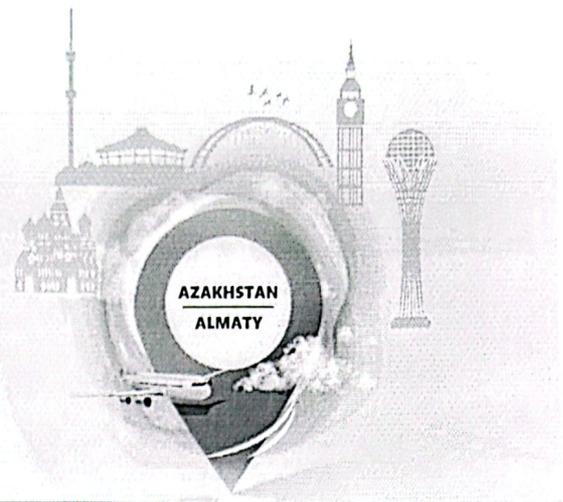


# Kitf

April 22-24  
2026



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

24th Kazakhstan  
International Exhibition

## TOURISM and TRAVEL

- ▶ The largest professional tourism platform in Central Asia
- ▶ It has the UFI quality mark for compliance with international B2B platform standards
- ▶ Buyer programs: inbound & outbound

### BUSINESS EVENTS WITHIN THE EXHIBITION



14 sessions | 17 hours | 68 speakers

- ▶ Plenary session, expert meetings, presentations, seminars, public talk



### SPECIAL SECTIONS OF THE EXHIBITION



Real estate  
abroad



Medical  
tourism



MICE -business  
tourism

OFFICIAL  
SUPPORT



Ministry of Tourism and  
Sports of the Republic of  
Kazakhstan



Akimat  
of Almaty

kazakh  
tourism



Visit  
Almaty

**KITF 2025  
REPORTING  
DATA**

Total exhibition  
area  
**6670** sq.m.



**513**  
participants



**5300**  
trade visitors

**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  
VISITORS**



**64%**  
are Top  
management



**36%**  
are tourism  
managers



**47%**  
came to the exhibition  
for the first time

**VISITORS' AREAS OF ACTIVITY**

- Travel agencies
- Tour operators
- Accommodation facilities
- Airlines
- Travel bloggers/travel experts
- Media
- IT services
- Online booking systems
- Ticket sales
- Real estate agency/real estate
- MICE agencies
- Banking services
- Medical tourism (products and services)
- Insurance companies
- Other



**Kitf**

**BOOK YOUR STAND  
AT KITF 2026**



tourismtravelkazakhstan



kitf\_qz

**FOR QUESTIONS ON PARTICIPATION, PLEASE CONTACT**

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# REPORT 2025

Post Show Report



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



EXHIBITION PARTNERS



## FACTS & FIGURES

UNIQUE VISITORS	5 556
BUYER PROGRAM DELEGATES	100
EXHIBITORS	534
EXHIBITING COUNTRIES	31
EXHIBITION AREA	5858 m <sup>2</sup>

## INFORMATION BRIEF ON THE TOURISM MARKET OF THE REPUBLIC OF KAZAKHSTAN

EXPENDITURE OF RESIDENTS ON TRAVEL (BILLION KZT)

1 067 000



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

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

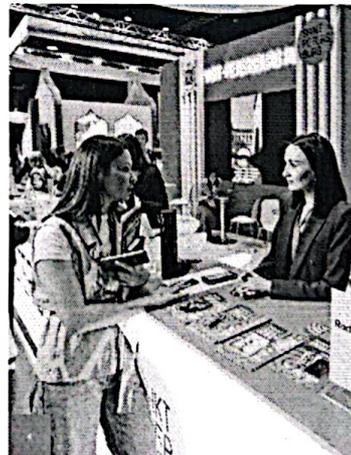
TOURISM ESTABLISHMENTS

- Total active travel agencies – 3,450
- In the outbound tourism sector, 77 tour operators are registered, including 12 tour operators who act as charterers.

INTERNATIONAL AIR COMMUNICATIONS OF KAZAKHSTAN:

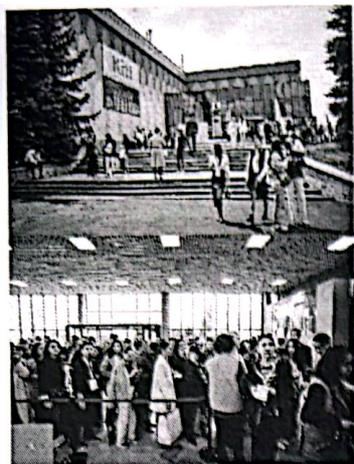
- Direct connections with 82 countries
- More than 138 international routes
- 778 flights per week operated by Kazakhstan and foreign airlines

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.



