



CONNECTING
YOUR BUSINESS
TO THE WORLD

13th Kazakhstan
International Tourism
Exhibition
“Astana Leisure 2016”
Astana, Kazakhstan

Astana Leisure

13th Kazakhstan
International
Tourism Exhibition

29 September - 1 October 2016

Kazakhstan, Astana

Post Show Report



The following event will be held: September 27-29, 2017. Astana, Kazakhstan

www.leisure.kz

Visitors

2016 Post Show Report

Date: Sept 29 – Oct 1, 2016
Venue: Kazakhstan, Astana,
"Korme" EC
Frequency: Annually

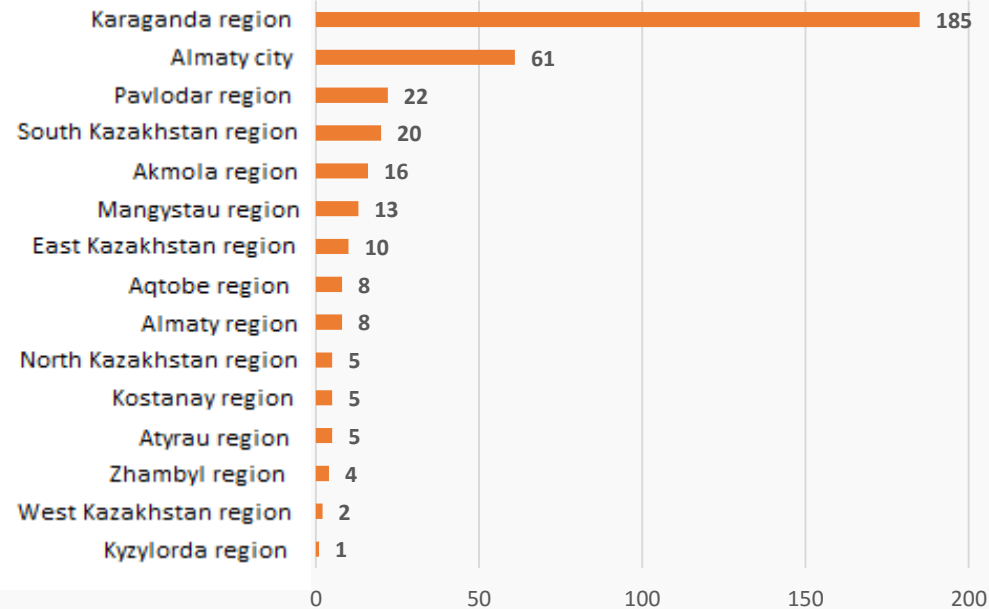


Visitors from Kazakhstan: 1 589
Visitors from foreign countries: 59
Total number of visitors: 1 646

Representatives from 22 countries of the world visited Astana Leisure 2016

- | | | | |
|---------------|----------------|----------------|----------------|
| 1. Austria | 7. Egypt | 13. Kyrgyzstan | 18. Thailand |
| 2. Azerbaijan | 8. India | 14. Nigeria | 19. Turkey |
| 3. Bulgaria | 9. Spain | 15. UAE | 20. Uzbekistan |
| 4. Vietnam | 10. Kazakhstan | 16. Russia | 21. Ukraine |
| 5. Germany | 11. China | 17. Singapore | 22. France |
| 6. Georgia | 12. Korea | | |

