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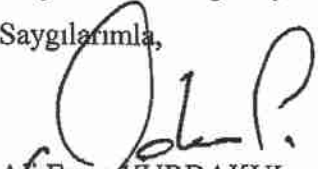
İlgi: Arnavutluk-Türkiye Ticaret ve Sanayi Odası'nın 2.11.2018 tarihli ve 2018/15 sayılı yazısı.

İlgide kayıtlı yazıda, restoran, spa, 2 konferans salonu ve 26 oda kapasiteli Tiran Diplomat Otel & Spa'nın sahibinden satılık olduğu ve ilgilenen Türk firmalarının aşağıda belirtilen temas kişileriyle iletişime geçebileceği bildirilmektedir.

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Bilgilerinizi ve ilgili üyelerinize duyurulmasını rica ederim.

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Ek: Tiran Diplomat Otel & Spa Tanıtım Sunumu

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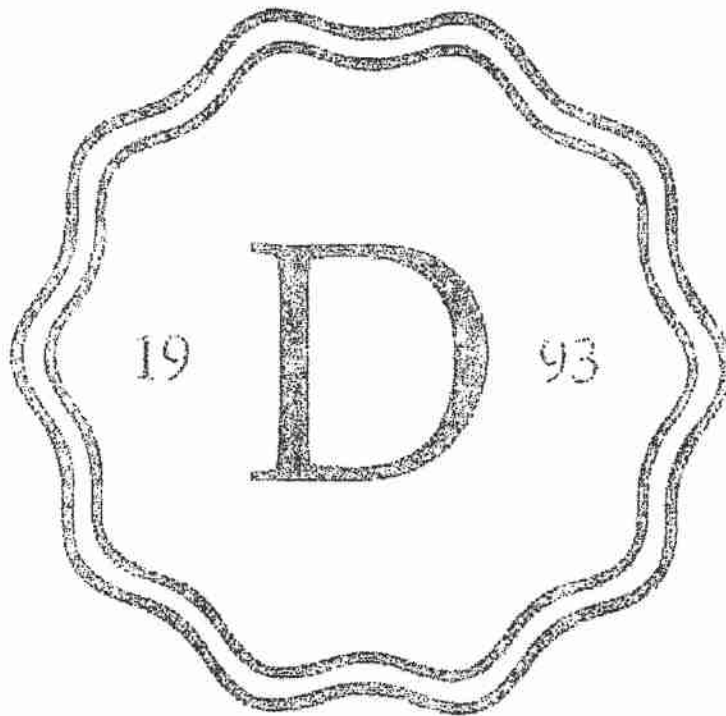
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HOTEL PRESENTATION - DIPLOMAT HOTEL & SPA

TIRANA
ALBANIA



23/10/2018

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1 Executive Summary

- The modern history of tourism in Albania started in 1992 with the transformation to democracy and the introduction of free market capitalism.
- Mrs. Mirjana Kuka in 1993, opened the first private hotel in Albania. In 2004, the second hotel, and the first boutique hotel in Tirana, was opened in Blv. Bajram Curri, in collaboration with an Italian architect. The hotel is a 3 floor building with 26 rooms, 2 conference rooms, 1 restaurant, and a SPA.
- There is no official listing of hotels in Tirana. Currently, Garden INN by Hilton is the only internationally branded hotel.
Most hotels are small and locally owned. The website, booking.com, lists 163 hotels in Tirana. Of 100 hotels reviewed on Trip Advisor, the Diplomat Hotel & SPA (aka Diplomat Fashion - previous hotel name), is ranked 23rd.
- Hotel occupancy in Tirana is inhibited by lack of leisure visitors at weekends. In the last two years, July and August, previously low season months, have now become quite popular from touristic groups that are visiting Tirana and Albania.

2 Background to Albania and Tourism to Albania

2.1 Introduction

Albania is situated on the western side of the Balkan Peninsula, which is bordered by the Adriatic Sea, the Mediterranean Sea, the Sea of Marmara and the Black Sea. The countries commonly known as 'the Balkans' include: Albania, Bosnia Herzegovina, Bulgaria, Greece, Kosovo, Macedonia, Montenegro, Serbia (part), and Croatia (part). The total area of the peninsula is 490,000 square kilometers.

Albania covers an area of 28,748 square kilometers, with Montenegro situated to the north, Kosovo and Macedonia to the east and Greece to the south. The country has 611 kilometers of coastline, but 70% of the country is classified as mountainous, with forests covering 10,000 square kilometers (nearly 30%).

2.2 Population

The country is one of the most ethnically un-diverse countries in Europe with over 95% of the population being classified as "Albanian". The OECD has recorded the following population numbers:

Population Albania	
Year	Millions
1971	2.2
1990	3.3
2008	3.1
2011	2.8

Source: OECD

During the period 1991-2004, 900,000 Albanians migrated, with 600,000 settling in Greece. Remittances from the Diaspora are a significant factor in supporting the Albanian economy.

