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## PRESS RELEASE

### Shkodra Opens Tourism Information Office

**MARCH 19, 2010** The Municipality of Shkodra opened today a new Tourist Information Office, as part of the city's ongoing tourism promotion efforts. The office will offer free of charge, high-quality professional tourism information services to tourists and visitors.

Mayor Lorenc Luka and Mr. Stephen Herbaly, a representative of USAID/Albania, delivered remarks. Both speakers highlighted the importance of this office for the city and its tourism businesses.

USAID's Local Governance Program in Albania (LGPA) and the Municipality of Shkodra are working together to promote the development of tourism as a generator of employment and economic growth in Shkodra. This initiative is a public-private partnership between the Municipality, LGPA, and Çelësi Company. The Tourism Information Office, which was constructed by the Municipality, will be owned and managed by Çelësi. The Municipality will work with the office to promote local tourism and tourism-dependent businesses. The information office will enhance an important sector of Shkodra's economy, generate private investments, and foster local economic development in the city.

"The Municipality of Shkodra is a strong supporter of the local tourism industry," said Mayor Luka. "This office will house tourism guides and promote our city's cultural events that are so important for economic development." Shkodra holds several successful annual festivals that have brought in tourists and visitors from across Albania, including the Carnival Festival, the Artisans Fair, Flower Day, and the City Music Festival.

USAID's Local Governance Program in Albania (LGPA) works with ten municipalities throughout Albania to foster local economic growth, improve local governance, and strengthen civic and private sector engagement in local development. LGPA's partner municipalities are: Elbasan, Fier, Fushe-Kruje, Gramsh, Korçe, Kukës, Lezhë, Librazhd, Pogradec and Shkoder.

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