

Armenia

The land of warm hospitality



STATE TOURISM COMMITTEE
MINISTRY OF ECONOMIC DEVELOPMENT
AND INVESTMENTS
REPUBLIC OF ARMENIA

ATDF

Armenian
Tourism
Development
Foundation



NOTE

CLICK THE LOGO ON THE TOP RIGHT
CORNER TO PROCEED TO THIS PAGE

- | ARMENIA
- | WORLD HERITAGE
- | ANCIENT ARMENIA
- | WILDLIFE
- | CHASING ADVENTURE
- | CUSTOMS AND TRADITIONS
- | WHAT TO DO IN ARMENIA?
- | YEREVAN
- | DESTINATION FOR FOOD CONNOISSEURS
- | A LAND THAT ENGAGES ALL OF YOUR SENSES
- | STAY IN THE VILLAGE
- | BON SANTE!
- | WINTER IN ARMENIA
- | CORPORATE CULTURE
- | BUSINESS CARD

WWW.ARMENIA.TRAVEL

ARMENIA

EXPLORE THE COUNTRY OF UNFORGETTABLE EMOTIONS



Armenia. A modern country connecting East to West with an ancient history spanning across thousands of years. Wild nature, sanctuaries neighboring hidden temples nestled in emerald green forests, boutique hotels and skyscraping mountain tops all rest in one place, waiting to be discovered!

Armenia can kick up your adrenaline with steep routes and off-road riding along its valleys. It can also be a place of relaxation with mountain resorts and therapeutic spas. Once in the capital, Armenia becomes your favourite refreshment with a splash of vibrant nightlife, live music, art, cafes and jazz clubs that jam until dawn.

Armenia is a place of meditation. Standing under arches and domes that inspired Leonardo da Vinci, church chants fill the air and echo a melody that calms the soul. The notes you hear being sung were also heard by Mesrop Mashtots, who in his inspiration created the Armenian alphabet.

Armenia is about mouth-watering flavours. Whether in gourmet restaurants or authentic rural homes, Armenian hospitality, its rich cuisine and bountiful harvest will always welcome you to the table. Lavash freshly baked in a fiery tonir will fill your belly, while the coffee brewed on hot sand will fill your heart. The country will also wrap you up in the vine of Areni Noir – a local grape variety first planted by Noah after the Biblical Flood. The spirit culture flows through Armenia from cozy wineries in Yerevan to the most ancient “wine factory” in

a terroir cave of Vayots Dzor over 6100 years old. Let us not forget the cellars of the Cognac factory. Parting with its fragrant walls is more difficult than climbing Mount Ararat.

Armenia is about fashion boutiques by local designers and jewelers. It is about high quality shoemaking that continues the traditions of the most ancient shoemakers, the shoe of which is exhibited at the Museum of History.

Armenia is all about interesting people and racy local humor. It is a country of unforgettable experiences that will always have you coming back for more.

Sevan, the largest lake of the Caucasus, located at >
an altitude of 1900 m above sea level.



WORLD HERITAGE

THE SOUL OF THE APRICOT TREE AND FORBIDDEN FRUIT OF THE TEMPLE OF VIGIL FORCES



What unites the soul of apricot tree, cross-stones (khachkars) and bread, which Armenians sacrifice before a new beginning?

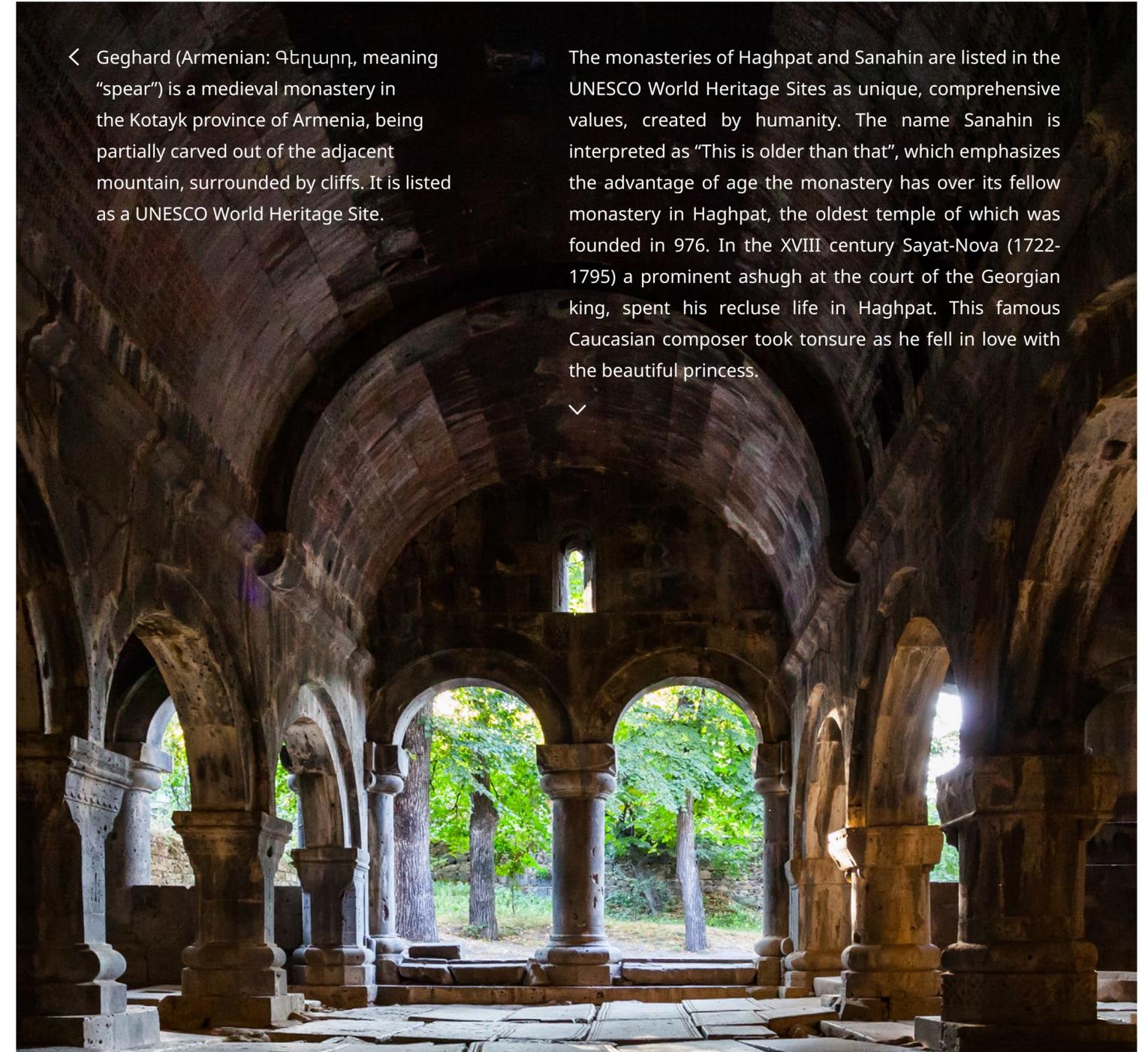
The music of duduk, lavash and khachkars are inscribed in the List of UNESCO Intangible World Heritage Sites.

