INSTAT
Republika e Shqipërisë
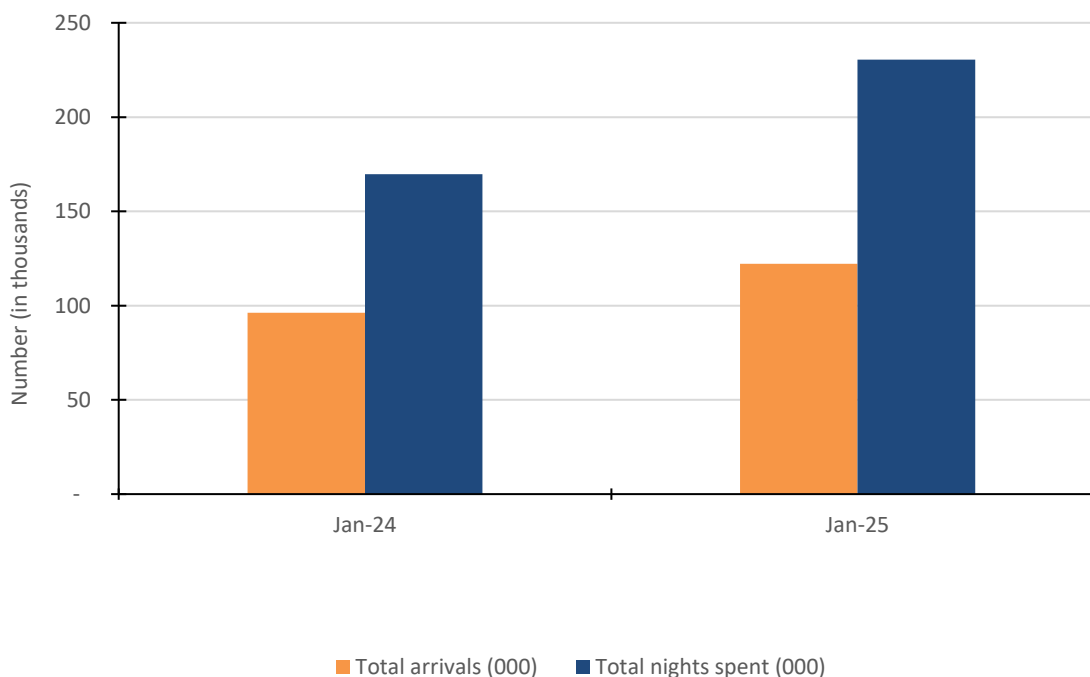Instituti i Statistikave

Accommodation Establishments

January 2025

Tirana, 17 March 2025: In January 2025, accommodation establishments recorded a significant increase in visitors and nights spent compared to the same month of the previous year.

- **Total visitors** increased by **26.9 %**, with non-residents recording an increase of **41.0 %** and residents by **12.1 %**.

- **Total nights spent** increased by **35.8%**, with non-residents increasing by **49.1 %** and residents by **19.0 %**.

- The largest increase in non-resident visitors was recorded in **non-coastal areas** (+46.5%) and in **hotels and similar accommodations** (+38.4%).

Fig.1 Total arrivals and nights spent (000)

Total arrivals (000)   Total nights spent (000)
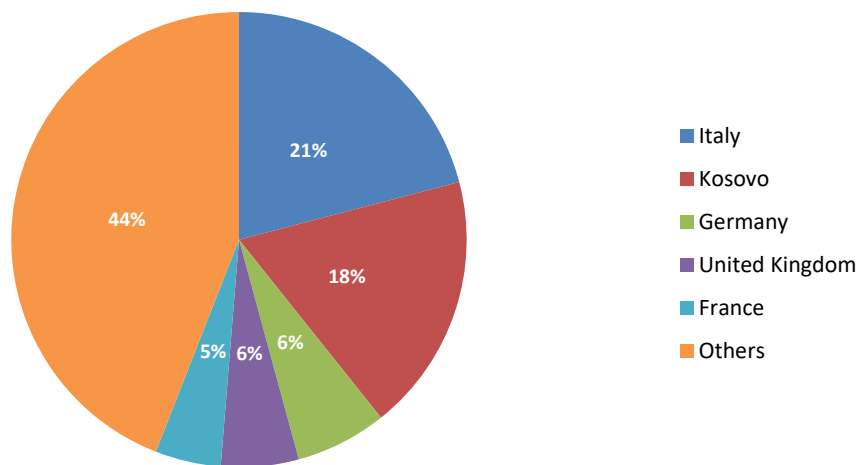
For publication 17/03/2025

Continues

Non-resident visitors by country of residence

In January 2025, the majority of non-resident visitors who stayed in accommodation establishments in Albania came from Italy (21%), Kosovo (18%), and Germany (6%). The United Kingdom and France contributed 6% and 5% of visitors respectively, while 44% of them were from other countries. These data reflect the trend of increasing inbound tourism from the main markets of the region and Europe.

The occupancy rate of hotel rooms reached 14.5%, compared to 14.2% in January 2024.

Fig.2 Non-residents visitors by country of residence

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

	Resident		Non-resident	
	January 2024	January 2025	January 2024	January 2025
Regions				
Northern region	11,152	12,297	6,509	10,501
Center region	19,887	19,256	37,209	48,491
Southern region	15,949	21,135	5,550	10,459
Type of location close to the sea				
Coastal area	14,333	14,617	16,512	21,477
Non-coastal area	32,655	38,071	32,756	47,974
Type of accommodation				
Hotels and similar accommodation	43,729	48,963	48,052	66,521
Holiday and other short-stay accommodation	3,128	3,680	1,140	2,900
Camping grounds, recreational vehicle parks and trailer parks	131	45	76	30
Total	**46,988**	**52,688**	**49,268**	**69,451**

Methodology

General information:

INSTAT calculates and publishes the indicators of accommodation statistics which represent the tourism offer in the country, using the exhaustive survey method of data collection near accommodation structures., near accommodation establishments. The 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 2024 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:

- Resident visitors;
- Non-resident visitors;
- Nights spent of residents;
- Nights spent of non-residents;
- Occupied bedrooms by residents;
- Occupied bedrooms by non-residents);

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

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 December 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 December be set up upon customer request.

Visitor: 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 $= \frac{\text{Number of nights spent}}{\text{Number of available bed places}} * \textbf{100}$ measures the percentage of occupied bed places for "Hotels and similar accommodation".

The net occupancy rate of bedrooms $= \frac{\text{Number of occupied bedrooms}}{\text{Number of available bedrooms}} * \textbf{100}$ 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; Gjirokastër; 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.