

# Tatev Revival



Over the past decade, thousands of people – builders, donors, and volunteers – came together in service of an “impossible” dream. The vision was not only to restore a magnificent landmark, to accomplish an exceptional feat of engineering, and to drive exponential economic prosperity in the depressed Syunik region. Above all, their goal was to create the future of Armenia and **a novel approach to make a change**. They called it Tatev.

The results inspired the world, rippling far beyond the construction of the aerial tramway and restoration of the monastery. One out of five Armenian tourists now come to ride the Wings of Tatev, and **more than 1 million tourists have visited Tatev** since 2010, representing more than a **17-fold increase** in the annual tourism flow to the region. New economies are budding in the surrounding region. Transportation infrastructure has been modernized and unemployment has meaningfully decreased. And the world has gained one of its best examples of the power of a venture mindset meeting the task of improving the world. **The impact is multiplicative.**

However, Tatev has always been imagined as a multi-generational project. The past decade was dedicated to laying the foundation – a proof of the concept phase devoted to infrastructure building. But it is only the beginning. Now, **Tatev enters its next chapter**, focused on commercial investment and local prosperity.

Read on to discover the extraordinary story of not only restoring a monastery, but reimagining a region – and consider, as you do so, **the role you can play in helping to fulfill the full promise of this shared dream.**





# **Social impact & Key data**





Enhanced library resources in **9** schools

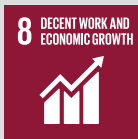
**1000+** hours trainings and capacity building for staff and local community members

**6** staff members globally employable technical skills for local community with no higher education

Improved hard and soft infrastructure in schools and kindergartens for more than **300** children

Engineering laboratories teaching new skills annually to **50** children

Professional musical education provided annually to **30** children



**17x** Annual increase in touristic flow to the region

**25%** decrease of local unemployment through indirect job creation

**150** temporary **77** permanent **direct jobs** **50%** female **90%** by locals

**11x** increase in accommodation capacity of the region

Direct support to the creation/growth **30** local SME

**\$250,000** or **80%** sourcing from Armenian suppliers

around **\$100,000** annually sourcing from local communities



**10+** community initiatives waste management, water supply, street lightning, addressing needs of around **6k** local population

**x6** shortened travel time with new and affordable transportation

**12km** road infrastructure enhancement

**x6** decreased transportation fair for locals



### UNESCO World Heritage Site

Restoration and preservation of the 9th century monastery complex based on international standards, which will help to the inclusion of Tatev Monastery in UNESCO World Heritage Site list

