Albanian Diaspora

TRAVEL PREFERENCES

Market Identification

PREFERRED TRAVEL GROUP

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





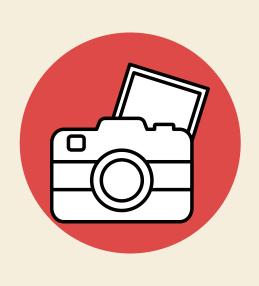
PREFERRED LENGTH OF TRAVEL

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 tourism62% are interested in Beach tourism62% are interested in High-end culinary tourism

