

GLOBAL DATA 2019



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



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%

2019 Travel & Tourism GDP growth vs **+2.6%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

1,336.6 JOBS (000's)

(12.4% of total employment)

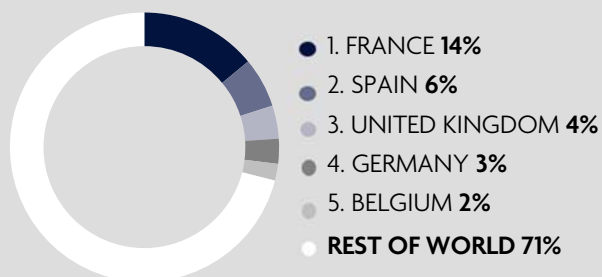


INTERNATIONAL VISITOR IMPACT

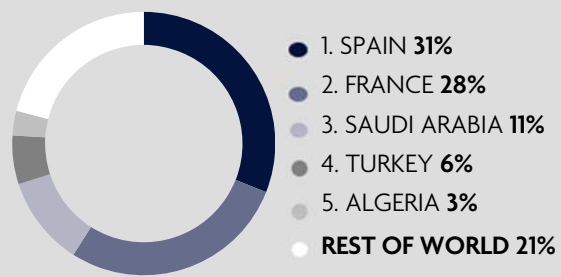
MAD93.9 BN

in visitor spend (**20.8%** of total exports)
(USD9,758.1MN)

INBOUND ARRIVALS

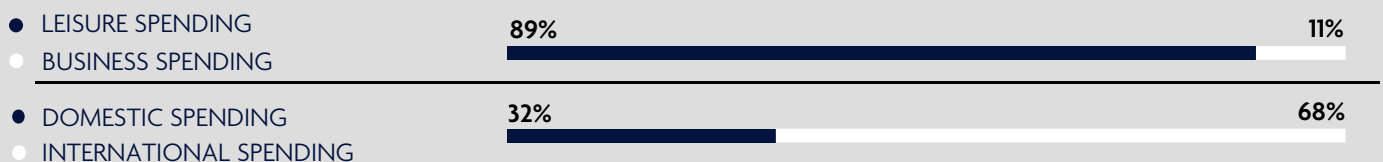


OUTBOUND DEPARTURES



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

SECTOR CHARACTERISTICS (2019)



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