Geography of the visitors – according regions



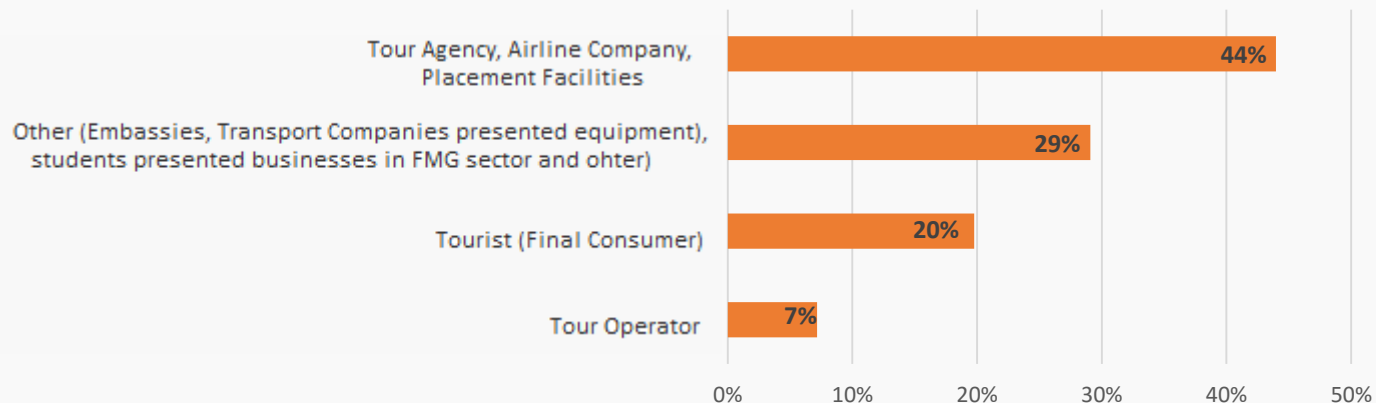
Visitors

2016 Post Show Report

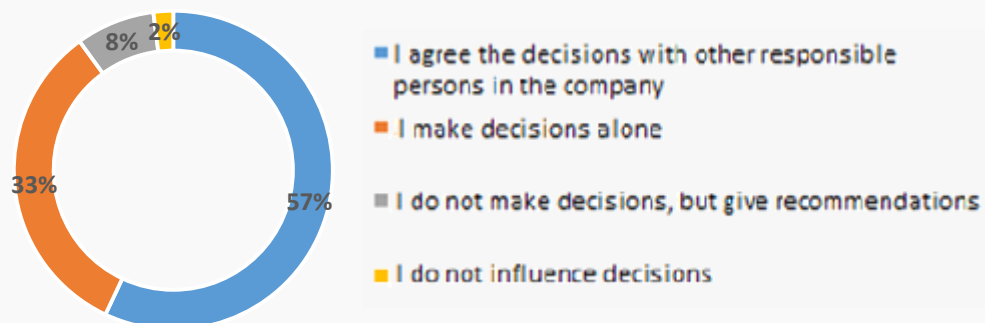
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Type of activity of Astana Leisure 2016 visitors



Level of responsibility for making decisions on purchases / signing contracts at the exhibition Astana Leisure 2016



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TOP-20 most interesting destinations for visitors

- | | |
|-----------------------|---------------|
| 1. Thailand | 11. Maldives |
| 2. the UAE | 12. Turkey |
| 3. Europe | 13. the USA |
| 4. Kazakhstan | 14. Egypt |
| 5. Vietnam | 15. Georgia |
| 6. Dominican Republic | 16. Korea |
| 7. Sri Lanka | 17. Malaysia |
| 8. India | 18. Russia |
| 9. China | 19. Indonesia |
| 10. South-East Asia | 20. Italy |



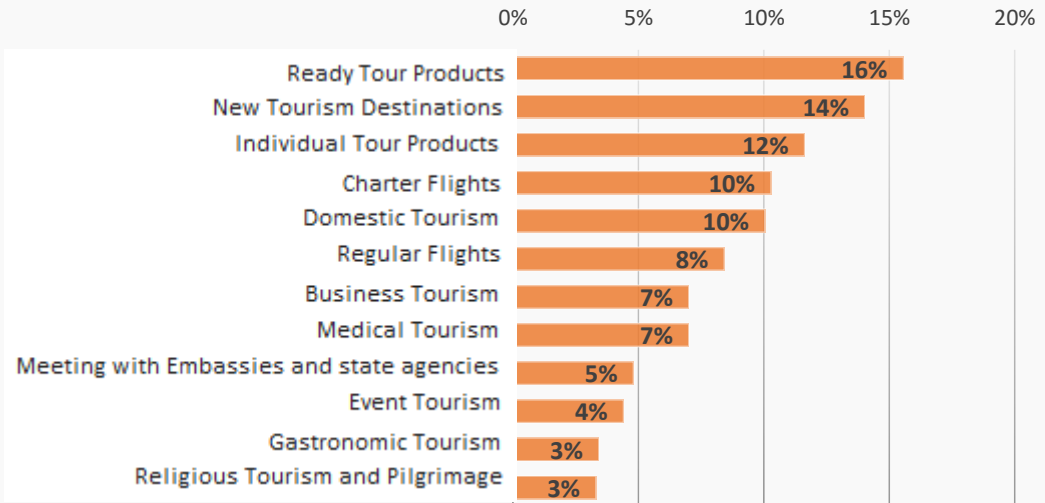
Visitors pointed out that in 2017 at Astana Leisure they would like to see:

- ✓ Air companies of Europe, Kazakhstan, South- East and South-West Asia,
- ✓ Representatives of Embassies
- ✓ Wellness Tourism
- ✓ Domestic Tourism

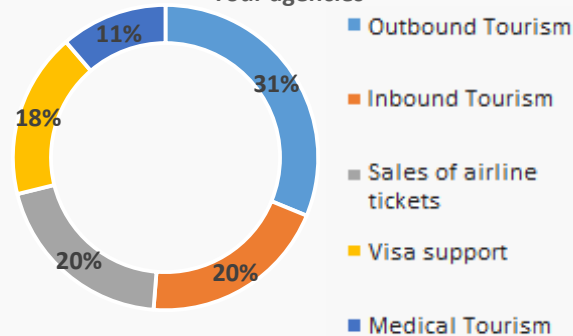
Visitors - Travel Agencies 2016 Post Show Report

Date: Sept 29 – Oct 1, 2016
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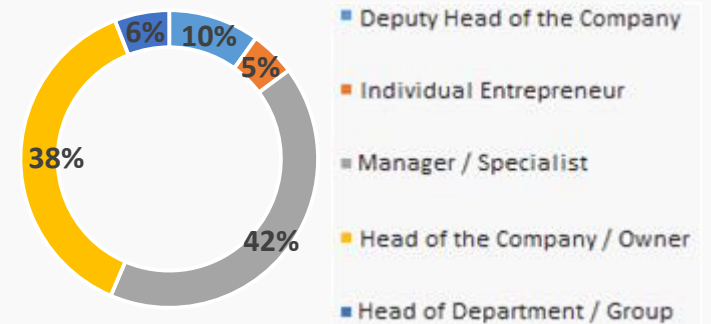
Sections Astana Leisure 2016 visitors – tour agencies were interested in



