TOURISM
IN FIGURES
ALBANIA 2021

“The journey of a thousand miles begins with one step.”
TOURISM IN FIGURES

ALBANIA 2021
Preface

The Institute of Statistics (INSTAT), publishes for the fifth year in a row a special publication on the main indicators on tourism in Albania. Referring to the year 2021, statistics regarding foreign and domestic tourists in Albania, aim to monitor the characteristics and developments of tourism in our country.

This dedicated publication presents figures on economic reality in the country and answers to growing demands for statistical information of decision-makers, researchers and academics in Albania. The preparation of this material is enabled by administrative sources and two surveys: "Survey on Tourism Holiday and Trips" and "Accommodation Establishments Survey".

The Survey on Tourism Holiday and Trips is a statistical survey conducted by households (households) and targets all individuals with habitual residence in Albania over 15 years.

The Accommodation Establishments Survey is a statistical survey conducted by enterprises and targets all accommodation establishments that provide short-term accommodation for visitors to Albania.

Cooperation with other institutions and policy makers increases the responsibility of INSTAT for compiling specific publications and statistical information that would serve to better understand the economic reality in order to face the challenges of the future.

INSTAT will always provide continues partnership and fruitful cooperation, as this publication also proves.

Elsa Dhuli, PhD.
Director General of INSTAT
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ALBANIA IS MORE PREFERRED BY KOSOVO TOURISTS ...

ALMOST HALF (57%) OF FOREIGN VISITORS COME IN THE THIRD QUARTER ...

A FOREIGN VISITOR HAS SPENT AN AVERAGE 3 NIGHTS IN ACCOMMODATION ESTABLISHMENTS ...

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

ALMOST HALF OF TOURISTS (47%) PREFER TO VISIT ARCHAEOLOGICAL PARKS ...
In 2021, the number of trips made for personal or business purposes inside the country was about 3.13 million.

Trips made for personal purposes represent 97.9%.

While trips for business purposes 2.1% of overall trips in Albania.

In 2021 were recorded 2.2% more trips for “holiday and leisure” in Albania compared with 2020.

The most preferred destinations for trips (personal or business) made in Albania are: Tirana, Vlore and Korce.

Trips made in Albania are recorded by women travelers (48.0%), while trips made by men travelers (52.0%).

Travelers aged 25-34 years old, have recorded the highest percentage of trips made in Albania, 23.3%.
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, is considered today crucial to enable decision-makers to evaluate and improve this important economic sector.

This material, prepared by INSTAT, includes data for the reference year 2021 and is a continuous publication with annual frequency.

The material consists of five chapters.

1. The first chapter presents the characteristics of travel for the resident population in Albania, according to the purpose of travel, by destinations, etc.

2. The second chapter presents the characteristics of the arrivals of foreign citizens by regions, mode of travel, nights spent and purpose of visit.

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

4. The fourth chapter presents some macroeconomic indicators such as value added and the number of employees of businesses directly related to tourism.

5. The fifth chapter describes other tourist activities which include museums, archaeological parks, castles and other monuments.
In 2021, the number of trips made for personal or business purposes inside the country carried out by all individuals’ usual residents in Albania over 15 years of age was 3,122,456. The average number of nights spent were 3.33 nights. Trips made for personal purposes represent 97.9 % while trips for business purposes 2.1 % of overall trips in Albania.

The highest concentrations of trips in Albania (personal and business) in 2021 were recorded in: August (18.6 %), July (12.1 %), June (11.7 %) and December (10.1 %).
TRIPS BY PURPOSE
In 2021 were recorded 7.72% more trips for “holiday and leisure” in Albania compared with 2020. In general, there has been a decrease for all types of trips, while only for other trips has been recorded the highest decrease.

In the map below is presented the distribution of trips made for personal and business purposes in Albania.

TRIPS BY DESTINATION
The highest percentages of trips in 2021, made for personal and business purposes were recorded in prefectures of: Tiranë, Vlorë and Korçë.
TRIPS CHARACTERISTICS
Regarding trips made in Albania for personal or business purposes:

- **3,33 on the average nights spent**
- **43.87% accommodated to relatives or friends**
- **99.86% are made by roadway transportation**

TRIPS DEPARTURE ORIGIN
33.5% of trips have as departure country the prefecture of Tirana, 10.9% the prefecture of Korçë, 8.4% the prefecture of Fier and 8.2% the prefecture of Elbasan.

TRAVELLER’S PROFILE
Trips distribution by traveller gender and age group:

- 52.0% of traveller’s men
- 48.0% of traveller’s women

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 is the prefecture of Vlorë (41.5%).

While the highest percentages of reservations on accommodation types are presented on trips that have as destination Vlorë (36.5%) and Korçë (18.0%).
FOREIGN TOURIST ARRIVALS IN ALBANIA

In 2021, the arrivals of foreign citizens coming in Albania were approximately 5.7 million persons. Only during 2021, the arrival of foreign citizens is 2.1 more than 2020.

Among 2021, arrivals from Europe’s region accounted for the largest share of foreign citizens’ arrivals by 90.9%. Their number increased by 97.7% compared with the previous year.

Foreign citizens entering in Albania come mainly from:

- **Kosova**: 46.4% (2,640,447)
- **N. Macedonia**: 9.8% (560,213)
- **Greece**: 4.9% (276,915)
- **Montenegro**: 5.6% (319,770)
- **Italy**: 6.2% (354,370)

Source: General Directorate of State’s Police, INSTAT calculations
TRANSPORTATION MODE

In 2021, approximately 765 thousand foreign citizens have arrived by air, increasing by 2.8 times compared with 2020. Foreign citizens entering in our country through air lines occupy an average of 13.4 % of total arrivals.

In 2021, the number of foreign citizens arriving in Albania by sea lines has been approximately 206 thousand, increasing by 3.2 times, compared with 2020. Foreign citizens arrived in our country by sea lines occupy an average of 3.6 % of total arrivals.

In 2021, the number of foreign citizens arriving in our country through land has been approximately 4.7 million, increasing by 2.0 times compared with 2020. Foreign citizen's arrivals in our country through land, occupy the largest share with 82.9 % of total inflows during 2021.

Source: General Directorate of State’s Police, INSTAT calculations
THE NUMBER OF NIGHTS SPENT

During the period of 2021, the number of foreign visitors with 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 5.3 million, increasing by 2.1 times compared with the previous year. The number of daily visitors is around 174 thousand increasing by 3.2 times compared to 2020.

ARRIVALS OF FOREIGN CITIZENS ACCORDING TO THE PURPOSE OF THE VISIT

In 2021, 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 98.2 %. The number of foreign citizens’ arrivals for personal purposes has increased by 2.2 times during 2021 compared with the previous year. While arrivals for business purpose occupy 1.8 % of total arrivals, decreasing by 13.1 % during 2020 compared with the previous year.

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>1+2 arrivals of foreign citizens</td>
<td>2,657,818</td>
<td>5,688,649</td>
</tr>
<tr>
<td>1 Personal</td>
<td>2,542,494</td>
<td>5,588,400</td>
</tr>
<tr>
<td>1,1 Holiday</td>
<td>1,162,016</td>
<td>2,643,848</td>
</tr>
<tr>
<td>1,2 Other personal purposes</td>
<td>1,380,478</td>
<td>2,944,552</td>
</tr>
<tr>
<td>2 Business and professional</td>
<td>115,324</td>
<td>100,249</td>
</tr>
</tbody>
</table>

Source: General Directorate of State’s Police, INSTAT calculations
Accommodation Capacities

In 2021, 1,457 accommodation facilities (hotels, motels, camps, guesthouses, mountain shelters and other structures for short-term stays) were functioning throughout the country with 41 thousand rooms and 98 thousand beds.

