

Accommodation Establishments

July 2024

Tirana, 19 September 2024: In July 2024, the occupancy indicators of accommodation establishments are presented as bellow:

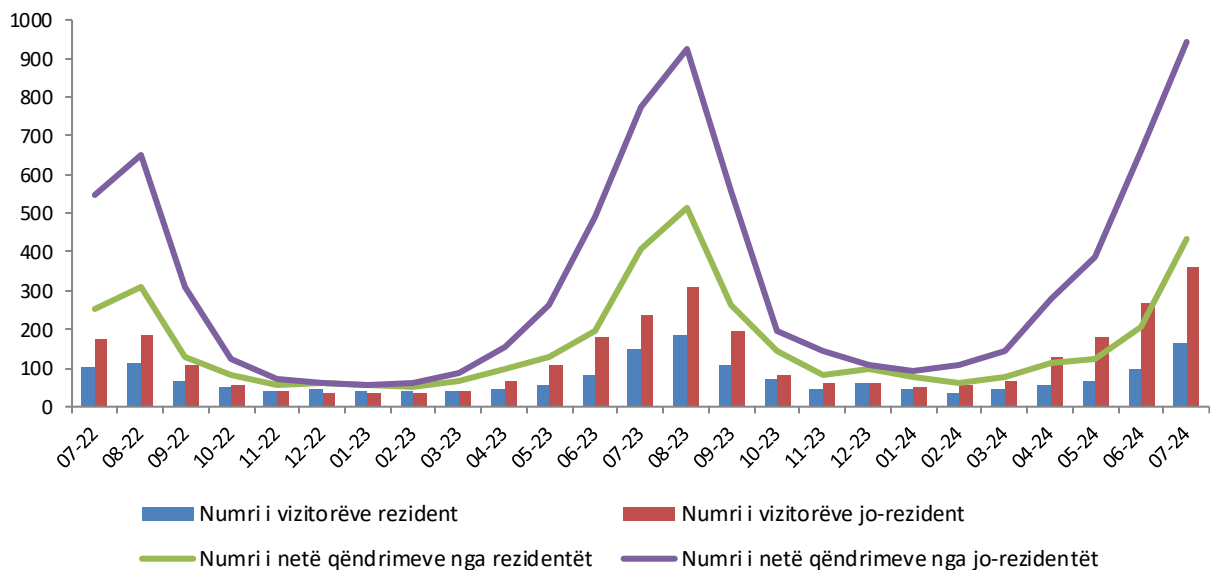
The number of total arrivals has increased by 35.9 %, compared to July 2023. The same trends follow the two below indicators:

- number of resident arrivals increased by 8.9 %;
- number of non-resident arrivals increased by 53.1 %;

The number of total nights spent has increased by 16.1 %, compared to July 2023. The same trends follow the two below indicators:

- number of nights spent by residents increased by 6.2 %;
- number of nights spent by non-residents increased by 21.3 %;

Fig.1 Total arrivals and nights spent (number in thousand)



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Arrivals

During July 2024, there was an increase in the number of total arrivals by 35.9 %, compared to July 2023. The number of non-resident arrivals who were accommodated in the Center Region marked an increase by 74.1 %. In Coastal areas this indicator has increased by 57.0 %, compared to the same period of the previous year. The number of non-resident arrivals who were accommodated in the “Hotels and similar accommodation” marked an increase by 57.1 %.

Tab.1 Arrivals by region, location close to the sea and type of accommodation

	Resident		Non-resident	
	July 2023	July 2024	July 2023	July 2024
Regions				
Northern region	45,268	45,149	67,835	88,433
Center region	28,822	42,211	91,426	159,212
Southern region	76,586	76,655	77,293	114,633
Type of location close to the sea				
Coastal area	107,382	123,699	166,450	261,280
Non-coastal area	43,294	40,316	70,104	100,998
Type of accommodation				
Hotels and similar accommodation	138,144	151,650	214,826	337,542
Holiday and other short-stay accommodation	10,814	10,750	16,410	19,994
Camping grounds, recreational vehicle parks and trailer parks	1,718	1,615	5,318	4,742
Total	150,676	164,015	236,554	362,278

In July 2024, the highest number of visitors results:

- by regions in the “Center Region” (38.3 %);
- by location close to the sea in “Coastal areas” (73.1 %);
- by type of accommodation establishments in “Hotels and similar accommodation” (93.0 %).

