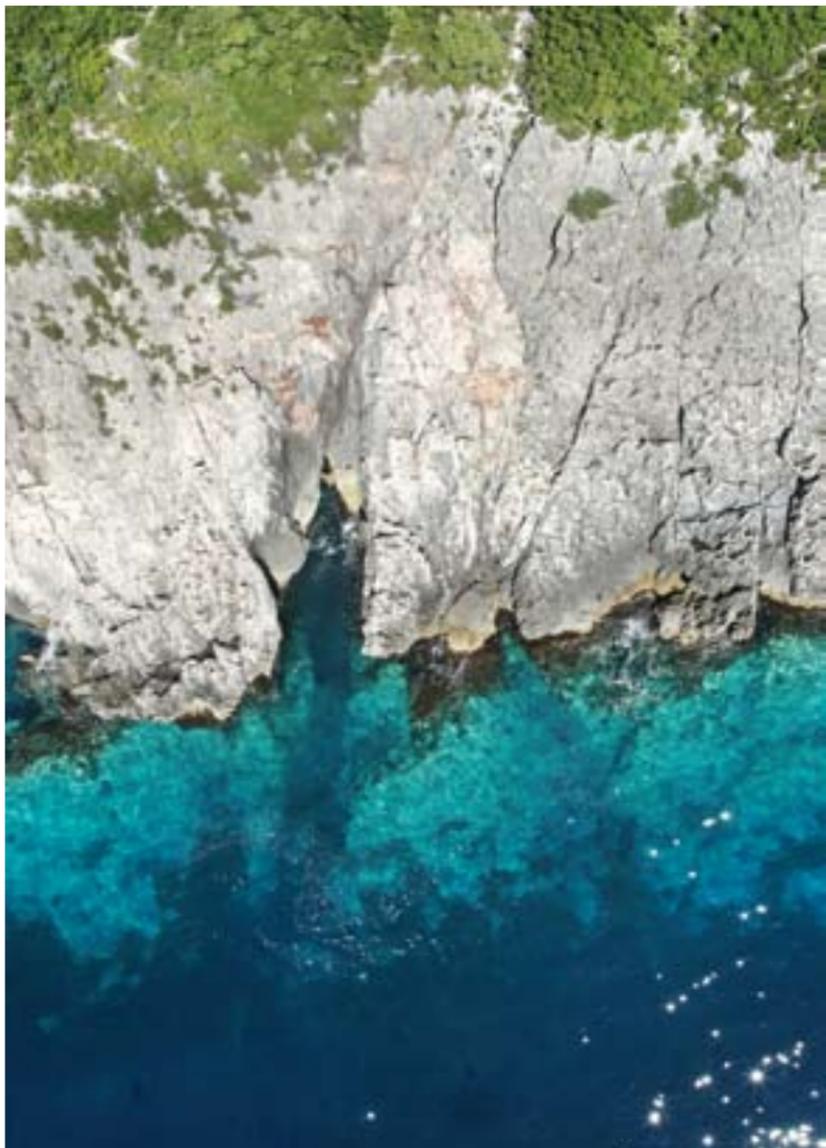


ALBANIAN TOURISM TODAY



LBANIA, there are many places where investors are welcomed, but very few where they feel like staying!

ALBANIAN TOURISM TODAY

Tourism sector is wide spread in Albania.

The growth in tourism in recent years confirms that Albania is on the path towards making tourism an active generator of its economic development.

If Albania could use its own resources to the interest of tourism it could be much more developed than it actually is.

Today, Albania is gaining its rightful position, not only in the political and economic sense, but also as a tourist destination.

Tourism holds excellent potential as a catalyst for economic growth and is therefore considered as a key sector at a macro-economic level.

This presents an ideal situation for foreign investors to step in and expand their business in Albania's tourism sector.

Albania is concentrated on the development of the tourism offerings which will have the greatest influence on increasing the gross domestic product and employment, which are attractive to investors, and in particular those which can utilize the uniqueness of the local potential.

ALBANIA is a country in the western part of the Balkan Peninsula in South Eastern Europe, bordered by the Adriatic Sea and Ionian Sea in the west, Serbia, Montenegro and Kosovo in the north, Macedonia in the east, and Greece in the south. From the Strait of Otranto, Albania is less than 100 km (60 miles) from Italy. The country covers a total of 28,748 squared kilometers, and has a coastline of 362 km long. The capital city, Tirana, is less than 2-3 hours away from Europe's most important centers, and is the most important metropolis in the country, beyond doubt one of the most dynamic capitals in Europe.

