



# **DISCOVER ALBANIA**

Explore Albania in Every Season!

**A Journey  
Through Cultural,  
Heritage, and Natural  
Beauty**

## **Year-round Tourism**

**Coastal Tourism**

**Mountain Tourism**

**UNESCO World Heritage Sites**

**Adventure Tourism**

**Agrotourism**

**Climate Considerations**





# A JOURNEY THROUGH CULTURAL, HERITAGE, AND NATURAL BEAUTY

Albania is an enchanting travel destination that offers a diverse array of experiences for every kind of traveler. With its sandy Adriatic beaches, Ionian shores, stunning lakes, lush valleys, and towering snowy peaks, the country's varied landscapes are a true highlight. Rich in ancient history, Albania features archaeological parks, grand castles, and cities with unique architecture.

Situated in the Balkan Peninsula, Albania provides access to major European markets

and enjoys a Mediterranean climate with cold and mild winters and hot summers. Covering an area of 28,748 km<sup>2</sup> and home to approximately 2.8 million residents, Albania uses the Lekë (ALL) as its currency and Albanian as its official language.

In this guide, we aim to provide visitors with essential information about geography, history, local attractions, and travel tips to ensure a smooth and enjoyable experience in Albania.



# YEAR-ROUND TOURISM

Tourism in Albania is a year-round enchantment, offering a diverse tapestry of attractions that captivate visitors throughout the entire calendar, owing to its picturesque landscapes, vibrant cultural legacy, and inviting Mediterranean climate. While the summer period, stretching from June to September, is especially popular for those seeking sun-soaked beach escapes, Albania also delivers remarkable adventures for tourists in every season.







Saranda



Vjosa River



Shkopet



Syri Kaltër  
Blue Eye



Patok Lagoon



# BERAT

A 2400-YEAR-OLD CITY





# COASTAL TOURISM



During the summer months, Albania's coastal towns of Dhërmi, Jali, Vlora, and Ksamil transform into popular tourist destinations. Visitors flock to these beaches to sunbathe and partake in a variety of thrilling water sports. While the coastline becomes much quieter in the winter, it still attracts those seeking to soak up the remaining sunshine. Beyond the beaches, the region boasts a wealth of fascinating historical sites, such as the UNESCO-listed Butrint, the ancient city of Apollonia, and the ruins of Amantia, providing ample opportunities for exploration.






# MOUNTAIN TOURISM

The Albanian Alps and surrounding mountains, such as those near Theth, Vermosh, and Valbona, offer breathtaking scenery and the best hikes from December through March.

From April to September, Albania's mountains provide incredible trekking opportunities, including routes around Valbona Valley, Theth National Park, and the Accursed Mountains (Bjeshkët e Nemuna). These areas feature spectacular hiking, walking, wildlife observation, and visits to traditional mountain villages.

Dajti Mountain near Tirana is also a popular hiking destination, offering stunning panoramic views.



A full-page photograph of a mountain landscape. In the foreground, a field of white flowers with yellow centers grows on a rocky slope. A hiker in a red jacket stands on a rock, looking out over a calm, turquoise lake. The background is dominated by steep, rugged mountains with patches of green grass and snow. The sky is a mix of blue and white clouds.

One of the most prominent features of the Albanian Alps is the imposing Mount Jezerce, which rises to an impressive 2,694 meters. As the second highest peak in Albania and the sixth highest in Southeast Europe, it offers a stunning vantage point from which to take in the surrounding scenery. The rugged terrain, combined with the panoramic views, makes it a must-visit for mountaineers and hikers. The area is rich in biodiversity, with many endemic species of plants and animals calling the Albanian Alps home.

