ALBANIA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

21.2% of total economy

330MN Jobs globally (1 in 10 jobs)

2.5% Travel & Tourism grew significantly more than 3.5%

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

ALBANIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

21.2% of total economy

Total T&T GDP = ALL358.3BN (USD3,264.5MN)

+8.5% 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)

(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%

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