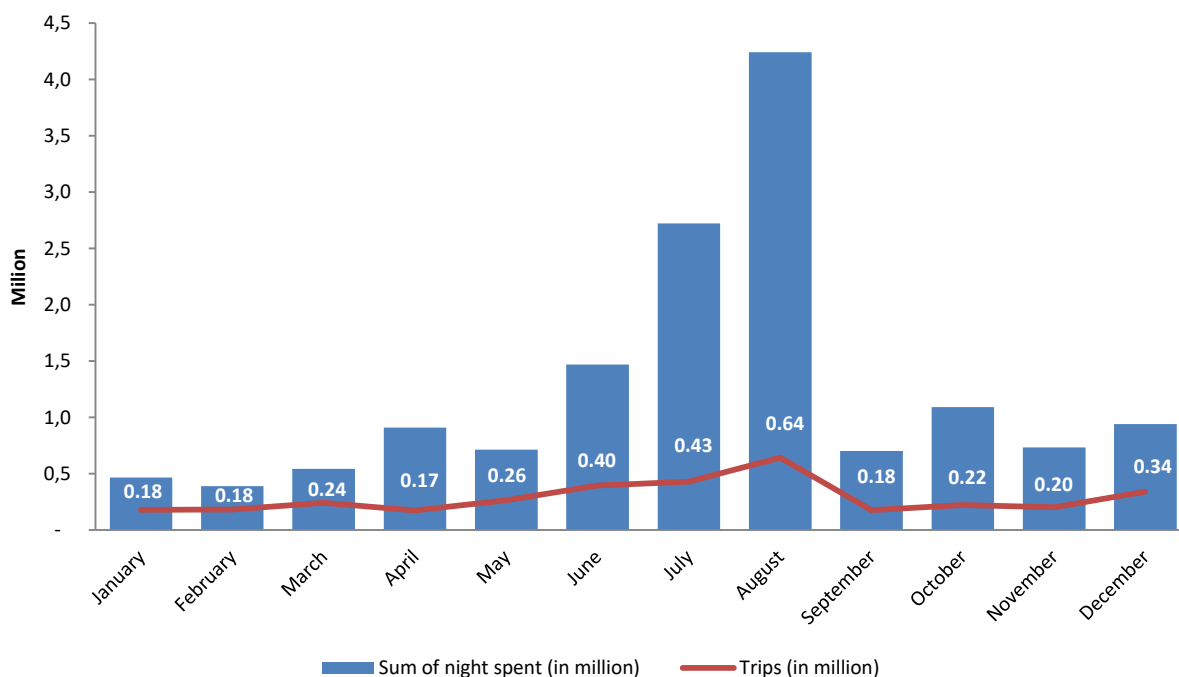


## Survey on Tourism Holiday and Trips, 2021

**Tiranë, 14<sup>th</sup> November 2022:** 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 2021, 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 3,459,499. The average number of nights spent were 4.3 nights. Trips made for personal purposes represent 97.1% of total trips, while trips for business purposes 2.9%. The highest concentrations of trips were recorded in: August (18.6 %), July (12.4 %), June (11.5 %) and December (9.9 %). As is shown from the graph the sum of nights spent (in million) has recorded the highest values in August, July, June and December.

Figure.1 Number of trips and sum of nights spent by month of departure, 2021, in million.



