

NOMAD.ECO.TREK

PROJECT KYRGYZSTAN

Name of the brand : Nomad.Eco.Trek

Slogan : "Discover Central Asia"

Logo : →



Brand description

NomadEcoTrek is a travel agency specializing in the organization of eco responsible and sustainable holidays in Central Asia.

Our mission is to enable our travelers to discover the cultural and natural riches of the following countries: Kazakhstan, Uzbekistan, Tajikistan, Kyrgyzstan, Turkmenistan and Mongolia.

Our strengths lie in our nomadic approach, offering our customers the chance to discover new landscapes every day of their trip. Our focus is on adventure, offering unique experiences to sporty people who want to explore natural landscapes of incomparable beauty. We are committed to helping people discover cultures that are often little-known in the world around us.

We are particularly keen to highlight Kyrgyzstan, a country with few tourists and breathtaking landscapes.

To communicate with our customers, we use tools such as our website and Whatsapp, and we are also present on social networks such as Instagram and Facebook.

Why did we focus on central Asia ?

Central Asia is a massive region in Asia which includes many countries and offers a mix of cultures and a variety of different landscapes.

Tourism is still relatively underdeveloped and the area's potential is enormous. As we haven't seen many specialized agencies in this area we thought it would be interesting to set up here as a brand new agency because the competition is pretty low and development prospects are massive. On top of that, these are original little known destinations which can be very attractive for the general public.



Focus on Kyrgyzstan

Géographie :

Kyrgyzstan is a country in Central Asia, bordered by Kazakhstan, Uzbekistan, Tajikistan and China. Its capital is Bishkek.

Population :

The country has a population of around 6.5 million. The population is also made up of ethnic minorities (Uzbeks, Russians, Turkish, Chinese and Uighurs).

A former country of the USSR, Kyrgyzstan is influenced by each of these cultures, but Kyrgyz culture is quite unique in that it is mainly nomadic, with a predominantly Mongol influence. The Kyrgyz people are mainly nomadic travelers on the steppes, in close contact with nature.

Kyrgyzstan is renowned for its nomads, its traditional culture and its natural mountainous landscapes.

Season :

The best time is clearly in summer (mainly from May to September). August is the best month for hiking (although it is slightly more touristy than the others, but this is relative as Kyrgyzstan is not a very popular destination).

In fact, it is preferable for the general public to travel in summer, as the country is mainly at altitude (particularly for trekking) and the climate is very continental, which means very cold temperatures outside this period (a trip there is still possible between October and May, but only for seasoned travelers).

Languages :

The main languages in Kyrgyzstan are Kyrgyz and Russian.

Religions :

The main religion in Kyrgyzstan is Sunni Islam, practiced by around 90% of the population, although the Islam practiced is not very rigorous. Around 7% of Kyrgyz are Orthodox Christians, and the remaining 3% practice other religions.

Currency:

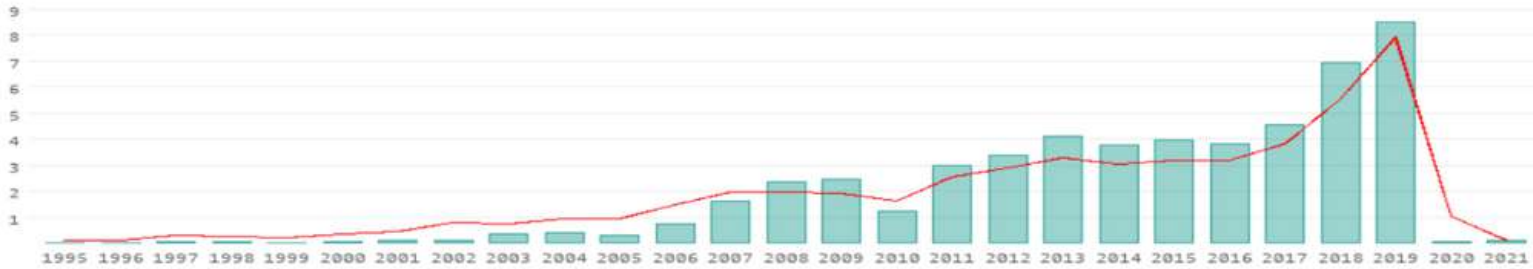
The unit of currency in Kyrgyzstan is the Som. 1 Som is equivalent to around 0.015 Singapore Dollars. The Som is used throughout the country for commercial transactions and everyday exchanges.

Celebration :

31 August - Independence Day (31 August 1991 - end of the USSR)



Market analysis



The graph shows the evolution of the number of foreign tourists registered each year in Kyrgyzstan. Before 2006, only overnight visitors were counted, but since then day visitors from neighboring countries have also been included. Business trips and other non-tourist purposes have been filtered out, and people in transit are not considered tourists. The data in the graph is in millions of tourists, with the red line representing the average for all countries in Central Asia. Kyrgyzstan has been attracting increasing numbers of tourists every year, especially since 2011. In 2019, the country welcomed around 8.5 million visitors, a significant increase on previous years. This upward trend can be explained by the growing interest in off-the-beaten-track destinations, as well as by the Kyrgyz government's efforts to promote tourism in the country. Tourism generates 6% of the country's GDP.

