

EXHIBITION RESULTS

**Kitf**

19-21 April 2023

Atakent, Almaty

**KAZAKHSTAN**

21st KAZAKHSTAN INTERNATIONAL

**TOURISM  
AND TRAVEL**

EXHIBITION

OFFICIAL SUPPORT



Ministry of Culture and Sport of the  
Republic of Kazakhstan



Almaty City  
Administration



# Kitf

## EXPOSITION



**3407**  
sq. m. total  
area



**258**  
participants  
growth **+19%**



**22**  
countries

### PARTICIPATING COUNTRIES

	Azerbaijan		Kyrgyzstan
	China		Malaysia
	Croatia		Maldives
	Egypt		Montenegro
	Georgia		Russia
	Greece		Slovenia
	India		South Korea
	Italy		Thailand
	Japan		Turkey
	Jordan		UAE
	Kazakhstan		Vietnam

### NATIONAL STANDS FROM 13 COUNTRIES:

Azerbaijan, Croatia, Georgia, Gyeonggi-do Province (South Korea), Italy, Jordan, Kazakhstan, Kyrgyzstan, Malaysia, Maldives, Novgorod region of the Russian Federation, Slovenia, Thailand.

Among the exhibitors  
**74%** are foreign participants,  
which confirms the international status of the event.

### FEEDBACK FROM PARTICIPANTS



**19**  
business sessions

**74**  
speakers

### KITF BUSINESS PROGRAM

- KITF TRAVEL FORUM: TIME FOR NEW EXPERIENCES
- FORUM OF TRAVEL DEVELOPERS AND ARCHITECTS OF EXCURSION AND ACTIVE TYPES OF TOURISM
- REGIONAL BUYER PROGRAM
- AWARDING OF THE «QUALITY MARK» AWARD
- EXPERT MEETINGS, WORKSHOPS, PRESENTATIONS, SEMINARS, PUBLIC-TALK



### OPINIONS OF PARTICIPANTS

- 100%** consider participation in KITF important for business
- 96%** completely or partially satisfied with participation in KITF 2023
- 84%** confirmed or plan future participation

### PURPOSE OF PARTICIPATION IN THE EXHIBITION

- Search for new clients / partners
- Meeting with existing clients / partners
- Consolidation of positions in the market

**50%** of the participants achieved their goals in full

**50%** of the participants achieved their goals partially



### GEOGRAPHY OF VISITORS - 33 COUNTRIES:

Azerbaijan, Belarus, Bulgaria, Canada, China, Cyprus, Dominican Republic, Egypt, France, Georgia, Great Britain, Greece, Hungary, India, Italy, Jordan, Kazakhstan, Kyrgyzstan, Maldives, Moldova, Montenegro, Nigeria, Oman, Russia, South Korea, Spain, Sri Lanka, Tajikistan, Turkey, UAE, Ukraine, Uzbekistan, Vietnam

The exhibition was attended by representatives of the tourism industry from 14 regions and 3 cities of republican significance of Kazakhstan, which is 100% geographical coverage of the Republic of Kazakhstan

### FEEDBACK FROM VISITORS



### POSITION LEVEL



**62%**  
TOP  
management



**38%**  
tourism  
managers

### OPINIONS OF VISITORS

**99%**

consider the visit to KITF to be important for the company's activities

**98%**

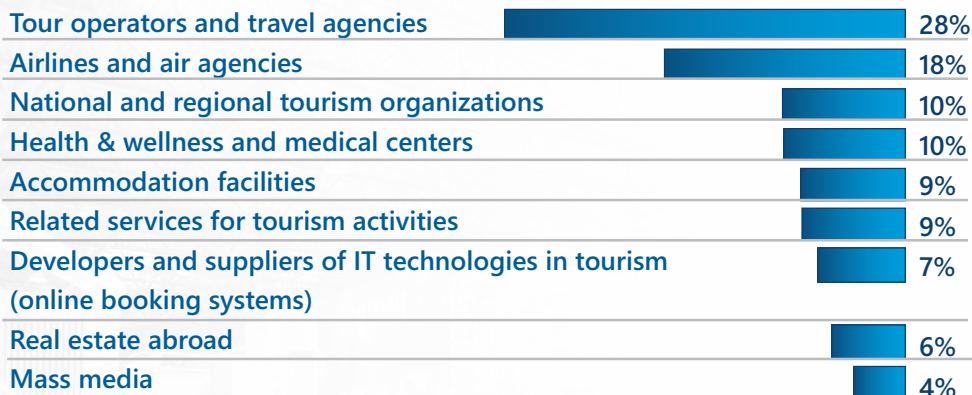
of visitors are satisfied with visiting the exhibition

**97%**

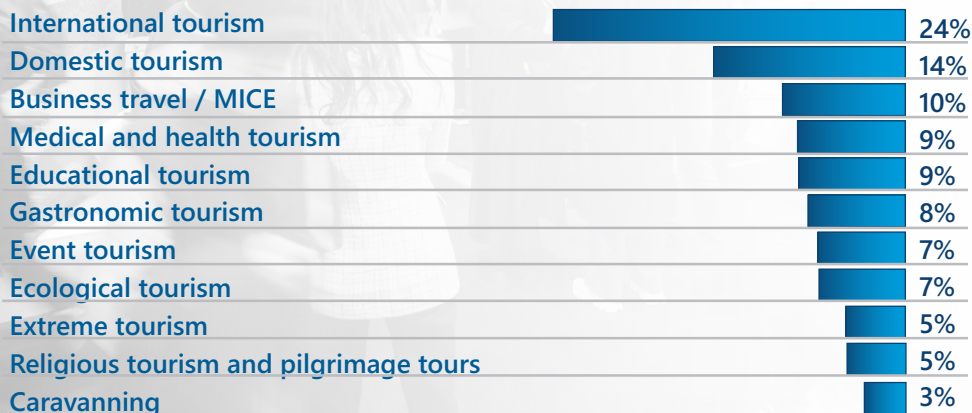
plan to visit the exhibition in 2024

### SECTIONS OF INTEREST TO VISITORS

#### BY FIELD OF ACTIVITY OF THE PARTICIPANTS



#### BY THE SPECIFICS OF THE TOURISM PRODUCT



*Any respondent could choose more than one answer.*

See you at  
**Kitf**

22nd Kazakhstan International Exhibition  
**TOURISM AND TRAVEL**



**FOR PARTICIPATION, PLEASE CONTACT:**

**Victoria Pavlenko**  
Event Director

T.: +7 (727) 258 34 34 / 32  
E: victoria.pavlenko@iteca.events

