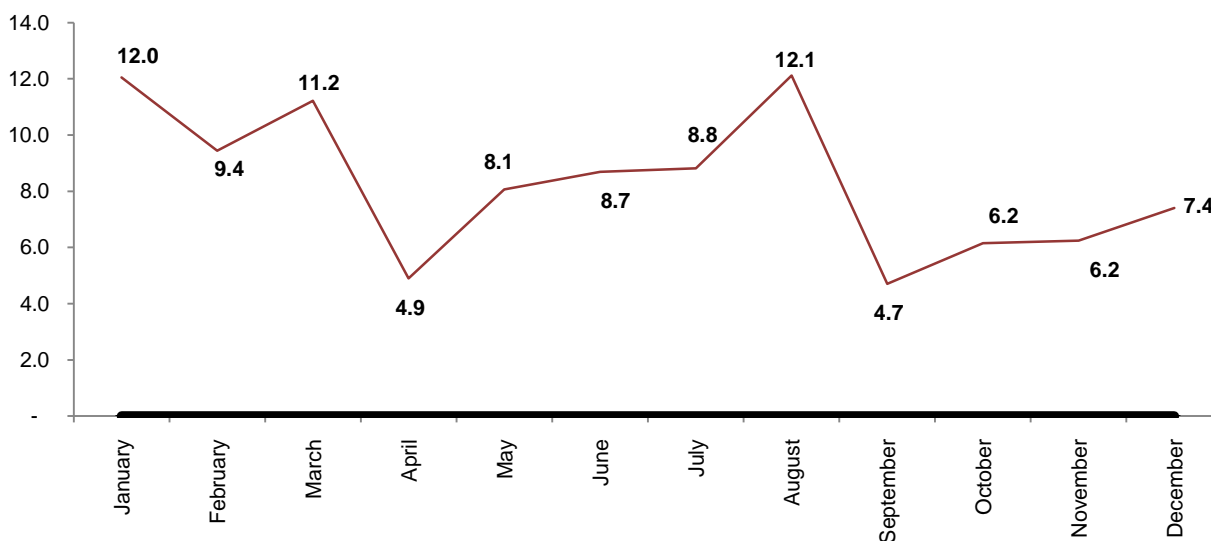


## Survey on Tourism “Holiday and Trips” 2018

**Tiranë, 31 October 2019:** 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.

In 2018, the number of trips made for personal or business purposes (within or outside of Albania) carried out by individuals residing in Albania over 15 years of age was 4,542,794. Trips made for personal purposes represent 95.6% of total trips, while trips for business purposes 4.4%. On average in 2018 an individual in Albania has made 1.9 trips. The highest concentrations of trips were recorded in: January (12.0 %), March (11.2 %), June (8.7 %), July (8.8 %), August (12.1 %) and December (7.4 %). Trips which have recorded as departure month November/December 2017 represent 0.2 % of all trips.