### Trips by purpose

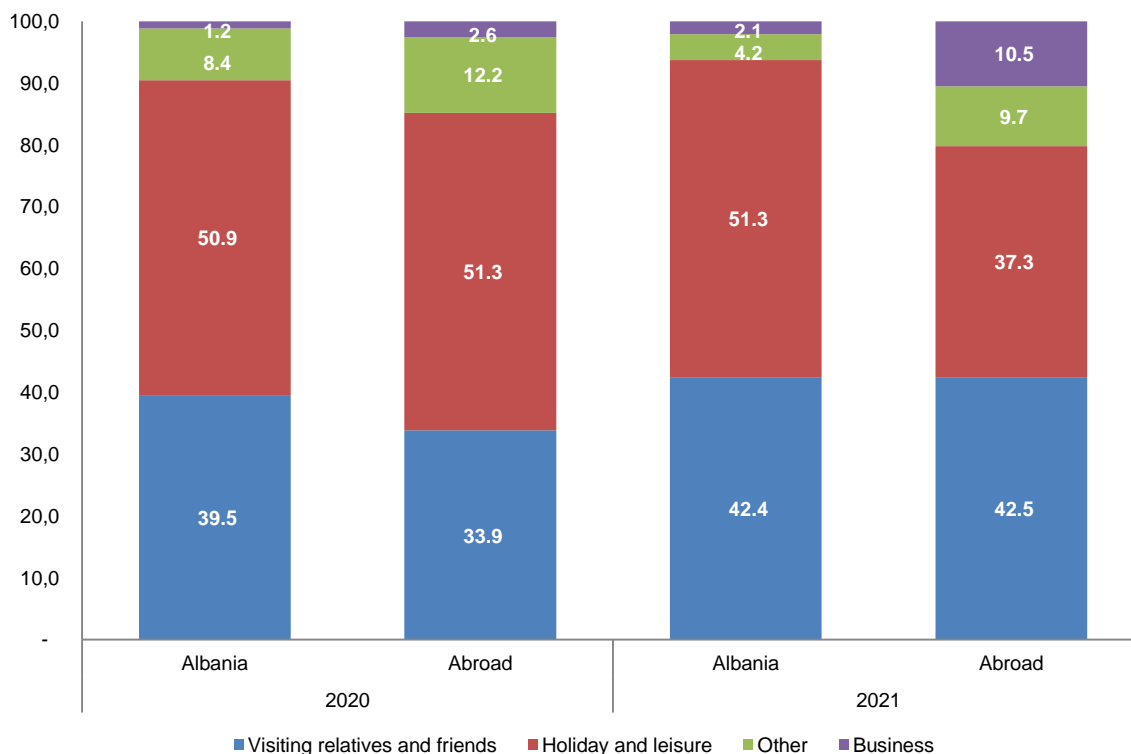
In 2021 were recorded about 7.7% more trips in Albania and abroad, compared with 2020. In general, there has been an increase for all types of trips, where the highest increase of trips was recorded for trips made for personal and business purposes abroad.

**Table.1 Trips distribution by purpose, 2020-2021**

Purpose of trip	2020		2021	
	No. of trips (in million)	%	No. of trips (in million)	%
Personal in Albania	2.89	89.8	3.06	88.4
Personal Abroad	0.28	8.9	0.30	8.7
Business in Albania	0.03	1.1	0.07	1.9
Business Abroad	0.01	0.2	0.04	1.0
<b>Total</b>	<b>3.21</b>	<b>100.0</b>	<b>3.46</b>	<b>100.0</b>

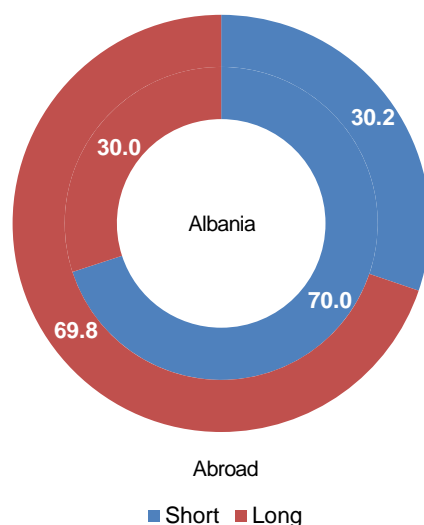
In 2021, the number of trips for "Visiting relatives and friends" in Albania and abroad are increased by 2.9 and 8.6 points percentage respectively compared with 2020.

**Fig.2 Trips distribution by purpose in Albania and abroad, 2020-2021, 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 (70.0%) than long trips (4+ nights). The situation is different for trips made abroad, where long trips occupy the largest share (69.8%).