However, the COVID-19 pandemic in 2020 and 2021 has sharply reduced tourism in the country, from 8.5 million tourists before covid, to 3.5 million in 2022. Kyrgyzstan was one of the hardest hit countries in the Central Asian region, causing an economic shock with an increase in the cost of living and a loss of 8% of GDP.

Kyrgyzstan remains an attractive destination for travelers seeking adventure, culture and unspoilt nature.

Positives :

Kyrgyzstan is emerging as a tourist destination.

Firstly, its affordable prices make it an attractive option for travelers looking for an off-the-beaten-track experience without breaking the bank.

What's more, the country's nomadic culture offers visitors an authentic immersion, creating a memorable and enriching experience.

In terms of security, Kyrgyzstan enjoys political stability compared to other countries in the region, offering tourists peace of mind during their stay.

What's more, the country's commitment to responsible tourism makes it an attractive destination for travelers concerned about the environment and the preservation of local cultures.

Negatives:

However, Kyrgyzstan faces a number of challenges in the tourism market.

Growing competition in Central Asia means that the country has to find ways of standing out from the crowd to attract tourists.

In addition, geographical access challenges, such as limited transport infrastructure and remote areas, can make it difficult to visit certain parts of the country.

Language barriers can also be an obstacle for tourists, as fluency in Kyrgyz or Russian, the country's main languages, may be required to communicate effectively.

In addition, tourism is still limited in some parts of the country, which means that the tourist infrastructure may not be as well developed as in other more established destinations.

Finally, the extreme climate outside the summer season can limit tourism activities, which can be a challenge for the development of year-round tourism.

Despite these challenges, Kyrgyzstan offers significant tourism potential and continues to attract the attention of travelers looking for new experiences.



How can we help Kyrgyzstan develop its tourism market?

We want to offer prices that are in line with the Kyrgyz market. Prices in Kyrgyzstan are very low and it's important for us to promote this country, which is full of cultural value, while offering prices in line with local living standards.

We're stressing the fact that this is a route designed for physically fit people, so the corners of the country that may be less accessible will be more of a sporting experience than an inconvenience.

As far as sustainability is concerned, we want to emphasize that we don't want to degrade the country by building large infrastructures or bringing lots of people together in one place. Our aim is to live with the country, not destroy it. No building or activity proposed will be a hindrance or obstacle to the development of the country's flora and fauna.

What's more, the language barrier won't be a problem as we recruit guides who speak fluent English and who can introduce you to the native language.

Finally, the climate will not be a problem, as participants will only be able to take part in this trip during the summer season.



Presentation of our products and services

As a central Asia specialized agency, we offer several trips in countries composing the region. Our products are diverse and can suit all tastes thanks to the variety of culture and landscapes in the area.

Here we are focusing on Kyrgyzstan, a country which is in itself a perfect example of what we just described here. Indeed, in this trip our customers will find a heritage composed of a predominant nomadic culture associated with a unique mix of Turkish, Chinese, Mongolian and Russian heritage.

They'll also find this variety in the many different landscapes of the country as well as the mix of sporty, cultural and culinary activities.

Moreover, it was important for us to propose sustainable trips with a small number of people in order to avoid mass tourism in a region which is still free of this phenomenon.

General target :

The Kyrgyz destination mainly attracts Western travelers aged between 20 and 50, looking for adventure and authentic discovery.

Our target group are sporty travelers who enjoy outdoor activities and physical challenges. Kyrgyzstan, with its spectacular landscapes and nomadic culture, offers ideal terrain for trekkers, hikers, horse-riders and mountaineers in search of new experiences.

Healthy living and the search for new experiences are key characteristics of this target group, who find in this Central Asian country a destination to match their aspirations.



Persona :



Name: Sophia Maria

Age: 29

Origin : Spanish

Lives in: Singapore

Profession: Community manager in a large company

Passion: Nature, traveling, trekking, discovering new lands and cultures.

Name: Mike Thomson

Age: 44

Origin : Canada

Lives in: Australia

Profession : Plumber in a small company

Passion: I love riding, I'm looking for adventure and I want to push myself.



On Kyrgyzstan :

Most western countries travelers (including from France, Spain, UK, US, Australia...) are exempt from visa requirements and registration procedures for a stay not exceeding 60 days in the country.

The only vaccination to be updated before departure is hepatitis A (reminder 15 days before departure).

- Geopolitical climate is very safe. There hasn't been any widespread violence since 2010. However, tensions still exist at the Kyrgyz-Tajik border (but we won't go in this area).

Our product :

Our customers will spend their nights either in a green hostel / guest house or in a yurt camp. Each of our housing are sustainable.

