

HTLroundtable morocco+	Morocco Western Sahara	Palais Aziza & Spa (14.11.2019)	7 participants
------------------------	------------------------	---------------------------------	----------------

## supply

242 properties; 49,989 rooms<sup>1</sup>

### BRANDED ROOMS



### CHAIN AFFILIATED ROOMS



### GROUP / BRAND PROFILE

- strongest brand: **Ibis**
- strongest group: **Accor**
- fastest growing brand: **Be Live**
- fastest growing group: **Globalia**
- strongest regional brand: **Rotana**
- fastest growing regional brand (globally): **Legend Collection (ma)**

## pipeline

25 properties; 7,743 rooms<sup>1,2</sup>



HOTELS UNDER CONSTRUCTION



PLANNED HOTELS

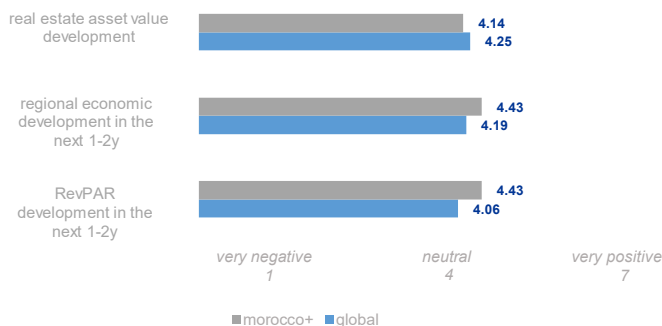


### SELECTED OPENINGS of 2018/9

- Be Live Collection Marrakech Adults Only, Marrakech, **212 rooms**
- Barceló D'Anfa Casablanca, Casablanca, **206 rooms**
- The Oberoi, Marrakech, **84 rooms** (due to open 1.12.19)

## global sentiment survey

participants' views on key topics



## key takeaways

- Marrakech still showing healthy growth with occupancy of 69% (+4%) and ADR MAD1,487 (+6%)
- Casablanca is falling behind with a danger of oversupply of hotels and not "enough to do" for a tourist destination
- regional brands are quite strong in Morocco - some work as white label operators for tour-operators from Europe
- despite lower wages, construction costs are higher (compared to Europe) due to a lack of skilled artisans

## sponsors



GIRA



HÄFELE



KALDEWEI



## HTLroundtables around the globe



learn more and find the HTLroundtables schedule

on our website

[www.pkfhotels.com](http://www.pkfhotels.com)

### NOTES:

- 1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2018;
- 3) as per the PKF contract database 4) from the viewpoint of hotel groups

For enquiries about our research offerings, please contact Akshara Walia at [research@pkfhotels.com](mailto:research@pkfhotels.com)  
For enquiries about upcoming PKF hotelexperts events, please contact Natalia Anistratova at [events@pkfhotels.com](mailto:events@pkfhotels.com)