



Club Med announces new projects in Morocco

Club Med announced on October 19th new projects to boost upscale family tourism in Morocco in Marrakech La Palmeraie, Yasmina and Essaouira with a new premium resort.



Henri Giscard d'Estaing, President of Club Med and Mamoun Lahlimi Alami, Chief Executive Officer of Madaëf

Signature of a memorandum of understanding Club Med and Madaëf to relaunch the Marrakech La Palmeraie and Yasmina resorts

Club Med and Madaëf, the tourism branch of Morocco's Caisse de Dépôt et de Gestion (CDG), a leader in tourism investment in the country, signed a memorandum of understanding on October 19th in Marrakech.

The ceremony organized at Club Med Marrakech La Palmeraie, which reopened its doors on October 9th, took place in the presence of André Azoulay, Advisor to His Majesty King Mohammed VI, and Nadia Fettah Alaoui, Minister of Tourism, of Crafts, Air Transport and Social Economy, Abdellatif Zaghoun, Chief Executive Officer of the CDG Group, Mamoun Lahlimi Alami, Chief Executive Officer of Madaëf and Henri Giscard d'Estaing, President of Club Med.

The signing of this protocol is the culmination of discussions initiated in 2018 and follows the desire of the parties to capitalize in particular on the success of Club Med Marrakech La Palmeraie opened in 2004.

It marks a new page in the rich and fruitful history that links Club Med and CDG and will contribute to Morocco's international tourist presence thanks to the position of Club Med, world leader in premium all-inclusive resorts.

The renovation-extension project of Club Med Marrakech La Palmeraie

This new partnership aims to sustain the existing resort of Marrakech La Palmeraie and expand its capacity, while strengthening its "family" dimension.

To meet the expectations of an upscale and international clientele, the investment of approximately 25 million euros is for an extension program of about 100 additional rooms, the construction of a large family swimming pool (with water games) and a Baby Club. This project also includes the renovation of the Club Med Exclusive Collection "Le Riad", the Spa, restaurants and the Meeting & Events area.

Club Med is also extending the current lease to 2031.

The Club Med Yasmina renovation project

The agreement between Club Med and Madaëf also covers the Yasmina resort, opened in 1970 in the north of the country.

The site benefits from excellent assets, including a very beautiful beach on the Mediterranean coast, a wide range of sports and leisure activities and proximity to Europe.

After a major renovation in 2011, this new investment of 3.5 million euros will aim to better meet customer expectations, increase the attractiveness of the resort and extend its opening period.

Development of a new resort in Essaouira in partnership with Grit Real Estate Income Group

Club Med announced that it will also develop a new premium resort in Essaouira, in partnership with the pan-African investment fund Grit Real Estate Income Group, for an investment of approximately 90 million euros.

Accessible all year round and with 350 rooms, it will include a Club Med Exclusive Collection space.

This eco-resort for families and active couples, will be fully integrated into its environment, offering a quality tourism experience combining an exceptional natural, historical and cultural heritage, leisure activities for families and a wide range of water sports. Club Med Essaouira is scheduled to open in 2024.

Morocco's third sardine port, an active economic and tourist hub, Essaouira whose Medina has been classified as a UNESCO World Heritage Site since 2001, is also a renowned art center. Every year it attracts many tourists and music lovers from all over the world with its three music festivals including the famous Gnaoua Festival and World Music.

Committed to promoting the socio-cultural authenticity of the region, Club Med Essaouira will be the second stop on a Marrakech-Essaouira circuit for Club Med's international guests. The group is currently studying other destinations, around Agadir and near Chbika, to expand its offer with unforgettable itineraries to discover the riches of Morocco.

Club Med and Morocco: a strong and historical roots

These projects are an extension of the close and historic ties that have united the Kingdom of Morocco and Club Med since 1963, when the latter first set up operations in Al Hoceima.

Three years later, this anchoring was strengthened when the group opened its first "hard" resort in Agadir, playing a key role in the development of what will become the country's first tourist hub.

In 2001, an important agreement was signed with Morocco to strengthen Club Med's position as a major tourism player in the national market. In this perspective, Marrakech hosted the resort La Palmeraie in 2004 and the first Club Med Exclusive Collection space "Le Riad" in 2005.

The new projects announced today will strengthen ties, sustain the group's operations in Morocco, and contribute to the dynamism of the local economy with the attraction of a new premium and international clientele and the creation of new jobs.

On the occasion of this day, Henri Giscard d'Estaing, President of Club Med, said :

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For nearly 60 years, Club Med has accompanied Morocco in its remarkable tourist development and has always been at its side in good times and bad.

We are thus happy to have reopened last October 9th our Club Med in Marrakech and to contribute to the relaunch of family tourism for the benefit of all Moroccan tourism actors.

In addition, Club Med has confirmed its commitment to Morocco through projects in Marrakech La Palmeraie, Yasmina and Essaouira. These various investments will enable Club Med to meet the expectations of families and active couples even more effectively.

At a time when tourism is going through a particularly difficult period, these announcements symbolize our desire to move forward, to strengthen the strong and close bonds that we have built and to contribute to the international presence of Morocco thanks to our position as world leader in premium all-inclusive resorts.

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