kazakh tourism
NATIONAL COMPANY

CALENDAR OF ANNUAL EVENTS
IN KAZAKHSTAN

OBJECTIVE: CREATING AN EVENTS CALENDAR



1. DEFINE A CLEAR CONCEPT AND CONTENT FRAMEWORK FOR ANNUAL EVENTS
2. ATTRACT MORE TOURISTS THROUGH EXCITING EVENTS
3. PROMOTE REGIONS AND STRENGTHEN THEIR IMAGE
4. STRENGTHEN THE COUNTRY'S POSITION AS A DESTINATION FOR TOURISTS AND INVESTORS

CONTENTS

1. OBJECTIVE

2. OVERVIEW OF SELECTED EVENTS

3. SELECTION CRITERIA FOR ANNUAL EVENTS

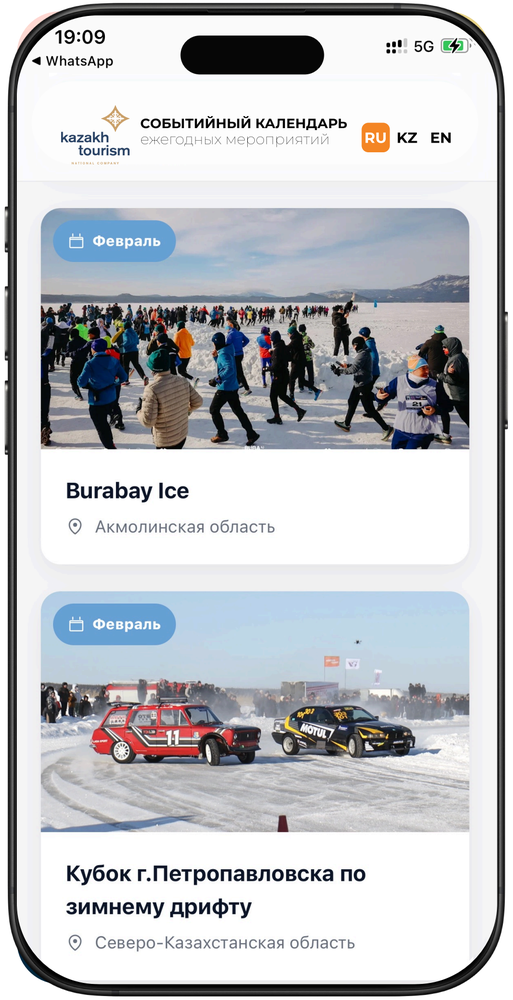
4. ANNUAL EVENTS CALENDAR

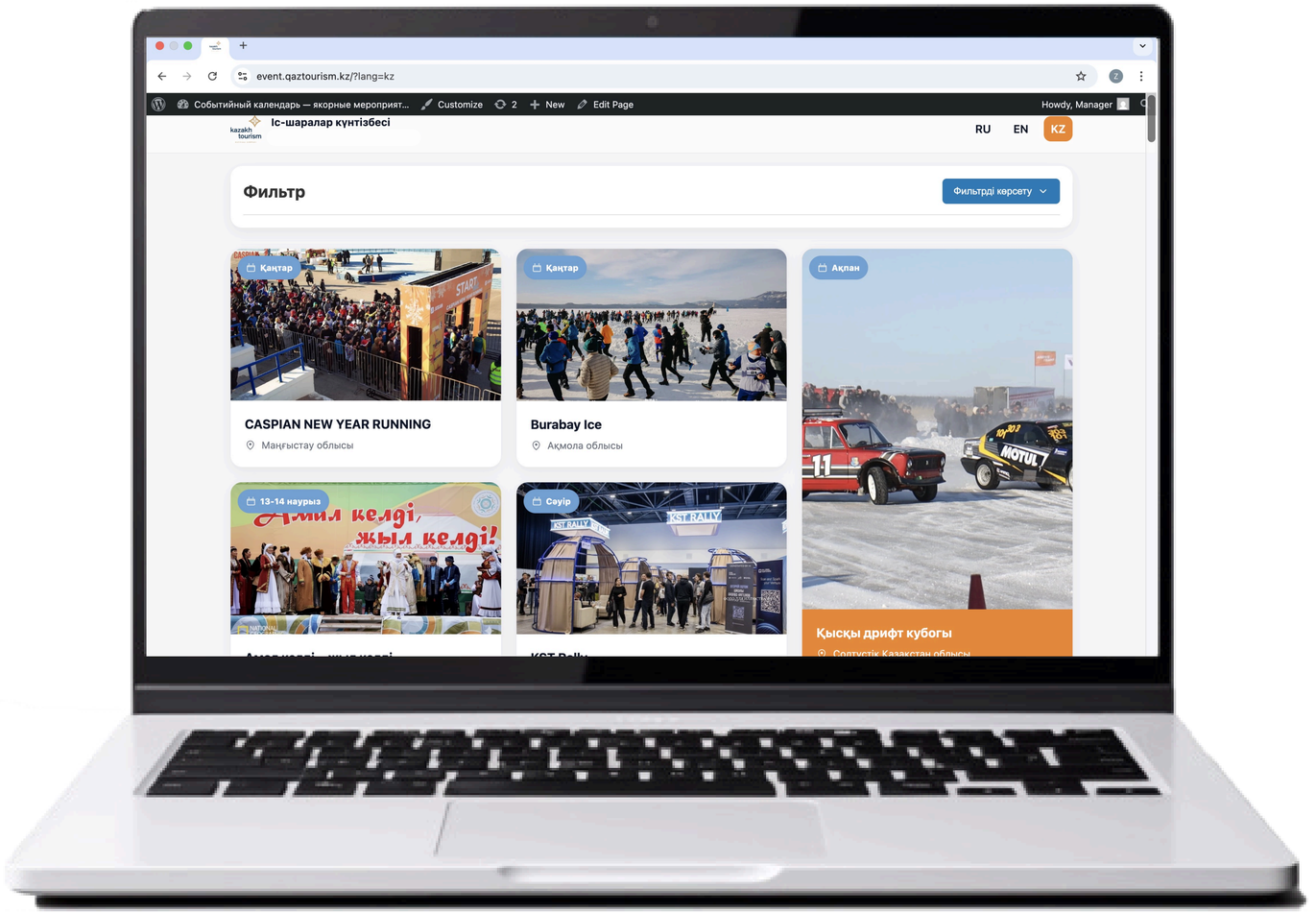
WEB VERSION OF THE CALENDAR



1. A WEB VERSION OF THE ANNUAL EVENTS CALENDAR HAS BEEN DEVELOPED: EVENT.QAZTOURISM.KZ
2. THE FILTERING SYSTEM ALLOWS USERS TO QUICKLY FIND EVENTS BY REGION, DATE, CATEGORY, SCALE, AND ACCESSIBILITY
3. THE CALENDAR IS CURRENTLY BEING POPULATED WITH THE SELECTED EVENTS
4. THE COLOUR PALETTE, AS WELL AS THE LAYOUTS OF THE HOMEPAGE AND INTERNAL PAGES, HAVE BEEN DEVELOPED IN ACCORDANCE WITH THE DESIGN CONCEPT, ENSURING VISUAL CONSISTENCY ACROSS THE PROJECT.

HOMEPAGE VIEW





SELECTION OF EVENTS BY REGION

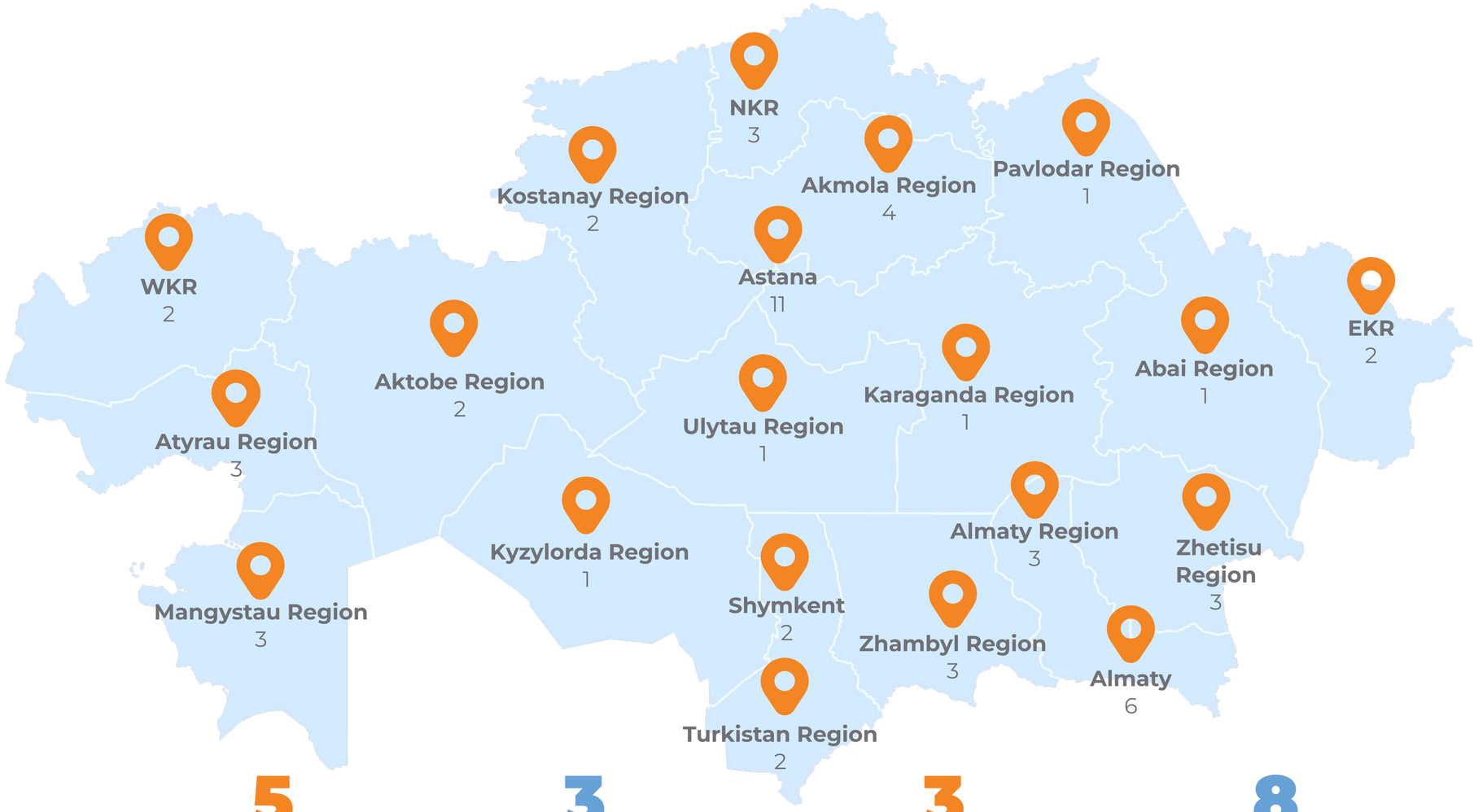
ADMINISTRATIONS SUBMITTED

154

EVENTS

SELECTED FROM THEM

55



22	14	5	3	3	8
cultural	ethnocultural	sporting	environmental	gastronomic	other

SELECTION CRITERIA FOR ANNUAL EVENTS





1. FUNDING AND SUSTAINABILITY

- availability of a confirmed budget
- predominantly funded through sponsorship
- long-term sustainability of the event