We will take care of all transports between main destinations which include cars in partnership with Travel Land Kyrgyzstan. They'll provide a driver and we'll only use electric Jeeps that we'll recharge in main cities.

Some of our hike / horse trips will require guides. We will have Kyrgyz Guided Tours as a partner which offers guides who speak several languages. They also offer receiver services and will be able to help in any problem case.

We'll rent horses and horse riding material at the Kochkorka local club.

As some of our destinations will be located over 4000m above the sea level, even if we are in summer, our clients will require hot clothes and hiking shoes. They need to bring their own.

Global Itinerary :

D1 : Bishkek (visit Bishkek)
-> Bishkek Oblast

D2 : Bishkek to Karakol (visit Bishkek and transit)
-> Bishkek Oblast

D3 : Karakol to Kok-Jayik Valley (hiking in valley and steppes)
-> Yssyk-Kol Oblast

D4 : Kok-Jayik Valley to Issyk Lake (chilling at the beach)
-> Yssyk-Kol Oblast

D5 : Issyk Lake (Nomades Olympics Celebration)
-> Yssyk-Kol Oblast

D6 : Issyk Lake to Altyn-Arashan and hike to Ala-Kul Lake
-> Yssyk-Kol Oblast

D7 : Ala-Kul to Tong (come back from hike)
-> Yssyk-Kol Oblast

D8 : Tong to Kyzart (starting trek towards Son-Kul Lake)
-> Yssyk-Kol Oblast

D9 : Son-Kul Lake Trek
-> Chui Oblast

D10 : Arrival at Son-Kul Lake
-> Chui Oblast

D11 : Son-Kul Lake to Kochkorka (come back and daybreak)
-> Chui Oblast

D12 : Kochkorka to Kol'Ukok Lake (Horse ride)
-> Chui Oblast

D13 : Kol'Ukok Lake to Naryn (come back from horse ride)
-> Naryn Oblast

D14 : Visit of Chatyr Kul Lake and Tash Rabat
-> Naryn Oblast

D15 : Come back to Bishkek
-> Bishkek Oblast

Detailed itinerary :

DAY 1 : Bishkek visit

Our trip's first day will be devoted to visiting Bishkek, capital of Kyrgyzstan. Bishkek is a lovely welcoming city located in the middle of the Tian Shan's mountains, with a mix of culture and an USSR heritage. As a pretty small capital with less than a million inhabitants, we'll need basically two days to visit it.

For the very first one we propose to visit the different city's monuments such as Ala-too Square, State History Museum, Victory Square, Great Mosque of Bishkek and Manas Statue, in order to immerse in the historical side of the country.

The night will be spent at the Salamat Eco Hotel Bishkek.

DAY 2 : Bishkek visite then going to Karakol

For the second day, before starting a 4 hour trip to Karakol, we thought some fresh air in green areas would be nice. This is the reason why we decided to have free time in Bishkek's parks and visit the famous market of the capital in the morning : Panfilov Park, Oak Park, Osh Bazaar (Market).

Then in the afternoon, customers will go to Karakol with a shared electric Jeep taxi and sleep at Green Yard Hotel Karakol.

We'll rent a car at the Travel Land Kyrgyzstan agency for our transits, including the one between Bishkek and Karakol (402,7km).

DAY 3 : Hiking towards Kok-Jayik Valley

Third day of the trip will be a hike called Maidenly Plates Trek starting from Karakol to Kok-Jayik Valley.

There would be various landscapes such as specific rocks from this region (Seven Bulls Rock), waterfall (Ala-too Mountain Waterfall), forest or valleys (Jeti-Oguz Valley), with a final arrival in the steppes at Kok-Jayik Valley. Entire walk is approximately 4 hours.

This would be the first night spent in a traditional Yurt in the EcoTrek Yurt Camp.

DAY 4 : Going to lessik Lake and chilling at the beach

The way to come back to Karakol from the valley is pretty faster (2 hours). However, after those walks, we thought it would be a good idea to have a day break at the famous lessik Lake. This lake is a massive one (the biggest in the country), known for its beaches and the possibility to chill and swim.

We'll book the Farmer's Pond House, a green hostel on the lake with a great view.

DAY 5 : Nomades Olympics celebration at lessik Lake

As we begin the 5th day of the trip, we thought it would be a great idea for our customers to take part in the Nomades Olympics manifestation, as it is such an original and unique experience which allows them to discover the central asian nomad culture. As the Nomades Olympics takes place just next to the lessik Lake, our clients would just have to walk around 30 minutes from the hotel to get to the site.

Note that the originals Nomades Olympics only takes place once each two years so it will be rare to see them. However, in the summer there are festivals with celebrations twice a week where the exact same activities are able to be seen.

At the end they'll be able to chill around the beautiful lake and they'll spend the night in the same hostel as the day before.

