**Albania 2020 Annual Research: Key Highlights**

**Global Data 2019**

- **10.3%** Total GDP contribution
- **330 MN** Jobs globally (1 in 10 jobs)

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

21.2% of total economy 10.3% VS +8.5% 2.7% real economy GDP growth

Global GDP impact by sector (2018 data). Share of total economy GDP

Mining: 0%
Automotive: 5%
Agriculture: 10%
Travel & Tourism: 15%
Retail: 0%
Financial Services: 0%

**Albania 2019 Key Data**

- **21.2% of total economy**
  - Total T&T GDP = ALL358.3BN (USD3,264.5MN)

- **+8.5%**
  - 2019 Travel & Tourism GDP growth vs +2.7% real economy GDP growth

- **254.3 Jobs (000's)**
  - (22.2% of total employment)

**International Visitor Impact**

- **All 275.5 BN**
  - in visitor spend (48.2% of total exports)
  - (USD2,510.1MN)

**Inbound Arrivals**

- 1. North Macedonia: 12%
- 2. Greece: 9%
- 3. Italy: 8%
- 4. Montenegro: 6%
- 5. United Kingdom: 3%
- Rest of World: 62%

**Outbound Departures**

- 1. Greece: 72%
- 2. Turkey: 9%
- 3. Montenegro: 5%
- 4. Bulgaria: 4%
- 5. Croatia: 2%
- Rest of World: 8%

**Sector Characteristics (2019)**

- Leisure Spending: 76%
- Business Spending: 24%
- Domestic Spending: 24%
- International Spending: 76%

Note: Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO

1All values are in constant 2019 prices & exchange rates
As reported in March 2020