Where are the biggest opportunities?

Где находятся главные возможности?
最大的机遇在哪里？

02

What is holding us back?

Что нам мешает?
目前最大的障碍是什么？

03

How can we work better together?

Как мы можем эффективнее
сотрудничать?
我们如何更有效地合作？

Auto – Air- Rail – Cross-border-Culture-Business-MICE

Let's hear from our panelists.