

REPORT 2025

Kitf

23rd Kazakhstan International Exhibition
"Tourism and Travel"

April 23-25, 2025

Atakent IEC

Almaty, Kazakhstan

www.kitf.kz

Organizers:





23rd Kazakhstan International Exhibition "Tourism and Travel"

OFFICIAL SUPPORT



Ministry of Tourism and
Sports of the Republic of
Kazakhstan



Akimat of the city
of Almaty



EXHIBITION PARTNERS



FACTS & FIGURES

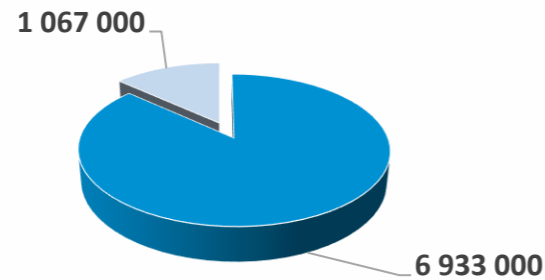
UNIQUE VISITORS	5 556
BUYER PROGRAM DELEGATES	100
EXHIBITORS	534
EXHIBITING COUNTRIES	31
EXHIBITION AREA	5858 KB.M.





INFORMATION BRIEF ON THE TOURISM MARKET OF THE REPUBLIC OF KAZAKHSTAN

Departure of Kazakhstani citizens abroad
in 2024 (8 million people)



- Independent tourism – trips organized without the involvement of a travel agency (including MICE).
- Organized tourism – trips arranged through travel agencies.

* The population of Kazakhstan is **20 million people**.
Of these, **12.7 million** live in cities, and **7.5 million** live in rural areas.

Tourism companies:

- Total active travel agencies – **3,450**
- In the outbound tourism sector, **72 tour operators** are registered, including **12 tour operators** who act as charterers.

International air communication of Kazakhstan:

- Direct connections with **32 countries**
- More than **132 international routes**
- **778 flights** per week operated by Kazakhstani and foreign airlines

Countries: Azerbaijan, Armenia, Bahrain, Belarus, China, Czech Republic, Egypt, Georgia, Germany, Greece, India, Iran, Italy, Kazakhstan (if needed), Kuwait, Kyrgyzstan, Maldives, Malaysia, Mongolia, Montenegro, Netherlands, Poland, Qatar, Russia, Saudi Arabia, South Korea, Tajikistan, Thailand, Turkey, United Arab Emirates (UAE), United Kingdom, Uzbekistan, Vietnam.

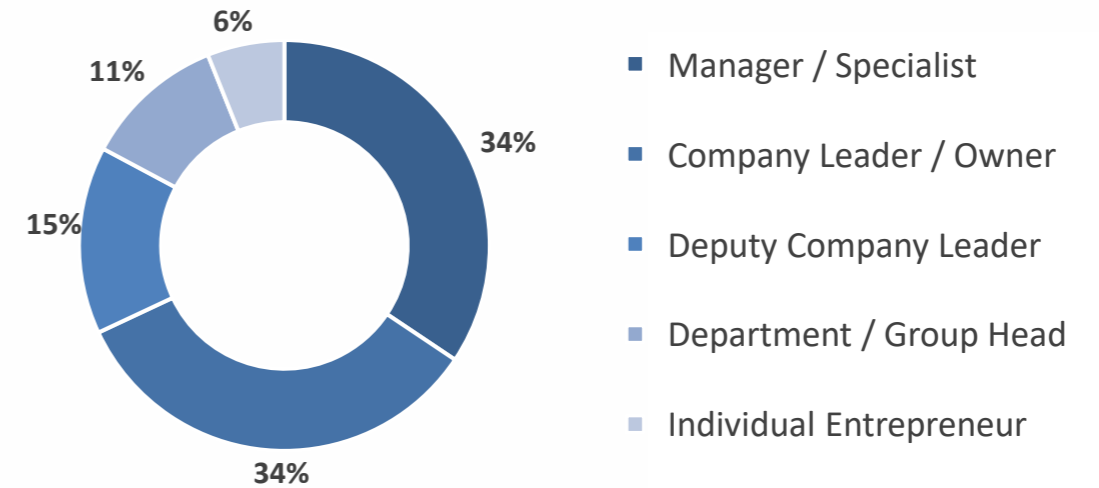


VISITORS' AREAS OF ACTIVITY

- Travel agency, air agency – **3,108**
- Tour operator – **902**
- Accommodation facility – **259**
- Airline and airport – **228**
- Travel blogger / travel expert – **357**
- Online booking systems and IT solutions – **127**
- Medical tourism and services – **96**
- Banking services – **77**
- Real estate agency – **39**
- National and regional tourism organizations – **18**
- Related business sectors – **345**



