

14th Kazakhstan International Tourism Exhibition “Astana Leisure 2017”

Astana, Kazakhstan

Post Show Report



Exhibition in figures and facts

2017
Post Show Report

Dates: September 27-29, 2017
Venue: Kazakhstan, Astana, "Korme" Exhibition Center
Frequency: Annually



Number of unique visitors **1176**
Number of participating companies **112**

THE EXPOSITION PRESENTED **11 COUNTRIES** OF THE WORLD

Great Britain



Hungary



Vietnam



Germany



Egypt



Kazakhstan



Korea



Russia



Slovenia



Thailand



Ukraine



! **ASTANA LEISURE - PROFESSIONAL PLATFORM TO ESTABLISH PERSONAL CONTACTS WITH PARTNERS AND POTENTIAL CLIENTS ***

*** According to the exhibitor survey**

Geography of visitors

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Visitors from Kazakhstan: 1094
Visitors from foreign countries : 82
Total number of visitors: 1176

61% VISITED THE EXHIBITION ASTANA LEISURE 2017 FOR THE FIRST TIME

Astana Leisure 2017 was visited by the representatives from **24 countries of the world**

- | | | | |
|------------------|---------------|--------------|----------------|
| 1. Austria | 7. Italy | 13. Portugal | 19. Uzbekistan |
| 2. Great Britain | 8. Kazakhstan | 14. Russia | 20. Ukraine |
| 3. Hungary | 9. Canada | 15. Serbia | 21. France |
| 4. Vietnam | 10. China | 16. Slovakia | 22. Croatia |
| 5. Georgia | 11. Latvia | 17. Thailand | 23. Estonia |
| 6. Egypt | 12. the UAE | 18. Turkey | 24. Japan |



Visitors from the regions of the RK

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THE EXHIBITION WAS VISITED BY THE SPECIALISTS FROM **14 REGIONS OF KAZAKHSTAN**,
THAT IS **100% GEOGRAPHICAL COVERAGE OF REGIONS OF THE RK**

REGIONS ACTIVITY RATING :

PLACE	NAME
1	Akmola region
2	Karaganda region
3	Almaty region
4	Pavlodar region
5	Zhambyl region
6	Mangystau region
7	East Kazakhstan region
8	West Kazakhstan region
9	Aktobe region
10	Kostanay region
11	South Kazakhstan region
12	North Kazakhstan region
13	Atyrau region
14	Kyzylorda Region

Visitors – statistical data 2017

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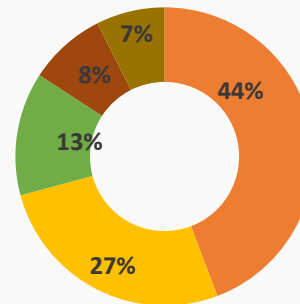
Specialists of the tourism industry : 77%
General public: 23%

Type of activity of Astana Leisure 2017 visitors

TOP 3

1. Travel Agency
2. Tour Operator
3. Accommodation Facilities

Astana Leisure 2017 visitors' job titles



- Manager/Specialist
- Head of the company/ Owner
- Individual entrepreneur
- Head of the Department/Group
- Deputy Head of the company

