

Club Med



Press kit

APRIL 2024

A captivating haven of peace *at the gates of the red city*

Located within the palm grove, without straying far from the excitement of the medina, the Club Med Marrakesh invites you to escape and disconnect. From the new Family Oasis, designed for holidays with tribes, to the Exclusive Collection space, for a tailor-made stay like in a riad, through the cuisine and local flavors highlighted, everything encourages relaxation. An art of living that continues with the Cinq Mondes spa, sporting, creative and recreational activities, without forgetting the excursions. A multiple offer, for everyone, at all ages, to discover the best of Morocco, all inclusive and with a free mind.



Marrakesh

otherwise



Immediate immersion

From the moment you arrive at Club Med Marrakesh, everything embodies, tells and recounts the chic and charm of the city. Ideally located in the nature and greenery of the palm grove, the Resort remains close to the medina, one of the most dynamic in North Africa, classified as a world heritage site by UNESCO.



Play of contrasts

On one side, there is peace, serenity and the numerous water points of the palm grove. On the other hand, the traveler is surprised by the activity of the medina, its festivities, the liveliness of the populated and colorful souks. Two atmospheres, two universes, for another way of living, smelling and experiencing Marrakesh.

Beauty of the place

Nestled in the heart of 67 hectares within the palm grove, the Moroccan Resort is built around a large pond lined with olive trees. Another benchmark that sets the tone: a long corridor, with monumental decor and adorned with oriental chandeliers, offers a perspective as far as the eye can see.

You feel somewhere else and the orange blossom scents further accentuate this feeling of escape.



Spirit *of family*

Here, everything has been thought of for family stays. It is the destination of tribes and the ideal spot for holidays where several generations can meet, live together, relax, have fun... Because the entire range of the Club Med offer is available within this Moroccan Resort: supervision of children, infrastructure, experiences and services dedicated to families, without forgetting accommodation designed to accommodate parents, children and even grandparents, in particular thanks to XXL rooms and others which communicate with each other.



'Family Oasis': Another source of happiness on vacation

All new, all beautiful !

The space, called Le Ksar - from the name of the fortified Moroccan villages just seen -, day in the heart of Club Med Marrakesh. This Family Oasis, a true extension of the Resort to enrich the experience of staying with a tribe, includes 66 new rooms, always inspired by Morocco, its culture, its warm, lively and intense colors - such as Majorelle blue or the green of the palm trees -, without forgetting its unique materials, such as zellige, which comes in white and turquoise.

A work of layout and decoration that we owe to the designer and interior architect Laurent Maugoust. All of these rooms - including some communicating rooms - have been designed, imagined and built to accommodate families. Each room therefore has two rooms, including one dedicated to parents and a second that can accommodate children or serve as a living room to meet as a tribe, all together.

Water stories... The new rooms are structured around a central space, where there is a swimming pool for young and old, a paddling

pool, an area reserved for water games for 2 to 3 year olds, as well as a pool with three slides for children and their parents.

Make way for space. The *Family Oasis* is situated at the heart of the Resort and is spacious enough for guests to fully enjoy their stay. Moreover, there is no shortage of options here: relax on one of the furnished terraces or take the time to enjoy a fresh fruit juice or a cocktail at the bar next to the swimming pool.