VISITORS' LEVEL OF OCCUPIED POSITIONS





VISITORS' GEOGRAPHY – 36 COUNTRIES

5018

KAZAKHSTAN

344

CIS COUNTRIES

194

INTERNATIONAL

5,556 UNIQUE VISITORS

COUNTRIES:

Albania, Azerbaijan, Belarus, Belgium, Czech Republic, China, Cuba, Egypt, France, Georgia, Germany, India, Irish, Japan, Kazakhstan, Kyrgyzstan, Malaysia, Maldives, Myanmar, Oman, Qatar, Russia, Saudi Arabia, Singapore, South Korea, Spain, Sri Lanka, Tajikistan, Thailand, Turkey, UAE, United Kingdom, USA, Uzbekistan, Venezuela, Vietnam.





SECTIONS OF INTEREST FOR VISITORS BY TYPE OF ACTIVITY OF PARTICIPATING COMPANY

- Tour operators – 3324
- Tourist facilities – 2653
- Travel agencies – 2427
- Accommodation facilities – 1431
- Support services and products – 1130
- Transportation – 1114
- IT-technology and software – 956
- Industry organizations – 861
- Developers and Real Estate Agencies Abroad – 464

NOTE:

Respondents – **5,276 exhibition visitors**. The answers are presented as the number of selections. The question allowed multiple choices – a single respondent could select several areas of interest.





SECTIONS OF INTEREST FOR VISITORS ON SPECIFICS OF THE PRODUCT

- Mass tourism – **2874**
- Outbound tourism – **2329**
- Luxury tourism – **2195**
- Cruises – **1660**
- Inbound tourism – **1517**
- Medical and health tourism – **1474**
- Business travel and corporate events / MICE – **1476**
- Domestic tourism – **1462**
- Extreme tourism and active leisure – **1334**
- Educational tourism / studying abroad – **1220**
- Children's and youth tourism – **1028**
- Ecotourism – **957**
- Real estate abroad – **554**

NOTE:

Respondents – **5,276 exhibition visitors**. The answers are presented as the number of selections. The question allowed multiple choices – a single respondent could select several areas of interest.

FEEDBACK EXHIBITORS



We have been participating in the exhibition for the third consecutive year. With each passing year, the event becomes increasingly large-scale and effective. So far, around 1,000 people have visited our booth and learned about our company. Our promotional efforts were successful: we exchanged essential business cards and established new professional contacts. The rest of the work will continue later. Without a doubt, we plan to participate again next year – we are confident that our preparation will be even more thorough.

Medetbek Mankeyev
Sairam Thermal Resort Sanatorium



This is a very valuable experience. First and foremost, the exhibition offers great potential in terms of market reach. As a travel agency, SatGuru Group is receiving positive feedback from visitors. Our company is represented in more than 80 countries, and here we are seeing strong interest from the B2B sector, especially in outbound tourism. This platform is truly effective. We already have numerous working contracts and new business contacts. On average, we can say that around 5,000 interested visitors have visited our booth. For us, this is an excellent opportunity to build partnerships.

Mehra Lokendra
SatGuru Travel & Tour Service LLP



We have been exhibiting every year for many years now. And everything is great: the organization, the participants, and the people who attend the exhibition. Everything is just excellent. We feel that this time, and overall compared to last year, more and more people are coming and showing interest. Many know Air Astana, so our main goal is to share our latest news, our destinations, and new routes. Agreements and contracts have been signed, and we've met new people. Everything went very productively. We will definitely participate next year, as Air Astana takes part in the KITF exhibition every year. We are very happy to be here today and, overall, we look forward to taking part in the coming years as well.

