

ArMÉNia

The Hidden  
Track



# ArMÉNia

## The Hidden Track

A sneak preview!

# Hello you,

Dreaming about a captivating destination with hidden wonders? You've hit the spot!

**Come and see.** A highland of landscapes. Within hand's reach. Soundscapes. As high as deep. As old as bold. Explore and marvel. Get inspired.

**Come and feel.** A burst of emotions. A source of generosity. Embrace the sunlight. Toast to people. No strangers here, just family you haven't met yet.

**Come and tune in.** As a history and culture aficionado. As a fine gourmet. As a wild adventurer. As a digital nomad. All and beyond. Just tune into my hidden track. Now, your hidden track.

**Authentically yours,  
Armenia**

# A Dazzling Destination with Hidden Wonders

Welcome to Armenia... a land where you can connect with culture through our ancient historical sites, mountainous landscapes, delectable food, and hospitable people. Leave your worries behind and let our pulsating energy inspire you.

Follow me and I'll tell you everything you ever wanted to know about Armenia, including some of our best-kept secrets at the end. That way, when you arrive, you're already a friend. And, when you leave, you'll feel like family!

**Let's dive right in and  
explore The Hidden  
Track!**



# Did You Know?



Armenia was the first country to adopt Christianity as a state religion in 301 AD.



The capital city, Yerevan, is more than 2,800 years old (older than Rome!).



The Armenian alphabet is among the oldest alphabets in the world and is included in UNESCO's Intangible Cultural Heritage List.



Areni-1 Winery is a 6,100-year-old winery that was discovered in 2007 in the Vayots Dzor region of Armenia. It is the oldest winery in the world discovered to date.



The world's oldest leather shoe which dates back to 3500 BC was also discovered in the Areni-1 Cave. This more than 5,500-year-old artifact was perfectly preserved since it was stuffed with grass.



Wings of Tatev is the world's longest reversible cableway (5,752 m). It is the most impressive route to the beautiful and mystic Tatev Monastery.

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# Culture

Despite our small size, we have contributed a lot to the world's heritage treasury! You will be surprised at how harmoniously Armenia's ancient history coexists with modern society and how it has shaped every piece of our culture today.



# UNESCO World Heritage

Armenia has 3 Tangible UNESCO World Heritage Sites as well as 7 items on the Intangible Cultural Heritage list. Continue reading to find out more about each!



## Tangible UNESCO World Heritage

Monastery of Geghard and the Upper Azat Valley (2000), Sanahin & Haghpat Monasteries (1996), Cathedral and Churches of Etchmiadzin and the Archaeological Site of Zvartnots (2000).

## Intangible UNESCO World Heritage

Duduk (2008), Khachkars (2010), David of Sassoun (2012), Lavash (2014), Kochari (2017), Armenian Letter Art (2019), Pilgrimage to the St. Thaddeus Apostle Monastery (2020).

# Cathedral and Churches of Etchmiadzin and the Archaeological Site of Zvartnots

(2000)

Etchmiadzin is the holy city of Armenia and the Mother Cathedral of Holy Etchmiadzin (301-303 AD). The Cathedral as well as the churches of Saint Gayane (630 AD), Saint Hripsime (618 AD), and Shoghakat (built in 1694 upon a 4th century chapel) make up the UNESCO World Heritage Sites of the city. A mere 20 kilometers from Yerevan, Etchmiadzin is definitely worth a stop!



On your way to Etchmiadzin, don't miss out on the Zvartnots Cathedral, another UNESCO site. Zvartnots was constructed in the Middle Ages between 643-652 AD and the ruins can be easily visited today. Ararat makes a jaw-dropping backdrop to the archaeological site on a clear day!





# Monastery of Geghard and the Upper Azat Valley

Geghard Monastery is a short distance from Yerevan. This alluring monastery was founded in the 4th century and is famous for its hidden chambers and ancient tombs that are carved into the cliff. It is a MUST visit during your time in Armenia!







