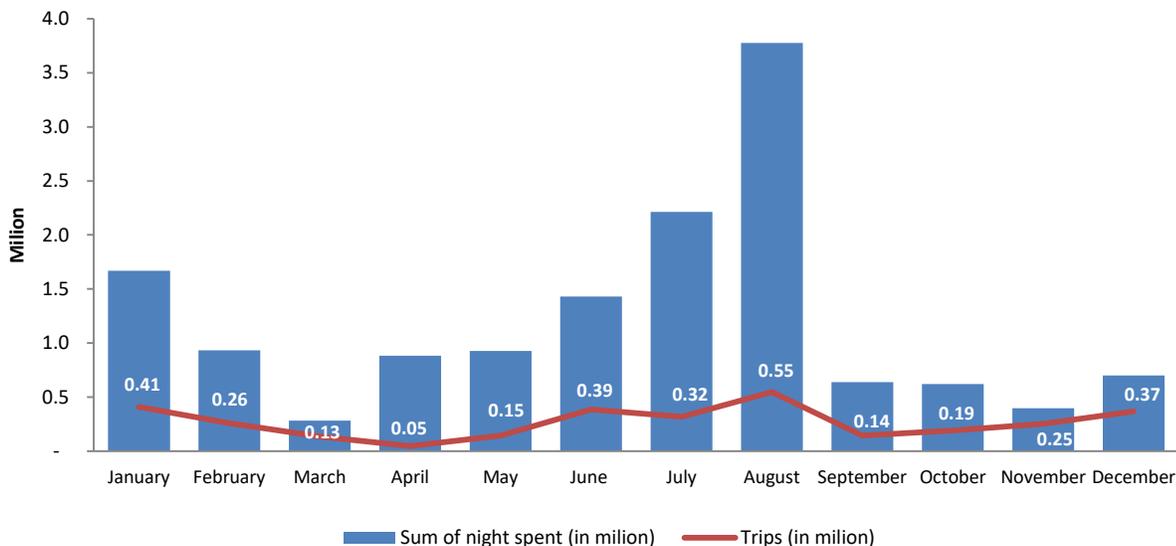


## Survey on Tourism Holiday and Trips, 2020

**Tiranë, 15th November 2021:** The Survey on Tourism “Holiday and Trips” is a statistical survey conducted in households and the targets are all individuals over 15 years’ old usual residents in Albania. The survey collects data on trips with at least one overnight stay for holidays, business trips and other trips both in Albania and Abroad, as well as those within a day in Albania and a`broad.

In 2020, the number of trips made for personal or business purposes (in Albania or Abroad) carried out by all individuals’ usual residents in Albania over 15 years of age was 3,212,076. The average number of nights spent were 4.6 nights. Trips made for personal purposes represent 98.7% of total trips, while trips for business purposes 1.3%. The highest concentrations of trips were recorded in: August (17.0 %), January (12.8 %), June (12.1 %), December (11.4 %) and July (9.9 %). As is shown from the graph the sum of nights spent (in million) has recorded the highest values in August, July and January.

