## **HOTELLE RECEPCIÓN** L'ACTUALITÉ DE L'INDUSTRIE HÔTELIÈRE ET TOURISTIQUE SPECIAL TOP RESA 2017 N° 38-November 2017

MOROCCO

Your next

destination

Special

6-8 November 20



Publication of National Federation of the Hotel Industry Morocco

# Compensional Compe

DESTINATION MANAGEMENT COMPANY MOROCCO

40 years of celebrating your expectations because your success is our reward.

"Life is not measured by the breaths you take but by the moments that take your breath away. Alex Hitchins

Website : www.menara-tours.com E-mail : incentives@menara-tours.com tours@menara-tours.com

Residence le Gueliz, # 18, Av. Mohamed V, Route de Targa Marrakech - Morocco

Tel : + 212 (0) 524 44 66 54 Fax : +212 (0) 524 44 61 07

### CONTENTS

Special World Travel Market London 2017



### EDITO

• Touristic investments Moroccan attractivness

### WORD OF THE SECRETARY OF STATE FOR TOURISM

• Consolidating The Moroccan Presence In The U.K Market



DIST	TIO	2IA	

• Morocco Distinguished In Several Domains

TOURISM		10
<ul> <li>Holidays according to your wishes</li> </ul>	10	
The regional map of Morocco	12	



GOLF		18
<ul> <li>Morocco, kingdomof the golf 25 NEW GOLF</li> </ul>	18	

PATRIMONY		20
<ul> <li>The 9 sites enlisted in the UNESCO global heritage</li> </ul>	20	
<ul> <li>The road of the architecture</li> </ul>	24	
<ul> <li>Richness and cultural diversity</li> </ul>		
Crafts	28	



5



## LES HÔTELIERS PRÉFÈRENT NOS MARQUES POUR DONNER LE **SOURIRE** À LEURS CLIENTS

Literie Linge de lit Linge de bain Lodges & tentes Aménagement de chambre Aménagement des lieux communs

www.richbond-hc.com

### EDITO

الجسامعة "اكوطنية للصناعة اكفندفية" FEDERATION NATIONALE DE L'INDUSTRIE HOTELIERE



President : Lahcen ZELMAT Deputy President : Salah Eddine NACIRI General Secretary : Mohammed BAAYOU

Editorial director : Abdelaziz SAMIM Assistant : Samira ALLABI

### National Federation

of the Hotel Industry 320, boulevard Zerktouni - 20040 - Casablanca

Tel. : +212 (0) 5 22 26 73 13 / 14 Fax: +212 (0) 5 22 26 72 73 E-mail: fnih@menara.ma hotellerienews@menara.ma Web Site : www.fnih.ma

### **Delegated editorial director:** Najib SENHADJI

Editorial Staaf: A. BILALI - Abou NAJIB -Ahmed SAMI Secretariat : Anissa MEKOUAR

Artistic direction : Rabiaa AIT EL MRABTI Graphic designer : Asmaa BOULAHSEN -

Charifa OUAHABI Assistant : Mériem SENHADJI

Head of communications : Bouchra BAGHZALI Publicity : Mouna ZOUBDANE

### Publishing company : PRECOM S.a.r.I

au capital de: 1.000.000 Dirhams 332, Bd. Brahim Roudani, 20100 Casablanca. R.C: n° 106 471 Casablanca N° Patente: 357 70 191 - IF: 162.0901. Tel.: +212 (0) 5 22 23 66 50 / 81 Fax: +212 (0) 5 22 23 67 40 E-mail: precom@menara.ma web Site : www.precom.ma Managing director : Najib SENHADJI

Printing Argana Print Photo-credit : Houcine AAJINE O.N.M.T / F.N.I.H Press Kit : 47/08 Registration of copyright : PE 0095/2008

Europe advertising agency Precom France to: Managers Partners 39 Bd.Albert 1<sup>ec</sup> BP. 145 06603 ANTIBES

FRANCE

Tel.:+33 (0)6 86 86 || 00

www.regisseurs.info - contact@regisseurs.

## Touristic investments Moroccan attractivness



The 2020 vision of the tourism sector aims to rise up Morocco among the best 20 destinations worldwide, and to set up as a reference in the mediterranean area in the matter of sustainable development.