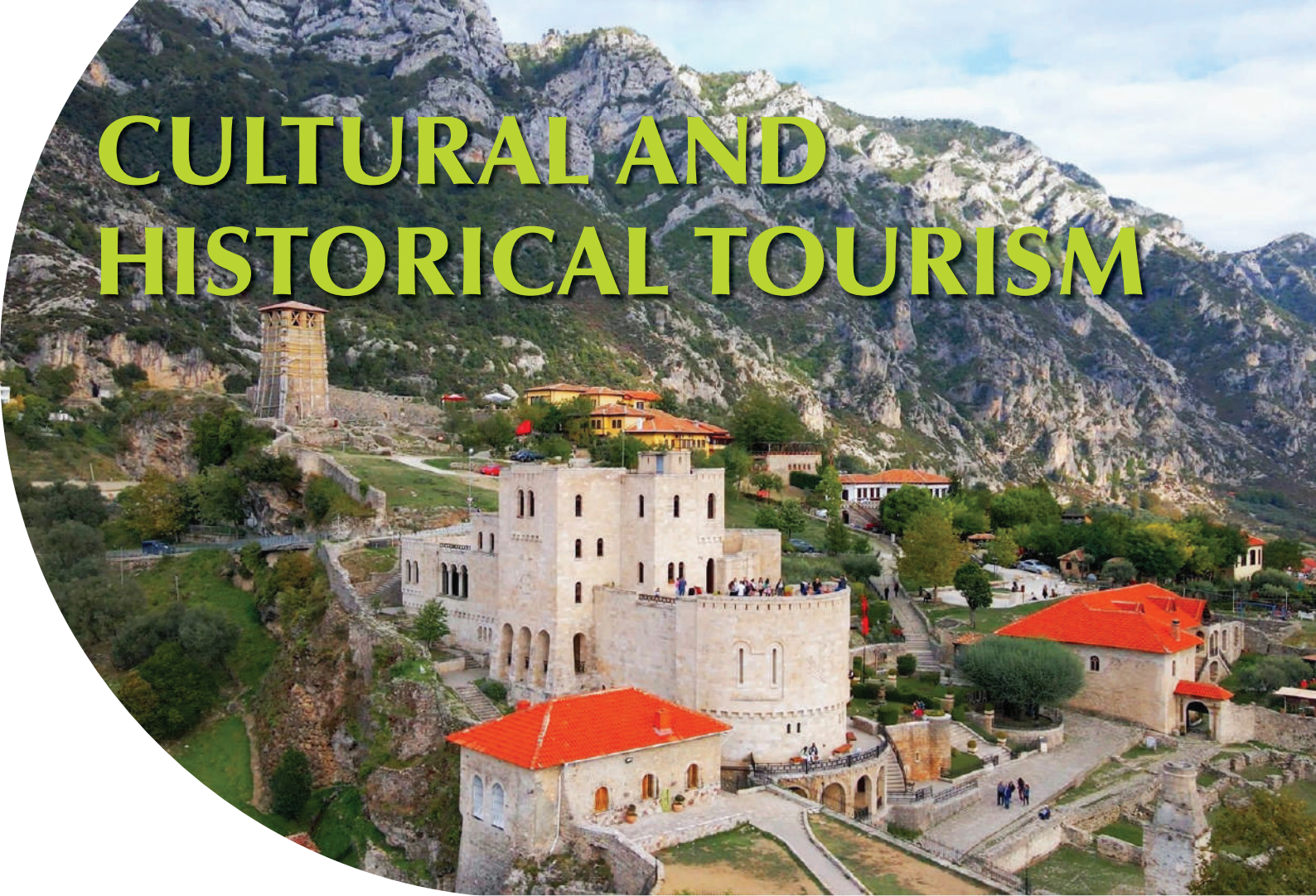


EXPLORE ALBANIA IN EVERY SEASON!





# CULTURAL AND HISTORICAL TOURISM



Albania boasts a rich cultural heritage, with numerous archaeological sites and UNESCO World Heritage locations waiting to be explored throughout the year.

This unique Balkan destination offers a captivating blend of well-preserved ancient sites, stunning natural beauty, and vibrant cultural traditions, making it a prime destination for history buffs, nature enthusiasts, and those seeking to discover a hidden corner of Europe.

The historic town of Kruja is home to the imposing Kruja Castle, which served as the center of Albania's resistance against the Ottoman Empire under the legendary leadership of national hero Gjergj Kastrioti-Skanderbeg. Today, the castle operates as a museum and provides visitors with a breathtaking view of the surrounding landscape.





Albanian folklore is a rich and integral part of the cultural heritage, and in recent years, it has become a key element of tourism. With deep-rooted traditions, colorful customs, and a vibrant history, Albanian folklore offers a unique experience that attracts travelers from all over the world. From music and dance to crafts and festivals, Albania's folklore is a living testament to the nation's diverse cultural landscape.