**20+** events and festivals contributing to the quality of community life in Tatev



**1,200** planted trees  
Mapping of vegetation **940 plants** (24 endangered)

**9.5ha** of forestry preservation and sustainable tourism development

**90km** hiking trails with proper signage and mapping

**237 species** (45 endangered) in the region

Initiation of **9.5 ha** National Park project

Regular cleanup of key natural landmarks



**1st** private partnership project in Armenia

**10+** pieces of world class research

**70+** international media coverage

**\$ 3M+** taxes paid

**4x** increase of regional investments

**\$ 37M+** investments  
160 donors, 8 strategic partners

**11x** increase of investments by the private sector



**97%**

visitors say they will come to Tatev again

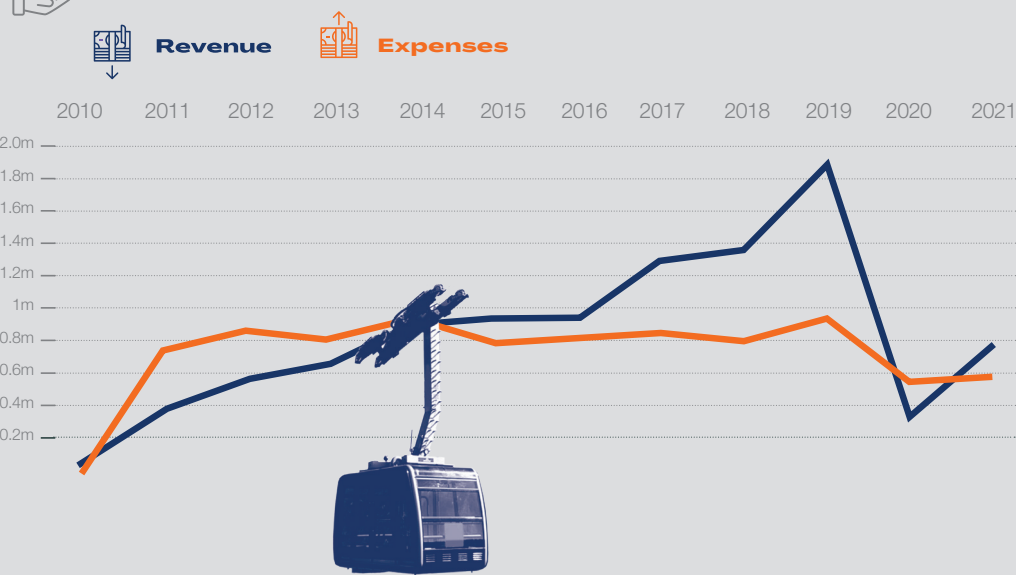
More than **1mln passengers**

in 12 years

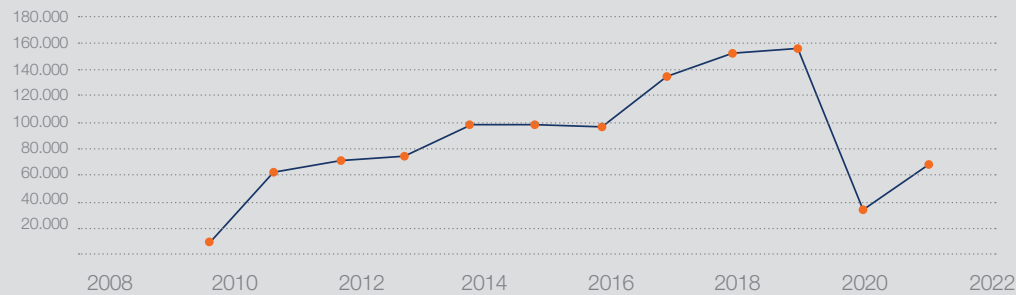
**99.7%**

visitors will recommend Tatev to their friends

### Operating Profit



### Passengers

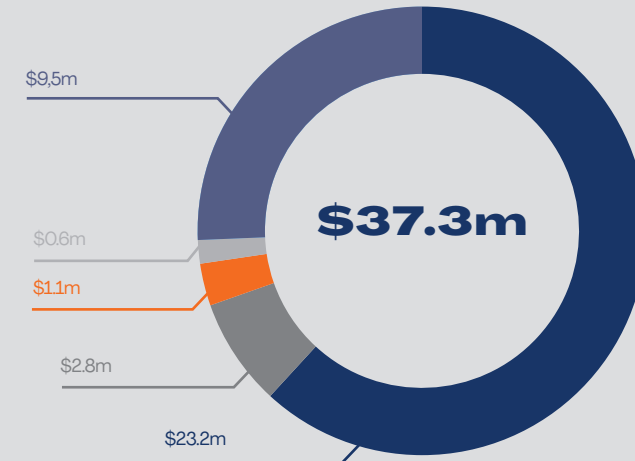


### Service Quality ★★★★★

We have surveyed around 1,500 randomly selected aerial tramway visitors each year since 2013 and carefully study their feedback to enhance the quality of services rendered.

### Operations

In 2014, Wings of Tatev ensure full operation cost recovery. The whole income generation from the operation of the aerial tramway is allocated to restoration of the monastery and local development projects.



**More than \$37m blended funds have been directed to Tatev since 2009.**

- Wings of Tatev ropeway and adjacent tourism infrastructure
- Rural infrastructure development
- Halidzor Gateway
- Tatev community development
- Tatev Monastery restoration



# Development model



We were well aware that a long-term socio-economic impact can only be expected where there is a well established cooperation among various agents of change.

## TAKEN SEPARATELY, NEITHER THE CONSTRUCTION OF THE AERIAL TRAMWAY NOR THE RESTORATION OF THE MONASTERY COULD HAVE ENSURED THE COMPREHENSIVE DEVELOPMENT OF THE AREA.

It was clear that simply restoring the monastery was not enough. The Wings of Tatev reversible aerial tramway provided out-of-the-box solution to make Tatev, this pearl of medieval Armenian architecture, more accessible.

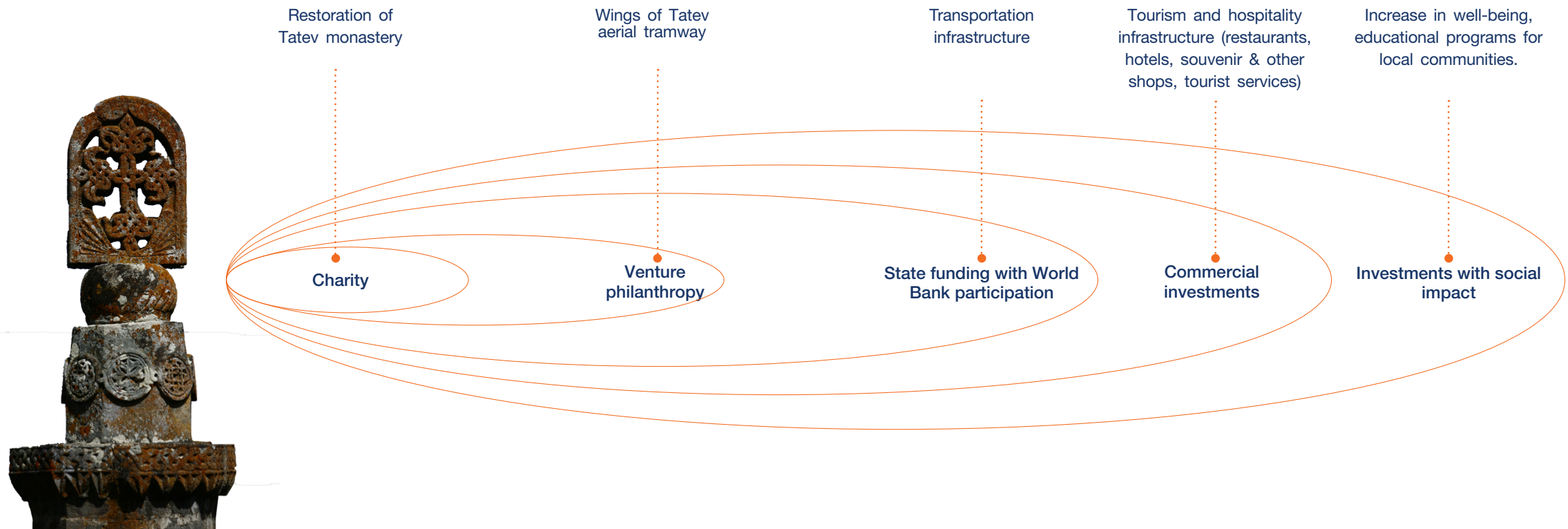
With this initiative, we intended to promote economic growth in the economically stagnant region. Wings of Tatev Project attracted a significant inflow of tourists to an otherwise inaccessible monastery.

