

Tourism Flows in Morocco

Market Direction | 2023-09-05 | 25 pages | Euromonitor

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Report description:

The volume of inbound arrivals (in terms of number of trips) continued to expand in 2023, falling just short of pre-pandemic levels. 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 tr...

Euromonitor International's Tourism Flows 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: Domestic Tourism, Inbound Arrivals, Outbound Departures.

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

Why buy this report?

- * Get a detailed picture of the Tourism Flows 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.

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