



Discover  
Morocco

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# MOROCCO

Step into a land where ancient traditions meet modern luxury, where vibrant souks overflow with color and fragrance, and where sweeping landscapes shift from golden desert to snow-dusted peaks in the span of a single day. Morocco is a place where history, culture, and hospitality blend seamlessly with modern luxury.

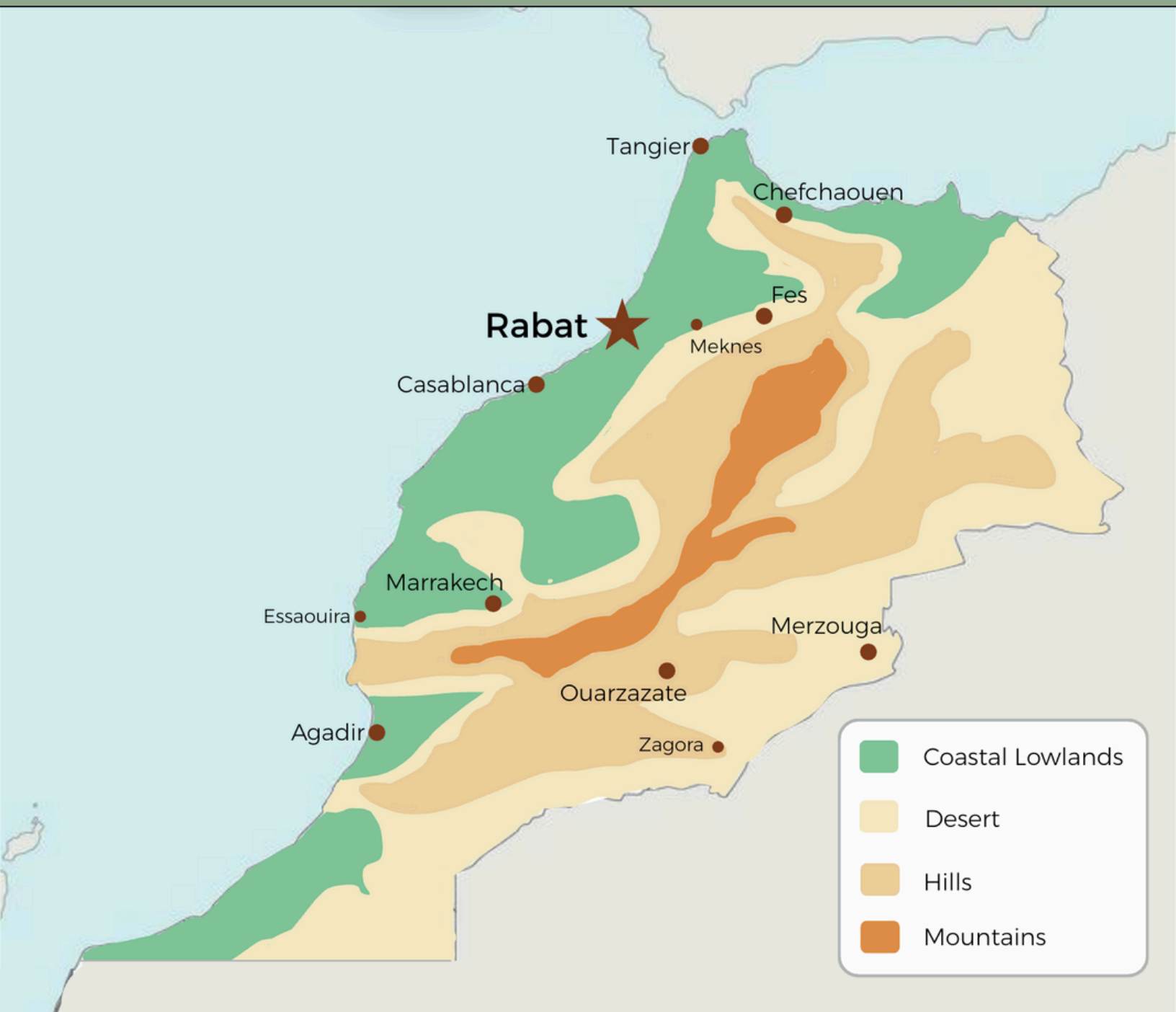
Morocco offers unforgettable experiences: dining in centuries-old courtyards, riding camels into the desert at sunset, unwinding in coastal retreats, and exploring vibrant souks with private guides. Every journey here is rich with color, flavor, and discovery.