**Figure.1 Number of trips and sum of nights spent by month of departure, 2020, in million.**



## Trips by purpose

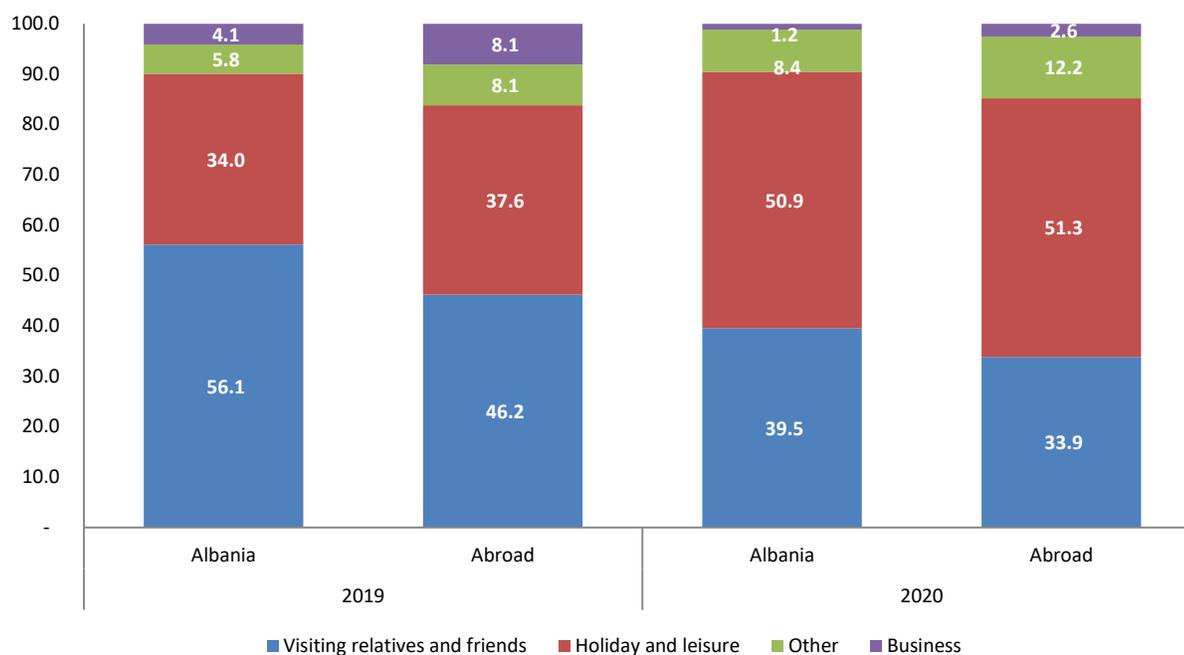
In 2020 were recorded about 40 percent less trips in Albania and abroad, compared with 2019. In general, there has been a decrease for all types of trips, while the highest decrease of trips was recorded for trips made for personal purposes in Albania.

**Table.1 Trips distribution by purpose, 2019-2020**

Purpose of trip	2019		2020	
	No. of trips (in million)	%	No. of trips (in million)	%
Personal in Albania	4.14	77.3	2.89	89.8
Personal Abroad	0.95	17.8	0.28	8.9
Business in Albania	0.18	3.3	0.03	1.1
Business Abroad	0.08	1.6	0.01	0.2
<b>Total</b>	<b>5.35</b>	<b>100.0</b>	<b>3.21</b>	<b>100.0</b>

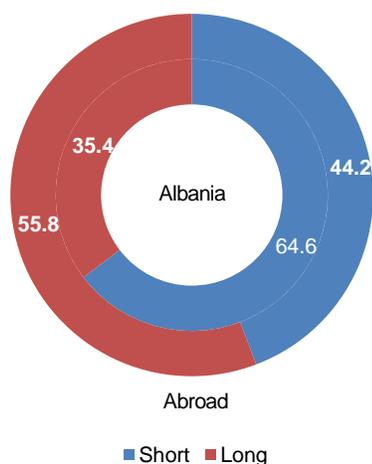
In 2020, the number of trips in Albania for "Holiday and Leisure" and "Other" purposes increased by 16.9 and 2.6 points percentage compared with 2019.

**Fig.2 Trips distribution by purpose in Albania and abroad, 2019-2020, in %**



If we will analyze the distribution of trips according to the duration of night's spent, short trips (1-3 nights) in Albania has recorded the largest share (64.6%) than long trips (4+ nights). The situation is different for trips made abroad, where long trips occupy the largest share (55.8%).

**Fig.3 Trips distribution by nights spent in Albania and abroad, 2020, in %**



Analyzing in more detail the duration of trips by purpose in Albania and abroad, we notice that trips for "Visiting relatives and friends" with short duration in Albania have a higher concentration 88.4% while abroad are made for "Holiday and leisure" with 60.5 %. Trips made with long duration inside the country were recorded for "Holiday and leisure" with 56.4 % while abroad 68.2 % of them are made for "Visiting relatives and friends". Business trips have a short duration in Albania (89.5 %) and long abroad (96.6 %).