**Fig.3 Trips distribution by nights spent in Albania and abroad, 2021, in %**



Analyzing in more detail the duration of trips by purpose in Albania and abroad, we notice that trips for "Holiday and leisure" with short duration in Albania have a higher concentration 59.4 % while long duration abroad by 51.7 %. Trips for "Visiting relatives and friends" are made with short duration inside the country with 79.9 % and with long duration abroad with 83.2 %. Business trips have a short duration in Albania (98.7 %) and long abroad (77.0%).

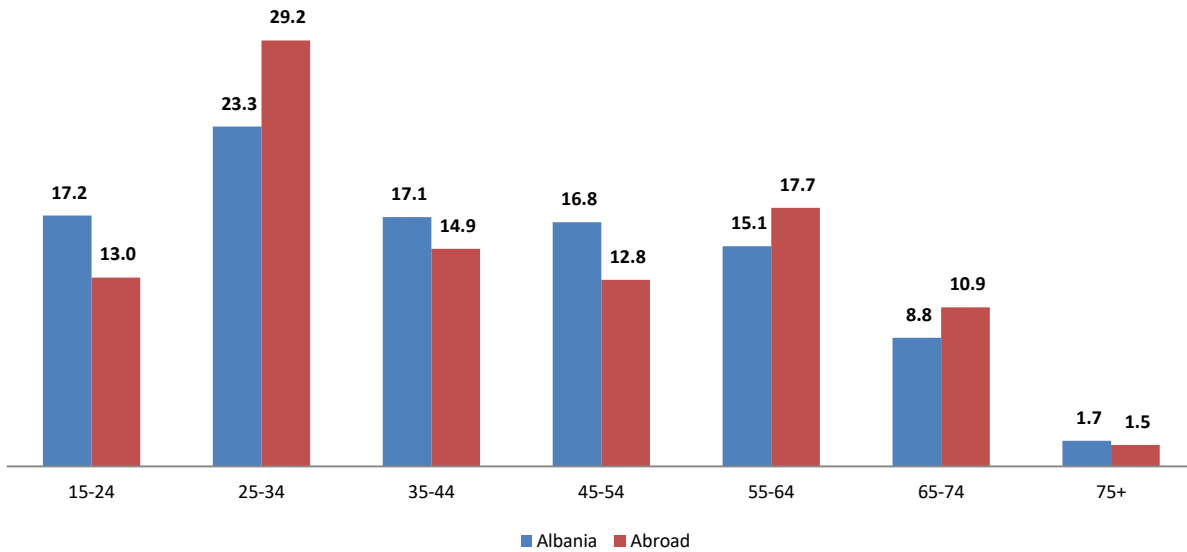
**Tab.2 Trips distribution by nights spent and purpose, in Albania and abroad, 2021, in %**

Trips duration	Albania				Abroad			
	Holiday and leisure	Visiting relatives and friends	Business	Other	Holiday and leisure	Visiting relatives and friends	Business	Other
Short trips	59.4	79.9	98.7	83.8	48.3	16.8	23.0	27.0
Long trips	40.6	20.1	1.3	16.2	51.7	83.2	77.0	73.0

**Traveler’s profile**

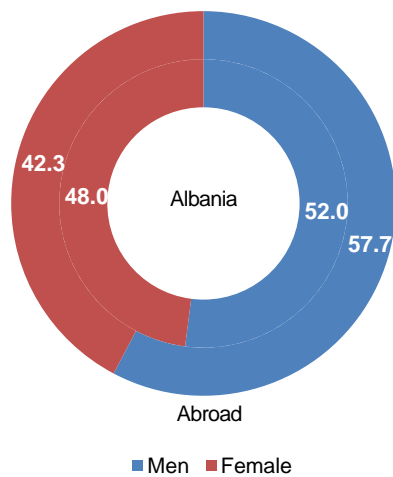
In 2021 the analysis of trips by age group, shows that the highest percentages of trips in Albania and abroad were made by the age group 25-34 years.

