

*Tourism Engineering
and Investment*

SMIT MOROCCO

INVEST IN
TOURISM

Morocco : Key points



GENERAL INFORMATION

- Capital: Rabat
- Location: North Africa
- Climate: Mediterranean
- Time zone: GMT+1



CURRENCY

Moroccan Dirham (MAD)
USD Dollar: 9,65 MAD



MACRO-ECONOMIC : STABLE ECONOMY

- GDP: USD 133 Billion (2022)
- Growth rate: +3,3 % (p2023)
- GDP per habitant: USD 3795
- Inflation rate: 3,4% (2022)



FOREIGN DIRECT INVESTMENT

USD 2,1 Billion (2022)



PREMIUM AND STRATEGIC LOCATION

- Less than 3 hours flight away from European capitals ;
- Less than 5 hours flight away from most African capitals of the Northern hemisphere ;
- Less than 7 hours flight away from the Middle East or the east coast of the US.

MOROCCO...AN UNPARALLELED TOURISM POTENTIAL

- **Morocco is an easy access destination** for most of the largest outbound tourists' markets : less than 3 hours Flight from most European capitals and 07 hours flight from New York or Dubai;
- **Exceptional monuments**, imperial cities, palaces, souks, kasbahs, medieval towns, renowned culinary art and craft industry (8 258 historical monuments, 9 cultural properties listed as UNESCO's World Heritage,31 medinas);
- **Stunning landscapres** : 3,500 km of coastlines, Large rivers and lakes, atlas mountains, Sahara desert outback, 9 national parks;
- **An authentic and vibrant culture**, a singular Moorish identity with African and European influences;
- **Moroccan gastronomy**, a rich cultural heritage.



