

SAMPLE PROGRAMME : MARRAKECH



MARRAKECH SPLENDOUR & MYSTICISM



In the heart of exotic Morocco is Marrakech. Framed by the snowy heights of the Atlas Mountains, with rose-colored ramparts and a thousand year old palm grove, the city casts a magical spell.

Sumptuous and exuberant, it radiates splendour and mysticism ; at the dye merchants in the explosion of multi-coloured wool's; at Festival time in the rhythm of the music and the emotion of the dancers; in the idle talk of the merchants and in the skill of the jugglers.

Enchantments, you feel it in the shades of the blue gardens and in the overwhelming perfection of the Koutoubia, one of the biggest and most beautiful mosques in the world.

Marrakech, the capital of southern Morocco, is fully equipped to handle incentives, congresses and conferences. There are luxury hotels, restaurants, golf courses and a casinos and its international airport makes it very accessible from Europe's major hubs.

Marrakech is the cultural heart of the country, a city full of passion and energy. The most popular tourist destination in Morocco, it remains a most intriguing city, a place of magnificent architecture, vast palm oases and magical souks.

The city was built by the Almoravid Berbers in the 11C as a base for their rampaging conquests into Europe and Eastern Africa.

Today, it is still the gateway to the immense continent to the south.

KEY INFORMATION

Marrakech Menara Airport (code RAK) is more than just an airport, it's a time machine. When you step outside our 21st century airport, you'll enter a city where classical traditions of the arts, crafts, music, and food are as vibrant today as they were centuries ago.

Flights from UK per Week			
Destination	From	Companies	Frequency
Marrakech	London	British Airways	10
		EasyJet	18
		RAM	3
		Ryanair	4
		Thomson	2
	Manchester	EasyJet	3
		Thomson	2
	Birmingham	Thomson	1
	Bristol	EasyJet	2

Climate

The weather in Marrakech is sunny nearly all year round, with pleasantly warm summers and mild winters. The hottest months of the year are July, August and September, but there is no humidity so temperatures are generally bearable. Temperatures cool down for the Winter months but still see temperatures hit between 15 and 22 degrees October through to March.

3 DAY INCENTIVE PACKAGE

PACKAGE IS INCLUSIVE OF:

- 3 nights accommodation sharing twin
- Buffet breakfast daily / Taxes
- Private group check in / ½ hour pre dinner open bar
- Welcome dinner with beverages
- 1 buffet lunch by the pool at the hotel
- 2 dinners with beverages at outside venues
- Full day sightseeing tour of Marrakech
- Atlas mountains Excursion in 4 wheel drive car including lunch
- Entrance to monuments
- Round trip airport transfer in A/C coaches
- English speaking guide assistance
- Assistance of Activ'Travel staff / group signage

COMPLIMENTARY BENEFITS:

- Welcome mint tea upon arrival at the hotel
- Upgrades to suites according to guest numbers

All given prices are net and subject to change

Prices are per person, inclusive of service charges, local taxes.

Packages are subject to availability, for minimum 10 paying rooms – 3 nights stay, and are not applicable to business already contracted.

4 ACCOMMODATION CHOICES ON OFFER

[La Mamounia](#) 5*

[Royal Palm Marrakech](#) 5*

[Hotel & Ryads Naoura Barrière](#) 5*

[Radisson Blu](#) 5*

LA MAMOUNIA

- 3 nights **INCENTIVE** package
- **Sharing Twin (Run of the House) - Starting from £1060 per person**
- **Single Supplement - Starting from £460 per person**



The legendary La Mamounia has long offered the best of both Marrakech's worlds.
**40 rooms (30 to 45 m²) + 69 Suites including 6 Signature suites (55 to 212 m²)
+3 Riads each with 3 rooms, Moroccan salons, private basin, terraces...(700 m²)**

ROYAL PALM MARRAKECH

- 3 nights **INCENTIVE** package
- **Sharing Twin - Starting from £815 per person**
- **Single Supplement - Starting from £390 per person**



The Royal Palm is a luxury hotel near Marrakech set at the foot of the magnificent Atlas Mountain range. Steeped in Moroccan charm and set among ancient olive trees, this 5-star hotel enjoys a truly spectacular location. Marrakech Menara Airport is a 10-minute drive, whilst the centre of the mythical Red City is 12km away and a free shuttle service is provided.

