

# Across Morocco

Destination Management Company



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Licence de agence de voyages N: 07D/05

# MICE IN MOROCCO



Meetings  
Incentives  
Congress  
Events  
Luxury Travel



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# *Morocco, land of contrasts...*



## *Morocco, land of contrasts...*



Morocco, a land of contrasts. Vibrant, seductive and exciting, a place where shadows merge with sunlight, where sky and sea meet at the horizon. Contrasting colors dissolve into flickering kaleidoscope of blue, copper, red, green, ochre, silver and gold. A land bursting with the colors of life where festivals happen all year round. Morocco, a place where magical colors blend in an irresistible pageant of light and shade.

Morocco is unique in many ways; firstly, it is an African country closest to Europe in geographical and cultural terms. The country is surrounded by the Mediterranean Sea on the northern, and the Atlantic Ocean on the western side. The port city Tangier faces the southernmost point of Spain just across the Strait of Gibraltar. The strait has become a gateway for Muslim warriors to enter Europe throughout the history.

Morocco's Mediterranean coast is still unspoiled. The best resorts of the country are located along the Mediterranean coastline.

Tetouan at the western end is an attractive town with a long history. There are several resorts nearby. Al Hoceima, halfway along the Mediterranean coast is the area's top resort. By contrast the Atlantic Ocean coastline has many lively towns but a few main resorts. The long stretches of sandy beaches are very common, along this side of the country.

Morocco is one of the luckiest countries in the African continent, with a unique weather pattern and resourceful plains and lowlands abound on colourful Mediterranean plants, and support many varieties of fruit, vegetables and grains. The countless rows of olive trees across the plains form a special floral setting for this warm Mediterranean country.

These were the roots of the words Morocco and Moroccans as we use today.

There are many cultural influences coming from the French dominated colonial days, with which the way the democratic institutions are set up and operate even today. The artistic and the architectural influences are more widely related to the Spanish culture.

The beautiful gardens with greenery, fountains and running water are most obviously influenced from the Andalusian Gardens. It is most probably a two-way influence; first, from the Islamic background into Spain, and then from Spain back to the Islamic North African countries.





# Useful Facts About Morocco



**Passport/Visa Requirements:** These requirements are subject to change. Check with the embassy or consulate in your home country before you depart.

Travellers visiting Morocco need a passport valid for at least three months. Visas are not required of most foreigners. A return or onward travel ticket is required.

**Customs:** Visitors are allowed to import, duty-free, 200 cigarettes, 50 cigars, or 250 grams of tobacco and 1 liter of spirits. All currency or traveller's checks must be declared upon entry. It is illegal to import or export Moroccan currency.

**Business Hours:** Banks are open 8:30–11:30 AM and 2:30–4:30 PM Monday–Friday, with a longer midday break on Friday. Shops are open various hours, depending on the season, and the personal preferences of the owner. Some close for lunch, but many are open later in the evening. Government offices are generally open 8:30 AM to noon and 2:30–6:30 PM Monday–Friday, with a longer midday break on Friday. During Ramadan and in the summer, hours are generally shorter for banks and government offices.

**Climate:** Morocco's Mediterranean coast has a subtropical climate tempered by oceanic influences that give the coastal cities moderate temperatures. Temperatures at Essaouira average 16° C (61° F) in January and 22° C (72° F) in August. In the interior, winters are colder and summers warmer. The mean temperature in Fès is 10° C (50° F) in January and 27° C (81° F) in August. Mountain peaks are covered with snow during most of the year, and temperatures of less than -18° C (less than 0° F) are common in the higher elevations.

Rain falls mainly in winter and most heavily in the northwest. Average annual precipitation is about 96 centimetres (38 inches) in Tangier, 43 centimetres (17 inches) in Casablanca, 28 centimetres (11 inches) in Essaouira, and less than 10 centimetres (4 inches) in the Sahara.

**Government & Economy :** Morocco is a Muslim kingdom governed since 1999 by King Mohamed VI, son of the late King Hassan II. The political structure is a social democratic and constitutional monarchy. Agriculture: Exports include fruits (oranges, tomatoes, figs), early vegetables, flowers (roses), preserved food ... Minerals: Three-quarters of the world's stock of phosphates, but energy has to be imported.

