



OPEN AND TRAVEL

with

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TOUR 

Welcome to Armenia with

BRIGHT
TOUR



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Armenia

open air museum

Armenians, who were the first to adopt Christianity as the state religion (in 301, 79 years before Rome), are one of the oldest nations of Western Asia, who over the centuries have created a unique civilization with inherent culture, architecture, traditions and lifestyle.

Armenia borders with Georgia in the north, Azerbaijan in the east, Iran in the south and Turkey in the west. The area of the country is small, just 29743 sq. km. The state language is Armenian. 98.1% of the population of Armenia are Armenians, 1.2% are Yezidis, 0.4% are Russians, 0.3% are Greeks and Assyrians.

Armenia is a sunny country. There are four seasons: warm and rainy spring, hot summer, golden autumn and sunny winter. There is no sea in Armenia, but there is Lake Sevan, which is the second highest freshwater lake in the world after Lake Titicaca in South America.

Out of the 530 European bird species, 345 live in Armenia. Also Armenia is a home to 339 endemic animals.

Armenia is often referred as the land of churches. Here you can also discover ancient cities, impregnable fortresses and prehistoric megalithic structures such as Karahunj, which is an ancient observatory. In mountainous Armenia you will find ancient abandoned settlements, one of which, the village of Hin Khot, is called the Armenian "Machu Picchu".



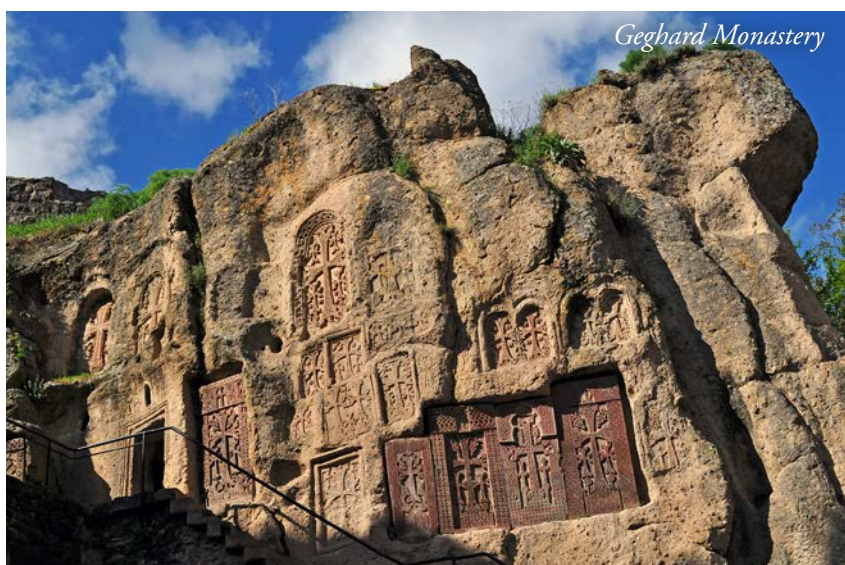
Armenian Manuscript

The oldest leather shoes ever found in the world was discovered by archaeologists in Armenia. Its age is more than 5500 years.

Besides churches and monasteries with unique architecture, you can see more than 50,000 hand-made khachkars in Armenia alone, which are mostly made of volcanic basalt or tuff. The symbol of the Sun (Eternity) is usually engraved on the lower part of the khachkars, in the center of which there is a

cross, a symbol of the crucifixion of Christ. The Armenian khachkar is included in the UNESCO list of intangible heritage of mankind.

Armenia is a chess playing country. Chess has been played here since the Middle Ages, and now chess is taught as a compulsory subject in comprehensive schools. Armenia is also among the world leaders in terms of the number of grandmasters per capita.



Geghard Monastery

Discover Armenia! Visit Armenia!

Armenia is a hospitable country, and Armenians are friendly and positive people.

The Geghard monastery is also included in the UNESCO 's list of material cultural heritage. Starting from the middle of 13th century the iron spearhead (Lance of Destiny) which alleged to have pierced the side of Jesus has been kept in this monastery. According to legend, the Apostle Thaddeus brought it to Armenia. The list also includes the monastery complex of Haghpat and the Cathedral of Etchmiadzin, the spiritual capital of Armenia, which is the first Christian church in the world (4th century).

The list of intangible heritage of UNESO includes duduk- musical instrument made of apricot wood. Armenia is a country of apricots, and this fruit is often called "Armenian apple".

