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
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

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

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