



#GSTC2023 Global Conference Sustainable Tourism in the Balkan Region

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Tourism in the Western Balkan 6

Albania

21.2% GDP
22.2% jobs
48.2% exports
+15.1% int. arrivals

Bosnia and Herzegovina

9.3% GDP
9.6% jobs
13% exports
+13.8% int. arrivals

Kosovo*

1.4% GDP
10% jobs
N.A% exports
+61.7% int. arrivals

Montenegro

32.1% GDP
32.8% jobs
47.7% exports
+20.8% int. arrivals

North Macedonia

6.2% GDP
6.6% jobs
4.9% exports
+7.1% int. arrivals

Serbia

5.9% GDP
6.2% jobs
7% exports
+8% int. arrivals

Source: WTTC, 2020; KAS, 2020; Horwath HTL, 2020



Can the Western Balkan make efforts to establish the travel corridors for seamless tourism

- Strong domestic and intra-regional travelers;
- Regional and transnational routes that promote active mobility modes, such as cycling and hiking, and encouraging longer stays;
- Adriatic-Ionian and Danube EU Macro regions contain regional routes that connects naturally the area:
 - Via Dinarica;
 - Peaks of the Balkans;
 - Scardus Trail;
 - Illyricum Trail;
 - Balkan Monumental Trail; etc
- Shared and living cultural heritage of Cultural Routes of Council of Europe > 10 routes in WB (Olives Trees, Roman Empires and Danube routes, Iron Curtain Trail Eurovelo 13, etc)





Albania #AllYou Need isHere!

ITB 2023
National Representation



- UNESCO cities
- Regional and national protected areas
- >400 km coastline
- Cultural sites
- Etc



Tourism in Albania 2019-2022

	2019	2020	2021	2022*
International Arrivals (in millions)	6.4 M	2.7 M ▼-51% (vs. 2019)	5.7 M ▼-11% (vs. 2019)	7.4 M ▲+18% (vs. 2019)
Total contribution (in billions euro)	€2.9 bln	€1.4 Bln ▼-53% (vs. 2019)	€2.6 Bln ▼-10% (vs. 2019)	€3.6 Bln ▲30% (vs. 2019)
Share of expenditures by foreign tourists	77%	70%	80%	81%
Jobs created	244,000	178,600	226,000	250,000
GDP total contribution	20.3%	10.7%	17.4%	24%

The record-breaking tourist season in 2022

- **5th ranked in SEE region**
- **13th ranked in Mediterranean area**
- **7.4 mil visitors 2022 +36% vs.2021**
- **App 3.6 billion € 2022 +30% vs 2019**
- **384,000 indirect 2022 and direct jobs**
- **38% of exports**

UNDP 2022/Tourism and Hospitality in Albania 2022 An assessment of tourism trends and performance

Albania “full recovery” 2022 vs Challenges ahead

- Visa-free programs (2021 – 2022)
- Increase of nr of flights
- VAT reductions
- SMEs support with specific projects (promotion, business modelling, energy efficiency investments;
- Presence of international hospitality brands;
- Attention of the international media 2021-2022 (The Guardian, Financial times, Euronews, etc) ;
- Labor shortage crises in the country and the region;
- How to engage and empower the local population in the “tourism of experiences” ;
- Seasonality and sustainable positioning of diversified offer;
- Implementing standard of sustainability for destinations and businesses;
- Necessity to adopt to the digital transformation as people driven approach rather than technology, adopt to target audience and expectations;
- Transport connectivity/Mobility and waste management infrastructure in tourist areas;

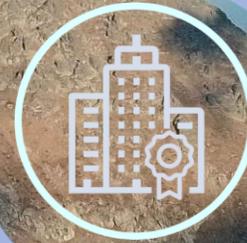
Government approach 2023 – 2030 (4Ps)

Policy –

NEW TOURISM LAW & NEW NATIONAL
STRATEGY FOR TOURISM 2023-2030
UN Agenda 2030



Promotion and support of traditional
villages as “ a new narrative” to be
developed



Public and Private Investment
Strategic infrastructure investments
boosting qualitative tourism
development in terms of services
and standards
(including rural areas)

Preservation of nature areas
Supporting natural habitats and
sustainable local communities





Vjosa River – Gjirokastra Destination

Surface 6,710 sqm
 Countries Albania, Greece
 Length 272 km (80 km in Greece)
 16% of the territory of Albania
 Discharge at Adriatic Sea
 10 protected areas
 130 natural monuments

Rafting Biking Hiking Climbing Kayaking Wildlife Watching
 Off-road Jeep Cultural tours Food trails Flora sight Trails

Photo: Caravan Horse Riding



@AlbaniaRafting

Q&A