134 rooms - Gourmet restaurant run by Philippe Jourdain - Luxury Spa by Clarins

HOTEL & RYADS NAOURA BARRIÈRE

- 3 nights **INCENTIVE** package
- **Sharing Twin - Starting from £625 per person**
- **Single Supplement - Starting from £250 per person**

Stretching over 2 hectares, in a splendid oriental garden decorated with white flowers, Le Naoura Barrière is a unique establishment in its design, boasting an exceptional situation in Marrakech, the heart of the Medina and near the famous Jemaa El Fna.

85 suites - 26 ryads

Le Fouquet's Marrakech, international restaurant & Wardya, Mediterranean pool restaurant - The Nuphar Bar lounge

The U SPA, for care and relaxation - Fitness center dresser - Kid's Club.

heated outdoor pool with a terrace/solarium

Meeting rooms and breakout rooms



RADISSON BLU

- 3 nights **INCENTIVE** package
- **Sharing Twin - Starting from £560 per person**
- **Single Supplement - Starting from £155 per person**



The hotel's position in the Marrakech city centre, in the Gueliz neighborhood, puts it near shopping, restaurants, and nightlife as well as the medina, the city's oldest area.

Offers 198 rooms and suites, all featuring Free high-speed, wireless Internet, large-screen plasma televisions with satellite channels, air conditioning, modern bathrooms and 24-hour room service. The open dining area welcomes guests with a unique floor plan and freshly prepared organic food. Business and leisure travellers alike are sure to enjoy the fitness centre, spa, aquarium pool and meeting rooms.

WELCOME DINNER: OPTION 1

PALAIS SOLEIMAN

FOR THE HISTORY

Palais Soleiman is a jewel of traditional architecture. It was built towards the end of the 19th century by the famous Caïd Layadi, one of the last greatest lords of the Atlas. Its extraordinary architecture has been well-preserved: carved wood and painted ceilings, ancient zellijs and majestic space. The whole place lives and breathes elegance and sophistication.

AMBIENCE / DÉCOR / VIEW:

Blue men carrying torches showing the way to the participants, carpets at the entry of the Palace over 50 m, hostesses in caftan (traditional dress) throwing petals of roses at the feet of the participants as a sign of welcome.

Candlelit tables are scattered around the vast and stately courtyard that is covered by a retractable roof that opens up to show the night sky! Amazing!! The palace, property of Segueni family, is managed today by the son, Driss Segueni, graduate of the Hotel School of Lausanne. Driss strives to give again to this unique place in Marrakech its gloss and splendour of the old years. This venue is perfectly appropriated either for a welcome cocktail event or for a gala dinner. The environment is sophisticated and the cuisine refined.

CUISINE TYPE / SERVICE STYLE

Inventive Moroccan cuisine

Uniforms of the waiters: White shirts, white sérual , white socks, white oriental slippers, white fine jelaba and red tarbouche.

ENTERTAINMENT

Regular entertainment by Andalousian music duo and Gnaouas

Other enhancement could be added upon request, such as Luth or kanoun player, Quartet of classical music, International singer and percussionists, thematic evening of the 1001 nights...

SETTING

The literally palatial surroundings are spread over the main patio with 4 lounges, the green house room and the terrace.

Total capacity: 600 covers - Round tables of 8 to 10 covers each

Patio: 160 seats + 2 lounges: 30 each

Fafa's bar: 160 seats

Cocktail reception could take place at the Fafa's bar and then dinner served at the Patio and its lounges

Dress code elegant casual

PALAIS SOLEIMAN



WELCOME DINNER: OPTION 2

PALAIS JAD MAHAL

Location

At the heart Marrakech, in the very smart district of the Hivernage, not far from the most prestigious hotels of the red city, Palais Jad Mahal appears like an Indian temple and melts into the majesty of the framework.

