

CULTURE STATISTICS

2025





CULTURE STATISTICS 2025

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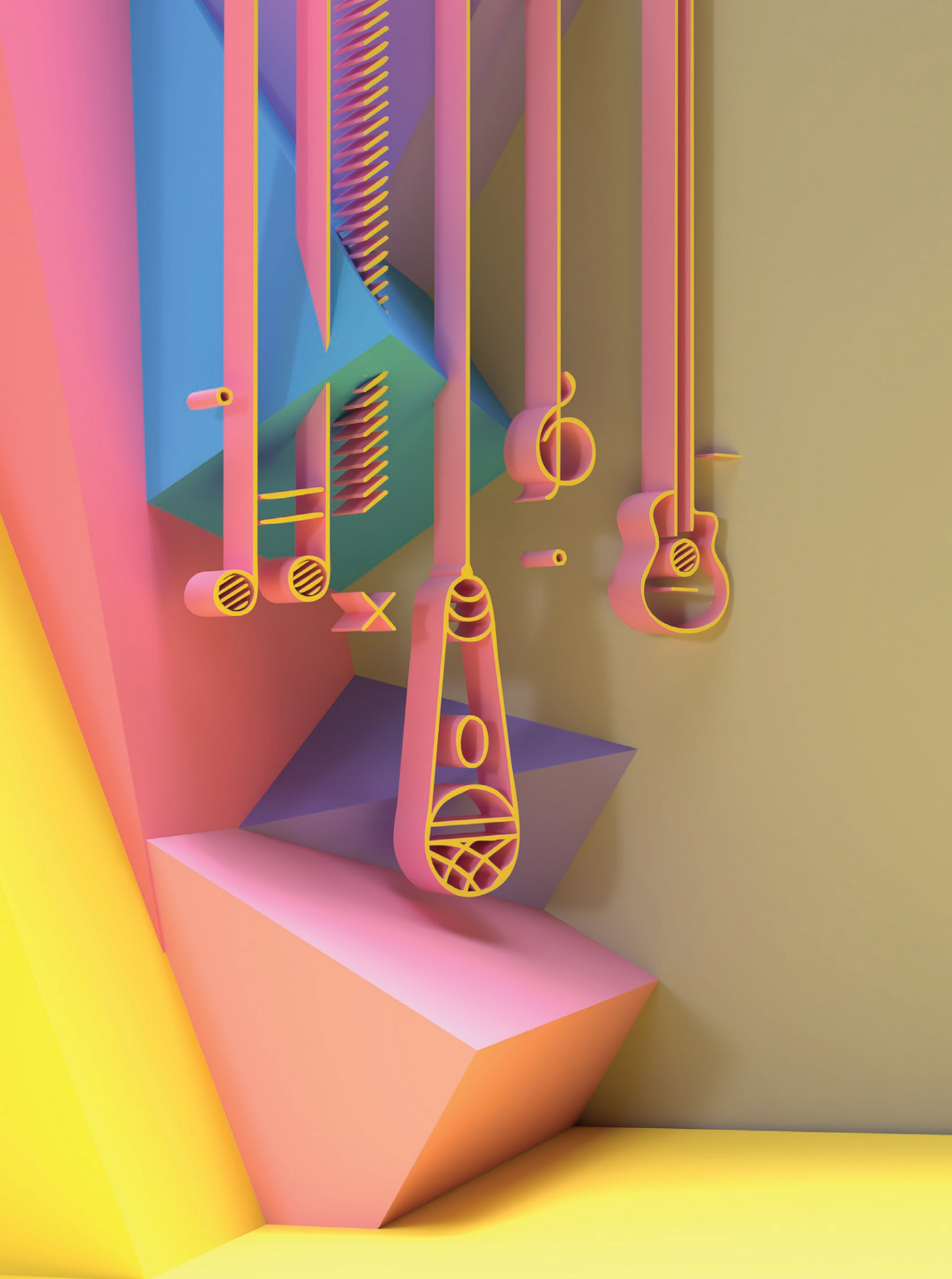
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I. INTRODUCTION

INSTAT publishes statistical data on culture, focusing mainly on the cultural participation of the population and the economic dimension of the cultural sector.

The indicators presented include participation in cultural activities, cultural heritage, as well as aspects related to education and employment in the field of culture. In addition, dedicated sections are provided on the use of the internet for cultural purposes, the Harmonised Index of Consumer Prices (HICP) for cultural goods and services, and public expenditure on recreation, culture, and religion.

II. CULTURAL PARTICIPATION

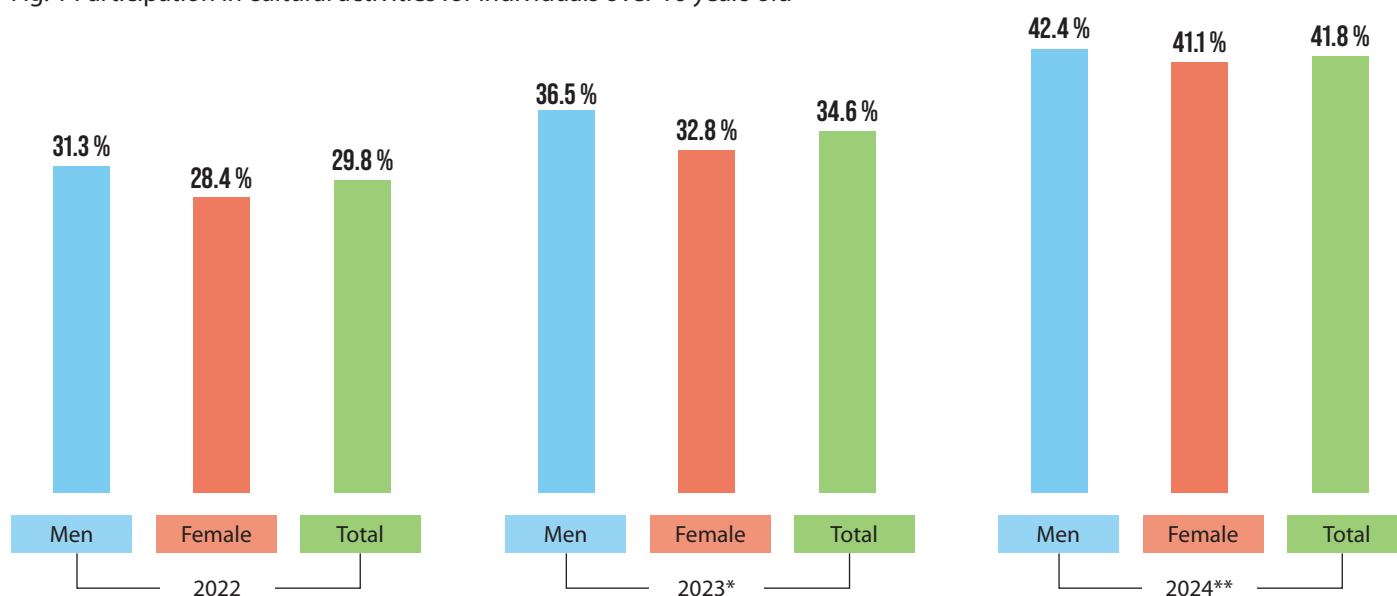
Music, audiovisual content, live performances, and other forms of cultural expression play an important role in promoting the values of Albanian society, while also serving as mechanisms that strengthen social ties and interaction among individuals and communities. Participation in cultural activities is considered to have a significant impact on individuals' quality of life, as well as on the overall well-being of society.

This section presents data on cultural participation based on the Income and Living Conditions Survey (SILC) conducted by INSTAT, as well as administrative data provided by the Ministry of Tourism, Culture and Sports, which include the number of cultural activities and participants in these activities.

The Income and Living Conditions Survey collects data on participation in paid cultural activities for individuals aged 16 years and over. These activities include visits to theatres, cinemas, concerts, sporting events, and other cultural activities.

In 2024, 41.8% of individuals aged 16 years and over reported regularly participating in at least one cultural activity during the previous 12 months. Across all three years, participation rates were consistently higher among males than among females. In 2024, 42.4% of males reported regular participation in cultural activities, compared with 41.1% of females.

Fig. 1 Participation in cultural activities for individuals over 16 years old



Source: The Income and Living Conditions Survey

*The results of the 2023 Survey on Income and Living Conditions have been reweighted based on the data from the 2023 Population and Housing Census.

**From 2024 onwards, the sampling frame and calibration of survey results will be based on the 2023 Population and Housing Census.



Administrative data provided by the Ministry of Tourism, Culture and Sports refer to the number of shows and premieres organized during the year by the central arts institutions, under the responsibility of the ministry. In 2025, a total of 1,272 shows and premieres were organized by the central arts institutions.

Compared to the previous year, the number of shows and premieres decreased by 0.8 %, reflecting a decline in artistic activity within these institutions. During the same period, a total of 171,607 spectators attended cultural events organized by the central arts institutions, representing a decrease of 36.2 % compared to 2024.

Tab. 1 Total number of shows/premiers and spectators in the institutions of culture

Number of shows/premiere			CULTURE INSTITUTIONS	Number of spectators		
Year 2023	Year 2024	Year 2025		Year 2023	Year 2024	Year 2025
147	142	158	National People's Theater	28,900	23,092	34,669
289	392	332	The National Experimental Theater	20,220	22,975	22,124
300	317	248	National Theatre of Opera, Ballet and National Ensemble	55,852	56,185	48,600
209	179	190	National Center for Children's Culture	24,840	24,322	28,337
70	39	157	National Circus	12,748	122,920	25,210
15	10	32	National Center of Cinematography	-	-	-
145	203	155	Central State Film Archive	10,481	19,415	12,667
1,175	1,282	1,272	Total	153,041	268,909	171,607

