

# Tourism for SDGs in Armenia through experiential travel

2022



## 1A / FACTS & FIGURES

- Founded in 2012 as 501c3 to elevate the standard of living in Armenia
- Core beliefs: transparency, collaboration and investment in entrepreneurs
- Global community of 150,000 people
- Raised \$7m+ to support 35 Armenian charities and local entrepreneurs
- Incubated three successful tourism projects



Last year, 2492 was established to emotionally connect travelers to Armenia's vibrant soul, with a mission of making Armenia the #1 destination in the South Caucasus.

# The Problem: Armenia is Not on Travelers' Bucket List



**Low recognition** as a destination for experiential travel



**No easy way** to discover/access unique experiences despite being a 180b market worldwide



Visitors are **disconnected** from local people

# Solution

## World-class Experiences, Experienced Team, Branding & Marketing



### LAUNCHING VIRAL TRAVEL EXPERIENCES:

Develop world-class experiences that motivate travelers to choose Armenia for their next vacation.

#### Target:

3 new experiences launched in 2022.



### BUILDING CUSTOMER-CENTRIC PLATFORM AND OPERATIONAL MODEL:

Create a B2C online platform for direct sales with capacity for revenue generation while enhancing customer service and offering branding & marketing support

#### Target:

2492 platform is developed in 2023.



### NURTURING TOP TALENT AND ATTRACTING INVESTORS:

Facilitate a team environment that nurtures top talent and attracts investors worldwide to invest in making Armenia the #1 travel destination in the South Caucasus.

#### Target:

10 top talents join and \$500k invested from 2023 onwards.



## BUSINESS MODEL

# ONEArmenia

An experiential travel incubator elevating travel products to world-class standards

2492

An experiential travel startup connecting travelers to original experiences in Armenia that meet our sustainability standards, all through one central Business to Consumer (B2C) platform.

# Creating viral gastronomy based experiences



janetleist @claudia\_talin @phatnattt @georgealajaji This will def be on the itinerary next time in 🇷🇺 🇺🇸

63w 1 like Reply



vino.cholakian Tremendous winery!

63w 1 like Reply



kiso\_xo Absolutely stunning 🥰🥰🥰 im obsessed with this set up. Our country is so stunning and very underrated #discoverarmenia

63w 4 likes Reply ...



leeleet99 Dinner goals 🔥

63w Reply



vanekaramanian Wow such a beautiful setting, place and people! 🇷🇺

63w 1 like Reply



adaminaction Wow. This is stunning. I can not WAIT to visit. Cheers 🇷🇺

63w Reply

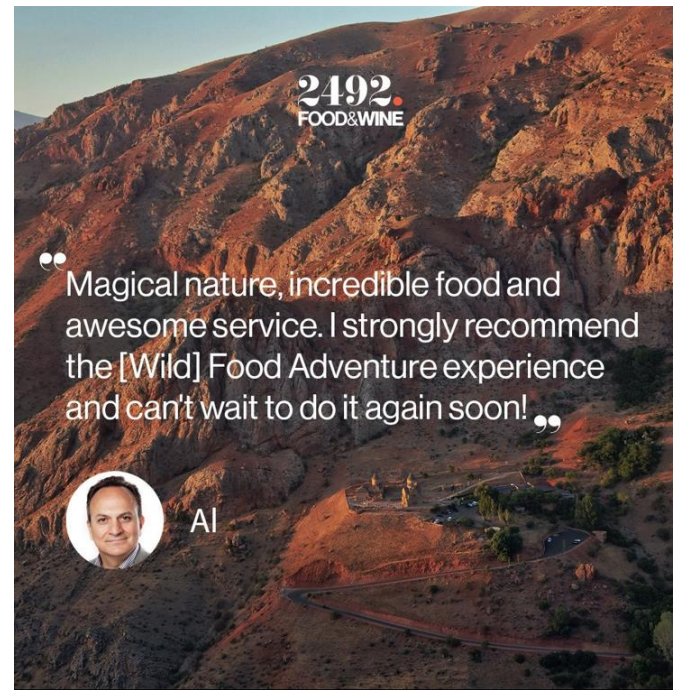




# Wild Food Adventures

2492.  
TRAVEL

5\* Reviews on TripAdvisor



2492.  
FOOD&WINE

“Magical nature, incredible food and awesome service. I strongly recommend the [Wild] Food Adventure experience and can't wait to do it again soon!”



