

# INVEST IN ALBANIAN TOURISM



## Main important Investment opportunities

### Investment in Marinas

With its considerable coastal line of about 450 km, Albania doesn't have yet any significant investment in marinas. There is only one operating small marina in the South of Vlora, in Orikum and another one in construction phase which is situated in Kavaja. This type of investment is a must do for the country considering the developing phase of tourism industry and the growing need for such facilities.

### Investment in Hotels and Resorts

The existing structure of Hotels and Resorts in Albania is still in its early phase. The present available accommodation corresponds in average to 20–30 room capacity hotels. Hotels of this size are not able yet to work with bigger tourist groups organized in package tours, by western operators. Albania still lacks the great structures of larger hotels, resorts and leisure facilities that would accommodate bigger tourist groups. Serious investors interested to invest in Big Resorts would benefit from the special conditions the Government has created.

### Investment in Thermal Waters/Spa and Wellness Centers

Health and Spa and Wellness have great potential and can be developed in areas recognized as "Curative centers" in Albania. There are several thermal water areas in Albania and feasibility studies are ongoing. Thermal waters are located in the regions of Peshkopi, Elbasan, Leskovik, Permet and Fushe-Kruje, serving for curative and therapeutic purposes, and provide great opportunities for development of year-round tourism in Albania.

### Investment in Agro-tourism

In Albania, the development of agro-tourism is in its early years. This sector is considered as highly profitable due to a developing organic farming that is becoming present in Albania. Organic farms have started to develop in different regions of the country where is harmonized, the beautiful nature of the countryside and the agricultural local potentials. Agro-tourism can be developed in most of the areas of Albania. Various crops are produced and alongside them, the lines of selling products marking a new trend of development of agriculture where it is harmonized tourism, tradition and bio production.

## Favorable Investment Climate

Tourism is the fastest growing industry in Albania over the last 10 years. This industry is offering many advantages for potential investments in the country.

If investing in the Tourism Industry in Albania, the investor can benefit from the following key advantages:

### Improved business conditions

### Incentives for areas of priority for tourism development

### Special conditions for attracting new investments

### New important laws which support investments in tourism

### New Tourism law

- Supports foreign investors in big tourism resorts
- Facilitates strategic foreign investments in areas of priority for tourism development where state will take the role of the developer and engage in various forms of partnership
- "Albania 1 Euro" scheme, an incentive where state owned land can be given to a private investor for investments purposes, as lease scheme for a period of 99 years

### Strategic Investment Law

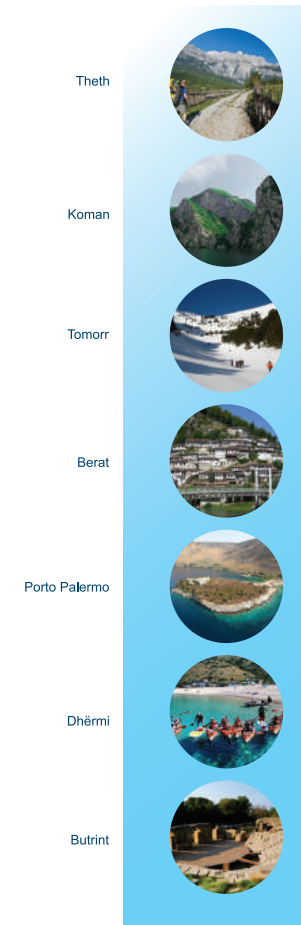
- Supports strategic investors through the establishment of special favorable administrative procedures, supports accelerating and mitigating services to investors
- Classifies "Status of Strategic Investor" in Tourism, investors can benefit from the provided incentives

### Law on Concessions and Public Private Partnerships

- Supports investments in tourism industry
- Regulates and accelerates the procedures and deadlines in the case of granting a concession or a PPP (public private partnership)
- Facilities foreign investments carried out as concessions/ public-private partnerships

## DID YOU KNOW THAT?

- Albania was nominated as 4<sup>th</sup> Global Tourism Destination by the New York Times in 2014
- Albania has an average of 300 sunny days per year
- Albania is ranked 4<sup>th</sup> by Le Figaro among 5 top destinations for Holidays in 2016
- Rough Guides places Albania destination number 5 among top 10 countries to be visited in 2016
- Albania is home to two World Heritage Sites: Butrint, an ancient Greek and Roman city, Gjirokastër, a well-preserved Ottoman medieval town and Berat, the 'town of a thousand and one windows'
- In 2005, UNESCO declared Albanian folk iso-polyphony to be "a masterpiece of the oral and intangible heritage of humanity"



Interested to know more?

