

# INVESTMENT PROPOSALS

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MINISTRY OF CULTURE AND  
SPORTS OF THE REPUBLIC OF  
KAZAKHSTAN



# HILTON ASTANA



# HILTON ASTANA



## TYPES OF TOURISM ON THE TERRITORY OF THE COMPLEX

- Cultural rest
- Shopping tourism
- City tourism
- MICE tourism
- Medical tourism

## LOCATION



## INVESTMENT STRUCTURE AND FINANCIALS

INVESTMENT AMOUNT, US\$ MLN	58.8	PAYBACK PERIOD, YEARS	17
EBITDA	26%	IRR, %	7.5%
ADR US\$	150 + income from events		

## THE PROJECT

Hilton Astana is an ultra-modern hotel in the futuristic exhibition complex EXPO-2017. Total area - 43 712 sq. M. Land area - 2.4990 hectares. The number of rooms is 253. Restaurant, terrace, lobby bar. SPA-salon with a full range of services, fitness center, indoor pool, saunas.

## PROJECT PARTICIPANTS

BI Group is the largest investment and construction holding in Kazakhstan, which includes 5 companies: BI Development, BI Construction & Engineering, BI Road Construction, BI Property and BI Clients. The holding is ranked 164th in the ranking of the largest construction companies in the world, with a turnover of over \$ 1.4 billion.

## THE MARKET

Convenient location - the hotel is located on the territory of the AIFC, near the offices of the National Bank, large private and state companies.  
Corporate clients: Chevron, GE, KPMG, Ellington, ERG

## REASONS FOR ENGAGEMENT

- Infrastructure has been brought up;
- Construction and installation works started;
- Available air, railway and auto services;
- Competitive and affordable leisure;
- Potential tourists from USA, China, South Korea, India, Japan, Russia, Arab countries and Europe.



# CONFERENCE ON PRIMARY HEALTH CARE

## CONFERENCES

The summits of the OSCE, the OIC, the SCO, the Eurasian Economic Community, congresses of leaders of world and traditional religions, all these major events are usually held in Nur-Sultan.



## MEETINGS

The capital city is one of the largest 'business centers' in the country, which is often visited by foreign delegates for short business meetings or high-level diplomatic events.

## EXHIBITIONS

EXPO-2017 – exhibition brought major international fame and recognition to Kazakhstan.

## INCENTIVES

Kazakhstan is the top preferred destination in Central Asia for international events and incentive travel.







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kazakh  
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# TURKISTAN





# TURKISTAN TO BECOME CENTER OF INTERNATIONAL TOURISM AND PILGRIMAGE

Turkistan, an old city established in the middle of the wild steppes, has been an important trade center on the historical plane due to its location on the Silk Road route. Today however, it is a quiet place that keeps the old traditions alive... Chosen as the Cultural Capital of the Turkic World in 2017, Turkistan offers a pleasant and cultural journey with its traditional markets and the mausoleum dedicated to the scholar Khoja Ahmad Yasawi, who wrote the Book of Wisdom (Divan-ı Hikmet).



## TYPES OF TOURISM ON THE TERRITORY OF THE COMPLEX

- Culural tourism
- Historical tourism
- Religious tourism
- Sacral tourism

## GOALS TO 2025

- Increase the number of rooms from 6.3 thousand up to 8.3 thousand beds
- Increase touristic fliow up to 3.5 million tourists a year

## CLIMATIC CONDITIONS

- 4200 hours of sunshine
- 150-500 mm average annual rainfall
- average temperature: -2 C° in January, +26.5 C° in July
- 52 days snow cover period
- 199 days planting, growing and harvesting period

## INTERNATIONAL AND DOMESTIC FLIGHTS

14 directions are currently carried out from Turkestan International Airport.