2. NUMBER OF PARTICIPANTS AND AUDIENCE REACH

- at least **1,000** participants for mass events and **500** for specialized events
- engagement of local residents, tourists, and international visitors
- active media presence (media outlets and social media)

3. TOURISM POTENTIAL

- potential to attract tourists from other regions and countries
- connection with tourism destinations (resorts, natural attractions)

4. UNIQUENESS AND IMAGE IMPACT

- originality of the format (national identity, creativity)
- potential for scaling up and achieving international reach

5. ORGANISATIONAL LEVEL OF THE EVENT

ANNUAL EVENTS CALENDAR

JAN	FEB	MAR	APR
2	2	2	4
MAY	**JUN**	**JUL**	**AUG**
4	7	7	7
SEP	**OCT**	**NOV**	**DEC**
7	6	2	5



CANCELLED ASTANA

FORTE PIANO ASTANA

ORGANISER: DEPARTMENT OF CULTURE OF THE ASTANA CITY

EVENT FORMAT: CULTURAL

«Forte Piano Astana» is an annual cultural and educational project designed to discover and support talented pianists. The competition brings together professional musicians and students from music schools, colleges, and universities, offering a platform for creative development and the exchange of knowledge. Its distinctive quality lies in the combination of professional assessment and educational programmes, supporting a new generation of performers and strengthening the country's tradition of academic music culture.





NOTE

Funding and sustainability: local budget.

Number of participants and audience reach: approximately 5,000 people; professional pianists and students from music schools, colleges, and universities.

Tourism potential: attracts classical music enthusiasts and cultural tourists; contributes to the development of cultural tourism.

Uniqueness and image impact: identifies and supports talented performers, fosters a new generation of musicians, develops the country's academic music culture, and strengthens Kazakhstan's cultural image.

Organisational level of the event: organiser — Department of Culture of the Astana City

**In 2026, the event will take place in March; from 2027 onwards, it will be held annually in January.*

JANUARY 31 – FEBRUARY 1 NKR

WINTER DRIFT CUP

ORGANISER: DEPARTMENT OF ENTREPRENEURSHIP AND INDUSTRIAL-INNOVATION DEVELOPMENT OF THE CITY OF PETROPAVLOVSK

EVENT FORMAT: SPORTING

The Petropavlovsk Winter Drift Cup will bring together the country's best drivers. The festival promotes winter motorsport and an active lifestyle. Guests can look forward to spectacular races, final showdowns in the Top 16, Top 8, and Top 4, impressive displays of driver skill, and an electrifying competitive atmosphere. The main highlight is the adrenaline-filled action on the snow-covered track, where the final races turn into a true spectacle of skill and speed.





NOTE

Funding and sustainability: sponsorship funds; held annually since 2018.

Number of participants and audience reach: approximately 5,000 people; car enthusiasts and racers from Kazakhstan and Russia.

Tourism potential: development of event and sports tourism during the winter season.

Uniqueness and image impact: combines motorsport and tourism, promoting the region as a winter motorsport destination.

Organisational level of the event: organiser — Department of Entrepreneurship and Industrial-Innovation Development of the Petropavlovsk; venues — the lakes of Petropavlovsk (Pestroye, Tinnoe, and others); high-quality technical support is provided.

FEBRUARY 13 ASTANA

ASTANA SYMPHONY

ORGANISER: DEPARTMENT OF CULTURE OF THE ASTANA CITY

EVENT FORMAT: CULTURAL

Astana Symphony presents a programme of world-renowned composers, headlined in 2026 by Ennio Morricone. Guests will experience legendary soundtracks performed live by a symphony orchestra and choir under the direction of Andrea Morricone, with special guest Marco Morricone, alongside Renat Gaisin's GO Symphony Orchestra. The highlight is iconic music from Once Upon a Time in America, The Mission, The Good, the Bad and the Ugly, Malèna, and other classic films, creating an unforgettable cinematic atmosphere.


ФОТО ДЛЯ ИЛЛЮСТРАЦИИ


ФОТО ДЛЯ ИЛЛЮСТРАЦИИ

NOTE

Funding and sustainability: local budget.

Number of participants and audience reach: approximately 5,000 people; residents and visitors of the capital.

Tourism potential: attracts cultural tourists and the professional music community, contributing to the development of cultural tourism during the winter season.

Uniqueness and image impact: promotes classical and film music and strengthens the country's international cultural status.

Organisational level of the event: organiser — Department of Culture of the Astana City.

MARCH 13–14 MANGYSTAU REGION

AMAL - THE YEAR HAS COME

ORGANISER: MANGYSTAU REGIONAL ADMINISTRATION

EVENT FORMAT: CULTURAL

The event «Amal Keldi – Zhyl Keldi» takes place during the Nauryz festive season in the Mangystau region, on the sacred grounds of the «Otpan» complex. It is a festival of renewal and unity, where the past meets the present. Visitors can enjoy traditional games, concerts, craft exhibitions, and the scent of kumis, a fermented mare's milk, filling the yurts. The highlight of the event is the Lighting of the Fire of Unity, symbolising new life and the solidarity of the people.



ФОТО ДЛЯ ИЛЛЮСТРАЦИИ



NOTE

Funding and sustainability: local budget; held annually since 2008.

Number of participants and audience reach: 10,000 or more people — residents and visitors of the region, as well as tourists from Turkic countries.

Tourism potential: attracts tourists from Kazakhstan and abroad, contributes to the development of domestic tourism and promotes the region's cultural heritage.

Uniqueness and image impact: revives national traditions and features competitions, concert programmes, and the lighting ceremony of the "Fire of Unity"; shapes the image of the region as a custodian of spiritual and cultural values.

Organisational level of the event: organiser — Mangystau Regional Administration; infrastructure is provided for participants and guests.

FEBRUARY 14 AKMOLA REGION

BURABAY ICE

ORGANISER: TOURIST INFORMATION CENTER “VISIT AQMOLA”
EVENT FORMAT: SPORTING

Burabay Ice takes place in winter in the Akmola Region, bringing together athletes and outdoor enthusiasts. The theme of the tournament focuses on winter sports and healthy living. Its purpose is to make outdoor activities accessible and enjoyable for everyone, while also drawing attention to the region’s tourism potential. Participants can look forward to ice runs and various sporting events. The highlight of the festival is the competition held on the picturesque frozen surface of Lake Burabay, a well-known natural landmark in northern Kazakhstan.



NOTE

Funding and sustainability: sponsorship funds; held annually.

Number of participants and audience reach: approximately 2,000 people — athletes and winter outdoor enthusiasts from Kazakhstan, as well as Russia, the United Kingdom, France, South Korea, New Zealand, Canada, and the United States.

Tourism potential: attracts international tourists and contributes to the development of domestic and inbound sports tourism.

Uniqueness and image impact: competitions are held on the ice of Burabay; promotes a healthy lifestyle and winter sports.

Organisational level of the event: organiser — Tourist Information Center “Visit Aqmola”; infrastructure is provided for participants and guests.

MARCH 21 SHYMKENT

DASTARKHAN

ORGANISER: DEPARTMENT OF TOURISM, EXTERNAL RELATIONS AND CREATIVE INDUSTRIES OF SHYMKENT CITY

EVENT FORMAT: GASTRONOMIC

The gastronomic festival Dastarkhan celebrates the culinary culture of Shymkent, supporting local cafés and restaurants while promoting healthy eating habits and gastronomic tourism. The festival attracts both residents and visitors, offering tastings, masterclasses led by chefs, competitions, and live music. A unique feature of the festival is the opportunity to sample a wide variety of local dishes and new creations from neighbourhood restaurants, all while chatting with the chefs and soaking up the atmosphere of a true culinary celebration.





NOTE

Funding and sustainability: sponsorship funds; held annually.

Number of participants and audience reach: approximately 40,000 people, including local residents and tourists.

Tourism potential: develops gastronomic tourism and promotes the region’s culinary culture.

Uniqueness and image impact: combines gastronomy, master classes, and live music; promotes local restaurants and food culture, positioning Shymkent as the gastronomic capital of Kazakhstan.

Organisational level of the event: organiser — Department of Tourism, External Relations and Creative Industry of Shymkent city; the necessary infrastructure and comfortable conditions are provided for visitors and participants.

APRIL 22–26 ASTANA

EURASIAN BOOK FAIR

ORGANISER: «FOLIANT» PUBLISHING HOUSE AND ASTANA CITY ADMINISTRATION

EVENT FORMAT: OTHER

Eurasian Book Fair is a meeting place for books, ideas, and cultural dialogue across countries of the Eurasian region. The exhibition promotes the publishing industry, international cooperation, and a culture of reading. Guests can attend book launches, meet authors, take part in professional discussions, and join educational sessions. Its distinctive feature is the way it brings together industry professionals and the general public on a single open cultural platform.





NOTE

Funding and sustainability: private funding; held since 2016.

Number of participants and audience reach: more than 50,000 exhibition visitors.

Tourism potential: attracts visitors from Europe and Asia to the capital, generating additional tourist flows and strengthening Astana's appeal as a center of business and event tourism.

Uniqueness and image impact: brings publishers, authors, and readers together on one platform, strengthening Kazakhstan's image as an intellectual, open, and culturally developed country.

Organisational level of the event: organisers — «Foliant» Publishing House and Astana City Administration.

APRIL 23–24 ZHAMBYL REGION

TARAZ THE CITY OF ARTISANS

ORGANISER: ZHAMBYL REGION ADMINISTRATION

EVENT FORMAT: ETHNOCULTURAL

«Taraz the City of Artisans» is a festival in the Zhambyl region that transforms the ancient city of Taraz into a hub of craftsmanship and cultural exchange. The festival seeks to revive and promote traditional crafts as a vital part of Kazakhstan's cultural identity. Guests experience a creative atmosphere, national motifs, and direct interaction with master artisans, highlighted by a craft street showcasing rare ancient techniques.