Fig.2 Annual change of resident and non-resident arrivals by month (%)

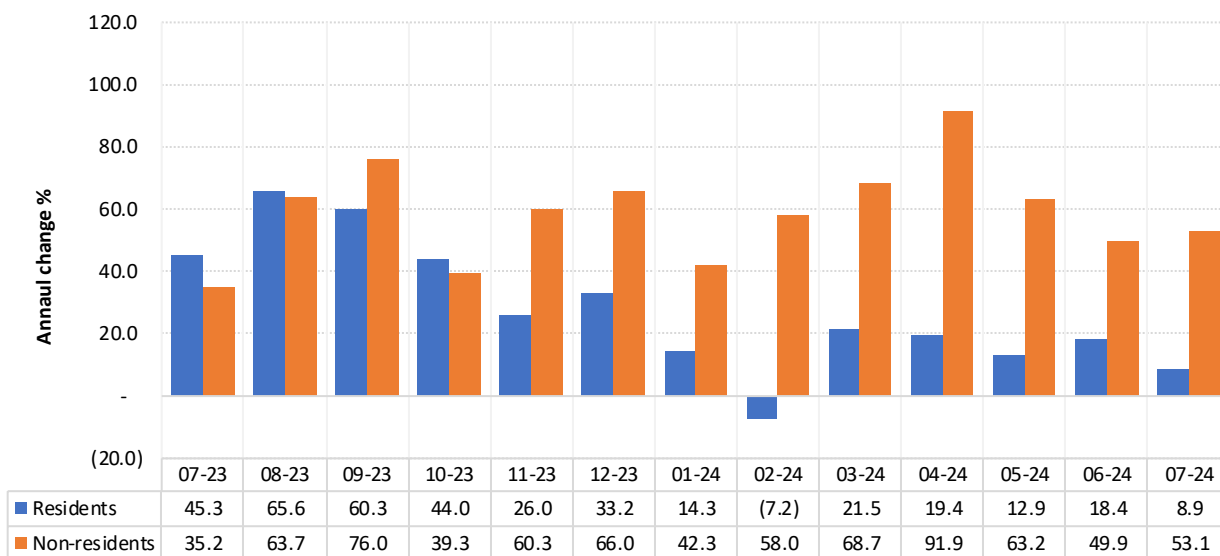
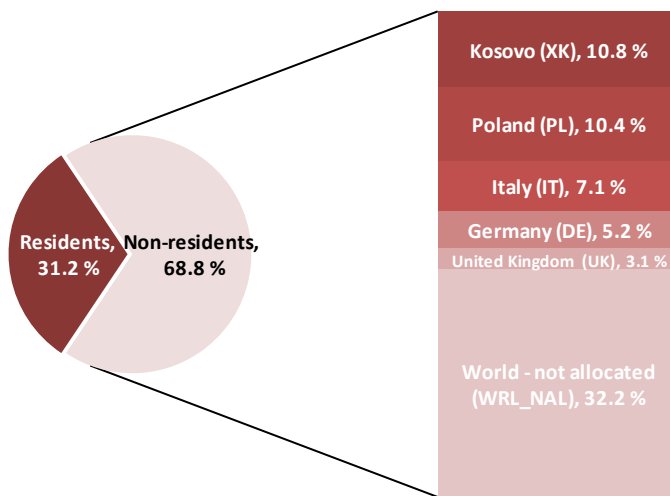


Fig.3 Non-residents arrivals by country of residence (%)



Nights spent

During July 2024 the total number of nights spent increased by 16.1 % compared to July 2023. The number of nights spent by non-residents who have been accommodated in Center Region has marked an increase by 24.4 %. In Coastal areas has increased by 21.2 %, compared to the same period of the previous year. The number of nights spent by non-residents who have been accommodated in “Hotels and similar accommodation” has marked an increase by 22.5 %.

