Nomad’s Land media kit

Company background, mountain travel and living cultures across Central Asia and the Silk Roads.

About Nomad’s Land

Nomad’s Land is a Bishkek-based travel company designing tailor-made trips across Central Asia and the Silk Roads. Its work brings together mountain travel, cultural routes and local hospitality, with itineraries shaped by regional knowledge and relationships with guides, guesthouses, yurt camps and community partners.

How trips take shape

Tailor-made travel begins with interests, pace and practical needs. Nomad’s Land combines private tours, custom trips and open group journeys with on-the-ground planning. Trekking, horse travel, winter activities, cultural routes and village stays draw on different kinds of local knowledge.

Road conditions, seasonal access, altitude and the rhythm of travel all affect a route. Guides and hosts help connect an itinerary to the place itself: its food, work, stories and daily life. A line on a map is the beginning of that work, not the finished trip.

Founder & expert background

Samuel Maret is the founder of Nomad’s Land and a sustainable tourism strategist. An economist trained at ESCEA, he has worked in Central Asia since 2000. His work connects community tourism, mountain logistics and destination development, with a focus on how travel can support the people and places that host it.

Stories worth exploring

Beyond the mountain postcard: how city life, markets, crafts and contemporary work shape a visitor’s understanding of Kyrgyzstan.

Hospitality as a livelihood: the role of family-run guesthouses, yurt camps, guides and village partners in tourism.

Winter beyond the ski resort: seasonal travel, local coordination and mountain logistics.

Responsible travel in practice: how activities, traveler briefings and relationships with hosts affect the experience. For current policies and initiatives, consult the linked source pages or contact the media desk.

Read alongside

The Newsroom brings together company news and editorial perspectives. Our Sustainability pages describe policies and ongoing work. The essay “What Journalists Get Wrong About Kyrgyzstan” offers a starting point for a more layered account of the country.

Newsroom · EN

Sustainable Tourism · EN

What Journalists Get Wrong About Kyrgyzstan · EN

Media assets · EN

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Photography

People, everyday life and mountain landscapes. Download the original file and retain the credit shown with each photograph.

Making a komuz



An artisan working on a wooden musical instrument.

© Pierre Armand Dussex

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Cooking borsok



Borsok being prepared outdoors.

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Kyzyl Suu Bazaar



Produce sellers at Kyzyl Suu Bazaar.

© Anina Eggenberger

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Family hospitality at Song Kul



A family beside a yurt near Song Kul lake.

© Pierre Armand Dussex

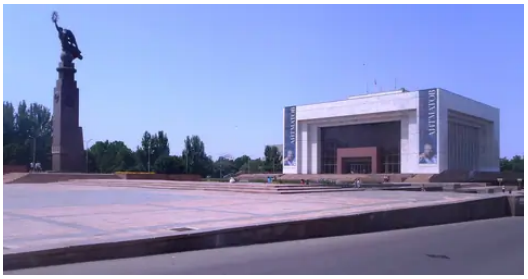
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Bishkek Historical Museum



An archive view of the museum and its square.

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Panjshanbe Bazaar, Khujand



Everyday trade inside the Panjshanbe market hall.

© Nomad's Land

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Sadosh Handicraft Center

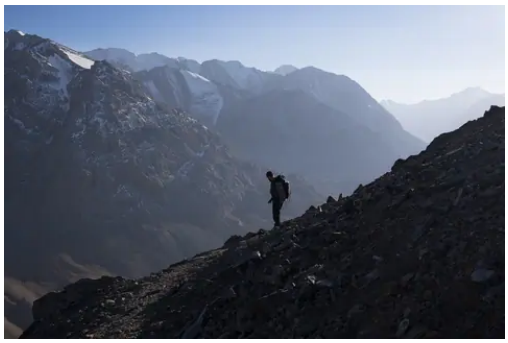


Textile work at the Sadosh Handicraft Center.

© Aidar Japarov

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On the Kyrgyz Nomad Trail



A hiker in the Tien Shan. Photograph supplied through the Kyrgyz Nomad Trail.

© Kyrgyz Nomad Trail

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