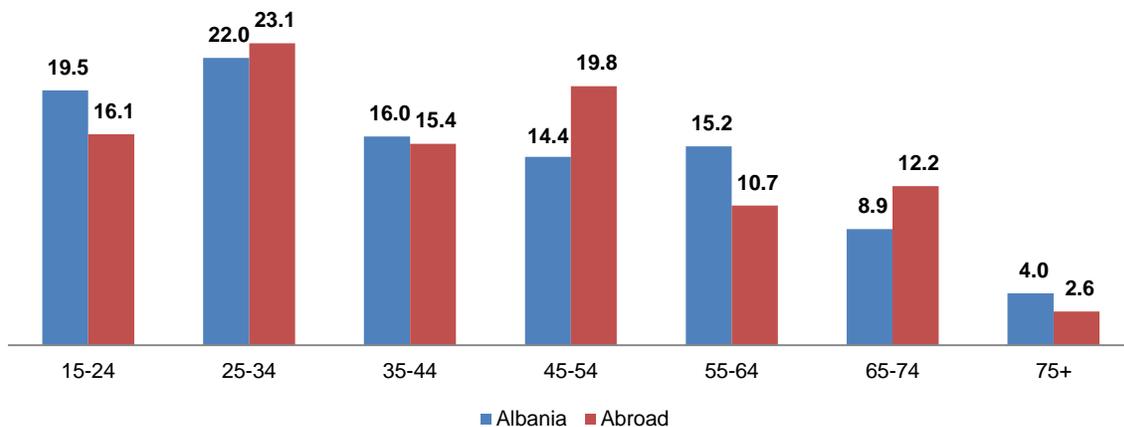
**Tab.2 Trips distribution by nights spent and purpose, in Albania and abroad, 2020, in %**

Trips duration	Albania				Abroad			
	Holiday and leisure	Visiting relatives and friends	Business	Other	Holiday and leisure	Visiting relatives and friends	Business	Other
Short trips	43.6	88.4	89.5	76.3	60.5	31.8	3.4	18.9
Long trips	56.4	11.6	10.5	23.7	39.5	68.2	96.6	81.1

**Traveler’s profile**

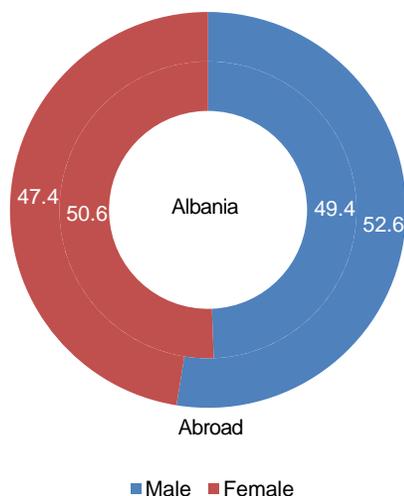
In 2020 the analysis of trips by age group, shows that the highest percentages of trips in Albania and abroad were made by the age group 25-34 years.

**Fig.4 Trips distribution by age group of the traveler in Albania and abroad, 2020 in %**



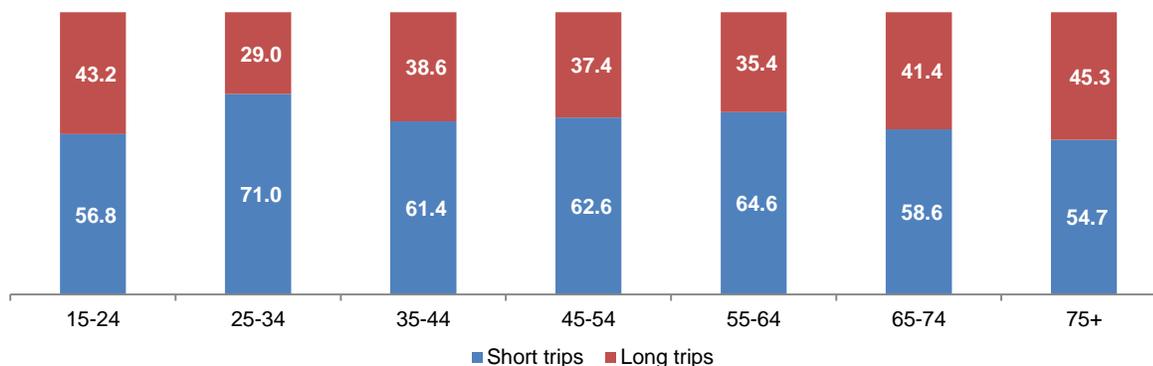
The analyze by gender of the traveler, shows that in 2020 the highest percentage of trips in Albania are recorded by women travelers (50.6%), while trips abroad are made more from men travelers (52.6%).