Daniyel Zhaksylyk
Air Astana



EXHIBITORS' OPINION: SURVEY RESULTS

97%

consider participation in KITF important for business

98%

partially or completely achieved their goals at the exhibition

99%

will recommend participation to partners

97%

are satisfied with the exhibition this year

96%

have confirmed or planning future participation in the exhibition



PARTICIPATING COUNTRIES - 31

 Azerbaijan *	 Italy	 Slovakia
 Bulgaria	 Japan *	 Slovenia
 China *	 Kazakhstan *	 South Korea *
 Cuba *	 Kyrgyzstan *	 Sri Lanka
 Czech Republic	 Latvia	 Thailand *
 Greece	 Malaysia *	 Turkey
 Georgia *	 Maldives *	 UAE
 Egypt	 Montenegro	 United Kingdom
 Hungary	 Russia *	 Uzbekistan *
 India	 Romania *	 Vietnam *
		 Qatar

* National Stand



EXHIBITION BUSINESS PROGRAM

KITF Travel Forum – a platform for leaders of the tourism industry!

As part of the 23rd Kazakhstan International Exhibition “Tourism and Travel” KITF 2025, the forum for professionals was held for the 4th time. Its goal is to draw the industry’s attention to current issues and trends, and to help solve market problems and challenges.

Three days of business platform activities in a dynamic format:

- ✓ **16 SESSIONS**
- ✓ **65 SPEAKERS**
- ✓ **1 BUSINESS PROJECT COMPETITION**





KITF SILKROAD TRAVEL

Within the KITF exhibition, a new specialized section «**KITF SILKROAD TRAVEL – Everything for Active Recreation and Tourism**» was successfully launched.

The section covers relevant areas such as **caravanning, glamping and camping, auto- and motor tourism**, reflecting the growing interest in independent travel and outdoor recreation.

The initiative aims to develop **domestic and inbound tourism**, as well as to promote new tourism products in the market.





KITF TASTE & TRAVEL

The revival of the KITF Taste & Travel section – gastronomic tourism.

The section brought together representatives of restaurateurs who promote the culinary heritage and unique flavors of national dishes from various countries around the world.

The project contributes to the development of cultural exchange and the popularization of gastronomic routes.





STUDENT BUSINESS PROJECT COMPETITION «I CHOOSE TOURISM!»



The competition, initiated by the exhibition organizers – ITECA company, took place in two stages. The first stage, the preliminary project selection, was held from March 15 to 30, 2025. Finalist projects were reviewed by an independent professional jury on April 25, 2025, at the KITF 2025 exhibition venue.

University students presented innovative ideas for the development of domestic and inbound tourism in Kazakhstan. Winners were awarded cash prizes. The best projects addressed topics such as inclusive tourism, capsule hotels, educational scientific excursions, cruise tourism, agritourism, and ethnotourism.



EXHIBITION TEAM



CONTACTS – KAZAKHSTAN



Victoria Pavlenko
Event Director
Victoria.Pavlenko@iteca.events
+7 727 258 34 34 / 32
+7 777 747 31 96
CIS, Georgia, Croatia



Azhar Bolat
Event manager
Azhar.Bolat@iteca.events
+7 727 258 34 34 (ext. 287)
+7 777 747 31 96
CIS, Georgia, Croatia



Svetlana Lutsenko
Marketing Manager
Svetlana.Lucenko@iteca.events
+7 727 258 34 34 (ext. 239)

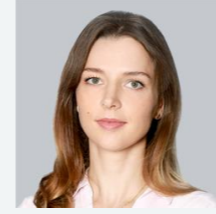
INTERNATIONAL REPRESENTATIVES' CONTACTS



Alihan Havus
Representative in Turkey
alihan.havus@armadago.com
+90 532 700 72 77
Turkey



Monica Chan
Representative in Asia
monica.chan@ica.events
+ 6016 272 4648
Seychelles, Mauritius, Sri-Lanka, Asia Pacific, Maldives



Zuzanna Horbacz
Representative in Polska
Horbacz@iec-poland.com
+48 669 619 799
Polska



Sarika Bhambhani Rawal
Representative in India
sarika@moonlitglobal.com
+919810542207
India



Alessandra Angeletta
Representative in Italy
INVERNIZZI GROUP
info@invernizzigroup.com
+39 02 8689 7000
Italy



Zhuang lei
Representative in China
zhuanglei@iteca.org.cn
+86 18701513786(Wechat)
China



Maria Badakh
Representative in UK
maria.badakh@ite.group
+44 7307 850388
Middle East, Africa, Israel, Latin America, Australia and New Zealand

SEE YOU NEXT YEAR!

April 22-24, 2026

Atakent IEC

Almaty, Kazakhstan

24th Kazakhstan International Exhibition
«Tourism & Travel»

Kitf

 kitf.kz

 [kitf_qz](https://www.instagram.com/kitf_qz)

BOOK YOUR STAND

