

Tourism Flows in Morocco

Market Direction | 2024-09-17 | 26 pages | Euromonitor

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Report description:

While tourism flows in Morocco have slowed in 2024, this is mainly explained by the normalisation of demand following the rapid rebound over 2022-2023 that resulted from the easing of the pandemic and the ending of associated restrictions. The numbers of inbound arrivals and outbound departures have continued to increase strongly, with both projected to grow at double-digit rates over the year as a whole. Domestic tourism also remains buoyant, still surpassing arrivals and departures in terms of...

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 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: 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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Short- and long-term factors temper growth in average spend per inbound trip

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Numbers of arrivals, departures and domestic trips set to continue rising steadily

Morocco retains strong potential for growth in activity and MICE tourism

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