This guide was created to inspire your Moroccan journey. Inside, you'll discover the country's captivating cities, its must-do experiences, its culinary traditions, and a selection of exceptional places to stay. Think of it as your introduction to Morocco's magic.

Your Moroccan journey begins here!



# GEOGRAPHY





# Morocco



## Geography:

Morocco lies at the crossroads of Africa and Europe, just across the Strait of Gibraltar from Spain. Its landscapes are remarkably diverse: deserts, mountain ranges, valleys, and over 1,200 miles coastline.

This variety allows travelers to experience multiple worlds in a single journey.

## Climate:

Spring (March to May) and Fall (September to November) are the most comfortable seasons to travel with warm sunny days and cool nights. Moroccan winters are very mild during the day, but cold at night. Summer is hot, especially in the desert, but ocean breezes and higher altitudes make it pleasant.



# Why Morocco?

## A PHOTOGRAPHER'S DREAM

There is beauty around every corner in Morocco. Amateur and professional photographers alike will delight in the endless visual magic, and beautiful backgrounds



## LUXURY INFRASTRUCTURE

World-class riads, five-star desert camps, restored kasbahs —Morocco perfected luxury travel that honors tradition. Indulge without compromise in Africa's most sophisticated tourism destination.







## ADVENTURE

Summit Atlas peaks, surf Atlantic swells, sandboard Saharan dunes, trek gorges. From adrenaline rushes to camel treks, adventure takes countless thrilling forms here.

## VERSATILITY OF TRIP

One journey, infinite experiences: unwind in coastal spas, explore ancient medinas, conquer mountain trails. Morocco delivers relaxation, culture, and adventure seamlessly in one spectacular destination.



## CULTURAL IMMERSION

Living medinas, artisan workshops, nomadic hospitality, traditional riads—experience authentic Morocco beyond tourism. Connect with centuries-old traditions and genuine warmth that welcomes you home.





# MARRAKECH

Marrakech pulses with an intoxicating energy where ancient tradition meets contemporary luxury. The red medina hums with life. Snake charmers in Jemaa el-Fnaa, labyrinthine souks scented with leather and spice, and secret garden riads offering tranquil refuge behind unassuming doors.



Marrakech's riads and resorts redefine Moroccan hospitality. Stay in a meticulously restored 18th-century palace with a private plunge pool, dine at La Mamounia's gardens, or book a spa day at the Royal Mansour where each guest enjoys their own three-story riad within the property.





# FES

Fes is Morocco's spiritual, cultural, and culinary capital. Its UNESCO-listed medina, the world's largest car-free urban zone, remains virtually unchanged since the Middle Ages.



Fes remains the guardian of Morocco's ancient crafts. Commission custom tiles, watch master weavers create silk kaftans on centuries-old looms, and visit the Chouara Tannery where leather has been dyed using medieval techniques for over 1,000 years



Just outside of Fes, explore the Roman Ruins of Volubilis, the Imperial Capital of Meknes and traditional Berber cave homes.



# TANGIER & CHEFCHAOUEN

Northern Morocco seduces with a distinct personality shaped by Mediterranean breezes and multicultural heritage. Tangier, once the playground of bohemian writers and international spies, retains its former glamor with views over the Strait of Gibraltar, grand hotels and a renovated medina.



Chefchaouen captivates as a photogenic jewel—a mountain town washed entirely in shades of blue. Where every corner feels like you've stepped into a painting. After wandering the medina, retreat to your boutique riad terrace with endless mountain views





# CASABLANCA & RABAT

Meet Morocco's cosmopolitan heart, where French colonial influence led to a blend of Moorish and European art-deco architecture. Spend your day shopping and eating along the promenade and visiting the magnificent Hassan II Mosque.



In contrast, the capital city of Rabat offers refined sophistication. Imagine UNESCO-listed medinas alongside diplomatic quarters, royal palaces with manicured gardens, and a relaxed café culture. Together, these cities reveal Morocco's contemporary face while honoring its storied past.





