



Travel
& Tourism

ECONOMIC IMPACT 2015
ALBANIA



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Foreword

The World Travel & Tourism Council (WTTC) is the global authority on the economic and social contribution of Travel & Tourism. WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity.

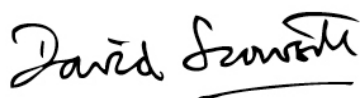
Travel & Tourism's impact on the economic and social development of a country can be enormous; opening it up for business, trade and capital investment, creating jobs and entrepreneurialism for the workforce and protecting heritage and cultural values. To fully understand its impact, however, governments, policy makers and businesses around the world require accurate and reliable data on the impact of the sector. Data is needed to help assess policies that govern future industry development and to provide knowledge to help guide successful and sustainable Travel & Tourism investment decisions.

For 25 years, WTTC has been quantifying the economic impact of Travel & Tourism. This year, the 2015 Annual Economic Reports cover 184 countries and 25 regions of the world, including, for the first time, the Pacific Alliance.

Travel & Tourism generated US\$7.6 trillion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014. Recent years have seen Travel & Tourism growing at a faster rate than both the wider economy and other significant sectors such as automotive, financial services and health care. Last year was no exception. International tourist arrivals also surged, reaching nearly 1.14 billion and visitor spending more than matched that growth. Visitors from emerging economies now represent a 46% share of these international arrivals (up from 38% in 2000), proving the growth and increased opportunities for travel from those in these new markets.

The sector faces challenges every year and this year is likely to be no different. The weakness and potential volatility of many currencies against the US dollar and a deep recession in Russia, a key outbound market, will slow outbound spending in line with slower world trade overall in 2015. However, falling oil prices will bring significant improvements for net oil importers in 2015, easing upward pressure on living costs, increasing disposable household incomes and domestic consumer spending, and lowering air fares. As a result, Travel & Tourism expansion is forecast to continue at a stronger rate than last year, with the total contribution to GDP expected to increase by 3.7%. New destinations and investment opportunities will also continue to emerge as tourism becomes increasingly affordable across the developing world. This growth will require countries to adopt a concerted and coordinated approach to talent planning and development between their industry, governments and educational institutions to ensure they fulfil their potential in the years ahead.

WTTC is proud to continue to provide this clear and empirical data in order to help both public and private bodies make the right decisions for the future growth of a sustainable Travel & Tourism sector.

A handwritten signature in black ink that reads "David Scowsill".

David Scowsill
President & CEO
WTTC

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2015 ANNUAL RESEARCH: KEY FACTS¹

2015
forecast

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was ALL82.3bn (5.9% of total GDP) in 2014, and is forecast to fall by 2.1% in 2015, and to rise by 4.1% pa, from 2015-2025, to ALL120.4bn (6.2% of total GDP) in 2025.



GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was ALL291.6bn (21.0% of GDP) in 2014, and is forecast to fall by 2.1% in 2015, and to rise by 4.0% pa to ALL424.4bn (21.8% of GDP) in 2025.



EMPLOYMENT: DIRECT CONTRIBUTION

In 2014 Travel & Tourism directly supported 50,500 jobs (5.3% of total employment). This is expected to remain unchanged in 2015 and rise by 2.2% pa to 62,000 jobs (5.8% of total employment) in 2025.



EMPLOYMENT: TOTAL CONTRIBUTION

In 2014, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 19.2% of total employment (182,000 jobs). This is expected to fall by 0.8% in 2015 to 180,500 jobs and rise by 2.0% pa to 220,000 jobs in 2025 (20.4% of total).



VISITOR EXPORTS

Visitor exports generated ALL191.5bn (30.4% of total exports) in 2014. This is forecast to fall by 2.8% in 2015, and grow by 3.9% pa, from 2015-2025, to ALL273.1bn in 2025 (24.2% of total).



INVESTMENT

Travel & Tourism investment in 2014 was ALL19.6bn, or 4.3% of total investment. It should rise by 1.6% in 2015, and rise by 3.6% pa over the next ten years to ALL28.5bn in 2025 (4.5% of total).



¹All values are in constant 2014 prices & exchange rates

WORLD RANKING (OUT OF 184 COUNTRIES):

Relative importance of Travel & Tourism's total contribution to GDP

106

ABSOLUTE
Size in 2014

33

RELATIVE SIZE
Contribution to GDP in 2014

177

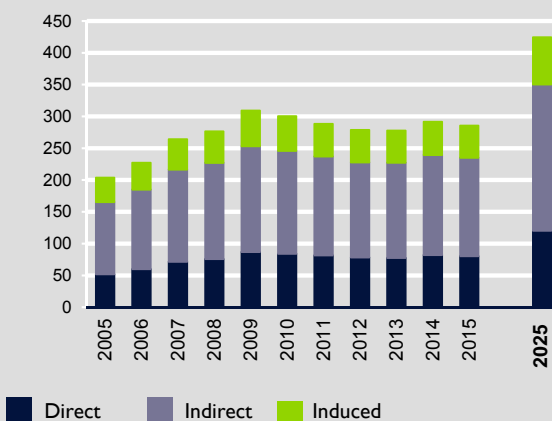
GROWTH
2015 forecast

96

LONG-TERM GROWTH
Forecast 2015-2025

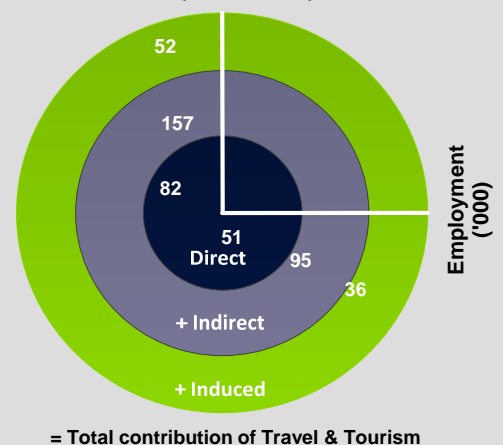
Total Contribution of
Travel & Tourism to GDP

