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NATION BRANDING – THE CHALLENGE OF KAZAKHSTAN AS A DESTINATION BRAND IN
FACE OF THE EXPO 2017 GLOBAL EVENT

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Abstract

EXPO 2017 is taking place in Astana, Kazakhstan - country with low international awareness. Current work project focuses on development of country brand as a destination, facing status of EXPO 2017 host. The country branding aims sending a message to the international stakeholders, and covers strategies of raise of awareness, brand identity and image. Recommendations given for a long-term brand construction, are rudiment for future research.

Keywords

Country (nation) branding, destination branding, Expo 2017, Kazakhstan

Introduction

Development of companies, brought to the international arena, leads to the need of management for a nation branding. Globally operating companies do not only represent their products and beliefs, but a country that stands behind. Easy access to international communications and world infrastructure growth pushes down the importance of geographical location and involves countries into a competition for the consumer: investor, tourist, labor, high level of life and image, etc.

Back in 1991, collapse of USSR caused destruction of economic and political structure, forcing separated independent Republics to reorganize the inner structure, re-determine economic and political systems, and find a niche for future development. Republic of Kazakhstan, as the largest country of Central Asia, and the one owing enormous amount and range of natural resources, holds position of a developing country, with potential for growth and valuable global impact.

Looking for recognition and appreciation, Kazakhstan currently tries to reach worldwide acceptance, although lacks development of nation branding. Kazakhstani government pays attention to the perception of the country, and takes attempts to develop an image that would bring the opportunities and potential to beneficial reality. Currently, Astana, the capital is being prepared for hostage of EXPO 2017, which might be the trigger of letting the world know about Kazakhstan. The country can positively play on international market in segments of natural resources, investments, health, impact on a planet and humanity wellbeing, and tourism.

Therefore, current work project focuses on building a brand of Kazakhstan as touristic destination, using the opportunity of Expo2017 global event. Thus, recommendations for future brand development will be concluded.

Literature review

Before investigating on nation branding, its meaning and relevance, it is necessary to understand what the brand's definition is. There are several perceptions towards the term of a brand: on one side, it is perceived as a useful tool for competitive advantage' achievement, on the other side as influential instrument of customers' needs determination and satisfaction.

According to Doyle (1992), a brand is a name, symbol, design, or some combination, which identifies the "product" of a particular organization as having a sustainable differential advantage. Another description of a brand (Lynch and Chernatony, 2004) states that brand is a cluster of functional and emotional values that promise a unique and welcome experience between a buyer and seller. In order to succeed, brands must be adaptable in the regularly changing trends of society. It signifies an interaction between the brands and the culture that leads to brand of nations. Based on this idea, J. Grant (2006) supposes the nation-brands possess far richer and deeper cultural resources than any other type of brand, be it product, service, corporate, or any other brand able entity. Therefore, since country and nation are considered as a brand, nation branding is being developed and actively discussed within last years. In a way that companies distinguish their identity and competitive advantage, countries (nations) can develop nation

brand, considering marketing strategies that would offer differentiated products or experience to local and foreign consumers.

The idea of nation brand was first brought to the world by Simon Anholt in 1996. He suggested that the reputations of countries (by extension, of cities and regions) behave rather like the brand images of the companies and products, and they are equally critical to the progress, prosperity, and good management of those places. (Anholt. S., 2013). Nation branding is relatively different from strategies normally applied for companies. Countries as brands can cover a large scale of industries and types of products and services, therefore strategies on country brand building require long term commitment. When applying the concept of a brand to nations rather than to mere products, there is an ethical obligation to do so in an honest, respectful manner and to acknowledge the limits of how appropriate it is to treat nations as brands (K. Dinnie, 2008) Those are being built aiming to succeed in tourists' attraction, inward investments, export enlargement, talent acquisition, financial stability, international trust, and recognition, increase political influence, etc.

Building a brand involves development of brand identity, image, and positioning. (Figure 1)

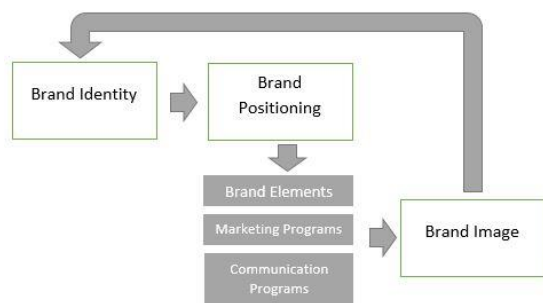


Figure 1. Brand Management course, C. da Silveira

Brand identity, (Kapferer, 1986) is differentiated from brand image, as the way the stakeholders and the nation want to be perceived by other countries, foreign companies, investors, immigrants, etc., meanwhile brand image is the actual perception. The brand identity gives guidelines to what parts of the brand should be kept the same and what elements can be modified, allowing brands to evolve in time (Kapferer, 2008). Brand identity provides strategic direction, purpose and meaning for a brand (Aaker, 1996:68). Brand image is an outcome of a brand identity, as to develop an image, brand identity is crucial. Building brand identity requires full SWOT analysis, determination of key business goals, identification of consumers, determination of the personality and message to communicate (Mission and Vision). Therefore, the Brand Identity Prism was developed (Figure 2)

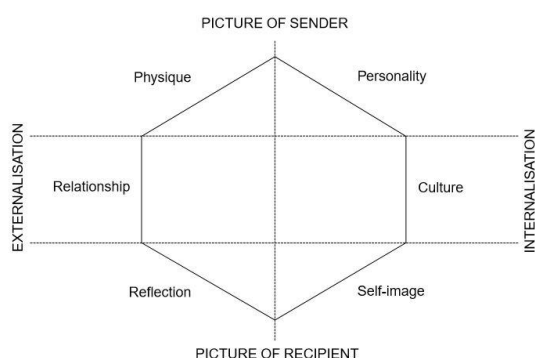


Figure 2. Kapferer's Brand Identity Prism (Kapferer, 2007)

Making parallels of the prism and The Communication Process (Schramm, 1961), Physique and Personality of the Brand refer to the message Sender side, and Reflection, Self-image to Receiver. These are classic principles of Corporate Brand, which can be assigned to Country

Brand, therefore brand image and brand identity are described as national image and national identity. (Figure 3)

