

destination *M*agazine



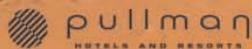
4 - 8 March 2015
THE WORLD'S
LEADING TRAVEL
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in Morocco

MOROCCO TRAVEL FOR REAL

MAGAZINE DU TOURISME, DE L'INVESTISSEMENT ET DES AFFAIRES - MARS-AVRIL 2015 - PRIX : 20 DH



Pullman MAZAGAN
ROYAL GOLF & SPA



Agadir

The leading seaside resort in Morocco deserves its title. A 10km long beach of fine sand and more than 300 days of sunshine a year.



Essaouira

Essaouira is a hidden Morocco. The ramparts, the port, the dance of the cawing seagulls, the immense beach, the perfume of the sea air....



Ouarzazate

No matter which road you take from Ouarzazate, you will come upon marvels of Southern Morocco.



Marrakesh

Marrakesh is more than just a city. It is a pearl polished by history and its tradition of hospitality which, for centuries, has known how to welcome visitors.

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Majid Yadiny

édito MOROCCO

Vision 2020 Tourism Initiative

The country's goal to make Morocco one of the world's top twenty tourism destinations. The strategy aims to double the size of the tourism sector and treble the number of national and international tourists, creating up to 147 000 new jobs – all by the year 2020. Concentrating on decentralization and an innovative approach to niche tourism, Vision 2020 would include the development of eight new tourism locations with the emphasis on sustainable tourism.

A recent report by the Oxford Business Group – an international business intelligence consultancy producing annual investment and economic reports on more than thirty countries – noted that Morocco is making progress toward its goal of welcoming 20 million tourists per annum by 2020, with a number of projects planned to promote private investment opportunities and increase the number of foreign visitors.

The project has been boosted by private sector participation and is largely financed by the Moroccan Tourism Development Fund (FMDT), with input from the banking sector. It was noted that in order for Vision 2020 to be successful, Morocco would need to look outside its borders for new partners. The proposed collaboration between Spain and Morocco, a public-private project called Nexotour, aims to develop tourism opportunities between eastern Andalusia and Morocco with particular attention being focused on the Spanish cities of Mallaga, Almera and Granada as well as the Moroccan regions of Nador, Oujda-Angad and Taza-Al Hoceima-Taounate. Nexotour will reportedly be partnering with a number of private companies supporting the development of tourism related services, including hotels, tour operators and restaurants. The partnership between Spain and Morocco is likely to encourage visitors from Europe to experience this fascinating North African country. While some have cited political upheaval in Morocco's neighboring countries as an obstacle in reaching Vision 2020 goals, the country does not appear to have lost favor with tourists looking for the exotic beauty, natural biodiversity, ancient history and rich culture Morocco has to offer. Not to mention down-to-earth good value for money whether visitors are traveling on a shoestring budget, or can afford the luxuries on offer. Morocco is travel for real!! ■

THE FRAMEWORK FOR THE STRATEGIC ACTIVITY



CONDOLENCES TO ALL THE OUKRIM'S FAMILY



Si Ouakrim Belhacen Owner & Ceo of the Beach Club of Agadir died on 26 February following a long illness. Si Ouakrim Belhacen is one of the pionniers of the Moroccan Hospitality Industry, this is huge lost for the moroccan tourism sector. The management and the hole team of destination magazine joins operators of the moroccan tourism in this painful time.

« Inna lillahi, wa inna ilayhi rajioune »

Destination

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Agence de communication et d'édition
11, Avenue Allal Ben Abdellah
5^{ème} étage, Appt. 15 - Casablanca
GSM : 06 33 27 40 33 / 06 19 90 10 10
Tél. & Fax : 05 22 27 43 91
E-mail : lautretourisme@yahoo.fr
destination.magazine@yahoo.com

Directeur de la Publication
Majid YADINY
majidyadiny@gmail.com

Conseillers à la Rédaction
Janis Apted YADINY
japted1248@gmail.com

Thierry Moniquet
thierry.moniquet@gmail.com

Free-lance Maquette & Infographie
Youssef BACHAT
youssefbachat@gmail.com

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Agadir

Sun, sand & nature



The leading seaside resort in Morocco deserves its title. A 10km-long beach of fine sand and more than 300 days of sunshine a year.

Sunbathing and swimming

With its miraculous climate, providing a minimum of 300 days of sunshine a year, and its 10km-long beach, Agadir has all you need for a great seaside holidays. Agadir is a member of a private club which is part of the world's most beautiful bays. It contains a marina which can receive several hundred pleasure boats.

Seaside

The developed coastal road allows you to stroll along more of the sea front, a popular place for a walk at any time of day. It offers a complete panorama of the whole bay. Don't miss visiting the port which is constantly buzzing.

The old kasbah

Destroyed by the earthquake of 1960, the

kasbah no longer has its crenellated ramparts. Nevertheless, this elevated site has a complete view of the bay, the port and the new town. It is enchanting at sundown, when the light is flecked with gold.

The new medina

Slightly to the south of the city center, this is a place to be discovered with great delight: the new medina was reconstructed from the 1990s onwards by Italian architect Coco Polizzi. Careful urban development, craftsmen and restaurants. It is an original and bold success, where the Moroccan soul still survives. The jewelry souk and the Moorish café are more than worth the detour. ■

Regional Tourism Delegation

Avenue Mohamed V, immeuble Ignouan
Tel.: 00 212 5 28 84 63 77/84 63 79

Regional Tourism Council

Avenue Hassan II
Tel.: 00 212 5 28 84 26 29/38/58
Fax : 00 212 5 28 84 25 95

EXHILARATING HOLIDAYS

Golf and sea

Take advantage of the many golf courses around Agadir. Nine, 27 or even 36 holes – the choice is vast and is constantly expanding. A round lined with green foliage wakes the body and arouses the senses. Also try out the many water sports that are on offer. Windsurfing, kitesurfing, sailing, jet-skiing – the whole range of water sports is available to you, with top-notch supervision and equipment.

Surfing for everyone

Morocco's Atlantic coast has waves and a climate which seduce surfers from all over the world. Try out stress-free surfing at Taghazout, a few kilometers to the north of Agadir. The range of waves there allows you to surf whatever your level.

Berber culture

The Timitar music festival and the concert for tolerance are events of national and international stature. Thanks to its extremely clement climate, Agadir is establishing itself as an ideal destination for organizing open-air events, most of which are broadcast on television by international channels.

Discovering nature

To the south of Agadir, the Souss Massa national park contains several species of migratory birds. At Imouzzer-Ida-Outanane, in the foothills of the Upper Atlas, sample the delights of honey scented with thyme, cactus or lavender. Other exciting excursions : the almond tree and argan-tree routes, where the famous argan oil, used in cosmetics and cooking, is harvested.

Imouzzer Ida Outanane

The valley of paradise



The Ida Ouatane region extends over the foothills of the High Atlas, in the Agadir hinterland. Gorges, fertile valleys – a landscape to take your breath away.

