

Tourism statistics

1. INBOUND TOURISM

Inbound tourism comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip.

Arrivals

Arrivals data measure the flow of international visitors¹ to the country of reference: each arrival corresponds to one overseas trip. If a person visits several countries during the course of a single trip, his/her arrival in each country is recorded separately. In an accounting period, arrivals are not necessarily equal to the number of persons travelling (when a person visits the same country several times a year, each trip by the same person is counted as a separate arrival). Data are obtained by administrative sources. (i.e. General Directorate of State Police). (Table 1)

Table 1: Arrivals of Foreign citizens by mode of transport

	2009	2010	2011	2012	2013	2014	2015	2016	First half 2016	First half 2017
	1,855,638	2,417,337	2,932,132	3,513,666	3,255,988	3,672,591	4,131,242	4,736,000	1,600,695	1,759,294
By air	227,186	245,756	267,359	273,071	314,074	337,161	400,742	457,000	183,123	225,010
By sea	214,555	216,079	190,998	180,125	181,794	197,919	211,556	276,000	70,368	109,986
By land	1,413,897	1,955,502	2,473,775	3,060,470	2,760,120	3,137,511	3,518,944	4,003,000	1,347,204	1,424,298

Source: INSTAT and Ministry of Tourism and Environment

The table below provides the arrivals data of the Albanian citizens. They are not recorded by purpose of visits (with Albanian passport, including emigrants, etc).

¹Holders of foreign passport non-resident in Albania.

Table 1.2: Arrivals of Albanian citizens by mode of transport

	2009	2010	2011	2012	2013	2014	2015	2016	First half 2016	First half 2017
Total	3,280,160	3,160,592	3,750,460	3,620,665	3,653,972	3,872,010	4,098,526	4,592,503	1,981,699	2,060,549
By air	448,972	481,376	621,919	517,835	556,475	562,376	583,892	641,245	283,372	337,192
By sea	374,026	327,429	418,303	377,900	372,886	352,637	352,911	374,268	122,348	119,557
By land	2,457,162	2,351,787	2,710,238	2,724,930	2,724,611	2,956,997	3,161,723	3,576,990	1,575,979	1,603,800

Source: INSTAT and Ministry of Tourism and Environment

Arrivals data should correspond to *inbound visitors* by including both tourists and same-day non-resident visitors.

Visitor

A *visitor* is a traveller taking a *trip* to a main destination outside his/her *usual environment*, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A *visitor* (*domestic, inbound* or *outbound*) is classified as a *tourist* (or *overnight visitor*), if his/her *trip* includes an overnight stay, or as a *same-day visitor* (or *excursionist*) otherwise. (Table 2)

Tourist (overnight visitor) - A *visitor* (*domestic, inbound* or *outbound*) is classified as a *tourist* (or *overnight visitor*), if his/her *trip* includes an overnight stay.

Excursionist (or same-day visitor)-A *visitor* (*domestic, inbound* or *outbound*) is classified as a *same-day visitor* (or *excursionist*) if his/her *trip* does not include an overnight stay.

Table 2: Arrivals of foreigners

		2009	2010	2011	2012	2013	2014	2015	2016	First half 2016	First half 2017
	Total Foreigner Arrivals (1+2)	1,855,638	2,417,337	2,932,132	3,513,666	3,255,988	3,672,591	4,131,242	4,736,000	1,600,695	1,759,294
1	Total tourist (1.1+1.2)	1,775,277	2,242,869	2,535,319	3,226,460	3,026,489	3,467,765	3,945,937	4,577,000	1,529,744	1,682,587
1.1	Tourist (with overnight)	1,710,628	2,191,549	2,468,582	3,155,168	2,787,692	3,341,074	3,784,357	4,070,000	1,308,601	1,643,370
1.2	Same-day tourist	64,649	51,320	66,737	71,292	238,797	126,691	161,580	507,000	221,143	39,217
2	II. Transit	80,361	174,468	396,813	287,206	229,499	204,826	185,305	159,000	70,951	76,707

Source: INSTAT and Ministry of Tourism and Environment

Data are obtained from administrative records and breakdowns by main purpose of the trip, modes of transport used are based on administrative sources (Ministry of Interior – General Directorate of State Police)

All breakdowns of arrivals data refer to total foreign arrivals. Consequently, Albania cannot distinguish between overnight visitors and same-day visitors, no breakdown is provided for each category.