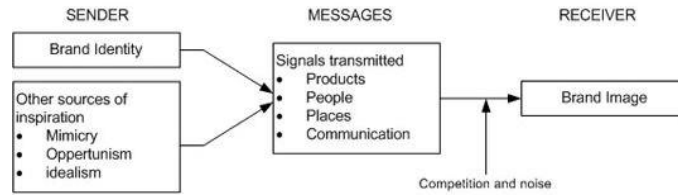


Figure 3. Identity and image (Kapferer, 2007)

Martin Roll (2006) proposes the following five important factors that companies should consider when developing a brand identity. First, **brand vision** – an internal document clearly describing the future direction for the brand and the desired role and status that the brand hopes to achieve in the stated time. Second, **brand scope** – a subset of the brand vision document, outlining the market segments and product categories the brand can enter. Third, **brand positioning** – the place that the brand strives to occupy in customers’ minds. Therefore, destination brand positioning, as a larger version of brand positioning by Kotler (2006), includes following steps:

1. Identify the target market and travel context;
2. Identify the competitive set of destinations in the target market and travel context;
3. Identify the motivation/benefits sought by previous visitors and non-visitors;
4. Identify perceptions of the strengths and weaknesses of each of the competitive set of destinations.

Fourth, **brand personality** – a brand can take on a personality that helps the customer connect emotionally with the brand. Fifth, **brand essence** – the heart and soul of the brand, what it stands for and what makes it unique. (K. Dinnie, 2008)

Nation brand was formed as result of interaction between national identity and country-of origin effect – psychological effect when people care of which country products come from, and where they are made, and consider these factors when evaluating the quality of products (Parkvithee & Miranda, 2012). In times of economic globalization these fields contradict as homogenization of markets and growth of national identity at the same time.

S. Anholt in his works refers to brand values as to competitive identity, pointing out specifically political and economic competitiveness in a row with national identity, separating brand from its commercial meaning. In 2007 he creates the term of Competitive Identity, which implies that national image is closely connected with national identity and the politics and economics of competitiveness, instead of regular commercial perception of branding. Social and psychological behavior of individuals is built based on surroundings, and if the country has nothing to do with the area of interest, personal individual interest, it stays existing unattended and unknown. Nowadays, perceiving the world as a huge market, with nations as “brands”, it is not difficult for the country to be different, but to make these differences beneficial for the other party, except its own citizens.

Importance of innovations and wiser money spending should go along with marketing strategies for enhancing reputation, since nation branding is not about marketing only. Country Brand

management should be treated as component of national policy, never as a campaign that is separate from planning, governance, or economic development, and is more about education than branding (Anholt, 2013). It is important to let people know the complexity of the nation and be interested in its investigation. Therefore, if a country is full of intentions towards upgrade of its international image, rather than focusing on chasing after branding, it should focus on product development and marketing.

S. Anholt summarizes the process of nation brand building into three main components: strategy, substance, and symbolic actions. **Strategy** in this case determines personality of the country and current position on a market, in the world, in people's mind (internal and external), defining its goals, and ways to achieve them. He describes **substance** as the elective execution of that strategy in the form of new economic, legal, political, social, cultural, and educational activity: the real innovations, businesses, legislation, reforms, investments, institutions, and policies which will bring about the desired progress. At last, **symbolic actions** are species of substance that happen to have an intrinsic communicative power: they might be innovations, structures, legislation, reforms, investments, institutions, or policies that are especially suggestive, remarkable, memorable, picturesque, newsworthy, topical, poetic, touching, surprising, or dramatic (Anholt, 2013).

Measuring countries performance, there are few tools created, as for instance Good Country Index, founded by S. Anholt. It aims to measure impact that specific country has towards the wellbeing of the planet and other countries. It is about measuring what each country on Earth contributes to the common good of humanity, and what it takes away, relative to its size (The

Good Country [web], 2016). The parallel of country and a company, implies Corporate Social Responsibility for countries. To support the brand image, each country is able to contribute in resolution of global problems, affecting everyone in the world. Therefore, as well as companies, countries can bring added value.

In a line with the GCI, there is the Nation Brand Index created by S. Anholt in cooperation with GfK research institute. It measures the power and quality of each country's "brand image" by combining the following six dimensions: Governance, Exports, Tourism, Investment and immigration, Culture and Heritage, and People. Although, based on theory of Anholt, World Economic Forum developed Hexagon containing more detailed competitiveness landscape of 12 pillars of competitiveness (Image 1).

Considering main findings of NBI for previous years, presumably, the countries that appear on last positions of index rating are "less driven by their appeal as a place to visit, and is most driven by their contributions to science". According to the research of year 2014, the main drivers for the country to be on first positions, are:

1. The person feels good about buying products from this country;
2. The person would like to visit the country if money was not the issue;
3. Contribution of a country in development of science and technology.

Regarding the methods and steps of nation branding, in contrast to fast moving consumer goods promotion, for instance, there is no specific formula on building the country brand - each country is observed as a unique case. Therefore, different methodologies are applicable.

Since current work focuses on the pillar of Tourism, the country brand will be considered a destination. Destination Marketing Organizations (DMO) used to refer to destination branding as the promotion and marketing of their place to a specific audience of business or leisure travelers (Place brand observer, [web], 2016). To create a stable and effective destination brand, inner stakeholders should put the main impact on the process, and understand the idea and main differences of the destination.

A destination brand represents a dynamic interaction between the destination's core assets (it's landscape, people, culture, and history) and the way in which potential visitors perceive them (Kaplanidou, 2003). Elements of destination branding are slightly different from corporate branding, and are developed in a following order: analysis of existing brand image, development of desired brand identity, recommendations and marketing strategy, implementation through integrated marketing communications and evaluation.

Gartner destination image model (1993) implies hierarchy of three dimensions: cognitive, affective, and conative. Model implies that an image comprises what one knows and thinks about an object (cognitive), how one feels about it (affective), and how one acts using this information (conative), (Boulding 1956). Later, Konecnik and Gartner (2007), suggest that from consumers' point of view, destination brand equity (value brought) should be measured in four dimensions: awareness, image, quality, and loyalty. Setting parallels between model of Gartner, awareness corresponds to cognitive and conative components, image and quality to affective image, and loyalty to conative (Figure 4).