2014 ALLbn



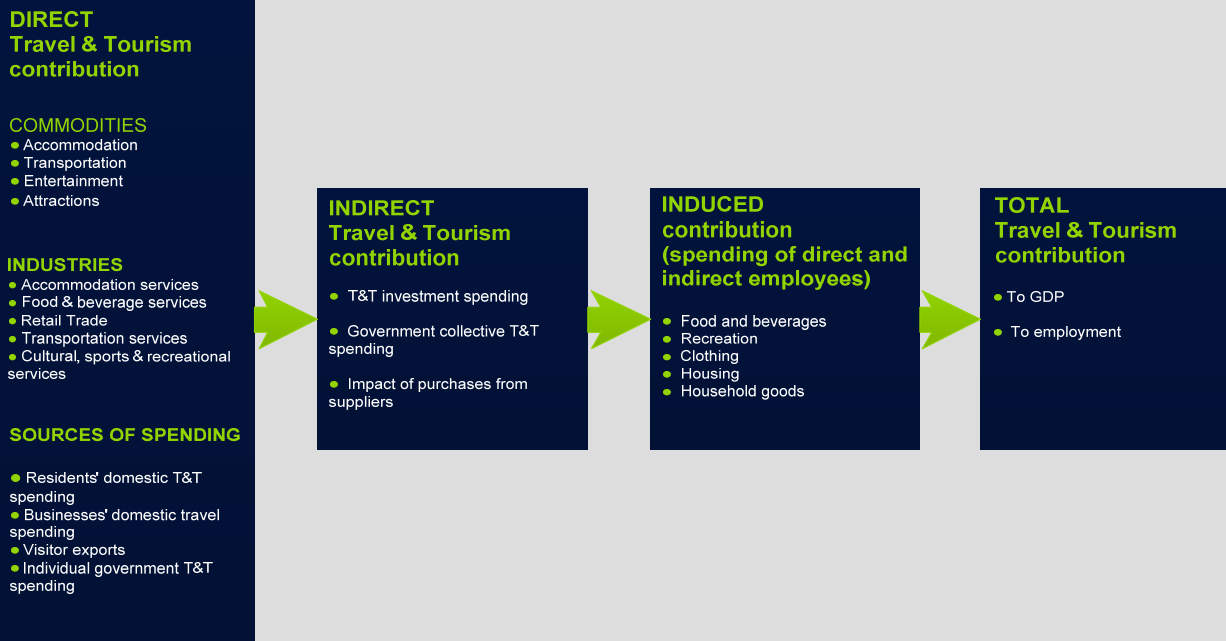
Breakdown of Travel & Tourism's Total
Contribution to GDP and Employment 2014

GDP (2014 ALLbn)



Defining the economic contribution of Travel & Tourism

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the sector has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. WTTC recognises that Travel & Tourism's total contribution is much greater however, and aims to capture its indirect and induced impacts through its annual research.



DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular country on Travel & Tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending - spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists. The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by 'netting out' the purchases made by the different tourism industries. This measure is consistent with the definition of Tourism GDP, specified in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

TOTAL CONTRIBUTION

The total contribution of Travel & Tourism includes its 'wider impacts' (ie the indirect and induced impacts) on the economy. The 'indirect' contribution includes the GDP and jobs supported by:

- Travel & Tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels;
- Government 'collective' spending, which helps Travel & Tourism activity in many different ways as it is made on behalf of the 'community at large' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc;
- Domestic purchases of goods and services by the sectors dealing directly with tourists - including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

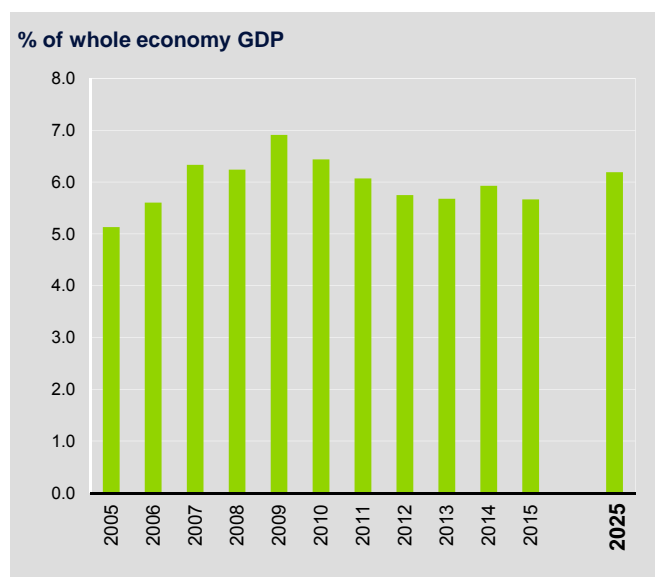
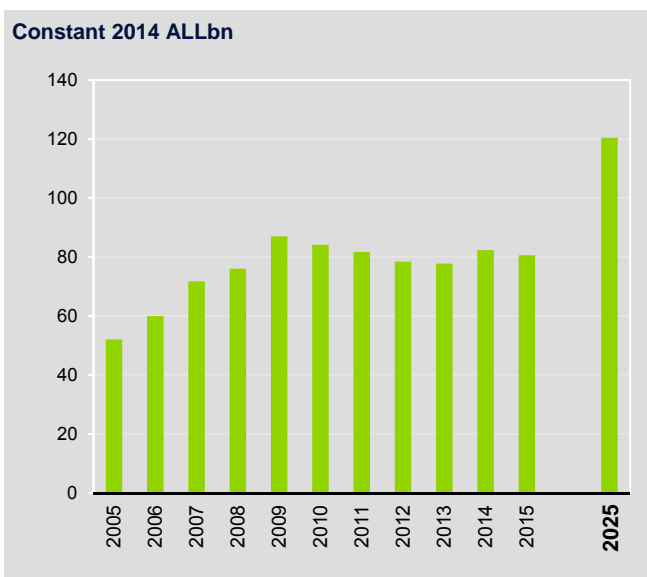
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism sector.

Travel & Tourism's contribution to GDP¹

The direct contribution of Travel & Tourism to GDP in 2014 was ALL82.3bn (5.9% of GDP). This is forecast to fall by 2.1% to ALL80.6bn in 2015. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported

The direct contribution of Travel & Tourism to GDP is expected to grow by 4.1% pa to ALL120.4bn (6.2% of GDP) by 2025.