WHY INVEST IN ALBANIAN TOURISM INDUSTRY?



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WHY INVEST IN ALBANIAN TOURISM INDUSTRY?

FAVORABLE GEOGRAPHICAL POSITION. NATURAL RESOURCES.
UNEXPLORED AND UNTOUCHED NATURAL BEAUTY.

UNIQUE EXPERIENCE AND OLD NATIONAL TRADITION.

EXCELLENT CLIMATE CONDITIONS FOR YEAR ROUND
TOURISM .

LARGE DEMAND FOR TOURISM SERVICES PRIMARILY BUSINESS
RELATED TRAVEL. PARTNERSHIP QUALITY

HIGHLY EDUCATED, WELL TRAINED AND EXPERIENCED HUMAN
RESOURCES.

COMPARATIVELY LOW OPERATING COSTS.

ATTRACTIVE OVERALL AND SECTOR-SPECIFIC INVESTMENT
INCENTIVES.

AVAILABILITY OF A LARGE NUMBER OF

READY-TO-BUILD-ON GREENFIELD LOCATIONS .

ONGOING DEVELOPING INFRASTRUCTURE OFFERING
CONVENIENT AND EASY TRAVEL TO AND FROM ALBANIA.

BEAUTIFUL AND INTACT MEDITERRANEAN COASTLINE. GOOD
PROSPECT ON ALBANIA'S SPECTACULAR MOUNTAIN SCENERY.

RICH CULTURAL AND HISTORICAL HERITAGE

Albania's warm welcome!

The best way to measure our sense of
hospitality:

- A 10 percent tax on corporate profits,
income and dividends
- Market liberalization
- Information services
- Variety of cultural services
- Growth in the volume of financial services

GOVERNMENT MEASURES TOWARD SUSTAINABLE DEVELOPMENT OF TOURISM



Spotlight on Albania's Tourism Strategy 2012

Albania's tourism strategy envision the strategic concept of tourism development by giving strategic directions and development of the tourist products and services, aiming successful future participation in the international tourist market destination. Primarily this is a government engagement and is based on the same operational principles of world tourism industry.



LBANIA, there are many places where investors are welcomed, but very few where they feel like staying!



GOVERNMENT MEASURES TOWARD SUSTAINABLE DEVELOPMENT OF TOURISM

As the Albanian government recognizes the economic benefits of Travel & Tourism and its potential for business development and job creation, they are allocating greater resources to attract domestic and foreign investment — all while seeking more effective methods to encourage and facilitate this growth.

At the same time, industry leaders and savvy investors are eager to explore the potential of Albania's new tourism destinations, but are frequently limited by access to crucial information necessary to make informed decisions. That is why, there is already in place the Albanian tourism strategy designed to bridge this information gap. It applies the principle of mass collaboration to Albania Tourism Opportunities information exchange, making the promise of ***public and private partnerships a reality for all.***

ACHIEVING QUALITATIVE EXPERIENCE TO THE VISITOR



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ACHIEVING QUALITATIVE EXPERIENCE TO THE VISITOR



Challenges on realization of strategic goals of Albanian tourism

The realization of ownership conditions and the completion of concerning privatization process.

Albania's competitiveness on the international market of investment capital.

Establishing a developmental spatial plan for Albanian tourism.

Continuous protection, implementation and respect of high ecological standards, and long-term sustainable assessment of tourist potentials.

Education of all management and other staff in tourism.

Construction of transport infrastructure and the optimal organization of transportation to service tourism.

Development of an integral and integrated offer in a tourist destination.

Increasing the level of quality of all accommodation facilities, **primary and secondary**, and adapting categorization criteria to international quality standards.

Ongoing Entrance of recognized international hotel "brands" on the Albanian market.

A more effective distribution and use of modern trends in communication and marketing.

2005

2006

2007

2008

2009

2010

2011

2012

RECENT TRENDS AND STATISTICS

A Country which is not short on arguments:

Macroeconomic stability;
Skilled labour and safe environment;
No wonder it is becoming an investment hotspot!

