

HÔTELLERIE

L'ACTUALITÉ DE L'INDUSTRIE HÔTELIÈRE ET TOURISTIQUE

News

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Maroc

Les Vacances dont j'ai envie...



Spécial

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Special world Travel Market London 2014



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Similarly to previous editions, Morocco is participating significantly at the 35th issue of the World Travel Market, the leading global event for the travel industry and a vibrant must attend business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals.

United Kingdom, is it still necessary to emphasize it, remains unsurprisingly one of the leading providing market for our touristic industry, for different reasons, from which we can distinguish, mainly, geographic proximity with Morocco.

During the 9 first month of this year, Moroccan touristic achievement has been very promising, In terms of arrivals as well as bed - nights, despite the very critical global economic period.

This fact, mainly satisfying, should forcibly incite us to make our best for the year 2014, in order to preserve our achievements on the United Kingdom market, through a communicating and marketing program put in use by the ONMT, more effective than previous years.

The prominent place of Morocco in the UK market is also gained through the commercial dynamism, well known for United Kingdom and Moroccan professionals.

According to « The Vision 2020 » strategy expected to raise Morocco to the 20 first global destination club, quantitative goals are certainly ambitious, but still short enough to emphasize the qualitative dimension of our destination as we evaluate it, institutionally and professionally, just to assure a harmonious development of the touristic industry, services quality should forcibly be satisfying.

Morocco has various and numerous assets to achieve these goals.

Political stability, proximity to providing markets, visionary coherent strategy, persistence of touristic priority, high environmental consciousness.

I remain, as far as I am concerned, convinced more than ever, that confidence which, every year, our numerous United Kingdom visitors are granting us, will contribute to achieve the goals we are committed to fulfill.

Lahcen HADDAD
Minister of Tourism



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Morocco a multi - dimensional destination

From the highlands of the Atlas to the Atlantic sea shores and the Mediterranean, to the far sides of the Sahara with its Casbah and oasis, passing by millenarian imperial cities, the kingdom of Morocco offers a large diversity of natural panoramas and colours permitting the opportunity of spending holidays according to your wishes, hence a multitude of reasons to come again.

A trip to Morocco is a source of an uncommon desorientation to be discovered, and an invitation to go in the discovery of a diversity of destination, and moreover, to find out the new issues targeted in the 2020VISION : « Patrimony and Heritage », « Eco and Green », « Entertainment and Fun », « Well being » ... Lakes, mountains, protected areas ... come to discover an unexpected Morocco. In this issue, we are inviting you to discover incredible areas where natural diversity and ecosystems are eternally mingled, and how its particular geographical position endowed it with a range of bio climate surroundings; going from the humide to the saharian.

Welcome to the kingdom of Morocco

Abdellatif KABBAJ

President of

National Federation of the Hotelkeeper Industry

Find the F.N.I.H on : www.fnih.ma

MOROCCO

HOLIDAYS ACCORDING TO YOUR WISHES

Spending holidays of dreams in Morocco is an original desorientation : Sun, hospitality, well being, culture ... the ingredients of a unique trip, of holidays full of emotions and discovery. Crackling holidays where shuderings are guaranteed, and where strong emotions are dominant. The richness of the Moroccan soil, is an undetermined experimental area.



This is an ideal country to answer all your new discovering wishes, and promising you to satisfy your travelling passion, the insolite, the never seen before ...

Always original, there is an unexpected Morocco; to the sea shores, to the mountains, and in front of the desert .

Morocco, is a virgin land, with endless natural reserves, embracing you. Uncommon acquaintances, desertic sites, its indeed your trip, not that on another ...

Leaving the equipped roads in order to discover other civilizations in remote areas in the Atlas or Rif... it is through the daily life of Moroccans that you can understand how this original society operates.

In Morocco, the dream of a virgin shore only for you, is easily available. Long ruban of atlantic sands or limited mediterranean bays, the swim of your life is waiting for you here. For a refreshing diving, don't forget water falls, sources and Oueds ... In Morocco; water is always sweet .

