

International arrivals

10  
(Rank: 55/202)

SOURCE: WORLD BANK - WDI

Int. Tourism Receipts

8,201  
(Rank: 59/199)

SOURCE: WORLD BANK - WDI

Contribution to GDP

18  
(Rank: 47/175)

SOURCE: WTTC

Contribution to empl.

1,691  
(Rank: 20/175)

SOURCE: WTTC

T&amp;T Competitiv.

60/140  
Value: 3.8

SOURCE: WEF TTCR 2015

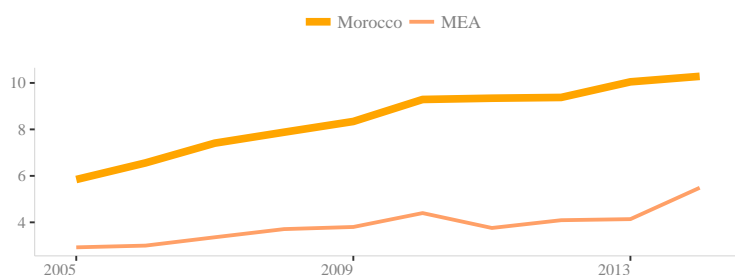
Capital investment

8.3  
(Rank: 36/175)

SOURCE: WTTC

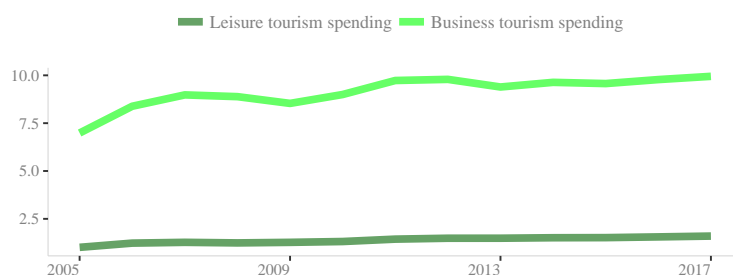
## TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

## RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast.

66/140 Value: 4.4

1-7 (best) (2015)

Cultural resour. &amp; business travel

39/139 Value: 2.5

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources

59/140 Value: 3.1

1-7 (best) (2015)

Natural and cultural res. subindex

46/140 Value: 2.8

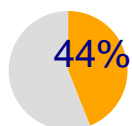
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

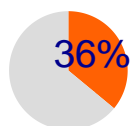
## TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Morocco (2015)

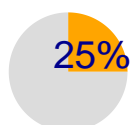


MEA (average, 2015)

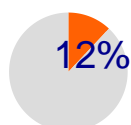


INTERNATIONAL TOURISM RECEIPTS, % of total exports

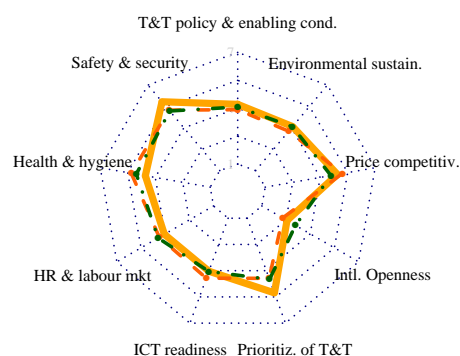
Morocco (2013)



MEA (average, 2013)



SOURCE: WORLD BANK - WDI

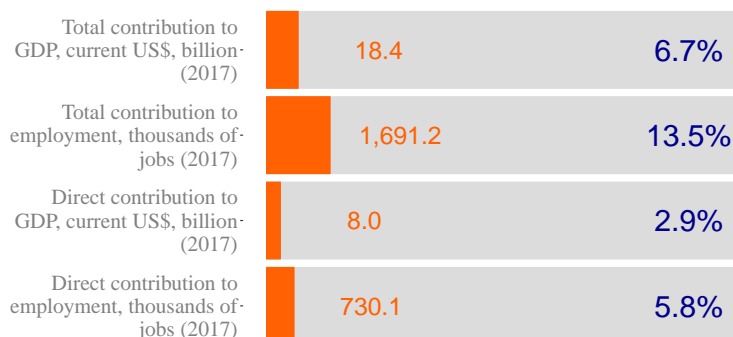


● Morocco ● MEA ● World

SOURCE: WEF TTCR 2015

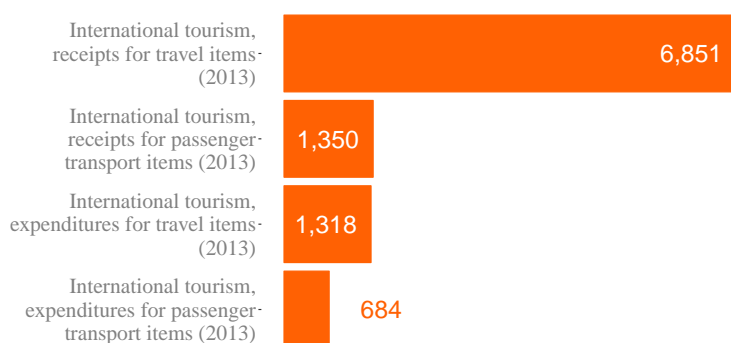
# TOURISM ECONOMIC INDICATORS

## DIRECT v. TOTAL CONTRIBUTION



SOURCE: WTTC

## INTERNATIONAL TOURISM, in \$US (\*)



SOURCE: WORLD BANK - WDI

# OTHER COMPETITIVENESS INDICATORS

**Price competitiv.** 48/140 Value: 4.9  
1-7 (best) (2015)

**Business envmnt** 45/139 Value: 4.7  
1-7 (best) (2015)

SOURCE: WEF TCCR 2015

## CAPITAL INVESTMENT, current \$US billion

**Internal T&T consumption** 11.3 (Rank: 47/175)  
(2017)

**Domestic tourism spending** 1.8 (Rank: 64/175)  
(2017)

**Capital investment** 5.8 (Rank: 36/175)  
(2017)

SOURCE: WTTC

## ACCESS AND TRANSPORT

**Air transport infrast.** 63/139 Value: 2.9  
1-7 (best) (2015)

**Ground & port infrast.** 66/140 Value: 3.5  
1-7 (best) (2015)

SOURCE: WEF TCCR 2015

**Prioritiz. of T&T** 25/139 Value: 5.3  
1-7 (best) (2015)

**HR & labour mkt** 112/140 Value: 4  
1-7 (best) (2015)

SOURCE: WEF TCCR 2015

(\*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.