



Morocco Showcase Summit 2025

19th November 2025

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The most comprehensive
commercial real estate data.

The most influential network
of CRE professionals.

\$5B+

invested in research
and technology

38

years of
experience

6,400

team members

246K

CoStar
subscribers

29

brands

3B

Visitors to our
websites annually



No other provider comes close to our directly-sourced global sample.

40

years of partnership
with the industry

90K+

participating hotels
around the world

11M+

Rooms in our
global sample

78%

of branded
rooms globally



Comment l'hôtellerie mondiale se porte

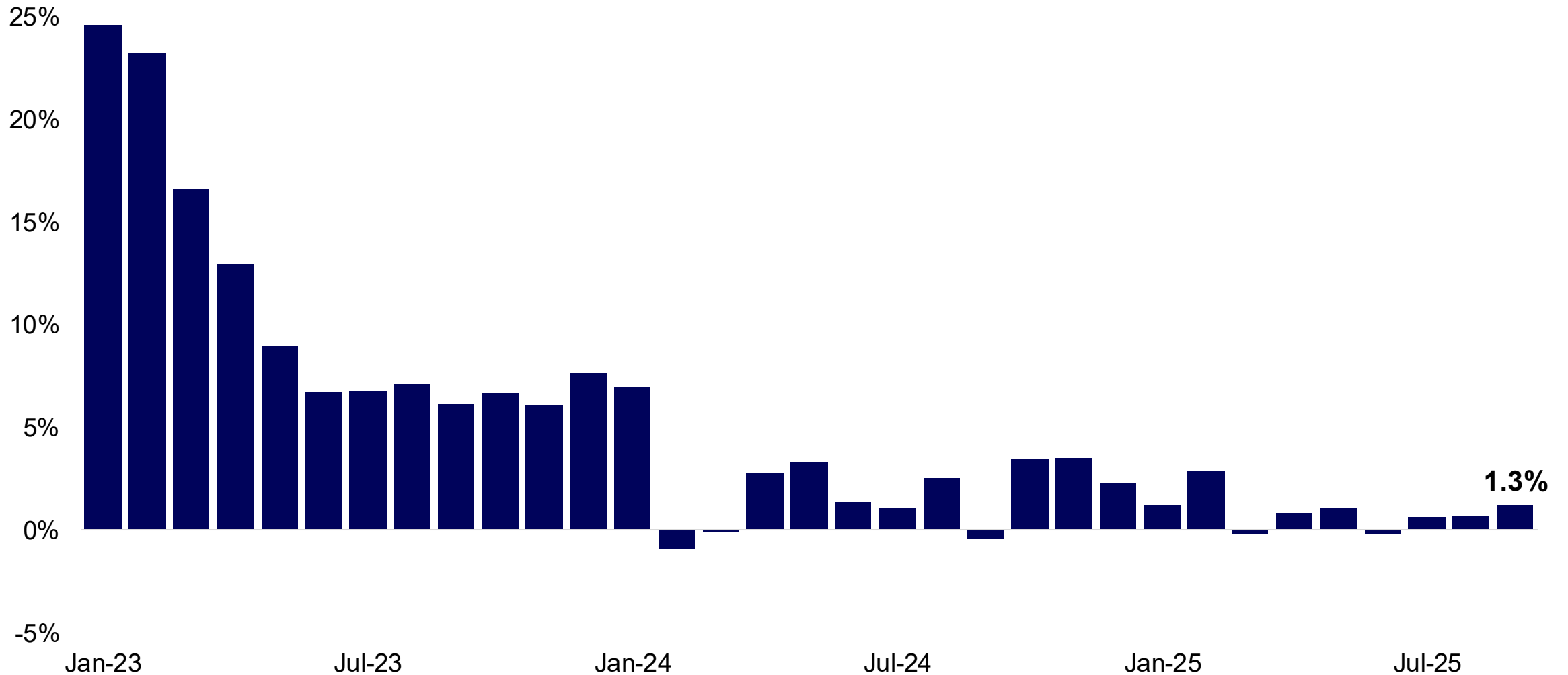
Une vue sur le le marché européen

La performance des hotels Marocains

Un future incertain

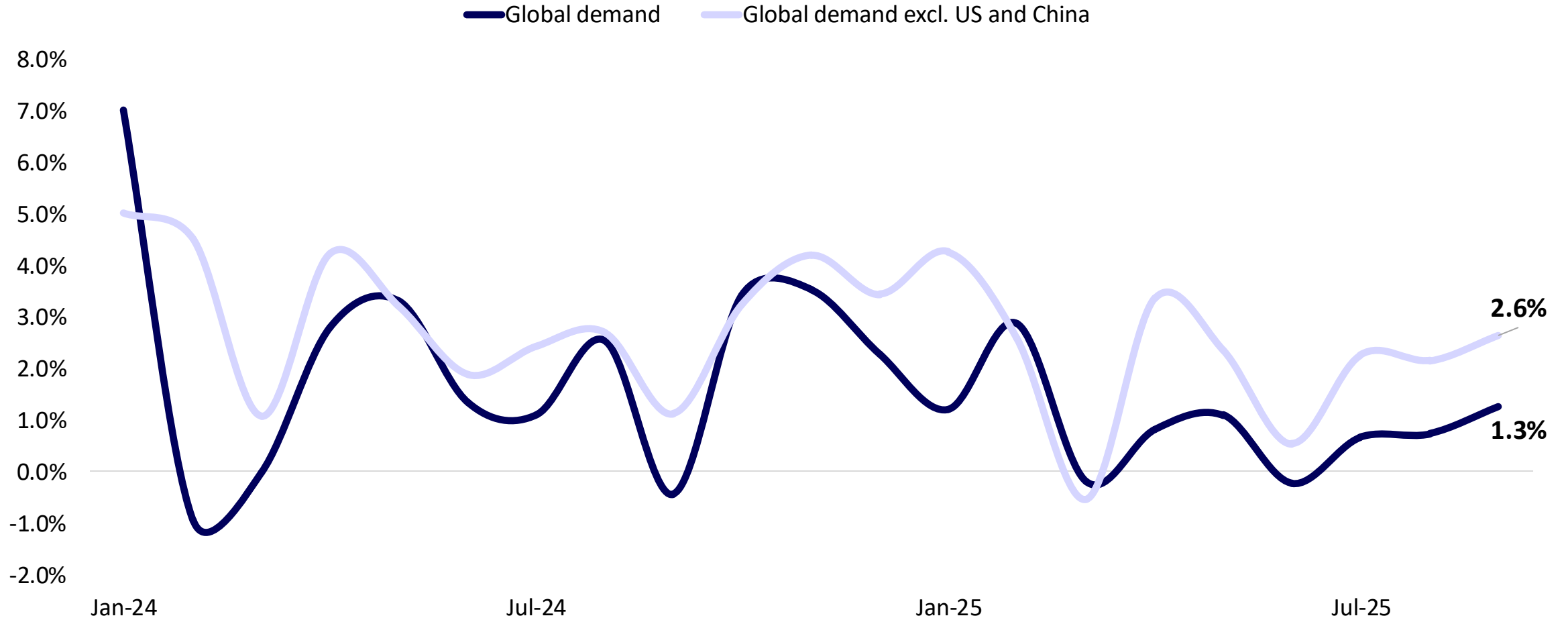
Demande: Elle continue de progresser

Global demand, % chg. YoY, Jan 2023 – Sep 2025



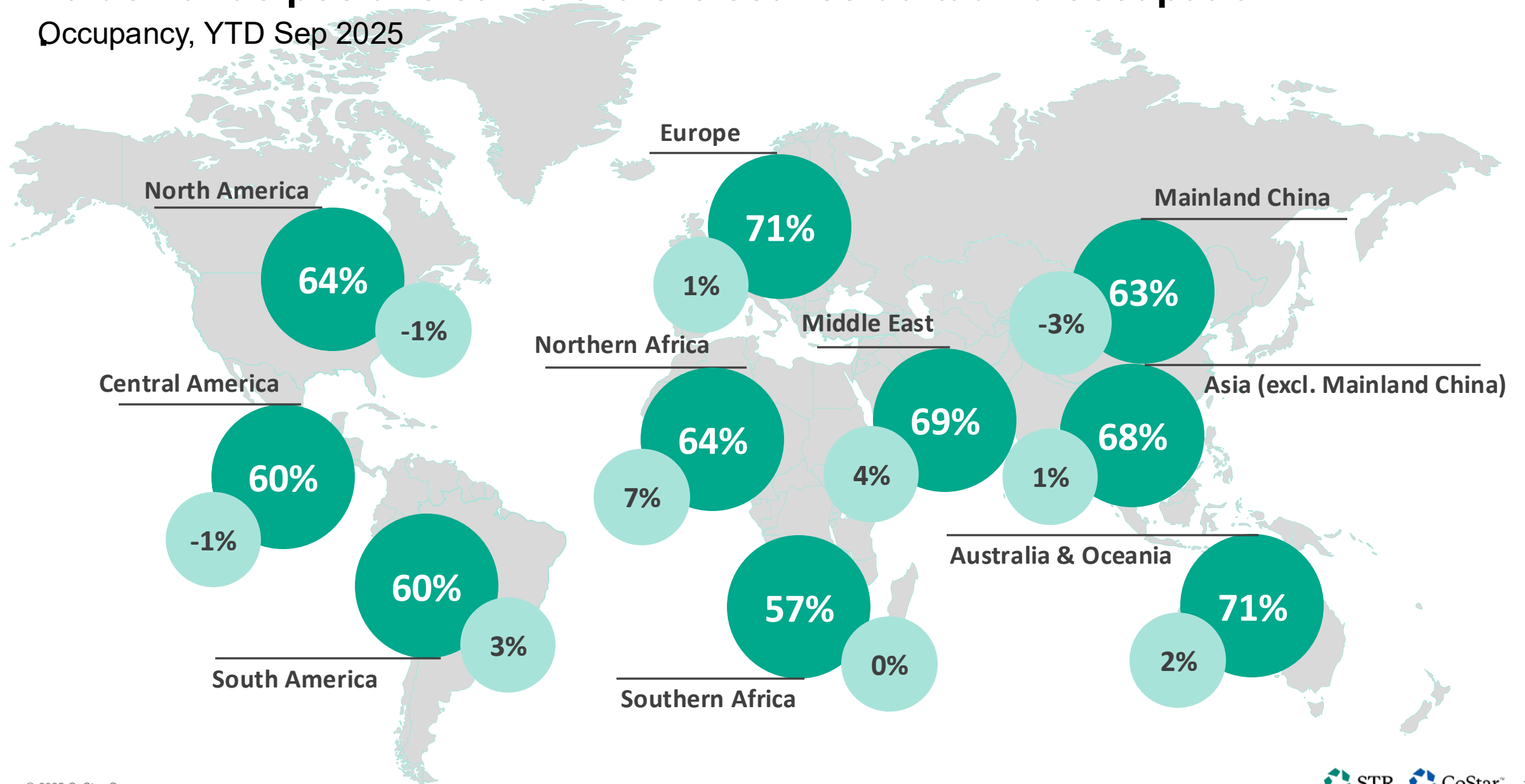
Tendances encore plus a la hausse si....

