



Kingdom of Morocco

Ministry of Tourism, Handicraft
and Social and Solidarity Economy

Tourism Department



21st meeting of the Committee on Statistics

Modernizing the Moroccan Tourism Statistics System

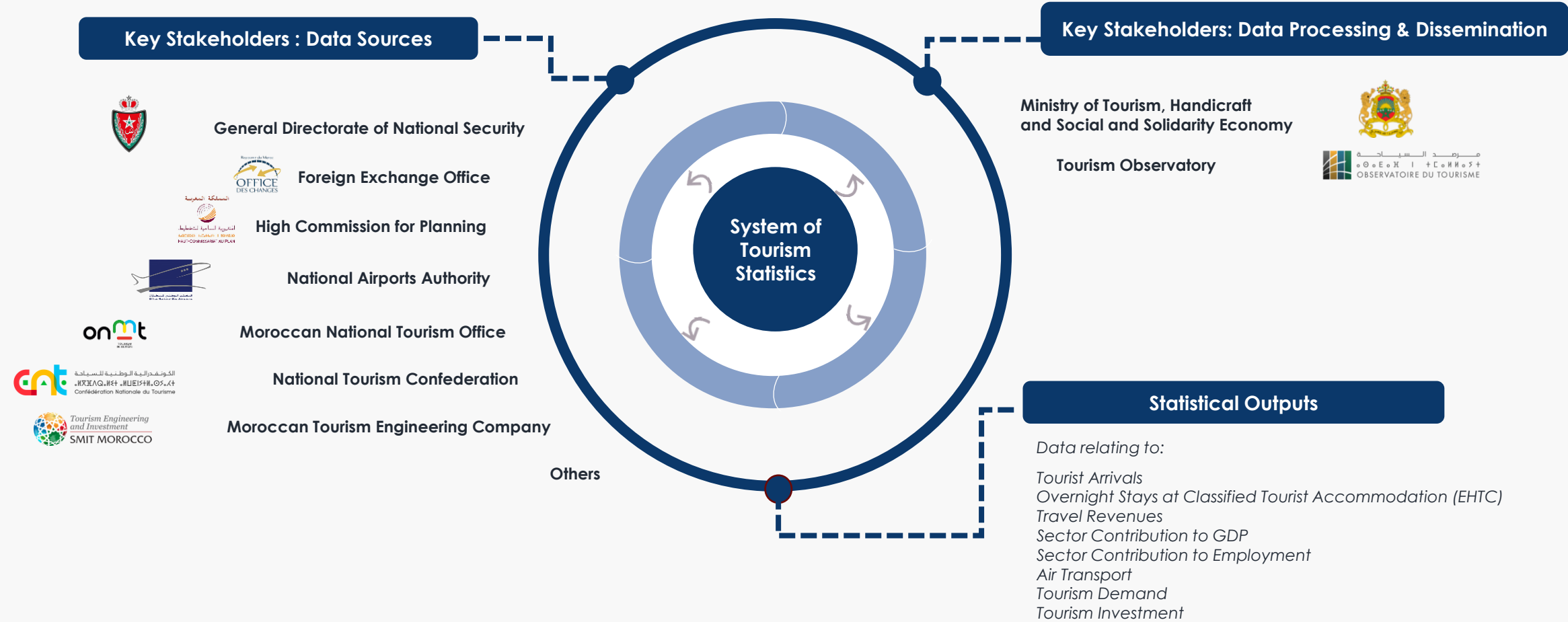
Summary

I – Overview of the current system of tourism statistics in Morocco

II – Project for the modernization of the Moroccan Tourism Statistics System

Overview of the current system of tourism statistics

The system for monitoring and observing tourism activity in Morocco is based on an integrated framework designed to ensure the collection, processing, and analysis of data related to tourist flows.



Project for the modernization of the Tourism Statistics System

The project comprises three main components:



**I- New Model for estimating
Tourism Attendance Indicators**



**II- New System for Data Collection,
Processing, and Analysis**



**III- New Platform for Statistics
Dissemination**

Project for the modernization of the Tourism Statistics System

The project comprises three main components:



**I- New Model for estimating
Tourism Attendance Indicators**

Establishing a new system to generate reliable and representative statistics across all tourism accommodations



**II- New System for Data Collection,
Processing, and Analysis**



**III- New Platform for Statistics
Dissemination**

Project for the modernization of the Tourism Statistics System

I- New Model for estimating Tourism Attendance Indicators

Existing Model: Key Findings



Irregular reporting

Establishment reports are sometimes irregular, regarding both frequency and data completeness



Underestimated data

Tourism attendance data tends to be underestimated



Limited coverage

Data is collected from a subset of accommodation units, covering only 47% of the national bed capacity

