

Sheet n°56-1/2 - Camping / Glamping (luxury camp) / Bivouac desert camp

Description



Accommodation offer in the form of a camp intended to receive customers looking for a change of scenery, unusual experiences in the desert and/or the discovery of large spaces and natural environments in sites reserved for this purpose (i.e. Naila Lagoon) with a capacity of **30 tents per project**

Main clients : Individual tourists and groups (thirsty for the intensity of nature and adventure in the desert, tourists looking for exclusive and unusual experiences)

Branch and sub-branch: Tourism /Desert Adventure, Nature Trekking / Accommodation offer

Complexity of the product -3,33 2,56

HS Code: NA

Key facts

- Emerging global trends favour 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 the tourism sector with the objective of reaching 17.5 million 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
- Strongly growing demand for exclusive nature and desert holidays

Prerequisites (1)

- 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) :

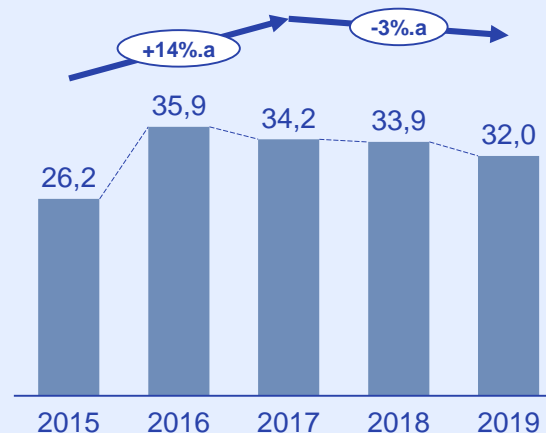
Target market(s), (from highest to lowest priority) to be addressed :

- + **International:** Mainly Canarian market, USA, Belgium, UK, China....
- **National :** Domestic tourism

Market size and development

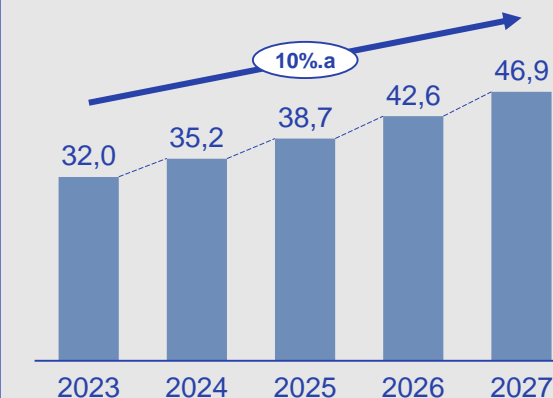
Tourist arrivals in the EHTC-LSH region

In Thousands



Projected growth of tourist arrivals in the EHTCs-LSH region

Thousands ²





Sheet n°56-2/2 - Camping / Glamping (luxury camp) / Bivouac desert camp

Financial indicators (indicative) :

Potential investment	1-10 Mns MAD
Turnover	3.5-35 Mns MAD
Estimated selling price	550 Mad/room (Bivouac) 1250 Mad/room (Glamping)
ROI	44-47 %
EBITDA (as % of sales)	38-42 %
Jobs	15-150

Human resources

HR skills needed

- Hotel management
- Restoration

Training offers

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

Raw materials and suppliers

Main inputs

Food & Beverage

Main suppliers

- Construction and equipment companies at national level
- Consumable supply company

Investment elements

Potential land

Priority provinces

✓ Laayoune ✓ Es Smara ✓ Boujdour ✓ Tarfaya

Type of land

Private domain of the State (e.g. Fom el oued-Tarfaya - awzewelt beach (Boujdour))

Average land price

Unified Regional Investment Commission (CRUI)

Area

4 000-10 000 m² (Bivouac)
2-5ha (Glamping)

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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