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Events as a driver for attracting tourists

Kazan, the third capital of Russia



Kazan – the city with many faces





The most
hospitable city
2017

The tastiest
regional cuisine
2018



Special mention of
Lee Kuan Yew
World City Prize
2018

World-scale events

Driver for the entire urban infrastructure



International events in Kazan



Transformation of the urban infrastructure



Meeting of 3 millionth tourist in 2018



Tourist flow



Increasing of the tourist flow is one of the priorities for development



Every season in Kazan has its special fascination



Opening of the summer tourist season



“Hug the Kremlin” Project, 2015
2 532 people

Opening of the summer tourist season



Welcome to Kazan, 2016
2016 citizens

Opening of the summer tourist season



Flash mob near the Kazan Family Center, 2017

Opening of the summer tourist season



“Well done, Kazan!” Quest, 2018

Opening of the summer tourist season



Walk around Kazan, 2019

Night Velofest



Different route every year
More than 5,000 participants

Tatar cuisine



More than 80%
of Russians
believe that
culinary
delights help to
dive into in a
foreign culture.

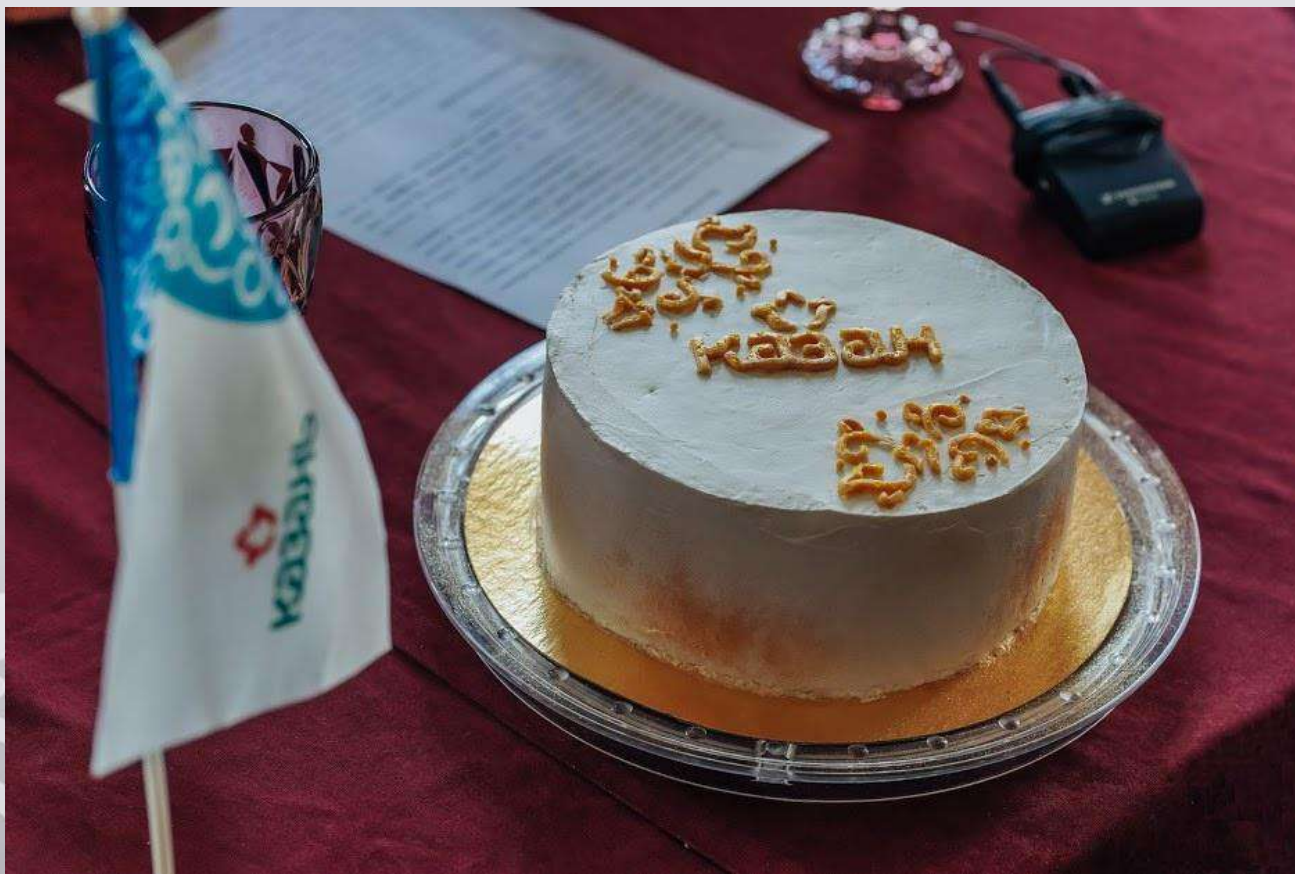
Tatar national
cuisine is a
perfect decision
for this!

