



Marrakech
La Palmeraie

Club Med *Marrakech*

MARKETING PRODUIT EAF
- May 2020 -

Club Med 
amazing you



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Part One

Destination Marrakesh



Morocco

land of legends and marvels



Morocco is a country of a thousand legends and a place where oceanic, Mediterranean, mountain and desert climates meet. It offers **splendid and varied landscapes, a unique culture and new culinary adventures.**

This is the place for an immersive and different experience marked by **color, warmth, and a friendly welcome.** It will charm nature lovers as well as those looking for high culture.



Head out for an adventure on the doorstep of Africa and discover unusual and colorful architecture, public squares that are overflowing with life, souks perfumed with bracing scents, and palaces ringed by lush gardens. Head down the coast and make your way through charming villages from the Mediterranean all the way to the Atlantic ocean and then head inland to discover ochre-colored landscapes and hiking in breathtaking mountain settings. Sleep in a tent in the middle of the desert and explore the ruins of ancient nomadic villages.

A destination of 1001 discoveries



Nature outings

Hiking in the Dades and Todgha gorges
Merzuga and camping in the Saharan dunes
Swimming in Paradise Valley
Fint Oasis
Ouzoud Falls



Fint Oasis



Cultural immersion

Relax in a hammam or riad
Mosque visits
Spend the night in a Kasbah
Fez leather tannery

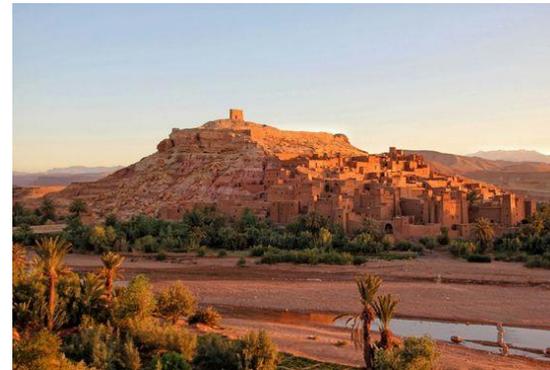


Fez Tannery



Cities and villages

Dynamic Casablanca
Essaouira, a trendy seaside resort
Fez and Meknes imperial cities
Chefchaouen in blue and white
Ait-ben-Haddou and Ouarzazate
Vibrant Marrakesh



Ait-Ben-Haddou



Culinary specialties

Tajine and couscous
Pastilla (salty or sweet pastry cake)
Tangia Marrakchia (slow cooked beef)
Mint tea and moroccan pastries



Pastilla

Marrakesh, meeting place *between past and present*



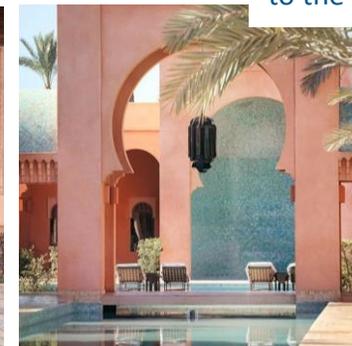
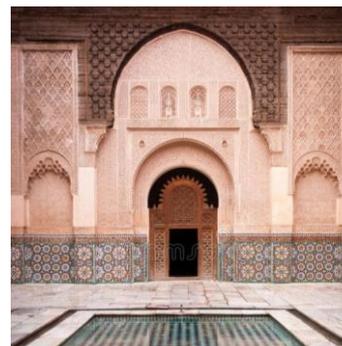
The Koutoubia, Marrakech

Marrakesh, or the “ochre city”, is a grand, lush oasis at the foot of the Atlas Mountains. It will seduce you with its **colourful vibe, welcoming energy, and authenticity**. Divided between the modern city and the **medina**, the pearl of the south brings together Moroccan traditions and modern life. Today, it is a true cultural hub that is renowned for its easy lifestyle, arts, traditions, and architectural treasures.

The city’s **medina** is a **UNESCO World Heritage site** and is home to numerous historical structures such as the Koutoubia Mosque, the Ben Youssef Madrassa, the Majorelle Garden and the Saadians Tombs.



Sip on a mint tea while lounging on a rooftop on the **Jamma-el-Fna Square** as the sun sets. Get lost in the perfumed back alleys of the **souk**. Stroll through the lush **Koutoubia Gardens**. Make a stop in the shady courtyard of a traditional riad. Visit the **YSL Museum** or any of the cities countless other museums. Enjoy delicious pastries while listening to local legends. Don’t miss a visit to the **Bahia Palace**.