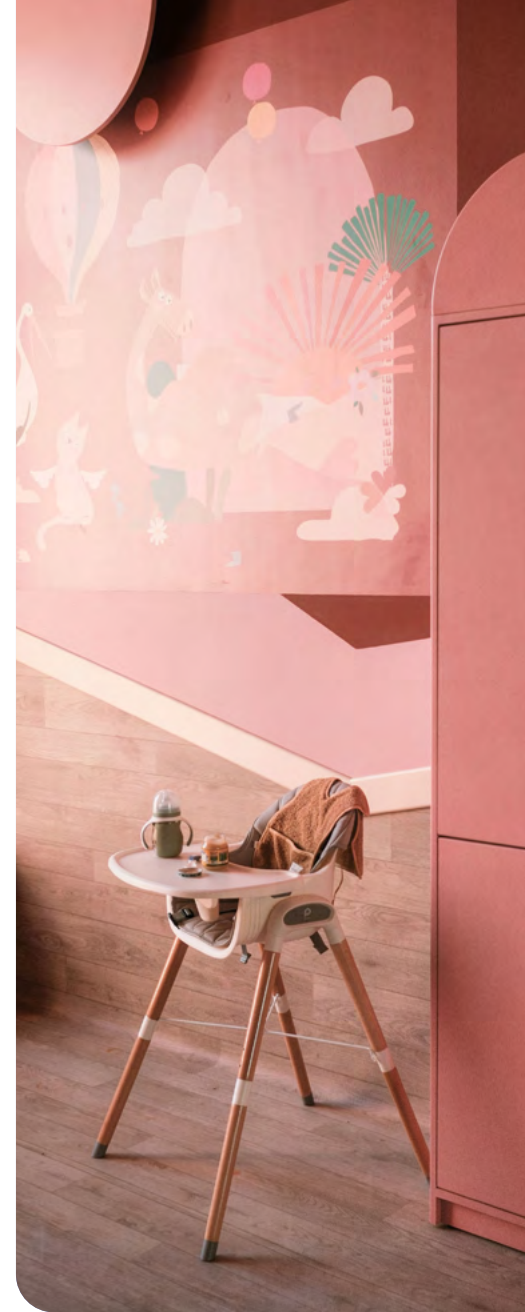
Children first

Another new feature at Club Med Marrakesh: the opening of a Baby Club Med® (additional cost), which welcomes toddlers from the age of 4 months to 23 months. On the program: walks, musical awakening, games, stories... so many activities supervised by trained G.O.® and early childhood specialists. This Baby Club Med® completes the Resort's club offering, dedicated to the youngest travelers, including teenagers.

There's a club for every age

The clubs for children, designed by Club Med, are designed to help them wake up, have fun and make new friends. For this, each age group has its own club: in addition to Baby Club Med® for ages 4 to 23 months (see above), there is Petit Club Med® for ages 2 to 3 (additional charge), Mini Club Med+® for ages 4 to 10, the Teens Club Med® for 11 to 13 years old and the Chill Pass Club Med® for 14 to 17 years old.





Welcome babies!

Club Med makes everyday life easier for parents traveling with young children, thanks to a range of useful and practical services. Like the provision – free of charge – of a stroller or changing areas scattered throughout all the common areas of the Moroccan Resort.

In addition, there is an infirmary supervised by qualified healthcare staff (excluding Baby Club Med® and Petit Club Med® spaces). Finally, the solution for traveling light with baby is the Baby Welcome kit. Offered on an all-inclusive basis in the Marrakesh Resort, it is intended for children under 2 years old. Made available in the room, this kit includes the equipment necessary for washing, changing, feeding and putting your baby to bed. Namely: bathtub, changing mat, bottle warmer and travel cot.

Every for the family

With its Club Med Amazing Family® program, Club Med invites you to multiply intergenerational experiences. The objective: encourage children, parents, grandparents... to come together and reconnect together. To do this, families or tribes can practice sporting activities by mixing generations, share laughter during a game of board games, enjoy going on excursions... So many possibilities for getting closer, uniting, come together and create beautiful memories.

Art of living *in Moroccan colors*

A haven of peace at the gates of the city of Marrakesh, the Resort has everything to seduce lovers of calm, the song of cicadas, a shaded break under the olive trees and another breath of wind caressing the almond trees. But the Club Med Marrakesh is also a place of life, at all times.

Bar, restaurants and rooftop of the Resort punctuate travelers' stay: elegant, colorful, ultra-comfortable spaces, imagined by designer and interior architect Laurent Maugoust. So many spots that bear witness to the Moroccan art of living.

And this is especially true since many local craftsmen were involved in the creation of these spaces. Floors, paintings, tadelakt (lime coating), furniture, lighting... everything is inspired by Moroccan traditions and other Berber culture.





The Palm grove and its wine cellar

Called *La Palmeraie*, the Resort's main restaurant has large lounges with XXL ceiling heights. A decor inspired by precious stones and their tones of ruby, emerald, sapphire, jade... adorns the space, which opens onto a huge shaded terrace, equipped with a pool. On the menu: a large buffet that evolves throughout the day – from breakfast – and until late in the evening. With priority on local products, Moroccan recipes, but also international ones. Added to this is a wine cellar, with sommelier, tasting sessions and a selection of wines from all over the world.

The El Kébir and its specialty menu

Here, we come from the morning – with a continental or Moroccan breakfast, served 7 days a week – until the evening. At lunch (6 days a week), the restaurant offers a brasserie offering, with a Moroccan dish of the day on the slate..

As for dinner (4 evenings a week), *El Kébir* offers a Moroccan tasting menu. The chef then highlights a destination like Fez, Essaouira or even Marrakesh, to find: soup, mezze, pastilla, tagines, fish, seafood or other pastries local colors, depending on whether he is inspired by local products. All complemented by tea service. In terms of decor, an accumulation of colorful pendant lights and warm tones dominate the restaurant and its winter garden, like small, intimate lounges, each with a fireplace. On the terrace, surrounded by palm trees, tealight holders illuminate the tables from the start of the evening.

