ALBANIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS 1

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>20%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>0%</th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
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</table>

10.3% Total GDP contribution

2.5% 3.5%

330MN Jobs globally (1 in 10 jobs)

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

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%

SECTOR CHARACTERISTICS (2019)

<table>
<thead>
<tr>
<th></th>
<th>Leisure Spending</th>
<th>Business Spending</th>
<th>Domestic Spending</th>
<th>International Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>76%</td>
<td>24%</td>
<td>24%</td>
<td>76%</td>
</tr>
</tbody>
</table>

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