

ALBANIA

2019 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2018



10.4%

Total GDP contribution



319 MN

Jobs globally (1 in 10 jobs)

While the global economy grew by 3.2%, **Travel & Tourism** grew significantly more at **3.9%**

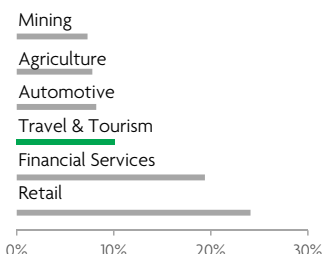
3.2%

3.9%

1 in 5 new jobs were created by Travel & Tourism over the last five years



Global GDP impact by sector (2016 data). Share of total economy GDP



ALBANIA 2018 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

27.3% OF TOTAL ECONOMY

Total T&T GDP = ALL452.2BN (USD4,274.8MN)

+5.2%

2018 Travel & Tourism GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

286.7 JOBS (000's)

(25.2% of total employment)

315.9 JOBS (000's)

Expected in 2019



INTERNATIONAL VISITOR IMPACT

ALL264.8 BN

USD2,503.1MN in visitor spend
(56.0% of total exports)

5.7 MN

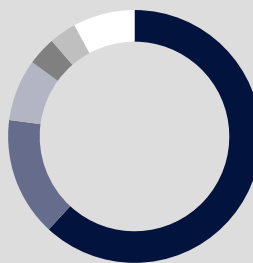
Expected international arrivals for 2019

INBOUND ARRIVALS

OUTBOUND DEPARTURES



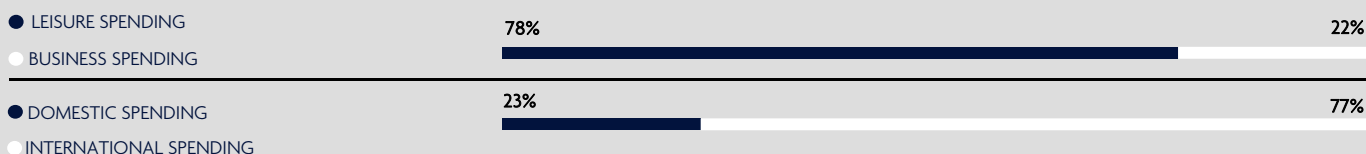
- 1. NORTH MACEDONIA 12%
- 2. GREECE 9%
- 3. ITALY 7%
- 4. MONTENEGRO 6%
- 5. UNITED KINGDOM 3%
- REST OF WORLD 63%



- 1. GREECE 62%
- 2. ITALY 15%
- 3. TURKEY 8%
- 4. MONTENEGRO 4%
- 5. BULGARIA 3%
- REST OF WORLD 8%

Note: Data are average shares over the 2015-2017 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2018)



¹All values are in constant 2018 prices & exchange rates
All forecasts WTTC and Oxford Economics