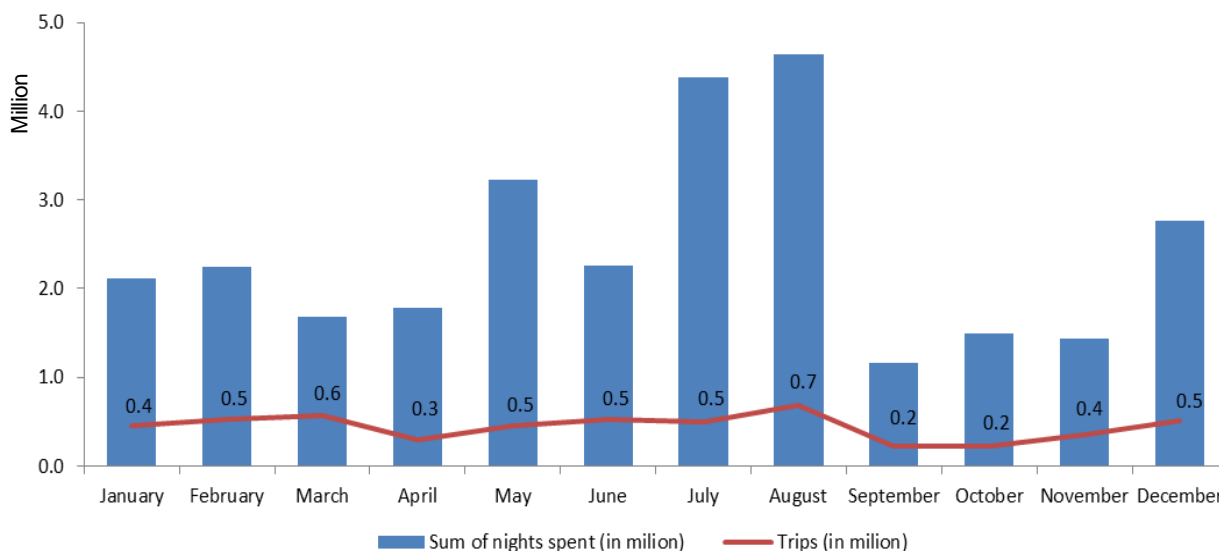


Survey on Tourism Holiday and Trips, 2019

Tiranë, 13th November 2020: The Survey on Tourism “Holiday and Trips” is a statistical survey conducted in households and the targets are all individuals over 15 years’ old usual residents in Albania. The survey collects data on trips with at least one overnight stay for holidays, business trips and other trips both in Albania and Abroad, as well as those within a day in Albania and abroad.

In 2019, the number of trips made for personal or business purposes (in Albania or Abroad) carried out by all individuals’ usual residents in Albania over 15 years of age was 5,350,604. The average number of nights spent were 5.5 nights. Trips made for personal purposes represent 95.1% of total trips, while trips for business purposes 4.9%. On average in 2019 an individual in Albania has made 2.3 trips. The highest concentrations of trips were recorded in: August (12.9 %), March (10.7 %), June (9.9 %), December (9.6 %) and July (9.4 %). As is shown from the graph the sum of nights spent (in million) has recorded the highest values in August, July and May.

Figure.1 Number of trips and sum of nights spent by month of departure, 2019, in million.



