

# **Tourism Flows in Morocco**

September 2024

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### Tourism Flows in Morocco - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Post-pandemic boom subsides but tourism flows continue to grow at a robust pace Short- and long-term factors temper growth in average spend per inbound trip

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Numbers of arrivals, departures and domestic trips set to continue rising steadily Morocco retains strong potential for growth in activity and MICE tourism

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