Keller classifies brand associations into three major categories: attributes, benefits and attitudes. Attributes: what consumer thinks brand is, benefits – personal values consumer attach to the brand, and attitudes – overall evaluation of the brand. In proposing a destination branding model, Cai compared Gartner's three-component image construct with Keller's three types of brand associations, and concluded that the two were parallel, and therefore destination image is in tantamount to brand image as a part of brand knowledge.

The increasing competition in the global tourism market forces destinations to develop adequate positioning strategies and an effective marketing plan that will clearly differentiate them from competitors in the marketplace (Kotler, 2002). To achieve successful destination branding, destination marketers are increasingly focusing on the tourist experience and creating marketing messages based on these experiences that will appeal to the emotions of potential travelers (Hudson, 2009). To build a successful brand of a touristic destination there must be developed a complete element mix (landscape, heritage, locals), to create positive image that would affect consumer' decisions.

Discussion of topic

Kazakhstan is the biggest country of Central Asia (capital – Astana), one of the Post-Soviet countries, gained sovereignty in 1991, since when the President of Republic – N. Nazarbayev is representing the country on its path of development and growth. The lifetime government and immunity from prosecution for acts committed during rule for Nazarbayev (Independent journal,

2010) signifies antidemocratic political regime of the country. Kazakhstan in status of transitional economy, regularly attempts to contribute in Global Planet wellbeing, therefore holding relatively high positions in Good Country Index (2016) in contribution to International Peace & Security (26th out of 163 countries) and Health and Wellbeing (23d position) since refusal of atomic weapons experiments, bringing up problems of ecology, being a Member of common Wealth of Independent states, humanitarian contributions, voluntary contributions to World Health Organization, etc. (Appendix B)

On international market Kazakhstan represents a country of opportunities, one of which is tourism, since it can play role of country's competitive advantage and lead the country brand dimension. According to Euromonitor International (2016), development of tourism in the country is controlled by government, which, in order to improve the situation on a market, approved the "Concept of the Tourism Industry Development 2020" programme. The initiative aims to improve the country's travel infrastructure and promote Kazakhstan as an attractive destination. To achieve this ambitious goal, the government is set to invest US \$355 million by dedicating to organization of several global events, such as: Expo 2017 in Astana, Winter Universiade 2017, and bidding for Winter Olympic Games 2022 to be hosted in Almaty. Although, considering it as country brand building, Kazakhstani authorities lack detailed analysis of a brand, trying to change the "package" and "design", though skipping the part of identity, quality, and deeper understanding of the country as a brand.

Critical Review of available data

Defining country brand vision and mission, it is more sufficient to set it for the whole country brand, instead of fragmentation for each – investments, tourism, export, etc. but adjust later. Therefore suggested Vision statement would be describing the desirable future, although achievable and relevant to all sectors. The Mission statement for country brand should summarize the vision in an overriding purpose of the branding project, bringing up the issues of competitive advantage, market focus and local benefits (Place brand observer, 2016). Suggested Mission statement: *Kazakhstan keeps traditions and nature as heritage, giving a new life to Future generations and saving the world in balance.*

Building destination brand identity it is more sufficient to refer to Rolls's vision of brand identity:

1. **Brand vision** - Vision 2050: *Kazakhstan among top 30 developed countries of the World*
2. **Brand scope** – 2050 strategy has been built, aiming development of urbanization, education, infrastructure, ecology, economy, human capital, and international relations. Meaning moving from 42d position of global competitiveness ratio to at least 30th. Most problematic segments of the country are listed in table (Image 2,3)
3. **Brand positioning** – per the Customer-based brand equity model, requires target consumers, main competitors, points of differences and similarities to the competitors. (K. L. Keller, 2008) *For adventure seekers and explorers of all ages from all over the world, Kazakhstan is a touristic destination, providing unique experience of meeting innovations*

where Nomad spirit takes place, getting lost in nature, and becoming part of exotic culture for a while, because of its untouched land, heritage, and welcoming people.

4. **Brand personality** – opposite from survey results, Kazakhstan is a rich, young, curious man, with big potential and a lot of ideas waiting to see the world and be accepted.
5. **Brand essence** – Kazakhstan as one of the first countries to refuse nuclear weapon tests stands for peace, harmony and safety of its citizens and the world.

According to zakon.kz (2011), 56.9% of Kazakhstani visitors are of business visits. Considering governmental statistics on tourism, taking period of January - July 2015 as an example, Kazakhstan hosted only 310864 visitors. Average days of stay - 5, mostly in Almaty and Astana – two biggest cities. Statistics brings up suggestion that Kazakhstan is unknown and unattractive for tourists, especially comparing to highly developed destination brands such as Spain, that hosted around 13 million people from Jan to July 2015 (Figure 5).

Since the country is almost unknown, it needs to develop push and pull strategies of spreading the word through integrated marketing communications methods. Therefore, at first stages, interested stakeholders might invest more in promotion, than later, in a long term. Among such promotions is organization of EXPO global event, that considers invitation of foreign authorities and guests, changing the visa restrictions and getting prepared to deal with big number of tourists.

EXPO, organized by Bureau International des Expositions, is a global event that aims to educate the public, share innovation, promote progress and foster cooperation (BIE-Paris.org, [web],

2016). Events are hosted by different countries, which are chosen by BIE, and every time bring up an actual topic, actual globally. It is 3d event by the number of visitors after Olympic Games and FIFA Cup in the world. To provide positive experience to EXPO 2017 visitors, Kazakhstan has set following goals:

1. Development of infrastructure (roads, highways, airport, transportation, building object of exhibition and organization of new working places);
2. More opportunities for middle and small business in areas of service and tourism;
3. Modification of Astana and surroundings not only for Expo purposes but future use as the biggest expositional area in Central Asia;
4. “Recommended by EXPO” programme (standard of high quality service by hotels, restaurants, taxi parks, etc. and their promotion through EXPO);
5. 70+ guided tours inside the country developed by Astana EXPO 2017.