Trips by purpose

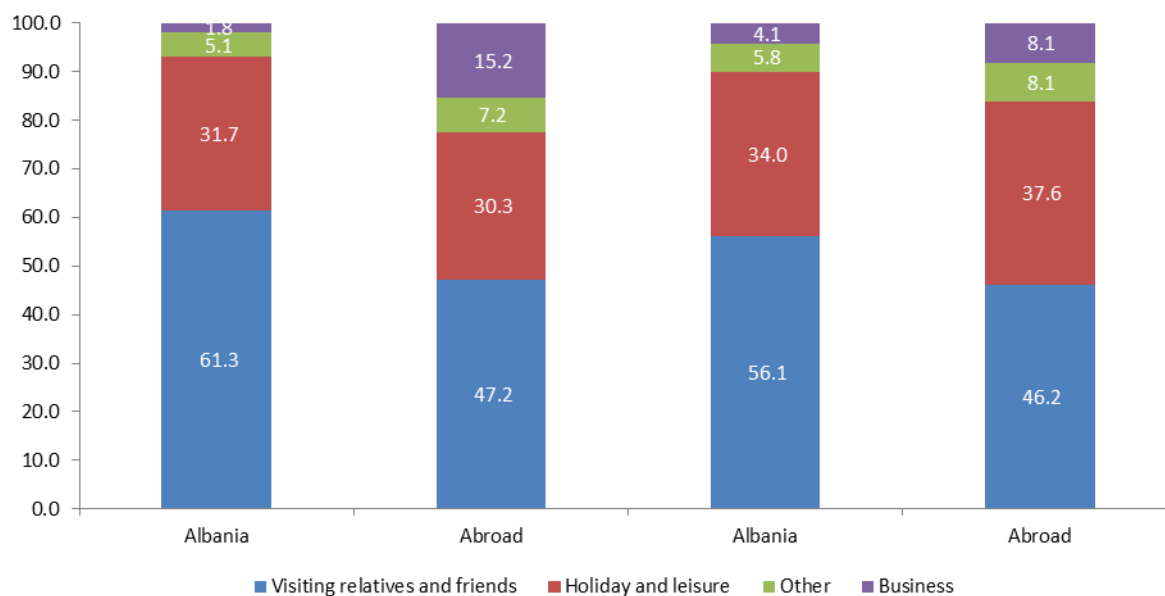
The distribution of trips by purpose in 2019 shows the same trend as the number of trips. In 2019 was recorded 17.8 percent more trips in Albania and abroad compared with 2018. In general, there has been an increase for all types of trips, while only for business trips made outside of Albania has been recorded a decrease.

Table.1 Trips distribution by purpose, 2018-2019

Purpose of trip	2018		2019	
	No. of trips (in million)	%	No. of trips (in million)	%
Personal in Albania	3.61	79.5	4.14	77.3
Personal Abroad	0.73	16.1	0.95	17.8
Business in Albania	0.07	1.5	0.18	3.3
Business Abroad	0.13	2.9	0.08	1.6
Total	4.54	100.0	5.35	100.0

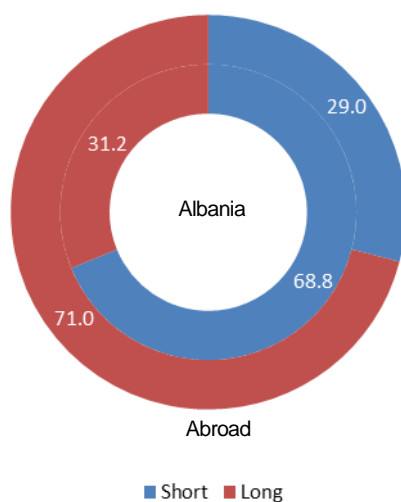
In 2019, the number of trips in Albania for "business" and "holiday and leisure" purposes increased by 2.3 points percentage compared with 2018.

Fig.2 Trips distribution by purpose in Albania and abroad, 2018-2019, in %



If we will analyze the distribution of trips according to the duration of night's spent, short trips (1-3 nights) in Albania has recorded the largest share (68.8%) than long trips (4+ nights). The situation is different for trips made abroad, where long trips occupy the largest share (71%).

Fig.3 Trips distribution by nights spent in Albania and abroad, 2019, in %



Analyzing in more detail the duration of trips by purpose in Albania and abroad, we notice that trips for "Holiday and leisure" with long duration in Albania and abroad have a higher concentration respectively 56.2% and 52.8%. Trips made for "Visiting relatives and friends" purpose have shorter duration inside the country (82.7%) and long duration abroad (84.2%). Business trips have a short duration in Albania (87%) and long abroad (80.8%).