AI



# Capacity building: Training and Procurement



- Cultural Heritage representation aka Storytelling
- Culinary Arts
- Hospitality
- Hygiene practices
- Food Waste management
- English language
- Branding & Marketing
- Inclusion, Diversity and Equity
- Environmental training



## 2492 / ACHIEVEMENTS TO DATE

- Launched 3 new experiential product lines targeted at small groups (8 pax)
- Hosted over 100 travelers from 7 different countries
- Gearing to launch booking platform and 9 new experiences in 2023, financed by the German Agency for International Cooperation (GIZ)
- Featured in Forbes magazine

TRAVEL

# Will Travel For Food: 11 Can't Miss Culinary Experiences In Armenia

**Breanna Wilson** Contributor @

Travel writer obsessed with remote destinations and finding the world's most badass adventures.

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2

Nov 16, 2022, 10:00am EST



Listen to article 11 minutes



Learn how to make one of Armenia's favorite sweets, gata, at Legends Guesthouse in Artabyunk, ... [+] ABSOLUTE

## Go on a Wild Food Adventure with 2492

Journey to a land untouched with 2492's [Wild Food Adventures](#), an interactive culinary experience set in Armenia's great outdoors where local hosts sit down and share a 3-course meal made with traditional recipes and locally sourced ingredients with interested guests. Here, you won't just learn about Armenia's rich culinary traditions and history – you'll become a part of them. Choose between three adventures: the Areni Cliffs, an Areni vineyard, or the Yeranos Mountains. The Areni Cliffs give you the chance to see endangered bezoar goats with a bird's-eye view of the 13th-century Noravank Monastery while the Areni vineyard experience gives you the chance to sip local wine in a golden-hued field as the sun sets behind you. Or, lastly, go for the 2492 adventure in the Yeranos Mountains where you'll be transported to a Martian-like terrain before settling down to a traditional meal among the mountaintops.



Choose from three different experiences with 2492's Wild Food Adventure – one at the Areni Cliffs, ... [+] 2492



A close-up photograph of a large metal bowl filled with numerous ripe, red tomatoes. The tomatoes are glistening with water, and their green stems are visible. In the lower center, a pair of hands with purple nail polish is shown washing one of the tomatoes. The water in the bowl is slightly rippled.

# 2492.

## FOOD&WINE

Achieving the SDGs in Armenia through responsible gastronomy tourism

# SDG alignment in 2492 products



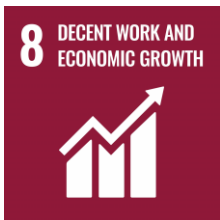
## No Poverty

- All product partners and their employees are compensated fairly



## Gender Equality

- Currently women make up about 50% of management and decision makers throughout 2492 and its product partners



## Decent Work and Economic Growth

- Enhancing sustainable tourism practices
- Created 14 new jobs and kept a further 9 members of staff employed, with policies in place on equal pay and non discrimination



## Reduced Inequalities

- We partner with and employ people from their own localities and ensure that they are stakeholders in the products



## Life on Land

- Partnership and financial contribution to local conservation organisations



## Partnership for the Goals

- We have monthly strategy meetings with the Tourism Committee of Armenia (Ministry of Economy) and ensure we are aligned with the national development goals for tourism





Assessing our impact against the triple bottom line



# Experience Sustainability Scorecard

## Social Impact (People)

### Product Ownership & Employment

% female ownership/management of experience

Number of female employees

% female employees

### Training & Development

Average number of hours of expert training delivered to each individual experience provider