- Turkestan - Istanbul
- Turkestan - Bishkek
- Turkestan - Tashkent
- With all cities of Kazakhstan



*In addition to the mausoleum, where Khoja Ahmed Yasawi was buried, 21 kazakh khans (rulers), eight sultans, 23 biys (judges), 63 batyrs (heroes), five holy mothers, 30 saints from the timurid, shaybani and kazakh khanate dynasties are buried in the city*



# HAMPTON TURKISTAN

## INVESTMENT STRUCTURE AND FINANCIALS

INVESTMENT AMOUNT, US\$ MLN	21.2	PAYBACK PERIOD, YEARS	10
EBITDA	35%	IRR, %	14%
ADR US\$	100		

## THE PROJECT

Turkestan is the historical and cultural center of Kazakhstan, located on the Great Silk Road. The city has a rich history and spiritual significance for the entire Turkic people . Key figures: Total area of the complex (hotel + banquet hall): 8 165 m2 Number of rooms: 120. Banquet hall area: 682 m2

## PROJECT PARTICIPANTS:

BI Group is the largest investment and construction holding in Kazakhstan, which includes 5 companies: BI Development, BI Construction & Engineering, BI Road Construction, BI Property and BI Clients. The holding is ranked 164th in the ranking of the largest construction companies in the world, with a turnover of over \$ 1.4 billion.

## THE MARKET

The hotel is located in the spiritual capital of the Republic of Kazakhstan, 5 minutes from the mausoleum of Khoja Ahmed Yassavi (a monument under the protection of UNESCO). Developed infrastructure (banquet hall, restaurant); T The facility is located on the territory of the FEZ, tax incentives are provided

## REASONS FOR ENGAGEMENT

- Infrastructure has been brought up;
- Construction and installation works started;
- Available air, railway and auto services;
- Competitive and affordable leisure;
- Potential tourists from USA, China, South Korea, India, Japan, Russia, Arab countries and Europe.









*Kempinski*  
HOTELIERS SINCE 1897



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# THE KEMPINSKI GRAND ASIA HOTEL



# THE KEMPINSKI GRAND ASIA HOTEL

## INVESTMENT STRUCTURE AND FINANCIALS

### VALUATION METRICS

INVESTMENT AMOUNT, US\$ MLN	19,5	PROFITABILITY ON EBITDA,	50 %
IRR, %	16,8%	PAYBACK PERIOD, YEARS	10

### PROJECT INITIATOR:

The company is engaged in constructing of a 5- star hotel complex in Almaty city. Which managed by “Kempinski” Company – The international operator for 20 years . The facility is 85% ready. The building is fully built, finishing works are underway.

### THE PROJECT

Hotel complex with a total area of 42,000 sq. m., designed for 182 rooms, under the management of the international operator "Kempinski", located in the Medeu district of Almaty; Hotel complex building- construction readiness 85%;

### THE COMPANY

Asia Group LLP. “Grand Asia Kempinski” Architectural concept initiator, author and the project Owner.

### THE MARKET

Almaty is well known for its mesmerizing and high mountains, which even in the height of summer have snow-capped peaks. And so, the mountains are the main reason to visit Almaty. The number of mountain routes is diverse, and each of them captures the spirit of any person. Among all the routes there are those that are very popular: Furmanov Peak, Kok Zhailau, Butakovka, Shymbulak, Medvezhye and Turgan Gorge.