In Morocco, you can be an explorer easily. It's necessary to go from the dawn, towards desertic areas to experience astonishing moments. Sometimes nature shows all its splendor and purity. Let our immensity overwhelm you.

The nature of Morocco is within reach. Desert, mountains, valley and sea : the country has a lot to offer to admirers of nature. Ramblers from all levels will be sneaking out Moroccan mountains and high heels with a great pleasure .

If you wish to go to a seaside resort, you can enjoy the newly settled arrangements in Agadir and Mazagan on the atlantic shores, or Saidia on the mediterannean ...

Relaxing times, serenity and calm ... you will be finding it easily in a very welcoming hotel, a riad, a resort of holidays or a residence.

Start to visit serenely authentic cities, Marakech or Fez. Skip easily from hotel comfort to shopping, to pick out gifts and souvenirs that will enlighten your insides .

Decoration of hotels are endowed by Moroccan artcraft excellency. Discover the richness of soil works, iron and copper, without mentioning our soil, and its delicious gastronomy.

Morocco, a heaven of well being. Riads, gardens, hamams ... everything in Morocco incarnates the well being style of life. Nowadays all well known hotels are equipped with their own spa and beauty center; in order to reshape your body daily. Luxury and comfort are combined to tradition and the Moroccan art of life. Moroccan museums ? Masterpieces of big art ! Our culture, is our identity, our history.

In every city, do visit those places full of memory, and enjoy a heritage of universal dimension.

Admirers of shivering experiences under water ? Just discover Morocco according to your favourite activity, Mediterranean or Atlantic, the sea in Morocco is an active version ! Surf, kite, sailboards and diving ... thanks to its exceptional condition and its

two seas, Morocco is the destination you are dreaming for all your aquatic sports.

From sporting activities to relaxing times, from culture to artcrafts, live all Morocco practicing your passions. Don't forget your clubs ! With a clear sky of 360 days, golfs of Morocco are waiting for you in highly colourful circuits. ■



THE REGIONAL MAP OF MOROCCO

The 2020 VISION will be acting effectively in the process of regionalization that Morocco embraces and is applying for. This division into constituencies that goes beyond administrative limitations, enables regions to take advantage of their potentials (natural sites, cultural heritage, daily life culture ...)



In this perspective, eight territories representing the touristic coherence, attractiveness, and the needed critical mass (in terms of accommodation capacity, touristic assets, and aerial services) in order to have an international visibility and to reach the status of a full destination. Each destination endowed with a range of touristic products to offer; in complementarity and coherence with other regions. Four territories are axed over cultural issues, two over seaside resorts and the two remaining over nature.

THE 8 TERRITORIES

I- SOUSS SAHARA ATLANTIC

SEA, SUN AND LEISURE

Spearhead of Moroccan seaside resorts growth, Souss Sahara Atlantic is a territory established on the combination of eternal sun and the richness of a remote country to discover.

The territory will be axed over three sites

- **Agadir and surrounding areas :** sun, beach and fun.
- **Tafraoute and Oasis :** land and adventures.
- **Guelmim - Tan Tan :** the seaside resort .

This is the touristic territory among the eight, that is expected to attract the big part of tourists on the perspective 2020.



to seduce its touristic targets who are luxurious road riders, families, ageing people and conformist adventurers, Agadir and the surrounding areas, Tafraoute and oasis, Guelmim – Tan Tan will forcibly stay focused on seaside resorting products. Seaside stations of new generations will be built, similar to the integrated resort in the Plage Blanche, or the eco resort in Tarfaya ...

Touristic areas as Taghazout and Oued Chbika will be arranged soon to increase the accommodation capacity up to 75000 beds. Entertainment leisure will be created through a series of entertaining products as the leisure city of Agadir and the Acqua park of Guelmim ... Rural activities will be encouraged in Tafraout and Imouzzar Ida Outanane.

2- MAROC MÉDITERRANÉE THE RESPONSIBLE LEISURE SEASIDE RESORTS

The Maroc Méditerranée territory is the newest mediterranean destination « seaside resort & leisure » rich by its modern animations, unique through its sustainable position.

