



MARRAKECH

The Land of Joy....



Panel “Multiple destinations, connections around the world”

MARRAKECH 2022 KEY FIGURES



82.000

Classified Beds (40% 4* & 5*)



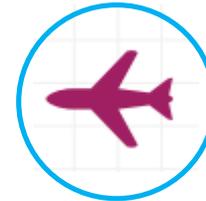
9.200.000

OVERNIGHTS



2.800.000

Visitors in 2019



4.930.605

Passengers in
Marrakech airport



300.000

MICE delegates (15%)



480

Flights
connection/week in
Marrakech airport



140.000

Direct Jobs in the
Region



29 billions DH

Of income

SOURCE MARKETS

TOP TEN
COUNTRIES OF ORIGIN



1

France



2

Morocco



3

UK



4

GERMANY / BENELUX



5

SPAIN / PORTUGAL



6

ITALY / SWISS



7

Scandinavie



8

USA

10 REASONS

- 1. PROXIMITY**
- 2. AUTHENTICITY**
- 3. SECURITY**
- 4. GOOD WEATHER**
- 5. FLIGHTS CONNECTIVITY**
- 6. WORLD-CLASS VENUES**
- 7. MIX BUSINESS & LEISURE**
- 8. GOOD VALUE FOR MONEY**
- 9. INTERNATIONAL BRAND ACCOMODATIONS**
- 10.SUSTAINABILITY**

Marrakesh, DNA

Authenticity & life Culture

The land of Bahja "Joy"



MARRAKECH



OFFER AUTHENTIC TRAVEL EXPERIENCES

We believe that the best way to truly experience a new place is through the eyes of a local. That's why we have built an experiential travel platform that offers private, personalised tours led by knowledgeable and passionate locals.



OFFER AUTHENTIC TRAVEL EXPERIENCES

We are committed to fostering economic and social inclusivity by supporting local hosts and small businesses. In turn, this helps to strengthen local economies and promote community development.



INSPIRE RESPONSIBLE TRAVELLING

We believe that travel should be a force for good in the world, which is why we are dedicated to inspiring responsible travel practices that takes into account the impact of our actions on the planet and the people who call it home.



