

Sheet n°54-1/2 - Tourist transport agency

Description



Agency specialised in the transport of passengers in tourist vehicles, with i) a fleet of comfortable and quality vehicles (4*4, bus and minibus) and ii) a diversified, innovative and differentiating offer allowing to meet several types of needs (group travel, business travel, excursions

Main clients : Groups, leisure tourism, business tourism, domestic tourism

Branch and sub-branch: Tourism / Desert Adventure, Nature & Trekking / Service activities

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

HS Code: NA

Key facts

- 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
- Geostrategic position of the region near 3 major tourist markets (Canary Islands, Agadir, Dakhla) favourable to the development of the region's tourism sector

Prerequisites (1)

- Development of the Khnifiss National Park to attract nature and desert adventure tourism
- Strengthening of air services from the main source areas
- Establishment of commercial partnerships with online distribution platforms, hotels, travel agencies

Market indicators

Target market(s) :

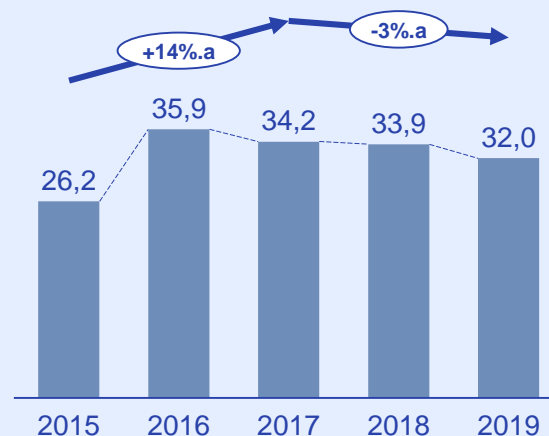
Target market(s), (from highest to lowest priority) to be addressed :

- + **International:** Mainly from the Canary Islands (Las Palmas), USA, UK, Belgium, France
- National:** Domestic tourism

Market size and development

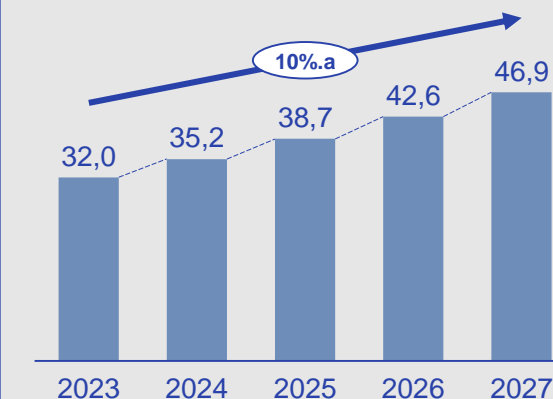
- **Tourist arrivals in the EHTC-LSH region**

In Thousands



Projected growth in tourist arrivals in the EHTCs-LSH region

Thousands ²



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



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Financial indicators (indicative) :

Potential investment	2-5 Mns MAD
Turnover	4 Mns Mad
Estimated selling price	600-800 MAD/person
ROI	18-23 %
EBITDA (as % of sales)	20-22 %
Jobs	12

Human resources

HR skills needed

- Transport and logistics
- Drivers

Training offers

- CMC Laâyoune-Transport and logistics sector

Raw materials and suppliers

Main inputs

- 4*4 vehicles
- Minibus (6-15 seats)
- Medium-sized bus (29 seats)

Main suppliers

- Car dealers

Investment elements

Potential land

Priority provinces

- ✓ Laayoune
 ✓ Es Smara
 ✓ Boujdour
 ✓ Tarfaya

Type of land

Private domain of the State

Average land price

Unified Regional Investment Commission (CRUI)

Area

150-200 m²

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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