This started generating income necessary for the restoration of the monastic complex.

This in turn created the conditions for attracting government funding. It also opened new prospect for private funding the hospitality industry as well as local food and souvenir production.

the model

## THIS PROJECT WAS JUST WHAT WE NEEDED TO CREATE A POWERFUL RIPPLE EFFECT FOR A POSITIVE CHANGE.



# **Tatev Revival:**

## **PAST, PRESENT, FUTURE**

- 
- 1. Restoration of Tatev Monastery and Revival of monastery life**
  - 2. Development of tourist sector**
  - 3. Larger Tatev: development of the community life, Preservation of the local ecosystem**



# 1 Restoration of Tatev Monastery and Revival of monastery life

Restoration of buildings, revival of monastery life and reestablishing its educational and cultural legacy.

2000	<b>&gt;10,000 visitors</b>	2010	<b>1 mln visitors</b>	2020	<b>5 mln visitors</b>	2030
------	----------------------------	------	-----------------------	------	-----------------------	------

Endangered monastic complex

Start of restoration of the monastic complex

Awakening of cultural life in the monastery

Restoration of monastic life

Tatev Monastery, the Great Hermitage of Tatev and the vicinity of Vorotan Gorge as a UNESCO World Heritage Site

Past, Present, Future

- COMPLETED
- IN PROGRESS
- APREPARATION STAGE



- 1 DZIT HAN OILMILL
- 2 NORTHERN ENTRANCE AND SPRING WATER
- 3 CHURCH OF SURB ASTVATSATSIN (HOLY MOTHER OF GOD)
- 4 MUSEUM PART

- 5 ADJUST AREA TO THE CHURCH OF SURB ASTVATSATSIN
- 6 DUNGEON AND EASTERN WALL OF THE COMPLEX

- 7 AUXILIARY BUILDINGS (NORTH)
- 8 CHURCH OF SURB GRIGOR LUSAVORICH (ST. GREGORY THE ILLUMINATOR)

- 9 CHURCH OF SURB POGHOS-PETROS (ST. PAUL AND PETER)
- 10 BELL TOWER
- 11 GAVAZAN SWINGING COLOMNU

- 12 AUXILIARY BUILDINGS (SOUTH)
- 13 KOTOGH OBELISK
- 14 MONK CELLS
- 15 BATH

# The following two components of the Monastic Complex are next in the fundraising and restoration schedule

## 6 DUNGEON AND EASTERN WALL OF THE COMPLEX

Ruined eastern wall of the Tatev monastery complex starts from the southern side of the “dungeon”, which extends 5.4 meters parallel to the eastern facade of St. Pogho-Petros church, slightly bends to the north and joins the 1st floor of St. Astvatsatsin church. There is no exact information about the construction of the wall. It was probably built during the reign of Bishop John III from the end of the 9th century to the beginning of the 10th century.

The wall reached our days in a dilapidated condition. Only northern and southern parts of the surface are now preserved. In 2015 during the excavations, the underground parts were completely revealed. It was severely damaged by the 1931 earthquake. It is now in a dilapidated condition.

PROJECT COST: **\$240,000**  
PROJECT COMPLETION TIMING: **18 months\***

(\*Delays may occur during the restoration process, due to some objective reasons, as some individual monuments call for a specific approach to their restoration.)



## 5 VISITOR CENTER AND ADJACENT AREA TO ST. ASTVATSATSIN

The adjacent area to the Church of Surb Astvatsatsin is located 20 m north to St. Poghos-Petros Church, next to the south-western corner of the main entrance hall to the monastic complex. There is no exact historical information about the period of construction of the monument. Judging by the relocation of adjacent structures, it can be assumed that it was built in the 9th-11th centuries.

The restored premises will host the Visitor Center of Tatev monastic complex.



