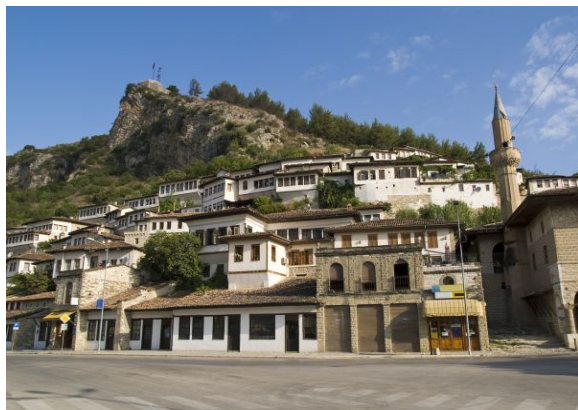


## Travel and Tourism - Albania - February 2015

Report Price: £175.00 | \$283.40 | €222.30

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“Albania has a growing reputation as the next ‘to be discovered’ destination, which provides opportunities to explore the country’s potential for developing products in other niche tourism markets, notably adventure tourism.”

### This report looks at the following areas:

- What is the current state for tourism in Albania?
- Who travels to and within Albania, why and for how long?
- How do they travel and where do they stay?
- What does the future of tourism look like in Albania?

Although Albania is geographically well positioned in Mediterranean Europe, with a climate similar to Greece and Croatia, years of isolation mean that it still has some way to go before it can compete with some of the better-known destinations for its share of the tourism market. While tourist arrivals grew strongly over the period 2009 to 2012, growth faltered in 2013, potentially indicating that the demand for the destination may be slowing down, although statistics for the first quarter of 2014 are more promising.

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