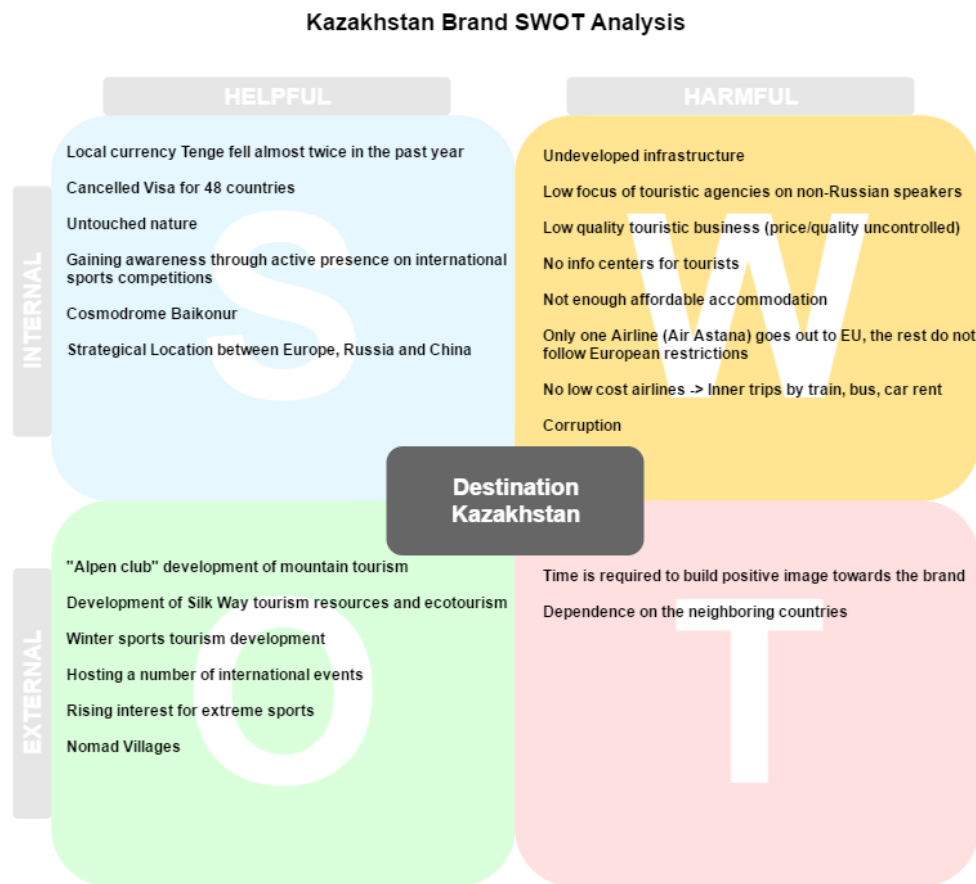
According to Association of Tourist Agencies of Kazakhstan (2016), there are 2 million visitors coming to Astana during EXPO, although Governmental data (2016) states 5 million visitors, approximately 50 thousand a day. In order to accept this number of tourists, Kazakhstan dismissed visa restrictions for more than 100 countries. Enormous difference in data of two institutions signifies different perspectives on goals and possibilities of their implementation, as well as disorganized and decentralized intentions of stakeholders. Developing a country brand, stakeholders should work under one strategy with common beneficial interests.

As the interest of stakeholders grew, aiming to create a “National Brand of the Republic of Kazakhstan”, wide open tender was organized by the Ministry of Foreign Affairs of KZ without

limitations to citizenship or age, following goals: - Improvement of brand image, attractiveness, and awareness; - Enhancing patriotism; - Attraction of foreign investments. After the first stage, brand logo was developed, with the slogan “Kazakhstan, Land with a Big Soul” (Image 4)

Country’s image does not depend only on its destination branding, but people, history, culture - the factors that one individual stakeholder cannot influence, therefore cooperation of institutions, in a row with governmental authorities is crucial.

Therefore, following SWOT analysis has been constructed:



Research

Aiming to understand current Brand awareness, quantitative research was held by spreading the survey among citizens of countries, that have the biggest partnerships with Kazakhstan in terms of investments and business cooperation, therefore supposed to be familiar with the country. Among such are: USA, UK, Russia, Germany, Italy, India, Post-Soviet countries, Poland, Portugal, and Spain. All the countries don't have visa restrictions for at least 15 days of stay in Kazakhstan. Per results of the survey, 91.75% of respondents have heard about Kazakhstan, and only 8.16% have been there (Table 3).

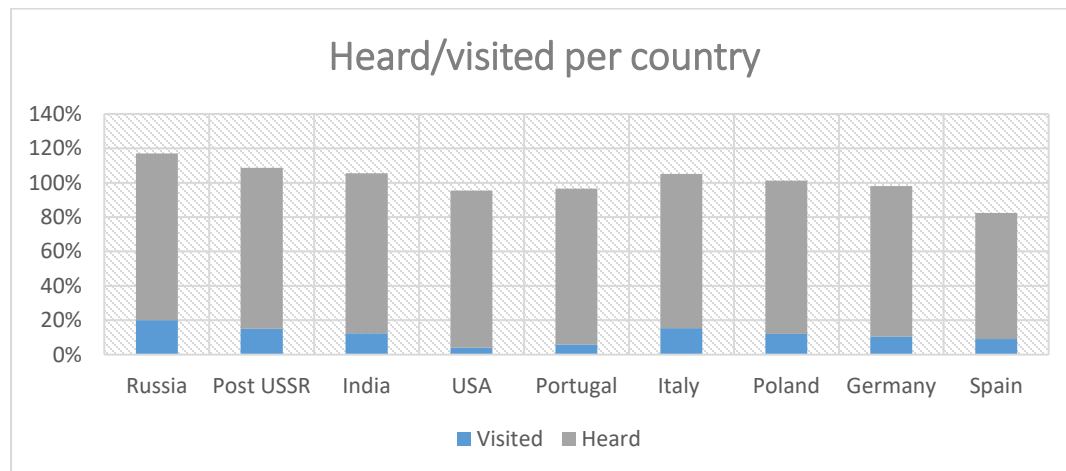


Table 3. Awareness of Kazakhstan/experience per country. Results of quantitative research. 2016

This signifies presence of Kazakhstan on international arena, as a country that exists, but does not contain personal interest for potential tourists to visit. Important to mention that only 1/446 respondents recalled of EXPO 2017 as the first thing that came to mind. Among respondents that are familiar with the concept of EXPO (45%), about 57% are aware of event taking place in

Astana, among which are mostly representatives of India, Post-Soviet countries, Italy, and Poland.

