



TURKEY TO BE FIRST EVER 'PARTNER COUNTRY' OF THE KAZAKHSTAN INTERNATIONAL TOURISM EXHIBITION

The first ever 'Partner Country' of the Kazakhstan International Tourism Exhibition, the biggest tourism exhibition in Kazakhstan and Central Asia, will be Turkey. The exhibition, which takes place on 25-27 April 2012, will host numerous tour operators, travel agencies and hotels from various countries over 3 days.

Turkey has become the first ever 'Partner Country' of the biggest tourism exhibition in Central Asia. This year, the Kazakhstan International Tourism Exhibition (KITF), which is organised by ITE Group Plc. and supported by the Kazakhstan Ministry of Tourism and Sports, has a 'Partner Country' for the first time. KITF, which has been named as the largest tourism fair in Kazakhstan and Central Asia, will host Turkey as its first ever 'Partner Country', under the guidance of the Turkish Ministry of Culture and Tourism.

Commenting on Turkey's participation in the exhibition as the first ever 'Partner Country', Ms. Melis Ceyrekbasiglu, Division Director at EUF (ITE Group's Turkish office), said: "Turkey is the most important and popular destination for Russia, the Turkic Republics and the Central Asian countries. As Turkey is a pioneer, receiving the title of the first ever 'Partner Country' of KITF has made us proud. Turkey will continue its position in the sector by improving it in 2012 with the support and attendance of branded tour operators, travel agencies and hotels." Counsellor Ms. Mine Kasap from the Turkish Ministry of Culture and Tourism stated: "Kazakhstan's tourism market has shown consistent growth since 2000. Every year, more and more Kazakh citizens choose to spend their holidays abroad. Turkey has held the leading position in this market for years. According to data for 2010, the share of our country in Kazakhstan's tourism market increased to 50%. 65,000 Kazakh citizens visited Turkey in 2003, and this number increased to 248,000 in 2010. In 2011, we expect an increase of 15-20%. As the Turkish Ministry of Culture and Tourism, we ensure our regular participation in KITF, the biggest tourism exhibition not only in Kazakhstan but the whole of Central Asia. We believe that participating in KITF as the first ever 'Partner Country' in 2012 will reinforce the leading position of our country in Kazakhstan's tourism market."

Having the fastest developing economy in Central Asia, Kazakhstan has also attracted attention for its developments in the tourism industry, especially in recent years. The 12th edition of KITF in 2012 will, therefore, be of great importance. In addition to presenting 500 tour operators and agencies from 40 countries in 2011, the event also facilitated cooperation and the signing of contracts.

For information:

Pelin YANARDAG

Public Relations Specialist

E International Fair / ITE Group Turkey

Telephone: +90 212 291 83 10

pepin.yanardag@ite-turkey.com

