

Royal Air Maroc SA in Travel and Tourism (Morocco)

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Abstracts

After Morocco and the EU signed an open skies agreement in late 2006, Royal Air Maroc has faced tough competition from low cost carriers keen on exploiting profitable routes between Western Europe and Morocco. This new commercial reality has combined with the high cost of kerosene to push Royal Air Maroc to increase its marketing efforts in order to gain further visibility both among travel retailers and through online channels.

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