



CASABLANCA SETTAT,

Meetings, Incentives,
Conferences, Exhibitions

MICE

From
Casablanca
with love



From
Casablanca
with love

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CASABLANCA & REGION, THE BUSINESS & CHILL DESTINATION

Top 10 reasons why Casablanca
& Region is the best MICE destination



1

The African business capital

The driving force behind Morocco's economic momentum, itself embodying the continent's renewed potential

2

Cutting edge infrastructure

Transportation, security, health, recreation... nothing is left to chance.

3

A regional, national and global hub

A high connectivity region with excellent national and international connections

4

A premium hotel offering

The most renowned institutions have established themselves in the region

5

A wide range of conference venues

A selection of venues to accommodate all your business and festive needs

6

Day or night

A region that never sleeps, enlivened by a wide selection of restaurants, discotheques and clubs

7

Craftsmen and shopping centers

The largest international franchises and master craftsmen work side by side in the metropolis

8

Golf in the limelight

Are you a fan of green spaces and fancy sports? A wide range of golf courses are just around the corner

9

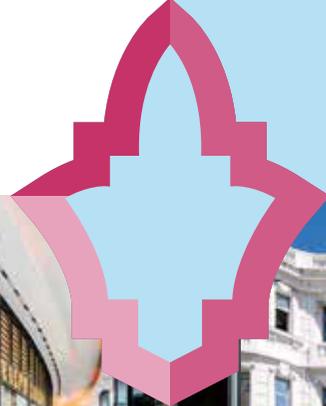
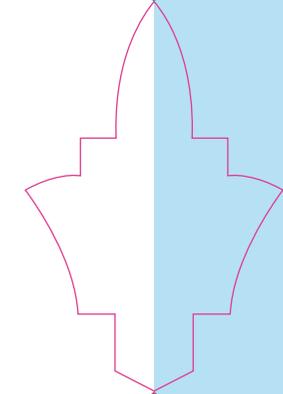
A seaside metropolis

The region is brimming with fine sandy beaches and infrastructures dedicated to admirers of the deep blue sea

10

Gateway to Morocco and Africa

The region is a destination in itself...but also a gateway to the authentic Morocco and the continent of a thousand wonders



CASABLANCA & REGION, BUSINESS & CHILL DESTINATION **BUSINESS OR LEISURE... WHY CHOOSE?**



The Casablanca-Settat region offers you the best of both worlds. It is a dynamic and appealing region with plenty to offer. It represents the perfect symbol of universality, diversity and cultural and religious melting pot. That said... It is also a business hub.

The region was chosen by 31% of Moroccan companies for its economic attractiveness and its excellent road, port, airport and logistics infrastructures. It has a record rate when it comes to attracting foreign investments, with the rate standing at 47.7%.

Moreover, Casablanca & Region is now the leading destination for business tourism, medical tourism, shopping tourism and trade fair tourism.

The region continues to expand its tourism offering to cater to an increasingly diverse and cosmopolitan audience. The establishment of Casablanca Finance City, an African financial hub, has further strengthened the region's position as a destination for investors and professionals.

As the economic powerhouse of the kingdom, Casablanca & Region boasts modern infrastructure and facilities, as well as a countryside that makes the region a prime tourist destination: 235 kilometers of beaches, 6 prestigious golf courses, 4 dams suitable for water sports and a favorable environment for rural tourism.

With regard to hotel infrastructures, the region offers a variety of accommodation options. More than 22,000 beds are available in ranked establishments. Several new hotels are currently being developed, including the renovation of the legendary Lincoln Hotel and the reconstruction of the Royal Mansour Casablanca. Due to its growing appeal, its many modern activities, its exceptional natural spots, its accessibility and hospitality, its culture of hedonism by day and by night, Casablanca & Region has what it takes to win the hearts of national and international travelers. Business or Chill? Step over the edge. Welcome to Casablanca & Region!





CASABLANCA, A LIVING LEGEND

✦ The West of the East

Casablanca-Settat has a rather specific, and even unique, nuance, which is the delicate blend of the East and the West, Europe and Africa, local and foreign. Casablanca-Settat is a crossroads. Its tangled streets, iconic boulevards and monuments whisper the history of the country and the continent. In the maze of this mosaic, the original Arab-Andalusian art rubs shoulders with colonial architecture and great contemporary buildings. The outcome is an impression of a contemporary tale, of a painting with a thousand colors, of a living legend, stretching out before the curious eyes of admirers of elegance and beauty. Welcome to Casablanca-Settat.

