

## Morocco Outbound - November 2016

Report Price: £295.00 | \$368.31 | €348.10

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Morocco’s outbound market was ranked 63rd in the world in 2014 by the World Bank, reaching 1.85 million departures. Outbound travel is undertaken by 5.5% of the Moroccan population, based on 2014 statistics and includes those in upper-income groups and the rising number of middle-class consumers living in urban environments.”

This report looks at the following areas:

- What factors are impacting Morocco’s outbound travel market?
- Where are the most popular destinations for Moroccans abroad?
- How has air liberalisation impacted the market?
- How are the middle classes impacting the market?

Morocco’s outbound market is small relative to the likes of China and India, but it has the potential for long-term growth. This is a low-income country, which has made significant economic reforms in recent decades, where poverty levels have reduced significantly and where the middle classes living in urban regions now represent 19% of the population. Under these conditions, Morocco’s outbound market has been able to grow, but average wealth and income is much lower than Western countries, so expenditure on travel is modest.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Morocco Outbound - November 2016

Report Price: £295.00 | \$368.31 | €348.10

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Introduction

### Data Sources

### Market Drivers

#### Population

#### Emigration versus immigration

Figure 1: Morocco's mid-year population, 1950-2050

Figure 2: Morocco's mid-year population, 2015 & 2045

#### Economy

#### Growing middle classes

#### Economic growth heavily influenced by agricultural production

Figure 3: Morocco's economic statistics, 2010-15

#### Exchange rates

Figure 4: Selected exchange rates against the Moroccan Dirham, 2010-15

#### Tourism balance

Figure 5: Morocco's tourism balance, 2010-14

### Outbound Tourism

#### Arrivals

Figure 6: Morocco outbound, 2009-14

#### Destinations

#### Spain

#### France

#### Saudi Arabia

#### Turkey

#### Italy

#### Tunisia

#### Algeria

#### Egypt

#### US

#### Bahrain

#### China

#### Canada

#### Other Africa/Middle East

#### Other Asia

#### Other Europe

Figure 7: Outbound departures, by selected markets, 2010-15

### Market Characteristics

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Morocco Outbound - November 2016

**Report Price:** £295.00 | \$368.31 | €348.10

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Pre-booking behaviour and booking methods

Online shopping habits

Demographics

Purpose of visit

Leisure travel

Business travel

VFR travel

Figure 8: Outbound expenditure, by main purpose of trip, 2009-13

Expenditure

Length of stay

Figure 9: Moroccans in Tunisia – Length of stay, 2010-14

Figure 10: Moroccans visiting Spain in August 2016

Seasonality

Figure 11: Moroccan arrivals in Tunisia, by month, July 2014-June 2015

### Transport

Figure 12: Moroccan arrivals in Tunisia, by mode of transport, 2010-14

Air

The EU Open Skies Agreement

Leading airlines in Morocco

Royal Air Maroc (RAM)

Ryanair

Jetairfly

EasyJet

Air Arabia Maroc

Transavia (France)

Norwegian

Vueling

Other airlines

Airport traffic and trends

Figure 13: Commercial passenger traffic at Morocco's airports, 2010-15

Figure 14: Morocco's leading airports, by passenger traffic, 2014 & 2015

Road

Rail

Sea

### Accommodation

Figure 15: Accommodation choices by Moroccans visiting Spain, August 2016

### Tour Operators and Travel Agencies

### What Next?

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)