High plateaus

Around 60km north east of Agadir, the Berber villages of Ida-Outane appear perched on the lower slopes of the western Atlas. At 1250m, sitting atop of a green palm grove, Imouzzer Ida Outanane can be seen from afar with its white houses. The place is known for its honey scented with thyme, cactus and lavender.

Natural basins

In the bottom of the green valleys, when the sun is still high in the sky, make use of the coolness provided by the natural basins that the wadi has carved over the millennia. A refreshing dip after kilometers of walking. Far off, you can see the argan trees whose fruit is used for making argan oil, which is highly valued in cosmetics. It is quite rightly said to have great powers of hydration.

Winter waterfalls

There is a palm grove 4km away from the village of Imouzzer Ida Outanane and surprising waterfalls which can be seen in winter. Try the various honeys alongside the roadside. Connoisseurs will find that the thyme-scented one is the most subtle. Try amlou, a delicious, almost legendary specialty, made from honey, crushed almonds and argan oil which is used like a spread.

Visiting Imouzzer Ida Outanane allows you to discover the wonderful countryside of the High Atlas foothills. Deep gorges, natural basins and delicious food to be enjoyed without restraint... ■

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Tel.: 00 212 5 28 84 26 29/38/58
Fax : 00 212 5 28 84 25 95

THE HONEY ROAD

This short apiculture circuit through the mountains starts in Imouzzer, in the valley of Paradise. It is a protected area, nestled in an oasis surrounded by mountains, to the north of Agadir.

The honey tradition

Each year, at the start of May, the Honey festival takes place in Imouzzer-Ida-Outanane. It is an opportunity to celebrate one of the star products of the land that is the pride of the local inhabitants. This village, with its white houses, overlooks a ravishing palm grove encircled by almond, olive and argan trees. Imouzzer is nestled in the valley of Paradise, surrounded by mountains. It is an oasis with terrace farming and rolling plains filled with fruit trees. In the vicinity of Imouzzer, discover the refreshing natural pools of the Asif Tamraght gorge or the Oued Tinkert waterfalls (which only flows in winter).

Izourki Oufella and its incomparable honey

Heading north, you arrive in Argana, then a few kilometres further, in Izourki Oufella. The honey from this village is reputed in the region. Its thyme and lavender perfume is unique. When mixed with almonds and argan oil, it produces amlou, a sweet that is traditionally given to young married couples. The honey is collected in immense rammed-earth hives, the unbaked earth that is used, amongst other things, to build kasbahs. The hive, which is collective, comprises hundreds of boxes, the ownership of which is distributed amongst the villagers. In Izourki Oufella, its dimensions are impressive and it rises over 5 storeys.

Ouarzazate

The route to the treasures



No matter which road you take from Ouarzazate, you will come upon marvels of Southern Morocco. Enjoy the adventure and meet the unspoiled people and their culture.

The route of the 1000 Kasbahs to the East

The Dadès Valley runs from Ouarzazate to Boumaine. It is dry and lined with kasbahs and unique fortified villages. From time to time, you must leave the road and discover traditional Berber adobe houses. Take a cool break at the Skoura palm grove. After leaving Tinghir you arrive at the magnificent Todra Gorge. It narrows as its faces tower higher and higher (up to 300m) above your head. A trail, passing through the Dadès Gorge, leads to Boumalne. Depending on the lighting the rocks seem to be red, pink or mauve. The Sahro djebel (mountain) is situated south of Boumalne where one can observe some of the 150 varieties of birds already spotted in the Valley of the Birds.

From roses to canyons

By continuing your trip along the Dadès, you pass through the rose country, El Kelaât M'Gouna, where rose water, so vital for complexions, is made. In May, the rose has

the place of honour in a three-day festival held throughout the area. Further on, the Dadès Gorge opens up and then the Todra Gorge whose cliffs can be 300m high.

The route of the Oases to the South

The Drâa Valley extending for almost 200km towards the South irrigates a narrow oasis where dates and henna grow. The Tissergate ksar (fort), one of the ksour (forts) which line the valley, houses a museum of arts and traditions in which many everyday articles and Berber craftwork are exhibited.

At the gates of the desert

M'Hamid is the starting point for trips into the Sahara. Two high dunes in Tinfou give a foretaste of the desert. For the real thing continue west from Tinfou to the Chigaga dunes which extend for 150km. One of which can reach a height of 150m. ■

Regional Tourism Delegation

Avenue Mohammed V - Ouarzazate
Tel.: 00 212 5 24 88 78 75
E-mail : cpt-ouarzazate@menara.ma

Provincial Tourism Council

2, bd. El Mansour Eddahbi - Ouarzazate
Tel.: 00 212 5 24 88 23 66 / 69

EXPERIENCE THE INTIMATE SOUTH

Few people know about Southern Morocco's little secrets. Yet the region is teeming with amazing things to do, see or experience.

Bivouac in the dunes

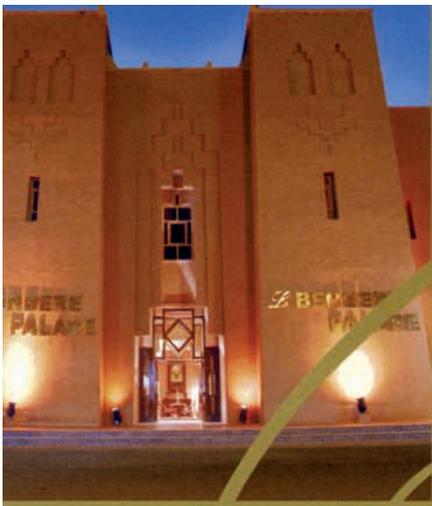
This is the dream place for answering the call of the desert. Many bivouacs are organized in the Chigaga dunes from M'Hamid onwards. Those in good physical shape can participate with nomads in a real transhumance. During this trek, the Aït Atta Berber tribes drive their flocks of sheep and goats between the High Atlas and the Saghro djebel (or vice-versa).

Architectural treasures

The impressive Ait Benhaddou ksar (fortress, plural ksour), a Unesco World Heritage of Humanity Site, lets you enjoy a magnificent panorama of the palm grove and the Atlas. You may visit cave-dwellings now used mainly as cereal granaries at Imadri in the Dadès Valley. The underground village of Tamgrout is, too, dug out of the rock in the Drâa Valley. It is renowned for the manuscripts housed in its Koranic museum: the oldest dating from the 11th century!

Simple pleasures

The Skoura palm grove, where many other fruit trees grow: pomegranate, almond, apricot, date, fig and olive, is situated 42km from Ouarzazate. It also houses several kasbahs, more and more impressive as you penetrate deeper and deeper into the palm grove. Not far away, near Toundout, there are must-see salt mines: you will see three colours of salt, red for drying meat, black for feeding livestock and white for cooking.