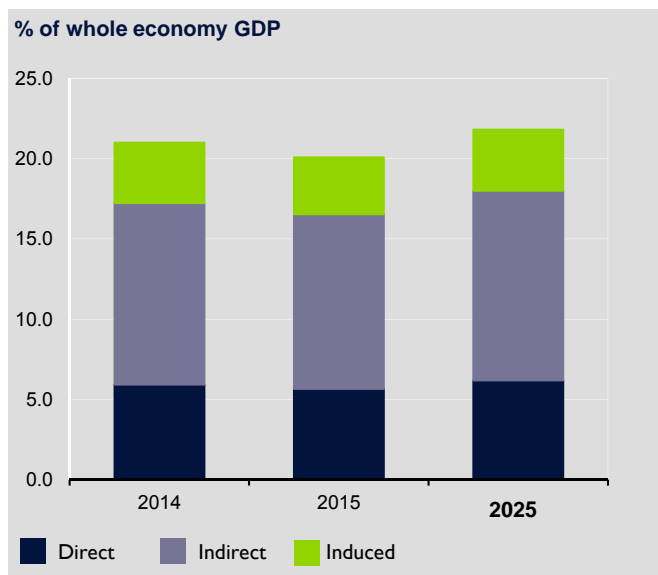
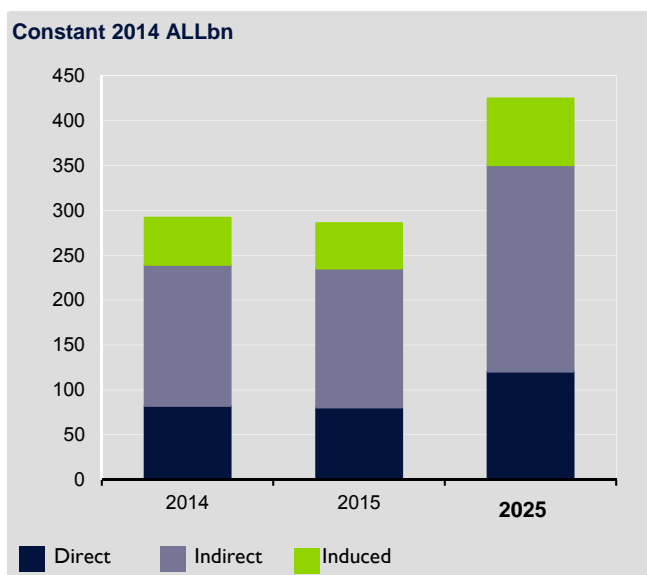
ALBANIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was ALL291.6bn in 2014 (21.0% of GDP) and is expected to grow by 2.1% to ALL285.6bn (20.1% of GDP) in 2015.

It is forecast to rise by 4.0% pa to ALL424.4bn by 2025 (21.8% of GDP).

ALBANIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



¹ All values are in constant 2014 prices & exchange rates

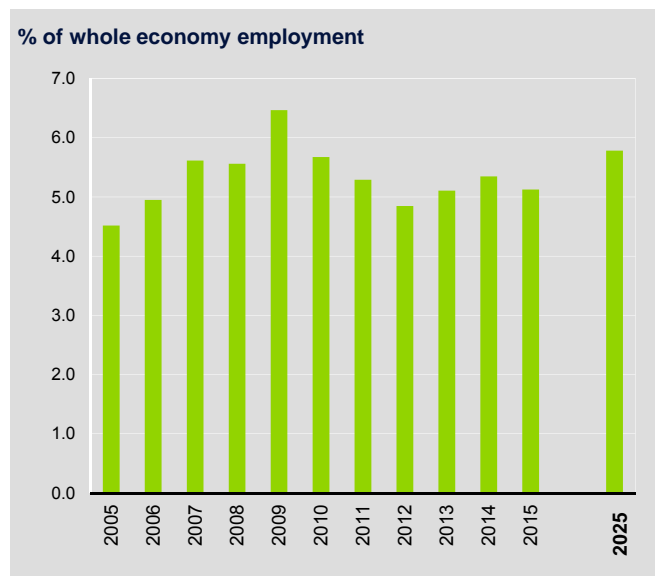
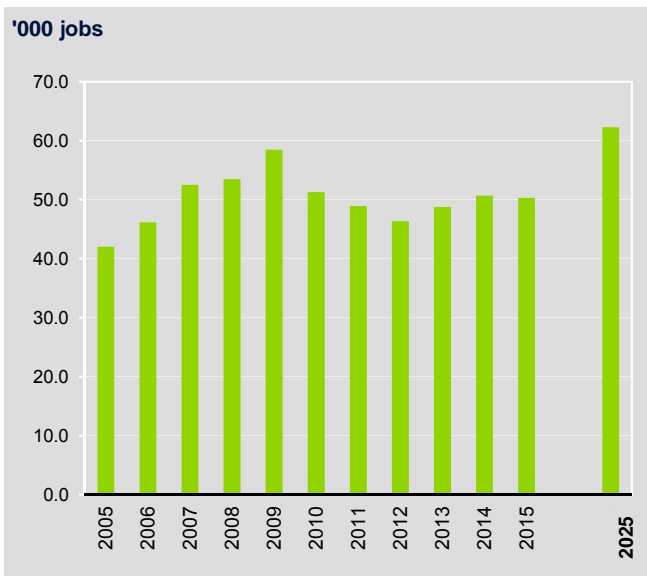
Travel & Tourism's contribution to employment

Travel & Tourism generated 50,500 jobs directly in 2014 (5.3% of total employment) and this is forecast to remain the same in 2015 at 50,500 (5.1% of total employment).

This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2025, Travel & Tourism will account for 62,000 jobs directly, an increase of 2.2% pa over the next ten years.

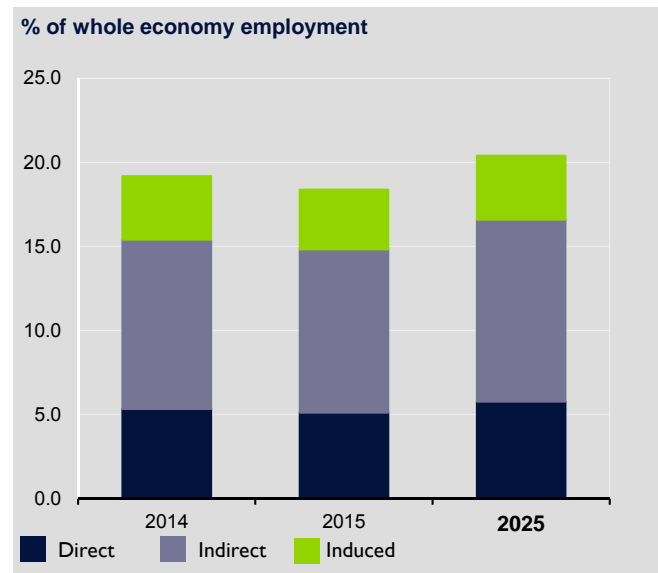
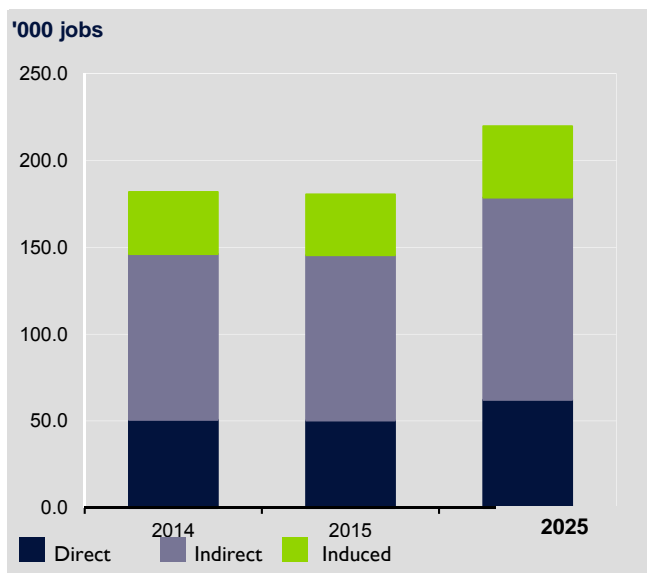
ALBANIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 182,000 jobs in 2014 (19.2% of total employment). This is forecast to fall by 0.8% in 2015 to 180,500 jobs (18.4% of total employment).

