



**FAMILY HOTEL "GALLERY"**

Location: Georgia/Racha-Lechkhumi, Oni

Key words: Ethno tours, master classes



The Gugushvili Family Hotel is located in a calm and cosy place on the fringe of a forest in the centre of Oni, Racha and has been hosting visitors since 2000. However, the family hotel "Gallery" which includes the old building and creates a space for new experiences for visitors started operating from 2010. After the restoration, the family hotel "Gallery" was granted a cultural heritage award for the new life. Interior of the family hotel is arranged in a traditional style, mostly with handmade items and details common for the region. The buildings are equipped with the Georgian traditional furniture and paintings by the hostess which creates a cosy and warm environment for visitors. There are a library, a gallery and a collection of interesting minerals and stones here ... The hotel has a garden with fruit trees, flowers and leisure zone. Visitors are offered tours to waterfalls, caves, lakes, glaciers and other historic sites.

**Marketing approach**

Most of visitors are foreigners; however, the number of Georgian visitors has also increased during the Pandemic. According to the host, visitors often arrive for the second time.

Visitors are taught how to cook traditional dishes, distil chacha, and bake bread in the tandoor. Visitors participate in Rtveli

(traditional vintage and rural harvest holiday), pressing wine and thereafter they taste the wine pressed on their own. It is also possible to attend pictorial art, woodcarving, batik and felt processing masterclasses.

**Success factors and challenges**

In the opinion of the host of the family, Mr. Temur, it is

important to know exactly what you want to do and love your job. This is the key to success. If a person is not lazy, he will succeed in everything.

**Plans for the future development**

It is planned to expand the activities - increase the number of hotel rooms - in the future.



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## GALLERY:



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