

# ALBANIAN TOURISM REPORTED EXTRAORDINARY GROWTH



foreign travelers.

In 2024, international tourism has nearly returned to pre-pandemic levels, with 1.4 billion tourists traveling worldwide. Europe continues to be the most popular region among travelers, hosting 747 million international arrivals, as reported by UN Tourism. Especially Albanian tourism has experienced a remarkable growth of 80 percent compared to 2019, attracting an increasing number of

Albania has experienced significant growth in tourism over the past few years. According to the UN, **the Balkan country welcomed 7.5 million international tourists in 2022, which increased by approximately 30 percent to 10.1 million in 2023.** Albania has become well-known in Europe, as many airlines and tour operators have added it to their travel programs.

## Albania Becoming More Attractive to Foreign Tourists

The country is considered an affordable alternative to popular travel destinations like Greece. It offers diverse attractions, from the picturesque beaches of Ksamil to the cultural sites in Butrint National Park. The northern Albanian Alps provide opportunities for adventurous hiking, while the capital city, Tirana, surprises visitors with its blend of communist-era architecture and modern elements.

This surge in Albanian tourism has brought considerable economic benefits to the country. The UN reports that the country's five percent economic growth in 2022 is closely linked to the significant earnings from the tourism sector.

## The Pitfalls of Albanian Tourism Success

Growth often brings challenges. Experts point out several issues for the further development of Albanian tourism, including poor roads in remote areas, a lack of rail connections, and environmental problems stemming from mass tourism. **Overtourism, in particular, has become a widespread issue in many countries over the past year, raising concerns about nature conservation in Albania.** The construction of a new airport near the Vjosa River—one of the last unregulated rivers in Europe—has sparked heated discussions. Nevertheless, as stated by Albania's Prime Minister, the economic benefits of an increasing number of foreign tourists are too tempting to ignore.

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