Ambience / Décor / view: Stylish, Budha Bar - - The American architect Stewart Church, who during twenty years, lived in India, imagined the sophisticated place, a subtle mixture of Indian and Moroccan architectures. Exotic, colonial decoration made of woodwork and noble materials is declined into thousand colors. The ceilings hand painted, the ground in tinted cement, the net curtains of the terrace roof play with the breeze, the basins and fountains give to the palace a magic atmosphere.

At the entry of the Palace, covered with carpets, a way of lanterns shows to the guests the way to be followed. Hostesses in traditional dresses (tunic and séroural in finely embroidered linen) welcome guests.

Cuisine Type / Service Style

“World food” cuisine: Moroccan, International, Thai -Individual plated service

Entertainment

During dinner: Oriental dancers animate the diner with the oriental rhythms selected by the DJ.

Bar area: DJs and live rock / pop acts at weekends – probably the best live music you’ll find in town.

Finally, for the night owl, the evening continues in a chic and casual atmosphere within the SILVER CLUB in the basement which receives, around thematic evening, groups or well known international DJ.

Setting

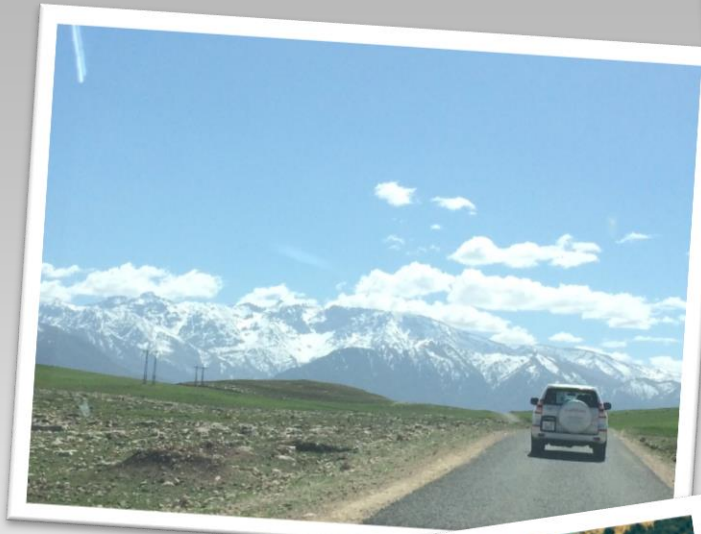
The whole space including restaurant, bar and club: 3000 m: A patio divided into 2 wings, a lounge Bar & a Thai lounge

Total covers: 300

PALAIS JAD MAHAL



DAY 2: EXPLORE THE ATLAS MOUNTAINS



4X4 JEEP DRIVE THROUGH THE ATLAS MOUNTAINS



This day will be the opportunity for you to discover the country side of Marrakech and authenticity of Berber villages.

Self drive jeeps are available for those who wish to take a turn at the wheel over the undulating terrain: 1 driver + 3 passengers.

(Chauffeur Driven Jeeps provide an alternative option for those who wish to experience the thrill of the cross country ride, but in the hand of a professional!: 1 driver + 4/5 passengers).

Driving on off roads and you will get to a unique place and stunning landscapes.

ACTIVITIES AND LUNCH AT TERRES D'AMANAR

Located 37km from Marrakech, nestled high up in the Atlas Mountains, Terres D'Amanar is a leading example of responsible tourism in Morocco.

Terres D'Amanar offers a wealth of activities for incentive groups to enjoy after their 4x4 journey into the mountains!

ACTIVITIES AVAILABLE:

- Mountain bike, hiking, donkey, horse
- Bowling Berber
- Archery
- Shot rings
- Treasure Hunt
- Polo donkey
- Craft workshops & Cookery Classes
- Pools



EVENING - PRE-DINNER DRINK AT PALAIS MEHDI M RESTAURANT LOUNGE



GALA DINNER: TRADITIONAL BERBER CAMP



PRIVATE MOROCCAN DINNER UNDER TENTS IN MARRAKECH PALMGROVE

LOCATION

The site is located on the Marrakech Palm grove circuit of 22 km. This restful place with 13.000 green hectares is lying in the shadow of one of the 180.000 palm trees that are irrigated by a clever underground network of pipes. The Camp itself is custom built specifically for your group. Every details is catered for to ensure your guests enjoy perfect luxury in their very own traditional Moroccan Berber Camp.

