



Post-Summit Submissions

Africa: Morocco

WHAT ARE SOME CHANGES YOU HAVE NOTICED IN YOUR CUSTOMERS THIS PAST YEAR? ARE YOU SEEING ANY NEW REQUESTS FROM CONSUMERS?

By 2020 Morocco hopes to bring in 20 million tourists, and as of now is on track to make that happen. The spa and wellness industry is definitely one of the main contributing factors in achieving this goal. In the last three years more than 550 spas have opened in the main tourist venues: Marrakech, Agadir as well as in Casablanca and Rabat. Morocco is slowly becoming a popular spa destination for high end tourists of Europe. Many spa goers contest that they find the service in Moroccan spas comparable and often times even better than in Southeast Asia.

WHAT SECTORS DO YOU SEE ATTRACTING THE MOST INVESTMENT CAPITAL THESE DAYS? WHAT ABOUT WHEN IT COMES TO THE SPA AND WELLNESS ARENA?

Investing in the spa and wellness industry is quite lucrative in Morocco as the labor cost is about 30% slightly higher than Asia, although it is significantly lower than Europe. Spa clients are particularly attracted to the local culture treatments and ambiance these spas tend to do better than the European branded ones.

WHAT IS THE FUTURE LOOKING LIKE FOR SPA AND WELLNESS IN YOUR COUNTRY?

The future of spas in Morocco is looking quite rosy for the next 10 years at least. Clients are asking for more and more treatments based on ancestral techniques; they also love the wide variety of herbs and oils that are used in our spa treatments.

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