An unparalleled Tourism potential



9 National parks



3 500 km of Coastline

Desert Break



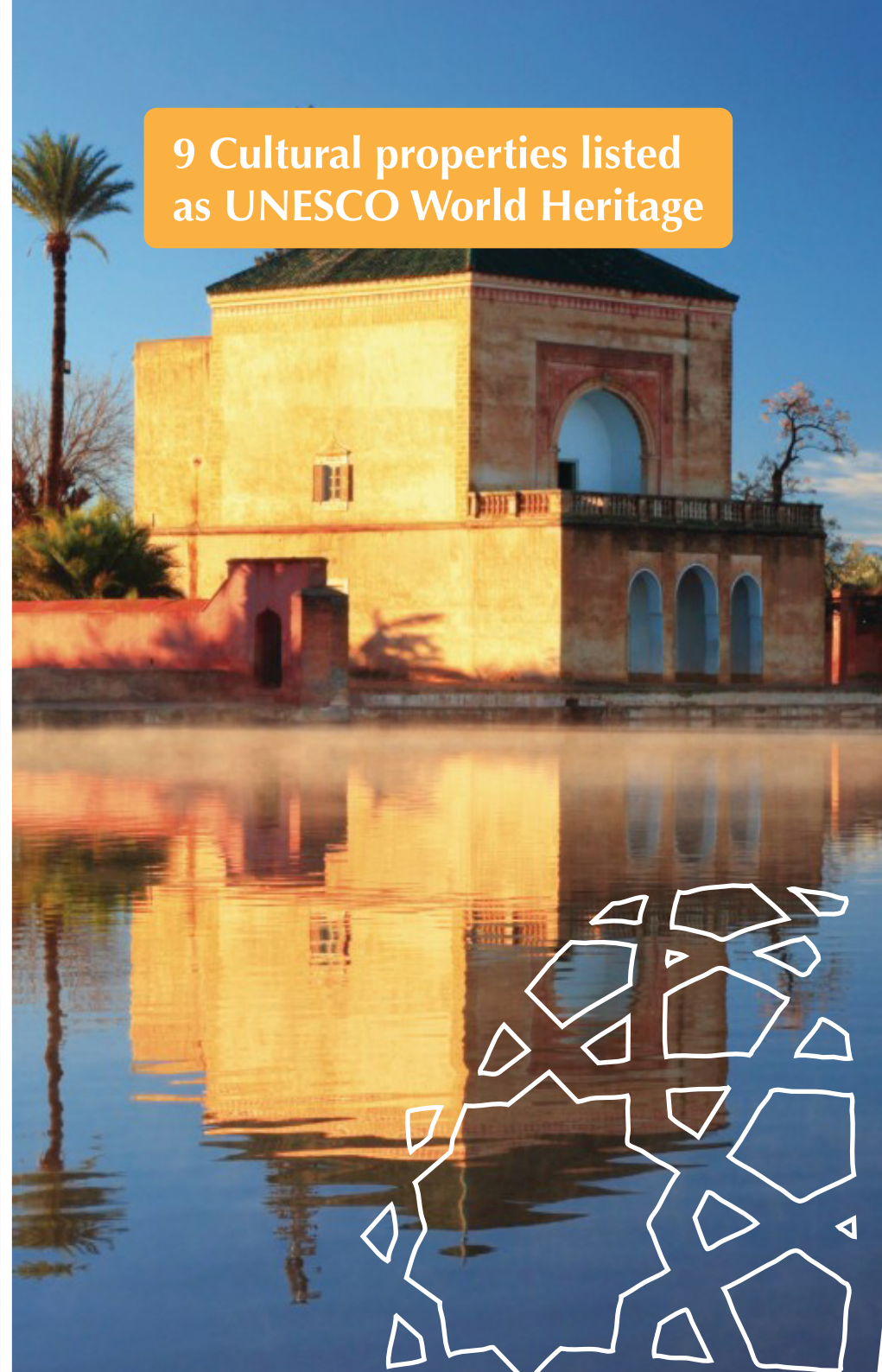
31 Médinas-old cities



8 258 Historical monuments



9 Cultural properties listed as UNESCO World Heritage



Competitive and outstanding infrastructure



Airports

- 19 international airports
- Casablanca #1 hub between Europe and Africa
- A flow of 25 million passengers in 2019



Highways

- Road networks multiplied by 12 in 15 years,
- Connecting 70% of the population
- 1800 Km of highway built in 2016



Ports

- More than 38 ports including 13 dedicated to foreign trade
- More than 10 operational marinas totaling 4 000 rings
- 3 yachting resorts



Trains

- First High Speed Train (Tanger-Casablanca)
- 2nd High Speed Train underdevelopment



Renewable energies

- Noor: the biggest solar power plant in Africa



Connectivity

- 22,6 million internet subscribers (2017)
- Mobile penetration rate: 120%

Tourism investment models available in Morocco



- Investment in stocks of public companies listed in the Casablanca Stock Exchange with exposure to tourism investment and operations.



- Investment in minority or majority stakes in holding companies with positions in the tourism investment and operations. Investment are to be considered with senior Moroccan Government or private partners.



- Development of greenfield tourism projects in emerging, mature or premium destinations.



- Acquisition of existing hotel and resort assets with on going operations. Brownfield projects, whether Distressed, or Trophy assets.



Key figures

2023



289 000 Beds



14,5 Millions arrivals



550 000 jobs



10,5 \$ Bn in foreign
currency earnings



26 Millions overnight
stays



65% Occupancy
rate
Luxurious hotels



New tourism roadmap 2023-2026 : Main Objectives

1/ Improvement of the destination's attractiveness :

- Strengthening airline's connectivity**
- Improve the tourist's experience : signage, information desks, interpretation and informative museums...**

2/ Improvement of the product's attractiveness :

- A new competitive investment code with incentives of up to 30%**
- Attract 17,5 million tourist by 2026 and 26 million tourist by 2030**
- Generate 120 billion MAD in earnings**

A new competitive incentive framework for tourism investment provided under the conventional regime

Which projects

Investment \geq 50 Mdhs + 50 jobs to create OR \geq 150 jobs



Exemption from VAT for capital equipment, materials and tools acquired inside Morocco for a period of 36 months from, the date of signature of the investment agreement, or from the date of issue of the building permit for companies carrying out construction related to their projects.



Total custom duties exemption on capital expenditures on imported goods, equipment and furniture for a period of 36 months starting at company building permit.



Government cash contribution for up to 30% of projects total investment program.

Common premiums
Up to 16%

SECTOR
PREMIUMS 5%

TERRITORIAL PREMIUMS
Up to 15%

Specific disposition for strategic projects



SOME TOURISM INVESTMENT OPPORTUNITIES



FAMILY AMUSEMENT PARK in Casablanca

Concept / Positioning

Introducing a groundbreaking amusement park with an innovative concept focused on the future and new technologies. The park's theme revolves around technology, science, anticipation, and playfulness, combining sensory experiences, image projections, and various attractions and rides.

