

ARMENIA



 **THE LEGEND OF ARMENIA — HAYK THE PATRIARCH**
LONG BEFORE CITIES AND KINGDOMS, THERE LIVED A GIANT WARRIOR
NAMED HAYK — STRONG, PROUD, AND FREE.

HE REFUSED TO BOW TO THE TYRANT BEL, WHO WANTED TO RULE THE
WORLD AND TURN PEOPLE INTO SLAVES.

HAYK GATHERED HIS FAMILY AND PEOPLE AND TRAVELED NORTH, TO THE
HIGH MOUNTAINS WHERE THE SUN RISES OVER STONE AND SKY. THERE,
AMONG THE ARMENIAN HIGHLANDS, HE FOUNDED A LAND OF FREEDOM.

BEL FOLLOWED WITH HIS ARMY.

THE BATTLE WAS FIERCE — BUT HAYK LIFTED HIS BOW AND RELEASED A
SINGLE ARROW.

IT STRUCK BEL STRAIGHT THROUGH THE HEART.

WITH THAT MOMENT, FREEDOM WAS BORN.

THE PEOPLE NAMED THEMSELVES HAY, AFTER HAYK.

THEIR LAND BECAME HAYASTAN — ARMENIA.

SINCE THEN, ARMENIANS BELIEVE:

FREEDOM IS WORTH ANY SACRIFICE

MOUNTAINS PROTECT THE BRAVE

IDENTITY LIVES LONGER THAN EMPIRES

AND WHEN MOUNT ARARAT STANDS SILENT UNDER THE SKY, IT IS SAID
TO BE WATCHING — REMEMBERING THE FIRST VICTORY, GUARDING THE
SPIRIT OF A NATION THAT NEVER LEARNED HOW TO KNEEL.

ARMENIA

ARMENIA IS ONE OF THE OLDEST COUNTRIES IN THE WORLD AND THE FIRST NATION TO ADOPT CHRISTIANITY AS A STATE RELIGION (IN 301 AD). YOU'LL FIND ANCIENT MONASTERIES, STONE CHURCHES, AND CARVED KHACHKARS (CROSS-STONES) SCATTERED ACROSS MOUNTAINS AND VALLEYS—MANY OF THEM UNESCO WORLD HERITAGE SITES.

NATURE & LANDSCAPES

DESPITE ITS SIZE, ARMENIA HAS STRIKINGLY DIVERSE LANDSCAPES:

HIGH MOUNTAINS AND GREEN VALLEYS

ALPINE LAKES LIKE LAKE SEVAN, ONE OF THE LARGEST FRESHWATER LAKES IN THE REGION

DEEP GORGES, WATERFALLS, AND VOLCANIC PLATEAUS

NATURE HERE FEELS WILD, QUIET, AND VERY CLOSE.

FOOD & TRADITIONS

ARMENIAN CUISINE IS HEARTY AND FLAVORFUL:

LAVASH (TRADITIONAL FLATBREAD, UNESCO-LISTED)

KHOROVATS (BARBECUE)

DOLMA, FRESH HERBS, CHEESES, FRUITS, AND HOMEMADE WINES



INTERESTING PLACES IN ARMENIA

🏛️ Ancient & historical sites

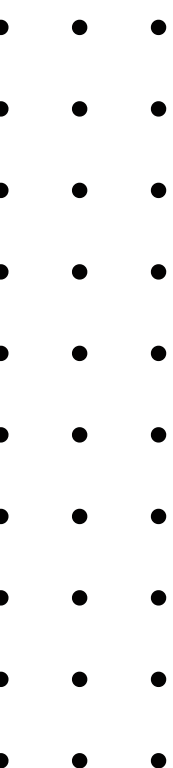
- Garni Temple – a Greco-Roman pagan temple, unique in the region
- Geghard Monastery (UNESCO) – partly carved into rock
- Erebuni Fortress – where Yerevan's history began
- Noravank Monastery – red cliffs, dramatic scenery

🏞️ Nature & landscapes

- Lake Sevan – blue water, beaches, fresh fish
- Dilijan National Park – forests, hiking, peaceful villages
- Jermuk – waterfalls, mineral springs, mountain air
- Lastiver Caves – wild nature, cliffs, adventure trails