Situated near the town of Fier, the ancient Greek city of Apollonia was once a thriving hub of trade and culture. Visitors can now explore the site's impressive ruins, including a well-preserved theater, temples, and an odeon, offering a glimpse into the city's rich past.



# UNESCO WORLD HERITAGE SITES



Butrint Archaeological Park is an ancient city with layers of history dating back to the Greek, Roman, and Byzantine eras.

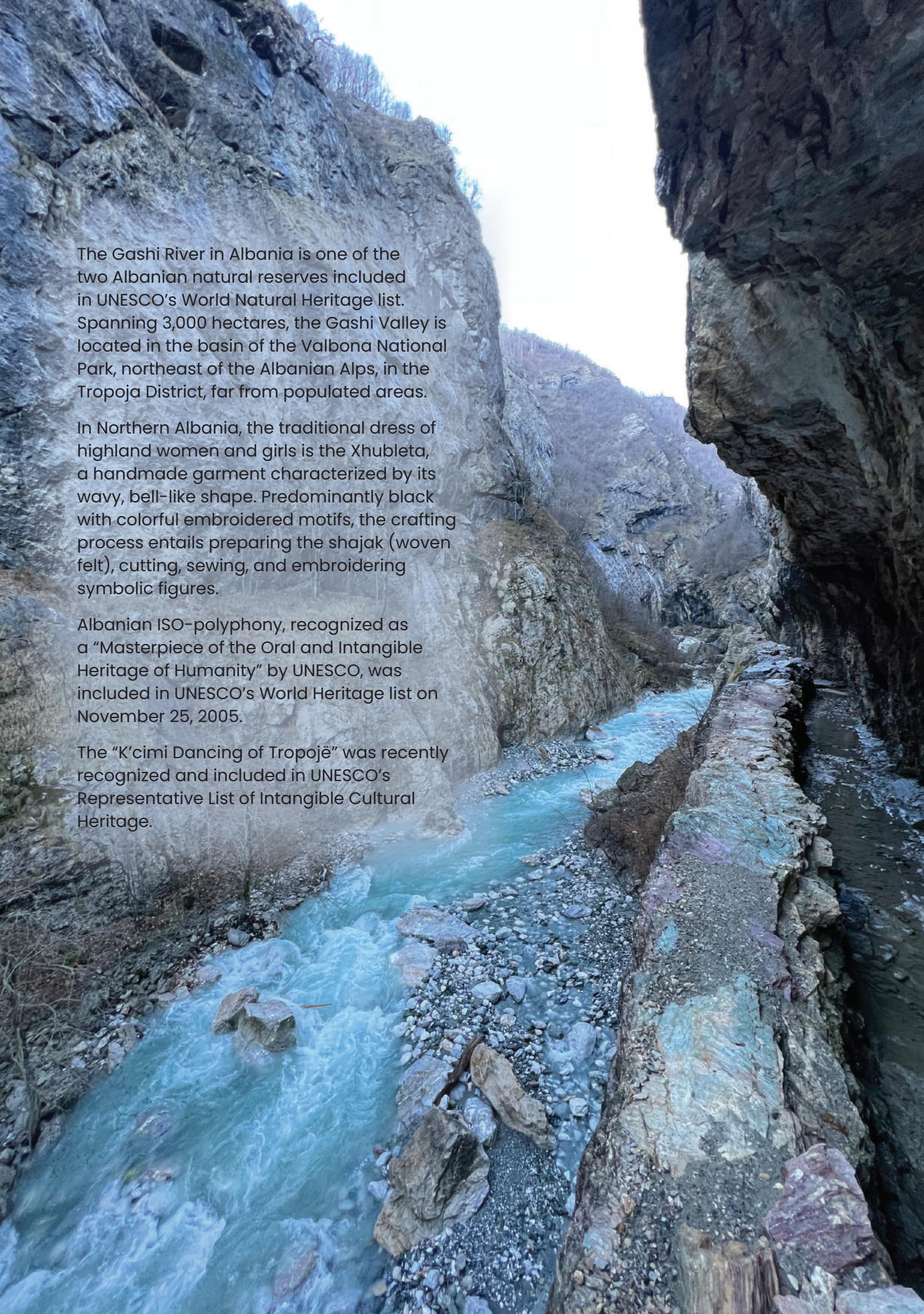
Gjirokastra, known as the “City of Stone,” is a well-preserved Ottoman-style town famous for its cobblestone streets, traditional houses, and the imposing castle.

