

The background of the image features a stylized landscape. On the left, a large green triangle represents a hill. On the right, a dark green triangle represents another hill. In the center, an orange semi-circle represents a rising sun, positioned between the two hills. The sky is white.

**HIKE**Armenia

# HIKEArmenia Recap

- HIKEArmenia was started by ONEArmenia and in 2017 the Hovnanian Foundation took on the responsibility of running and expanding the program
- Our goal is to promote Armenia as a premier hiking destination to the world and offer the best experience possible to local and international users!





# HIKEArmenia Information Center



# Marketing and Visibility

- Website Launch
  - First goal is to answer the question "Why Armenia?"
  - Provide local and international hikers comprehensive information
  - Personalized help and advice based interests
- Main stage of Annual Smithsonian Folklife Festival
  - June 27th to July 1st and July 4th to July 8th in Washington D.C's National Mall
  - Promoting Armenia as a hiking destination to **1 million attendees** of the festival and the over **8 million** strong readership of the Smithsonian website and magazine







# Trail Building in 2017 & 2018

- Trail Building In Dilijan National Park
  - 95 KM of trail in or near DNP
  - Working with stakeholders
  - Developing accommodation options
  - Creating quality trails and training trail builders
- 90 KM of trail building planned for Vayots Dzor







# Pilot Project in Vayots Dzor

- Gomk Pilot Project with a holistic approach
  - Strategic partnerships
  - Ecotourism education
  - Hospitality training
  - English language courses for school children and adults
  - ATP tree planting and workshops
  - Trail building and training for locals (employment)



# Հնորհակալություն