A city rich in *events and festivals*



JANUARY/FEBRUARY Marrakesh Marathon

MARS

- On Marche – International Dance Festival:** discover contemporary choreographic creations from around the world
- Spring Poetry Festival:** openings, lectures, film screenings, open mics in multiple iconic spots around town
- Book Festival:** conferences, round tables, literary cafes and storytelling in the gardens to make literature accessible to all

JUNE/JULY

- Marrakesh du Rire:** a festival featuring African and European humorists
- Folk Art Festival:** artisans, storytellers, singers, and dancers from all over Morocco come and share their art in the streets of Marrakesh
- Fête du Trône:** national holiday on 30 July

AUGUST/SEPTEMBER

- Festival Cameo:** open air cinema evenings organized in August or September depending on the programming
- Oasis Festival:** electronic music festival

NOVEMBER/DECEMBER

- International Film Festival:** eight days between the end of November and the beginning of December, a high end program of international films
- 1-54 Contemporary African Art Fair:** the biggest collectors, professionals and art lovers in the art world get together to discover emerging artists from Africa and its diaspora



Festival des Arts Populaires à Marrakech



Part Two

Club Med Marrakesh





Marrakech
La Palmerie

*A preserved oasis of happiness that brings
Marrakesh's soul and trendiness to life to
give your family a taste of Morocco's finest*

#ClubMedMarrakech

Target Clientele



THREE-GENERATION FAMILIES



COUPLES AND FRIENDS



CITY HOPPERS

Looking for the perfect, easy-to-reach getaway to discover a trendy city that is full of stylish bars, restaurants, charming riads, and museums.



PLEASURE SEEKERS

People who love simple pleasures and good food. Looking for new flavours. They are open, curious, and love having a good time and doing what feels right.



CURIOUS EXPLORERS

They want to discover all of a country's customs and immerse themselves in the culture. Looking for an authentic and immersive travel experience.

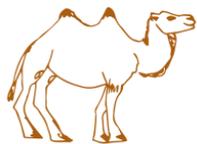


TRENDSETTERS

Excited to discover trendy hotspots and new products and concepts. Looking for experiences off the beaten path.

Experience Pillars

#ClubMedMarrakesh



**Total immersion in
Oriental culture and
traditions**



**A peaceful haven in a
lush palm grove**



**The ideal base camp to
explore Morocco's
treasures**



**A kingdom of unique
family experiences**

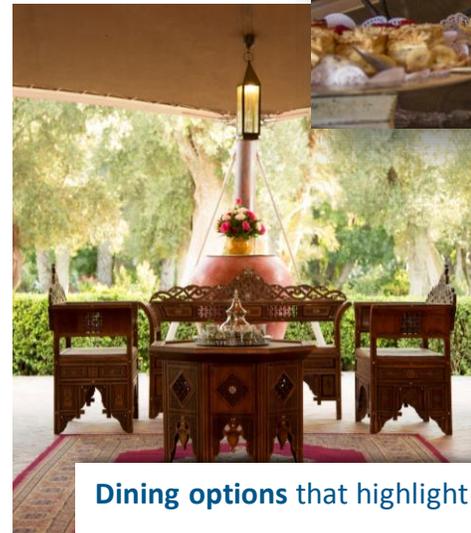
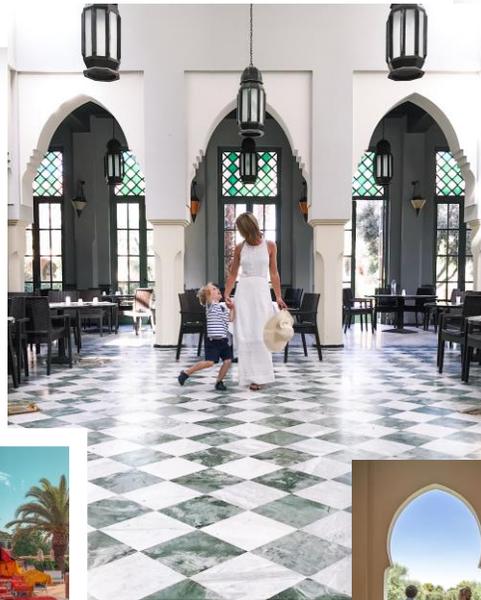
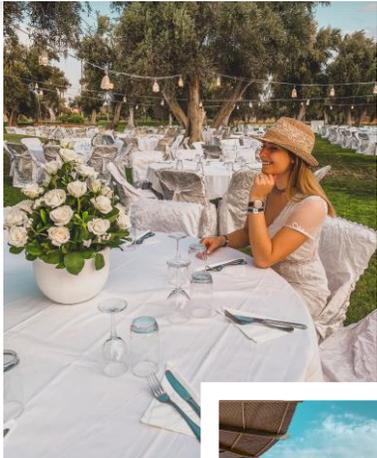