Tab.2 Nights spent by region, location close to the sea and type of accommodation

	Resident		Non-resident	
	July 2023	July 2024	July 2023	July 2024
Regions				
Northern region	124,003	125,871	236,103	260,501
Center region	65,877	87,007	292,514	363,794
Southern region	220,217	222,488	248,703	318,635
Type of location close to the sea				
Coastal area	331,574	359,927	634,213	768,772
Non-coastal area	78,523	75,439	143,107	174,158
Type of accommodation				
Hotels and similar accommodation	373,881	399,302	713,177	873,974
Holiday and other short-stay accommodation	33,161	32,874	56,964	61,485
Camping grounds, recreational vehicle parks and trailer parks	3,055	3,190	7,179	7,471
Total	410,097	435,366	777,320	942,930

In July 2024, the highest number of nights spent was realized:

- by regions in the “Southern Region” (39.3 %);
- by areas of proximity to the coast in “Coastal areas” (81.9 %);
- by type of accommodation structures in “Hotels and similar accommodation” (92.4 %);

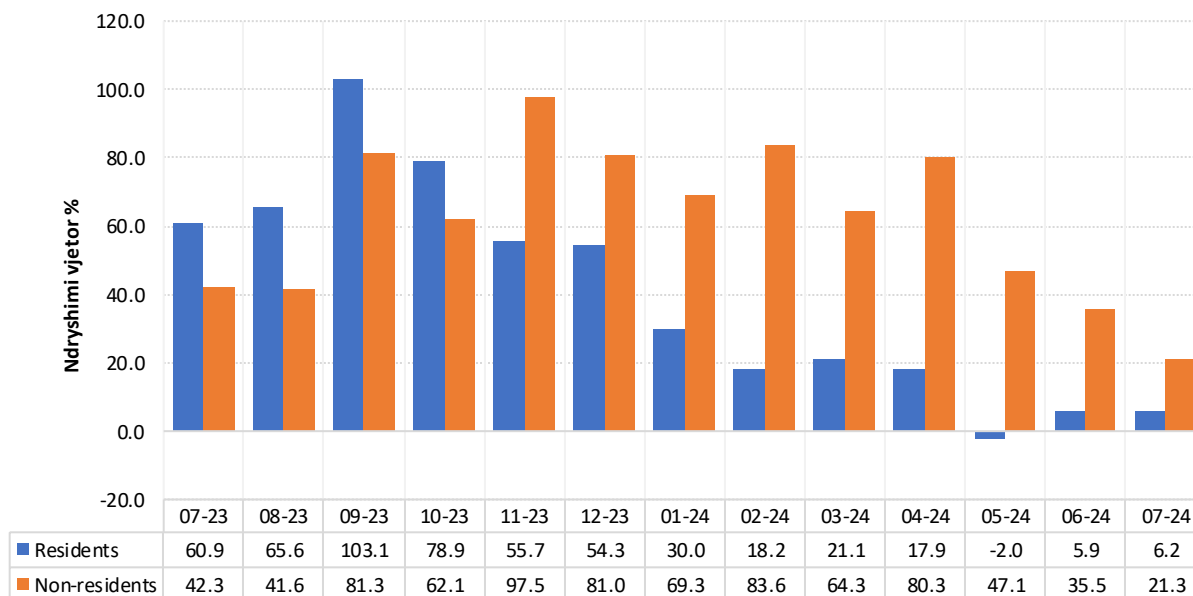
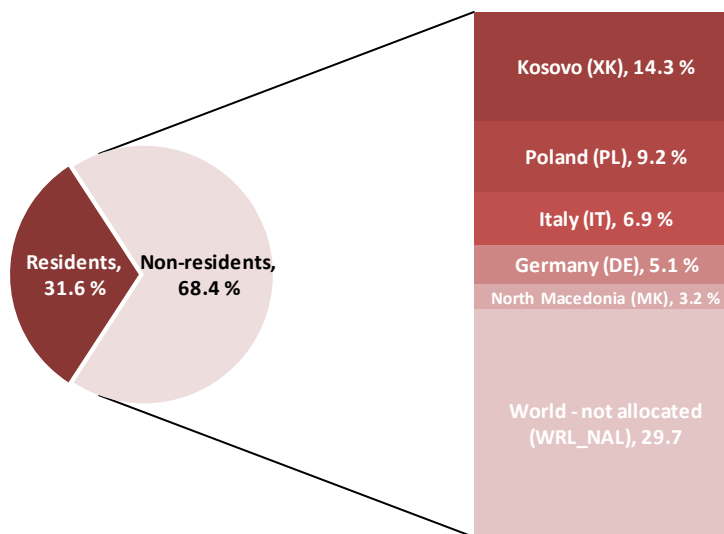
Fig.4 Annual change of resident and non-resident nights by month (%)