By 2025, Travel & Tourism is forecast to support 220,000 jobs (20.4% of total employment), an increase of 2.0% pa over the period.

ALBANIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



Visitor Exports and Investment¹

VISITOR EXPORTS

Money spent by foreign visitors to a country (or visitor exports) is a key component of the direct contribution of Travel & Tourism. In 2014, Albania generated ALL191.5bn in visitor exports. In 2015, this is expected to fall by 2.8%, and the country is expected to attract 3,526,000 international tourist arrivals.

By 2025, international tourist arrivals are forecast to total 5,217,000, generating expenditure of ALL273.1bn, an increase of 3.9% pa.

ALBANIA: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

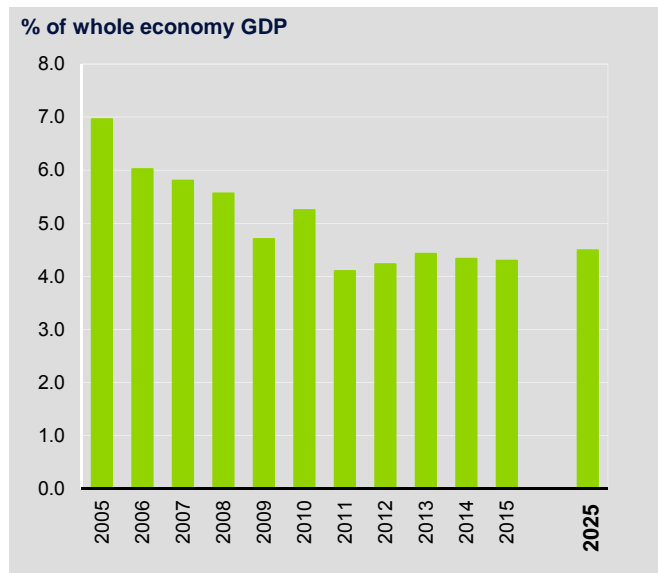
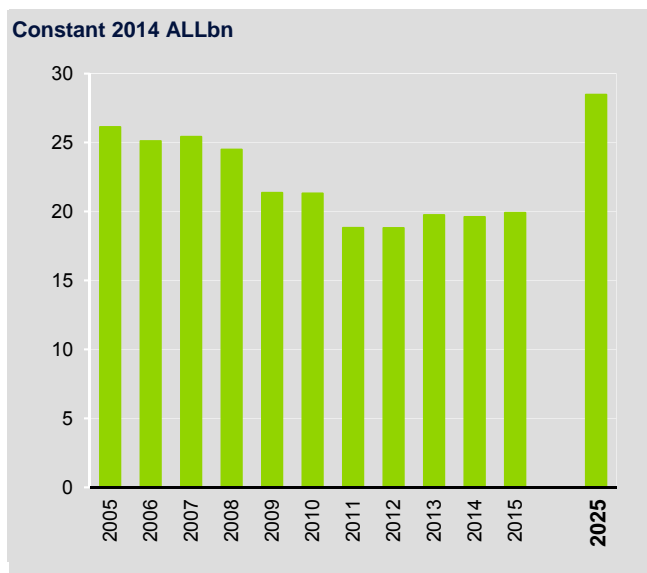


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of ALL19.6bn in 2014. This is expected to rise by 1.6% in 2015, and rise by 3.6% pa over the next ten years to ALL28.5bn in 2025.

Travel & Tourism's share of total national investment will rise from 4.3% in 2015 to 4.5% in 2025.

ALBANIA: CAPITAL INVESTMENT IN TRAVEL & TOURISM

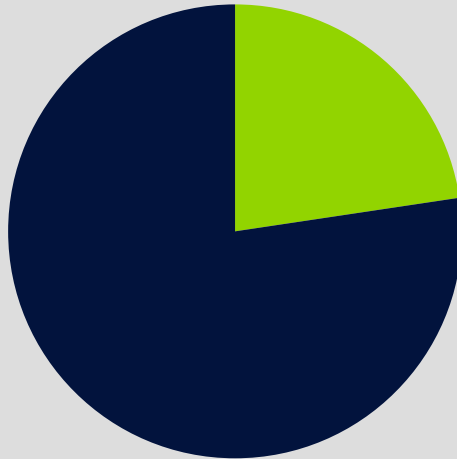
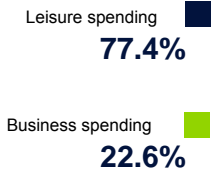


¹ All values are in constant 2014 prices & exchange rates

Different components of Travel & Tourism¹

Albania

Travel & Tourism's Contribution to GDP:
Business vs Leisure, 2014



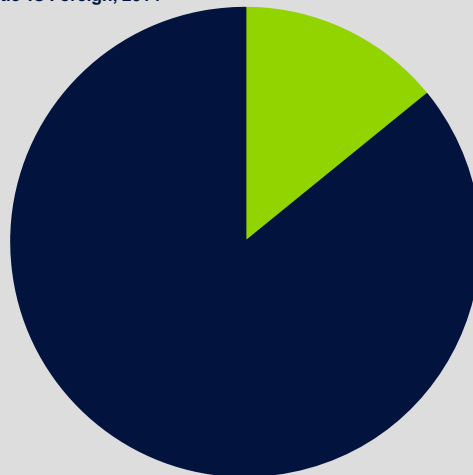
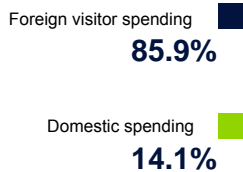
Leisure travel spending (inbound and domestic) generated 77.4% of direct Travel & Tourism GDP in 2014 (ALL172.6bn) compared with 22.6% for business travel spending (ALL50.5bn).

Leisure travel spending is expected to fall by 0.8% in 2015 to ALL171.2bn, and rise by 4.5% pa to ALL265.0bn in 2025.

Business travel spending is expected to fall by 5.7% in 2015 to ALL47.6bn, and rise by 2.6% pa to ALL61.6bn in 2025.

