

Travel in Morocco

<https://marketpublishers.com/r/TB177F267FAEN.html>

Date: September 2023

Pages: 44

Price: US\$ 2,100.00 (Single User License)

ID: TB177F267FAEN

Abstracts

Travel in Morocco continued to recover in 2023, with the volume of trips seeing significant growth over the previous year. One key factor contributing to this trend was the 2022 FIFA World Cup, which increased the visibility of the country as a tourist destination, thanks to the impressive performance of the Moroccan national team, the Atlas Lions, which was the first African team to reach the semi-finals. During the competition, Morocco received unprecedented exposure and potential travellers g...

Euromonitor International's Travel in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

TRAVEL IN MOROCCO

EXECUTIVE SUMMARY

Travel in 2023

Airlines: key trends

Hotels: key trends

Booking: key trends

What next for travel?

MARKET DATA

Table 1 Surface Travel Modes Sales: Value 2018-2023

Table 2 Surface Travel Modes Online Sales: Value 2018-2023

Table 3 Forecast Surface Travel Modes Sales: Value 2023-2028

Table 4 Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 5 In-Destination Spending: Value 2018-2023

Table 6 Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

TOURISM FLOWS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

World cup success contributes to continued recovery in 2023,

New government roadmap aims to stimulate growth

PROSPECTS AND OPPORTUNITIES

Focus on off-the-beaten track destinations

Morocco is set to ride on surfing wave

CATEGORY DATA

Table 7 Inbound Arrivals: Number of Trips 2018-2023

Table 8 Inbound Arrivals by Country: Number of Trips 2018-2023

Table 9 Inbound City Arrivals 2018-2023

Table 10 Inbound Tourism Spending: Value 2018-2023

Table 11 Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 13 Forecast Inbound Tourism Spending: Value 2023-2028

Table 14 Domestic Trips by Destination: Number of Trips 2018-2023

Table 15 Domestic Spending: Value 2018-2023

Table 16 Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 17 Forecast Domestic Spending: Value 2023-2028

Table 18 Outbound Departures: Number of Trips 2018-2023

Table 19 Outbound Departures by Destination: Number of Trips 2018-2023

Table 20 Outbound Tourism Spending: Value 2018-2023

Table 21 Forecast Outbound Departures: Number of Trips 2023-2028

Table 22 Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 23 Forecast Outbound Spending: Value 2023-2028

AIRLINES IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Royal Air Maroc announces ambitious summer schedule of 90 destinations

Flights schedules extended during Hajj 2023

PROSPECTS AND OPPORTUNITIES

Royal Air Maroc aims to compete on global stage

Future challenges lie ahead in the form of increasing competition from low-cost carriers, soaring jet fuel prices and a global shortage of pilots

CATEGORY DATA

Table 24 Airlines Sales: Value 2018-2023

Table 25 Airlines Online Sales: Value 2018-2023

Table 26 Airlines: Passengers Carried 2018-2023

Table 27 Airlines NBO Company Shares: % Value 2018-2022

Table 28 Non-Scheduled Carriers Brands by Key Performance Indicators 2023

Table 29 Low Cost Carriers Brands by Key Performance Indicators 2023

Table 30 Full Service Carriers Brands by Key Performance Indicators 2023

Table 31 Forecast Airlines Sales: Value 2023-2028

Table 32 Forecast Airlines Online Sales: Value 2023-2028

LODGING (DESTINATION) IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hotels bounce back, with luxury establishments leading the way

International chains expand their five-star presence

PROSPECTS AND OPPORTUNITIES

Hilton aims to triple its presence in Morocco

Shift towards eco-friendly tourism

CATEGORY DATA

Table 33 Lodging (Destination) Sales: Value 2018-2023

Table 34 Lodging (Destination) Online Sales: Value 2018-2023

Table 35 Hotels Sales: Value 2018-2023

Table 36 Hotels Online Sales: Value 2018-2023

Table 37 Other Lodging Sales: Value 2018-2023

Table 38 Other Lodging Online Sales: Value 2018-2023

Table 39 Lodging (Destination) Outlets: Units 2018-2023

Table 40 Lodging (Destination) Rooms: Number of Rooms 2018-2023

Table 41 Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023

Table 42 Hotels NBO Company Shares: % Value 2018-2022

Table 43 Hotel Brands by Key Performance Indicators 2023

Table 44 Forecast Lodging (Destination) Sales: Value 2023-2028

Table 45 Forecast Lodging (Destination) Online Sales: Value 2023-2028

Table 46 Forecast Hotels Sales: Value 2023-2028

Table 47 Forecast Hotels Online Sales: Value 2023-2028

Table 48 Forecast Other Lodging Sales: Value 2023-2028

Table 49 Forecast Other Lodging Online Sales: Value 2023-2028

Table 50 Forecast Lodging (Destination) Outlets: Units 2023-2028

BOOKING IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Morocco emerges as up-and-coming venue for corporate travel

Players look to attract digital nomads

PROSPECTS AND OPPORTUNITIES

Tour operator Easyjet is set to double capacity to Morocco by 2028

Holidaymakers will seek longer, more enriching experiences in Morocco

CATEGORY DATA

Table 51 Booking Sales: Value 2018-2023

Table 52 Business Travel Sales: Value 2018-2023

Table 53 Leisure Travel Sales: Value 2018-2023

Table 54 Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 55 Forecast Booking Sales: Value 2023-2028

Table 56 Forecast Business Travel Sales: Value 2023-2028

Table 57 Forecast Leisure Travel Sales: Value 2023-2028

I would like to order

Product name: Travel in Morocco

Product link: <https://marketpublishers.com/r/TB177F267FAEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TB177F267FAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970