ФОТО ДЛЯ ИЛЛЮСТРАЦИИ


ФОТО ДЛЯ ИЛЛЮСТРАЦИИ

NOTE

Funding and sustainability: local budget and sponsorship funds; to be held annually starting from 2026.

Number of participants and audience reach: approximately 5,000 people — local residents, artisans, and tourists from Uzbekistan, Kyrgyzstan, Türkiye, Russia, India, Qatar, Turkmenistan, Belarus, the Netherlands, Italy, France, and other countries.

Tourism potential: contributes to the development of ethnographic tourism and attracts inbound and domestic tourists.

Uniqueness and image impact: combines the culture of traditional crafts with the spirit of the Great Silk Road, strengthening the image of Taraz as a cultural center.

Organisational level of the event: organiser — Zhambyl Region Administration.

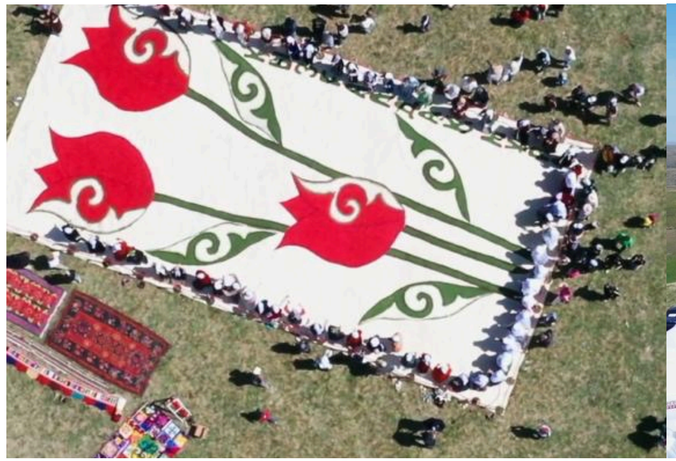
APRIL 25 ZHAMBYL REGION

QYZGALDAK-MURA

ORGANISER: DEPARTMENT OF ENTREPRENEURSHIP AND INDUSTRIAL-INNOVATION DEVELOPMENT OF THE ZHAMBYL REGIONAL ADMINISTRATION

EVENT FORMAT: ETHNOCULTURAL

The Qyzgaldak-Mura international festival will take place in the picturesque Zhambyl Region. The festival brings together traditions, science, and the arts, highlighting the importance of nature and cultural heritage. Visitors can look forward to conferences, craft exhibitions, traditional national games, fashion shows, and concerts. The main focus is the ritual of 'kymyz muryndyk', a ceremony involving fermented mare's milk that holds cultural significance in Kazakh tradition, as well as photo sessions among blooming tulip fields.





NOTE

Funding and sustainability: local budget; held annually since 2022.

Number of participants and audience reach: 5,000 people; local residents and visitors from other regions of Kazakhstan and abroad, including Germany, Ukraine, Türkiye, Kyrgyzstan, Russia, Iran, China, and the Netherlands.

Tourism potential: attracts domestic and inbound tourists; includes excursions, photo sessions, cultural and sports activities.

Uniqueness and image impact: combines science, culture, crafts, national traditions, sports games, and fashion shows; promotes the cultural heritage of the Zhambyl region.

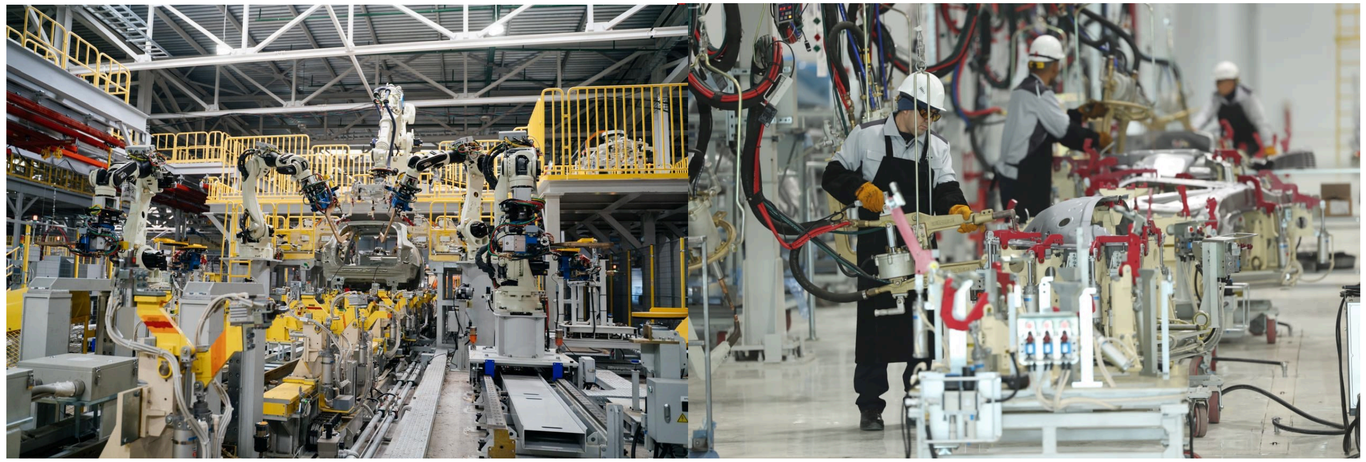
Organisational level of the event: organiser — Department of Entrepreneurship and Industrial-Innovation Development of the Zhambyl Regional Administration; infrastructure is provided for participants and guests.

APRIL 29 KOSTANAY REGION

QOSTANAI TECH

ORGANISER: KOSTANAY REGIONAL ADMINISTRATION
EVENT FORMAT: SCIENTIFIC AND INNOVATIVE

The family technology festival Qostanai Tech takes place in the Kostanay Region, turning the world of engineering into an exciting adventure for the whole family. Its aim is to spark an interest in technology and invention, showing children and adults alike that technology can be both engaging and accessible. Visitors can take part in engineering quests, creative laboratories and guided tours of local factories. The highlight of the festival is an interactive quest route, where each station brings innovation to life through games and hands-on activities.



NOTE

Funding and sustainability: local budget; the event will be held for the first time.

Number of participants and audience reach: approximately 2,000 people; local residents, young people, students, and visitors.

Tourism potential: attracts visitors from other regions, contributes to the development of domestic tourism, and promotes engineering and technology-related fields in the Kostanay region.

Uniqueness and image impact: combines exhibitions, interactive master classes, engineering quests, and factory tours; promotes the region as a center of mechanical engineering, innovation, and educational opportunities.

Organisational level of the event: organiser — Kostanay Regional Administration; infrastructure is provided for participants and guests.

1–2 MAY ZHETYSU REGION

FESTIVAL OF THE BLOOMING SIVERS APPLE

ORGANISER: TOURISM DEPARTMENT OF THE ZHETYSU REGION

EVENT FORMAT:EVENT FORMAT: ENVIRONMENTAL

The Sivers Apple Blossom Festival takes place in Zhetysu in May, when the mountains are blanketed in clouds of white petals. The festival celebrates the rare Sivers apple, the ancestor of all modern apple varieties and a symbol of renewal and harmony with nature. Visitors can enjoy concerts, craft fairs, traditional ethnic games, and even plant young apple trees. The festival's special charm lies in the sense of springtime renewal set against the backdrop of the Zhetysu Alatau mountains, a scenic range in southeastern Kazakhstan.





NOTE

Funding and sustainability: held annually since 2018 and funded from the local budget.
Number of participants and audience reach: approximately 2,500 people, including local residents, tourists, business representatives and craftspeople.
Tourism potential: promotes ecological and educational tourism and raises awareness of the natural heritage of Zhetysu.
Uniqueness and image impact: the only festival in Kazakhstan dedicated to the blossoming of the Sievers apple tree. It promotes environmental awareness and a sense of pride in the country's natural heritage.
Organisational level of the event: organised by the Tourism Department of the Zhetysu Region.

15-17 MAY ASTANA

PGL ASTANA

ORGANISER: PGL ESPORTS AND ASTANA CITY ADMINISTRATION

EVENT FORMAT: OTHER

PGL Astana is a spring esports festival focused on Counter-Strike 2, celebrating fair competition, skill, and the global gaming community. Guests can watch matches featuring the world's top 16 teams, enjoy fan zones and partner activities, take part in player meet-and-greets, and attend a live show programme. Its standout feature is the world-class tournament atmosphere in the heart of Kazakhstan, establishing the event as the season's leading international esports competition and a meeting place for fans, professionals, and the city itself.





NOTE

Funding and sustainability: private funding and sponsorship; held annually since 2025.

Number of participants and audience reach: approximately 24,000 visitors; online audience of around 920,000 concurrent viewers and more than 21.8 million hours watched.

Tourism potential: attracts international visitors, positioning the capital as a centre for esports and tourism experiences.

Uniqueness and image impact: strengthens Astana's image as a modern esports hub, showcases the city's technological and cultural potential, and generates international media attention.

Organisational level of the event: organisers — PGL Esports and Astana City Administration.

22-23 MAY ATYRAU REGION

SHEBER – FEST

ORGANISER: DEPARTMENT OF CULTURE AND LANGUAGE DEVELOPMENT OF THE ATYRAU REGION

EVENT FORMAT: ETHNOCULTURAL

The Sheber-FEST Festival of Masters and Craftspeople will take place in the spring in the Atyrau Region, offering visitors an introduction to traditional Kazakh art. The event brings together cultural heritage, creativity, and contemporary approaches. Guests can look forward to workshops, exhibitions of handmade items, craft fairs, and opportunities to meet artists and craftspeople in person. A distinctive feature of the festival is the live participation of the craftspeople, who create their works in front of the audience, immersing visitors in a truly creative atmosphere.





NOTE

Funding and sustainability: local government funding; held annually since 2023.

Number of participants and audience reach: approximately 2,000 people, including master craftspeople, artisans and local residents.

Tourism potential: promotes domestic and creative tourism, showcases traditional Kazakh art and crafts, and raises awareness of the region’s cultural heritage.

Uniqueness and image impact: features master craftspeople creating items live in front of the audience, strengthening the image of the Atyrau Region as an area with a rich cultural heritage.

Organisational level of the event: organised by the Department of Culture and Language Development of the Atyrau Region, with facilities provided for exhibitions, workshops and interactive programmes.