**Fig.5 Trips distribution by traveler gender in Albania and abroad, 2020, in %**



Regarding the duration of trips analyzed by age group of the travelers, in 2020, it is noted that short duration trips (1-3 nights) have recorded the highest percentage for the age group 25-34 years. While long duration trips (4+ nights) are made by the age group 75+ years.

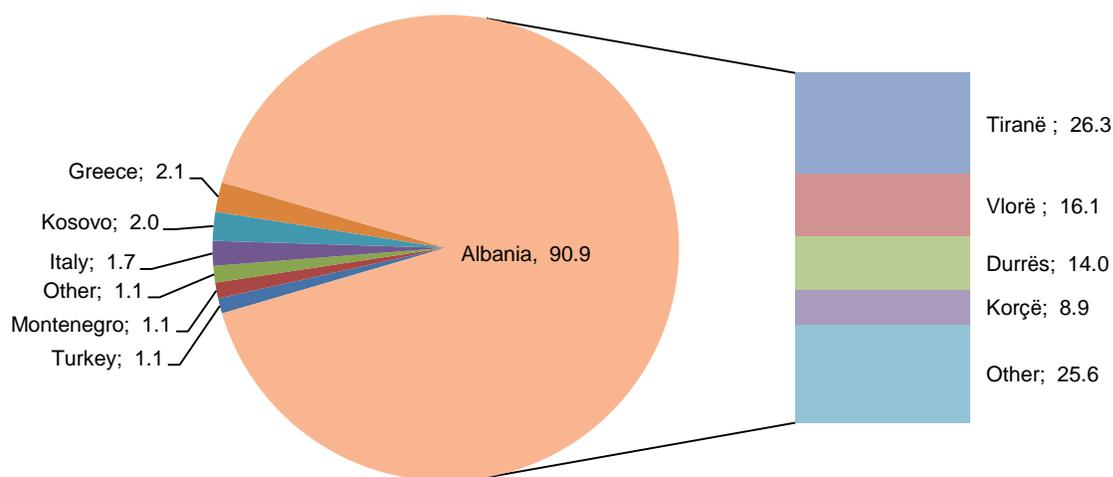
Fig.6 Trips distribution by age group and duration, 2020, in %



**Trips by destination**

In 2020, the most preferred destinations of trips for personal or business purposes in Albania are the prefectures of: Tiranë (26.3%), Vlorë (16.1%), Durrës (14.0%) and Korçë (8.9 %). The highest percentages of trips abroad are recorded in: Greece (2.1%), Kosovo (2.0%) and Italy (1.7%).

Fig.7 The percentage of trips by the most frequented destinations in Albania and abroad 2020, in %.



Analyzing the distribution of the trips made in Albania by quarters for the "Holidays and leisure" purpose, is noted that in the first have as main destination the prefecture of Tiranë with 28.9 % while the trips that have as main destination the prefecture of Durrës have recorded the highest percentage of trips in the second quarter 39.0 %, and in the third quarter it is recorded as a preferred destination Vlorë prefecture with 51.9%. Trips that have as main destination the prefecture of Korçë recorded the highest percentage in the fourth quarter with 28.1 %.

In 2020, the most preferred travel destinations abroad for "Holidays and leisure" purpose for the first quarter are: Italy and Montenegro, in the second quarter: Montenegro and North Macedonia, in the third quarter: Turkey and in the fourth quarter: Montenegro and Kosovo.

