

Mövenpick Hotels & Resorts' expands Morocco portfolio

Linked to a major congress centre and close to the historic centre, the five-star hotel with 503 rooms will attract both MICE and leisure business.



Dubai (United Arab Emirates), March 2016. Mövenpick Hotels & Resorts is set to further boost its brand presence in Africa with the announcement of a third property in Morocco. Mövenpick Hotel Mansour Eddahbi Marrakech will soft open in September 2016.

Owned by Kuwait's Al Ajial Asset Fund, the 503-room five-star property will complete an extensive renovation and expansion programme, costing approximately US\$69 million, before reopening under the Mövenpick Hotels & Resorts brand.

The hotel is a 15-minute walk from the historic heart of Marrakech and just a 4 km drive from Marrakech Menara Airport. Among the 503 guestrooms and suites will be family, business and executive rooms, as well as additional suites, which will be housed in a newly-built wing.

Moroccan architectural details and orange tree gardens complement leisure facilities such as a spa, gym, kids club, swimming pools and children's pool. Seven dining and entertainment venues will include a signature Moroccan restaurant and nightclub.

"Although it is often associated with leisure tourism, Marrakech continues to be a hub for business and incentive travel. Owing to the world-class facilities within the hotel as well as at the Palais des Congrès, attracting MICE business especially from Europe, the Gulf states and the US will be a key focus," said Alan O'Dea, Senior Vice President Africa, Mövenpick Hotels & Resorts.

A dedicated entrance connects the hotel to Morocco's largest convention centre, the renowned Palais des Congrès, which will also be operated by Mövenpick Hotels & Resorts. It includes flexible function space of 5,600 square metres, exhibition floor space of 2,700 square metres, two auditoria up to 1500 seats and outdoor event areas.

Alan O'Dea also remarked on the continuing importance of the leisure travel sector. "Development of the city's tourism proposition is key to the successful realisation of His Majesty King Mohammed VI of Morocco's Vision 2020 plan, which calls for an increase to 20 million tourists per year. Marrakech has long been the 'poster child' for the country, with tourists attracted by its rich history, stunning old town and proximity to Western Europe."

"Last year's announcement of a proposed new airport for the city, capacity expansion at Marrakech Menara Airport, and the growing number of international luxury hotel brands entering the market, are indicative of the city's long-term tourism potential," he added.

Marrakech was recently voted the world's top travel destination for 2015 by TripAdvisor users.

Mövenpick Hotel Mansour Eddahbi, Marrakech will be the company's third property in Morocco, along with the Mövenpick Hotel & Casino Malabata Tangier in addition to Mövenpick Hotel Casablanca, which joined the portfolio last year.



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