

MOROCCAN TOURISM CONTINUES TO RISE DESPITE RISING PRICES



There are concerns that the increasing cost of airline tickets and accommodation might slow the flow of foreign tourists to Morocco. However, in the first quarter of the year, tourist arrivals increased by 12.8% to 3.3 million people, despite the coincidence of Ramadan.

April and May are crucial for the Moroccan tourism sector, as demand gradually increases before the summer holiday season and the return of Moroccan immigrants abroad. **Despite the price increases, operators remain positive about the growing attraction of the Moroccan destination, which has been promoted through various developments, including intensified air transport links**, especially through low-cost airlines.

The impact of inflation on the Moroccan tourism sector and the overall economy has varied depending on their response. However, the current situation and future expectations indicate that domestic tourism is resilient to changes in fuel and food prices and fluctuations in exchange rates. As a result, foreign tourist arrivals have been increasing since last year, with Morocco receiving 14.5 million tourists, a 34% increase compared to 2022.

According to experts, demand has continued to rise despite the increase in airline ticket and accommodation prices since last month. Bookings are expected to peak in the next three months, so it is recommended that the players in the tourism industry take advantage of this opportunity and invest more to expand their offerings, which will encourage tourists to spend more.

Tourism in Morocco is affected by inflation. However, its impact on foreign tourist flows has been reduced, as they accounted for 55 percent of total arrivals in the first quarter of this year.

The National Tourism Observatory recently published data that revealed the concentration of Moroccan and foreign tourists in Marrakech, Agadir, and Essaouira during the first quarter of this year, **while Casablanca, Rabat, Fez, and Tangier saw a decrease in tourist numbers**. This has led to an imbalance in the geographical distribution of tourist destinations, with Marrakech and Agadir receiving 64 percent of incoming tourists.

Moroccan tourism experts believe that the increase in airline ticket prices will have little impact on demand, as these airlines have a particular type of customer who values quality and diversity of services over price. This also applies to tourist accommodations. The same goes for low-cost carriers and their customers.

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