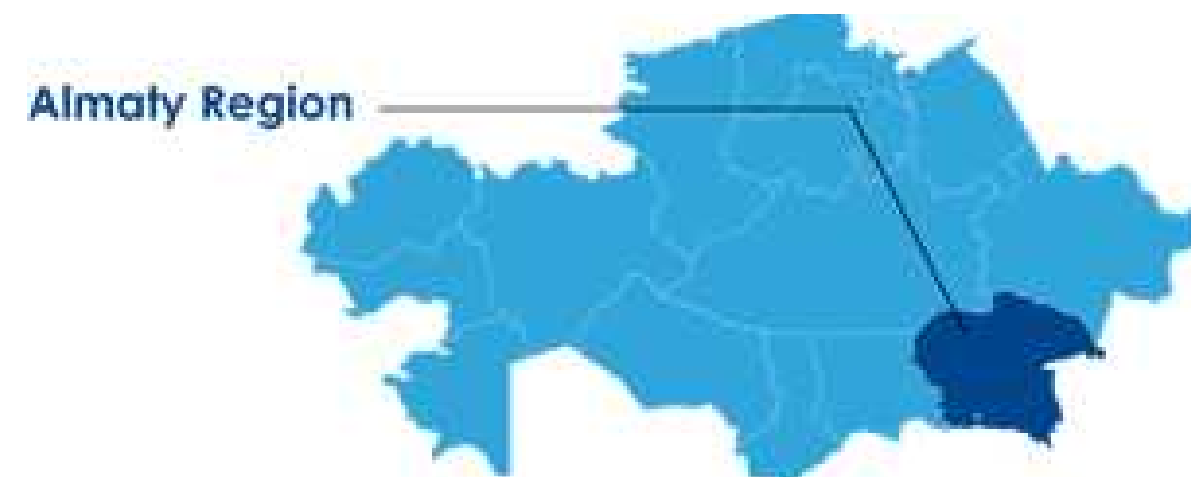
### REASONS FOR ENGAGEMENT

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# CONSTRUCTION OF THE KEMPINSKI GRAND ASIA HOTEL

## LOCATION



## THE PROJECT

- 182 Guest rooms
- 5 conference halls
- Meeting rooms
- Separate ball rooms with 800-1000 seats
- Café with 360 seats
- Panoramic Rotating restaurant

## POTENTIAL PRODUCT OFFERINGS

The project involves a panoramic revolving restaurant, a celebration hall for 1000 seats, a Cafe for 360 seats, 5 conference rooms, an underground parking for 100 parking lots, a SPA and beauty zone, a tennis court, a swimming pool.





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# TURGEN



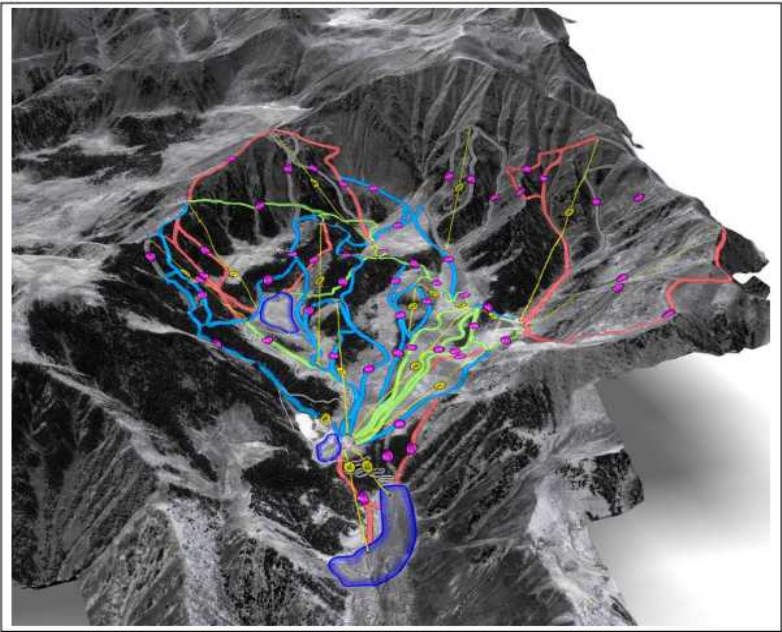


# TURGEN – IS A LANDMARK SETTING NEW STANDARDS OF MOUNTAIN TOURISM IN THE HEART OF EURASIA

## POTENTIAL PRODUCT OFFERINGS

- Winter activities: Skiing, Heliskiing, Snowmobiling, etc.
- Ecotourism: Mountain hiking, Ziplining, Panoramic flight.
- Health and Wellness: Aquatic therapy, Terrenkur, SPA.
- Club house;
- Ice rink;
- Water Park and Spa centers;
- The ski school.