ACCESS

20 to 25 mins transfer by coach from downtown Marrakech. The parking of the coaches is reached after a track of 700m. The participants will walk along a 200m *'red carpet'*, made up of authentic Moroccan carpets to reach the traditional Moroccan Berber camp.

AMBIENCE / DÉCOR / VIEW

A guard of honour composed of blue men and various folk troops will welcome guests to the Camp. A long way of traditional carpets will open the access to a clearing surrounded by centenarian palm trees. The setting of the cocktail will be on a ground quite distinct from that devoted to dinner. Carpets will cover the ground, electric lightings and lanterns will illuminate the place.

CUISINE TYPE / SERVICE STYLE

Moroccan cuisine either main plate service (Moroccan way) or buffet style service. Main colour for the table set up will be white (tables linen, chair covers, napkins), Rose petals spread on the tables along with candles and traditional plaid. Uniforms of the waiters: White shirts, sérual, socks, oriental slippers, waistcoat, white jelaba and tarbouche.

ENTERTAINMENT

During the dinner, several folk troops will perform and engage the guests. The latter will take turns with the Andalusian musicians and gnawis. After dinner, guests will attend the superb spectacle of a fantasia. Very spectacular, the fantasias are one of the important moments of the moussems. On richly harnessed horses, the riders launch their mounting at gallop while shouting and discharging their moukahla (rifle with powder) to stop net in a cloud of dust.

SETTING

The encampment is organized as a horseshoe shape around a main square that will be used for entertainment and circulation. Caïdales tents (traditional tents black & white) set up with a maximum of 7 tables of 10 persons each per tent. All tents are connected. The whole area is covered with red traditional carpets, 1 fire encampments are lit around the central area, 7 Ha of the surrounding palm grove is enhanced with special lighting, sound system to cover the whole area.

TOTAL CAPACITY: 20+ Guests

DAY 3 – AN EARLY START FOR THE BEST VIEW OF MARRAKECH...

HOT AIR BALLOONING



This activity will start early in the morning around 5:30am. The balloon take off can only be early in the morning.

The Hot air balloon will fly over the north of the palm grove of Marrakech between the river of Tensift and the Mountains of djebilets. Guests will fly over berber villages, and enjoy a panoramic view of the Atlas Mountains!

Guests are able to participate in all the preparation of the balloon if they so wish.

The balloon has a capacity of max. 12 pax. Speak with Activ' Travel to determine maximum group size for this experience!

GUIDED CITY TOUR

MARRAKECH MONUMENTS, DJEMAA EL FNA SQUARE & SOUKS



THE SOUKS OF MARRAKECH

No trip to Marrakech is complete without a visit to the Souks!

A riot of colour, noise and activity, a wealthy storehouse of all the treasures of this vast and varied country. You will find all the silver merchants in one corner, all the gold merchants in another, and rows of stalls selling exclusively leatherwork or copper goods or jewelry. The real fascination is to watch the craftsmen at work, gilding on leather, or inlaying with enamel the sheaths of ornate silver daggers, hammering out copper, embroidering silks or smoothing out the surface of cedar wood table.

THE DJEMAA EL FNA SQUARE

The name literally translated is the Mosque or Assembly of death. It is taken to refer to the custom of displaying the heads of vanquished rebels or criminals, since the square is known to be a place of public execution even up to the last century.

Now Djemma El Fna provides constant ever-changing entertainment, which reaches its climax at sunset continues late at night. It is a square where a real image and the charm of Moroccan folklore is operating: story tellers, snake charmers, acrobats, folkloric bands ..

Guests can enjoy a drink at the terrace of Café Glacier which provides the perfect viewing point to take in the sights and sounds of Djemma El Fna!

