

Tourism 360

Albania

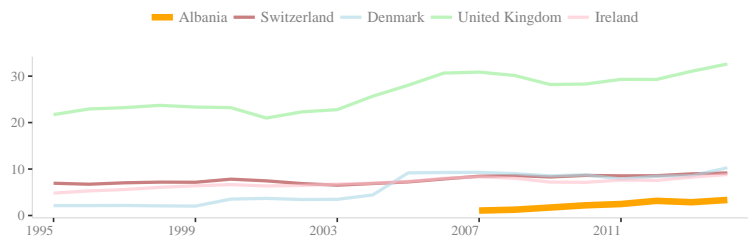
Country Snapshot



TOURISM DEMAND AND SUPPLY

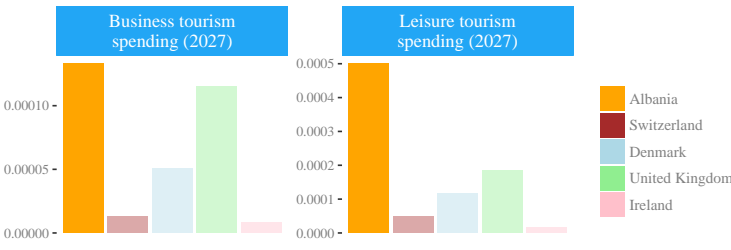
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PASSENGER ARRIVALS



SOURCE: WORLD BANK - WDI

PURPOSE



SOURCE: WTTC

CULTURAL RESOURCES



SOURCE: WEF TTCR 2015

NATURAL RESOURCES



SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS

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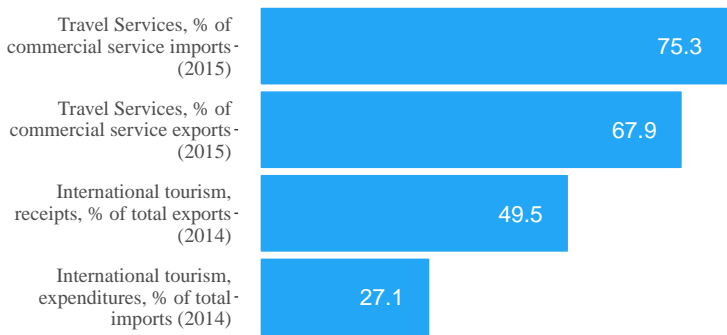
SOURCE: WORLD BANK - WDI

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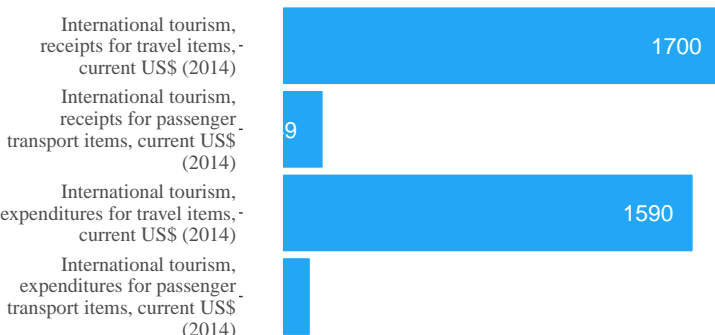
SOURCE: WORLD BANK - WDI

INTERNATIONAL TOURISM, % of exports



SOURCE: WORLD BANK - WDI

INTERNATIONAL TOURISM, in \$US



SOURCE: WORLD BANK - WDI

TOURISM ECONOMIC INDICATORS

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DIRECT CONTRIBUTION

Total contribution to GDP % (2027)	29.1 (Rank: 100/176)
Direct contribution to GDP % (2027)	32.3 (Rank: 82/176)
Direct contribution to employm % (2027)	46.6 (Rank: 108/176)
Total contribution to employme % (2027)	26.6 (Rank: 16/176)