What unites the two monasteries that compete in the preeminence of birth, the cathedrals of the Capital, the ruins of the Temple of Vigil Forces, Rock-cut church, which served as a repository for the greatest treasure of the Christian world, and the picturesque canyon of the mountainous river?

The monasteries of Haghpat and Sanahin, the three cathedrals of Echmiadzin – the Cathedral, St. Hripsime and St. Gayane, the architectural monument of Zvartnots, the monastery of Geghard and the upper reaches of Azat River are declared UNESCO World Heritage Sites.

< Geghard (Armenian: Գեղարդ, meaning “spear”) is a medieval monastery in the Kotayk province of Armenia, being partially carved out of the adjacent mountain, surrounded by cliffs. It is listed as a UNESCO World Heritage Site.

The monasteries of Haghpat and Sanahin are listed in the UNESCO World Heritage Sites as unique, comprehensive values, created by humanity. The name Sanahin is interpreted as “This is older than that”, which emphasizes the advantage of age the monastery has over its fellow monastery in Haghpat, the oldest temple of which was founded in 976. In the XVIII century Sayat-Nova (1722-1795) a prominent ashugh at the court of the Georgian king, spent his recluse life in Haghpat. This famous Caucasian composer took tonsure as he fell in love with the beautiful princess.

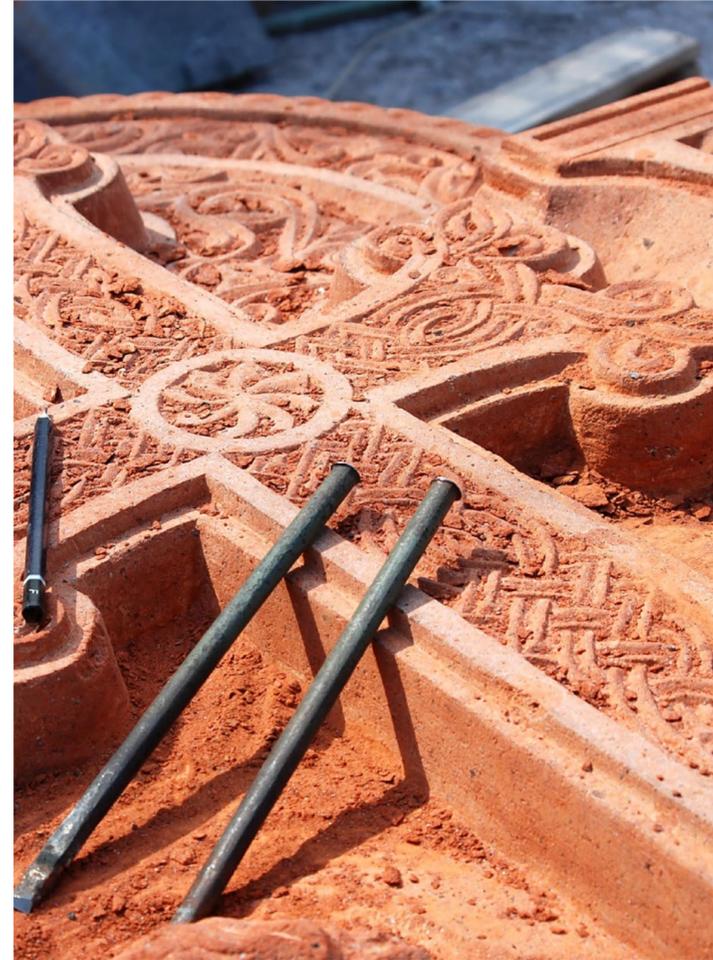


WORLD HERITAGE

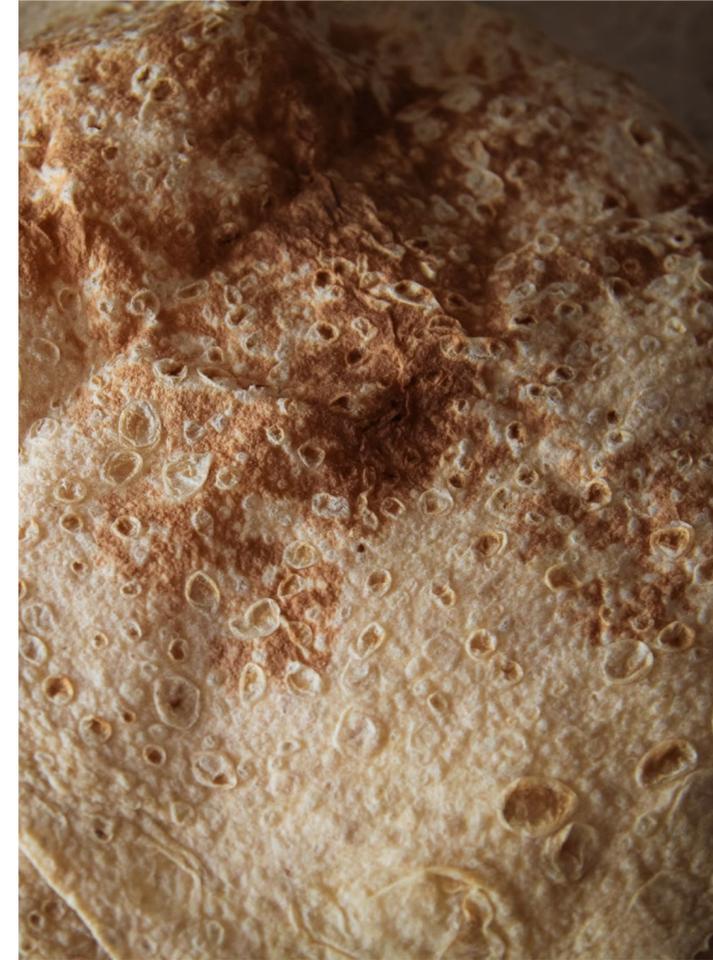
THE SOUL OF THE APRICOT TREE AND FORBIDDEN FRUIT OF THE TEMPLE OF VIGIL FORCES



^
Duduk, or, as Armenians call this musical instrument, tsiranapogh ("the soul of apricot tree"), brilliantly performed in the soundtracks of Hollywood blockbusters. In Armenia it is played everywhere: in highlands and restaurants, nightclubs and by street musicians.