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Contact us!



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# INVEST IN ALBANIAN



Why invest in Tourism in Albania  
Facts and Figures  
Main important investments opportunities in Tourism  
Favorable Investment Climate





## Why invest in Tourism in Albania

Albania is an emerging destination with much to offer and attracting ever more visitors. Situated in the Western Balkans, Albania is a “road less traveled” -- a great destination for costal, ecotourism, adventure and cultural tourism. Albania’s coastline, mountains, forests and rivers are a European frontier of pristine opportunities for hiking, river rafting, mountain biking and caving. The country’s archaeological sites, castle towns and museums in pre-20th century traditional houses are unspoiled treasures of the region. Albania is home to two World Heritage Sites.

As Albania continues its development, the country is moving steadily towards EU Integration. Albania is now recognized by visitors for its safe, relaxed and comfortable environment. Albanians and international visitors clearly enjoy its many city parks, evening strolls through the streets of any city, the open air festivals or even the vibrant café life, traveling throughout the country’s magnificent landscape and Mediterranean sun and sea.

There are an increasing number of international tour operators, travel guides and tourism specialized agencies which have included Albania into their list of tourism destinations. According to the WTTC, in 2014, Albania generated US1,824.2 mn in visitor exports. The future is bright by 2025 as international tourist arrivals are forecasted to total 5,217,000, generating expenditure of US2,601.3 mn, with an increase of 3.9% per year.

## Top Reasons to invest in Tourism in Albania

-  New destination with very diverse tourism activities in a small geographical area
-  Quickly developing country with impressive tourism potentials, particularly in coastal areas
-  Increasing opportunities for tourism resorts
-  High number of climatic regions and an average of 300 sunny days per year, allowing year-round tourism
-  Proximity to major European cities by air, road and sea and short haul air travel destination from all over Europe
-  Starting era of cruise ships and passengers visiting the country
-  Favorable government policies for foreign investments

### Coastal Tourism

is considered a great potential for development of Hotels and Marinas



### Cultural and Heritage Tourism

is identified as Albania’s main strength in different surveys with visitors and travel trade from foreign markets



### Nature and Rural Tourism

is an alternative to be exploited, for example 15,000 tourists visited Thethi, north of Albania, from whom 70% coming from Austria, Czech Republic, Germany, France and Poland



## Facts and Figures of Tourism Sector

### According to WTTC estimations:

Direct contribution of travel and tourism to GDP for the year 2014 was 5.9%, while the total contribution to the economy was 21.0%.

By 2025, the direct contribution of travel and tourism to GDP is expected to grow by 4.1% per year and reach 6.2% of GDP, while the total contribution to the economy is expected to grow by 4% per year and reach 21.8% of GDP.

Number of international visitors to Albania since 2001, increased by 1000% leading to over 3.6 million arrivals in year 2014.

Numbers of foreign western tourists visiting cultural attractions increases 15-25% per year.

ALBANIA: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS



Majority of tourists in Albanian coastal destinations, come mainly from the surrounding Balkan Countries, whereas, international tourists come from Scandinavian countries, Poland, Italy, UK, Czech Republic and Slovakia.

According to WTTC Estimations for Albania, Investment in Travel & Tourism industry attracted capital investment of US186.6 mn in 2014. This was expected to rise by 1.6% in 2015, and rise by 3.6% per year over the next ten years to US271.0 mn in 2025. Travel & Tourism’s share of total national investment rose from 4.3% in 2015 and is expected to rise by 4.5% in 2025.