Each flagship attraction will draw inspiration from experiments or scientific discoveries, aiming to explain phenomena such as photosynthesis, static electricity, kinetic energy, etc.

The park will also feature non-tangible attractions, making extensive use of augmented reality and virtual technologies to enhance the visitor experience.

Program

The park will be organized around the central theme of "science & new technology," offering three main categories of attractions:

"Young Investigators Zone": A playful space designed for juniors to explore and engage with science and technology.

"Eureka Zone": A hands-on experience of science and technology, acting as a giant laboratory to delight curious visitors of all ages.

"Zero Gravity Zone": Thrilling attractions catering to adrenaline seekers.

In addition to these attractions, the heart of the park will include a restaurant area, shops, and other facilities to enhance visitors' overall experience.





Investment Options

Planning and development of the parc: investment ticket of 40 Million USD

MAJOR THEME PARK in Marrakech

Concept / Positioning

Development of leisure park to international standards both by the diversity of the offer and by the development and infrastructure. This offer will strengthen the leisure positioning of the destination.

Program

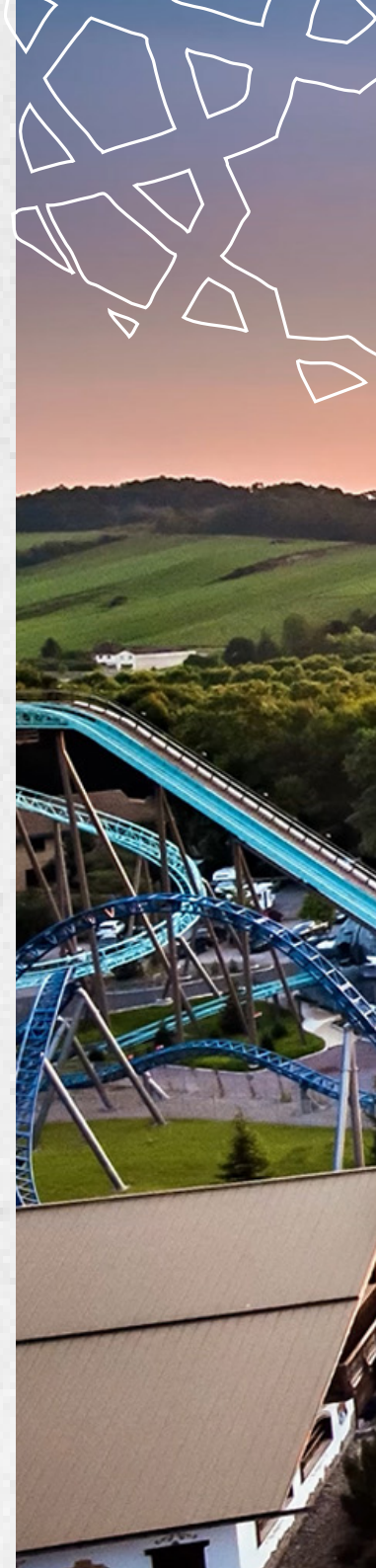
On 200 Ha, and 2 hours from Casablanca.

Four distinct themed and positioning zones creating a leisure and entertainment cluster for all audiences:

- Central Hub 7 Ha
- The Oasis 5Ha
- Showgrounds 10 Ha
- Rides : 20 Ha
- Water Park 10 Ha- Showgrounds 10 Ha
- Adventure Zone : 15 Ha
- Kids Zone : 9 Ha
- Kasbah Hotel : 20 Ha
- Palace Gardens Hotel 15 Ha

Progress

Land identified at Marrakech.





Investment Options

Development of the resort: Investment ticket of 300 Millions USD





DINO PARK

Concept/ Positioning

Creation of a fun Park of Discovery and Emotion around the theme of dinosaurs with a playful and distraction scope that will be part of the Geopark.