Berat, often called the “City of a Thousand Windows,” is an ancient city that showcases Ottoman-era architecture and is renowned for its picturesque old town, the Berat Castle, and numerous churches and mosques.

Lake Ohrid in Pogradec provides a refuge for numerous endemic species of freshwater fauna and flora dating from the Tertiary period. In the shallow waters near the shores of the lake, three sites testify to the presence of prehistoric pile dwellings, and the small Lin Peninsula is the site of the remains of an early Christian church founded in the middle of the 6th century.







The Gashi River in Albania is one of the two Albanian natural reserves included in UNESCO's World Natural Heritage list. Spanning 3,000 hectares, the Gashi Valley is located in the basin of the Valbona National Park, northeast of the Albanian Alps, in the Tropoja District, far from populated areas.

In Northern Albania, the traditional dress of highland women and girls is the Xhubleta, a handmade garment characterized by its wavy, bell-like shape. Predominantly black with colorful embroidered motifs, the crafting process entails preparing the shajak (woven felt), cutting, sewing, and embroidering symbolic figures.

Albanian ISO-polyphony, recognized as a "Masterpiece of the Oral and Intangible Heritage of Humanity" by UNESCO, was included in UNESCO's World Heritage list on November 25, 2005.

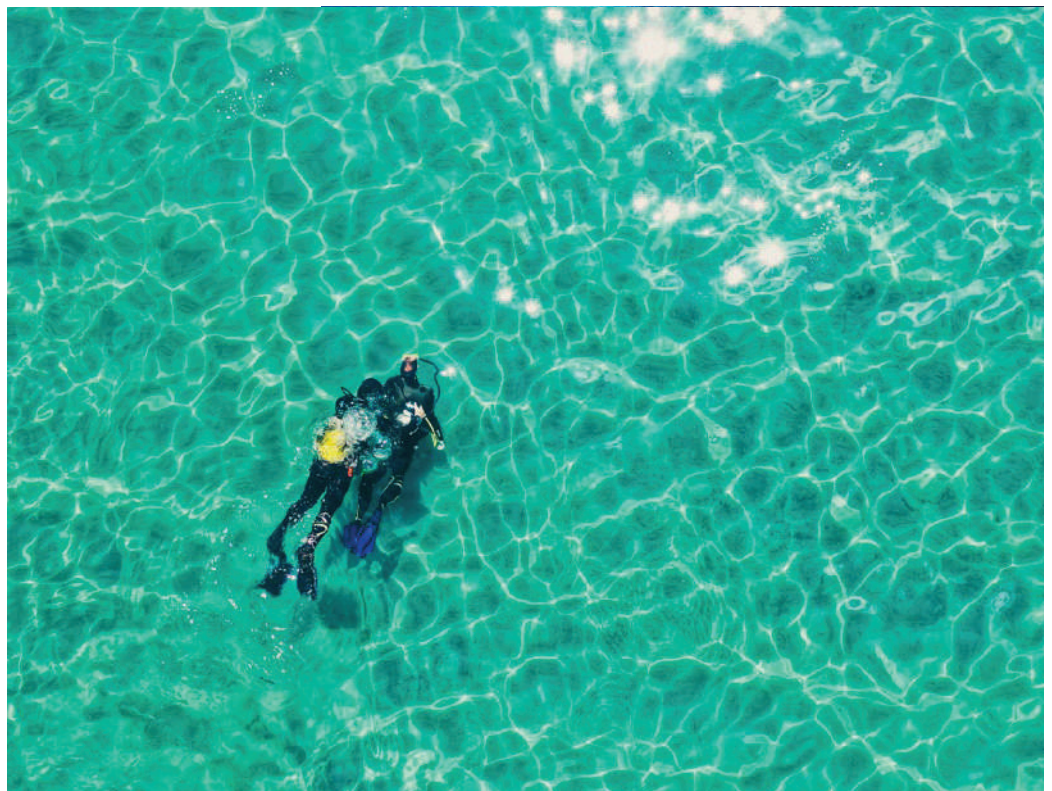
The "K'cimi Dancing of Tropojë" was recently recognized and included in UNESCO's Representative List of Intangible Cultural Heritage.