This territory will be axed over three principal sites

- **Saïdia :** seaside resorts and leisure loisirs - Value for money - Sport heaven.
- **Cala Iris & Marchica :** The responsible seaside resort .

The three stations Saïdia, Marchica et Cala Iris will be focusing on leisure seaside resorts and responsible seaside resorts.

The first station will be readjusted to propose an offer of integrated entertainment (sport, leisure city, sea games center). The second will be established over 7 cities of 2000 hectares. The city

of Atalyoun, The city of the two seas, The new city of Nador, The flamingo bay , Marchica sports, The orchards of Marchica and the village of fishermen. Cala Iris will concentrate over sustainable development and authenticity. An eco – tourism oriented offer with traditional accommodating mode will be available, Oujda city will be rehabilitated for this particular purpose ... According to the program BILADI for internal tourism, the station Ras El Maa will be created as a spearhead program of this territory .

together to fulfil the identity of the initial product. Through city – break, we mean a short term urban staying, from 2 days to 5. Marrakesh, which will bid a convention center and an entertaining park ; should forcibly be a destination of first intention, and Essaouira will bring out that seaside touch to accomplish and maintain the position of the territory.

4- MAROC CENTRE AN IMPORTANT CULTURAL DESTINATION

The Maroc centre territory is a real trip



3- MARRAKECH ATLANTIC

- Marrakech : cultural capital / unique alchemy gathering tradition and modernity.
- Toubkal & Valleys : Marrakech Heights.
- Essaouira : the art of life.

Marrakech, Toubkal and Essaouira are integrated in the same territory to achieve the full touristic product. The destination is expected to consolidate its position as a door of entrance of Morocco, splendid and very authentic. The dominant product in this territory remains «experienced culture» and « culture in dilettante and nature ».

The « Material cultural heritage », the sea resort with cultural touch, The city break, The MICE (Meetings, Incentives, Conferences and Exhibitions)... will come

to the heart of Moroccan history. An important international cultural destination enriched by a natural ; well being; unique and exclusive offer; thanks to a very strong complementarity.

- Fès : the living museum city
- Meknès & Volubilis : the city of two empires
- Ifrane : the youth cure

For this territory, to achieve the position it really deserves, its capacity of accommodation should increase valuably, with types of traditional accommodation in the ancient medinas of Fez and Meknes; and the creation of historical and thermal resorts in both sites. A considerable work of urban readjustments and patrimony rehabilitation will be deployed to fulfil this aim.

For more entertainment, museums, spa networks based on soil product, thermal stations, will be developed there. The aspect nature will be present through the building of ecological hosting stations (ecolodges ...) and newly innovating products in Ifrane (Sports centers, acqua games spaces ...).

5- CAP NORD CULTURE WITH SEA SIDE RESORTING TOUCH

A door to Africa, Cap Nord destination will capitalize on its multiple histories, its geographical position as a crossroad and its economical dynamism. This particular territory will develop an offer based on culture, nature and MICE, but still proposing an exclusive sea resorting product. This territory will be axed over the complementing sites

- Tanger : The meeting crossroad .
- Tétouan - Tamuda Bay : The mediterranean city.
- Chefchaouen : The jewel of the Rif.
- Asilah - Larache : Sea, heritage and relaxation.



6- CENTRE ATLANTIC

THE BUSINESS COAST

The business's coast and leisure will add a touch of economic attractiveness to the Center Atlantic territory; A cultural offer and leisure aiming to target business 's tourists as well as domestic ones, through developing a strong complementarity between :



- **Rabat :The green capital .**
- **Casablanca : Buisness and leisure .**
- **El Jadida : Excursion .**

The region of Rabat, Casablanca and El Jadida is clearly axing on THE MICE device (Meetings, Incentives, Conferences and Exhibitions), the « Materialistic cultural heritage » with complementing products as nature and golf ... these regions can emphasize the growth of their own tourism. How ? By purchasing the implementation of already started big projects (Bouregreg Valley , nation's beach, the ledge of Rabat,...), through consolidating touristic offers and enriching the product with a cultural touch (museums and interpretation centers in medinas) and leisure (entertainment parks, circuit/resort golf, etc), as well as developing rural and nautical tourism in the region of Khemisset. By 2020, Rabat could reach the status of a city-break destination.