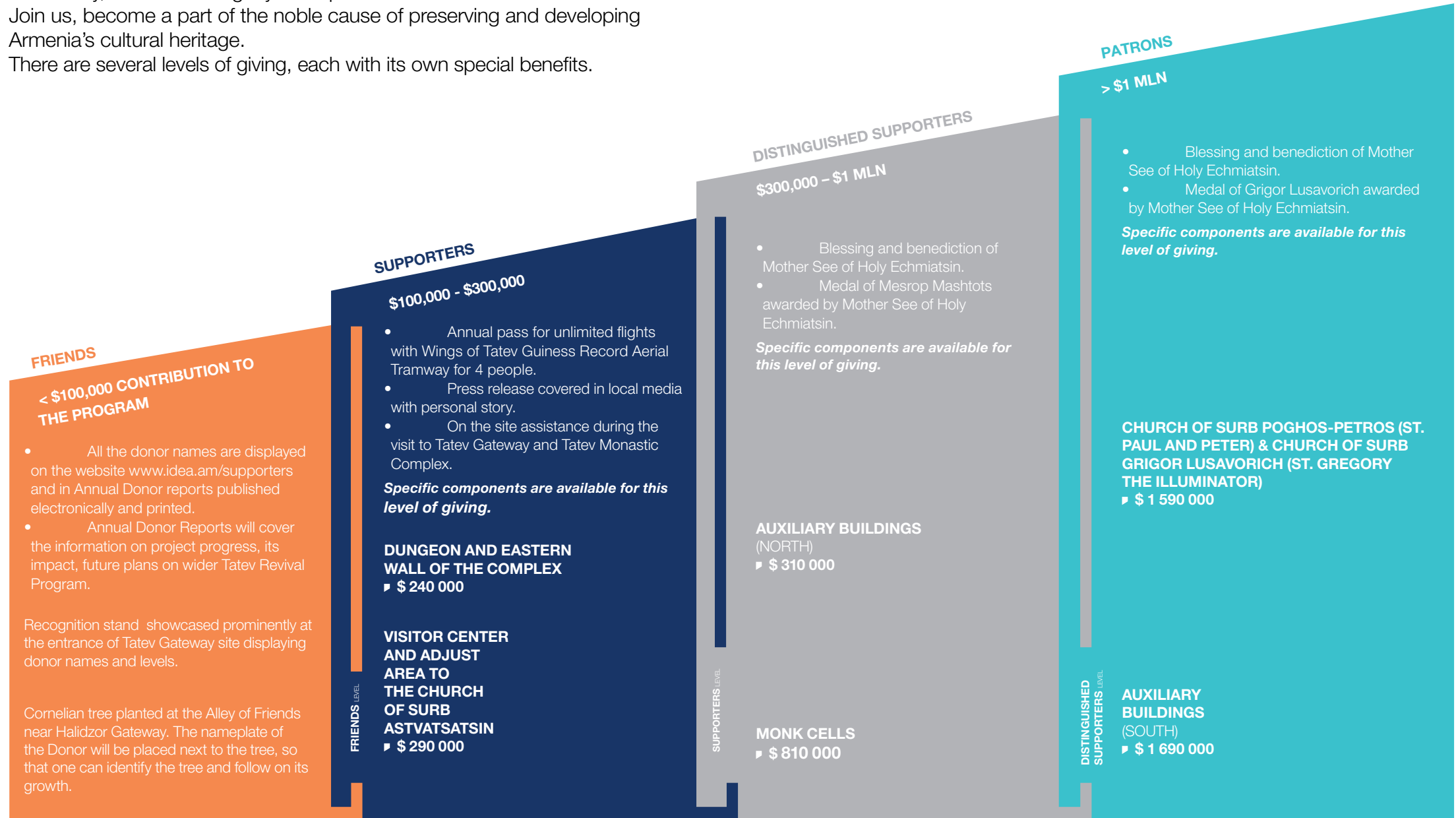
PROJECT COST: **\$290,000**  
PROJECT COMPLETION TIMING: **18 months\***



# Get engaged

## Total investments: \$4,930,000

Your generous support will help us to continue the restoration of Tatev Monastery, revival of its legacy and spiritual life.  
Join us, become a part of the noble cause of preserving and developing Armenia's cultural heritage.  
There are several levels of giving, each with its own special benefits.



## 2 Halidzor and Tatev gateway: development of tourism sector

Development of the territory near anchor project, Wings of Tatev aerial tramway. Creating a local tourism infrastructure by investing in a hotel, playgrounds, touristic routes, campgrounds, information centers, gardens vista points and etc.



Past, Present, Future



# We keep thinking big

One-of-a-kind attractions of Tatev and Halidzor gateways will drive the region to the next level.





# Making Tatev the world-class destination is our next goal

The Tatev and Halidzor Gateways are strategic development projects aiming to make Tatev region's top touristic destination.

The program includes the development of the area near Tatev and Halidzor stations of Wings of Tatev.

This will allow the expansion of several tourist services in an effort to increase the time visitors spend in Tatev to derive more income from their visits.