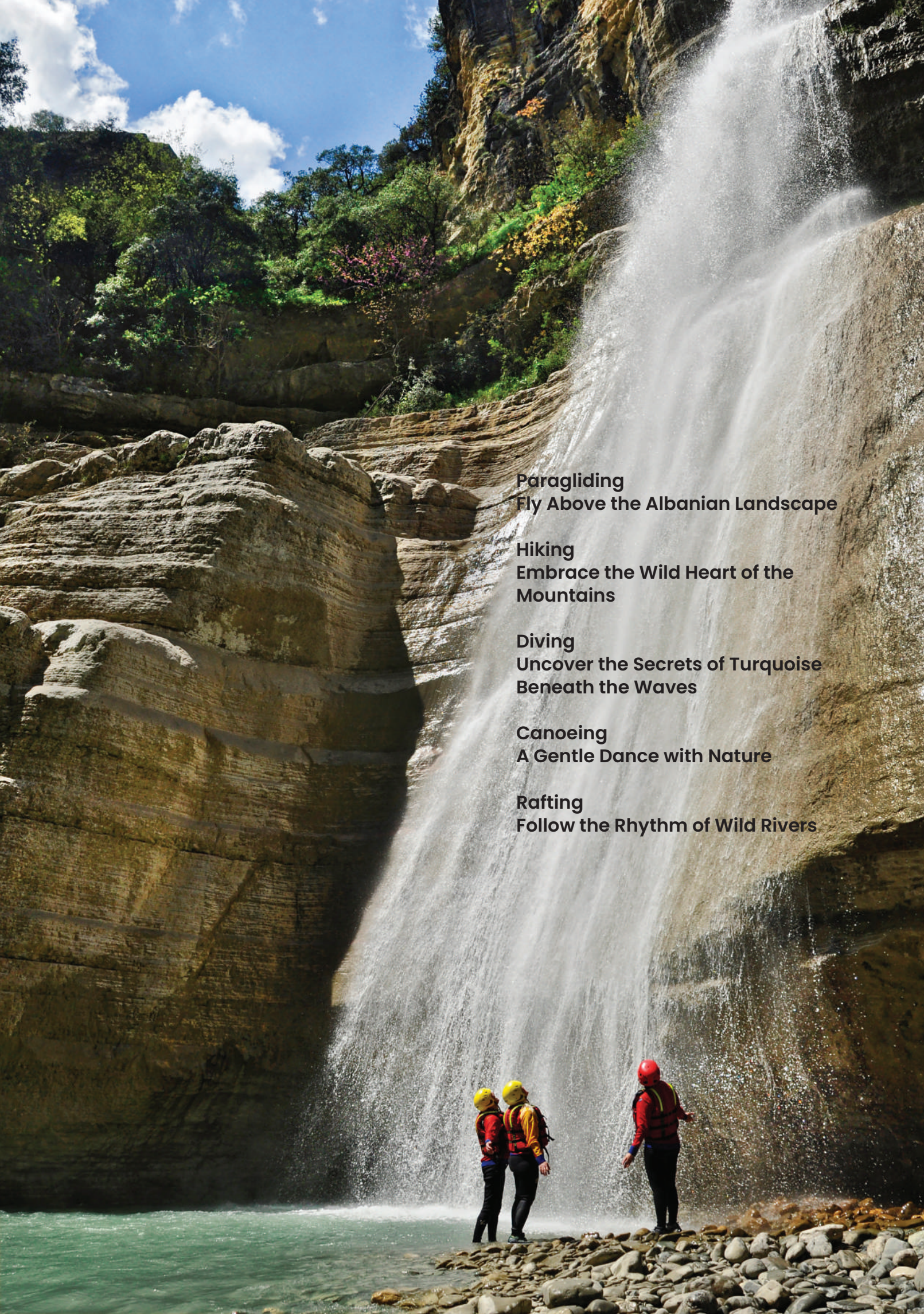


# ADVENTURE TOURISM

Albania, a land of breathtaking landscapes and rich history, beckons adventure seekers with a plethora of thrilling activities. From soaring through the skies to plunging into the depths of the seas, and traversing its rugged trails and roaring rivers, this beautiful country invites you to immerse yourself in its diverse natural wonders.