7- GRAND SUD ATLANTIQUE

ECO- TOURISM AND ACQUATIC SPORT

Grand Sud Atlantic is a distinguished destination of international value. A territory axing on sport and nature, and based upon the exceptional site of Dakhla.

This territory covers only the region of Oued Dahab Lagouira. The internal lagoon of Dakhla and the external atlantic shores (for nautical sport) will forcible please the amateurs targeted customers seeking comfort and relaxation, as well as those longing for shopping in hotels and riads. Local niches will be developed like the Kite surf, similarly to another luxurious

niche, based on the combination of the duality water / desert through a private investment of an eco - resort (ecological station) of 2000 beds in Dakhla, that will mobilize about 4 billion dirhams. Over the majority of the twenty project launched in the territory (entertainment, leisure, senior hosting sites, hotels with fishing sport theme , luxurious bivouacs , thermal cure stations...), this projet is taking the big part of the investment reserved to the touristic product development (5 billion dirhams).



8- ATLAS & VALLEYS

HIGH LANDS OF SUSTAINABLE DEVELOPMENT

The territory Atlas and Valleys is the prominent destination of eco-tourisme and sustainable development in the circumference of the Mediterranean.

Based on three sites :

- **High Atlas : Pure mountain and daily life culture .**
- **Ouarzazate :An introduction to the desert .**
- **Valleys and Oasis : Excursions in the desert .**

This territory is characterized by two touristic sites : one destination devoted to « cultural experiences or non materialistic heritage » and another destination axed on « culture in dilettante and nature ». High lands of eco-tourism and sustainable development, this territory emphasizes the natural sites (mountains, desert) of a land rooted in Ouarzazate, valleys and oasis as well as the High Atlas. The goal is to focus on the eco tourism product in mountains, valleys, oasis and desert, to make of that territory the first destination «carbon neutral» while preserving the natural heritage of the place. Project like the eco - resort of cinema in Ouarzazate, the green station Ahmed El Hansali in Béni Mellal, the club Biladi in Taghbalout (Béni Mellal) and the touristic rehabilitation of Ksour and Kasbah (Ouarzazate and Zagora) are still enhanced projects to achieve the targeted aims. ■

Zalagh Parc Palace

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- SPORT & LOISIRS ;
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PATRIMONY

THE 9 SITES ENLISTED IN THE UNESCO GLOBAL HERITAGE



MEDINA OF FEZ

Subscription year : 1981

Founded in the 9th century and biding the oldest university in the world, Fez is at its golden age after supplanting Marrakech as the political capital of the kingdom. The urban scheme and the prominents monuments are dating back since that era : médersa, foundouks, palaces and residences, mosques, fountains, etc ... ■



MEDINA OF MARRAKECH

Subscription year : 1985

Founded between 1070-1072 by Almoravids, Marrakech is hosting an astonishing number of historical masterpieces (monumental walls and doors, the Koutoubia mosque, saâdis vaults, vestige of the Badiâ palace, Bahia palace and the Menara lodge). The Jamaâ El Fna square, actual open air theater, is suprising continually its visitors. ■



KSAR AÏT-BEN-HADDOU

Subscription year : 1987

A whole ground based housing surrounded by walls, is called a Ksar, which is a kind of pre-saharian traditional housing. The houses are gathered inside the defensive walls strengthened by angular towers. ■



MEDINA OF FESSAOUIRA

Subscription date : 2001

Historically known as Mogador (a Phoenician word, Migdol, meaning the little fortress), is a well preserved distinguished sample of a harbour city of the middle of the 18th century, highly inspired from european tradition, projected on a north african context. ■



THE PORTUGUESE CITY OF MAZAGAN

Subscription date : 2004

Portuguese architectural consolidations of Mazagan were set up as fortified colony over the Atlantic coast in the beggining of the 16th century, and re mastered by Moroccans in 1769. ■