Project for the modernization of the Tourism Statistics System

I- New Model for estimating Tourism Attendance Indicators

New Model: Implementation Process



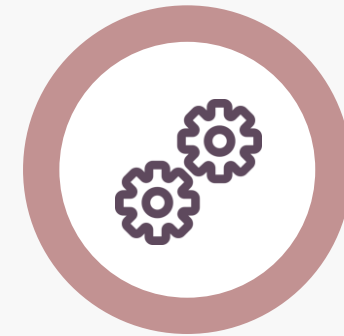
International Benchmark

Analysis of best statistical practices, including UN Tourism guidelines
(Methodological Notes to the Tourism Statistics Database)



Targeted Benchmark

Review of statistical systems in **leading tourist destinations**



New Model

- Increase the **reliability and accuracy** of statistical data
- Improve their **representativeness** to reflect national attendance more accurately
- Reinforce the **credibility** and transparency of the results.

Project for the modernization of the Tourism Statistics System

I- New Model for estimating Tourism Attendance Indicators

New Model: Key Components



Creating a Representative Sample of Establishments

Using reporting establishments that meet strict criteria, including minimum statistically acceptable occupancy rates, varying by destination, season, and accommodation type



Calculation of Indicators on the Sample

Estimating key indicators—occupancy rate, attendance index, and average length of stay—from the sample data



Extrapolating to Under-Reporting and Non-Reporting Establishments

Generalize sample results to all under-reporting and non-reporting establishments, considering destination, month, and accommodation category

Project for the modernization of the Tourism Statistics System

I- New Model for estimating Tourism Attendance Indicators

New Model: Main Contributions

Enhancing data representativeness to accurately reflect tourism attendance



Enhancing estimate reliability and accuracy to minimize bias and errors



Harmonize Statistics with International Standards in line with **UN Tourism Recommendations**



Enhancing credibility and transparency with robust statistics to strengthen stakeholder trust



Anticipate and Project Trends



Project for the modernization of the Tourism Statistics System

The project comprises three main components:



**I- New Model for estimating
Tourism Attendance Indicators**



**II- New System for Data Collection,
Processing, and Analysis**

Developing a modern, high-performance platform that integrates a wider range of internal and external data



**III- New Platform for Statistics
Dissemination**

Project for the modernization of the Tourism Statistics System

II- New System for Data Collection, Processing, and Analysis

Current System: Functional Components

Decentralized Data Entry Module

Accessible to data entry staff at regional and provincial offices

Multi-Level Validation Process

- Regional and provincial validation by delegates
- Final validation by the Ministry's statistics team

Manual Integration of Complementary Data

Manual integration of additional data (e.g., tourism revenues, border arrivals) through a dedicated interface

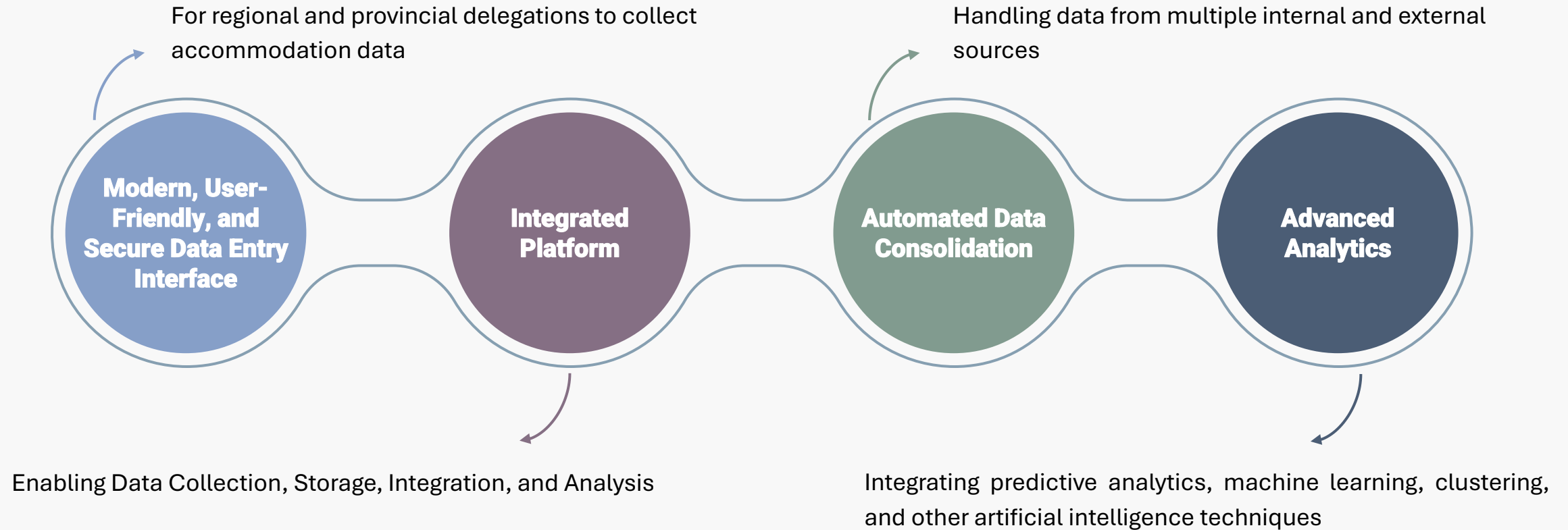
Power BI Report Display

Tracking reports and analyzing statistics at regional and provincial levels

Project for the modernization of the Tourism Statistics System

II- New System for Data Collection, Processing, and Analysis

New System: Main Objectives



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Modernizing the Tourism Observatory website with an interactive interface for improved data access and optimized user experience

