



78%

35%

89%

15%

# Tourism in figures

ALBANIA  
2019

*Travel is the passion that keeps you alive*



## Preface and Acknowledgements

The Institute of Statistics of Albania (INSTAT) in cooperation with the Bank of Albania drafted a special publication of the main indicators on tourism in Albania. Referring to the period from 2014-2018, statistics regarding foreign and domestic tourists in Albania aim to monitor the characteristics and developments of tourism in our country.

In the new communication strategy, INSTAT has been oriented to meet the needs of users by targeting different user groups, making a more comprehensible publication by users.

The material reflects some of the basic requirements and needs of some user groups for data on foreign and domestic tourists and their impact on the Albanian economy.

This dedicated publication presents figures on economic reality in the country and answers to growing demands for statistical information of stakeholders in Albania.

The preparation of this material is not only an INSTAT contribution, but also to data providers, listing line ministries and the Central Bank.

INSTAT for the design of specific publications is making continuous efforts and will cooperate with each institution to serve valuable information to the users that will help in better decision making. This publication is fact of this work.

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General Director, INSTAT

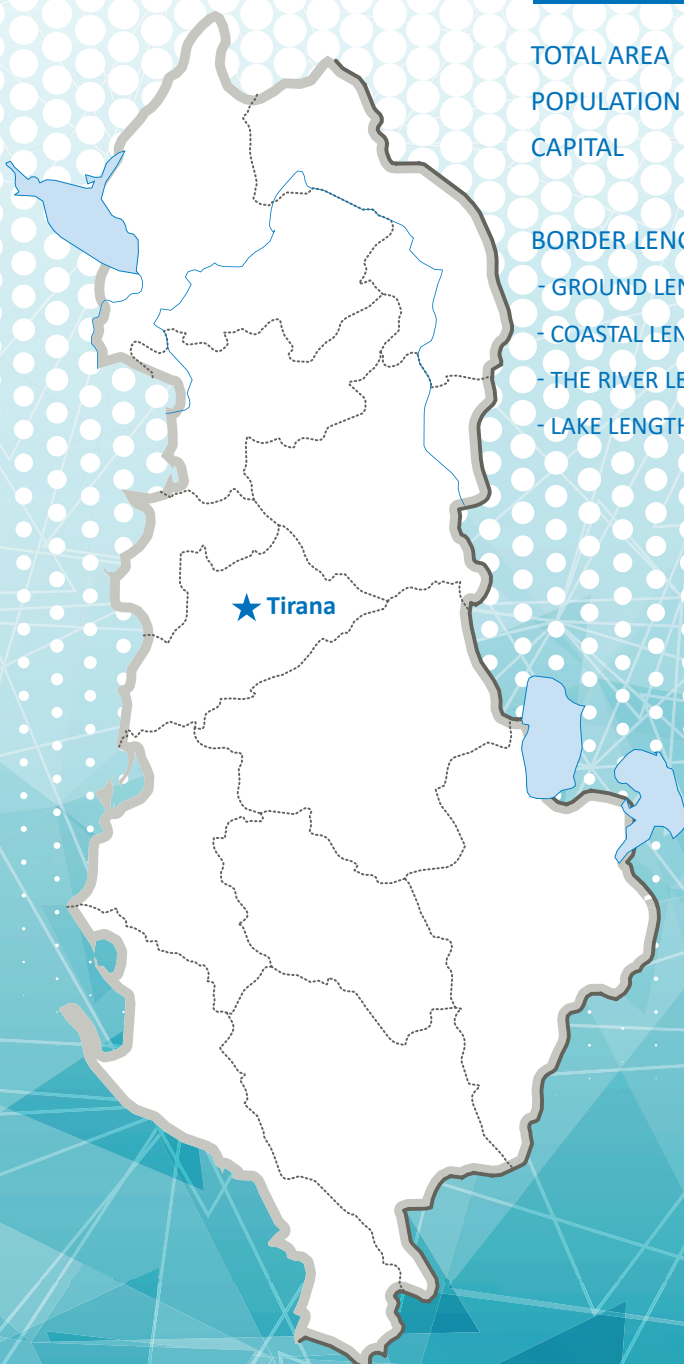
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# GENERAL INFORMATION OF ALBANIA

## GENERAL DATA INFORMATION



|                    |  |
|--------------------|--|
| TOTAL AREA         | 28,748 km <sup>2</sup>                 |
| POPULATION         | 2,9 million inhabitants                |
| CAPITAL            | Tirana<br>( 0,86 million inhabitants ) |
| BORDER LENGTH      | 1094 km                                |
| - GROUND LENGTH    | 657 km                                 |
| - COASTAL LENGTH   | 316 km                                 |
| - THE RIVER LENGTH | 48 km                                  |
| - LAKE LENGTH      | 73 km                                  |

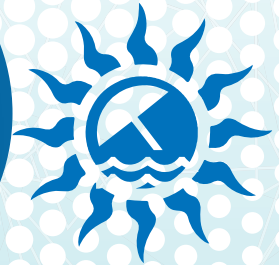


### WHO?

ALBANIA IS MORE FAVORED BY  
KOSOVAR TOURISTS...