DAY 6 : Going to Altyn Arashan and hike towards Ala-Kul

On day 6, our clients would be brought to Altyn Arashan (only 30 minutes by car from lessik Lake), in order to start the second hike of the trip (Dom V Gorakh) leading to a wonderful altitude lake called Ala-Kul Lake.

This 7 hours back and forth hike required experience and a fairly good level in hiking as the walk is pretty long and rough. People need to be ok with heights.

However, at the end of this massive trail, there will be natural hot springs to relax next to the green Guest House where they'll sleep (Ala-Kul Guest House).

DAY 7 : Come back from Ala-Kul to Tong

After the previous day was a sporty one, the seventh day would be pretty chill with just an hour downhill walk for coming back to Altyn Arashan.

In order to have various landscapes, we will only bring our customers to a little one hour visit into a superb canyon called Fairytale Canyon "Skazka" and then go to Tong, another village around the Issyk Lake, which is well located and brings us pretty near to our next day destination.

Night will be spent at the Yurt Camp Sonun, a green Yurt Camp located on the lake with a beach and a nice view.

DAY 8-9 : Going to Kyzart and starting the trip to Son-Kul Lake

Days 8 and 9 would start by leaving Tong and the Issyk Lake area in order to join another region and begin the trip to Son-Kul Lake (one among the most famous in central Asia). Still thanks to Travel Land Kyrgyzstan and their electric Jeep, we will take the A-367 and drop our customers next to Kyzart, starting the 3 days trip.

A guide is required for this one, we'll provide one with Kyrgyz Guided Tours (some of them can speak English, French or Spanish).

The trail is a mix of Bekzattyn Saray Trail and Galgыз-Karagai Trail to Son-Kul Lake.

Our clients will sleep into the local habitants yurt in two yurt camps down the road called Sezim Yurt Camp Kilemche and Tynym Yurt Camp Kilemche. Traditional local food and drinks will be served.

DAY 10 : Arrival at Son-Kul Lake

Our customers should arrive at Son-Kul Lake by the end of the morning of the 10th day. Soon after that, they'll join the Yurt Camp Mito to drop their backpack, and then have the possibility either to rest for the end of the day, or to go for a walk around the beautiful lake (with the opportunity to observe wild horses or yaks). There is also an historic caravanserai site they can visit just near the lake called Mavzoley Andash Baatya. In central Asia, a caravanserai was a fortified place which served as a shelter for the merchants who traveled the Silk Road.

DAY 11 : Coming back to Kochkorka and day break

The 11th day would be consacréd to join back the nearest village called Dzhangyaryk (approximately 3 hours walk) where a jeep will be waiting for our clients in order to bring them to Kochkorka which is the only city in the area where they would be able to stock up foods and beverages and rest for the day after the long trail.

They'll spend the night at the Nomad Lodge Kochkorka which is a local green guest house.

DAY 12-13 : Leaving Kochkorka and horse ride to Kol'Ukok Lake

Starting from Kochkorka, we will start a two days horse riding trip to the Kol'Ukok Lake. It's a 4 hour ride to join the lake. A guide will be provided and a correct level of riding is required. Once they'll join the beautiful Kol'Ukok Lake, they'll either have the possibility to rest around the lake or to go for a 2 hours walk to another lake next to a massive glacier called Kel'tor Lake.

Once again, our clients would have to sleep homestay in a local habitant's yurt and try local food. Note that they should bring clothing against cold weather, as these lakes are over 4000m above sea level and even in summer the temperatures are often negative.

DAY 14 : Crossing demilitarized zone with China to Chatyr-Kul Lake + visit of Tash Rabat' Caravanserai

Day 14 would be the last day where our customers would visit the country before coming back to the capital. They'll be brought by Jeep to visit Chatyr-Kul Lake and Tash Rabat' Caravanserai.

After having crossed Kyrgyzstan's border and joined the demilitarized zone with China, they'll be able to join the lake and walk around it as they want. The view is great as the Lake is located between Kyrgyzstan and China's Tian Shan mountains.

Afterwards, they'll be able to visit Tash Rabat' Caravanserai which is the most famous caravanserai in the country.

They will directly spend the night at the Tash Rabat' Yurt Camp.

DAY 15 : Come back to Bishkek

As we said previously, the last day will be dedicated to a 7 hours jeep trip back to Bishkek. Once they arrive at their destination, this will be the end of our Kyrgyzstan trip.



Highlight :

Our product highlight himself by standing out from traditional travels as the immersion that we offer inside the Kyrgyz way of life is unique. In addition to an affordable price, our customers will have the opportunity to experience landscapes as varied as breathtaking in a sporty fashion with proximity to local residents. We want to offer a real adventure which is original and stands out from numerous propositions that we find on the tourist circuit market.

As a specialized agency in central Asia, we put our skills at the service of our clients, in order to create an unforgettable journey and promote this region of the world.

Moreover, we are committed to offering sustainable products and services to develop a green and respectful tourism to not only preserve the environment, but also the local population and way of life.