The *main purpose* of a trip is defined as the purpose in the absence of which the trip would not have taken place. The following classification applies: (Table 3.1 and Table 3.2)

1. Personal
 - 1.1. Holidays, leisure and recreation
 - 1.2. Visiting friends and relatives

- 1.3. Education and training
- 1.4. Health and medical care
- 1.5. Religion/pilgrimages
- 1.6. Shopping
- 1.7. Transit
- 1.8. Other
- 2. Business and professional

Table 3.1: Arrivals of foreigners by main purpose

		2009	2010	2011	2012	2013	2014	2015	2016	First half 2016	First half 2017
	Total	1,855,638	2,417,337	2,932,132	3,513,666	3,255,988	3,672,591	4,131,242	4,736,000	1,600,695	1,759,294
1	Personal	1,804,037	2,370,114	2,889,320	3,471,699	3,208,414	3,624,422	4,089,105	4,677,000	1,573,820	1,727,180
2	Business	51,601	47,223	42,812	41,967	47,574	48,169	42,137	59,000	26,875	32,114

Source: INSTAT and Ministry of Tourism and Environment

Table 3.2: Arrivals of foreigners by purpose in detail

		2009	2010	2011	2012	2013	2014	2015	2016	First half 2016	First half 2017
a	Total	1,855,638	2,417,337	2,932,132	3,513,666	3,255,988	3,672,591	4,131,242	4,736,000	1,600,695	1,759,294
1	Personal	1,804,037	2,370,114	2,889,320	3,471,699	3,208,414	3,624,422	4,089,105	4,677,000	1,573,820	1,727,180
1.1	Holidays	520,954	1,095,307	1,183,333	1,492,898	616,600	1,315,409	1,579,252	1,920,000	229,741	561,967
1.2	Visit to friends and relatives	1,021,400	544,575	72,554	89,999	37,140	37,345	32,537	18,300	7,580	5,292
1.4	Health treatment	445	1,548	425	1,188	1,083	1,503	1,554	660	385	259
1.5	Religious	1,419	1,821	1,708	1,501	1,108	2,543	1,600	1,040	512	301
1.8 (1.3+)	Others	179,458	552,395	1,234,487	1,598,907	2,322,984	2,062,796	2,288,857	2,578,000	1,264,661	1,082,654

<i>1.6)</i>											
1.7	Transit	80,361	174,468	396,813	287,206	229,499	204,826	185,305	159,000	70,941	76,707
2	Business and professional	51,601	47,223	42,812	41,967	47,574	48,169	42,137	59,000	26,875	32,114

Source: INSTAT and Ministry of Tourism and Environment

The data below are estimated only from hotels classified according to NACE rev.1.1, 55.10, covered by quarter short term survey (STS data). The other accommodation units are excluded.

Table 4: Number of Foreigner overnights and clients

	2008	2009	2010	2011	2012	2013	2014	2015
Number of foreigners overnights	130,357	169,579	185,369	355,636	352,788	215,588	260,000	484,000
Number of foreigners clients	56,414	64,791	73,921	135,768	149,464	118,128	161,000	257,000

Source: INSTAT

2. OUTBOUND TOURISM

Outbound tourism comprises the activities of resident visitor (with Albanian passport) outside the country.

Departures data measures the flow of resident visitors leaving the country of reference. As in the case of inbound visitors, departures are not necessarily equal to the number of persons travelling. Tab. 5

Table 5: Departures of Albanian citizens by mode of transport

	2009	2010	2011	2012	2013	2014	2015	2016	First half 2016	First half 2017
Total	3,404,360	3,443,510	4,120,199	3,959,265	3,928,245	4,145,608	4,503,907	4,852,483	2,183,251	2,263,581
By Air	460,551	514,781	643,229	552,370	564,450	577,900	591,572	643,091	276,704	339,633
By Sea	373,410	358,727	434,168	399,676	387,795	372,343	403,180	391,615	143,748	145,264
By Land	2,570,399	2,570,002	3,042,802	3,007,219	2,976,000	3,195,365	3,509,155	3,817,777	1,762,799	2,263,581

Source: INSTAT and Ministry of Tourism and Environment

In the table below, there are provided departures data of foreign visitors leaving the country.