Albania

Travel & Tourism's Contribution to GDP:
Domestic vs Foreign, 2014



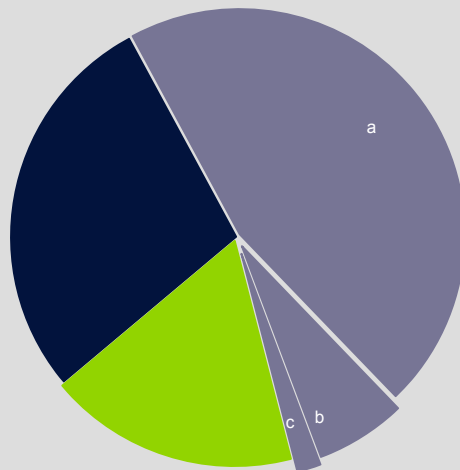
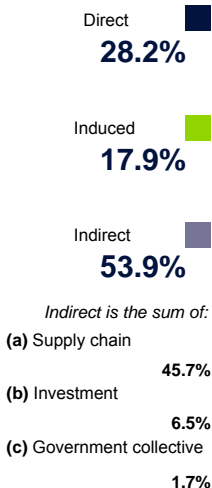
Domestic travel spending generated 14.1% of direct Travel & Tourism GDP in 2014 compared with 85.9% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 3.8% in 2015 to ALL32.7bn, and rise by 5.0% pa to ALL53.4bn in 2025.

Visitor exports are expected to fall by 2.8% in 2015 to ALL186.1bn, and rise by 3.9% pa to ALL273.1bn in 2025.

Albania

Breakdown of Travel & Tourism's Total Contribution to GDP, 2014



The Travel & Tourism industry contributes to GDP and employment in many ways as detailed on page 2.

The total contribution of Travel & Tourism to GDP is its direct contribution.

¹ All values are in constant 2014 prices & exchange rates

Country rankings: Absolute contribution, 2014

Travel & Tourism's Direct Contribution to GDP	2014 (US\$bn)
7 Italy	87.9
13 Turkey	37.6
World Average	19.4
Europe Average	16.6
28 Greece	15.8
52 Croatia	6.3
55 Czech Republic	5.4
78 Bulgaria	2.1
91 Cyprus	1.5
116 Albania	0.8
133 Montenegro	0.5
134 Bosnia-Herzegovina	0.5

Travel & Tourism's Total Contribution to GDP	2014 (US\$bn)
7 Italy	216.7
14 Turkey	95.8
World Average	58.3
Europe Average	45.4
29 Greece	39.1
53 Czech Republic	16.4
55 Croatia	14.1
72 Bulgaria	7.3
86 Cyprus	4.5
106 Albania	2.8
127 Bosnia-Herzegovina	1.7
141 Montenegro	1.0

Travel & Tourism's Direct Contribution to Employment	2014 '000 jobs
16 Italy	1082.0
World Average	827.0
29 Turkey	579.8
42 Greece	340.3
Europe Average	297.3
54 Czech Republic	242.1
71 Croatia	139.3
87 Bulgaria	103.2
111 Albania	50.7
134 Cyprus	28.0
142 Bosnia-Herzegovina	20.5
150 Montenegro	14.9

Travel & Tourism's Total Contribution to Employment	2014 '000 jobs
18 Italy	2553.0
22 Turkey	2130.2
World Average	2076.6
Europe Average	749.2
47 Greece	699.9
59 Czech Republic	498.3
73 Bulgaria	361.9
79 Croatia	310.3
102 Albania	181.8
127 Cyprus	82.4
134 Bosnia-Herzegovina	72.1
155 Montenegro	32.0

Travel & Tourism Capital Investment	2014 (US\$bn)
12 Turkey	15.7
15 Italy	12.2
Europe Average	4.6
World Average	4.5
38 Greece	3.7
52 Czech Republic	2.1
64 Croatia	1.1
74 Bulgaria	0.7
102 Cyprus	0.3
105 Montenegro	0.3
123 Albania	0.2
128 Bosnia-Herzegovina	0.2

Visitor Exports	2014 (US\$bn)
8 Italy	46.3
11 Turkey	37.4
25 Greece	17.0
Europe Average	12.1
30 Croatia	11.5
World Average	7.5
40 Czech Republic	7.4
56 Bulgaria	4.7
64 Cyprus	2.9
83 Albania	1.8
113 Montenegro	0.9
117 Bosnia-Herzegovina	0.8

The tables on pages 7-10 provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages in above tables are simple cross-country averages. The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

Country rankings: Relative contribution, 2014

Travel & Tourism's Direct Contribution to GDP	2014 % share
17 Croatia	12.5
23 Montenegro	9.5
36 Greece	7.0
37 Cyprus	7.0
44 Albania	5.9
63 Turkey	4.7
73 Italy	4.1
82 Bulgaria	3.7
Europe	3.4
World	3.1
122 Czech Republic	2.6
125 Bosnia-Herzegovina	2.5

Travel & Tourism's Total Contribution to GDP	2014 % share
19 Croatia	28.3
31 Cyprus	21.3
33 Albania	21.0
34 Montenegro	20.0
41 Greece	17.3
60 Bulgaria	13.1
67 Turkey	12.0
84 Italy	10.1
World	9.8
96 Bosnia-Herzegovina	9.3
Europe	9.2
113 Czech Republic	8.0

Travel & Tourism's Direct Contribution to Employment	2014 % share
15 Croatia	13.6
24 Greece	9.4
26 Montenegro	8.6
30 Cyprus	7.7
51 Albania	5.3
60 Czech Republic	4.9
61 Italy	4.8
World	3.6
Europe	3.6
93 Bulgaria	3.4
106 Bosnia-Herzegovina	3.0
139 Turkey	2.2

Travel & Tourism's Total Contribution to Employment	2014 % share
17 Croatia	30.2
27 Cyprus	22.6
34 Greece	19.4
36 Albania	19.2
37 Montenegro	18.5
63 Bulgaria	12.1
69 Italy	11.4
74 Bosnia-Herzegovina	10.7
79 Czech Republic	10.0
World	9.4
Europe	9.0
107 Turkey	8.2

Travel & Tourism Investment Contribution to Total Capital Investment	2014 % share
6 Montenegro	30.1
30 Greece	13.7
35 Cyprus	12.3
43 Croatia	10.2
46 Turkey	9.7
84 Bulgaria	6.1
95 Bosnia-Herzegovina	4.7
Europe	4.7
103 Albania	4.3
World	4.3
113 Czech Republic	4.1
136 Italy	3.2

Visitor Exports Contribution to Total Exports	2014 % share
16 Montenegro	54.3
23 Croatia	43.7
39 Albania	30.4
40 Cyprus	29.6
45 Greece	25.6
63 Turkey	16.8
76 Bosnia-Herzegovina	13.0
77 Bulgaria	12.3
100 Italy	7.4
World	5.7
Europe	5.6
130 Czech Republic	4.4

