



## In a land of legends... Club Med Marrakech La Palmeraie a holidaymakers' gateway to the Orient

Located just fifteen minutes from the Medina, at the heart of a peaceful, exotic environment, Club Med Marrakech La Palmeraie exudes all the colour, warmth, and open-heartedness of Morocco – the ideal place to experience Club Med's premium all-inclusive offering, and the perfect starting-point for experience holidays with piece of mind as a destination!



### Total immersion in a land steeped in culture and tradition

Club Med Marrakech La Palmeraie is only twenty minutes from Marrakech-Menara airport. From the viewing terrace atop the tower at the heart of the Resort, holidaymakers can enjoy outstanding panoramic views over the high plateaus of the Atlas Mountains beyond a vista of palaces, courtyards, and palm trees. Covering 27 hectares landscaped with lush vegetation, the Resort is laid out around a pool flanked by olive groves.

At the very centre of this oriental setting decked with flower-packed gardens, Club Med Marrakech La Palmeraie welcomes the Club Med Exclusive Collection Le Riad space, featuring suites done out in the Moroccan style, each with a patio overlooking a private garden and a rooftop terrace. The showcase location was fully renovated at the end of 2021 and features a cosy, intimate bar, a pool decorated with Majorelle blue mosaics, and a food service on the pool terrace.

## A whole world of activities for all the family

Club Med has dedicated a mini Riad for children from ages 2-17. Here, they can discover a whole new culture through workshops focusing on local crafts and make the most of the water games and inflatable pool toys – there's loads of fun for everyone.

Parents haven't been forgotten, either! The whole family will enjoy a huge treasure hunt, exploring Club Med Marrakech La Palmeraie and discovering its many secrets. Giant board games offer fun for adults and kids alike. Alongside group lessons, the archery school offers special sessions for parents and their children. Meanwhile, those who prefer racquet sports can take classes with an accredited coach or engage in friendly competition in an inter-generational match on one of the six clay tennis courts – accessible night and day. Introductory tennis lessons are also available for children ages 4 and up in the Mini Club Med.

Acrobats will head for the trapeze school, where they can fly through the air and enjoy a birds-eye view of the palm groves! The GOs® who teach this discipline have just one aim: sharing their passion, so that children (ages 4 and up) and adults alike can experience the thrill of learning something new.



## Activities to get pumped – and to relax

Marrakech is a highly sought-after destination for golfers, making the Resort a unique starting-point from which to explore a whole series of outstanding courses – including the Al Maaden Golf Club, nestled at the foot of the Atlas Mountains. Club Med also has its own golf school – just the right place to work on its swing in a beautiful setting, or train on the pitch and putt course amidst the palms, olive groves, and orange trees.

After all that exertion, enjoy some well-deserved R&R. Wellbeing is a key ingredient in Moroccan culture, and holidaymakers will love a traditional Moroccan massage, complete with natural products derived from Noir Beldi artisanal formulas and Crème de Rassoul soap. Come back for more at the expert hands of massage therapists at the Spa by Cinq Mondes, offering a wide range of à la carte beauty and wellness treatments from Morocco and beyond.



## Make the most of the Moroccan gourmet taste experience!

Moroccan cuisine offers a wealth of aromatic flavours. Delicious smells waft from the newly-renovated El Kebir speciality restaurant, where travellers can enjoy a meal at any time of day – mouthwatering spit roast lamb perhaps, or spicy couscous and tajine dishes...

La Palmeraie, which will be entirely redesigned in July, offers a wide choice of local and other dishes to delight diners comfortably installed in lounges with a typical Moroccan atmosphere, or on the patio among the pools. Café Maure, which has been fully redecorated, has a rooftop with a new bar from which to admire the view over the resort and the Atlas Mountains – savour delicious cocktails and Moroccan specialities in a warm, friendly lounge bar atmosphere.