🚠 Unique experiences

- Tatev Monastery – reached by the world's longest reversible cable car
- Shaki Waterfall – powerful and scenic
- Khndzoresk – cave village and swinging bridge
- 🍷 Culture & wine
- Areni village – wine region, ancient winery
- Areni-1 Cave – one of the world's oldest known wine-making sites



JERMUK

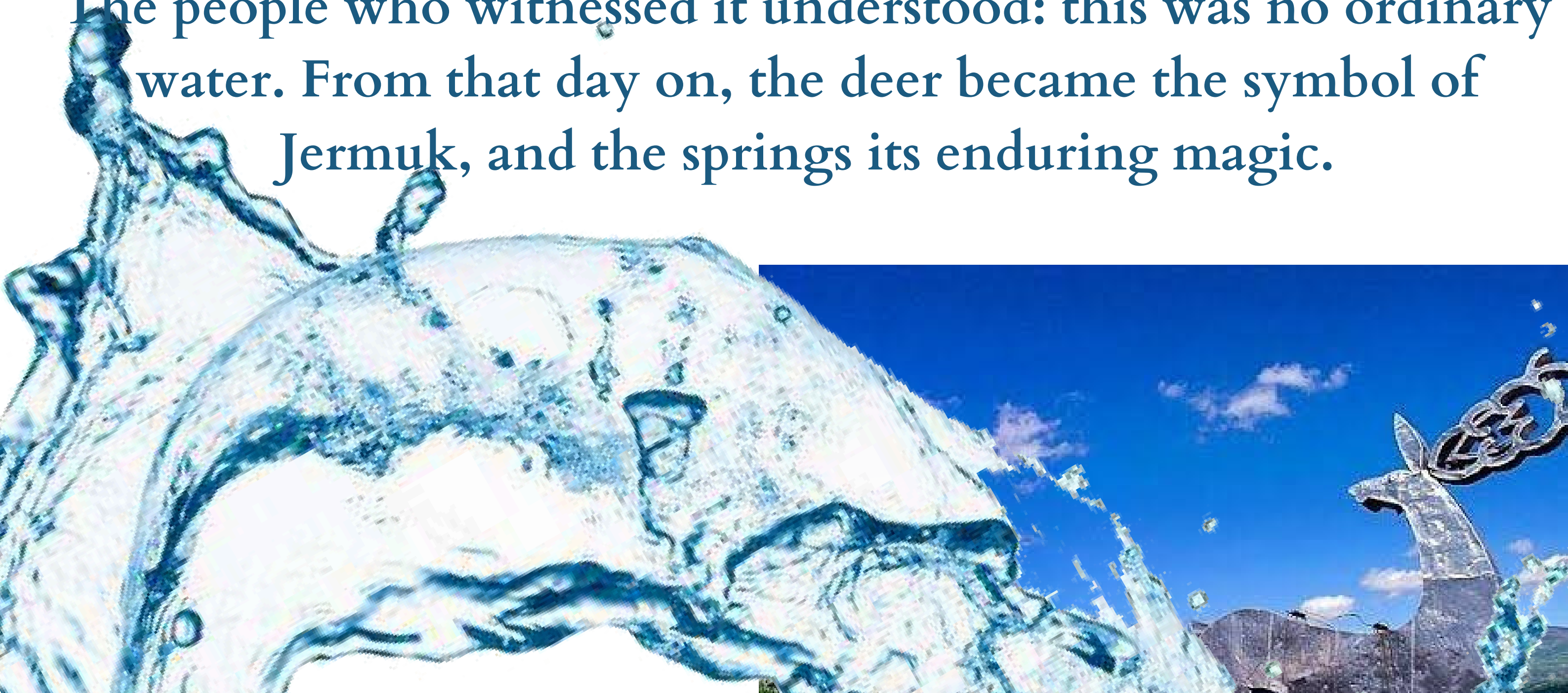
They say there is an old legend in Jermuk about a deer.

Long ago, high in the mountains, a hunter wounded a swift deer. It fled through the forest as if it already knew the way—toward a place where the earth breathes warm mist and the rocks hide living water.

