

The 11<sup>th</sup> Kazakhstan International Tourist Fair  
Leisure & Travel  
20-22 April 2011  
Pavilions 10 and 11, Atakent Exhibition Centre,  
Almaty, Kazakhstan  
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## The Entire World Represented at KITF

Destinations from around the globe were represented at KITF 2011, the largest Kazakhstan and Central Asian tourist event held on 20-22 April 2011 in Almaty. This year, the biggest-ever geographical representation of exhibitors set an all-time record for KITF. Over 500 tour operators and travel agencies from 40 countries were accommodated in two Atakent pavilions. It is particularly remarkable that 19 countries had national stands. The exhibition was organised by the Ministry of Tourism and Sports of the Republic of Kazakhstan and Almaty City Akimat in cooperation with ITECA Kazakhstan Exhibition Company and ITE Group Plc (UK).

“One need not leave their home town to learn more about a variety of tourism products and destinations as they are annually presented at KITF which focuses on leisure services in most parts of the world, the latest trends in the tourism industry and the expansion of the tour companies’ opportunities for offering the most attractive tour packages to Kazakhstan residents,” Serik Seidumanov, Almaty City Deputy Akim (Mayor), stated in his welcome speech.

“Today, we can say with confidence that KITF is highly ranked among the exhibitions of the global tourism industry. From year to year the interest of the recognised international organisations and companies in Kazakhstan deepens. KITF plays an essential role in making Kazakhstan an attractive destination for tourists,” Karlygash Kaken, Chairperson of the Committee for Tourism Industry of the Republic of Kazakhstan, said at the exhibition opening ceremony.

The expositions of the national tourism organisations, i.e. the Ministry of Tourism and Sports of the Republic of Kazakhstan with 16 regional tourism departments, were traditionally exhibited in a separate pavilion. 19 countries exhibited their national stands. It was the first time in KITF’s history that the two national tourism organisations of Sri Lanka and Slovenia shared a joint stand. Travel agencies from Dubrovnik and Zagreb represented Croatian tourism organisations. The stands of South Korea and Thailand were significantly larger compared with 2010. Peru, USA, Sri Lanka, and Japan first-time exhibitors. Raffles Hospital (Singapore) made a debut in the Medical Tourism section.

“We were strongly advised by Sri Lanka tour operators to participate in this Kazakhstan event,” Anna Korolkova, Head of the Tourism Department, Embassy of Sri Lanka in Russia and CIS Countries (Moscow) said. “To make themselves known they preferred to act as exhibitors, not visitors. It is obvious that participation of the companies in a joint national exhibition stand speaks for their serious intention to develop their business and promote a greater confidence. Now we are considering an opportunity to launch a direct Kazakhstan-Sri Lanka flight based on our experience of cooperation with the Ukrainian airlines resulted in 4 direct flights. A direct Kazakhstan-Sri Lanka flight would cut the flight time to 5.5-6.0 hours depending on the type of aircraft as compared with 12 hours required for the transfer flight through UAE. After closure of the exhibition, we intend to sign a few high-level agreements with the Ministry of Tourism and Sports of the Republic of Kazakhstan. We are extremely happy with the results of our participation in KITF 2011.”

“Kazakhstan is one of major exhibitors of the Dubai travel market with about 50,000 tourists from Kazakhstan arriving every year. This is a very representative indicator. Along with qualitative results we enjoy visible quantitative growth. More and more well-to-do tourists give preference to accommodation in luxury hotels. Moreover, Kazakhstan residents time and again buy real estate in Dubai. Young people from Kazakhstan study in Dubai universities and colleges. Kazakhstan businesses operate in Dubai’s market. All the above considered, our participation in KITF 2011 contributes greatly to our tourism business. The fact that we are here with a comprehensive exhibition stand speaks for the high level of business relations in travel industry between Kazakhstan and Dubai. We also strive to attract more tourists to Dubai. It is particularly remarkable that Dubai travel operators are looking for participation in KITF. Unfortunately, not all of them got the chance of exhibiting their business capabilities at our joint stand this year but at least ten of them participated with their own stands. Some companies advertised their capabilities at the stands of their business partners. In general, our representation at KITF 2011 was promising and I believe that our representation at KITF 2012 will grow,” Sergei Kanayev, Director of the

Representative Office of the Dubai Department of Tourism and Commercial Marketing in Russia, CIS and Baltic States, said.