Source: Ministry of Tourism, Culture and Sports

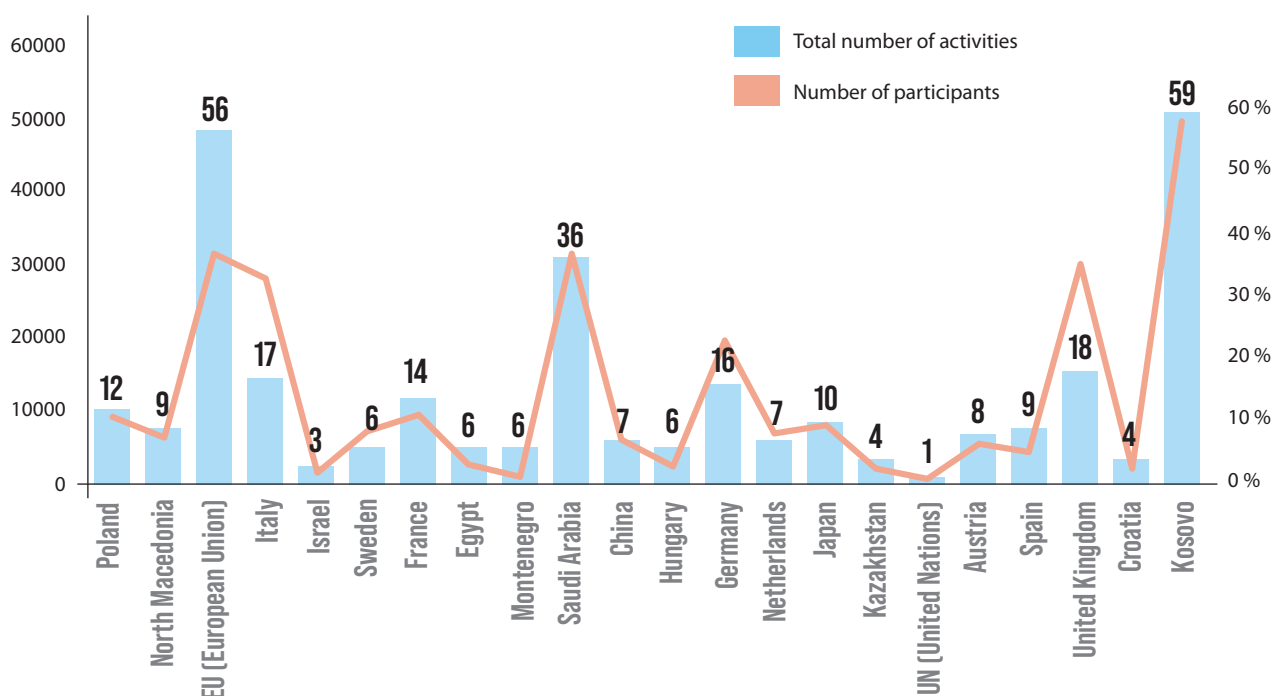
During 2025, a total of 314 international cultural events were held in Albania, reflecting the strengthening of artistic and cultural cooperation with various countries and international institutions. These events attracted a total of 261,654 participants.

The data show that Kosovo, European Union (EU) countries, and Saudi Arabia recorded the highest number of cultural events and the largest levels of participation.

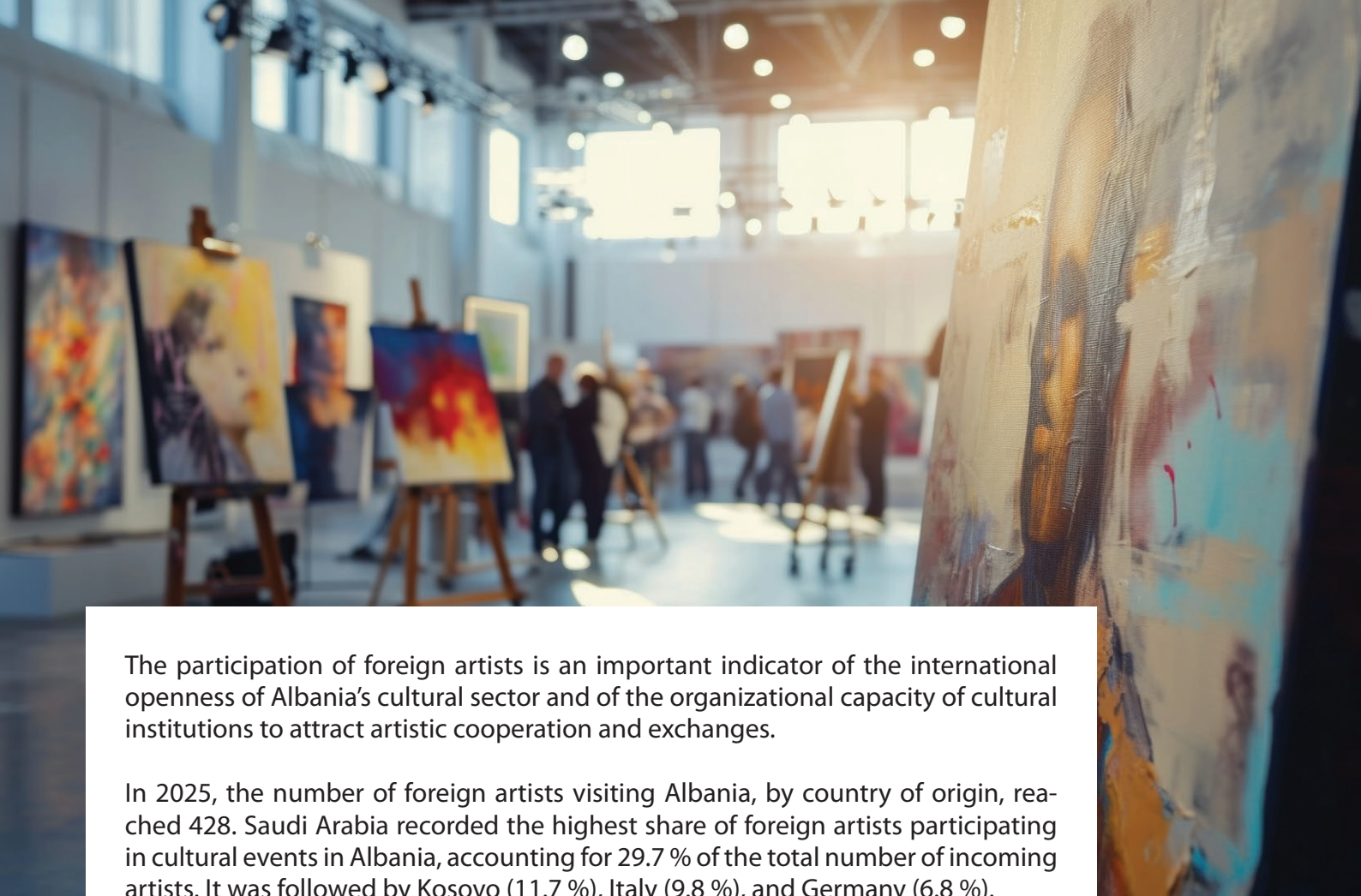
Specifically, 59 cultural events were organized by Kosovo, attracting 49,530 participants; 56 events were organized with European Union countries, with 31,250 participants; and 36 events were organized with Saudi Arabia, attracting 31,270 participants.



Fig. 2 Number of international cultural activities and number of participants in Albania, 2025



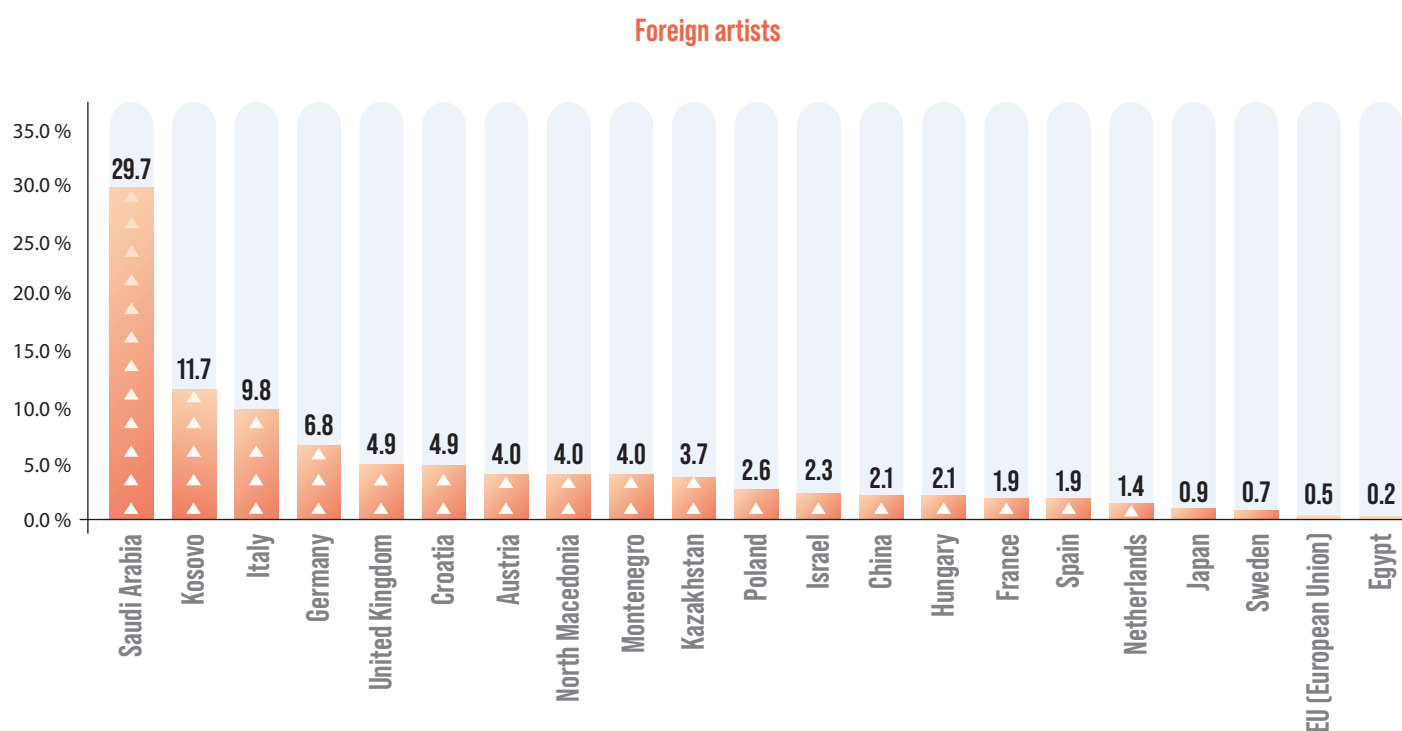
Source: Ministry of Tourism, Culture and Sports, INSTAT



The participation of foreign artists is an important indicator of the international openness of Albania's cultural sector and of the organizational capacity of cultural institutions to attract artistic cooperation and exchanges.

In 2025, the number of foreign artists visiting Albania, by country of origin, reached 428. Saudi Arabia recorded the highest share of foreign artists participating in cultural events in Albania, accounting for 29.7 % of the total number of incoming artists. It was followed by Kosovo (11.7 %), Italy (9.8 %), and Germany (6.8 %).

Fig. 3 Percentage of foreign artists arriving in Albania, 2025



Source: Ministry of Tourism, Culture and Sports, INSTAT

With regard to Albania's representation in international cultural activities, the "Albanian Days Worldwide - CulturAlb" project has played an important role in promoting Albanian culture abroad.