^
There are thousands of khachkars in Armenia, stones with elaborate crosses engraved on them. They are everywhere: in the masonry of spiritual buildings, in forests, on rocks and mountain peaks...



^
Lavash (Armenian thin bread) provides welfare and prosperity, binds marriages and is sacrificed for a new beginning. Previously, lavash was baked all over the world. Dried lavash can easily be stored for 7 months. Today, tourists are offered a master class on baking lavash: how to roll out the dough thinly, swirl it over their heads and send it into a tonir – a fiery oven in the ground.



^
Ruins of the Temple of the Vigil Forces, Zvartnots, 643-652. It had unique design and architecture techniques employed in its construction that had global influence on architecture. The overall bold design and construction represents architectural innovation at its finest. The temple is 45 meters tall and has no central supporting columns. Zvartnots was added to the UNESCO World Heritage list in 2000.

ANCIENT ARMENIA

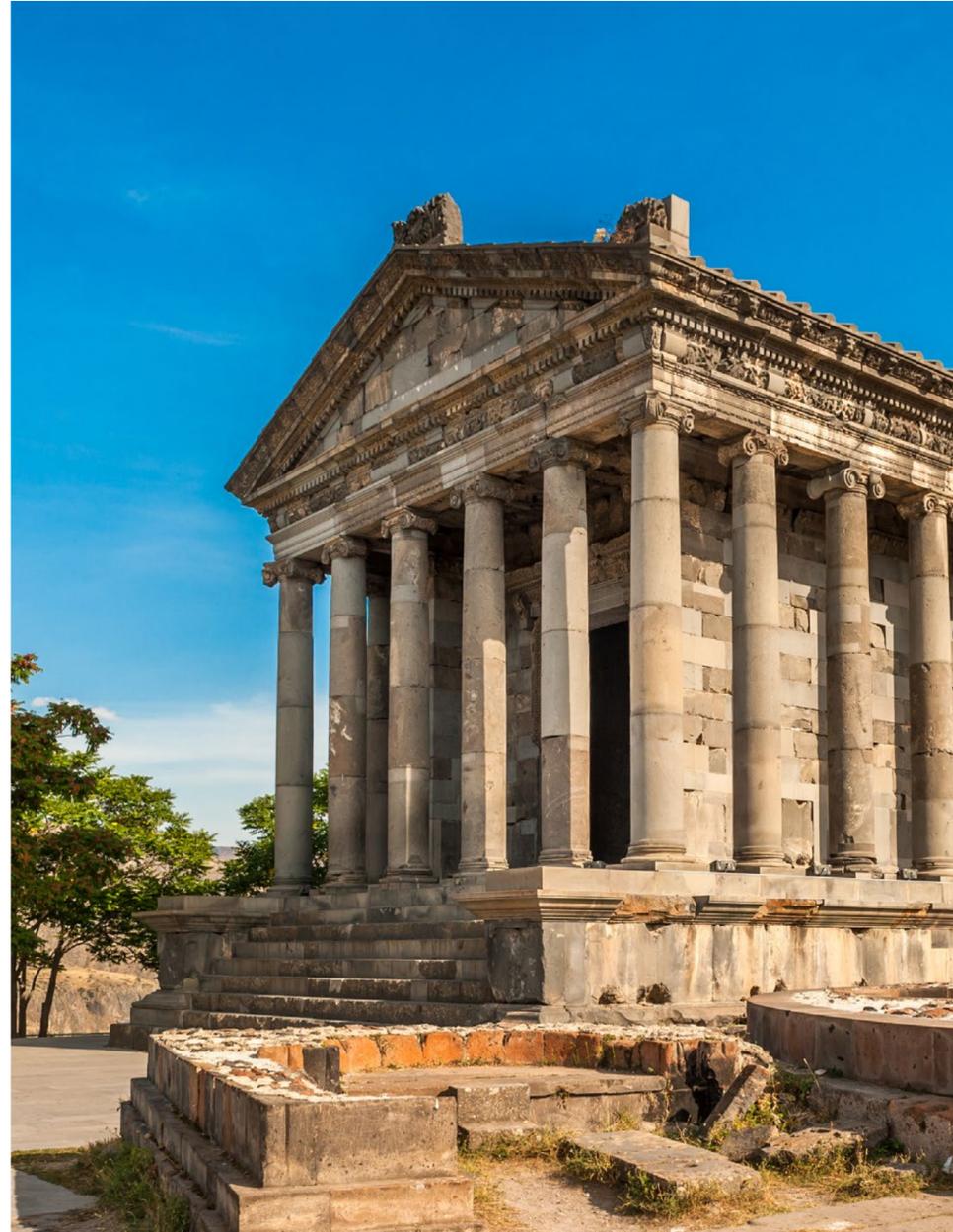


Stones throughout Armenia are covered with petroglyphs – the rock paintings tell the story of life and traditions of ancient inhabitants of the highlands. A huge collection of petroglyphs (V-IV millennium BC) is located on the mountain plateau of Ukhtasar – a beloved place by ancient pilgrims that today can be reached by off-road vehicles.

Zorats Karer is perhaps the most mysterious place in Armenia. “The Stone Army” is the interpretation of the name of the Stonehenge of Syunik. As legend would have it, since ancient times the space was inhabited by industrious dwarves, for whom giant neighbors built those stone dwellings. According to another legend, in the V millennium BC an observatory operated here: on the day of the autumnal equinox, the sun rises right above the gates of the central ring, and many boulders have small holes on them, most likely for observing the stars. The third hypothesis states that Zorats Karer was once the ancient temple of the Sun god. The fourth one claims that these are obelisks and an entire army is buried beneath.

The earliest of the fundamentally visible monuments of Armenia date back to the 3rd millennium BC. The town of Metsamor, for instance, is the largest metal production center in the highlands. Fortifications of Urartians are also scattered across Armenia and cuneiform inscriptions on them prove their authenticity.

The temple of the sun god Mithra in Garni has been preserved since pagan times. Numerous Christian shrines are located on the outskirts of the capital and across Armenia. You can find lonely standing ascetic monasteries or monastic even complexes – cave monasteries and those resting at the bottom of deep valleys. The minimalistic interior of Armenian churches is further enriched with beautifully ornamented khachkars – cross stones, each unique in its type.



^ Pagan temple of Garni, I century.



