



KAZAKHSTAN

TOURISM POTENTIAL OF KAZAKHSTAN

www.kazakhstan.travel



FAVORABLE GEOGRAPHICAL POSITION

Destination along the Great Silk Road

Kazakhstan is the 9th-largest and 15th least densely populated country in the world, with an area of 2,7 mln km²

- 14** national parks
- 10** nature reserves
- 6** protected areas
- 50** wildlife sanctuaries
- 5** reserve zones
- 79** natural monuments



OUR 4E OFFER



ECO

PARAGLIDING

Almaty region

The colorful wings of paragliders on Ushkonyr in Almaty region always attract an eye. The training flights, competitions take place almost all year round



4X4 OFF-ROAD

Almaty, Mangystau, East Kazakhstan

Kazakhstan offers one of the most extreme 4x4 off road experiences.



GUEST HOUSES

Almaty, East Kazakhstan, Turkistan region

Traditionally, small, privately owned homestead that indigenous people rent out its rooms at a daily rate

MOUNTAINEERING

Almaty, East Kazakhstan, Turkistan region

Kazakhstan is surrounded by the most beautiful mountains of Altai and Tien Shan, with many picturesque mountain lakes and glacial peaks



ETHNO

HANDICRAFTS

South Kazakhstan
Handmade clothes and souvenirs out of 100% wool, silver jewelry, leather items and many more

EAGLE HUNTING

Akmola, Almaty region
The largest eagle hunting festivals take place near Nura village, Almaty region, and in Burabay, Akmola region

HORSE RIDING

Akmola, Almaty region
Imagine yourself a nomad during long horse riding routes or short tours in the locations with breathtaking nature

NATIONAL CUISINE

Kazakhstan
The nomadic way of life brought forth an impressive list of delicious and elegant dishes from only three main ingredients

ENTERTAINMENT

A close-up shot of a casino table with several tall stacks of blue and gold chips on a green felt surface.

CASINO

Enjoy the atmosphere of various casinos in Burabay and Kapshagay.

A woman in a dark red jacket and sunglasses is riding an escalator in a modern shopping mall, carrying several shopping bags.

SHOPPING

Malls with brand shops, entertainment and restaurants offer utmost shopping experience. On top of that, luxury brands are cheaper in Kazakhstan by 20-30%

A group of women are socializing at a bar, holding glasses of drinks and smiling.

NIGHT LIFE

Experience night life of Nur-Sultan and Almaty at the best dance clubs, restaurants, open air concerts, and theatres

A person in a red jacket and black helmet is skiing down a snowy slope, with snow spraying around them.

SKIING

Unforgettable experience at the mountains of Kazakhstan
Quality of snow and fantastic weather conditions



CONFERENCE
ON PRIMARY
HEALTH CARE

EVENTS

CONFERENCES

The summits of the OSCE, the OIC, the SCO, the Eurasian Economic Community, congresses of leaders of world and traditional religions, all these major events are usually held in Nur-Sultan



MEETINGS

The capital city is one of the largest 'business centers' in the country, which is often visited by foreign delegates for short business meetings or high-level diplomatic events