In addition to the regional development and improvement of the socio-economic conditions for the local people, the planned projects will also contribute to the development of hotel and restaurant businesses

## Tatev National park

The main incentives for creating Tatev National Park include the preservation of the biodiversity of natural ecosystems and the safeguarding of historical and cultural sites. Also underway are plans to

- educate locals on the environment
  - create regulated tourism and recreation
  - implement scientific methods of nature conservation
- establish environmental monitoring processes
- restore disturbed natural ecosystems and historical-cultural complexes

## Revival of medieval villages

Our efforts also include the restoration and preservation of abandoned medieval villages including Khot, Shinuhayr, Halidzor and Tatev. It also implies the development of a touristic product for adventure travelers seeking to discover the authenticity and color of medieval Armenia.





# Observation deck and the bridge

## \$720,000 (co-investing)

Indescribable views of the mountains and the Vorotan Gorge will open from the observation deck. Our bridge will become one of the must-see and top selfie-spot.

The site will organically fit into the natural landscape and will become a continuation of the existing infrastructure of the Tatevatun restaurant and terrace. Visitors will be able to fully enjoy the surrounding views, explore the surroundings with binoculars, and take beautiful photos.





# Amphitheater

**\$330,000 (co-investing)**

One of a kind, beautiful and harmonious crescent amphitheater will be located near Tatevatun. Here the natural landscape seems to have been specially created for the amphitheater, it is divided from the stage and a two-storey area. With an astonishing view to the Vorotan gorge, the amphitheater will become a favorite place for guests and locals to relax, admire the scene or take part of events that will be held here.





# Observation deck and amphitheater



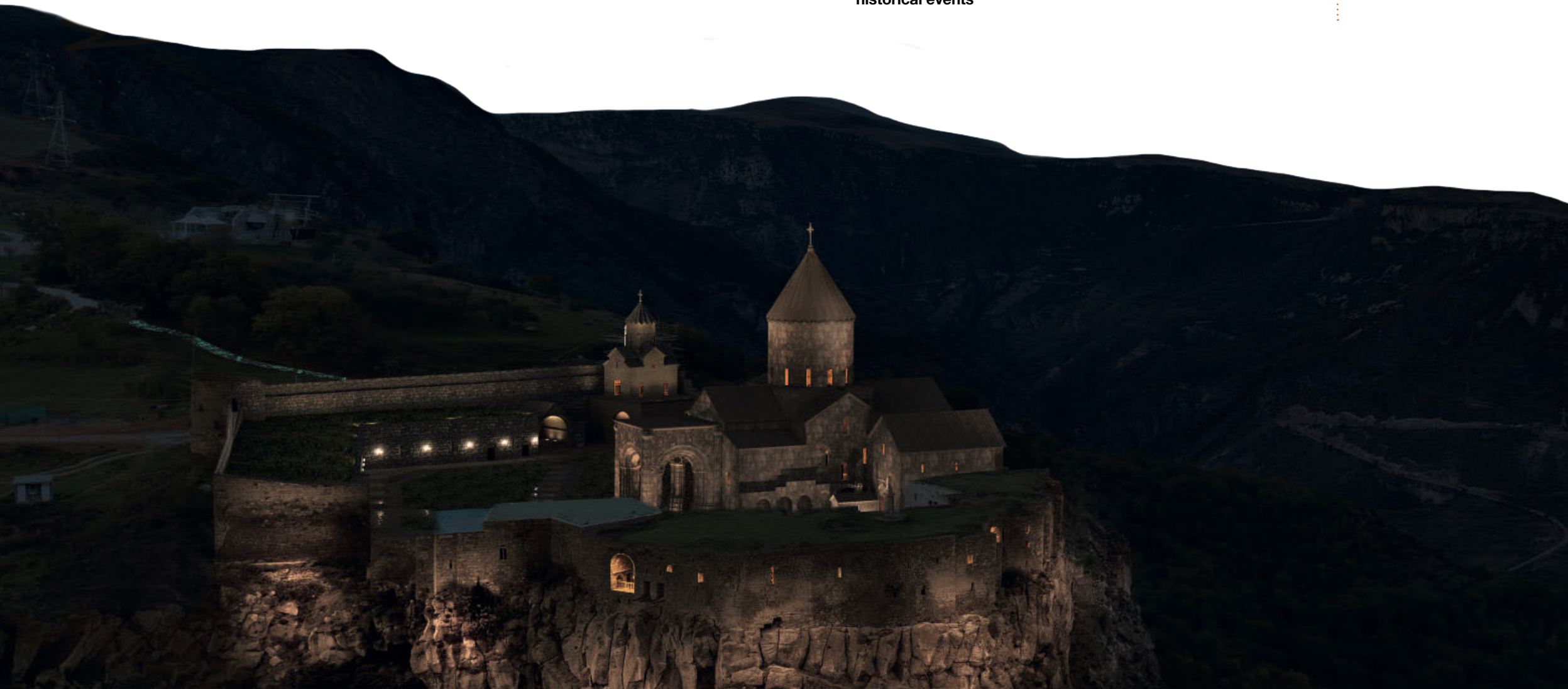


# Illumination of Tatev and surroundings

**\$482,500 (co-investing)**

The majestic beauty of Tatev and surrounding gorge is hidden under the cover of night. The illumination will give possibility to not only spot the light to the amazing beauty, but also provide additional value to visit Tatev region. The project includes illumination of several location, including Illumination of the rock, illumination of the monastic complex after the restoration, Illumination of Tatevatun restaurant and a path toward Wings of Tatev cable car, Laser projection from gorge on the rock and laser projection from the cabin on the gorge, presenting historical events.