Le Berbere Palace

Le Berbere Palace OUARZAZATE

Une Oasis Aux portes du Désert:
Loisirs, Dépaysement et Détente

De style berbère, ce palace est une rencontre unique avec la beauté, l'art, les plaisirs de la table et le bien-être total. Traversé d'allées fleuries et odorantes, parsemées de jasmin et de roses, *Le Berbere Palace* est une invitation aux loisirs, au dépaysement et à la détente de par la qualité de son accueil et de son service. Un séjour différent, une nouvelle découverte, une autre façon de vivre au *Berberere Palace*.



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Taroudant

Little Marrakech



The ancient Souss capital resembles its bigger sister because of its beautiful ramparts and its lively and superbly stocked souks.

Steeped in history

Just like Marrakech, Taroudant has imposing adobe ramparts, adorned with square towers. A 7km horse-drawn carriage tour around it reveals its five gates, Bab El-Kasba being the main one and the most majestic. The excellent condition of the crenellated fortifications demands respect. Large fruit orchards surround the city. Its medina and its souks are very lively. The profusion of decorative items, jewelry and other antiques is astonishing.

The surrounding area

Surrounded by mountains – the Upper Atlas to the north and east and the Anti-Atlas range to the south – Taroudant is at the center of a fertile valley. Perched on a rocky outcrop 30km to the south east, the village of Tiout looks over a palm grove which is reminiscent of the one in Marrakech. The ruins of an ancient kasbah transformed into a restaurant for tourists looks down onto the site. From the top of this outcrop, there is an exceptional view over the Upper Atlas

and the Souss valley. Out of interest, Fernandel filmed *Ali Baba and the Forty Thieves* in this palm grove in 1954.

Local specialities

As well as being specialized in Berber craftsmanship and silver objects, the city of Taroudant is famous for its tannery. This is easy to understand when you visit the tanners' souk. Around 40 craftsmen work the hides of sheep, goats and other more exotic animals in front of you. On the agricultural side, the area around Amagour, a pretty village located 32km south of Taroudant, is covered in argan trees. Argan oil, used in cosmetics and cooking, is therefore ubiquitous in the region. As is the precious and sought-after saffron, harvested from flowers whose meadows spread around Taliouine and which will enchant you. ■

Regional Tourism Delegation

Avenue Mohamed V, immeuble Ignouan
Tel.: 00 212 5 28 84 63 77/84 63 79

Regional Tourism Council

Avenue Hassan II
Tel.: 00 212 5 28 84 26 29/38/58
Fax : 00 212 5 28 84 25 95

BERBER IDENTITY

Taroudant is marked by a very strong Berber cultural identity which can be found in its craftsmanship and its natural resources such as argan oil and saffron.

Craftsmanship

In the souks, as well as a wide range of ceramics, spices and beautiful fruits and vegetables, you will find magnificent Berber silver jewelry. This is the city's speciality. Silver also decorates pretty daggers and is found along with mother-of-pearl on the butts of ceremonial rifles. Taroudant is also known for its "marble", a soft, chalky stone from the neighboring mountains from which many different objects can be sculpted using a bradawl. Quality rugs are easy to buy. They come from Ouzguita, from the mountains where the wool is particularly soft and silky. Their designs in geometric shapes are remarkable.

Argan

Argan cooperatives have flourished everywhere to some extent. Visiting them is always fascinating, especially since the argan tree grows only in the south west of Morocco. In the dry season, you can admire the picturesque scene of goats climbing the trees to devour their fruits. An oil of a high nutritional and cosmetic quality is obtained from these nuts. The lush green Souss valley is also home to vast plantations of early fruit and vegetables as well as citrus fruit.

A land of colors

Having admired the colors of the spices, clothes and flowers on the Berber market, you will be struck by the indigo blue of the women's clothes, reminiscent of those of the desert men who long frequented Taroudant in the time of the caravans. And orange is the dominant color during the saffron festival, a high point in Berber culture, which takes place in November in Taliouine. This rarest of spices is also used to make make-up on festival days.

Marrakesh

Captivating Marrakesh



Marrakesh is more than just a city. It is a pearl polished by history and its tradition of hospitality which, for centuries, has known how to welcome visitors.

Where the past meets the present

The Majorelle Gardens house a collection of plants from the four corners of the earth flourishing among elegant ornamental lakes and an Art Deco villa. Yves Saint Laurent's ashes were scattered here. You leave this enchanted spot in one of the many horse drawn carriages available in the city and take the inevitable trip to the palm grove. From there, you continue to the Ménara, one of Marrakesh's symbolic places. This elegant building, which you can recognize by its green tiles, is surrounded by an immense ornamental lake. Marrakshi families come here to enjoy this cool spot during heat waves.

Relaxed Marrakesh

When you arrive back in the "red" city, you

can enjoy an ice cream, a pastry or a cool drink in one of the establishments in Guéliz, the modern part of Marrakesh. Luxury shops, banks, tearooms and cafés; the "red" city knows how to reconcile its prestigious past with contemporary dynamism. Marrakesh is a city full of life and enthusiasm as its omnipresent dynamism shows. The traveller will be charmed by his finds, encounters, strolls and picturesque souvenirs. His only regret is his melancholy as his departure approaches. However, he can then dream of coming back to enjoy the mild moonlit nights on a terrace again.... ■

Regional Tourism Delegation

Avenue Mohammed V,
place Abdelmoumen Ben Ali
Tel.: 00 212 5 24 43 61 31
Fax : 00 212 5 24 43 60 57

Regional Tourism Council

Place Youssef Ibn Tachfine, Marrakech - Medina
Tel.: 00 212 5 24 38 52 61
Fax : 00 212 5 24 38 52 61

WONDERS FOR ALL THE FAMILY

Marrakesh is an ideal destination for a family holiday. There is everything necessary for tightening your relationships and returning home with marvellous shared memories.

Take a break

Your family needs a break ? Exploration and encounters ? You have found the dream destination. Marrakesh, with magical moments in its aqua parks to share, is waiting for you. Enjoy our recreational installations between two cultural visits. Get carried away by your family's laughter in a world dedicated to your enjoyment. ...

Shared pleasures

Gardens and parks abound in the "red" city. ... Explore the Agdal Gardens as well as those of the Ménara or Arsat Moulay Abdeslam. You will understand how our country knows how to reconcile tradition with the constraints of modern life. When your children want to get away from the city centre, think about bringing them to the Majorelle Garden. Yves Saint-Laurent acquired this refined green setting where his ashes now lie.

Activities for all

Acrobatics, rope bridges and monkey bridges, go-karting, riding an ATV in complete safety, riding around the ramparts in horse drawn carriages are examples of unusual pursuits for the curious young and old. Otherwise head for Place Jemaa El-Fna at dusk where your family can experience the medieval magic of this timeless spot.



Pullman MAZAGAN

The unique



We have chosen to define ourselves based on our guests: cultivated, discerning and cosmopolitan travellers. When on holiday, we are open to diversity.