RABAT

Subscription year : 2012

The Rabat site comprehends 6 consituents : « The experimental garde and the historical gardens », « The Médina », « The Oudayas Kasbah », « The Almohads walls and doors », and the « Archeological site of Chellah ». ■

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L'exception au pluriel



ANCIENT CITY OF MEKNES

Subscription date : 1996

Founded in 1061 by the Almoravid dynasty as a military rampart , it takes its nomination from the berber famous tribe Meknassa , that dominated the oriental part of Morocco up to Tafilalet in the 7 th century . It bids the vestiges of the medina that witnessed the ancient urban socio economical scheme of that imperial city, established by the sultan Moulay Ismail (1672-1727). ■



MEDINA OF TETOUAN

Subscription year : 1997

The city was re built by andalousian refugees. This give meaning to its style of architecture and arts, mainly inspired by andalousian tradition .The medina of Tetouan is one of the smallest Moroccan Medinas, but undoubtedly and coherently the most complete. ■



ARCHEOLOGICAL SITE OF VOLUBILIS

Subscription year : 1997

The archeological site of volubilis is the mere sample of a city that witnessed the exchange of historical passages from old antiquity until the rise of the Islamic era. All the episodes of an occupation that lasted ten centuries are printed there : Mediterranean culture, Libyque and Moorish, Punic, Roman and Arab-Islamic, but also African and Christian. ■





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PATRIMONY

THE ROAD OF THE ARCHITECTURE

A crossing of the country on the meeting of the wealth of the Moroccan patrimony. From the North to the South, from the East to the West, the fascinating history of the Kingdom of Morocco is engraved in every stone.

CASABLANCA: THE IMPRINT OF XXth CENTURY

On the Atlantic coast, Casablanca is the window of what was made of better in architecture in the 1920s. Numerous buildings «Art déco» are situated boulevard Mohammed V and in the ancient european district Mers Sultan. However, in a striking contrast, Casablanca knows how to stay in the point of the modern architecture with notably Twin Center, sheltering offices and high shopping center of several floors.



SPANISH-MOESQUE STYLE IN TÉTOUAN

At the edge of the Mediterranean Sea, in the heart of the medina of Tétouan, discover buildings to floors of the colonial district of El Ensanche. The medina abounds in these houses decorated with wrought iron in the European style. It is moreover the characteristic which we find, in lands, to Chefchaouen.



MUSLIM INFLUENCE IN FES

More in the South, Fes. Here, the medina and its uncountable treasures are classified in the world Patrimony of the humanity by Unesco: doors, fountains, palaces, mosques, caravanserais, medersas... Zelliges, stuccos, manufactured wood mark profoundly the city as in a museum with opened sky.

BERBER TRADITION IN THE BIG SOUTH

Discover the valleys of the Big South and the miracles of the berber tradition. This one expresses himself on the architectural plan through a multitude of kasbahs, constructed citadels there pisé, of ksour, strengthened villages, and of Agadir, collective attics. The biggest concentration is in the valley so called of Dadès the «Valley of 1000 kasbahs».

MOROCCO

RICHNESS AND CULTURAL DIVERSITY

This is what the American magazine "The Huffington post" reveals. « At the door of North , Morocco is distinguished by its very rich cultural heritage. Along the sea side coast, you feel an African flavour mingled to middle east and mediterranean sensations, and to an aesthetic european dimension », reports the journalist, Karen Loftus, in a story entitled «The majestic sea side road of Morocco».