2.3 History

There have been a number of changes to the Constitution and Governance of Albania in recent times.

These are listed below:

Albanian History	
1481-1912	Part of the Ottoman Empire
1912	Albania declaration of independence
1912-1914	Independent Albania, with parliament
1914-1925	Principality of Albania, with monarchy
1925-1928	Albanian Republic, a protectorate of Italy
1928-1939	Albanian Kingdom with constitutional monarchy
1939-1943	Albanian Kingdom under Italy
1943-1944	Albanian Kingdom under Germany
1944-1992	People's Socialist Republic of Albania
Since 1992	Republic of Albania, with President and Parliament.

The modern history of Albania really dates from 1992. From the end of the Second World War until 1992, the country was a totalitarian communist state, heavily influenced by China, with little contact from the outside world. With the arrival of Glasnost, and the end of the Berlin Wall, regimes in Eastern and Southern Europe underwent transformation, and introduced democracy and free market capitalism. The transformation of Albania was delayed by a disastrous Ponzi scheme, which literally ruined the economy. Growth in the economy really started in 1997 (see figures overleaf). The current Constitution was introduced on November 28, 1998.

2.4 The Economy

Gross domestic product was calculated at US\$13.03 billion in 2017, which represents a per capita income of US\$4,538.

Key economic indicators are shown in the table below:

Albania Key Economic Indicators			
Year	GDP Growth	Inflation	Unemployment
2014	1.77%	1.6%	17.4%
2015	2.22%	1.9%	17.08%
2016	3.35%	1.3%	15.22%
2017	3.84%	1.9%	13.74%

Source: World Bank 2017

Growth in the early part of the 21st century averaged six percent. With the onset of major economic problems in the West, economic growth in Albania has continued, albeit at a lesser rate than previously. Inflation has remained, more or less, within the targeted range of the Central Bank of 3.0%. Unemployment is showing small decreases. The economy is benefiting from its low cost wage structure, and the excellent language skills of the population, with off shore call centres becoming an increasing source of local employment, mainly for Italian companies.

2.5 Transport and Communications

Major investment has been taking place into highways, so the country now has three motorways:

Durres/Vlore highway, Albania/Kosovo highway, Trans Elbasan highway. Further improvements are planned such that all the neighbouring countries of Serbia, Kosovo, Macedonia, Montenegro and Greece will have direct convenient access on modern roads. This is a major positive factor for the future of the tourism sector in Albania.

2.6 Tourism in Albania

Albania has three UNESCO World Heritage sites:

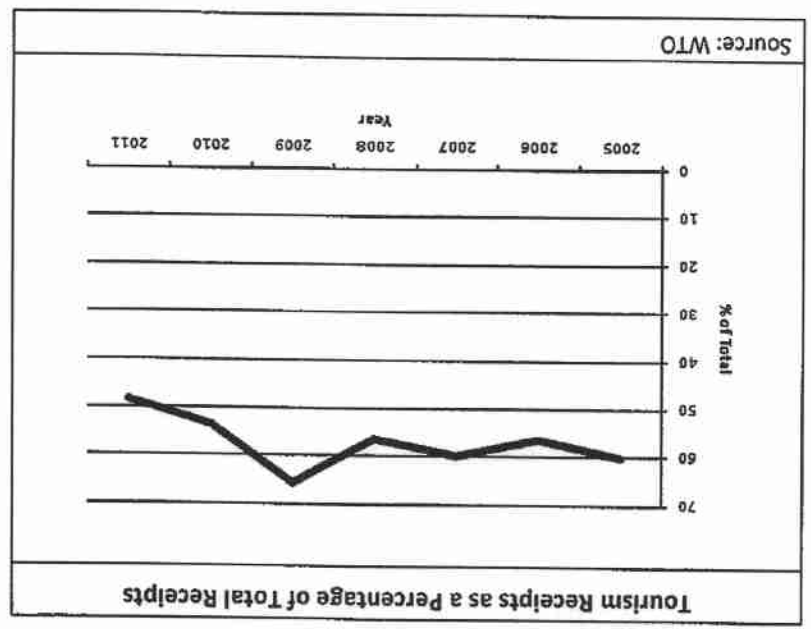
- Butrint - an ancient Greek/Roman city
- Gjirokaster - Ottoman medieval town
- Berat - 'town of 1001 windows'

The tourism sector suffers from no clear leadership or strategy, even though it is the major employer in the economy. There appears to be no central budget for tourism promotion.

The sector also suffers from lax planning laws, illegal developments and an unclear land registry, but a central land registry covering the entire country is expected to be ready soon. The coastline is one of the most underdeveloped in Europe.

