

## POST SHOW REPORT

15th Kazakhstan International  
Tourism Exhibition  
«Astana Leisure 2018»  
Astana, Kazakhstan



**Astana**  
Leisure

Next event: 25-27 September 2019, Astana, Kazakhstan

[www.leisure.kz](http://www.leisure.kz)

## Exhibition in figures and facts

### 2018 Post Show Report

Dates: September 26-28, 2018  
Venue: Kazakhstan,  
Astana, «Korme» Exhibition Center  
Frequency: Annually



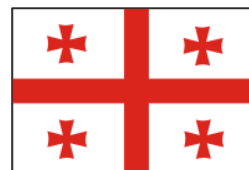
Number of unique visitors      1965  
Number of participating companies      83

#### THE EXPOSITION PRESENTED **13 COUNTRIES** OF THE WORLD

Azerbaijan



Georgia



Egypt



India



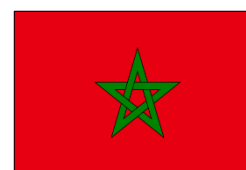
Kazakhstan



Kyrgyzstan



Morocco



Russia



Thailand



Turkey



Uzbekistan



Ukraine



South Korea



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# Geography of visitors

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Visitors from Kazakhstan : 1880  
 Visitors from foreign countries : 83

**69% VISITED ASTANA LEISURE 2018 EXHIBITION FOR THE FIRST TIME**

Astana Leisure 2018 was visited by the representatives from **21 countries of the world**

Argentina ♦ Bangladesh ♦ Bulgaria ♦ Egypt ♦ India ♦ Indonesia ♦ Kazakhstan ♦ Canada ♦  
 China ♦ Kyrgyzstan ♦ Latvia ♦ Lithuania ♦ United Arab Emirates ♦ Panama ♦ Russia ♦  
 Slovakia ♦ USA ♦ Tajikistan ♦ Thailand ♦ Turkey ♦ Ukraine



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## 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	Alma-Ata's region
4	Pavlodar region
5	North-Kazakhstan region
6	Atyrau region
7	Aktobe region
8	East Kazakhstan region
9	Mangistau region
10	Kyzylorda Region
11	Turkestan region
12	South Kazakhstan region
13	West Kazakhstan region
14	Kostanay region

## Visitors – statistical data

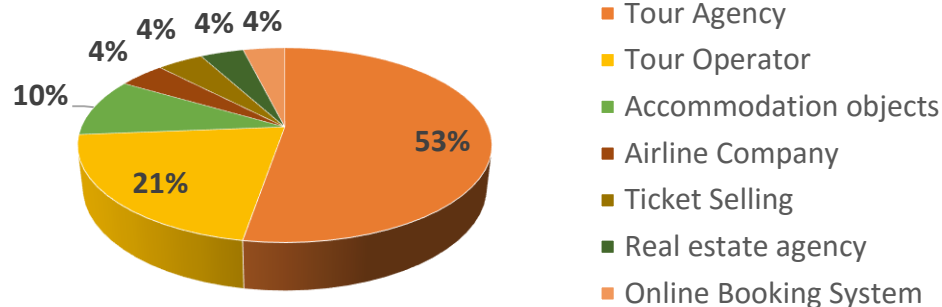
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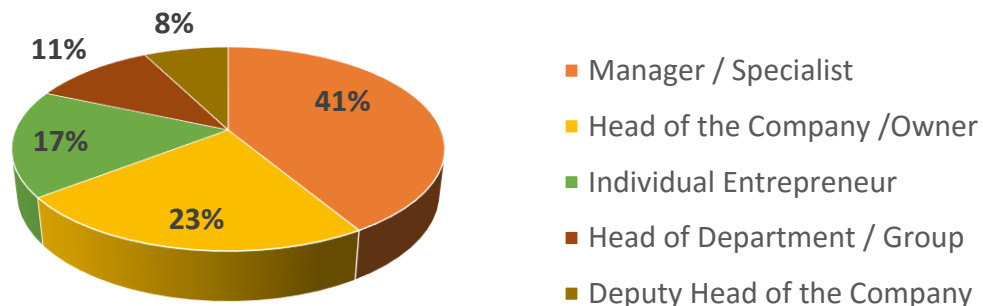