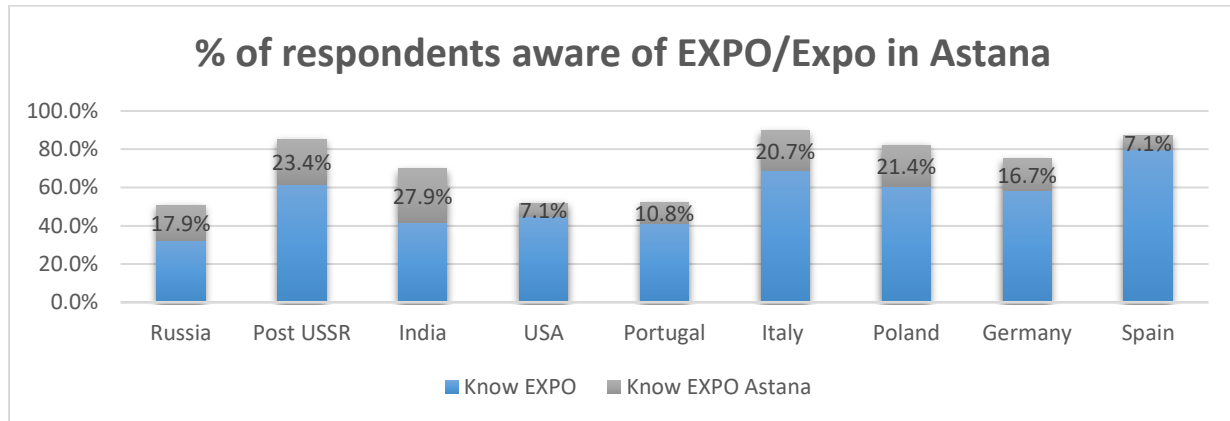


Table 4. Percentage of respondents aware of Expo/Expo Astana per country. Results of quantitative research. 2016

By the report published by Kapital.kz (2016), among expected visitors of EXPO 2017, 85% are local citizens, and 15% are foreigners, specifically from Post-Soviet countries, China, Turkey, USA and countries of EU. As per survey of current work project, there are only 7% of respondents from USA aware EXPO in Astana (Table 4), which raises a question – how are the visitors being targeted and informed? EXPO 2017 is being promoted through:

1. Social media: Facebook (*EXPO 2017 Astana international*, around 150k followers), Instagram (39k), YouTube, Twitter, etc.;
2. Advertising constructions in airports of Germany, Netherlands, UAE, and on board of Lufthansa and Turkish Airlines (Image 5);
3. Partnerships with touristic operators and agencies of Russia, Armenia, China, Azerbaijan and more are being discussed;

4. Promotion in 40 countries by Rusatom International Network – Outdoor and media.

Building a nation brand for Kazakhstan would help not only to increase knowledge, attract interest of international authorities, and stabilize positions on international arena, but also to erase misconceptions. Per the survey results, 17.78% of respondents state that Kazakhstan is famous for “Borat” movie (meanwhile 38.11% couldn’t reply), and among all respondents that have heard about Kazakhstan, 23.96% are due to the movie. Explained by the *Country of origin effect* the negative image provided by the movie, creates feelings, though unrelated to the product performance, may influence consumers’ evaluations and purchase intentions of the products originating from the target countries (Hong and Kang 2006; Klein, Ettenson and Morris 1998; Maheswaran and Chen 2006). In 2006 famous British movie director, has created an image of Kazakhstan that was perceived wrong by many, due to lack of familiarity with the country. Movie Borat presented a story far from reality, forcing scandal with Kazakhstani government that resulted in ban of the movie on territory of the whole republic. Although, years later, the director has been forgiven, since the movie brought 4 times more tourists to Kazakhstan, compared to the past. Kazakhstani Touristic Association states that in 2006 there were 90k foreign visitors registered in Kazakhstan, and in 2011 the number grew till 450k. Although Association does not claim connection of tourists’ number raise to the movie, meanwhile online accommodation booking platform Hotels.com reported 300% increase in requests for information about the country. This is the case of “bad publicity boosting sales” (Yabroff, 2006)

Since the most of survey respondents recall “Borat” in mind, being sometimes not brave enough to confess, it is possible to conclude that the biggest part of brand knowledge is a movie,

resulting in comedian perception of the nation. In this case, it might be a threat and a weakness, or it might be a weapon of reminding potential visitors of the country, used as a marketing communications tool. Considering the age of respondents familiar with Borat (18-35 years old), online marketing campaign obviously should take place. Outstanding ads should be available on websites targeting young travelling segment of adventurers, and people seeking for new exotic experience. The banners used should be differentiated from a regular banner of a touristic agency. Towards local potential visitors there are outdoor advertising in Astana, and print media taking place, which is relatively not enough to attract expected number of visitors. At the moment, according to news publishers, Kazakhstani people are indifferent towards EXPO and do not trust its organization.

Limitations of the research

The research, mentioned above, does not provide the full report on the current awareness of Kazakhstan, as a brand, but plays a role of an academic work, aiming to generally understand the trend. The sample was limited to a small number of respondents, therefore not representing the full population of the countries. Even though, the research has a potential impact on further decision on branding strategy, and is a subject for future expanded investigation, and deeper understanding of potential visitors of Kazakhstan.

Conclusion and Recommendations

Considering all information above, first recommendation is to unite strengths of all stakeholders, and spread responsibilities equally. Kazakhstan should be one brand, with its sub-brand Almaty, and Astana (currently the most developed). All governmental institutions should follow the same strategy, leading private sector to follow up and bring additional value to the brand development. Such strategy should be long term and aim at education and product development more, than marketing. Besides, locals should be educated too, changing mentality of unfamiliarity with foreigners. Current situation with locals' reaction on foreign guests is unacceptable, leads to negative experience and unwillingness to visit the country (as for instance, scam, robbery, or not being able to receive help, etc.). Nation should understand that accepting foreign guests as tourists, businessmen and international students is important for the economy and wellbeing of the country. Significant actions must be taken in the core of the problematic segments – corruption, uncontrolled budget spending, including organization of EXPO 2017. Citizens representatives should be engaged in country brand development, and particularly in EXPO organization, for a visitor to feel welcomed at all stages, as on EXPO, as outside.