The deer reached the mineral springs of Jermuk. Steam rose softly, the air smelled of stone and pine, and the water seemed to glow with quiet strength. Without hesitation, the deer stepped into the spring and disappeared beneath the surface.

A moment passed—stillness, then a shimmer—and the deer emerged calm and steady, the wound gone as if it had never been. It shook off the last drops, lifted its head, and vanished back into the mountains.

The people who witnessed it understood: this was no ordinary water. From that day on, the deer became the symbol of Jermuk, and the springs its enduring magic.





Jermuk

Jermuk is one of Armenia's most renowned resort towns, where clean mountain air blends with healing mineral springs and a peaceful atmosphere. Surrounded by scenic gorges and wooded slopes, the city is known for its mineral water drinking gallery, the Jermuk Waterfall, and panoramic views that open up during walks. Jermuk is an ideal destination for rest, recovery, and unhurried travel in nature.



Here are some of the best places to visit in Jermuk

- **Mineral Water Drinking Gallery** — the town's signature landmark, where you can sample mineral water at different temperatures.
- **Jermuk Waterfall** — the most popular natural attraction and a perfect spot for photos.
- **Jermuk Deer Monument** — a well-known symbol of the town and a great viewpoint.
- **Arpa Gorge** — a scenic area ideal for walks, known for its impressive basalt formations.
- **Jermuk Ropeway** — a pleasant ride offering panoramic views of the surrounding landscapes.



YEREVAN

The Legend of Erebuni Fortress

Long ago, in 782 BC, the Urartian king Argishti I stood on a high cliff overlooking the Ararat Valley. He ordered the construction of the mighty Erebuni Fortress on Arin-Berd Hill – a fortress meant to protect his kingdom and glorify his name.

Thousands of people – including captives from distant lands – labored, lifting stones, building walls, and laying the foundations of grand palaces and temples. When the day came to mark the founding of the city, the king ordered a stone stele to be inscribed, declaring that, by the will of the god Khaldi, he had built Erebuni for the glory of his people and to strike fear into his enemies.

It is said that the king proclaimed: “This city will be great, and even thousands of years from now, people will admire its strength.”

THIS STORY BLENDS HISTORICAL FACT WITH LEGEND,

HIGHLIGHTING THE PRIDE, STRENGTH, AND ENDURING SPIRIT OF

EREBUNI — THE HEART OF WHAT WOULD ONE DAY BECOME

YEREVAN.



YEREVAN

1. **Yerevan**
2. **Founded: 782 BC as Erebuni Fortress – over 2,800 years old.**
3. **Country: Armenia; largest city and capital.**
4. **Population: About 1.1 million.**
5. **Location: Foothills of Mount Ararat, along the Hrazdan River.**
6. **Nickname: “The Pink City” – due to its pink tufa stone buildings.**
7. **Culture: Center for arts, music, and Armenian heritage.**
8. **Historic Sites:**
 - a. **Erebuni Fortress**
 - b. **Republic Square**
 - c. **Matenadaran (ancient manuscripts)**
 - d. **Armenian Genocide Memorial (Tsitsernakaberd)**
9. **Climate: Continental – hot summers, cold winters.**
10. **Language: Armenian; Currency: Armenian Dram (AMD).**
11. **Transportation: Metro, buses, minibuses, and Zvartnots International Airport.**





PLACES TO VISIT IN YEREVAN

- **Erebuni Fortress – The ancient Urartian fortress, birthplace of Yerevan.**
- **Republic Square – Main city square with fountains, government buildings, and museums.**
- **Cafesjian Center for the Arts – Modern art museum in the Cascade complex.**
- **Cascade Complex – Giant staircase with sculptures, gardens, and city views.**
- **Matenadaran – Museum of ancient manuscripts and Armenian history.**
- **Armenian Genocide Memorial (Tsitsernakaberd) – Monument and museum remembering 1915.**
- **Vernissage Market – Open-air market for crafts, souvenirs, and artworks.**
- **Blue Mosque – Historic 18th-century Persian-style mosque.**
- **Victory Park – Park with panoramic city views and the Mother Armenia statue.**
- **Opera and Ballet Theater – Main cultural center for performances and music.**