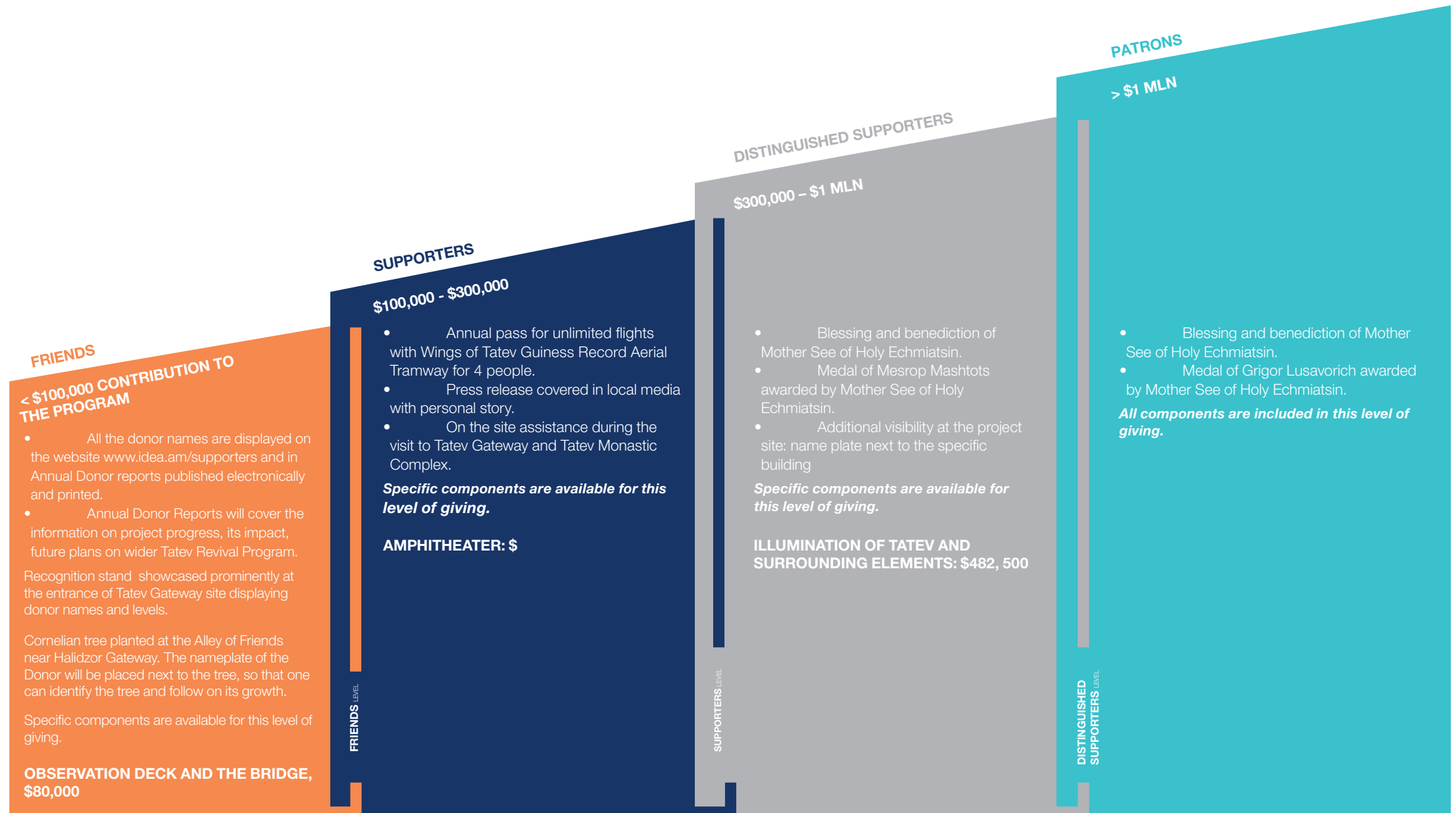
<b>Tatev monastery illumination</b>	<b>\$268.000</b>
<b>Illumination of Tatevatun restaurant and Halidzor station path</b>	<b>\$136.000</b>
<b>Laser projection from gorge on the rock</b>	<b>\$58.000</b>
<b>Laser projection from the cabin on the gorge, presenting historical events</b>	<b>\$20.000</b>



# Get engaged

## Total investments: \$800,000

Become part of the sustainable development and make Tatev the world class destination.



### 3 Larger Tatev: development of the community life, Preservation of the local ecosystem

Fostering the development of regional communities, creation of new jobs, development of the infrastructure in the region, and assistance to local farmers and entrepreneurs. Preservation of the biodiversity of natural ecosystems and the safeguarding of historical and cultural sites, as well as education of locals on environment.