**Fig.1 Trips distribution according to month of departure, 2018 (%)**



### Trips by purpose

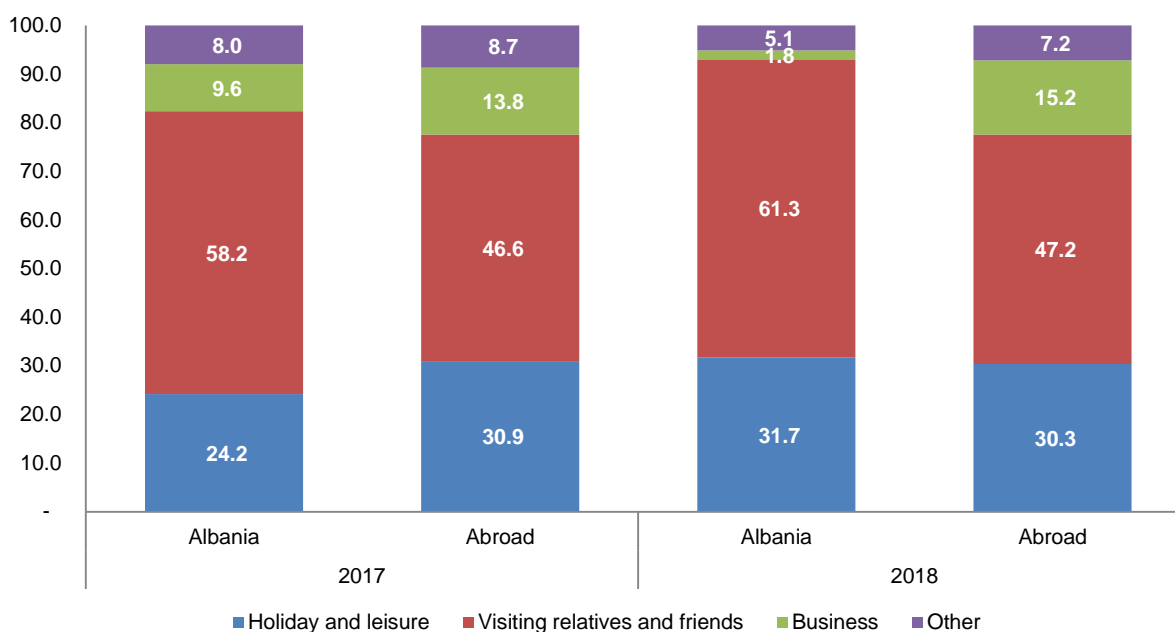
The distribution of trips by purpose in 2017-2018 shows the same trend of number of trips. In 2018 was recorded 0.7 percent less trips in Albania and abroad compared with 2017, a decrease that was due to less business trips in Albania.

**For publication 31/10/2019**

**Tab.1 Trips distribution by the purpose 2017-2018**

PURPOSE OF TRIP	2017		2018	
	No. of trips (in million)	%	No. of trips (in million)	%
Personal purpose in Albania	3.27	71.4	3.61	79.5
Personal purpose Abroad	0.83	18.1	0.73	16.1
Business purpose in Albania	0.35	7.6	0.07	1.5
Business purpose Abroad	0.13	2.9	0.13	2.9
<b>TOTAL</b>	<b>4.57</b>	<b>100.0</b>	<b>4.54</b>	<b>100.0</b>

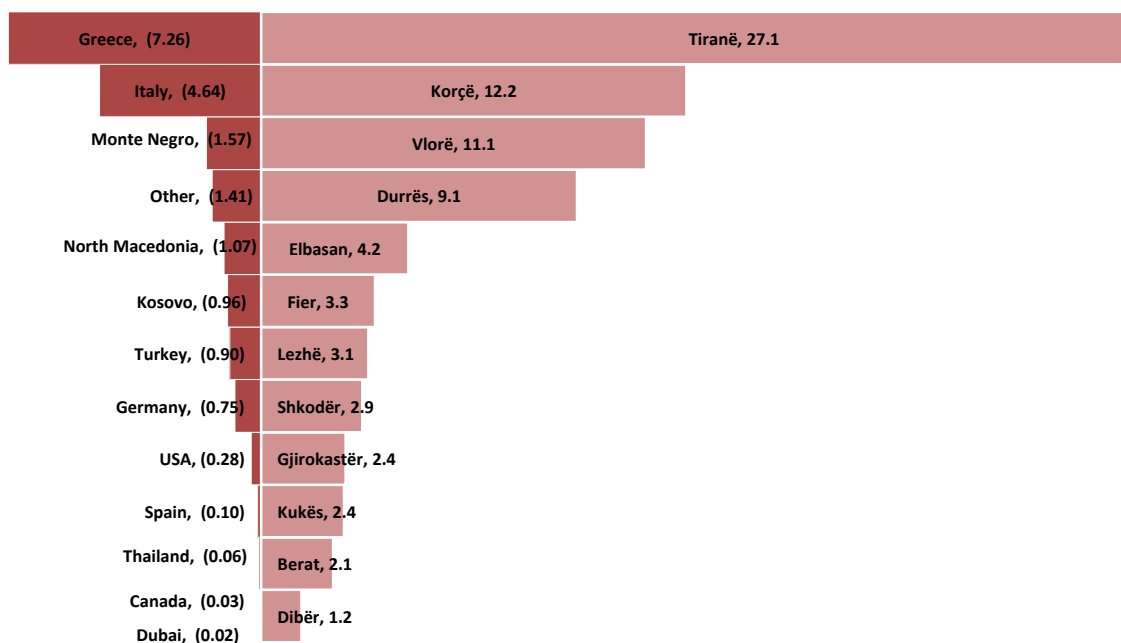
In 2018, the number of trips in Albania for "holidays and leisure" increased by 7.5 points percentage, followed by the category "visits to relatives and friends" by 3.1 points percentage.

