

# WHY MOROCCO ?

**M**orocco has fast become one of the top destinations to invest in property. As a lifestyle choice, buying a property in Morocco may be the best move you'll ever make. All those classic reasons for purchasing abroad still exist in Morocco – 300 days of sunshine each year, fabulous unspoiled beaches and a relaxed dreamy lifestyle - all for a fraction of the cost of the usual destinations.

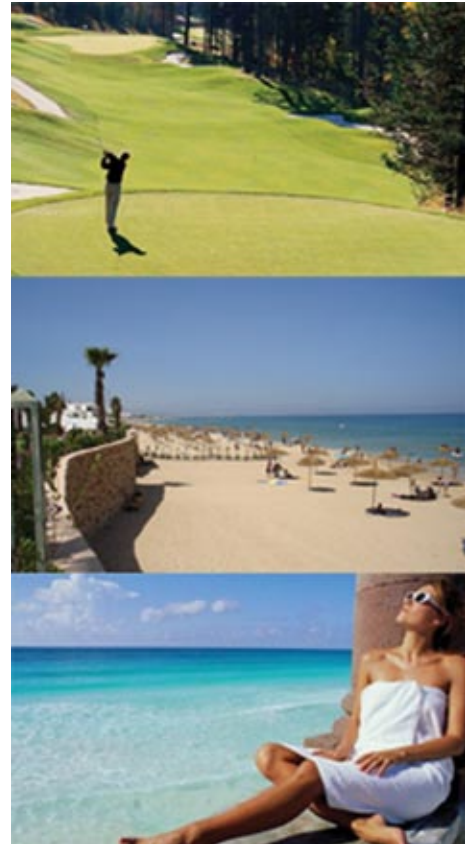
Here are the main reasons why intelligent purchasers are choosing Morocco:

- **Property Market Booming**
- **Capital Growth of 15-30% per annum**
- **Less than 3 hours from the UK & Ireland**
- **Strong Rental Market**
- **Beautiful Beaches**
- **English, French & Spanish widely spoken in northern coastal regions**
- **Warm Mediterranean Climate**
- **Cultural Jewel**
- **Growing Economy**

Contrary to popular belief, this region of Morocco often looks more like Scotland than North Africa. Beautiful golden sandy beaches, many deserted and all totally unspoiled stretch for hundreds of miles around the country's coastline.

The Moroccan people are renowned for their friendly, welcoming attitude which is strongly prevalent in all areas. Even on a first visit to Morocco, one cannot help but be struck by the sensation of homecoming and the warmth of this fabulous people.

Since coming to power in 1999, King Mohammed VI has been a force for change in the country. Popular amongst the Moroccan people, he has galvanised the whole country to join in with his vision to an extent which would be unimaginable in Europe.



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There is a general buzz in the atmosphere of Morocco which is strangely contagious, everyone seems to be pulling together to make the King's vision a reality.



In short, the King has proposed the following (Known as Vision 2010 & Plan Azur):

- **10 million tourists to be attracted annually by 2010**

[This is already becoming reality – tourist figures have jumped from 4.2m to 7m]

- **\$10 Billion to be invested in infrastructure**

[Again, this is already underway with miles of new motorways, railways (including high speed trains) and airport improvements already completed]

- **6 New luxury coastal resorts**

[Construction is already in progress]

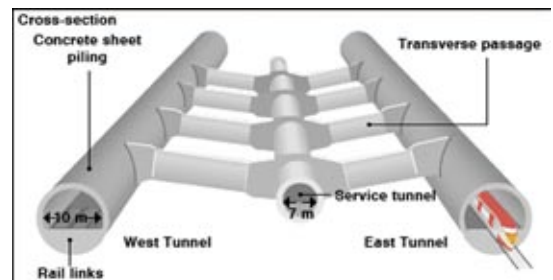
- **“Open Skies” policy encouraging flights from all over Europe**

[Easyjet now flies daily to Marrakech with further routes to be announced shortly, including an expected service to Tangier. Meanwhile Ryanair has signed a 5 year deal to open up 20 new routes]

- **Facilitating foreign property investment to further boost the economy**

[Morocco's tax advantages and superb lifestyle have already created a property boom, gathering pace as the months go by. Conservative reports of 15% increases in property values have emerged. The actual figure may be over 30%]

The governments of Spain and Morocco have recently confirmed their intention to build a tunnel between the two continents, further adding to the value of Morocco's strategic location. This, in turn, is likely to have a positive effect on property prices in years to come.



In short, Morocco ticks all the boxes.

