

### GLOBAL DATA 2019



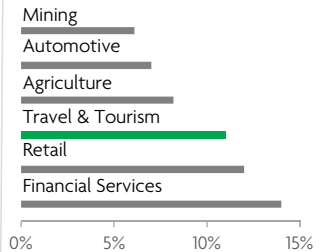
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**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



### 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

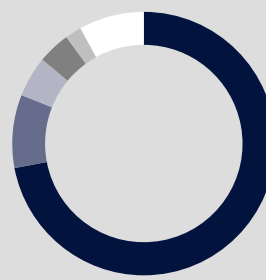
**ALL275.5<sub>BN</sub>**  
in visitor spend (**48.2%** of total exports)  
(USD2,510.1MN)

### INBOUND ARRIVALS



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

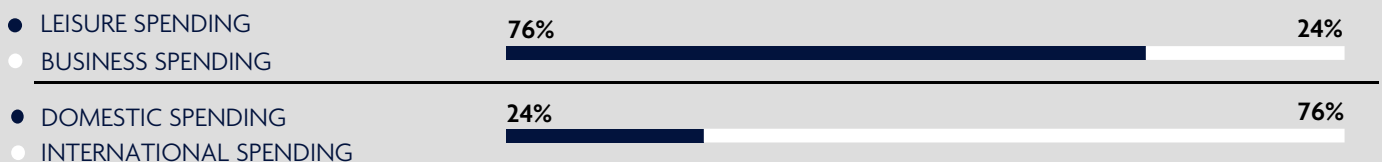
### OUTBOUND DEPARTURES



- 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)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020