**Fig.4 Trips distribution by age group of the traveler in Albania and Abroad, 2021 in %**



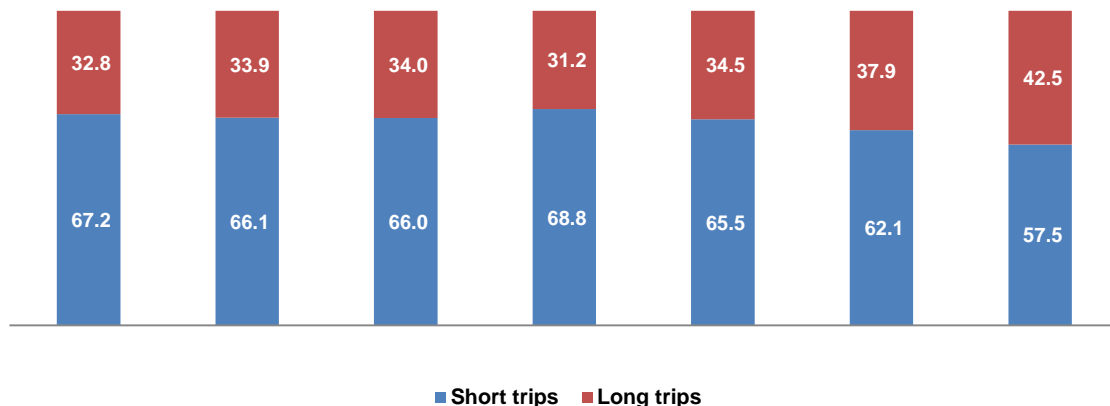
The analyze by gender of the traveler, shows that in 2021 the highest percentage of trips in Albania and abroad are recorded by men travelers (52.0% and 57.7%).

**Fig.5 Trips distribution by traveler gender in Albania and abroad, 2020, in %**



Regarding the duration of trips analyzed by age group of the travelers, in 2021, 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 75+ years.

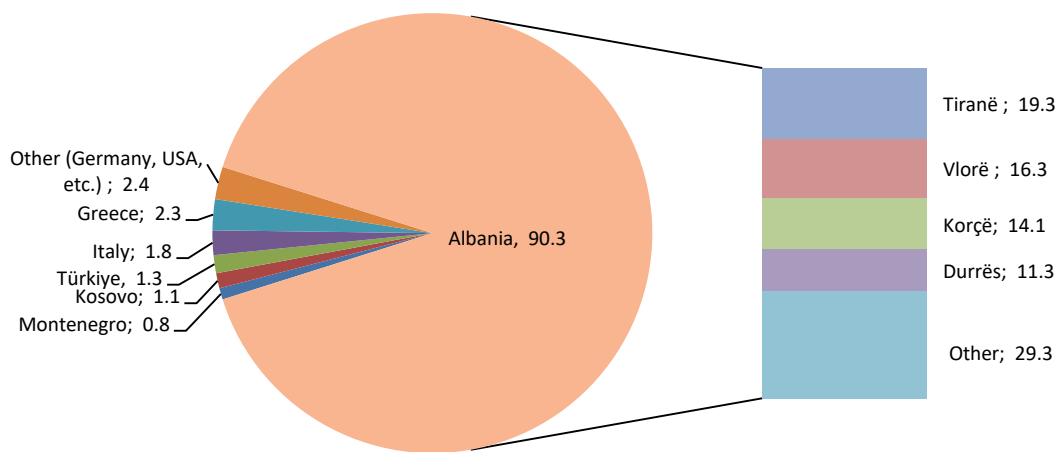
Fig.6 Trips distribution by age group and duration, 2021, in %



**Trips by destination**

In 2021, the most preferred destinations of trips for personal or business purposes in Albania are the prefectures of: Tiranë (19.3%), Vlorë (16.3%), Korçë (14.1%) and Durrës (11.3 %). The highest percentages of trips abroad are recorded in: Greece (2.3%), Italy (1.8%) and Türkiye (1.3%).