# OUARZAZATE

Where the Atlas Mountains surrender to the desert. Ouarzazate reigns as Morocco's cinematic capital, and has acted as ancient Egypt to alien planets. Visit the studios where your favorite movies and TV shows were made, then retreat to your luxury Kasbah with endless desert on the horizon



Beyond the film sets lie authentic treasures: the magnificent UNESCO-listed Aït Benhaddou kasbah rising from the earth like a sand castle, the dramatic Todra Gorge's towering cliffs, and the Valley of Roses blooming improbably in desert terrain.





# SAHARA DESERT

Morocco's ultimate adventure awaits where civilization dissolves into endless desert. This is the Morocco of dreams: camel caravans silhouetted against crimson sunsets, nights under impossibly star-filled skies, and the profound silence of the dunes.



Experience the Sahara from luxury camps that rival five-star hotels. Think Persian carpets on sand, sleeping under a sky of bright stars, champagne sunsets atop dunes, private tents with hot showers, and chefs preparing tagines in nomadic tradition.





# AGADIR & ESSAOUIRA

Morocco's Atlantic coast offers a refreshing contrast to the inland cities. Laid-back beach towns where ocean breezes cool the African sun and fresh seafood lines the streets. Essaouira enchants with its whitewashed medina, vibrant blue boats bobbing in the harbor, and a bohemian arts scene thriving within the city walls.



South, in Agadir, world-class spas specialize in argan oil treatments, golf courses stretch along the coast, and beachfront restaurants serve the freshest seafood with sunset views. It's Morocco's answer to Mediterranean beach luxury, with added exotic flair.





# ATLAS MOUNTAINS

Rising dramatically from desert plains, the Atlas Mountains reveal a Morocco few expect. Visit snow-capped peaks, terraced valleys dotted with Berber villages, and alpine landscapes that shift with the seasons. The High Atlas reaches over 4,000 meters at Mount Toubkal, North Africa's highest peak, while valleys below cascade with waterfalls and ancient kasbahs cling to hillsides.



Trek through walnut groves and apricot orchards, visiting traditional Berber villages and their famous hospitality. Luxury hotels like Kasbah Tamadot offer mountain retreats with heated pools, spa treatments, and terraces where you can watch the sun paint the peaks gold while sipping mint tea.





# TOP ACTIVITIES



1. Experience the Hassan II Mosque in Casablanca.
2. Traverse the golden sands like a desert nomad in the Sahara Desert.
3. Learn the secrets of tagines and pastilla during a private cooking class with a local chef.
4. Soar above palm groves and desert plains in a hot air balloon over Marrakech
5. Get lost in the labyrinthine, UNESCO-protected alleyways of the cities of Morocco



# TOP ACTIVITIES



1. Visit the Hollywood of Morocco, Atlas Studios in Ouarzazate, where many classic films were created
2. Watch the sunset over the blue painted city, Chefchaouen.
3. Share a pot of mint tea with locals in a Berber village.
4. Visit the leather tanneries of Fes.
5. Spend the night in a luxury desert camp, and sleep under the Milky Way.



# TOP ACTIVITIES



1. Wander Jardin Majorelle, Yves Saint Laurent's famous cobalt-blue garden sanctuary filled with exotic plants.
2. Hike North Africa's highest peak, Mount Toubkal in the Atlas Mountains.
3. Tour the Roman ruins of Volubilis.
4. Enjoy fresh seafood at Essaouira's Port.
5. Spend your day at the spa and experience a traditional Moroccan hammam.
6. Visit the Berber Caves near Fes.



# FOOD & DRINK

Morocco's cuisine is a sensory journey through centuries of Berber, Arab, and Mediterranean influence. Every meal here tells a story of tradition and hospitality. Aromatic spices, slow-cooked delicacies, and sweet mint tea create a culinary adventure that rivals the country's stunning landscapes.



## Moroccan Mint Tea

No Moroccan experience is complete without mint tea. Sweet, fragrant, and poured theatrically from a height, it is offered throughout the day as a symbol of welcome and friendship.

## Tagine

Named after its distinctive conical clay pot, tagine transforms ingredients into magic through slow braising with aromatics. Different culinary regions of Morocco have different iconic tagine fillings.





# FOOD & DRINK



## Couscous

Friday's sacred dish features hand-rolled semolina grains steamed to fluffy perfection, crowned with tender vegetables, chickpeas, and succulent lamb in fragrant broth.