30 MAY AKTOBE REGION

TARY FESTIVAL

ORGANISER: ADMINISTRATION OF AKTOBE CITY

EVENT FORMAT: ETHNOCULTURAL

Tary Fest has been held in the Aktobe Region every spring since 2023, continuing the traditions of the revived Kokzhar Fair, which was once a prominent stop along the historic Silk Road. The festival's theme centres on the history of millet cultivation and the labour legacy of Shyganak Bersiyev, a notable figure in local agricultural heritage. Its purpose is to promote national values and foster the development of agrarian culture. Visitors can enjoy a lively market, concerts, competitions, and tastings of traditional foods. The festival's main attraction is its unique atmosphere: the charm of a traditional fair brought to life with a modern twist.





NOTE

Funding and sustainability: local budget; held annually since 2023.

Number of participants and audience reach: approximately 1,000 people, including local residents and visitors, representatives of the agricultural sector, craftspeople and tourists.

Tourism potential: promotes the Aktobe Region as a cultural and gastronomic destination.

Uniqueness and image impact: combines historical themes, national traditions and agricultural culture, helping to promote a positive image of the region and highlight its historical heritage.

Organisational level of the event: organised by the Administration of Aktobe City, with a well-established programme featuring a fair, concerts and tastings.

5–7 JUNE ABAI REGION

ALTYN BESIK – AKSUAT

ORGANISER: TAS GROUP AND THE ADMINISTRATIVE OFFICE OF THE AKIM OF AKSUAT DISTRICT.

EVENT FORMAT: ETHNOCULTURAL

«Altyn Besik – Aksuat» is an art and sports festival in the Abai region celebrating regional traditions and mass sports. The event highlights the vitality of national heritage and promotes a healthy lifestyle. Guests can enjoy Kazakh wrestling matches, akyn improvisation contests, a gala concert, and family activities. Its main feature is the atmosphere of unity, creating a warm sense of belonging for every visitor.





NOTE

Funding and sustainability: sponsorship funding; held regularly since 2013.

Number of participants and audience reach: 15,000–20,000 people, attracting local residents and visitors to the Abai Region.

Tourism potential: helps increase interest in the region by combining sport, culture and local traditions.

Uniqueness and image impact: promotes a positive image of the region through an atmosphere of unity and its ethnocultural focus.

Organisational level of the event: organised by TAS GROUP and the administrative office of the Akim of Aksuat District.

6 JUNE ALMATY

BEU FEST

ORGANISER: BEU FEST, SUPPORTED BY ALMATY CITY ADMINISTRATION

EVENT FORMAT: CULTURAL

Beu Fest in Almaty is a summer music festival that celebrates the city's contemporary youth culture. It supports the local music scene, emerging artists, and free self-expression. Guests can enjoy live performances by leading and rising musicians, DJ sets, art zones, technology-driven installations, and interactive experiences. The festival's highlight is its combination of music, visual effects, and the authentic atmosphere of a large-scale urban open-air event, attracting thousands of visitors and setting the rhythm of the city's summer.



NOTE

Funding and sustainability: sponsorship funding; held since 2022.

Number of participants and audience reach: approximately 10,000 spectators.

Tourism potential: attracts young people from other regions of Kazakhstan and neighbouring countries, increasing tourist flows and interest in Almaty's urban culture.

Uniqueness and image impact: combines music, technology and contemporary trends, promoting Almaty as a centre of modern youth culture and strengthening Kazakhstan's cultural image.

Organisational level of the event: BEU FEST, supported by Almaty City Administration

6–7 JUNE ALMATY

THE SPIRIT OF TENGRI

ORGANISER: DEPARTMENT OF CULTURE OF ALMATY CITY

EVENT FORMAT: CULTURAL

The international festival The Spirit of Tengri will take place in Almaty, bringing together performers of ethnic music from around the world on a single stage. It is a celebration of cultural heritage and contemporary sound, where ancient rhythms intertwine with the energy of the modern city. Visitors can enjoy live open-air concerts, art installations, and gourmet food corners. The festival's unique charm lies in the magic of live music, which unites hearts without the need for translation.





NOTE

Funding and sustainability: local budget; held annually since 2013.

Number of participants and audience reach: approximately 20,000 people, including participants and visitors from more than 90 countries, including Uzbekistan, Tajikistan, South Korea, Italy, Georgia, Moldova, Hungary, Spain, Mozambique and others.

Tourism potential: attracts tourists from around the world, positioning Almaty as a centre of ethnic music and cultural exchange.

Uniqueness and image impact: brings together musical traditions from around the world with contemporary musical forms, showcasing cultural diversity.

Organisational level of the event: organised by the Department of Culture of Almaty City.

17–18 JUNE ATYRAU REGION

KAZYNALY CASPIAN

ORGANISER: DEPARTMENT OF AGRICULTURE AND LAND RELATIONS OF THE ATYRAU REGION

EVENT FORMAT: GASTRONOMIC

The international Kazynaly Caspian Festival will take place this summer in the Atyrau Region and will bring together enthusiasts of fish, gastronomy, and ecotourism. Visitors can enjoy sturgeon tastings, explore a market of local producers, and take part in interactive aquaculture exhibitions. The festival highlights modern approaches to aquaculture and sustainable fishing, while uniting professionals and tourists from across the Caspian region. The main highlight is the opportunity to sample rare sturgeon dishes right on the shores of the Caspian Sea.


ФОТО ДЛЯ ИЛЛЮСТРАЦИИ



GENERATED BY AI

NOTE

Funding and sustainability: sponsorship funding.

Number of participants and audience reach: approximately 10,000 people, including fishermen, local residents and tourists.

Tourism potential: promotes gastronomic tourism, showcases the region's fisheries and aquaculture, and attracts the attention of investors and visitors to its natural and cultural resources.

Uniqueness and image impact: combines exhibitions, fairs and tastings of sturgeon products, raises environmental awareness and promotes the Atyrau Region as an area with a rich gastronomic culture.

Organisational level of the event: organised by the Department of Agriculture and Land Relations of the Atyrau Region, with facilities provided for exhibitions, tastings and cultural programmes.

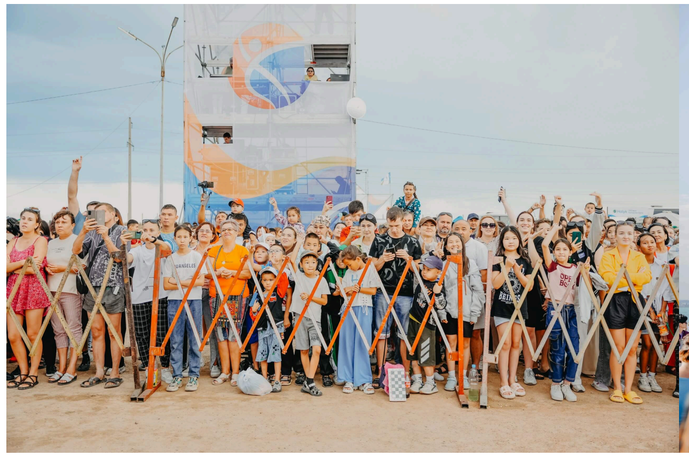
20–21 JUNE KARAGANDA REGION

BALKHASH TOUR FEST

ORGANISER: BALKHASH CITY REGIONAL ADMINISTRATION

EVENT FORMAT: CULTURAL

The Balkhash Tour Fest will take place this summer on the shores of Lake Balkhash in the village of Akshagyl. The festival brings together sport, culture, and gastronomy, promoting health, active living, and tourism in Balkhash. Visitors can enjoy swimming events, a sailing regatta, live concerts, competitions, and a spectacular laser show. The atmosphere will be enhanced by food zones, including a gastronomic highlight — the largest kazy burger, a dish made with a traditional Kazakh horse-meat sausage.





NOTE

Funding and sustainability: sponsorship funding; held annually since 2023.

Number of participants and audience reach: approximately 50,000 people, including local residents and visitors to the region.

Tourism potential: promotes domestic tourism and attracts visitors from other regions, showcasing the natural and cultural attractions of Lake Balkhash and its surroundings.

Uniqueness and image impact: combines sporting, cultural and gastronomic activities with large-scale entertainment, strengthening Balkhash's image as a leisure and tourism destination.

Organisational level of the event: organised by the Balkhash City Regional Administration, with infrastructure provided for participants and visitors.

27 JUNE ULYTAU REGION

KOKMAISA

ORGANISER: STATE COMMUNAL ENTERPRISE “SCIENTIFIC AND METHODOLOGICAL CENTRE FOR CULTURE, LEISURE AND CREATIVITY”

EVENT FORMAT: CULTURAL

The Kokmaisa Festival celebrates spring and the young green of the steppe, reflecting the richness of Kazakh gastronomy. In the historic Ulytau region, visitors from across Kazakhstan can sample traditional dishes, including kumis — a fermented mare’s milk prized for its unique flavour and health benefits, take part in workshops on crafts and ancient recipes, and experience traditional rituals accompanied by ethnic music and dance. The festival’s special value lies in reviving forgotten traditions and promoting Kazakh culture by creating a vibrant and unique atmosphere.





NOTE

Funding and sustainability: local budget; held regularly.

Number of participants and audience reach: approximately 5,000 people, including local residents and tourists.

Tourism potential: attracts domestic tourists to the Ulytau Region and showcases national cuisine and cultural traditions.

Uniqueness and image impact: combines gastronomy, national traditions and workshops, with potential for further expansion.

Organisational level of the event: organised by the State Communal Enterprise “Scientific and Methodological Centre for Culture, Leisure and Creativity”, with facilities provided for tastings, workshops and the cultural programme.

27 JUNE ALMATY REGION

«QYMYZMURYNDYK AND ZHOLAN ZHUIRIGI»

ORGANISER: DEPARTMENT OF CULTURE OF THE KEGEN DISTRICT

EVENT FORMAT: ETHNOCULTURAL

Qymyzmuryndyk Ethnofestival and the Zholan Zhuirigi International Horse Races are set for this summer in the Almaty Region, combining the traditions of the Kazakh steppe with a lively celebration. The festival centres on kumis — a traditional fermented mare's milk known for its distinct flavour and cultural significance, as well as national customs and equestrian sports. Its main aim is to preserve cultural heritage and strengthen community ties. Visitors can enjoy fresh kumis tastings, games, workshops, craft stalls, and horse competitions. The event's standout feature is the Zholan Zhuirigi races, offering a real prize fund and capturing the spirit of an authentic steppe race.





NOTE

Funding and sustainability: sponsorship funding; held annually since 2023.