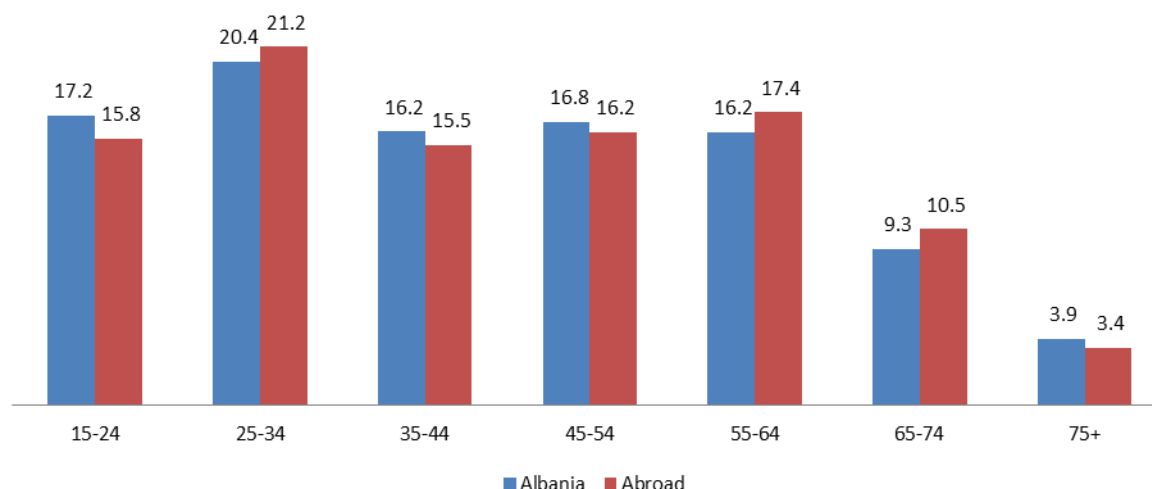
Tab.2 Trips distribution by nights spent and purpose, in Albania and abroad, 2019, in %

Trips duration	Albania				Abroad			
	Holiday and leisure	Visiting relatives and friends	Business	Other	Holiday and leisure	Visiting relatives and friends	Business	Other
Short trips	43.8	82.7	87.0	68.4	47.2	15.8	19.2	29.9
Long trips	56.2	17.3	13.0	31.6	52.8	84.2	80.8	70.1

Traveler's profile

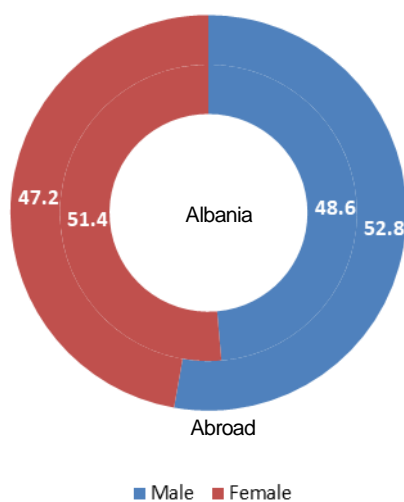
In 2019 the analysis of trips by age group, shows that the highest percentages of trips in Albania and abroad were made by the age group 25-34 years, followed by the age groups 45-54 and 55-64 years.

Fig.4 Trips distribution by age group of the traveler in Albania and abroad, 2019, in %



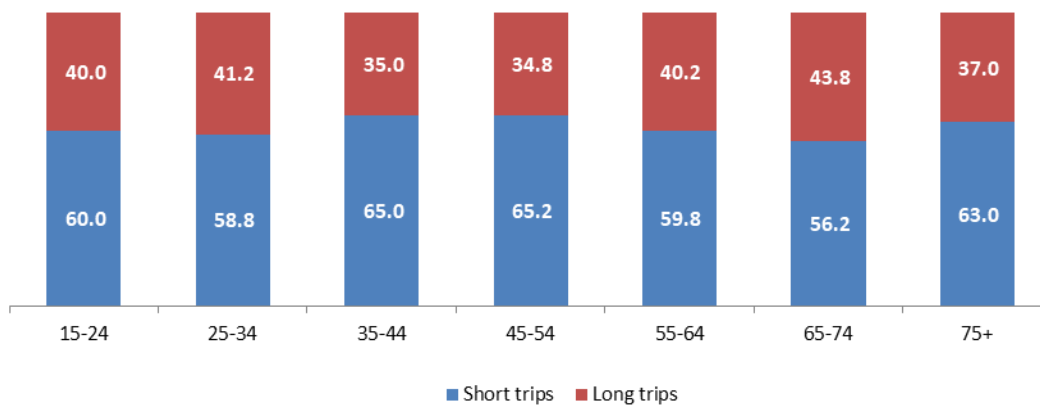
The analyze by gender of the traveler, shows that in 2019 the highest percentage of trips in Albania are recorded by women travelers (51.4%), while trips abroad are made more from men travelers (52.8%).

