

HOUSEHOLD TOURISM SURVEY ON “HOLIDAYS AND TRIPS”

Reference Metadata in Euro SDMX Metadata Structure
(ESMS)

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2. Metadata update	
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2.3. Metadata last update	30.06.2026
3. Statistical presentation	
3.1. Data description	The Household Tourism Survey on "Holidays and Trips," is a statistical survey conducted among Household and targets all individuals aged 15 years and over who are usual residents in Albania. The survey collects data on trips involving at least one overnight stay for holidays, business, and other purposes, both domestic and outbound, as well as same-day domestic and outbound visits. Data are collected on a quarterly basis, covering: • First quarter: (January–March); • Second quarter: (April–June); • Third quarter: (July–September); • Fourth quarter: (October–December).

	The survey also collects information on same-day domestic and outbound visits during the reference period. In the fourth quarter, an ad hoc module is included in the questionnaire to collect information on participation in tourism for personal purposes during the reference year. The individual questionnaire consists of five sections: • Section I: Socio-demographic Characteristics; • Section II: Participation in Tourism; • Section III: Number and Characteristics of Overnight Trips; • Section IV: One-day trips; • Section V: Participation in Tourism during 2025 (Ad-hoc Module for the Fourth Quarter of 2025).
3.2. Classification system	The following statistical classifications are used in the Household Tourism Survey on "Holidays and Trips," as a framework for coding variables and presenting data in a standardized and organized manner: • Country Classification – ISO 3166: The international standard for country codes used worldwide to ensure the consistent identification and classification of countries. • Education Level – International Standard Classification of Education (ISCED 2011): An international framework developed to facilitate the collection, compilation, and presentation of education statistics at both the national and international levels.
3.3. Sector coverage	The survey covers all individuals aged 15 years and over who are usual residents in Albania. Data are disaggregated by sex, age group (15–24, 25–34, 35–54, 55–64, and 65 years and over), and place of residence by region (county level).
3.4. Statistical concepts and definitions	Data collection covers domestic and outbound tourism trips in accordance with Regulation (EU) No 692/2011 of the European Parliament and of the Council concerning European statistics on tourism. Another key reference for these statistics is the Methodological Manual for Tourism Statistics. The survey collects data on tourism demand (Annex II of the Regulation), including trips, participation in tourism, and same-day visits. 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.
3.5. Statistical unit	The statistical units are as follows: • Participation in tourism: The statistical unit is the individual. • Tourism trips with overnight stays: The statistical unit is the trip involving at least one overnight stay undertaken by an individual. • Same-day visits: The statistical unit is the same-day visits undertaken by an individual. The survey covers all persons aged 15 years and over living in the selected Household. The reporting unit is the eligible respondent interviewed in the household.
3.6. Statistical population	The statistical population consists of all resident Household in Albania and all

	individuals aged 15 years and over.
3.7. Reference area	The survey sample covers the entire territory of Albania and is designed to be representative of the total population as well as its main population groups. Collective households are excluded from the survey. These include institutions such as nursing homes, residential homes for children with disabilities, student dormitories, hotels, military barracks, hospitals, sanatoriums, prisons, and other institutional establishments. The target population comprises all individuals aged 15 years and over who are present in the selected Household.
3.8. Time coverage	The Household Tourism Survey on "Holidays and Trips", is conducted on a quarterly basis throughout the calendar year. Since 2017, the survey has been conducted as a continuous survey.
3.9. Base period	Not applicable to this statistic.
4. Unit of measure	
4. 1 Unit of measure	Selected respondents are interviewed about all trips, with or without overnight stays, undertaken during the reference period and provide detailed information on the various characteristics of each trip. Each surveyed trip is recorded as an individual record in the transmitted microdata file. Data on tourism expenditure are reported in Albanian lek (ALL). Data on participation in tourism are transmitted in the form of aggregated tables containing absolute values representing residents of Albania aged 15 years and over who participated in tourism. Data on the characteristics of same-day visits are also transmitted as aggregated data with absolute values representing the number of same-day visits undertaken by residents of Albania. All expenditure figures are expressed in Albanian lek (ALL).
5. Reference period	
5. 1 Reference period	The reference period for this report is the calendar year, from January to December 2025.
6. Institutional mandate	
6.1. Legal acts and other agreements	National legal basis: • Law No. 17/2018 “On Official Statistics”; • National Programme of Official Statistics 2022–2026. European legal basis: • Regulation (EU) No 692/2011; • Regulation (EU) No 1051/2011.