**1.25-1.65 MLN. VISITORS PER YEAR**  
**ELEVATION: 1500 M – 3600 M**



General description

Size	1 000 hec.
Ski lifts	22 lifts
Slopes	57 km.
Size of the slopes	167 hec.
Capacity for comfort skiing	5 500 people
Area for urbanization	30 hec.


## LOCATION




1 hour (59.0 km) From Almaty Airport  
Route: Kuldzhinsky tract




## ALSO OFFERS UNIQUE CLIMATE AND LANDSCAPE CONDITIONS TO DEVELOP A LARGE-SCALE YEARROUND RESORT




**MILD CONTINENTAL CLIMATE**  
+25°C in summer  
-7°C in winter




**SUNNY DAYS PER YEAR**  
• 300




**LONG SKI SEASON**  
November to April



**SKI RUN POTENTIAL**  
60-180 km



**ATTRACTIVE ELEVATION**  
1500-3600 m



**LONG ECOTOURISM SEASON**  
May to October



# INVESTMENT ATTRACTIVENESS

## VALUATION METRICS

INVESTMENT AMOUNT, US\$ MLN	708	PAYBACK PERIOD, YEARS	12
Including Mountain infrastructure US\$ MLN	327	IRR, %	15%

## FINANCE STRUCTURE

<b>Equity-40%</b>	<b>Debt - 60%</b>
Foreign Investor – 75%	8% per annum – DBK in KZT
KIDF – 25%	8% per annum – EADB

## THE PROJECT

All-season resort with favorable climatic conditions including:  
commercial infrastructure: 5\* star hotel with 350 rooms. 4\* star hotel with 800 rooms, apartments, chalets, townhouses in complete 300 units.  
Average room price- 200-400 USD. Average receipt 960 USD per tourist.  
mountain infrastructure: 22 Ski lifts, Snow making + lake, Service buildings, Earth works, avalanche protection, Grooming machines +garages. 60 km of slopes

