



EXPO 2017
• Future Energy •
Astana Kazakhstan



THE BEST KEPT SECRET
IN CENTRAL ASIA!

KAZAKHSTAN

- 🌿 Kazakhstan is the 9th largest country in the world
- 🌿 There are 2 time zones in Kazakhstan
- 🌿 105 elements of the Mendeleev table
- 🌿 Ranks in the top 10 for coal, iron, and gold
- 🌿 Kazakhstan has the 2nd largest uranium, chromium, lead, and zinc reserves
- 🌿 Kazakhstan also currently has the 11th largest proven reserves of both petroleum and natural gas





KAZAKHSTAN

- 🍃 Kazakhstan has a population of more than 120 nationalities
- 🍃 Kazakhstan is officially a bilingual country: Kazakh and Russian
- 🍃 Kazakhstan is a secular state

KAZAKHSTAN TRAVEL AND TOURISM

- 🍃 Nature and ecotourism
- 🍃 Business and urban tourism
- 🍃 Cultural and ethno tourism
- 🍃 Adventure and extreme tourism





NATURE AND ECOTOURISM DESTINATION

CHARYN CANYON

- 154 kilometres long
- Height 150-300 m
- 12 million years old



NATURE AND ECOTOURISM DESTINATION

BURABAY

- Known as the “Little Switzerland”
- 757 species of plants
- 305 species of animals

A large sand dune with people walking on top under a blue sky with white clouds. The dune is covered in footprints, and the sky is filled with fluffy white clouds. In the background, there are some green hills and a clear horizon.

NATURE AND ECOTOURISM DESTINATION

SINGING SAND DUNES

- emits a sound similar to the tune of organ
- 3 km long
- 150 m height

NATURE AND ECOTOURISM DESTINATION

BARSA-KELMES

- 🍃 **Barsa-Kelmes was the largest island in the Aral Sea**
- 🍃 **The Aral Sea was the 4th largest lake in the world**
- 🍃 **Sea split into 2 isolated reservoir**



CULTURAL AND ETHNO TOURISM DESTINATION

GREAT SILK ROAD

- ❧ Founded in the II century BC
- ❧ The route covered territory of nine modern states

CULTURAL AND ETHNO TOURISM DESTINATION

MAUSOLEUM OF KHOJA AHMED YASSAUI

- ✦ Mausoleum of Khoja Ahmed Yassau entered the list of UNESCO World Heritage
- ✦ Architectural masterpiece was built in XIV-XV
- ✦ Mausoleum was constructed by order of Tamerlane (Amir Timur)

A photograph of the St. Ascension Cathedral in Almaty, Kazakhstan. The cathedral is a vibrant yellow with white architectural details and multiple colorful, patterned domes topped with golden spires. It is set against a clear blue sky with some green trees visible in the background. A green banner at the top left contains the text 'CULTURAL AND ETHNO TOURISM DESTINATION'. A teal banner at the bottom left contains the title 'ST.ASCENSION CATHEDRAL' and a list of three bullet points. The bottom of the image shows a grassy area with some flowers and a person in the distance.

CULTURAL AND ETHNO TOURISM DESTINATION

ST.ASCENSION CATHEDRAL

- Was built in 1904-1907
- There is the Cathedral - the 2nd tallest wooden building in the world without a single nail
- The Cathedral could withstand the strongest of earthquakes strikes in Almaty

A photograph of the Zharkent Mosque, a multi-tiered building with traditional Chinese architectural features like curved, dark roofs and red pillars, combined with Central Asian motifs. The building is set against a clear sky with some bare tree branches visible. A green banner is overlaid at the top left, and a blue banner is at the bottom containing text and a list of bullet points.

CULTURAL AND ETHNO TOURISM DESTINATION

ZHARKENT MOSQUE

- Magnificent building of the 19th century
- It`s architecture combines motifs of Central Asian and Chinese architecture
- The mosque was designed by architect Chinese Hong Pick

ADVENTURE AND EXTREME TOURISM DESTINATION

KHAN-TENGRI

- 🍃 located in the Tien Shan
- 🍃 7010 meters height
- 🍃 The highest peak in Kazakhstan



ADVENTURE AND EXTREME TOURISM DESTINATION

BAYKONUR

- 🍃 The 1st and largest cosmodrome in the world
- 🍃 Covers an area of 6717 km²



ADVENTURE AND EXTREME TOURISM DESTINATION

BAYKONUR

- 🍃 The place where the 1st satellite launched
- 🍃 Yuri Gagarin became the 1st man in the history of the world, to make a flight into space from Baykonur

BUSINESS AND URBAN TOURISM DESTINATION

ALMATY

- 🍃 **The largest city of Kazakhstan**
- 🍃 **Known as the “Southern Capital”**
- 🍃 **The 1st edible apples appeared in Almaty**



BUSINESS AND URBAN TOURISM DESTINATION

ASTANA

-  **Capital of Kazakhstan**
-  **City of the world according to the UNESCO in 1998**
-  **Astana - the most northern capital of Asia**