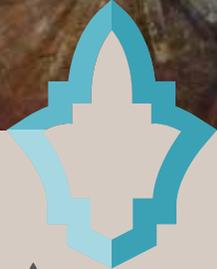
✦ A journey through time and space

Casablanca has spanned the eras and inspired a myriad of artists, painters, filmmakers, musicians, sculptors ... The region has always portrayed the face of a metropolis whose wealth reflects the beauty of the past centuries. If any single piece of work could perfectly define this artistic appetite, it would naturally be the eponymous film "Casablanca", which has marked generations and raised the white city to the rank of legendary cities. From here and beyond, travelers strive to breathe this unique atmosphere of strength and creativity, human warmth and yearning for exchange. Exploring Casablanca gives you an insight into the world of yesterday and today. More than a journey through the city, it is a journey through time.





EL JADIDA, A HISTORICAL HERITAGE



El Jadida, "The new Mazagan"

When traveling on the Atlantic coast, those who love the sea will be naturally drawn to El Jadida. Located 96 km from Casablanca, El Jadida is becoming a tourist destination that is attracting a growing number of local and foreign visitors for leisure and MICE purposes, owing to its many natural assets and its booming economic potential.

A Portuguese physiognomy

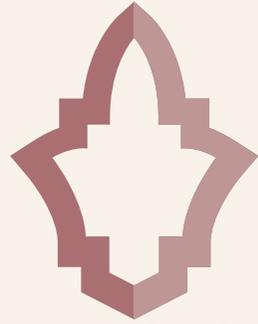
Known for its remarkable "Portuguese city" listed as a UNESCO heritage site, the fortifications of the Portuguese city, with their bastions and ramparts, are a remarkable example of Portuguese military architecture during the triangular trade period. Several Portuguese buildings are still standing today, including the Portuguese cistern, the fortress of Mazagan and the Manueline-style church of the Assumption.



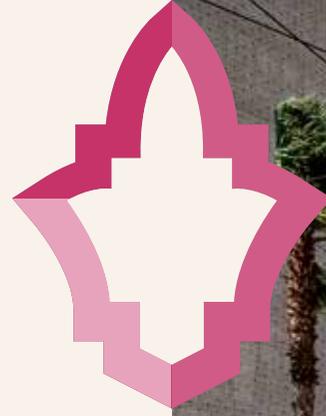
Plenty of activities

El Jadida is the ideal place to discover the hinterland, the plains of the Oued Oum Errabii and its eucalyptus forests. The Kasbah Boulaouane built in 1710 by Sultan Moulay Ismail offers magnificent views of the Oued Oum Errabii. Make sure not to miss a walk on the ramparts of the city: from the heights of the minaret, you can contemplate the unique shades of the surrounding countryside. Ranches and other private clubs also offer the opportunity to practice the ancient art of falconry or try horseback riding. Urban excitement is also a must. One of the finest luxury hotels in the world, the Mazagan Resort, with its activities (golf, quad biking, various sports...) and restaurants, attracts visitors from the entire world! A must for a Premium hotel experience.





CASABLANCA, A FINANCIAL AND ECONOMIC HUBE



Casablanca Finance City, a center of excellence

More than a business district, Casablanca Finance City (CFC) is now considered a unique African economic and financial hub, located at the crossroads of continents and economic dynamics. Recognized as a leading financial center in Africa and a partner of the largest regional and international institutions, CFC boasts a well-established community of members composed of multinationals, financial companies and other service providers.



Vibrant business districts

Sidi Maârouf, Marina, Nouaceur... the region's many dynamic business districts and zones promise to inject a contagious dose of energy into your teams. These districts feature a dedicated infrastructure in terms of transportation, accessibility, dining and accommodation, making them an ideal setting for your business trips.



Morning dews and sea shades

As the prime symbol of the region's marine capabilities, the port of Casablanca is a multifunctional platform mainly geared towards trade. It covers 450 hectares, including 256 hectares of open spaces and features more than 8 linear kilometers of docks. It can accommodate and handle up to 40 vessels at a time. It includes a commercial port, a fishing port, a marina, as well as facilities and infrastructure for the launching and grounding of ships in the shipyards.





CASABLANCA, A HIGH CONNECTIVITY REGION



A well-served region

Various means of transportation crisscross the Casablanca metropolis. The local offer includes a vast network of busways and tramways serving the main areas of the city, as well as a large network of cabs available at affordable prices. The outlying districts are overlooked and are served by rail transport with a wide range of buses and cabs.