Global demand, % chg. YoY, Jan 2024 – Sep 2025



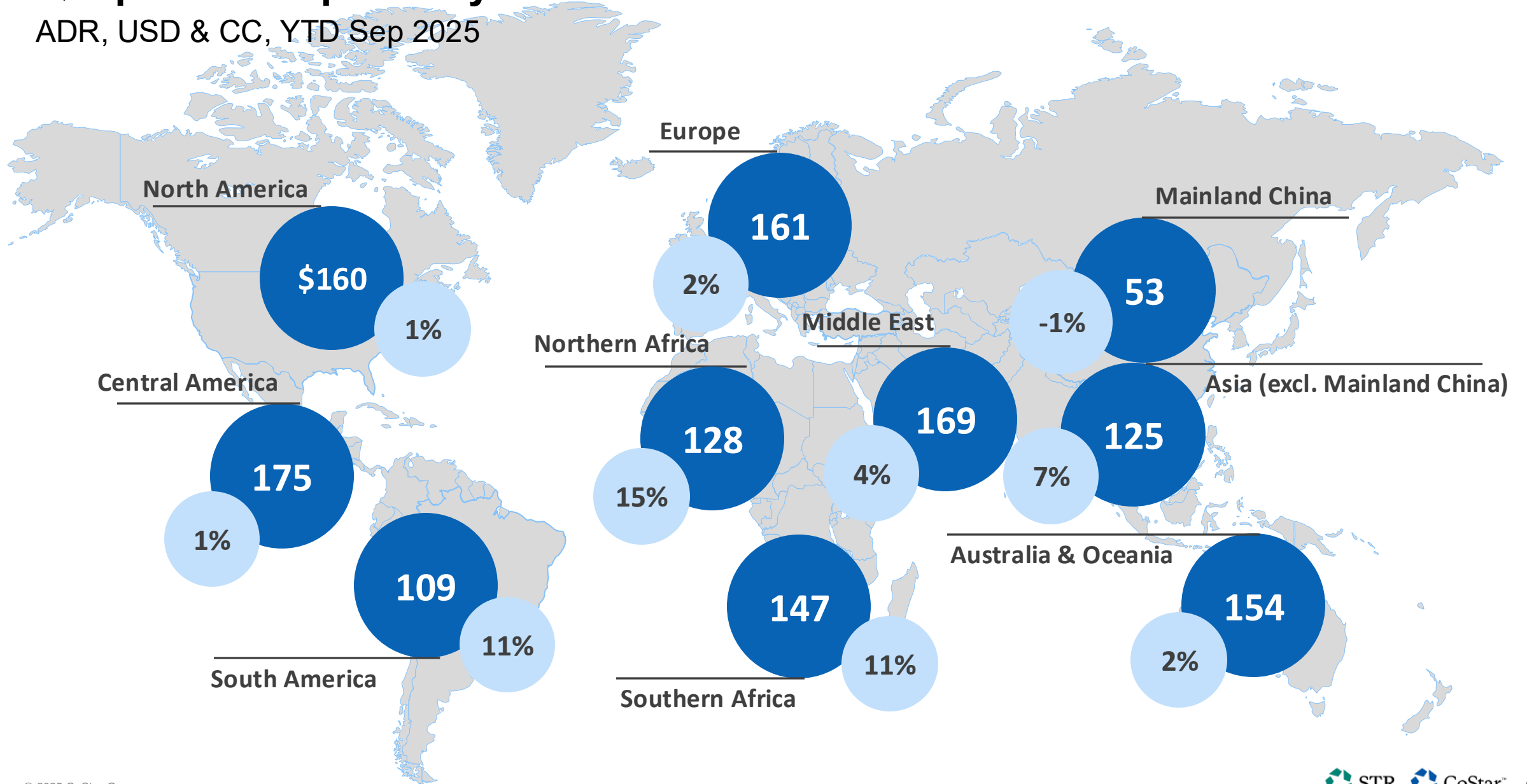
La demande positive stimule la croissance du taux d'occupation

Occupancy, YTD Sep 2025



Qui permet au prix moyen de s'accroître

ADR, USD & CC, YTD Sep 2025



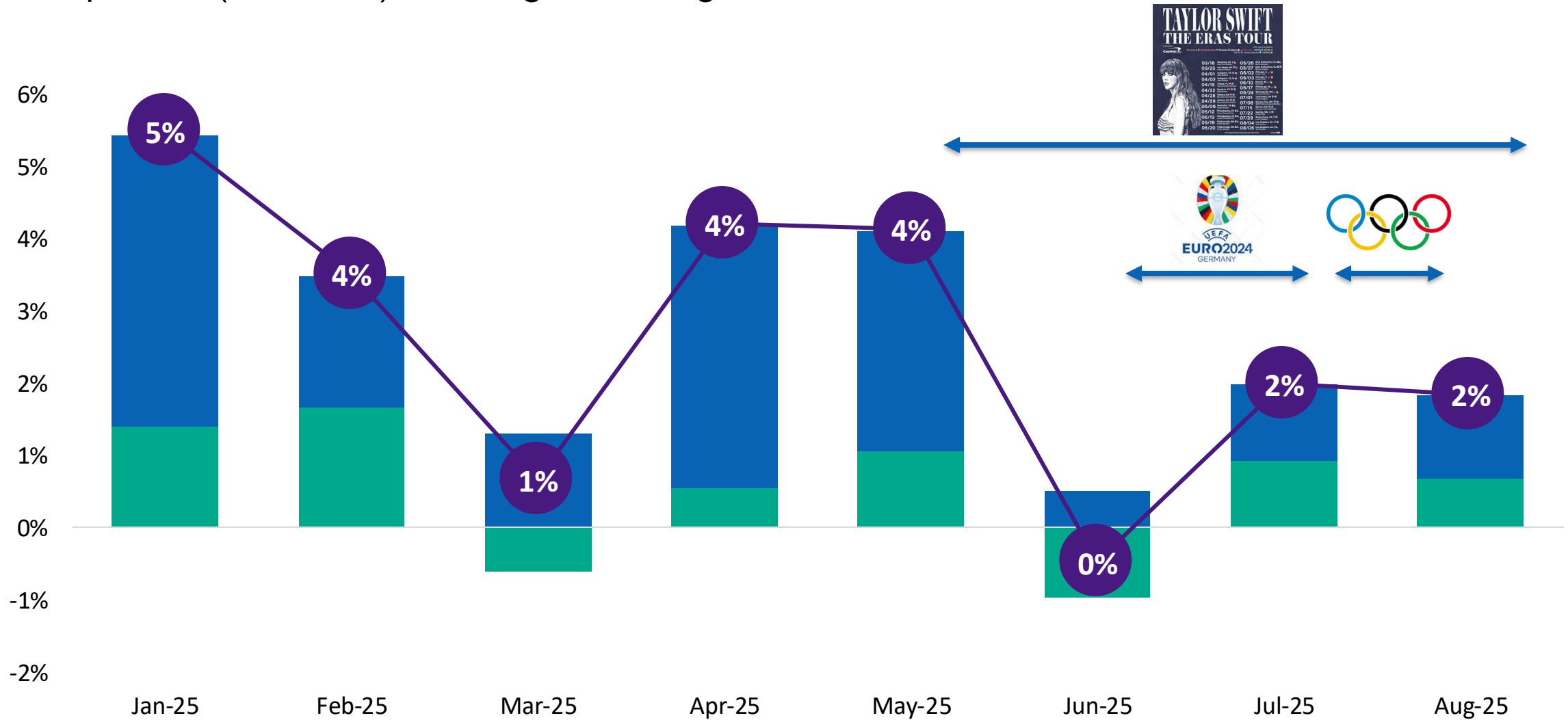


Zone Euro : Une Economie a deux vitesses



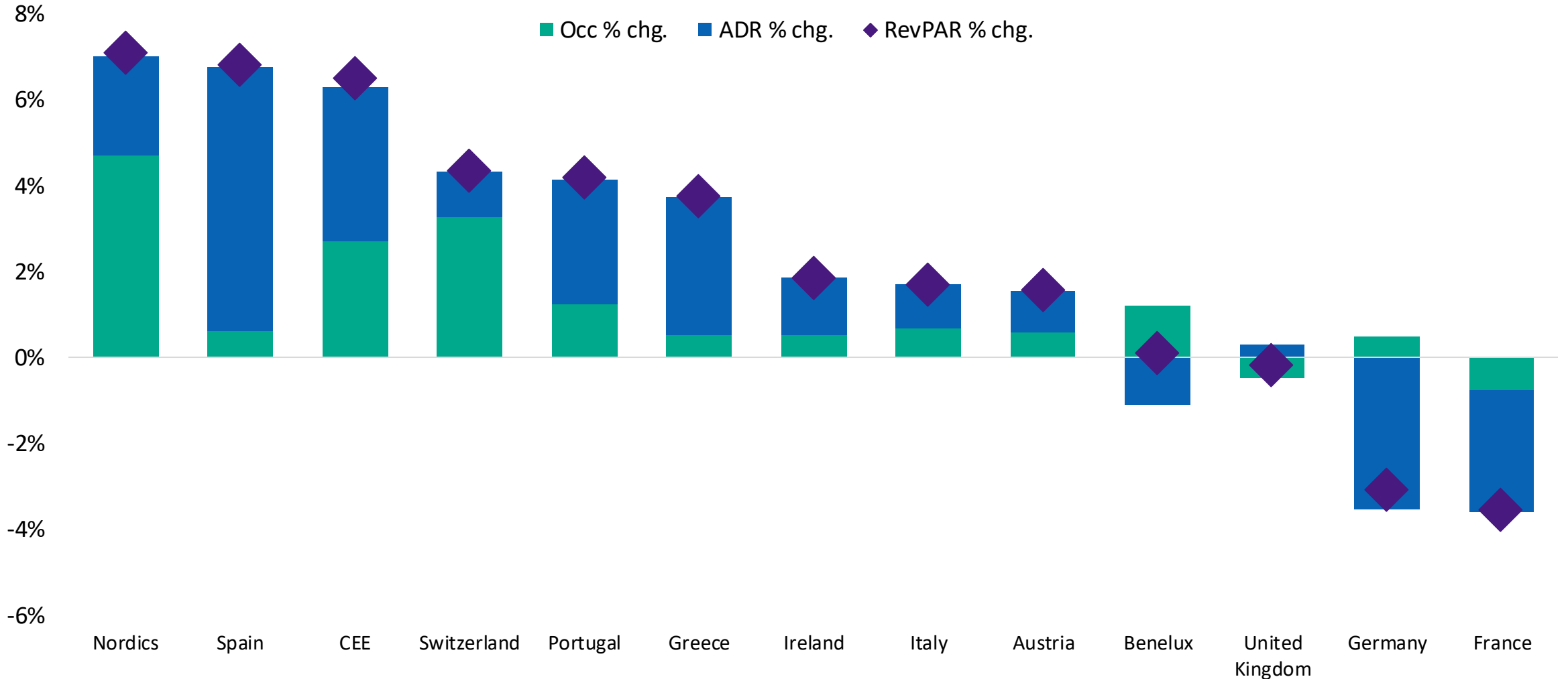
Un été satisfaisant malgré le manque d'événements sportifs