### WHEN?

ALMOST 25 % OF FOREIGN CITIZENS  
COME IN AUGUST MONTH...



### WHY?

4 OUT OF 10 FOREIGNERS WHO  
ARRIVED IN OUR COUNTRY DURING  
THE PERIOD 2014-2018, HAVE COME  
FOR VACATION...

### HOW MANY?

ON AVERAGE 2 FOREIGN CITIZENS  
PER ALBANIAN CITIZENS DURING  
2018...



### HOW?

ABOUT 8 OUT OF 10 FOREIGN CITIZENS  
ENTER IN ALBANIA WITH  
LAND...

Only during 2018 were granted 75 permission for construction "Hotels and Similar", three permits more were granted over the whole period 2014-2017 (72)



In Albania there are on average 5 Hotels per 100 km<sup>2</sup>...

More than 17.000 rooms and 38.000 beds were available to tourists in 2018...



# INTRODUCTION

The tourism industry occupies a key place in the economy and is an important source for the development of the country. Tourism can make a significant contribution to three dimensions of sustainable development: create jobs, generate trade opportunities to recognize needs and support tourism activities create important capacity that promotes environmental conservation priorities and cultural diversity.

The production of statistics harmonized with tourism supply and demand today is considered crucial to enable decision-makers to evaluate and improve this important economic sector.

This material, prepared by INSTAT, includes data for reference years 2014-2018.

The material consists in six chapters. The first chapter presents the characteristics of the arrivals of foreign citizens by region, the way of travelling, the length of stay, as well as the expenses of foreign tourists in Albania.

The second chapter shows the outflow of Albanian residents abroad, expenses according to the purpose of the visit, the main destinations, etc.

The third chapter refers to the travels of Albanian resident within the country, expenses according to the purpose of the visit, the main destinations etc.

The fourth chapter presents some macroeconomic indicators such as foreign tourists' expenditures in relation to GDP, expense of Albanian resident tourists abroad to total imports of goods and services, value added and the number of employees directly related to tourism activities.

The fifth chapter focuses on accommodation capacities in Albania, providing information on the number of accommodation units, the number of total rooms and the number of beds and their use.

The sixth chapter focuses on other tourist activities by providing information on the number of visitors to archaeological parks, museums, castles and monuments. Referring to the period 2014-2018, statistics regarding foreign and domestic tourists in Albania aim to monitor the characteristics and developments of tourism in our country.

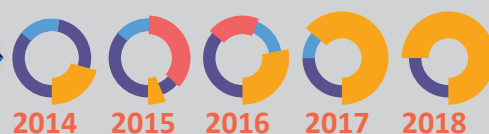
The main findings written in the material show that the arrivals of foreign citizens in 2018, increased by 15.8 % compared to 2017, while the expenses of foreign tourists (non-residents) in our country have increased by 12.5 %.

In 2018, the departures of Albanian citizens, increased by 4.4% compared to 2017, while the expenses of Albanian citizens (resident) abroad increased by 17.3% compared to the previous year.

# 1. CHARACTERISTICS OF FOREIGN TOURISTS IN ALBANIA

## Foreigners arrived in the country ...

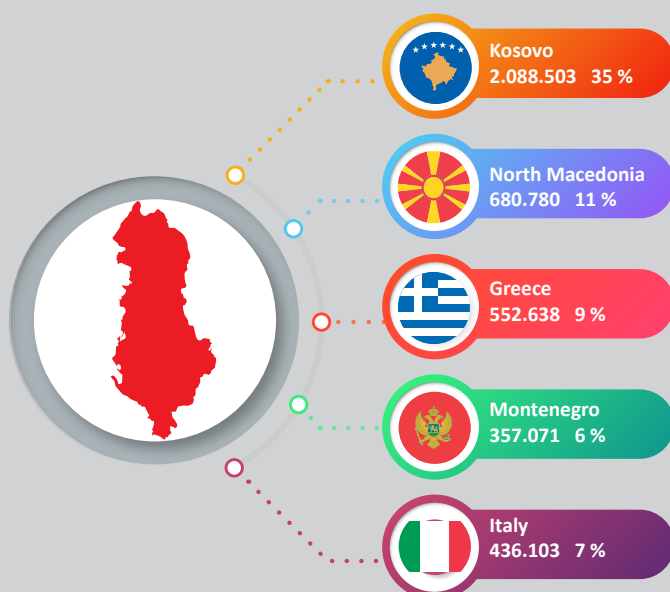
In the period 2014-2018, the arrivals of foreign citizens coming in Albania were approximately 23.6 million persons. Only during 2018, the arrival of foreign citizens is 15.8% more than 2017.



Among 2018, arrivals from Europe's region accounted for the largest share of foreign citizens' arrivals by 89.5 %, increasing by 13.2 %.



Foreign citizens entering in Albania, come mainly from: Kosovo (35 %), North Macedonia (11 %), Greece (9 %), Montenegro (6 %) and Italy (7 %).





## Transportation mode preference???



In the period 2014-2018, approximately 2.5 million foreign citizens have arrived by air, increasing by 19.7 % during 2018. Foreign citizens entering in our country through air lines occupy an average of 10.5 % of total arrivals.