Vibrant business districts

Sidi Maârouf, Marina, Nouaceur, CFC... the region boasts many different business districts and zones. These districts, which are home to the headquarters of Moroccan and multinational companies, feature high-quality infrastructure in terms of roads and accessibility, restaurants and hotels. This makes it an ideal setting for business trips and professional travel.



Casablanca, at the heart of Morocco

1h00 from Rabat
2h30 from Marrakech
3h25 from Fes
4h30 from Essaouira
2h10 from Tangier (via Al Boraq)



Casablanca

Casablanca, at the heart of the world

1 to 2 hours **3 to 4 hours** **5 to 7 hours**

Madrid	Paris	New York
Lisbon	Geneva	Montreal
Barcelona	London	Cairo
Malaga	Brussels	Beirut
	Frankfurt	Dubai
	Rome	
	Dakar	
	Nouakchott	
	Niamey	



Gateway to Africa... and the world

Casablanca is also the gateway to Africa and the world, with its international airport through which more than 14 million passengers transit every year. Nearly 50 airlines provide connections between Casablanca and more than 100 destinations in Africa, America, Asia and Europe.

Océan Atlantique

CASABLANCA

EL JADIDA

SETTAT





CONFERENCE AND MEETING VENUES

✦ Ideal exhibition parks

Casablanca features several large-capacity exhibition parks, starting with the Mohammed VI Exhibition Park, near El Jadida. This 29-hectare space is a national reference. Its accessibility, adaptability, as well as its aesthetics, provide all the attributes to host large-scale events.

In Bouznika, a stone's throw from the Atlantic Ocean and close to Mohammed V airport, the Business Center by Bahia offers an ideal setting and a suitable layout for hosting a variety of professional events: meeting rooms, conference rooms and congresses, Club House...

The Office des Foires de Casablanca is ideally located in the heart of the city, close to the sea and the Hassan II mosque. You can also take advantage of the conference center located near the highway leading directly to the airport.



✦ A wide selection of rooms

Several hotels and dedicated establishments offer a wide range of spaces for professional meetings and festivities: forums, conference rooms, trade shows and seminar rooms... Fully equipped and meeting the latest technological standards, these spaces guarantee an excellent development and setup for your events. Experienced audiovisual technicians are also at your disposal to provide support and recommend the best solutions to meet your needs.

✦ Multimedia rooms

Several multimedia rooms complete the region's offer in terms of meeting and entertainment spaces: Casablanca Twin Center auditorium, Multiplex Mégarama, Agora complex... All these facilities feature modern infrastructures and all the necessary technical and human resources to ensure a colorful and emotional experience. Old theaters, such as the Lynx and the Rialto, which have been completely restored and re-equipped, give you an opportunity to immerse yourself in the magic and nostalgia of the 1960s.

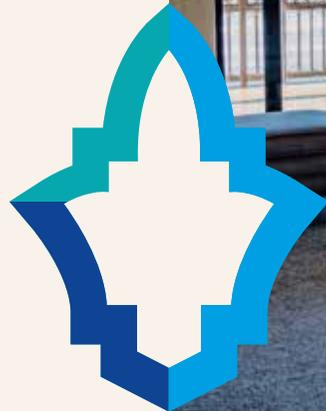


A PREMIUM HOTEL OFFERING

✦ A top-class hotel infrastructure

Casablanca-Settat has 22,000 classified hotel beds, not to mention more than 5,000 beds in furnished apartments. A constantly growing capacity with 18 hotels (4 and 5 stars) and residences under construction, or 2,200 additional beds expected in the region.

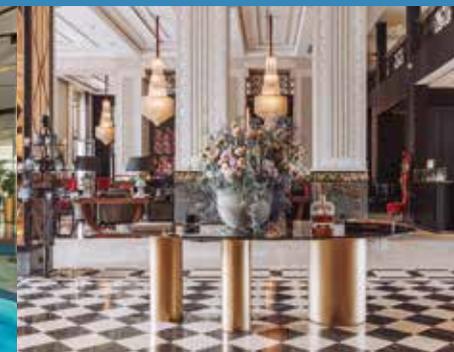
The largest international chains have established themselves in Casablanca and its surroundings. This dynamic development is supported by the business environment, which is conducive to hospitality services, as well as the organization of professional and institutional events. The leading hotel establishments meet the highest quality standards and provide a wide range of services from dining to wellness, including sports, transportation and tourism. The region also caters to the needs in terms of standard hotels by also offering 2 and 3-star hotels.