This vision set up as it's main objective to double the size of the sector, mainly throuh the construction of 200.000 new hotel bed and assimiliated stuff; the doubling of tourists arrivals; the tripling the number of domestic trips. In five years, the capacity of the touristic accomodation has doubled actually.

On startup, the 2020 vision targeted an accomodation capacity of 178.000 unit. now, it counts about 228.000 bed, which rises the number of the classified units of accomodation to more than 3.430 establishments.

According to the recorded achievements classified into categories of operational establishments in 2017 luxury bed capacity represents 14%, mid and high range 65%; and the basic range and others 21 %.

Touristic investments permitted, since the launching of the 2020 vision; to realize a total of 40.000 additional bed.

Two major points emerge from this statistical report. Despite the economic slowdown starting since 2008 and the geoplotical incidents in the sourrounding mediterranean area that impact the touristic activity of the region; Morocco shows assets of resilience. Thereby; tourists arrivals increased since 2008 with more than 16%.

The second point and the conclusion coming out from this statistical report, refers to the investment and the growth of the touristic offer, statistics reveal the constant attractiveness of Morocco.

Thereby, despite the economical and political ups and downs that shake down the region; investors has kept their unbroken faith in the kingdom.

Lahcen ZELMAT President of National Federation of the Hotel Industry - Morocco

Discover HOTELLERIE sur : www.fnih.ma



DÉTENTE PLAISIR

ROMANCE AFFAIRES

### UN HAVRE DE PAIX ET DE SÉRÉNITÉ

IDÉAL POUR DES SÉJOURS DE VACANCES EN FAMILLE, EN COUPLE, ENTRE AMIS OU ENCORE POUR TOUS VOS ÉVÉNEMENTS CORPORATE.

LE PALM PLAZA HOTEL & SPA 5° OFFRE LA PROMESSE D'UN SÉJOUR D'EXCEPTION, AU DÉTOUR DE SES SOMPTUEUX JARDINS PAYSAGERS, SA PISCINE AZUR, ET SES NOMBREUX RESTAURANTS DE DIFFÉRENTES CUISINES DU MONDE.

SITUÉ DANS LE QUARTIER CALME ET AGRÉABLE DE L'AGDAL, PROCHE DE TOUTES COMMODITÉS ET DES PRINCIPALES ATTRACTIONS TOURISTIQUES DE LA VILLE : À 10 MIN DU CENTRE VILLE ET DE LA PLACE JAMAA EL FNA.LE PALM PLAZA HOTEL & SPA EST UNE ADRESSE RÉSOLUMENT CONTEMPORAINE, DOTÉ D'UNE ARCHITECTURE NÉO ARABO MAURESQUE, CET HÔTEL INCARNE À LA PERFECTION UNE OASIS DE FRAICHEUR ET DE MODERNITÉ.



## CONSOLIDATING THE MOROCCAN PRESENCE IN THE U.K MARKET



Significantly to previous editions, Morocco is participating significantly at the 38 th 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.

Similarly to precedent editions, Morrocan operators will be present in this big meeting of touristic operators from all over the world; which marks the starting of the touristic season 2017 -2018, with a common goal, consolidating and reinforcing Morroco as one of the first non - european destination for UK tourists.

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 2018, in order to preserve our achievements on the United Kingdoom 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 Kingdoom 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 qualititave dimension of our destination as we avaluate it, institutionaly and professionaly, just to assure a harmonious development of the touristic industry, services quality should forcibly be satisfying.

Morocco has various and numerous assets to acheive these goals.

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

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 contriubte to acheive the goals we are committed to fulfill.

Lamia BOUTALEB The Secretary of State for Tourism



## REWARDS MOROCCO DISTINGUISHED IN SEVERAL DOMAINS



### Forbes ranking: Imsouane among the most beautiful beaches in the world

The famous magazine Forbes established a classification of the best beaches in the world. The beach of Imsouane nicknamed «Magic Bay» was selected for one reason: Waves are there impressive and the frame more still, with mountains just cascading behind the beach. Imsouane is absolutely inescapable for all the travelers in search of adventure, who dream about culture and distant paradise.