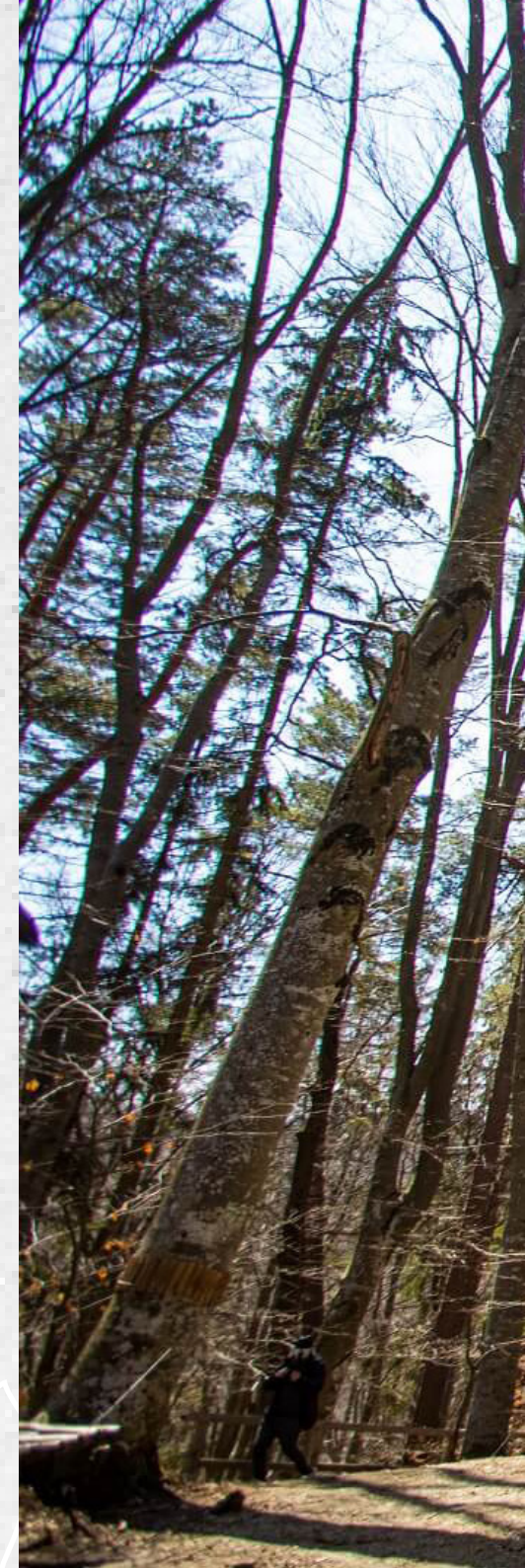
Program

The proposed program is structured around three areas of entertainment :

- The Valley of the Dinosaurs is the heart of the visit where we discover the reconstructions of dinosaurs, where we learn while having fun.
- The LuDino Park is the leisure offer of this park.
- The Atlas Village: is the miniature representation of the territory and the Geopark.

