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# Armenia Aims At Key Markets With Its Participation At GLOBE.

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European countries, such as Italy, Spain, France, Germany and UK, identified as key markets with a great potential for growth, are at the centre of the promotional activities carried out by the Armenian Tourist Development Agency (ATDA).

The Armenian tourist board is exhibiting with six major Armenian tour companies at GLOBE, the new international trade show in Rome, to promote the country in the Mediterranean and European areas.

Syuzanna Azoyan, ATDA's marketing director, is presenting news and promotional plans to press and trade operators at the Armenian stand from Thursday 22nd to Saturday 24th March.

Armenia is getting growing attention by international media and tour operators, who observe the country's rebirth with great interest.

After the transition period which followed independence in 1991, Armenia has made important investments in infrastructure and promotion of the economic development. Tourism is one of the industries which are getting major investments.

In fact, Armenia has it all to emerge as a new and important tourist destination: safety, stability, good structures, affordable prices, geographic proximity, cultural affinity, good air connections, impressive cultural heritage and artistic traditions, fantastic natural environment and a welcoming population. American, French, German, English and Japanese visitors already realized this and represent the largest slice of Armenia's travel market, thanks also to effective commercials broadcasted on CNN and Euronews.

Armenia is offered mostly within religious and cultural tours focusing on its great cultural and artistic heritage, the ancient sites on the Silk Road, the original Christian architecture of the imposing medieval buildings and UNESCO World Heritage sights, such as the monastic complexes of Sanahin and Haghpat.

According to Syuzanna Azoyan, Armenia has much more to offer: adventure and trekking holidays, nature and sport holidays, bird-watching, camping, farm holidays, cycling tours, horse-riding, rafting and many other activities.

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