Budget :

National Currency is the Kyrgyz Som (KGS)

1 KGS = 0,010 € 1 KGS = 0,11 \$ 1 KGS = 0,15 S\$

1 € = 96,4 KGS 1 \$ = 89,43 KGS 1 S\$ = 66,43 KGS

As an example, the cost of life in Kyrgyzstan is 66% lower than a western country such as France, and the purchasing power is 72% inferior.

Plane (optional) :

The average price for a round trip from Singapore to Bishkek is 1 657 \$S per person in economy class.

Accommodation :

Average price for a mid-range hostel : 50 S\$ (3374 KGS)

Average price for a night spend in a Yurt : 14S\$ (964 KGS)

On 15 days : we'll basically have 7 nights in hostels and 7 in low cost Yurt = $7 \times 50 + 7 \times 14 = 448$ S\$ (30 366 KGS)

Food and beverages :

Average price for a meal in a restaurant with drink : 12 S\$ (800 KGS)

On 15 days : $15 \times 2 = 30$ meals / $30 \times 12 = 360$ S\$ (24 003,6 KGS)

Local transports :

Transports in Bishkek (capital) :

0,14 S\$ a ticket x 15 trips = 2,1 S\$ (144,6 KGS)

Transportation in the country :

Price for location with drive per day : 20 S\$ x 13 = 260 S\$ (17 267 KGS)

Average price for an electric Jeep consumption 0,18 S\$ / km (12 KGS)

We estimate our total trip at 1 120 km (Bishkek - Karakol = 403 km / Karakol - Naryn 301 km / Naryn - Bishkek 316 km / + 100 km other trips)

this represents $1\ 120 \times 0,18 = 201,6$ S\$ (13 389 KGS)

Total : $260 + 201,6 = 461,6$ S\$ (30 657 KGS)

Guides :

Kyrgyz Guided Tours -> price for a guide for one day (some of them speaks different languages) :

25 S\$ a day for 5 days -> $25 \times 5 = 125$ S\$ (8 301 KGS)

Horse riding :

We'll need to rent some horse with horse riding material for 2 days (price is 20 S\$ a day) -> 40 S\$ (2 656 KGS)

Nomades Olympics :

Nomadic Olympics celebration is 39 S\$ (2 500 KGS)

Other :

We'll add 100 S\$ (6 641 KGS) to plan eventualities, souvenirs and random buys.

Total and margin :

Total cost (without plane) : 1 575, 70 S\$ (104 642 KGS)
-> we'll take 18% margin

Total cost with margin -> 1 859,32 S\$ / 123 472 KGS / 1 380 \$ / 1 280 €

Insurance (optional) :

In Kyrgyzstan and even in tourism in general, when a customer reserves an all-included trip, it is highly recommended to take out insurance (whether for healthcare, repatriation, cancellation or modification...).

This is the reason why we offer and recommend to our customers to subscribe to our partner insurance for their trips called "ACS-Ami". It is an international one, highly advised for this region of the world, which has a lot of experience, and offers many types of financial quotes and information on Kyrgyzstan. Moreover, it is multi-risk and covers last minute cancellations in addition to offering a 24/7 multilingual customer service.

However, subscribing to it isn't mandatory, our customers are free to proceed as they wish if they want to have their own insurance.

This is why we offer an optional rate in case of choice of our insurance amounting 10% of the trip's price.

Price with insurance : 1 859,32 S\$ x 1,10 = 2 045,25 S\$ (135 968 KGS)

Packages :

Furthermore, as our goal is to get as many customers as we can, our objective is to suit all tastes. To achieve this, we offer different packages with prices and activities variations, depending on the number and links between customers, plus what they plan to do. This permits us to understand and meet our client's expectations, and to be as attractive as possible whether financially or in terms of the content of our product.

Here are a few examples of these :

Couple package : This pack is a financial discount for those wanting to travel as two people, perfect for couple travelers. It offers a 5% discount on the final price (not including insurance).

$1\ 859,32 \times 2 = 3\ 718,64 - 5\% = 3\ 532,71$ S\$ -> an 185,93 S\$ economy.

Group package : This pack is also a financial discount for people wanting to travel from 3 to 5 people, perfect for a group of friends traveling. It offers a 10% discount for 3 plus 2% additional up to 5 people.

$1\ 859,32 \times 5 = 9\ 296,90 - 14\% = 7\ 995,33$ S\$ -> an 1 301,27 S\$ economy.



Familial package : Once again, it is a financial discount for a family of 3 (2 adults and one child over 14 years old), offering a 12% discount (a better price than the group package considering the third member is a teen).

$1\ 859,32 \times 3 = 5\ 577,96 - 12\% = 4\ 908,60\ S\$ \rightarrow$ an 669,36 S\$ economy.

