



## PRESS RELEASE

# “THE LAND OF BEAUTIFUL HORSES” TO HOST 2ND ANNUAL CAPPADOCIA HORSE AND EQUESTRIAN CULTURE FESTIVAL



*Equestrians in Cappadocia © GoTürkiye*

**New York - June 30, 2026:** From July 3-5, 2026, [Cappadocia](#) will host the [2nd Cappadocia Horse and Equestrian Culture Festival](#) at the Göreme Festival Area, to celebrate the region's rich equestrian heritage.

Known historically as “the land of beautiful horses,” Cappadocia will have three days of traditional and contemporary horse shows - featuring Turkish and international performers - as well as such competitions as mounted archery, horseback displays and traditional racing events. There will also be exhibitions and panel discussions, live performances, children's play zones, guided horseback riding experiences, and traditional demonstrations like *cirit* (Turkish javelin throwing).



Horse in Cappadocia © GoTürkiye



Mounted Archery © GoTürkiye

Following the recent Michelin Guide Awards to the region, visitors can also sample the authentic flavors of Nevşehir, the unofficial capital of Cappadocia, through dedicated food stands. The Cappadocia Horse and Equestrian Culture Festival will bring an unforgettable celebration of horse culture in the heart of Türkiye.

For more information on the festival, please visit: <https://atfestivali.com/en>

For more information about traveling to Türkiye, please visit: <https://goturkiye.com/>

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