^ Megalithic complex of 223 vertically standing stones weighing 10 tons is enlisted by National Geographic in the most ancient sites on the planet where starry sky observations were made.



^ A huge collection of petroglyphs (V-IV millennium BC) is located on the mountain plateau of Ukhtasar

WILDLIFE

HIDDEN CORNERS, RAVENOUS CITIES AND A SECRET – ENTRUSTED ONLY TO THE GORGE



There are places in Armenia that capture your imagination. Magnificent Sevan – the largest lake in the Caucasus. Mandelstam called the lake “Gold value of cognac in the secret ambry of the mountainous sun.” He lived in Sevan for a month, observing how “every day at five o’clock the lake, full of trout, boiled, as if a large pinch of soda had been thrown in it, and studying two to three dozens of tombs.”

Tucked away high in the mountains of Tavush is the marvelous Lastiver cave. During the Middle Ages, caravan robbers particularly took a liking to Lastiver. Today, it is a favourite destination for tourists. The path to the cave is flanked by several quaint treehouses and goes past the picturesque waterfall – the legendary “Ottoman of Seven Cyclops”, under the Celtic cross khachkar and past the church hidden in the tall grass.

When visiting the “ravenous” town of Shushi in Artsakh, make sure you reach the canyon of Djdrduz. For what can be more chilling than dangling your feet on the edge of the abyss, watching the eagles fly and hearing the secret echo of ghosts – Persian warriors, whose tents were swept into the chasm by the raging wind. Their whispers accompanied by the melody of the duduk connect the past together with the present and create an experience of time travel unlike any other.



Mamrot Kar waterfall, Artsakh. >

WILDLIFE

HIDDEN CORNERS, RAVENOUS CITIES AND A SECRET – ENTRUSTED ONLY TO THE GORGE



In Armenia you should, by all means, visit the Symphony of Stones in the valley of Garni, the terracotta cliffs of Vayots Dzor, the cave town of Old Goris and the meteors of Khndzoresk. Plunge into the “hair of the mermaid” – the waterfall in Jermuk, climb to Lake Kari – stone lake atop Mount Aragats, dive under the famous Umbrellas – the waterfall of Mamrot Kar with overgrown moss, located in the gorge of Unot in Artsakh, and snap a photo of a trout by the Trchkan waterfall. They swim upstream for spawning, and can jump of 23 meters in one swing. Witness their flight and marvel at the sacred Skhtorashen plane trees listed as one of the oldest trees of the planet.

- ✓ The Plane tree in Skhtorashen (so called “Tnjri”). The age of giant Tnjri is far beyond 2030 years, and its hollow trunk of 44 sq.m easily accommodates dozens of people.



^ “Mermaid Hairs” waterfall in Jermuk. The water is ice cold even in summer.



^ The Symphony of Stones in the Gorge of Garni.

CHASING ADVENTURE

EXPLORING THE UNKNOWN AND CHALLENGING THE ORDINARY



- ✓ The swinging bridge of 100 meters is the shortest way to the cave town of Khndzoresk. Will you cross it?



Adventure is the release of adrenaline, a chance to conquer and tame nature, and test your strength. In Armenia, lake Sevan braces its broad shores and welcomes all wind- and kitesurfing aficionados to rent a board and enjoy the day. If you are ready to convert to high-mountain diving or paragliding, this is the perfect place to be baptized. A flight in an air balloon over endless mountain ranges is guaranteed to be a thrill and will end with nothing

less than champagne and an aeronaut certificate. The most enjoyed rock climbing walls (5a-7 difficulty grade) nestled in the “Valley of Sorrows” stand ready to challenge you. Keep going, and you will reach Noravank monastery. In the very same valley you can also discover Archeri – meaning bear cave, which is a special treat for speleologists.

- ✓ Armenia has over 300 days of sun, which in the world of paragliding is an amazing advantage. Feel the wind as you take off on a cross-country flight around Armenia!



Heading north through the country, into the high mountains of Tavush, explorers are encouraged to visit the local extreme park and go on horse treks that span the mountains of Dilijan and Yenokavan – vistas that rival the Swiss Alps.

Armenia is undoubtedly an ideal place for hiking and cycling. Mount Aragats, Azhdahak and Spitakasar in Geghama mountain range, as well as

Khustup mountain are the most interesting sites for trekking. The extremely diverse terrains all brought together in a limited space gives avid trekkers an overwhelming sensation. Trekkers can also avoid being overloaded by too much luggage, travel light, and stay overnight at the houses of locals.

CUSTOMS AND TRADITIONS

PRESERVED HERITAGE WITH A MODERN TWIST



Armenians have preserved their family traditions and the lifestyle of their ancestors. Just as before, the elderly are treated with a great degree of respect and attention. Hence, when an elderly person enters the room, those who are younger stand and only sit down once the elderly grants permission.

Hospitality is also deeply rooted in Armenian traditions. In fact, you might say, it is one. Despite hardships and the fact that not everybody enjoys a carefree life, people are remarkably welcoming, hospitable, and honest.

Customs and traditions are carefully preserved in Armenia. Today, of course, nobody jumps over a pregnant animal to cure sexually transmitted diseases, neither do they consider it shameful to make love on Wednesdays, Fridays and Sundays, and neither to the don wolf skin or have intercourse with a portakar – a navel-shaped stone, to get pregnant. However, just like in ancient times, young men and women eat a salty flapjack on the day of St. Sargis to dream of their betrothed. Newlyweds build a fire on the streets and jump over it on Trndez to have a long lasting and happy marriage. Young parents celebrate Atamhatik when the baby cuts the first tooth. Clergymen consecrate grapes, and on Vardavar, the celebration of water and fertility (Transfiguration in Christianity) people splash each other with water in the belief that water cures and purifies.



^ If you've been splashed with water on Vardavar, be ready for a successful and happy year.



^ Trndez. The feast originates from the myth of Vahagn: tired of a harsh winter, Armenians built fires to help the God of Fire to accelerate the arrival of spring.



The Armenian Apostolic Church consecrates grapes on the Ordination of the Blessed Virgin Mary, the fourth of five major church holidays and the most ancient one out of seven holidays dedicated to the Blessed Virgin Mary.

WHAT TO DO IN ARMENIA?



ALPHABET



Take a selfie with your letter of the basalt alphabet at the foot of Mount Aragats; with a letter twisted into a khachkar in the yard Oshakan church or in modern art style along the wall to Matenadaran.

ADVENTURES



Take an adrenaline cocktail: go down the deep crater of Khor Virap where the Baptist of Armenia spent 13 years incarcerated. Fly across the longest ropeway in the world over the Vorotan canyon; climb up the goat tracks to Kataro church and see the eagles' nests; reach the hidden world of emerald green forests and enjoy the freedom of gliding in the extreme park, flying up in the mountains on a paraglider and being baptized with a mountain dive over Sevan.

