MOROCCO
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

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

MAD93.9BN 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

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