

Lodging (Destination) in Morocco

Market Direction | 2024-09-17 | 21 pages | Euromonitor

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Report description:

With inflationary pressures having eased somewhat and travel flows normalising in the wake of the rebound from the pandemic, overall current value sales growth for lodging in Morocco in 2024 is set to fall well below that recorded in 2023. An increase in price-based promotional activity has also contributed to the slowdown as operators attempt to boost occupancy rates amidst softening demand and rising competition. Given the recent spike in living costs worldwide, growth has been further constra...

Euromonitor International's Lodging (Destination) 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Hotels, Lodging (Destination) Offline, Lodging (Destination) Online, Other Lodging, Short-Term Rentals.

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

Why buy this report?

- * Get a detailed picture of the Lodging (Destination) 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.

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