SOURCE: WTTC

CAPITAL INVESTMENT

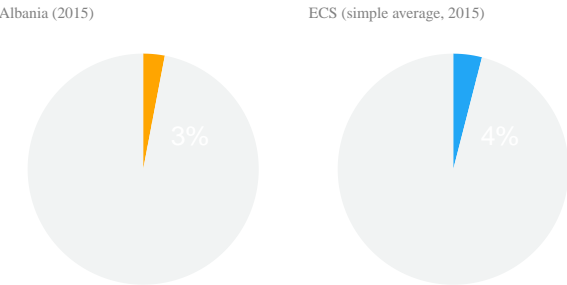
Internal T&T consumption current US\$ (2027)	448.1 (Rank: 35/176)
Domestic tourism spending current US\$ (2027)	13.4 (Rank: 95/176)
Capital investment current US\$ (2027)	37.1 (Rank: 52/176)
Government individual expendi current US\$ (2027)	0.4 (Rank: 88/176)

SOURCE: WTTC

TOURISM COMPETITIVENESS

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TOURISM COMPETITIVENESS INDEX



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	2011	2012	2013	2014	2015	2016
Enabling environment subindex, 1-7 (best)	NA	NA	NA	NA	4.7	—
T&T policy and enabling conditions subindex, 1-7 (best)	NA	NA	NA	NA	3.6	—
Infrastructure subindex, 1-7 (best)	NA	NA	NA	NA	3.0	—
Business environment, 1-7 (best)	NA	NA	NA	NA	4.1	—
Safety and security, 1-7 (best)	NA	NA	NA	NA	5.3	—
Health and hygiene, 1-7 (best)	NA	NA	NA	NA	5.2	—
Human resources & labour market, 1-7 (best)	NA	NA	NA	NA	4.7	—
ICT readiness, 1-7 (best)	NA	NA	NA	NA	4.1	—
Prioritization of Travel & Tourism, 1-7 (best)	NA	NA	NA	NA	4.0	—
International Openness, 1-7 (best)	NA	NA	NA	NA	2.3	—
Price competitiveness, 1-7 (best)	NA	NA	NA	NA	4.4	—
Environmental sustainability, 1-7 (best)	NA	NA	NA	NA	3.6	—

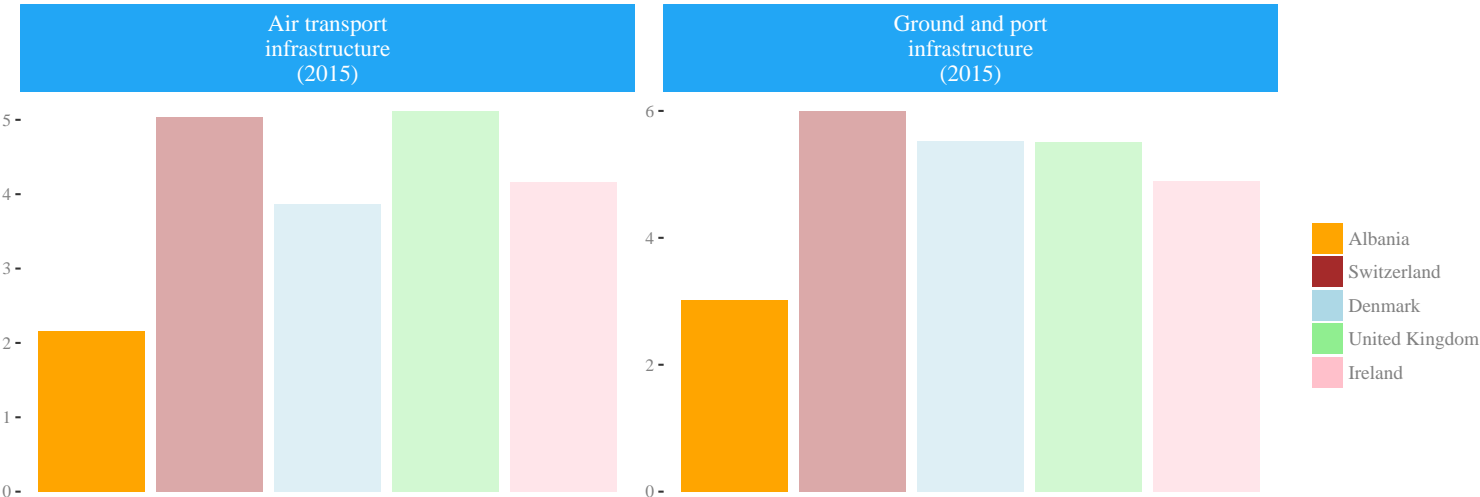
SOURCE: Here goes a description

SOURCE: WEF TTCR 2015

ACCESS AND TRANSPORT

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SOURCE: WEF TTCR 2015