Luckily, it is surrounded by some of the most remarkable places in Armenia (like the Temple of Garni, Azat Reservoir, Charents Arch, and the Symphony of Stones), so you can enjoy a whole day based around the UNESCO monastery and the Upper Azat Valley!

# Sanahin & Haghpat Monasteries

Located in Armenia's lush Lori province up north, you'll find the sister monasteries of Sanahin and Haghpat. These UNESCO beauties were built between the 10th-13th centuries and in pretty accessible locations compared to other monasteries around the country. Most visitors include nearby Akhtala Fortress as part of their itinerary and see the three together.





# Pilgrimage to the St. Thaddeus Apostle Monastery & David of Sassoun

The Pilgrimage to the St. Thaddeus Apostle Monastery is a 3-day journey in northwestern Iran that takes place every July. The pilgrims travel 700 kilometers from Yerevan to the monasteries of St. Thaddeus and

St. Santukhd while enjoying Armenian folk performances and dishes along the way. This remarkable pilgrimage has been around for over nineteen centuries!





The performance of the Armenian epic of 'Daredevils of Sassoun' tells the story of David of Sassoun who heroically (and defiantly!) defends his homeland against evil. This remains one of the most notable Armenian folklore works and truly depicts the courage and resilience of Armenians today and throughout history.

# Khachkars

Across Armenia, there are more than 50,000 'khachkars', or cross stones. Carved from local stone, these memorials bear a cross and other ornamentations - in fact, every khachkar is unique! You will find them in city squares, in front of churches, along hiking trails, and beyond. Be sure to check out Noratus Cemetery where you can see the largest collection of existing khachkars in the world.



# Kochari &

Throughout centuries, Armenians have held hands and danced Kochari, a traditional dance that can be found across all ages, genders, and social classes. This dance provides a sense of shared identity and showcases the powerful character of the nation.





The duduk is made from apricot wood and is a national musical instrument in Armenia that produces a soulful and velvet-like sound. It is considered one of the oldest wind instruments in the world and can even be heard in megahits like the Gladiator, The Chronicles of Narnia, and even Game of Thrones!

# Duduk



# Armenian Alphabet &

Created by Mesrop Mashtots in 405 AD, the Armenian alphabet is visually unlike any alphabet in the world. Its uniqueness has allowed it to be drawn in artistic ways over the centuries, including as bird letters. These bird letters are a distinctive expression of Armenian calligraphy and first appeared in the Middle Ages as the first letter of the texts.

## Letter Art

# Lavash

There is nothing more integral to Armenian cuisine than lavash, a traditional thin bread that requires exceptional skill to master. Lavash can be found everywhere! We eat it at special events like weddings, as well as every day wrapped around flavorful greens and local cheeses. Traditionally made in a tonir, lavash is the cornerstone of Armenian cuisine.



# Handmade & Hobbies

Armenian cultural heritage is portrayed through all of these unique experiences, giving you a little taste of what to expect on your journey.



# Pottery

Pottery played a huge role in the history of Armenia, and the tradition dates all the way back to the third millennia BCE! These clay vessels come in different sizes and were used to preserve food, store water, and ferment wine. You will find unique designs on each piece of pottery depicting everything from animals to trees.





# Taraz & Jewelry

The Armenian taraz is a form of traditional clothing that dates back to the Urartu period (first-millennium BC) and can be found throughout nearly every era of Armenian history. It is one of the symbols of self-preservation and each region and area had a unique taraz. Today, one can visit various places in Yerevan and Gyumri where they can wear a taraz and learn more about this ancient, wearable art.

Jewelry has also been an important part of Armenian culture since antiquity. Armenian women loved to don silver and gold pieces decorated with pearls and other precious stones. Silver belts historically depicted a woman's marital status, but today, you will find Armenian women of all ages wearing ornate silver jewelry.