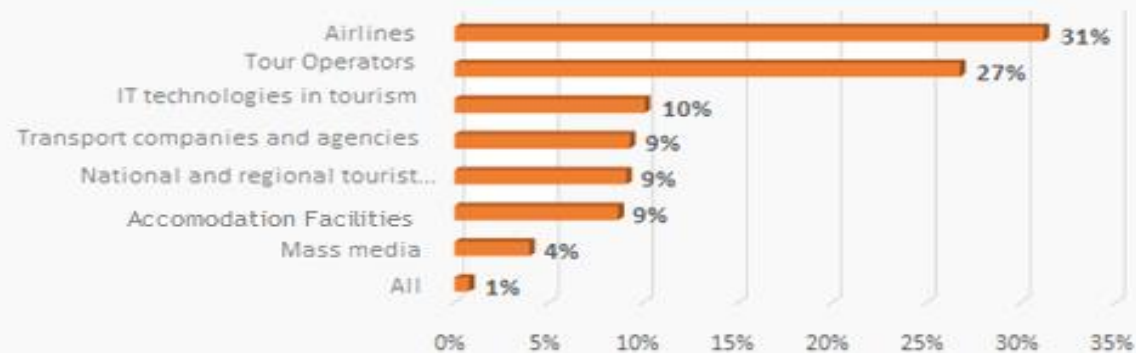
Sections of interest for the visitors

2017
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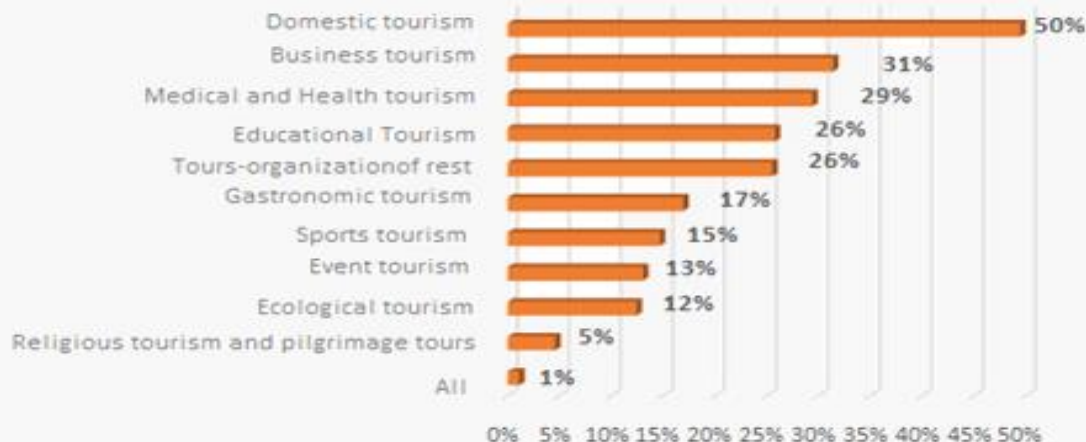
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By type of activity of participating companies:



On the specifics of the product:



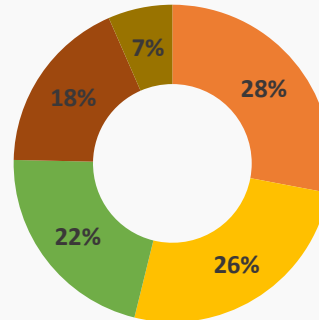
Results of visits

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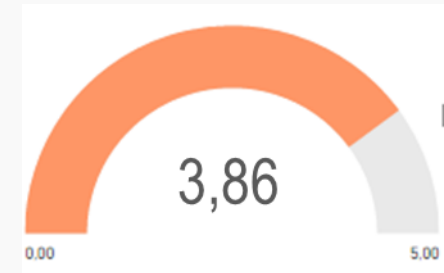


Purpose of visiting Astana Leisure 2017



- To obtain industry-wide information
- To search for products or services for business
- Educational purposes
- Personal interests
- Promotion of own products and services

Average Goal Achievement Value



- ! 86% of the visitors are planning to visit the exhibition next year
- 78% of the visitors think that Astana Leisure Exhibition is important for business

Visitors' expectations for 2018

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! Visitors noted that in 2018 at the exhibition Astana Leisure they would like to see:

- Kazakhstan and International tour operators (Anex, KazUnion, Kompas, TezTour, Pegas)
- Airline companies (both international and local)
- Health and Medical Tourism
- Domestic Tourism (Ethno Tours, Eco Tours, Caravanning, Combined Tours on internal routes, etc.)

RATING OF DESTINATIONS EXPECTED AT THE EXHIBITION ASTANA LEISURE 2018 :

Place	Name	Place	Name
1	the UAE / Dubai	11	Asian countries
2	the USA	12	Vanuatu
3	Italy	13	Iran
4	Maldives	14	CIS countries
5	Georgia	15	Azerbaijan
6	China	16	India
7	Turkey	17	Cuba
8	European countries	18	Russia
9	South Korea	19	Sri Lanka
10	Thailand	20	South America

Participants

2017

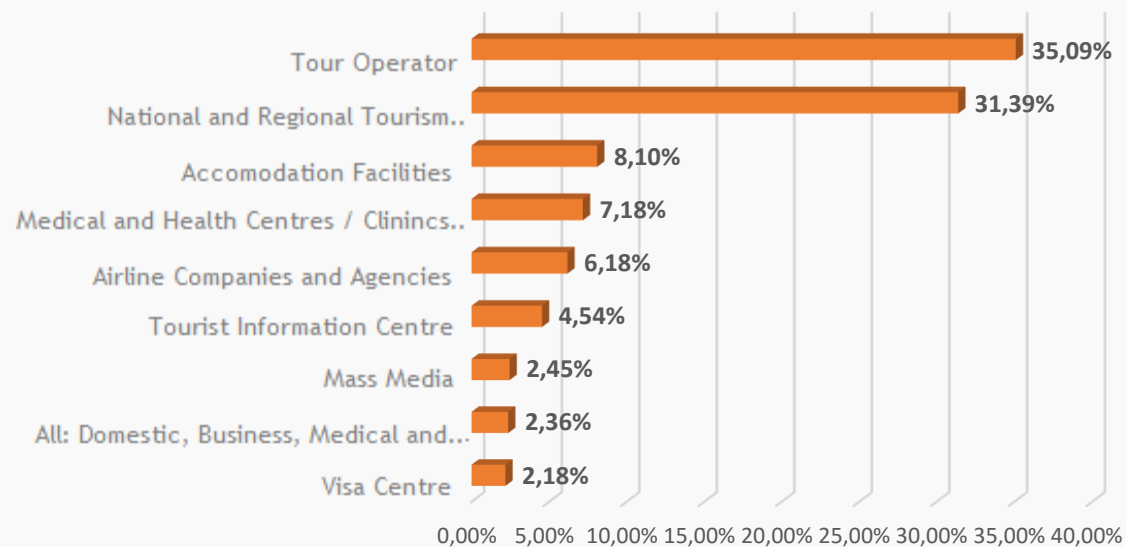
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Kazakhstan: 78
Foreign participants: 34
Total number of participating countries: 112