Specialists of the tourism industry : 74%  
General public: 26%

**Business activity of the specialists of the tourism industry of Astana Leisure 2018**



**Astana Leisure 2018 visitors' job titles**



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## Sections of interest for the visitors

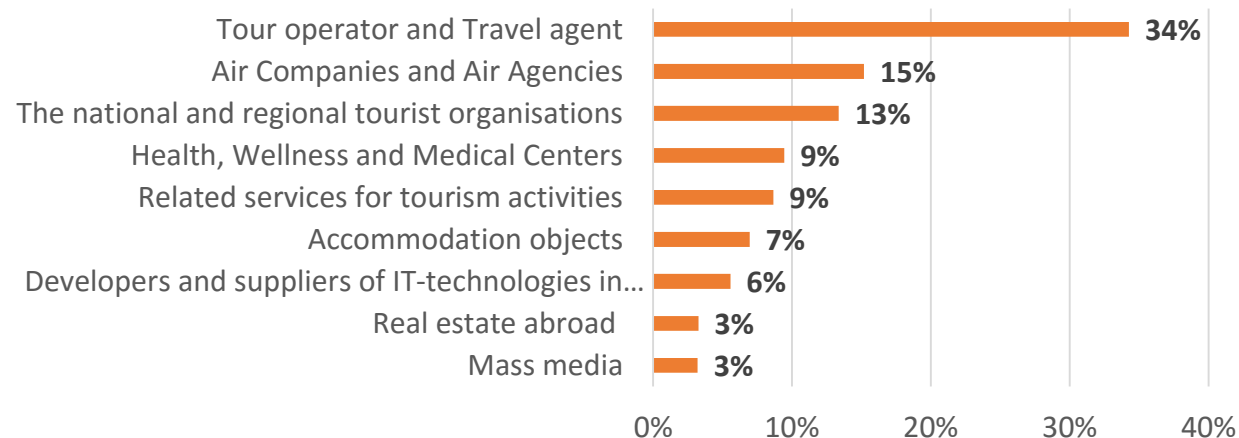
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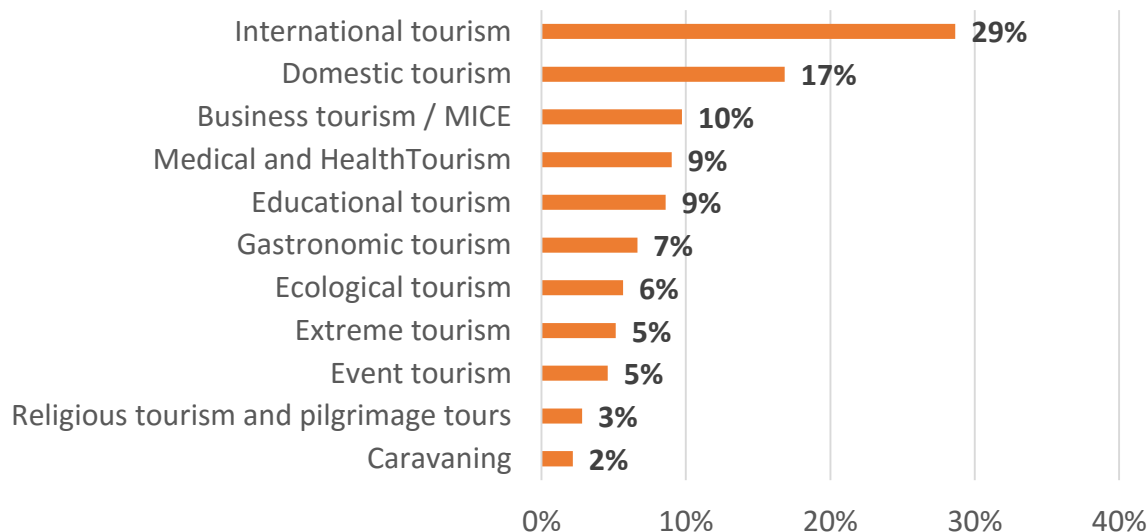


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### By type of activity of participating companies:



### On the specifics of the product:



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## Results of visits

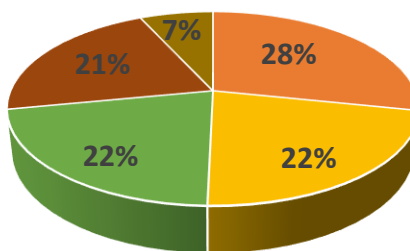
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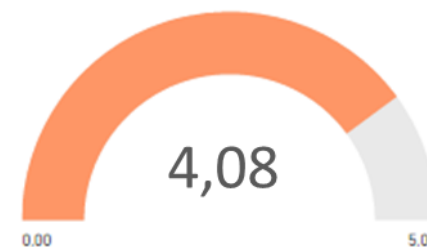
ACCORDING TO THE SURVEY FINDINGS, MOST OF THE VISITORS BELIEVE THAT THE  
ASTANA LEISURE EXHIBITION IS IMPORTANT FOR THEIR BUSINESS.

**Purpose of visiting Astana Leisure 2018**



- Obtaining up-to-date industry data
- Personal interests
- Search for products and services for business
- Educational purposes
- Promoting own goods and services

**Average Goal Achievement Value**



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# Visitors' expectations for 2019

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**84% OF THE VISITORS ARE PLANNING TO VISIT THE EXHIBITION NEXT YEAR**

### **RATING OF DESTINATIONS EXPECTED AT THE EXHIBITION ASTANA LEISURE 2019**

PLACE	NAME	PLACE	NAME
1	America (USA)	11	India
2	Italy	12	Azerbaijan
3	UAE	13	Sri Lanka
4	Greece	14	Indonesia
5	China	15	Russia
6	Dominicana	16	Uzbekistan
7	Czech	17	Russia
8	Vietnam	18	Baltic
9	Hungary	19	Slovakia
10	Malaysia	20	Slovenia

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# Exhibitor

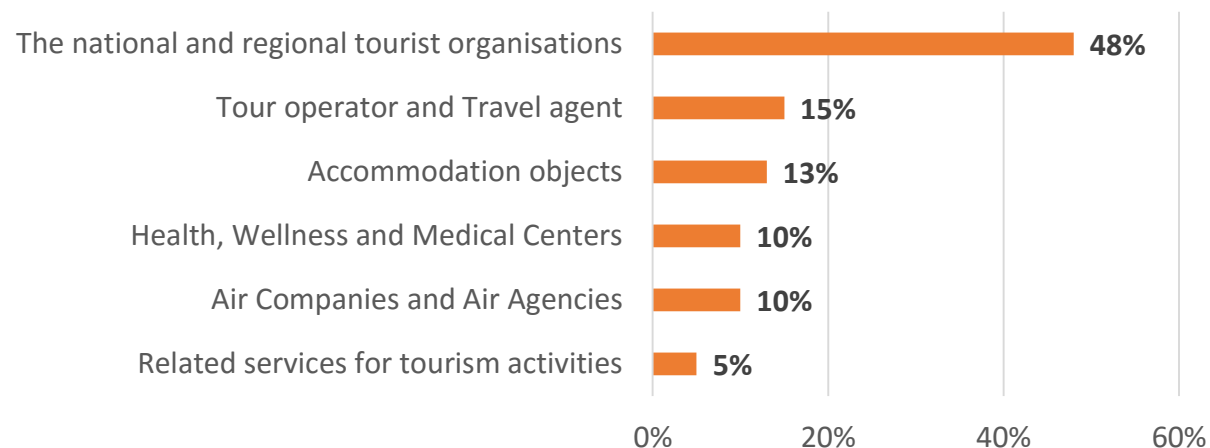
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Kazakhstan: 59  
Foreign participants: 24  
Total number of exhibitor: 83

