Zugdidi – On April 21, 2017, USAID/ZRDA project and Samegrelo-Zemo-Svaneti regional administration held a meeting with tour-operators aimed at developing new tourism destinations, attracting more visitors and promoting Georgia’s wealthy heritage.

On April 19-22, under the auspices of USAID/Zrda Project and Samegrelo-Zemo Svaneti regional administration an information tour was held for successful tour-operators registered in Georgia in order to develop and promote new sites and tourism destinations of the region. Such activities will promote tourism destinations of Samegrelo and attract more visitors that will increase the income of local population engaged in tourism industry and facilitate their development. The tour includes Martvili, Chkhorotsku, Tsalenjikha, Zugdidi and Poti municipalities and serves as a means for the promotion of less prominent but unique monuments of culture and nature, local cuisine, and agro-tourism. In addition, a tourism destination database will be developed that will help increase the number of suggested destinations and visitors.

During the tour, the tour-operators visited the Dadianis summer residence in Salkhino, Otsindale monastery from where the Kolkheti valley spreads before eyes in full view, renovated Martvili canyon, Enguri arch dam, Kolkheti national park, and strawberry greenhouses. The guest savored the most palatable cuisine of Samegrelo region.

In order to facilitate tourism development in the region, USAID/ZRDA project will facilitate the development of new tourism products, promotion of new tourism destinations and sightseeing, and improvement of compliance of those engaged in the sector with international quality standards. The project will also assist local operators in the target regions to advance the promo materials of their tour packages to international exhibitions. The goal of the Project is to help create jobs, assist small and medium entrepreneurs and households to generate more income and promote sustainable economic development of the region.

About USAID Zrda Activity in Georgia: The USAID Zrda Activity in Georgia is a five-year program designed to promote inclusive and sustainable economic growth in target 70 communities of five regions by improving MSME growth, increasing productivity of rural households, facilitating market linkages between producers and
buyers, and promoting local economic development by establishing and strengthening networks. As a result, Zrda will create jobs and increase sales for MSMEs and incomes for households, bolstering the resilience and livelihoods of the target communities. Zrda will target communities in proximity to the administrative boundary lines and communities with ethnic minority populations. For additional information, please, visit: www.zrda.ge; https://www.facebook.com/zrda.ge and www.zrda.ge

About USAID in Georgia: During the past 24 years, the American People, through USAID, have invested more than $1.5 billion in Georgia. USAID projects are designed to support Georgia’s transition to a free and prosperous democracy and include initiatives to accelerate economic growth, develop democratic institutions, and improve health and education. USAID provides economic and humanitarian assistance in more than 100 countries. For more information, please visit: https://www.usaid.gov/georgia