Fig.5 Trips distribution by traveler gender in Albania and abroad, 2019, in %



Regarding the duration of trips analyzed by age group of the travelers, in 2019, it is noted that short duration trips (1-3 nights) have recorded the highest percentage for the age group 45-54 years. While long duration trips (4+ nights) are made by the age group 65-74 years.

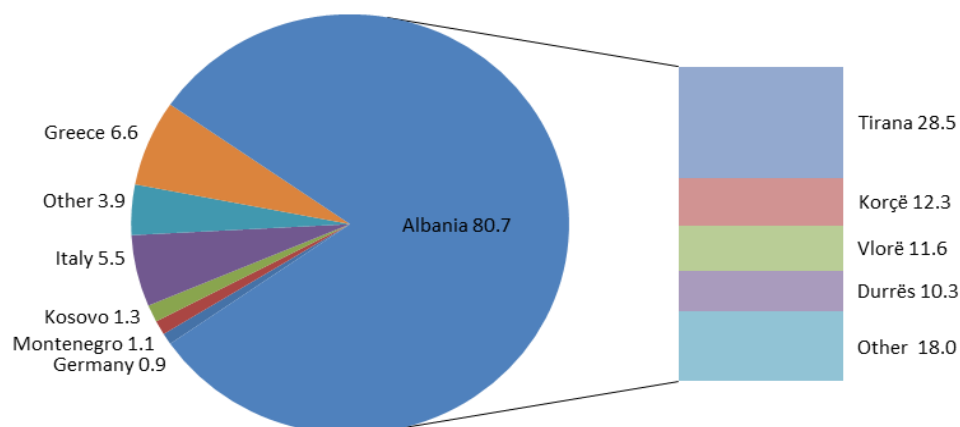
Fig.6 Trips distribution by age group and duration, 2019, in %



Trips by destination

In 2019, the most preferred destinations of trips for personal or business purposes in Albania are the prefectures of: Tiranë (28.5%), Korçë (12.3%), Vlorë (11.6%) and Durrës (10.3%). The highest percentages of trips abroad are recorded in: Greece (6.6%), Italy (5.5%) and Kosovo (1.3%).

Fig.7 The percentage of trips by the most frequented destinations in Albania and abroad 2019, in %.



Analyzing the distribution of the trips made in Albania by quarters for the "Holidays and leisure" purpose, is noted that in the first and fourth quarter were recorded the highest percentage on trips that have as main destination the prefecture of Korçë respectively 42.2% and 35.3% .Trips that have as main destination the prefecture of Durrës have recorded the highest percentage of trips in the second quarter 23.5%, while in the third quarter it is recorded as a preferred destination Vlorë prefecture with 48.3%. In 2019, the most preferred travel destinations abroad for "Holidays and leisure" purpose for the first quarter are: Greece and Italy, in the second quarter: Italy and Turkey, in the third quarter: Greece and Kosovo and in the fourth quarter: Montenegro and Greece.

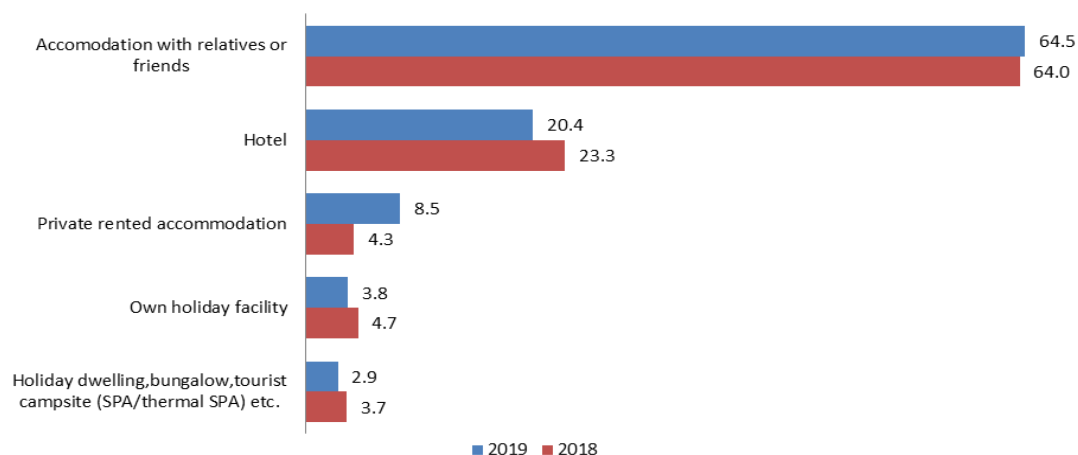
Tab.3 Trips distribution by most frequented destinations in Albania and abroad and quarter for "Holiday and leisure", 2019,in %

