

World tourism communication forum

Tourism Talks: Connecting People,
Places, and Perspectives



TOURISM COMMITTEE
MINISTRY OF ECONOMY OF
THE REPUBLIC OF ARMENIA

ArMÉNIA
The Hidden
Track

23
25
october

#worldtourismcommunicationforum

1. Place and Dates of the Forum

World Tourism Communication Forum will be held on 23-25 October, 2025
at the 7 Visions Hotel, The Dvin in Yerevan.



2. Contact Information

Ms. Sona Hovhannisyan

Head

International Cooperation Department

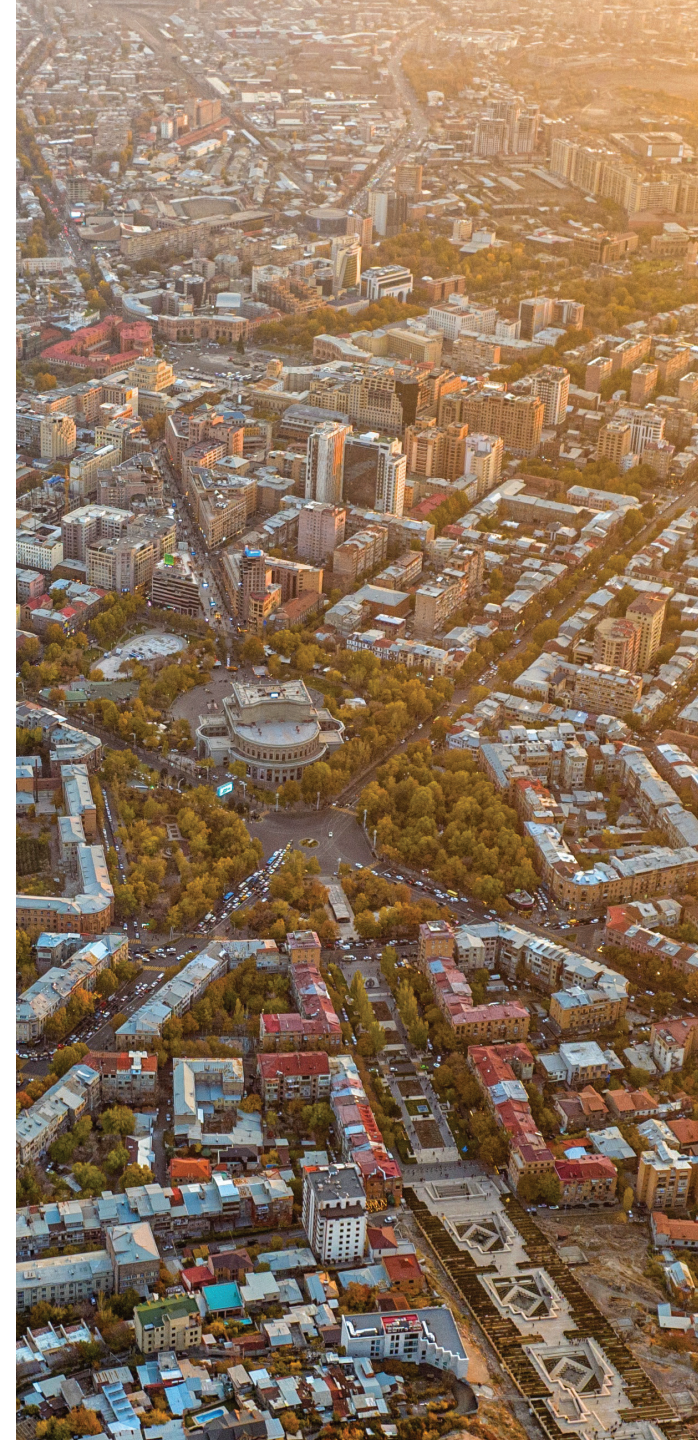
Tourism Committee

Ministry of Economy of the Republic of Armenia

Tel: +374 11 597 159,

Mob: +374 91 258 481 (WhatsApp, Viber)

E-mail: shovhannisyan@mineconomy.am



3. Registration and Identification Badges

Registration for the Forum will be carried out online. Participants are kindly requested to complete the registration form by **17 October, 2025**. The form is available [HERE](#).

The online registration platform will be collecting all necessary information regarding the participation in the Forum, including airport pick-up, accommodation, and technical visits.