Unique Development Potentials

Attractive coastline, part of Eastern Adriatic Sea, with long sandy beaches and clear water;
Long, hot and sunny summer season;
Proximity to major European cities by air;
Sun and beach tourism is by far the most important leisure tourist demand group worldwide.



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RECENT TRENDS AND STATISTICS

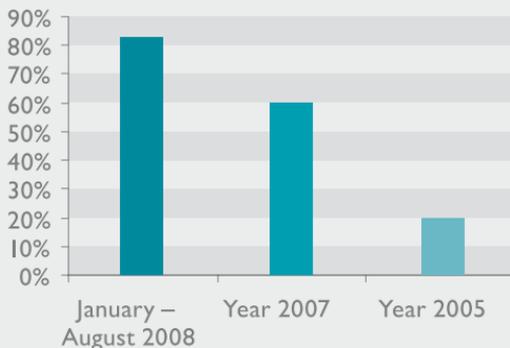


Number of tourists visiting Albania; January- August 2008

Tourists/ visitors	Total no.
	2.089.583
During Summer 2008	
Total	287.000
Foreign visitors	984.083
Daily visitors	56.732
Visitors that stays also at nights	927.351

Purpose of traveling	In percentage (%)
Holiday	85
Business	6
Daily visitors	6
Others	3

Number of foreign visitors in Albania by years



HOTEL INDUSTRY IN ALBANIA...

...bridging investment opportunities!



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HOTEL INDUSTRY IN ALBANIA....



...bridging investment opportunities!

The existing structure of hotels in Albania (mainly those along the coastline area) corresponds in average to 20-Room capacity hotels. Hotels of this size are not able to work with bigger tourist groups organized in package tours, by western operators. Currently, such hotel capacities only match the demand of individual clients or small-organized groups of tourists. New accommodation capacities recommended for development have been calculated to meet foreign market demands (not including ethnic Albanians' demands), according to projected overnight forecasts and desired number of beds per accommodation structure, as well as international standards required by these markets. Also, it is set that areas suggested for the development of such capacities should fulfill the requirements of tourist segments part of international market.

Upcoming Changes in Tourism Supply Market in Albania

Standardization on different levels of the price-service ratio is increasingly becoming more and more present in Albania's hotel industry. The attractiveness of standardization from the buyer's perspective is based on a few advantages: effectiveness, the ability to calculate costs, comparability, predictability and control.

**ALBANIA,
THE PERFECT MATCH
BETWEEN
OPPORTUNITY AND
MEDITERRANEAN
LIFESTYLE**



LBANIA, there are many places where investors are welcomed, but very few where they feel like staying!

CLASSICAL TOURISM



The Albanian coast, which is 427 km long, encompasses two Seas: the Adriatic and the Ionian. The Adriatic coast is long with populated sandy beaches and nearby restaurants, ferry lines and ports. The Ionian coast has an infinite number of small bays offering total privacy. Within a few minutes one can leave the mountains and reach the sea, finding views of rare beauty. Not surprisingly, it is called "The Mediterranean last pristine beach".

Exploring Blue Sea Tourism

The Adriatic coast is different from the Ionian. A series of wide sandy beaches and shallow waters prevail in the Adriatic.

Sandy beaches situated along the Adriatic coast include the Velipoja beach in the Shkodra district, Shengjini beach in the district of Lezha, Patogu beach in the district of Kurbin, the high quality beach of Shen Pjetri in the bay of Lalezi in Durres district and Golemi beach which are the most visited beaches. Then, there is the Spille and the General's beach with high quality sand in the district of Kavaja as well as the Divjaka beach in the district of Lushnja, Semani beach in the district of Fieri and the old beach of Vlora

Although flat and accumulative, there are particular sections of this coastline where one can find high rocky beaches such as the area North of Shengjin in Lezha or Bardhori beach in the Turra Castle in Kavaja.

Major activities could include swimming, sailing, fishing, boat or yacht trips, diving in the Cape of Rodoni, etc. Accommodation structures are increasing everywhere providing better reception and accommodation for different tourists.

The Ionian coast is distinguished for other features, primarily very good beaches with absolutely clear water and remarkable ecological conditions.