In the period 2014-2018, the number of foreign citizens arriving in Albania with sea lines has been approximately 1.5 million, increasing by 11.8 % during 2018. Foreign citizens arrived in our country by sea lines, occupy an average of 6.4 % of total arrivals.

In the period 2014-2018, the number of foreign citizens arriving in our country through land has been approximately 19.6 million, increasing by 15.6 % during 2018. Foreign citizen's arrivals in our country through land, occupy the largest share with 83.1 % of total inflows for the period 2014-2018.



Tab. 1 Arrivals of foreign citizens by mode of travel in thousand

| No. | Description                                 | 2014  | 2015  | 2016  | 2017  | 2018  |
|-----|---|-------|-------|-------|-------|-------|
|     | Arrivals of foreign citizens total I+II+III | 3.673 | 4.131 | 4.736 | 5.118 | 5.927 |
| I   | BY AIR                                      | 337   | 401   | 457   | 578   | 692   |
| II  | BY SEA                                      | 202   | 215   | 279   | 396   | 439   |
| III | BY LAND                                     | 3.134 | 3.515 | 3.999 | 4.144 | 4.796 |

Source: Ministry of Internal Affairs

## Which border crossings expect the largest flux of foreign tourists?



Border crossings that expecting the larger number of foreign citizens visiting Albania are: Morinë (35 %), Muriqan (12 %) and Rinas (12 %).

Tab.2 Arrival of foreign citizens by border crossing

| ARRIVAL OF FOREIGN CITIZENS |      |                  |            |
|-----------------------------|------|------------------|------------|
| Border point                | 2018 |                  |            |
|                             |      | Nr.              | %          |
| Blladë                      |      | 86.628           | 1          |
| Kakavijë                    |      | 280.999          | 5          |
| Qafë Botë                   |      | 182.252          | 3          |
| Kapshticë                   |      | 188.263          | 3          |
| Qafë Thanë                  |      | 513.987          | 9          |
| Morinë                      |      | 2.081.209        | 35         |
| Hani i Hotit                |      | 398.828          | 7          |
| Muriqan                     |      | 724.142          | 12         |
| Durrës                      |      | 177.994          | 3          |
| Sarandë                     |      | 236.313          | 4          |
| Rinas                       |      | 691.550          | 12         |
| OTHER                       |      | 364.638          | 6          |
| <b>TOTAL</b>                |      | <b>5.926.803</b> | <b>100</b> |

During the period of 2014-2018, the number of foreign visitors with the number of nights spent (including visitors which stay at least one night at the hotel or in other accommodation, relatives or in their home, etc.) is around 21 million, increasing by 10.7 % during 2018. While the number of daily visitors for the 2014-2018, is around 1.7 million, increase two times more in 2018 compared with 2017.



## The number of nights spent

Tab3. Number of foreign visitors with number of nights and daily spent, in thousand

| Description              | 2014  | 2015  | 2016  | 2017  | 2018  |
|--------------------------|-------|-------|-------|-------|-------|
| TOTAL ARRIVALS           | 3.673 | 4.131 | 4.736 | 5.118 | 5.927 |
| NIGHTS SPENT BY VISITORS | 3.341 | 3.784 | 4.070 | 4.643 | 5.142 |
| DAILY VISITORS           | 127   | 162   | 507   | 293   | 587   |

Source: Ministry of Internal Affairs and INSTAT



In the period 2014-2018, the arrivals of foreign citizens for personal purposes (holiday, visit to relatives, health, religious purposes, etc.) occupy most of the arrivals of foreign citizens, averaging 98.7 %. The number of foreign citizens arrivals for personal purposes is increased by 15.7 % during 2018 compared with the previous year. While arrivals for business purpose occupy 1.5 % of total arrivals, increasing by 27.2 % during 2018 compared with the previous year.

Tab4. Arrivals of foreign citizens according to the main purpose of the visit, in thousand

| Description                      | 2014  | 2015  | 2016  | 2017  | 2018  |
|----------------------------------|-------|-------|-------|-------|-------|
| 1+2 ARRIVALS OF FOREIGN CITIZENS | 3.673 | 4.131 | 4.737 | 5.118 | 5.927 |
| 1 PERSONAL                       | 3.624 | 4.089 | 4.678 | 5.049 | 5.840 |
| 1.1 -HOLIDAY                     | 1.315 | 1.579 | 1.920 | 2.371 | 2.784 |
| 1.2 -OTHER PERSONAL PURPOSES     | 2.309 | 2.510 | 2.758 | 2.678 | 3.056 |
| 2 BUSINESS AND PROFESSIONAL      | 48    | 42    | 59    | 69    | 87    |

Source: Ministry of Internal Affairs and INSTAT

Foreign citizens, referring to data from 2018, have spent on average 4.3 over nights in Albania, spending an average of 52 euro per day. Foreign citizens (non-residents) for 2018, stayed mostly at the hotel (76 %) and they came with private cars (81 %). Foreign citizens who prefer to visit Albania for 2018 are citizens from Kosovo.