At the Pullman Mazagan Royal Golf & Spa we commit to optimising their time with us and we strive to ensure their stay is as pleasurable as possible.

Resort by Pullman

At the heart of the bay of El jadida formerly called Mazagan, lies an unmissable meeting point, the Pullman Mazagan Royal Golf & Spa. Just 5 minutes from the city centre and 50 minutes from Casablanca Mohammed V Airport, it welcomes you into its stylish, warm surroundings.



Vibrant experience

Our sensitivity to design, up-to-the-minute cuisine, flexible meeting rooms and approach to technology set us apart from the rest. They enhance our commitment to pleasure in serving our customers. At the Pullman Mazagan Royal Golf & Spa, you are able to create your ideal room thanks to flexible meeting spaces, have a gourmet lunch break followed by a round on the green and end the day with a session in the Spa.

The best of our hotel

It offers direct access to its private beach with many outdoor activities such as horse-riding, beach soccer, beach volley... Cabell B. Robinson succeeded in making The Fit & Spa lounge overlooks the coast the most of the wild and beautiful Atlantic and offers moments of well-being tailored coast by designing an exceptional course to your needs.

Stylish and comfortable rooms

- 57 Superior rooms;
- 53 Deluxe rooms;
- 1 Royal Suite;
- 4 Duplex Suites;
- 6 Junior Suites.

With :

- Pullman bedding with memory foam pillows;
- Spacious rain shower;
- La Bottega treatment range;
- Large terrace or balcony.

Also in the Deluxe rooms and Suites :

- Swimming pool or ocean view;
- Nespresso coffee machine;
- Bathub in the suites.





ROYAL GOLF & SPA

family resort



For all guests, the exceptional people who stay in our hotels :
Whether accomplished professionals or families on

Flexible and creative cuisine

- **Le Mazagan** : International buffet-style cuisine or a la carte with a menu revisiting timeless classics.
- **Le Birdie** : a club house located on the golf course offers a menu featuring light, balanced snacks as well as fresh catches from the sea.
- **Al Jawhara** : With its traditional decor, Al Jawhara recommends dishes showcasing the best flavours of Morocco.
- **Purple Bar** : Take time out to chat and relax over topos and signature cocktails.
- **Room service** : 7/24.

High-level equipment and services for meetings

- 9 meeting rooms with a 150 person capacity;
- Innovative breaks;
- Wi-fi included in the seminar offer;
- Support of an Event Manager throughout the event;
- Standard equipment available : video projector, air-conditioning, flipchart and notepads;

Unwind in the fit & spa lounge

A wellness area covering 1000 m² with traditional steam bath, sauna, jacuzzi, solarium, indoor heated pool, cardio and weight training equipment, sports coach, relaxation room, hair salon, massage and beauty treatment sessions.

Connectivity by pullman

- Free Wi-fi throughout the entire hotel;
- Connectivity Lounge by Pullman in partnership with Microsoft;
- Computers equipped with Windows 8 and printing facilities.

Getting to the hotel

BY PLANE : Casablanca Mohammed V Airport is located 50 minutes away by shuttle bus.

BY TRAIN : Several national lines arrive daily at the El Jadida or at railway station

BY MOTORWAY : If you are coming to Casablanca by motorway towards ElJadida, take the first exit on the right after the toll, reach the roundabout, and then turn left and drive along the ocean for 2,5km. The hotel is located on the right, inside the PULLMAN MAZAGAN ROYAL GOLF & SPA residential complex. ■



Casablanca Km7 - BP : 116 - 24000 El Jadida - Morocco
E-mail : H2960@accor.com - Web : www.pullmanhotels.com

Mogador

Blending nature and culture



Is it really possible to have the best of everything? A high end location for all the family, a resort with every kind of comfort that is environmentally aware? Yes, this perfect place is the Mogador eco-resort.

An eco-friendly resort

This is the ideal place for rest and enjoyment. The Mogador resort, nestled in 1 500 acres of forest along sand dunes, is like a lush green sea of vegetation plunging down into the ocean. To reach the four premium hotels or residential hamlets, go through the forest on the dry stone paths lit by an original, energy-efficient system. Nature is your friend throughout your holiday: the Jardins Filtrants® (filtering gardens) recycle the water used to irrigate the gardens and golf courses.

Ecological, user-friendly golf course

The ecological Mogador Golf Course is in a perfect natural setting, surrounded by dunes, forest and the Atlantic Ocean. With its two 18 hole courses designed by Gary Player, it is fast becoming the leader of its kind. But golf is not the only sport on offer at Mogador, you can also enjoy tennis, squash, kite surfing, windsurfing, horse-riding and of course hiking around the Souss plain. Argan trees grow in this region, providing precious argan oil... that you can sample in the spa. Relax with your mind at rest : a special club is on hand to look after your children.

A full dose of culture

Libraries, cafés, music studios and a dance school : Mogador is where nature harmonises with culture. In the town itself, why not visit the Sidi Mohammed Ben Abdallah Museum, which focuses on Moroccan art or the contemporary art galleries. The traditional culture of the Gnaoua people, descendants from slaves in Sub-Saharan Africa, will add to the mysticism and magic of your visit to Mogador.

Essaouira, the sister

A short trip over the dunes of Mogador will take you to Essaouira, where you will learn about its history and heritage. From the top of the ramparts, take in the proud Atlantic and the fishing port with boats returning home, heavy with their catch. From the Bab El Marse port, you will enter the medina, a Unesco World Heritage site, and meet the most celebrated marquetry inlayers and cabinetmakers in the kingdom. Just a few minutes from this hub of activity you are back to the tranquillity of your Garden of Eden: the Mogador resort. ■

Regional Tourism Delegation

10, rue de Caire, BP 261 - Essaouira
Tel.: 00 212 5 24 78 35 32
Fax : 00 212 5 24 78 35 30

Provincial Tourism Council

Boulevard Mohammed V, Hôtel des Îles
Tel.: 00 212 5 24 78 36 36
Fax : 00 212 5 24 78 55 90

GOOD VIBRATIONS

Crashing waves

Surf, kitesurf and windsurf enthusiasts come from around the world to take advantage of the swell and surf of this region. Essaouira and Sidi-Kaouki are ideal beaches for beginners. Fishing fans will never come home empty handed with such abundant waters. During the hunting season, hunters will be able to find ample game in the region : boars, ducks, partridges, hares and pigeons.

Bivouacs and excursions

Essaouira is the ideal base to discover this splendid region. Take a day trip or a longer excursion. On foot, on quad, on horseback - its up to you, everything is possible. You can also visit the argan forests on camel for an excursion lasting several days. At the lurching speed of the ship of the deserts, immerse yourself in the villages, take an initiation in pottery, bread baking or traditional cuisine.

Golf and ocean

Morocco is renowned for its golf courses. A 9 hole course will soon open in Essaouira, the first part of a 36 hole project, entirely designed by the renowned world specialist, Gary Player. With this new course, the old Mogador will have an additional argument for convincing active holiday fans.