**Population :** The original people of Morocco are the Berbers. The Arab population is today concentrated in the North and in the cities. The population of Morocco is estimated at 36 million people.

**Language :** Moroccan Arabic is the official first language of the Kingdom, although many people speak dialects of the Berber language, especially in and south of the High Atlas. French is the second language, commonly used alongside Arabic on signposts, menus and in shops. English, German, Spanish or Italian is understood in many hotels or markets or wherever tourists are found.

# SYNOPSIS



## MOROCCO'S ASSETS AS A MICE DESTINATION

MOROCCO: A GOOD IMAGE AS A DESTINATION

A TAILORED OFFERING

A HUGE GROWTH IN TRANSPORT INFRASTRUCTURE

A DIVERSIFIED COMPLEMENTARY OFFERING

# Morocco: a good image as a destination



- Good positioning in the minds of visitors
- Value added and differentiation from other destinations (Special offering, culture and spare-time activities according to the client needs, good value for money)
- Professionalism of the tourist industry and a varied offering of mediators and product specifiers (DMC, PCO, incoming and incentive travel agencies ...)
- Social and political security and stability
- Weather conditions broadly favorable for the organization of events



## A tailored offering

- Hotels of all categories and particularly a top range hotel structure adapted to the MICE segment (5-star hotels, Riads, palaces, etc...)
- Existence of international hotel chains
- Conference centers fully equipped with conference and banquet facilities.
- Event-supporting Services (hostesses, translation services, audio-visual and technological equipment)
- Diversified cuisine and high quality catering.





# huge growth in transport infrastructure



- Airports with required services
- Developing national and international air frequencies
- Road and highway network in good condition
- A private transport service tailored to the sector requirements (coaches, minibuses, cars, luxury cars...)
- Train services and High Speed Railways will soon be available

## A diversified complementary offering

- Leisure and cultural activities to meet the client needs
- Events of international reputation (music festivals, sporting events, ...)
- Shopping
- Well-being
- Watersport activities
- Nature & adventures
- ...



# SYNOPSIS



## MOROCCO'S MAIN MICE DESTINATIONS

TANGIER

RABAT

CASABLANCA

MARRAKECH

AGADIR





# MICE'S MAIN DESTINATIONS IN MOROCCO



## Focus on the 5 main MICE destinations

**Tangier**  
**Rabat**  
**Casablanca**  
**Marrakesh**  
**Agadir**



# Tangier



- ▶ City of Ibn Battouta, the first traveller in the world
- ▶ City with a unique geography: symbolizing the junction of 2 seas, 2 continents and 2 cultures
- ▶ Beauty of sites and lights that has, for a long time, inspired famous artists
- ▶ Activities: Golf, Well-being, Casino, Nature & Adventures...



- ▶ Good means of communication like railways, highways and roads
- ▶ International airport with developing airline services
- ▶ Tanger Med Port with a capacity for 7 million passengers per year
- ▶ Tangier City Center Port dedicated to cruises, with its yacht harbour and marina.

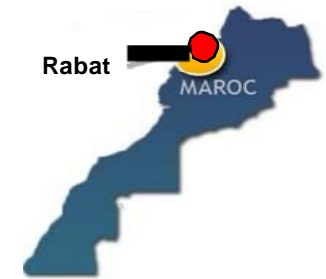


- ▶ The accommodation offering is dominated by the 3 and 4- star hotels
- ▶ Hotel projects underway especially in the 5-star and luxury category

## MICE Offering

- Accounts for almost 6% of MICE's facilities in Morocco
- Conference and Meeting rooms integrated into hotels
- A new hotel with great conferences facilities has just opened

# Rabat



- ▶ The Kingdom's capital
- ▶ A city characterized by calm and serenity
- ▶ City of museums and historical monuments
- ▶ The Bouregreg real estate and tourist project, with malls, hotels, marina...
- ▶ Event: Mawazine Festival, Chellah's Jazz Festival...
- ▶ Activity : Golf and horseriding (Dar Es Salam riding trail, one of the best trails worldwide)