VERNISSAGE



Visit Vernisazh, the flea market in Yerevan. Walk along the aisles with paintings, buy veduta, etudes and nature motifs with an Armenian accent. Find souvenirs, pottery, silver and leather items, including kyamar, a silver belt that Armenian women put on a dress or a blouse, as well as items of obsidian, the local ornamental stone.

NATURE



Saddle a Karabakhi steed, herds of which graze in highlands of Artsakh. In ancient times Armenia supplied the cavalry of Alexander the Great with Karabakhi bloodstock and paid tribute to the Persian Empire: for celebration of Mitra only, according to Strabo, "two thousand Karabakhi steeds were sent to the Persians." The Karabakhi steeds were also used to improve the famous Don horses. The stables of such great riders as the Russian Empress Catherine II and British queen Elisabeth II were also supplied with Karabakhi steeds.

WHAT TO DO IN ARMENIA?



CASCADE



Conquer the 572 steps of Cascade to see Yerevan and its spectacular panorama in the palm of your hand. Explore the sculpture park at the foot of Cascade: take photos by the creations of Fernando Botero, faceted figures of Lynn Chadwick, hares of Barry Flanagan, horses created for the London Olympics by Tome Hill, the Blue Kiwi by Peter Woytuk, and tattoo sculptures of Jaume Plensa and by the iconic LOVE installation by Robert Indiana.

BYURAKAN



Take a close look at stars at the Byurakan Observatory, the towers with semicircular domes of which rise upon the village of Byurakan. One of the biggest reflex telescopes with 265cm mirror is installed here.

MATENADARAN



Visit Matenadaran, a repository of more than 1700 ancient manuscripts; be amazed by the giant manuscript made of the skin of 660 calves and by sought-after articles with precious stones and pearls; look inside the workshop to see the restorers working on folio; ask the curator to leave a note with a dream inside the miracle-manuscript; purchase cosmetics based on medieval recipes of Avicenna's colleagues; explore the works of the most popular miniaturist and take a master class in Armenian calligraphy.

SHOPPING



Buy hand-made carpets that are exhibited in showrooms of the companies that are committed to revive carpet weaving traditions; clothing with a national accent in the boutiques of modern designers and the newest products at Apple Stores developed by Armenian IT specialists.

YEREVAN

A CITY THAT SHATTERS STEREOTYPES



Logically, you may start your travel in Armenia from Yerevan. The capital city is one of the most ancient cities in the world with a rich history and incredible atmosphere. The city that is 29 years older than Rome is known today for breaking all matter of stereotypes: the past is in absolute harmony with the present, and the traditional East goes hand by hand with the modern West. Despite how old the city is; Yerevan still looks very young. Concrete jungles of multi-story houses are mixed with the warmth of old masonry featuring the shade of the tuff granting Yerevan the title of the Pink City.

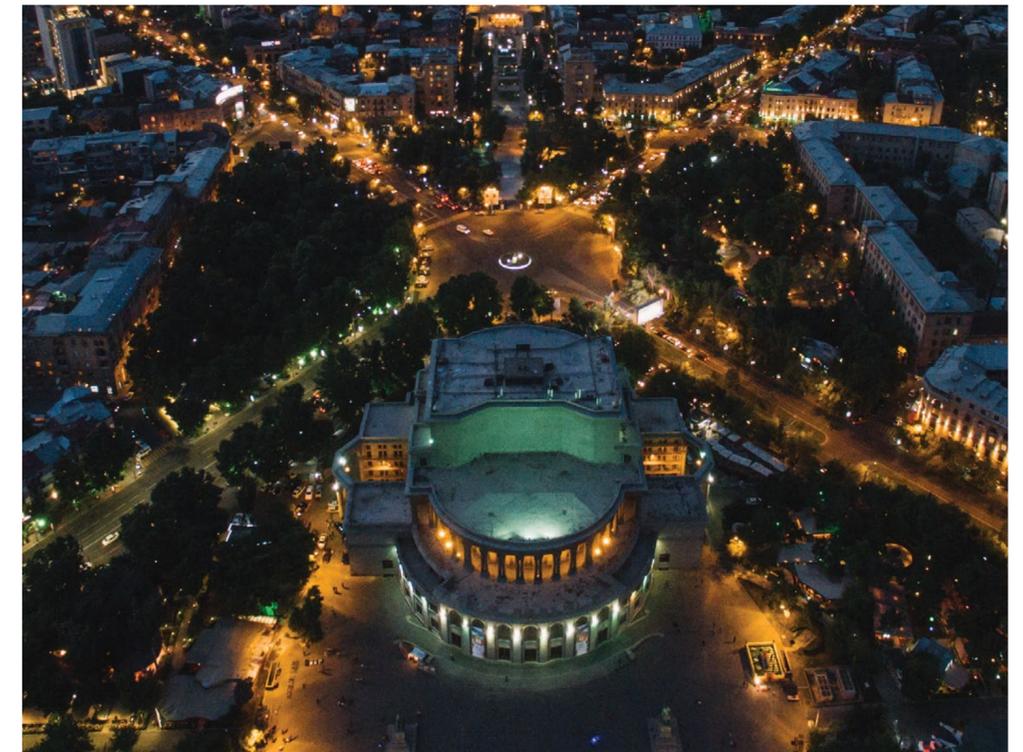
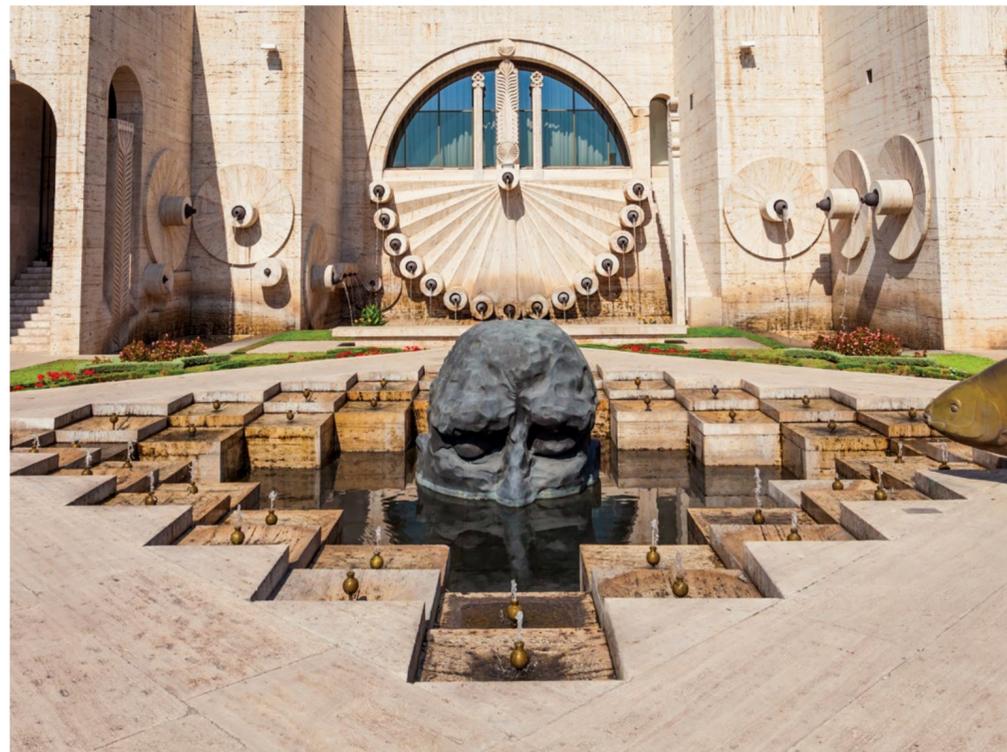
There is no rush in Yerevan: employees of city cafes slowly trim the lawns and serve visitors coffee who leisurely leaf through magazines or their gadgets. Morning yoga classes turn into evening folk dances at the Cascade.