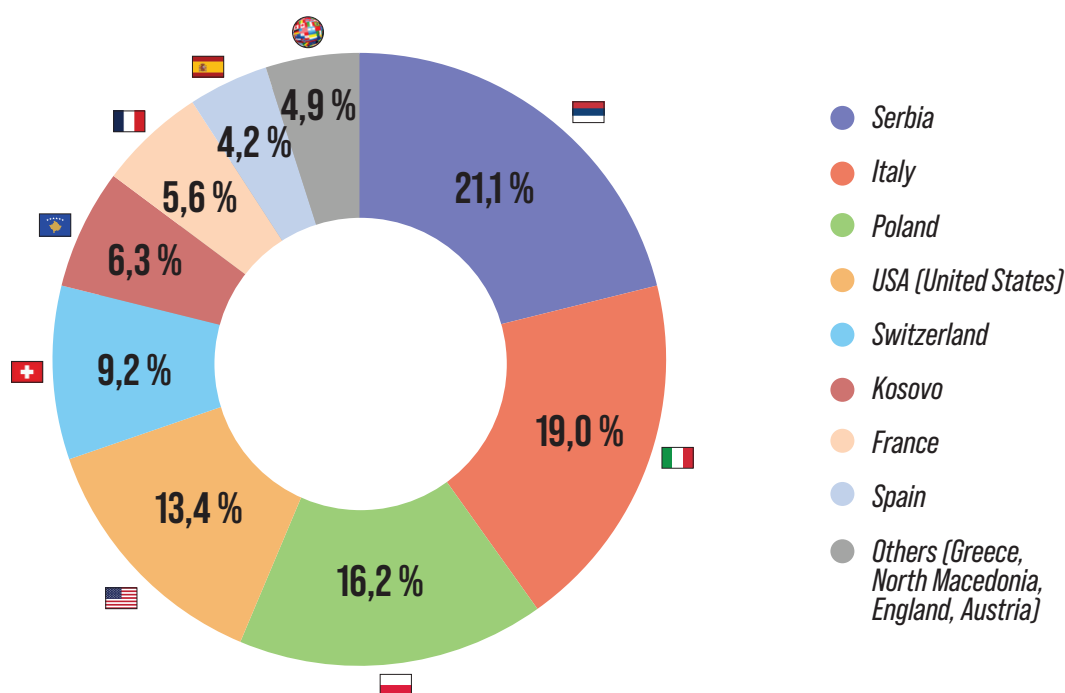
During 2025, a total of 142 cultural events were organized, and 885 Albanian artists were engaged, contributing to the promotion and strengthening of Albania's cultural identity on the international stage.

The "Albanian Days Worldwide - CulturAlb" activities were mainly concentrated in Serbia (21.1 %) and Italy (19.0 %), followed by Poland (16.2 %) and the United States of America (13.4 %).

ALBANIAN DAYS WORLDWIDE -CULTURALB



Fig. 4 Number of activities in Albanian Days in the World - CulturAlb, 2025



Source: Ministry of Tourism, Culture and Sports, INSTAT

III. CULTURAL HERITAGE

The concept of cultural heritage encompasses the entirety of cultural assets that express the values, identity, knowledge, traditions, beliefs, and cultural wealth of a society. It consists of both tangible and intangible elements that together shape the historical and cultural memory of a nation.

Tangible cultural heritage includes historical monuments, museums, archaeological sites, cultural parks, and castles, while intangible cultural heritage comprises non-physical elements such as music, dance, rituals, and traditions, which are transmitted from generation to generation and preserve cultural continuity.

In the UNESCO World Heritage Lists, Albania is represented through both tangible and intangible cultural heritage (Table 2), reflecting the significance and diversity of its cultural heritage.

Tab. 2 Albania’s Cultural Heritage Protected by UNESCO according to Tangible and Intangible Categories

World Heritage	Year
National Park of Butrint	1992
Historic Center of Gjirokastra	2005
Historic Center of Berat	2008
Gashi Lake	2017
Ohrid Lake	2019
Intangible Cultural Heritage of Humanity	Year
Albanian Folk Iso-Polyphony	2005
Transhumanca	2023
K'cimi i Tropojës	2024
List of Intangible Cultural Heritage in Need of Urgent Safeguarding	Year
Xhubleta	2022
The art of playing, singing, and crafting the lahuta	2025
UNESCO Tentative Heritage List	Year
Amphitheatre of Durrës	1996
Royal Tombs of Lower Selca	1996
Ancient City of Apollonia	1996
Bashtove Castle	2017

Source: UNESCO



In 2025, the total number of visitors to tangible cultural heritage institutions reached 1,523,587 visitors, representing an increase of 15.9 % compared with 2024. Of the total number of visitors, 66.0 % were foreign visitors.

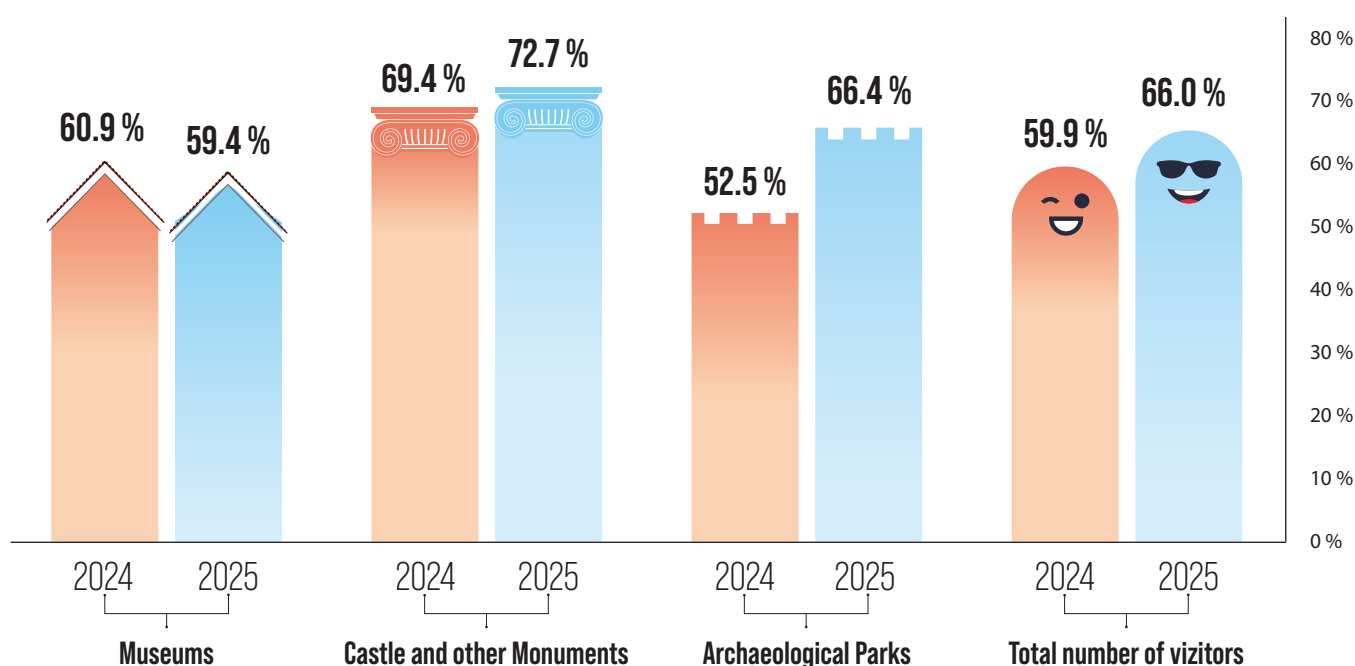
Archaeological Parks were among the most visited cultural heritage institutions, attracting the highest number of both local and foreign visitors compared with other categories of cultural heritage.

Tab. 3 Visitors to museums, castles, and other monuments, archaeological parks

Cultural Heritage Institutions	Year 2024			Year 2025		
	Foreigners	Local	Total	Foreigners	Local	Total
Museums	285,706	183,133	468,839	279,755	190,971	470,726
Castle and other Monuments	239,310	105,475	344,785	310,791	116,419	427,210
Archaeological Parks	263,254	238,121	501,375	415,387	210,264	625,651
Total number of vizitors	788,270	526,729	1,314,999	1,005,933	517,654	1,523,587

Source: Ministry of Tourism, Culture and Sports, INSTAT

Fig. 5 Percentage of foreign visitors to museums, castles and other monuments, archaeological parks



Source: Ministry of Tourism, Culture and Sports, INSTAT

The following table presents museums, castles, and parks under the responsibility of the Ministry of Tourism, Culture and Sports, as well as the distribution of visitors by percentage of domestic and foreign visitors for each institution.

The “Gjergj Kastrioti” Museum was the most visited museum (38.7 %), followed by the “Onufri” Iconographic Museum in Berat (21.7 %) and the National Museum of Surveillance “House of Leaves” (16.6 %), in relation to the total number of museum visitors.

Regarding castles, Gjirokastër Castle attracted 71.9 % of visitors, ranking as one of the most visited destinations in this category.

Among archaeological and natural parks, the most frequently visited were Butrint National Park (47.2 %) and Shkodër Archaeological Park (28.6 %).



Tab. 4 Visits to tangible cultural heritage institutions, 2025 (%)

Tangible cultural heritage institutions	% attendance
Museums	
National Historical Museum, Tirana*	-
Archaeological Museum, Durrës*	-
Independence Museum, Vlorë	5.0%
Gjergj Kastrioti Museum, Krujë	38.7%
Ethnographic Museum, Krujë	6.5%
Ethnographic Museum, Berat*	-
Iconographic Museum “Onufri”, Berat	21.7%
Museum of Medieval Art, Korçë	4.4%
Archaeological Museum, Korçë*	-
Museum of Oriental Art, Korçë	2.8%
National Museum of Photography “Marubi”	4.3%
National Museum of Bratka House “Shtëpia me Gjethe” (House of Leaves)	16.6%
Total visitors to all museums	470,726
Castle and other monuments	
Gjirokastër Castle	71.9%
Porto Palermo Castle	11.2%
Kaninë Castle	0.3%
Himarë Castle	3.6%
Durrës Amphitheatre	9.7%
Monastery of the 40 Saints	0.7%
Venetian Tower, Durrës	2.7%
Total visitors to castles and other monuments	427,21
Archaeological parks	
Butrint National Park	47.2%
Archaeological Park of Apollonia	20.3%
Archaeological Park of Byllis	1.7%
Archaeological Park of Shkodër	28.6%
Archaeological Park of Lezhë	1.2%
Archaeological Park of Amantia	0.1%
Archaeological Park of Orikum	0.2%
Archaeological Park of Finiq	0.1%
Archaeological Park of Antigonea	0.6%
Total visitors to archaeological parks	625,651

Source: Ministry of Tourism, Culture and Sports, INSTAT

Note: Entry to these institutions is subject to an admission fee

* Entry to these institutions is not subject to an admission fee

IV. INTERNET USE FOR CULTURAL PURPOSES

A significant part of society participates in cultural activities through the use of modern technologies and the internet. Through the Survey on the Use of Information and Communication Technology (ICT) in Households and by Individuals, conducted by INSTAT, regular internet use among persons aged 16-74 has been measured for information or cultural activities. Online cultural activities include participation in social networks, reading newspapers and magazines online, online communication via short messages, and the online purchase of books, magazines, and newspapers.

Data on internet use for cultural purposes focus on the frequency with which individuals have used the internet during the last three months for cultural activities.

Internet use for cultural purposes

In 2025, the percentage of internet use during the “last three months” for cultural purposes shows that 94.5 % of individuals used the internet for “communication via text messages (Skype, Messenger, or WhatsApp)”, while 85.7 % participated in social networks (creating profiles, posting messages, or engaging in other online activities). These rates are significantly higher than the proportion recorded for “reading newspapers and magazines online” (72.8 %).

When analysed by educational attainment, it is observed that across all cultural categories, individuals aged 16-74 with higher education levels used the internet for cultural purposes more frequently than those with lower levels of education.