Project for the modernization of the Tourism Statistics System

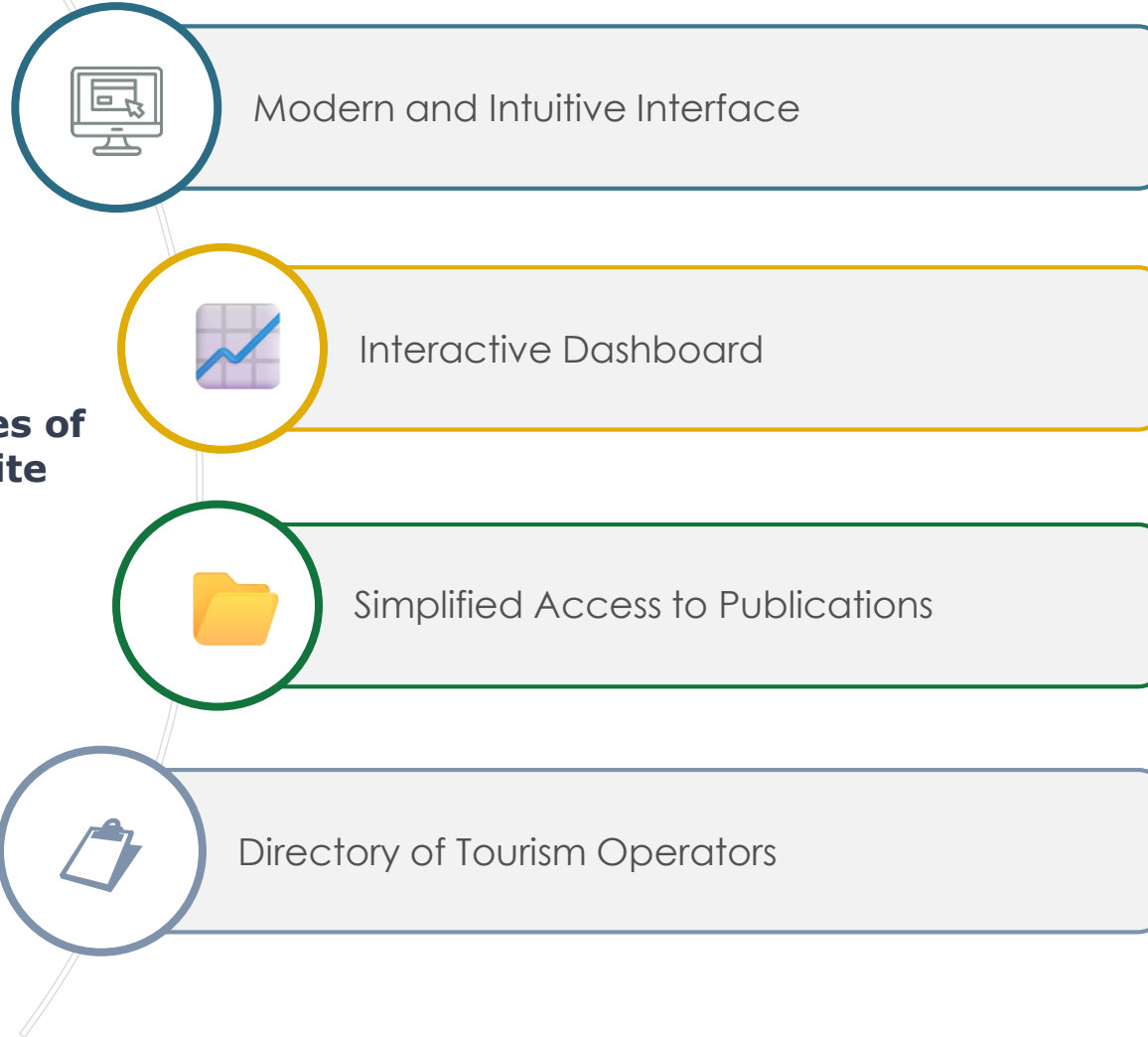
III- New Platform for Statistics Dissemination



Project for the modernization of the Tourism Statistics System

III- New Platform for Statistics Dissemination

Key Features of the Website





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Thank you

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