



22 August 2025



THE TTA REGION CONSOLIDATES ITS TOURISM ROLE

CONTEXT

As Morocco's third destination in hotel capacity, the Tangier-Tetouan-Al Hoceima (TTA) region is fast-tracking its development to meet rising demand and international milestones (including 2030).

It has 447 km of coastline on two fronts and a pipeline of 53 hotels announced during the Investment Week dedicated to Moroccans abroad, in Tetouan.

KEY DATA

- Additional capacity planned: 7,079 beds (+3,155 rooms).
- Recent openings (2024): 18 hotels; total stock reaches ~360 establishments for ~37,000 beds.
- Indicative distribution:
 - Tangier: >120 hotels; substantial upscale offer.
 - M'diq-Fnideq: 5,590 beds; Chefchaouen: 2,721; Tétouan: 2,236; Larache: 1,476; Fahs-Anjra: 1,384.
- Move upmarket: presence of international brands (Hilton, Fairmont, Barceló, Royal Mansour, Sofitel).

IMPACT ANALYSIS

- Stronger attractiveness: blend of seaside, cultural, nature & mountain, and rising MICE potential; further amplification expected by 2030.
- Economic effects: direct/indirect jobs (hotels, restaurants, transport, crafts), private investment, expansion of the local value chain.
- Territorial diffusion: potential to extend flows beyond the Tangier-M'diq/Fnideq corridor toward Chefchaouen, Al Hoceima and Larache through "multi-pole" products and improved connectivity.

- Four cross-cutting levers to maximize impact:

- Local population integration (training/support for women, youth, cooperatives);
- Multi-actor convergence (hotels, tour operators, guides, entertainment, transport, cultural sites, public services);
- Integration & restructuring of the informal sector (formalization bridges, quality/safety);
- Clear territorial brand image to support commercialization.

POINTS OF VIGILANCE

- Timeline & execution: secure commissioning of major projects ahead of 2030 (monitoring, phasing, land release).
- Seasonality: enrich four-season offer (culture, nature/outdoor, sports, events) to smooth occupancy.
- Governance: strengthen coordination between CRI/CRT/prefecture/communes/operators (single dashboard, destination contracts).
- Territorial balance: prevent over-concentration on Tangier-M'diq/Fnideq; showcase "flagship products" in Chefchaouen, Al Hoceima and Larache.
- Sustainability: eco-management standards (water/energy, waste), environmental certifications for new hotels, coastal protection.
- Inclusion & informal: support system (micro-licenses, SME/co-op desks, quality label) to widen local benefits and secure client experience.
- Territorial brand: clarify TTA's promise and its sub-destinations to gain visibility and conversion.

SOURCES

Ministry of Tourism, Handicrafts, and Social and Solidarity Economy- Annual reports on hotel capacity and tourism development.

High Commission for Planning (HCP)- Official statistical data (regional accounts, population, employment).

Ministry of Investment, Convergence, and Policy Evaluation- Organization of the Investment Week for Moroccans Abroad (August 2025).

Moroccan National Tourist Office (ONMT)- Information on tourist flows, promotional campaigns, and international positioning. And Impact Plus analyses.