## Albania's favorite destination for 2018



- The country that prefer us:  
Kosova



- The average number of night spent:  
4,3 ditë



- The average number of daily expenses per persons:  
52 Euro



- Location:  
Hotel (76%)



- Transport vehicle:  
Private car (81%)

Source: Bank of Albania



### Kosovars



average nights spent:  
3,8 days



92 % on vacation



74 % stay in a hotel



average daily expenses per  
person: 43 Euro

81 % 

19 % 



### Macedonians



average nights spent:  
3,9 days



91 % on vacation



77 % stay in a hotel



average daily expenses per  
person: 46 Euro

85 % 

15 % 



### Montenegrins



average nights spent:  
3,7 days



72 % on vacation



93 % stay in a hotel



average daily expenses per  
person: 60 Euro

95 % 

5 % 



### Greek



average nights spent:  
3,6 days



62 % on vacation



79 % stay in a hotel



average daily expenses per  
person: 59 Euro

71 % 

26 % 

3 % 



### Italians



average nights spent:  
6,8 days



64 % on vacation



59 % stay in a hotel



average daily expenses  
per person: 81 Euro

46 % 

9 % 

16 % 

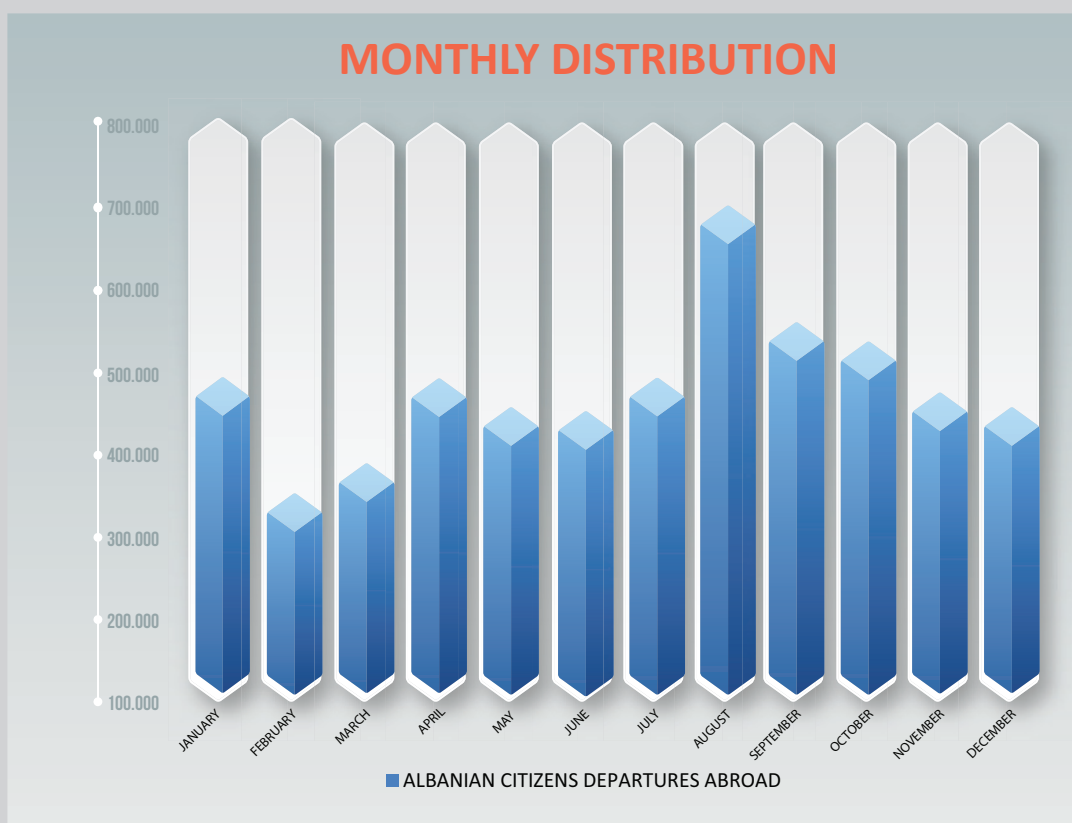
29 % 

Source: Bank of Albania

## 2. MAIN TRIP FEATURES OF REZIDENT ALBANIAN CITIZENS ABROAD

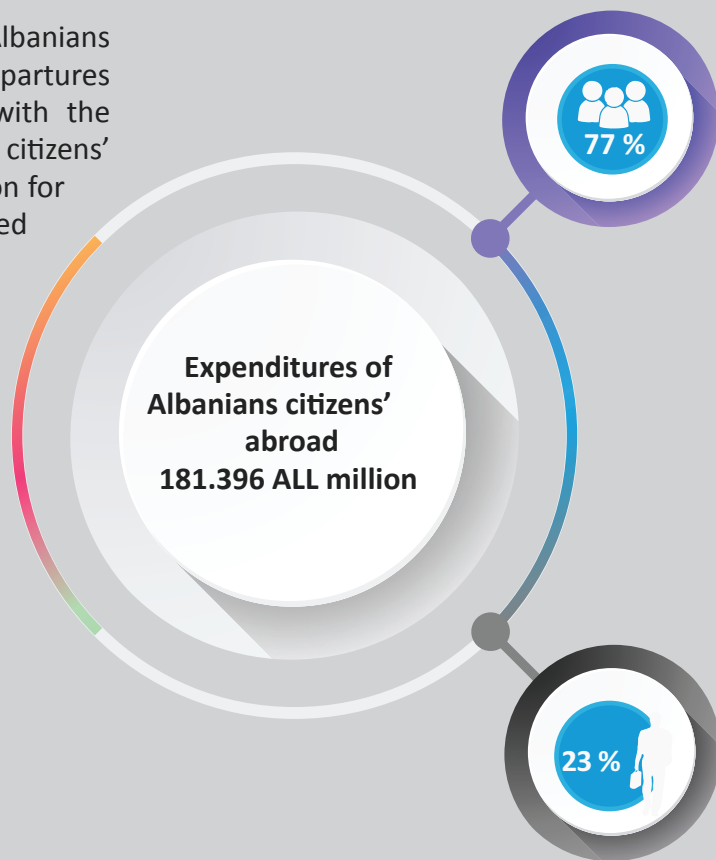
Albanians travel more for summer holidays. Referring 2018 data, departures of Albanian residents abroad are more focused in August.