Quarter:	First	Second	Third	Fourth
Albania				
Berat	1.2	0.7	0.3	5.1
Dibër	0.7	0.5	0.1	2.5
Durrës	5.2	23.5	25.2	5.3
Elbasan	1.7	1.7	0.2	1.7
Fier	0.4	4.6	0.2	0.2
Gjirokastrë	4.4	-	0.3	1.3
Korçë	42.2	19.6	9.7	35.3
Kukës	0.8	4.1	1.4	4.4
Lezhë	1.2	0.7	2.5	1.5
Shkodër	3.6	6.3	5.8	2.8
Tiranë	8.5	23.1	6.0	33.6
Vlorë	30.0	15.2	48.3	6.2
Abroad				
Greece	36.0	11.3	32.3	20.8
Italy	24.4	26.4	6.6	15.7
Germany	0.6	-	3.7	4.3
Turkey	6.3	20.3	9.3	5.5
Spain	0.9	1.5	4.0	-
Egypt	-	-	2.0	1.3
Montenegro	8.4	7.0	6.9	25.8
North Macedonia	5.3	5.3	3.2	7.3
Kosovo	5.0	11.8	19.3	11.5
USA	-	0.1	-	1.2
Thailand/Canada/Dubai	-	1.0	-	-
Other	13.0	15.3	12.7	6.7

Trips by type of accommodation

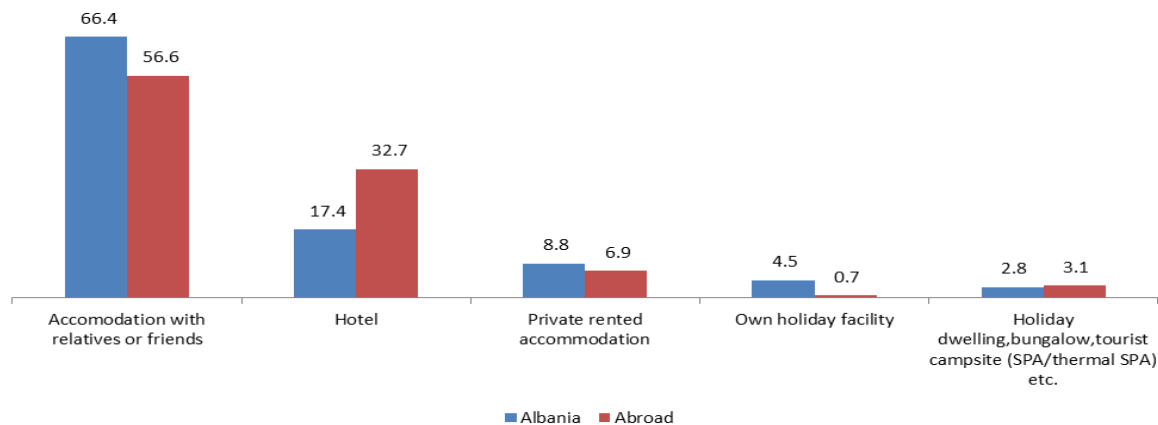
The most common type of accommodation in 2019 is “the accommodation to relatives or friends”, followed by the category of “hotel” and “private rented accommodation” or “own holiday facility”. In 2019 for the category “private rented accommodation” was recorded an increase of 4.2 points percentage, while for the category “hotel” a decrease of 2.9 points percentage.