### Morocco: classified African number two of the hotel business

The Consulting firm specialized in the hotel business «W Hospitality Group», based in Lagos



Morocco: the destination occupies the third row of the African countries having the best tourist brand image in the world.

Spanish Bloom Consulting Specialized office in the marks management



The famous American magazine «Forbes» placed Morocco among ten better tourist destinations to be visited in the world in 2017 and 2018.



Marrakesh: 2<sup>nd</sup> favorite destination of the French Tourist Ouarzazate: 7<sup>nd</sup> world destination in the classification of cities value for money in the hotel business, according to Trivago.

The biggest price comparator of hotelsto the world with 80 million users a month.



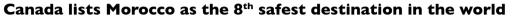


**Morocco:** in the pip 10 of the best destinations in the word





According to a study carried by the agency Forward Keys, specialized in touristic data, Morocco would occupy the third place in Africa, by basing itself on the data of travel agencies and the arrival of the foreign tourists. The Kingdom monopolizes more than 11 % of the reservations in the continent and registered a jump of more than 20 % at the end of July, 2017.



On 130 countries, Morocco would be the 8<sup>th</sup> safest destination in the world, according to a classification established by Canadian experts. This analysis, resting on criteria such as the cost of living, the safety of the criminality, selects the most economic and safe international zones.

### Pension abroad: Morocco the 3<sup>nd</sup> world destination



The consulting firm « MySilverWay «, which accompanies seniors in their steps to cross their pension abroad, has just established with «OpinionWay», the classification of the favorite destinations of the latter to emigrate. And in this listing, Morocco arrives in  $3^{rd}$  position, the Kingdom being outstrippedonly by Portugal (1<sup>st</sup>) and Spain (2<sup>nd</sup>). The Mauritius Island, Thailand, Switzerland and Belgium come then, in the order.



**Morocco :** 3<sup>nd</sup> country the most welcoming in the world according to the World economic Forum



### **Beautiful consecration for Tangier**

The port Tangier Med was classified in the Top 50 best ports in the world by the renowned annual classification of the British magazine «Container Management», a reference in the domain. So, he wins nine places between year 2016 and year 2017 and strengthens the position of Morocco as inescapable place of the tourist traffic.



### Ifrane, the 2<sup>nd</sup> cleanest city in the world

Ifrane, the ecological capital of Morocco, is the 2<sup>nd</sup> city most appropriate in the world after Calgary in Canada, brings back the electronic bulletin board « MBC Times ».



## Marrakesh Airport the most beautiful in the world according to Skyteam

The airport of Marrakech-Menara was classified as « the most beautiful in the world, thanks to the magnificence of its new terminal, according to a recent classification of Skyteam, an alliance of the most important airline companies.



### 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 garanteed, and where strong emotions are dominant. The richness of the Moroccon soil, is an undetermined experimental area.



his 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 equiped 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 mentionning our soil, and its delicious gastrnomy.

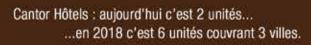
Morocco, a heaven of well being. Riads, gardens, hamams... everything in Morocco incarnates the well being style of life. Nowadays all well known hotels are equipped with their own spa and beauty center, in order to reshape your body daily. Luxury and comfort are combined to tradition and the Moroccan art of life. Moroccan museums ? Mastershiefs 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 actif 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. Dont forget your clubs ! With a clear sky of 360 days, golfs of Morocco are waiting for you in highly colourful circuits.

## CONTO H O T E L S

Un groupe hôtelier en pleine expansion au Maroc







### B&B Hotel RABAT

- · Ouvert en Mai 2013
- Capacité: 68 chambres (59 chambres confort, 7 chambres supérieures et 2 chambres PMR)
- Adresse: 2, Rue Ghandi Quartier Hassan;
- · Site web: www.hotelbb.ma

### Cantor Hotel Terminus RABAT

- Ouvert en Décembre 2015
   Capacité: 118 chambres
- (102 Chambres confort, 8 supérieures, 6 suites, 2 chambres PMR)
- Restaurant avec terrasse: 200 couverts
- Salles de réunion : 4 (Capacité allant de 25 à 120 personnes)
- Adresse: 286, Avenue Mohammed V
- · Site Web: www.cantorhotels.com

