

Morocco Hospitality Industry - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Morocco Hospitality Industry is expected to grow from USD 0.88 billion in 2025 to USD 1.17 billion by 2030, at a CAGR of 5.89% during the forecast period (2025-2030).

The Moroccan government has implemented several measures to stimulate tourism, including improving infrastructure, reducing taxes, and simplifying visitor procedures. These actions have created a favorable investment environment, increasing foreign tourist arrivals and local employment opportunities. The Moroccan tourism industry is anticipated to recover from the economic downturn, resulting in higher visitor numbers and improved national prosperity. A key driver of market growth is the trend toward local and authentic travel experiences. Travelers increasingly seek alternatives to traditional tourism, opting for more genuine local encounters. This shift is expected to gain momentum as tourists become more environmentally conscious, potentially driving market growth in the coming years.

According to a report by Anniver, Morocco experienced a 41% increase in arrivals from various countries compared to the previous year. France, Spain, and the United Kingdom led this growth with gains of 33%, 45%, and 41%, respectively. Arrivals from Poland and China more than doubled, indicating Morocco's growing appeal across diverse global markets.

Morocco Hospitality Market Trends

Rising Tourist Arrivals to Morocco is Driving the Hospitality Market

Morocco welcomed around 11 million tourists last year, solidifying its position as a top global destination. Tourism employs nearly 550,000 people, representing 15% of the country's workforce. In September of this year, the country has experienced a 7%

increase in tourist arrivals, with over 960,000 visitors.

The tourism industry in Morocco is showing significant growth this year. The Ministry of Tourism reported a 10% increase, bringing the total to almost one million tourists. In January, Morocco received 992,000 tourists, with a 9.5% increase in returning Moroccan expatriates, surpassing the 11% rise in foreign tourists.

Rising Online Travel-related Bookings in Morocco

The Moroccan travel and tourism industry is projected to experience a significant shift, with online sales expected to contribute 82% of its revenue. This surge is primarily driven by the increasing reliance on the internet for travel-related information and reviews. The internet now serves as a comprehensive platform for travelers, offering resources such as customer reviews, destination visuals, weather updates, maps, and guides. Notably, prominent booking portals like booking.com are tailoring their offerings to cater to diverse trip preferences.

Airbnb, a leading US-based reservation and hospitality service, has significantly boosted Morocco's tourism since entering the Moroccan market. The platform facilitates rentals by charging fees to both guests and hosts, further contributing to the digital transformation of the country's tourism industry.

Morocco Hospitality Industry Overview

The Moroccan hospitality industry is fragmented. It is made up of independent domestic hotels, as well as multinational hotels and associated brand chains. While international brands are well-positioned, they are mostly limited to capital cities, whereas independent domestic hotels are scattered across the country. Some of the most prominent names in the Moroccan hospitality industry include Accor SA Luxury Hotels Group, Wyndham Hotels & Resorts, Kenzi Hotel Group, and Marriott International Inc.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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