Country rankings: Real growth, 2015

Travel & Tourism's Direct Contribution to GDP		2015 % growth
25	Czech Republic	6.1
27	Montenegro	6.0
36	Cyprus	5.6
85	Croatia	3.7
	World	3.7
89	Greece	3.6
105	Bosnia-Herzegovina	3.1
120	Turkey	2.8
	Europe	2.7
139	Bulgaria	2.0
145	Italy	1.8
178	Albania	-2.1

Travel & Tourism's Total Contribution to GDP		2015 % growth
7	Montenegro	7.9
32	Cyprus	5.5
51	Czech Republic	4.8
	World	3.7
97	Greece	3.2
103	Turkey	3.0
104	Bosnia-Herzegovina	2.9
	Europe	2.4
132	Croatia	2.2
147	Italy	1.7
153	Bulgaria	1.5
177	Albania	-2.1

Travel & Tourism's Direct Contribution to Employment		2015 % growth
13	Turkey	5.9
24	Montenegro	5.1
31	Czech Republic	4.8
40	Croatia	4.0
45	Greece	3.8
79	Bosnia-Herzegovina	2.5
	Europe	2.1
	World	2.0
106	Italy	1.7
132	Bulgaria	0.9
161	Albania	-0.7
166	Cyprus	-0.8

Travel & Tourism's Total Contribution to Employment		2015 % growth
6	Montenegro	6.9
38	Greece	3.9
40	Turkey	3.7
41	Czech Republic	3.7
48	Cyprus	3.4
62	Croatia	2.7
	World	2.6
79	Bosnia-Herzegovina	2.3
	Europe	1.5
112	Italy	1.4
150	Bulgaria	0.0
162	Albania	-0.8

Travel & Tourism Investment		2015 % growth
1	Montenegro	15.6
6	Cyprus	12.5
8	Bosnia-Herzegovina	12.0
16	Bulgaria	9.6
	World	4.8
88	Turkey	4.8
116	Greece	3.6
	Europe	2.4
152	Albania	1.6
160	Czech Republic	1.2
169	Italy	0.4
171	Croatia	0.3

Visitor Exports		2015 % growth
10	Czech Republic	8.4
20	Croatia	7.6
26	Montenegro	7.0
33	Greece	6.2
41	Cyprus	5.8
64	Bosnia-Herzegovina	4.9
67	Bulgaria	4.8
	Europe	3.4
94	Turkey	3.2
	World	2.8
113	Italy	2.5
167	Albania	-2.8

Country rankings: Long term growth, 2015 - 2025

Travel & Tourism's Direct Contribution to GDP	2015 - 2025 % growth pa
4 Montenegro	7.6
51 Bosnia-Herzegovina	5.1
71 Turkey	4.6
73 Croatia	4.5
90 Bulgaria	4.2
97 Cyprus	4.1
99 Albania	4.1
World	3.9
120 Czech Republic	3.6
122 Greece	3.6
Europe	2.8
181 Italy	2.1

Travel & Tourism's Total Contribution to GDP	2015 - 2025 % growth pa
3 Montenegro	7.7
48 Bosnia-Herzegovina	5.1
85 Cyprus	4.2
86 Croatia	4.2
90 Turkey	4.1
96 Albania	4.0
World	3.8
110 Greece	3.7
116 Bulgaria	3.7
136 Czech Republic	3.3
Europe	2.6
182 Italy	1.7

Travel & Tourism's Direct Contribution to Employment	2015 - 2025 % growth pa
6 Montenegro	4.8
14 Turkey	4.1
79 Greece	2.4
84 Italy	2.3
88 Albania	2.2
100 Bosnia-Herzegovina	2.0
World	2.0
113 Croatia	1.8
Europe	1.6
126 Bulgaria	1.5
128 Czech Republic	1.5
163 Cyprus	0.5

Travel & Tourism's Total Contribution to Employment	2015 - 2025 % growth pa
4 Montenegro	4.9
52 Greece	2.7
61 Turkey	2.5
World	2.3
84 Cyprus	2.0
91 Albania	2.0
96 Bosnia-Herzegovina	1.9
117 Croatia	1.6
118 Italy	1.6
Europe	1.2
142 Czech Republic	1.0
176 Bulgaria	0.0

Travel & Tourism Investment Contribution to Capital Investment	2015 - 2025 % growth pa
3 Montenegro	8.2
53 Bosnia-Herzegovina	5.3
World	4.6
82 Greece	4.5
84 Cyprus	4.5
98 Turkey	4.2
105 Bulgaria	4.0
120 Albania	3.6
Europe	3.2
145 Czech Republic	3.0
166 Croatia	2.2
171 Italy	2.0

Visitor Exports Contribution to Exports	2015 - 2025 % growth pa
3 Montenegro	8.0
28 Bosnia-Herzegovina	5.9
52 Turkey	5.1
65 Bulgaria	4.8
73 Croatia	4.6
87 Greece	4.2
91 Cyprus	4.2
World	4.2
101 Czech Republic	4.0
102 Albania	3.9
Europe	3.8
174 Italy	2.0

Summary tables: Estimates & Forecasts

Albania	2014 US\$mn ¹	2014 % of total	2015 Growth ²	US\$mn ¹	2025 % of total	Growth ³
Direct contribution to GDP	783.9	5.9	-2.1	1,147.0	6.2	4.1
Total contribution to GDP	2,777.5	21.0	-2.1	4,041.9	21.8	4.0
Direct contribution to employment ⁴	50.7	5.3	-0.7	62.3	5.8	2.2
Total contribution to employment ⁴	181.8	19.2	-0.8	219.7	20.4	2.0
Visitor exports	1,824.2	43.9	-2.8	2,601.3	34.7	3.9
Domestic spending	300.2	2.3	3.8	508.8	2.7	5.0
Leisure spending	1,643.7	4.6	-0.8	2,523.5	5.0	4.5
Business spending	480.7	1.3	-5.7	586.7	1.2	2.6
Capital investment	186.6	4.3	1.6	271.0	4.5	3.6

¹2014 constant prices & exchange rates; ²2015 real growth adjusted for inflation (%); ³2015-2025 annualised real growth adjusted for inflation (%); ⁴'000 jobs

Europe	2014 US\$bn ¹	2014 % of total	2015 Growth ²	US\$bn ¹	2025 % of total	Growth ³
Direct contribution to GDP	779.7	3.4	2.7	1,057.7	3.6	2.8
Total contribution to GDP	2,136.0	9.2	2.4	2,833.1	9.8	2.6
Direct contribution to employment ⁴	13,975	3.6	2.1	16,668	4.1	1.6
Total contribution to employment ⁴	35,214	9.0	1.5	40,094	9.9	1.2
Visitor exports	568.0	5.6	3.4	851.5	5.8	3.8
Domestic spending	1,162.5	5.0	1.9	1,476.4	5.1	2.2
Leisure spending	1,344.6	2.6	2.4	1,819.2	2.8	2.8
Business spending	385.8	0.7	2.6	511.3	0.8	2.6
Capital investment	215.1	4.7	2.4	301.7	5.0	3.2