Tab. 5 Use of the internet for cultural purposes by educational level
(% among people who used the internet in the previous three months)

Year	Categories	Total	Lower secondary education or less	Upper secondary and post secondary, non-tertiary education	Tertiary education
2024	Reading news in newspapers and online magazines	72.8	53.5	79.6	93
	Participation in social networks (creating profiles, posting messages, or other activities)	80	68.7	82.6	95.3
	Communication via written messages (Skype, Messenger, or WhatsApp)	92.4	85.6	95.1	98.9
2025	Reading news in newspapers and online magazines	73.3	64.8	74.5	83
	Participation in social networks (creating profiles, posting messages, or other activities)	85.7	79.2	87.2	92.3
	Communication via written messages (Skype, Messenger, or WhatsApp)	94.5	91.4	95.3	97.3

Source: The Information and Communication Technologies usage in Households and by Individuals (ICT) Survey

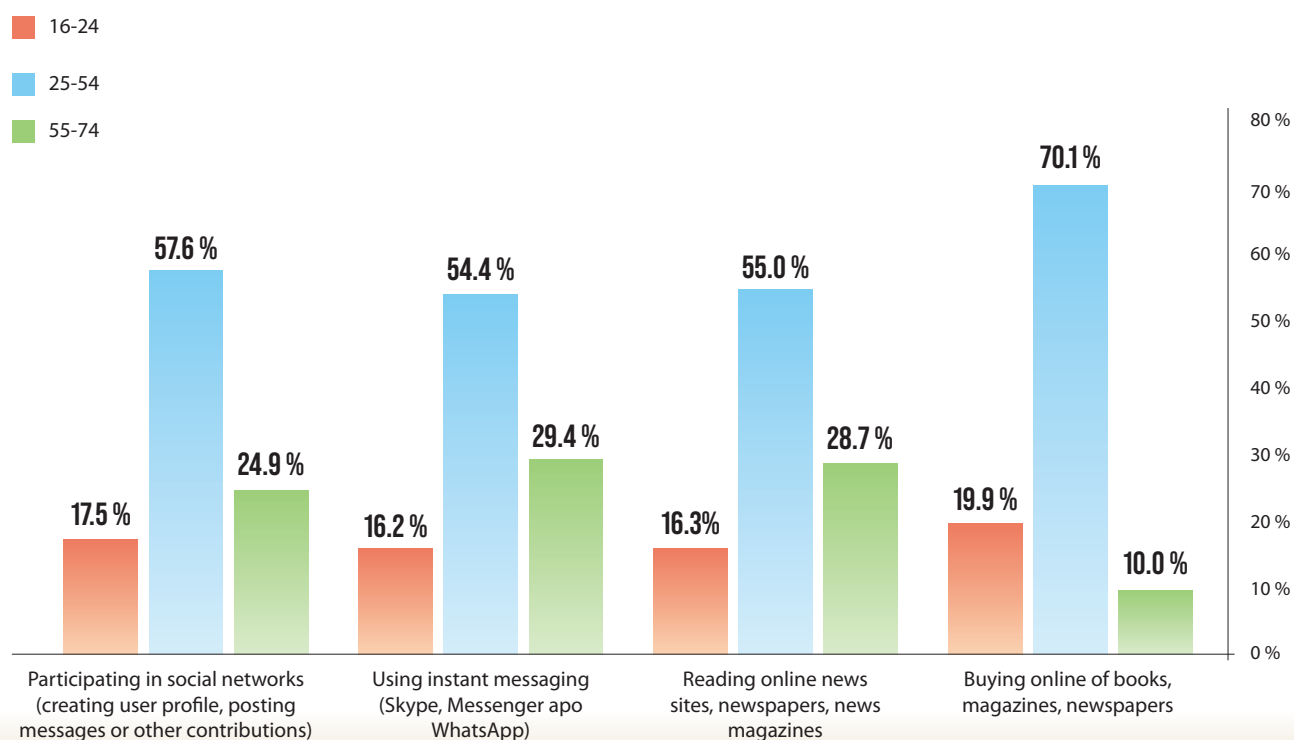
When analyzed by sex, for each cultural activity carried out online during the last three months, males record higher percentages of internet use for cultural purposes, with the exception of the activity “online purchase of books, magazines, and newspapers”, where females are the more frequent users.

Tab. 6 Use of the internet for cultural purposes by sex, (in %)

Use of ICT for cultural purposes	Year 2023		Year 2024		Year 2025	
	Male	Female	Male	Female	Male	Female
Participating in social networks (creating user profile, posting messages or other contributions)	52.1	47.9	51.2	48.8	50.6	49.4
Using instant messaging (Skype, Messenger apo WhatsApp)	50.8	49.2	50.1	49.9	49.9	50.1
Reading online news sites, newspapers, news magazines	52.8	47.2	52.2	47.8	51.1	48.9
Buying online of books, magazines, newspapers	46.4	53.6	41.6	58.4	36.0	64.0

Source: The Information and Communication Technologies usage in Households and by Individuals (ICT) Survey, INSTAT

Fig. 6 Use of the internet for cultural purposes by sex, (in %)



Source: The Information and Communication Technologies usage in Households and by Individuals (ICT) Survey, INSTAT

Differences in Cultural Activities by Age Groups

The table presents internet use for online cultural activities by age group, gender, and type of activity for the year 2025. The age group 16-24 years appears to be the most active in using the internet for all forms of online cultural activities compared to other age groups.

Internet use for “watching films or series via streaming or downloaded services” is particularly high among young people (80.3 %), while it decreases significantly among the 55-74 age group (21.5 %). Similarly, for the activity “e-books, online newspapers, or online magazines,” the 16-24 age group (44.0 %) shows higher usage compared to the 55-74 age group (19.2 %). Meanwhile, for the activity “applications related to health or physical exercise,” the 55-74 age group records the highest usage rate at 24.2 %.

According to gender, the results show that internet use for online cultural activities is relatively similar between males and females, with more noticeable differences in “on-line or downloaded games for smartphones, tablets, computers, or PlayStation,” where males report higher usage (42.8 %), while females show higher usage for “films or series via streaming or downloaded services” (41.6 %).

Tab. 7 Use of the internet for cultural purposes by age and sex
(% among people who used the internet in the previous three months)

2025		Music or streaming/ downloaded services	Movies or series from streaming or downloaded services	E-books, online newspapers, or online magazines	Online games or downloaded games for smartphones, tablets, computers, or PlayStation	Health or fitness- related applications (excluding free applications)
Total		36.7	41.8	25.8	40.8	20.8
Agegroup	16-24	75.6	80.3	44.0	71.5	21.6
	25-54	20.6	26.0	18.1	28.7	20.1
	55-74	18.3	21.5	19.2	19.1	24.2
Sex	Men	37.2	41.9	24.5	42.8	19.7
	Female	36.4	41.6	26.9	39.2	21.7

Source: The Information and Communication Technologies usage in Households and by Individuals (ICT) Survey

Internet Use for Purchasing Cultural Goods and Services

An alternative way to analyse cultural participation through the Information and Communication Technology (ICT) Usage Survey is by examining the proportion of individuals who have used the internet in the last three months to purchase cultural goods and services.

A total of 36.7 % of individuals aged 16-74 used the internet to purchase “tickets for cultural and sporting events” and “tickets for cultural or other events (cinema, concerts, fairs, etc.)”. In addition, 34.3 % purchased “sporting goods (excluding sportswear)”, 13.0 % made online purchases of “books, newspapers, and magazines”, and 11.6 % purchased “films and music”.

Overall, males are more likely to use the internet for online purchases, a pattern also observed in cultural-related services such as “sporting goods (excluding sportswear)” and “films and music”. Meanwhile, in the category “tickets for cultural or other events (cinema, concerts, fairs, etc.)”, females dominate.

Young people aged 16-24 are more likely to use the internet to purchase “tickets for cultural and sporting events”, while the 25-54 age group shows higher usage for “tickets for cultural or other events (cinema, concerts, fairs, etc.)”.

Tab. 8 Use of the internet for online shopping, 2025
(% among people who used the internet in the previous three months)

2025		Tickets for events (including sports events)	Books, magazines, newspapers	Films, music	Sporting goods and equipment (excluding sports clothing)	Tickets for cultural or other events (cinema, concerts, fairs, etc.)
Total		36.7	13	11.6	34.3	36.7
Agegroup	16-24	48.2	8.7	8.8	32.4	39.7
	25-54	31.3	14	12.3	33.9	34.3
	55-74	38.6	23.9	18.1	49.9	48.2
Sex	Male	39.7	10.5	11.7	37.7	31.3
	Female	34.3	14.9	11.4	31.7	38.6

Source: The Information and Communication Technologies usage in Households and by Individuals (ICT) Survey



V. CULTURE EDUCATION

Education in culture presents statistical information focused on two main dimensions linking education with the cultural sphere. The first part includes data on enrolment in higher education in study fields related to culture, while the second part focuses on cultural exchange through foreign students enrolled in Albanian universities.

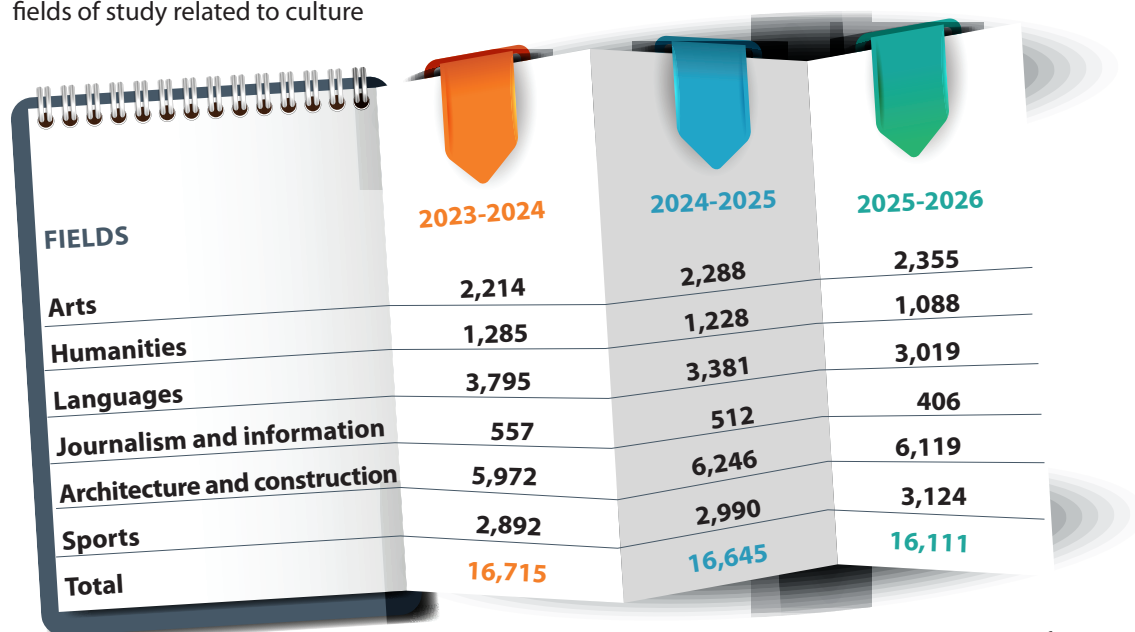
The data are based on administrative sources provided by the Ministry of Education. The classification of study fields is based on the international standard ISCED-F 2013, according to which the fields considered related to culture include: "Arts", "Humanities and Languages", "Journalism and Information", "Architecture and Construction", and "Sports".