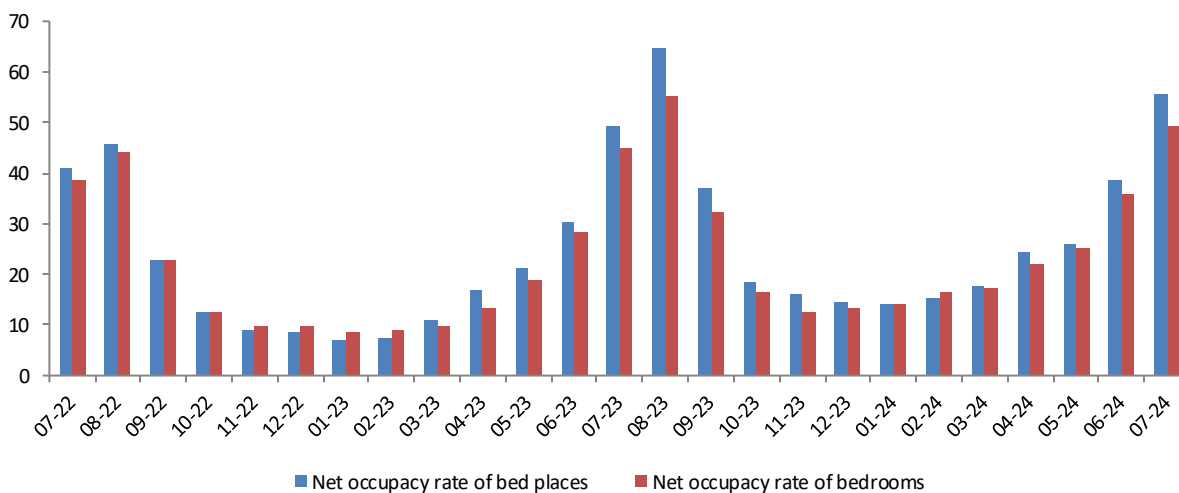
Fig.5 Non-residents nights spent by country of residence (%)



Net occupancy rate

Net occupancy rates, of bedrooms and bed places, are two indicators that measure the percentage of accommodation capacities use, bedrooms and bed places available for visitors. During this month, net occupancy rate of bedrooms of "Hotels and similar accommodation" is 49.3 %, against to 44.8 % that was in July 2023. Net occupancy rate of bed places of "Hotels and similar accommodation" is 55.4 %, against to 49.5 % that was in July 2023.

Fig.6 Net occupancy rates (%)



Methodology

General information:

INSTAT calculates and publishes the indicators of accommodation statistics which represent the tourism offer in the country, using the new data collection process, exhaustive survey near accommodation establishments, against sample survey used during the previous years. The new methodology aims the data collection, production and publication of high quality data in accordance with Regulation (EU) No 692/2011 concerning European statistics on tourism and amendments.