During 2021, tourism industry offered:

- Approximately 35 beds for 1000 inhabitants;
- 64% of beds used by non-resident (nights spent);
- maximal capacities available during August (approximately 34 thousand rooms, 83 thousand beds);
- The highest net occupancy rate of bed places was 36.6% in the third quarter.

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>The number of building permits for hotels</td>
<td>23</td>
<td>33</td>
</tr>
<tr>
<td>Area (000/ m²)</td>
<td>77</td>
<td>144</td>
</tr>
<tr>
<td>Approximate value (ALL million)</td>
<td>2,915</td>
<td>5,183</td>
</tr>
</tbody>
</table>

Source: INSTAT, Building permits

Building permits issued total area for hotels, in 2021, is 144,000 m², increasing by 87.0%, compared with 2020.

The approximate value of building permits issued for, in 2021, was 5.1 billion ALL, marking an increase by 77.8%, compared with 2020.

During 2021, Korça prefecture marked the highest number in building permits for "Hotels and other similar" with about 27.2% of total permits at the national level.

In 2021, 33 building permits were approved for hotels, from 23 building permits approved in 2020 for hotels.

<table>
<thead>
<tr>
<th>Total Nights spent</th>
<th>Nights spent by residents</th>
<th>Nights spent by non-residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,186,072</td>
<td>1,155,185</td>
<td>2,030,887</td>
</tr>
</tbody>
</table>

Source: INSTAT, Accommodation Establishments Survey
The Impact of Tourism on the Economy

Number of Tourists Per Employee

In our country, came about 5.7 million of foreign citizens during the year 2021. Every person employed in activities directly related with tourism (2 digits NACE Rev.2: 55, 56, 77, 79) serves and cares for approximately 106 tourists.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Tourists</th>
<th>Employees Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>42,410</td>
<td>7,521</td>
</tr>
<tr>
<td>2021</td>
<td>58,043</td>
<td>13,976</td>
</tr>
</tbody>
</table>

The value added by tourism industries increased by 36.9 %, compared with 2020.

The share of industries directly related to tourism in Gross Domestic Product (GDP) for 2020 is 3.1 %.

Source: INSTAT, Quarterly National Accounts

* Preliminary data
In 2021, the number of visitors visiting archaeological parks, museums, forts and other monuments has been approximately 424 thousand people increasing by 2.2 times compared to 2020.

At this time, the number of visitors visiting castles and other monuments is about 150 thousand and occupies 35.4% of the total number of visitors who have visited cultural heritage institutions, followed by the number of visitors to archaeological parks with a share of 33.4%.

Source: Ministry of Tourism and Environment
The Survey on Tourism “Holiday and Trips” is a statistical survey conducted in 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.

The purpose of the survey to hotels and other similar accommodation establishments is to monitor tourism activities, to calculate statistical variables about accommodation offer of Albanian tourism, which are important to determine the trend of capacity development in the tourism sector. Data are collected every month through the questionnaire “Survey of Accommodation Establishments”.

The target population in accommodation statistics includes all tourist accommodation establishments providing, as a paid service (although the price might be partially or fully subsidized), short-term or short-stay accommodation services. Tourist accommodation establishments are classified according to groups 55.10; 55.20 and 55.30 of the NACE Rev.2 classification.

**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.

For more methodological information please refer to the below links:
**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 purpose of the trip** includes visits of visitors and tourists for:
1. Holidays, visit to relatives, health treatment, etc.;
2. Religious;
3. Transit.

Visits for **Business category** include all business and professional activities outside the usual environment.

**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).

**Bedroom:** Unit formed by one room or groups of rooms in an accommodation establishment or dwelling which is rented by tourists as a whole (constituting an indivisible rental).

**Bed place:** Number of persons who can stay overnight in the beds set up in the establishment, ignoring any extra beds that may be set up upon customer request.

**Night spent:** Each night a guest/tourist (resident or non-resident) actually spends (sleeps or stays) in a tourist accommodation establishment.
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