



Albanian Investment Development Agency
Agjencia Shqiptare e Zhvillimit të Investimeve



FACTSHEET

Tourism Sector

Where Tourism Growth Meets Untapped Potential



OVERVIEW

Tourism is one of Albania's most dynamic and high - potential sectors, contributing significantly to the country's economic growth.

Albania is making waves as a standout leader in tourism growth, both in Europe and globally.

The 2024 report from the World Tourism Barometer indicates a remarkable success story, showing an impressive 80% surge in tourist arrivals ranking Albania first in the world in terms of the higher growth in the number of tourist, wellcoming 11.7 million international tourists.

In 2025, Albania welcomed approximately 12.5 million international tourists, marking a record-breaking year for the country's tourism sector.

WHY INVEST IN TOURISM

Albania has adopted a liberal framework designed to create a favorable investment climate for foreign investors. Special legislation on strategic investments aims to encourage and attract strategic investments. The purpose of the legislature is to attract significant capital investments which are implemented in the economic sectors which are considered as strategic for the development of the country.

The objectives of this legislation are related to the economic development of the country, employment and development of the regions. To this end, the legislation provides strategic investors with incentive and support mechanisms, considering these investments as a priority and guaranteeing a range of measures, services and administrative facilities.

FAST FACTS

- 6% VAT**
TOURISTIC ACCOMMODATION FACILITIES AND AGROTOURISM
- 0% TAX**
 - CORPORATE INCOME TAX
 - TAX ON IMPACT IN INFRASTRUCTURE
 - TAX ON BUILDINGS
- 99 YEAR**
LEASE OF PUBLIC LAND



EXEMPTIONS FROM CORPORATE INCOME TAX

Accommodation facilities such as “*Four and Five-stars Hotels, with special status*” and the holders of an internationally recognized and registered trademark (*brand name*) are exempted from corporate income tax for a period of 10 years to those structures which receive special status until December 2026 starting from the commencement of activity, but no later than 3 years from the obtaining the special status.



EXEMPTIONS FROM THE TAX ON IMPACT IN INFRASTRUCTURE

Exemption from the tax of impact on infrastructure for accommodation facilities “*Five-star hotels, with special status*”, holders of an internationally recognized and registered trademark (*brand name*). Exempted from the payment of the tax on impact in infrastructure are also the investments of the entities, which carry out hosting activities certified as “*agro-tourism*”, according to the legislation in force in the field of tourism.



EXEMPTIONS FROM THE TAX OF BUILDINGS

Excluded from the tax on buildings are the accommodation structures “*Hotel / Resort with four and five stars, special status*”, as defined in the legislation in the field of tourism and which are holders of an internationally recognized and registered trademark (*brand name*).

