

Media Release: Switzerland-Morocco - a promising tourism partnership



## Switzerland-Morocco: a promising tourism partnership

Lucerne, 23rd February 2021 – **The pandemic has the world firmly in its grasp. The tourism industry is under pressure too and needs to reinvent itself. It's a challenge, but at the same time an opportunity to give tourism new impetus for the future. That's why the World Tourism Forum Lucerne (WTFL) is initiating a discussion about new approaches and actively promoting them. Morocco has been invited as the guest country. The nation is currently breaking new ground in tourism with diverse projects and with Switzerland's support.**

Morocco is an ambitious tourism destination, which is actively involved in the development of tourism. The World Tourism Organisation (UNWTO) will hold this year's General Assembly in Marrakech in October. Before then, in spring, Morocco will be a major focus for tourism industry stakeholders and investors at the Tourism Innovation Festival. High-calibre delegates will participate in the hybrid event, amongst them Morocco's Tourism Minister Nadia Fettah Alaoui. In keeping with the event's motto, «Moving Forward», she will offer the international audience a glimpse into Morocco's vision of a sustainable tourism destination. A satellite event is to be held in Morocco at the same time, with Swiss involvement and broadcast online via livestream.

### Morocco breaks new ground in tourism

Switzerland and Morocco maintain a close collaboration. Synergies are exploited, particularly in the field of tourism. Both countries are working hand in hand and championing sustainable tourism development. To this end, a development programme was launched with the foundation Swisscontact. Its aim is to improve conditions, particularly for young people and women in tourism-related sectors.

Furthermore, Morocco wants to advance tourism in its rural areas. Achieving this objective requires a lot of experience, but also young talents with innovative concepts. In this respect, WTFL offers exactly the right contacts and instruments. With its international platform for the exchange and evaluation of new ideas it has created the ideal framework for connecting young talents with the know-how of industry experts and investors.

### Moving forward together

Morocco's presence as the Guest Country at the Innovation Festival marks the beginning of a promising partnership. In order to intensify the discussion and advance innovations, further joint projects are already in the pipeline. WTFL will add the Moroccan Mohammed IV Polytechnic University to its international university network. Morocco will play an active role in the existing WTFL Think Tank and is planning to host an international Start-Up Innovation Camp in its own country.

At the «Innovation Festival» at the end of April leading personalities from the tourism industry and politics, as well as investors and start-ups will come together to discuss the brightest new approaches. World Tourism Forum Lucerne (WTFL) has been connecting tourism industry experts for over 10 years and offers participants a unique platform for exchanging ideas. World Tourism Forum Lucerne is closely observing the pandemic situation and reserves the right to make changes to the date and programme.

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