MONTHLY DISTRIBUTION OF THE ALBANIAN CITIZENS DEPARTURES ABROAD, 2018



In the period 2014-2018, 24.1 million Albanians have traveled abroad. Albanian citizens' departures increased by 4.4 % in 2018 compared with the previous year. The expenditures of Albanian citizens' in foreign countries were 181.396 ALL million for the year 2018, increasing 17.3 % compared with previous year.

Albanian citizens' expenditures are distributed in 77 % for personal travel and 23 % for business travel.



Source: Bank of Albania

Referring 2018 data, resident Albanian citizens' spent on average 7.5 nights abroad, spending an average of 47 Euro per day. Departures of Albanian citizens' were mainly for holiday purposes (approx. 59 %) and visits to friends/relatives (approx. 30 %).

#### IN LOVE WITH HOLIDAYS

#### FAVOURITES ABROAD HOLIDAYS OF ALBANIAN RESIDENTS

- PREFERRED DESTINATION: GREECE
- AVERAGE NIGHT SPENT: 5.9 NIGHTS
- AVERAGE DAILY EXPENSES PER PERSON: 46 EURO
- LOCATION: HOTEL (59 %)
- TRANSPORTATION VEHICLES: PRIVATE CAR (59 %)





### Favorites of Albanian residents for abroad holidays (2018)



Source: Bank of Albania



59 % 

12 % 

17 % 

10 % 

Others 2 %

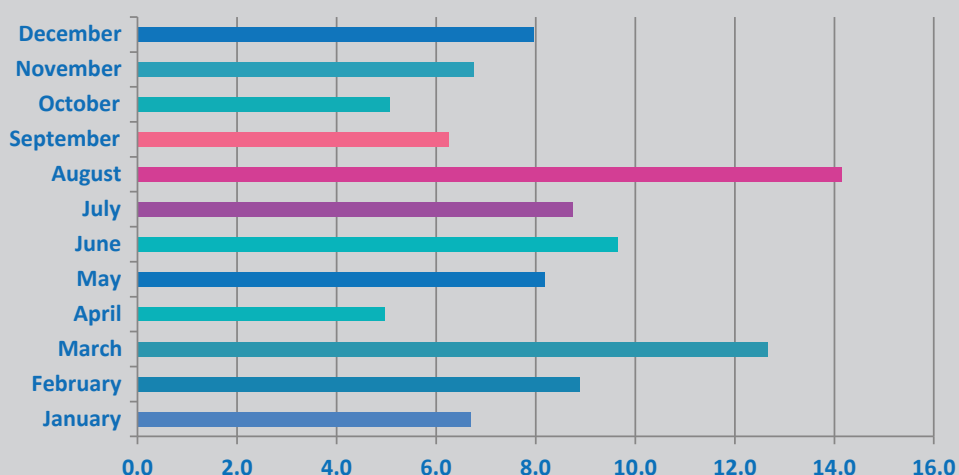
Source: Bank of Albania

### 3. MAIN TRIP FEATURES OF REZIDENT ALBANIAN CITIZENS WITHIN THE COUNTRY

The higher percentage of trips (personal and business) for the year 2017 in Albania by the departures' month was: August (approx. 14 %), July (approx. 9 %), June (approx. 10 %) and March (approx. 13 %).

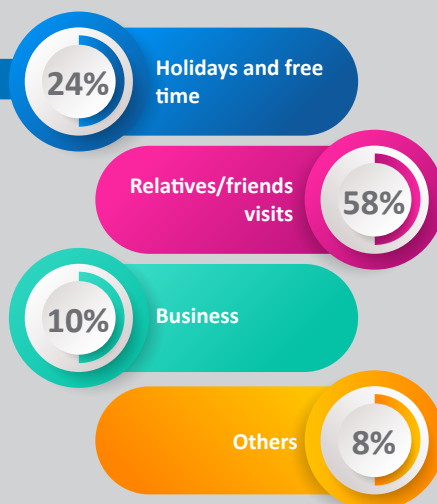
Fig.2 Trips percentage (personal and business) in Albania by departures' month