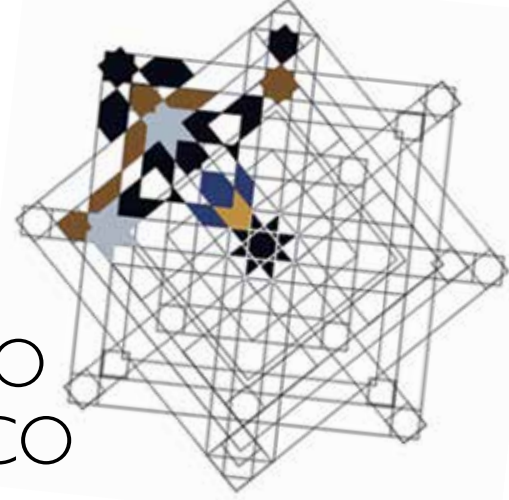
«If you had already explored Sahara, climbed the Atlas mountains and visited different cities and medinas of Morocco, it is time to dive into the farthest point in the sea side road of this country », stressing the point that beaches of the kingdom are seducing through their unique immensity and their majestic beauty, that permit to reach the elegance and somptuousity of Morocco.

In Casablanca, we can appreciate the beauty of the Hassan II mosque, one of the biggest in the world, based partially on the sea water of the Atlantic, emphasizes the story teller, revealing that this monument is a real jewel of Moroccan architectural heritage.



Few kilometers far from the Moroccan metropolis, still on the Atlantic coast, are situated the luxurious Mazagan Beach Resort and the Portuguese fortress of El Jadida, already enlisted on the UNESCO world patrimony. Not far from the capital of Doukkala region, marvelous quite beaches of Al-Oualidia are spreading out, this « Harbour of tranquility » is very known by its oysters. ■





