GLOBAL DATA 2019

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

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

0% 5% 10% 15%

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%

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)

(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
- BUSINESS SPENDING
- DOMESTIC SPENDING
- INTERNATIONAL SPENDING

76% 24%

24% 76%

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