On the musical side of things

Essaouira, a town with a fast growing cultural repertoire and located at the crossroads of different influences, has not forgotten music. Since 2000, the "Printemps Musical des Alizés" celebrates all types of music. For over ten years, at the start of the summer, the town hosts a remarkable festival dedicated to Gnaoua music, which is also open to world music and jazz.

Casablanca

Architecture through the centuries



Ancient Anfa has become Casablanca which is probably the most high tech city in the country. Business, trade, festivals and the relaxed Moroccan life-style.... Everything happens in Casablanca!

The origins

In the middle of the 18th century, the Sultan Sidi Mohammed ben Abdallah decided to rebuild ancient Anfa (the hill), a small Berber 7th century town, from its ruins. You will find a thousand small crafts in the maze of alleys and workshops in the ancient medina which is still partially enclosed by ramparts.

The thirties

Casablanca became the showcase of Art Deco architecture in the thirties. The outlying districts are connected to and organized around the Place de France and the Place Administrative, now respectively United Nations Place and Mohammed V Place. The Habous area, situated 3km away from the city centre, is a new medina intended, in the 1920s, for the rural population attracted by the development of the city. The architectural tradition of the city endures to this day with the inauguration of the Hassan II mosque on the 30th of August 1993, one of the largest (200m high) and most beautiful mosques in the world.

Casablanca today

The hectic Maarif district personifies modern Casablanca. This, previously modest area situated to the west of the Arab League Park in the shadow of the Twin Center twin towers, has progressively become one of the most prominent districts in the city. Anfa, the Casablanca's upmarket area, is worth visiting. Boulevard Mohammed V, situated towards the city centre, has kept its arcades under which shops and restaurants abound for almost 2km. In the evening, the Ain-Diab coast road is a must-see. The rocky coast between the El Hank lighthouse and Sidi Bou Abderrahmane mausoleum, a small village only accessible at low tide is Casablanca's seaside resort. You can enjoy a drink while admiring a sunset. Later in the evening the discotheques keep things lively in this city with its reputation of never sleeping. ■

Regional Tourism Delegation

55, rue Omar Slaoui - Casablanca
Tel.: 00 212 5 22 27 11 77 / 27 95 33
Fax : 00 212 5 22 20 59 29

Regional Tourism Council

60 bis, avenue Hassan II - Casablanca
Tel.: 00 212 5 22 20 62 66 / 65
Fax : 00 212 5 22 20 54 05
E-mail : crt.casablanca@menara.ma

THE MOROCCAN DOLCE VITA

Since the thirties, Casablanca has always had a very lively nightlife. This festive spirit has now spread to the nearby seaside resorts.

At Casablanca

The Ain-Diab coast, the seaside annex of the city, is the traditional spot for inhabitants of Casablanca going out for the evening, especially at weekends. Trendy restaurants and popular pubs abound along the seafront. Some of these establishments, with or without seawater swimming pools, are there since the thirties, like an unusual restaurant built on piles. The atmosphere is so cosmopolitan that it is as easy to find a sushi restaurant as one specialised in Moroccan dishes. The discotheques open later on in the evening. Everyone will find one to his taste, from the latest techno to North African music. Boulevard Mohammed V, in the city centre, is full of restaurants, some of which have kept their 1920's decoration. Another curiosity: you can have a drink in a perfectly recreated copy of the famous café in the film Casablanca.

The trendy resorts

Mohammedia, situated 28km north of Casablanca, is very popular with businessmen. The resort has developed a vast infrastructure of hotels and discotheques. Bouznika Bay, 20km further north, is a renowned seaside resort with magnificent beaches and an intense nightlife.



Swing & Relax !

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From Rabat to Casablanca, or from Essaouira to Agadir via Marrakech, the addresses of Sofitel of Morocco offer ideal destinations to make your prestige courses perfect. Reconcile the passion of the Golf and the desire of being in the city center or in the amazing nature.



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To every destination, its decor of dream, its specific approach of well-being and its protocols of treatments based on a combination of the French refinements cosmetics with the advanced expertise of beauty rituals of Morocco and the world.

Sofitel and the golf

Known with certain lifestyle, Sofitel the luxury hotel trade brand of Accor is in 40 countries shares the values of the golf : the accuracy of passion, a spirit of friendliness and the search for perfection. The brand also supports pro-am and tournament amateurs in different countries : Morocco, France, Luxembourg, Argentina, and New Zealand.

Thus, Sofitel is the official supplier of the Evian Championship, the feminine professional tournament and most important in the world broadcasted in 180 countries.

In Morocco, Sofitel invites the amateurs of swing in privileged places, singular meetings between unique places and exceptional greens. The golf is an original way to discover fabulous destinations and to profit differently the experience of Sofitel.

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Challenging greens... majestic fairways... extraordinary views – all yours to enjoy in some of the world's most desirable destinations. Bring your game to a new level with Sofitel! Tee off your trip in style with our So Golfer package. After a day on the destination's best 9 or 18-hole golf course and practice facilities, celebrate with a cocktail at the "19th hole". Linger over breakfast before golf, with late checkout. Treat friends, colleagues – and yourself! ■

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Sofitel Luxury Hotels now has the finest collection of luxury hotels in Morocco with seven exceptional addresses in the most beautiful destinations in the kingdom and three other addresses are in progress. If each hotel has its own personality, the traveler run into this subtle meeting between Moroccan refinement and French elegance finding full expression in interior design, the art of well-being and gastronomy which is part of Sofitel experience inspired by the French heritage the best of Moroccan culture without forgetting the attentive eservice and personalized welcome.

Morocco, a mosaic of colors

Marrakech, Essaouira, Rabat, Agadir, Casablanca and Tamuda Bay... Many destinations trips to the discovery of elegant Morocco which is different but always vibrant of authenticity. An experience, cousu-main, unforgettable to live with family or friends. These unique places that are rich of their culture and their savoir-faire have become essential in Morocco. ...

The International French Elegance

Sofitel is the only French luxury hotel brand located in five continents in almost 40 countries with 120 addresses (more than 30 000 rooms). Sofitel offers contemporary hotels and resorts adapted to the needs of different luxury hotel guests seeking for beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York or Beijing, or nestled in a landscape of Morocco, Egypt, Fiji Islands or Thailand, each Sofitel offers a real opportunity to experience the art of living the French lifestyle.

For more Information & Reservation : **Sofitel Casablanca Tour Blanche** : H6811@sofitel.com / +212 522 45 62 00 - **Sofitel Rabat Jardin des roses** : H6813@sofitel.com / +212 537 675 656 - **Sofitel Marrakech Palais Imperial** : H3569@sofitel.com / +212 524 425 600 - See other hotels contact page 13



Well-being in Sofitel

SO SPA
by SOFITEL

Thalassa
SEA & SPA
AGADIR

SO Spa and Thalassa sea & spa are the well-being references in Morocco.

