

City Travel Briefing: Marrakech

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Abstracts

Marrakech is experiencing healthy growth and recovery in tourism arrivals despite the 2011 terrorist attack at Jemaa el Fna. A decline in arrivals from Europe is being compensated by growth from an increasingly diversified number of destinations. Chained hotels are investing heavily in the city which is a key cultural hub in the region. Marrakech attracts leisure tourists first and foremost, with an increased focus by the government on boosting business and MICE tourism which is lagging behind.

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