### Cantor Hotel Massira CASABLANCA

- Date prévue d'ouverture Mars 2018
   Capacité: 201 chambres
- (181 Chambres confort, 6 supérieures, 9 suites, 5 chambres PMR)
  - Salles de réunion: 4
  - (Capacité allant de 60 à 300 Pers.) • Restaurant avec terrasse : 320 couverts
  - Adresse: Boulevard Massira Al Khadra

### Cantor Hotel Tanger Med TANGER

- Date prévue d'ouverture Juin 2018
   Capacité: 95 Chambres
- (4 suites et 2 Chambres PMR)
- Restaurant: 200 couverts
- Adresse: Complexe Portuaire Tanger Med Secteur 9

### Cantor Hotel Mid Parc CASABLANCA - NOUACEUR

- Date prévue d'ouverture Janvier 2019
- Capacité: 130 chambres
  - (5 suites et 3 chambres PMR)
- Restaurant: 1
- Salle de réunion: 1 (Capacité de 40 Pers)
- Adresse: Parc Industriel Midparc

### Cantor Hotel Sidi Maârouf CASABLANCA

- Date prévue d'ouverture Janvier 2019
- Capacité: 120 chambres
- Salle de réunion: 1 (Capacité de 30 Pers)
   Adresse: Route de l'aéroport

## 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 ...).



n 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 complemntarity 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.
- Tafraouate 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 luxuous 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. Entertainement 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 Imouzzer 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



### LeMERIDIEN

N 31° 37' W 8° 00' DESTINATION UNLOCKED



Le Méridien N'Fis s'étend sur un parc de 5,5 ha face aux cimes enneigées de l'Atlas.

L'hôtel, réputé pour son luxuriant jardin andalou, dispose de 277 chambres dont 12 suites offrant toutes les commodités d'un hôtel de luxe.

Le Méridien N'Fis jouit d'un emplacement stratégique à proximité des principales attractions et des plus beaux parcours de Golf de Marrakech.

A votre disposition, une piscine de 650 m2, un cours de tennis en terre battue, un centre de fitness & spa. 2 bars, 4 restaurants de différentes spécialités avec animation et enfin, un espace conférences comprenant 4 salles de réunion d'une capacité de 20 à 150 personnes.

Pour tout renseignement ou réservation, Contactez-nous au 0524 33 94 00 ou par email sur : reservations.01817@lemeridien.com





E MERIOLEN NEIS MARRACIÓ N 3117 W Bro T + 212 524 33 44 00 F + 312 524 44 74 40 ervation: 01617 Blemer Horrcon Juniardianetta con



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 authencity. 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 shor 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

### 4- MAROC CENTRE An important cultural destination

position of the territory.

The Maroc centre territory is a real trip



### **3- MARRAKECH ATLANTIC**

- Marrakech: cultural capital / unique alchimy 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 accomodation should increase valuably, with types of traditional accommodation in the ancient medinas of Fez and Meknes; and the creation of historical and thearmal 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 wetworks 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 newely innovating products in Ifrane (Sports centers, acqua games spaces ...).

### 5- CAP NORD

C ULTURE WITH SEA SIDE RESORTING TOUCH

A door to Africa, Cap Nord destination will capitalize on its multiple histories, its geoghraphical 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.







Intérieur luxieux, hospitalité de qualité, environement paisible... il ne manque que vous



Quartier Mansour Eddahbi - 45 000 Ouarzazate - Maroc Tél.: +212 (0)5 24 88 31 05 - 05 24 88 21 39 - 05 24 88 29 67 Fax : +212 (0)5 24 88 30 71 - 05 24 88 20 20 E-mail : mberpala@menara.ma - reservation@hotel-berberepalace.com www.hotel-berberepalace.com

### **6- CENTRE ATLANTIC**

### THE BUSINESS COAST

The buisness'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:

This territory coveres 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 luxuous



- Rabat: The green capital.
- Casablanca: Buisness and leisure.

### • El Jadida: Excursion.

The region of Rabat, Casablanca and El ladida 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. niche, based on the combination of the dualty 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 , luxuous bivouacs , thermal cure stations...), this projet is taking the big part of the investment reserved to the touristic product development (5 billion dirhams).