¹2014 constant prices & exchange rates; ²2015 real growth adjusted for inflation (%); ³2015-2025 annualised real growth adjusted for inflation (%); ⁴'000 jobs

Worldwide	2014 US\$bn ¹	2014 % of total	2015 Growth ²	US\$bn ¹	2025 % of total	Growth ³
Direct contribution to GDP	2,364.8	3.1	3.7	3,593.2	3.3	3.9
Total contribution to GDP	7,580.9	9.8	3.7	11,381.9	10.5	3.8
Direct contribution to employment ⁴	105,408	3.6	2.0	130,694	3.9	2.0
Total contribution to employment ⁴	276,845	9.4	2.6	356,911	10.7	2.3
Visitor exports	1,383.8	5.7	2.8	2,140.1	5.6	4.2
Domestic spending	3,642.1	4.7	3.7	5,465.0	5.0	3.8
Leisure spending	3,850.2	2.3	3.3	5,928.8	2.5	4.1
Business spending	1,175.7	0.7	4.0	1,679.0	0.7	3.2
Capital investment	814.4	4.3	4.8	1,336.4	4.9	4.6

¹2014 constant prices & exchange rates; ²2015 real growth adjusted for inflation (%); ³2015-2025 annualised real growth adjusted for inflation (%); ⁴'000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and Domestic spending is expressed relative to whole economy GDP. For leisure and business spending, their direct contribution to Travel & Tourism GDP is calculated as a share of whole economy GDP (the sum of these shares equals the direct contribution). Investment is relative to whole economy investment.

The economic contribution of Travel & Tourism: Real 2014 prices

Albania (ALLbn, real 2014 prices)	2009	2010	2011	2012	2013	2014	2015E	2025F
1. Visitor exports	209.0	196.5	191.7	182.2	179.5	191.5	186.1	273.1
2. Domestic expenditure (includes government individual spending)	25.3	30.3	29.6	30.6	31.2	31.5	32.7	53.4
3. Internal tourism consumption (= 1 + 2)	234.3	226.8	221.3	212.8	210.6	223.1	218.8	326.6
4. Purchases by tourism providers, including imported goods (supply chain)	-147.3	-142.7	-139.6	-134.4	-132.9	-140.8	-138.3	-206.1
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	87.0	84.1	81.7	78.4	77.8	82.3	80.6	120.4
Other final impacts (indirect & induced)	141.6	136.9	133.0	127.6	126.6	134.0	131.1	196.0
6. Domestic supply chain								
7. Capital investment	21.3	21.3	18.8	18.8	19.7	19.6	19.9	28.5
8. Government collective spending	4.6	4.7	4.8	4.8	4.9	5.0	5.1	7.3
9. Imported goods from indirect spending	-1.1	-1.0	-1.3	-1.6	-1.6	-1.4	-1.5	-1.8
10. Induced	55.8	54.4	51.2	50.6	50.5	52.2	50.5	74.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	309.2	300.4	288.3	278.6	277.8	291.6	285.6	424.4
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	58.5	51.3	48.9	46.4	48.8	50.7	50.3	62.3
13. Total contribution of Travel & Tourism to employment	209.3	186.6	176.0	169.2	176.5	181.8	180.4	219.7
Other indicators								
14. Expenditure on outbound travel	169.1	161.2	175.8	151.5	166.7	184.5	183.4	264.5

The economic contribution of Travel & Tourism: Nominal prices

Albania (ALLbn, nominal prices)	2009	2010	2011	2012	2013	2014	2015E	2025F
1. Visitor exports	190.7	183.9	182.6	174.1	175.2	191.5	191.7	378.1
2. Domestic expenditure (includes government individual spending)	23.1	28.4	28.2	29.2	30.4	31.5	33.7	74.0
3. Internal tourism consumption (= 1 + 2)	213.7	212.3	210.8	203.3	205.7	223.1	225.4	452.1
4. Purchases by tourism providers, including imported goods (supply chain)	-134.4	-133.6	-132.9	-128.4	-129.7	-140.8	-142.4	-285.3
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	79.4	78.7	77.9	74.9	75.9	82.3	83.0	166.7
Other final impacts (indirect & induced)	129.2	128.1	126.7	121.9	123.6	134.0	135.1	271.3
6. Domestic supply chain								
7. Capital investment	19.5	19.9	17.9	18.0	19.3	19.6	20.5	39.4
8. Government collective spending	4.2	4.4	4.6	4.6	4.8	5.0	5.3	10.1
9. Imported goods from indirect spending	-1.0	-0.9	-1.2	-1.5	-1.6	-1.4	-1.6	-2.5
10. Induced	50.9	50.9	48.8	48.4	49.3	52.2	52.0	102.4
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	282.0	281.2	274.6	266.2	271.3	291.6	294.2	587.5
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	58.5	51.3	48.9	46.4	48.8	50.7	50.3	62.3
13. Total contribution of Travel & Tourism to employment	209.3	186.6	176.0	169.2	176.5	181.8	180.4	219.7
Other indicators								
14. Expenditure on outbound travel	154.3	150.9	167.4	144.8	162.8	184.5	188.9	366.1

*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

The economic contribution of Travel & Tourism: Growth

Albania	2009	2010	2011	2012	2013	2014	2015E	2025F ²
Growth¹ (%)								
1. Visitor exports	21.0	-6.0	-2.4	-5.0	-1.5	6.7	-2.8	3.9
2. Domestic expenditure (includes government individual spending)	-23.2	20.0	-2.6	3.4	2.0	1.1	3.8	5.0
3. Internal tourism consumption (= 1 + 2)	13.9	-3.2	-2.4	-3.8	-1.0	5.9	-1.9	4.1
4. Purchases by tourism providers, including imported goods (supply chain)	13.6	-3.1	-2.2	-3.7	-1.1	5.9	-1.8	4.1
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	14.4	-3.3	-2.8	-4.1	-0.8	5.8	-2.1	4.1
Other final impacts (indirect & induced)								
6. Domestic supply chain	14.4	-3.3	-2.8	-4.1	-0.8	5.8	-2.1	4.1
7. Capital investment	-12.8	-0.2	-11.7	-0.1	5.0	-0.7	1.6	3.6
8. Government collective spending	8.4	2.0	2.7	0.9	0.8	1.8	2.8	3.6
9. Imported goods from indirect spending	12.6	-3.5	-1.5	-2.4	-0.8	4.6	-1.4	4.0
10. Induced	13.0	-2.4	-5.9	-1.1	-0.3	3.5	-3.4	3.9
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	11.8	-2.8	-4.0	-3.4	-0.3	5.0	-2.1	4.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	9.4	-12.3	-4.6	-5.3	5.2	4.0	-0.7	2.2
13. Total contribution of Travel & Tourism to employment	6.0	-10.9	-5.7	-3.9	4.3	3.0	-0.8	2.0
Other indicators								
14. Expenditure on outbound travel	13.8	-4.7	9.1	-13.8	10.0	10.7	-0.6	3.7

¹2009-2014 real annual growth adjusted for inflation (%); ²2015-2025 annualised real growth adjusted for inflation (%)

Glossary

KEY DEFINITIONS

Travel & Tourism – relates to the activity of travellers on trips outside their usual environment with a duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

Direct contribution to GDP – GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

Direct contribution to employment – the number of direct jobs within Travel & Tourism. This is consistent with total employment calculated in table 7 of the TSA: RMF 2008.