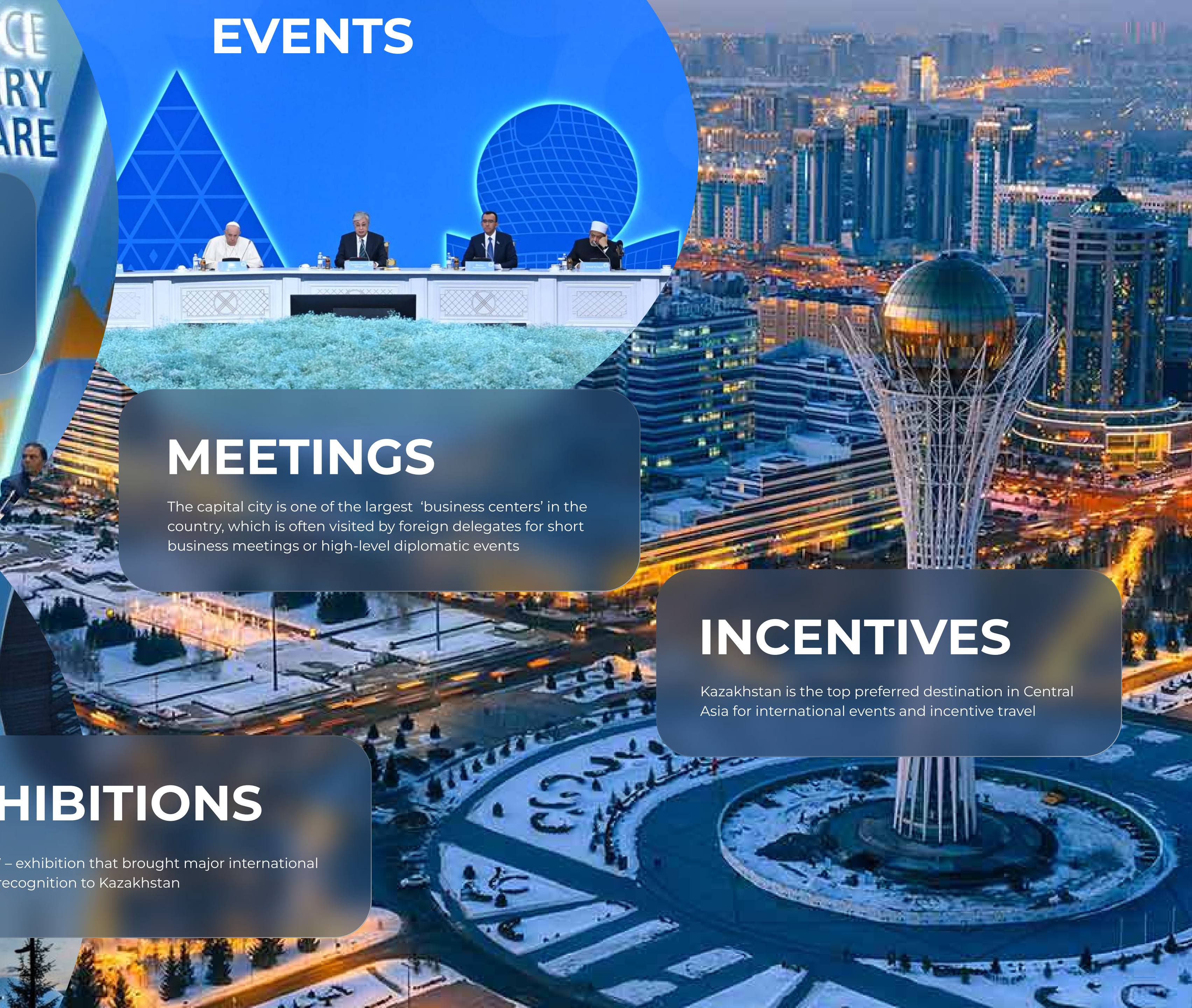


INCENTIVES

Kazakhstan is the top preferred destination in Central Asia for international events and incentive travel

EXHIBITIONS

EXPO-2017 – exhibition that brought major international fame and recognition to Kazakhstan



