

HIGH DEMAND FOR TRAVEL CREATES A POTENTIAL FOR DOMESTIC TOURISM IN MOROCCO



Important data on Moroccan summer vacation in 2023 was revealed in a study conducted by the "Sunergia" group. The study sheds light on the challenges hundreds of families face traveling and moving within the country. According to the study, around half of Moroccans plan to travel this summer, a 3% increase from last year. This indicates a positive trend in domestic tourism in the country.

According to the study, 55% of people aged 18-24 are interested in traveling during summer vacation. According to the survey, most people (83%) prefer traveling within their country rather than internationally (16%).

According to the study, 35% of those surveyed have decided not to travel this summer due to higher prices for air tickets, restaurants, and accommodations caused by inflation.

Tourism experts stress that domestic tourism demand represents an excellent opportunity to develop the Moroccan travel market further.

The data displays that many people will support domestic tourism, especially now that Moroccans are spending more on traveling within the country.

Moroccans have a strong passion for travel and a growing interest in domestic tourism. Wealthy groups are particularly attracted to northern cities, and Agadir offers them, especially during summer.

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