



A SOCIAL CAMP'Z GUIDE

How to fill your surf camp in Taghazout during low season without paying 18% OTA commissions

150+ camps compete for fewer travellers in low season. How to swap platform commissions for direct bookings, and which market to target first.



TAGHAZOUT · TAMRAGHT · AOURIR · AGADIR — 2026



How to fill your surf camp in Taghazout during low season wi...

To hold occupancy across the Taghazout–Tamraght corridor during the low season, operators have to pivot away from high-commission booking platforms and towards a direct model. Building a genuinely local social media community and targeting travellers from the United Kingdom – Agadir’s leading international market, with over 182,000 arrivals in the first half of 2026 – lets a camp bypass platform fees and secure predictable revenue.



the questions we answer

- Why is low season occupancy the biggest challenge for Taghazout surf camps?
- Can a work-exchange volunteer solve your surf camp's vacancy problem?
- What are the best digital marketing strategies for Moroccan surf camps in low season?
- How does Instagram drive direct bookings without OTA commissions?

Low season occupancy is critical in the Taghazout–Tamraght area because a saturated hospitality market competes for far fewer travellers.



THE GUIDE

How to fill your surf camp in Taghazout during low season without paying 18% OTA commissions

To hold occupancy across the Taghazout–Tamraght corridor during the low season, operators have to pivot away from high-commission booking platforms and towards a direct model. Building a genuinely local social media community and targeting travellers from the United Kingdom – Agadir’s leading international market, with over 182,000 arrivals in the first half of 2026 – lets a camp bypass platform fees and secure predictable revenue.

Why is low season occupancy the biggest challenge for Taghazout surf camps?

Low season occupancy is critical in the Taghazout–Tamraght area because a saturated hospitality market competes for far fewer travellers. Slashing prices on booking platforms during those months erodes margins to nothing, which makes direct social media marketing and local search the only sustainable answers.



too much supply for too few guests

The coastal corridor running from Agadir through Taghazout and Tamraght is one of the most vibrant surf destinations in the world. It is also one of the most crowded. A precise count puts the market at between 100 and 150 active establishments:

- 41 hostels in Taghazout listed on Hostelworld.
- 67 hostels in Tamraght listed on Hostelworld.
- More than 50 dedicated surf camps on specialised platforms.

When the high season winds down, that capacity turns into a price war.

why the platforms have you

Faced with empty beds, most camps reach for the same two levers: cut the nightly rate, and push harder on Booking.com or Hostelworld. Both feel like action. Together they are a trap.

Those platforms take 15% to 18% on every reservation. Discount your room by 30% to attract volume, add an 18% commission on top, and you are working at a loss. The camp looks busy and the bank account is empty. The only way out is to capture the guest directly.

Can a work-exchange volunteer solve your surf camp's vacancy problem?

Recruiting a work-exchange volunteer gives a camp cheap daily posts, but it does not produce measurable commercial growth. Unlike a traveller passing through, a professional builds a permanent search asset and runs conversion funnels designed to generate high-value direct bookings.

the illusion of free social media

Walk into almost any mid-range surf camp in Taghazout and you will find a young traveller running the Instagram account. Work-exchange platforms are full of listings from local camps looking for a "social media manager" or a "content creator". In return the volunteer gets a dorm bed, a board and a wetsuit, and one or two meals a day.



That model makes the market rate for social media management look like zero. So the question every owner asks is reasonable: why pay a professional when a volunteer does it for free?

what a volunteer cannot do

A traveller passing through will take beautiful photographs of Anchor Point at sunset. They will not generate reservations. Three reasons, and they all bite hardest exactly when you need the bookings:

- **No conversion path.** A pretty sunset does not fill a room. Turning a like into a private message, and a private message into a confirmed booking, is a craft.
- **Technical blind spots.** Audits of mid-range properties in the region routinely turn up booking links pointing at an abandoned staging server. Every click on that button is a lost reservation, and nobody notices for months.
- **No search continuity.** Local search takes six to twelve months to mature. Someone staying six weeks cannot build a structured local presence, manage bilingual metadata or optimise a Google Business Profile.

Paying nothing for a volunteer is paid for elsewhere – in empty beds, and in commission handed to the platforms.



What are the best digital marketing strategies for Moroccan surf camps in low season?

The most effective low-season strategy for a Moroccan surf camp is to target the high-value UK market with experience-led packages. Professional English content and genuine local trust signals attract the remote workers and dedicated surfers who are actively escaping the European winter.



target the uk market – your open water

The United Kingdom is by a wide margin Agadir's leading international market: over 182,000 arrivals and more than a million overnight stays in the first half of 2026 alone. While French and Moroccan travellers slow down in autumn and winter, British travellers are actively looking for somewhere sunny, close and affordable.

Writing your primary content in real English — the lingua franca of surf — puts you directly in front of that flow. Most local competitors stay French-only, or worse, bolt an automatic translation widget onto a French site. That leaves the space wide open.

sell more than beds

You cannot fill a low season by listing “double rooms” and “dorm beds”. You need complete packages aimed at specific audiences:

- **Surf & co-working.** For European remote workers who want reliable fibre and a session before the working day.
- **Yoga & surf progression.** For solo female travellers looking for a safe, structured, community-led week.
- **The team retreat.** For small European companies wanting to run a working week in the sun.

How does Instagram drive direct bookings without OTA commissions?

Instagram drives direct bookings by working as a visual mini-website and a conversational sales channel. Structured Story Highlights — rates, reviews, rooms, how to book — plus a fast, human reply in the inbox let a camp close a reservation without paying a third party.

treat your profile as your main sales page

For a surf traveller, Instagram is usually the first contact with a property. Most owners treat it as a random gallery. To convert, it has to read as a structured brochure, and that is done with Story Highlights:



- **Rates.** Your low-season packages, stated plainly.
- **Reviews.** Real feedback from guests who stayed.
- **Our camp.** Video walkthroughs of the rooms and the rooftop.
- **How to book.** Step by step, so nobody has to ask.

A visitor then has everything they need to decide in under a minute.

closing in the inbox

In Morocco, and in surf tourism generally, bookings are not completed through a cold automated cart. They are completed through conversation. Every call to action should push towards a direct message or a WhatsApp link – and speed of reply closes more rooms than any discount.

The structure of that conversation is simple and it works:

"Hey! Thanks for reaching out. Are you planning a beginner surf trip, or are you looking to join our intermediate guiding group?"

"For November we have our Surf & Co-working package – accommodation, daily guiding and the rooftop workspace."

"Would you like me to check availability for your dates?"

That personal exchange builds trust immediately. It is the one thing a booking platform can never replicate.



LET'S TALK

Social Camp'z

Content · Strategy · Growth – Taghazout, Agadir, Morocco.

We work with hostels, surf camps and restaurants along the Taghazout–Agadir corridor: content, visual identity, community management and digital strategy, built by someone who knows the region from the inside.

Instagram – @socialcampz · zoulikha@socialcampz.com