Specialization of the companies –
Tour agencies



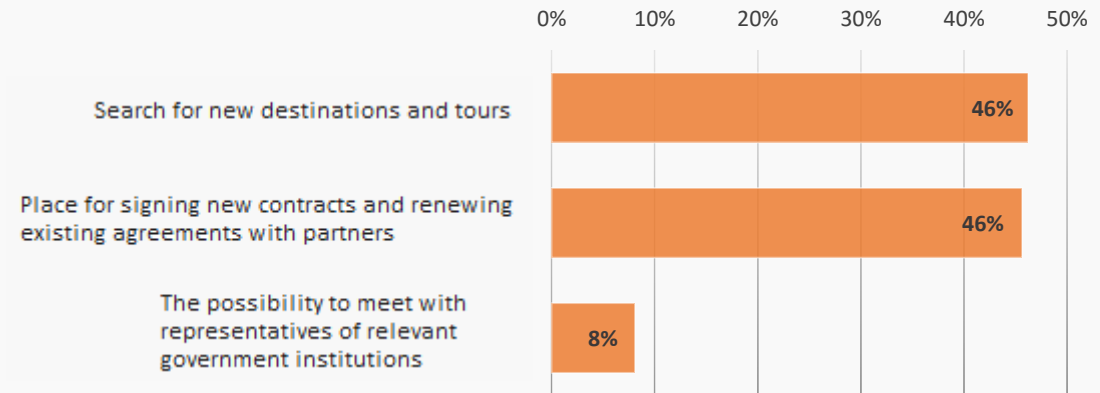
Job title – Tour agencies



Visitors - Travel Agencies 2016 Post Show Report

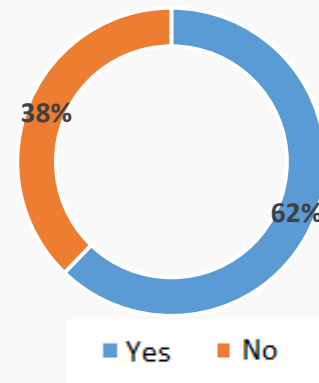
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Positioning the exhibition ASTANA LEISURE 2016 for visitors – tour agencies



38% visitors-travel agencies came to Astana Leisure in 2016 for the first time

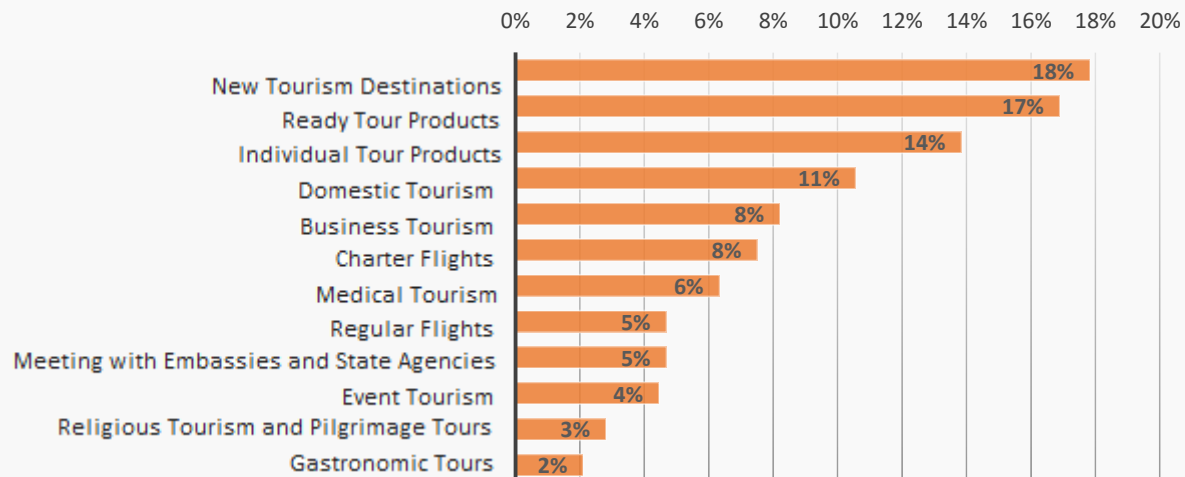
Attendance by visitors – travel agencies of ASTANA LEISURE 2015



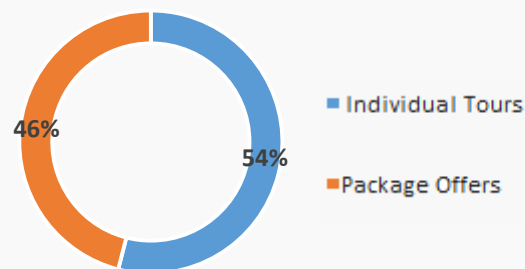
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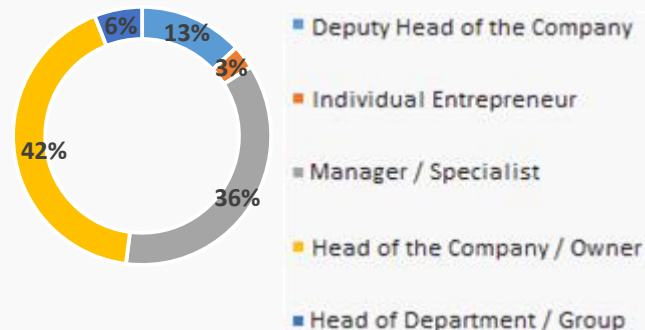
Sections Astana Leisure 2016 visitors – tour operators were interested in