In the streets you will find works of the best sculptors of the modern world; in museums – mysterious artifacts; in galleries – paintings of Armenian and world classics; at the flea markets – brilliant creations of contemporary painters, ceramists and jewelers.

Nightlife in Yerevan beckons with classic music concerts, sounds of folk music, jam sessions by jazz musicians, night club music, performances of musicians of all types, and wine bars along Saryan Street.

Do not miss out on the opportunity to see the show of singing fountains, enjoy delicious food in fashionable restaurants or fast-food places. Street food points that offer tjujrik, kebab, and khorovats are always there to fill you up.

And, last but not least, make sure you find a local friend who will unveil all the secrets of the ancient but still modern city with you.



^ Cascade one of the most visited points of the capital.

^ Yerevan city center.

DESTINATION FOR FOOD CONNOISSEURS

NEW TWIST ON AUTHENTIC DISHES AND DELIGHTFUL TASTE OF BREWERY



Guests visiting Armenia are very fortunate: Armenian cuisine has stood the test of time for two millennia and offers bountiful tables of mouthwatering dishes that are accompanied with intimate drinks and toasts. Here, you will enjoy an inexpensive full dinner at a respectable restaurant, aromatic coffee at a cafe and local fruits and berries at the markets fresh from the orchard.

Armenia is a place where recipes are passed on from generation to generation and the signature of specialties become a treasured family secret. It is a place where chefs conjure in the kitchen by keeping to traditional recipes, interpreting or even boldly experimenting with old ones. You will learn how to bake lavash, make khorovats (barbecue), wrap tolma in grape leaves and learn to distinguish authentic Armenian cognac. You will be offered to taste crawfish with raw beer. A seemingly casual drink, yet in V century BC Xenophon, an ancient Greek historian, mentioned in "Anabasis" that the beer he tried in Armenia had excellent taste.

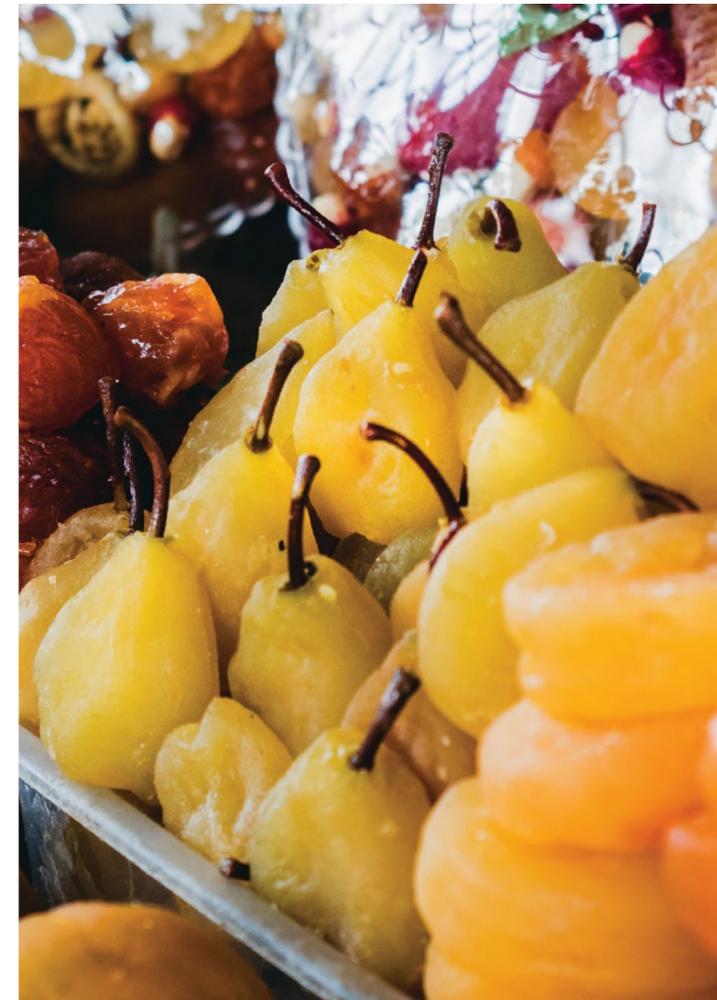
Armenia is a country of century-old traditions of winemaking the founder of which is considered to be a biblical patriarch who planted the first vine at the foot of Mountain Ararat. The traditions of ancient winemakers are properly preserved by modern winemakers. Thus, it is no surprise that the terroir of Vayots Dzor produces wine that is included in top ten best wines in the world according to Bloomberg Business weekly. Specifically, the "Zorah Karasi Areni Noir" from an endemic type of grape of 2012 harvest that is aged in clay vessels.



National Geographic included Yerevan in the list of "Six Unexpected Cities for the Food Lovers" mentioning the capital city as one of the best places in Asia with rich cuisine: the magazine advises food lovers to try gastro tours to Armenia.



Ararat Armenian Cognac factory, founded 130 years ago, was granted permission by France to call it cognac and not brandy. It was delivered to the court of the Russian Emperor, starred in almost all the Soviet movies, traveled to space, often times rescued drifting polar explorers and was preferred by Winston Churchill. Not a single Armenian celebration takes place without cognac, not a single guest leaves the country without it, and it goes perfectly with juicy Armenian peaches.