Fig.7 The percentage of trips by the most frequented destinations in Albania and abroad 2021, in %



Analyzing the distribution of the trips made in Albania by quarters for the "Holidays and leisure" purpose, is noted that in the first quarter have as main destination the prefecture of Korçë with 31.4% while the trips that have as main destination the prefecture of Durrës have recorded the highest percentage of trips in the second quarter 24.0 %, and in the third quarter it is recorded as a preferred destination Vlorë prefecture with 51.3%. Trips that have as main destination the prefecture of Korçë recorded the highest percentage in the fourth quarter with 52.1%.

In 2021, the most preferred travel destinations abroad for "Holidays and leisure" purpose for the first quarter are: Montenegro, Kosovo, Türkiye and Dubai and, in the second quarter: North Macedonia and Türkiye, in the third quarter: Greece, Türkiye and Montenegro in the fourth quarter: Türkiye and Kosovo.

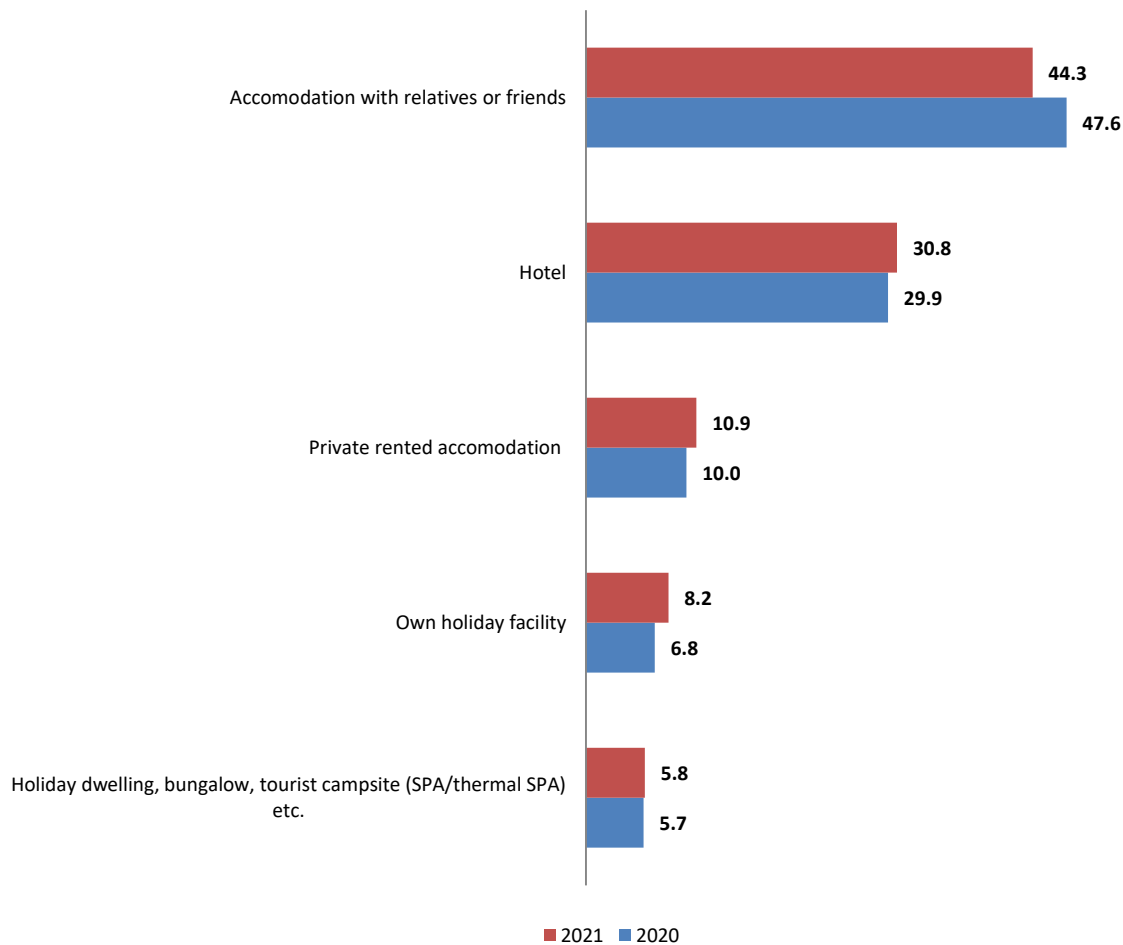
**Tab.3 Trips distribution by most frequented destinations in Albania and abroad and quarter for "Holiday and leisure", 2021, in %**