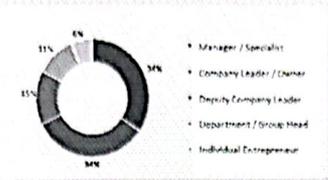
## VISITORS' AREAS OF ACTIVITY

- Travel agency, air agency – 3,188
- Tour operator – 902
- Accommodation facility – 259
- Airline and airport – 228
- Travel blogger / travel expert – 357
- Online booking systems and IT solutions – 327
- Medical tourism and services – 96
- Banking services – 77
- Real estate agency – 39
- National and regional tourism organizations – 18
- Related business sectors – 345



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## VISITORS' LEVEL OF OCCUPIED POSITIONS



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## VISITORS' GEOGRAPHY - 36 COUNTRIES

5018 KAZAKHSTAN	344 CIS COUNTRIES	194 INTERNATIONAL
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**5,556 UNIQUE VISITORS**

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



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

- Tour operators - 834
- Transport facilities - 765
- Travel agencies - 2427
- Accommodation facilities - 1431
- Support services and products - 1140
- Transportation - 1114
- IT technology and software - 906
- 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.



# Kitf

## SECTIONS OF INTEREST FOR VISITORS ON SPECIFICS OF THE PRODUCT

- Mass tourism - 2674
- Outdoor tourism - 2129
- Luxury tourism - 2195
- Cruise - 1668
- Inbound tourism - 1517
- Medical and health tourism - 1474
- Business travel and corporate events / MICE - 1416
- Domestic tourism - 1462
- Extreme tourism and active leisure - 1134
- Educational tourism / studying abroad - 1120
- Children's and youth tourism - 1028
- Ecotourism - 657
- 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 10th consecutive year. With each passing year, the event becomes increasingly more valuable and effective. We are pleased to see people from all over the world and business alike. The professional staff here is excellent, the professional support of business and the exhibitors are outstanding. The way of the work will continue to be the same, but the aim to participate again next year is very much the same. We are looking forward to the next year.

Michael Mackay  
Sales & Marketing Director

This is a very valuable experience. The staff and the exhibition are great. As a travel agency, we are always looking for new products and services. The exhibition is a great place to find them. We are looking forward to the next year. The staff and the exhibition are great. We are looking forward to the next year.

Sarah Colman  
Sales & Marketing Director

We have been participating in the exhibition for the 10th consecutive year. With each passing year, the event becomes increasingly more valuable and effective. We are pleased to see people from all over the world and business alike. The professional staff here is excellent, the professional support of business and the exhibitors are outstanding. The way of the work will continue to be the same, but the aim to participate again next year is very much the same. We are looking forward to the next year.

Daniel Dwyer  
Air Agency



## 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

Australia	India	Slovenia
Belgium	Japan	Slovakia
China	Kazakhstan	South Korea
Cuba	Korea	Spain
Czech Republic	Latvia	Thailand
Denmark	Lithuania	Turkey
Germany	Malaysia	UAE
Egypt	Poland	United Kingdom
Hungary	Romania	USA
Israel	Russia	Vietnam
	Slovakia	China

\* National Stand



## EXHIBITION BUSINESS PROGRAM

**KITF Travel Forum** - a platform for leaders of the tourism industry. As part of the 2014 Kazakhstan International Exhibition "Tourism and Travel" KITF 2014, 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





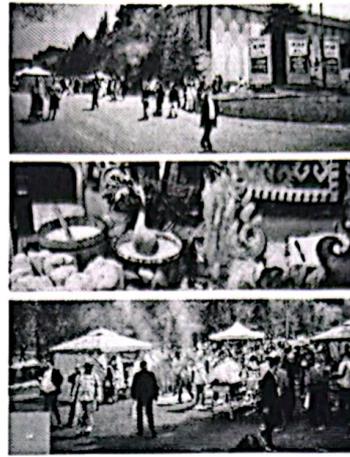
**Kitf**

**KITF SILKROAD TRAVEL**

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

The section covers relevant areas such as **caravaning, 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.



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**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.



**Kitf**

**STUDENT BUSINESS PROJECT COMPETITION "I CHOOSE TOURISM!"**

The competition, initiated by the exhibition organizers – ITSCA company, took place in two stages. The first stage – the preliminary project selection, was held from March 18 to 30, 2025. Final projects were reviewed by an independent professional jury on April 30, 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**

**Kitf**

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