The Tatev ropeway, located in the Tatev monastery complex, is listed in the Guinness Book of Records as the longest in the world (5752 m).

Armenia is known for its drinking fountains (pulpulaks). These are memorial stone springs, which are commonly found in the streets of cities. Passers-by may quench their thirst with spring water from these pulpulaks.

The capital of Armenia is Yerevan. It was founded in 782 BC. and is

29 years older than Rome. Yerevan is home to Matenadaran, one of the world's largest repositories of ancient manuscripts and medieval books.

Armenian cuisine is considered one of the oldest in Asia. It is characterized by wide use of various edible herbs.



Hin khot



Armenia

the country of ancient civilization

FORTRESS-TOWN OF EREBUNI

The Erebuni fortress, which is a historical monument, is located on the Arin-Berd hill in Erebuni administrative district of the capital of Armenia, Yerevan. It was founded at the time of Urartian Kingdom in 782 BC, which is considered the official birth year of Yerevan. You can still see the remains of the fortified city with palace, religious and household buildings on the high hill. In the religious part of the fortress there is a temple decorated with frescoes dedicated to the supreme god of the Kingdom of Van - Khaldi.



TEMPLE OF GARNI

The pagan Temple of Garni, once a place of sun worship, is located in the village of Garni, Kotayk region, on the right bank of Azat River. It is a unique pre-Christian structure - immovable monument of Armenian history and culture. The temple was dedicated to the god of sun Areg-Mihr.



ARENI CAVE is a complex of caves on the bank of Arpa River in the Vayots Dzor region, located in the southeastern part of Armenia. It is also called "Bird's Cave". In 2010, the oldest leather shoe in the world, which is 5.5 thousand years old, was found in the cave. There is at least a four-meter cultural layer in the cave, and excavations continue to this day.

ZORATS KARER

Karahunj or Zorats Karer is a prehistoric megalithic structure, which is a historical and cultural reserve and a special territory protected by the state. In 2004, this historic monument was acknowledged as an ancient observatory. Karahunj consists of several groups of structures and individual stones, which together form a megalithic monument. Many stones in Karahunj have holes, which is a unique phenomenon for ancient monuments. The holes made in these giant stones allow for stable and high accuracy tracking of celestial bodies.

Armenia

the country of thousand and one churches

KHOR VIRAP

Khor Virap Monastery is located on a high hill and was originally built in 642 in the form of a small chapel over a deep pit full of snakes and poisonous insects, where the condemned were thrown.

According to the legend Gregory the Illuminator, who spread Christianity in Armenia, refused to accept Zoroastrianism and was imprisoned for that in Khor Virap (meaning deep pit) full of poisonous snakes for 14 years. He miraculously survived and was released from prison only after he cured King Trdat of an incurable disease. After that, the king converted to Christianity and adopted Christianity as a state religion in Armenia in 301 A.D..

The deep pits in the church have preserved to this day, and the visitors can even descend into them.



TATEV MONASTERY

A triangular rocky peninsula stretches between the gorges of Tatev and Vorotan rivers in the Syunik region, here is where Tatev Monastery is located. This monastery complex, built in the 9th century, is one of the unique monuments of Armenian monastic architecture. Wings of Tatev cableway, which is listed in the Guinness Book of Records as the longest in the world (5752 m), connects Tatev Monastery with Halidzor village.

ETCHMIADZIN

Echmiadzin Cathedral is the main religious building of the Echmiadzin Catholicosate of the Armenian Apostolic Church. The church was built at the beginning of the 4th century after the adoption of Christianity as the state religion in 301-303 in the location of an already existing pagan temple, which symbolized the transition from paganism to Christianity. Etchmiadzin Cathedral is the first official church in the world. It is inscribed into the UNESCO's World Heritage List.



GEGHARD MONASTERY

Geghard Monastery is a medieval monastery complex in Armenia. It is located on the right bank of the Azat River in the Kotayk region. The famous spear with which the Roman soldier pierced the body of Christ is kept here. It was brought to Armenia by the Apostle Thaddeus, one of the first preachers of Christianity. The monastery complex of Geghard is a part of UNESCO World Heritage and one of historical attractions of Armenia.