Progress

Identified land of 5 hectares, in the direct proximity of the Ouzoud waterfalls





Investment options

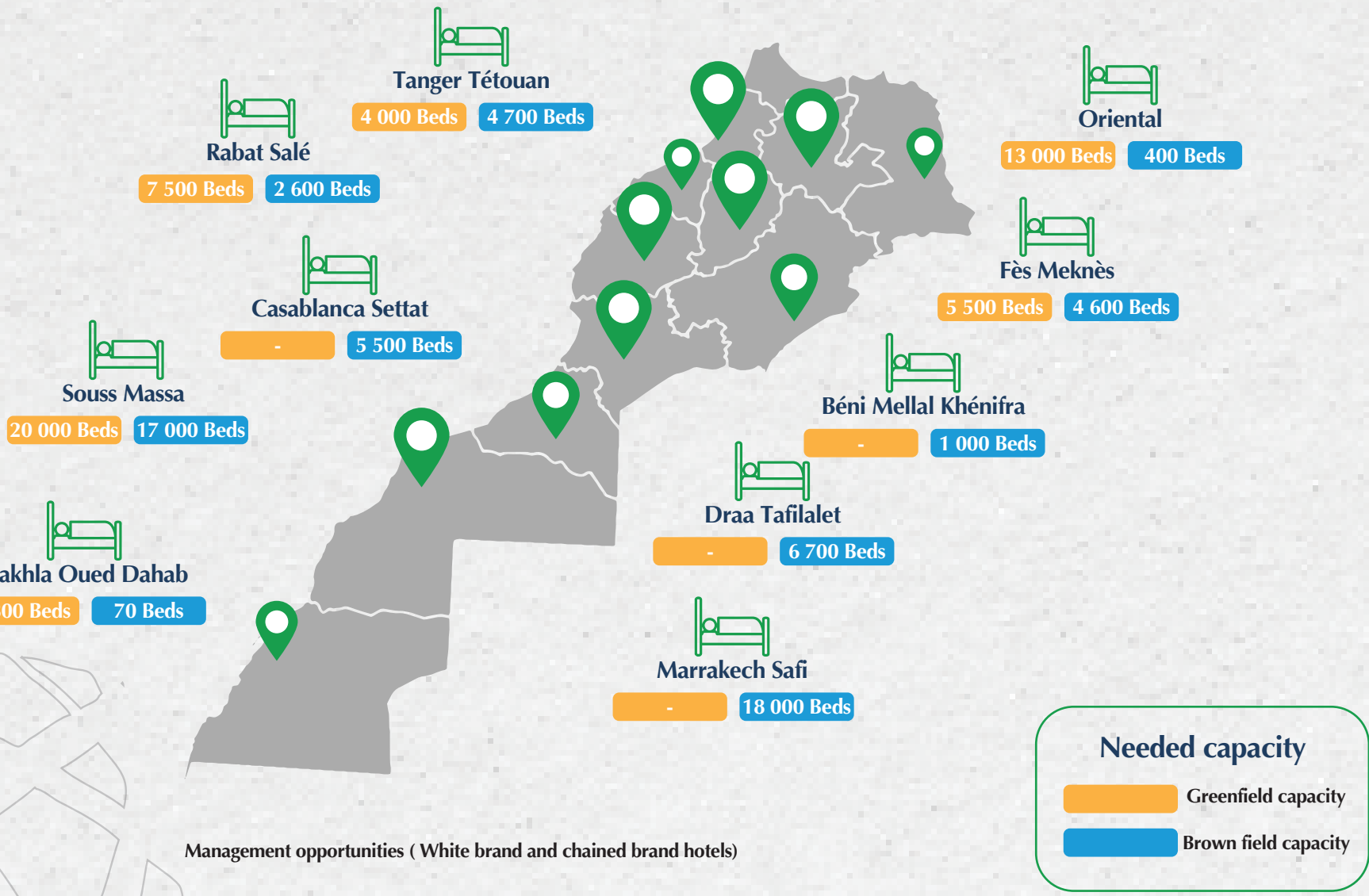
Development of the park: investment ticket of 10 million USD
(Contribution of the public sector from 5 Million USD)

Surface: 5 hectares



INVESTMENT OPPORTUNITIES IN HOSPITALITY

Investment opportunities in new and existing capacities





SAIDIA BEACH RESORT

Concept / Positioning:

Family-oriented beachfront golf resort.

Program

Spread over an area of 696 ha, facing a coastal strip of 6.0 km of the beautiful beach of Saidia. The Saidia resort offers nearly 31,059 beds (17,714 hotel beds and 13,345 residential beds) including 5600 beds currently operational. The development of a dynamic and lively core of life throughout the year must essentially include:

- A convention center;
- A healthcare, an educational and a sports centers;
- An esplanade with architectural icons (Agora) to attract customers to the living heart of the destination ;
- Residential leaning against the marina.





Investment Options

- 4 to 5* hotels units

Average investment ticket: 40 to 50 Million USD

Average hotel area: 6 ha to 10 ha

- Clubs hotels units

Average investment ticket: 20 Million USD

Average hotel area: 5 ha

- Residential hotels units

Average investment ticket: 10 Million USD

Average hotel area: 2 ha to 4 ha

- Sports Complex

Average investment ticket: 30 Million USD



AGHROUD BEACH RESORT

Concept/ Positioning

A complementary seaside offer, Aghroud enjoys an excellent beachfront location bordered by a secure sandy beach of 2.5 km.

It is a preserved natural site with a forest environment dominated by argan trees and cedars, preserved from noise pollution.

Program

Some thirty kilometers northwest of the coast of Agadir, on an area of 594 Ha, the Aghroud station is limited in the north by the reliefs of the High Atlas, and in the west by the Atlantic Ocean. It offers several plots whose area varies between 6Ha and 44Ha.

- Accommodation: Resort hotels, club hotels, atypical hotel, holiday village, ...
- Entertainment facilities: Amusement park, animal park, 18-hole executive golf course, fun sports park, ...