Major activities could include swimming, diving, sailing, surfing, etc. The Ionian coastline beaches are those of Palasa, Dhermi (near the famous Pirates' Cave), Jala, Himara, Qeparo, Borshi (the largest beach in the

CLASSICAL TOURISM



Riviera), Lukova, Krorezi, the small beaches near Saranda and the Kasmili beach which is distinguished for its unique coastline beauty and the presence of four small evergreen islands covered by Mediterranean vegetation.

It is also worth mentioning two other places of great importance for sea tourism, especially diving: the Karaburun Peninsula and Sazani Island with a surface area of 5.7 square kilometers and 12 kilometers of coastline. The rocky sides of the Karaburini and Sani coast and their submarine world rich in fish, archeological objects, sunk ships, etc., provide important elements for developing the sport of sea diving.

Special Interest Tourism

Come, and find out why!

Rich biodiversity of lagoons, lakes and mountain areas with unique flora and fauna;

Unspoiled nature and beautiful scenery in several regions;

Cultural and historical sites of many centuries;

Still active traditional life-styles.

"The Land of Eagle" as Future Regional Developer

- Addition and extension of protected areas (e.g. National Parks, Biosphere Reserves);
- Further excavation and maintenance of archaeological sites in Apollonia, Butrint and others;
- Opening up of new historic sites;
- Ongoing development of Berat and Gjirokastra as "museum cities";
- Regional development around Ohrid and Prespa lakes for rural and ecological tourism;
- Development of national parks for ecological and nature tourism;
- Designation and development of additional sites of historic and cultural interest;
- Designation of regions with traditional villages.

CLASSICAL TOURISM



Exploring Blue Lake Tourism

Albania is rich in a variety of small and big lakes of different origins which constitute not only important natural objects for tourism development but also a separate segment of tourism

The biggest lakes in Albania are situated in bordering areas with neighbor countries which adds special values to tourism since they can play an important part in the exchange of tourists between countries and could access the wide European markets as a common product of these countries. For example, when visiting the Lake of Shkodra, it is possible to visit Albania and Montenegro as two separate countries.

There are two major centers of tourist interest, namely the villages of Shiroka and Zogaj in the southern shores of the lake. The main tourist activities include sunbathing, swimming, fishing and sailing. In addition to this, the Lake of Shkodra provides excellent opportunities for the development of eco-tourism since it constitutes one of the richest and wet ecological systems in Albania. 281 bird species have been identified in the Lake of Shkodra representing 87% of Albania's fauna and this offers wonderful opportunities for bird observation.

The Lake of Ohrid is situated in the southeastern part of Albania with a surface area of 362 square kilometers. It is the second biggest lake in Albania and 1/3 of this lake belongs to Albania. It has a maximum depth of 300 meters, thus ranking as the deepest lake in the Balkans.

Water in this lake has very high ecological indicators. The main tourist center is the city of Pogradec constructed in the southeastern corner of the lake and well-known for its healthy and fresh climate during spring.

Other tourist attractions are the village of Lin which was the ancient holiday resort for the parents of the byzantine emperor Justinian; the village of Pojska and that of Tushemisht with its underground fountain of Drilon flowing into the lake

Further southeast of Ohrid comes the Lake of Prespa, the third biggest lake in the country with a surface area of 285 square kilometers. This tectonic lake is 853 meters above sea level and ranks as the highest tectonic lake in the Balkans. The Prespa Zone is the largest National Park in Albania with a surface area of 27.700 hectares.

A series of villages are situated along the shores of the Prespa Lake and work is in progress to promote the development of rural tourism in these areas. Prespa Zone provides good opportunities for the development of eco-tourism and agro-tourism. Major activities could include boat trips, sunbathing in summer, bird observation, fishing, etc.

CLASSICAL TOURISM



Exploring Mountain Tourism

Mountains are more than 2000m above the regions of the country providing most spectacular views and excellent opportunities for adventure tourism. There are numerous mountain resorts with quality hotels that cater needs of visitors.

The favorable climate, together with country's natural & cultural heritage and geographic variety make Albania an attractive country for various kinds of tourism.

Due to the prevalence of exceptional hilly and mountainous landscape in Albania – (almost 2/3 of the country's surface area) – there are remarkable potentials for the development of a wide range of mountain tourism activities, which can take place during the cold winter season (white tourism) and during the warm season (green tourism).