Number of participants and audience reach: approximately 10,000 people, including local residents and international tourists.

Tourism potential: attracts tourists from across Kazakhstan and from abroad.

Uniqueness and image impact: revives and showcases Kazakh traditions, combining gastronomy, national customs and equestrian competitions, while promoting the region as an ethnocultural centre.

Organisational level of the event: organised by the Department of Culture of Kegen District, with infrastructure provided for participants and visitors, including an ethnographic village with more than 30 yurts and rows of market stalls.

5 JULY ASTANA

ASYL MURA

ORGANISER: DEPARTMENT OF CULTURE OF THE ASTANA CITY

EVENT FORMAT: CULTURAL

«Asyl Mura» is an event celebrating the country's traditions and authentic culture. The festival promotes folk music, introduces emerging performers, and supports the preservation of national heritage. Guests experience live performances, traditional musical works, and hands-on workshops featuring instruments that have been used in Kazakh music for generations. Its highlight is the opportunity to feel the depth of centuries-old melodies, explore works by composers who shaped Kazakhstan's musical history, and discover distinctive folk instruments that represent the nation's musical legacy.





NOTE

Funding and sustainability: local budget; held annually.

Number of participants and audience reach: approximately 1,200 spectators.

Tourism potential: attracts enthusiasts of Kazakh music and tourists, while maintaining interest in national culture.

Uniqueness and image impact: live performances of folk music on traditional instruments, highlighting Kazakhstan's cultural heritage.

Organisational level of the event: organised by the Department of Culture of Astana City.

5–12 JULY NKR

QYZYLJAR MUSIC FEST

ORGANISER: DEPARTMENT OF CULTURE, LANGUAGE DEVELOPMENT AND ARCHIVAL AFFAIRS OF THE NORTH KAZAKHSTAN REGION

EVENT FORMAT: CULTURAL

The Qyzyljar Music Fest international festival unfolds in the very heart of Petropavl, along the lively pedestrian street. It is a true celebration of music, where voices and rhythms from around the world come together. For five days, the city resonates with both classical and contemporary sounds, dance battles, and grand gala concerts. The highlight of the festival is the live performances by artists from Kazakhstan, Europe, and the United States, which fill the air with an atmosphere of unity and inspiration.





NOTE

Funding and sustainability: local budget; held annually since 2021.

Number of participants and audience reach: approximately 15,000 people, including creative groups and solo performers from Kazakhstan, Argentina, Italy, Russia, Germany, the USA and Serbia, as well as local residents and visitors to the city.

Tourism potential: promotes cultural tourism and attracts visitors from other regions and countries.

Uniqueness and image impact: brings together classical and contemporary music and performers from different countries, raising the profile of Petropavlovsk and strengthening the city’s image as a venue for international cultural exchange and creative expression.

Organisational level of the event: organised by the Department of Culture, Language Development and Archival Affairs of the North Kazakhstan Region, with concerts, festival programmes and creative meetings delivered to a high standard.

10–11 JULY EKR

ALTAI – THE GOLDEN CRADLE OF THE TURKIC WORLD

ORGANISER: THE DEPARTMENT OF CULTURE OF THE EAST KAZAKHSTAN REGION

EVENT FORMAT: ETHNOCULTURAL

Every summer, the Katon-Karagay district welcomes visitors to a festival celebrating the cultural heritage of Turkic peoples. The festival focuses on the origins of Turkic civilisation and the sacred significance of the Altai region. Its purpose is to strengthen spiritual bonds and pass traditions on to new generations. Guests can enjoy ethnic music concerts, fairs, craft workshops, and traditional games. A special highlight is the chance to feel the breath of history on land often called the cradle of the Turkic world.





NOTE

Funding and sustainability: held annually and funded from the local budget.

Number of participants and audience reach: approximately 3,000 people, including representatives of Turkic peoples, local residents and tourists.

Tourism potential: development of ethnocultural and event tourism, with a focus on Altai as a sacred land and the cradle of Turkic civilisation.

Uniqueness and image impact: a symbol of the spiritual unity of the Turkic peoples and a positive cultural image of the region as a guardian of ancient traditions.

Organisational level of the event: Organiser – Department of Culture of the East Kazakhstan Region.

11–12 JULY

ASTANA

GASTRONOMY FESTIVAL «BAIQYMYZ»

ORGANISER: DEPARTMENT OF CULTURE, ARCHIVES AND DOCUMENTATION OF KARAGANDA REGION

EVENT FORMAT: GASTRONOMIC

The Bai Qymyz – Karkaraly Ethnic Festival takes place in the summer in the Karaganda Region and celebrates kumis, a traditional fermented drink made from mare's milk, along with the nomadic culture of the Saryarka steppes. The festival aims to showcase the richness of traditions and the vibrant spirit of the steppe. Visitors can enjoy a crafts fair, traditional games, tastings of kumis, and performances by folk ensembles. A special highlight of the festival is the ritual preparation of kumis, which reflects both the warmth of welcoming guests and the unity of the community.



NOTE

Funding and sustainability: held annually and funded from the local budget.

Number of participants and audience reach: approximately 70,000 people, including visitors from different regions of Kazakhstan.

Tourism potential: promotion of Kazakh culture and traditions and development of cultural and gastronomic tourism.

Uniqueness and image impact: the festival combines gastronomic, cultural and entertainment elements and includes a competition to select the best kumys producers.

Organisational level of the event: organiser – The Department of Culture, Archives and Documentation of Karaganda region; infrastructure is provided for participants and visitors.

18 JULY TURKISTAN REGION

«SHAMSHI’S SONGS» FESTIVAL

ORGANISER: DEPARTMENT OF CULTURE OF THE TURKISTAN REGION

EVENT FORMAT: CULTURAL

The «Shamshi’s Songs» Festival is a winter event celebrating the songs of the legendary Kazakh composer and king of the Kazakh waltz, Shamshi Kaldayakov. The festival seeks to preserve his musical legacy for new generations. Visitors enjoy concerts, dance performances, retro-themed programmes, and fan gatherings, with the highlight being the opportunity to experience iconic Kazakh melodies performed live in the historic surroundings of Otyrar.



NOTE

Funding and sustainability: funded from the local budget and held annually since 2025.

Number of participants and audience reach: approximately 10,000 people, including local residents and visitors to the region.

Tourism potential: attracting tourists from other regions and promoting the cultural and historical heritage of the region.

Uniqueness and image impact: a distinctive event format that recreates the atmosphere of the era of the Kazakh waltz and strengthens the region’s cultural image.

Organisational level of the event: organiser – State Institution “Department of Culture of the Turkistan Region”.

25 JULY ZHETYSU REGION

ALAKOL TOLQYNY

ORGANISER: TOURISM DEPARTMENT OF THE ZHETYSU REGION

EVENT FORMAT: CULTURAL

Alakol Tolqyny will take place on the shores of Lake Alakol in the Zhetysu Region. This vibrant summer event brings together music, sport, and outdoor recreation. The festival aims to combine sport, culture, and leisure, promoting health, active lifestyles, and tourism in the region. Visitors can enjoy concerts, beach activities, and creative art zones. The atmosphere of freedom and energy makes the festival a symbol of summer, inspiring movement, travel, and new discoveries.





NOTE

Funding and sustainability: funded through sponsorship and held annually since 2024.

Number of participants and audience reach: approximately 5,000 people, including local residents and tourists.

Tourism potential: development of domestic and inbound tourism and promotion of the region as a resort destination; attracts tourists from across Kazakhstan and abroad.

Uniqueness and image impact: a combination of music, culture, entertainment and sporting activities that promotes a positive image of the region and showcases its tourism potential.

Organisational level of the event: organiser – Tourism Department of the Zhetysu Region; infrastructure is provided for participants and visitors.

30 JULY – 1 AUGUST

WKR

ZHER YRYSY

ORGANISER: FARMER AND ENTREPRENEUR ARMAT BISSENOV

EVENT FORMAT: OTHER

The «Zher Yrysy» Agro Festival takes place this summer in the West Kazakhstan Region and is dedicated to agriculture and agritourism. The festival brings together farmers, visitors, and nature enthusiasts to showcase the beauty of rural life and the richness of the region. Guests can enjoy exhibitions of agricultural equipment and local produce, workshops, tastings, and contests. The main highlight is the chance to experience the rhythm of rural life — try your hand at farming activities and immerse yourself in the village's festive atmosphere.





NOTE

Funding and sustainability: funded through sponsorship and held annually since 2023.

Number of participants and audience reach: approximately 5,000 people, including entrepreneurs, agricultural producers, visitors and residents of the West Kazakhstan Region.

Tourism potential: development of domestic agritourism.

Uniqueness and image impact: combines machinery and agricultural product exhibitions, hands-on workshops, tastings and competitions, strengthening the region's image as a centre of agricultural development.

Organisational level of the event: organiser – farmer and entrepreneur Armat Bissenov; facilities are provided for exhibitions, workshops, tastings and competitions.

1 AUGUST

KOSTANAY REGION

QOSTANAI DALA FESTIVAL

ORGANISER: ADMINISTRATION OF THE KOSTANAY REGION

EVENT FORMAT: OTHER

The «Qostanai Dala Fest» Agri-Festival is taking place this summer in the Kostanay Region and brings together those who live and work on the land. It is a celebration of the harvest, hard work, and innovations in modern agriculture. Visitors can enjoy exhibitions, workshops, tastings, and an outdoor festival. The main highlight is the atmosphere of unity and pride in the homeland, where farmers, businesses, and young people shape the future of the region together.



NOTE

Funding and sustainability: funded through sponsorship and held annually.

Number of participants and audience reach: local residents, young people and visitors to the city; expected audience of approximately 1,000 people.

Tourism potential: development of domestic agritourism and promotion of the region's agricultural heritage.

Uniqueness and image impact: combines an exhibition, field demonstrations and a festive outdoor atmosphere, promoting the region as a modern agricultural destination.

Organisational level of the event: organiser – Administration of the Kostanay Region; infrastructure is provided for participants and visitors.

6–9 AUGUST ASTANA

COMIC CON ASTANA

ORGANISER: THE COMIC CON TEAM AND ASTANA CITY ADMINISTRATION

EVENT FORMAT: CULTURAL

Comic Con Astana is a major summer pop culture festival where comics, games, cinema, and global geek and fan communities come together. The event encourages creativity, brings fans together, and supports the exchange of ideas and experiences. Guests can enjoy cosplay shows, meet actors and online content creators, explore areas dedicated to artists and designers, take part in gaming tournaments, and visit themed exhibitions. Its highlight is the vibrant fan culture and the open space for creativity and social interaction, creating a lively urban celebration.