**Tip: Be sure to head to the Aguletsi House Museum in Yerevan to see an extensive taraz and jewelry collection!**

# Rugs

Rug weaving was exclusively a women's craft that was passed on from generation to generation. Armenian rugs conveyed messages through symbolism, colors, and more. An art dating back to 1000 BC (and even older according to some historians!), you won't be hard-pressed to find beautiful Armenian rugs and carpets in restaurants, hotels, and cafés throughout the country.



**Tip: The Megerian Carpet Museum in Yerevan is a great place to start learning about this rich part of Armenian culture.**





# Jazz & Chess

Armenians have a passion for music and one form of music that has revolutionized the country in the last century is jazz. Yerevan's first jazz band was formed in 1936. The Armenian State Jazz Orchestra was formed in 1938 and was the first of its kind in the Soviet Union. Today, one can find several jazz clubs in Yerevan, and the city is

even home to several large-scale jazz festivals and events.

Chess has been played since the Middle Ages in Armenia but it gained widespread attention in the 1960s when Tigran Petrosyan became the World Chess Champion.



**Fun Fact: Today, Armenia is a force to be reckoned with in the game of chess, and was even made mandatory in schools since 2011!**

# Museums & Galleries

Armenia has around 120 museums and galleries and each one tells its own story. We have many museums located in Yerevan, but also some rather remarkable ones located outside of the capital city. You can visit the History Museum of Armenia, Matenadaran, the National Gallery of Armenia, or you can opt for a smaller (or niche) museum!



# Parajanov Museum

Location - Yerevan

Sergey Parajanov was a famous film director, screenwriter, and artist. This house-museum is dedicated to the best of his works and life. Inaugurated in 1991, the museum is located in Yerevan.









## **Wine History Museum of Armenia**

Location - Sasunik

Located in the small village of Sasunik in Aragatsotn province, the Wine History Museum of Armenia gives visitors an in-depth look at Armenian viticulture throughout the centuries. The museum brings together the art and science of wine in a beautiful way that makes this newer museum one of the most talked-about in Armenia.

## The Gallery of Mariam and Eranuhi Aslamazyan Sisters

Location - Gyumri

This is one of the unique museums and galleries in Armenia that contains the complete collection of works from Mariam and Eranuhi Aslamazyan. Opened in 1987, you'll find over 620 originals from the sisters who were not only artists, but also world travelers and cultural icons, paving the way for many female artists in Armenia.









## Yeghegnadzor Regional Museum

Location - Yeghegnadzor

In Vayots Dzor province, you'll find the town of Yeghegnadzor, as well as a museum dedicated to 9,000 archaeological and ethnological artifacts that date from pre-historic times to the 20th century. It opened in 1968 and is one of the most popular museums outside of Yerevan.

# Armenian Architec ture

Evolving throughout the centuries, Armenian architecture is as dynamic as it is beautiful. Visitors will find a variety of architectural styles across the country, from modern designs to Medieval-era churches to pre-Christian and Urartian structures.

One feature of many Armenian buildings and structures is the construction material itself. 'Tuff', or volcanic stone, is commonly used in Armenia and the durable material comes in many different colors such as pink, hence Yerevan's nickname 'the Pink City'.





We also have a lot of Soviet constructions still around, including the Iron Fountain in Gyumri as well as the Writers' Union building on Sevan Peninsula. If you're looking to explore cities with unique architecture, add both Goris and Gyumri to your Armenia itinerary!



# Festivals

No matter when you visit Armenia, you will certainly be greeted by exciting festivals, events, and happenings all over the country. Here are some of our biggest and most beloved festivals throughout the year:

# Yerevan Wine Days

Location - Yerevan

A newer festival but one that attracts wine enthusiasts from all over the world is the Yerevan Wine Days, a weekend event that takes place in late spring each year. Several streets shut down, including Saryan Street (our 'Wine Street') and wineries from all over the country come to showcase their portfolio to thirsty festival goers.