## PROJECT INITIATOR:

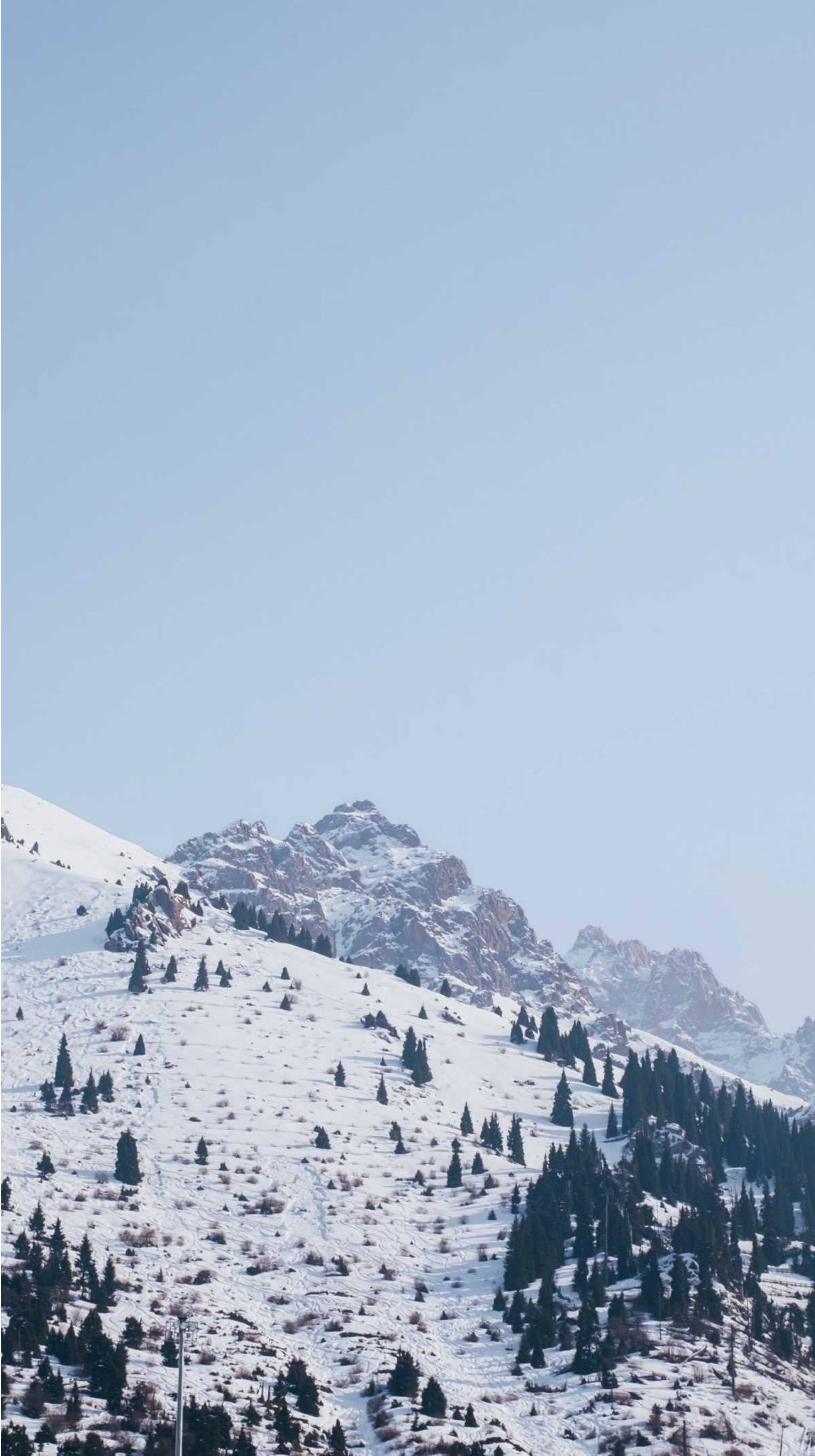
Ministry of culture and sports of the Republic of Kazakhstan, NC “Kazakh Tourism JSC”

## THE MARKET

A natural Park located in the Eastern part of the Tien Shan; The gorge is rich in coniferous and mixed forests, Alpine and subalpine meadows, waterfalls and springs, medicinal plants and berries; The highest quality of mountain slopes. 1.25-1.65 mln. visitors per year. 350 thousand overnight visitors per year.

## REASONS FOR ENGAGEMENT

- Infrastructure has been brought up;
- Construction and installation works started;
- Available air, railway and auto services;
- Competitive and affordable leisure;
- Potential tourists from China, South Korea, Japan, India, Russia, Arab countries and Eastern Europe.