Higher education in culture-related fields

In the academic year 2025-2026, a total of 16,111 students were enrolled in culture-related fields of study, representing a decrease of 3.2 % compared with the previous academic year. The data show that approximately one in seven students is enrolled in programme related to culture.

Among the culture-related fields of study, "Architecture and Construction" is the most preferred field among students, accounting for 38.0 % of total enrolments in these areas. It is followed by the field of "Sports", with 19.4 % of enrolled students. These data indicate a strong interest among students in study programmes that combine creative, professional, and practical dimensions.

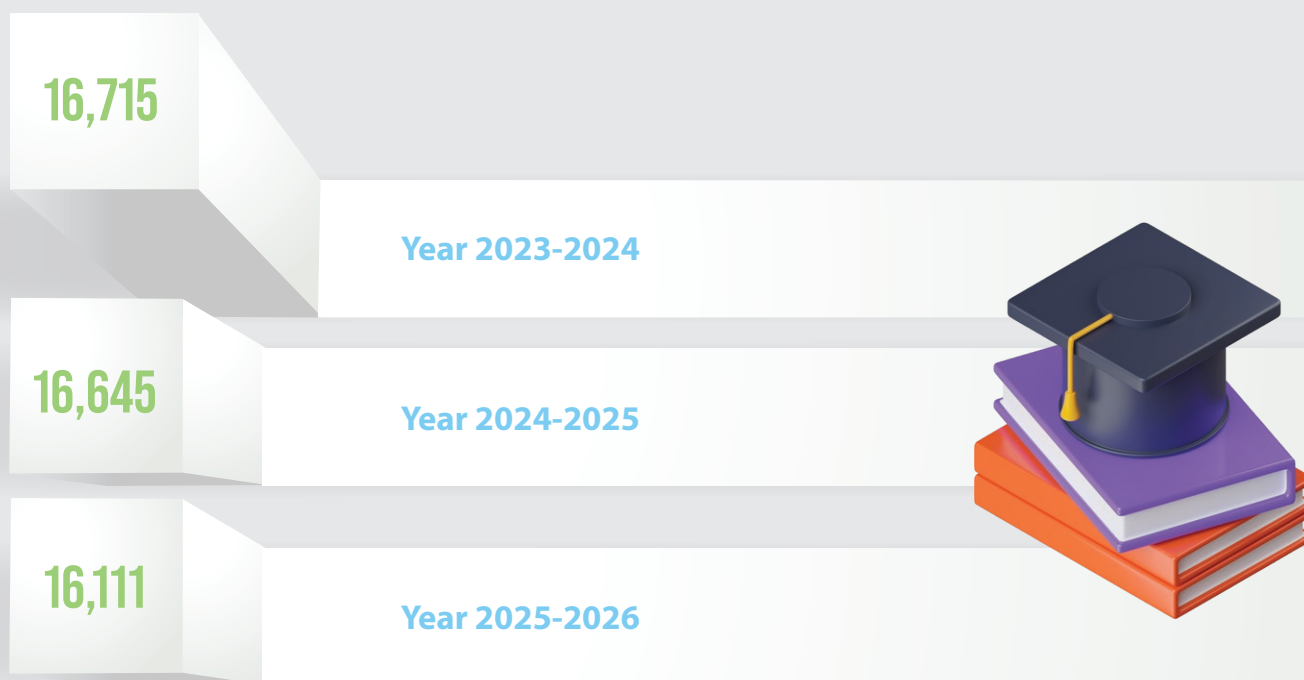
Tab. 9 Students enrolled in tertiary education in fields of study related to culture



FIELDS	2023-2024	2024-2025	2025-2026
Arts	2,214	2,288	2,355
Humanities	1,285	1,228	1,088
Languages	3,795	3,381	3,019
Journalism and information	557	512	406
Architecture and construction	5,972	6,246	6,119
Sports	2,892	2,990	3,124
Total	16,715	16,645	16,111

Source: Ministry of Education, INSTAT
 Note: Higher education data are not final for enrollments in Doctoral and Long-Cycle Specialization study programs for the academic year 2025-26

Fig. 7 Total students enrolled in tertiary education in fields of study related to culture

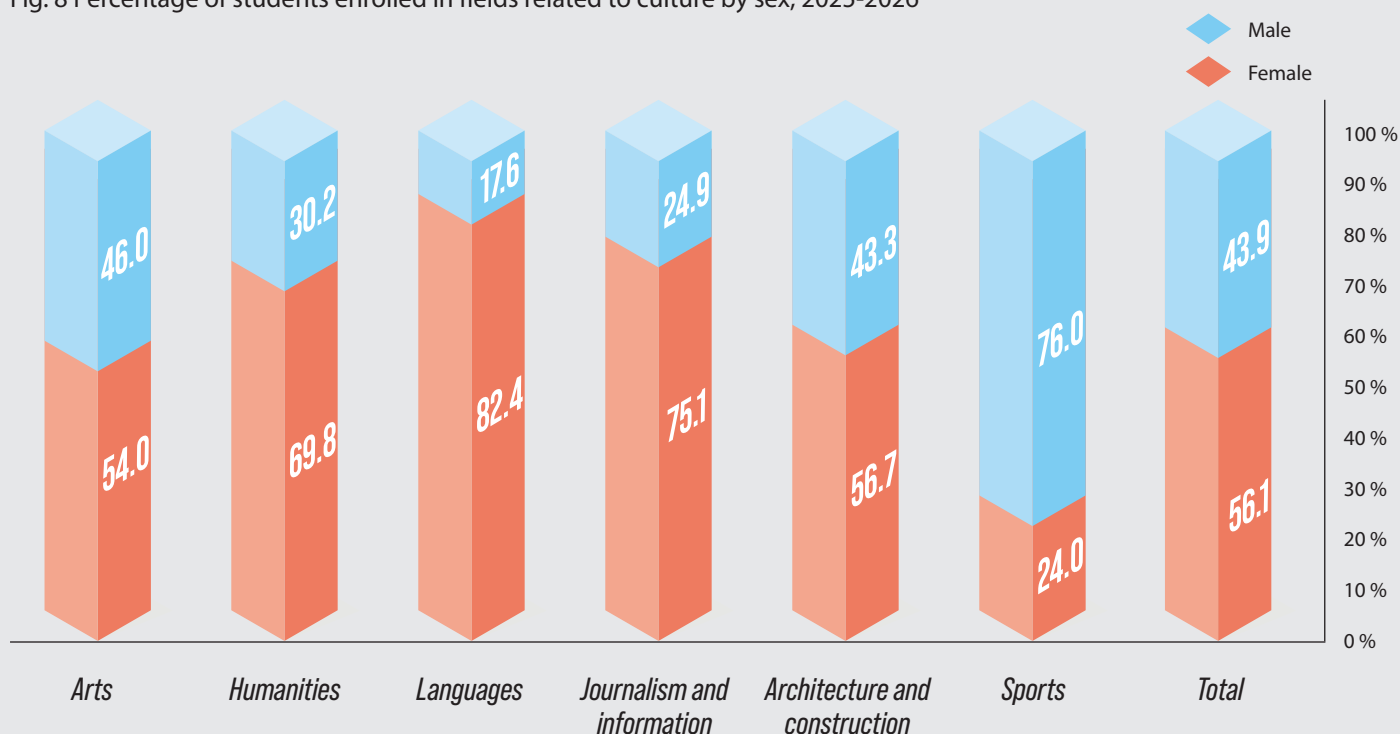


Source: Ministry of Education, INSTAT

Note: Higher education data are not final for enrollments in Doctoral and Long-Cycle Specialization study programs for the academic year 2025–26

In culture-related fields of study, females account for the majority of students, with 56.1 %. The proportion of female students is highest in the fields of “Languages” (82.4 %), “Journalism and Information” (75.1 %), and “Humanities” (69.8 %), while it is lowest in the field of “Sports”, where females represent 24.0 % of students in this area.

Fig. 8 Percentage of students enrolled in fields related to culture by sex, 2025-2026



Source: Ministry of Education, INSTAT

Note: Higher education data are not final for enrollments in Doctoral and Long-Cycle Specialization study programs for the academic year 2025–26

Cultural exchange in higher education

Cultural exchange in higher education is defined as the physical crossing of national borders from the country of origin to another country, with the purpose of pursuing studies and participating in activities related to higher education in the host country. This concept includes students who choose to undertake part or all of their study cycle outside their country of origin. Studying abroad offers students the opportunity to become familiar with different education systems, gain new academic and cultural experiences, and develop intercultural and professional skills. At the same time, the presence of international students contributes to increased academic and cultural exchange, strengthening international cooperation and diversity within higher education institutions in Albania.

This section presents data only on foreign students enrolled in higher education institutions in Albania. The data aim to highlight the level of internationalization of higher education in the country and Albania's role as a host country for international students. In the academic year 2025-2026, foreign students accounted for 2.1 % of the total number of students enrolled in higher education in Albania. Compared to the academic year 2024-2025, the share of foreign students increased by 0.3 percentage points, indicating a growing interest among international students in pursuing studies in Albanian higher education institutions.

Over the past three academic years, male foreign students have outnumbered female foreign students. The majority of foreign students enrolled in higher education in Albania come from Italy, accounting for 45.9 % of all foreign students, followed by students from Kosovo with 11.9 %.