RECOMMENDED TOURS



- 1 Program
- 2 Cost
- 3 Quality
- 4 Availability
- 5 Ticket to the EXPO 2017

By the start of Astana EXPO 2017
expected to be **11330** rooms

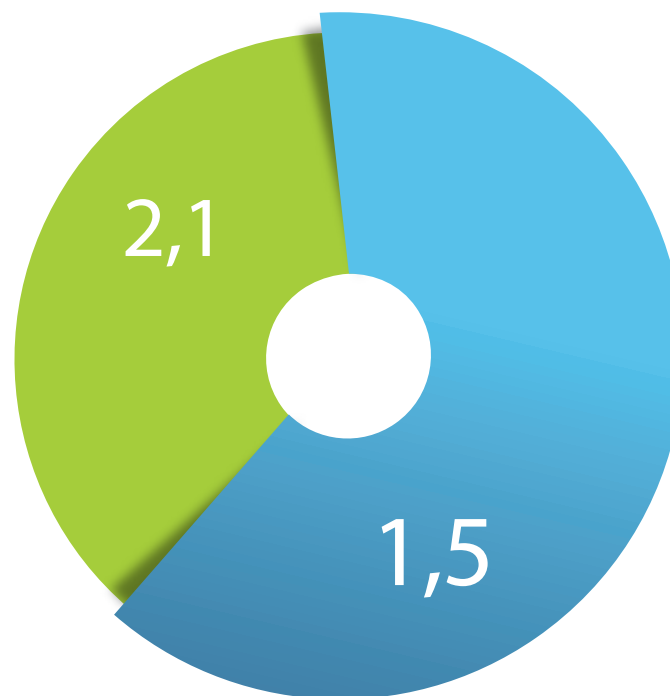
HOTELS

	No. of hotels	No. of rooms	No. of beds
	4	724	793
	26	2204	2977
	142	2196	3392
	172	5124	7162

ASTANA EXPO 2017



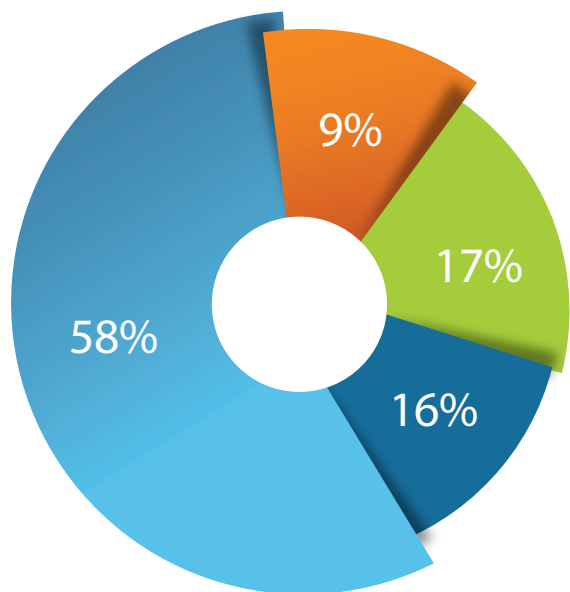
OVER **1,5 MILLION** TOURISTS



TARGET MARKETS

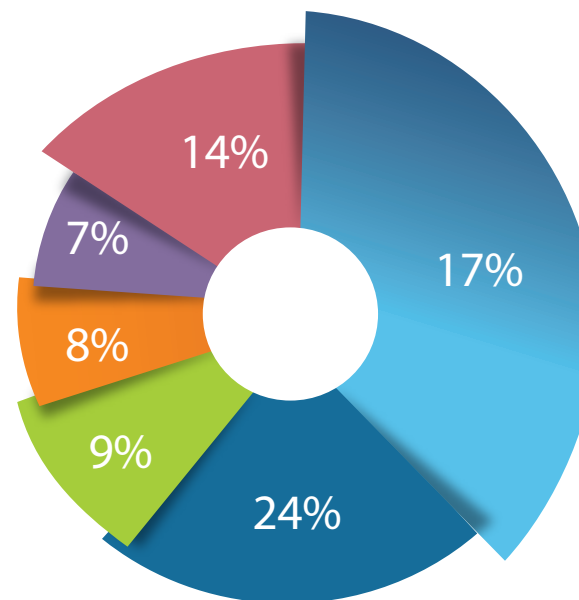


GEOGRAPHY OF DOMESTIC TOURISM



- Akmola region
- Almaty
- Karaganda region
- Other region

GEOGRAPHY OF INTERNATIONAL TOURISM



- CIS
- Europe
- China
- USA
- Turkey
- Other

VOLUNTEERS



VOLUNTEER FORCE AND WIDE PUBLIC INVOLVEMENT IN THE EXHIBITION

RECRUITMENT OF VOLUNTEERS FROM AROUND THE WORLD





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