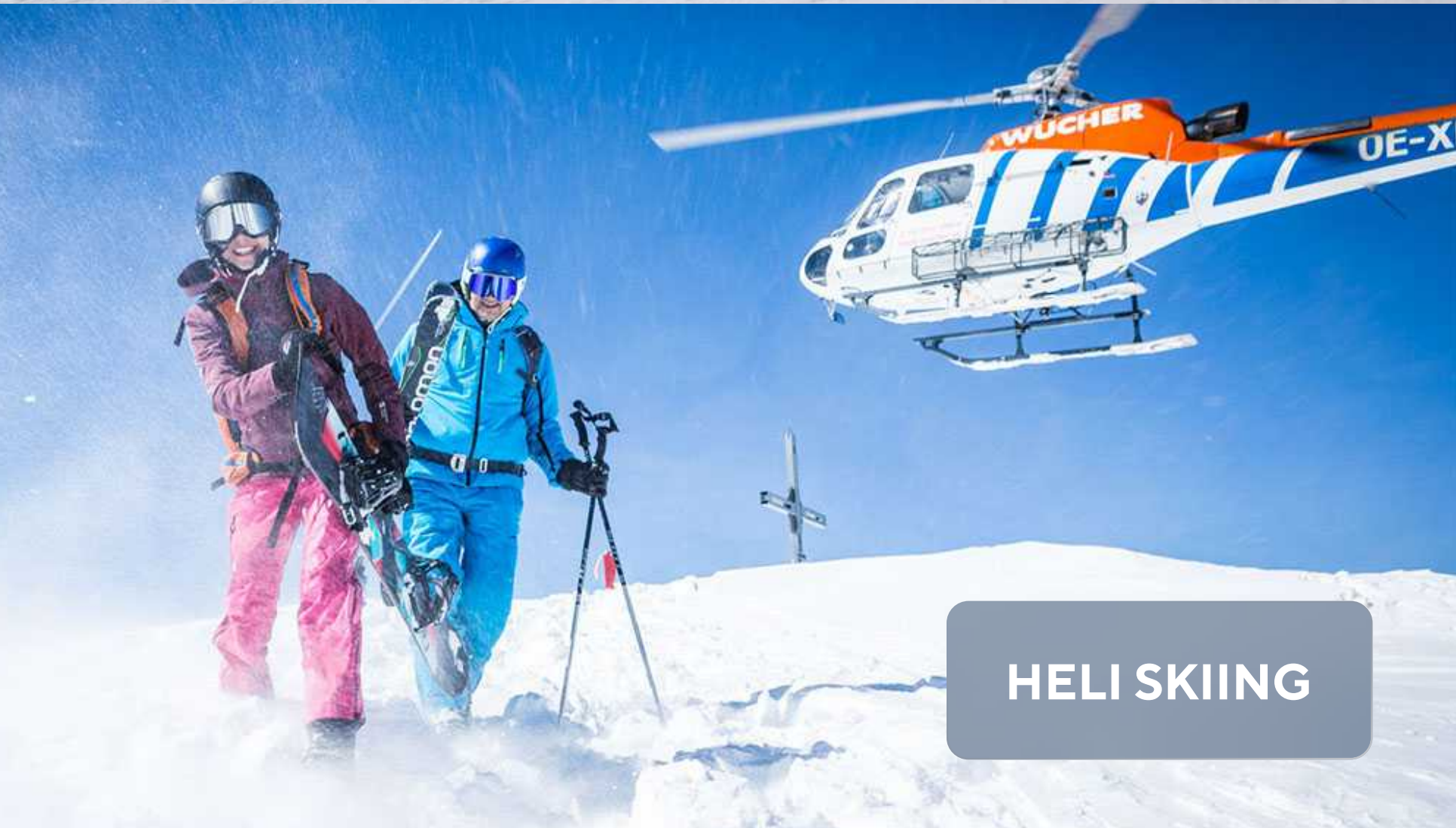
# WINTER ACTIVITIES



SKIING



SNOWMOBILING



HELI SKIING



SNOW KITING



# SUMMER ACTIVITIES



PARAGLIDING



RAFTING



MOUNTAINEERING



4X4 OFF-ROAD





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# PEAK NURSULTAN



# CABLE CAR TO NURSULTAN PEAK

## INVESTMENT STRUCTURE AND FINANCIALS

INVESTMENT AMOUNT, US\$ MLN	<b>42.4</b>	PAYBACK PERIOD, YEARS	<b>10</b>
Project works	<b>2.4</b>	IRR, %	<b>12%</b>
Equipment	<b>23.5</b>		
Construction	<b>8.2</b>		
Assembling	<b>2.4</b>		
Other	<b>5.9</b>		

## THE PROJECT

The straight axis between the Talgar pass is highlighted - the top of Shymbulak station and the shoulder of Nursultan Peak (3800 meters above of sea). The line of this route is approximately 2600 meters, with a height difference of 600 meters. Cabins type 3S from DOPPELMAYR and LEITNER / POMA offer a capacity of 35 standing places. Ticket price 34\$ and capacity per day 1 350 passengers.

