**MOROCCO**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** Jobs globally (1 in 10 jobs)
- **12.0%** of total economy
- **1,336.6** jobs (000’s)
- **MAD93.9 BN** in visitor spend (20.8% of total exports)

**MOROCCO 2019 KEY DATA**

- **12.0%** of total economy
- **+4.3%** vs +2.6% real economy GDP growth
- **1,336.6** jobs (000’s)
- **MAD93.9 BN** 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%

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

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

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