Tab. 10 Foreign students enrolled in tertiary education

Year	Female	Male	Total
2023-24	1.7%	2.2%	1.9%
2024-25	1.6%	2.2%	1.8%
2025-26	1.7%	2.5%	2.1%

Source: Ministry of Education, INSTAT

Note: Higher education data are not final for enrollments in Doctoral and Long-Cycle Specialization study programs for the academic year 2025-26

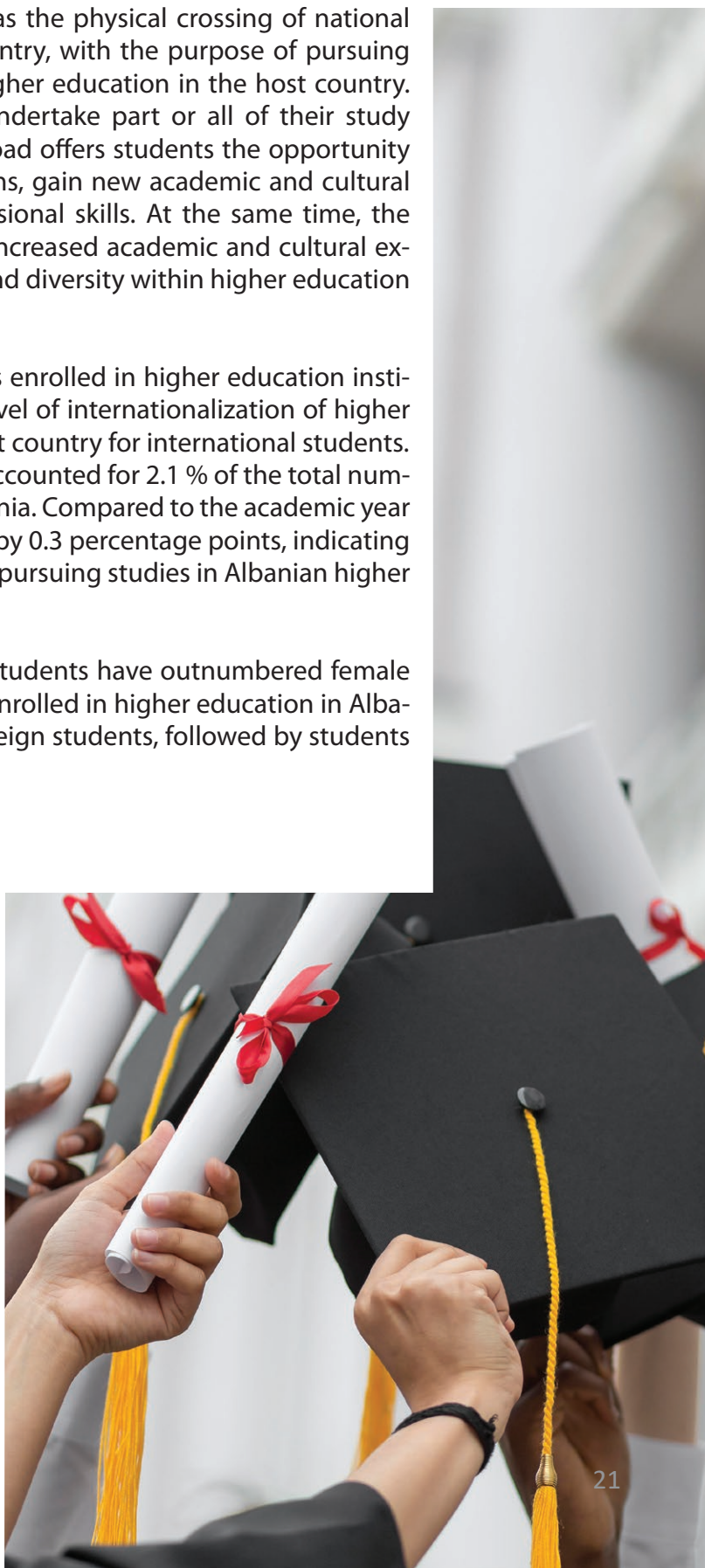
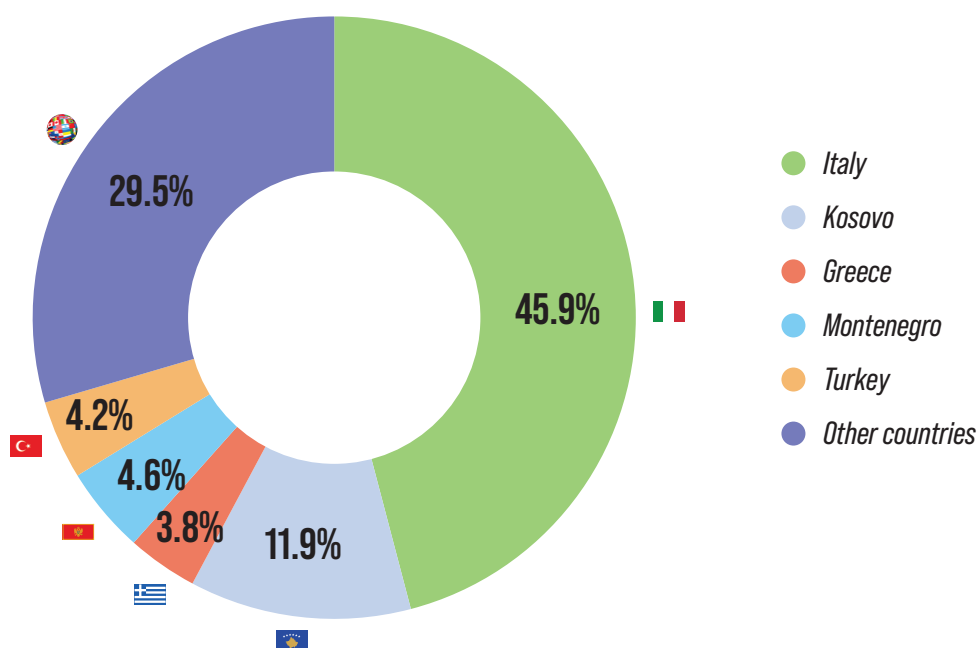


Fig. 9 Percentage of foreign students enrolled in tertiary education, by country of origin, 2025-26



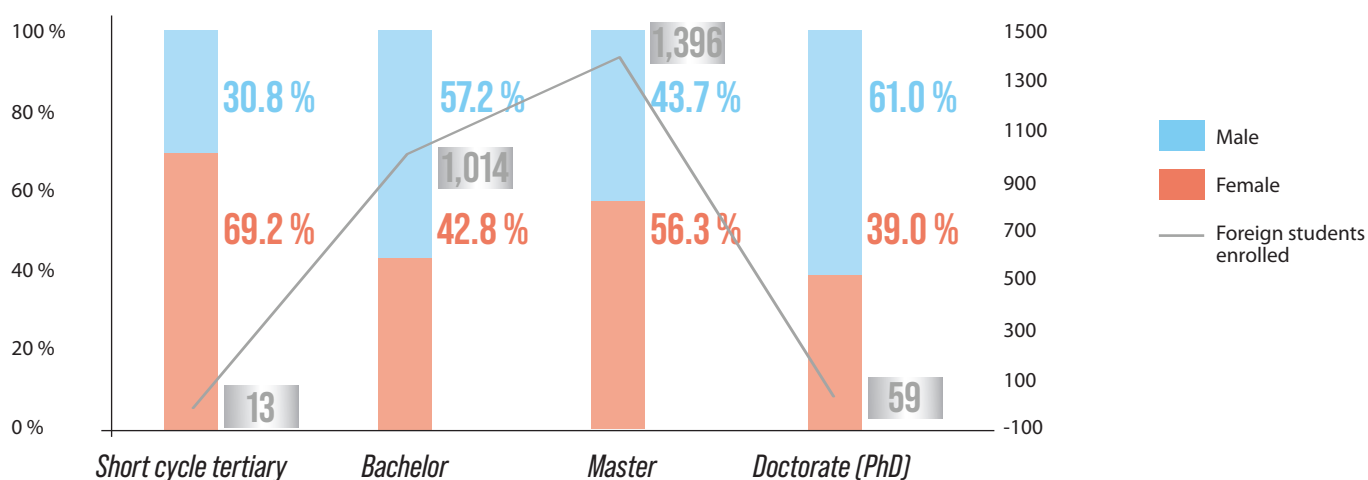
Source: Ministry of Education, INSTAT

Note: Higher education data are not final for enrollments in Doctoral and Long-Cycle Specialization study programs for the academic year 2025-26

Most foreign students are enrolled in Bachelor's and Master's study programs, indicating a higher interest in the main cycles of higher education in Albania.

By sex, male foreign students dominate in Bachelor's programs and Doctoral studies, while in two-year professional programs and Master's programs there is a higher participation of foreign female students. These differences reflect varying trends in study program choices according to gender and level of higher education.

Fig. 10 Percentage of foreign students enrolled in higher education levels by gender, 2025-26



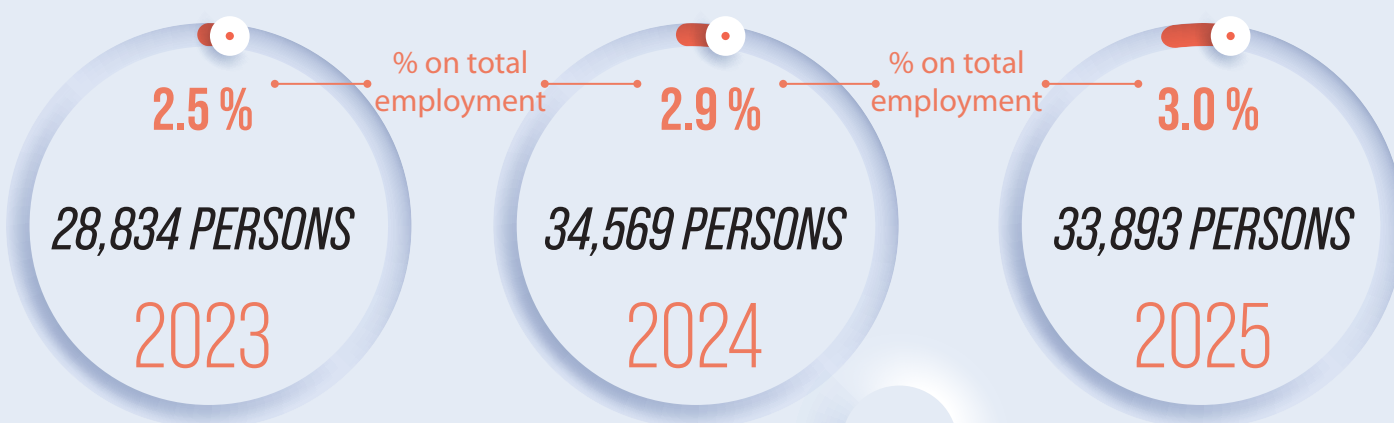
Source: Ministry of Education, INSTAT

Note: Higher education data are not final for enrollments in Doctoral and Long-Cycle Specialization study programs for the academic year 2025-26

VI. EMPLOYMENT IN CULTURE

Information on employment in culture is obtained from the Labour Force Survey and reflects the number of employed individuals aged 15 years and over, by economic activities and occupations related to the cultural sector.

In 2025, 33,893 individuals were employed in activities or occupations related to culture, accounting for 3.0 % of total employment. Compared to the previous year, cultural employment increased by 0.1 percentage points. By sex, the majority of those employed in culture are males, who account for 62.8 % of total cultural employment in 2025. This share increased by 8.4 percentage points compared to the previous year.