The main tourist activities that can be carried out in mountainous territories are winter sports, tracking, climbing, excursions, eco-tourism, fishing in rivers and creeks, tent tourism, mountain biking, etc.

Major mountain locations in Albania provide good natural opportunities for skiing. The best locations are Voskopoja in the district of Korça (hosting the national skiing championship), Dardha, Drenova and Boboshtica.

Development of winter sports requires investments not only in skiing infrastructure but also in the construction of accommodation structures.

Air sports have very good potentials to develop in Albania. The best location is the pass of Llogara in the district of Vlora where winds blow in very favorable directions. Furthermore, the spectacular view of the mountain rising sharply from the Ionian Sea makes it a uniquely attractive site and one of the most favorite for this sport in the Balkans and eastern part of the Mediterranean Sea. Other favorite sites for air sports include the Morava mountains in Korça and Dajti mountain in Tirana. International air sports competitions for have been recently organized in Llogara and Morava.

It is important to highlight that mountain resorts require considerable investments in infrastructure and direct tourist facilities.

CLASSICAL TOURISM



Along Albanian Fluvial Tourism

Albania is rich in surface running waters and a considerable network of rivers, streams and underground fountains distinguished for their beauty, mystery and opportunities they provide for conducting several fluvial tourism activities such as kayaking, swimming, fishing and recreation near river banks.

It is worth mentioning the underground fountains of Syri i Kaltër (Blue Eye) in Delvina, Vioroi in Gjirokastra and Syri i Sheganit near the lake of Shkodra. These are all very picturesque objects of nature with conspicuous recreation values. There are bar and restaurant services in their vicinity. Areas near these underground fountains play an important part in the development of eco-tourism since they have a very rich flora and fauna, as is the case with Syri i Kaltër.

Curative Tourism

Curative Tourism has a long standing tradition. Albania is abundant in thermal water fountains with high curative values for the treatment of several diseases such as: diseases related to metabolism, rheumatism, skin and digestion. These areas, known as SPA, can be found in the fountains of Dobrova near the city of Peshkopia, in Bilaj near Fushe-Kruja, in Elbasan, Bënjë in the district of Përmet and in Vronomero near Leskoviku in the district of Kolonja.

There are also structures for accommodation and treatment of patients, such as in Elbasan and Bilaj. The other resorts require further investments in order to better meet current market demands.

CLASSICAL TOURISM



Exploring Cultural Tourism

Albania also provides lot opportunities for the development of cultural tourism. This activity could be based on the very rich cultural and historic heritage reflected in a series off objects, beginning with Illyrian prehistory, medieval and byzantine objects, several castles, churches, monasteries, museums as well as cultural and folk activities conducted in Albania.

Tourists may visit arecheological sites such as Butrinti and Apollonia as well as the byzantine church in the city of Berat, the harmony between nature and religious objects in Voskopoja, etc.

Among the most important museums in Albania are the National Museum in Tirana, presenting a synthesis of the entire history of Albanian people, Archeological Museum in Tirana, Museum of Natural Sciences in Tirana, Academy of Fine Arts in Tirana, George Kastrioti Musem in Kruja, Archeological Museum in Durrës, “Onufri” Museum in Berat, Museum of Medieval Art and Museum of Education in Korça, Museum of Weapons and Ethnographic Museum in Gjirokastra, Archeological Museum in Apollonia and Butrinti, etc.

RURAL TOURISM



“The 40-ty Doss-Houses of Albania” Project

Recently the Albanian Ministry of Tourism, Culture, Youth and Sports is involved in developing an ambitious project named “The 40-ty Doss-Houses of Albania”, which are classified as the forty most characteristic, back sighted doss-houses considered as a new offering package to the Albanian tourism.

From North to South, the 40-ty most traditional doss-houses can be visited through 4 proposed itineraries that are basically the traces of the doss- houses themselves, beginning from the Albanian Alps, then the doss- houses in the road known as “Via Publica”, continuing with “Via Egantia” and in the end the South itinerary. These itineraries do not exclude also stations in the urban areas.

Despite the above mentioned itineraries, there are a lot of combinations and accommodations, which provide both, tourists and the Albanian touristic agencies involved in this project, with a range of choices to explore such itineraries.