# Vardavar

Location - all over Armenia

Get dressed in your finest waterproof clothing and visit Armenia in late July, when you can partake in one of our ancient Pagan traditions (now transformed to a Christian one), Vardavar. On this day (the date changes each year), Armenians of all ages take to the streets and splash (okay... soak!) each other with water. The festival is associated with Pagan goddess Astghik, who is the goddess of water, love, fertility, and beauty. Don't worry, July is our sunniest month with an average of 353 hours of sunshine, so you'll dry off quickly!





## Khorovats Festival

Location - Akhtala

Since 2009, the Khorovats Festival (Armenian BBQ Festival) has gathered locals together to do what they do best - eat and have fun! And, there is nothing more we love than showing

the way we do that to tourists through this Akhtala festival in the Lori region. Visitors can enjoy beef, fish, and vegetable barbecue prepared the Armenian way. Bring your appetite!



# Cuisine

Located at the crossroads of Europe and Asia, Armenian cuisine is a melting pot of flavors, ingredients, and dishes. The region produces exceptional fruits and vegetables (often straight from the garden!) that infuse so effortlessly into traditional dishes and even modern takes on those same dishes. And... we love nothing more than treating our guests to our cuisine! So come on over - and be sure to come hungry!



# Farm to Table

Gardening and food harvesting have always been at the center of the Armenian lifestyle since ancient times. We love seasonality and eating close to home - and each season brings beloved ingredients and dishes! Flavorful green herbs kick off the spring season. Summer fruits, including apricots, are ever-present starting in June. Autumn and winter gift us with the pomegranate, one of the symbols of Armenia. While we love these ingredients in their natural form, we are also masters at preserving and drying.



**Fun Fact: What fruit we don't dry, preserve, or eat right away - we infuse into fruit wines and vodkas!**





# Gastro Yards

As you traipse across the diverse regions of Armenia, visiting gastro yards is a great way of acquainting yourself with our culture, food, and people. You'll have the opportunity to enjoy delicious wine alongside homemade meals, partake in masterclasses, and create memories for years to come.



**Tip: Looking for a gastro yard close to Yerevan? Head to Ashtarak, about 30 minutes northwest of the capital city, where you'll find a handful of renowned gastro yards to choose from!**

# Culinary

Cultural experiences are on the rise in the tourism industry and Armenia has no shortage of them - particularly within the culinary scene! You will find culinary experiences available across the country and will have the chance to take your new skills home with you.





Tip: Learn to make gata in Artabuyunk village, ghapama in Alaverdi, sasna klulik in Shirak's Ashnak village, and more. Your palate will travel home happy!

## Experiences

# Café Culture

When visitors leave Armenia, they often express their love for our energetic café culture... and rightfully so! We have sidewalk cafés, specialty coffee shops, and a lot more in Yerevan and other parts of Armenia. It is not uncommon to find digital nomads working from cafés in the city center alongside locals meeting for a catch-up over a cup of coffee.



**Tip: Some of Yerevan's most lively cafés can be found around the Cascade Complex, Pushkin Street, and Saryan Street.**



# Armenian Wine

(& More)



The wine traditions of Armenia date back an astounding 6,100 years! The country is not only home to the world's oldest known winery at Areni-1 Cave, but is also home to endemic grape varieties and unique wine production. Our wine industry is a burgeoning one and we invite you to come and enjoy Armenia... through a glass of wine!

~ ក្រិស្ស

[Kenats]

Means **Cheers!**

# Areni-1 Cave & History of Wine

In January 2011, the earliest known winery was discovered in Areni-1 Cave near Areni village in the Vayots Dzor province. Dating back over 6,100 years, this ancient winery inevitably paved the way for the region's winemaking traditions and has even laid the foundation for Armenian winemakers

today! It is not uncommon to see today's wineries incorporating these ancient traditions, including storing and fermenting wine in a karas (clay vessel). Areni-1 Cave is open to the public and is a stone's throw away from Noravank Monastery and Areni village.