The purpose of the survey to accommodation establishments is to monitor tourism activities, to calculate statistical variables about accommodation offer of Albanian tourism, which are important to determine the trend of capacity development in the tourism sector. Data are collected every month through the questionnaire "Survey of Accommodation Establishments".

Coverage area

The scope of observation (or the target population) in accommodation statistics includes all tourist accommodation establishments from the Statistical Business Register of the year 2023 and Local Unit Register, that have as a primary or secondary economic activity the touristic accommodation.

Tourism accommodation establishments are classified and described in groups according to NACE Rev. 2 classification as follow:

55.10 Hotels and similar accommodation. This class includes accommodation provided by: hotels, resort hotels, suite/apartment hotels and motels.

55.20 Holiday and other short-stay accommodation. This class includes accommodation provided by: children and other holiday homes, visitor flats and bungalows, cottages and cabins without housekeeping services, youth hostels and mountain refuges.

55.30 Camping grounds, recreational vehicle parks and trailer parks. This class includes: provision of accommodation in campgrounds, trailer parks, recreational camps and fishing and hunting camps for short stay visitors.

Non-registered visitors and accommodation establishments are not subject of this survey.

Indicators collected from the survey include:

- Arrivals of residents;
- Arrivals of non-residents;
- Nights spent of residents;
- Nights spent of non-residents;
- Occupied bedrooms by residents;
- Occupied bedrooms by non-residents);

- Number of bedrooms;
- Number of accommodation establishments that have one or more bedrooms for people with reduced mobility (including people in wheelchairs)
- Number of bed places;

Data collection and data processing methodology is based on Annex I of Regulation (EU) No 692/2011 of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism.

Definitions:

The accommodation establishment includes all tourist accommodation establishments providing, as a paid service (although the price might be partially or fully subsidised), short-term or short-stay accommodation services.

Bedroom: or dwelling is the unit formed by one room or groups of rooms which are rented by tourists as a whole (and constituting an indivisible rental).

Bedroom for people with reduced mobility PRMs (including people in wheelchairs): the bedrooms concerned shall be accessible independently for most persons with reduced mobility and allow to use most of the room facilities available to all guests: the establishment and bedrooms concerned can also include special facilities for the visual or hearing impaired.

Bed place: is determined by the number of persons who can stay overnight in the beds set up in the establishment, ignoring any extra beds that July be set up upon customer request.

Arrival: is defined as a person who stays at least one night in the hotel, children included.

Resident: is considered a person who has resided in Albania for more than 12 consecutive months.

Non-Resident: is considered a person who has not resided in Albania for more than 12 consecutive months.

A night spent: (or overnight stay) is each night a guest / tourist (resident or non-resident) actually spends (sleeps or stays) in a tourist accommodation establishment or non-rented accommodation.

The net occupancy rate of bed places = $\frac{\text{Number of nights spent}}{\text{Number of available bed places}} * 100$ measures the percentage of occupied bed places for "Hotels and similar accommodation".

The net occupancy rate of bedrooms = $\frac{\text{Number of occupied bedrooms}}{\text{Number of available bedrooms}} * 100$ measures the percentage of occupied bedrooms for "Hotels and similar accommodation".

Statistical regions at level 1, 2 and 3 are defined according to the NUTS II territorial division, which is a unified classification and is used as a basis for the collection and processing of European Regional Statistics. The information below includes which prefectures are in the North, Centre and South region.

Northern Region: Dibër; Durrës; Kukës; Lezhë; Shkodër

Centre Region: Elbasan; Tiranë

South Region: Berat; Fier; Gjirokastrë; Korçë; Vlorë

Coastal areas are Local Administrative Units (LAUs) that are on or near a coastline. Coastal areas are classified according to the following two categories:

- **Coastal areas:** LAUs bordering the coastline or LAUs having at least 50% of their surface at a distance of 10 km from the coastline;
- **Non-coastal areas:** LAUs that are not "coastal areas"; which means LAUs that are not bordered by the coastline and have less than 50% of their surface at a distance of 10 km from the coastline.