Progress

Available land



Investment Options

Hotel units: investment ticket of 20 Million USD (average surface of 3 ha)

Entertainment unit (themed parks): investment ticket from 5 to 10 Million USD





CONVENTION & EXHIBITION CENTER in Marrakech

Concept / Positioning

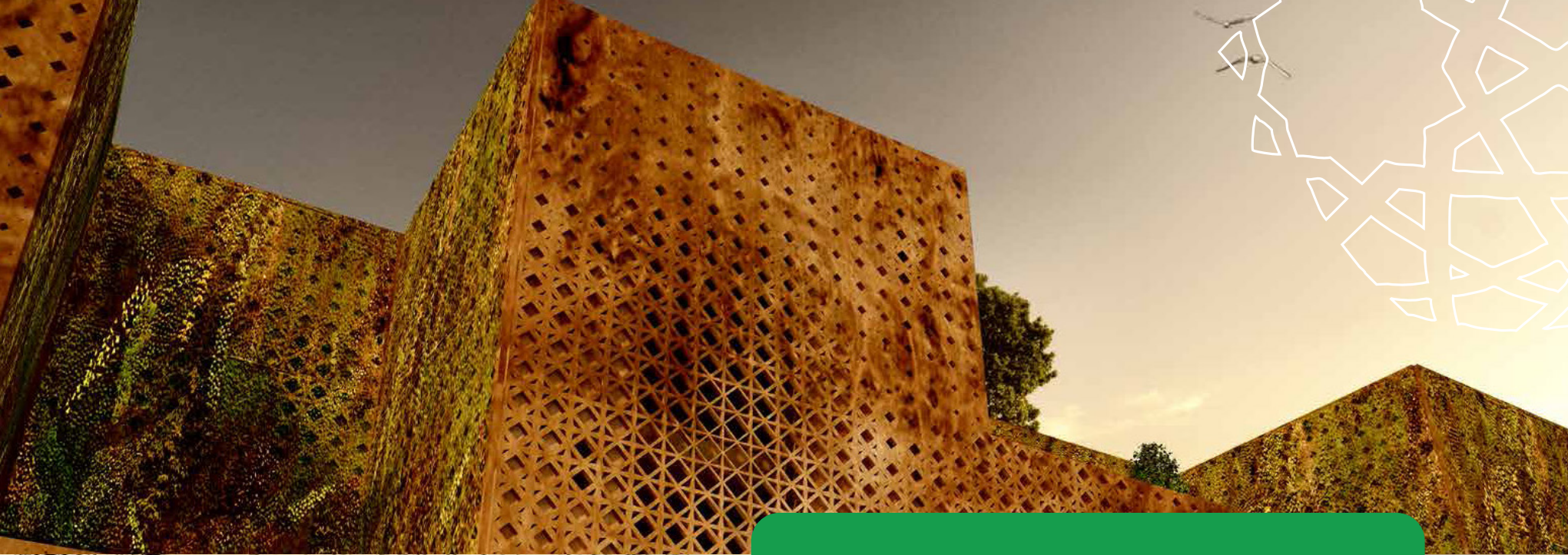
Development of a Congress and Exhibition Center to Position the City of Marrakech in the MICE Segment.

Program

This project entails the creation of an exhibition park with a flexible architectural design, adaptable to host various types of events.

A modern and accessible convention centre with varied functionalities.





Investment Options

Planning and development:
Investment ticket of 100 Million USD





CONVENTION CENTER AND FESTIVAL

Concept / Positioning

Development of a large-scale Congress center with technical facilities and infrastructure capable of hosting congresses, festivals where conferences, conventions and cultural, artistic or professional events can be scheduled.

Program

“Auditorium/amphitheater with around 5,000 seats
Restaurant areas, cafeterias, etc.
Supporting facilities and services (reception hall, car parks, etc.)”



Investment Options

Planning and development:
Investment ticket of 200 Million USD

Integrated Ifrane National Park Development Project

Concept / Positioning

An initiative to enhance tourism in the Ifrane National Park, improving the attractiveness of this ecosystem while having a considerable impact on the socioeconomic development of these areas. This program involves eight tourism clusters focusing on a theme of rejuvenation, with the aim of improving the tourist experience in the Ifrane region in order to attract new segments of the national and international tourist clientele, while maintaining the preservation of natural species as a guideline.

Program

The main fauna and flora resources will be promoted through a range of leisure and accommodation activities to be introduced in the Ifrane National Park.