Tab. 11 Employment in Culture
Source: Labour Force Survey, INSTAT

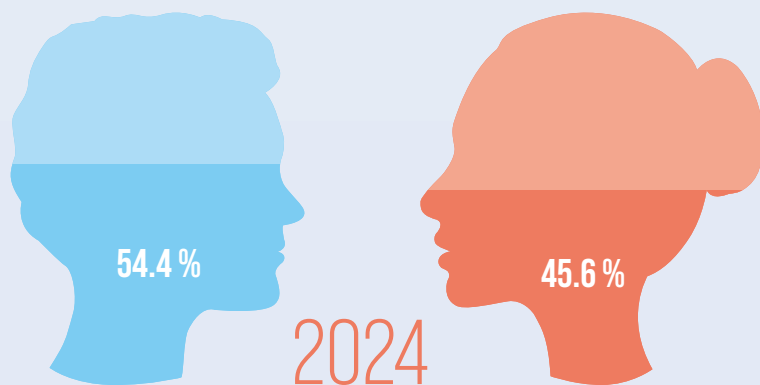
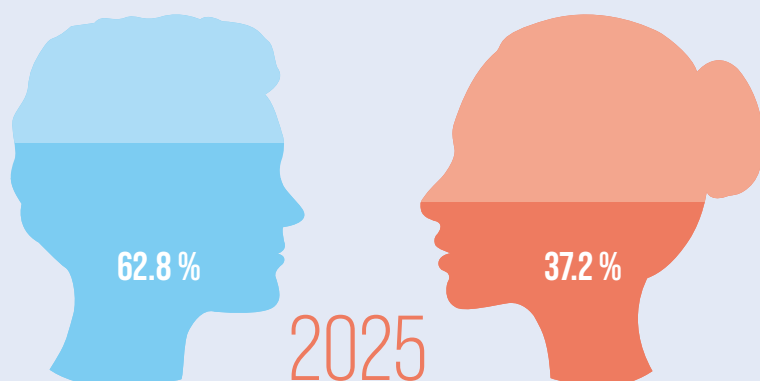


Fig. 11 Employment in culture by sex (in %)



Source: Labour Force Survey, INSTAT

The share of females employed in the cultural sector is lower compared to their overall share in total employment in the economy, where they account for 37.2 % of total employment.

Meanwhile, young people aged 15-29, who represent only 15.4 % of total employment in the country, have a relatively higher representation in the cultural sector, accounting for 23.1 % of cultural employment in 2025. However, compared to the previous year, this share has decreased by 4.0 percentage points.

Fig. 12 Percentage of young people aged 15-29 in cultural employment and total employment

• 2025 • 2024

25.1 %

% share of young people 15-29 years in total employment

15.4 %

% share of young people 15-29 years in cultural employment

21.1 %

% share of young people 15-29 years in total employment

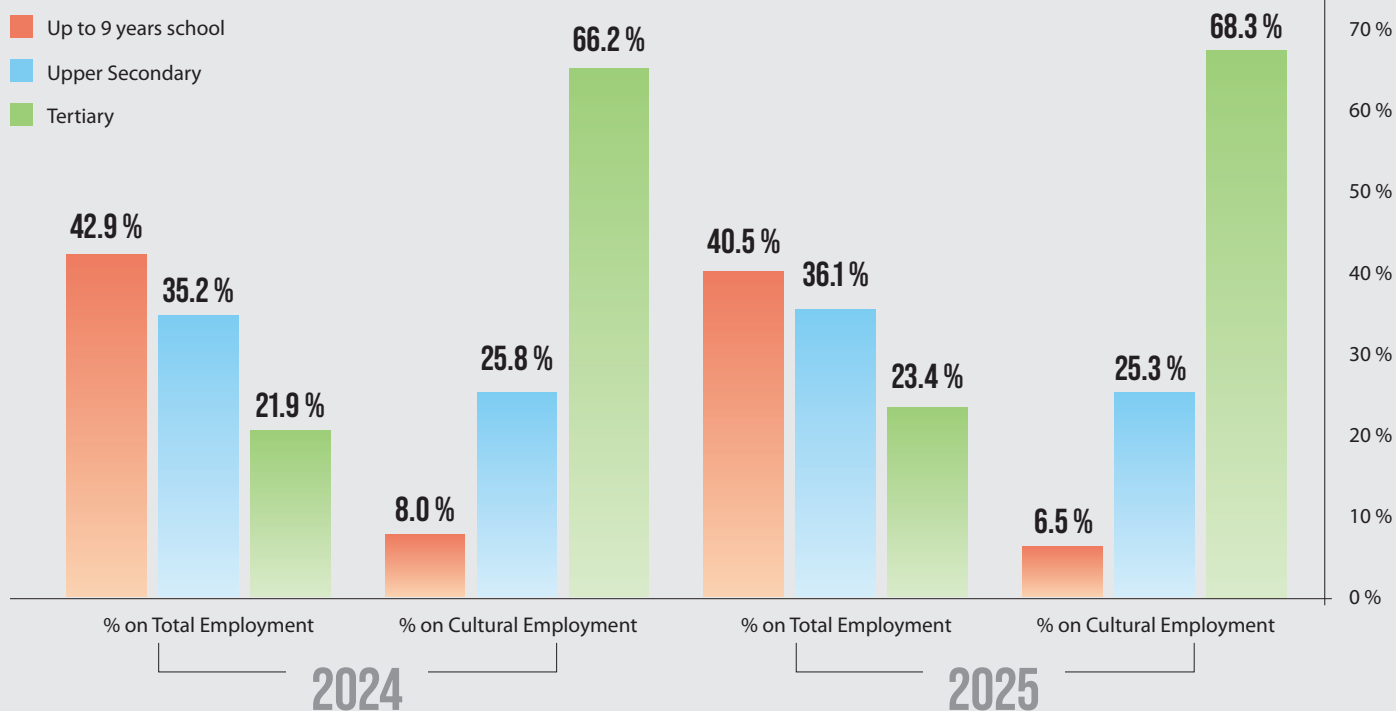
% share of young people 15-29 years in cultural employment

16.0 %

Source: Labour Force Survey, INSTAT

Highly educated employees account for the largest share of employment in the cultural sector, representing 68.3 % of total cultural employment in 2025. In contrast, within the overall employment structure of the economy, individuals with tertiary education account for only 23.4 % of total employment.

Fig. 13 Cultural employment and total employment by level of educational attainment, (in %)



Source: Labour Force Survey, INSTAT

In 2025, the number of persons employed as creative and performing artists, authors, journalists, and linguists in ISCO groups 264 & 265 increased by 29.7% compared to 2024. The employment structure is characterized by a high level of full-time engagement and by persons holding only one job. Meanwhile, the number of employees with permanent jobs has continued to increase and reached 4,713 in 2025, indicating greater employment stability in this sector.

Tab. 12 Employed as authors, journalists, linguists, and creative and performing artists

Employment in culture	2023	2024	2025
Authors, journalists, linguists, and creative and performing artists (ISCO 264 & 265)			
Employed persons	6,010	5,750	7,459
Self-employed persons	3,429	2,610	2,746
Full-time employed persons	5,528	5,304	6,851
Permanently employed workers	2,466	3,140	4,713
Persons employed with only one job	5,949	5,727	7,408

Source: Labour Force Survey, INSTAT

Note: The indicators are not aggregate categories and are not summed together. They represent different characteristics of the same group of people.



VII. HARMONISED INDEX OF CONSUMER PRICES (HICP) FOR CULTURAL GOODS AND SERVICES

Price levels and the structure of goods and services are among the key determinants of household expenditure. Thus, information on the Harmonised Index of Consumer Prices complements data on private expenditure on cultural goods and services. The index provides monthly information on price changes in cultural goods and services, thereby facilitating regular monitoring.

The Harmonised Index of Consumer Prices (HICP) measures changes in the retail price level of goods and services considered cultural from the perspective of the expenditure structure that consumers (both domestic and foreign) allocate for final consumption within the territory of Albania.

In 2025, the highest price increase for cultural goods and services was recorded in the “Books” category, with 2.9 %, while the largest decrease was observed in the “Audio-visual and photographic equipment and their repair” category, with -1.8 %.

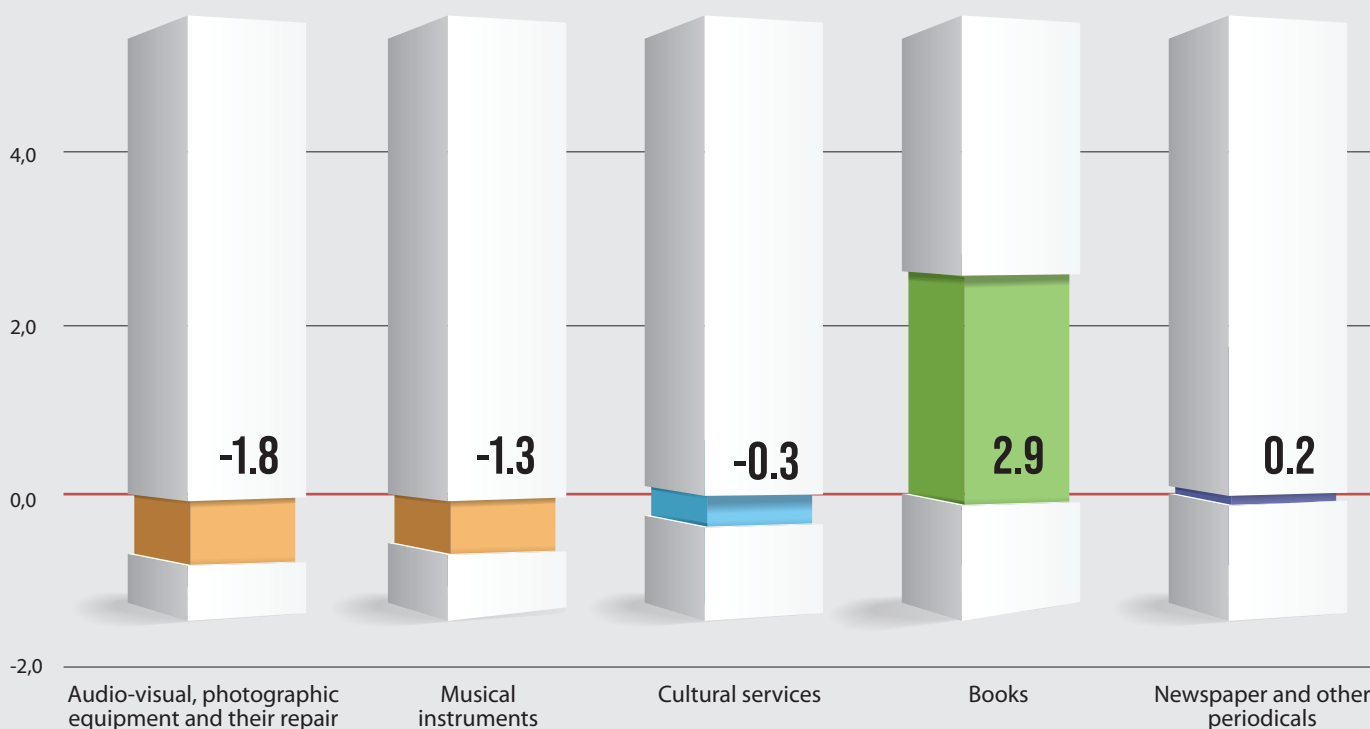
Tab. 13 Harmonized Consumer Price Index for some cultural goods and services

Basic year: December 2015=100

Shërbime/Mallra Kulturore	Year 2024	Year 2025
Audio-visual, photographic equipment and their repair	93.9	92.2
Musical instruments	153.4	151.4
Cultural services	110.7	110.4
Books	127.0	130.7
Newspaper and other periodicals	104.0	104.2

Source: Consumer Price Survey

Fig. 14 Annual change in percentage of the HICP for some cultural goods and services, 2025



