**ALBANIA**

2021 Annual Research: Key Highlights

### Global Data

<table>
<thead>
<tr>
<th>Year</th>
<th>Total GDP Contribution</th>
<th>Total Travel &amp; Tourism Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>10.4% USD 9,170 BN</td>
<td>334 MN = 1 in 10 jobs</td>
</tr>
<tr>
<td>2020</td>
<td>5.5% USD 4,671 BN</td>
<td>272 MN = 1 in 11 jobs</td>
</tr>
</tbody>
</table>

Total Travel & Tourism GDP change in 2020: -49.1%

Global Economy GDP change: -3.7%

Change in Jobs in 2020: -61.6 MN = -18.5%

### Albania Key Data

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total contribution of Travel &amp; Tourism to GDP:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$</td>
<td>20.5% of Total Economy</td>
<td>10.6% of Total Economy</td>
</tr>
<tr>
<td>Total T&amp;T GDP</td>
<td>ALL350.5BN (USD3,225.5MN)</td>
<td>ALL169.7BN (USD1,561.3MN)</td>
</tr>
<tr>
<td>Change in Travel &amp; Tourism GDP vs economy GDP change:</td>
<td>-51.6%</td>
<td>-6.3%</td>
</tr>
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| **Total contribution of Travel & Tourism to Employment:** |               |               |
| $                    | 243.9 Jobs (000s) (21.3% of total employment) | 194.6 Jobs (000s) (17.5% of total employment) |
| Change in jobs: | -20.2% = -49.3 (000s) |

| **Visitor Impact International:** |   |   |
| Visitor spend:        | ALL271.0BN Visitor spend 50.3% of total exports (USD2,493.3MN) | ALL125.0BN Visitor spend 35.9% of total exports (USD1,149.9MN) |
| Change in international visitor spend: | -53.9% | -USD 1,343.4 MN |

| **Domestic:** |   |   |
| Visitor spend:  | ALL80.4BN Visitor spend (USD 739.5MN) | ALL41.5BN Visitor spend (USD 382.0MN) |
| Change in domestic visitor spend: | -48.3% | -USD 357.6 MN |
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Albania Sector Characteristics

Domestic vs International Spending:
- **2019**
  - Domestic Spending: USD 739.5MN (23%)
  - International Spending: USD 2,493.3MN (77%)
- **2020**
  - Domestic Spending: USD 382.0MN (25%)
  - International Spending: USD 1,149.9MN (75%)

Leisure vs Business Spending:
- **2019**
  - Leisure Spending: USD 2,522.1MN (78%)
  - Business Spending: USD 710.7MN (22%)
- **2020**
  - Leisure Spending: USD 1,221.7MN (80%)
  - Business Spending: USD 310.2MN (20%)

Inbound Arrivals
- **2019**
  1. North Macedonia: 12%
  2. Greece: 9%
  3. Italy: 8%
  4. Montenegro: 6%
  5. Germany: 3%
  Rest of world: 63%
- **2020**
  1. North Macedonia: 16%
  2. Greece: 8%
  3. Italy: 7%
  4. Montenegro: 7%
  5. Poland: 3%
  Rest of world: 60%

Outbound Departures
- **2019**
  1. Greece: 59%
  2. Italy: 17%
  3. Turkey: 7%
  4. Montenegro: 5%
  5. Bulgaria: 3%
  Rest of world: 9%
- **2020**
  1. Greece: 40%
  2. Italy: 28%
  3. Turkey: 9%
  4. Montenegro: 5%
  5. Bulgaria: 4%
  Rest of world: 14%

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1. All values are in constant 2020 prices & exchange rates. As reported in March 2021.
2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known).
3. Source: Oxford Economics, national sources and UNWTO.