HAGHPAT AND SANAHIN

All the beauty of Armenian architecture of the 10th and 11th centuries can be seen in the monastic complexes of Haghpat and Sanahin, which are located in Lori, a region of Armenia rich in forests. In the Middle Ages, these monastic complexes were important spiritual, cultural, scientific and educational centers. About 50 khachkars have been preserved on the territory of the monastery and its environs. Haghpat and Sanahin are considered UNESCO World Heritage Sites.



Armenia

a green country with rich biodiversity

DILIJAN NATIONAL PARK

The park is home to 977 plant species, 480 mushroom species, 49 mammal species, 147 bird species, 19 reptile species, 5 amphibian species and 9 fish species. There are many eco routes in the park, along which you can see historical and cultural monuments.

*Dilijan National Park
Photo by David Ayvazyan*



Lastiver

SEVAN NATIONAL PARK

Sevan National Park was created to protect lake Sevan and its surroundings. It is the largest high-altitude freshwater lake in the South Caucasus. The park is a recreational area with 267 bird species and 44 mammal species.

Sevan National Park



Khosrov Forest State Reserve



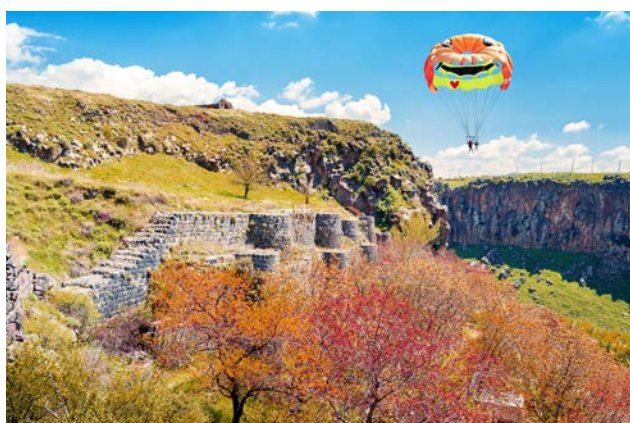
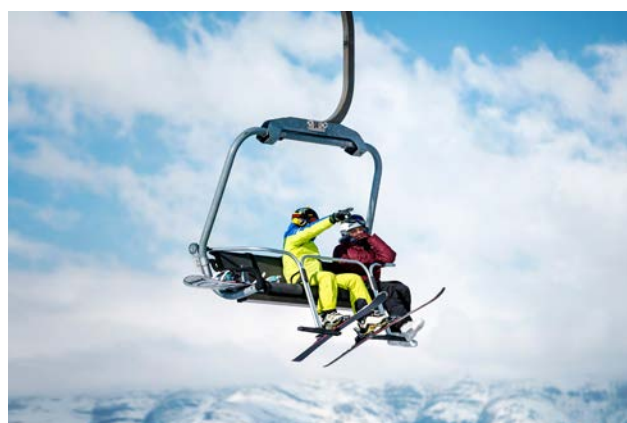
KHOSROV FOREST STATE RESERVE

Khosrov reserve was established in 330-338 and has approximately 1700 years of history. Here you can see endangered, endemic species of plants and mammals. The reserve has preserved amazing juniper and oak forests that have come down to us from the 3rd century AD.

Armenia

the land of mountains and valleys

Armenia is a land of mountains, where adventure seekers can find extreme and exciting entertainments.



Armenia

land of mineral waters

Plan your spa vacation in the picturesque nature of Armenia, combining relaxation and therapy.



Armenia

The land of hospitable cities

What are Armenian cities like? They are characterized by unique architecture, the use of black and pink stones in buildings and a special atmosphere. With our city tours you will plunge into the diversity of life and culture of Armenian cities, see the wonders of handicraft and art.



Goris city



Gyumri city



Gyumri city



Capital of Armenia Yerevan
Photo by Davidov



Armenian National Opera and Ballet Theater



*Yerevan
Photo by Davidov*



*Capital of Armenia Yerevan
Photo by Davidov*



*Yerevan
Photo by Davidov*

Armenia

the land of craftsmen

Duduk is made of apricot wood. In 2005, the music of the Armenian duduk was acknowledged as a masterpiece of the world's intangible cultural heritage by UNESCO.



Khachkar cemetery

Lavash is the traditional bread of Armenia baked in traditional tandoor ovens. “Lavash” is an Armenian word formed from two roots: “lave” and “ashe”, which literally means “good food”. Lavash is on the UNESCO Intangible Cultural Heritage List.