Fig.8 Trips distribution by type of accommodation, 2018 - 2019, in %



For all types of trips made in Albania and Abroad, in 2019 the highest share of the type of accommodation was recorded for the category “accommodation to relatives or friends”, followed by the category “hotel”.

Fig.9 Trips distribution in Albania and abroad by type of accommodation, 2019, in %



The number of trips made by travelers for personal purposes in Albania and abroad is 5.09 million for whom the most preferred accommodation option is "accommodation with relatives or friends ". While for trips made for business purposes both in Albania and abroad which are about 0.26 million, the "hotel" is the most common means of accommodation.

Tab.4 Trips distribution in Albania and abroad by purpose and type of accommodation 2019, in %

Purpose of trips:	Hotel	Own holiday facility	Private rented accommodation	Accommodation to relatives or friends	Holiday dwelling, bungalow, tourist campsite (SPA, thermal SPA) etc
Personal in Albania	16.5	4.0	9.1	67.6	2.8
Personal Abroad	31.5	0.5	4.6	59.9	3.4
Business in Albania	38.9	17.5	2.9	37.7	3.0
Business Abroad	46.5	2.5	32.1	18.9	-
Total	20.4	3.8	8.5	64.5	2.9

Different forms of accommodation appear in the prefectures for all types of trips made in Albania. The trips where are recorded the highest percentages of accommodation in "hotel" have as destination the prefecture of Vlorë and Korçë, for accommodation in "private rented accommodation " and "own holiday facilities" are recorded trips that have as destination the prefectures: Durrës and Vlorë.

Tab.5 Trips distribution in Albania by purpose and type of accommodation, 2019, in %

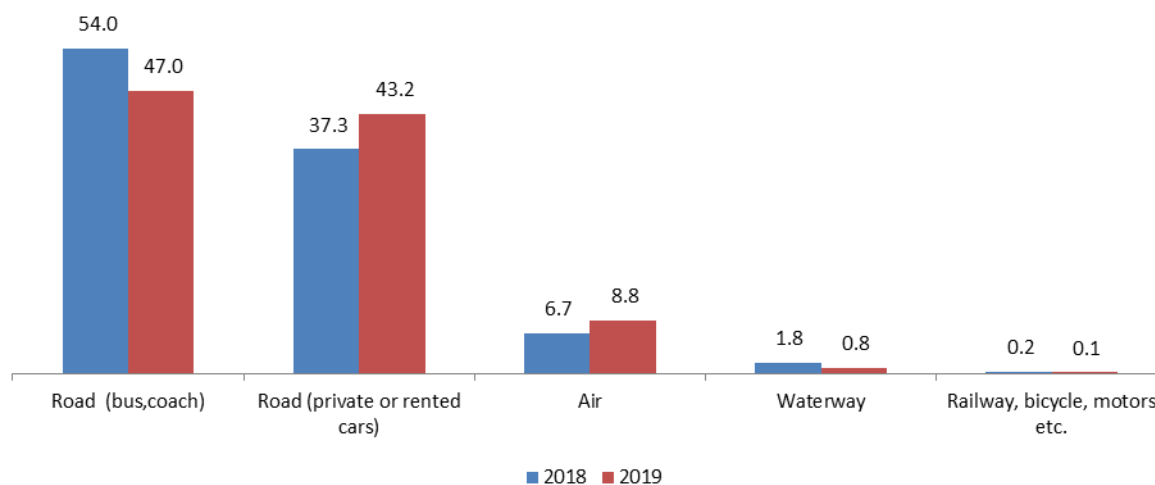
Prefecture	Hotel	Own holiday facility	Private rented accommodation	Accommodation to relatives or friends	Holiday dwelling, bungalow, tourist campsite (SPA, thermal SPA) etc
Berat	2.1	-	0.1	2.3	1.2
Dibër	0.2	-	0.2	2.5	1.0
Durrës	8.5	15.9	42.5	9.9	8.1
Elbasan	0.8	0.9	0.3	3.8	1.4
Fier	0.4	13.7	0.2	4.4	1.7
Gjirokastrë	1.6	0.2	0.5	2.6	1.8
Korçë	29.4	14.1	5.1	12.9	16.0
Kukës	3.0	1.1	0.3	3.6	3.3
Lezhë	1.5	1.1	2.0	4.3	1.6
Shkodër	4.9	5.6	8.5	2.5	2.9
Tiranë	9.8	14.0	6.3	47.1	40.7
Vlorë	37.7	33.3	34.2	4.1	20.3

Regarding the trips made abroad, “hotel” accommodations recorded the highest percentages for destinations such as Greece, Montenegro, Italy and Turkey. Accommodation to “relatives or friends” is more common on trips that have as destination Greece and Italy.