OPENNESS TO THE WORLD

Visa-free regime



78
countries

Air connections

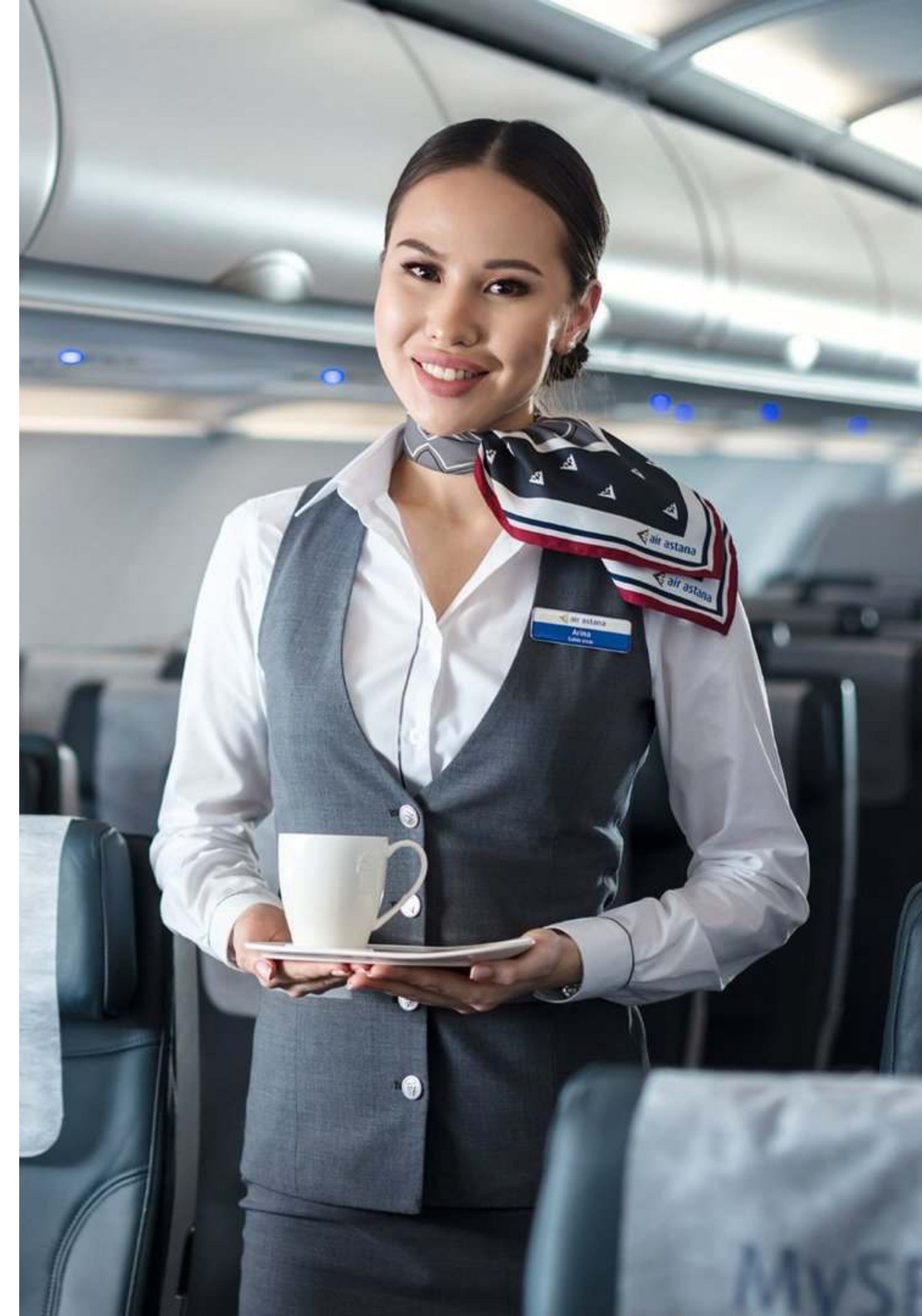


30 **108**
countries routes

- Visa-free regime has been resumed
- Visa-free regime has been introduced for China, India, Iran
- International flights have been restored
- Land borders are open