Tandoor and lavash

Vardavar is one of the brightest and most beloved Armenian festivals celebrated in summer. During the festival people throw water on each other, including strangers and passers-by in the streets.



Duduk

In Armenia, you can see around 50,000 handmade khachkars, which are mostly made of volcanic basalt or tuff. Usually in the lower part of khachkar, there is an engraved symbol of sun (eternity) with a cross in the center which symbolizes crucifixion of Christ. Armenian khachkar is included in the UNESCO Intangible Heritage List.



Kochari

Kochari is the most popular Armenian dance in the Armenian Highlands. In 2017, it was included in the list of the Intangible Cultural Heritage of Humanity by UNESCO.



*Vardavar Festival
Photo by Davidov*

Armenia

the land of sunny grape

In 2010, during the excavations carried out in the Bird's Cave, archaeologists discovered grape seeds, goblets and clay vessels intended for the fermentation and storage of grapes, which proves that Armenian wine making has a history of more than 6,000 years.

According to Bible humanity revealed the taste of wine, when after the big flood, the forefather Noah planted the first vine at the foot of Mount Ararat.

According to the Bible, the secret of making wine was revealed by

Noah thanks to a goat, which got tipsy after eating wild grapes and started pushing other animals.

The traditions of Armenian wine-making, established in ancient times, continue to this day.



Areni Winery



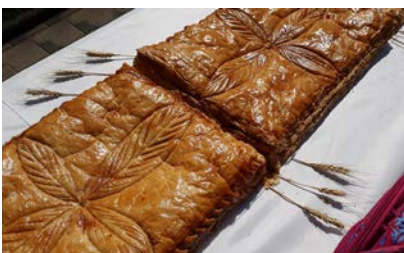
Armenian brandy "Ararat"

Production of brandy (cognac) in Armenia started in 1887, when the first wine and brandy factory in Yerevan was founded by the merchant of the first guild, Nerses Tairyan. 6 varieties of grapes are cultivated in Armenia for the production of brandy. When already old Churchill was asked to reveal his secret of longevity, he answered without hesitation: "Never be late for dinner, smoke Havana cigars and drink Armenian cognac."

Armenia

the land of hospitable people

Best traditional dishes of Armenian cuisine



Armenian sweet pastry Gata



Armenian barbecue



Armenian traditional dolma

10 THINGS TO DO IN ARMENIA

1. Participate in baking lavash bread
2. See the oldest shoe in the world
3. Drink water from pulpulak
4. Try Armenian brandy
5. Shop at Vernisazh
6. Go on a ride on “Tatev” ropeway
7. Take picture in Armenian national costume “taraz”
8. Climb the mountains of Armenia
9. Make a pilgrimage to the monastery of Geghard
10. Participate in “zilling” in the Armenian countryside (travel to nature in the back of ZIL truck)



“Bright Tour” limited liability company was founded in 2022.

The company is a tour operator and travel agent aimed at providing tourism services. The company offers a wide range of travel products relevant both in high and low seasons.

The idea of the business came after the covid-19 pandemic and was hinted by the question of what service to offer, which would give people a new life experience, a pleasant vacation, positive energy and memories for a lifetime. Such a bright way to get out of the closed world caused by the pandemic was tourism. The company was named “Bright Tour” and today offers various travel packages for exploring Armenia.

Our Values:

WE OPERATE

in compliance with principles of neutralizing the negative impact on nature, sustainable use of natural resources and implement activities on improvement of the environment.

WE WORK

in accordance with the rules for the protection of natural, historical, archaeological, cultural monuments, values and heritage.

WE MAKE A CONTRIBUTION

to promotion, popularization and development of the national cultural potential - arts and crafts.

WE ARE GUIDED

by shared human values, such as tolerance, non-discrimination, protection of universal human rights and freedoms.

WE DEVELOP

responsible tourism to reduce the negative impact of tourism on the environment.

Our principles:

- accurate fulfillment of objectives
- compliance with deadlines
- manageability of the project
- ethics and service quality
- comfort and aesthetics
- approach based on the assessment of the physiological and psychological capabilities of tourists
- corporate social responsibility

Our commitments:

Provide tourists with truthful information about tourist destinations, accommodation and terms of services.

Familiarize tourists with safety rules associated with travel routes in advance.

Ensure life and health safety and protection of property of tourists in collaboration with state and local governing bodies.