Sphere of activity of participating companies



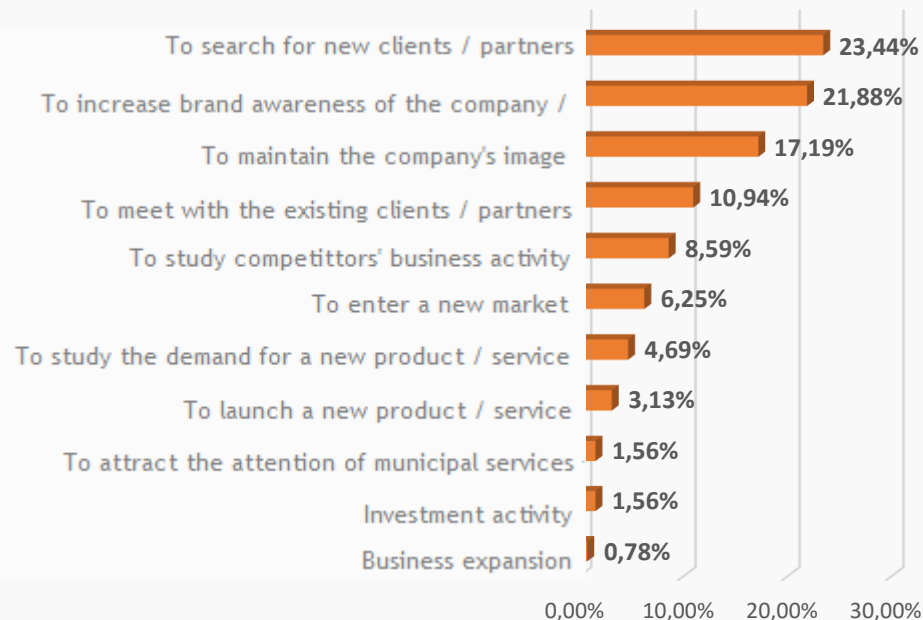
Participants

2017 Post Show Report

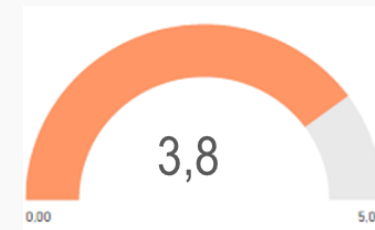
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Purpose of visiting the exhibition



Average Goal Achievement Value



! 76% of the participants think that Astana Leisure Exhibition is important for business.
62% of the participants are planning to participate in Astana Leisure Exhibition next year

Special Events at the Exhibition

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THE EVENTS HELD IN THE FRAMEWORK OF ASTANA LEISURE 2017 EXHIBITION

- ✓ **Republican meeting on the development of the tourism industry**
Organizers: Ministry of Culture and Sports of the Republic of Kazakhstan
Information support: Exhibition company Iteca
- ✓ **The opening of the Medical Tourism School in Kazakhstan and coverage of this event at the open seminar of the Kazakhstan Tourist Association (KTA) and the company Wellness Travel**
- ✓ **Press Briefing** covering the results of operations of the airline company QAZAQ AIR
- ✓ **Presentations and seminars :**
 - Tourist Information Center of Krasnoyarsk Krai,
 - Tourism Promotion Committee of Kazan city,
 - Astana Convention Bureau.
- ✓ **Marketing events at the participants' stands** (special actions, lotteries, prize draws, presentations, demonstration of national crafts)

Official and Information Support

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Official support for the Exhibition:



Ministry of Culture and Sport of the
Republic of Kazakhstan



Local Administration of Astana



World Tourism Organization
Special UN Office



Kazakhstan Tourist Association



Trade Representation of
the Russian Federation
in the Republic of Kazakhstan



Metropolitan Tourism Association

Information support for the Exhibition:

