

Survey on “Tourism Holiday and Trips”, 2024

Tiranë, 30th June 2025: In 2024, the number of trips made for personal or business purposes (in Albania or abroad) carried out by all individuals' usual residents in Albania 15 years old and over was 4,426,074. Trips made for personal purposes represent 97.9 % of total trips, while trips for business purposes 2.1 % of them.

The highest concentrations of trips were recorded in the months of:

- August 13.9 %;
- December 13.7 %;
- July 11.5 %;
- June 9.4 %.

In Albania are recorded *trips made for personal purposes* (3.0 million) and those *for business purposes* (0.05 million).

“*Holiday and leisure*” consist as the main purpose of the trips made in Albania (54.1 %) and also abroad (47.2 %).

Trips made abroad, have recorded a significant increase of 43.4 percentage, compared with 2023.

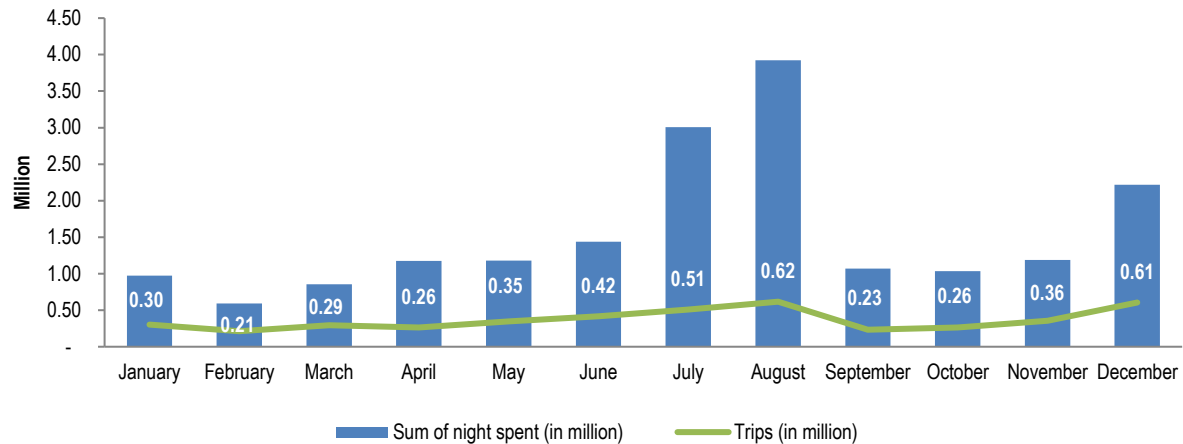
In 2024, accommodation in "Hotel" recorded an increase of about 8.4 percentage points, compared to trips made in 2023.

The highest increase was recorded in air transportation with about 8.8 percentage points.

The average number of nights spent (in Albania or abroad) were 4.2 nights.