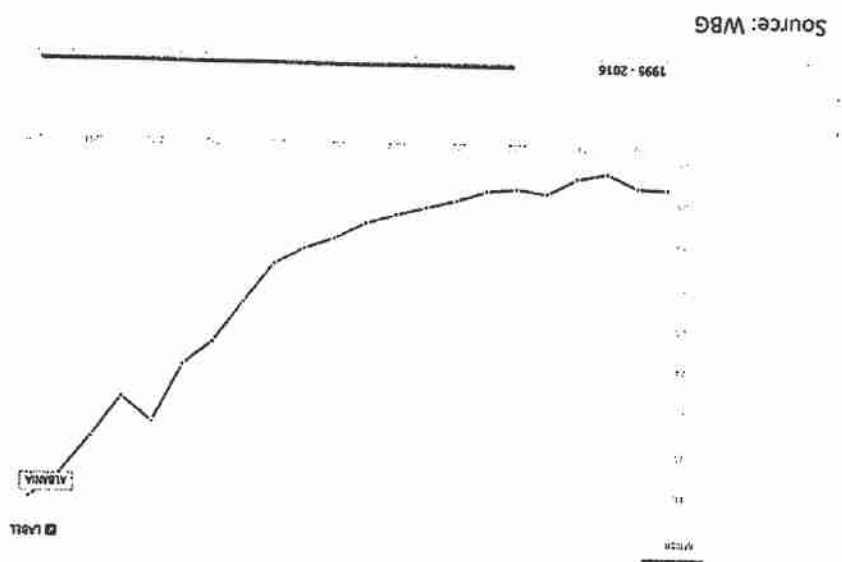
In spite of these challenges, tourism in terms of number of arrivals, and monetary receipts has shown impressive growth since 1995. The graph overleaf shows tourism receipts as a percentage of total receipts.

As to be expected in a developing economy, tourism receipts are becoming a decreasing percentage of total foreign receipts, as the other sectors gain momentum.

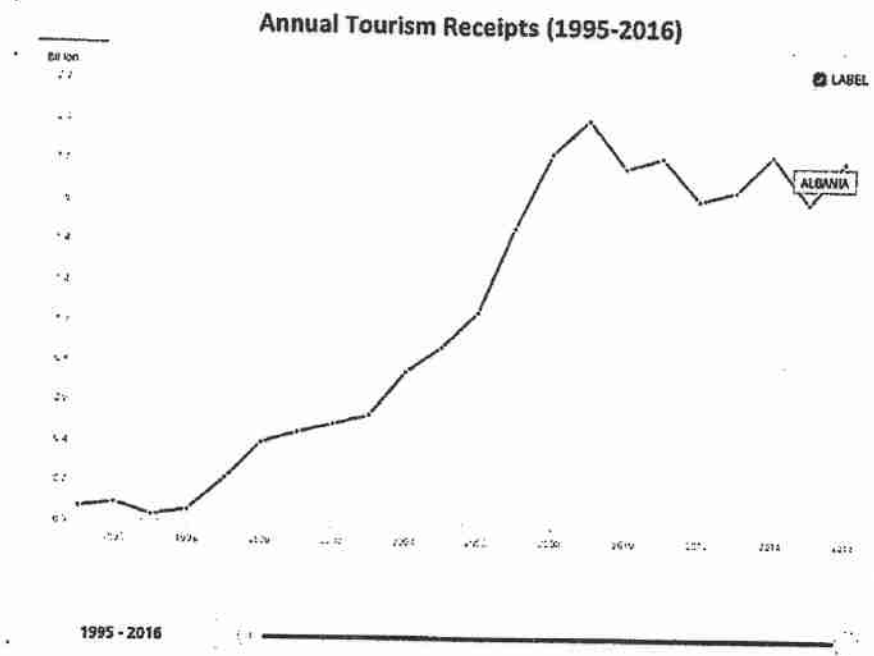


The graph below shows the impressive growth in arrivals to Albania since 1995. From 1995 to 1998, numbers actually decreased. In 1998, there were 184,000 recorded arrivals. By 2016, this number had increased to more than 4 million. The unofficial figures for 2018, specify that 9 million tourists have visited Albania in 2018. It has to be remembered, however, that these numbers are inflated by the arrivals of the Diaspora, mainly from Italy.

Annual Arrivals in Albania (1995-2016)



The graph below shows the annual increase in tourism receipts from 1995 to 2016. In 1995, receipts amounted to US\$70m. These decreased to US\$33m in 1997, but from 1998 to 2009 showed steady growth, reaching a peak of over US\$2bn in 2009. Since then, there has been a small decrease, presumably due to the economic woes of Western Europe.



Source: WBG

2.7 Conclusion

The modern history of Albanian tourism really dates from 1998. Since then, there has been impressive growth in tourism numbers and receipts. Tourism to Albania is still in its infancy, so it is to be expected that growth in numbers and receipts will continue. This, clearly, is a very positive indicator for a hotel in Tirana.