NOTE

Funding and sustainability: funded through private investment and sponsorship; held annually since 2019.

Number of participants and audience reach: more than 75,000 unique visitors from 36 countries, including over 10,000 international visitors from the United States, Canada, France, China, South Korea, Russia and Uzbekistan.

Tourism potential: contributes to the development of youth and event tourism and attracts an international audience.

Uniqueness and image impact: positions Astana as a modern, creative and open capital, strengthening Kazakhstan’s international image as a hub for contemporary pop culture.

Organisational level of the event: organisers – Comic Con team and Administration of Astana.

7 AUGUST

NKR

BEREKE AGRO FESTIVAL

ORGANISER: THE DEPARTMENT OF AGRICULTURE AND LAND RELATIONS OF NORTH KAZAKHSTAN REGION AND THE AKIMAT OF AIYRTAU DISTRICT

EVENT FORMAT: OTHER

The annual Bereke Agro Festival takes place in the North Kazakhstan Region and serves as an autumn celebration of land, labour, and innovation. The festival aims to connect the past and future of Kazakh villages, demonstrating how technology and tradition can grow together. Visitors can enjoy agricultural exhibitions, workshops, farmers' markets, and family activities. The main feature is a lively dialogue between nature, people, and the intelligence shaping the future of agriculture.





NOTE

Funding and sustainability: funded by sponsorship, the festival has been held regularly since 2022.

Number of participants and audience reach: approximately 500 people, including representatives of the agricultural sector.

Tourism potential: held in the Imantau-Shalkar resort area, the festival contributes to the development of agrotourism and domestic tourism.

Uniqueness and image impact: brings together technology, tradition and culture, promoting the image of a modern, sustainable rural community and strengthening national identity.

Organisational level of the event: organised by the Department of Agriculture and Land Relations of North Kazakhstan Region and the Akimat of Aiyrtau District.

15–16 AUGUST ATYRAU REGION

FESTIVAL «LOTUS»

ORGANISER: DEPARTMENT OF PHYSICAL TRAINING, SPORTS AND TOURISM OF THE KURMANGAZY DISTRICT

EVENT FORMAT: ENVIRONMENTAL

Lotus Festival is being held this summer in the Atyrau Region and brings together culture, nature, and tourism. The festival focuses on the beauty of blooming lotuses and the region's traditions. Its aim is to preserve natural and cultural heritage and promote tourism. Visitors can visit yurts with workshops, enjoy traditional cuisine, concerts, and theatrical performances. The main highlight is guided tours through the magical lotus fields, where visitors can see the flowers up close and experience the atmosphere of vibrant nature.



NOTE

Funding and sustainability: funded from the local budget and held annually.

Number of participants and audience reach: approximately 50,000 people, including local residents and visitors to the region.

Tourism potential: development of domestic ecotourism; excursions to the lotus fields of Kurmangazy District and promotion of the region's cultural and natural heritage.

Uniqueness and image impact: combines themed yurts, concerts, fairs and theatrical performances, strengthening the region's image as an attractive destination for cultural and ecotourism.

Organisational level of the event: organiser – Department of physical training, Sports and Tourism of the Kurmangazy District; venue – the mouth of the Kigash River, Tengiz village; facilities are provided for exhibitions, workshops and cultural programmes.

16 AUGUST ALMATY REGION

SKY OF BAISERKE

ORGANISER: DEPARTMENT OF TOURISM OF THE ALMATY REGION

EVENT FORMAT: SPORTING

The Sky of Baiserke Air Show is being held this summer in the Almaty Region and is dedicated to pilot skill and aviation sport. The festival aims to inspire spectators with the beauty of flight and to promote the region. Guests can look forward to aerobatic displays by top pilots, thrilling stunts, interactive zones featuring aircraft and equipment, fairs, and much more. The main highlight is aircraft drawing vibrant patterns in the sky directly above the audience, creating an atmosphere of true aerial excitement.





NOTE

Funding and sustainability: funded through sponsorship and held annually since 2017.

Number of participants and audience reach: approximately 10,000 spectators, including local residents and tourists.

Tourism potential: attracts tourists from other regions of Kazakhstan and enhances the region's tourism appeal.

Uniqueness and image impact: the region's largest aviation event, featuring spectacular aerial manoeuvres and promoting the region as a centre for aviation sports.

Organisational level of the event: organiser – Department of Tourism of the Almaty Region; infrastructure is provided for participants and spectators.

16 AUGUST ASTANA

QAZAQSTAN BARYSY

ORGANISER: DEPARTMENT OF PHYSICAL TRAINING AND SPORTS OF THE CITY OF ASTANA

EVENT FORMAT: SPORTING

Qazaqstan Barysy Republican Kazakh Wrestling Tournament is scheduled for this autumn in Astana and will bring together the country's strongest wrestlers. The competition follows the traditional rules of kazakh wrestling, reflecting the spirit and courage of the Kazakh people. The tournament aims to promote national sports, support a healthy lifestyle, and preserve cultural heritage, combining sport and tradition. Guests will enjoy thrilling matches complemented by elements of a cultural programme.





NOTE

Funding and sustainability: funded by the local budget and held annually since 2011.

Number of participants and audience reach: approximately 100 participants and 4,000 spectators.

Tourism potential: attracts tourists from across Kazakhstan and contributes to the development of sports tourism.

Uniqueness and image impact: the country's largest national Kazakh wrestling tournament, strengthening Kazakhstan's image as a country that promotes its cultural heritage.

Organisational level of the event: organised by the Astana City Department of Physical training and Sport, with infrastructure provided for participants and spectators.

29 AUGUST

MANGYSTAU REGION

AQ MAYA

ORGANISER: ADMINISTRATION OF THE MANGYSTAU REGION

EVENT FORMAT: ETHNOCULTURAL

«Aq Maya Fest» is a festival celebrating the national traditions and steppe culture of Kazakhstan, highlighting the close connection between people, nature, and heritage, with shubat, a traditional fermented camel's milk drink, representing health and hospitality. The programme features tastings, workshops, nomadic games rooted in the life of the steppe, and evening concerts. Its highlight is a range of shubat-based cocktails and a spectacular drone show over Airakty, a distinctive natural area of the Mangystau landscape, accompanied by live music and encounters with local artisans and farmers, creating a vibrant summer festival atmosphere for guests from around the world.





NOTE

Funding and sustainability: funded from the local budget and held annually since 2024.

Number of participants and audience reach: approximately 15,000 visitors.

Tourism potential: promotion of ethno-cultural and gastronomic tourism and fostering sustained interest in the region.

Uniqueness and image impact: combines steppe traditions with contemporary formats, creating a memorable image of the region and enhancing its cultural appeal.

Organisational level of the event: organiser – Administration of the Mangystau Region.

5 SEPTEMBER AKMOLA REGION

FLAMINGO FEST

ORGANISER: DEPARTMENT OF CULTURE OF THE AKMOLA REGION

EVENT FORMAT: CULTURAL

FLAMINGO FEST has been held in the Akmola Region since 2005 and is dedicated to nature conservation and the protection of flamingo habitats. The festival aims to show that culture and ecology go hand in hand. Visitors can enjoy concerts, exhibitions, family activities, and meetings with experts. The main highlight is the opportunity to observe flamingos in their natural environment.



NOTE

Funding and sustainability: funded by the local budget and held annually since 2005.

Number of participants and audience reach: approximately 5,000 people, including inbound and domestic tourists and local residents.

Tourism potential: attracts tourists and visitors to the region while promoting ecotourism and the development of ecological routes.

Uniqueness and image impact: offers the opportunity to observe flamingos in their natural habitat, combines cultural and environmental programmes, and promotes responsible attitudes towards nature.

Organisational level of the event: organised by the Department of Culture of Akmola Region, with infrastructure provided for visitors and participants.

12 SEPTEMBER WKR

THE ZHAIYQ SAZY ARTS FESTIVAL

ORGANISER: DEPARTMENT OF CULTURE, LANGUAGE DEVELOPMENT AND ARCHIVAL AFFAIRS OF THE WEST KAZAKHSTAN REGION

EVENT FORMAT: ETHNOCULTURAL

The Zhaiyk Sazy Arts Festival aims to showcase the creative potential of the region, support local artists and craftspeople, and preserve and promote the cultural heritage of the West Kazakhstan Region. Visitors can enjoy exhibitions, live workshops, musical performances, theatrical shows, and meetings with artists and craftspeople. The festival's special feature is the opportunity to witness the creative process firsthand and immerse oneself in a vibrant atmosphere of artistic expression.





NOTE

Funding and sustainability: funded by the local budget and held annually.

Number of participants and audience reach: approximately 3,000 people, including creative industry professionals, visitors and local residents.

Tourism potential: promotes domestic tourism and fosters creativity.

Uniqueness and image impact: combines exhibitions, live demonstrations and workshops, musical performances and theatrical productions, enhancing the region's image as a hub of cultural and creative activity.

Organisational level of the event: the event is organised by the Department of Culture, Language Development and Archival Affairs of West Kazakhstan Region. The necessary facilities and arrangements are in place to host exhibitions, workshops and cultural programmes.

20 SEPTEMBER ALMATY

ALMA FEST

ORGANISER: ALMATY CITY DEPARTMENT OF CULTURE

EVENT FORMAT: CULTURAL

Alma Fest — the annual festival dedicated to Almaty's symbol, the famous Aport apple — brings together culture, gastronomy, and creativity, highlighting the importance of the region's agricultural heritage and Almaty's unique identity. Visitors can explore local product markets, attend workshops, enjoy concerts, and take part in a range of entertainment activities.
The highlight of the programme is tasting different varieties of Aport apples and dishes made from them, as well as the opportunity to meet local agricultural producers — supporting the sustainable development of the region and promoting Kazakh culture.





NOTE

Funding and sustainability: funded by the local budget and held annually.

Number of participants and audience reach: approximately 100,000 people, including local residents and tourists.

Tourism potential: attracts tourists from China, Russia, Uzbekistan, Tajikistan, Kyrgyzstan, Turkmenistan and other countries. The festival is closely associated with Almaty's distinctive identity and symbolism.

Uniqueness and image impact: combines gastronomy, culture and entertainment to promote Almaty's city brand, with potential for further expansion.

Organisational level of the event: organised by the Almaty City Department of Culture, with the necessary infrastructure in place.

20-21 SEPTEMBER ALMATY

KITAP FEST

ORGANISER: ALMATY CITY ADMINISTRATION

EVENT FORMAT: CULTURAL.