TREASURE HUNT IN MARRAKECH MEDINA

BY HORSE DRAWN CARRIAGES



THE TREASURE HUNT CONCEPT

The group will be split in small teams with one local leader per team. All participants will be wearing turbans on their heads with one color per team. Each guide responsible for a team will be also wearing the same color turban.

A short brief will be made at the start point for each team to meet with their guide and discuss tactics ahead of the hunt!

At each stage the group will find a local trader waiting to either; deliver an ingredient, provide an answer to a question, pose for a photo or barter for a bargain! Find all the ingredients whilst bartering for the best price possible with the local traders!

Each team will be given a specific and very different list of 'ingredients' to find.

LUNCH AT AL BARAKA

LOCATION

Al Baraka is situated in the heart of the most famous Djemaa El Fna square.

ACCESS

Access to the restaurant parking is possible until 13:00, after 13:00 it's forbidden to enter to place Jemaa El Fna; and vehicles / coaches could park near the Mediterranean club, approximately 80m from the restaurant (3 min walk through Djemma El Fna Square).

AMBIENCE / DÉCOR / VIEW

Founded in 1985 in a 17th century palace, it has 6 rooms opening onto a patio; and terrace .

Al Baraka is a Riad designed as to follow the tradition and knowledge of the Moroccan art. A terrace with a panoramic view overlooking: the toxer and the mosque of La Koutoubia, The Atlas Mountains with snow at the top in winter and Djemaa El Fna Square.

CUISINE TYPE / SERVICE STYLE

Moroccan cuisine

Service is family Moroccan style

ENTERTAINMENT

Background music during lunch

In the evening, a show of Gnawa, belly dancer and a musical duo Andalusia's.

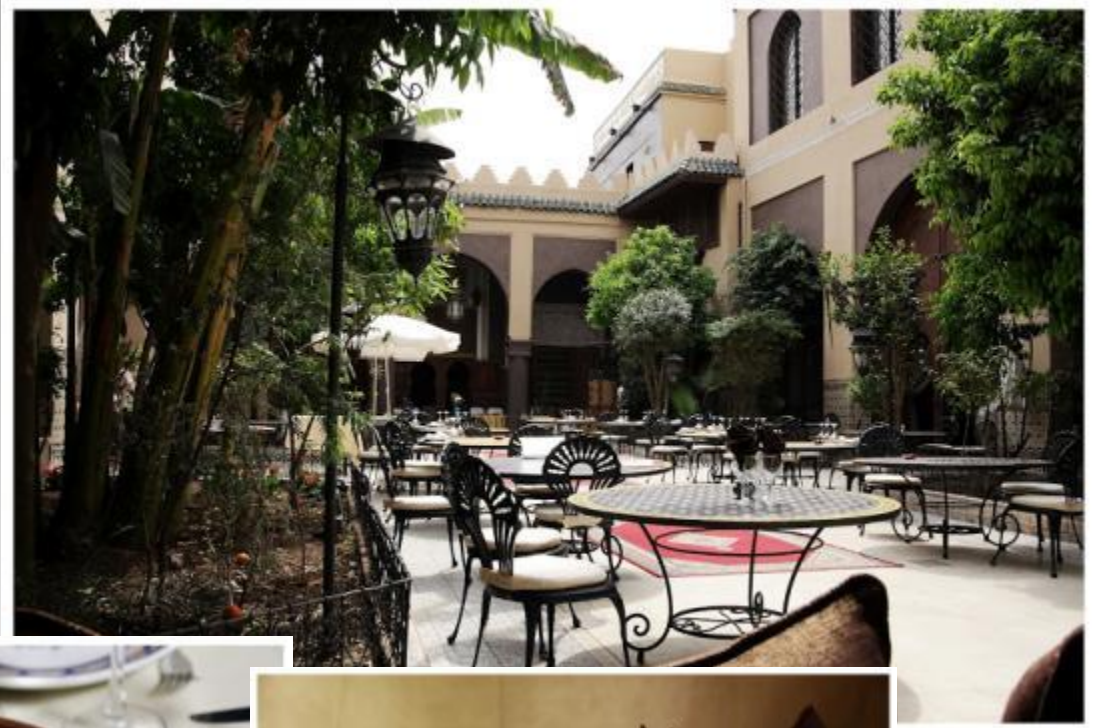
SETTING

Total capacity: 600 guests

4 separate rooms and interior patio area

Max. table size: 10 Min. table size: 2

AL BARAKA



TRANSFER TO THE AIRPORT

THE MEDINA AND CENTRE OF MARRAKECH IS LOCATED ONLY 15 MINUTES FROM THE AIRPORT, WHICH MEANS A PLEASANT JOURNEY FOR GUESTS BEFORE FLYING HOME.