## Pastilla

This sweet and savory dish layers flaky pastry with chicken, almonds, and cinnamon or spiced pigeon, and then dusted with powdered sugar for a uniquely Moroccan meal.



## Fresh Seafood

Morocco's extensive Atlantic and Mediterranean coastline delivers exceptional fresh seafood to your plate. Find signature fresh dishes in harbor and fishing towns across the country!



# TOP ACCOMMODATIONS:

*Dream of just a few of Morocco's incredible luxury accommodations*

A legendary art deco palace where Churchill painted and Hitchcock honeymooned. Lush gardens, Michelin-starred dining, and opulent suites define Marrakech's most iconic hotel.



**LA MAMOUNIA, MARRAKECH**



Richard Branson's mountain sanctuary offers infinity pools with Atlas views, antique-filled suites, and Berber hospitality. Adventure basecamp meets five-star retreat in stunning terrain.



**KASBAH TAMADOT, ATLAS REGION**



Each guest enjoys a private riad within this palatial property. King-commissioned craftsmanship, underground passages, rooftop terraces means unparalleled exclusivity and Moroccan artistry.



**ROYAL MANSOUR, MARRAKECH**





# TOP ACCOMMODATIONS:

Exclusive kasbah known for curated and personalized experiences. Desert luxury redefined with pool, hammam, gourmet cuisine, and only fourteen guests maximum.



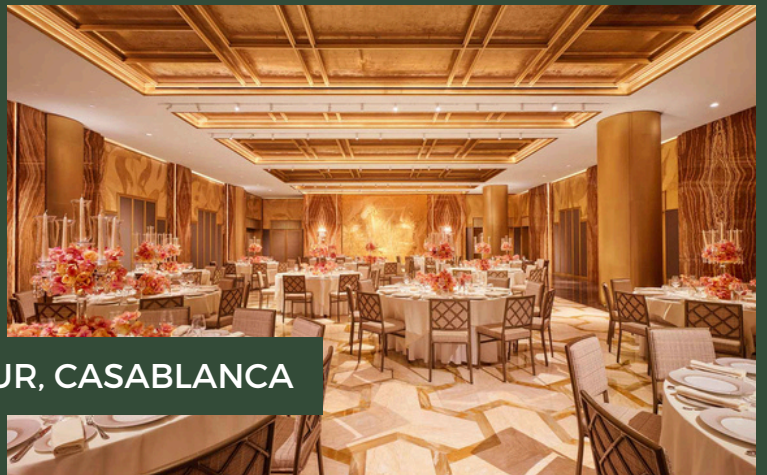
**DAR AHLAM, OUARZAZATE**



Each guest enjoys a private riad within this palatial property. King-commissioned craftsmanship, underground passages, rooftop terraces means unparalleled exclusivity and Moroccan artistry.



**ROYAL MANSOUR, CASABLANCA**



Each guest enjoys a private riad within this palatial property. King-commissioned craftsmanship, underground passages, rooftop terraces means unparalleled exclusivity and Moroccan artistry.



**FAIRMONT TAZI PALACE, TANGIER**





# TOP ACCOMMODATIONS:

Restored 19th-century palace overlooking Fes medina. Rooftop infinity pool, spa sanctuary, and palatial suites offer refuge after navigating the ancient city's maze.



**PALAIS FARAJ, FES**



Yves Saint Laurent's former villa exudes artistic sophistication. Intimate boutique property with lush gardens, Moroccan-French design, and exclusive hillside location overlooking the sea.



**VILLA MABROUKA, TANGIER**



Seaside riad blending coastal charm with refined comfort. Rooftop terrace captures ocean breezes and medina views. The perfect intimate escape in Morocco's bohemian surf town.



**RIAD PERLE D'EAU, ESSAOUIRA**





# IMPORTANT TRAVEL INFO

## Morocco



**Languages:** The official languages are Arabic, Berber and French, but most know English, especially in the tourism sector.

**Currency:** The Moroccan Dirham (MAD) is the official currency. Cash is king in Morocco, and ATMs are widely available.

**Transportation:** To travel the country, there are options for private road transfers or domestic flights.

**Visas:** United States citizens may enter Morocco visa-free for up to 90 days.

**Packing:** Lightweight layerable clothing is essential for the warm days and cooler evenings. Women may want to dress modestly so lightweight longer layers and perhaps a shawl or pashmina.



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itinerary!  
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