

Global Hyatt Corporation and Alliances Group Announce Park Hyatt Marrakech, Set to Open in 2011
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Affiliates of Global Hyatt Corporation and Alliances Group have announced the signing of a management agreement for Park Hyatt Marrakech

Located within the impressive Al Maaden residential and leisure development, Park Hyatt Marrakech will offer modern architectural design, rich residential interiors, creative restaurant concepts, and a lounge and elegant bar - all designed to appeal to both hotel guests and the residents of Al Maaden. The 120-room hotel will open in 2011, and will become the 33rd hotel in the Park Hyatt portfolio.

Ideally located near the historical and cultural center of Marrakech, Al Maaden is set against the spectacular backdrop of the Atlas Mountains, and will feature a resort complex and Moroccan garden-inspired 18-hole golf course, designed by award-winning golf course designer Kyle Phillips. Renowned architects Didier Lefort, Eduardo Gaggiano, Cheong Yew Kuan and Patrick Genard will collaborate to design the development project.

'Marrakech is one of the world's most popular holiday destinations, with an impressive development and a sense of authentic hospitality thanks to the warm welcome of the Moroccan people,' said Gebhard Rainer, managing director of Hyatt Europe, Africa and the Middle East. 'We are particularly proud to be associated with Al Maaden in this idyllic setting overlooking the Atlas Mountains.'

With a commitment to supporting the community, Al Maaden has reached an agreement with charity organization Orient-Occident Foundation to construct a training center for individuals who live in underserved areas, ensuring they will receive the education, resources and skills necessary for future job opportunities at the new development.

'The opening of the center and the collaboration with Orient-Occident Foundation is essential to us. Hyatt is committed to the development of the local community, and we will recruit more than 200 people for the opening of Park Hyatt Marrakech,' said Rainer.

'With Park Hyatt's dedication to modern luxury and premium service, we feel confident that the global traveler coming to Marrakech will enjoy the intimate, sophisticated and refined atmosphere at Park Hyatt Marrakech. Distinguished among the finest hotels in the world, the Park Hyatt brand promises a superior experience for guests, and this is exactly what we are aiming to offer as part of the Al Maaden development,' said Mr. Alami Lazraq, Chairman of the Board of Al Maaden Golf Resort & President of Alliances Group.

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