KitapFest in Almaty is an autumn book festival that celebrates reading, children's literature, and direct interaction with authors. The event promotes a culture of reading and supports Kazakh writers and publishers. Guests can enjoy a book fair, meet authors, take part in book exchanges, attend children's performances, and join workshops. Its special features include KitapFest Kids, a dedicated programme designed for young readers and families, and the "Books to the Village" initiative, connecting generations and regions through a shared love of reading.





NOTE

Funding and sustainability: funded by the local budget and held annually since 2014.

Number of participants and audience reach: more than 50,000 visitors.

Tourism potential: promotes family tourism and cultural event tourism.

Uniqueness and image impact: reinforces Almaty's image as the cultural capital of Kazakhstan and a city that champions reading, children's development and innovative approaches to book festivals.

Organisational level of the event: Almaty City Administration.

24–28 SEPTEMBER | MANGYSTAU REGION

THE CASPIAN SEA – A SEA OF FRIENDSHIP

ORGANISER: DEPARTMENT OF CULTURE, LANGUAGE DEVELOPMENT AND ARCHIVAL AFFAIRS AND DEPARTMENT OF TOURISM OF THE MANGYSTAU REGION

EVENT FORMAT: OTHER

International Friendship Festival in the Mangystau region is an international tourism festival that celebrates open dialogue among countries bordering the Caspian Sea. For many years, its mission has been to bring regions together through culture, creativity, and shared interests. Over three days, guests can attend forums, exhibitions, seminars, and meetings with representatives of different nations. Its highlight is the rare opportunity to see the Caspian region presented as a space for trust and cooperation, bringing together voices that influence its shared future.





NOTE

Funding and sustainability: local budget.

Number of participants and audience reach: more than 3,000 participants, including representatives of the arts, cultural and tourism sectors from Kazakhstan and countries near and far.

Tourism potential: promotes the region's tourism potential on the international stage.

Uniqueness and image impact: brings together culture, the economy and humanitarian cooperation among the Caspian littoral countries, presenting the region as an open and reliable partner while strengthening its international profile.

Organisational level of the event: The Department of Culture, Language Development and Archives, and the Mangystau Region Tourism Department.

26–28 SEPTEMBER TURKISTAN REGION

TURKISTAN CRAFT FAIR

ORGANISER: “OPEN TURKISTAN TOURIST INFORMATION CENTRE”

EVENT FORMAT: ETHNOCULTURAL

Turkestan – City of Crafts International Handicraft Exhibition is set to take place this autumn in the ancient city of Turkestan. The event serves as a space where tradition meets contemporary art. Artisans and craftspeople from around the world will showcase their creations, sharing skills and inspiration. Visitors can enjoy a marketplace of handmade goods, workshops, and concerts. The main highlight is the creation of a collective art installation symbolising the spirit of Turkestan.





NOTE

Funding and sustainability: funded by the local budget, with plans to hold the event annually.

Number of participants and audience reach: approximately 5,000 people, including artists, craftspeople, tourists and local residents.

Tourism potential: promotes cultural tourism, attracts visitors from different regions and showcases Turkistan’s rich heritage and creative potential.

Uniqueness and image impact: brings together traditional craftsmanship and contemporary art, strengthening Turkistan’s reputation as a centre of crafts and culture.

Organisational level of the event: organised by Open Turkistan Tourist Information Centre LLP, with exhibitions, workshops and cultural programmes forming part of the event.

1–3 OCTOBER ASTANA

AI BRIDGE

ORGANISER: ASTANA HUB, MINISTRY OF ARTIFICIAL INTELLIGENCE AND DIGITAL DEVELOPMENT AND ASTANA CITY ADMINISTRATION

EVENT FORMAT: SCIENCE AND INNOVATION

AI BRIDGE in Astana is an international technology forum focused on exploring the future of digital innovation. Built around the theme Next Intelligence: From Generative to Cognitive, it highlights the transition from generative systems to cognitive artificial intelligence capable of reasoning and learning. Guests can attend expert conferences, panel discussions, startup exhibitions, pitch sessions, workshops, and award ceremonies recognising leading technological solutions. The forum's highlight is its combination of global trends, innovation, and real-world applications that influence the digital development of the country and the wider region.





NOTE

Funding and sustainability: funded by sponsorship and held since 2019.

Number of participants and audience reach: more than 30,000 participants, 100 investors and business angels, 400 speakers, and 130 start-ups and IT companies from more than 30 countries.

Tourism potential: attracts international experts, start-ups and the IT community, contributing to the development of business and event tourism.

Uniqueness and image impact: reflects Kazakhstan's strategic focus on developing artificial intelligence and next-generation technologies, strengthening the country's image as a digital hub of Eurasia.

Organisational level of the event: organised by Astana Hub, Ministry of Artificial Intelligence and Digital Development and Astana City Administration

9 OCTOBER

PAVLODAR REGION

ERTIS PROMENADE

ORGANISER: PAVLODAR CITY ADMINISTRATION

EVENT FORMAT: CULTURAL

Ertis Promenade is a vibrant kickoff to the summer season on the Central Embankment of Pavlodar, bringing together residents and visitors along the Irtysh River. The main aim is to create a public space that encourages social interaction and fosters urban culture. The programme features concerts, evening discos, open-air film screenings, and outdoor fitness sessions. The standout feature is the summer stage by the water, where every event becomes an atmospheric show.





NOTE

Funding and sustainability: funded through sponsorship and support from the Pavlodar City Akimat.

Number of participants and audience reach: 200,000 people, including local residents and visitors to the region.

Tourism potential: attracts visitors from other regions and supports the development of domestic tourism.

Uniqueness and image impact: offers free cultural and sporting activities, concerts and film screenings, presenting Pavlodar as a modern, vibrant leisure destination.

Organisational level of the event: organised by the Pavlodar City Administration, with infrastructure in place to host large-scale cultural and sporting events.

9-11 OKTOBER EKR

SALBURYN

ORGANISER: ULAN DISTRICT ADMINISTRATION, EAST KAZAKHSTAN REGION

EVENT FORMAT: ETHNOCULTURAL

Dedicated to the ancient art of hunting with birds of prey, the Shygys Salburyny Festival takes place in autumn in the East Kazakhstan region. The festival's theme centres on national culture and the connection between generations. Its purpose is to promote respect for nature and tradition while strengthening international cultural ties. Visitors can enjoy performances by «berkutchi» – traditional eagle hunters – along with ethnographic shows, exhibitions, and fairs. What makes the event truly special is its atmosphere, which evokes the grandeur of the nomadic heritage set against the stunning landscapes of Eastern Kazakhstan.





NOTE

Funding and sustainability: sponsorship; an annual regional tradition.

Number of participants and audience reach: 5,000–8,000 people, including participants from neighbouring and more distant countries, tourists and local residents.

Tourism potential: promotes ethno-tourism, ecotourism and event tourism, positioning the region as a centre of traditional Kazakh culture.

Uniqueness and image impact: showcases the ancient Kazakh tradition of hunting with golden eagles, reinforces Kazakh cultural identity and presents Kazakhstan's heritage on the international stage.

Organisational level of the event: organised by the Ulan District Administation, the festival features a high standard of organisation, with eagle hunters, traditional cultural performances, exhibitions and fairs.

17 OCTOBER

ZHETYSU REGION

ALTYNEMEL – THE LAND OF KULANS

ORGANISER: TOURISM DEPARTMENT OF THE ZHETYSU REGION

EVENT FORMAT: ENVIRONMENTAL

Altyn-Emel – Home of the Khulans Festival is scheduled for this autumn in Altyn-Emel National Park in the Zhetysu Region. Its aim is to raise awareness about the protection of rare species and to show how humans can live in harmony with nature. Visitors can enjoy guided tours in the park and meetings with scientists. The main highlight is the opportunity to see khulans, a type of wild donkey native to the region, in their natural habitat.





NOTE

Funding and sustainability: local budget; held annually since 2023.

Number of participants and audience reach: approximately 1,000 people, including local residents and visitors to the region.

Tourism potential: promotes domestic ecotourism and encourages visitors to explore the region's natural attractions.

Uniqueness and image impact: raises environmental awareness, highlighting the protection of endangered species and informing the public about wildlife conservation.

Organisational level of the event: organised by the Tourism Department of the Zhetysu Region, with infrastructure provided for participants and visitors.

19–21 OCTOBER

AKMOLA REGION

QANSONAR

ORGANISER: DEPARTMENT OF PHYSICAL TRAINING AND SPORTS OF AKMOLA REGION
EVENT FORMAT: SPORTING

The Kansonar international tournament has been held since 2010 in memory of the renowned eagle hunter Mäsip Batyrkhanuly. The event preserves and promotes the ancient Kazakh hunting traditions that involve the use of birds of prey – especially the golden eagle – skills that have been passed down from generation to generation.
Visitors can look forward to spectacular demonstration performances by master «kusbegi» – traditional Kazakh falconers – alongside mass sporting competitions, workshops, and meetings with experts in eagle hunting. A particular highlight of the event is the display of the birds' remarkable skills and their close interaction with the hunters, capturing the spirit of ancient Kazakh traditions.





NOTE

Funding and sustainability: local budget; held annually since 2010.

Number of participants and audience reach: approximately 2,000 participants, including traditional hunters who practise hunting with birds of prey, and tourists from Mongolia, Kyrgyzstan, Türkiye, Russia and various regions of Kazakhstan.

Tourism potential: promotes Kazakhstan's traditional hunting heritage and attracts international tourists.

Uniqueness and image impact: showcases the national tradition of hunting with golden eagles and has the potential to attract international attention.

Organisational level of the event: organised by the Department of Physical Training and Sports of Akmola Region, with facilities and arrangements provided for participants and spectators.

23-24 OCTOBER KYZYLORDA REGION

AKMARZHAN

ORGANISER: KYZYLORDA REGION ADMINISTRATION AND DEPARTMENT OF AGRICULTURE AND LAND RELATIONS OF THE KYZYLORDA REGION
EVENT FORMAT: ETHNOCULTURAL

«Akmarzhan» is an autumn celebration in the Kyzylorda region that marks the end of the agricultural season. The festival honors the region's leading rice farmers and features agricultural fairs, national sports competitions rooted in Kazakh nomadic traditions, and entertainment programs. Its highlight is the unique blend of farming, sport, and cultural heritage, conveying gratitude for farmers' labor and celebrating the richness of local traditions.





NOTE

Funding and sustainability: sponsorship; held annually.

