

Sheet n°53-1/2- Ecolodge (including ecolodge with immersive domes)

Description



Accommodation in the form of ecolodges (including immersive domes), with an internationally recognised Eco label, including a table d'hôte as well as entertainment, leisure and sports activities (eg fishing, hiking, yoga, cooking workshop, photography...)

Main clients : Individual tourists and groups (thirsty for the intensity of nature and the desert)

Sector and sub-sector: Tourism /Desert Adventure, Nature Trekking and Hiking/Accommodation

Complexity of the product **-3,33**  **2,56**
na

HS Code: NA

Key facts

- Global trend in favour of sustainable tourism with Morocco ranked as the best emerging sustainable destination in 2022
- National dynamics of the sector marked by the adoption of the new strategy of revival of tourism: objective to reach 17,5 Mn of tourists by 2026
- The region's strong tourism potential in a fast-growing segment: that of Ecotourism, mainly focused on the Desert Adventure and Nature
- Growing demand for exclusive nature and desert holidays

Prerequisites (1)

- Management and development of Khenifiss Park (Naila lagoon)
- Partnerships with specialised agencies (e.g. ecotourism, nature, Booking, AirB&B)
- Quality HR training

Market indicators

Target market(s) :

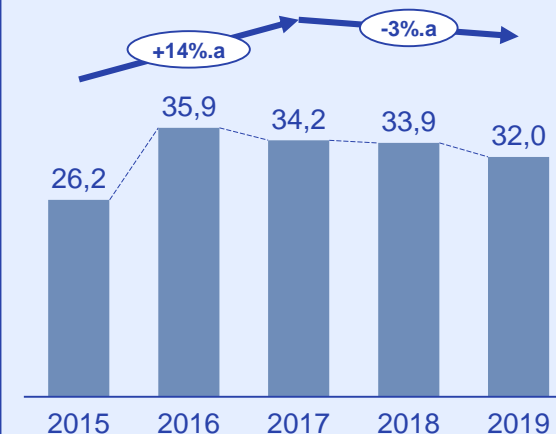
Target market(s), (from highest to lowest priority) to be addressed :

- +** International: Mainly from the Canary Islands (Las Palmas), with the United States, the United Kingdom, Belgium and France as a second priority
- National: Domestic tourism

Market size and development

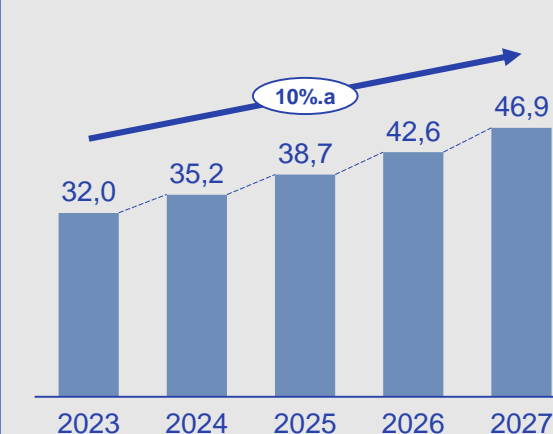
Tourist arrivals in the EHTC-LSH region

In Thousands



Projected growth of tourist arrivals in the EHTCs-LSH region

Thousands ²



(1) Projection: Roadmap for the revival of tourism by 2026
Source: Press article



Sheet n°53-2/2 - Ecolodge (including ecolodge with immersive domes)

Financial indicators (indicative) :

Potential investment	5 Mns MAD
Turnover	1.8 Mns MAD
Estimated selling price	700 MAD/room
ROI	36 %
EBITDA (as % of sales)	42%
Jobs	8 direct and 20 indirect jobs

Human resources

HR skills needed

- Hotel management
- Restoration
- Animation

Training offers

- Specialised Institute of Hotel and Restaurant Management-Laâyoune (Hotel Management)

Raw materials and suppliers

Main inputs

- Food and drink

Main suppliers

- Construction companies and equipment

Investment elements

Potential land

Priority provinces

- ✓ Laayoune
 ✓ Es Smara
 ✓ Boujdour
 ✓ Tarfaya

Type of land

State private domain (e.g. Foug El Oued-Tarfaya-Akhfennir-Naila Lagoon)

Area

1-2 ha

Average land price

Unified Regional Investment Commission (CRUI)

Mode of mobilisation

Unified Regional Investment Commission (CRUI)

Main investment benefits

Grant

Morocco SME programme "creativity and co-development"

Support for training

TAEHIL", "IDMAJ", "Awrach" programme

Other

Tahfiz", "Nawat" programme

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