



FUTURE HOSPITALITY FORUM

In recent years, Albania has experienced a strong upward trajectory in tourism development, emerging as one of the most dynamic destinations in the region. This growth has been accompanied by an increasing demand for higher-quality, standardized hospitality offerings aligned with international best practices.

A key strategic priority for the sector is the expansion of international hotel brands, which bring established operational standards, global distribution networks, and enhanced credibility for both investors and travelers. However, a gap remains between local project development and the specific requirements and expectations of international operators.



Future Hospitality Forum is designed to address this gap by creating a structured platform that facilitates direct engagement between Albanian project developers and leading global hospitality brands.

OBJECTIVE:

The primary objective of Future Hospitality Forum is to:

- Facilitate market entry and expansion of international hospitality brands in Albania;
- Present a curated portfolio of investment-ready tourism projects from Albania;
- Enable direct interaction between local developers and international operators;
- Support the alignment of local projects with international brand standards and requirements;
- Foster collaboration across the wider hospitality ecosystem, including education, workforce development, technology, and tourism services.

CONCEPT AND APPROACH

Future Hospitality Forum is conceived as a high-level Investment & Partnership Forum dedicated to the hospitality industry, built on a curated and demand-driven approach.

At its core, the Forum will function as a structured platform where Albanian developers present their projects, while international hospitality brands participate as evaluators and potential partners.

+100 Albanian projects will be formally presented to an audience of international brands, ensuring direct exposure and visibility. Participants will engage in pre-arranged B2B meetings, allowing for in-depth discussions and the exploration of concrete collaboration opportunities.

In parallel, international hotel brands will present their brand concepts, operating models and specific criteria for affiliation, including requirements related to design standards, scale, location and management structures. This ensures a two-way exchange of information and expectations.

Beyond project development and investment, the Forum will also integrate the broader hospitality ecosystem by bringing together:

- Hospitality and vocational schools;
- Universities and tourism faculties;
- Workforce development and staff training providers;
- UN-supported employment and skills development programs in Albania;
- Recruitment and hospitality staffing agencies;
- Booking.com and other platforms;
- Tourism technology and digital solutions providers;
- Architectural and design studios.

CONCEPT AND APPROACH

A defining feature of the Forum is its organization into three dedicated thematic zones, each aligned with a key tourism development segment in Albania:



Focus on:

- City hotels
- Mixed-use developments

Target:

- Midscale and upscale brands
- Key cities such as Tirana and other urban centers



Focus on:

- Coastal Resorts
- Integrated tourism developments

Target:

- Resort and luxury brands
- High-potential coastal areas



Focus on:

- Eco-hotels
- Boutique hotels
- Mountain resorts.

Target:

- Brands specialized in nature-based and experiential tourism

This zoning approach ensures a clear and efficient alignment between project typologies and brand interests, significantly enhancing the effectiveness of interactions.

Architectural firms and design studios are also positioned as key contributors, supporting the development of projects in line with international standards from the early stages.

EVENT FORMAT

The Forum will combine several complementary components:

- Project Presentation Sessions

Albanian developers present selected projects (supported by 3D concepts) to an audience of international brands.

- Brand Insight Sessions

International hospitality brands present:

- Brand positioning and segmentation;
- Entry strategies and operating models (management, franchise, lease);
- Technical and commercial criteria required for brand affiliation.

- Pre-arranged B2B Meetings

Facilitating targeted meetings between developers, investors, and hotel operators

- Hospitality Ecosystem Panels

Dedicated discussions focused on:

- Hospitality education and workforce readiness
- Staff training and certification programs
- Sustainable tourism development
- Technology and digital transformation in hospitality

This format ensures that Future Hospitality Forum operates not only as a promotional platform, but as a practical deal-making mechanism.

EXPECTED OUTCOMES

Future Hospitality Forum is expected to deliver:

- Increased presence of international hospitality brands in Albania;
- Improved alignment of local projects with international standards and brand requirements;
- Acceleration of investment decisions and project development timelines;
- Strengthened collaboration between public and private stakeholders;
- Enhanced positioning of Albania as a competitive tourism investment destination;
- Development of a concrete pipeline of partnerships and potential agreements;
- Greater integration between tourism investment, education and operational excellence;
- Increased international visibility for Albania's tourism ecosystem.