Specialization of the Company



Job title

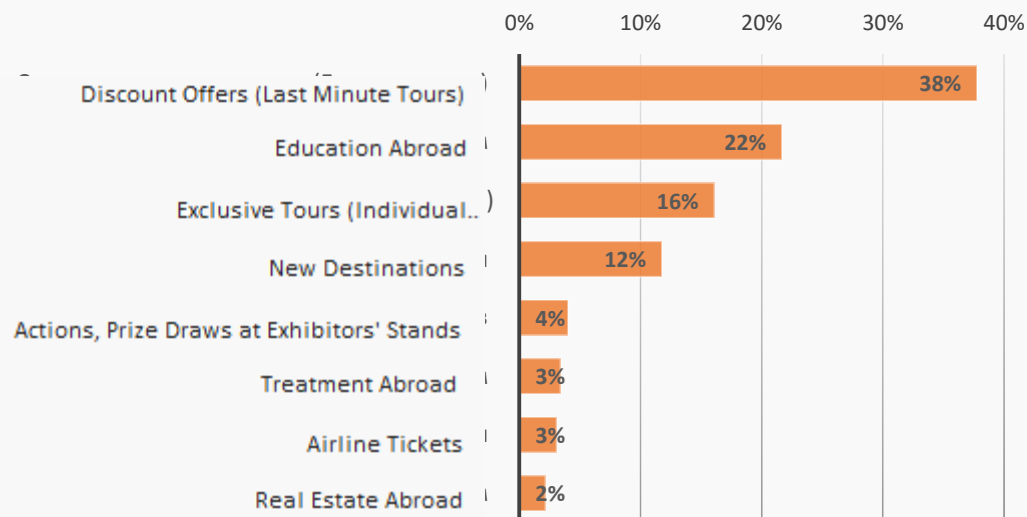


Visitors - Tourists

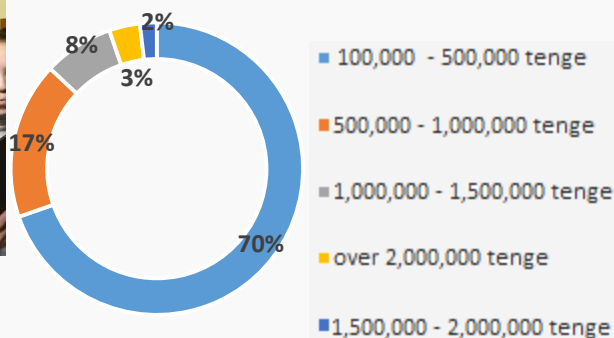
2016
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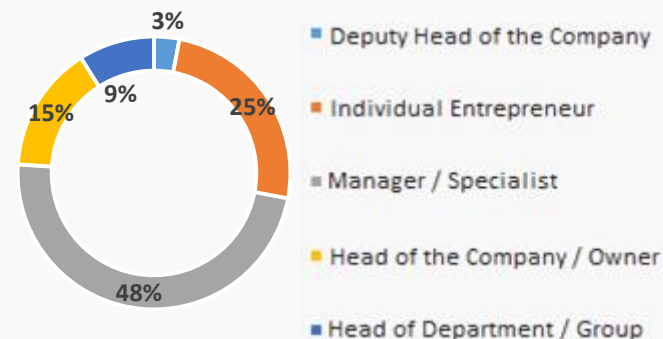
Sections Astana Leisure 2016 visitors – tourists (final consumers) were interested in