6.2. Data sharing	Data exchange began on 30 June 2018 for survey data collected in 2017 at the European level. Since 2018, data on key indicators have been transmitted regularly to Eurostat.
7. Confidentiality	
7.1. Confidentiality - policy	Data are considered strictly confidential and are used exclusively for statistical purposes and scientific research, in accordance with Law No. 17/2018 “On Official Statistics” and Law No. 124/2024 on Personal Data Protection . Article 31 of the Law on Official Statistics clearly stipulates that all statistical information collected by INSTAT is confidential and may only be used or published in aggregated tables that do not allow the identification of the source statistical unit. Direct identification occurs when a statistical unit is identified directly by name, address, or any officially recognized identification number. When data processing is carried out in a way that allows the identification of a data subject, the data must be immediately coded so that the subjects are no longer identifiable. Indirect identification refers to the identification of a statistical unit through any means other than direct identifiers. To assess whether a statistical unit is indirectly identifiable, all reasonable means of identification are considered. For confidentiality protection, datasets must include at least three units, and no single unit may exceed 85 percent of the total.
7.2. Confidentiality - data treatment	INSTAT protects and does not disseminate data it has collected or accessed that could enable the direct or indirect identification of statistical units. INSTAT takes all appropriate measures to prevent and make impossible the identification of statistical units through any technical means that may be used by third parties. Statistical data that could allow the identification of a statistical unit are released by INSTAT only if: a) the data have been processed, as specifically defined in the relevant regulations, in such a way that they do not compromise statistical confidentiality; or b) the statistical unit has given explicit consent for the data to be made public. Confidential data are transmitted to INSTAT only for statistical purposes, and only authorized personnel may access and work with them. Issues and problems related to the protection of statistical confidentiality are verified and addressed by INSTAT staff. This staff is responsible for determining the level of detail that may be disseminated and published by INSTAT. Their responsibilities include: determining the level of data detail that may be released so that direct or indirect identification of the surveyed statistical unit is not possible; defining anonymization criteria for microdata provided to users; granting researchers access to confidential data for scientific purposes.
8. Release policy	
8.1. Release calendar	Announcements regarding the dissemination of statistics are published in the release calendar, which is available on the official website. Any announcements and delays are pre-notified in this calendar. In the case of delays, the calendar

	specifies the new publication date as well as an explanation of the reasons for the delay.
8.2. Release calendar access	The release calendar is available on the official INSTAT website.
8.3. User access	In accordance with Article 34 of Law No. 17/2018 “On Official Statistics,” official statistics are disseminated in a way that ensures all users have immediate and equal access, using all available media formats. INSTAT and statistical agencies, within their dissemination responsibilities, aim to fulfil any request from organizations or individuals for unpublished data or special analyses. The channels through which users can access published results are as follows: • Website – online release; • Statistical database; • Written requests; • Data requests through the external users’ section.
9. Frequency of dissemination	
9. 1 Frequency of dissemination	The results of the Household Tourism Survey on “Holidays and Trips” are published on an annual basis.
10. Accessibility and clarity	
10.1. News release	The press release contains information on the main indicators of the Household Tourism Survey on “Holidays and Trips”. It is published online on the INSTAT website and includes key information on trips undertaken by purpose (short-term/long-term, domestic and outbound), traveler profiles (sex, age group, etc.), trips by destination and quarter, trips by type of accommodation and transport, same-day (round visits), and trips by country of origin.
10.2. Publications	Data from the Household Tourism Survey on “Holidays and Trips” are published in Regional Statistical Yearbook, the dedicated publication “Tourism in Figures,” as well as in “Albania in Figures.” Users can find the results on the INSTAT website under the section: Household Tourism Survey on" Holidays and Trips" .
10.3. Online database	All information is available in two languages: Albanian and English. The website also provides a simplified methodological explanation. The database for the Household Tourism Survey on “Holidays and Trips” can be accessed via the Statistical Database .
10.4. Micro-data access	Access to microdata is granted only for scientific research purposes; users are advised to consult the regulation on access rights to microdata. Only aggregated

	data are available to external users.
10.5. Other	Users may submit additional specific requests through a dedicated data request section .
10.6. Documentation on methodology	A brief explanation of definitions, key concepts, and methodological notes is published in the press release and publications. Additional information is provided to internal users when necessary. The INSTAT website also includes a methodological section related to the survey.
10.7. Quality documentation	Household Tourism Statistics Sector documents all work processes and procedures for internal use.
11. Quality management	
11.1. Quality assurance	INSTAT is committed to ensuring quality in the production of official statistics. Based on Law No. 17/2018 “On Official Statistics,” INSTAT applies statistical methods and processes in line with internationally accepted scientific principles and standards, and continuously conducts analyses aimed at improving quality and providing up-to-date statistics. In carrying out its tasks, INSTAT follows the general principles of quality management in accordance with the European Statistics Code of Practice. For quality assurance, INSTAT is guided by the following principles: impartiality, quality of statistical processes and outputs, user orientation, staff orientation, efficiency of statistical processes, and reduction of respondent burden.
11.2. Quality assessment	The data quality is considered very good and no imputation is required. All requirements set out in Regulation (EU) No 692/2011 have been considered. Validation checks are built into the data collection system. A minimal number of proxy interviews have been conducted in order to reduce non-response effects related to age and health conditions associated with ageing. Whenever possible, interviewers are instructed to interview the selected individuals directly; however, some individuals are unable to participate due to physical or cognitive limitations. Therefore, proxy interviews are allowed only when the interviewer has concerns regarding the respondent’s ability to provide accurate information.
12. Relevance	
12.1. User needs	Users of the Household Tourism Survey on “Holidays and Trips” statistics are classified into external and internal users. External users include: • Public administration institutions;

