

GLOBAL DATA 2019



While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



1 in 4 net new jobs were created by Travel & Tourism over the last five years



Global GDP impact by sector (2018 data). Share of total economy GDP



ALBANIA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

21.2% OF TOTAL ECONOMY

Total T&T GDP = ALL358.3BN (USD3,264.5MN)

+8.5%

2019 Travel & Tourism GDP growth vs **+2.7%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

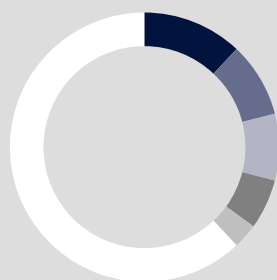
254.3 JOBS (000's)
(22.2% of total employment)



INTERNATIONAL VISITOR IMPACT

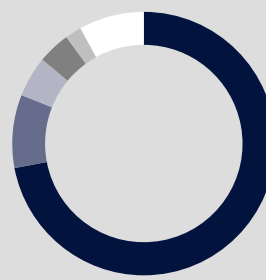
ALL275.5_{BN}
in visitor spend (**48.2%** of total exports)
(USD2,510.1MN)

INBOUND ARRIVALS



- 1. NORTH MACEDONIA 12%
- 2. GREECE 9%
- 3. ITALY 8%
- 4. MONTENEGRO 6%
- 5. UNITED KINGDOM 3%
- REST OF WORLD 62%

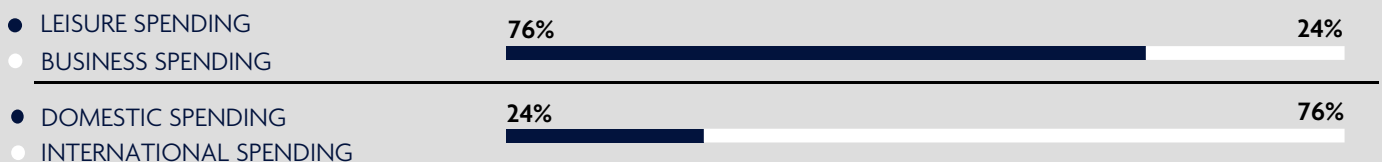
OUTBOUND DEPARTURES



- 1. GREECE 72%
- 2. TURKEY 9%
- 3. MONTENEGRO 5%
- 4. BULGARIA 4%
- 5. CROATIA 2%
- REST OF WORLD 8%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)



¹All values are in constant 2019 prices & exchange rates
As reported in March 2020