2000	>10,000 visitors	2010	1 mln visitors	2020	5 mln visitors	2030
	Survival of the community without sources of income		Development of social infrastructure	New sources of income (B&Bs, restaurants, festivals, touristic services)	Community welfare	Establishment of Tatev National Park, revival of old villages

Past, Present, Future





At the first stage, the initiative of Tatev community development involves the improvement of public spaces, the diversity of the cultural and sports life of the population, the formation of opportunities for additional education in villages.

## The project includes:

### Components

### Budget

#### Establishment of the Community Center in Halidzor

Halidzor Community Center aims at developing an inclusive and engaged community by promoting urban development and improving social, cultural, and educational opportunities for the residents.

**\$80 000**

#### Children's Playgrounds

10 playgrounds to be constructed.

**\$150 000**

#### City Park in Shinuhayr

The city park establishment project will include:

The landscaping, lightening, installation of benches, bins.

Playground for children from 3 to 14 years old

A sports complex in the City park for different sports activities such as basketball court, table tennis, street work out, etc.

**\$70 000**





# Get engaged

## Total investments: \$300,000

Let's support to the Tatev community's prosperity.

### FRIENDS < \$100,000 CONTRIBUTION TO THE PROGRAM

- All the donor names are displayed on the website [www.idea.am/supporters](http://www.idea.am/supporters) and in Annual Donor reports published electronically and printed.
- Annual Donor Reports will cover the information on project progress, its impact, future plans on wider Tatev Revival Program.

Recognition stand showcased prominently at the entrance of Tatev Gateway site displaying donor names and levels.

Cornelian tree planted at the Alley of Friends near Halidzor Gateway. The nameplate of the Donor will be placed next to the tree, so that one can identify the tree and follow on its growth.

Specific components are available for this level of giving.

Establishment of the community center in Halidzor, \$80,000  
City park in SHinuhayr, \$70,000

### SUPPORTERS \$100,000 - \$300,000

- Annual pass for unlimited flights with Wings of Tatev Guinness Record Aerial Tramway for 4 people.
- Press release covered in local media with personal story.
- On the site assistance during the visit to Tatev Gateway and Tatev Monastic Complex.

**Specific components are available for this level of giving.**

10 children's playgrounds: \$150,000

FRIENDS LEVEL

# Our Donors

**THE TATEV REVIVAL PROJECT IS BEING IMPLEMENTED OWING TO THE SUPPORT OF NUMEROUS DONORS INCLUDING ARMENIANS FROM DIASPORA WHO HAVE NOT PREVIOUSLY BEEN ENGAGED IN DEVELOPMENT OF THEIR HISTORICAL HOMELAND.**

**\$ 2,488,145**

donated by

**160+**

**DONORS**



Since 2008, 169 donors from 11 countries have invested almost 34 million US dollars in the project. This has given them a unique opportunity to be part of something bigger and engage in a worthwhile endeavor.

**21%**  
repeating donor

**51%**  
non-Armenian

## FOUNDERS

Ruben Vardanyan  
Veronika Zonabend

## PATRONS

Gagik Adibekyan  
ARGA Foundation  
Vladimir Avetissian  
Igor & Larisa Fuksman  
Levon Hayrapetyan  
Mark Kurtser

## DISTINGUISHED SUPPORTERS

Noubar and Anna Afeyan  
Ruben Aganbegyan and  
Veronika Misyutina  
Gayane Antaryan  
Garo Armen and Alice Saraydarian  
Gregory Baltzer  
BIS ART CJSC  
Mikhail Broitman  
Jacques and Patricia Der Megreditchian  
Movses Dzavaryan  
Armen and Artcvik Garslian  
Norair and Anna Gyuzalyan  
Mikhail Kamalov  
Samvel Karapetyan  
Ainitdin Karjav  
Danil Khachaturov

Ashot and Karina Khachaturyants  
Maria Korneeva  
Mikhail Kusnirovich  
Gevorg Megrabyan  
Leonid Mikhelson  
Robert Musin  
Zelimkhan Mutsoev  
Artak Nesterov  
Konstantin Nikolaev  
Marianne and Michael Obermayer  
Mikhail Pogosyan  
Igor and Irina Sagiryana  
Mikhail Shelkov  
Vladimir and Liana Smirnov  
Konstantin, Polina and Valeria Sorokin  
William Winters  
Gagik and Irina Zakaryan  
Igor and Lidia Zavyalov

## SUPPORTERS

Mukhtar Ablyazov  
Natalia Agapova  
Boris Aleshin  
Artur Andreasyan  
Babken and Aida Arakelyan  
Levon Arevshatyan  
Vladimir Artyakov  
Anushavan Arzumanyan  
Margarita Avdonina  
Ashot Bablumyan

