

Sheet n°59-1/2 - Children's village and play centre

Description



Establishment of an open-air play centre offering dedicated entertainment services for children

Main clients : Local tourism

Branch and sub-branch: Internal tourism/entertainment and leisure

Complexity of the product -3,33 2,56

HS Code: NA

Key facts

- National dynamism of the sector marked by the adoption of the new strategy for the revival of tourism with the objective of reaching 17.5 million tourists by 2026
- Potential for development of tourist entertainment offers in the region

Prerequisites (1)

- Availability of children's attraction facilities

Market indicators

Target market(s) :

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

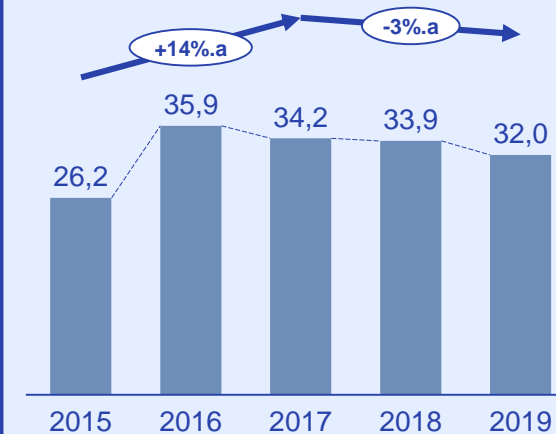
+ Local: Opportunity for local people

-

Market size and development

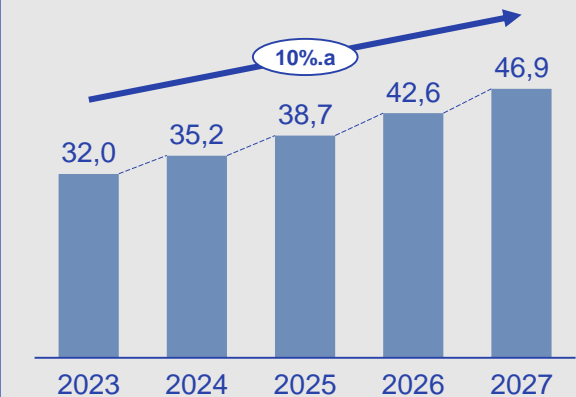
Tourist arrivals in the EHTC-LSH region

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	20 Mns MAD
Turnover	25 Mns MAD
Estimated selling price	50-100 MAD/child
ROI	17,5 %
EBITDA (as % of sales)	14%
Jobs	50

Human resources

HR skills needed

- Animation skills
- Knowledge of first aid

Training offers

- Higher Institute of Dramatic Art and Cultural Animation-Rabat

Raw materials and suppliers

Main inputs

- No particular input

Main suppliers

- Construction companies and equipment
- Game and entertainment distribution company

Investment elements

Potential land

Priority provinces

- ✓ Laayoune
 ✓ Es Smara
 ✓ Boujdour
 ✓ Tarfaya

Type of land

Private domain of the State

Area

6 000-15 000 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" programme

Other

Tahfiz", "Nawat" programme

Contacts


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