

Sheet n°57-1/2 - Road trip club (quad and buggy)

Description



Leisure centre in charge of organising road trip circuits in the desert on quad bikes, buggies (20 in total) and camel races...

Main clients : Adventure clients with a thirst for intensity and a passion for nature and desert adventure

Branch and sub-branch: Tourism / Desert adventure, Nature & Trekking/ entertainment and leisure

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

HS Code: NA

Key facts

- Emerging global trends favourable to sustainable tourism with Morocco ranked the best emerging sustainable destination in 2022
- Morocco currently ranked as the 3^{ème} most visited Arab country in 2022 and ranked in the top 10 worldwide
- National dynamism of the sector marked by the adoption of the new strategy for the revival of tourism (17.5 million tourists by 2026) and favouring the emergence of priority sectors (in particular desert adventure and nature tourism), to be developed in the region

Prerequisites (1)

- Strengthening of air services, especially to the Canary Islands market (frequency and slots)
- Partnerships with online platforms, TOs and specialised agencies, hotels, airlines, guides

Market indicators

Target market(s) :

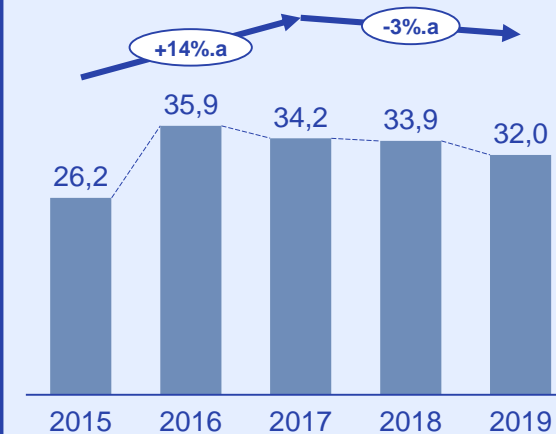
Target market(s), (from highest to lowest priority) to be addressed :

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

Market size and development

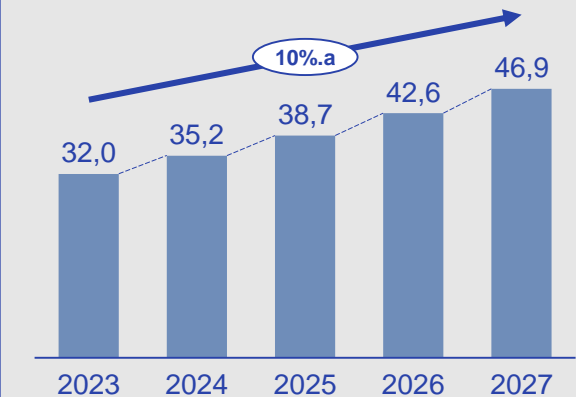
Tourist arrivals in the EHTC-LSH region

In Thousands



Projected growth of tourist arrivals in the EHTCs-LSH region

Thousands ²



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



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Financial indicators (indicative) :

Potential investment	1.5 Mn MAD
Turnover	1 Mn MAD
Estimated selling price	40 euros/half day
ROI	7 %
EBITDA (as % of sales)	15 %
Jobs	4

Human resources

HR skills needed

- Mastery of mechanics and transport

Training offers

- CMC Laâyoune-Transport and Logistics

Raw materials and suppliers

Main inputs

- Buggy
- Quad
- Camels

Main suppliers

- Quad and buggy dealers

Investment elements

Potential land

Priority provinces

- ✓ Laayoune
 ✓ Es Smara
 ✓ Boujdour
 ✓ Tarfaya

Type of land

State private domain (e.g. Dunes-Laâyoune-Foum El

Area

-

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 Programme, IDMAJ, Awrach

Other

Tahfiz", "Nawat" programme

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