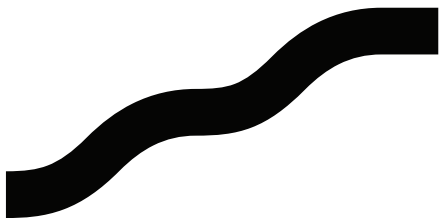
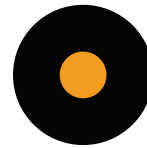
4. Identification Badges

Identification badges are issued to registered participants and are not transferable. The participants are kindly asked to keep their badges with them at the venue and other locations within the framework of the event.

Participants will be provided their badges at the registration desks in the Forum venues on 24-25 October, during the registration hours indicated in the Agenda (Annex 1)

5. Working Language

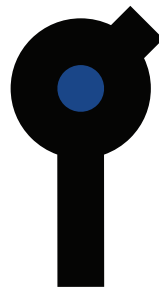
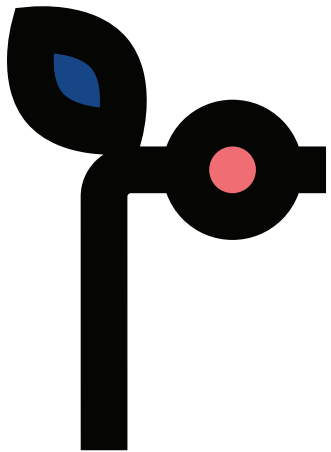
The working language of the Forum is English. Simultaneous interpretation will be provided in Armenian and English languages during the Forum



6. Transfers

Participants will be provided with transfer upon arrival and departure between the Zvartnots International Airport and the main hotels, as well as the venue and other locations within the framework of the Forum programme.

The participants are kindly asked to provide the arrival and departure flight information and accommodation details before 13 October 2025 when completing the online registration form in order to enable the host to properly organize the welcome and shuttle services.



Zvartnots International Airport is

the main international airport of Armenia, located 15 km (9.3 mi) west of Yerevan, capital of Armenia.

Further information regarding the airport is available on the airport's website: <http://www.zvartnots.aero/>



7. Accommodation

The hotels listed below are offering special rates for participants . **Kindly note that the special rates are for the period from 21-27 October 2025 (inclusive).** There is a limited number of rooms with the special rate for this period.

Participants are encouraged to reserve their accommodation as soon as possible.

- The rates below are quoted per room per night, including VAT and other applicable taxes. Also included are breakfast and free use of wireless high speed internet in guest rooms and all other areas of the hotels.
- Hotel accommodation can be guaranteed via credit/debit card Visa or MasterCard.



Currency rates

are available in the official page of the Central Bank of Armenia:

<https://www.cba.am/en/sitepages/frates.aspx>



Hotel		Room Type	Rates (B&B)
7 Visions Hotel, The Dvin 5*	Address: 40 Paronyan St, Yerevan 0001 Tel: +374 (10) 717777 Website: https://7visionshotels.com For booking: lusine.kocharyan@7visionshotels.com *Hotel check-in time is 15:00 hrs and check-out time is 12:00 hrs The reservation can be cancelled without penalty 24 hours prior to the arrival date.	Superior King/ Twin SGL	144,000 AMD
		Superior King/ Twin DBL	155,250 AMD
		Executive Suite SGL	414,000 AMD
		Executive Suite DBL	425,250 AMD
		Corner Deluxe SGL	180,000 AMD
		Corner Deluxe DBL	191,250 AMD
Yerevan Place 4*	Address: Vazgen Sargsyan Street 26/1, 0010 Tel: +374 (011) 221234 Website: https:// https://yerevanplace.com/ Complimentary 24-hour access to the Fitness Center, Free high-speed Wi-Fi in all the hotel area Free tea & coffee in each room with the necessary complements, Complimentary daily water in each room Free parking space, Concierge Service available In case of reservation changes (dates, number of nights, number of people) rates may changeRates and conditions are strictly confidential and it will not be possible to resell them to third parties. The provided rates are valid for the next 5 days. After, according to availability, the quotation may change. *Hotel check-in time is 14:00 hrs and check-out time is 12:00 hrs	Standard King SGL	40,000 AMD
		Standard King DBL	44,000 AMD
		Superior Room SGL	42,000 AMD
		Superior Room DBL	46,000 AMD
		Deluxe King SGL	50,000 AMD
		Deluxe King DBL	54,000 AMD
		Standard DBL	51,750 AMD
Ani Grand 4*	Address: 65 Hanrapetutyan St, Yerevan 0010 Tel: +374 (12) 770000 Website: http://www.anigrandhotelyerevan.com *Hotel check-in time is 14:00 hrs and check-out time is 12:00 hrs	Single Occupancy	41,000 AMD
		Double Occupancy	46,000 AMD