Help meet cultural, scientific, intellectual, educational and other needs of tourists, and create conditions for satisfaction of their religious commitments and spiritual needs.

Undertake efforts to manage emergencies and force majeure situations during tours.

WHY USE OUR SERVICE? WHAT DO YOU PAY FOR?

Using our services, you are not just buying a ticket for a few days of rest, activity and entertainment, you are making a long-term contribution for future generations and protection of nature.

We contribute to the development of responsible and ecological tourism.

We promote off-season tourism. Our travel packages offer variety and flexibility to make your trip enjoyable and productive all year around.

We support the development of local communities by promoting their services. Our travel packages prioritize using the services of local businesses.

We provide our tourists with enough information about places they are going to visit and make sure they are aware of local customs and culture as much as possible. For this, the organization develops simple and accessible information bases that will help to travel knowingly and safely.

We employ conscientious professional guides who will accompany you throughout the journey.

It is important for us that our tourists were familiar with the local restrictions and laws related to environmental protection, which makes traveling to unfamiliar places more predictable and responsible.

We contribute 3 percent of revenue from our tourist products to the preservation and restoration of natural and historical-cultural monuments.

Upon the sale of every tourist package we will plant a tree to contribute to the restoration of nature (our tourists will also be able to participate in tree planting).

In order to protect the environment from negative impacts, the products included in our tourism products: printed materials, food packaging and tourism accessories will be made from recyclable and eco materials in order to reduce pollution, use of plastic and waste of resources.

As soon you arrive in our hospitable country, you can be sure that we have taken care of your perfect vacation!

You can safely come to the hospitable country being confident that we have taken care of your relaxation and entertainment.

In our activities we are guided by the law of 1987 adopted by the United Nations with the following definition: "Sustainable development meets the needs of present generations without limiting the ability of future generations to meet their own needs."

OUR TOURIST PACKAGES

Our tour packages include various destinations and itineraries. We offer four travel packages which differ in price and tourist preferences: economy, standard, exclusive and luxury.

1. **ECONOMY PACKAGES** include 4-day, 6-day, 8-day and 10-day tours.

The package includes:

- Meeting and seeing off at the airport
- Accommodation in an economy class hotel
- Transportation to tourist destinations
- Professional guide
- Entrance fees to tourist sites
- Information materials

Economy tour packages include combined religious, historical, cultural, ethnic, nature and recreational tours.

2. **STANDARD PACKAGES** include 4-day, 6-day, 8-day and 10-day itineraries.

The package includes:

- Meeting and seeing off at the airport
- Accommodation in a 3 or 4-star hotel
- Transportation to tourist destinations
- Meals during tours
- Professional guide
- Entrance fees to tourist sites
- Information materials

Standard travel packages include combined religious, historical, cultural, ethnic, nature and recreational tours.

3. **EXCLUSIVE PACKAGES** include industry-specific destinations. We offer:

- Gastro tour (4 days and 7 days)
- Alco tour (4 days)
- Wine tour (5 days)
- Ethno tour (7 days)
- Adventure tour (5 days, 7 days and 12 days)
- Wellness tour (10-15 days)
- Medical Tour (dentistry and aesthetic surgery)
- Regional Tour (Armenia and Georgia)

Exclusive packages include:

- Meeting and seeing off at the airport
- Accommodation in a 3 or 4-star hotel
- Transportation to tourist destinations
- Meals during tours
- Professional guide
- Entrance fees to tourist sites
- Information materials

4. **LUXURY PACKAGES** consider the needs and preferences of the tourist.

We offer a 7 day luke tour which includes:

- Meeting and seeing off at the airport
- Accommodation in a 5-star hotel
- Private Door-to-Door Transfers
- Meals during tours
- Your Personal Travel Concierge
- Cultural and entertainment facilities
- SPA centers
- Sports entertainment
- Helicopter tours

! *Our services (for all packages) DO NOT include*

- Air tickets
- Health insurance



Photos by Davidov

We also offer **CUSTOMIZED** and **UNIQUE** service packages.

BUSINESS TOURISM: if you have a business trip to Armenia, you can combine it with visits to tourist attractions.

FAMILY PACKAGES: you will have the opportunity to go on a safe, interesting and enjoyable journey with your family.

Rural tourism: You can escape from the city noise and live for a few days in an Armenian village, take part in the agricultural work, eat natural food and enjoy the peaceful nature of the village.