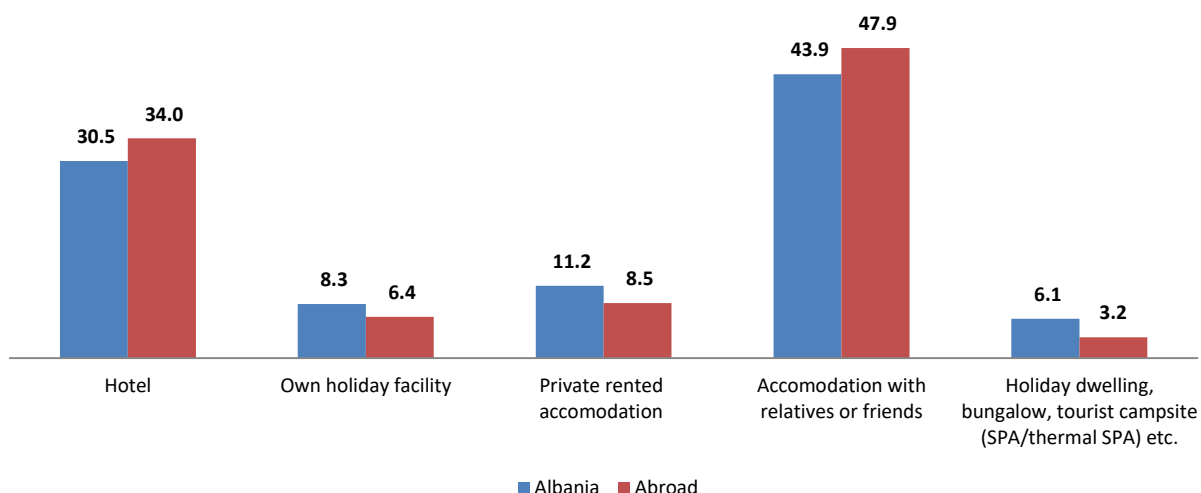
Quarter:	First	Second	Third	Fourth
<b>Albania</b>				
Berat	1.8	1.0	0.6	0.7
Dibër	2.0	4.8	0.2	0.1
Durrës	16.1	24.0	18.4	10.6
Elbasan	2.8	0.6	1.0	2.4
Fier	2.1	0.5	1.1	-
Gjirokastrë	3.8	1.8	0.9	5.9
Korçë	31.4	13.5	9.5	52.1
Kukës	4.9	8.5	1.2	4.3
Lezhë	3.5	2.6	3.6	3.7
Shkodër	13.4	3.5	6.2	5.8
Tiranë	10.9	15.3	6.1	6.1
Vlorë	7.2	24.0	51.3	8.2
<b>Abroad</b>				
Greece	5.5	3.6	36.5	6.8
Italy	2.4	-	6.5	0.6
Germany	-	8.6	-	2.3
Türkiye	13.5	21.7	28.9	55.1
Spain	-	-	2.4	0.5
Egypt	-	0.6	-	-
Dubai	11.5	1.8	-	0.3
Thailand	-	-	-	4.3
Maldives	-	-	-	1.9
USA	-	-	4.8	-
Canada	-	-	-	-
Montenegro	46.0	7.4	12.8	4.9
North Macedonia	3.9	43.9	6.3	8.6
Kosovo	17.3	12.5	1.8	12.0
Other	-	-	-	2.7

### Trips by type of accommodation

The most common type of accommodation in 2021 is “the accommodation to relatives or friends”, followed by the category of “hotel” and “private rented accommodation” or “own holiday facility”. In 2021 for the category “own holiday facility” was recorded an increase of 1.4 points percentage, while for the category “the accommodation to relatives or friends” a decrease of about 3.4 points percentage.

