

### GLOBAL DATA 2019



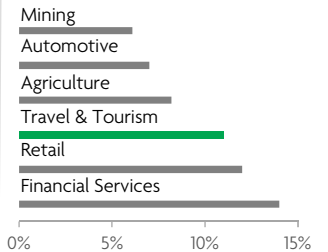
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**1 in 4 net new jobs** were created by Travel & Tourism over the last five years



**Global GDP impact by sector (2018 data).** Share of total economy GDP



### MOROCCO 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**12.0%** OF TOTAL ECONOMY

Total T&T GDP = MAD137.8BN  
(USD14,330.9MN)

**+4.3%**

2019 Travel & Tourism GDP growth vs **+2.6%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

**1,336.6** JOBS (000's)

(12.4% of total employment)

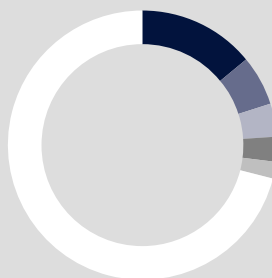


INTERNATIONAL VISITOR IMPACT

**MAD93.9** BN

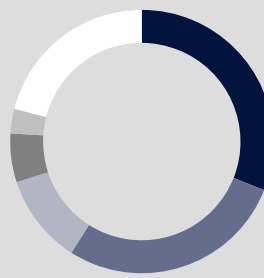
in visitor spend (**20.8%** of total exports)  
(USD9,758.1MN)

### INBOUND ARRIVALS



- 1. FRANCE **14%**
- 2. SPAIN **6%**
- 3. UNITED KINGDOM **4%**
- 4. GERMANY **3%**
- 5. BELGIUM **2%**
- **REST OF WORLD 71%**

### OUTBOUND DEPARTURES



- 1. SPAIN **31%**
- 2. FRANCE **28%**
- 3. SAUDI ARABIA **11%**
- 4. TURKEY **6%**
- 5. ALGERIA **3%**
- **REST OF WORLD 21%**

Note: Data are average shares over the 2016-2018 period  
Source: Oxford Economics, national sources and UNWTO

### SECTOR CHARACTERISTICS (2019)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020