SOUTH OF ARMENIA

Tanzaver is a small historical Armenian village in the Syunik region, where you can walk along the path of legends, ride electric bikes to the castles in the vicinity of the village, wander through the magical forest. Only 34 families live in the village of Tantsaver.



Tanzaver village



Tanzaver village

NORTH OF ARMENIA

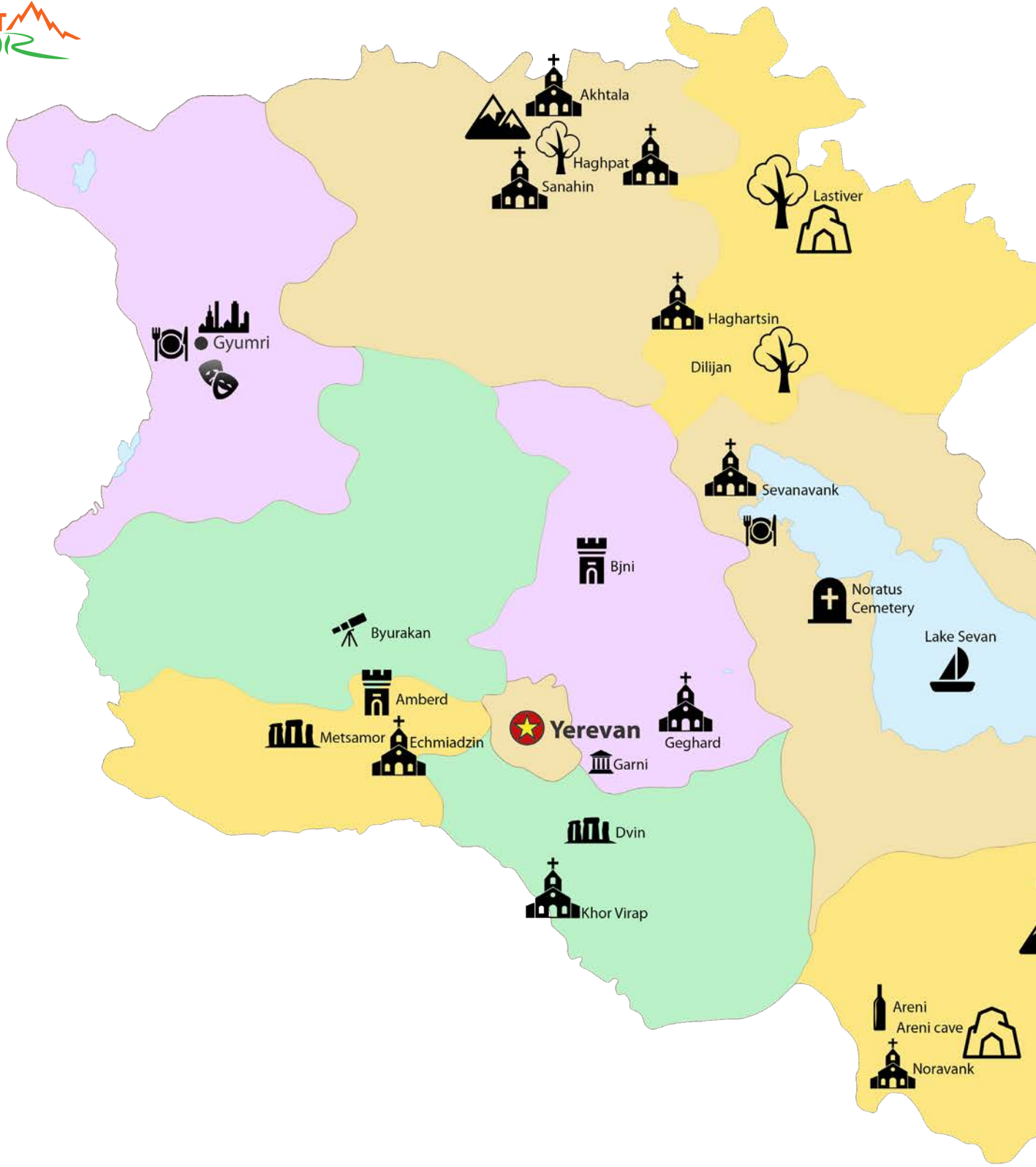
Dsegh is a village surrounded by wooded mountains, steep and rocky ravines, the history of which dates back to BC. Here you can enjoy the natural lake Dseha “Tsover”, which translates as “seas” and discover humble monasteries and other historical and cultural monuments hidden in the forest.