## PROJECT INITIATOR:

Ski resort “Shymbulak”

## THE MARKET

At the moment, Shymbulak is visited by 820 thousand visitors a year. Of these, 130 thousand plan to visit the cable car to the Nursultan Peak. Since there is no such cable car in Asia, Nursultan Peak is located 3800 above of sea. Planning revenue of \$ 20 million per year.

Analogue: Aiguille du Midi (3777 m) Panoramic Mont-Blanc funicular. Mont Blanc in Europe

## REASONS FOR ENGAGEMENT

- Infrastructure has been brought up;
- Construction and installation works started;
- Available air, railway and auto services;
- Competitive and affordable leisure;
- Potential tourists from USA, China, South Korea, India, Japan, Russia, Arab countries and Europe.

## INVESTMENT OPPORTUNITY

The amount of investment and the size of the share are subject to the negotiations.





## A vertical photograph capturing a stunning mountain landscape. In the foreground, a dense field of purple flowers, possibly Salvia, is in sharp focus, their delicate petals and green foliage filling the bottom third of the frame. Beyond the flowers, a calm, turquoise lake stretches across the middle ground, its surface reflecting the clear blue sky. The lake is nestled at the base of a massive, rugged mountain range. The mountainsides are a mix of steep, rocky slopes and dense coniferous forests. Patches of yellowish-brown vegetation are visible on the upper slopes, suggesting a high-altitude environment. In the background, a prominent mountain peak is partially covered in snow, standing out against the bright blue sky. The sky is filled with soft, white clouds, adding depth to the scene. The overall composition is a harmonious blend of natural elements, from the vibrant flora in the foreground to the majestic peaks in the distance.

## TYPES OF SERVICES PROVIDED ON THE TERRITORY OF THE COMPLEX

- Ecotourism
- Skiing
- Health tourism
- Sports tourism (mountaineering, rafting)
- Ethnic tourism
- City tourism in Almaty

- Winter activities:Skiing, Heliskiing
- Ecotourism: Mountain hiking, Ziplining, Panoramic flight.

A 3D topographic map of the Murasultan peak area. The map shows a mountain range with various peaks and valleys. The map is color-coded with green for lower elevations and brown/yellow for higher elevations. A red line indicates a path or boundary. A scale bar is visible in the bottom right corner.

Start - from the beginning of the cable car "Shymbulak" (altitude 2380m by altimeter).  
Finish - Komsomol pass at the foot of Nursultan peak (altitude 4000m).









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# BURABAY





# BURABAY RESORT AREA

In the Akmola region, on the Kokshetau Upland, there is the famous resort of burabay resort area.

Surrounded by coniferous forest and mountains, the lake lies at an altitude of 480 meters above sea level. Tourists come to Borovoe all the year round, in summer season they sunbathe on the sandy beaches and swim in the lake, and in the winter time they ski on the slopes of the local mountains.

## TYPES OF TOURISM ON THE TERRITORY OF THE COMPLEX

- Beach vacation
- Cultural rest
- Entertaining tourism
- Sports tourism
- Health tourism
- Ecotourism
- Casino area

## GOALS TO 2025

- Increase the number of rooms from 9.4 thousand to 13.4 thousand beds
- Increase touristic flow up to 2.0 million tourists a year

## LOCATION

### Burabay



Just a 2-hour drive from Nur-Sultan (Astana) is the National Park with crystal-blue lakes, pine forests and low mountains.