Fig.8 Trips distribution by type of accommodation, 2020 - 2021, in %



**Fig.9 Trips distribution in Albania and abroad by type of accommodation, 2021, in %**

The number of trips made by travelers for personal purposes in Albania and abroad is 3.36 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 0.1 million, the "Accommodation to relatives or friends" and "Hotel" is the most common means of accommodation.

**Tab.4 Trips distribution in Albania and abroad by purpose and type of accommodation 2021, 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	30.2	8.5	11.3	44.1	5.9
Personal Abroad	34.8	7.2	6.7	50.2	1.1
Business in Albania	44.3	-	8.1	31.2	16.4
Business Abroad	26.9	-	24.0	28.1	21.1
<b>Total</b>	<b>30.8</b>	<b>8.2</b>	<b>10.9</b>	<b>44.3</b>	<b>5.8</b>

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 Korçë and Vlorë, for accommodation in "private rented accommodation " are recorded in trips that have as main destination the prefectures: Vlorë, Durrës and Korçë while for the category "Own holiday facility" are recorded as main destinations: Durrës, Korçë and Vlorë.



Tab.5 Trips distribution in Albania by purpose and type of accommodation, 2021, in %

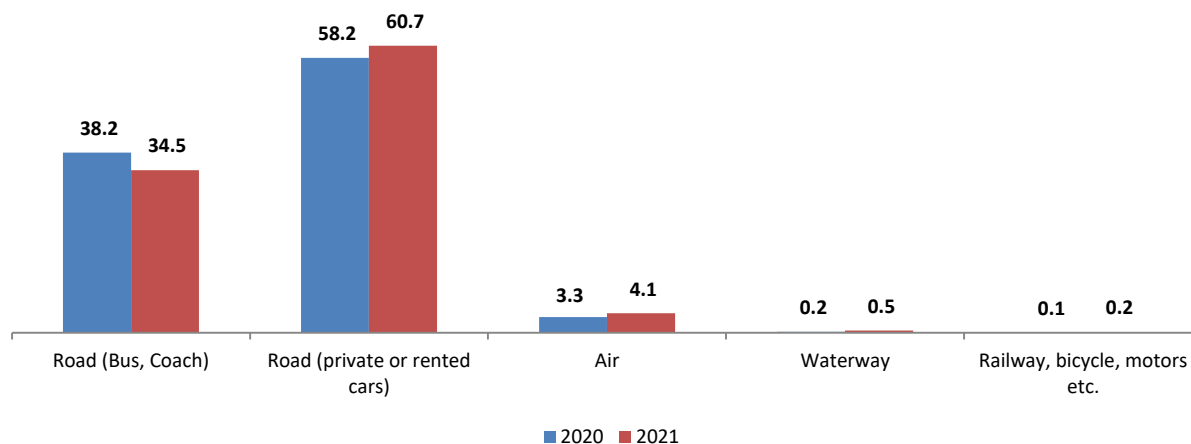
Prefecture	Hotel	Own holiday facility	Private rented accommodation	Accommodation to relatives or friends	Holiday dwelling, bungalow, tourist campsite (SPA, thermal SPA) etc
Berat	1.4	0.4	0.1	4.0	0.7
Dibër	0.9	2.1	0.6	7.7	7.2
Durrës	8.4	34.4	26.7	8.2	8.3
Elbasan	3.6	0.1	0.2	9.9	6.1
Fier	0.1	2.0	0.5	10.3	3.5
Gjirokastrë	2.0	7.8	1.0	1.2	1.3
Korçë	27.6	19.6	19.9	6.4	7.6
Kukës	4.8	3.3	2.8	2.3	1.6
Lezhë	2.7	0.4	4.8	5.4	5.0
Shkodër	7.3	2.5	2.8	5.3	11.2
Tiranë	14.8	8.5	8.5	33.7	6.5
Vlorë	26.3	18.8	32.1	5.5	41.0