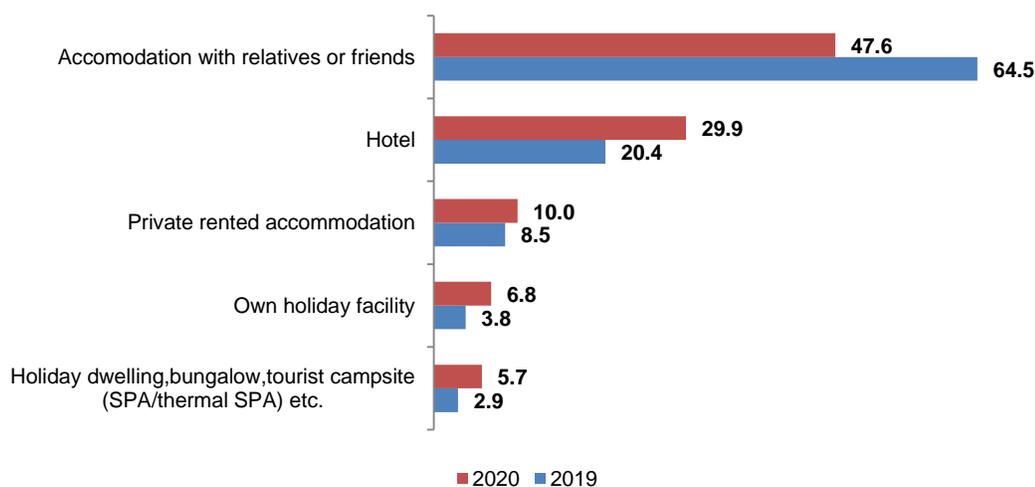
**Tab.3 Trips distribution by most frequented destinations in Albania and abroad and quarter for "Holiday and leisure", 2020, in %**

Quarter:	First	Second	Third	Fourth
<b>Albania</b>				
Berat	7.7	3.9	5.2	16.9
Dibër	0.6	0.5	0.7	0.5
Durrës	13.7	39.0	28.9	10.0
Elbasan	0.5	0.5	-	2.1
Fier	-	-	0.5	-
Gjirokastrë	1.9	6.3	0.6	0.2
Korçë	17.9	5.6	3.9	28.1
Kukës	11.5	2.4	1.9	12.2
Lezhë	2.0	3.6	2.5	0.6
Shkodër	12.4	2.4	1.5	8.7
Tiranë	28.9	11.0	2.5	17.8
Vlorë	3.1	24.8	51.9	2.9
<b>Abroad</b>				
Greece	5.4	-	-	1.4
Italy	31.1	-	-	-
Germany	2.6	-	-	-
Turkey	3.1	4.6	86.6	-
Spain	2.4	-	-	-
Montenegro	20.7	76.6	6.6	25.4
North Macedonia	9.0	18.8	2.1	1.0
Kosovo	8.3	-	4.6	72.3
USA	0.6	-	-	-
Thailand/Canada/Dubai	7.0	-	-	-
Other	9.9	-	-	-

### Trips by type of accommodation

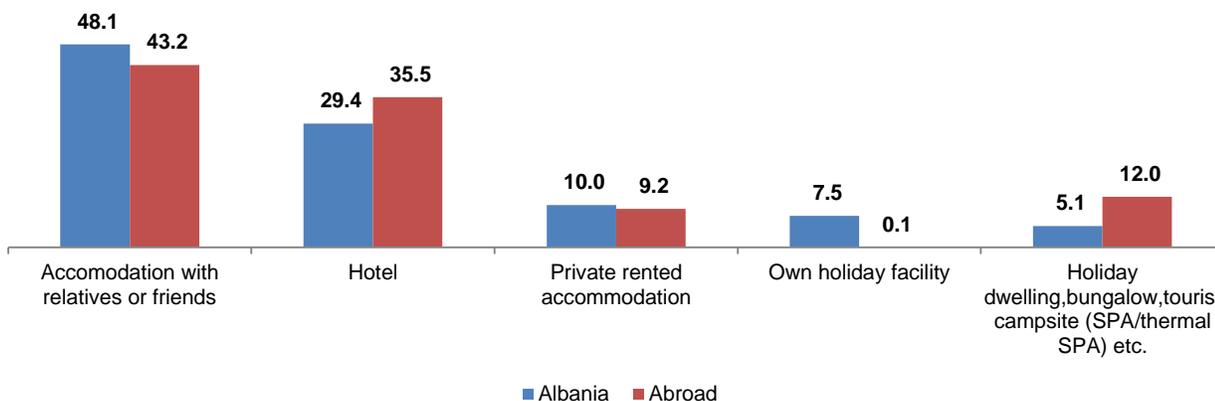
The most common type of accommodation in 2020 is “the accommodation to relatives or friends”, followed by the category of “hotel” and “private rented accommodation” or “own holiday facility”. In 2020 for the category “hotel” was recorded an increase of 9.6 points percentage, while for the category “the accommodation to relatives or friends” a decrease of 16.9 points percentage.

