

MOROCCAN TOURISM SECTOR DELIVERS STRONG RESULTS IN 2026



Moroccan tourism sector continues its growth in 2026, consolidating its role as one of the main contributors to foreign exchange earnings in the Kingdom. According to the latest data published by the Foreign Exchange Office, revenues from travel in July reached MAD 79.009 billion, representing an increase of 13.4% compared to the same period last year.

This follows a consistent increase in tourist arrivals as well as the dynamism of several of Morocco's key destinations. According to the Foreign Trade Accounts of the Foreign Exchange Office, **the outlays devoted to travel also increased by 7.3% in the space of a year, reaching MAD 19.92 billion at the end of July.** Despite these outflows, the surplus recorded on the travel balance sheet rose by 15.7% to reach MAD 59.08 billion.

The Foreign Exchange Office thus benefits from a sector performing well, both in terms of numbers and value. The Directorate of Studies and Financial Forecasts (DEPF) notes that nearly 9.4 million tourists visited Morocco in the first half of 2026, representing a 6% increase compared to the previous year. In addition to a general upturn in the overall tourist flow, several European markets have recorded significant increases, such as France (+9%) and Germany (+14%). The Belgian and Dutch markets were also up by 9% and 10% respectively, as were the arrivals from Italy (+6%) and the UK (+4%). The most significant increase was recorded for Polish tourists, with a jump of 32%. The increase in these new markets is all the more important as Morocco seeks to diversify its clientele, while continuing to develop its traditional markets.

The increase in revenues that the Foreign Exchange Office has just published confirms the improvement in the performance of tourist revenues recorded in the first semester. Indeed, if the total revenues amounted to MAD 64.9 billion at the end of June, this represents an increase of 15.9% compared to the same period in 2025. The DEPF therefore indicates that the growth recorded has been particularly strong in the first two quarters of the year: +23.5% in the first quarter and +21.2% in the second. The figure of MAD 79.009 billion at the end of July thus confirms the sustained growth of the sector.

The importance of the Moroccan tourism sector is particularly highlighted by the figures relating to the Moroccan economy. In addition to the traditional count of tourist arrivals, this indicator thus makes it possible to assess the ability of the tourism sector to finance the Moroccan external deficit. **The evolution of several indicators thus gives an idea of a sector performing well on several levels.**

With nearly 9.4 million tourists in the first half of the year and revenue of MAD 79.009 billion at the end of July, the Moroccan tourism sector continues to consolidate its role as a foreign exchange earner. With a 13.4% increase in travel receipts and a 15.7% increase in the travel surplus, the increase is all the more significant as it reflects not only an increase in the number of tourists, but also an increase in the contribution of this sector to the financing of the external deficit.

Date: 2026-09-07

Article link:

<https://www.tourism-review.com/moroccan-tourism-sector-shows-healthy-numbers-news15605>