



# Discover Kazakhstan

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## Why choose Kazakhstan as your new destination?

Kazakhstan is a fascinating holiday destination offering something for everyone to enjoy.

There are many distinct destinations in the country, but the most popular are Astana, Almaty, Borovoe, and Caspian Sea.

Visitors are often surprised to discover how developed the country is, yet rich and varied in cultural tradition.

Kazakhstan has many exciting places of interest and during a holiday of just two weeks, visitors will get a mere glimpse. One thing for certain; everyone wants to return to discover more of Kazakhstan.

New tourist destination located in the very heart of Eurasian continent.



## History of Kazakhstan

Kazakhstan has a rich history dating back to the ancient times of Saks tribe. For many hundreds of years It was a busy port for European and Far East traders -known as Great Silk Road.

Being prominent as nomads - it is a place where horse breeding originated.

Today, Kazakhstan is one of the most developed countries in Central Asia.

With vast supplies of natural resources and territory potential, Kazakhstan attracts large foreign investment in the manufacturing and technology sectors.



## Kazakhstan's Culture & Language

Kazakhstan has a combined population of over 16.5 million people.

Kazakh make up about 63% of the population and are the predominant group with Russians and other ethnic groups making up the rest.

Kazakh is the national language while Russian is widely spoken. The ethnic groups also converse in the various languages and dialects.



# Kazakhstan's Geography, Climate & Seasons

## Geographic Location

Kazakhstan is located in the Central Asia

The area: 1 050 million square miles

Total population: 16,3 million

Capital: Astana (700 thousand people)

The biggest city: Almaty (2 million people)

## Weather and Seasons

There are 4 seasons and all climate zones can be travelled in 2 days

Acutely continental climate throughout the year with temperatures ranging from  $-31^{\circ}\text{F}$  to  $104^{\circ}\text{F}$



## Attraction - Mountains

### ZAILIYSKIY ALATAU

Zailiyskiy alatau is one of Kazakhstan's most famous resort destinations.

Shymbulak is a famous ski resort. It is popular for its mild climate, large quantity of sunny days and great amount of snow through the winter (from November till May).

Medeo built in 1972, became a world-known as the highest outdoor skating rink.



## Attraction - Mountains

### CHARYN CANYON

Charyn Canyon tourists called "Valley of Castles". It resembles a world-known Nevada's Great Canyons.

It is 154km long, up to 350 metres deep in places, with the canyon walls carved into amazing towers, buttresses and otherworldly shapes that turn deep gold in the early morning or late afternoon sunlight.

Rafting trips are available down the fast-flowing river also called Charyn.



Attraction - History

## TURKESTAN

Turkestan was known as the spiritual and political center of the Turks and was the capital of the Kazakh Khanate with history of 1500 years

Mausoleum attracts many pilgrims from all over Central Asia. It is a pilgrimage center and a cultural heritage site

40 km to the north of the Turkestan among the desert situated miraculously preserved picturesque ruins of the ancient city Sauran (XVII cent.)

## Bayanaul National Park

Bayanaul was established in 1985 to preserve and restore the natural flora and fauna.

Located 180km southwest of Pavlodar this 450-square-kilometre national park is made up of beautiful hill steppe with massive rock formations and dense pine forests.



## Attraction - Astana

### **ASTANA- a new miracle of the world**

Astana was built by the architects of the whole world.

Beautiful and modern, it is regarded as capital of Central Asia.

Astana - an experimental ground of modern architecture.

Astana - part of the Kazakh brand, the center of politics, culture and economy, information news streams, technological and information development and investment boom.



## Attraction - Almaty

### **ALMATY - Regional Financial Center**

Ex-capital of Kazakhstan, is situated in the southeastern part at the foot of Zailiskiy Alatau mountain system at an elevation of 2,300-3,000 feet.

Almaty is the largest metropolis of the country and a major transportation hub.

Almaty - the acknowledged center of finance and business industry.

## **BESPARMAK**

The main traditional food of the Kazakh. Besparmak is prepared from mutton, a horse-flesh or beef. Soft meat is eaten with thin unrolled and boiled slices of dough.

## **KUMIS AND SHUBAT**

The curative drink kumis (milk of the mare) possesses medical properties and refreshing effect and is used for treatment of various illnesses. Shubat, among dairy products, is the most valuable drink after kumis, prepared from the milk of the camel.

## **BAURSAK**

Boursak - dough slices fried in oil.

## **KUIIRDAK**

Fat of mutton cut in cubes and fried. Also added with kidneys, a liver and the chopped onions, salt and pepper, poured in a few broth and boiled up to readiness.

## Accommodation



Kazakhstan has a wide range of accommodation with competitive rates. International Star rated hotels, beach resorts, chalets, youth hostels and timeshare apartments are just some of the types of accommodation available.

### **Type of accommodation:**

#### **Sanatoriums and ski resorts**

Be embraced by the rainforest and magnificent landscapes as you experience a wide variety of exciting adventures.

#### **City Hotels**

With world-class services at your fingertips, rummage through surprising culinary delights, eclectic cultures and fantastic entertainment.

## FESTIVALS

New Year (1-2 January)

Eastern Orthodox Christmas (7 January)

International Women's day ( 8 March)

Nauryz holiday (21-23 March)

Kazakhstan People's Unity Day (1 May)

Victory Day (9 May)

Capital City Day (6 July)

Constitution Day (30 August )

Day of the First President (1 December)

Independence Day (16-17 December)



**Events - Tourism Exhibition**

## **Kazakhstan International Tourism Fair**

**Leading event for the travel and tourism industry in Kazakhstan and Central Asia**

### **2012 Exhibition Report:**

**6 859** square metres of exhibition area

**326** exhibiting companies

**140** exhibition stands

**40** countries of the world

**19** national expositions

A photograph of three ice hockey players in action on an ice rink. One player in a blue jersey with the number 19 is in the foreground, facing away from the camera. Two other players in white jerseys with blue accents are in the background, one appearing to be in possession of the puck. The background shows a blurred crowd and a red banner with white text.

## Sports & Recreation

Sport is an important issue for tourism development as a massive contribution into the recreational sector of tourism

New sports infrastructure will give a positive impact on sport development among young generation

Provide well opportunities to host world sports events, thus facilitating more tourist to visit the country



## Travelling To Kazakhstan

### Getting To Kazakhstan

The main gateway to Kazakhstan is through Almaty International Airport (ALA). Other major international airports that serve as entry points are situated in Astana, Aktau, Atyrau and Karagandy.

Over 30 international airlines operate regular flights to the country while the national carrier, Air Astana has a global network covering 2 continents.

### Getting Around

Kazakhstan has excellent air links serviced by Air Astana and other carriers. 7-hours direct flight Almaty-Hong Kong-Almaty is operated by Air Astana. You can enjoy it 2 times per week.



**Welcome to Kazakhstan**

**THANK YOU!**