Funds planned by the visitors – tourists for tour purchases



Job title



Participants

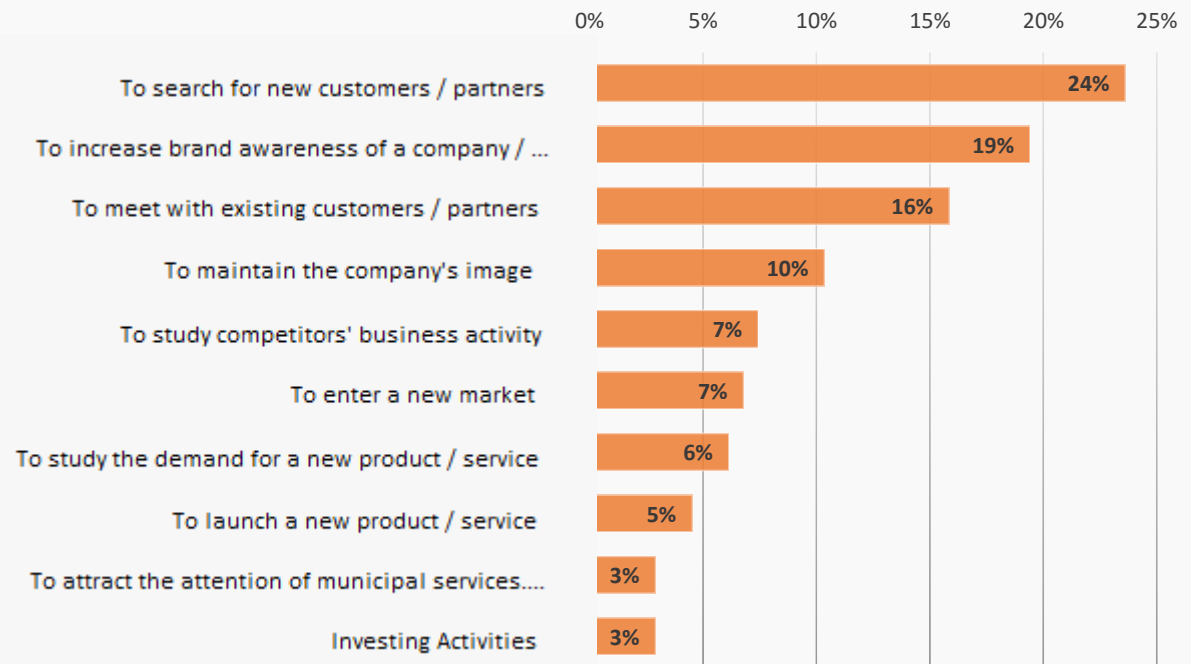
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Kazakhstan: 96
Foreign participants: 18
Total number of participants: 114
Participating countries: 14 - Hungary, Vietnam, Germany, Georgia, India, Indonesia, Kazakhstan, China, Korea, Maldives, Russia, Slovenia, Thailand, Ukraine

Purposes of the participants of the exhibition



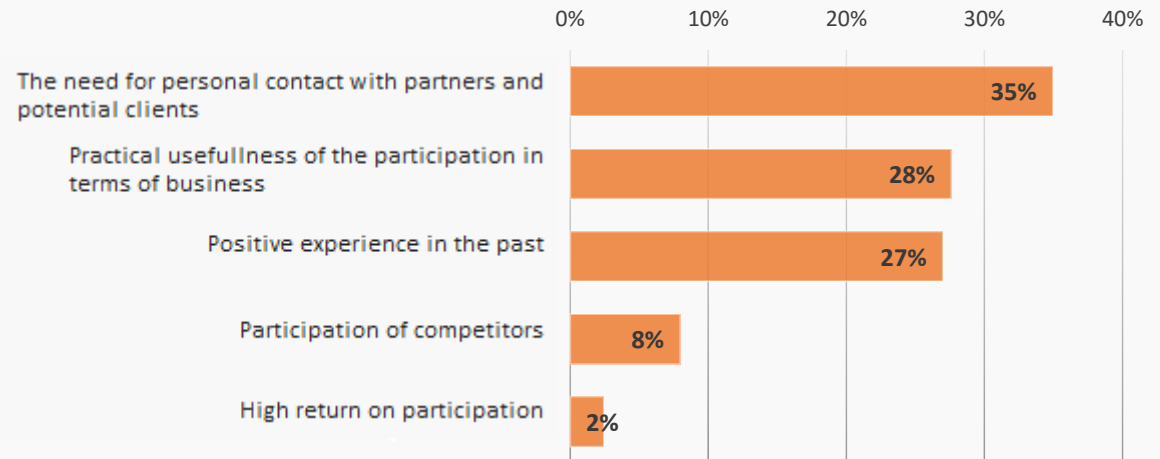
Participants

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Factors that influenced the decision to participate in the exhibition



