

Mandarin Oriental Opens in Marrakech

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Mandarin Oriental To Open Hideaway Resort And Residences In Marrakech

Mandarin Oriental Hotel Group has announced today that it will manage a new luxurious hideaway resort and branded residences currently under development in Marrakech which is due to open in 2009. The project provides the Group with a unique opportunity to further extend its successful hideaway concept, designed for sophisticated travellers in search of tranquillity, serenity and luxury, to one of the Mediterranean's foremost cultural and leisure destinations.

Mandarin Oriental Jnan Rahma, Marrakech, will be an intimate hideaway set amongst 53 hectares of lush palm grove in the Palmeraie region, surrounded by the Atlas Mountains, just 15 minutes away from the airport and the centre of Marrakech. The development includes 45 luxury villas which will be branded and managed as Residences at Mandarin Oriental, providing a rare opportunity for ownership in the exclusive Palmeraie.

The hideaway's architecture is modelled on traditional palaces and elegant Moroccan residences; with ochre facades, typical of the region, blending elegantly with the lush landscape of the gardens and surrounding Palmeraie. Palms, olive trees, willows, pools and fountains abound on the property, providing an oasis of tranquillity.

The 145 lavish and exquisitely designed guestrooms are over 80sq metres in size and include a spacious outdoor terrace, ideal for private dining and relaxing in the temperate climate. All accommodations will be elegantly styled using the vibrant colours and ethnic textures of the region, with subtle touches reflecting the Group's oriental heritage. Mandarin Oriental's renowned customer-centric and highly sophisticated in-room entertainment systems will be a prominent feature.

Embracing the traditional local Moroccan custom, the hotel will feature four riads, or self-contained buildings of 16 to 20 guestrooms arranged around an interior courtyard. Ideal for special occasions, the riads can be booked by families or small groups for private events.

Alfresco dining with an eclectic selection of local and international cuisines will be provided by a variety of restaurants and bars, each offering outstanding views of the Palmeraie and the snowy peaks of the Atlas Mountains.

In keeping with the Group's award winning spa concepts, The Spa at Mandarin Oriental Jnan Rahma will focus on the well-being of its guests, offering holistic rejuvenation and relaxation in a serene, meditative setting. With the most comprehensive range of wellness, beauty and massage treatments available in Marrakech, the Spa will offer life-enhancing signature programmes created exclusively by Mandarin Oriental as well as specifically developed treatments inspired by local Moroccan traditions and customs. The expansive 2000 sq.m Spa will feature 15 private treatment rooms, relaxation areas, significant water and heat therapies as well as a comprehensive fitness centre and an indoor swimming pool. One of the unique features of the Spa will be its extensive hammam, an integral part of Moroccan culture.

Leisure facilities abound on property with another beautifully appointed swimming pool set in luxuriant landscaped gardens. Extensive retail will also be incorporated into the site, offering a choice of locally designed artifacts and clothing as well as a range of international luxury brands.

A grand ballroom will cater for up to 450 people and a selection of smaller function rooms will be ideal for meetings and private dining.

The project is being developed by JK Hotels, a private Moroccan company which has conceptualised and developed some of the most outstanding and widely published projects in Morocco. The interior design and architecture is the creation of American artist/designer, Stuart Church who has fashioned many luxurious private residences throughout Morocco.

'We are delighted to be bringing Mandarin Oriental's renowned hospitality into Morocco and are excited at the prospect of creating such a luxurious property in Marrakech's lush Palmeraie. The beauty and tranquillity of the site, so close to the vibrancy of the city centre, provides us with a unique opportunity to introduce the Group's hideaway experience to travellers to this culturally rich and vibrant location.' said Mandarin Oriental Hotel Group's Chief Executive, Edouard Ettetdgui.

'Marrakech continues to grow in importance as a key leisure and cultural destination for upscale travellers from around the world. We're delighted to be working with Mandarin Oriental Hotel Group on creating Marrakech's most luxurious development. Mandarin Oriental's reputation for providing extraordinary experiences to its guests in exquisite surroundings is very much in keeping with our own desire to create an unparalleled level of luxury hospitality in this exceptional project.' said Mr Jaouad Kadiri owner of JK Hotels.

The historic Moroccan city of Marrakech appeals to a fashionable crowd of sophisticated travelers, attracted by the colour, diversity and vibrancy of the surroundings. Most popular is the celebrated walled medina, with its palaces, mosques and an array of lively souks where intricate handcrafts and delicate jewellery are sold alongside aromatic spices, traditional slippers and colourful fabrics.

A short 15 minute drive north of Marrakech, lying between the roads to Casablanca and Fez, is the lush Palmeraie area. Covering 120 square kilometres, the grove consists of fields, gardens, orchards and 150,000 palm trees. This restorative setting provides a delightful retreat from the excitement of the city. Standing at the foot of the Atlas Mountains, it is an ideal

starting point from which to explore the various cultures, villages and valleys of the highest mountain range of North Africa. The Atlantic coast and the enchanting sea-side port and lime-washed village of Essaouira, is a two hour drive away.

Easily accessible from all major international locations, Marrakech is only three hours by air from Paris, London, Milan and Madrid. Mandarin Oriental Jnan Rahma is a short 10 kilometre drive from the centre of the city.

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most prestigious hotels and resorts, currently operating 21 luxury hotels with a further ten under development in Riviera Maya-Mexico and Hainan Island-China (2007), Barcelona, Boston and Grand Cayman (2008), Dallas, Chicago, Las Vegas, Macau and Marrakech (2009). In total, Mandarin Oriental now operates, or has under development, almost 9,000 rooms in 17 countries with 13 hotels in Asia, 12 in the Americas and six in Europe.

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