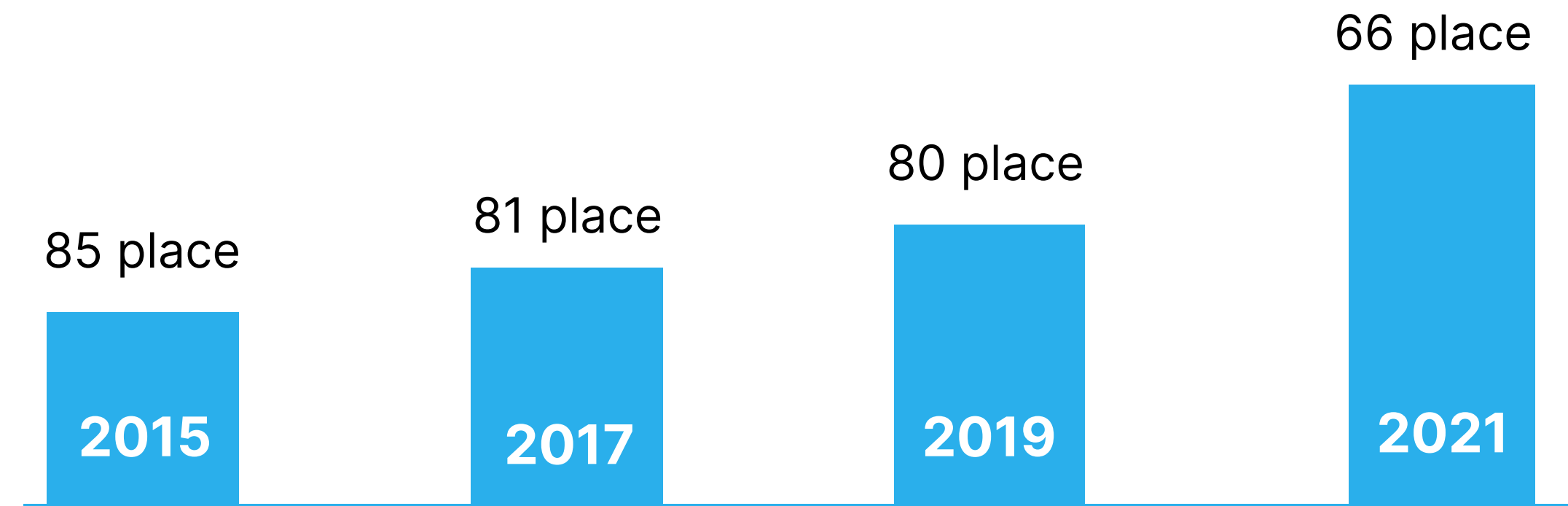


- Well-known brand in Central Asia recognised for its service excellence
- High flight safety standards and compliance with all requirements of the COVID 19 prevention policy
- Young, modern and efficient fleet of Boeing, Airbus and Embraer Family aircraft



INTERNATIONAL RECOGNITION

KAZAKHSTAN IN THE WEF RANKING FOR TOURISM AND TRAVEL



| 2018-2019 | 2020 | 2021 | 2022 | 2023 |
|---|---|---|---|--|
| <p>XVI International Festival of Tourist Films</p> <p>"Tourist destination" by Category best promotional video "Where are we going?"</p> | <p>lonely planet</p> <p>"The best hotels"</p> | <p>14th ART&TUR International Tourism Film Festival</p> <p>«Imagine Travelstan»</p> <p>The Guardian</p> <p>The best places to visit</p> | <p>The Telegraph</p> <p>"Almaty - top city budget destination"</p> <p>aviasales</p> <p>Campaign for the audience of the CIS countries</p> | <p>Condé Nast Traveler</p> <p>Two city guides about Astana and Almaty</p> |
| <p>PATA Gold Awards</p> <p>The Best Travel Video "Imagine Travelstan"</p> | <p>BRITISH BACKPACKER SOCIETY</p> <p>Top-5 Must Visit Places</p> <p>The New York Times</p> <p>"International PR Campaign"</p> | <p>The Telegraph</p> <p>"Fast-growing tourdestination"</p> <p>LE FIGARO</p> <p>Recommended to visit in 2021</p> | <p>Condé Nast Traveler</p> <p>Campaign for the audience of countries in Europe and GCC countris</p> | <p>NATIONAL GEOGRAPHIC</p> <p>Four articles about the tourism potential of Kazakhstan</p> |