### Cultural

Involvement of local experts in product development process

Importance of cultural education as part of the guest experience

% of booking fee donated to local social organisation/s

### Accessibility

Accessibility of experience to wheelchair users and/or breastfeeding mothers

Accessibility of experience to vegetarians and vegans

### AVERAGE SOCIAL SCORE

## Economic Impact (Profit)

### Direct local economic impact

Number of local community members that benefit significantly from experience

Average \$ revenue generated for each individual local community member directly involved in management and operation of experience (per group booking)

### Wider local economic impact

% experience fee that stays in the local economy

% of expenditure on procurement spent on Armenia-made products

\$ expenses on local products in order to operate each participant's experience

### AVERAGE ECONOMIC SCORE

## Environmental Impact (Planet)

### Resource consumption

% local and seasonal ingredients used (for food experiences only)

Kg of carbon emissions per person as direct result of operating experience

Average kg of waste created per experience

% of recyclable waste actually recycled

### Wider environmental issues

% of booking fee donated to local environmental organisation/s

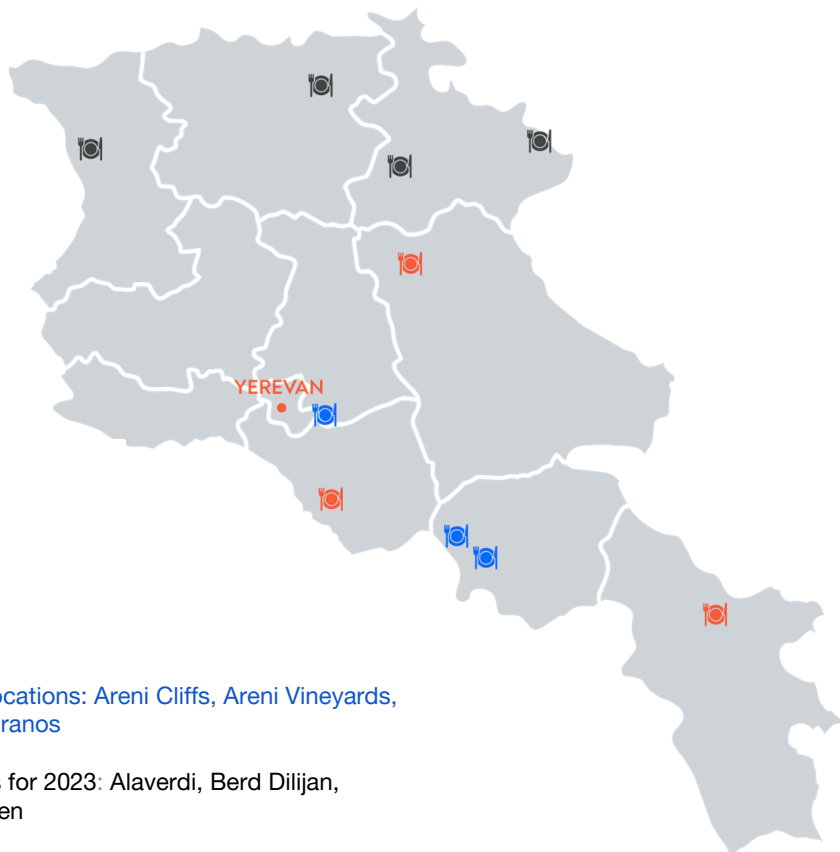
Environmental costs of developing the experience itself

Importance of environmental education as part of the guest experience

### AVERAGE ENVIRONMENTAL SCORE

# BUDGET

\*Detailed financials available upon request



Current locations: Areni Cliffs, Areni Vineyards,  
Mount Yeranos

Locations for 2023: Alaverdi, Berd Dilijan,  
Marmashen

Locations for 2024: Ararat, Sevan, Sisian, Debet

## INCUBATE

FTE TEAM COST: \$250,000 / year

4 WFA EXPERIENCES: \$100,000

## QUALITY CONTROL

TEAM COST: \$75,000/ year

## FUND

FUND: up to \$500,000

# Return on Investment

Economies of scale across marketing, operations management, training, etc.

De-risk failure by shedding losers + supporting winners

Scale with core principles of sustainability, and community re-investment