**Fun fact: The world's oldest leather shoe and humanoid brain was also discovered at the same site!**





# Types of Wine

We have several types of wine available in Armenia thanks to the region's terroir and our winemaking history. Oenophiles will be delighted to find high-quality red and white wines, along with rosé, orange, and sparkling wines. If you're into sweeter options, don't worry, we've got you covered with our delicious fruit wine options!

Armenia has 5 wine making regions and each one is different than the next. Armenian wine and viticulture is starting to garner a lot of international attention and we would love nothing more than to have you come and check it out for yourself!



**Tip: Be sure to try some of our indigenous grape varieties like Sev Areni, Kakhet, Haghtanak, Voskehat, Kangun, and Khatoun Kharji.**

# Brandy

Another beverage that has become synonymous with Armenia over the years is brandy. Yerevan Brandy Factory was the first of its kind in Armenia and it began operations in 1877. Only a few varieties of grapes are used to make brandy in Armenia, including the indigenous Voskehat and Kangun varieties, making Armenian brandy rather unique and sought-after. Legend has it that Winston Churchill was gifted Ararat Brandy at the Yalta Conference in 1945 and became a loyal customer in the years to follow.





# Wine Festivals

Armenia is home to two large wine festivals currently - Yerevan Wine Days and the Areni Wine Festival. Yerevan Wine Days takes place in the capital city at the end of spring and the Areni Wine Festival (Areni village in Vayots Dzor) usually takes place in early October.

# Saryan Street

If you're looking for the place to go for a wine-filled evening - venture on over to Saryan Street in Yerevan. Locals know this famous street as the 'wine street' where you'll find a large concentration of wine bars and events happening. This is also where Yerevan Wine Days takes place at the end of spring.





# Beyond Wine

Not a wine or brandy lover? Don't worry - we have a growing craft beer and cocktail scene that you'll want to dive right into! You'll find cocktail bars throughout Yerevan and Gyumri and a handful of craft beer bars and breweries in Yerevan. If you find yourself outside of the larger cities, you won't be hard-pressed to find locals distilling their own vodka.



**Tip: To truly get a taste of Armenia, ask for mulberry vodka, Ararat Brandy cocktails, or apricot ale. You can thank us later!**

# Nature & Wildlife

Despite its small size, Armenia boasts indigenous species of flora and fauna, natural reserves and monuments, and national parks to explore and enjoy. Nature is calling!



# Peaks &

The highest peak in Armenia is Mount Aragats. With a height of 4,090 meters, Aragats offers excellent opportunities for hiking and observing wildlife.

The lowest point in Armenia is the picturesque Debed River Gorge, 380 meters above sea level. It's an excellent location for hiking and enjoying stunning nature scenes.





Lake Sevan is Armenia's largest water basin. With its high altitude, it is also the second-largest freshwater source in the world, after Lake Titicaca in Peru.

# Valleys

# Flora & Fauna

The Armenian highland is abundant with diverse flora and fauna and guests to Armenia will find several indigenous species of birds, like the Armenian gull and Golden eagle, as well as other animals such as bezoar goats, Caucasian leopards, and the Sevan trout. The landscapes of Armenia range from thick forests to volcanic gorges, and more! Come visit in spring and summer to enjoy the colorful wildflowers that dot these landscapes.





# Nature Reserves

There are three state-protected nature reserves in Armenia - Khosrov Forest State Reserve, Shikahogh State Reserve, and the Erebuni State Reserve. Khosrov is one of the oldest protected areas in the world with over 1,700 years of history. The ancient forest has more than 1,850 species of plants and 280 species of animals.

In addition to the aforementioned reserves, Arpa Protected Landscape and the Caucasian Wildlife Refuge (CWR) are two other places that are protected by private groups and the local communities.



