



To fight against the end of summer,
the Moroccan National Tourist Office
started the “Movement for More Summer”

Did you witness a movement that spread across European capital cities? Did you relate to this unprecedented protest against the approaching rainy autumn? Are you now dying to know the origins of the Movement for More Summer? It was born in the streets, relayed by the Internet and raced across social networks with dazzling speed, generating reactions and sharing of experience by over 20 000 Internet users, notably on Facebook and Twitter.

The Moroccan National Tourist Office originated this movement in an attempt to make Europeans, who are getting depressed at the idea of being stuck at work during endless working days, smile again. The MNTTO has decided to launch a widespread, humorous and unexpected campaign through the whole of Europe to protest against the end of summer and defeat “back to work” gloominess. The Movement was thus launched in September using various phases in the approach, combining digital and event initiatives.

Today, the campaign enters a new dimension on YouTube with an interactive video which draws a parallel between the daily routine life of a European couple and more exciting days spent by the same couple holidaying in Morocco. Click on www.youtube.com/visitmorocco and follow this split-screen account hour by hour, over 24 hours. It is a unique TV reality experience! The video is a source of inspiration for all the professionals who dream of being away on a holiday. And to allow them to turn their desires into real projects, advertising banners next to the video propose holiday offerings in Morocco. There is but one click from dream to reality!

In October, the Movement will take to the streets again to reveal the “Moroccan solution”: the campaign will roll through the streets of the European capital cities with messages opposing city life and sunny holidays as never before.

Confronted with this skilfully orchestrated side-by-side portrayal, it will be understandably difficult to resist the temptation to go where the sun shines, to fight the desire to leave for Morocco. With 300 sunny days a year, the Kingdom is the ideal destination to forget all about a dull everyday life. Exploring souks, discovering cultural assets, golfing, surfing, hiking in breath-taking environments, relaxing in hammams... Holidaying in Morocco is an unforgettable experience.

Through this global communication campaign, the Moroccan National Tourist Office uses humour to show gloomy city dwellers that a remedy against greyness and routine exists: going (or going back!) to Morocco.

About the MNTO

The Moroccan National Tourist Office (MNTO) is a public establishment. It is the marketing expert for Morocco as a tourist destination and develops the strategy to promote the country as such. Its role is to identify inbound markets with great potential and analyse their specificities to better understand the profile, attitudes and purchase habits of potential tourists.

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 Rejoignez le Movement for more summer* 