Fig.8 Trips distribution by type of accommodation, 2019 - 2020, in %



For all types of trips made in Albania and Abroad, in 2020 the highest share of the type of accommodation was recorded for the category “accommodation to relatives or friends”, followed by the category “hotel”.

Fig.9 Trips distribution in Albania and abroad by type of accommodation, 2020, in %



The number of trips made by travelers for personal purposes in Albania and abroad is 3.17 million for whom the most preferred accommodation option is "Accommodation with relatives or friends ". While for trips made for business purposes both in Albania and abroad which are about 0.04 million, the "Hotel" and "Accommodation to relatives or friends" is the most common means of accommodation.

**Tab.4 Trips distribution in Albania and abroad by purpose and type of accommodation 2020, in %**

Purpose of trips:	Hotel	Own holiday facility	Private rented accommodation	Accommodation to relatives or friends	Holiday dwelling, bungalow, tourist campsite (SPA, thermal SPA) etc
Personal in Albania	29.2	7.4	10.1	48.2	5.1
Personal Abroad	36.0	-	8.3	43.4	12.3
Business in Albania	42.3	15.4	2.2	35.7	4.4
Business Abroad	19.5	3.2	42.3	35.0	-
<b>Total</b>	<b>29.9</b>	<b>6.8</b>	<b>10.0</b>	<b>47.6</b>	<b>5.7</b>

Different forms of accommodation appear in the prefectures for all types of trips made in Albania. The trips where are recorded the highest percentages of accommodation in "hotel" have as destination the prefecture of Vlorë, Durrës and Korçë, for accommodation in "private rented accommodation " are recorded in trips that have as main destination the prefectures: Durrës and Vlorë while for the category "Own holiday facility" are recorded as main destinations: Durrës and Tiranë.

**Tab.5 Trips distribution in Albania by purpose and type of accommodation, 2020, in %**

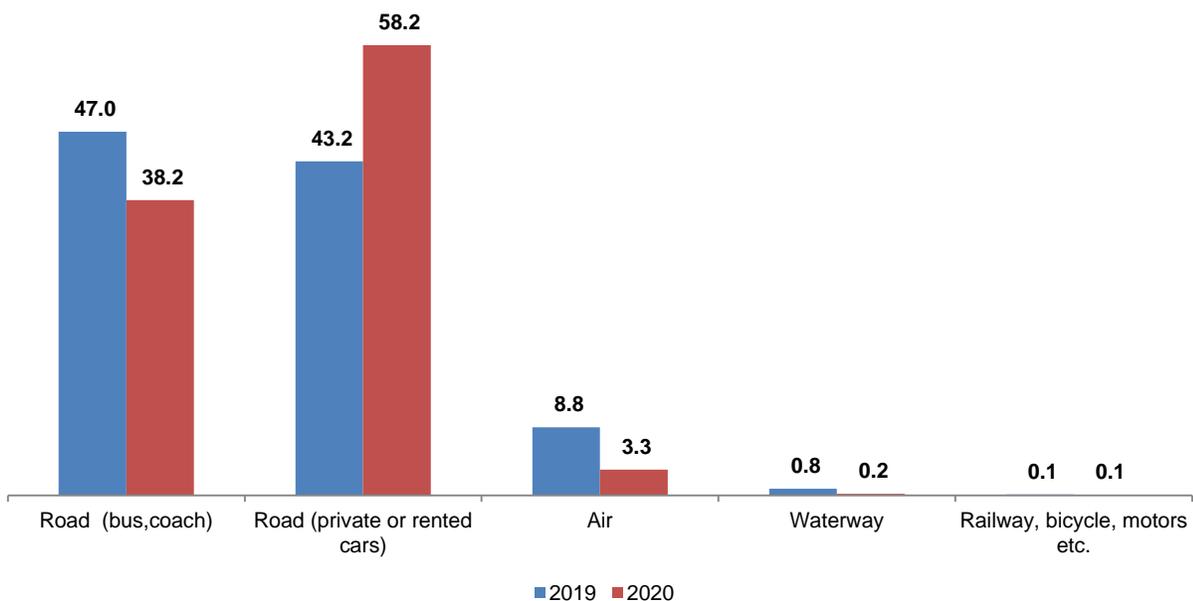
Prefecture	Hotel	Own holiday facility	Private rented accommodation	Accommodation to relatives or friends	Holiday dwelling, bungalow, tourist campsite (SPA, thermal SPA) etc
Berat	8.2	17.7	0.6	2.7	9.5
Dibër	0.2	3.4	-	1.7	-
Durrës	20.2	32.6	20.5	9.1	12.6
Elbasan	0.9	-	0.1	7.1	15.1
Fier	-	-	1.3	1.3	-
Gjirokastër	1.0	5.2	-	3.9	0.4
Korçë	14.4	1.6	13.8	7.8	5.7
Kukës	8.0	2.5	4.7	2.1	1.8
Lezhë	1.7	0.5	3.1	8.9	1.1
Shkodër	7.4	-	2.5	3.6	3.1
Tiranë	9.1	28.5	6.4	46.2	25.8
Vlorë	28.8	8.1	47.1	5.5	24.9