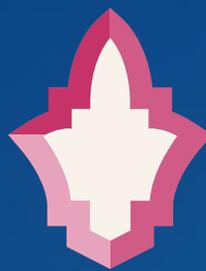


Technical and events expertise

Beyond the strictly "residential" dimension, the region's hotels stand out for the quality of their complementary services: concierge service, spa, fitness room, restaurants and rooftops, as well as a variety of conference rooms and ballrooms suitable for all types of events and receptions.

The backbone of our offering is our human capital, a team of experienced professionals trained to the highest standards in the hotel industry. While hospitality and the art of entertaining are part of the Moroccan DNA, locals have made it their profession...and their passion!





List of 5-star hotels recommended for MICE



5-STAR HOTELS	ACCOMMODATION CAPACITY	MEETINGS CAPACITY
BARCELO ANFA CASABLANCA	206	Nb de Salles : 10 Nb de places : 400 Surface en m² : 1 000
CASABLANCA MARRIOTT HÔTEL	305	Nb de Salles : 17 Nb de places : Surface en m² : 545
FARAH CASABLANCA	279	Nb de Salles : 8 Nb de places : Surface en m² : 1 400
FOUR SEASONS HOTEL CASABLANCA	186	Nb de Salles : 7 Nb de places : Surface en m² : 930
GRAND MOGADOR CITY CENTER	176	Nb de Salles : 13 Nb de places : Surface en m² : 400
HYATT REGENCY	255	Nb de Salles : 14 Nb de places : 1 800 Surface en m² : 2 500
KENZI TOWER HOTEL	237	Nb de Salles : 10 Nb de places : 300 Surface en m² :
LE CASABLANCA HOTEL	68	Nb de Salles : Nb de places : Surface en m² : 2 000
MAZAGAN BEACH RESORT	492	Nb de Salles : Nb de places : Surface en m² :
MAZAGAN PULLMAN ROYAL GOLF & SPA	121	Nb de Salles : 9 Nb de places : Surface en m² : 545
MOVENPICK CASABLANCA	184	Nb de Salles : 7 Nb de places : 500 Surface en m² :
PALACE D'ANFA	156	Nb de Salles : 9 Nb de places : Surface en m² : 1 200
RADISSON BLU HOTEL CASABLANCA CITY CENTER	120	Nb de Salles : 5 Nb de places : Surface en m² : 450
SOFITEL TOUR BLANCHE	171	Nb de Salles : Nb de places : 1325 Surface en m² :

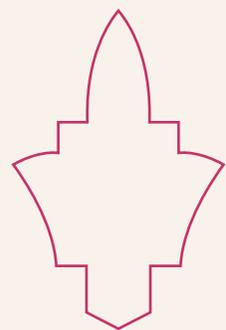
Opening soon 2024 : Royal Mansour



List of 4-star hotels recommended for MICE



4-STAR HOTELS	ACCOMMODATION CAPACITY	MEETINGS CAPACITY
AVANTI BEACH HOTEL MOHAMMEDIA	114	Nb de Salles : 2 Nb de places : 600 Surface en m² : 670
BARCELO	85	Nb de Salles : 5 Nb de places : Surface en m² :
CASABLANCA LE LIDO THALASSO & SPA	187	Nb de Salles : 5 Nb de places : 540 Surface en m² : 752
CHÂTEAU EDEN EL ROUH	64	Nb de Salles : 1 Nb de places : 120 Surface en m² : 140
DOMO HOTEL	115	Nb de Salles : 3 Nb de places : 71 Surface en m² :
HOTEL DU GOLF MOHAMMEDIA	47	Nb de Salles : 2 Nb de places : 120 Surface en m² : 120
HILTON GARDEN INN	115	Nb de Salles : 6 Nb de places : 1103 Surface en m² : 1008
IDOU ANFA & SPA	220	Nb de Salles : 7 Nb de places : 830 Surface en m² : 893
KENZI SIDI MAAROUF HOTEL	130	Nb de Salles : 7 Nb de places : 440 Surface en m² : 607
NOVOTEL MOHAMMEDIA	114	Nb de Salles : 5 Nb de places : 202 Surface en m² : 278
NOVOTEL CASA CITY CENTER	281	Nb de Salles : 5 Nb de places : 510 Surface en m² : 693
ODYSSEE CENTER	138	Nb de Salles : 4 Nb de places : 263 Surface en m² : 293
ONOMO CASABLANCA CITY CENTER	201	Nb de Salles : 4 Nb de places : 320 Surface en m² : 451
VAL D'ANFA HOTEL & SPA	137	Nb de Salles : 4 Nb de places : 335 Surface en m² : 450



DMCs AT YOUR SERVICE



DMCs, events management professionals

The local DMCs (Destination Management Companies, travel agencies specialized in MICE) provide you with their experience and expertise. Pop-Up Stores, round tables, conferences, product launches, political congresses and internal conventions...Casablanca-Settat is particularly recognized for its interest in events.