**Tip: You can actually stay overnight in a cabin in Arpa or CWR! Both have a few accommodation options available and they offer the chance to wake up in the middle of nature.**

# National Parks

We might be a small country but we have 4 national parks that truly show the best of what we have to offer! Our national parks are Dilijan National Park, Sevan National Park, Arevik National Park, and Lake Arpi National Park. Each is located in a different province within Armenia and has unique reasons to visit.



# Adven tures in Armenia

Come here to nurture your adventurous soul and experience the gifts of local nature. Armenia will give you the adrenaline kick you need!



# Hiking

Armenia's mountainous landscape truly lends itself to some top-notch hikes, and adventurers from all over the world are starting to discover Armenia's hiking trails and nature. There are hundreds of hiking trails across the country. The new Legends Trail in Syunik (250km) is a captivating

trail that will guide you from village to village with cave cities, mountain ranges, and monasteries along the way. The trail is a part of the much larger Transcaucasian Trail (TCT) that spans from Armenia's north to south for over 800km!



**Tip: Download the HIKEArmenia app or visit the website for a fantastic starting point to discover the best hiking trails.**





# Water Sports

We may be a landlocked nation, but we definitely know how to take advantage of our lakes and rivers! In Armenia, you will find the opportunity to go whitewater rafting on the Debed River, standup paddleboarding on Azat Reservoir, kayaking on Aparan Reservoir, diving in Lake Sevan and much more.

# Rockclimbing & Canyoning

There are multiple locations in Armenia that are ideal for rockclimbing, including the Hrazdan Gorge, Noravank Canyon, Mount Khustup, Hell's Canyon, and beyond. In Hell's Canyon as well as Devil's Bridge, adrenaline junkies will also find the opportunity to do a little canyoning.





# Armenia from the Sky

There is no better way to see Armenia than with a bird's-eye view of our wild landscapes! Come see Armenia from above by taking a hot air balloon ride or paragliding flight.

Paragliding does not require any previous experience and you will have a certified and skilled instructor that will take care of the launch, flight, and landing for you!

# Ziplining

Thrill-seekers from all corners of the globe will love our ziplines that take you through the rugged Armenian landscapes... and even through our capital city! You're never too far from a zipline adventure in Armenia.





# Mountain Biking

Hikers can put their boots on our many trails but did you know that Armenia is also an up-and-coming destination for mountain bikers? The scene is rapidly growing and you can even rent a mountain bike in Yerevan and take it out of the city to create your own adventure.



**Tip: Be sure to head to Vanadzor and see the new Boo Mountain Bike Park – Armenia's first pump track.**

# Winter Sports

Winter sports is another growing segment in adventure tourism in Armenia and you can find downhill skiing and snowboarding in Tsaghkadzor, Yeghipatrush and Jermuk, cross-country skiing in Ashotsk, snowshoeing in Lori, snowkiting in Shirak and more! The winter sports season starts mid-December and typically lasts until the end of March.



# Top Desti nations

If you're heading to Armenia, you will inevitably find yourself in one (or perhaps all!) of the following destinations. Be sure to enjoy your visit, but then leave a little bit of time to visit some of our hidden gems... which we detail next!





# Yerevan

Yerevan is one of the oldest continuously inhabited cities in the world (it is over 2,800 years old!). With a population of over a million people, Armenia's capital city always has something going on and is lively at any time of the year. Marvel at the fountains of Republic Square and work your way to the charming Cascade Complex before ending your day with a glass of wine on Saryan Street. The city is an excellent base for many incredible day trips around the country.

# Gyumri

Head to Armenia's 2nd largest city, Gyumri, where you'll be greeted by friendly (and humorous!) locals waiting to show you the best of the city. Gyumri is teeming with striking, black tuff architecture and buildings from various eras of the city's history.

Start your day outside of the city at Marmashen Monastery and Sev Berd before working your way back to the Gallery of the Aslamazyan Sisters, and enjoying tasty Shirak cuisine at one of the many restaurants in town.



