

FOR IMMEDIATE RELEASE

ECTAA and the Moroccan National Tourist Office (ONMT) sign a two-year strategic partnership

Brussels, 1 July 2025 – ECTAA (European Travel Agents' and Tour Operators' Associations) is pleased to announce the conclusion of a two-year strategic partnership with the Moroccan National Tourist Office (ONMT). This collaboration further strengthens the close ties between European travel professionals and Morocco – a preferred destination for many key markets such as France, the Benelux countries and Italy.

As part of this agreement, ECTAA and ONMT will join forces to promote Morocco as a destination of excellence, not only by highlighting its most iconic locations but also by showcasing lesser-known regions with rich cultural heritage and strong tourism potential. A particular focus will be placed on Morocco's sustainability initiatives, which are part of an ambitious national strategy to promote responsible tourism.

Located just a few hours from Europe, Morocco offers the charm of an exotic escape without the burden of long-haul travel. This proximity is complemented by excellent air connectivity with most major European cities, ensuring flexibility for both leisure and business travellers.

"Morocco is a natural gateway to the African continent for European travel companies. It is a reliable and inspiring partner with whom we are delighted to build a long-term collaboration," said Eric Drésin, Secretary General of ECTAA.

Representing nearly 80,000 travel companies across Europe, ECTAA brings together both package travel specialists and experts in dynamic packaging – a segment that requires in-depth and up-to-date destination knowledge. In this regard, Morocco represents a major opportunity for growth and diversification for European travel professionals. Through this partnership, ECTAA will also offer travel companies the opportunity to access essential information about Morocco for their business, while enabling ONMT to engage with a broader network of European tour operators.

Over the next two years, a series of communication initiatives, B2B meetings and destination presentations will be organised to support the discovery and promotion of Morocco. This structured cooperation between ECTAA and ONMT is set to become a milestone in ECTAA's engagement with global destinations.

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About ECTAA

ECTAA represents the interests of 80,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers.

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