

Morocco Tourism Report 2016

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Abstracts

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BMI View: We expect that the strength of the euro against the Moroccan dirham, combined with the increasing number of low-cost airlines and routes between European countries and Morocco, will continue to drive up the number of inbound arrivals in the next five years. However, as the government fails to provide adequate incentives for banks and private developers to invest in the Moroccan tourism industry, the country lags behind in its plans to start developing untapped tourist areas in order to take the pressure off more saturated ones. This includes the development of luxury resorts, which the government is trying to promote to diversify its offering to European tourists and, in the longer term, Asians.

Key Trends And Forecasts

We forecast inbound arrivals to increase from 10.2mn in 2015 to 10.7mn in 2019, with strong growth in the short term as European countries seek to take advantage of the strength of the euro against the local currency as well as of the cheap travel options between Europe and Morocco. Over the longer term, however, we expect this growth to be weaker, going from 2.09% growth in 2015 to 1.26% in 2018 and 0.39% by 2019. This will be essentially a result of the lack of diversification of the offer to European tourists.

Contents

BMI Industry View

Table: Key Forecasts (Morocco 2012-2019)

SWOT

Industry Forecast

Table: Inbound Tourism (Morocco 2012-2019)

Table: Tourism Receipts (Morocco 2012-2019)

Table: Hotel Accommodation (Morocco 2012-2019)

Table: Tourist Departures and Consumption (Morocco 2012-2019)

Industry Risk Reward Index

Tourism Risk/Reward Index

Table: MENA - Tourism Risk Reward Index

Market Overview

Competitive Landscape

Domestic Hotel Groups

Table: Domestic Hotel Groups

International Hotel Groups

Table: International Hotel Groups

Methodology

Industry Forecast Methodology

Risk/Reward Index Methodology

Table: Weighting Of Indicators

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