A LAND THAT ENGAGES ALL OF YOUR SENSES

EXPERIENCE ARMENIAN BREAD AND CIRCUSES



Armenia has plenty to offer for a new tourism direction that is growing rapidly worldwide: big moments and lasting impressions. You will be impressed by national holidays and theatre shows, international music, theatre, film and gastro festivals. And the Harisa Festival will toy with your imagination as you witness the tradition of cooking millet porridge with meat in a huge boiler on the third Sunday of September in the village of Musaler.

Similarly, you will really enjoy the Khorovats (barbecue) Festival in Akhtala. The smell of the barbecue brings the guests to the fortress where restaurateurs and amateurs compete in preparing the most ancient dish. Have your pick of more than 60 types of khorovats including the vegetable variety.

Even more types of tolma, another Armenian dish are offered at the Festival in Sardarapat. Beside dozens of dishes when meat is traditionally wrapped in grape leaves, you will be offered one from Avrut when meat is wrapped in bean leaves or in pumpkin flowers as suggested by the early recipes from Ani.

Taste juicy mulberry and try the famous mulberry vodka, enjoy honey of peaceful and pugnacious Armenian bees, try the bread and taste the “the bread and circuses” at all the respective Festivals.

Artsakh Wine Festival. >



STAY IN THE VILLAGE

CATCH YOUR BREATH AND REJUVENATE AWAY FROM CIVILIZATION

If you are looking for a break from the hustle and bustle of city life, consider going to a village where you can catch your breath, rejuvenate and enjoy fresh air, organic food right off the vine, fresh eggs, churned butter – karag in khnotsi, freshly baked lavash right off the tonir and honey straight from the hive. Wake up with the first calls of the rooster, walk barefoot in the dew, and sprinkle yourself with spring water.

Nowadays more and more rural dwellers enthusiastically host tourists following the idea of green tourism. They offer bed and breakfast in an authentic rural house that provides an outstanding chance to experience the life and traditions of Armenian people. In Armenian agritourist manors you will learn how to make cheese and harness a horse, how to press grapes and make moonshine, how to mow the grass, handle bees, and much more.



BON SANTE!

SALT MINES, CURATIVE SPRINGS AND HEALTH TOURISM



Armenia is an extremely attractive destination for health tourism. The high degree of professionalism among Armenian dentists and low prices on treatment and prosthetics when compared to other countries make the country a leading destination for dental tourism.

Armenia offers a course on speleotherapy to people with respiratory and lung diseases to be treated by the microclimate in underground caves: 20 sessions in salt mines and oxygen cocktail guarantee recovery and safeguarding against influenza throughout the season.

You may fortify the results in conifer forests in Dilijan where a tuberculosis sanatorium used to be in Soviet times. There are more than 350 mineral spring waters including almost all types of balneology classification. Sanatoria and spa hotels were built in the areas of those spring waters.

The most famous balneological resort is Jermuk that is located high in the mountains of Vayots Dzor. There are three different types of spring waters at the resort: normal (cold, up to 5-6° C), narzan (sparkling water) and thermal springs (up to 63-64° C) that make this area famous. As the legend goes, a wounded deer discovered the springs. It jumped into the spring water wounded by a gunshot and emerged out of it safe and sound and completely recovered.

Jermuk is a very comfortable place to get treated or simply have a rest considering its mild climate and modern resorts and spa hotels. Breathe deep the mountain air, enjoy the atmosphere of the old-regime resort, and drink the springs prescribed by the doctor. You should also visit Gndevank monastery of X century hidden in the gorge of Arpa River, the picturesque rocks and yawning caves which can easily compete with the landscapes of Hollywood westerns.



WINTER IN ARMENIA

KILOMETERS OF UNTOUCHED SNOW, WINDING ROADS AND KHASH SEASON



Drive through snowy roads, master snow scooters, stay at a skiing resort and dive into an ice-hole in Sevan. In wintertime the lake is covered with ice and the mountain chain is blanketed with snow. Free riders prefer the slopes of Mount Aragats, while downhill skiers, snowboard skiers, cross-country skiers come to the ski resort in Flower Gorge, Tsakhkadzor. There is every opportunity to exercise your favorite winter sport since the slopes do not crust and the undisturbed snow supports the boards perfectly.

The ski resort in Tsakhkadzor on the hills of Mount Teghenis is 40 minutes away from Zvartnots airport. Trails of all levels of difficulty start from the peak of the mountain, which you can reach via Litner ropeway with heated seats. You will find no line for the ropeway in Tsakhkadzor. The highest point of skiing is 2819 m which is just 10 m lower than the highest one in Courchevel.



Tsakhkadzor ropeway has three lines: the regular lift >
chair takes skiers to 2400 m. The total time to reach
the third line is about 40 minutes. There is 1200m in
height difference.

WINTER IN ARMENIA

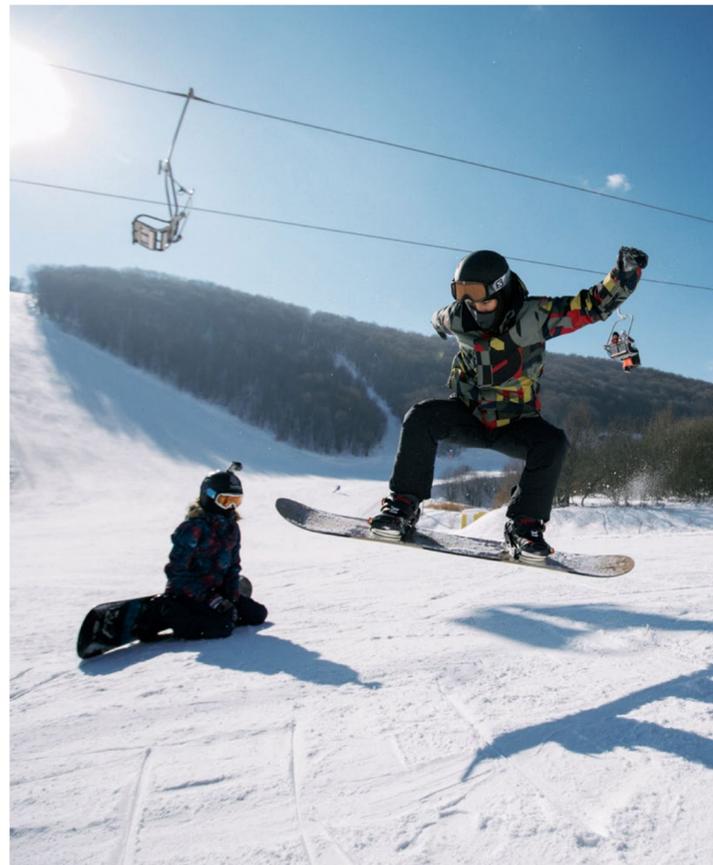
KILOMETERS OF UNTOUCHED SNOW, WINDING ROADS AND KHASH SEASON



When the weather is clear you will see Sevan from the first level of the ropeway, and Ararat from the peak of Teghenis. The third level of the ropeway is a trail for true extreme lovers. If you go through the passage and then along the ridge of the neighboring mountain, the plane fields and the snowboard slope, you will finish with 8 km of continuous drive – a skier's paradise! Along with breathtaking trails, the cozy resort town also boasts luxury hotels and restaurants that do not practice a dress-code and offer world class services for affordable prices.