TOP 10 DEVELOPING DESTINATIONS IN KAZAKHSTAN



Imantau-Shalkar
Affordable summer vacation and experience for tourists



Burabay
Year-round vacation near the capital



Astana
Business hub



Bayanaul
Eco-adventures in winter and summer



Mangystau
Caspian Sea - the Earth's largest inland body of water



Alakol
Famous for therapeutic abilities



Baikonur
The first and largest space center in the world



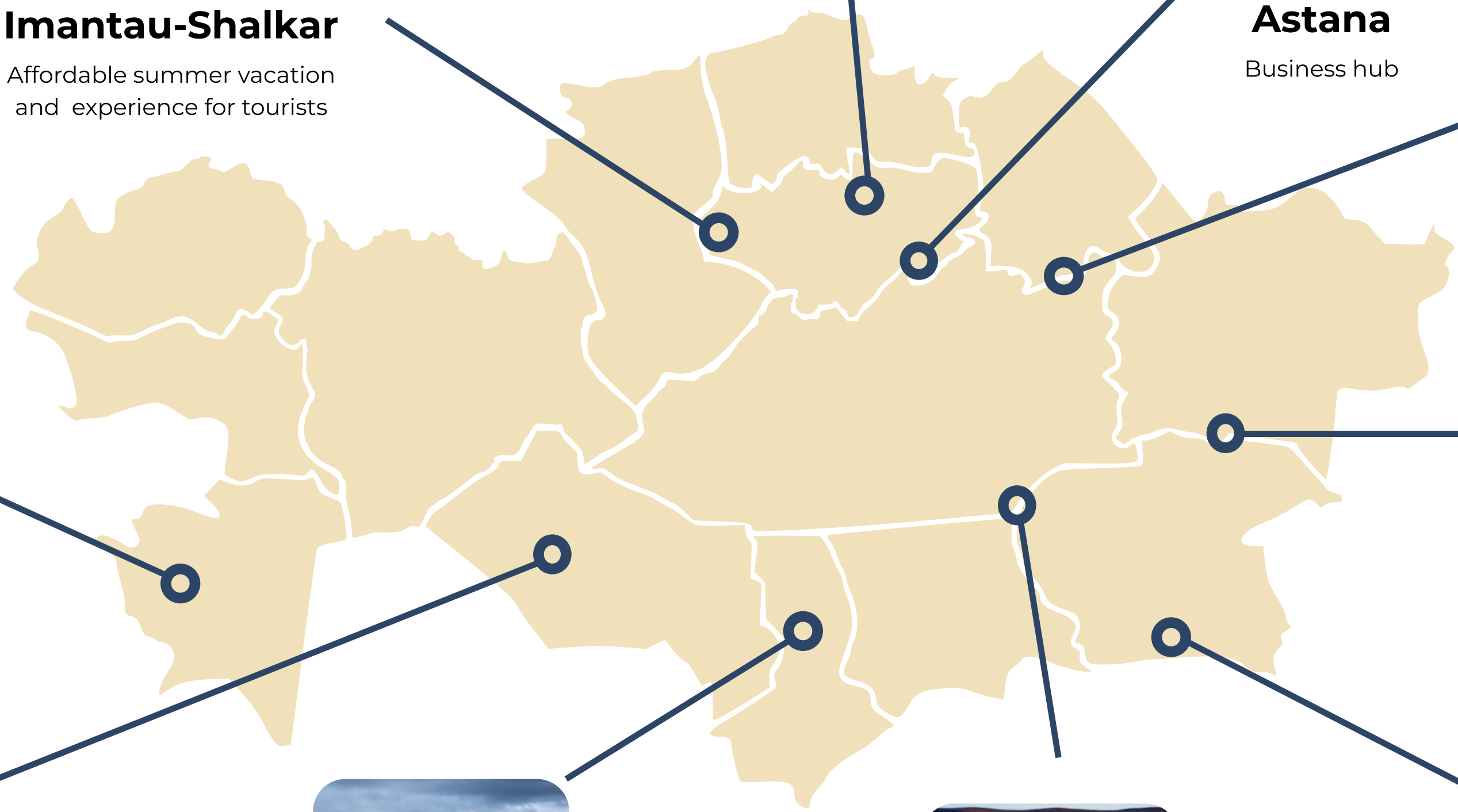
Turkistan
The capital of the Turkicworld, the center of pilgrimage and cultural monuments



Balkhash
The peculiarity of Lake Balkhash- one half of the lake is fresh, the other is salty



Almaty Mountains
Ski and ecotourism center near the metropolis



STATE PROGRAM MEASURES

Visa-Free

Regime for 78 countries

Tax Free

Regime in the large shopping centers

10% reimbursement

for accomodation, roadside facilities

E-Visa

for 117 countries

Kids go free

free airplane tickets included inside the tour package

25% reimbursement

for ski-resorts, tourist-class vehicles

Open skies

at 12 airports

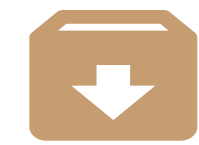
Land, tax and customs preferences

for over 1.4 mln. USD investments
TOP-10 destinations

35 USD

per foreign tourist to tour operators

SPECIAL TAX REGIME FOR FOREIGN INVESTORS



Corporate income tax



Property tax



Ready infrastructure on “plug-and-play” basis



Land tax, VAT



Land plot



Simplified procedure for foreign labour employment



Customs duties