Regarding the trips made abroad, “hotel” accommodations recorded the highest percentages for destinations such as Kosovo, Montenegro and Turkey. Accommodation to “relatives or friends” is more common on trips that have as destination Greece and Italy.

### Trips by type of transport

About 3.1 million trips are made by roadway transportation which represents 96.4% of all trips in 2020. The highest increase was recorded in roadway transportation by private cars by 15 points percentage.

Fig.10 Trips distribution by type of transport, 2019-2020, in %



### Reservation types

Reservations, for all types of trips made in Albania it is noted that: for reservations of the type of transport and main types of accommodations the highest percentages are recorded on trips which have their destination the prefecture of Korçë (52.8 % and 40.1 %). Regarding the trips made abroad the highest percentages of reservations for the type of transport and accommodation are recorded on trips which the destinations are: Kosovo and Montenegro.

### Same day visit trips

Analyzing the same day visit trips by purpose (personal or business) in Albania, is noted that in the first and third quarter was recorded the highest number of trips for personal purposes, and in the second and third quarter trips for business purposes, while the trips for personal purposes abroad were made more in the second quarter and those for business purposes abroad in the third quarter.

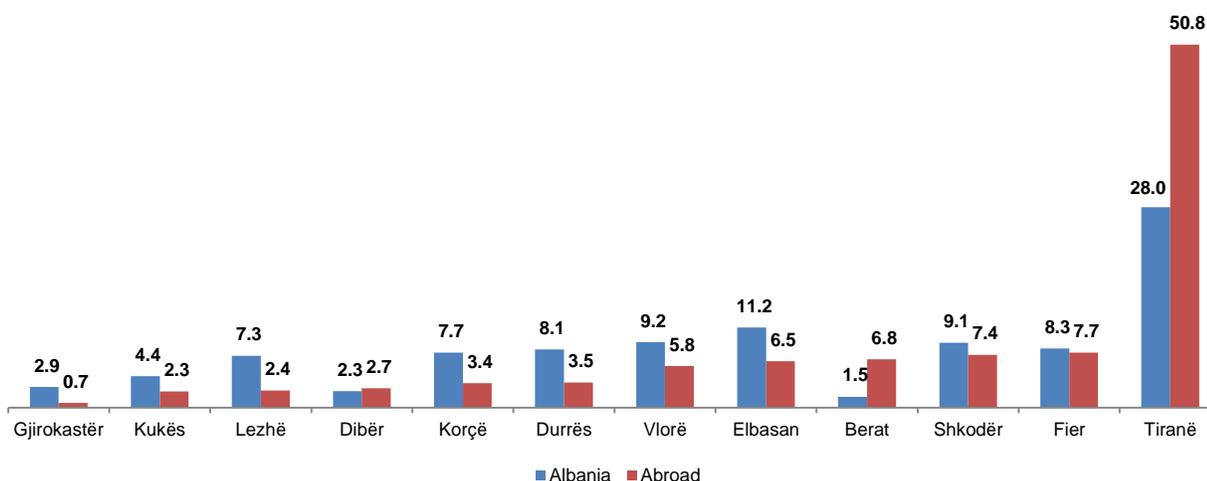
**Tab.6 Same day visit trips distribution by quarter and purpose, 2020**