Khash is a dish that the impoverished cooked of veal knuckles and giblets since pagan times. Today it is considered a delicacy and is usually served during those months that contain the letter 'r', from April to September inclusive. The only place that serves khash regardless of the month is located on the peak of Mount Aragats.



CORPORATE CULTURE

COMBINING BUSINESS WITH PLEASURE



Armenia and Yerevan are ideal for organizing corporate events, conferences, congresses and teambuilding. First class hotels of leading international chains such as the Marriott, Hyatt, Radisson, Hilton, Royal Tulip and Best Western are at the disposal of the capital's guests. The hotels neighbor each other, which provides an opportunity to simultaneously host up to 800 people.

A wide selection of conference halls and comfortable venues with modern equipment and high speed internet connection facilitate conducting effective presentations and meetings, and the wide choice of open-air restaurants offers a fabulous gala-dinner or banquet as a dignified close of the event. Creative actors from the Armenian event industry will develop the travel concept and organize memorable events. For example, have you ever considered a nighttime discotheque on the roof of the astronomical observatory, night at the museum, dinner in the cellars of Ararat cognac factory or at the foot of Mount Ararat? In Armenia, all these options are open to you.

Just survive the official part of the event and then become a carefree tourist and walk through the city, purchase souvenirs at the Vernisazh and Armenian cognac at the official stores, and enjoy music battles at the clubs. Since many unique natural and historic sights are fairly close to the capital, you can mix business with an exciting excursion through the history of this ancient land.

For more information on corporate tourism to Armenia, visit the website of MICE in Armenia and at the Ministry of Economic Development and Investments:

Phone: (+374 11) 597 292

E-mail: tourism@mineconomy.am

www.mineconomy.am



Zvartnots International Airport serves up to 3.5 mln passengers annually. It has been recognized the best in CIS, Russia and Baltic countries at the exhibition in Dubai.

Forum at the Karen Demirchyan >
Sports and Concerts Complex.



BUSINESS CARD

REPUBLIC OF ARMENIA (HAYASTANI HANRAPETUTYUN)



INDEPENDENCE / 21.09.1991

The country is located in the South Caucasus. To the North the country neighbors with Georgia, to the North-East and the South-West with Azerbaijan, to the East with the Republic of Artsakh (unrecognized state), to the West with Turkey, and to the South with Iran. The longest length from the North-West to the South-East is 360 km, from the West to the East is 200 km.

TERRITORY

29,74 thousand sq. m

AVERAGE ALTITUDE

1800m

HIGHEST MOUNTAIN PEAK

Mountain Aragats (4090m)

ADMINISTRATIVE UNITS

11 provinces

CAPITAL CITY

Yerevan

HIGHEST LEGISLATIVE BODY

National Assembly

HEAD OF STATE

President

POPULATION

2986.5 thousand (per January 2017)

ETHNIC GROUPS

96% Armenians

NATIONAL MINORITIES

Russians, Yazidis, Kurds, Assyrians, Greeks, Ukrainians, Jews, etc.

OFFICIAL LANGUAGE

Armenian

RELIGION

Christianity

CHURCH

Armenian Apostolic Church

RELIGIOUS CENTER

Mother See of Holy Etchmiadzin, Cathedral of Armenian Apostolic Church and the Seat of Catholicos of All Armenians.

Armenia – the first country that recognized Christianity as official state religion.

CURRENCY

Armenian Dram (AMD)

TIME ZONE

UTC+4

AREA CODE

+374 | ISO 3166 code - AM

MOBILE CONNECTION

There are 3 mobile operators in the country – Beeline, VivaCell-MTS and Ucom, in parks and other public places WiFi zones are marked with respective signs.

INTERNET

Wide 3G Internet coverage - 98%

An ultra-modern network of 4G+ (LTE Advanced) by Ucom provides speed of 250 mb/sec in Yerevan. You will find free WiFi in the majority of Armenian hotels, restaurants, cafes, some buses and taxis in Yerevan, in parks and other public places.

SHOPS AND SHOPPING CENTERS

You will find shops, supermarkets and shopping centers with a wide range of local and imported products almost in all cities in Armenia. Employees will even pack your purchase. Check whether shops accept cards for payment. Some supermarkets have 24-hour delivery service.

PUBLIC TRANSPORTATION

The network of public transportation is diverse. Despite the names of stops are in Armenian only, Armenians will not let you get lost in the country. The fee for bus and minibus route is 100 AMD one way. The same fee applies for taxis per 1 km. A taxi trip through two remote points in the city will cost 2500 AMD. There are dozens of taxi service in Armenia, but it is more convenient to take one online by downloading the application for GG Taxi or Yandex Taxi. The road traffic in the country is law-abiding, drivers are polite towards pedestrians and each other. The city also enjoys metro.

RENT A CAR

The best way to explore Armenia is to rent a car and ride in different directions off Yerevan. You can make a reservation on the spot or in advance via phone, fax or online. Special offers can be found on the websites of big companies (Hertz, Rent-Yerevan). Armenia accepts driving licenses of those countries that are signatory parties to the Vienna Convention. You will only be requested to present an international driving license in case the national one is invalid in Armenia or is not issued using Latin script.



STATE TOURISM COMMITTEE
MINISTRY OF ECONOMIC DEVELOPMENT
AND INVESTMENTS
REPUBLIC OF ARMENIA

5 MHER MKRTCHYAN STR., 0010 YEREVAN, ARMENIA
(+374) 11 597 292 | TOURISM@MINECONOMY.AM | WWW.MINECONOMY.AM

ATDF | Armenian
Tourism
Development
Foundation

5 MHER MKRTCHYAN STR., 0010 YEREVAN, ARMENIA
(+374) 11 597 720



OFFICIAL TOURISM WEBSITE OF ARMENIA.
www.armenia.travel