Hotel		Room Type	Rates (B&B)
Ramada Hotel & Suites by Wyndham Yerevan 4*	Address: 15 Pavstos Buzand, Yerevan, 0010 Tel: +374 (011) 200400 Website: www.ramadahotelsuitsesyerevan.am Rates include breakfast and VAT. Guests should send their booking requests to t.meloyan@ramadayerevan.am , mentioning the WTCF_2025 promo code. Cancellation Policy: Reservations can be cancelled free of charge up to 48 hours prior to the arrival date. Cancellations made less than 48 hours before arrival will be subject to a cancellation fee. A payment link will be shared with guests closer to the arrival date to guarantee the booking. Please don't hesitate to reach out if you need any further information. *Hotel check-in time is 15:00 hrs and check-out time is 12:00 hrs	Standard King Room (Single occupancy)	45,000 AMD
		Junior Suite Room (Single occupancy)	55,000 AMD
		Deluxe Suite with Kitchenette (Single occupancy)	65,000 AMD
Doubletree by Hilton 4*	Address: 4/2 Grigor Lusavorich St, Yerevan 0015 Tel: +374 (11) 555333 Website: http://www.yerevancitycentre.doubletree.com/ The rate includes full buffet breakfast and is quoted with VAT. Hotel guests have complimentary access to SPA and Fitness center, complimentary WIFI, free coffee/tea/water in all the rooms, digital safe, iron/ironing board. *Hotel check-in time is 15:00 hrs and check-out time is 12:00 hrs	King Guest SGL	52,000 AMD
		King Guest DBL	60,000 AMD
		Twin Guest DBL	60,000 AMD
		King Deluxe DBL	70,000 AMD
		King Deluxe SGL	62,000 AMD
		King One bedroom suite SGL	82,000 AMD
		King One bedroom suite DBL	90,000 AMD

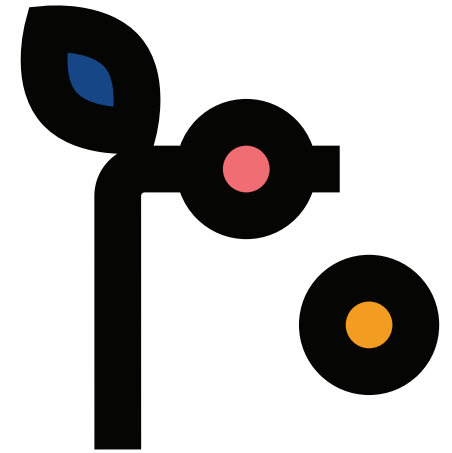


Hotel		Room Type	Rates (B&B)
PRESIDENT HOTEL 4*	Address: Dzorapi St., 72 Building,Yerevan 0015 Tel: +374-10-535332 Website: https://presidenthotel.am/about/ For booking reservation@presidenthotel.am Free cancellation until 18 October *Hotel check-in time is 14:00 hrs and check-out time is 12:00 hrs	Standard Single Occupancy	24,000 AMD
		Standard Double Occupancy	26,000 AMD
		Superior Room Single	27,000 AMD
		Superior Room Double	30,000 AMD
HOLIDAY INN YEREVAN HOTEL 4*	Address: Amiryan St., 2 Building,Yerevan0010 Tel: +374-60-833000 Website: https://www.holidayinn.com/yerevan For booking: reservation.hiyerevan@ihg.com The price includes buffet breakfast, 20% VAT, access to wellness zone and gym. Please be informed, that rooms will be provided upon availability. To make a booking, guests can directly reach out to me and the email address provided below *Hotel check-in time is 14:00 hrs and check-out time is 12:00 hrs	Standard Queen/Twin room SGL	55.000 AMD
		Standard Queen/Twin room DBL	63.000 AMD
		Premium King /Twin room SGL	67.000 AMD
		Premium King /Twin room DBL	75,000 AMD
		1 Bedroom King Suite room SGL	90.000 AMD
		1 Bedroom King Suite room DBL	98.000 AMD

Suggested hotels for accommodation in the whereabouts of the Forum venue are as follows:

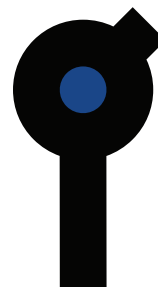
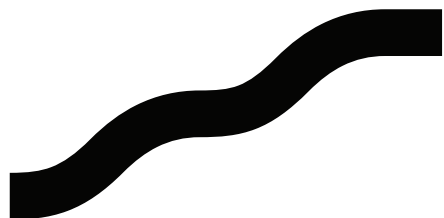
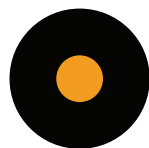
1. 5GM2+GH Ереван
2. 5GG7+F5 Ереван
3. 5GH9+44 Ереван
4. 5GH6+WM Ереван
5. 5GC5+Q8 Ереван
6. 5GP2+3J Ереван
7. 5GH6+GF Ереван

For any enquiries about the accommodation, please contact info@osllc.am



8. Entry Formalities: Visa Requirements

Please, consult the link below to check whether or not a visa is required for travel to Armenia: <https://www.mfa.am/en/visa>



9. Further Information



Tourist information

Tourist information about Yerevan:

www.yerevan.am

Tourist information about Armenia:

www.armenia.travel



Weather

In October, Yerevan experiences mild autumn conditions, with daytime temperatures averaging 25°C (78°F) and evening temperatures around 11°C (52°F); while the weather is generally dry, occasional light rain may occur, thus layered clothing and a light jacket or umbrella are advisable.



Electricity

Power outlets are mainly Type C.



Getting Around

Taxis are affordable and widely available. Yerevan has a developing metro system. Intercity transport is available through buses, minibuses, and trains.



Useful Mobile Apps

Hike Armenia, ggTaxi, Yandex taxi, Rate.am, Visit Yerevan, Tomsarkh.am



Language

Armenian is the official language. Russian and English are also widely spoken.



Currency

The local currency of Armenia is the Armenian Dram (AMD). Banks accept currency exchange, while credit card holders may acquire money from the ATMs of the collaborating banks operating 24 hours. Exchange offices are available both at the airport and all around Yerevan. Currency rates are available on the official page of the Central Bank of Armenia.



Time Zone

GMT +4



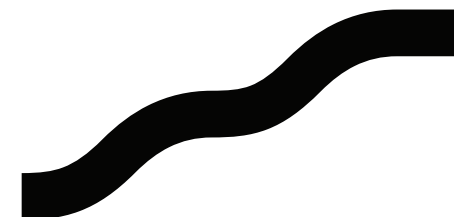
Emergency Number

911



Smoking

Smoking is prohibited in indoor public places and indoor workplaces as well as in indoor and outdoor areas of catering facilities and public transport.



Provisional Programme

October 23 2025 (Thursday)

19:30 Arrival of guests
Yerevan city tour
Welcome Reception (by invitation only)



October 24 2025 (Friday)

08:30 - 09:30 Registration of Participants

09:30 - 09:45 **Opening Remarks**

09:45 - 10:15 **Keynote Speeches**

10:15 - 11:15 **High-Level Dialogue:**
"Who Shapes the Story? Intercultural Communication, Media Narratives, and the Power to Define a Destination"

11:15 - 11:45 Coffee Break

11:45 - 12:45 **Panel discussion:**
"Telling Our Story Right: Aligning Narratives for Stronger Destination Branding"

12:45 - 13:00 **Ted-Style Speech:**
"Scaling "Life in Armenia" Magazine from 0 to 25,000 International Readers"

13:00 - 14:30 Lunch

14:30 - 15:45 **Panel Discussion:**
"Media, Messaging & MICE: Shaping Narratives Together"

15:45 - 17:00 **Panel Discussion:**
"Local Voices, Global Impact: Empowering Communities Through Authentic Communication"

19:00 **Gala Dinner** (by invitation only)

October 25 2025 (Saturday)

09:00 - 09:30 Registration of Participants

09:30-09:40 **Opening Remarks**

09:40-10:40 **Panel Discussion:**
"Travel with Trust: Communicating Safety, Access, and Sustainability in a Changing World"

10:40-11:00 Coffee Break

11:00 - 12:30 **Workshop 1:**

11:00 - 12:30 **Workshop 1:**

12:30 - 12:45 **Summary of workshops**
Ideas generated

12:45-13:00 Closing Remarks

12:40 **Cultural Tour**
(International Participants only)



Thank You

