

TOURIST ARRIVALS IN MOROCCO ARE UP 13%



Moroccan tourism ministry confirmed the arrival of 4 million tourists in the first four months of the year, marking an increase of 13% compared to 2019. There has been a boost in revenue along with this trend.

By March, the tourism revenue increased by 51% compared to 2019, reaching 25 billion dirhams.

Most tourist arrivals in Morocco, around 70%, came from Europe. The cities of **Marrakech and Agadir are the preferred destinations of 60% of tourists.**

Compared to the first quarter of 2019, tourist arrivals increased by 17% in the first three months of 2023 (+47% of Moroccans living abroad and -1% of foreign tourists). By source markets, Spain and the United Kingdom recorded a significant increase compared to the first quarter of 2019 (+45% and +28%, respectively). The United States and Italy also saw increases compared to the end of March 2019 (+5% and +9%, respectively).

On the other hand, the German, Dutch, and Belgian markets experienced significant declines of 39%, 34%, and 28%, respectively, compared to the first quarter of 2019.

Morocco reached 93 billion dirhams in tourism revenue for the first time in 2022, up 16% compared to 2019. Overnight stays in classified tourist accommodation establishments amounted to 19 million, up 192% compared to 2021.

The Moroccan tourism authority has set a goal of attracting 17.5 million tourists and earning 120 billion dirhams in foreign exchange. They also plan to create 200,000 new jobs directly and indirectly related to tourism and establish tourism as a critical sector of the national economy.

In addition, regarding handicrafts, the sector is experiencing a recovery, like tourism activity, with a sustained increase in handicraft exports. **The handicraft exports brought 323 million dirhams at the end of March**, which was an increase of 29% compared to last year.

Furthermore, Morocco has recently enacted a law regulating 172 trades related to products and services. This law protects both professionals and consumers and provides social coverage for craftsmen.

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