Regarding marketing campaign of EXPO, there is lack of online presence, which is crucial for attraction of young generations. Referring to the results of the survey, people that associate Kazakhstan with “Borat” are under 35, which represents the target of educational marketing campaign. This segment shouldn't be underestimated, since travelling young people nowadays

form the basement of revenue from tourism for many developed countries. Target is easily reachable through online marketing, therefore following recommendations:

1. Online ads on websites of travel agencies, airline companies, hotels (partnership)
2. Online ads using character of Borat
3. Sponsored ads on pages of traveler-bloggers (social media)
4. Banners on Kazakhstani websites
5. Outdoor advertising (less formal) using character of Borat
6. Attraction of Airbnb, Homeaway, Booking.com as one of the most usable platforms for accommodation search for young generations
7. Promotion of Airbnb in Kazakhstan. There are only 16 flats available at the moment in Astana, among which half are luxury. There is a need for organization of low budget accommodation.
8. Digital marketing on SEO and keywords (#summer2017, Request: where to spend summer 2017, exotic countries, cheap tickets summer 2017, EXPO, eco-tourism, where to hike, etc.)
9. Enter TOP countries to travel to by Lonely planet and other trustworthy sources.
10. Boost cheaper tickets and travel packs to Kazakhstan for youngsters.
11. Workaway.com – invite volunteers from abroad.

Kazakhstan is a country with a great potential, and the nation is not aware of what it can give to the world.

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Tables and figures

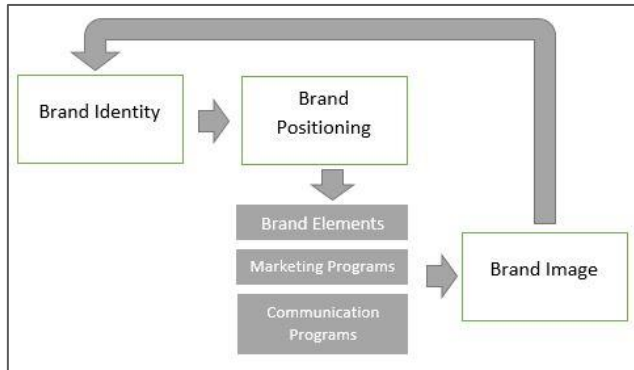


Figure 1. Brand Management course, C. da Silveira

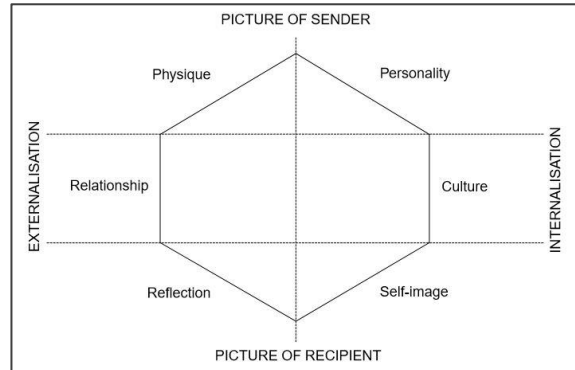


Figure 2. Kapferer's Brand Identity Prism (Kapferer, 2007)

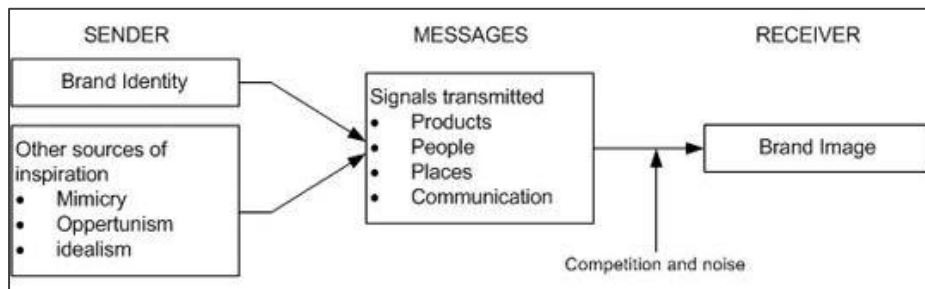


Figure 3. Identity and image (Kapferer, 2007)

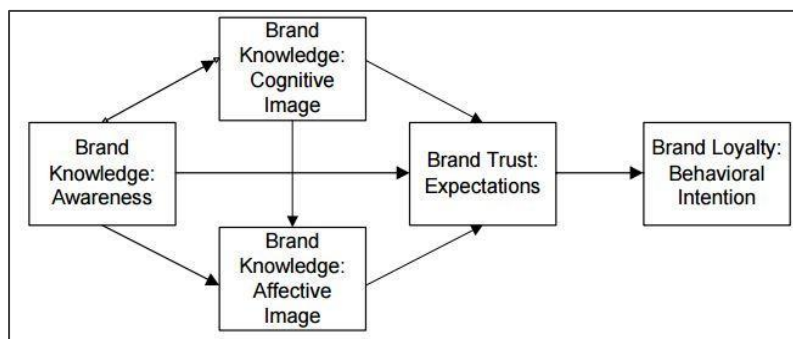


Figure 4. Conceptual model

THE SPANISH INBOUND TOURISM SURVEY (FRONTUR)

Visitor Entries, Broken Down By Type.

July 2015. Definitive data.

	Total	Vertical Percentage	Year-To-Year Variation Rate	Cumulative Since January	Cumulative Year-To-Year Variation Rate
Total	13,352,295	100 %	4.3	60,839,874	2.6
Tourists	8,801,648	65.9 %	6.5	38,002,060	4.8
Total Same-Day Visitors	4,550,647	34.1 %	0.3	22,837,814	-0.8

Figure 5 Source: IET – www.iet.tourspain.es © DATATUR 2010 - Subdirección General de Conocimiento y Estudios Turísticos