Sport package : This is a special package for people who only come for the sporting side. It offers a 8% discount as some cultural activities would be skipped such as Nomad Olympics, Caravanserai visits or Bishkek museum and historic places. However, there would be a longer trek to Son-Kul Lake, the possibility of climbing to the upper Kel'Tor Lake and a hike on a glacier.
 $1\ 859,32 - 8\% = 1\ 710,57\ S\$ \rightarrow$ an 148,75 economy (for only one person).

Long trip package : This is also a special package for people who wish to travel and discover more of the country. It is a +25% of the price, 21 days trip which favors immersion within the territory. There is the possibility to stay longer in certain places, also to hike in the Tian Shan mountains, to discover the West of the country and the city of Osh, and to do a 3 days trek in the Pamir channel in the South-West of the country.

$1\ 859,32 + 25\% = 2\ 324,15\ S\$ \rightarrow$ it is an increase of the price but it represents a reduction as the price of the week becomes 774,71 S\$ instead of 926,66 S\$ without the reduction.

Now the price is 2 324,15 S\$ instead of 2 788,98 S\$ which is approximately a 16,5% discount.



Cultural significance

Selling Point :

This destination claims several cultural arguments which made it pretty unique as a tourism product.

First of all, the cost of life is pretty low, which makes it an affordable and competitive destination. Along with the favorable geopolitical climate, the country is safe, and natural disasters are non-existent. That makes it an attractive reassuring destination for the general public.

Not only is the trip very complete and can suit all tastes, but it is also appealing and authentic, and features experiences not found anywhere else.

For instance, Nomades Olympics are a unique manifestation which mixes sport, entertainment and art while celebrating the amazing central asiatic culture. Little known by the western public, this is a single event and a unique selling point.

Furthermore, in addition to the great landscapes (for example the outstanding altitude lakes or the Tian Shan channel), we also find a rich gastronomy and historic sites such as caravanserai, symbols of a multiculturalism unique in the world. Not to mention that the local population is a mix of religion and ethnicities and is very welcoming.

Nowadays, we know that the general occidental tourism public is looking for sustainable trips which can become a real argument, and Kyrgyzstan is a country which offers a way of life and tourism which perfectly match this criterion.

It is also important to state that we've already tested this product, which will reassure people and help convince customers to trust us.

Host community

In addition to wanting to promote this region (which is slowly beginning to become known by the public), the particularity of our products is that they are sustainable.

As a stakeholder of the modern tourism industry, it is a very important point for us when we are making our trips to take part and set an example of a more responsible way of travel.

This includes the promotion and implementation of a respectful trip, but also a desire to educate our customer base on this very point.



As we said previously, we wanted to set up trips with few people in order not to develop a massive tourism in a country where tourism is new and which shouldn't be based in a way which will degrade what made the region's attractiveness : its natural beauty along with a low human presence and few modern infrastructures.

In our minds, sustainable tourism is not only about respecting the environment, but also considering and highlighting the local population and its culture.

This is the exact reason why we make an effort to promote the Kyrgyz way of life and we employ local actors so that our activity benefits all stakeholders and is helpful to the development of the country.

Sustainability :

Preservation of flora and fauna: All the accommodation used will be as environmentally friendly as possible, as this trip is seen as an immersion in the wilderness, which we seek to respect and protect. We prefer to travel in electric cars, on horseback or on foot.

Respect for local people and their way of life: We will live as they do, adopting their methods of accommodation and meals.

Small groups of travelers: We will avoid mass tourism for a more authentic and respectful experience.

Gender mainstreaming: We will feature a woman in our communications for one of our tours, to emphasize that the ability to make this journey is the same whether it is a man or a woman.

One of the main components of our trip's attractiveness is the pretty low price of the product. When we compare the different offers on the tourism market, it is a very interesting one for a 15 days trip in a country offering such a unique experience. It is definitely one of our main selling points, which is explained by the low cost of living in Kyrgyzstan.

However, it could have been even lower as they are cheaper ways of travel in the country, whether for accommodation or transit. Nevertheless, as we said previously, it was very important for us to offer an environmentally friendly trip.

Indeed, as Kyrgyzstan is pretty new to sustainability and western standards, respectful infrastructures, guest houses or cars are quite rare to find and a little more expensive.

Therefore, we decided to favor a sustainable trip slightly more expensive than another one with an unbeatable price but which wouldn't be that green. Same for nomad olympics, even if these are higher cost, this experience allows to discover and promote local culture and constitutes a fantastic selling argument.

This is the reason why we made this choice, as even if the price is a little higher it remains very affordable. The trip is green and representative of our values, plus nowadays sustainability is a selling point which can attract more customers then compensate for this slight pricing difference.

Bonus - Calculates CO2 emissions from the flight :

Singapore - Dubai - Bishkek 5,833 km + 2,622 km = 8,455 (16,910 return)

Emissions for a long-haul flight (> 2,500 km): 152g of CO2 per passenger / km

16,910 x 0.152 = 2,570.32 kg CO2 - i.e. 2.58 T CO2 / person





Media marketing strategy

We want to communicate in a way that conveys the values and culture of the region. Festivities and major events will be published on our instagram account to invite you (during the summer season) to come and discover this magnificent country. The aim is to understand the local market before you arrive. We will publish visual content of these festivals or of the magnificent landscapes of Kyrgyzstan.

