

MARKETING OF ARMENIAN ADVENTURE TOURISM

ARMENIAN ADVENTURE TRAVEL ASSOCIATION

AUA Ecotourism Conference

Yerevan, April 2017

MEMBERS OF



Future of Adventure Tourism



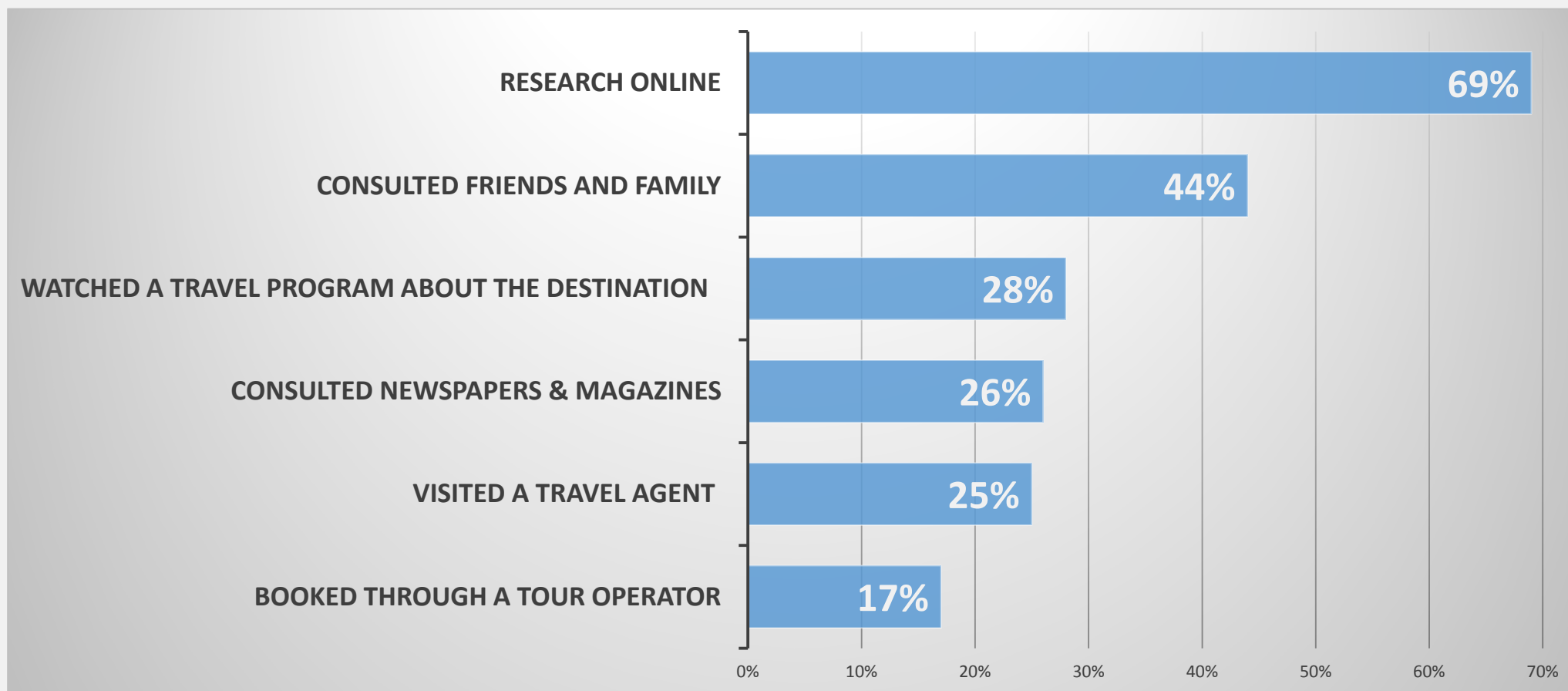
Adventure tourism is one of the fastest growing sectors of the tourism sector:

- Attracting high value customers,
- Supporting local economies,
- Encouraging sustainable practices and
- Creating positive impacts for communities, people and environment

Sector Most Impacted by the Internet



How did the adventure travelers prepare for their trip today?



Source: UNWTO-Global Report on Adventure Tourism

Armenia - Georgia Adventure Tourism Web Site



Goal:

- To promote regional adventure tourism - increase interest and number of adventure travelers to the region.

Required resources:

- Content developer - native English speaking blogger
- Web developer, who will work with Georgian specialists



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“Armenian Trails” Web - Portal



Web-Portal Vision and Goals:

- Represent Armenian trails to the global adventure audience and travel trade through a high quality web-portal with advanced features, functionality, navigation, mobile apps download, and search engine optimization
- Increase the number of individual travelers/backpackers
- Allow potential adventure travelers to create their own itineraries and connect them with local service providers in the regions

“Armenian Trails” Web - Portal



Web-Portal Vision and Goals:

- Provide practical tools and channel through which individual travelers can plan and book their adventure trip to Armenia
- Provide channels through which travelers can share their experiences in the country
- Increase the number of organized tours with adventure component, by providing guiding tool for local Tour Operators, which do not have adventure specialists/departments, and are willing to include such activities in their tour packages

Inventory and Mapping of Armenian Trails

- Inventory and analyze all existing trails and activities in Armenia

Most common adventure activities in Armenia include: Hiking, Trekking, Off-Road driving, Mt. Biking, Paragliding, Rock Climbing, Horse Riding, Caving, Winter Activities (Cross Country Skiing, Snow Shoeing, Snowboarding, Combination of winter activities), and Water/Seasonal Activities (Wind Surfing, Rafting/Tubing, Diving)

- Identify and develop new/potential trail circuits
- Conduct accurate mapping and data collection and create passport for each trail
- Take high quality photos for each trail

Model Web-Portal Designs



www.armeniantrails.com

- The look, feel and functionality for the home page as well as sub-pages of portal will base on:

Where to go/What to do - Where to stay/eat - How to get

- The following is an example of country web-portal that will be considered as models in the development of the Armenia trail portal
- The Web-portal look, function and layout should be based on the traveler sales and providing of full information. The sales funnel process defines the steps that people go through when researching and ultimately purchasing trails.