*Protected by the state, this natural monument is famous for its incredibly clean air (coniferous aroma). Borovoe is the best place to rest the mind and body.*



# INVESTMENT ATTRACTIVENESS

## INVESTMENT STRUCTURE AND FINANCIALS

INVESTMENT AMOUNT, US\$ MLN	<b>70.5</b>	PAYBACK PERIOD, YEARS	<b>11</b>
EBITDA	<b>45%</b>	IRR, %	<b>12%</b>
ADR US\$	<b>100</b>		
	+ revenues from F&B and ancillary services account for 50% of revenue		

## THE PROJECT

Burabay is one of the most attractive tourist destinations in Kazakhstan, located in Northern Kazakhstan, included in the TOP-10 of the most priority tourist destinations. The total area of the hotel is 2.8 hectares  
Rooms amount - 397. Number of storeys - 7-8 floors

## PROJECT PARTICIPANTS

BI Group is the largest investment and construction holding in Kazakhstan, which includes 5 companies: BI Development, BI Construction & Engineering, BI Road Construction, BI Property and BI Clients. The holding is ranked 164th in the ranking of the largest construction companies in the world, with a turnover of over \$ 1.4 billion.

## THE MARKET

High potential for the development of inbound and domestic tourism - geographic proximity to Russian cities with a million-plus population, proximity to Astana; The region is considered one of the main health resorts in Kazakhstan; Natural resources (Kazakhstan Switzerland), historical sights; The region is one of the 10 priority tourist areas, with a potential of 2 million tourists per year

## REASONS FOR ENGAGEMENT

- Infrastructure has been brought up;
- Construction and installation works started;
- Available air, railway and auto services;
- Competitive and affordable leisure;
- Potential tourists from USA, China, South Korea, India, Japan, Russia, Arab countries and Europe
- It is planned to create a FEZ "Kokshe"

## INVESTMENT OPPORTUNITY

The amount of investment and the size of the share are subject to the negotiations.











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# BAIKONUR





# HOTEL 4\*AND 3\* ON THE "BAIKONUR" SPACE COMPLEX

## INVESTMENT STRUCTURE AND FINANCIALS

INVESTMENT AMOUNT, US\$ MLN	100	PAYBACK PERIOD, YEARS	15
		IRR, %	13.8%
FINANCE STRUCTURE			
Equity-40%		Debt - 60%	
Foreign Investor – 75%		8% per annum - DBK in KZT	
KIDF - 25%		8% per annum - EADB	

## THE PROJECT

Creation of alley of planets of the solar system, fountain square-park, open area with spaceships, museum of astronomy, Drag racing track, 3 observation decks, restaurant, 2 hotels on the territory of the space complex "Baikonur": 4 star hotel for 120 rooms cost per day 270 US\$, 3 star hotel for 100 rooms- cost per day 190US\$. Average receipt 1 200 USD per tourist.

## PROJECT PARTICIPANTS

NC "Kazakh Tourism JSC"

## THE MARKET

Today, the opportunity to touch space is a maximum three points on the planet. One of them is located on the territory of Kazakhstan. Baikonur is the largest and most developed cosmodrome on the planet. Its tourism potential is enormous. Visit astronomy museums, hangar, where space shuttles are assembled. Tourist can see the installation of the carrier rocket at the launch site of the ship, witness the rocket launch. 250 thousand visitors per year.

## REASONS FOR ENGAGEMENT

- Infrastructure has been brought up;
- Construction and installation works started;
- Available air, railway and auto services;
- Competitive and affordable leisure;
- Potential tourists from USA, China, South Korea, India, Japan, Russia, Arab countries and Europe.

## INVESTMENT OPPORTUNITY

The amount of investment and the size of the share are subject to the negotiations.



## ROUTE

3 hours (220 km) from  
The nearest airport-Kyzylorda  
Route: E38

24 hours (1300 KM) from  
Almaty by train:Train  
station almaty 1-toretam

## GOALS TO 2025

- Increase the number of rooms from 1500 up to 7000 beds
- Increase touristic flow up to 250 thousand tourists per year

## TYPES OF TOURISM ON THE TERRITORY OF THE COMPLEX

- Space tourism
- Scientific and educational tourism
- Industrial tourism
- Entertaining tourism

## LOCATION



BAIKONUR





**SHUTTLE BURAN**



**DRAG RACING**



**ROCKET LAUNCH**



**ASTRONOMY  
MUSEUMS**