AAD RESULTS

WHY INVEST IN MOROCCO ?

Strategic Location & Political Stability

- Morocco is a bridge between Europe, Africa, and the Middle East, only 14 km from Spain.
- The country is led by King Mohammed VI, whose policies have positioned Morocco as one of the most stable economies in Africa.
- With strong international agreements (EU, US, China, Gulf countries), Morocco offers a safe and reliable framework for foreign investors.

Growing Market & High Returns

- Real estate in Morocco is 2–4x cheaper than in Dubai, Miami, or Lisbon, while offering similar tourist demand.
- Average ROI: 6–10% annually (vs. 3–4% in most European capitals).
- Rental yields in high-demand cities often surpass 12–15% in peak season.
- Prices are still accessible: modern apartments in Marrakech start around €80,000–€120,000, luxury villas from €300,000.

Cities with Strong Potential

- Marrakech – “The African Las Vegas”: resorts, nightlife, year-round tourists, Short-term rentals (Airbnb) in Marrakech: €1,000/week in summer → €20–30k annually
- Casablanca – economic hub, HQs, expats, finance.
- Tangier – Europe’s gateway, Africa’s biggest port.
- Agadir – lifestyle city for retirees & surfers.

World Cup 2030: A Catalyst for Growth

- Morocco will co-host the FIFA World Cup 2030.
- Billions are being invested in stadiums, hotels, roads, and airports.
- Expected influx of 3+ million additional tourists, boosting short-term rental demand.
- Analysts predict a 20–30% increase in property values leading up to 2030.

The Investor’s Advantage

- Buy at entry-level prices today, benefit from:
- Rising property values.
- Strong rental yields.
- A market still underdeveloped compared to Dubai, Miami or Barcelona.