Trips by type of transport

About 4.8 million trips are made by roadway transportation which represents 90.2% of all trips in 2019. The highest increase was recorded in roadway transportation by private cars by 5.9 points percentage, followed by air transport by 2.1 points percentage and the decrease was recorded in roadway transportation by buses/minibuses by 7.0 points percentage.

Fig.10 Trips distribution by type of transport, 2018-2019, in %



Reservation types

Reservations made through travel agencies or tour operators, for all types of trips made in Albania it is noted that: for reservations of the type of transport the highest percentages are recorded on trips which their destination prefectures of Tiranë (19.8 %) and Vlorë (31.1%). While the highest percentages of reservations on accommodation types are presented on trips that have as destination Korçë (20.1%) and Vlorë (38.8%). Regarding the trips made abroad the highest percentages of reservations for the type of transport and accommodation are recorded on trips which the destinations are: Italy, Greece and Turkey.

Same day visit trips

For the same day visit trips by purpose (personal or business) in Albania or Abroad, is showed that in the fourth quarter was recorded the highest number of trips for personal and business purposes in Albania,

while trips for personal purposes abroad were made more in the first quarter and those for business purposes in the fourth quarter.

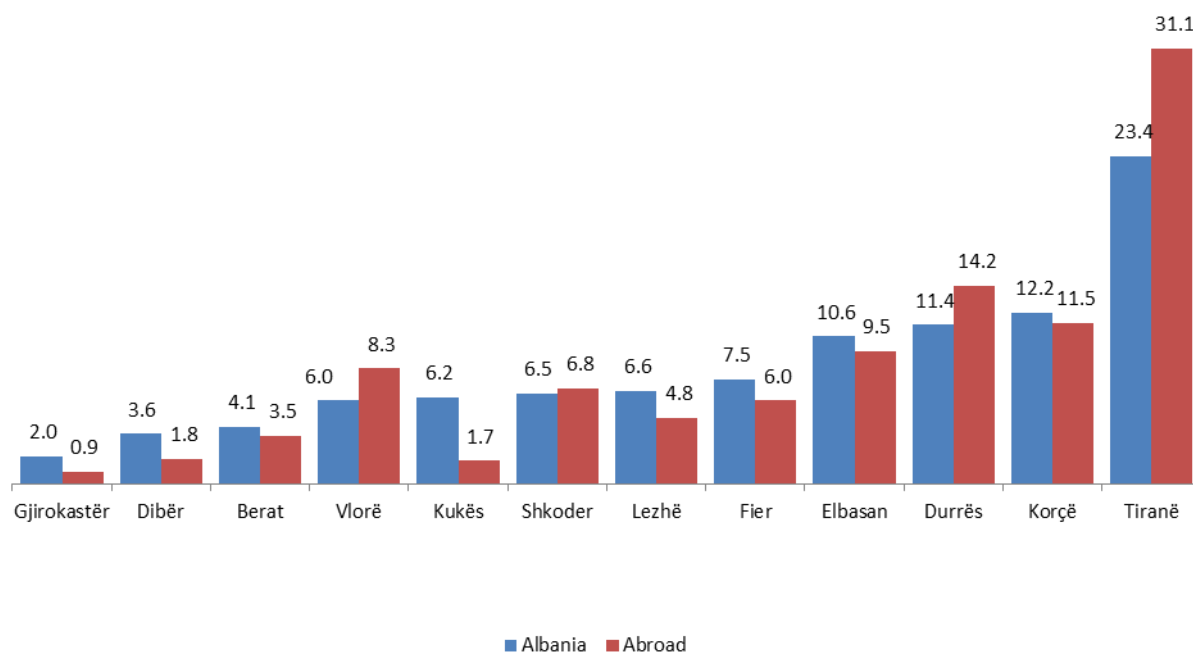
Tab.6 Same day visit trips distribution by quarter and purpose, 2019