Total contribution to GDP – GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts (see below).

Total contribution to employment – the number of jobs generated directly in the Travel & Tourism sector plus the indirect and induced contributions (see below).

DIRECT SPENDING IMPACTS

Visitor exports – spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

Domestic Travel & Tourism spending – spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here, but is separately identified according to the TSA: RMF 2008 (see below).

Government individual spending – spending by government on Travel & Tourism services directly linked to visitors, such as cultural services (eg museums) or recreational services (eg national parks).

Internal tourism consumption – total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

Business Travel & Tourism spending – spending on business travel within a country by residents and international visitors.

Leisure Travel & Tourism spending – spending on leisure travel within a country by residents and international visitors.

INDIRECT AND INDUCED IMPACTS

Indirect contribution – the contribution to GDP and jobs of the following three factors:

- **Capital investment** – includes capital investment spending by all industries directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.
- **Government collective spending** – government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.
- **Supply-chain effects** – purchases of domestic goods and services directly by different industries within Travel & Tourism as inputs to their final tourism output.

Induced contribution – the broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

OTHER INDICATORS

Outbound expenditure – spending outside the country by residents on all trips abroad. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RMF 2008.

Foreign visitor arrivals – the number of arrivals of foreign visitors, including same-day and overnight visitors (tourists) to the country.



Methodological note

WTTC has an on-going commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves benchmarking of country reports to official, published TSAs, including for countries which are reporting data for the first time, as well as existing countries reporting an additional year's data. New country TSAs incorporated this year include France, Germany, Japan, Malaysia, Mexico, Oman, Qatar and Saudi Arabia.

In addition to producing data on 184 countries, WTTC also produces reports on 24 other regions, sub-regions and economic and geographic groups. This year, there are 8 reports for special economic and geographic groups with Pacific Alliance being included for the first time. Please also note that from this year, the report for Sudan no longer includes data on South Sudan.

ECONOMIC AND GEOGRAPHIC GROUPS

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FORMER NETHERLANDS ANTILLES

Bonaire, Curacao, Sint Maarten, Saba and Sint Eustatius.

G20

Argentina, Australia, Brazil, Canada, China, European Union, France*, Germany*, India, Indonesia, Italy*, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa, South Korea, Turkey, UK*, USA.

META (MEDITERRANEAN TRAVEL ASSOCIATION)

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OAS (ORGANIZATION OF AMERICAN STATES)

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OTHER OCEANIA

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PACIFIC ALLIANCE

Chile, Colombia, Mexico, Peru.

SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)

Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe.

*included in European Union



Economic impact reports: Regions, sub-regions and countries

WORLD												
REGION	SUB-REGION	COUNTRY	REGION	SUB-REGION	COUNTRY	REGION	SUB-REGION	COUNTRY	REGION	SUB-REGION	COUNTRY	
AFRICA	NORTH AFRICA	Algeria	AMERICAS	CARIBBEAN	Anguilla	ASIA-PACIFIC	NORTHEAST ASIA	Japan	EUROPE	EUROPEAN UNION	Lithuania	
		Egypt			Antigua & Barbuda			China			Luxembourg	
		Libya			Aruba			Hong Kong			Malta	
		Morocco			Bahamas			South Korea			Netherlands	
		Tunisia			Barbados			Macau			Poland	
	SUB-SAHARAN	Angola			Bermuda			OCEANIA			Taiwan	Portugal
		Benin			Cayman Islands						Mongolia	Romania
		Botswana			Cuba						Australia	Slovakia
		Burkina Faso			Former Netherlands Antilles						New Zealand	Slovenia
		Burundi			Dominica						Fiji	Spain
		Cameroon			Dominican Republic		Kiribati				Sweden	
		Cape Verde			Grenada		Other Oceania				UK	
		Central African Republic			Guadeloupe		Papua New Guinea				OTHER EUROPE	Albania
		Chad			Haiti		Solomon Islands					Armenia
		Comoros			Jamaica		Tonga					Azerbaijan
		Democratic Republic of Congo			Martinique		Vanuatu	Belarus				
		Ethiopia			Puerto Rico		SOUTH ASIA	Bangladesh		Bosnia Herzegovina		
		Gabon			St Kitts & Nevis			India		Georgia		
		Gambia			St Lucia			Maldives		Iceland		
		Ghana			St Vincent & the Grenadines			Nepal		Kazakhstan		
		Guinea			Trinidad & Tobago			Pakistan		Kyrgyzstan		
		Ivory Coast			US Virgin Islands		Sri Lanka	Macedonia				
		Kenya			LATIN AMERICA		SOUTHEAST ASIA	Brunei		Moldova		
		Lesotho						Argentina		Cambodia		Montenegro
		Madagascar						Belize		Indonesia		Norway
		Malawi						Bolivia		Laos		Russian Federation
		Mali						Brazil		Malaysia		Serbia
		Mauritius						Chile		Myanmar	Switzerland	
		Mozambique						Colombia		Philippines	Turkey	
		Namibia						Costa Rica		Singapore	Ukraine	
		Niger						Chile		Thailand	Uzbekistan	
		Nigeria						Colombia		Vietnam	MIDDLE EAST	Bahrain
		Republic of Congo			Costa Rica		Austria	Iran				
		Reunion		El Salvador	Belgium		Iraq					
		Rwanda		Ecuador	Bulgaria		Israel					
		Sao Tome & Principe		Guatemala	Croatia		Jordan					
		Senegal		Guyana	Cyprus		Kuwait					
		Seychelles		Honduras	Czech Republic		Lebanon					
		Sierra Leone		Nicaragua	Denmark		Oman					
		South Africa		Panama	Estonia		Qatar					
		Sudan		Paraguay	Finland		Saudi Arabia					
		Swaziland		Peru	France		Syria					
		Tanzania		Suriname	Germany		UAE					
		Togo		Uruguay	Greece		Yemen					
		Uganda		Venezuela	Hungary							
		Zambia		NORTH AMERICA	Canada							
		Zimbabwe			Mexico							
					USA							

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