ALBANIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%
Total GDP contribution

21.2% OF TOTAL ECONOMY
While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

254.3 JOBS (000’s)
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

ALL275.5BN
in visitor spend (48.2% of total exports)

1. NORTH MACEDONIA 12%
2. GREECE 9%
3. ITALY 8%
4. MONTENEGRO 6%
5. UNITED KINGDOM 3%
REST OF WORLD 62%

INBOUND ARRIVALS

SECTOR CHARACTERISTICS (2019)

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

254.3 JOBS (000’s)
(22.2% of total employment)

INTERNATIONAL VISITOR IMPACT

ALL275.5BN
in visitor spend (48.2% of total exports)

OUTBOUND DEPARTURES

1. GREECE 72%
2. TURKEY 9%
3. MONTENEGRO 5%
4. BULGARIA 4%
5. CROATIA 2%
REST OF WORLD 8%

INBOUND ARRIVALS

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING
- BUSINESS SPENDING
- DOMESTIC SPENDING
- INTERNATIONAL SPENDING

76%
24%
24%
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