	• Universities; • Businesses; • The general public and other interest groups; • Non-profit national organizations, etc. Internal users are within INSTAT and use the Household Tourism Survey on “Holidays and Trips” as an input for their work.
12.2. User satisfaction	INSTAT conducts an annual User Satisfaction Survey, the results of which are published on the website under the link: User Satisfaction Survey .
12.3. Completeness	The data from the 2025 Household Tourism Survey on “Holidays and Trips” are in full compliance with the requirements of Regulation (EU) No 692/2011 on Tourism Statistics, the recommendations set out in the Methodological Manual, and the Programme of Official Statistics for Tourism Statistics. The data completeness rate for this survey is assessed as complete or at a very high level. This calculation is based on the ratio of requirements fulfilled by INSTAT compared to what is required by European regulations.
13. Accuracy and reliability	
13.1. Overall accuracy	The data entry process is programmed to minimize errors arising from data collection. During the data collection process, INSTAT takes measures to reduce non-response. The collected data are checked for internal consistency and compared with administrative sources or other household surveys conducted by INSTAT, ensuring a high-quality final output. Each survey carried out by INSTAT is based on a sample selection in order to draw conclusions about the target population. Naturally, this process is associated with sampling errors. For this reason, sampling standard deviations are calculated and used for the interpretation of survey results.
13.2. Sampling error	For the 2025 Household Tourism Survey on “Holidays and Trips”, sampling standard deviations have been estimated for the main indicators. The tables in the Annex provide estimates for the main indicators together with their standard deviations and coefficients of variation.
13.3. Non-sampling error	Record-level non-response considers households that are unable or unwilling to provide responses, cases where interviewers are unable to locate the selected households, or other obstacles that prevent the completion of the interview. The unweighted record-level non-response rate is 23.0 %. The over-coverage rate indicates the percentage of households that should not have been included in the survey because they fall outside the survey scope.

	The over-coverage rate for Tourism 2025 is 5.6 %.								
14. Timeliness and punctuality									
14.1. Timeliness	The results of the Household Tourism Survey on “Holidays and Trips” are published on the INSTAT website 181 days after the end of the reference period (T+181 days). The reference period for the results of the Household Tourism Survey on “Holidays and Trips” is 31 December 2025. <table border="1"> <tr> <td>Reference period</td><td>12/31/2025</td></tr> <tr> <td>Date of publication</td><td>06/30/2026</td></tr> <tr> <td>Timeliness</td><td>181</td></tr> </table>	Reference period	12/31/2025	Date of publication	06/30/2026	Timeliness	181		
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14.2. Punctuality	The data from the Household Tourism Survey on “Holidays and Trips” are published in accordance with the release calendar. The publication of statistics from the Household Tourism Survey on “Holidays and Trips” has been timely and punctual for the calendar year 2026. <table border="1"> <tr> <td>Reference period</td><td>12/31/2025</td></tr> <tr> <td>Date of announcement</td><td>06/30/2026</td></tr> <tr> <td>Date of publication</td><td>06/30/2026</td></tr> <tr> <td>Time lag</td><td>0</td></tr> </table>	Reference period	12/31/2025	Date of announcement	06/30/2026	Date of publication	06/30/2026	Time lag	0
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Time lag	0								
15. Coherence and comparability									
15.1. Comparability - geographical	The data from the Household Tourism Survey on “Holidays and Trips” are compiled in accordance with the Eurostat methodology and are therefore internationally comparable. The data are comprehensive and produced at national level.								
15.2. Comparability - over time	The year 2017 is the first year of the survey. The methodology has remained broadly consistent over time, ensuring a 9-year time series comparability ($CC2 = J_{last} - J_{first} + 1 = 9$).								
15.3. Coherence - cross domain	Regular cross-checks are carried out with information from other INSTAT sources, as the results of this survey are also used to compare tourism statistics from different data sources. In addition, official population figures by sex and age are used to calibrate the survey and obtain more accurate weighting factors.								
15.4. Coherence - internal	Internal consistency of the data is checked before finalization.								
16. Cost and burden									
16.1 Cost and burden	The personnel working on the Household Tourism Survey on “Holidays and Trips” include: • Head Office staff: 3 employees; • Regional Office staff: 28 employees;								