CRAFTS

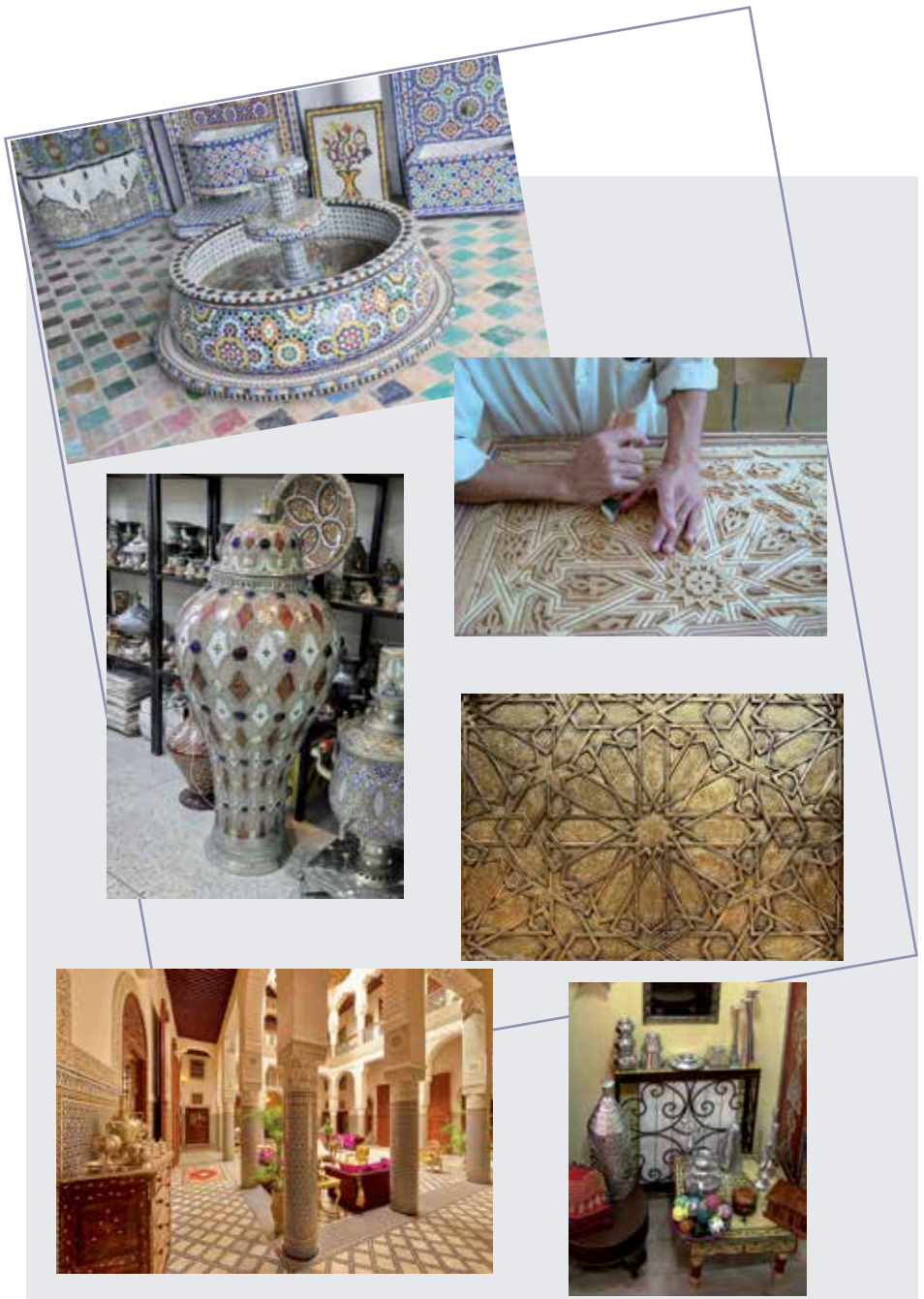
A HERITAGE BELONGING TO THE HISTORY OF MOROCCO

The neolithic era marked a turning point in the establishment of the kingdom of Morocco . It is indeed, within this particular era that north and eastern migrations settled up, bringing with them their tradition and arts .

Nowadays, the history, the millenarian tradition as well as the diversity of its population and culture have conjured up the richness of that artcraft wich surprises by the diversity of creativity and materials used : wood, copper, stones, iron ...

This artcraft is constantly evolving, answering hence to the daily needs of the local population, and to those of the foreigners through exportations, and still satisfy numerous tourists needs .

This heritage is part of Moroccan history. Without this artefact, it would mean the end of the attraction of Souks which permits to strollers with all senses awake, a feeling of vertigo and this sensation to dive in the history of the kingdom. ■





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DISTINCTIONS GOLF:

From 6 golf in 1991 to 34 today, and up to 2020 Morocco will have 45 circuits .The Moroccan golf panorama is in constant evolution . For the kingdom, this trend represents a huge challenge. Every year, Morocco attracts 100 000 amateurs .The goal is to reach, by 2016, about 300 000 golf tourists .



Morocco attracts 100 000 amateurs every year with 1,2 billion dirhams of income. And therefore, for the Moroccan National Office of Tourism (ONMT), this niche represents from now on a stake in size. The golf tourism grows indeed 2,5 times as fast that of the global tourist market and the spending of the golfer are 50 to 100% superior to those of the other tourists.

And on the horizon 2020, Morocco will have 45 courses and hopes to triple the number of tourists golfers.

Hardly of more than around thirty golf, Morocco aspires to drain, by 2016, about 300.000 tourists golfers, against 100.000 golfers at present. ■

MOROCCO WINS THE « MADRID PRICE 2014 »



The « Madrid PRICE » of the best golf destination had been attributed to Morocco in 2014, thanks to the quality of its touristic offer .The jury of the 12 th edition of this price, headed by Pedro Montoliu, executive manager of the paper «Madridiario.es» and

composed of 20 journalists representing 17 written, audiovisual, and on line press organs in the autonomous district of Madrid, decided to reward the kingdom of Morocco as acknowledgment of «the quality and equilibrium of its attractive touristic offer: ■

100 YEARS OF GOLF



This year, the golf of Tangier celebrated its first centenary . By the way, golf in Morocco started one hundred years ago, when the Tangier circuit was the first to be settled up in the kingdom. Wrought by british architects Henry Cotton et Frank Pennink, the circuit was modernized and renovated by some genuine works, had enlasted its original british spirit. Nevertheless, it has been necessary to

wait for the seventies and the late king Hassan II to witness the golden age of the circuit in Morocco .The starting point was performed with the opening of the 45 holes of the royal circuit Golf Dar Es Salam by Robert Trent Jones Sr, and the first edition in 1971 of the Trophy Hassan- II, subsequently, a stage of the european tour. ■