



Morocco Tourism Recorded 17.4 Million Visitors in 2024 as 2030 FIFA World Cup Infrastructure Projects Advance

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With close to 20 million travelers expected in 2025 and 35 million targeted by 2030, Morocco's tourism sector is undergoing its most significant transformation in decades.

Morocco's tourism sector reached a record 17.4 million visitors in 2024, a 20 percent increase from the previous year, according to data from the Ministry of Tourism. The country is on track to approach 20 million visitors in 2025, positioning it among the most visited destinations in Africa as it prepares to co-host the 2030 FIFA World Cup alongside Spain and Portugal. Local tour operators such as Morocco Countryside Tours, a Marrakech-based company led by native Berber guides, are among those reporting increased interest from international travelers seeking private multi-day experiences across the country.

The Moroccan government has set a target of 35 million annual foreign visitors by 2030, a goal tied to extensive infrastructure investments that include new airport terminals in Casablanca and Marrakech, expanded rail links through the high-speed Al Boraq network, and a planned hotel development program estimated at approximately USD 4 billion. The National Tourist Office has reported that tourism revenue

reached approximately USD 10.5 billion in 2024, reflecting not only higher visitor numbers but also an increase in average spending per visitor. Tourism ranks among Morocco's largest foreign exchange sources, alongside agriculture and phosphate exports.

In a statement, Said, founder and head guide of Morocco Countryside Tours, said that the shift toward smaller, more personalized travel arrangements reflects broader changes in how international visitors engage with the country. Ten years ago, most visitors followed packaged bus itineraries covering three or four cities in a week. Now travelers are spending more time in individual locations and requesting tours built around specific interests such as Berber culture, desert landscapes, and regional cuisine, he noted. The company operates private multi-day tours with departures from Fes, Marrakech, Casablanca, Tangier, Agadir, and Erg Chebbi.

Morocco's 2030 World Cup preparations include stadium upgrades in Casablanca, Rabat, Tangier, Agadir, Marrakech, and Fes, with combined capacity expansions expected to add more than 200,000 seats. The national highway authority has announced new road connections linking Marrakech to the Atlantic coast, while state rail operator ONCF is developing a high-speed rail extension from Tangier to Marrakech via Casablanca that would cut travel time across the country by several hours. These projects are expected to improve access to regions that have historically seen less international tourism infrastructure.

The government has also launched marketing campaigns targeting North American and Asian markets, where visitor numbers have grown steadily since 2022. Arrivals from the United States increased by roughly 35 percent in 2024 compared with the previous year, according to data from the National Tourist Office. Similar growth has been reported from Chinese and Indian markets, supported by new direct air routes from Royal Air Maroc and international carriers. New terminal construction at Casablanca's Mohammed V International Airport and Marrakech Menara Airport is expected to further increase airlift capacity.

For private tour operators, the combination of infrastructure upgrades and growing demand from long-haul markets is expected to broaden the range of multi-city itineraries available to independent travelers. Improved road and rail connections make it feasible to combine destinations that were previously difficult to reach within a single trip, including Atlantic coastal cities, the imperial cities of the interior, and the desert gateway routes through the Anti-Atlas region. Morocco's positioning as a year-round destination, with mild winters in the south and cooler summers along the coast, gives it a competitive advantage over destinations with more seasonal tourism patterns.

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Morocco Countryside Tours

Morocco Countryside Tours is a Moroccan travel company specializing in private, custom tours across the country. Led by experienced local guides, they offer cultural, desert, mountain, coastal, and city tours designed to provide authentic experiences

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