The main new products include :

- Ecotourism accommodation** : Bubble domes, tree houses, Montan 'Igloo, floating cottages, stone cottages, etc.
- Activities** : Sports activities, relaxation activities, fun activities, catering, events, etc.
- Tourist enhancement** : development of the banks of rivers, lakes and waterfalls, installation of urban furniture and equipment...

Investment

Planning and development of the parc: investment ticket of 74.3 million USD (with 64.5 Million USD public)





Investment Options

- Environmentally friendly tourist accommodation
 - Nature village
 - Nature leisure
 - Leisure sports
- 

Toubkal National Park Integrated Development Project

Concept / Positioning

Toubkal National Park is an innovative and diversified ecotourism product.

Program

Four principles have been defined for the development of ecotourism in the Toubkal National Park:

- Upgrading sites with high tourist numbers
- A varied range of accommodation (top and mid-range)
- A wide range of activities for all types of clientele throughout the year
- A well thought-out and responsible spatial distribution of the tourist offer

Investment

Planning and development of the parc: investment ticket of 33.2 million USD (with 20.2 Million USD public).





Investment Options

- Environmentally friendly tourist accommodation
- Nature village
- Nature leisure
- Leisure sports

Integrated development project of the Souss Massa National Park

Concept / Positioning

Development of a tourist offer in the Souss Massa National Park (PNSM), through the creation of a new range of activities and accommodation based on three main areas of development:

- Creation of entertainment and leisure facilities in line with the criteria of sustainable development,
- Developing the natural assets and potential of the PNSM
- Creating a nature-oriented accommodation offer that is both different and complementary to the one in Agadir.

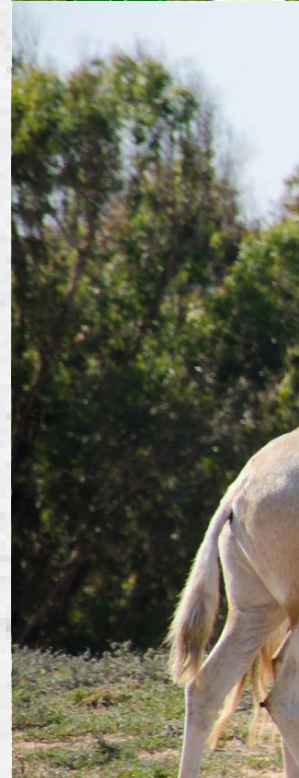
Program

Development of an expedition to the heart of the PNSM “The Blue Safari” as a tourist circuit of nearly 80 km, accessible by 4x4 vehicle or tourist car.

The tour will include a number of stop-off points (animal reserves, birdwatching spots, the mouth of Oued Massa, villages, beaches, etc.), with the opportunity to be accommodated on site in 3 and 4-star hotels.

Investment

Planning and development of the parc : investment ticket of 157.6 Million USD (with 20 Million USD public)





Investment Options

- Environmentally friendly tourist accommodation
- Nature village
- Nature leisure
- Leisure sports





GREEN STATION of Oukaimden

Concept / Positioning

A leisure and mountain resort with sports and leisure activities operating all year round

Program

1) Station restructuring :

- Creation of recreational activities throughout the year;
- Improvement and consolidation of ski lifts and ski slopes;
- Implementation of a structural security program (snow collapse, equipment, etc.) ;
- Strengthening the means of preserving the environment and valuing the forest product;
- Valorization of tangible and intangible heritage in the area for the benefit of visitors;
- Redevelopment of car parks and reinforcement of their capacity;
- Human resources training.