Le Pacha and its zellige bar

Mint tea, Moroccan coffee, fruit juices, cocktails with or without alcohol, wine by the glass, glass of champagne... everything is possible at *Pacha*, the Resort's main bar. And this, in summer as in winter, between subdued lights and soft cushions.

At the bar, you can also sit at the counter in traditional Moroccan zellige and brass. Lanterns and other oversized lampshades, inspired by dervish hats, create shadow plays, like moucharabieh on the walls. As for light fabrics and sheers, they dress up the volumes with elegance.

The Rooftop and its festive bar

Located above *Pacha*, the Resort's rooftop has been designed as a separate bar, a bit secret, out of sight... A sort of destination within a destination. A true invitation to travel, we come here to drink mint tea during the day or a cocktail in the evening, while enjoying a unique view of the Atlas. All in a decor modeled on that of a Moorish café. Carpets, cushions, wooden and wicker stools, multi-colored poufs and walls adorned with Majorelle blue... everything makes you want to linger and relax in this semi-open space overlooking the palm grove.



The exclusive experience



It's called *The Riad*. This is the Club Med Exclusive Collection space, where the art of living and the art of entertaining are based on the codes of luxury without ostentation, but guided by the quest for tranquility, serenity and a certain privacy. All in a calm and preserved environment. This exceptional enclave, located on the edge of a palm grove, equipped with numerous fountains and served by electric carts from the entrance to the Resort, extends over 26 hectares of the Moroccan Club Med estate. Palm trees, bougainvillea and other birds have a good life between the common areas of the Riad and its small other buildings on two levels, which house around sixty suites.

60 dream suites

The Club Med Exclusive Collection area has 60 suites of 42 m² each. Half of them open directly onto a garden, the other half of these suites, perched upstairs, have a 30m² roof terrace with outdoor shower: ideal for basking in the sun, taking a nap or refresh yourself... Inside: off-white fabrics and shades of green, furniture all in dark wood, headboards inspired by moucharabieh and golden brass light fixtures which create shadow effects. The decoration is by Marie Prost (Agence Prost). The interior designer was inspired by Moroccan culture by favoring warm colors, local crafts, tadelakt and zelliges. With a priority for tonal accords, noble materials, refinement, sobriety. And this extends to the lobby, where travelers are welcomed in alcoves reminiscent of nomadic tents.



Taylor made services

Within the Riad, each traveler receives every attention. Here, the notion of services is nestled in the smallest details. Starting with exclusive access to a swimming pool, an *à la carte* breakfast served in your room, a restaurant on the terrace for lunch, with a range of Moroccan specialties offered on the plate, or a bar with colorful seats, which offers a large choice of included drinks, including champagne offered from 6 p.m.