Number of participants and audience reach: approximately 1,000 people, including rice growers, farmers, representatives of the agro-industrial sector and local residents.

Tourism potential: promotes domestic tourism and showcases the region's agricultural heritage and national traditions.

Uniqueness and image impact: combines agriculture with cultural heritage, showcasing the farming, cultural and sporting traditions of Kyzylorda Region.

Organisational level of the event: organised by the Kyzylorda Region Administration and Department of Agriculture and Land Relations of the Kyzylorda Region, with facilities and arrangements in place for competitions and cultural activities.

31 OCTOBER-
1 NOVEMBER

ALMATY

ALA CRAFT

ORGANISER: THE ALMATY CITY DEPARTMENT OF CULTURE

EVENT FORMAT: ETHNOCULTURAL

The ALA CRAFT International Handicraft Festival will take place this autumn in Almaty, bringing together artisans and admirers of handmade art. The festival's theme is traditional crafts reimagined in a contemporary context. Its core idea is to preserve cultural roots while fostering creativity and cultural exchange. Visitors will enjoy workshops, a marketplace of handcrafted goods, and exhibitions. The highlight of the event is its lively, creative atmosphere, where everyone can become part of the artistic process.





ФОТО ДЛЯ ИЛЛЮСТРАЦИИ

NOTE

Funding and sustainability: funded by the local budget.

Number of participants and audience reach: approximately 10,000 people, including craftspeople, artists and visitors from different regions of Kazakhstan.

Tourism potential: promotes cultural and event tourism, enhancing Almaty's appeal as a centre for traditional crafts and creative industries.

Uniqueness and image impact: combines traditional craftsmanship with contemporary design, creating a platform for cultural exchange and promoting handmade crafts.

Organisational level of the event: organised by the Almaty City Department of Culture, with infrastructure provided for participants and visitors.

NOVEMBER ZHAMBYL REGION

ASPARA FASHION WEEK

ORGANISER: LLP SCIENTIFIC AND PRODUCTION CENTRE FOR FASHION AND PRODUCT DEVELOPMENT “ASYL-DESIGN”, THE “ASPARA” BRAND, AND THE ASPARA COLLEGE OF FASHION AND BUSINESS
EVENT FORMAT: CULTURAL

ASPARA FASHION WEEK in the Zhambyl region is a fashion festival where contemporary design meets Kazakhstan’s cultural roots. The event is designed to strengthen international ties and present the country’s heritage through fashion, supporting young designers and enhancing the region’s position within the industry. Guests can enjoy shows by emerging and established designers, pop-up showrooms, and expert talks. Its highlight is the distinctive atmosphere of Taraz and strong international partnerships, positioning the week as a platform for global professional dialogue.





NOTE

Funding and sustainability: privately funded; held since 2017.

Number of participants and audience reach: more than 2,000 participants, including over 700 designers from more than 55 countries, and over 40,000 online viewers.

Tourism potential: attracts visitors from around the world and showcases the region’s cultural and historical heritage.

Uniqueness and image impact: provides an international platform for promoting Kazakh culture and strengthens Kazakhstan’s global profile through partnerships with more than 20 fashion weeks worldwide.

Organisational level of the event: organised by LLP Scientific and Production Centre for Fashion and Product Development “ASYL-DESIGN”, the “ASPARA” brand, and the ASPARA College of Fashion and Business, with the support of the Department of Culture, Archives and Documentation of the Zhambyl Region and the City administration of Taraz.

NOVEMBER SHYMKENT

DOSTYK

ORGANISER: SHYMKENT CITY DEPARTMENT OF TOURISM, EXTERNAL RELATIONS AND CREATIVE INDUSTRIES, AND VISIT SHYMKENT TOURIST INFORMATION CENTRE
EVENT FORMAT: ETHNOCULTURAL

«Dostyk» is an ethno-cultural, gastronomic, and music festival that celebrates tradition and brings together diverse ethnic communities through the presentation of their crafts and cuisine. The event promotes Kazakhstan's cultural heritage, supports local artisans, and strengthens friendship among different ethnic groups. Guests can enjoy an open-air festival, national food zones, a fair showcasing products created by Shymkent-based producers under the Made in Shymkent label, workshops, and traditional sports, with the city of Shymkent coming alive as a vibrant centre of ethno-tourism and culture.





NOTE

Funding and sustainability: local budget; held since 2025.

Number of participants and audience reach: up to 10,000 people, including local residents, visitors from other regions and international tourists.

Tourism potential: attracts tourists from abroad and other regions of Kazakhstan, supporting the development of event tourism.

Uniqueness and image impact: showcases Kazakhstan's openness and multicultural identity, strengthening Shymkent's image as a centre of ethnotourism and celebrating its cultural diversity.

Organisational level of the event: organised by the Shymkent City Department of Tourism, External Relations and Creative Industries and the Visit Shymkent Tourist Information Centre.

2-6 DECEMBER | AKTOBE REGION

SYBAGHA

ORGANISER: THE DEPARTMENT OF CULTURE, ARCHIVES AND DOCUMENTATION OF THE AKTOBE REGION AND THE DEPARTMENT OF INTERNAL POLICY OF THE AKTOBE REGION
EVENT FORMAT: CULTURAL

The Sybagha Festival has been held in the Aktobe Region since 2024 and has become a symbol of the revival of national values. The event's theme revolves around the culture, history, and traditions of the Kazakh people, with the central idea being to strengthen unity and preserve spiritual heritage. Visitors can enjoy displays of traditional clothing, sporting competitions, conferences, culinary programmes, and charitable events. The festival's main highlight is its five-day programme, with each day devoted to a different aspect of Kazakh tradition.





NOTE

Funding and sustainability: local budget; held annually since 2024.

Number of participants and audience reach: approximately 5,000 people, including local residents and visitors to the region.

Tourism potential: attracts visitors from other regions and showcases the cultural and historical heritage of Aktobe Region.

Uniqueness and image impact: a five-day themed programme combining national traditions, sport, gastronomy and charitable initiatives.

Organisational level of the event: organised by the Department of Culture, Archives and Documentation of the Aktobe Region and the Department of Internal Policy of the Aktobe Region.

6 DECEMBER ASTANA

WONDERLAND ASTANA

ORGANISER: THE DEPARTMENT OF CULTURE OF THE ASTANA CITY
EVENT FORMAT: CULTURAL

Wonderland Astana is a winter city festival and amusement park in the heart of the capital, created as a festive space where families and friends can enjoy leisure time together. Over two months, guests can enjoy a laser-lit ice rink, a 12-metre snow slide, holiday carousels, a reindeer-themed train ride, cosy food courts, and creative workshops. Its highlight is Santa's House, a specially designed space where visitors can make a wish and step into a magical winter atmosphere.



NOTE

Funding and sustainability: local budget; held since 2025.

Number of participants and audience reach: approximately 200,000 visitors.

Tourism potential: attracts domestic tourists during the winter season, encourages short breaks and increases demand for accommodation, dining and urban services during the low season.

Uniqueness and image impact: a winter festival that offers a complete seasonal leisure experience in the heart of the city and creates a festive image of the capital.

Organisational level of the event: organised by the Department of Culture of the Astana City**.**

12 DECEMBER ASTANA

BEU AWARDS

ORGANISER: BEU FEST, WITH THE SUPPORT OF THE ASTANA CITY ADMINISTRATION
EVENT FORMAT: CULTURAL

Beu Awards is an annual music award that recognises the year's achievements in Kazakhstan's music scene. The event features transparent voting and decisions made by an expert jury, along with award presentations, live performances by nominees, and collaborative acts that highlight interaction between artists. Its standout feature is the emphasis on genuine artistic achievement and current music trends that shape the cultural agenda of the year.



NOTE

Funding and sustainability: sponsorship; held annually since 2022.

Number of participants and audience reach: approximately 10,000 spectators.

Tourism potential: attracts music fans and tourists to the capital, while promoting interest in Kazakhstan's music industry.

Uniqueness and image impact: a music awards ceremony featuring live performances, artist collaborations and nominees taking to the stage, creating a vibrant show and showcasing the country's contemporary music scene.

Organisational level of the event: organised by BEU FEST with the support of the Astana City Administration.

20 DECEMBER AKMOLA REGION

MAGIC BURABAY

ORGANISER: THE AKMOLA REGION TOURISM DEPARTMENT AND THE VISIT AQMOLA TOURIST INFORMATION CENTRE
EVENT FORMAT: CULTURAL

Magic Burabay has been held at the Burabay resort since 2017, marking the opening of the winter season in one of the most picturesque places in the country. The event celebrates outdoor leisure and winter activities, aiming to showcase the resort's unique atmosphere and encourage families to enjoy active holidays. Visitors can look forward to sporting competitions, concerts, games, and a festive market. The highlight of the celebration is its enchanting winter fairytale setting, surrounded by lakes and mountains.





NOTE

Funding and sustainability: local budget; held annually since 2017.

Number of participants and audience reach: approximately 10,000 people, including local residents, domestic tourists and international visitors.

Tourism potential: attracts international visitors, showcases Burabay's natural and cultural heritage, and promotes family and event tourism.

Uniqueness and image impact: combines winter activities, concerts, sporting events and fairs, creating a magical winter atmosphere against the backdrop of lakes and mountains.

Organisational level of the event: organised by the Akmola Region Tourism Department and the Visit Aqmola Tourist Information Centre, with infrastructure provided for participants and visitors.

DECEMBER ALMATY AND ALMATY REGION

SKI SEASON OPENING

ORGANISER: PRIVATE SKI RESORTS, ALMATY CITY AND ALMATY REGION ADMINISTRATIONS

EVENT FORMAT: CULTURAL

Almaty Ski Season Opening is a major winter event that marks the start of the active recreation season in one of Central Asia's most iconic mountain regions. Designed to raise Almaty's profile on the global ski tourism map, it celebrates openness, hospitality, and sports culture. Guests can enjoy demonstrations, cultural and music programmes, and activities for both tourists and professionals. Its standout feature is the seamless combination of sport, tourism, and showmanship set against a breathtaking mountain backdrop.





NOTE

Funding and sustainability: private funding.

Number of participants and audience reach: approximately 5,000–10,000 people, including local residents and visitors to the region.

Tourism potential: encourages domestic tourism and generates additional economic benefits for ski resorts and tourism infrastructure.

Uniqueness and image impact: combines winter sports and event tourism, strengthening Almaty's image as a leading destination for winter and mountain tourism.

Organisational level of the event: organised by private ski resorts, the Almaty City Administration and the Administration of Almaty Region.

THANK YOU FOR ATTENTION!