**Fig.2 Trips distribution by purpose in Albania and abroad 2017-2018 (%)**

### Trips by destination

In 2018, the most preferred destinations of trips for personal or business purposes in Albania are the prefectures of: Tiranë (27.1 %), Korçë (12.2 %), Vlorë (11.1 %) and Durrës (9.1 %). The highest percentages of trips abroad are recorded in: Greece (7.3 %), Italy (4.6 %) and Montenegro (1.6 %). The destinations that have recorded the highest increase of trips in 2018 compared to 2017 in Albania are: Korçë (46.4 %) and Tiranë (22.1 %) and abroad in: Thailand (79.5 %) and Dubai (57.1 %).

Fig.3 The percentage of trips by the most frequented destinations in Albania and abroad, 2018



### Trips for personal purposes by nights spent

Trips made for personal purposes by nights spent in 2018 trips are increased 6.1 points percentage, compared to 2017. In 2018 the average number of nights spent were 5.2 nights. The trips for personal purposes made with duration of 11-18 nights are increased by 11.2 points percentage compared with the same duration of the previous year. During 2018 the quarter which has recorded an increase for all categories of night's duration are in the second quarter.

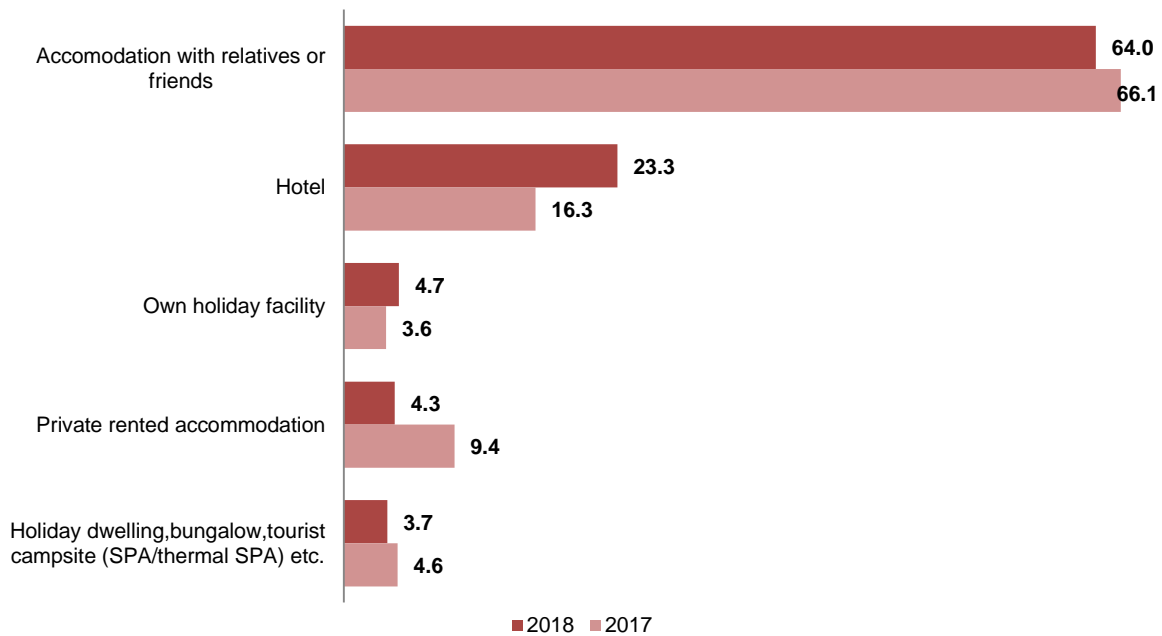
Tab.2 The distribution of trips for personal purposes by nights spent and quarters, 2017-2018 (%)

Quarter	Trips for personal purposes							
	2017				2018			
	1 - 10 nights	11 - 18 nights	19 + nights	Total	1 - 10 nights	11 - 18 nights	19 + nights	Total
January-March	89.5	98.3	84.5	89.4	94.9	87.7	88.9	94.6
April-June	89.5	40.7	73.2	86.2	97.8	82.6	87.1	96.9
July-September	92.5	98.6	74.2	91.2	98.7	99.2	74.2	97.2
October-December	92.6	98.5	70.1	90.8	94.7	99.1	72.6	93.7
<b>Total</b>	<b>91.0</b>	<b>84.0</b>	<b>74.8</b>	<b>89.5</b>	<b>96.4</b>	<b>95.2</b>	<b>80.4</b>	<b>95.6</b>

### **Trips by type of accommodation**

The most common type of accommodation in both years is "accommodation to relatives or friends", followed by the category of "hotel" and "private rented accommodation or own holiday facility ". In 2018 for the category "hotel" was recorded an increase of 7.0 points percentage and 1.1 points percentage for the category "own holiday facility". Meanwhile, the highest decrease was recorded for the category "private rented accommodation" by 5.1 points percentage.

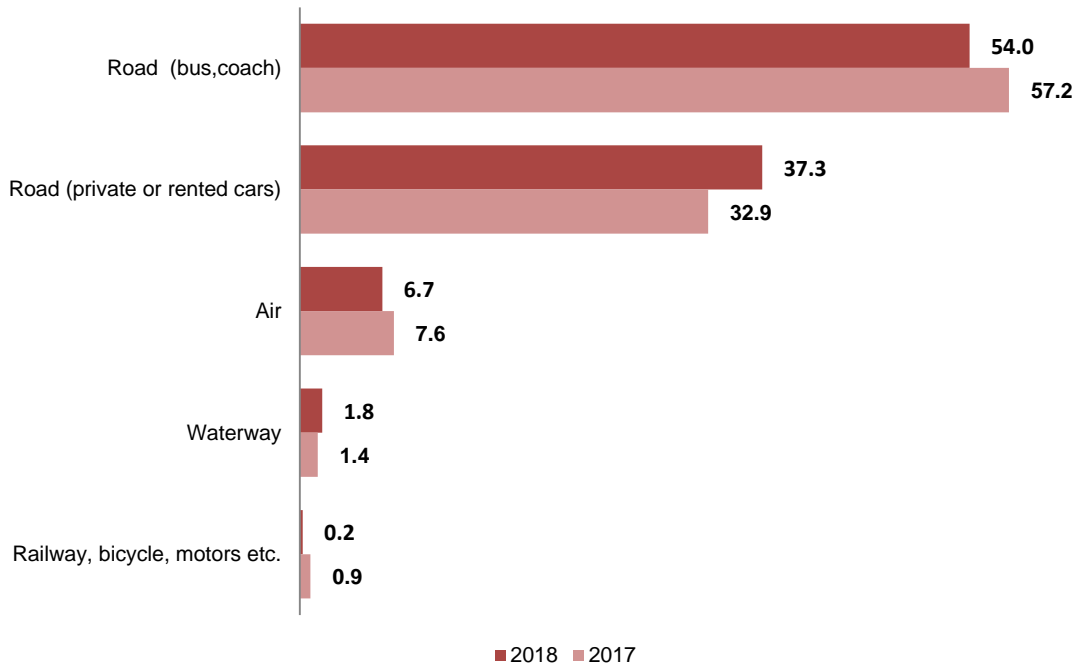
**Fig.4 Trips distribution by type of accommodation, 2017-2018 (%)**



### Trips by type of transport

About 4.1 million trips are made by roadway transportation, which represents 91 % of all trips in 2018. The highest increase was recorded in roadway transportation by private cars by 4.4 points percentage and the decrease was recorded in roadway transportation by buses/minibuses by 3.2 points percentage.

Fig.5 Trips distribution by type of transport, 2017-2018 (%)



# 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 2018, 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 7,955 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 77.7%.

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 traveller 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).

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

**Travel:** Refers to the activity of travellers.

**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.