2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

2.5% Travel & Tourism grew significantly more at 3.5%

21.2% of total economy

254.3 Jobs (000’s)

2.7% real economy GDP growth

ALL 275.5BN in visitor spend (48.2% of total exports)

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

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

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

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

ALBANIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

21.2% of total economy

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

254.3 jobs (000’s)

(22.2% of total employment)

INTERNATIONAL VISITOR IMPACT

ALL 275.5BN in visitor spend (48.2% of total exports)

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%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 76%
- BUSINESS SPENDING 24%
- DOMESTIC SPENDING 24%
- INTERNATIONAL SPENDING 76%

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