Europe, KPI (EUR, CC) % change YoY, Aug 2025



Obstacles et opportunités en matière de performance

KPI % chg. YoY, Sept YTD 2025

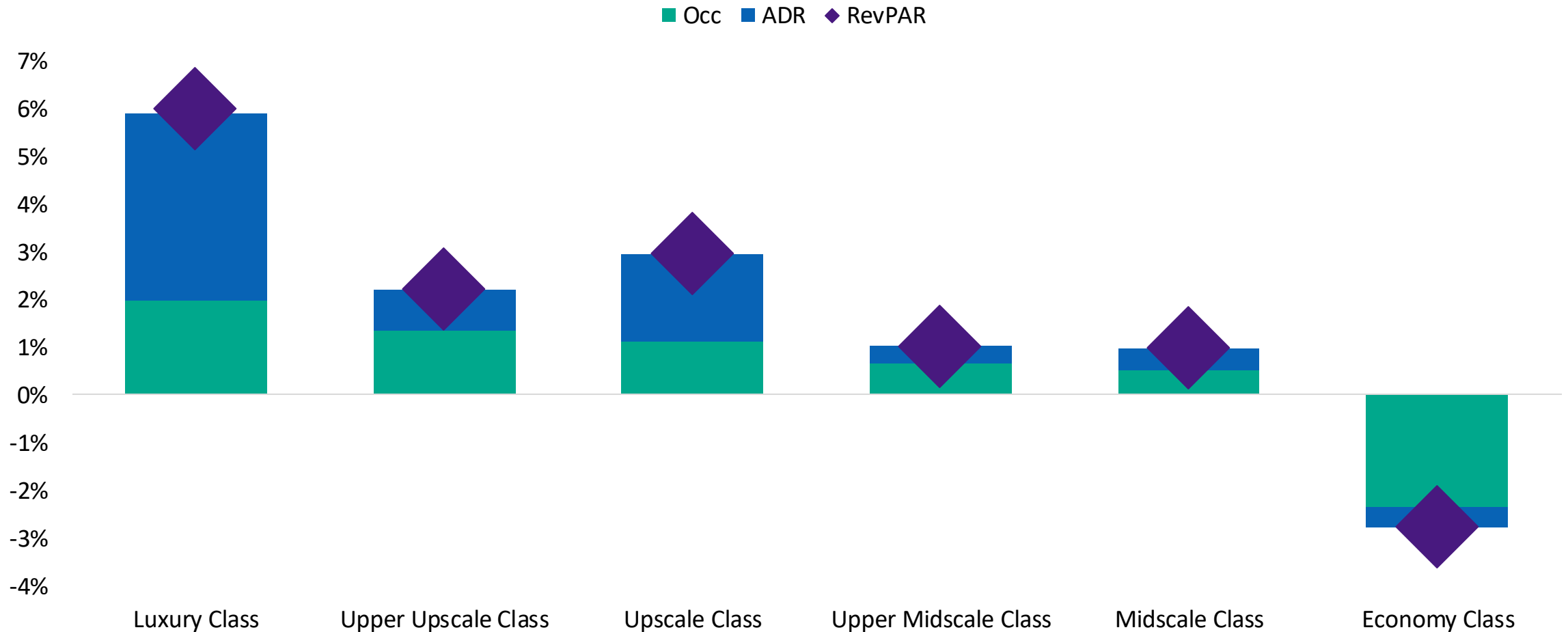


Nordics = Denmark, Finland, Iceland, Norway, Sweden

CEE = Bulgaria, Czech Republic, Estonia, Hungary, Lithuania, Latvia, Poland, Romania, Slovenia, Slovakia

Les classes populaires subissent la prudence des consommateurs

Europe, KPI (EUR, CC) % chg. YoY, YTD Sept 2025



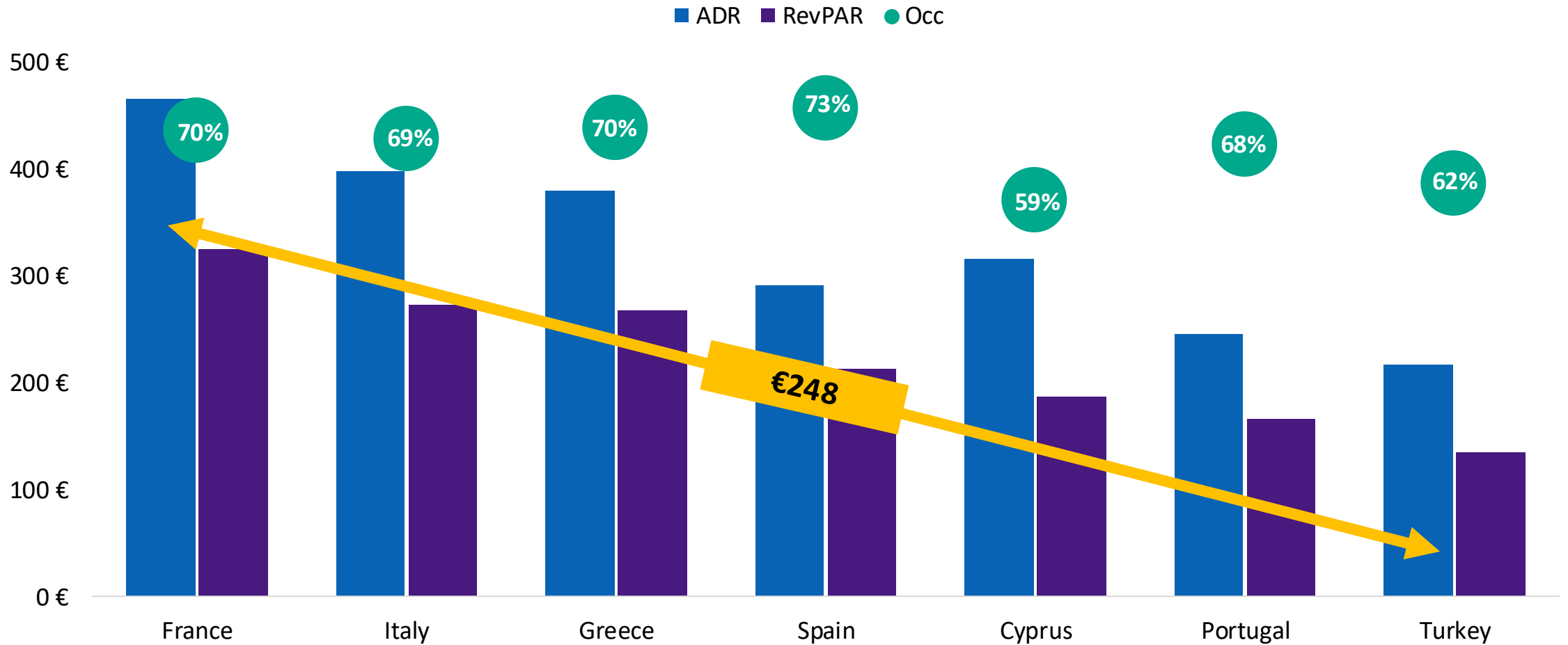


**Europe du Sud : Qui a dit
qu'il faisait trop chaud ?**



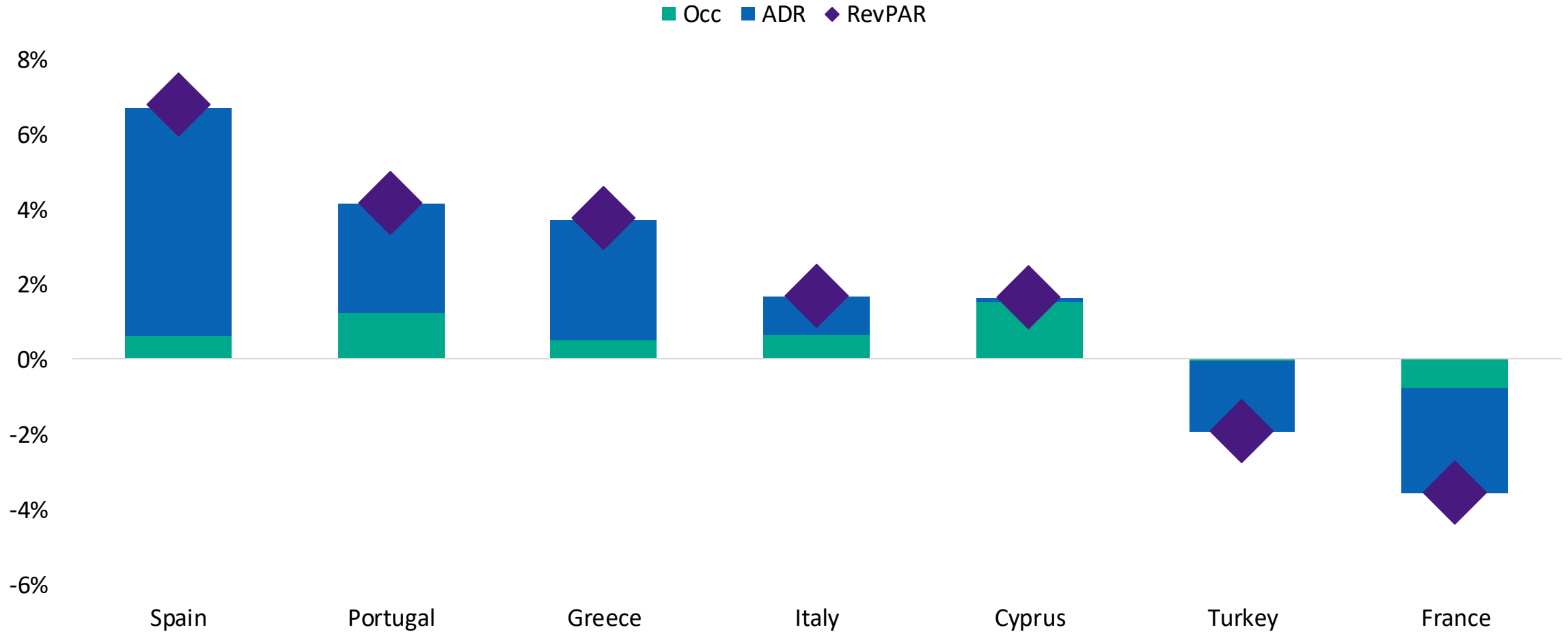
Une variation des taux démontre le pouvoir des prix du marché.

Luxury & Upper Upscale classes, KPI (EUR), YTD Sept 2025



PIGS : on ne peut vraiment pas les arrêter

Southern Europe KPI (EUR) % chg. YoY, YTD Sept 2025



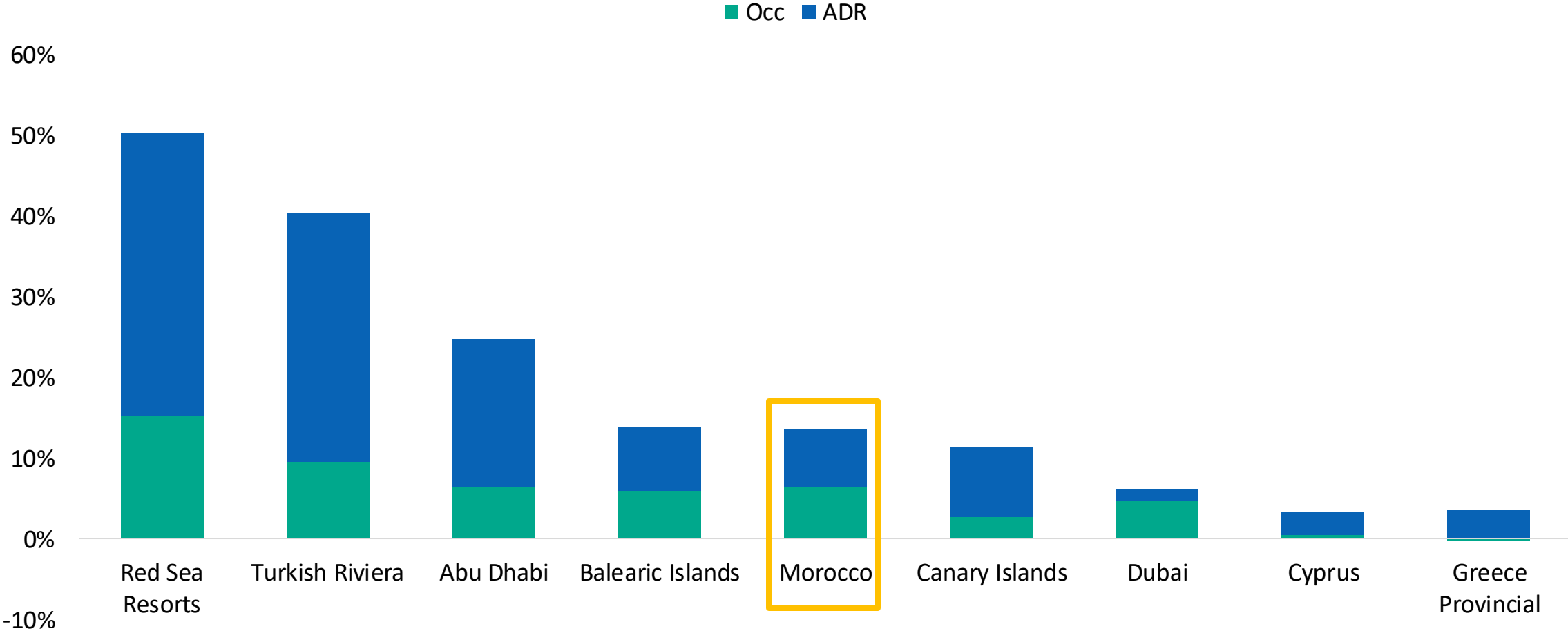


Il n'y a pas que la Méditerranée



Le Haut de gamme(Loisir) reste dynamique : croissance du RevPAR dans toutes les destinations