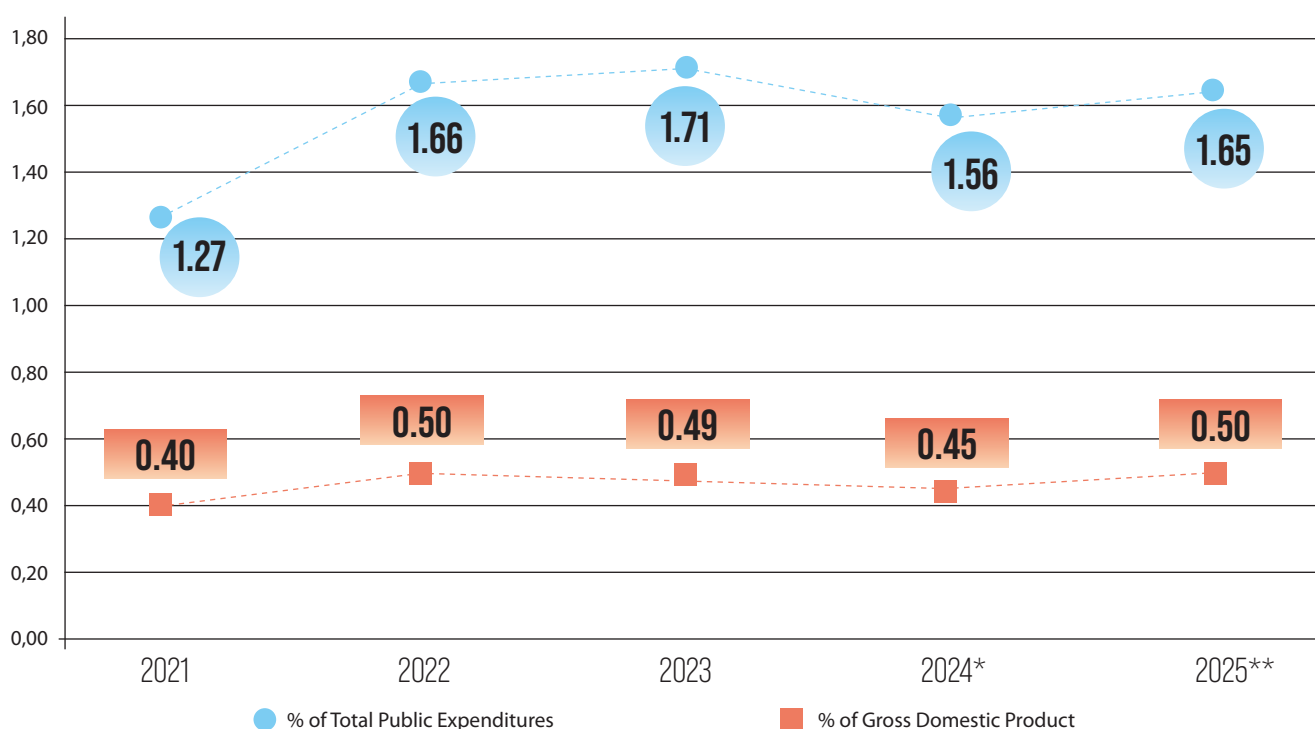
Source: Consumer Price Survey

VIII. PUBLIC EXPENDITURE ON RECREATION, CULTURE AND RELIGIOUS AFFAIRS

This section presents data on public expenditure in the field of Recreation, Culture and Religious Affairs. These expenditures play an important role in supporting, developing and promoting artistic values, the arts, and cultural activities, thereby contributing to the strengthening of cultural identity and the promotion of Albanian culture at both the national and international levels.

In 2025, public expenditure on Recreation, Culture and Religious Affairs accounted for 1.65 % of total public expenditure and represented 0.50 % of Gross Domestic Product (GDP). Compared with 2024, public expenditure on Recreation, Culture and Religious Affairs, expressed as a percentage of GDP, increased by 0.05 percentage points, while its share in total public expenditure increased by 0.09 percentage points.

Fig. 15 Public expenditure on entertainment, culture and religious affairs (%)



Source: Ministry of Finance, INSTAT

* Data are semi-final

** Data are based on quarterly estimates

METHODOLOGY NOTES

The statistics presented in this publication are provided by surveys conducted by INSTAT and by administrative sources such as the Ministry of Tourism, Culture and Sports, the Ministry of Education and the Ministry of Finance. The methodology used is based on Eurostat recommendations.



Cultural participation

This section includes data based on the Income and Living Conditions Survey (SILC), conducted by INSTAT, as well as administrative data provided by the Ministry of Tourism, Culture and Sports on the number of cultural activities and the number of participants attending cultural events.

The Income and Living Conditions Survey collects data on the participation of individuals aged 16 years and over in paid cultural activities, disaggregated by sex. Cultural activities include visits to theatres, cinemas, concerts, sporting events, and other cultural activities.

The central institutions of art and culture include the National Circus, the Experimental Theatre, the National Theatre, the National Theatre of Opera, Ballet and Folk Ensemble, the National Center of Cinematography, the National Center for Children's Culture, the Central State Film Archive, the National Library, the National Gallery of Arts, the National Book and Reading Center.



Cultural heritage

Data on cultural heritage refer to museums, castles, and archaeological parks that operate under the responsibility of the Ministry of Tourism, Culture and Sports. Cultural heritage institutions include the following institutions:

Museum	Castles and other monuments	Archaeological Parks
National Historical Museum, Tirana	Berat Castle	Butrint National Park
Archaeological Museum, Durrës	Gjirokastër Castle	Apollonia Archaeological Park
Independence Museum, Vlorë	Porto Palermo Castle	Byllis Archaeological Park
Gjergj Kastrioti Museum, Krujë	Kaninë Castle	Shkodër Archaeological Park
Ethnographic Museum, Krujë	Himarë Castle	Lezhë Archaeological Park
Ethnographic Museum, Berat	Durrës Amphitheatre	Amantia Archaeological Park
Onufri Iconographic Museum, Berat	Saint Mary's Monastery, Ardenica	Orikum Archaeological Park
National Museum of Medieval Art, Korçë	Venetian Tower, Durrës	Finik Archaeological Park
Archaeological Museum, Korçë		Antigonea Archaeological Park
Museum of Oriental Art, Korçë		
Marubi National Museum of Photography		
National Museum of Secret Surveillance "House of Leaves"		

Cultural education

Data on enrollment of students in tertiary education in cultural related fields of study are provided by the Ministry of Education and Sports. Cultural education also reflects data on cultural exchange, focusing on foreign students studying in Albanian universities. Based on the classification of fields of study (ISCED-F 2013), the fields considered related to culture are:



Fields in Culture

021 Arts

022 Humanities

023 Languages

032 Journalism and Information

073 Architecture and Construction

1014 Sports

Cultural employment

Data on cultural employment are based on the Albanian Labour Force Survey, annual data and cover people aged 15 years old and over. Cultural employment includes all persons working in economic activities that are deemed to be cultural, irrespective of whether the person is employed in a cultural occupation. It also covers persons with a cultural occupation, irrespective of whether they are employed in a non-cultural economic activity. The definition of cultural employment is defined in terms of the Statistical Classification of Economic Activities in the European Community (NACE Rev. 2) and the International Standard Classification of Occupations (ISCO-08). A full list of the economic activities and occupations that are used to define cultural employment is provided below:



Cultural Sectors (Economic Activities) — NACE Rev. 2

18 Printing and reproduction of recorded media

32.2 Manufacture of musical instruments

58.1 Publishing of books, periodicals and other publishing activities

59 Motion picture, video and television programme production, sound recording and music publishing activities

60 Programming and broadcasting activities

74.1 Specialized design activities

74.2 Photographic activities

74.3 Translation and interpretation activities

90 Creative, arts and entertainment activities

91 Libraries, archives, museums and other cultural activities

Cultural Occupations — ISCO-08

216 Architects, Planners, Surveyors and Designers
2353 Other Language Teachers
2354 Other Music Teachers
2355 Other Arts Teachers
262 Librarians, Archivists and Curators
264 Authors, Journalists and Linguists
265 Creative and Performing Artists
3431 Photographers
3432 Interior Designers and Decorators
3433 Gallery, Museum and Library Technicians
3435 Other Artistic and Cultural Associate Professionals
3521 Broadcasting and Audio-Visual Technicians
4411 Library Clerks
7312 Musical Instrument Makers and Tuners
7313 Jewellery and Precious Metal Workers
7314 Potters and Related Workers
7315 Glass Makers, Cutters, Grinders and Finishers
7316 Sign Writers, Decorative Painters, Engravers and Related Workers
7317 Handicraft Workers in Wood, Basketry and Related Materials
7318 Handicraft Workers in Textile, Leather and Related Materials
7319 Handicraft Workers Not Elsewhere Classified



Definition of the scope of cultural employment - examples

Employment		Economic activities (NACE Rev.2)	
Occupations (ISCO-08)		Cultural	Non-cultural
	Cultural	Ballet dancer in a ballet company	Designer in the automobile industry
	Non-cultural	Accountant in a publishing house	



Use of the Internet for cultural purposes

Data on regular internet use (last 3 months) by individuals of the age-group 16-74 are provided by the Information and Communication Technology (ICT) Survey on Households and Individuals, conducted by INSTAT on an annual basis.

Online cultural activities include participating in social networks, reading newspapers, online magazines, communicating via short messages, and buying online books, magazines, newspapers.

Harmonized Index of Consumer Prices

Data on the harmonized consumer price index related to cultural goods and services are provided through the Consumer Price Survey, that INSTAT conducts on a monthly basis. This indicator is based on the European Classification of Individual Consumption by Purpose (ECOICOP) with 12 main divisions.



ECOICOP – Cultural Purposes

CP091 Audiovisual, Photographic and Information Processing Equipment, and Repair of Such Equipment

CP09221 Musical Instruments

CP0942 Cultural Services

CP0951 Books

CP0952 Newspapers and Stationery

Public Expenditure on Entertainment, Culture and Religious Affairs

Data on public spending in the field of culture are provided by INSTAT and the Ministry of Finance.





Definitions

Cultural heritage is the entirety of cultural, material and immaterial assets of an individual, group or society inherited from the past that are preserved in the present, to convey future generations as part of a country's national wealth, which express values the identity, knowledge, traditions, beliefs, and cultural landscapes.

The museum is the institution for the preservation of memory, in the service of society and its development, open to the public, which conserves, studies, communicates and presents the movable and immovable heritage of mankind and its surrounding environment for the purpose of education, study, promotion and entertainment.

The monument of culture is the object or building of historical-cultural values, which is protected by the state.

Archaeological park is a territory with clear boundaries that includes important archeological evidence of above-ground, underground and underwater landscapes and co-presence of historical assets, cultural landscape, organized with elements of an outdoor museum.

Online purchases refer to the ordering or purchasing of goods and services over the Internet (e-commerce) for personal use, through any type of device, including desktop computers, laptops, tablets, handheld devices, mobile phones, or smartphones.

CULTURE STATISTICS 2025