Quarter	Sum of same day visit trips (in no.)			
	Personal purposes		Business purposes	
	Albania	Abroad	Albania	Abroad
I	6.692.967	302.557	1.907.778	166.124
II	7.811.545	231.137	2.295.546	101.208
III	8.361.353	208.365	2.954.626	429.290
IV	12.436.231	257.497	6.377.151	466.298
Total	35.302.096	999.556	13.535.100	1.162.920

Trips departure origin

About 25% of trips both in Albania and abroad have as departure country the prefecture of Tirana, of which 23.4% are trips made in Albania and 31.1% are trips made abroad.

Fig.11 Trips distribution in Albania and abroad by departure origin, 2019, in %



Methodology

The Survey on Tourism "Holiday and Trips" is a statistical survey conducted in households (households) and targets all individuals residing in Albania over 15 years old in households. The survey collects data on trips with at least one overnight stay for holidays, business trips and other trips both in Albania and Abroad, as well as those within a day in Albania and Abroad divided into four quarters respectively: First Quarter (January- March), second quarter (April-June), third quarter (July-September), fourth quarter (October-December). The Survey on Tourism "Holiday and Trips" was conducted for the first time in 2017 throughout the whole year with a representative sample for whole Albania.

In 2019, which was conducted throughout the whole year, with a sample of 10,240 households, where for each quarter the survey includes a sample of 2,560 households or 320 PSUs.

At the end of the survey, about 8,010 households uniformly distributed throughout Albania were interviewed. The response rate of the households, calculated as a ratio of the number of households that completed the survey to the number of households selected, expressed as a percentage was 78.2%.

The sampling is done according to a two-step procedure. The first step units (PSUs) are homogenized Census areas, with proportional probability with the size of the Census area. In the second step, within each of the selected areas in the first step, a fixed number of 8 households are selected by the systematically equal probability method. The choice in both steps was made randomly.

Data collection:

The conduction of a direct interview by the interviewers through a questionnaire includes households questions and base data of the household and is conducted also an individual interview for each person present in the household over 15 years old.

The questionnaire structure:

- General information;
- Demographic characteristics of household members;
- Individual questionnaire (socio-demographic characteristics, number and characteristics of overnights trips and one day trips).

Definitions:

Tourism: means the activity of visitors taking a trip to a main destination outside the usual environment , for less than a year, for any main purpose, including business, leisure or other personal purpose, other than to be employed by a resident entity in the place visited.

Visitor: A traveler taking a trip to a destination outside his/her usual environment, for less than one year (otherwise migrant), for any main purpose (business, leisure, other personal purposes).

Same day visitor: is classified as a tourist if his/her trip includes a same-day visit (or excursionist).

Traveler: A person who moves between different geographic locations, for any purpose or duration

Travel: Refers to the activity of travelers.

Domestic trip refers to the activity of a resident visitor in the country.

Outbound trip refers to the activity of a resident visitor outside of the country.

Trips for personal purposes: Trips for personal purposes are those trips outside the usual residence of an individual, which include at least one overnight spent or more and do not exceed 12 months.

Trips for business purpose: Trips for business purposes are those trips outside the usual residence of an individual, which include at least one overnight spent or more and do not exceed 12 months (congresses and conferences, fairs and exhibitions, business talks and missions (sales or purchases), business trips (undertaken by representatives of culture or religion, etc.), training, accompanying other persons, etc.)

The main destination: for a trip abroad, the visitor says the visited place. However, if no such place can be identified by the visitor, the main destination is defined as the place where he/she spent most of his/her time during the trip; if there are more places with the same duration will be decided as the most remoted area or the place where the visitor spent more money.

Nights spent: are overnight spent in a hotel or similar facilities, in a private rented or not rented accommodation (accommodation is provided by friends or relatives), or in nature (camping). Also overnights spent include nights spent traveling vehicles (on the train, bus).

Duration of the trip: should usually be expressed in terms of nights.

Main purpose of the trip: The main purpose of the trip is the one which suits best the visitor. It is very important to separate trips for personal purposes from those for business or work.