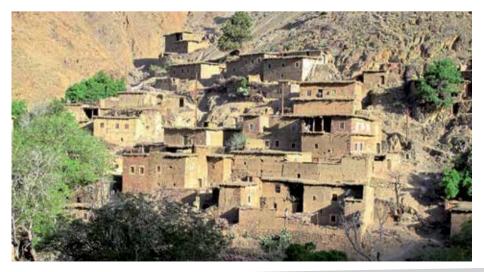
### 8- ATLAS & VALLEYS

**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 Ksours and Kasbah (Ouarzazate and Zagora) are still enhanced projects to achieve the targeted aims.



## VIZIR CENTER, UN ESPACE TEAM BUILDINGS UNIQUE.

Réflexion en petit comité, nouveau produit à lancer, mobilisation de votre équipe, réception pour vos clients, Vizir center est la formule idéale pour vous. Modulable, notre salle de conférences vous offre concentration ou détente, conférence ou spectacle, walking dinner ou présentation, ... dans un espace tout équipé, à la taille de votre projet, avec un service d'accueil et de restauration complet. Et autour, un parc pour se ressourcer ou réfléchir, un espace bien-être pour se tonifier, des parcours sportifs pour vos team buildings, et des résidences raffinées pour un repos réparateur.

RESORT

MARRAKECH

www.vizircenter.ma

Palmeraie, Route de Casablanca, tout près du Grand Stade de Marrakech T +212 (0)524 35 41 41 reservation@vizircenter.ma commercial@vizircenter.ma



## GOLF MOROCCO, KINGDOM OF THE GOLF 25 NEW GOLF

Within the framework of the vision 2020, the sport is registered in a strategy of niche. First axis, the development of the golf. It is the big challenge by the Kingdom which was equipped of a strategy and a vision clear, 25 golf will be opened before the end of 2017. It is going hand in hand with the development of resorts and will have an effect of training on the tourists top of the range. With a total of 45 golf, Morocco will be the second tourist destination of the continent after South Africa.





### AGADIR

**GOLF DES DUNES** (27-HOLE.BY 36. 3068 M. 3124 M. 3175 M) Architect : CABELL B. ROBINSON

### GOLF DE L'OCÉAN

(27-HOLE BY 36, 36, 35) Architect : BELT COLLINS



GOLF DU SOLEIL (36-HOLE. BY 72. 6100 M) Architect : M. MUELA & M. COURBIN

(18-HOLE. BY 72. 6657 M)



## CABELL B. ROBINSON PALMERAIE GOLF CLUB

**(18-HOLE. BY 72. 6200 M)** Architect: ROBERT TRENT JONES

MARRAKECH

Architect :

**GOLF D'AMELKIS** 





### **ROYAL GOLF DE MARRAKECH**

(18-HOLE. BY 72. 5888 M) Architect : ARNAUD MASSY

### SAMANAH GOLF

(18-HOLE-BY 72 –BLACK : 6735M, WHITE: 6342M, YELLOW : 6092M, BLUE : 5696M, RED : 5261M) Architect : NICKLAUS DESIGN



### RABAT

FES

ROYAL GOLF DAR SALAM (45-HOLE. RED BY 73-6702M, BLUE BY 72-6220 M. GREEN BY 32-2060M) Architect : ROBERT TRENT JONES





### MOHAMMEDIA

**MAZAGAN GOLF CLUB** 

6093 M, 5630 M, 4719M)

Architect :

GARY PLAYER

CASABLANCA

**ESSAOUIRA** 

(36 HOLE)

Architect : GARY PLAYER

**ROYAL GOLF D'ANFA** 

**GOLF DE MOGADOR** 

(9-HOLE. BY 35. 2700 M)

(18-HOLE - BY 72 - 6885 M.