Luxury & Upper Upscale classes, R12 occ and ADR (local currency) % chg. YoY, Sep 2025



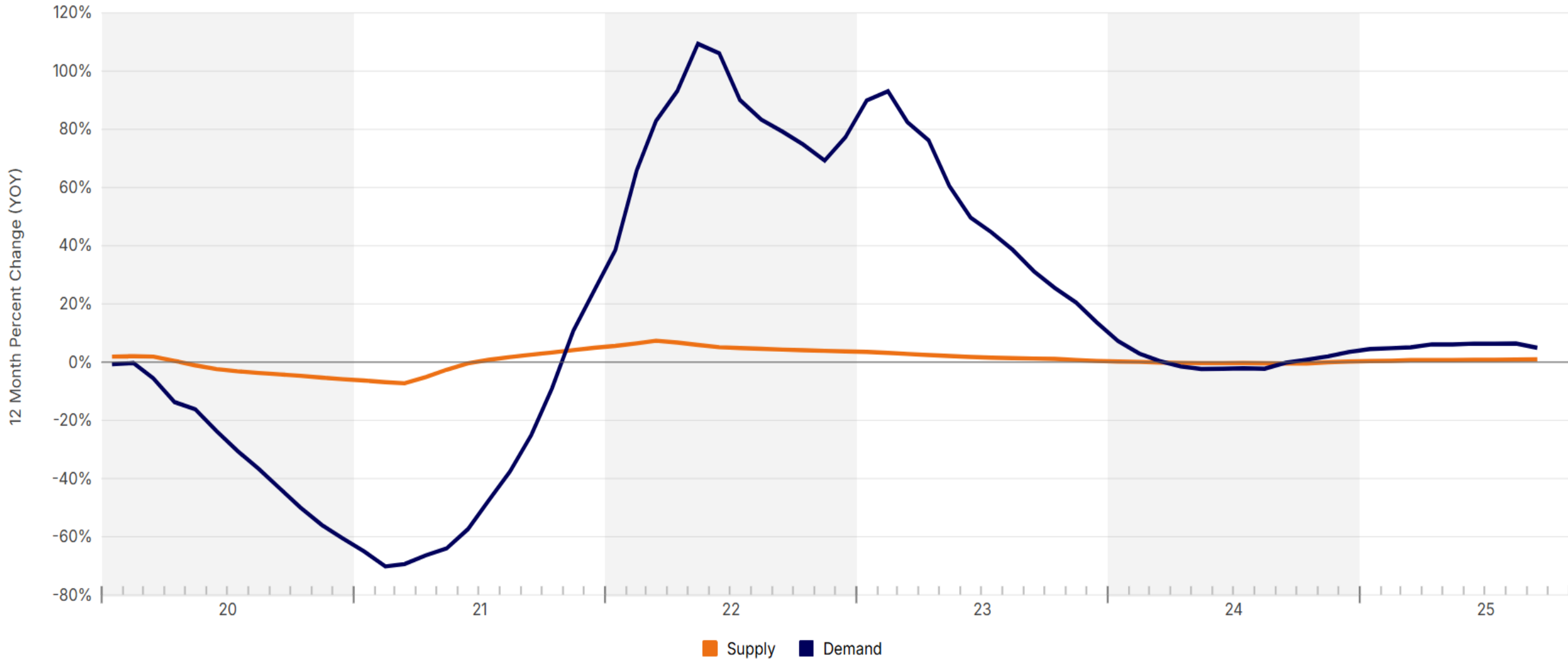


La performance Marocaine



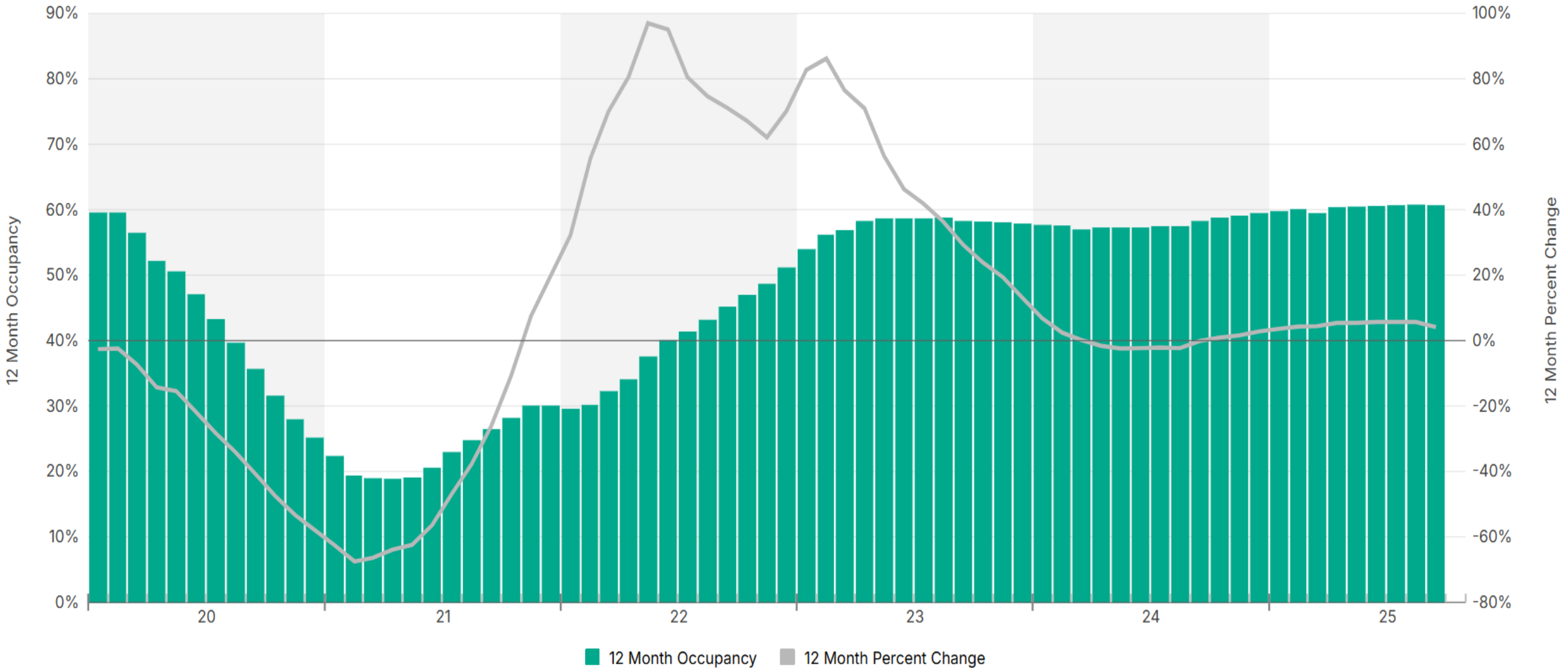
Offre contenue et normalisation de la demande

Supply and Demand Change , Jan 2020 – Sept 2025



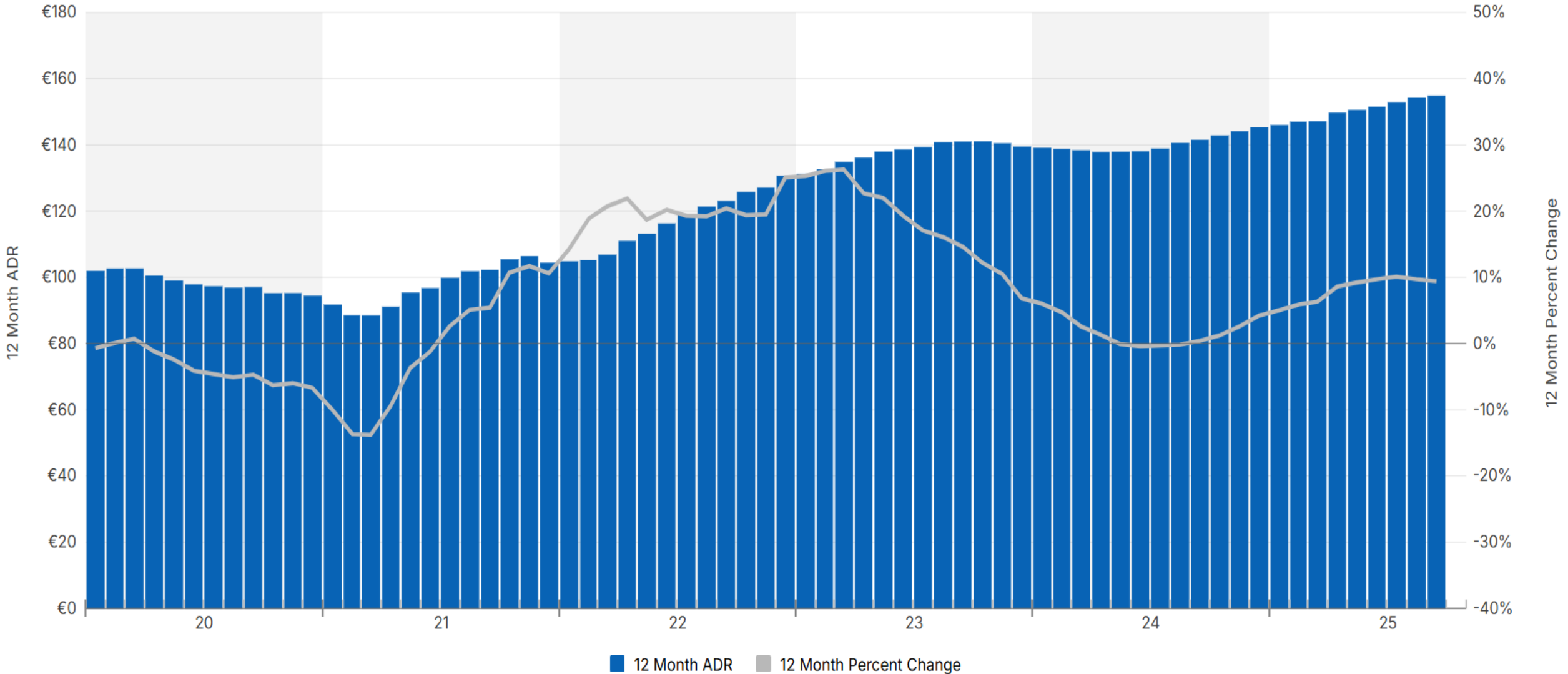
Le taux d'occupation est (presque) revenu à la normale après la COVID.