Dsegh village: TUC-Tourism Unique Center

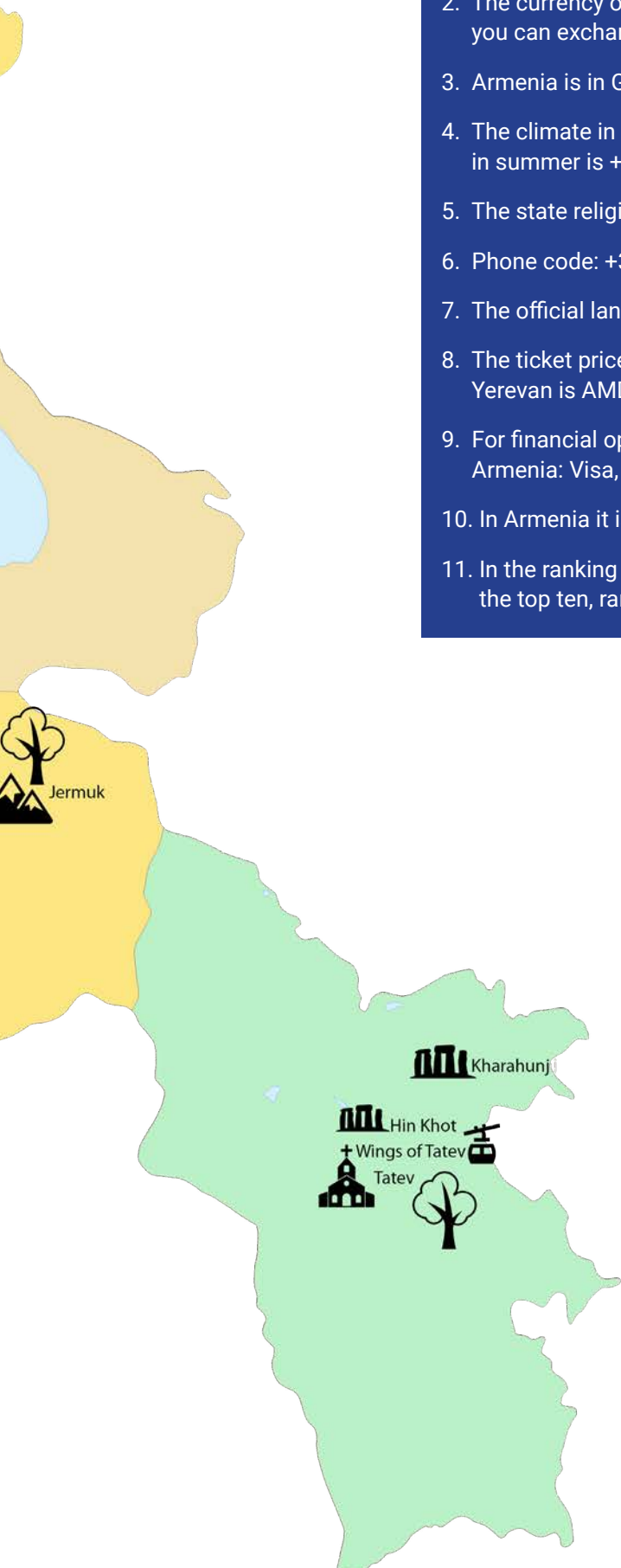


Dsegh village: TUC-Tourism Unique Center



WHAT YOU NEED TO KNOW ABOUT ARMENIA

1. The largest airport in Armenia is Zvartnots, it is located 10 km to the west of Yerevan.
2. The currency of Armenia is the Armenian dram (AMD). In Armenia, you can exchange euros, dollars, rubles, pounds and Georgian lari.
3. Armenia is in GMT+4 time zone.
4. The climate in Armenia is dry, continental; the average temperature in summer is +30+35C, in winter -15-20C.
5. The state religion of Armenia is Christianity.
6. Phone code: +374
7. The official language is Armenian.
8. The ticket price for public transport (bus and metro) in the capital Yerevan is AMD 100 (\$0.25).
9. For financial operations the following payment cards are used in Armenia: Visa, Mastercard, Mir and American Express.
10. In Armenia it is customary to leave a tip of 10 %.
11. In the ranking of the safest countries in the world, Armenia entered the top ten, ranking 7th among 142 countries.





BRIGHT
TOUR

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