Table 6: Departures of Foreign citizens by mode of transport

	2009	2010	2011	2012	2013	2014	2015	2016	First half 2016	First half 2017
Total	1,646,534	2,362,267	2,564,921	2,918,185	3,275,526	3,675,196	4,182,918	4,668,813	1,599,536	1,737,846
By Air	235,817	263,763	275,537	281,856	319,338	343,225	397,406	447,914	172,136	225,281
By Sea	208,191	211,483	191,380	180,097	214,632	192,886	219,694	272,364	72,880	114,011
By Land	1,202,526	1,887,021	2,098,004	2,456,232	2,741,556	3,139,085	3,565,818	3,948,535	1,354,520	1,398,554

Source: INSTAT and Ministry of Tourism and Environment

3. DOMESTIC TOURISM

Trips taken by Albanian visitors are tourism trips. A domestic tourism trip refers to the travel of an Albanian visitor within country from the time of leaving his/her usual residence until he/she returns: it refers to a round trip.

A *visitor (domestic, inbound or outbound)* is classified as a *tourist (or overnight visitor)*, if his/her *trip* includes an overnight stay.

The term “accommodation” refers to services provided by commercial establishments to visitors. Of these, the most important post is usually “hotels and similar establishments”, identified in NACE, Rev.1.1 as 5510 “Short term accommodation activities”. The data below are estimated only from hotels classified by NACE rev.1.1, 55.10, covered by quarter short term survey. (The other accommodation units are excluded).

Overnights (or “guest nights”) refer to the number of nights spent by resident guests (domestic tourists).

Table 7: Number of Albanian overnight and clients

	2008	2009	2010	2011	2012	2013	2014	2015
Number of Albanian overnights	360,045	369,563	424,540	444,494	237,857	178,691	199,000	307,000
Number of Albanian clients	155,928	170,603	181,334	181,632	100,482	105,684	136,000	171,000

Source: INSTAT

Financial and employment data

The revenues from the tourism sector for 2016 arrived at 1,528 million Euro. Compared to the period of 2015, the revenues from tourism increased 13% due to the increase of foreign visitors and their length of stays. Trend has remained the same for the first half of 2017 compared with same period of 2016.

The table below shows the revenues and expenditures of tourism in Albania in 2010 – 2016.

In million Euro

	2010	2011	2012	2013	2014	2015	2016	First half 2016	First half 2017
Revenues	1,226	1,169	1,145	1,106	1,283	1,353	1,528	640	722
Expenditures	-1,032	-1,121	-1,003	-1,113	-1,196	-1,117	-1,139	-500	-567

Source: Bank of Albania

Information on the daily expenditures from foreign visitors in Albania is shown below.

In Euro

	2010	2011	2012	2013	2014	2015	2016
Daily expenditures	81	70	62	64	68	71	68.5

Source: Bank of Albania

The daily expenditures of the foreign visitors in Albanian decreased in 2016 compared to 2015, but are still above the low level of 2012.

Length of stay increased in 2016, by one day for non-resident visitors coming for personal reasons and decreases slightly for business visitors, compared to 2015.

Daily expenditures from non-resident visitors in 2016 do not change for business visitors and decreased by 4 Euro per day for non-resident visitors coming for personal reasons compared to 2015.

The World Travel and Tourism Council (WTTC) (www.wttc.org)² calculates that the direct contribution of tourism in the Gross Domestic Product, in 2016 arrived at 127.7 billion ALL, or 8.4% of the GDP. The total contribution was valued at 393 billion ALL or 26% of GDP. The direct and total contribution in 2016 increased compared to 2015, respectively by 8.9 % and 8.4%.

In %

	2010	2011	2012	2013	2014	2015	2016
Direct contribution to GDP	6.4	6.1	6.1	4.8	5.9	6.0	8.4
Total contribution to GDP	23	21.7	21.4	16.7	21	21.1	26

Source: WTTC

Total contribution to employment increased by 8.1% in 2016 compared to 2015.

In %

	2010	2011	2012	2013	2014	2015	2016
Direct contribution to employment	5.6	5.2	4.9	4.2	5.3	5.5	7.7
Total contribution to employment	20.1	18.4	17.2	15.2	19.2	19.3	23.9

Source: WTTC

² <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2017/albania2017.pdf>