



2014

ITETravel&Tourism

POST SHOW REPORT

Astana
Leisure

11th International Travel and Tourism Exhibition

24 - 26 September 2014

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Travel & Tourism
Exhibitions in
Growing Markets

.....



Event Overview

Held annually in Kazakhstan's capital city, Astana Leisure is the country's autumn travel and tourism exhibition. The event is now a leading travel event for inbound and outbound tourism in Kazakhstan.

The event is organised jointly with the Ministry of Industry and New Technologies of the Republic of Kazakhstan.

Quick Facts

Exhibitors: 90

Participating countries and regions: 22

Visitors: 3,129

Exhibition space: 1, 635 sqm (gross)

Official Support: UNWTO and the Mayors Office of Astana



79% of exhibitors signed contracts onsite

45% of exhibitors plan to return in 2015



Exhibitor Profile

- Tourism Boards
- Tour Operators
- Travel Agencies
- Medical Tourism
- International Real Estate
- Airlines/ Cruises / Car Rental
- Sightseeing and Attractions
- Hotels/ Accommodation/Lodging
- Travel Technology
- MICE
- Luxury Tourism
- DMCs
- Educational Tourism



Medical Tourism was a highlight of Astana Leisure 2014. Clinics, health resorts and tour operators exhibited from Kazakhstan, Germany, Greece, Latvia and South Korea



Countries and Regions

Exhibitors represented 22 countries and regions of Kazakhstan.

Countries represented include:

B Bulgaria C China D Dominican Republic* G Germany, Great Britain, Greece
H Hungary* I Italy K Kazakhstan*, Korea* (South) L Latvia* M Malaysia*,
Maldives* R Russia* S Switzerland* T Thailand*, Turkey* U UAE V Vietnam*

*Represented by national groups



12 national groups exhibited at
Astana Leisure 2014

Official Opening Ceremony

The exhibition was opened by senior government officials:

- Officials in attendance included: Kasymbek Zhenis Mahmuduly, the 1st Vice-Minister of Investment and Development of the Republic of Kazakhstan
- Nil Ushakov, Mayor of Riga
- Sultanbekov Kanat Tanatarovich, Deputy Mayor of Astana
- Kuurbanbaeva Gulnar Turetaevna, Deputy Chairman of the National Chamber of Entrepreneurs in the Republic of Kazakhstan.



Business Programme

Seminars, presentations and roundtable discussions took place alongside Astana Leisure 2014.

- **‘Problematic Issues of Outbound Tourism. Ways to Tackle Them’.**
Organiser: The National Chamber of Entrepreneurs of Kazakhstan, and the Capital Association of Tourism and Association of Travel Agents in Kazakhstan.
- **‘Existence and Development of Tourism for Children’**
Organiser: Kazakhstan Tourist Association
- **‘Optimisation of Promotion for National Tourism in the Republic of Kazakhstan’**
Organiser: Department of Tourism, Ministry for Investment and Development of the Republic of Kazakhstan
- **‘Presentation of Tourism Potential of St.Petersburg’**
Organiser: Committee on Tourism Development of St. Petersburg, Russia



Exhibitors were able to present their tourism offerings directly to clients



Awards Ceremony

Within the scope of the exhibition, the annual awards ceremony took place and congratulated tourist industry leaders. Winners included:

- SCAT Airlines
- SAYAT Company
- Department of Tourism in Akmolas Region
- Department of Tourism in Mangystau Region
- Kazakhstan Tourist Association (KTA)
- Committee on Tourism Development of St.Petersburg
- AlexTourGroup

“Today Kazakhstan faces the implementation of several mega-projects: EXPO-2017 and Asian Games 2017. The City of Almaty also hopes to host the Winter Olympic Games in 2022. Therefore, the development of tourism in Kazakhstan is a relevant and emerging issue (...). I'm confident that the present Exhibition will give huge impetus to our industry.”

Zhenis Kasymbek, 1st Deputy Minister for Investment and Development of the Republic of Kazakhstan



The 12th International Travel and Tourism Exhibition, Astana Leisure, will take place on 24 – 26 September 2015 at the Korme Exhibition Centre in Astana, Kazakhstan.

Organisers



ITE Group Plc are one of the world's leading organisers of international trade exhibitions and conferences.

The Group organise over 230 exhibitions and conferences each year worldwide. ITE has a portfolio of travel events in Russia, Ukraine, Kazakhstan, Azerbaijan, Turkey and India.



Part of ITE Group, ITECA organise trade exhibitions in Kazakhstan and Central Asia.

The Ministry of Industry and New Technologies of the Republic of Kazakhstan also co-organised the event.

For more information, please contact:

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18 - 21 March 2015
Moscow, Russia



ASTANA LEISURE
24 - 26 September 2015
Astana, Kazakhstan



UITT
25 - 27 March 2015
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UITM
October 2015
Kyiv, Ukraine



AITF
2 - 4 April 2015
Baku, Azerbaijan

For more information, please contact:

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9 exhibitions

in 6 countries