### Sphere of activity of participating companies



**!** 85 % OF THE EXHIBITOR THINK THAT ASTANA LEISURE EXHIBITION IS IMPORTANT FOR BUSINESS

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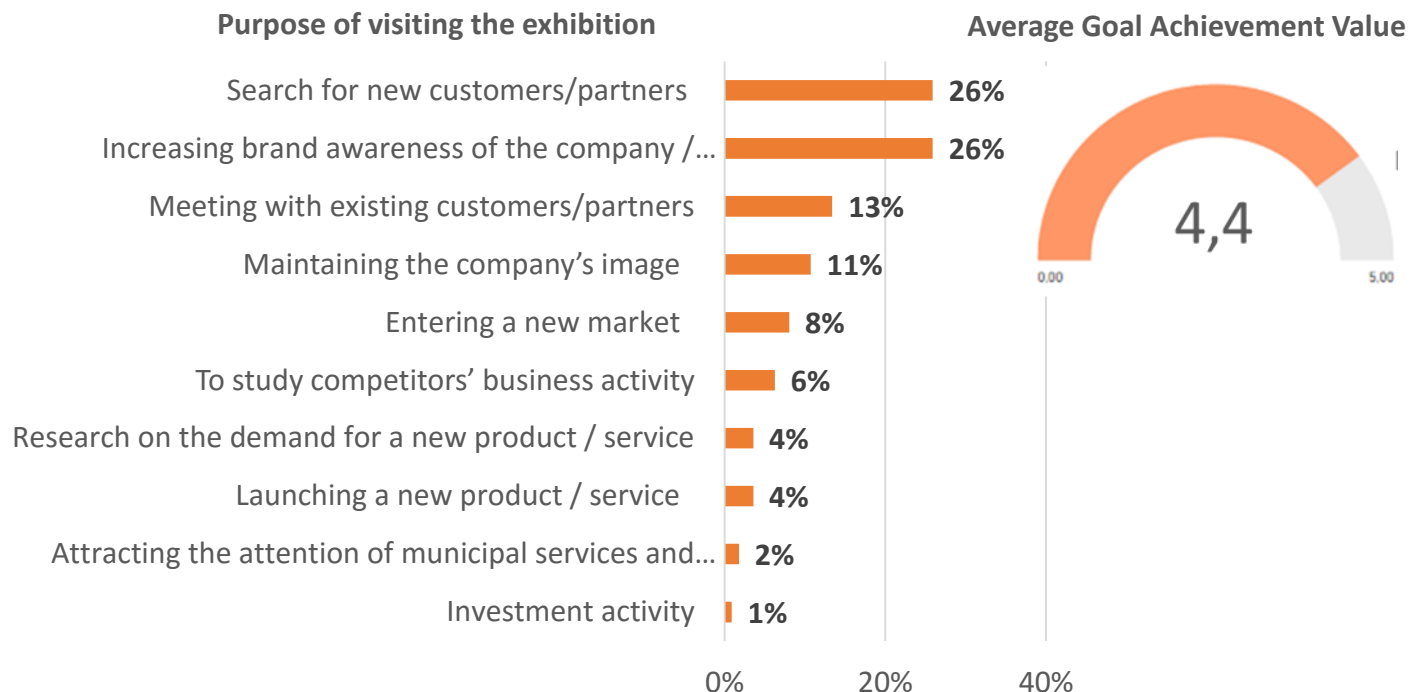
## Exhibitor

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**! 77,5 % OF THE PARTICIPANTS ARE PLANNING TO PARTICIPATE IN ASTANA LEISURE EXHIBITION NEXT YEAR**



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## Special Events at the Exhibition

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#### ✓ ***Presentations of the health resort industry products***

- Evex Medical Corporation Resort
- Hotel and SPA Center "Carpathians"
- Akfa Medline – Medical center
- Kurorti.ru
- Belokurikha Health Resort

#### ✓ ***Seminars and presentations by the touristic market players:***

- Altaitourcenter
- Turkestan Oblast
- Historical and geographical society "Avalon"
- Almaty Oblast Tourism Department
- Air Astana airline
- Kazakhstan Tourist Association
- Zhambyl Oblast Tourism Department
- Khanty-Mansiysk Administration of Tourism Development and External Affairs
- Chocotravel

#### ✓ ***Marketing activities at the exhibitors' stands (special offers, lotteries, prize drawing, presentations)***

**NEW!**

- #### ✓ ***OPEN SPACE B2B ZONE*** - an open discussion platform that enables to attract additional attention, join the audience in the course of the ongoing presentation or utilize this new format for presentation, discussions, and feedback collection.

**NEW!**

#### ✓ ***Kazakhstan Travel Forum with Astana Travel Day***

Initiated by: ITECA Company  
Organized by: someplace.kz travel magazine

**NEW!**

#### ✓ ***Info-tour to the Resort of Borovoe for participants of the exhibition***

Organized by: Tourism Department of Akmola oblast

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# Official and Information Support

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### Official support for the Exhibition:



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:



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