	Interviewers, operators, and controllers (temporary INSTAT staff): 50 interviewers + 3 controllers + 4 operators.
17. Data revision	
17.1. Data revision - policy	Revision policies are implemented in accordance with INSTAT's established revision policy as well as the error treatment policy. For further information, please refer to: Revision Policy; The Errors Treatment Policy.
17.2. Data revision-practise	No revisions have been made to the data from the Household Tourism Survey on "Holidays and Trips" for the year 2025, which is the subject of this report.
18. Statistical processing	
18.1. Source data	The sole source of data collection is the Household Tourism Survey on "Holidays and Trips." The population sampling frame is based on the Population and Housing Census 2023. The gross sample size for the 2025 Household Tourism Survey on "Holidays and Trips" was 10,240 households. At the end of the survey, approximately 7,883 households were successfully interviewed, distributed uniformly across the entire territory of Albania. The household response rate, calculated as the ratio of completed interviews to selected households expressed as a percentage, was 77,0%. The sample design was based on four independent sub-samples of 2,560 households each. All individuals aged 15 years and over present in the selected households were interviewed. The sample selection follows a two-stage sampling procedure, based on a stratified design: - Stage 1: Selection of Census Enumeration Areas (EAs) with probability proportional to size (PPS), based on the number of households in each area. - Stage 2: Systematic random selection with equal probability of a fixed number of 8 households within each selected enumeration area, using geographical ordering.
18.2. Frequency of data collection	Data are collected on a quarterly basis. Participation in tourism during the reference year is collected only once a year, during the data collection of the reference quarter.
18.3. Data collection	Statistical information on the Household Tourism Survey on "Holidays and Trips" is collected based on individual interviews. Data collection is carried out

	through direct interviews conducted by interviewers in the month following the reference period in which the interviews are completed. The CAPI method is used for data collection.
18.4. Data validation	Regarding data validity, data editing procedures generally refer to micro-level editing, i.e., at the Household level. 1. Qualitative and quantitative (physical) control of the questionnaire. 2. Verification of completed questionnaires, including checks for completeness, accuracy of values, and logical consistency. The control staff uses a specific program to perform the physical verification of questionnaires. The number of collected questionnaires must match the number of distributed questionnaires across regions. 3. Individual checks are performed for cases of refusals and non-contact situations. 4. Arithmetic corrections, logical corrections, and consistency checks between different parts of the questionnaire. Initial data are further checked for inconsistencies and missing values. Missing expenditure values are imputed using 12 regression models based on destination, month of departure, type of accommodation, and transport characteristics (these variables are mandatory fields in the questionnaire). 5. Monitoring of external variables, including length of stay and expenditure categories. Data are fully validated using SPSS to ensure quality and consistency of results. These rules are mainly based on definitions provided in the methodological manual prepared by Eurostat.
18.5. Data compilation	For the production of results, several basic procedures are applied: a. Data quality analysis: • Mathematical checks of the questionnaire; • Logical consistency checks of survey data; • Comparison of data with other available INSTAT datasets. b. Treatment of non-response: • Non-contact cases; • Full refusals. c. Imputation: • Missing expenditure values are imputed using regression models based on destination, month of departure, type of accommodation, and transport variables (these variables are mandatory fields in the questionnaire). d. Weighting procedure: • Household weight = design weight × non-response weight × adjustment weight; • Design weight: inverse of the selection probability; • Non-response weight: inverse of the estimated response probability;

	• Adjustment weight: calibration using external sources. • Calibration to: i. Age groups (15–24, 25–34, 35–44, 45–54, 55–64, 65+); ii. Total males aged 15+; iii. Total females aged 15+; iv. Albanian population by the reference year v. Prefecture level
18.6. Adjustment	Not applicable.
19. Comments	

Annex

Below are given the estimates for the number of trips along with standard deviations and coefficients of variation according to the respective categories:

Table 1: Quality indicators of trips distribution in Albania and Abroad:

	Estimate	Standard Error	95% Confidence Interval		Coefficient of Variation
			Lower	Upper	
In Albania	2.940.193	112.898	2.718.679	3.161.706	3.8
Abroad	1.560.592	63.411	1.436.175	1.685.009	4.1
Total	4.500.785	145.425	4.215.451	4.786.119	3.2

Table 2: Quality indicators of trips distribution by their type:

	Estimate	Standard Error	95% Confidence Interval		Coefficient of Variation
			Lower	Upper	
Personal purposes	4.391.300	142.514	4.111.677	4.670.924	3.2
Business purposes	109.484	16.177	77.743	141.226	14.8
Total	4.500.785	145.425	4.215.451	4.786.119	3.2