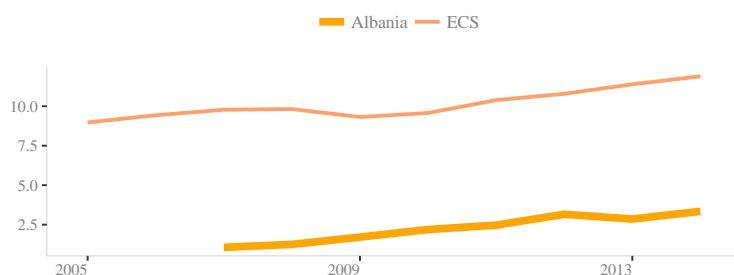


International arrivals  
passengers, million (2014)3.3  
(Rank: 74/202)Int. Tourism Receipts  
current US\$, billion (2014)1,849  
(Rank: 64/199)Contribution to GDP  
current US\$, billion (2017)2.7  
(Rank: 129/175)Contribution to empl.  
thousands of jobs (2017)189  
(Rank: 92/175)T&T Competitiv.  
1-7 (best) (2015)104/140  
Value: 3.2Capital investment  
current US\$, billion (2017)12  
(Rank: 20/175)

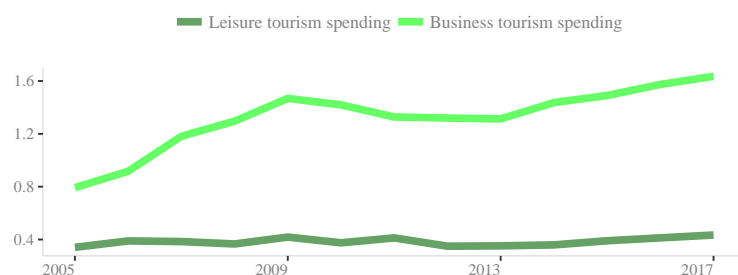
## TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

## RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast.

78/140 Value: 3.9

1-7 (best) (2015)

Cultural resour. &amp; business travel

125/139 Value: 1.1

1-7 (best) (2015)

SOURCE: WEF TCCR 2015

NATURAL RESOURCES

Natural resources

125/140 Value: 2

1-7 (best) (2015)

Natural and cultural res. subindex

127/140 Value: 1.6

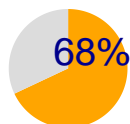
1-7 (best) (2015)

SOURCE: WEF TCCR 2015

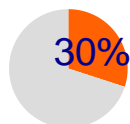
## TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Albania (2015)

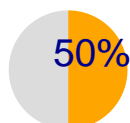


ECS (average, 2015)

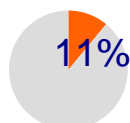


INTERNATIONAL TOURISM RECEIPTS, % of total exports

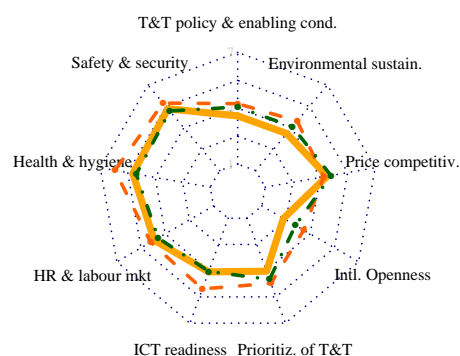
Albania (2014)



ECS (average, 2014)



SOURCE: WORLD BANK - WDI

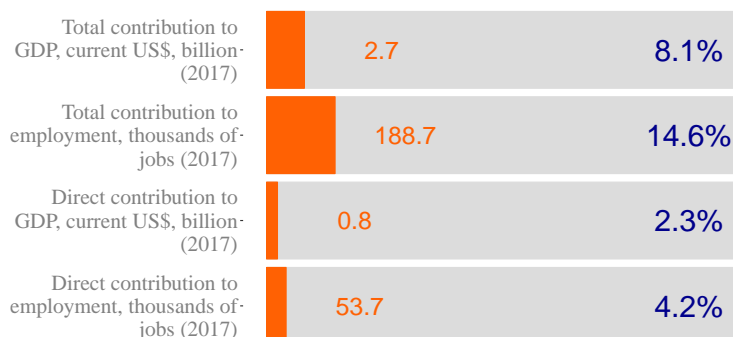


● Albania ● ECS ● World

SOURCE: WEF TCCR 2015

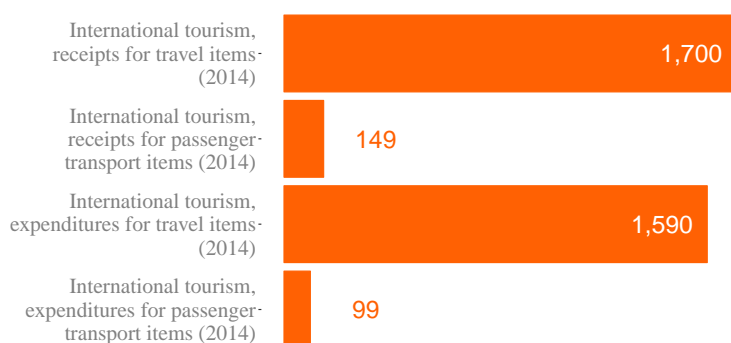
# TOURISM ECONOMIC INDICATORS

## DIRECT v. TOTAL CONTRIBUTION



SOURCE: WTTC

## INTERNATIONAL TOURISM, in \$US (\*)



SOURCE: WORLD BANK - WDI

# OTHER COMPETITIVENESS INDICATORS

**Price competitiv.** 88/140 Value: 4.4  
1-7 (best) (2015)

**Business envmnt** 90/139 Value: 4.1  
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

## CAPITAL INVESTMENT, current \$US billion

**Internal T&T consumption** 0.9 (Rank: 107/175)  
(2017)

**Domestic tourism spending** 0.3 (Rank: 116/175)  
(2017)

**Capital investment** 11.3 (Rank: 20/175)  
(2017)

SOURCE: WTTC

## ACCESS AND TRANSPORT

**Air transport infrast.** 92/139 Value: 2.2  
1-7 (best) (2015)

**Ground & port infrast.** 92/140 Value: 3  
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

**Prioritiz. of T&T** 99/139 Value: 4  
1-7 (best) (2015)

**HR & labour mkt** 47/140 Value: 4.7  
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

(\*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.