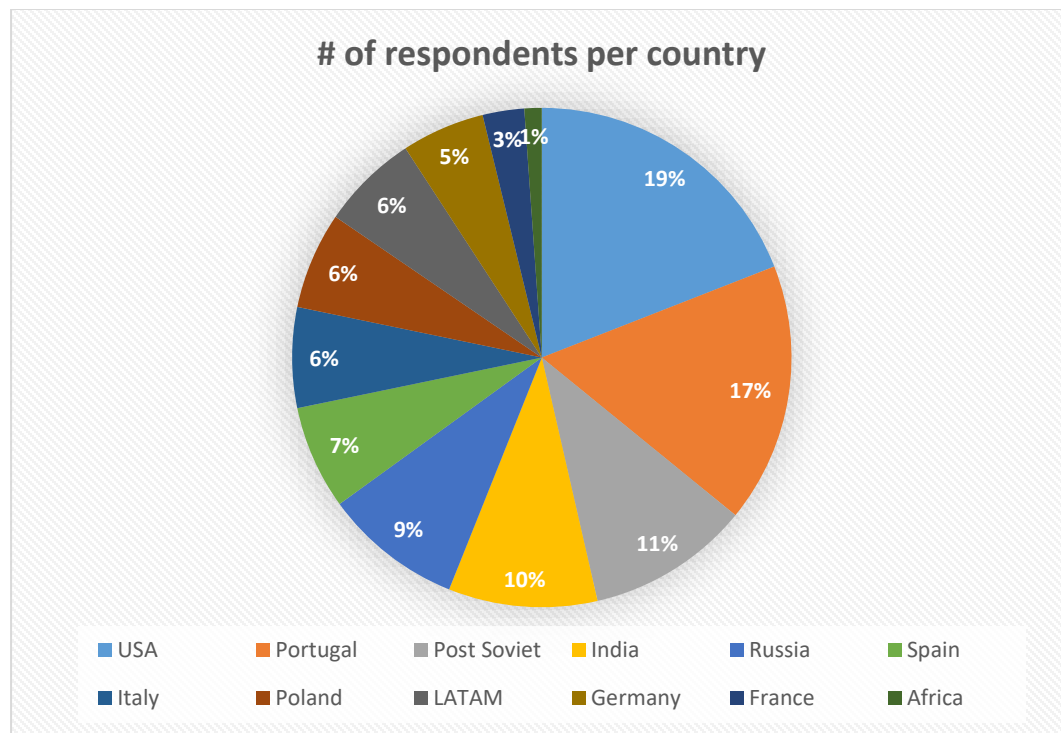


Table 1. Number of respondents per country. Results of quantitative research. 2016

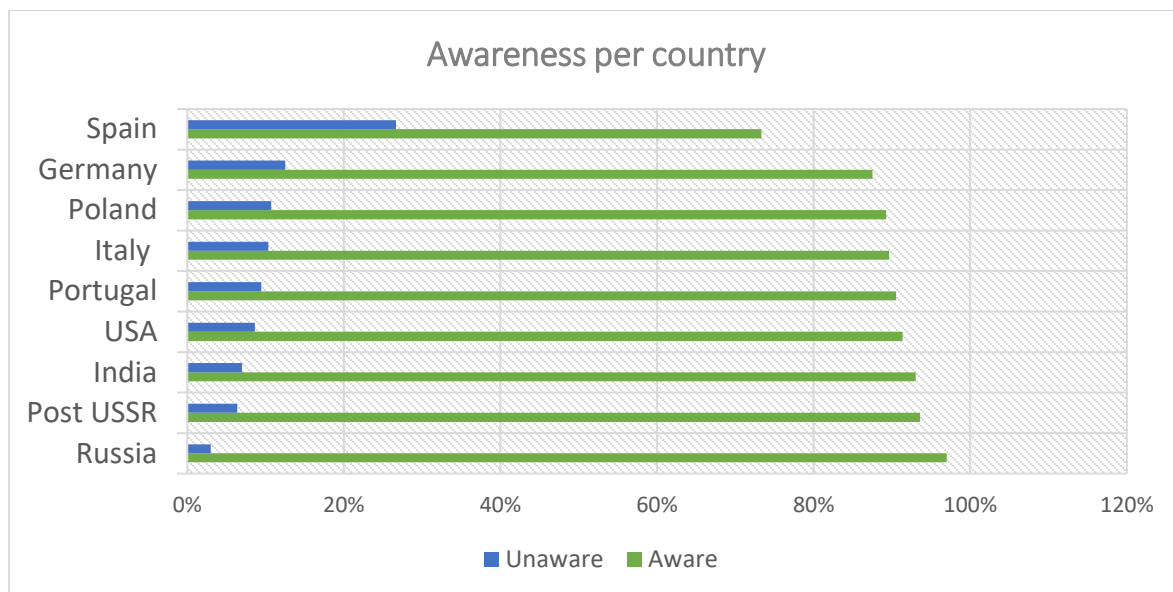


Table 2. Kazakhstan Brand Awareness per country. Results of quantitative research. 2016

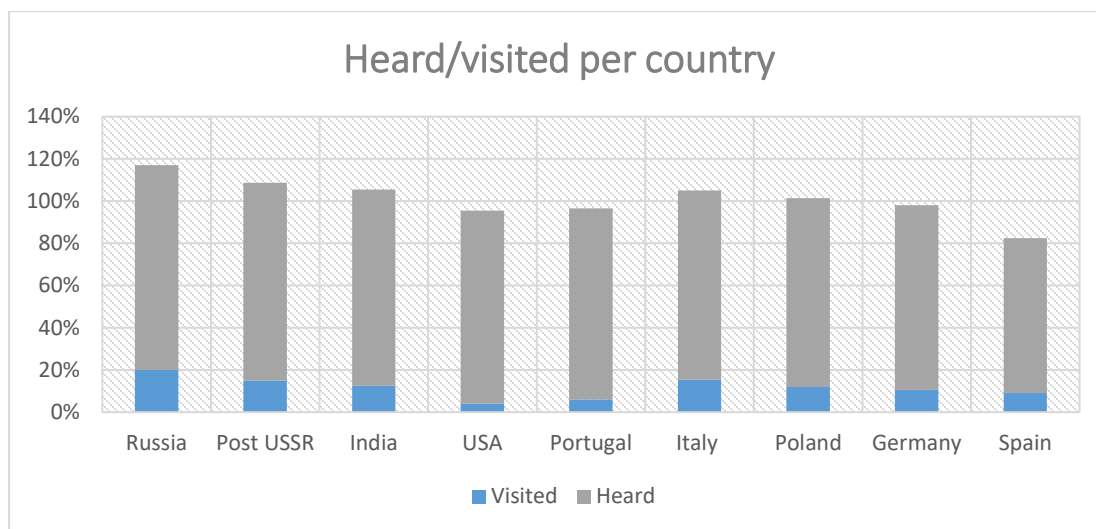


Table 3. Awareness of Kazakhstan/experience per country. Results of quantitative research. 2016

