**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** Jobs globally (1 in 10 jobs)

**MOROCCO 2019 KEY DATA**

- **12.0% OF TOTAL ECONOMY**
  - Total T&T GDP = MAD137.8BN (USD14,330.9MN)
- **+4.3%**
  - 2019 Travel & Tourism GDP growth vs +2.6% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

**INTERNATIONAL VISITOR IMPACT**

**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%

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1. **All values are in constant 2019 prices & exchange rates**
2. **As reported in March 2020**
3. **While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%**
4. **1 in 4 net new jobs were created by Travel & Tourism over the last five years**
5. **Global GDP impact by sector (2018 data). Share of total economy GDP**

- **Mining**
- **Automotive**
- **Agriculture**
- **Travel & Tourism**
- **Retail**
- **Financial Services**

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