

Sheet n°58-1/2 - 4* and 5* hotels

Description



Establishment of 4*-5* hotels in the region (with a capacity of **40-50 rooms**) offering an accommodation service including business centre, meeting rooms, auditorium, working spaces and possibly a conference centre.

Main clients : Business tourism: national (Casablanca, Rabat, Agadir) and international (Minurso and Canary Islands)

Branch and sub-branch : Tourism / Business tourism

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
- Potential for the development of business tourism in the region with the presence of various regional administrations and MINURSO
- Favourable moment for the development of individual business tourism with the setting up of the project bank and structuring projects (including the green hydrogen project in Tarfaya)
- 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)

- Strengthening of the internal air service, tourist transport (bus hire, cars, etc.)
- Establishment of corporate partnerships with companies

Market indicators

Target market(s) :

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



International: From the Canary Islands, Minurso country

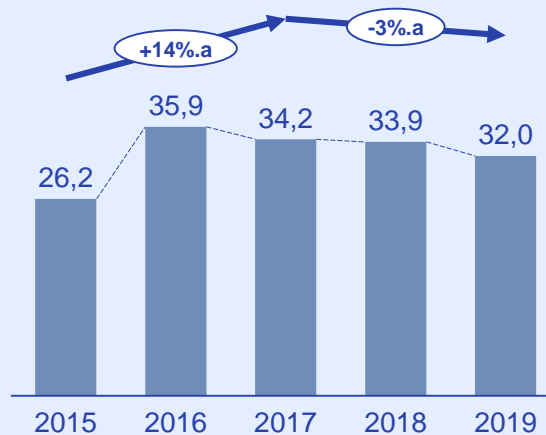
National: from the regions of Casablanca, Rabat, Agadir



Market size and development

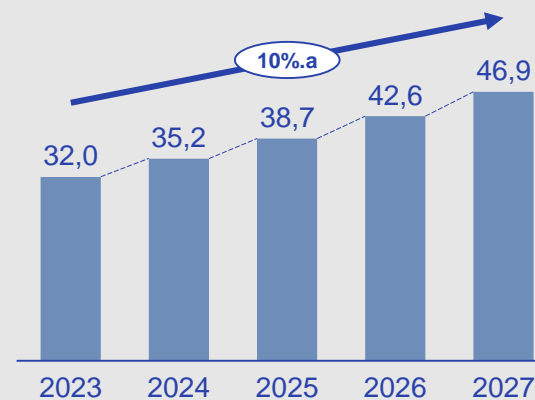
Tourist arrivals in the EHTC-LSH region

In Thousands



Projected growth of tourist arrivals in the EHTCs-LSH region

Thousands ²





Sheet n°58-2/2- 4* and 5* hotels

Financial indicators (indicative) :

| | |
|-------------------------|--|
| Potential investment | 30-50 Mns MAD |
| Turnover | 10-20 Mns MAD |
| Estimated selling price | 700-1000 MAD/room |
| ROI | 18-21 % |
| EBITDA (as % of sales) | 35-42 % |
| Jobs | 30-50 direct jobs 100-120 indirect jobs |

Human resources

HR skills needed

- Knowledge of hotel management

Training offers

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

Raw materials and suppliers

Main inputs

- Hotel equipment and facilities

Main suppliers

- Construction and equipment companies at national level

Investment elements

Potential land

Priority provinces

✓ Laayoune

✓ Tarfaya

Type of land

Private domain of the State (e.g. Laâyoune - Tourist area four el oued /el marsa)

Area

2 500-3 000 m²

Average land price

Unified Regional Investment Commission (CRUI)

Mode of mobilisation

Unified Regional Investment Commission (CRUI)

Main investment benefits

Grant

Morocco SME "creativity and co-development" programme, investment charter

Support for training

TAEHIL", "IDMAJ", "Awrach" programme

Other

Tahfiz" programme

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(1) Product Complexity Index: Diversity and sophistication of the know-how required to produce a product. The PCI is calculated according to the number of countries that produce the product and the economic complexity of these countries. The most complex products, those that only a few countries can produce, have the highest PCI (e.g. electronics, chemicals) vs. the least complex products (e.g. raw materials, agricultural products)