Fig.2 Trips percentage (personal and business) in Albania by departures' month



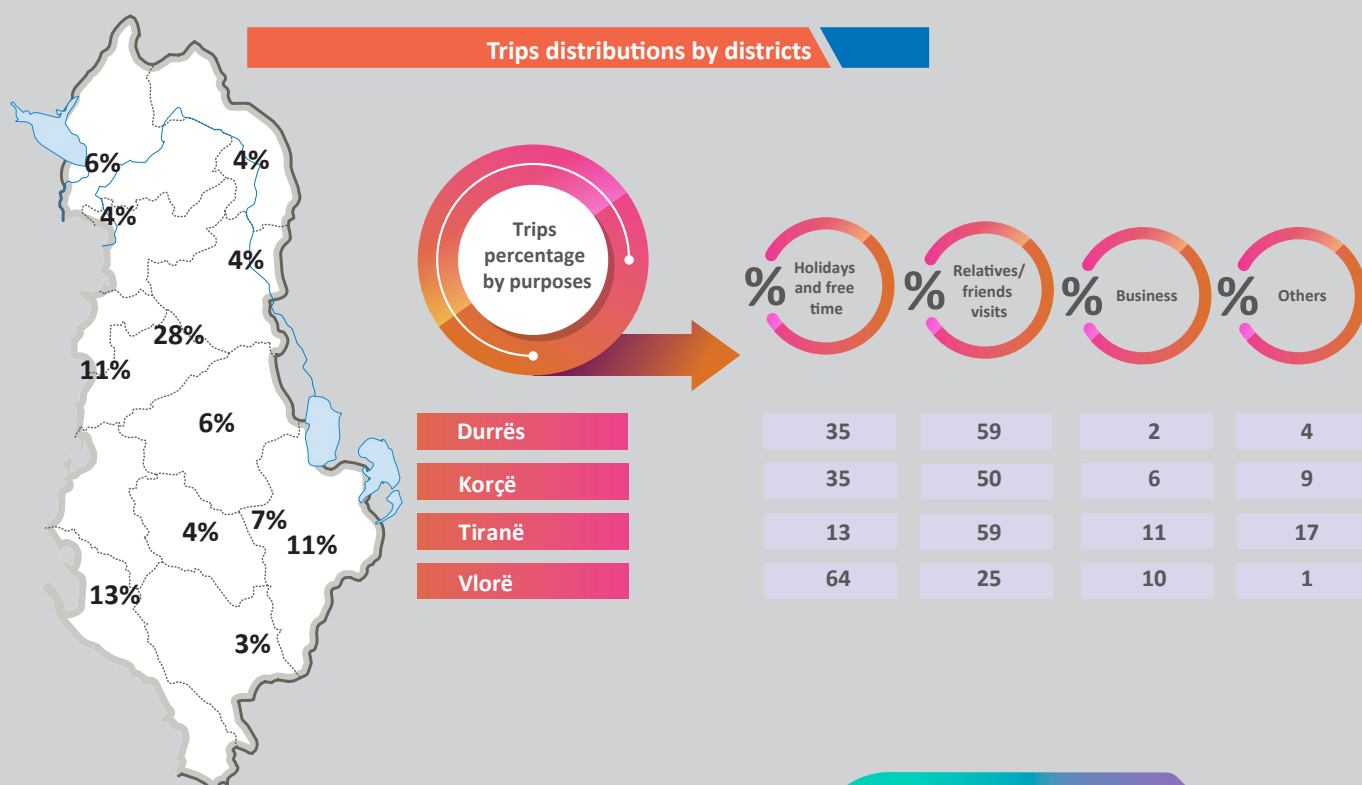
#### Why Albanians residents travel within the country (2017)

Most preferred destinations for personal or business reasons in Albania for the year 2017 are: Tirana district (approx. 28 %), Vlorë district (approx. 13 %), Durrës district and Korçë district (approx. 11 %).

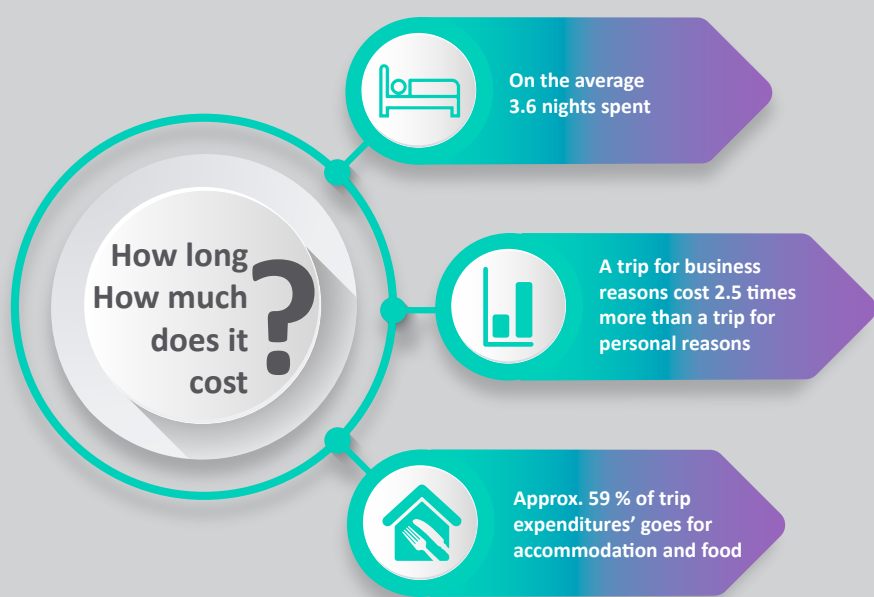




For the year 2017, higher percentage of trips for “Holidays and free time” is registered in Vlore district (35 %), while for the category of “Relatives/friends visits” and “Business”, the higher percentage of trips is registered in Tirana district, respectively 29 % and 32 %.