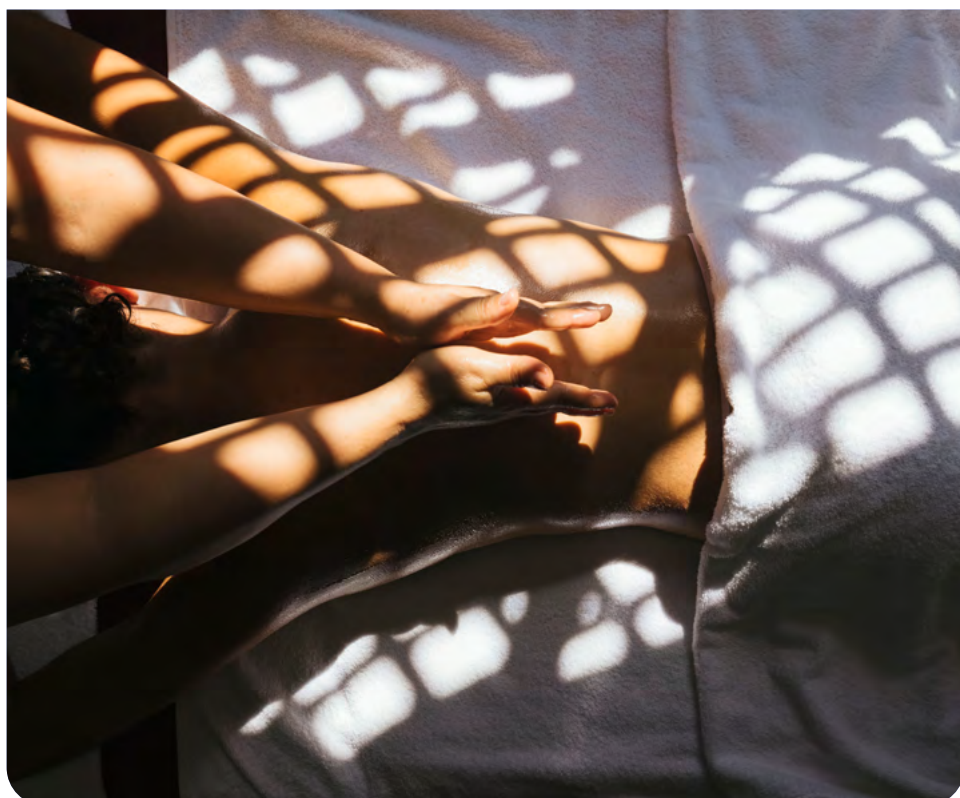
Well-being *and self-care*

Another gem of the Club Med in Marrakesh: its Cinq Mondes spa, which stretches over 1,000 m². Designed like a garden setting, between fountains, orange trees, olive trees and century-old date palms, we come here to recharge our batteries, stretch out, relax.



Rituals from elsewhere

Rituals from elsewhere The Cinq Mondes spa invites everyone to treat themselves. With a range of treatments, for the face or body, inspired by Japanese, Balinese, Indian and, of course, Moroccan rituals. As for the hammam, it revives the Moorish tradition of the scented steam bath and other dry heat of the sauna, to eliminate toxins. A sequence of absolute relaxation that you can finish lying in a deckchair, facing the central pool, drinking freshly picked mint tea or with a Yoga session by Heberon in a palapa at the heart of the palm grove. To complete the offer: a Zen swimming pool, outdoors and for adults only, allows you to swim a few laps in peace, before or after your visit to the spa.



Sport *for all*

A stay at a Club Med Resort is always an opportunity to practice one, or even several, sports. In Marrakesh, around twenty all-inclusive activities are offered, plus just as many *à la carte* excursions.

Golf and greens in sight

Among all the disciplines offered within the Resort, golf attracts many enthusiasts of the little white ball. And for good reason: Marrakesh has many clubs and greens. This is the case of the legendary Royal Golf, a true 18-hole garden golf course, decorated with local scents and essences throughout the course, or the Al Maaden and Assoufid Golf Clubs, located at the foot of the Atlas*. At Club Med Marrakesh, beginners or already experienced golfers can also take out their irons on a course lined with olive trees, orange trees and palm trees. Inclusive group lessons are offered on the driving range or on the 9-hole pitch & putt course.

Diversity of activities

In addition to its three swimming pools, where it's great to swim laps, the Resort has a multitude of infrastructures for moving and exercising. Like its tennis, archery and fitness school: tailor-made for novices and regulars in these disciplines. But a stay at Club Med Marrakesh is also an opportunity to try the flying trapeze, practice fitness walking, play pétanque or even take part in a table tennis tournament. All supervised by G.O.® experts in each of these sports.



In the saddles!

Horse riding and Arabian thoroughbreds are part of Moroccan culture. Hence the presence of horses and ponies within the Club Med Resort, a stone's throw from the Riad. Called The Ranch, this space houses the horse boxes, as well as arenas for riding, galloping and training. It also serves as a starting point for numerous horseback rides through the palm grove*.

**additional fee*



Discoveries

Staying at Club Med

Marrakesh means having the opportunity to discover a city, a region, as well as the customs of a country.

Escape at la Medina *included*

The excitement of the Marrakesh medina, its colors, its perfumes, its snake charmers... everything is worth the detour. Club Med has set up free shuttles from the Resort to Jemaa el Fna square. Two atmospheres for another way to experience, feel, and perceive Marrakech. Club Med Resort offers a discovery of this unique place, with a visit to the souks, meeting with potters, dyers, spice merchants... An immersion into local life to be extended to the Koutoubia mosque and the famous Majorelle Garden. A botanical garden with some 300 species of plants and species spread over almost one hectare, with an Art Deco villa and a museum of Berber history.

A trip to the tower *included*

Both a curiosity and a landmark for travelers, the Resort watchtower is worth the climb. The height of a 7-story building, its panoramic terrace offers a breathtaking view of the Atlas and its high plateaus, but also of the surrounding palaces and their courtyards populated with palm trees.