- ▶ Good means of communication like railways, highways and roads
- ▶ A constantly evolving international airport
- ▶ A new marina has been inaugurated in 2011

- ▶ Available accommodation choices: 3, 4 & 5-star hotels
- ▶ Hotel projects underway especially in the 5-star and luxury category (in the new Marina and in the Royal Golf Dar Es Salam)
- ▶ Variety of accommodation choices (Hotels and Riads in the medina)

## MICE Offering

- Accounts for almost 9% of MICE's facilities in Morocco
- Rabat is one of the main MICE destinations since it is the Kingdom's capital
- Has an international conferences centre of 1,350 m<sup>2</sup>
- A structuring and growth-generating offering



# Casablanca



- ▶ The beating heart of the country's economy
- ▶ The meeting is a tradition or vocation in Casablanca, since the 1943 with the Casablanca Conference
- ▶ An animated city: shopping, night life, restaurants for all tastes
- ▶ Diverse non-core activities: Golf, Horse-riding, Karting, Spa & Thalasso



- ▶ The city concentrates the largest highways of the country
- ▶ Good airline services with an accessible large hub having more than 300 flights/week coming from large markets
- ▶ Very good railway connection
- ▶ Casablanca has the first cruising port of Morocco



- ▶ Existence of many hotel chains and international ones
- ▶ Important accommodation capacities and 50% of the city hotels are top-of-the-range (4 and 5-star hotels)
- ▶ Hotels having facilities to hold meetings

## MICE Offering

- Accounts for 13% of MICE's facilities in the country
- The city has MICE important equipments such as: the Casablanca Conferences Centre, the Agora Conference Centre, the Twin Center Auditorium and also a large Exhibition Centre of 36,000 m<sup>2</sup>
- Meeting or conference facilities are integrated into the hotels
- A project of construction of a new conference centre and an exhibition centre.

# Marrakesh



- ▶ The kingdom's first tourist destination
- ▶ On-going artistic and cultural activities
- ▶ Rich non-core activities : Golf, Spa, Casino, Night life, Hiking, Trekking...



- ▶ The network of roads and motorways is well structured
- ▶ An international airport connecting the city to European cities
- ▶ Good railways connection



- ▶ A large accommodation offering (ranked nationally 1<sup>st</sup> in terms of available accommodation)
- ▶ Variety of accommodation choices (Hotels, Riads, Guest Houses,...)
- ▶ Existence of international hotel chains
- ▶ We find some of the best and most luxurious hotels in Morocco

## MICE Offering

- The accommodation offering is mainly positioned top of the range, with 66 % of 4 & 5-star hotels and guest houses
- Marrakesh has 2 conference centres and several conference rooms and meeting facilities integrated into these 4 & 5-star hotels
- A third conference centre with a capacity for 5,000 persons has just opened.

# Agadir



- ▶ Capital of the Souss region and the Amazigh culture
- ▶ A wide and beautiful bay, with a all year round temperate climate (more than 300 days of sunshine/year)
- ▶ Possibility to schedule several trips from Agadir to Immuizer-Ida-Outanane, Taroudant, Chtouka Aït Baha, Souss-Massa Natural Park
- ▶ Activities : Golf, Well-being, Casino, 16 Surfing Beaches, Nature & Adventures...



- ▶ Road infrastructure is broadly in good condition and quality
- ▶ Inauguration of the Marrakesh to Agadir highway in 2010
- ▶ An international airport with scheduling of several regular flights
- ▶ The Agadir port is nationally the third cruise port (with more than 80,000 cruise passengers yearly)



- ▶ A varied accommodation offering (3, 4 & 5-star hotels)
- ▶ Existence of international hotel chains
- ▶ Several hotels having meeting facilities

## MICE offering

- Accounts for almost 16% of MICE's facilities in Morocco
- A convention centre of 4,806 m<sup>2</sup> with a capacity for 1,000 persons in a theatre-like style
- The city infrastructure for MICE visitors is integrated into hotels