It's a good idea to highlight the lesser-known places in the country to show our future customers something they've never seen before. We also want to draw inspiration from existing blogs and experiences of the country to show you the beauty of the landscapes.

We want to promote this trip by inviting people who are well known in the trail world so that we can have one more video to show you the landscapes that you'll be able to see in real life.

We'll be sending Tsui Xin Rong and Stella on a trail and filming their experience.

Why Tsui Xin Rong, Stella?

Our values are also equity between men and women - we want to show that a woman can also do a trail run. It's so that women can recognise themselves in Tsui Xin Rong, Stella and tell themselves that it's not just a man's world but also a woman's world and that everyone (who practices a minimum of sport) can make this journey.

In all the communication media that we're going to use, we want to highlight an influencer who will do the most sporty and impressive route.

He'll have a gopro throughout his stay on site and will make us a short report that we'll post every day on instagram as well as on our website.

A video will be released every day in March at 7.00pm so that future customers can watch his performance and create envy and curiosity among them.

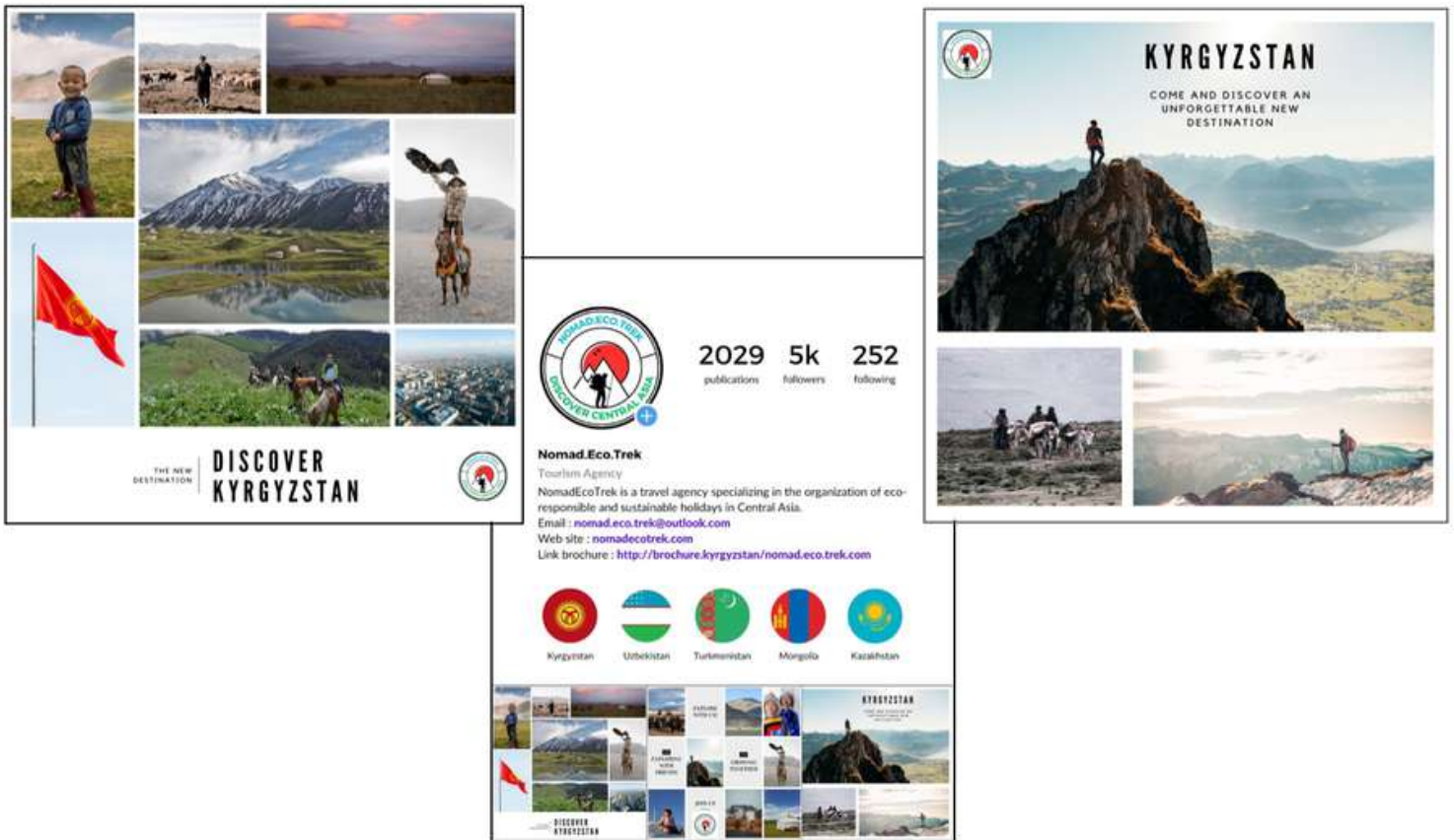
On facebook, a reminder of the video release will be published on the community group.