**Tip: Gyumri is an easy place to reach from Yerevan. It is only a 2-hour drive away from Yerevan or you can take our new fast train, or opt for a Soviet throwback train!**





# Lake Sevan

Lake Sevan is the largest lake in Armenia and the Caucasus and it is renowned for its iconic views, the Sevan Peninsula, and trout. On the Sevan Peninsula, be sure to visit the Sevanavank Monastery and Writers' House before heading down the shore a bit to Hayravank Monastery. You're a stone's throw away from Noratus Cemetery and a short drive from Dilijan. On Lake Sevan, you can enjoy kayaking or standup paddleboarding before ending your day with a traditional Armenian BBQ on the shore.

# Dilijan

Dilijan is often referred to as the 'green lungs' of Armenia and the copious number of trees, lakes, and trails gives visitors plenty of reasons to head there for an escape from city life! This is a traditional spa town with unique architecture and history that is slowly becoming one of Armenia's most desirable places to live. The Tavush destination is the home of Matosavank Monastery, one of the most captivating hidden gems in the country!



# Our Best- Kept Secrets

Armenia is brimming with hidden gems and untold stories. And here are some of the ones we want to let you in on!





# Hin Khot

In the wild Syunik province, you will find Hin Khot (Old Khot), an abandoned village that is home to ancient graves over 3,000 years old! As a result, it is believed that the origins of Hin Khot date all the way back to the 2nd century BC. The village was inhabited until the 20th century when residents were forced to evacuate and leave their homes behind. Today, you'll find caves and derelict homes and a trail called the 'Legends Trail' that runs through this lesser-known Armenian destination.

# Dimats

Situated in Armenia's green Tavush province, this mountain is high up in the Ijevan Mountains with a height of 2,378 meters. The top of the mountain offers a view that will make jaws drop and cameras come out to play! You will also find the alluring Shaghot Waterfall east of the mountain.





# Orbelian's Caravanserai

The Silk Road passed through Armenia and history lovers will enjoy having a chance to visit Orbelian's Caravanserai (also known as Selim's Caravanserai) in the Vayots Dzor province. It was built along the Selim Pass to lodge travelers and their animals back in 1332. This is the best-preserved caravanserai in Armenia and is worth a stop if you're traveling south of Yerevan.

# Dashtadem Fortress

Travelers will be delighted to find many fortresses around Armenia but one of the most striking is the Dashtadem Fortress on the outskirts of the village of the same name. Built during the 9th-10th centuries, this red fortress has been restored, and its contrast against the sunny Armenian skies is reason enough alone to visit!





# Debed Canyon

Stretching from the city of Vanadzor up to the far northern reaches of the country is the Debed Canyon, one of the most impressive landscapes in the country. It is home to the lowest point in Armenia (380 meters above sea level!) and the wild Debed River flows right through it. Along the gorge, you will find picturesque villages, hiking trails, ancient monasteries, and more! Be sure to check out Horomayr Monastery up near Odzun - it will blow your mind!

# Arevatsag Canyon

Located in the Dzoraget Canyon deep in the heart of the Lori province is the striking Arevatsag Canyon, a place that is far removed from travelers' minds and a place that has only recently gained locals' attention! The hike from Arevatsag village is an easy one and this is the ideal spot for a picnic along the Dzoraget River. The Armenian name for the destination literally means 'Sunrise Canyon' and we can't think of many better places to start your day in Armenia!





# Pulpulaks

So... pulpulaks are not a destination but rather something cool that you'll find in nearly every destination throughout our country! These fountains are free, artistic, and a source of mountain spring water for locals throughout all of Armenia. Pulpulaks first gained attention in Yerevan in the 1920s and are now ubiquitous throughout the entire country!

Meet you in Armenia!



Բարի





գալուստ



[bari galust]  
Means **Welcome!**

# Map of the Republic of Armenia



Administrative Centers



Cities & Towns





# Dive into the Highlands

Authentically yours,  
Armenia

