12.0% of total economy +4.3% vs +2.6% real economy GDP growth

1,336.6 jobs (000’s)

MAD93.9BN in visitor spend (20.8% of total exports)

Global GDP impact by sector (2018 data). Share of total economy GDP

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

12.0% of total economy
Total T&T GDP = MAD137.8BN (USD14,330.9MN)

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%

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

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