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

### Trips by type of transport

About 3.3 million trips are made by roadway transportation which represents 95.2% of all trips in 2021. The highest increase was recorded in roadway transportation by private cars by 2.5 points percentage.

Fig.10 Trips distribution by type of transport, 2020-2021, in %



### Same day visit trips

Analyzing the same day visit trips by purpose (personal or business) in Albania, is noted that in the second and third quarter was recorded the highest number of trips for personal purposes, while in the second and first quarter trips for business purposes. As for the trips for personal and business purposes abroad were made more in the first quarter.

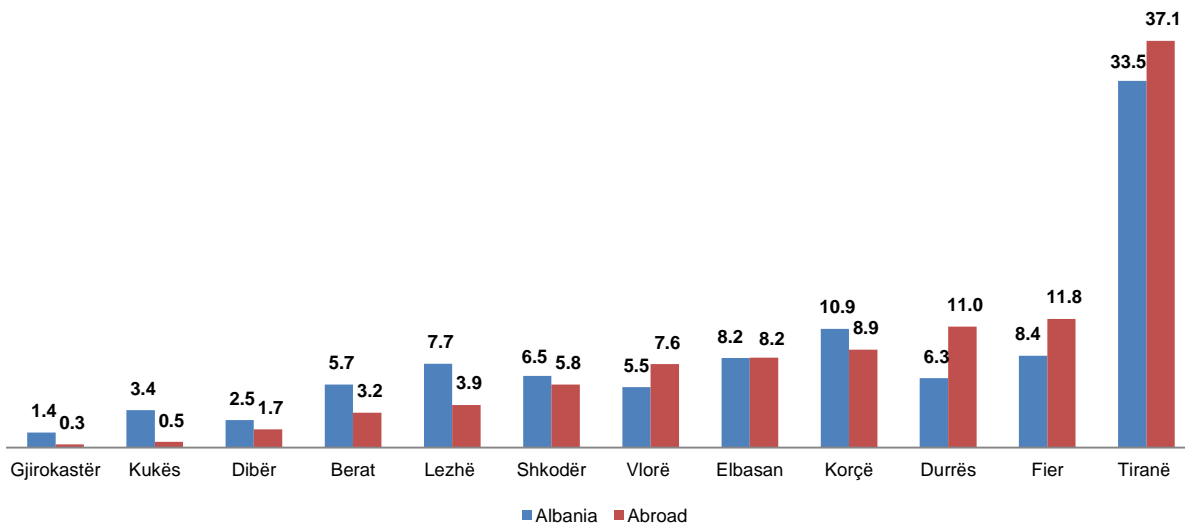
Tab.6 Same day visit trips distribution by quarter and purpose, 2021

Quarter	Sum of same day visit trips (in no.)			
	Personal purposes		Business purposes	
	Albania	Abroad	Albania	Abroad
I	4,677,552	241,486	629,298	16,574
II	7,874,762	182,746	1,389,738	4,279
III	6,209,644	203,724	338,212	948
IV	5,958,287	128,918	464,105	3,070
<b>Total</b>	<b>24,720,245</b>	<b>756,873</b>	<b>2,821,355</b>	<b>24,872</b>

### Trips departure origin

About 33.8 % of trips both in Albania and abroad have as departure country the prefecture of Tirana. From the total trips made in 2021, it is noted that the prefectures of origin with the highest percentage for trips with destinations abroad are ranked Tiranë, Fier and Durrës.

Fig.11 Trips distribution in Albania and abroad by departure origin, 2021, 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 2021, 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 7,654 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 74.7%.

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.