

Sheet n°55-1/2 - Café or panoramic restaurant in an unusual, picturesque or exclusive location

Description



Original and atypical restaurant offer in unusual places in the middle of the desert or in the nature offering a pleasant setting and a quality service, for a capacity of **50 covers** (of which **25** in terrace)

Main clients: Local, National, TES

Sector and sub-sector: Tourism / Desert Adventure, Nature Trekking , Internal Tourism / services and leisure activities

Complexity of the product -3,33 2,56

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
- Convenient setting (presence of lagoon, sebkha, port, desert) and a very strong trend for this type of experience, notably with the promotion of Moroccan culinary heritage

Prerequisites (1)

- Development of Khenifiss Park, Naila Lagoon
- Training of human resources and adoption of a quality label to international standards
- Opening of the Las Palmas -Tarfaya shipping line

Market indicators

Target market(s) :

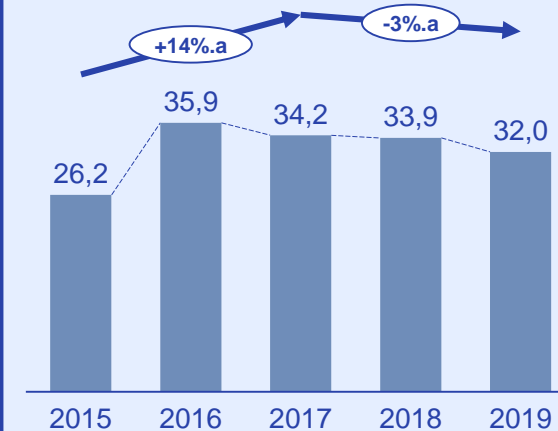
Target market(s), (from highest to lowest priority) to be addressed :

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

Market size and development

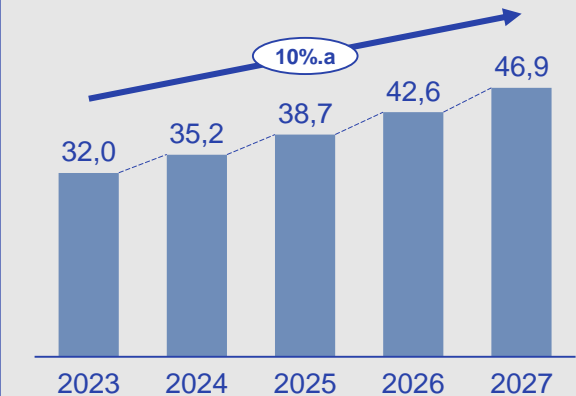
Tourist arrivals in the EHTC-LSH region

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



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Financial indicators (indicative) :

Potential investment	1 Mn MAD
Turnover	1 Mn MAD
Estimated selling price	100-150 MAD/cover
ROI	20 %
EBITDA (as % of sales)	20%
Jobs	4

Human resources

HR skills needed

- Catering (Chef, waiters)

Training offers

- Laâyoune Specialised Institute of Hotel and Restaurant Management

Raw materials and suppliers

Main inputs

- Food
- Drinks

Main suppliers

- Construction companies and equipment at national level
- Supply company for consumables

Investment elements

Potential land

Priority provinces

- ✓ Laayoune
 ✓ Es Smara
 ✓ Boujdour
 ✓ Tarfaya

Type of land

Private state domain (eg. Oued-Sakia)

Area

100 m²

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

Other

Tahfiz", "Nawat" programme

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