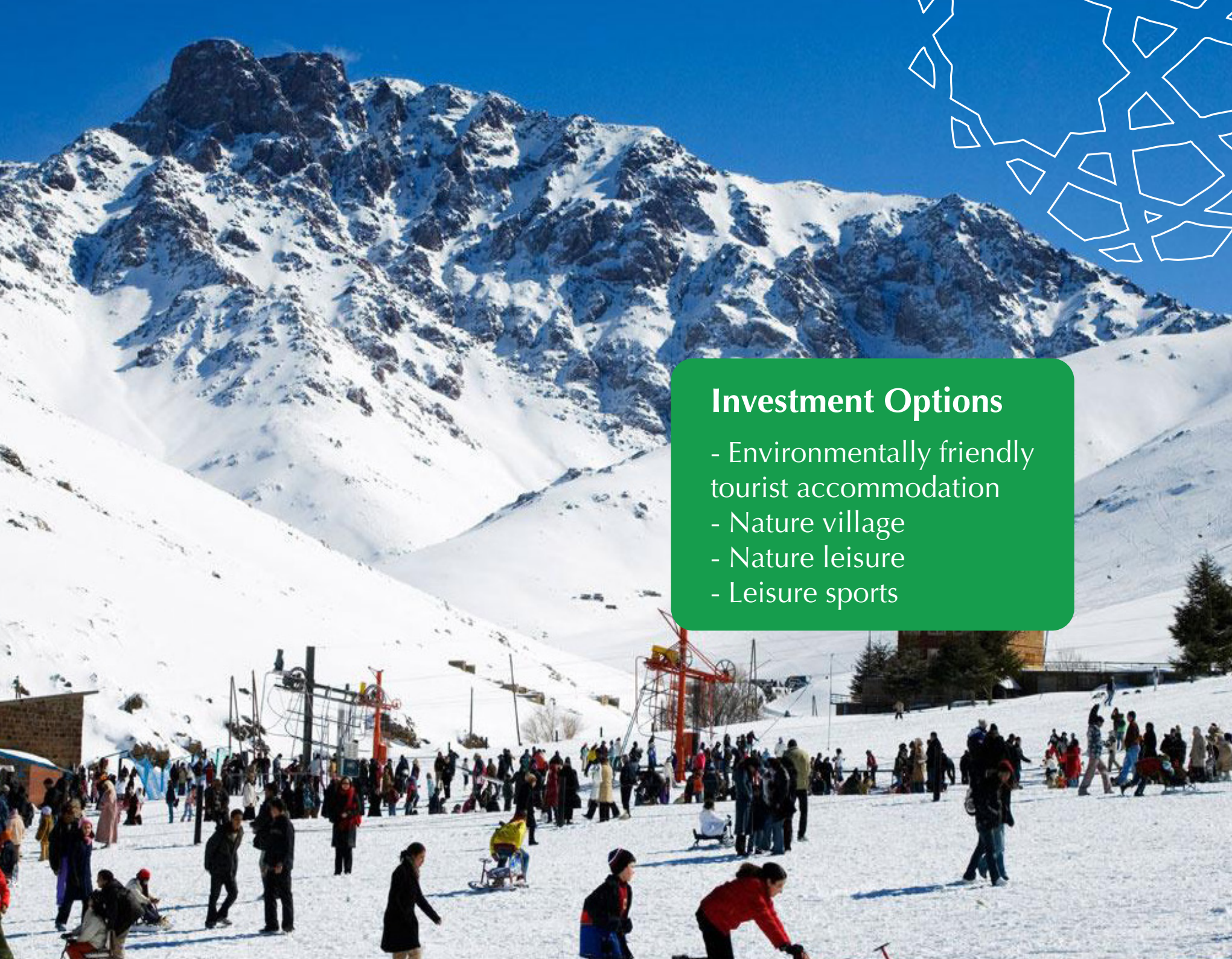
2) Improving accessibility :

- Strengthening and widening of existing roads;
- Vertical and horizontal signage and snowplow equipment.

Investment

Planning and development of the station: investment ticket of 27 Million USD (public investment: 22 million USD)





Investment Options

- Environmentally friendly tourist accommodation
- Nature village
- Nature leisure
- Leisure sports

INSTITUTE OF THE MEDITERRANEAN WORLD

Concept / Positioning

This project concerns the creation of a major complex with striking architecture, highlighting the riches and particularities of the Mediterranean and its reflections on local Tangier culture: music, gastronomy, traditions, costumes, adornments, etc. (Tetouan proposal by the Region)

Program

Museum space dedicated to the Mediterranean :

(i) Permanent exhibitions presenting collections reflecting the singularities of the Mediterranean basin and addressing several facets: archaeology, history, arts, traditions, etc. (ii) Temporary exhibitions regularly delving into various themes

Auditorium with annual artistic and cultural programming: musical evenings, shows, cinema cycles, etc.

Mediterranean gastronomy restaurant with a panoramic terrace

Leisure and commercial complex (outlet village, cinema, play areas, mall, indoor leisure, etc.)

Mediterranean garden presenting different plant areas around the Mediterranean, with café areas and outdoor shows.





Investment Options

Planning and development:
Investment ticket of 20
Million USD



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