**Paragliding**  
**Fly Above the Albanian Landscape**

**Hiking**  
**Embrace the Wild Heart of the Mountains**

**Diving**  
**Uncover the Secrets of Turquoise Beneath the Waves**

**Canoeing**  
**A Gentle Dance with Nature**

**Rafting**  
**Follow the Rhythm of Wild Rivers**



# FESTIVALS AND EVENTS

**UNUM  
SOUTH OUTDOOR  
KALAFEST  
PORTO PALERMO FESTIVAL  
ZA FEST  
SUNFEST  
SOUNDTUARY  
TURTLEFEST**

Albania hosts an array of captivating festivals and events that showcase its dynamic music scene, vibrant culture, and stunning landscapes. From lively music festivals to cultural celebrations, there are many exciting opportunities for visitors to immerse themselves in Albania's rich culture.





# ECO-TOURISM AND RURAL EXPERIENCES

Albania is focusing more on ecotourism and sustainable travel, with rural areas offering authentic experiences of Albanian culture and nature. The rural regions in places like the Vjosa River Valley, Llogara National Park, Divjaka, and Ohrid Lake in Pogradec, a UNESCO heritage site, offer visitors the chance to explore Albania's diverse ecosystems and traditional ways of life, regardless of the season.



## RURAL AND AGROTOURISM

Albania's rural areas, offer a more authentic Albanian experience. You can visit farms, try local cuisine, and learn about traditional crafts and culture. The fresh air and natural beauty of Albania's countryside make it perfect for relaxation and exploration in all seasons.







# GASTRONOMY AND WINE TOURISM

Albania has a growing reputation for its unique cuisine and winemaking culture. The country's local dishes (e.g., tava e kosi, byrek, and fërgesë) are available throughout the

year, and wine lovers can visit vineyards in the areas around Kruja, Berat and Shkodra, tasting the indigenous varieties of wine.





Grappa is considered a traditional drink and is deeply embedded in Albanian culture and hospitality. It is often served to guests as a welcoming gesture, and it is common to enjoy it with friends and family during celebrations and special occasions.