**ROYAL GOLF DE MOHAMME-**DIA (18-HOLE. BY 72. 5870 M)

### SETTAT

**ROYAL GOLF UNIVERSITAIRE OF SETTAT** (9-HOLE. BY 37. 3215 M)

### SAÏDIA

PALMERAL GOLF (18-HOLE. BY 72.6215 M) Architect : Francisco SEGALES

### TANGIER

**ROYAL GOLF OF TANGIER** (18-HOLE . BY 70. 6100 M)

TETOUAN **ROYAL GOLF OF CABO NEGRO** (18 TROUS. BY 72. 6834 M) Architect : NICKLAUS DESIGN



Architect :

**ROYAL GOLF DE FÈS** (18-HOLE. BY 72. 6542 M)

**ROYAL GOLF DE MEKNÈS** (9-HOLE. BY 36. 2610 M)

BENSLIMANE



### **ROYAL GOLF DE BENSLIMANE**

(27-HOLE. BY 72. 36. 6065 AND 2990 M) Architect: David COHEN & M.VAN HAGGE





### BOUZNIKA

**GOLF DE BOUZNIKA BAY** (9-HOLE. BY 35. 3040 M) Architect ROBERT VON HAGGE.



### **EL JADIDA**

**ROYAL GOLF D'EL JADIDA** (18-HOLE - BY 72. 6226 M) Architect : CABELL B. ROBINSON











### PATRIMONY

## THE 9 SITES ENLISTED IN THE UNESCO GLOBAL HERITAGE



MEDINA OF FEZ Subscription year : 1981

ounded in the 9 th 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 ESSAOUIRA Subscription date : 2001

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



MEDINA OF MARRAKECH Subscription year : 1985

ounded 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.



### THE PORTUGUESE CITY OF MAZAGAN Subscription date : 2004

Atlantic coast in the beggining of the 16 th century , and re mastered by Moroccans in 1769.



### KSAR AÏT-BEN-HADDOU Subscription year : 1987

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.



**RABAT** Subscription year : 2012

he 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 ».•

OF

## Zalagh Parc Palace

states ZPP

5 étoiles luxe, le plus grand palace de fès, au coeur de la plus ancienne ville impériale du maroc, à quelques minutes de la médina, vous transporte le temps d'un séjour, dans un voyage inoubliable.

Société Multi Hôtels Nationale, Lotissement Pued Fès Route de Meknès - 30.000 Fès - Maroc Tél.: (212) 035 75 54 54 / 94 99 49 (L.G) - Fax : (212) 035 75 54 91 / 75 54 92 Département Marketing & Commercial : zpp@zalagh-palace.ma Email Réservation : reservation@zalagh-palace.ma www.Zalagh-palace.ma

### PATRIMONY



ANCIENT CITY OF MEKNES Subscription date : 1996

ounded in 1061 by the Almoravid dinasty 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 TETOUAN Subscription year : 1997

OF

he city was re built by andalousian refugiees. 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 coherenty the most complete.



### ARCHEOLOGICAL SITE OF VOLUBILIS Subscription year : 1997

he 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.







## Allier business et confort !



Le Zénith hôtel & SPA est situé en plein cœur du nouveau centre d'affaires de Casablanca : le Technoparc, les centres commerciaux et le parc d'exposition de l'office de change. Situé seulement à 15 min de l'aéroport Mohamed V, l'hôtel offre une panoplie de service.

Un hébergement de qualité, un SPA, une piscine chauffée, une salle de sémnaire, un restaurant international, un bar ... Le Zénith Hôtel & SPA allie harmonieusement business, bien être et raffinement.

Route d'EL Jadida, Angle 1077 Lissasfa Casablanca, Maroc



+212 522 894 949 www.lezenithhotel.com reservation@lezenithhotel.com

## 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 XX <sup>th</sup> 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-MORESQUE 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

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 ».



Situé en plein cœur de la ville de Marrakech, sur l'une de ses plus belles artères, l'Hôtel Amalay est à 10 mn de l'illustre Place Jamãa El Fna et des souks.

Entièrement climatisé il compte 40 chambres, toutes équipées, avec salle de bain, TV, téléphone et loggia.

Vous aurez le plaisir de découvrir au rez-de-chaussée son salon marocain, son bar, ainsi que ses deux restaurants, qui vous permettront de déguster la finesse des différentes spécialités.

87, Avenue Mohammed V, Guéliz - Marrakech Tél. : 05 24 44 86 85 / 05 24 44 90 23 - Fax : 05 24 43 15 54 contact@amalay-hotel.com

## morocco RICHNESS AND CULTURAL DIVERSITY

his 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 majestous sea side road of Morocco ».