Occupancy % and % Change



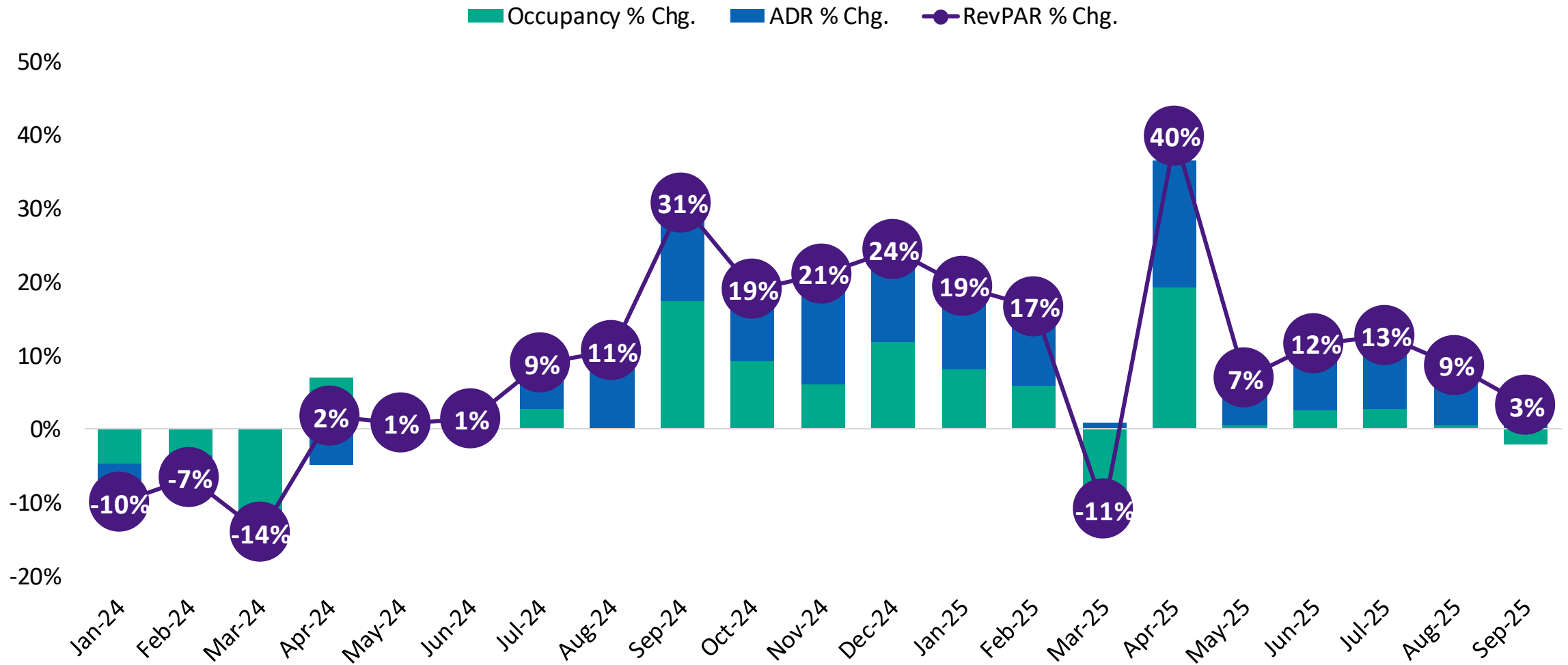
Et le prix moyen continue d'augmenter.

ADR % and % Change



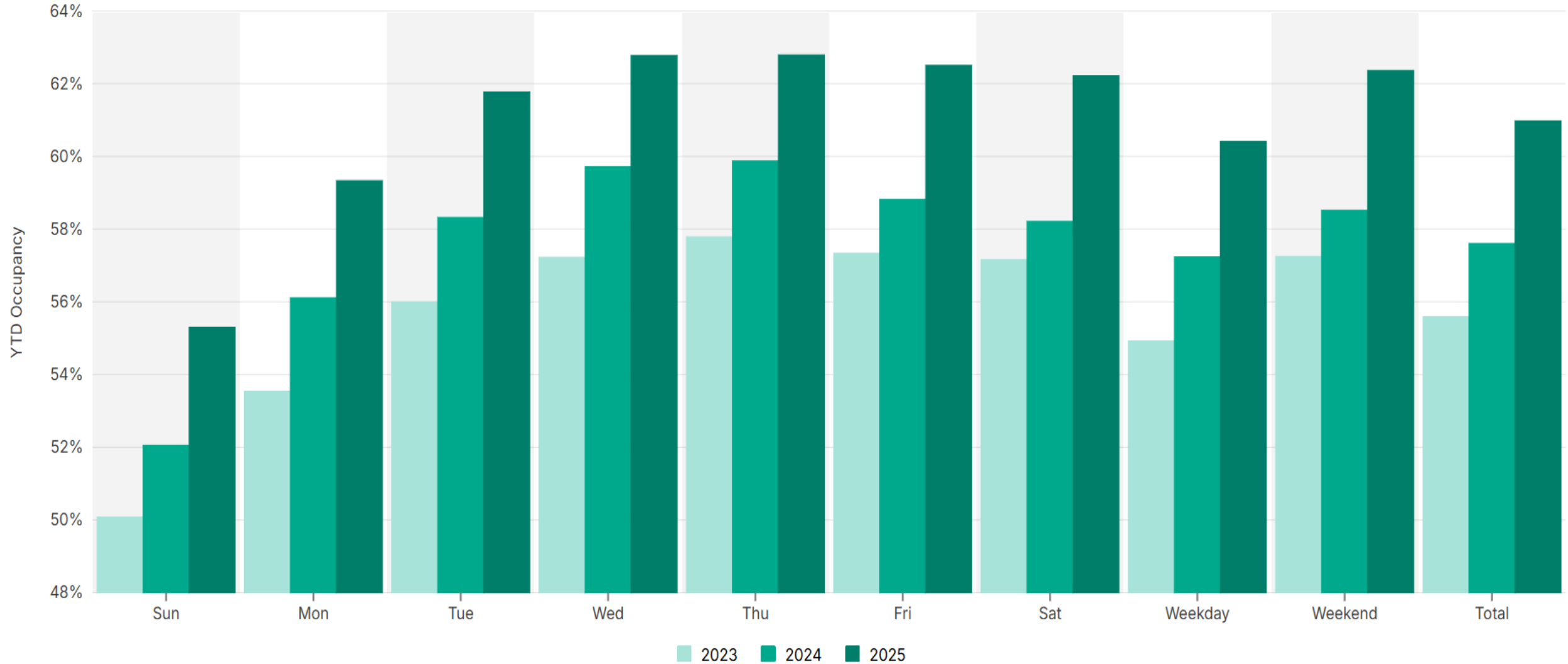
Un retour à une croissance à un chiffre est attendu

Morocco KPI % change YoY, Jan 2024 – Sept 2025



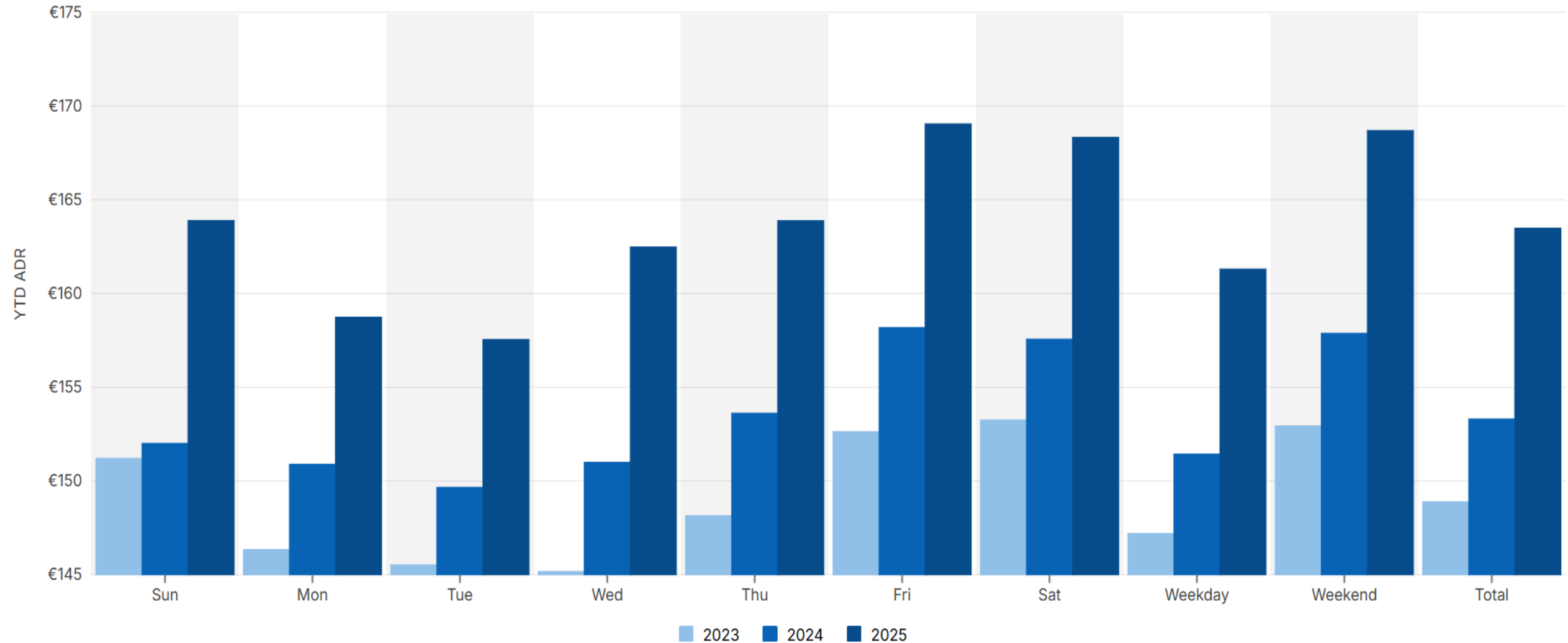
Le retour du Corporate...

Occupancy by day of the week



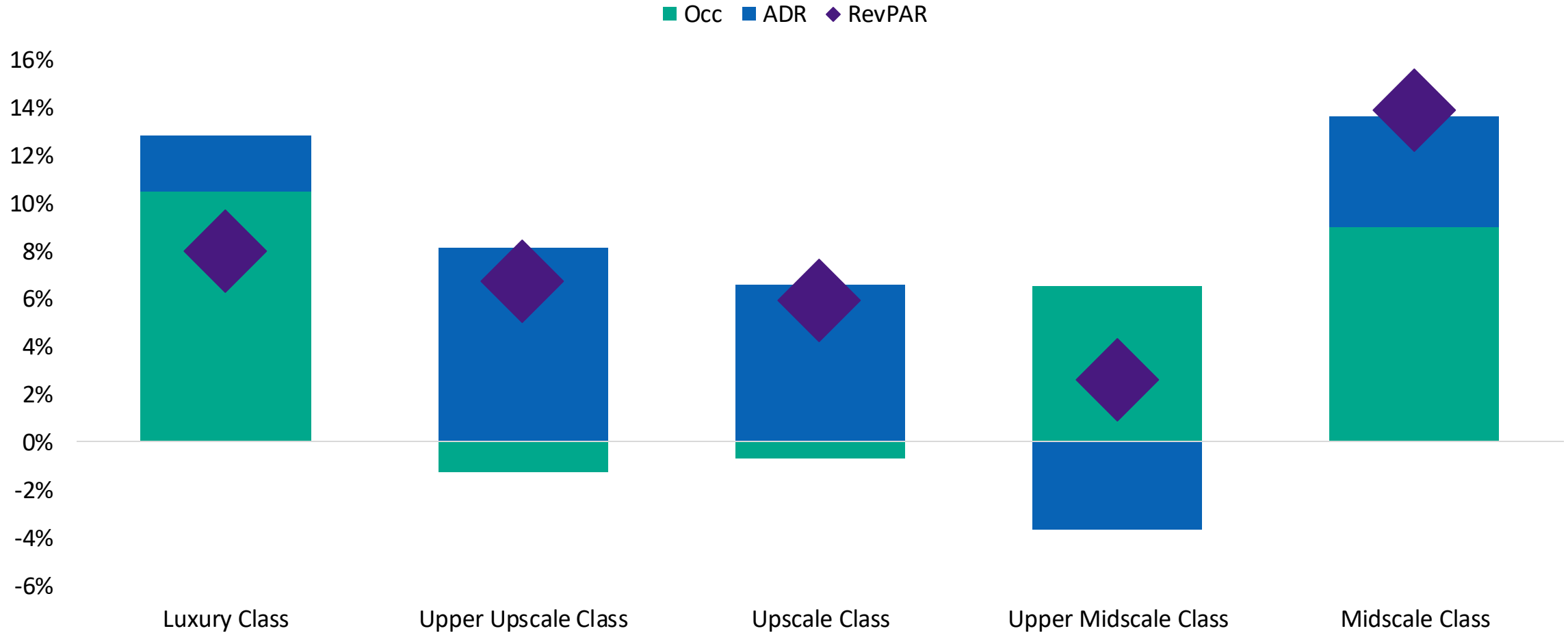
Les week-ends sont évidemment plus chers.