SO Spa is the unique concept that harmoniously combines the French treatment expertise with the best of each destination whereas Thalassa sea & spa, has been perfecting the art of bringing the natural benefits of the sea to the body.

The sea performs miracles : it relaxes, drains, reshapes and recharges the body with minerals and energy... experience its true powers of regeneration.



In Essaouira, Casablanca, Marrakech, or even in Rabat every address stands out from a holistic approach of well-being. Opened spaces advocating the friendliness and promoting the meetings and exchanges; treatments inspired by French gastronomy menus with 30min starters; dishes and desserts of 60min including body massages, face treatments, massages with warm stones and other delights; tables of MyBed massages for an optimum relaxation; exclusive therapies, invigorating or rejuvenating.

In Agadir, Thalassa sea & spa reinvents and rejuvenates the Thalassotherapy by offering a new range of flexible Thalasso adapted to suit all. On a weekend pamper yourself with "à la carte" treatments through a complete experience of well-being and fitness over 6 days, there is something for everyone.

Sofitel Casablanca Tour Blanche

The So Spa Casablanca Tour Blanche – 600m² of scripted spaces of magical light and shadow games – implements proprietary protocols based on Gemology treatments derivatives gems, Rituel Bleu inspired by the Moroccan ancestral savoir-faire and Rituel Blanc from female donkey milk and a Season Beauty concept using neither botox nor hyaluronic acid. Acupuncture, tai chi and yoga sessions are given by Céline Claret Coquet, therapist graduated in Traditional Chinese Energetics from Beijing Academy.

Sofitel Rabat Jardins des Roses

Find the magical atmosphere of the capital of the kingdom and indulge in romance into an urban oasis, the Sofitel Rabat Jardin des Roses is a haven of peace, serenity and sensuality that will make you live very nice moments full of emotions and tenderness.

Sofitel Marrakech Palais Imperial et Lounge & Spa

In Marrakech, Sofitel and the actress Marisa

Berenson, So Spa Sofitel Ambassador and creative of Sublime treatment, launched a new offer Mental & Beauty Detox proposed to harmonize the body and mind in a perfect balance. The Program includes stretching movements to reactivate energies, drainage sessions and detox with Iyashi Dome (Japanese sauna), cooking courses and well-being cocktails and the new signature treatment of an hour Solife, based on a tissue inspired listening osteopathy and fasciatherapy techniques, practiced with oils concentrated in detoxifying rosemary and ginger for the revitalization.

Sofitel Agadir Royal Bay

A real oasis of relaxation where you can experience a spiritual journey to the Berber lands, The Spa invites you to discover the oriental beauty secrets in an intimate setting where the oriental charm and the art of well-being combined.

Sofitel Agadir Thalassa Sea & Spa

The Institute of Agadir Thalassa sea & spa is real oasis that combines contemporary luxury and Moroccan refinement. Let yourself be seduced by the perfect harmony of thalassotherapy treatments and ancient rituals inspired by Moroccan beauty. Dive into the protective bubble of well-being and healing where experts personalized treatments combine the benefits of seawater to make you live the experience of well-being of better-being.

Sofitel Essaouira Mogador Golf & Spa

In front of a preserved nature in a Zen decor in black marble, wood and latticework, the So Spa Essaouira offers the unique sensory experience of 1300m² design space of comfort and Five worlds expertise.

Sofitel Tamuda Bay

Coming soon. ■



Sofitel Agadir Royal Bay : H5707@sofitel.com / +212 528 84 92 00 - Sofitel Agadir Thalassa Sea & Spa : H5242@sofitel.com / +212 528 38 80 00
Sofitel Essaouira Mogador Golf & spa : H7145@sofitel.com / +212 5 24 479 400 - www.sofitel.com

Rabat

Majestically beautiful



Ocean, medina, Oudayas Kasbah are the pulse of the Moroccan capital.

A fabulous medina

Made of adobe in the 12th century, the Andalusian ramparts protect the south side of the medina. The rectilinear layout of the old city is impressive as it is very different from the traditional mazes of streets. You can enter through the Bab El Had gate, scene of the Sunday market. This is where Souika street begins, the biggest and probably most animated in the medina. It leads to the Great Mosque and ends up at the Souk Es Sebati, the shoe market covered with reed mats and overflowing with hundreds of babouches, leather and handcraft goods and gold and silver jewelry. Then, along Rue des Consuls, which is partially covered by glass roofs, artisans work before your eyes on their deep-pile carpets, fabrics and copper objects. Heading back north, you approach the gate of the Oudayas.

Oudayas Kasbah

This fortress quarter conserved its old cannons positioned on a bulwark. Beautiful and massive, its door is carved from top to bottom, and one of the towers houses

three art galleries. The white and blue facades create a very Mediterranean ambiance. Its cobblestone streets lead to El Atiqia mosque, the city's oldest, and then to the platform of the ancient semaphore. From here, as from the terrace of café Maure just nearby, the view of Rabat, its neighbour Salé, and the meeting of Bouregreg river and the ocean is simply splendid. From up high, the Oudayas Palace, which today houses the national museum, has conserved its original ornamentations, imprints of sobriety and equilibrium. The Andalusian garden at its feet is a haven of peacefulness full of fruit trees, rosebays and cascades of bougainvilleas. ■

Moroccan National Tourist Office

Angle rue Oued El Makhazine
et rue Zalaqa - Agdal

Tel.: 00 212 5 37 67 40 13/39 18

Fax : 00 212 5 37 67 40 15

Regional Tourism Delegation

22, rue d'Alger, Hassane

Tel.: 00 212 5 37 66 06 63

Fax : 00 212 5 37 72 59 91

Regional Tourism Council

C.R.I, 23, avenue de la Victoire

Tel.: 00 212 5 37 77 90 77

Fax : 00 212 5 37 77 63 88

CAPITAL ELEGANCE

The soul of the medina

Protected by powerful ramparts, the medina reflects the soul of the old Almohad city. Souika street and its shops present magnificent rugs, the delicate work of copperware artisans, succulent pastries and appetizing brochettes. Rue des Consuls – which got its name because this is where representatives of foreign nations resided – is flanked by elegant residences where the craftsmen practice their art under the watchful eyes of passersby. Tarik El Marsa street, which runs along the Andalusian wall, also boasts a full panorama of the crafts practiced here for centuries.

The historical heart

A fortress erected at the edge of the Rabat medina, the Oudayas Kasbah keeps watch over the city. The magnificent gate pierces the elaborate walls of the citadel and opens on Jamaâ street. On the left stands the city's oldest mosque, El Atiqia, which was built in 1150. Its white-washed houses give the city that Mediterranean character. Your walk could end at café Maure, where the view of the bay and Salé is breathtaking.

An art gallery in the wall

The magnificent Bab Rouah, the "Gate of the Winds", is monumental. It stands out for the richness of its adornments. It has become a gallery for exhibitions. Under the elaborate arches of the four square rooms, the works of famous Moroccan artists have found their venue.