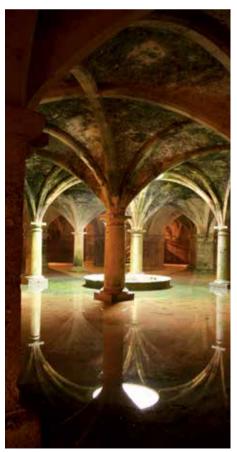
« If you had already explored Sahara, climbed the Atlas mountains and visited different cities and medinas of Morocco, it is time to dive into the farthest point in the sea side road of this country », stressing the point that beaches of the kingdom are seducing through their unique immensity and their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







La Résidence **Appart-Hôtel Assounfou** est votre solution pratique pour votre séjour à Marrakech, en famille, en couple ou en groupe. Ses 40 appartements parfaitement conditionnés vous offrent tout le confort et autonomie souhaités :

Kitchinettes, Salon et Salle de bains, ainsi qu'un balcon pour la majorité.



Angle rue Imam Malek et rue Ibn Toumert Appt, Marrakech Tél. : 05 24 44 95 27 / 24 44 95 41 - Fax : 05 24 44 95 40 E-mail : residenceassounfou@menara.ma Site web : www.apparthotelassounfou.com

## A HERITAGE BELONGING TO THE HISTORY OF MOROCCO

he 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 millenarious 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 evoluting, 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.



## Le MERIDIEN



Entrance



Meeting room

Ideally located at the heart of l'Hivernage, the residential area of Marrakech, in front of the Atlas mountains and a few minutes from the international La Ménara airport, Le Méridien N'Fis will see to it that its clientele enjoys wonderful stays of relaxation end leisure, in the enchanting setting of the most fascinating imperial cities of Morocco. The hotel is equipped with excellent meetings facilities : conference rooms lit by daylight, highly flexible organisation, modern means of communication, easy access to the different points of sale of the hotel : nestaurants, tea room and bar.



Overflowing swimming-pool

### SETTING & ACCOMMODATION

Le Méridien N'Fis towers a 5 hectare-park, in front of the snow-covered peaks of the Atlas

• Privileged place of peace and screnity, the hotel offers 278 rooms including 12 suites that are divided into 3 wings. Atlas, Ménara and Koutoubia,
in the center of which opens up a magnificent andalusian garden.

### AT YOUR SERVICE

Business center 
 Concierge 24 hours a day 
 Foreign exchange 
 Laundry 
 Baby-sitting
 Car rental 
 Banqueting halls 
 Room service 24 hours a day 
 Boutique

### **CONFERENCE & BANQUETS**

4 air-conditioned rooms ranging from 25 to 170 m2, lit by daylight, fitted with a complete audio visual equipment, with a capacity of 19 to 150 persons,

### **RESTAURANTS & BARS**

1 international restaurant «Al Seguia» (300 persons), 1 Mediterranean restaurant «Menzeh» (80 persons), 1 bar «Al Abbassia» (60 persons), 1 barbecue swimming -pool snack bar «Al Birkah», 1 tea room «L'Iwan»,

### SPORTS & LEISURE ACTIVITIES

Everything at Le Méridien N Fis is sports and leisure-oriented : two of the most beautiful golf courses in Morocco near by:

 The Golf Royal Marrakech and the Golf Amelkis, 18 holes located 10 minutes from the hotel

 Ski-mountaincering at l'Oukaimeden (45min) \* Young partridge shooting at Amizniz (30min) \* Wild boar hunting at Asni (30min)
 Fishing at the Takerkoust Lake (30min) \* A 600 m<sup>2</sup>overflowing swimming-pool \* 2 clay termis courts, one with electric lighting

 A 250 m<sup>2</sup> fitness center in the ground floor onto the swimming-pool and the andalustan garden.

### VISITING THE CITY AND THE NEIGHBOURHOOD

Guided tours round the city are organised from the hotel.

Places to visit in the city : the Jernaa-el-Fna Place, the Koutoubia Mosque, the Badia Palace, the Ben Youssef Médersa, the Badia Palace, the Saadiens Tombs, the Ménara Pond, the Majorelle Gardens...