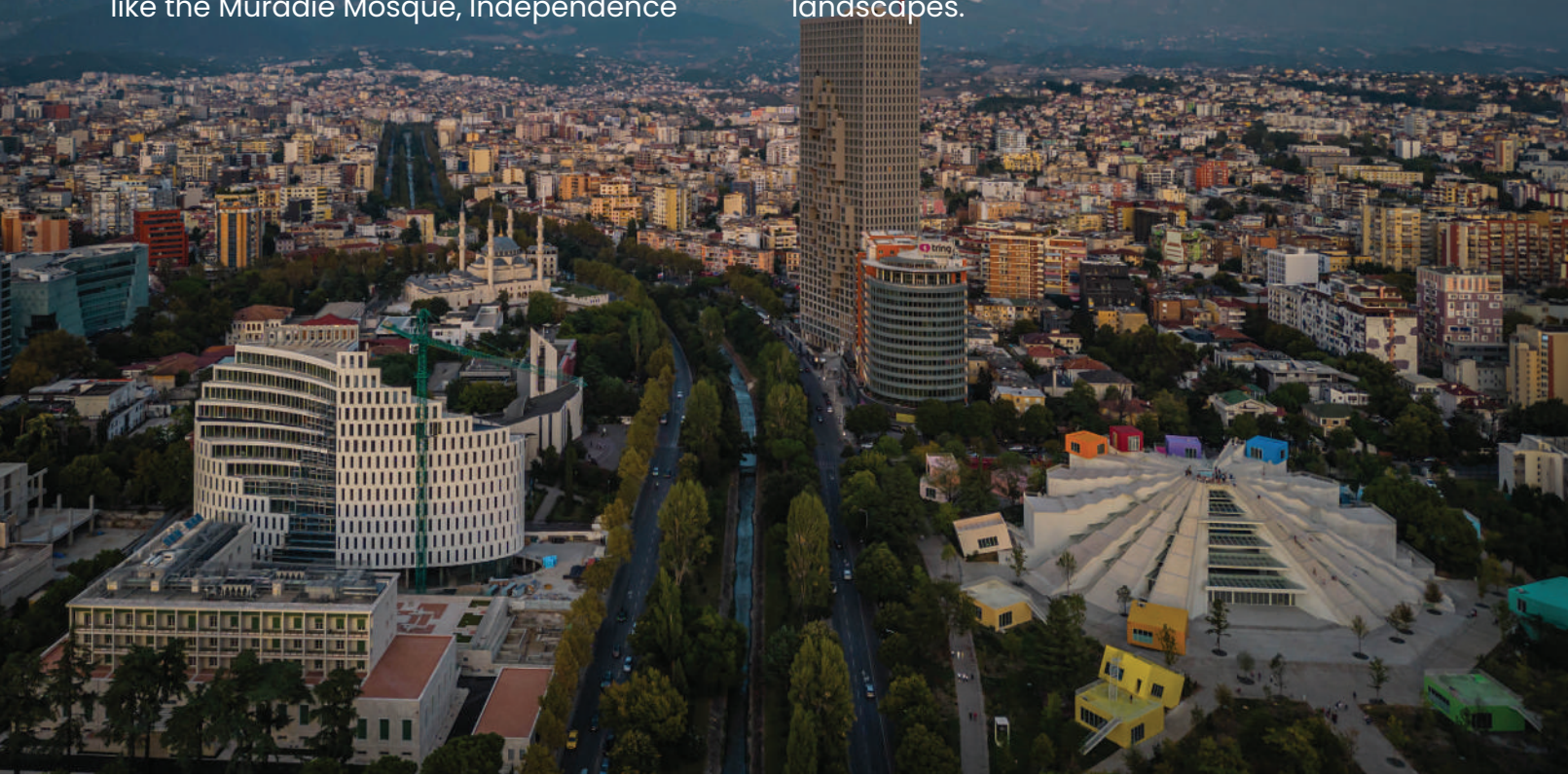




# URBAN TOURISM

The cities of Tirana, Shkodra, and Durrës offer diverse urban tourism experiences year-round. Tirana's Skanderbeg Square and Bunk'Art museums provide insights into Albania's communist history. Vlorë boasts a rich history, and its Lungomare promenade allows visitors to explore nearby attractions like the Muradie Mosque, Independence

Square, and Vlorë National Museum. In Shkodra, the impressive Rozafa Castle and scenic Lake Shkodra are must-see destinations. Durrës beckons with its Roman amphitheater and lively beach promenade. Korça, a cultural center, is known for its museums, monasteries, and picturesque landscapes.







# CLIMATE CONSIDERATIONS

Albania's Mediterranean climate means mild and cold winters (especially on the coast) and hot summers. While summer is peak season, visitors can enjoy a more relaxed pace during spring and autumn. The cooler mountain areas make Albania an excellent destination in both winter and summer.







# NIGHTLIFE

Albania's nightlife is vibrant and diverse, particularly in major cities and along the coastal regions. The combination of historical cities, beautiful beaches, and a youthful, energetic population creates an exciting atmosphere after dark. Whether you're looking for lively beach parties, chic bars, live music venues, or traditional taverns, Albania has something for every kind of night owl.







**Tirana**  
**The Heart of Albania's Nightlife**

**The Albanian Riviera**  
**Beach Parties and Chill Vibes**

**Shkodra**  
**A Blend of Tradition and Modernity**

**Vlora**  
**Vibrant Coastal Nightlife**

**Korça**  
**The Traditional Nightlife**

**Gjirokastra**  
**A Night of History and Entertainment**

**Përmet, Berat, and Saranda**  
**Local Bars and Taverns**



# TIRANA'S PYRAMID



## THE LARGEST TECHNOLOGY CENTER IN THE BALKANS

From a symbol of the communist past to a beacon of the digital future, the Pyramid of Tirana represents one of the most remarkable urban and cultural transformations in the city. It has now become the largest technology center for youth in the Balkans, turning a controversial structure into a modern space for knowledge, creativity, and professional development.

Built between 1986 and 1988 and inaugurated on October 14, 1988, the Pyramid





was originally intended as a museum commemorating dictator Enver Hoxha. Its structure was designed to symbolize the wings of an eagle, a metaphor for the Albanian nation, although in everyday life, it became known simply as *"the Pyramid."*

Following the political changes of the early 1990s, the building lost its original function and was repurposed as the International Cultural Center, hosting exhibitions, conferences, and artistic events. However, its true rebirth came years later through a new, forward-looking vision.