Activities in original version *additional fee*

From the Resort, it is possible to go on an excursion to the port city of Essaouira, on the Atlantic coast of Morocco. Protected by 18th century ramparts, its medina is a UNESCO world heritage site. As for mountain lovers, a discovery of the Atlas is also on the excursion program. Just as exotic: flying over Marrakesh in a hot air balloon, a camel ride through the dunes of the Agafay desert or even a day in the Ourika valley meeting the Berbers. Finally, immersion in local culture can also be done without leaving the Club Med Resort, thanks to Moroccan cooking and Arabic language classes.



A 'Getaway' in three cities

It's the ideal combo for discovering the wonders of the region. Before or after a stay, Club Med offers to combine your vacation in Marrakesh with a 4-day and 3-night Getaway and discover Rabat, Meknes and Fez, all listed as UNESCO world heritage sites. A customizable escape, designed like a mini tour with driver and private guide. You can add tailor-made activities and excursions such as to Volubilis or a Moroccan cooking class. A flexible formula for exploring the must-see attractions of your destination.

Resort *engaged*

Club Med Marrakesh is increasing its initiatives to respect the planet and support local populations.

An extension classified “HQE”

The Resort’s new Family Oasis is part of a High Environmental Quality (HQE) approach. This certification aims to minimize the environmental impacts of a renovation or real estate construction: which is the case of the extension carried out within the Club Med Marrakesh. Furthermore, in a CSR logic, this Family Oasis is complemented by 22 accommodations for G.O.®, as well as changing rooms.

Assets filter basins

In a logic of respect for the environment and sustainable development, filtering basins have been created within the Club Med Marrakesh Resort. Their purpose is to purify wastewater, then reuse it in irrigating gardens. Watering is carried out, moreover, drip by drop, for a minimum of losses. So many choices are accompanied by a selection of plants that consume less water, the reuse of local species already present in situ and the absence of grass.

Form to inform

Club Med is committed and involved in each area where one of its Resorts is located. This is the case in Marrakesh, where training in the principles of agroecology is offered to local populations, in partnership with Agrisud.

The right label

The entire Club Med Marrakesh Resort has obtained the Green Globe label. The criteria for awarding this international certification, recognized by the World Tourism Organization and the WTTC*, are based on the principles of sustainable development. With a priority for improving energy performance and thermal comfort.

**World Travel and Tourism Council*

Another example of mobilization with the Bye bye plastics operation , intended to reduce the use of single-use plastic in bars, restaurants, as well as in rooms. And this in every Club Med Resort across the world... These examples of initiatives are part of the Happy to Care program, one of the pillars of the Club Med strategy. This also includes eco-certification for the construction of all new Resorts, the use of short circuits, the fight against food waste and the refusal of the exploitation of animals in tourism. Because traveling today also means thinking about the planet of tomorrow.

The involvement of the Club Med Foundation

After the earthquake that occurred 70 kilometers from Marrakesh on September 8, 2023, the Club Med Foundation helped Morocco in several ways. For example, with a food donation of 1.7 tonnes, or with the donation of 200 mattresses, as well as sheets and blankets for 375 beneficiaries. Furthermore, painting and coloring workshops were organized for 230 children aged 3 to 12 to cheer up their spirits during these difficult times.



Established in Morocco since the 1960s, Club Med immediately believed in the tourist attractions of this North African country. A pioneering spirit which continues today with a true culture of hospitality, particularly within the Marrakesh Resort, which knows how to adapt, evolve and renew itself according to the expectations and desires of travelers.



Founded in 1950 by Gérard Blitz, later joined by Gilbert Trigano, Club Med is the inventor of the concept of an all-inclusive vacation club and the supervision of children, with the creation of the Mini Club in 1967. Present in 40 countries across the world, and with 67 Premium and Exclusive Collection Resorts, Club Med offers a free-spirited vacation experience in exceptional destinations and sites. Thanks to the support of its shareholder Fosun Tourism Group and the successful implementation of its repositioning strategy, Club Med is today the global leader in high-end, experiential all-inclusive vacations for active families and couples. Club Med employs nearly 25,000 Gentils Organizers (G.O.®) and Gentils Employés (G.E.®), representing 110 nationalities.

Press *Contacts*

Thierry ORSONI
Communication Director
thierry.orsoni@clubmed.com
+33 (0)1 53 35 31 29

 @th_orsoni

Louba DOROSHINA
**Head of Communications
External and International**
liubov.doroshina@clubmed.com
+33 (0)1 53 35 35 08

Camille FILY
Communication Manager
camille.fily@clubmed.com
+33 (0)1 53 35 30 62

 @camille_fily

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