Quarter	Sum of same day visit trips (in no.)			
	Personal purposes		Business purposes	
	Albania	Abroad	Albania	Abroad
I	4,939,988	117,960	570,923	2,936
II	3,548,743	142,931	1,063,326	4,435
III	4,777,402	119,239	1,098,457	14,498
IV	4,657,934	131,608	706,353	1,722
<b>Total</b>	<b>17,924,068</b>	<b>511,738</b>	<b>3,439,059</b>	<b>23,591</b>

### Trips departure origin

About 30.1 % of trips both in Albania and abroad have as departure country the prefecture of Tirana. From the total trips made in 2020, it is noted that the prefectures of origin with the highest percentage for trips with destinations abroad are ranked Tiranë, Fier and Shkodër.

**Fig.11 Trips distribution in Albania and abroad by departure origin, 2020, in %**



# Methodology

The Survey on Tourism "Holiday and Trips" is a statistical survey conducted in households (households) and targets all individuals residing in Albania over 15 years old in households. The survey collects data on trips with at least one overnight stay for holidays, business trips and other trips both in Albania and Abroad, as well as those within a day in Albania and Abroad divided into four quarters respectively: First Quarter (January- March), second quarter (April-June), third quarter (July-September), fourth quarter (October-December). The Survey on Tourism "Holiday and Trips" was conducted for the first time in 2017 throughout the whole year with a representative sample for whole Albania.

In 2020, which was conducted throughout the whole year, with a sample of 10,240 households, where for each quarter the survey includes a sample of 2,560 households or 320 PSUs.

At the end of the survey, about 7,537 households uniformly distributed throughout Albania were interviewed. The response rate of the households, calculated as a ratio of the number of households that completed the survey to the number of households selected, expressed as a percentage was 73.6%.

The sampling is done according to a two-step procedure. The first step units (PSUs) are homogenized Census areas, with proportional probability with the size of the Census area. In the second step, within each of the selected areas in the first step, a fixed number of 8 households are selected by the systematically equal probability method. The choice in both steps was made randomly.

## **Data collection:**

The conduction of a direct interview by the interviewers through a questionnaire includes households questions and base data of the household and is conducted also an individual interview for each person present in the household over 15 years old.

## **The questionnaire structure:**

- General information;
- Demographic characteristics of household members;
- Individual questionnaire (socio-demographic characteristics, number and characteristics of overnights trips and one day trips).

## **Definitions:**

**Tourism:** means the activity of visitors taking a trip to a main destination outside the usual environment , for less than a year, for any main purpose, including business, leisure or other personal purpose, other than to be employed by a resident entity in the place visited.

**Visitor:** A traveler taking a trip to a destination outside his/her usual environment, for less than one year (otherwise migrant), for any main purpose (business, leisure, other personal purposes).

**Same day visitor:** is classified as a tourist if his/her trip includes a same-day visit (or excursionist).

**Traveler:** A person who moves between different geographic locations, for any purpose or duration

**Travel:** Refers to the activity of travelers.

**Domestic trip** refers to the activity of a resident visitor in the country.

**Outbound trip** refers to the activity of a resident visitor outside of the country.

**Trips for personal purposes:** Trips for personal purposes are those trips outside the usual residence of an individual, which include at least one overnight spent or more and do not exceed 12 months.

**Trips for business purpose:** Trips for business purposes are those trips outside the usual residence of an individual, which include at least one overnight spent or more and do not exceed 12 months (congresses and conferences, fairs and exhibitions, business talks and missions (sales or purchases), business trips (undertaken by representatives of culture or religion, etc.), training, accompanying other persons, etc.)

**The main destination:** for a trip abroad, the visitor says the visited place. However, if no such place can be identified by the visitor, the main destination is defined as the place where he/she spent most of his/her time during the trip; if there are more places with the same duration will be decided as the most remoted area or the place where the visitor spent more money.

**Nights spent:** are overnight spent in a hotel or similar facilities, in a private rented or not rented accommodation (accommodation is provided by friends or relatives), or in nature (camping). Also overnights spent include nights spent traveling vehicles (on the train, bus).

**Duration of the trip:** should usually be expressed in terms of nights.

**Main purpose of the trip:** The main purpose of the trip is the one which suits best the visitor. It is very important to separate trips for personal purposes from those for business or work.