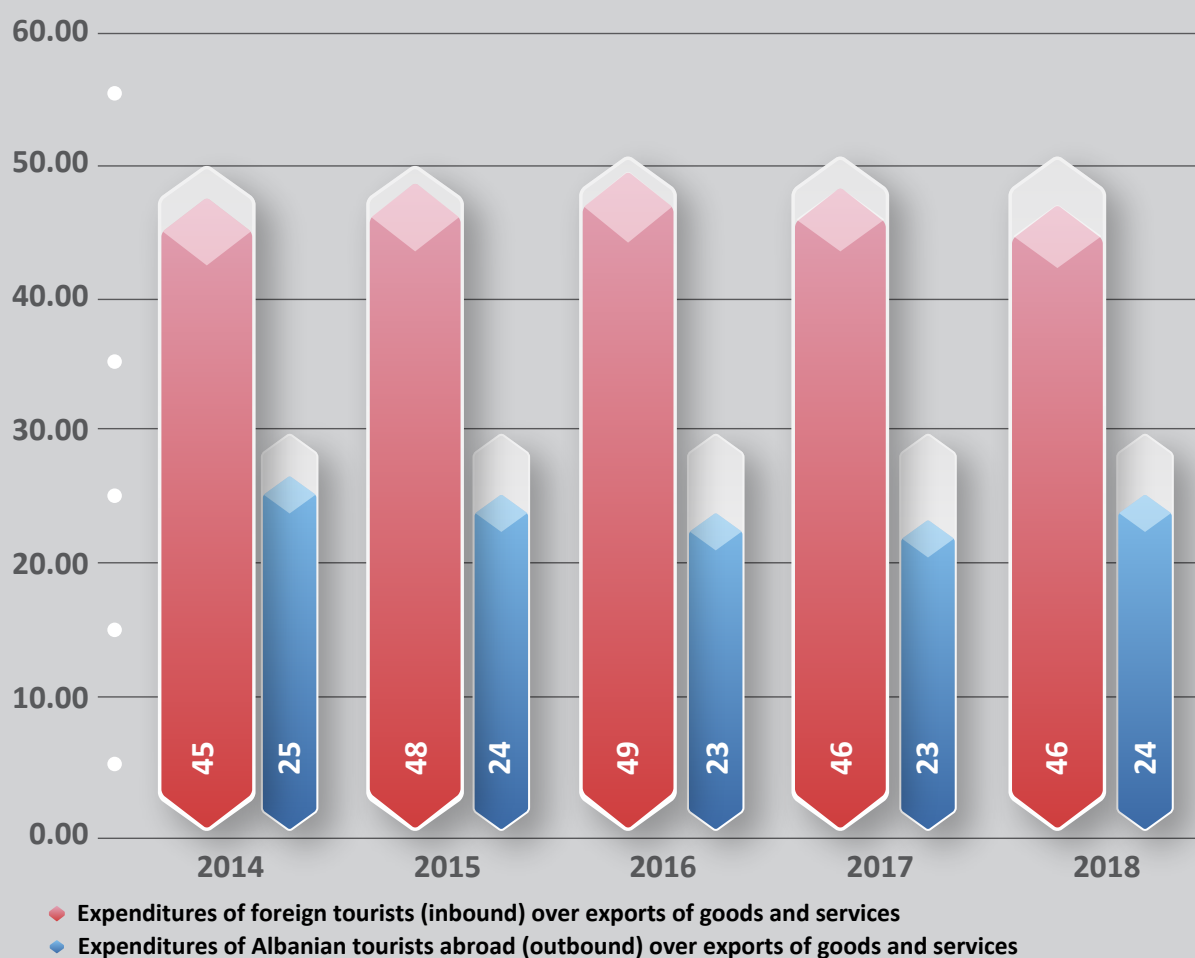
**Trips of Albanian residents within the country (2017)**



