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:
- Mining: 0%
- Automotive: 5%
- Agriculture: 10%
- Travel & Tourism: 15%
- Retail: 0%
- Financial Services: 5%

CONTRIBUTION OF TRAVEL & TOURISM TO GDP
- 12.0% OF TOTAL ECONOMY
  - Total T&T GDP = MAD137.8BN (USD14,330.9MN)
  - 2019 Travel & Tourism GDP growth = 12.4% of total employment

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)

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%

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