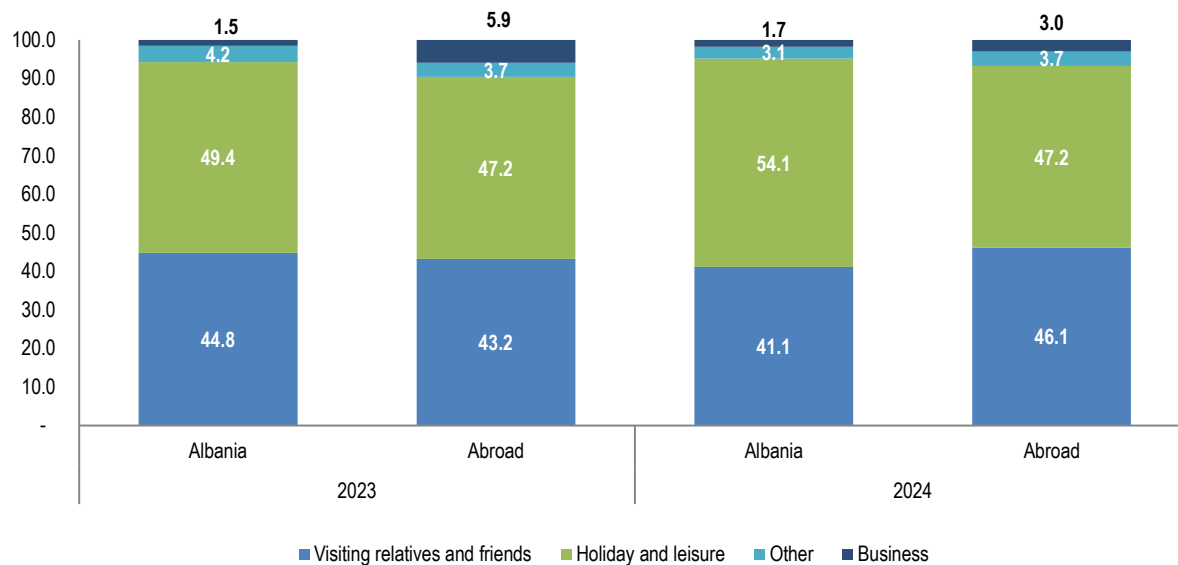
The highest values of the sum of nights spent (in million) are recorded in the months of August, July, December and June, Fig.1.

Fig. 1 Number of trips and sum of nights spent by month of departure, 2024, in million



In 2024, trips made in Albania and abroad for "Holiday and leisure" recorded the highest share of trips followed by trips made abroad Albania for "Visiting relatives and friends".

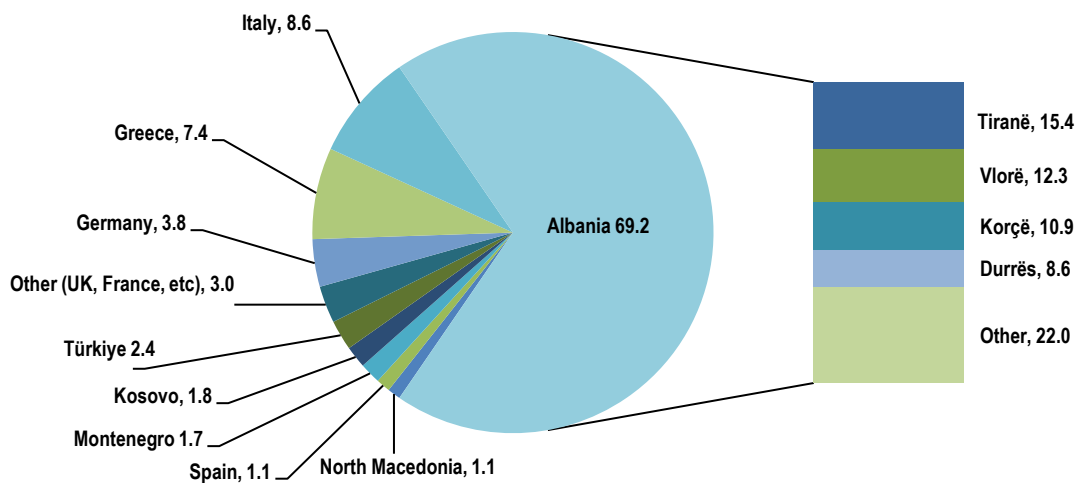
Fig. 2 Trips distribution by purpose in Albania and abroad, 2023-2024, in %



Trips by destination

In 2024, the most preferred destinations of trips for personal or business purposes in Albania are the prefectures of: Tiranë (15.4 %), Vlorë (12.3 %), Korçë (10.9 %) and Durrës (8.6 %) and abroad are recorded in: Italy (8.6 %), Greece (7.4 %), Germany (3.8%) and other destinations like France, United Kingdom, etc. (3.0 %).

Fig. 3 The percentage of trips by the most frequented destinations in Albania and abroad 2024, 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 2024, 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 7,065 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 69.0%.

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.