## A base camp from which to explore Marrakech and its surroundings

Club Med Marrakech La Palmeraie provides holidaymakers with free shuttles – hop on one to explore the Medina and its must-see sites, including the Yves Saint Laurent Museum, La Bahia Palace, and the Ben Youssef Madrasa. Once on foot, travellers can make the most of these excursions to stroll through the souks and innumerable, aroma-filled shops looking for that perfect bargain. Others may prefer to sit and enjoy a mint tea in one of the many trendy rooftop bars overlooking the Jemaa El Fna square.

Further away from the Resort, those keen to get off the beaten track can explore Morocco in the company of an enthusiastic local guide: they'll introduce travellers to all the beauty and treasures of the country as travellers discover sites laden with history.

Serious walkers will head for the mountains and valleys of the Atlas range amid beautiful landscapes, before rounding off the adventure by enjoying the legendary Berber hospitality as travellers savour a traditional tea with a local.

And why not indulge in lunch at a lakeside, an adventure in the Agafay desert, or a trip across the Kik plateau to admire its breathtaking vistas?

Last but by no means least, those dreaming of nights under the stars will want to get away for a mind-blowing stay in a bivouac camp (from March to November) or a romantic dinner for two, with views over the snow-capped plateaus of the Atlas Mountains (from November to March).



## Club Med embodies its ethos of responsible tourism in Morocco

Ever since it was founded in 1950, the Club Med story has been based on the same ideals: living together in harmony, and being reinvigorated in an unspoilt natural environment. With this in mind, the all-new Club Med Marrakech La Palmeraie has been designed to blend in with its environment as seamlessly as possible. The Resort has obtained Green Globe certification, recognising day-to-day responsible management practices. Almost 90% of Club Med Resorts worldwide have now obtained this demanding certification; which must be reapplied for every year.

Club Med's commitment is also expressed via the 'Happy to Care' programme, which includes a wide range of measures designed to promote responsible tourism. Thanks to the 'Bye-Bye Plastics' initiative, all single-use, disposable plastic items have now been fully phased out in all Club Med Resort bars and restaurants.

Since 2008, Club Med has also been extensively involved with the local communities around some of its Resorts, in particular through its Green Farmers programme in conjunction with the Agrisud NGO, supporting local farmers by helping them to become autonomous and adopt sustainable farming practices. In Morocco, 64 family farms organised into two cooperatives are being trained in the principles of environmentally-friendly farming and being given assistance in managing their crops. Since 2010 and 2019 respectively, the Tifawine cooperative in Asni and the Guindo cooperative at La Palmeraie de Marrakech regularly deliver fruit and vegetables to Club Med Marrakech La Palmeraie, ensuring that produce provided for Resort buffets is fresh, flavoursome, healthy, local – and meaningful.

To read more about Club Med's commitments, visit <https://www.clubmed.us/l/happy-to-care>



### The Club Med promise: an absolutely hassle-free stay!

With Club Med, peace of mind is a destination and is all about enjoying a hassle-free holiday experience right from the booking. For one thing, this means travellers can change their booking at no extra cost in the event of Covid-19-related measures (border closures, lockdowns, travel restrictions, etc.).

Further information: [www.clubmed.us/l/safetogether](http://www.clubmed.us/l/safetogether)

### All-inclusive, the Club Med way: the guarantee of a hassle-free customer journey.

Club Med has taken care to maintain the friendly atmosphere for which it's become renowned, whilst adjusting its offering to ensure holiday is both relaxing and safe from a health perspective: paperless check-in and check-out, enhanced cleaning and disinfection protocols in all thoroughfares, increased spacing between tables and extended opening hours in bars and restaurants, more GOs® to supervise children in small groups, redesigned environments, suitably adapted activities, and more.

See all Covid health and safety measures on [www.clubmed.us/l/resort-reopening](http://www.clubmed.us/l/resort-reopening)

### For further information, visit

<https://www.clubmed.us/r/marrakech-la-palmeraie/y>

### Visuals:

<https://dream.clubmed.com/bLBHf83lb>

For all the latest Club Med news, visit



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