### GENERAL INFORMATION

Spoken languages : French, Arabic and English \* Currency : Moroccan Dirham \* Clothes to bring : light in autumn and spring, very light in summer, woollens for winter evenings Méridien Hotels in Morocco : Le Royal Mansour Méridien Casablanca, La Tour Hassan Méridien Rabat, Le Méridien Berbére Palace Ouarzazate, Le Méridien Mérinides Fês

Avenue de France, Marrakech, Maroc • Tél.: (212.4) 33 94 00 - 44 87 72 • Fax réservation : (212.4) 44 74 46 E-mail: meridien\_marrakech@iam.net.ma Internet http://www.lemeridien-hotels.com

A division of the Forte Hotel Group



### A RESORT LIKE NOWHERE ELSE!

Mazagan is a unique coastal destination resort overlooking the Atlantic Ocean, located 90km south of Casablanca, in El Jadida, a city which benefits from a year round temperate climate.

Less than 3 hours away from most of the European capital cities, one hour from one of the biggest airport in Africa, Mazagan Beach & Golf Resort features a variety of restaurants and bars, Three Kids' Clubs, a world-class spa with 19 treatment rooms overlooking the ocean and a Moroccan Hammam, a vibrant casino, a nightclub, and endless sports and Leisures facilities and an amazing array of activities for all ages: horse riding, quad biking, Go Karting, tennis, football, Jet ski, Surf, fitness center, yoga...



With panoramic views across the Atlantic Ocean, the resort features 500 elegantly-designed rooms and suites range from 42m<sup>2</sup> to 342m<sup>2</sup> in size with the latest technical amenities and quality finishes, providing a warm welcome to couples and families alike.





Mazagan Beach & Golf Resort offers a wide range of dining options for guests, ranging from international favorites to the finest Moroccan cuisine. Whether guests choose to eat at one of the fine dining restaurants or in a more casual atmosphere, they can enjoy the fresh, local ingredients which are used across all restaurants and choose from a range of carefully selected wines.

«Morjana» restaurant for lovers of Moroccan and oriental gastronomy, «Sel de Mer» offers a large variety of fresh local fish and seafood, «La Cave» the french bistrot, «Market Place» offers sumptuous buffets as the Middle East, North Africa, India and Asia come together in perfect harmony. «Olive's» serves breakfast or Lunch in a Mediterranean buffet, «Jockey club» the casino restaurant, «George» restaurant by the golf course offers a selection of excellent meat cooked to perfection, «Oasis» the pool bar and restaurant, «Chiringuito» the spanish beach club, «Beach Barbecue» offers grills and cocktails by the beach, «Pizzeria» to enjoy fresh made pizzas with a splendid view on the Atlantic, «Al Firma» serves Moroccan cuisine in a typical Berber tent under a beaufitul starlit sky.



As the leading resort in Morocco, Mazagan Beach & Golf Resort prides itself on its ability to cater for guest requirement. This is why the evening activities at the hotel are as diverse as those available during the day. The resort boasts a nightclub, a casino and an excellent line-up of events and entertainment, in addition to the various bars located throughout the hotel.



Mazagan is also home to the longest golf course in Morocco – a par 72, 18-hole links course, designed by Gary Player, stretching alongside the beach, providing fantastic play for all levels of skill.

The Golf Course at Mazagan Beach & Golf Resort is set alongside 3 km of the Atlantic Ocean, showcasing some of the best views from the resort. Designed by world-famous golfer Gary Player, the course follows the contours of the dunes and was created with a focus on respecting the environment and conserving the natural features of the land.

# Votre partenaire Business & Meetings au Maroc

## "LA MATIÈRE GRISE SE METAU VERT SUBLIMBE VOTRE ENTREPRISE

Pive de 10 000 m<sup>2</sup> d'argenere peur ves meetings, congrés, séminaires incentiuse, team building & exemis... Des angélecements diratiógic(Lass Manueles), Agails Constitues, Reins, Pies, Cupie, Essandes, 28 hijitais en teat de mer el en appur de dés Des services indélité peur des édimements d'angegien... Une vela recherche géstionnemie (M, des atmosphiles éditoristiques Une vela recherche géstionnemie (M, des atmosphiles éditoristiques

Pour toutes informations : gradientificationisation.com

atlas5stars.com