ASTANA

- ONE OF THE YOUNGEST CAPITAL SINCE 1998

- AVERAGE AGE
  35 YEARS OLD

- TERRITORY
  801 SQ.KM

- AVERAGE TEMPERATURE
  SUMMER: +30
  WINTER: -15
SUSTAINABLE TOURISM IN ASTANA
2017-2020 STRATEGY

URBAN TOURISM

MICE \hspace{1cm} EVENT

TO INCREASE

NUMBER OF TOURISTS: TO 2 MLN
AVERAGE TIME OF VISIT: BY 20%
ASTANA IS A PLATFORM FOR INTERNATIONAL EVENTS
EXPO ASTANA

FROM JUNE TO SEPTEMBER 2017

MORE THAN 100 COUNTRIES AND 10 INTERNATIONAL ORGANIZATIONS

5,4 MILLION VISITORS
1,5 MILLION FOREIGN TOURISTS
<table>
<thead>
<tr>
<th>2016/ BEFORE EXPO VS. 2017/ EXPO</th>
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<tbody>
<tr>
<td>ARRIVALS INCREASED BY 40%</td>
</tr>
<tr>
<td>ARRIVALS INCREASED BY 21%</td>
</tr>
<tr>
<td>DEMAND ON TOUR OPERATOR SERVICE</td>
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<tr>
<td>INCREASED BY 78%</td>
</tr>
<tr>
<td>SHOPPING MALL ATTENDANCE</td>
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<tr>
<td>DOUBLED</td>
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</tbody>
</table>
TOP 50 SMART CITIES

SMART ECONOMY
SMART GOVERNMENT
SMART LIFE
SMART MOBILITY

SMART PEOPLE
SMART ENVIRONMENT
TOURISM AFFECTS EVERY ASPECT OF LIFE
MORE THAN 3000 JOBS IN TOURISM SPHERE
NEW JOBS IN RELATED SPHERES

- URBAN TOURISM
- CONSTRUCTION
- ARCHITECTURE
- TRANSPORT
- MEDICINE...
ASTANA
EXPO
DISTRICT
200+ HOTELS

HOTEL OCCUPANCY / IN 3 TIMES

St. Regis

Sheraton

Hilton

The Ritz-Carlton®

Radisson
ASTANA
INTERNATIONAL
FINANCIAL
CENTER
ASTANA IS GREEN
SMART LIGHTING
REDUCING COSTS TO MORE THAN 60%
ABOUT 50 PROJECTS ON RENEWABLE ENERGY
NEW LANDSCAPING FACILITIES
HYBRID-POWERED BUSES

UP TO 30% LESS FUEL

REDUCING CO2 EMISSIONS BY 33%

NO BY 40%
BIKE-SHARING
LIGHT RAIL TRANSIT LINE
OPEN-SKY REGIME

VISA-FREE FOR 64 COUNTRIES
KAZAKH HOSPITALITY

ASSET ISSEKESHEV, THE MAYOR OF ASTANA
THANK YOU FOR ATTENTION

WELCOME TO ASTANA!