



ARMENIA PRIVATELY ♦ DMC & GROUND PARTNER

Armenia. *The Advisor's Briefing.*

A DESTINATION BRIEFING FOR LUXURY TRAVEL ADVISORS

armeniaprivately.com

WHY ARMENIA, WHY NOW

Your clients have been everywhere. *Except.*

One country holds the world's oldest winery, a capital older than Rome and three UNESCO sites — and your clients have never been offered it. That is about to change. The question is who offers it first.

782 BC

Yerevan founded — 29 years before Rome.

Older than Rome. Less crowded, too.

6,100 yrs

Areni-1: the world's oldest winery, still surrounded by working vineyards.

3

UNESCO World Heritage sites within a day's reach of the capital.

301 AD

The first nation to adopt Christianity — a 1,700-year head start on sacred architecture.

Top 10

In the global safety index. Clients feel it on the first evening walk.

27+

New air routes since 2022. The map keeps getting shorter.

THE
WINDOW

Direct London–Yerevan flights from June 2026. The market has just opened — your clients can be in the first wave.



MILESTONE MOMENTS

The anniversary no one in their circle *can copy*.

A private morning in a 4th-century monastery. A candlelit gala deep inside a cave winery. A table set among the vines — or on a mountain ridge — with Mount Ararat filling the horizon.

01

WHO THIS IS FOR

The couple marking twenty years, who have already done the obvious places. Twice.

WINE & CULINARY

6,100 years of winemaking. Your client arrives *at harvest.*

The world's oldest known winery is here — and the culture never stopped. Sommelier-led tastings, dinners built around indigenous grapes, cellars carved straight into rock.



WHO THIS IS FOR

The client whose cellar is full and whose curiosity isn't.



02



03

HISTORY & HERITAGE

Older than Rome. First to the faith. *Still lit by candles.*

Yerevan was founded in 782 BC — 29 years before Rome.
Christianity arrived in 301 AD, earlier than anywhere on earth.
Three UNESCO sites, and monasteries that are not museums:
they are working, candlelit, alive.



WHO THIS IS FOR

The client who reads the history before the hotel reviews.

OFF THE PATH

The last unopened corner of *greater Europe.*

Cliff-edge monasteries reached by the world's longest reversible cable car. Canyons, cave villages, roads that end where the trail begins. No queues, no crowds. Not yet.



WHO THIS IS FOR

The client who says "surprise me" — and means it.



04

ACTIVITIES & HIKING

Ridgelines by morning, white tablecloths *by night.*

Guided hikes to cliff-top fortresses, via ferrata above river gorges, ziplines through forest canyons. Every route graded to the group — and every summit followed by a proper table.



WHO THIS IS FOR

The client who packs trail shoes next to the dinner jacket.



05



RETREATS & SMALL GROUPS

Two to twelve guests. One valley *to themselves.*

Alpine air at 1,850 metres, forest lodges, private chefs, rooms for stillness. Formats built around the group, never the other way round — wellness weeks, founder off-sites, families who travel together.



WHO THIS IS FOR

The wellness group, the founder off-site, the family that books as a tribe.



Yerevan stays out *late*.

Café tables on warm stone, open cellars, a capital that treats every evening as an occasion.

Getting there is *the easy part*.

Armenia sits a short flight from the hubs your clients already use — and the paperwork is lighter than for most of Europe.

London → Yerevan

DIRECT • FROM JUNE
2026

European capitals → Yerevan

DIRECT, YEAR-ROUND

Dubai • Doha → Yerevan

DAILY CONNECTIONS

27+ new routes

SINCE 2022

US PASSPORT

Visa-free • 180 days

UK PASSPORT

Visa-free

♦ *Door-to-door: every transfer included, from the jet bridge to the hotel lobby — and back.*

One of the safest countries your clients *haven't visited.*

The first question a client asks about an unfamiliar place is the one this page answers — so you never have to improvise.

Top 10

IN THE GLOBAL
SAFETY INDEX

◆ ON THE STREET

Evening walks, open squares, cafés that stay full past midnight. The calm is visible on the first night — clients mention it before the food.

◆ MEDICAL & EVACUATION

Global Rescue partnership and nationwide helicopter capability through Helicopters Armenia — in place behind every itinerary, invisible unless needed.

◆ ON THE GROUND

Our team stays reachable for the full length of the trip: one number from landing to departure, with every driver and guide briefed on the day's plan.

◆ *Quiet infrastructure, so the trip feels effortless — and your phone stays silent.*

WHY IT'S SAFE TO SAY YES

Your reputation travels with them. *We treat it that way.*

◆ WHO WE ARE

ARMENIA Privately is a DMC and ground partner, member of the Tourism Innovation and Development Federation of Armenia.

◆ WHO THEY MEET

Hand-picked, multilingual guides and drivers — people who know when to tell the story and when to let the view do it.

◆ WHERE THEY STAY

Five-star and boutique properties in central Yerevan, with one standard of service held across the whole country.

◆ WHOSE CLIENT IT STAYS

Yours. We are the ground operation, not a competing brand — your name stays on the trip, ours stays behind it.

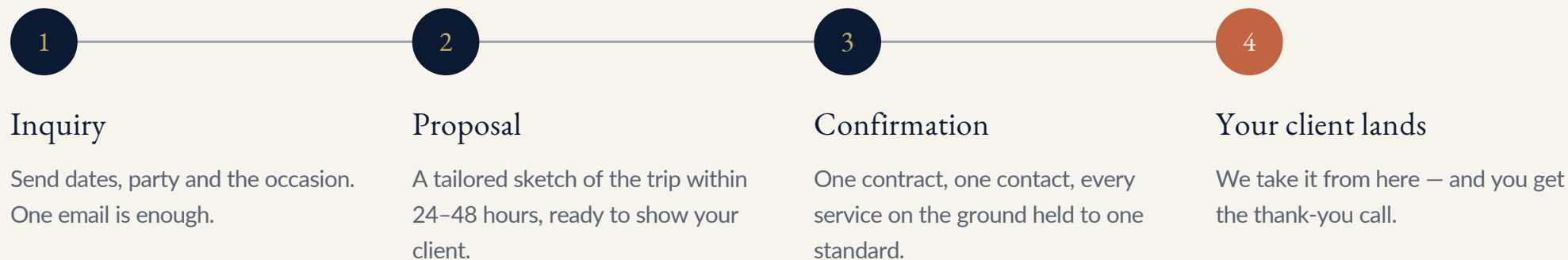
One contact: you write to one person — everything comes back arranged.



THE PROCESS

One email. Four steps. *Zero juggling.*

No portals, no forms, no chasing three suppliers across time zones. You brief one person; one person answers for everything on the ground.



The whole country, arranged through a single correspondence.

THE NEXT STEP

Have a name *and a date?*

Send them over — you'll have a tailored sketch within 48 hours,
written for your client, ready for your voice.

Karen Avakyan

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Commission structure and net rates available on request.