STRATEGIC INVESTMENT PROCEDURES



TOURISM SECTOR

STRATEGIC INVESTOR STATUS

PROCEDURES	ASSISTED	SPECIAL
VALUE OF INVESTMENT	≥ 5 000 000 €	≥ 50 000 000 €
NEW JOBS	80	/

PRIORITY AREAS IN TOURISM DEVELOPMENT

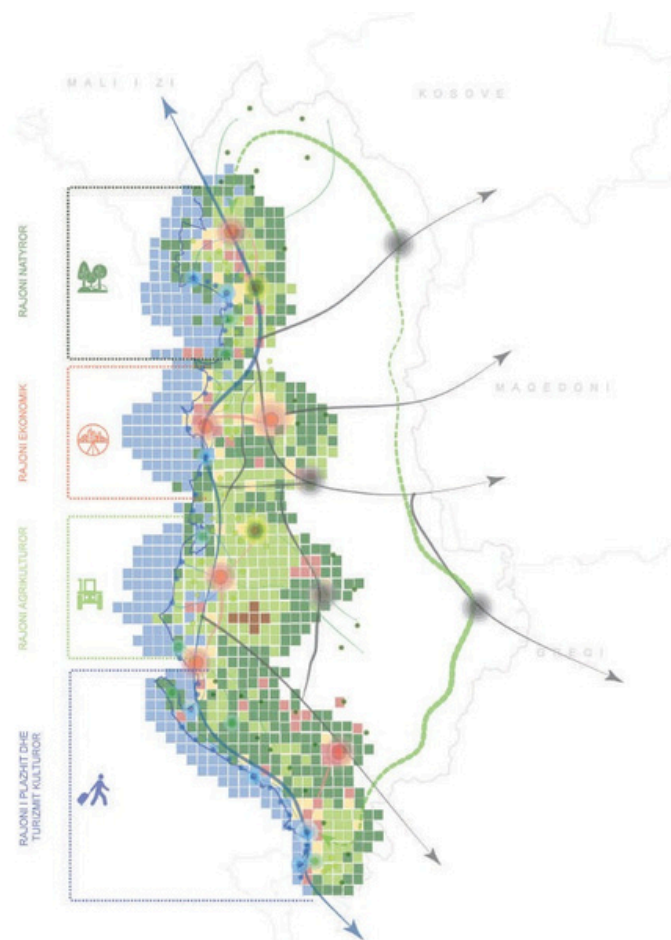
“Development Priority Areas” are regional and/or local areas of local government, which are considered as areas of special importance and need special support in order to develop the economy, enhance employment, improve living conditions and efficient use of public resources and infrastructure. It is envisaged that for these priority areas, the state will take the role of the developer, and also the state will be involved in various forms of partnership.

State-owned real estate or local government units located within these priority areas, within two months of the area's approval, will become under the administration of the ministry of tourism. In case of investment in these areas, it is predicted the disposal of the real estate for building accommodation facilities and other tourism structures. The timeline of the availability of this real estate is up to 99 years.

The map of Priority Areas in Tourism Development:

4 national tourist destinations will be consolidated: **Albanian Alps, New South, Ports and Marinas, and Tirana.**

- Albanian Alps - A destination based on hiking (trekking), which is related to nature, activity and sports tourism.
- South coast line and combination with mountains. The new airport in the south will bring a significant improvement.
- Marinas and ports have a high potential for attracting foreign tourists. Considering that entry from the sea has increased in Albania, there are opportunities to develop 6 new port points with a high level of utilization.
- Tirana will continue to improve in infrastructure to become an attractive center for regional business events and weekend visitors, but also a cultural and tourist center



DATA IN TOURISM SECTOR



The number of international tourists entering Albania in 2025 was **12.466.038 million**, marking an increase of **6.6%** compared to 2024.



In 2025, the tourism sector in Albania contributed approximately with **22%** to the national GDP, supporting approximately **278,100 jobs**—equivalent to **21.8%** of total employment.



The presence of international hotel chains in Albania such as **Marriott, Melia, Radisson Collection, Hilton Garden Inn, Movenpick, Mercure** etc. has grown steadily, reflecting investor confidence and the country's rising appeal as a competitive tourism destination.

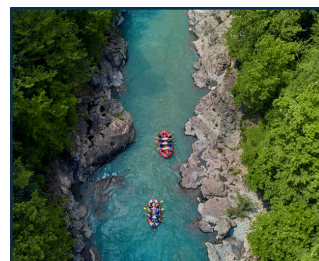
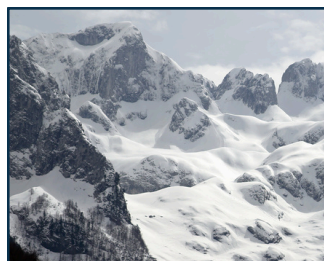
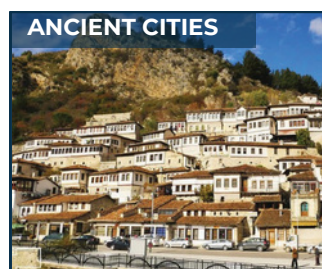


In 2025, the number of overnight stays by non-residents reached **6.95 million**, reflecting a significant increase of **36.3%** compared to 2024, underscoring the country's growing appeal as a longer-stay destination.



In 2025, the average net room occupancy rate in Albania reached **32.8**, indicating a continued upward trend in accommodation demand driven by increased international tourist arrivals.

ATTRACTIONS





ALBANIAN INVESTMENT DEVELOPMENT AGENCY

invest in Albania



Address:

Skerdilajd Llagami Street
Building no.1
Tirana, Albania

website: www.aida.gov.al
Email: info@aida.gov.al
Tel: +355 042 251001