GLOBAL DATA 2019

10.3% Total GDP contribution
330 MN 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 275.5 BN 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)

LEISURE SPENDING 76%
BUSINESS SPENDING 24%
DOMESTIC SPENDING 24%
INTERNATIONAL SPENDING 76%

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

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