Due to the engagement and the collaboration between touristic agencies and habitants of the areas, where proposed above routes aiming continuity and enrichment of rural tourism packages and the development of touristic offers.

RURAL TOURISM



First Itinerary: “Albanian Alps”

1. Tafaj’s Doss-House, Tirana
2. Gjeli’s Doss-House
3. Kruja’s Doss-House
4. Tale’s Doss-House
5. Gjon Dukagjini’s Doss-House, Shkoder, private ethnographic museum
6. Bajraktari’s Doss-House, Boge
7. Shtate Shaljaneve Doss-House, Theth
8. Tropoja’s Doss-House
9. Dunisha’s Doss-House
10. Kelmendi’s Doss-House, Vermosh

Third Itinerary: Doss Houses toward “Via Egnatia” to the south and return in Tirana

1. Tafaj’s Doss-House or Gjeli’s Doss-House
2. Doss House of Taulanteve
3. Kavaja’s Doss House
4. Klodiana’s Doss House
5. Skampa’s Doss House
6. Lake’s Doss House, Lin
7. Enkelejda’s Doss House, Pogradec
8. Voskopoja’s Doss House
9. Ndrijo’s Doss House, Korce
10. Kolonja’s Doss House
11. Cole’s Doss House, Petran – Permet
12. Argjiro’s Doss House, Gjirokaster
13. Ankizi’s Doss House, Sarande
14. Himara’s Doss House
15. Kavalone’s Doss House
16. Tomi’s Doss House, Berat.

Second Itinerary: Doss Houses toward “Via Publica”

1. Tafaj’s Doss-House, Tirana
2. Gjeli’s Doss-House
3. Gjon Dukagjini’s Doss-House, Shkoder, private ethnographic museum
4. “Via Publica” Doss-House, Puke
5. Fushe-Arrezi’s Doss-House
6. Hasi’s Doss-House, Krume
7. Elezi’s Doss-House, Kukes
8. Doda Castle’s Doss-House
9. Mati’s Doss-House, Burrel
10. Oroshi’s Doss-House, Mirdite
11. 18° of Taulanteve Doss-House, Torra Dures.

Fourth Itinerary: South Itinerary

1. Tafaj’s Doss-House or Gjeli’s Doss-House
2. Doss House of Taulanteve
3. Fieri’s Doss House
4. Kavalona’s Doss House
5. Cika’s Doss House
6. Himara’s Doss House
7. Ali Pasha’s Doss House, Tepelene
8. Bylis’ Doss House, Mallakaster
9. Belsh’s Doss House
10. Petrela’s Doss House.

BUSINESS AND CONGRESS TOURISM



Recently Albania has emerged as a new prospective convention destination.

Most other destinations in Europe have already been frequently used for conventions and congresses, so Albania, and Tirana as the capital, in particular, have emerged as new and fresh alternatives.

Development Potentials

- Developing economy with increasing travel activities;
- Increasing activities of international organizations and projects;
- Centuries-old history;
- Prominent monuments of culture and heritage;
- Business and large investment opportunities;

Regional Development

- Big cities and their surroundings: Tirana, Durres, Fier, Vlora, Shkodra etc.

ADDRESSING CONCESSIONS AND LEGISLATION



LBANIA, there are many places where investors are welcomed, but very few where they feel like staying!

ADDRESSING CONCESSIONS AND LEGISLATION

Law no. 9734, dated 14.05.2007 “On Tourism”

Law no. 9663, dated 18.12.2006 “On Concessions”

Decision of Council of Ministers no.27, dated 19.01.2007 “On approval of rules for assessment and granting of concessions” (amended);

Law no 7764, dated 02.11.1992 “On Foreign Investments” creates a legal basis for the creation of favorable conditions for investors. The law which, applies to all categories of foreign investments, specifies procedures for proper promotion and protection.

Law on entrepreneurs and companies

Law Nr. 9901 dated 14.04.2008 “On Entrepreneurs and Companies”

Law on Electronic Signature

Law Nr. 9880 dated 25.2.2008 “On Electronic Signature”

Special Thanks,

Albinvest, would like to express its gratitude to the Ministry of Tourism, Culture, Youth and Sports and its Entities, and the Albinvest staff who worked restlessly to put this promotional brochure together.

For more information please visit the official website of the Ministry: www.mtkrs.gov.al.



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