MARRAKECH

BEST PRACTICES/ Cultural Itinerary

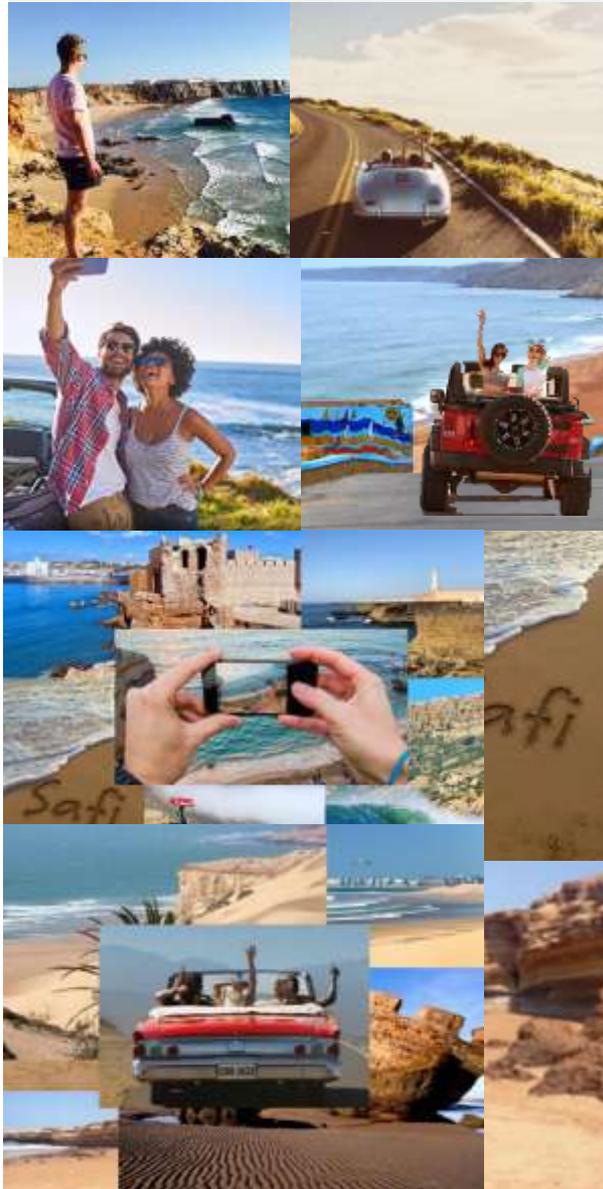
MARRAKECH

The Land of Joy

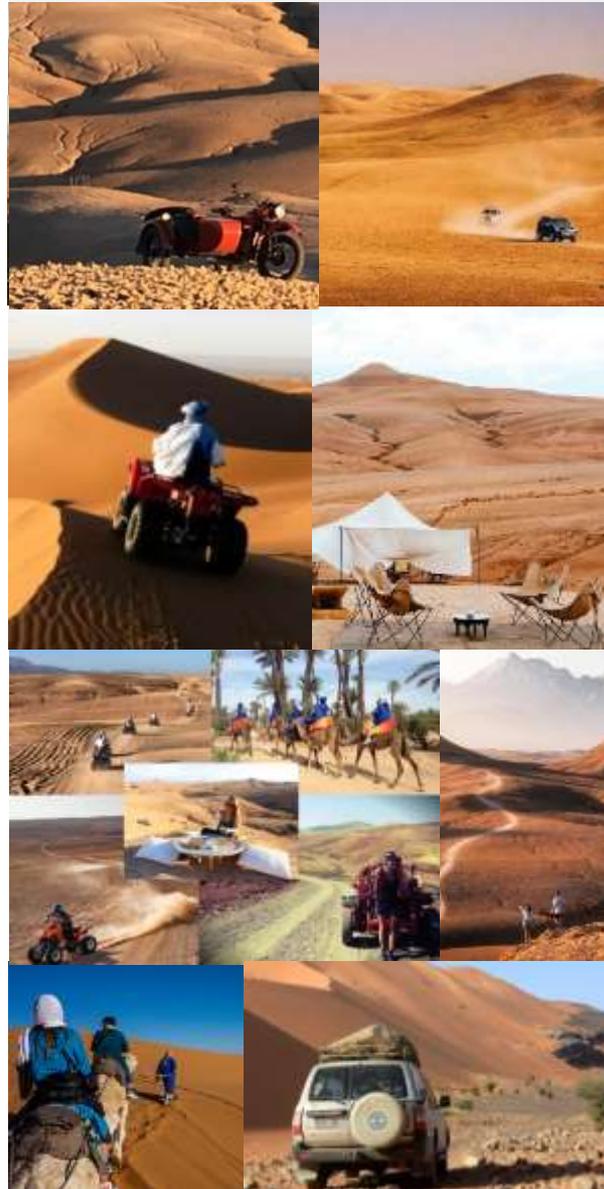
Strategy	Objectives	Measures implemented	Main objectives	Stakeholders involved	Results
Promote the dispersal of visitors within the city & beyon	Introduce tourists to less visited parts of Marrakech	We create new itinereray on the old part of city, the other areas in the new city in order to reduce the number of visitors in the city center	Allow local players to benefit as much as possible from tourist activity by creating thematic itineraries: water, crafts, intangible heritage, etc. as well as solidarity routes in the provinces of the Region	The city council, the regional council, Moroccan Tourism Board, visitmarrakech, and the professionnal associations	HandyCraft itenerary, Walking mesum tours, Water Civilazation Tour, Gardening Art Tour, Shopping tour in Sidi Ghanem, océan Drive Road, Atlas Drive Road, Desert Drive Road ...

MARRAKECH REGION ROAD EXPERIENCE

MARRAKECH
OCEAN DRIVE
SAFI TO ESSAOUIRA



MARRAKECH
DESERT DRIVE
AGAFAY TO SAHARA



MARRAKECH
ATLAS DRIVE
OURIKA TO TOUBKAL



THE TOURISTS' EXPERIENCE WILL BECOME AN ACT OF SOLIDARITY



MARRAKECH

BAHJA SPIRIT Intangible heritage

MARRAKECH

The Land of Joy

Strategy	Objectives	Measures implemented	Main objectives	Stakeholders involved	Results
Valorization of Bahja attitude The Typical & emblematic joy of living	Highlight the "BAHJA" as intangible heritage, constituting the local, regional and national identity story, to make it a real lever of soft power, source of identity and pride for the inhabitants and attractiveness for visitors.	Mobilization of opinion leaders related to the bahja concept Labeling of events and initiatives related to the Bahja theme	make identity heritage an asset to enhance the experience of travelers	The city council, the regional council, Moroccan Tourism Board, visitmarrakech, and the professional associations and all individual or collective persons, public or private, local or regional, national	<ul style="list-style-type: none">- logo creation (national tandem, national and international wording variants)- Photo report- Videos- national and international campaigns- community campaigns



THIS IS JUST THE START

OBRIGADO