“The statistical data speaks for the annual increase of tour operators entering the CIS market. It is a recognised fact that KITF hosts more travel companies than any other tourism exhibition, i.e. the Ukraine Travel and Tourism Exhibition. Unfortunately, our exhibition space cannot accommodate all exhibitors. Today, we advertise the business capabilities of 11 leading tour operators. But some of our travel companies exhibited their own stands looking for their own customer base and improving their business image. It testifies to the high demand of Malaysian tour operators and hotels for Kazakhstan tourists and a leading position of Kazakhstan travel market among other CIS markets. The high potential of Kazakhstan market enjoys strong demand of Malaysian partners. We are happy to have a direct biweekly Air Astana flight to Kuala Lumpur but we also place our stake on the on-going negotiations with Air Astana on three-weekly flights. Furthermore, beginning with September 2011, we are expecting an additional Scat Airlines flight to Malaysia. The annual increase of tourist traffic from Kazakhstan is much higher than from Ukraine and Russia, and we hope that it is just the first step. We believe that higher flight frequency will contribute to fall in ticket price resulting in higher competitiveness of Malaysian tour package,” Nina Aisabakiyeva, Sales and Marketing Director – CIS, Sunflower Holidays SDN BHD (Malaysia), said.

“This year, I saw an increased number of KITF exhibitors and higher visitors’ awareness. And I was happy to contact with a significant flow of travel companies from all regions of Kazakhstan. It is extremely important! In any case, they operate through Almaty-based tour operators. But, step by step, they become more independent and well-informed. They prefer to develop their own tourism products rather than utilising ready-made solutions. We also highly appreciated your online registration system. 76 representatives of Malaysian travel companies arrived to KITF 2011 – 12 as exhibitors and the rest as visitors. They do not speak Russian and online registration was a significant benefit for them – no queues, no stress... They registered through the website and gained access to the exhibition. It is very convenient and easy,” Nina Aisabakiyeva continued.

Special mention should be made of airlines’ activity at KITF. The exhibition featured 8 airlines: AIR ASTANA (Kazakhstan), SCAT (Kazakhstan), Hainan Airlines (China), Czech Airlines (Czech Republic), Turkish Airlines (Turkey), ATLAS JET (Turkey), Ukraine International Airlines (Ukraine), and Air Arabia (UAE). Ukraine International Airlines was the official air carrier of KITF 2011. Gartour Travel Agency representing Regal Travel brand was one of the KITF 2011 sponsors.

“At KITF 2011, we exhibited our new product – Web Start software. It gives the clients an opportunity to integrate the online air ticket reservation system in their own website,” Olga Zaryaeva, Sales and Marketing Director of Abacus Central Asia, said. “Our competitive opportunities include: 1. fair price; 2. three options for airline ticket printing – in Russian, English and Kazakh; and 3. free consulting and personnel training. Owing to its 23-year experience of best practices implementation, Abacus can well afford it. The head office of our company is located in Singapore. Abacus was the first company in the world to develop the air ticket reservation software. In Kazakhstan, Abacus air ticket reservation system is included in the ‘Information Support for Tourism Business’ training course. Today, the students of Al Farabi Kazakh National University attend training seminars on Abacus air ticket reservation system held by the Chair of Tourism and those who successfully pass the exam receive the international certificates. Our company is a five-time KITF exhibitor and we see its emphatic progress. The exhibition evolves and hosts growing number of exhibitors and visitors. We find here a lot of customers not only from Almaty but also from Kazakhstan regions and Kyrgyzstan.”

Top world resorts, luxury hotels, most convenient flights, topical workshops, beneficial solutions, special offers and innovations in travel industry were presented during three days of KITF 2011.

#### **KITF 2011 Facts & Figures:**

- **KITF 2011** total exhibition area made up **6,529 m<sup>2</sup>**;
- The exhibition represented **500** exhibiting companies with **230** stands from **40** countries of the world, including **19** national expositions;
- According to UFI (Global Association of the Exhibition Industry), 7,140 professional visitors from Kazakhstan, Kyrgyzstan, Russia, near- and far-abroad countries were registered at KITF 2011;
- Geography of KITF 2011 exhibiting countries: Australia, Brazil, Great Britain, Hungary, Vietnam, Germany, Greece, Georgia, Egypt, India, Indonesia, Jordan, Spain, Italy, Kazakhstan, China, Kyrgyzstan, Mauritius, Malaysia, Maldives, UAE, Peru, Portugal, Russia, Seychelles, Singapore, Slovakia, Slovenia, USA, Thailand, Turkey, Ukraine, Croatia, Czech Republic, Switzerland, Sri Lanka, South Africa, South Korea and Japan;

- National expositions: Greece, Georgia, India, Indonesia, Spain and Catalonia, Kazakhstan, China, Kyrgyzstan, Malaysia, UAE (Dubai Emirate), Slovakia, Slovenia, Thailand, Turkey, Croatia, Czech Republic, Sri Lanka, South Africa and South Korea;
- 78% of the exhibitors participated in KITF 2010;
- 60% of the exhibitors presented their new tourism products;
- 64% of the exhibitors signed the contracts at KITF 2011;
- **KITF 2012 will be held on 25-27 April 2012 in Atakent Exhibition Center, Almaty.**

Please visit [www.kitf.kz](http://www.kitf.kz) and enjoy 3D tour of KITF 2011. It is for the first time when tour operators who for some reasons could not participate in the exhibition are given an opportunity to view the exposition and all exhibits in 3D format and get the comprehensive information about the exhibition.