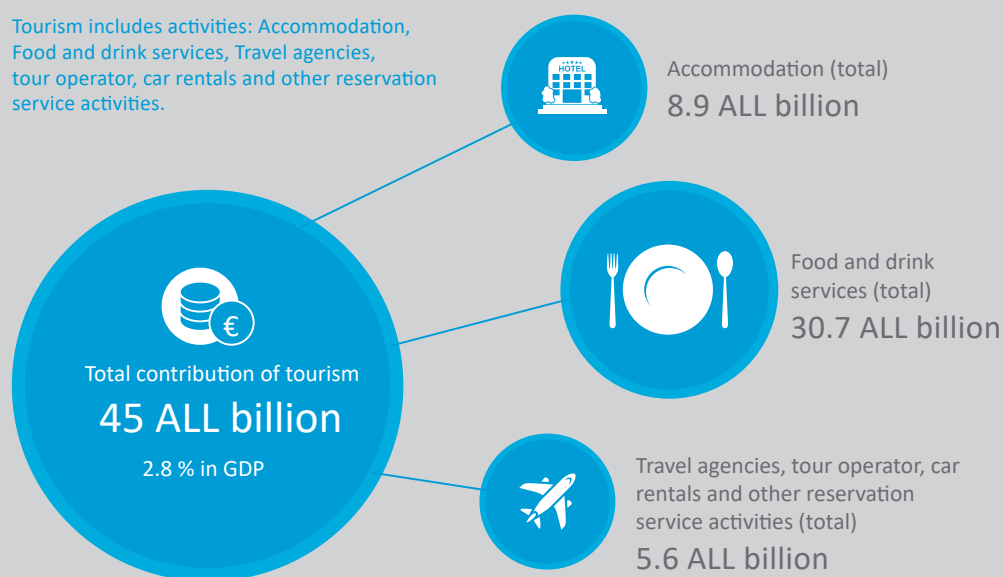
## 4. HOW IMPORTANT IS THE TOURISM IN ECONOMY?

For the period 2014-2018, the expenditures of foreign tourists (non-residents) in our country over export of goods and services is approximately 47 %, while the expenditures of Albanian citizens' abroad over export of goods and services is approximately 24 %.

Fig. 3 Weights of expenditures in %



Activities related directly with tourism (2 digit NACE Rev.2: 55, 56, 77, 79) generated 45 ALL billion value added in 2018 with a contribution by 2.8 % in GDP. Taking in consideration the indirect effect of those expenditures in other activities, this contribution is higher.



Tab.5 Value added by tourism industries

| Industries   | NACE Rev.2  | Value added (ALL million) |        |        |        |        |
|--|-------------|---------------------------|--------|--------|--------|--------|
|  |             | 2014                      | 2015   | 2016   | 2017   | 2018   |
| Tourism industries   | 55;56;77;79 | 28.332                    | 30.785 | 34.042 | 38.393 | 45.193 |
| Accommodation (total)  | 55          | 4.158                     | 4.709  | 6.274  | 8.067  | 8.904  |
| Food and drink services (total)  | 56          | 20.275                    | 21.489 | 23.250 | 25.672 | 30.651 |
| Travel agencies, tour operator, car rentals and other reservation service activities (total) | 77;79       | 3.900                     | 4.587  | 4.518  | 4.655  | 5.638  |

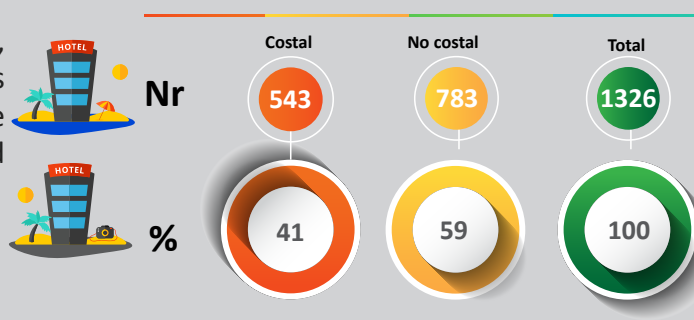
### Number of tourists per employee

In our country came about 5.1 million foreign citizens during the year 2017, while 58 thousands persons are employed in activities directly related with tourism (2 digits NACE Rev.2: 55, 56, 77, 79) which means that every employee in these activities serves and cares for approximately 88 tourists.



## 5. ACCOMMODATION CAPACITIES IN ALBANIA

In 2018, 1326 accommodation facilities (hotels, motels, camps, guesthouses, mountain shelters and other structures for short-term stays) were functioning throughout the country with 17 thousand rooms and 38 thousand beds.



Approximately 13 beds for 1000 inhabitants

69.0 % of beds used by non-residents

Approximately 2 beds for 1 room

Maximal capacities available during August (approximately 22 thousand rooms, 53 thousands beds)

46.0 % of beds used in third quarter

← What we offer for 2018?

Tab.6 Indicators of building permits for accommodation unit

| Description                               | Hotels and similar structures |      |       |       |       |
|---|-------------------------------|------|-------|-------|-------|
|   | 2014                          | 2015 | 2016  | 2017  | 2018  |
| The number of building permits for hotels | 5                             | 3    | 11    | 53    | 75    |
| Area m <sup>2</sup>                       | 26                            | 6    | 15    | 89    | 122   |
| Approximate value (ALL million)           | 811                           | 162  | 1.246 | 2.909 | 3.771 |

Source: INSTAT

## 6. OTHER TOURISM ACTIVITIES

In the period 2014-2018, the number of visitors in archeological parks, museums, castles and other monuments was approximately 3 million persons with an increase by 49.4 % for the year 2018.

During the year 2018, the number of visitors in castles and other monuments increased by 53.4 % (the higher increase), while the number of visitors in museums increased by 51.2 % compared with previous year.