Tasty Kazan Festival



- **65,000** people
- more than **15 tons** of food
- more than **3 tons** of beverages
- **155** pavilions

New gastronomic brand – the cake “Kazan”



Window Festival of Fashion Design and Street Performance



- Big Round Dance Around the Globe
- 200 people in national costumes

Window Festival of Fashion Design and Street Performance



Tea party for 200 people. The tea was served from a huge samovar for 300 liters.

Hot Winter Festival “KyshDaKar-fest”



- 30 food spots
- famous national farm and souvenir products manufacturers, artisans and other industry representatives

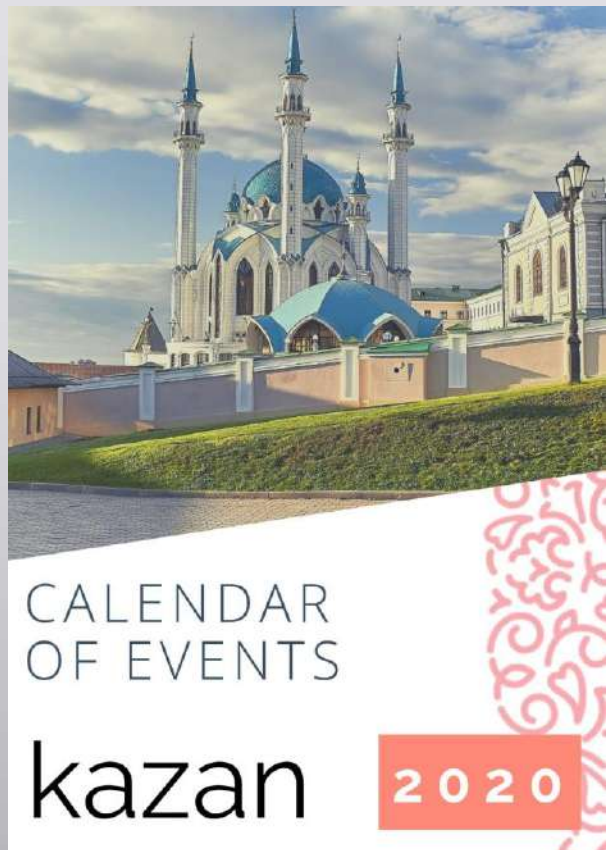
Hot Winter Festival “KyshDaKar-fest”



In 2019 the festival was held at two venues at once: on the **pedestrian Bauman Street** and around the **Main City Christmas tree**.

It was visited by more than **200 thousand people**. It united **20** cafes and restaurants of the city, **7** farms of the republic, **20** manufacturers of souvenir and national products.

Calendar of events



Distributed to the tourist companies of Kazan and other cities to inform them on upcoming events



Kazan will surely become for you a source of bright and happy memories!



Our goal is 5 million tourists in 2025!



**Thank you for your
attention!**



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