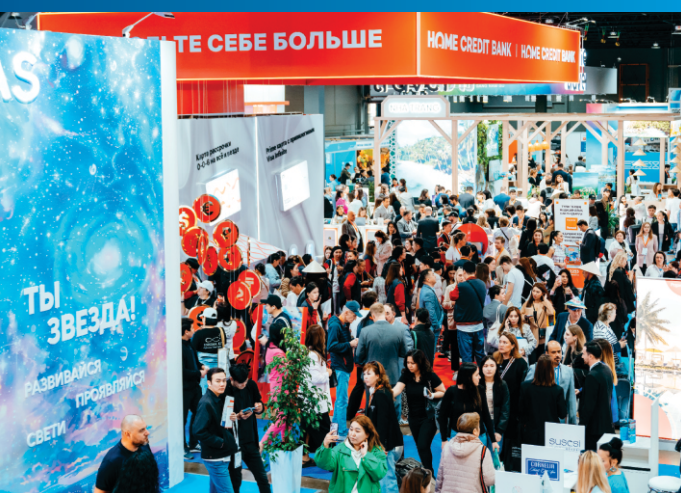


# Kitf

**April 23-25**  
**2025**



## BUSINESS EVENTS WITHIN THE EXHIBITION



**16** sessions | **20** hours | **74** speakers

- Plenary session, expert meetings, presentations, seminars, public talk



[www.kitf.kz](http://www.kitf.kz)

23rd Kazakhstan  
International Exhibition

## TOURISM and TRAVEL

- The largest professional tourism platform in Central Asia
- It has the UFI quality mark for compliance with international B2B platform standards
- Buyer programs: inbound & outbound



## SPECIAL SECTIONS OF THE EXHIBITION



Real estate  
abroad



Medical  
tourism



MICE -business  
tourism

OFFICIAL  
SUPPORT



Ministry of Tourism and  
Sports of the Republic of  
Kazakhstan



Akimat  
of Almaty



**Visit  
Almaty**  
operated by

# KITF 2024 REPORTING DATA

Total exhibition  
area  
**6670** sq.m.  
growth **+62%**



**406**  
participants  
growth **+57%**



**5219**  
visitors  
growth **+26%**

## PARTICIPATING COUNTRIES - 28 (growth +27%)

	Azerbaijan *		Qatar		Slovenia
	Belarus *		China *		Thailand *
	Vietnam *		Cuba *		Turkey
	Greece		Kyrgyzstan *		Uzbekistan *
	Georgia *		Malaysia *		Croatia *
	Egypt		Maldives *		Montenegro
	India		UAE		Czech Republic
	Italy		Russia *		Sri Lanka
	Kazakhstan *		Romania *		South Korea *
					Japan *

\* National Stand

## EXHIBITION VISITORS



**64%**  
are Top  
management



**36%**  
are tourism  
managers



**47%**  
came to the exhibition  
for the first time

## VISITORS' AREAS OF ACTIVITY

- Travel agencies
- Tour operators
- Accommodation facilities
- Airlines
- Travel bloggers/travel experts
- Media
- IT services
- Online booking systems
- Ticket sales
- Real estate agency/real estate
- MICE agencies
- Banking services
- Medical tourism (products and services)
- Insurance companies
- Other



**Kitf**

**BOOK YOUR STAND  
AT KITF 2025**



tourismtravelkazakhstan



kitf\_qz

## FOR QUESTIONS ON PARTICIPATION, PLEASE CONTACT

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KAZAKHSTAN  
INTERNATIONAL EXHIBITION  
"TOURISM AND TRAVEL"





# KITF HISTORY

WE HAVE BEEN  
DEVELOPING TOURISM  
TOGETHER WITH YOU FOR  
MORE THAN 20 YEARS



The Kazakhstan International Exhibition KITF has been held since 2001.

The exposition is the largest professional platform for tourism in Central Asia and the main event of the tour. industries of the country. KITF has been awarded the UFI (Global Association of the Exhibition Industry) quality mark for compliance with international standards. Every year, many important international events take place at the KITF site: the signing of memoranda and agreements, the formation of programs for interregional and cross-border cooperation between countries, as well as republican meetings, plenary sessions, road shows, seminars, presentations and other industry events.





# About KITF

## KEY SECTIONS:

- Domestic and Inbound Tourism
- International Tourism

## TOPICS:

- Medical and Health Tourism
- MICE – Business Tourism
- Real Estate Abroad
- Digital Technologies in Tourism
- Gastronomic Tourism
- Ecotourism



## KITF FACTS & FIGURES

UNIQUE VISITORS	5 219
EXHIBITORS	406
EXHIBITING COUNTRIES	28
EXHIBITION AREA	5535 m <sup>2</sup>

### BUSINESS PROGRAM

#### ➤ KITF TRAVEL FORUM

Topic: TREND ZONE: POINTS OF ATTRACTION

KITF Travel Forum is an interactive forum with panel sessions, master classes, lectures in new formats: open discussions, video screenings and presentations.

#### ➤ BUYER PROGRAMS: INBOUND & OUTBOUND

#### ➤ EXPERT MEETINGS, WORKSHOPS, PRESENTATIONS, SEMINARS, PUBLIC-TALK

■ 16 BUSINESS SESSIONS

■ 74 SPEAKERS



## KITF GOALS

**DEVELOPMENT AND FORMATION OF A  
COMPETITIVE BUSINESS ENVIRONMENT**

**PROMOTION OF INBOUND AND  
DOMESTIC TOURISM**

**CREATION OF AN EFFECTIVE  
B2B AND G2B PLATFORM**

**ASSISTANCE IN THE  
DEVELOPMENT OF  
KAZAKHSTAN'S TRAVEL BRAND**

**\*THE KITF EXHIBITION, AS THE MAIN TOOL OF MICE TOURISM, IS AN INDEPENDENT OBJECT OF ATTRACTING A LARGE  
NUMBER OF TOURISTS, THEREBY HAVING A POSITIVE IMPACT ON THE COUNTRY'S ECONOMY**



# WHAT MAKES KITF UNIQUE?

- Maximum concentration of tourism industry professionals on one site
- A key event in the field of tourism in Central Asia  
Business program adapted to current market demands
- Interaction on one platform of both the business environment and the consumer audience
- Objective picture of the market and the possibility of studying it
- Participation in the exhibition provides an opportunity to simultaneously solve many business problems - sales, production, marketing, advertising, image, communication



# OFFICIAL SUPPORT AND PARTNERS OF THE EXHIBITION







# PARTICIPANTS

- Tour operators (local and international)
- National and regional travel organizations
- Airlines
- Accommodation facilities
- Health and medical centers
- Online booking systems and IT solutions
- Real estate abroad
- Related services for tourism activities

# VISITORS

- Travel Agencies & Tour Operators
- Airline Agencies
- Representatives of the education sector
- Real estate agencies
- Insurance and medical companies
- Media/Press
- Popular Bloggers & Influencers
- Tourists

# Каспийские ворота



## KITF 2025

23 - 25 April 2025



In the spring, the 23rd KITF exhibition will be held in Almaty.

This is a time to restart the market and start a recovery through dialogue, discussion, and the definition of common goals.

This is also a great opportunity to present all the advantages of the inner beauty of Kazakhstan in all its glory.