ADR By Day Of Week



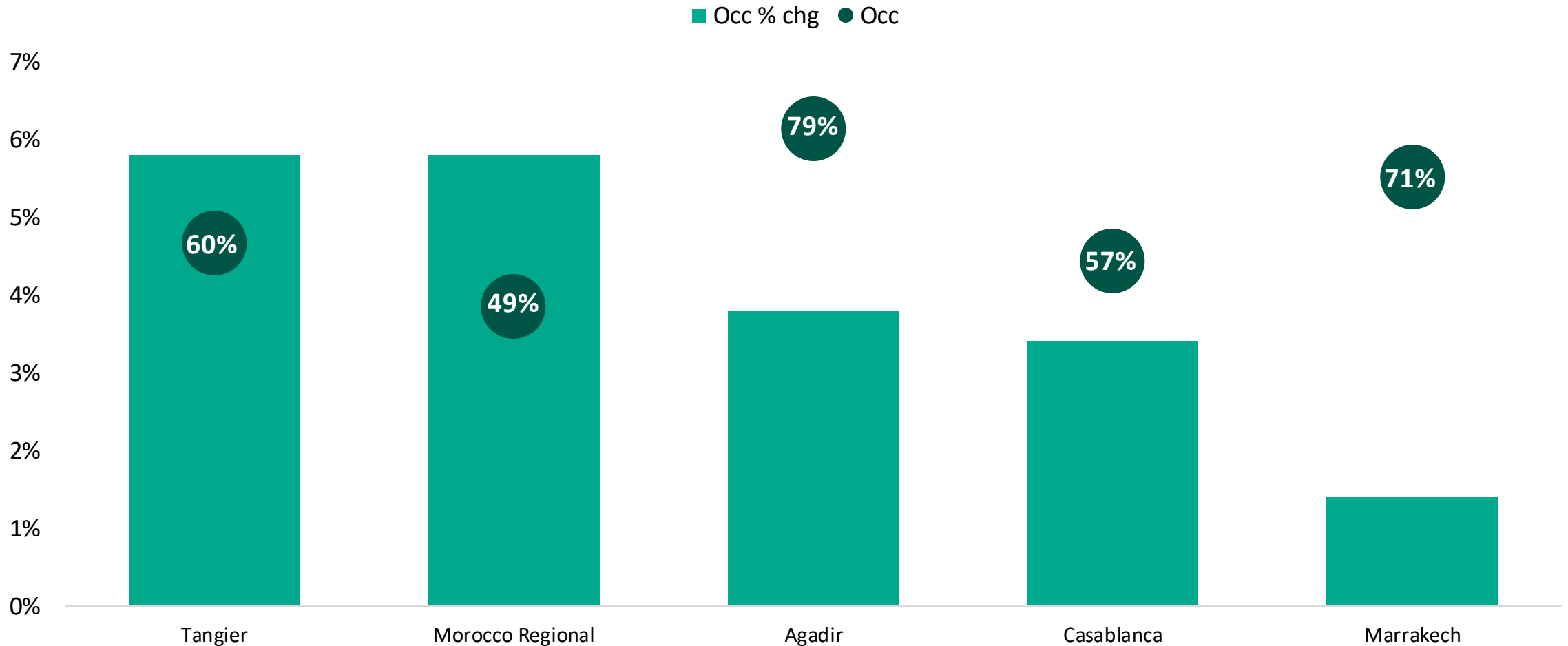
L'impact des nouveaux arrivants clairement identifié

Morocco, KPI (EUR, CC) % chg. YTD, YTD Sept 2025



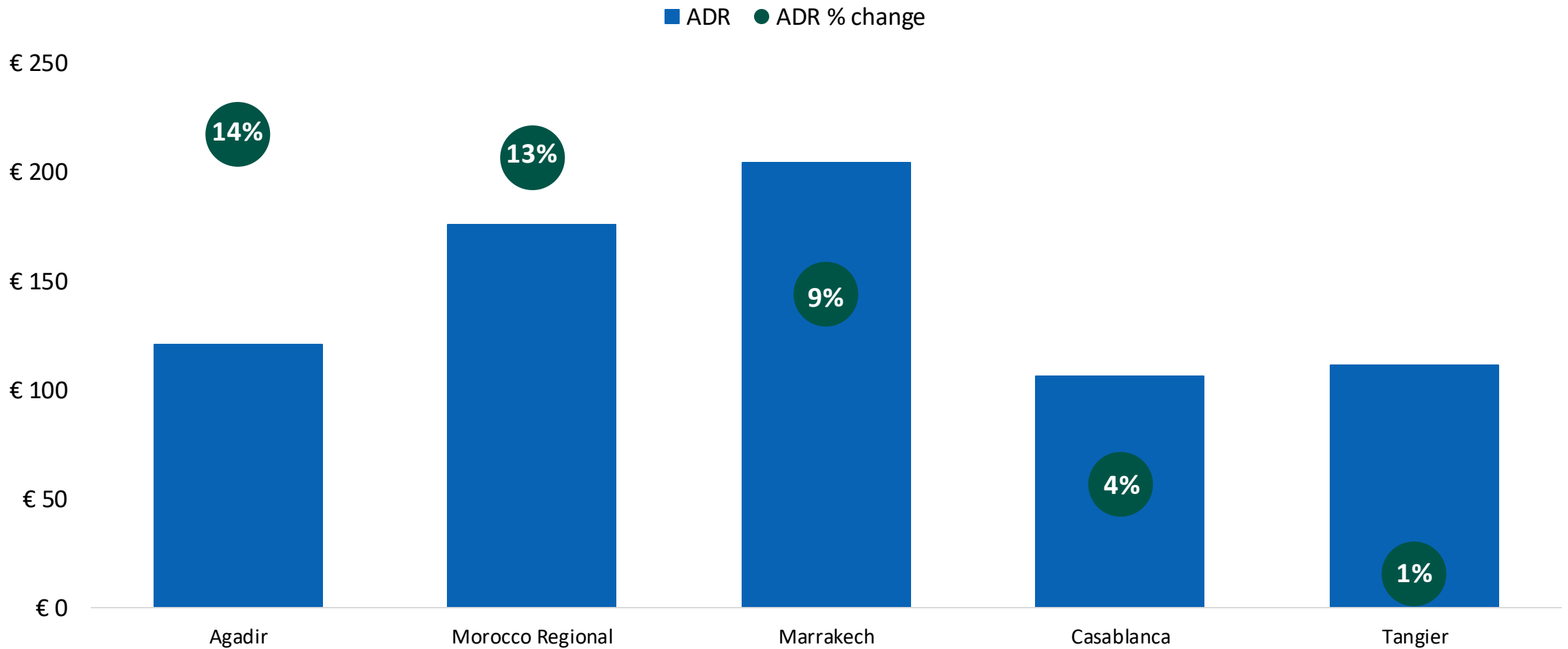
Taux d'occupation élevé plus susceptibles de croître lentement.