- 85% of participants were fully, quite or to some extent satisfied with the exhibition
- 74% of participants think that the Astana Leisure exhibition is important for business.
- 69% of participants plan to take part in Astana Leisure exhibition next year
- 56% of participants assess the return on investments from the participation in Astana Leisure 2016 as “excellent” and “good”

Business program

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On the first day the following seminars were held:

- ✓ “Committee of Tourism Development of Kazan” MBI conducted the lecture on “Presentation of Tourism Potential of Kazan (Republic of Tatarstan)”.
- ✓ The Conference “The Indonesian Business Mission on Sales of Tour Packages” from the Embassy of Indonesia.
- ✓ The Seminar “Winter Program with Natalie Tours” revealed all benefits of travel packages for the upcoming winter .
- ✓ The staff of “SkyWay Travel” LLP held the seminar on “Winter and Summer Season with SKYWAY Tour Operator. Cost-efficient Sales of Tour Packages with EXPO-2017”

The second day of Astana Leisure 2016 was no less eventful and provided an opportunity for the participants and guests to hold efficient meetings and visit productive seminars visit:

- ✓ “The Republican Meeting on the Development of the Tourism Industry” was held by the Ministry of Investments and Development of Kazakhstan, at which the following issues were addressed: the development potential of the tourism industry in the country, the expansion of the tourist routes, issues of business and medical tourism.
- ✓ Kazakhstan Tourist Association (KTA) and Kazakhstan Association of Hotels and Restaurants (KAGIR) held two extended seminars on “ADS-visas As a Means for Further Development of Tourism in Kazakhstan” and “Independent Certification of Specialists – a Tool for Improving Skills of Staff and Graduates of Vocational Schools” .
- ✓ The Presentation of tourism potential of Mangystau region was held.
- ✓ The ended with the training event “Workshop-Zhetysu-Travel-2016” for tourism companies.

Prize draws and prizes

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At the exhibition the prize draws and free tours were conducted.

- ✓ On September 29 the Local Administration of Astana together with “Astana Convention Bureau” conducted the sightseeing tour across “Nur-Zhol” Boulevard on the double-decker bus.
- ✓ During the first 2 days of the exhibition at the stand of Astana city prize draws of vouchers were held:
 - On September 29 – from the hotels “Grand Park Esil”, “Ramada Plaza” and “Comfort Hotel”.
 - On September 30 – from “Ibis” Hotel.
- ✓ At the stand of the Tourism Administration of Akmola region the prize draw of vacation packages to “Burabay” Resort Zone was held.
- ✓ In the framework of the Conference “The Indonesian Business Mission on Sales of Tour Packages” the vacation packages were raffled.

Official Support

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Official support of the exhibition:



Ministry of Investments and Development of the Republic of Kazakhstan



Secretariat of the Commissioner of the Specialized Exhibition EXPO-2017



Worldwide Tourism Organization Special Institution of the UNO



Trade Representation of the Russian Federation to the Republic of Kazakhstan



The Local Administration of Astana



Kazakhstan Tourism Association

Information support of the exhibition:



Astana Leisure 2017

Date: September 27-29, 2017
Astana, Kazakhstan
Venue: Kazakhstan, Astana, "Korme"
EC

WE INVITE YOU TO PARTICIPATE IN THE EXHIBITION OF 2017

To book an exhibition area, please contact the organisers



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Astana

WE WILL BE GLAD TO MEET YOU AT THE EXHIBITION!

More information is on the website of the event :

www.leisure.kz