

MOROCCO INVESTS EUR 9.2 MILLION TO LURE FRENCH TOURISTS



Morocco is to invest 100 million dirhams (€9.2 million) to fight the negative effects of the attack against Charlie Hebdo on its tourism.

"The Ministry of Tourism and the National Tourism Confederation mobilized to implement a plan of **short-term actions to strengthen the promotion of Morocco destination in some markets**, to mitigate the impact of the events in Paris," the ministry said in a statement.

"The public-private monitoring committee has identified some decline in reservations particularly from the French market, and reported negative projections for the first quarter of the year 2015," he added.

Tourism is a key sector of the Moroccan economy. It contributes 12% to GDP. Every year, **France remains the most important source of tourists**. Their number increased by 2% over the first eleven months of 2014 compared to the same period of 2013. They represent 34% of the tourists who visit Morocco each year, according to the National Tourism Observatory.

Date: 2015-02-23

Article link:

<https://www.tourism-review.com/morocco-eur92-million-invested-in-promotion-news4449>