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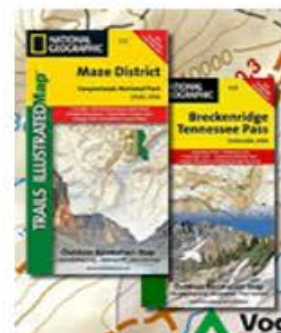
Related pages:

- **National Recreation Trails:** Featured trails listed by state
- **Canadian Trails:** listed by Province

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Related pages:

- [Supporting Trails: legislation and funding](#)
- [Reauthorization of Recreational Trails Program](#)
- [Employment opportunities related to trails](#)

Also see [Jobs related to trails](#) - [see the archives for earlier news items](#)



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
- 11/29/16: [New Executive Director of American Trails announced](#)
- 11/11/16: [25th anniversary of Recreational Trails Program is December 18, 2016](#)

OPPORTUNITIES:

- 11/30/16: [Enter the 2016 National Recreation Trails photo contest: deadline is Dec. 15](#)
- 11/28/16: [Professional Trailbuilders Association deadline for presentation proposals is Dec. 9, 2016](#)

Sand Creek Regional Greenway

| | | | |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----|
| Location | The Sand Creek Regional Greenway runs through northwest Aurora, northeast Denver, and southern Commerce City. It connects the High Line Canal trail in Aurora at Tower Road and Colfax Avenue, with the South Platte River Greenway in Commerce City. | | |
| State(s) | Colorado | | |
| Counties | Denver, Adams | | |
| Type | Greenway Urban Trail | | |
| Length | 13.50 Miles / 21.73 Km | Loop Trail? | No |
| Allowed Uses | Bicycling (on pavement) Bicycling (off pavement) Dogs - On leash Equestrian - Riding Fishing Pedestrian - Walking/Hiking/Running Roller/Inline Skating Skateboarding Snow - Cross-country Skiing Snow - Snow Play, General Snow - Snowshoeing Wildlife Observation | | |
| Agency | | | |
| Entry Fee? | No | Parking Fee? | No |


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Description

Sand Creek Regional Greenway is a nearly 14-mile public greenway, connecting the High Line Canal trail in Aurora at Colfax Avenue, with the South Platte River Greenway in Commerce City. The Sand Creek Regional Greenway trail completes a loop of 50 miles of off-street urban trails in the northeast metro Denver area. We are called the "Wilderness in the City." The Greenway is not an irrigated or traditional-landscaped city park; only native plants and grasses are on the Greenway. The trail is open year round, from dawn until dusk, and all non-motorized uses of the trail are welcome including bicycling, horseback riding, walking, running, and pets on leashes. The trail is



Database Actions:

- [Create a new search](#)
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of, a Sand Creek greenway. In 1994, the current partners convened, encouraged by Great Outdoors Colorado Trust Fund (GOCO), to begin detailed planning for the corridor.

Grants from GOCO and the US Environmental Protection Agency supported a year-long master planning effort for the Sand Creek Regional Greenw [\(Continued...\)](#)

Visitor Information

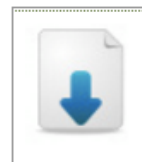
Date Opens: 1/1 - Date Closes: 12/31

Time Opens: Sunrise - Time Closes: Sunset

None

Directions

There are many points of access to the Greenway in Denver, Aurora, and Commerce City. The main trailheads in Commerce City are south of I-270 on York and another is located at 56th and Dahlia; the Denver trailhead is west of the intersection of Havana and Smith Roads; the main Aurora trailheads are at Sand Creek Park on Fitzsimons Pkwy east of Peoria and Star K Ranch near Smith Road and Chambers. Please see our website at www.sandcreekgreenway.org for directions to specific trailheads.



[TRAIL MAP AVAILABLE](#)
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Additional Information

Width: 120 inches.

Primary Surface: Crushed Rock

Secondary Surface: Concrete

Average Grade: 0%

Elevation Low Point: 5280

Elevation High Point: 5280

Year Designated: 2012

Date Last Updated: 02/21/2013

Contact Information

Public Contact:

Katherine Kramer

Executive Director

Sand Creek Regional Greenway Partnership

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Suite 300

Denver , CO 80238

(303) 468-3263

kkramer@sandcreekgreenway.org

Related Webpages and Documents

| Title | Type | Link |
|------------------------------|---------|-------------------------------|
| Sand Creek Regional Greenway | Website | View/Download |

Do you see a problem with this trail data? Contact either the trail manager (listed above) or email trailhead@americantrails.org.

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Next Steps to Develop Web Portal

1. **Financial Source for Inventory, Web Design and Content development**
2. Methodology and team for Inventory
3. Information collection plan and team for Content development
4. Company for Web design and development
5. Technical specifications, which will include client interaction approaches, general web-site design and layout approach, and concise highlighting of possible programming languages and hardware solutions
6. Portal management structure and upgrading plan to ensure continuous technical upgrading and content updating



Thank you!

armenia@armadventure.org

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