The Chellah necropolis

Be sure to visit this peaceful place. The last residence of the Merinide sovereigns, it is protected by imposing walls, where storks like to build their nests. This is also where the old Roman city of Salé uses to be. You will admire the ruins of a triumphal arch, the forum, thermal baths and several shops.



Mercure Quemado Resort Al Hoceima

Mercure is the only midscale hotel brand that combines the strength of an international network with a strong quality commitment, and the warm experience of hotels, all different, rooted in their local community and managed by enthusiastic hoteliers. Located in city centers, by the sea or in the mountains, the Mercure network welcomes business and leisure travelers across the world.

Our rooms are all different but they all share the same contemporary approach to comfort and aestheticism. Mercure rooms are authentic, in a contemporary way, and have locally inspired touches : decorative motifs, prints, pictures, furniture.... They are welcoming, spotlessly clean, with high-quality furnishings.

Seeking to live up clients' expectations, Mercure has created the Privilege Room, a room designed to provide even more comfort, service and quality. The friendly professionals teams are familiar with the local culture. They provide advice on how to best enjoy the rich offering of the area.

Mercure Quemado Resort is a luxurious 4-star hotel set in a prime location in the centre of Al Hoceima.

Make yourself at home in one of the 169 air-conditioned rooms featuring refrigerators and plasma televisions. Rooms have private balconies. Private bathrooms with bathtubs or showers feature complimentary toiletries and hair dryers. Conveniences include safes and desks, and housekeeping is provided daily.

Mercure Quemado Resort is a smoke-free property. Dining facilities at the hotel include a restaurant. The hotel boasts a 24-hour front desk service. Other hotel amenities include tennis court(s). Leisure amenities : Guests can also enjoy the following spa/wellness facilities : sauna, on site spa services, spa tub. Other services : porter/bellhop.

Mercure's expansion strategy is aimed at creating a dense network in every country where it operates. Thus, it is focusing its efforts on Europe and the new markets in Asia and is implementing an ambitious redeployment plan that will result in 1.000 hotels by 2015. Reaching this goal will confirm Mercure's prime position in the world hotel industry.



For more information, contact :
Widad HARMAL Responsable Commerciale

Mercure Quemado Resort Al Hoceima

57, Avenue Mly Hassan - C.P: 32000 - Al Hoceima - MOROCCO

T +212 539 84 22 00 | F +212 539 84 22 01

T +212 536 32 85 00 | F +212 536 32 85 01

E-mail : h9677-SL@accor.com | mercure.com | accorhotels.com

Fez

Handicraft capital



Fez, handicraft capital, can be proud of possessing a genuine artistic know-how for ceramic, woodworking and copperware crafts.

The medina

The old part of Fez with its numerous souks is a paradise for craftsmen whose timelessness will charm you. You must stroll through its alleys in order to truly appreciate the architectural marvels found there. Adobe and brick walls, pillars decorated with zelliges (mosaic tiling) and climbing patios are among the gems of the medina's refined architecture.

Fez blue

The famous cobalt blue is the signature of Fez pottery. Some of the most beautiful Moroccan ceramics come from this imperial city. You can admire superb collections in the Dar Batha Museum, situated near the Bou Inania medersa. After being baked for 24 hours and then slowly cooled, the pottery is covered with white tin-glaze. These ceramics are decorative rather than utilitarian. The craftsmen mix several ingredients in proportions kept secret to obtain this unique blue. Some green and yellow can be added to the predominant blue.

Wood

Cedar, rosewood, argan, pine, oak...

Morocco has many types of wood used in marquetry and cabinetmaking. You will be able to appreciate these skills by visiting the Museum of Wooden Arts and Crafts which is housed in the beautiful Nejjarine foundouk. The craftsmen in this neighbourhood make furniture inspired by the palaces. The twill of the moucharaby is, for example, found on tables and armchairs. Sculptured elements, particularly doors and windows, are appreciated.

Initiatory tour

Fez has adapted to modern life without losing its traditions. Its habitants have almost the same way of life as they had in the 13th century. Its cooking has such a fine reputation that several hotels and companies now organize courses of Fez cooking. During these participants visit markets, buy food and put what they have learnt in to practice. You can, also, enrol in pottery, calligraphy, Arabo-Andalusian music courses. ■

Regional Tourism Delegation

Avenue Mohamed V
Tel.: 00 212 5 35 62 34 60
Fax : 00 212 5 35 65 43 70

Regional Tourism Council

89, avenue Allal Ben Abdellah
Tel.: 00 212 5 35 94 24 92
Fax : 00 212 5 35 65 01 88

THE MEDERSAS

The imperial city is the capital of traditional Moroccan culture. Cradle of knowledge, for which its superb medersas are a flamboyant symbol.

Schools

A medersa is a school where the Koran is taught along with all the classic subject of learning: mathematics, grammar, history, astronomy, medicine.... In Morocco, and especially in Fez, medersas have the important role of integrating students from other regions. Generally they are built around a central courtyard with a fountain. Classes are held under the sumptuous arcades bordering it.

The oldest university

The Karaouiyyine mosque is one of the most imposing in Morocco. It houses a university which is thought to be the oldest in the world and which was founded in the middle of the 9th century at a time when theology, grammar and Koranic law were the basic subjects taught. The El-Attarine medersa, situated opposite it, is considered to be the most beautiful in the medina.