Occupancy, actual and % chg. YTD, Sept YTD 2025



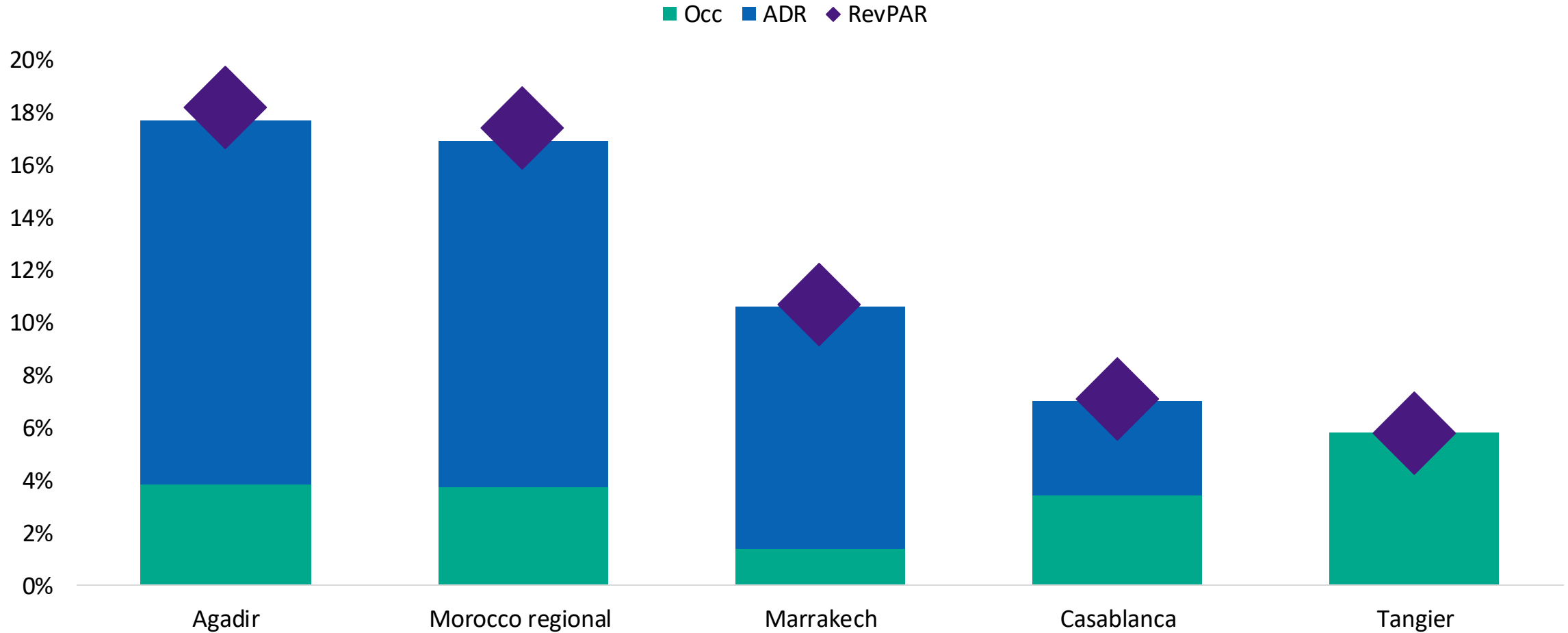
Une tendance a trois chiffres

ADR, actual and % chg. YTD, Sept YTD 2025



La croissance liee principalement au prix moyen

Morocco, KPI (EUR, CC) % chg. YTD, YTD Sept 2025

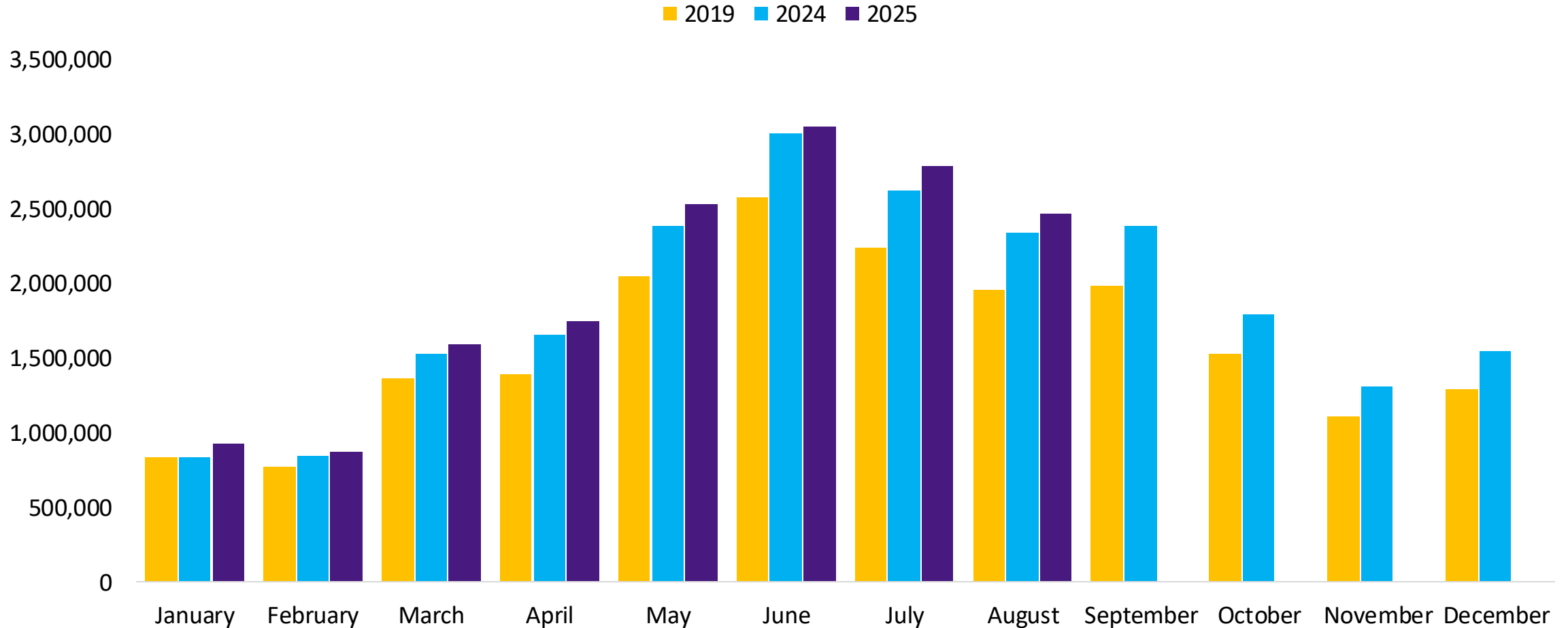




**Mais où sont les
américains?**

La croissance reste stable a 5% depuis le debut de l'annee

U.S. citizen departures to Europe, 2019, 2024 and 2025

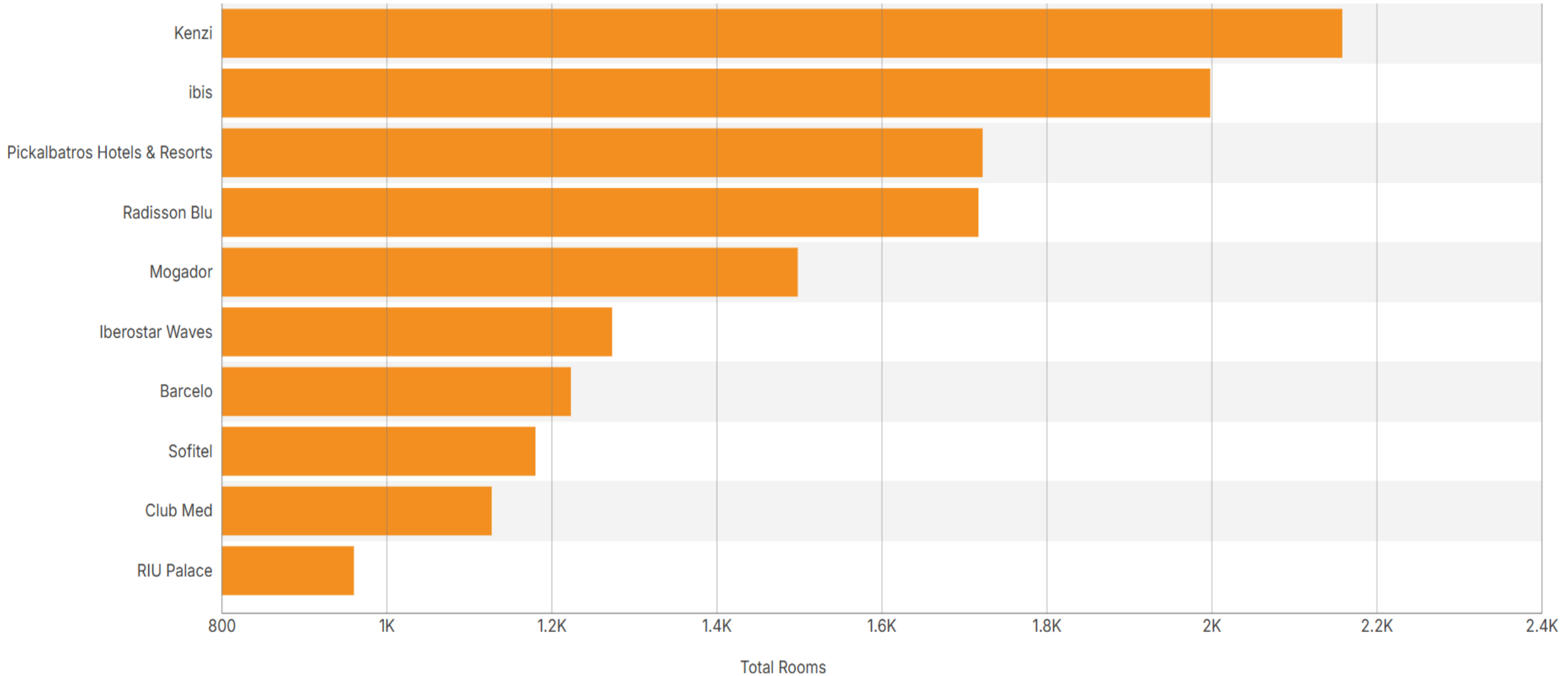


Le futur est incertain



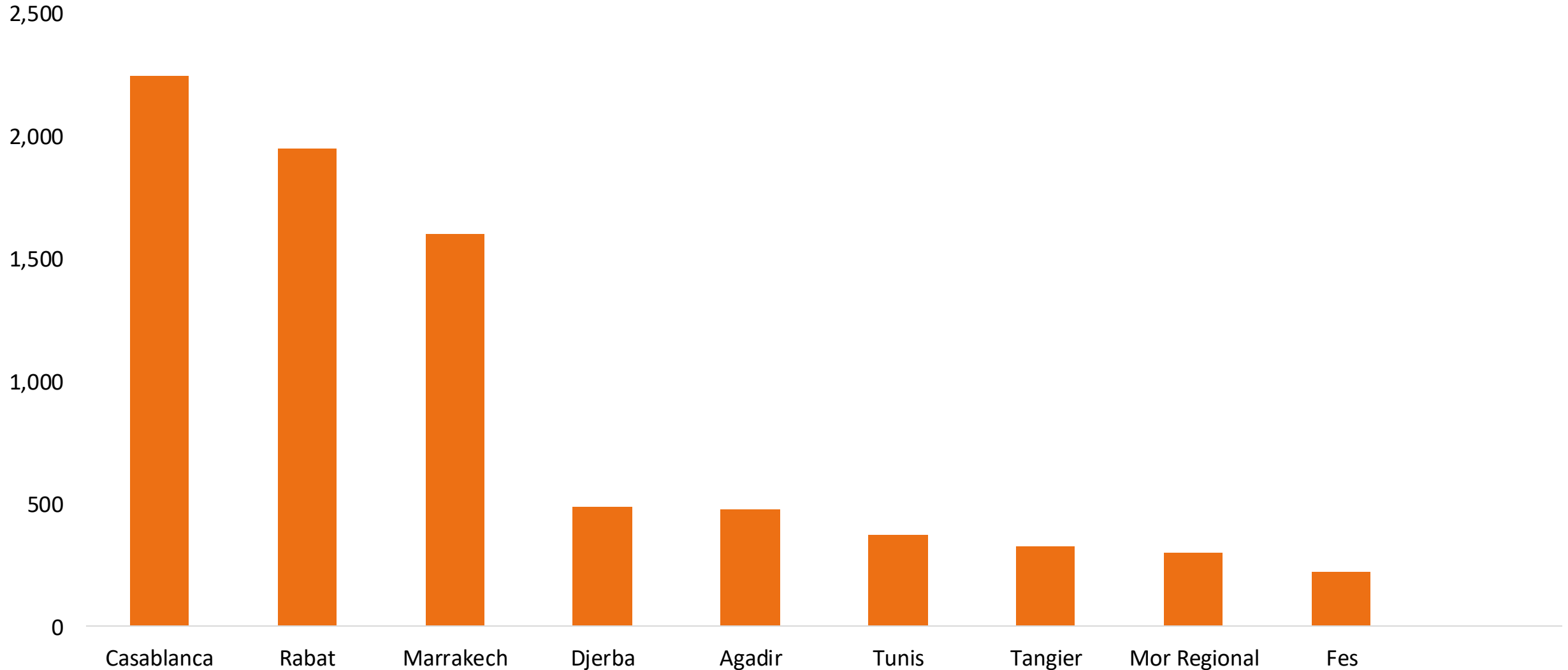
Un mélange hétéroclite de marques ces 5 dernières années

Top Brands delivered last 5 years

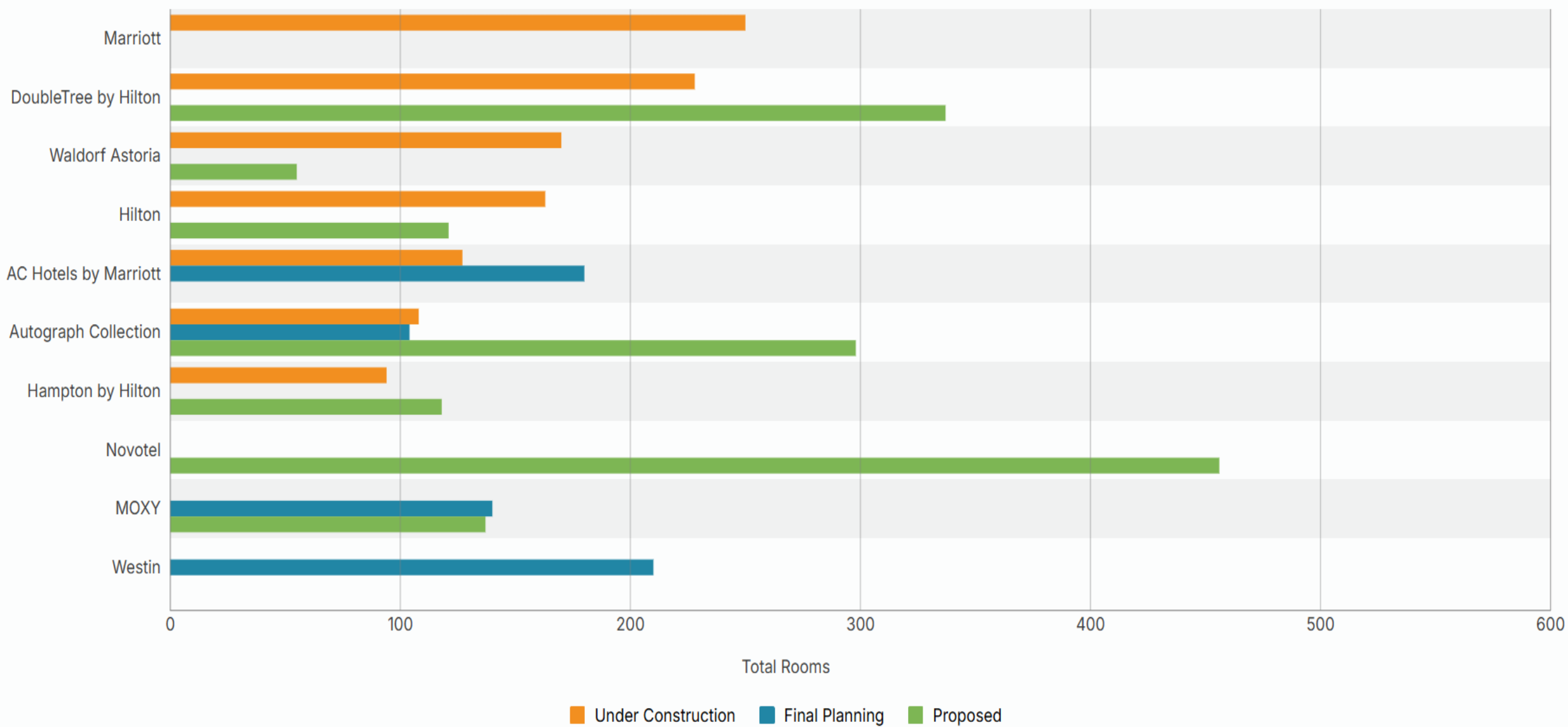


Vue d'ensemble sur les nouveaux arrivants

Morocco cities, Rooms in the pipeline, Sept 2025- 2028



Forte presence des grandes marques.