Today, thanks to an innovative redesign by the internationally renowned Dutch architecture



studio MVRDV, the Pyramid has been transformed into an educational and technological center focused entirely on youth. In collaboration with the global platform TUMO, it offers a comprehensive program centered on digital education, art, and technology.

With a capacity of up to 4,000 students per week, the Pyramid has become a powerful engine for developing young talent, a bridge between knowledge and innovation, between passion and the professions of the future.

The Pyramid of Tirana is no longer a relic of the past. It is a living example of how public spaces can be reborn to serve future generations, fostering social development through technology, education, and art.



# VENETIAN TOWER OF DURRËS



## ALBANIA'S FIRST HERITAGE INTERPRETATION CENTER

The Venetian Tower of Durrës is one of the city's most captivating and historically rich landmarks. As part of the Byzantine fortress of Durrës—classified as a first-category cultural monument—the tower once stood among the most formidable coastal defenses along the Adriatic Sea.

Following extensive restoration in 2022–2023, the Venetian Tower was transformed into Albania's first Heritage Interpretation Center. Today, it offers visitors an immersive journey





into the city's storied past through cutting-edge digital and multimedia tools—ranging from VR headsets and interactive audio guides to dome projections and engaging educational activities. Blending history with innovation, the tower invites exploration of Durrës' ancient heritage like never before.

The first Heritage Interpretation Center has become a strong incentive for both local and international tourists to visit the city of Durrës. The center offers a variety of activities that bring history to life through modern technology and innovative digital and multimedia storytelling tools.

Through dome multimedia projections, immersive virtual reality experiences, informative apps, and tablets placed at the

entrance of the tower, visitors can explore the most significant moments of Durrës' history in an interactive and engaging way. Additionally, an audio guide available in five languages allows every visitor to experience this historical journey at their own pace and in their preferred language.

The origins of the fortress trace back to the reign of Byzantine Emperor Anastasius I (491–518), a native of ancient Dyrrhachium—now modern-day Durrës. In the 15th century, the Venetians built the current tower atop the remnants of the original Byzantine structure. Reinforced with cannons, it was strategically designed to defend the city from sea-based attacks and served as a vital lookout point for monitoring the coastline.







# GADK – THE DIGITAL ART GALLERY TRANSFORMING THE CULTURAL LANDSCAPE OF KORÇA

Located in the heart of the city of Korça, the Digital Art Gallery has become a reference point for art and technology in Albania and beyond. GADK is not just a traditional art gallery in the conventional sense; its mission

is to promote culture, art, and innovation across the country.

This gallery serves as an experimental space where art intertwines with the latest







technology, creating an entirely new experience for visitors. Through digital platforms, interactive installations, and the use of augmented reality and artificial intelligence (AI), artworks take on a dynamic and multidimensional form. Every visitor is invited not only to view but also to interact, explore, and reflect on the transformative power of digital art.



Beyond its role as an exhibition space, GADK functions as an innovation laboratory where projects in digital arts, generative arts, and new technologies are developed. The space serves as a meeting point for artists, creators, scholars, and technology enthusiasts who share a common passion for exploring the new boundaries of artistic expression.

## A PLATFORM FOR LOCAL AND INTERNATIONAL ARTISTS

Another key aspect of GADK is its support for Albanian artists, both renowned and emerging talents. The gallery offers opportunities for exposure, international collaborations, and professional development in a modern and accessible context. It also welcomes international artists, building intercultural bridges and fostering creative exchanges.

At its core, the Digital Art Gallery is more than just an exhibition space. It is designed as a cultural hub open to the community and all age groups. With exhibitions, workshops, public events, and educational programs, the gallery contributes to enriching the cultural life of Korça and encourages active participation from citizens in contemporary art and technology.

GADK is an invitation to explore a new world, where the boundaries between the real and the virtual are blurred, and where every visit becomes an unforgettable journey. It is a step toward the future, a step toward the extraordinary.





# EXPLORE ALBANIA'S TRADITION AND CULTURE

*in a Single App*



# TEA

## Tourism Events of Albania







**ALBANIA**  
**ALL SENSES**  
NATIONAL TOURISM AGENCY

