

PRESS RELEASE

**SOFITEL ESSAOUIRA MOGADOR GOLF & SPA,
ENJOY MOROCCO'S WIDE OPEN SPACES**

Paris, March 14th, 2011 - The Sofitel Essaouira Mogador Golf & Spa has been built on an outstanding site in the new seaside resort of Mogador. To the south of Essaouira surrounded by a 600 ha forested estate, protected by a spectacular natural sand dune and bordered by a wild, unspoiled beach, Sofitel has created a marvellous setting in which nature serves as a source of relaxation and inspiration. This establishment, jointly designed by Didier Gomez for all of the interior areas, the architect Rachid El Andaloussi for the building itself and the landscape artist Isabelle Linski for the outside is Sofitel's seventh establishment in Morocco.

The Sofitel Essaouira Mogador Golf & Spa has been designed as something of a tribute to the sheer richness of the outstanding natural environment surrounding it. Here, you can really appreciate the sheer tranquillity of the wide open spaces. Wherever you look, the beauty of the surrounding natural environment is to be found everywhere. A skilful and seamless continuity between indoors and the outdoors which really becomes noticeable when you enter the huge lobby. The view stretches away into the distance, beyond the golf course and out across the ocean.

In total harmony with the vast natural décor of Mogador and its wild spirit, the purity of the design combines superbly with the overall elegance and authenticity. Mashrabiya and Essaouira dry stone are used extensively, forming a symbolic link between these two environments.

From the majestic hall, decorated with huge Moroccan lanterns and a plant wall, guests can directly access two of the hotel's key attractions. The **Tea Lounge** celebrates and perpetuates time-old tea rituals while the astonishing **Tiki So** (whose bar is comprised of no fewer than 50,000 pieces of glass) proposes an extensive cocktail menu, in tribute to the first rum routes which began here in Mogador. From the superb panoramic terrace, you can enjoy the view across the swimming pool, close to which you will see the **Kasbah Café** where you can tuck into delicious wok and tajine dishes while watching a cooking show, while the **Atlantic** is a shrine to Essaouira's mouth-watering seafood.

Sofitel is particularly keen to forge a link between French culture and local culture. At the Sofitel Essaouira Mogador Golf & Spa's **Atelier aux Arômes (Taste Workshop)** the talented duo of chefs Philippe Bourdon and Fatima Targa have pooled their considerable talents to bring you the best of French and Moroccan gastronomy. A safe bet for anyone keen to enjoy a hearty dinner served in a décor comprised of mashrabiya, oak wood and imaginatively displayed regional products including spices and argan oil.



Finally, when night falls, the **So Lounge** is the new "must-see" establishment in the *cité des Alizés* in which you can take advantage of the warm Moroccan evenings.

The decorative schemes for the bedrooms form a natural extension to this project. Mashrabiyas are extensively used, in addition to clawed wood, dry stone and Moroccan patterns featured on padded fabric... Didier Gomez has paid an impressive tribute to the nearby white town, where intense colours, exotic wood varieties and Moorish patterns subtly combine in the contemporary design of the furniture. This priceless sense of well-being accompanies our guests until the moment they drift off to sleep, in the exclusive and luxuriously soft MyBed™ bedding by Sofitel. In each bedroom, the beds look out across the ocean for a delightful sensation of escapism from the moment you awake.

Two villas have been designed by Lacoste, which is extending its creative perimeter here. An unusual design which marks the first cooperation of this kind between Essaouira Sofitel Luxury Hotels and the brand famous for its Crocodile logo.

The Sofitel Essaouira Mogador Golf & Spa is located just a few kilometres to the south of the attractive town of Essaouira, famous for its fishing port, its thousands of seagulls, its ochre ramparts, its white homes with blue shutters and its gentle climate all year round. It has a total of 147 bedrooms and suites in addition to 28 villas with private swimming pool blending in perfectly with the luxurious landscape of the Mogador estate. A site of this kind is ideal for discovering a wealth of activities, while your children, who are treated as genuine little Princes and Princesses at Sofitel will never forget their stay here and the happy moments they have spent in the Children's Villa.

A dedicated health and fitness building is home to the 1300 m2 of the So SPA and the So FIT in a colourful and relaxing decor. This luxurious area, carefully designed to help you recover the harmony of your body and mind proposes 8 exclusive treatment booths, a traditional oriental steam bath, with three basins, a wave pool, in addition to a spa lounge area simply perfect for relaxing with its astonishing waterfall. For the Sofitel Essaouira Mogador Golf & Spa's So SPA, Sofitel has joined forces with two widely recognised experts in the beauty field, Clarins and 5 Mondes.

Finally, golf has emerged as a popular attraction for travellers, particularly in Morocco which has seen a wealth of new greens spring up recently. The Sofitel Essaouira Mogador Golf & Spa invites golf lovers to discover the 36-hole Mogador golf course designed by Gary Player. As an ambassador for a certain "Art of living", along with the golf course Sofitel shares a passion for precision, a sense of friendliness and a quest for perfection. Sofitel's other establishments in Morocco are all located at well-known golfing destinations including Marrakech, Agadir, Fez and Rabat.

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Press Relations Sofitel Worldwide

Rodolphe Moulin-Chabrot

rodolphe.moulin-chabrot@sofitel.com

Press Relations Agency Contact

Name

Tel

Email

