

MOROCCAN TOURISM ON THE RISE

A MUST-VISIT DESTINATION FOR 2024

Sustainable and experiential tourism are on the rise as travellers seek meaningful connections and self-discovery. This shift represents a desire to understand and appreciate alternative ways of life, connecting with destinations on an emotional level while delving into cultural and natural landscapes. Despite facing adversity, Morocco has emerged as a resilient destination. Recognised for its commitment to sustainability, Morocco has recently been spotlighted by CNN as a world leader in environmentally conscious travel and one of the must-visit destinations in 2024. Morocco's diverse attractions make it a year-round destination for travellers seeking adventure, culture, and relaxation. Its strategic location presents it as the gateway to Europe from Africa. Nestled within this landscape lies Essaouira, the Travel Destination of the Year. With its pristine beaches, vibrant culture, and historic charm, Essaouira offers travellers an authentic Moroccan experience like no other. Now open: Pur Life Maroc Travel, setting new standards in personalised journeys and quality holidays.

Morocco Tourism Awards: Tourist Destination of the Year

The first ever Morocco Tourism Awards, hosted by Tourisma Post, named Essaouira the Tourist Destination of the Year. Upon receiving the award during the Morocco Tourism Awards ceremony, André Azoulay, Advisor to King Mohammed VI, seized the opportunity to celebrate his city's role in tourism and its broader impact on Moroccan culture. 'It is tourism that allows our country today, everywhere in the world, to hold high the torch of art,' he remarked. The Morocco Tourism Awards are organised by the media outlet, Tourisma Post. The awards recognise the dynamism, creativity, and dedication of individuals and institutions that have significantly enhanced Morocco's global and domestic tourism reputation. The awards honour all facets of the industry, including hoteliers, tour operators, restaurateurs, guides, and popular destinations. Votes were primarily cast by journalists and media executives from national outlets, a deliberate choice by the organisers to ensure impartiality and a critical perspective on the sector.

The Gnaoua Festival Returns

The Gnaoua Festival, a celebration of music, arts, and cultural diversity, is set to captivate audiences once again with its vibrant performances and lively atmosphere. From 20 to 23 June 2024, visitors will have the opportunity to experience the rhythmic beats and mesmerising melodies of Gnaoua music, a unique blend of African, Arab, and Berber traditions. As Essaouira gears up for the festival's return, anticipation mounts among travellers from around the globe. This event showcases Essaouira's rich cultural heritage and its commitment to promoting artistic expression and cross-cultural dialogue.

The Numbers Speak for Themselves

Morocco welcomed 13.2 million tourists in 2023, showcasing an impressive recovery from the challenges faced in the aftermath of the devastating earthquake in September and the ongoing impacts of the COVID-19 crisis. Morocco's industrious and resilient tourism professionals achieved record-breaking results surpassing even the peak tourism levels of 2019. The robust performance of Morocco's tourism sector in 2023 is not only a testament to its resilience but also highlights its pivotal role in the country's economy.

With approximately 2.5 million direct and indirect employment opportunities generated by the tourism industry, its positive impact extends far beyond visitor numbers. Notably, Morocco's tourism revenues surged to MAD 97.4 billion (\$9.8 billion) by the end of November, reflecting a remarkable 15.8% increase compared to the previous year.

The Best Way to Travel: Pur Life Maroc

The Tourist Destination of the Year presents newly opened Pur Life Maroc: an enticing opportunity for travellers to immerse themselves in the rich tapestry of Moroccan culture and landscapes.

Pur Life Maroc Travel Club offers discerning travellers a personalised experience curated by seasoned experts. Their 24/7 private concierge service ensures that every aspect of the journey is tailored to guests' preferences, whether they seek adrenaline-pumping adventures or serene cultural encounters. Travellers can indulge in authentic Moroccan hospitality as they explore the country's hidden treasures. Pur Life Maroc's handpicked accommodations, ranging from traditional riads to luxurious villas, offer a blend of comfort and sophistication, ensuring a memorable stay. With over two decades of experience in delivering exceptional travel experiences, Pur Life Maroc Travel Club has earned the trust of travellers worldwide. Their commitment to safety, reliability, and professionalism guarantees peace of mind throughout the journey.

Pur Life Maroc Retail champions Moroccan luxury and craftsmanship. From exquisite handmade textiles and traditional Moroccan ceramics to indulgent skincare products infused with locally sourced ingredients, Pur Life Maroc Retail embodies the spirit of Moroccan elegance and heritage. Each item is carefully chosen to reflect the beauty and authenticity of Moroccan culture, providing visitors with a tangible memento of their Moroccan experience. Whether seeking a unique gift or a piece of Moroccan-inspired décor for the home, Pur Life Maroc Retail offers discerning shoppers the opportunity to bring a touch of Moroccan charm into their lives.

Pur Life Maroc Art is a vibrant celebration of Morocco's rich artistic heritage and contemporary creative expression. Showcasing a diverse array of artworks, each piece reflects the unique cultural influences and artistic visions that define Morocco, offering collectors and art enthusiasts alike the opportunity to discover and acquire works that resonate with their individual tastes and preferences. With a commitment to promoting local artists and fostering artistic dialogue, Pur Life Maroc Art serves as a dynamic hub for creativity and cultural exchange, inviting visitors to explore the boundless creativity of the Moroccan art scene.

||| <https://www.pur-life-maroc.com/en/>



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