**ALBANIA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

- **Global Data 2019**
  - 10.3% Total GDP contribution
  - 330 MN Jobs globally (1 in 10 jobs)

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

- **Contribution of Travel & Tourism to Employment**
  - 254.3 JOBS (000's)
  - (22.2% of total employment)

- **International Visitor Impact**
  - ALL275.5 BN
  - 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%

- **Sector Characteristics (2019)**
  - LEISURE SPENDING 76%
  - BUSINESS SPENDING 24%
  - DOMESTIC SPENDING 24%
  - INTERNATIONAL SPENDING 76%

---

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