Immersion in Oriental culture



Plunge into Moroccan culture and prepare yourself to discover an authentic experience in a modern setting and trendy ambiance, only steps from Marrakesh:

- A resort featuring **iconic Moroccan design and architecture**
- A **Moroccan garden party** in a magical atmosphere in the palm grove
- **Cultural discovery activities** (language and cooking classes, theme nights..)



Dining options that highlight the country's culinary delights:

- **El Kebir**: find a table under the Berber tent in the culinary restaurant and try delicious local dishes in an Oriental setting all day long
- **The grand buffet at "Moroccan night"**: every Monday night, the main restaurant offers a buffet that is entirely dedicated to Moroccan food and culture featuring authentic decorations, music and theatre presentations.

A peaceful haven in a natural setting



A Resort in the heart of nature, which features the **Le Riad** Exclusive Collection space at its core. High-end offerings and personalized services are all presented with the special Club Med touch:

- Charming Moroccan-style suites with a terrace or private garden, possibility to book adjoining rooms for families
- A dedicated private pool
- An exclusive full-service bar



A truly calming moment at the Spa by CINQ MONDES: enjoy a **traditional Moroccan massage** with products featuring the artisanal recipe **Noir Beldi** and **Crème de Rassoul soap**.

Marrakesh is a much sought after golfing destination, which makes the Resort a perfect jumping off point to discover a range of exceptional courses, such as the Golf Club Al Maaden, tucked away in the foothills of the Atlas Mountains.

The Resort also features a **golf school**: the perfect occasion to perfect your stroke in a unique setting that features a **pitch and putt course** lined with olive, orange, and palm trees.



A peaceful swim in the **quiet pool** for adults only



Base camp for exploring Marrakesh



Located **only 15 minutes from the center of the medina**, the Resort offers **free shuttles** for guests to go explore the city and all of its must-see sights.

Majorelle Gardens and the Yves Saint Laurent Museum



Bahia Palace and other lavish palaces



Ben Youssef Madrasa and the historic monuments in the heart of the medina



Gourmet break at trendy bars, restaurants, and rooftops



A fragrant stroll through the souk's many stalls



Base camp for exploring Morocco

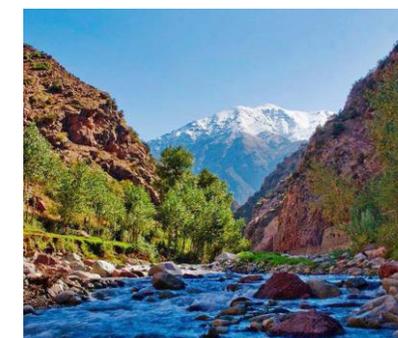
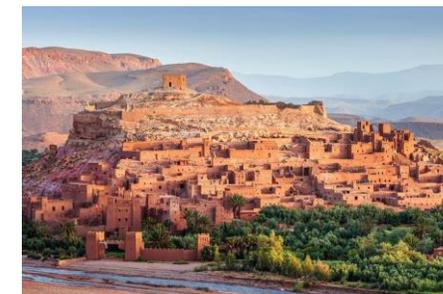


Whether you're with family or friends, **head out for an adventure** with our **passionate local guides**, to discover the beauty and the richness of the country's landscapes, visit sights that are all of history, and go on adventures far from the beaten path.



EXPERIENCES OF DISCOVERY AND ADVENTURE

- **The Atlas Mountains and valleys:** day-long hiking itineraries in the heart of sumptuous landscapes and a traditional tea tasting at a local's home to experience legendary Berber hospitality.
- **Ourika Valley:** go on an adventure in the Ourika and discover the surrounding villages and authentic, colorful souk
- **Essaouira:** head out for a day trip to explore a trendy getaway on Morocco's Atlantic coast
- **Deserts, lakes, and highlands:** enjoy a lakeside lunch, go on an off-road adventure in the Agafay Desert and be surprised by the breathtaking panoramas of the Kik Plateau.
- **Campsite fun:** head out on a half-day trip to take in an evening under the stars in a bivouac campsite (from March to November) or dine without another soul in sight surrounded by snowy mountains and high plateaus (from November to March)



A kingdom of activities for families



A **Mini Riad with local decorations and a patio** exclusively set aside for your kids ages 2 to 17. They can discover a new culture all while having fun. From creative workshops with local crafts and water games in the kids' pool, we've thought of everything for them.