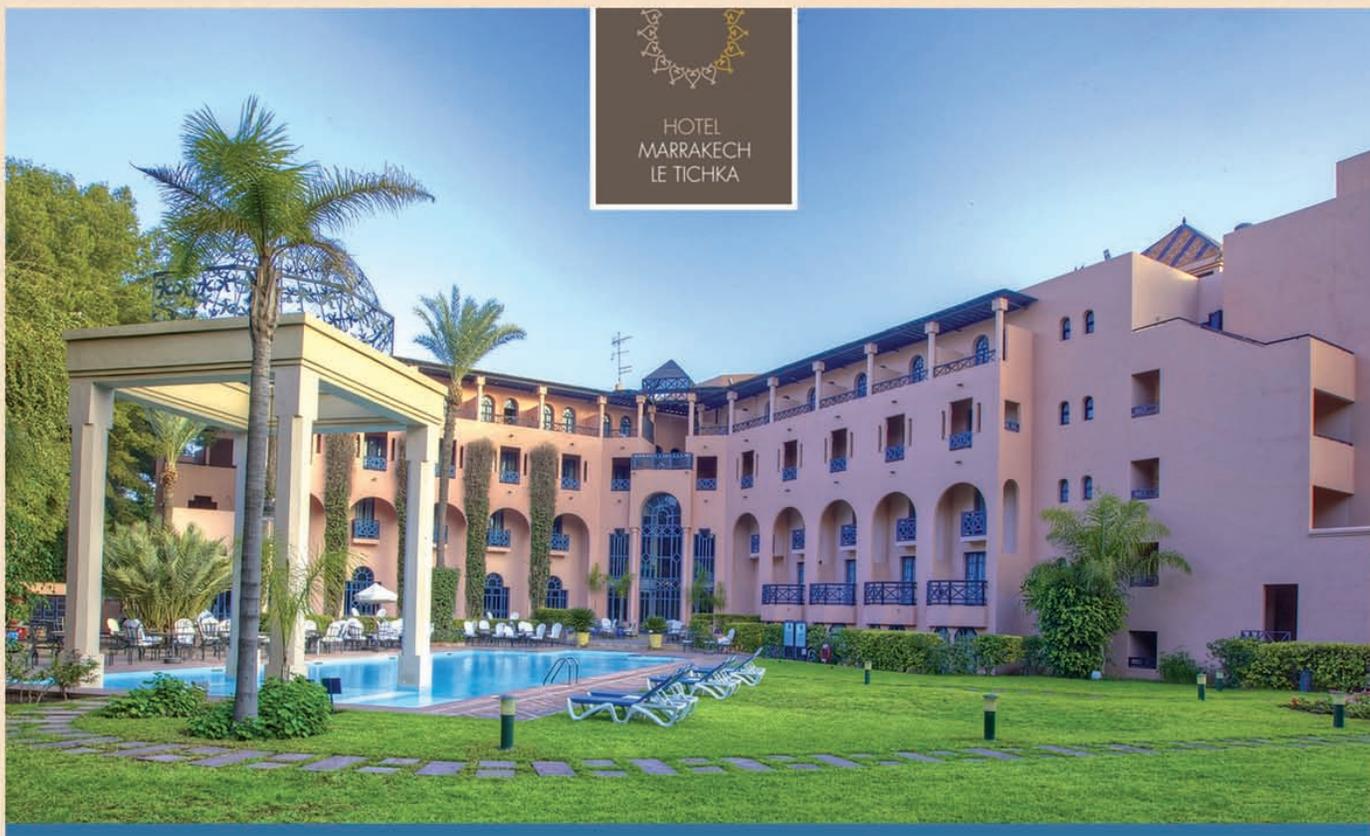
El-Attarine

The Merenids built this masterpiece between 1323 and 1325. Its central courtyard is magnificently decorated. Its walls are covered with sura engraved in wood or plaster. The fountain and marble columns are embellished with zellige (tiled mosaic).

Bou Inania

This medersa, built between 1350 and 1357, is the biggest in Fez. Pass through the magnificent entrance with its heavy copper work doors, and then be impressed by the abundance of earthenware, the refinement of the sculptured wood and plaster and the chiselled stalactites called mukarnas, the hallmark of Merenid architecture. A canopy of typical Fez green tiles surmounts the onyx and marble courtyard.

HOTEL
MARRAKECH
LE TICHKA



HÔTEL MARRAKECH LE TICHKA ****

Das Hotel Marrakech Le Tichka 4 ****, in der Nähe der Palmerie gelegen, beeindruckt durch seine arabisch-andalusisch inspirierte Architektur und seinen Komfort. Die Planung/Gestaltung durch das berühmte Team Architekt Charles Boccara und Dekorateur Bill Willis, garantiert seit seiner Eröffnung im Jahre 1986, für seine Besucher und Kunden ein Erlebnis. Dieses Hotel verkörpert maurische Architektur gepaart mit modernem marokkanischem Zeitgeist.

Mit seinen 130 Zimmern und 8 Suiten, hat das Hotel eine relativ bescheidene Größe bewahrt. Es spiegelt das orientalische Ambiente und die Gastfreundlichkeit "Marrakeschs" wider, wie es in den Palästen Ende des 19. Jahrhunderts gelebt wurde. Luftige Freiplätze, Salon mit offenem Kamin, eleganter Speisesaal farbig dekoriert mit Palmen-Säulen, traditionellen Tür und Fensterbögen.

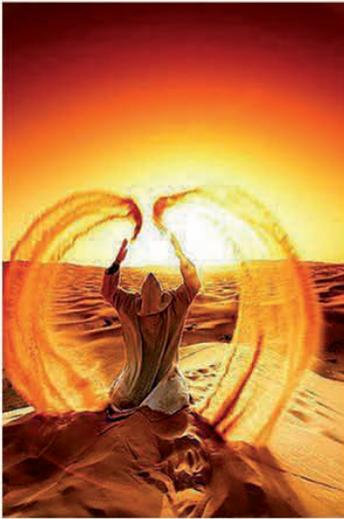
Das Hotel liegt in dem ruhigen Neustadtviertel «Semplia», direkt neben dem Zentrum Gueliz. Die Altstadt «Medina», der Markt «Souk» und der berühmte Gauklerplatz «Djamaa El Fna» sind in ca. 10 Minuten mit dem Auto erreichbar. Die drei Golfplätze Marrakeschs sind jeweils in ca. 15 Minuten mit dem Auto zu erreichen. Alle geschmackvoll eingerichteten Zimmer verfügen über Badezimmer, Klimaanlage, Telefon, Satelliten-TV mit deutschen Sendern, Minibar, Föhn und Safe sowie eine Terrasse oder Loggia, die sich zum Garten hin öffnen. Das Restaurant "Le Johara" verwöhnt mit marokkanischer Küche, das Restaurant "L'Ambar" bietet internationalen Standard. Die Piano-Bar lädt zu einem Aperitif. Der Garten, reich an Palmen und Blumen, sowie der geheizte Swimming-Pool machen den Aufenthalt zum Erlebnis.

Charm and ambience, comfort and convenience, Hotel HRM Marrakech Le Tichka is a revolution in design. Nestled in shady palms in a quiet district north of Gueliz, this hotel is only ten minutes from the historic Marrakech medina and just fifteen minutes from Marrakech's best golf courses. The genius of renowned architect Charles Boccara merged with the colorful and playful interior vision of American decorator Bill Willis : these two designed the finest 4 star hotel in Marrakech with the look and feel of a 19th century Moroccan Palace : lofty spaces, cozy corners, traditional arches, sitting rooms with welcoming fireplaces, an elegant dining room cleverly supported by massive palm tree columns, and a magnificent heated pool which crowns the spacious garden area. Opened in 1986, Hotel Tichka (Berber for countryside) features 130 tasteful rooms and eight suites with terraces or balconies and such amenities as air-conditioning, telephones, satellite television with English channels, cotton bed sheets, blackout draperies, mini bars, security safes, hairdryers, and 24-hour room service. An extra bed for double room scan be requested.

HÔTEL MARRAKECH LE TICHKA Av. Abdelkrim Khattabi, lot. Semlalia Guéliz - Marrakech - Morocco

Tél.: +212 (0) 524 448 710 - Fax : +212 (0) 524 448 691 - E-mail : resa-rak1@hrm.ma - Web Site : <http://www.hotel-marrakech-tichka.com>

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