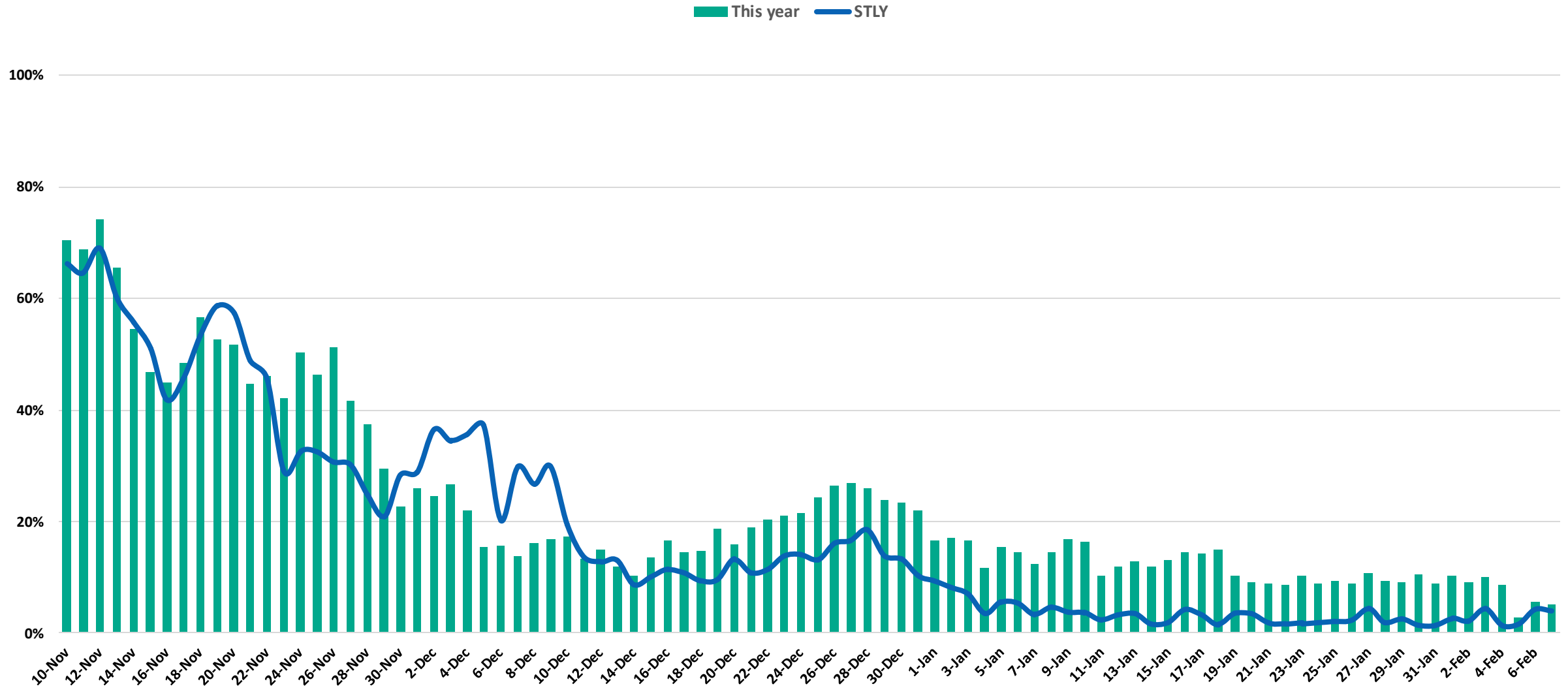
Une croissance continue de la demande

Morocco(sub)markets, BOB % change YoY, for the next 90 days

Next 90 Days BoB versus STLY	
Tangier	+8%
Casablanca	+5%
Morocco Regional	+3%
Marrakech	+0.5%

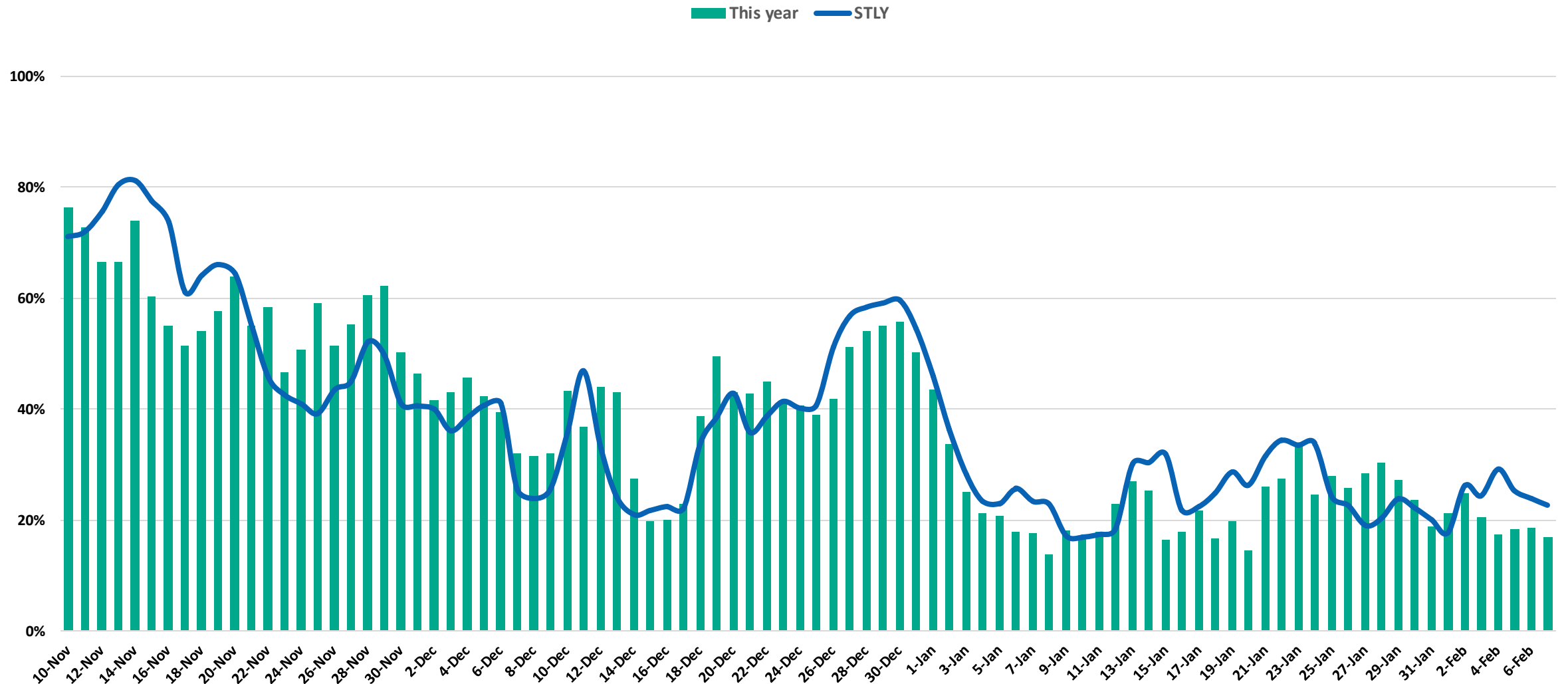
Les prévisions pour Casablanca encourageantes

Occupancy on the books TY & STLY for the next 90 days as of 10 November 2025



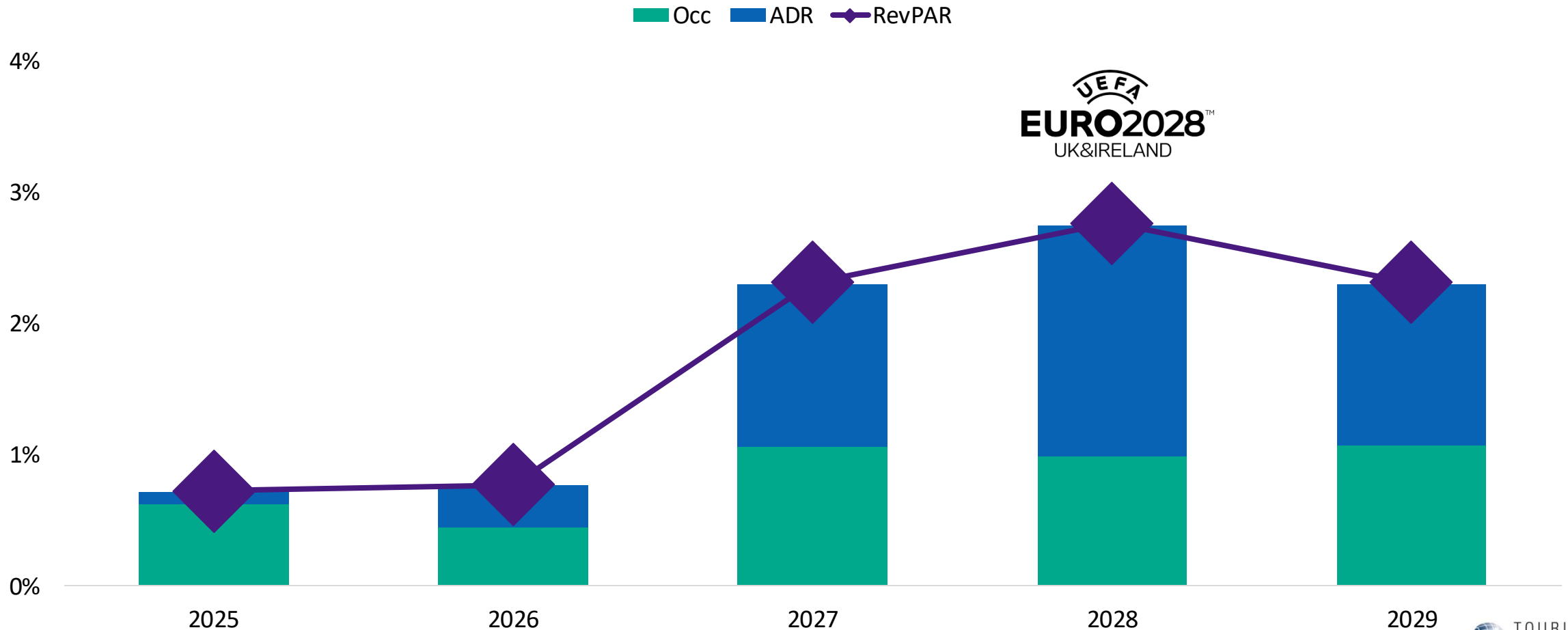
Marrakech n'a rien à craindre

Occupancy on the books TY & STLY for the next 90 days as of 10 November 2025



Des jours meilleurs à venir...

Europe markets*, KPI % chg. YoY, 2025F-2029F



*Aggregated performance of Amsterdam, Barcelona, Belfast, Berlin, Birmingham, Brussels, Budapest, Cologne, Dublin, Dusseldorf, Edinburgh, Frankfurt, Glasgow, Hamburg, Leeds, Lisbon, London, Madrid, Manchester, Milan, Munich, Paris, Prague, Rome, Stuttgart, Vienna, Warsaw, Zurich



Merci, Choukran

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