Maria Baer  
Ara Bagdasaryan  
Mkhitar Beglaryan  
Norair Belluyan  
Valeriy Belotserkovskiy  
Frederick and Lori Berliner  
Artem Bikov  
Erik and Zarema Bugulov  
Artak and Irina Chibukhchyan  
Anatoly Chubais and Avdotia Smirnova  
Igor and Olga Dergunov  
Eivind and Gwenn Djupedal  
Aleksandr Dolgikh  
Aleksandr Faifman  
Karen Galustyan  
Armen Gasparyan  
Mikhail Gaukhman  
Ararat Gevorkyan  
Ruben Gevorkyan  
Roman Goryunov  
Aram Grigorian  
Artak Hanesyan  
Ara Hayrapetyan  
IDeA Foundation Team  
Irina Ikonnikova  
David Ioseliani  
Arman Jilavian  
Igor Kamenskoy  
Anatoliy and Nina Karachinskiy  
Andranik Karapetyan

Aram Karapetyan  
Artashes and Anahit Kazakhetsyan  
Mikhail Khadzhabekyan  
Aslan Khalishkov  
Denis Manturov  
Anna Mazmanian  
Nikita Mishin  
Hakop Mkhitaryan  
Andrew Mkrtchyan  
Aleksey Mordashov  
Artak Nahapetyan  
Gor Nahapetyan  
Leonid Novoselskiy  
Roman Pakhomov  
Emil Pirumov  
Sergey and Marina Prudnik  
Giedrius Pukas  
Andrey Rappoport  
Tigran Saakyan  
Gagik Sahakyan  
David Sargsyan  
Armen Sarkisyan  
Vazrik Sekoyan  
Andrei Sharonov  
Stanislav Shekshnya /Ward Howell/  
Zest Leadership  
Yulia Solers  
Olga Surikova  
Artur Trofimov  
Ashot and Olga Tumasyan

Semen and Alla Vinokurov  
Sergey Virabyan  
Aleksander Volkov  
Alexander and Sanya Yushkevich  
Valentin and Svetlana Zavadnikov  
Aleksandr and Larisa Zhirkov

## FRIENDS

Tatevik Aghabekyan  
Marine Ales  
Artur Amirkhanyan  
Aren Apikyan  
Artur and Armine Asiryana  
Mikael and Ani Asiryana  
Igor Blinov  
Avetik Chalabyan  
Vardan Darbinyan  
Andrey Datsenko  
Ani Davtyan  
Arevik Davtyan  
Armen Dishdishyan  
Timothy Flynn  
David Gabrielyan  
Araik Gasparyan  
Evgeniy Gavrilentov  
David Harutyunyan  
Ashot Karakhanyan  
Azamat Karimov  
Karapet Khajakian  
Sergey and Tatiana Krasavin  
Eleonora Malkhasyan

Ruben Matevosyan  
Vladimir Mau  
Julia Moeckli  
Yelena Muradyan  
Geoffrey and Tessa Nicholson  
Anna Nikolaeva  
Richard Ogdon  
Elena Orlova  
Viktor and Valentina Pakhomov  
Aleksandr Pankov  
Valeriya Pavlova  
Gaspar and Irina Petrosyan  
Vahan Sakanyan  
Sergey and Julia Skvortsov  
Samvel Vagradyan  
Wilfried Vanhonacker  
Vahan Vardanyan  
Andrey Volkov  
Marianna Vorobieva  
Arman Voskerchyan and Kristina Ter Kazaryan  
Natalia Zolotova

**We also acknowledge the support of those donors who chose to be anonymous.**





**It is possible to support the program by transferring funds to one of the following accounts of the Tatev Revival Foundation:**

**for usd contributions**

**intermediary** CITIBANK NA, NEW YORK SWIFT:CITIUS33  
**beneficiary's bank** AMERIABANK, YEREVAN SWIFT:ARMIAM22  
**beneficiary's account** 1570004590220101  
**account holder name** TATEV REVIVAL FUND

---

**for gbp contributions**

**intermediary** COMMERZBANK AG, FRANKFURT/MAIN  
**beneficiary's bank** AMERIABANK, YEREVAN SWIFT:ARMIAM22  
**beneficiary's account** 1570004590220103  
**account holder name** TATEV REVIVAL FUND

---

**for eur contributions**

**intermediary** COMMERZBANK AG, FRANKFUR SWIFT:COBADEFF  
**beneficiary's bank** AMERIABANK, YEREVAN SWIFT:ARMIAM22  
**beneficiary's account** 1570004590220146  
**account holder name** TATEV REVIVAL FUND

---

**for rub contributions**

**intermediary** Sberbank of Russia, Moscow, BIC 044525225 CORR. ACC. 30101810400000000225 TIN (INN) 7707083893  
**beneficiary's bank** AMERIABANK, YEREVAN, ARMENIA CORR. ACC. 30111810900000000371  
**beneficiary's account** 1570004590220158  
**account holder name** TATEV REVIVAL FUND

Tourism and Urbanism Foundation

© TUF, 2022

6 Baghramyan Avenue

Yerevan 0019, Armenia

+374 60 700 800

info@tuf.foundation, [www.tuf.foundation](http://www.tuf.foundation)

info@tatever.am, [www.tatever.am](http://www.tatever.am)

**TUF** | TOURISM  
AND URBANISM  
FOUNDATION



*TaTever*  
wings of Tatev