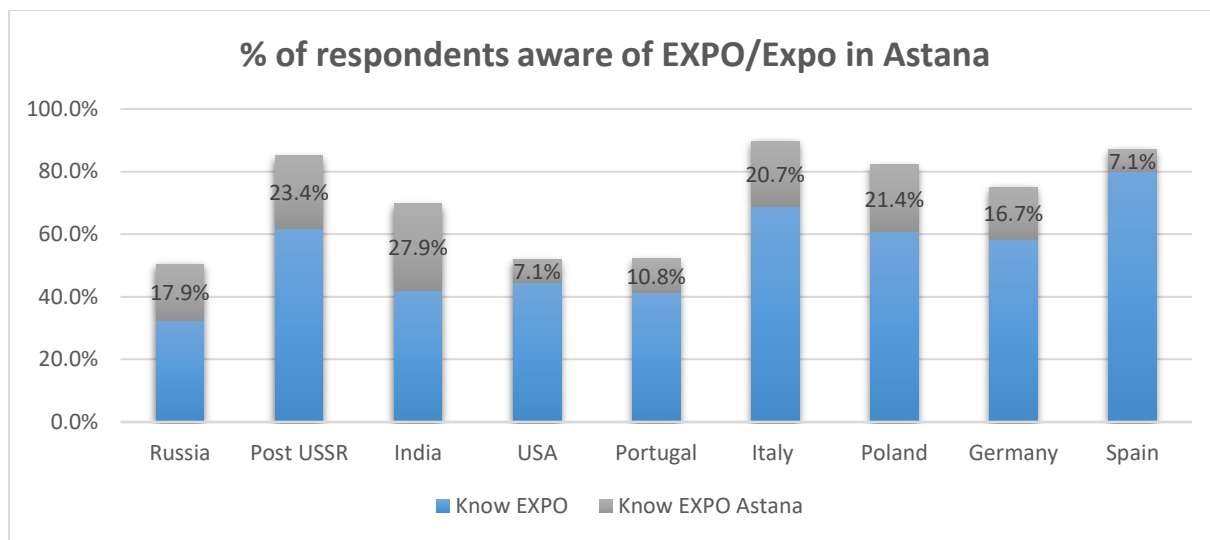


Table 4. Percentage of respondents aware of Expo/Expo Astana per country. Results of quantitative research. 2016

Appendix

The 12 pillars of competitiveness

The Global Competitiveness Report 2015-2016



Image 1. The 12 pillars of competitiveness

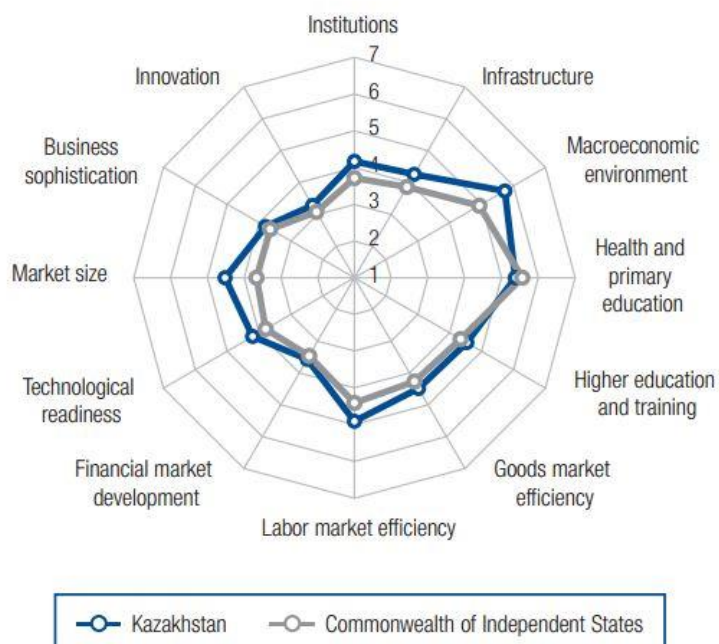
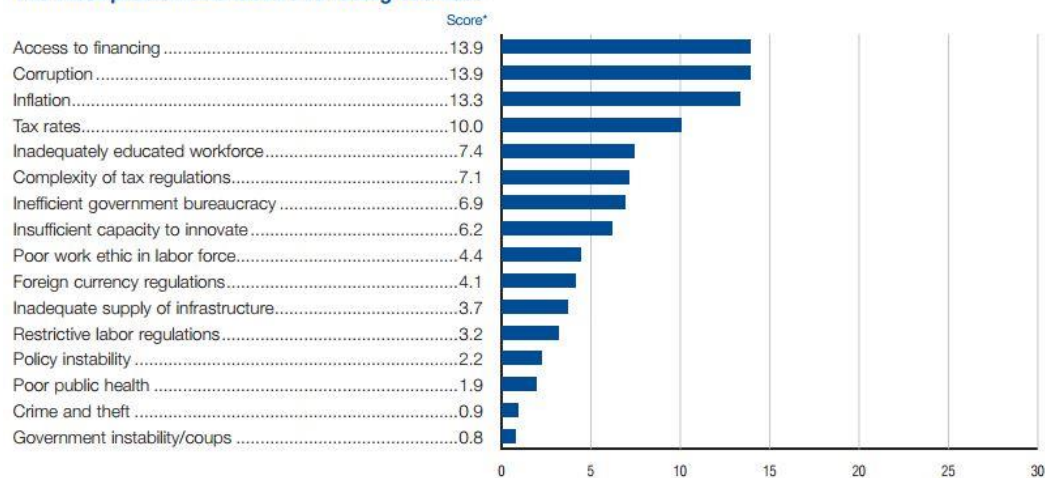


Image 2. The 12 pillars of competitiveness for Kazakhstan. The GCI Report 2016.

The most problematic factors for doing business



* From the list of factors, respondents were asked to select the five most problematic for doing business in their country and to rank them between 1 (most problematic) and 5. The score corresponds to the responses weighted according to their rankings.

Image 3. The most problematic factors for doing business in Kazakhstan. The GCI Report 2016.



Image 4. Logo of Kazakhstan Nation Brand. Source: mic.gov.kz, 2016



Image 5. Promotion of EXPO 2017 in countries of visitors. Source: kapital.kz 2016.



Image 6. Promotion of EXPO 2017 in Kazakhstan. (Personal archive)



Image 7. Promotion of EXPO 2017 in Kazakhstan. (Personal archive)