An Amazing Family program with themed activities to try as a family:

- Grand treasure hunt to explore the Resort and its secrets
- Giant wooden board games
- Water games (inflatable structures, slip'n'slide)



Archery School: group classes, “Marrakesh Open”, “parent-kids” meetings, tournaments, a range of occasions to perfect your shot in a calm and serene environment.

Tennis School: 6 earthen tennis courts to enjoy both day and night thanks to night lighting. Or learn together in a group class. Introduction activities are also planned for kids ages four and up at the Mini Club Med.



Trapeze School: soar through the air and enjoy a bird's eye view of the palm grove from the trapeze platform. The GOs® who teach the activity have a singular passion: introduce kids (ages four and up) and adults to the joy of reaching new heights.



Equestrian School (extra fee): follow your passion or take introductory courses to discover a brand new sport. For ages six and up.

must-try Experiences



Medina discoveries

Take a trip to the Jemaa el-Fna square and immerse yourself into the vibrant souk atmosphere. Stroll along colorful stalls and chat with potters, dyers and spice dealers. Guess the splendours of the beautiful villas hidden behind the porticoes and plant walls. Sneak up to Koutoubia and Kasba, and take a botany class at the Majorelle Garden (on demand).



Exclusive moments at the 5Ψ Riad

Strolling through the olive trees, enter the lantern-lit pathway. Pass under the entrance's finely-wrought golden letters welcomed by the smiling porter wearing a traditional attire. Savour an orange, carrot and apple smoothie by the pool, decorated with Majorelle blue mosaics. Finally, enjoy your suite's stunning private garden.



Moroccan Garden Party

Enjoy a dreamlike buffet served specially for you on the golf course. Get immersed through the magical garlands illuminating little baskets hanging from the trees and filled with bread, fruits and pastries. Let yourself indulge in typical gazelle horns and honey cakes. Further away, fall for the local scents of spit-roasted lamb, couscous and tajine being prepared; a spectacular mix of Moroccan flavours!



1001 Oriental beauty treatments

Well-being is a foundation of the Moroccan culture. Lie down by the pool and enjoy an argan oil massage (on demand) from the Club Med Spa by CINQ MONDES. Sip a mint tea under the banana trees and listen to the fountains ripple behind the hammam caught in orange blossom and lemon tree scented breezes.



A viewpoint over the palm trees

Tall as a seven-floor building, the Resort's viewpoint has become both a site of interest and a landmark to visitors. Just as the guardian of the citadel, climb up the stairs leading to the panoramic terrace and admire the high plateaus of the Atlas mountains, palaces and courtyards surrounded by palm trees.

General Information

Access: 20 min from Marrakech-Menara airport

Resort area: 67 hectares

Local currency: Moroccan Dirham

Lodging (360 guest rooms)

Factsheet



Wellness

Le Riad Exclusive Collection Space

- A private and exclusive area
- 60 suits with terraces or private gardens
- Bar, swimming pool, and personalized services

Club Med Spa by CINQ MONDES

Fitness School

- Large offering of classes
- Weightlifting and cardio-training rooms



Sports & Activities

Sports: golf, tennis, archery, mountain biking and trapeze classes, hiking, horseback riding, badminton, basketball, mini-football, beach volleyball, bocce ball, bridge, table tennis

Seminars about the country, language courses, cooking courses

A rich selection of excursions

Swimming Pools

- Main pool (non-heated)
- Kids pool
- Quiet pool
- Private Exclusive Collection space pool



Dining

2 Restaurants

- La Palmeraie, main restaurant
- El Kebir, specialty restaurant

3 bars

- Le Pacha, main bar
- Pool bar
- Exclusive Collection space bar



Kids & Families

Kids Club

- Petit Club Med (2-3 years)
- Mini Club Med (4-10 years)
- Junior Club Med (11-17 years)

Amazing Family Program

Meeting & Events

- Modular meeting rooms to host events for up to 400 guests
- A range of team building activities: Berber challenge, orienteering and discovery rally, temporary campsites...
- Moroccan night, temporary campsites under the stars