While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

1 in 4 net new jobs were created by Travel & Tourism over the last five years.

Global GDP impact by sector (2018 data). Share of total economy GDP:

- Travel & Tourism: 12.0%
- Mining: 10.3%
- Automotive: 2.5%
- Agriculture: 2.5%
- Retail: 3.5%
- Financial Services: 3.5%
- Total Economy: 100%

MOROCCO 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

12.0% OF TOTAL ECONOMY
Total T&T GDP = MAD137.8BN (USD14,330.9MN)
+4.3% vs 2.5% real economy GDP growth in 2019

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

1,336.6 JOBS (000's)
(12.4% of total employment)

INTERNATIONAL VISITOR IMPACT

MAD93.9BN in visitor spend (20.8% of total exports)
(USD9,758.1MN)

INBOUND ARRIVALS

1. FRANCE 14%
2. SPAIN 6%
3. UNITED KINGDOM 4%
4. GERMANY 3%
5. BELGIUM 2%
REST OF WORLD 71%

OUTBOUND DEPARTURES

1. SPAIN 31%
2. FRANCE 28%
3. SAUDI ARABIA 11%
4. TURKEY 6%
5. ALGERIA 3%
REST OF WORLD 21%

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 89%
- BUSINESS SPENDING 11%
- DOMESTIC SPENDING 32%
- INTERNATIONAL SPENDING 68%

Note: Data are average shares over the 2016-2018 period. Source: Oxford Economics, national sources and UNWTO.

1 All values are in constant 2019 prices & exchange rates
As reported in March 2020.