Video link : [click here for the video](#)

Instagram post:

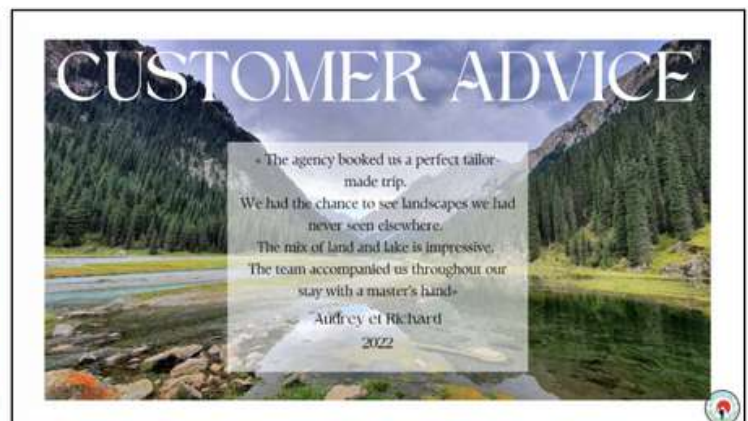
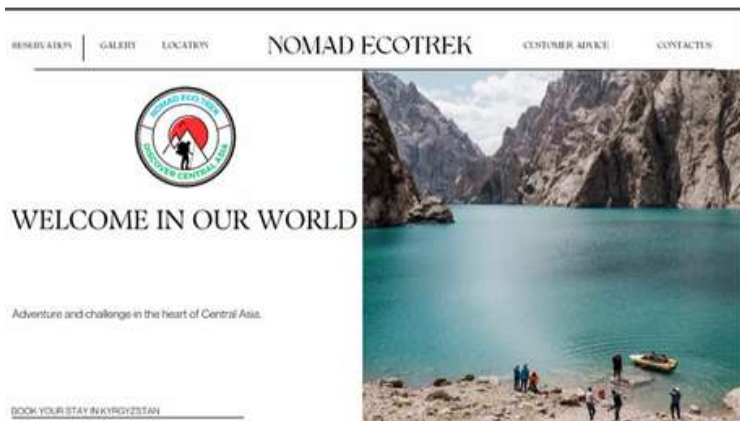
We'd like to publish posts on Mondays in particular, because even though it's an everyday job for us, customers don't talk about travel (in a professional way) every day. Seeing a post on Instagram about a potential holiday with special offers and dream landscapes can help the customer to relax at the start of the week and therefore get a good first impression of our agency.

We'll also be posting mid-week on Wednesday to keep the teaser going and give people the desire to finish the week so that we can get closer to everyone's holiday dates. Make them want to go away with us. At that point, we'll be saying that we're very committed to sustainable development. That's why we'll be publishing on Mondays and Wednesdays.



Website update:

Before the summer season, i.e. around March, we would like to send emails to our list of customers who have already traveled with us to let them know about our new offers and the new tours on offer for this year.



Facebook post:

A lot of events are created on facebook. We want to create a community with people who might be interested in the tours we offer. Propose new offers.

This will also start in March, so that we can create desire and loyalty with customers. Someone from our agency has been hired to respond to all customer requests via social networks such as Facebook.

The frequency of posts on this group will be twice a week but available every day to respond to your requests.

Publication calendar :

EXAMPLE ABOUT OUR COMMUNICATION FOR ONE WEEK

	MONTH	MARCH	PRIORITIES	POST INSTAGRAM	POST FACEBOOK	VIDEO OF TSUI XIN RONG, STELLA	
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00							
7:00							
8:00							
9:00				POST FACEBOOK			
10:00		POST INSTAGRAM					
11:00							
12:00							
13:00							
14:00							
15:00							
16:00							
17:00	POST FACEBOOK			POST INSTAGRAM			
18:00							
19:00	VIDEO DEVIDEO OF TSUI XIN RONG, STELLA	VIDEO DEVIDEO OF TSUI XIN RONG, STELLA	VIDEO DEVIDEO OF TSUI XIN RONG, STELLA	VIDEO DEVIDEO OF TSUI XIN RONG, STELLA	VIDEO DEVIDEO OF TSUI XIN RONG, STELLA	VIDEO DEVIDEO OF TSUI XIN RONG, STELLA	VIDEO DEVIDEO OF TSUI XIN RONG, STELLA
20:00							
21:00							
22:00							
23:00							

Presentation by Ulysse LASSIE, Victoire CHARIÉ MARSAINES and Ines TORNE-AMPLE

