

# TRAVEL PREFERENCES

## Market Identification

### PREFERRED TRAVEL GROUP

83% like to travel with family  
79% like to travel with friends



### PREFERRED LENGTH OF TRAVEL

86% of the participants between ages 18-35 would want to travel for at least 10 days

### RATE OF RETURN TO ALBANIA OR SURROUNDING AREAS

71% of participants have returned 3 or more times



### MOST POPULAR MOTIVATIONS FOR TRAVEL TO ALBANIA OR SURROUNDING AREAS

62.5% like to visit family  
59% like to go on vacation  
46% like to visit where they/family grew up.

### INTEREST IN VARIOUS TYPES OF TOURISM (18-35)

65% are interested in Rural culinary tourism  
62% are interested in Beach tourism  
62% are interested in High-end culinary tourism

