

# Tourism Roadmap

Convinced of the uniqueness of the Moroccan destination and its ability to compete with major global destinations, the Ministry of Tourism, Handicrafts, and Social and Solidarity Economy has developed an ambitious vision: to host 26 million tourists by 2030. As the first step towards this vision, the 2023-2026 roadmap has been launched.

The roadmap, developed in consultation with private sector stakeholders, was officially established through the signing of a framework agreement on March 17, 2023, as part of the Royal Vision aimed at stimulating investment and promoting employment while strengthening public-private partnerships. With the strategic objective of reinventing Moroccan tourism, it aspires to position Morocco among the world's top 15 destinations, while increasing tourism's contribution to the national economy and job creation.

## Objectives of the roadmap by 2026:

- Attract 17.5 million tourists
- Create 200,000 new jobs
- Generate 120 billion dirhams in foreign exchange earnings

To achieve these ambitious objectives, the roadmap has restructured the tourism offering to focus on customer experience, organizing it around 9 thematic sectors that correspond to the most in-demand tourism products and 5 Cross-cutting sectors to promote Morocco's intangible heritage.

In order to reach these objectives, the roadmap also acts on six key competitiveness levers:

1. Strengthen air capacity and increase domestic and international point-to-point connections;
2. Enhance promotion and distribution and develop strategic partnerships with leading tour operators and travel agencies worldwide;
3. Stimulate investment in entertainment;
4. Consolidate the hotel offering by upgrading existing facilities and creating new capacities;



5. Enhance human capital to improve service quality and increase tourist return rates;
6. Strengthen the Tourism Observatory to serve as an efficient management tool.

9 Thematic sectors	<ol style="list-style-type: none"><li>1. Ocean Waves</li><li>2. Nature, Trekking and Hiking</li><li>3. City Break</li><li>4. Beach &amp; Sun</li><li>5. Desert &amp; Oasis Adventure</li><li>6. Business Tourism</li><li>7. Cultural circuits</li><li>8. Domestic tourism – Coastal</li><li>9. Domestic tourism - Nature and Discovery</li></ol>
5 Cross-cutting sectors	<ol style="list-style-type: none"><li>1. Gastronomy and local products</li><li>2. Festivals &amp; Moussems</li><li>3. Sustainable development</li><li>4. Handicrafts and local know-how</li><li>5. Alternative accommodation (responsible and authentic)</li></ol>