BRING MARRAKECH HOME WITH YOU....



MOROCCAN MINT TEA RECIPE

Mint tea isn't just a drink in Morocco. It is a sign of hospitality, friendship and tradition. Because this drink is so popular, it is served all day long, after every meal and with every conversation.

1. Boil the water and pour a small amount in the teapot, swishing it around to warm and rinse the pot. Remove all extra water from the tea pot.
2. Put a good soup spoon of Chinese gun pounder tea (Sultana) in the tea pot and pour the equivalent of a mint tea glass of boiling water. Let it rest and diffuse for 30 seconds (no checking).
3. Pour the infusion in an empty glass and reserve.
4. Pour more boiling water (2 mint tea glasses) into the tea pot and check vigorously for 15 seconds. This process allows removing all dirt for the green tea. Repeat twice and throw the water away each time.
5. Add the fresh mint into the pot along with the sugar to your taste. Pour the first infused tea (the glass that was reserved in the beginning) on top of these elements and add boiling water to the 2/3 of the tea pot.
6. Let the tea brew for 3 to 5 minutes.
7. Fill just one glass with the tea and then pour it back in the pot.
8. Repeat, this helps to dissolve and distribute the sugar.
9. Pour the tea.
10. You want nice foam on the tea so always pour with the teapot a high distance above the glasses.
11. If you do not have at least a little foam on the top of the first glass, then pour it back into the teapot and try again until the tea starts to foam up nicely.
12. Garnish with the remaining sprigs of mint.

CHICKEN TAGINE WITH PRESERVED LEMON

Yield: 2 servings

Prep time: 15 min

Cooking time: 35 min

Level: easy

1 lb / 500 grams whole chicken (cut into large chunks)
½ red onion (finely chopped)
½ preserved lemon
10 purple or green olives
2 garlic cloves (finely chopped)
1 tablespoon finely chopped parsley
1 tablespoon finely chopped cilantro
2 tablespoon olive oil
1 tablespoon of clarified butter
Water
½ teaspoon black pepper
1 teaspoon ground ginger
1 teaspoon ground turmeric
A pinch saffron threads
“You do not have to add salt to this dish as the saltiness will come from the preserved lemon”.



- Cut the preserved lemon in half and separate the flesh from the peel. Reserve the peel and finely chop the preserved lemon pulp.
- Place the chopped lemon pulp in a tagine (traditional Moroccan dish use for cooking or serving), or large heavy pot.
- Add the olive oil, garlic, parsley, cilantro, all the spices, and ½ cup of water. Mix well.
- Add the chicken pieces to the pot and pierce them with a sharp knife so that they absorb the spices. Mix all the ingredients until the chicken pieces are well coated with the marinade. Add the finely chopped onion to the pot. Mix well.
- On medium low heat, sear the chicken pieces for 15 minutes. The pot should be closed (using its lid) to keep the moisture in; otherwise, the chicken pieces will dry out and stick to the bottom of the pot. Turn each piece of chicken over and add a bit of water if necessary.
- Add ½ cup of cold water.
- Increase the heat to medium, cover the pot, and bring the cooking juices to a boil. Cook, covered, for 30 minutes or until the chicken is done.
- Check on the chicken from time to time and add water if necessary; there should always be around 1 cup of sauce in the pot for the meat not to burn.
- Once the chicken is done, taste the sauce and correct the seasoning.
- Add the lemon peel and olives to the pot and continue cooking, uncovered, for few minutes (3 to 5 minutes) until the sauce slightly thickens..