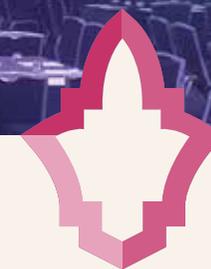
Many agencies are well versed in organizing different types of events and understand companies' expectations in terms of technical and human services. The region's technicians are also proudly acclaimed for a huge variety of all types of events. Connected platforms, sound and light, virtual reality, webinars and conferences, unforgettable teambuildings... everything is carefully managed by seasoned professionals, accustomed to the on-going events in the entertainment capital

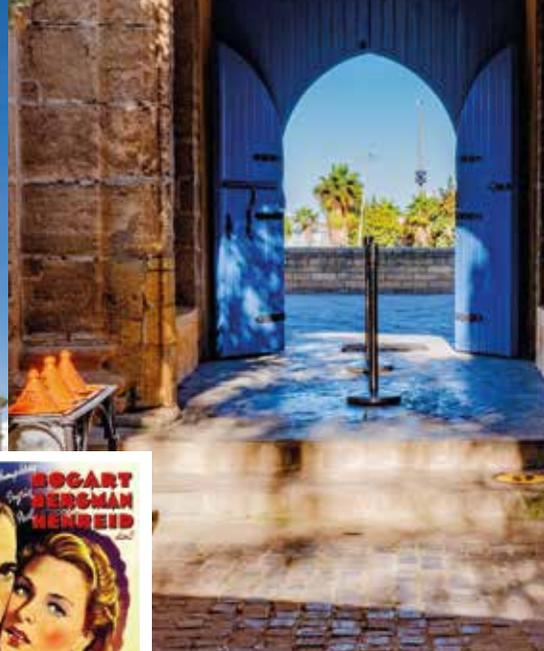


Integrated logistics`

Casablanca-Settat shines through its vibrant transportation activity, thanks in particular to the emergence of a powerful logistics offer dedicated to professionals and companies. In addition to the traditional means of intra-urban transport (cabs, VTC, mobile applications, etc.), a number of service providers are working together to meet the growing demand for logistical support: luxury vehicles, car rentals, and coaches for professional use.

All customer segments are catered for and will find an offer tailored to their needs and expectations.



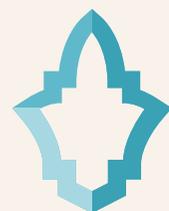


CASABLANCA, CULTURE IN THE SPOTLIGHT



At the crossroads of heritages

Casablanca is a region shaped by a thousand and one influences. In the vicinity of the port, discover the Sqala bastion, a fortified complex dating back to the 18th century, which has now been restored as a chic café-restaurant serving delectable local delicacies. Not far from there, a few strides from the port, the medina unfolds its alleys. The Arab-Muslim architecture is blended with inspirations from Europe and elsewhere. In the city center, the atmosphere is completely different atmosphere. Art-deco is the key word reminiscent of the former colonial era, to the amazement of passers-by with its finely chiseled architecture. On the banks of the ocean, the Hassan II Mosque, solemn and majestic, overlooks the city. Further on is the Habous, a historical district that exudes tradition. Everywhere you look, you will find arabesques, volutes, and elaborate doors. A true wonder



A bustling cultural scene

Enjoy an ever-expanding cultural calendar, with national and international stars taking part in various festivals, concerts, cultural events and other events such as the Jazzablanca Festival, L'Boulevard Tremplin and the Casablanca Festival.

The cultural establishments are also part of the action and compete with bold and original programs to lure a demanding public.

These include the Museum of Moroccan Judaism, Dar el Ala, the Villa des Arts, the Hassan II Mosque Museum and the exceptional Mohammed VI Theater...

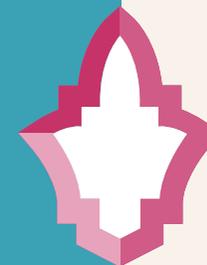




CASABLANCA, GASTRONOMY FOR EVERY PALATE

A local gastronomy...

Casablanca-Settat is attractive in many ways. As a matter of fact, Moroccan gastronomy is considered by connoisseurs as one of the three finest cuisines worldwide. Here, Moroccan cuisine shines through its spices, its flavors and its many Arab, Andalusian, European and Berber influences... A mosaic that is as amenable to street-food with its itinerant stalls and various small snacks as it is to fine dining, which you can enjoy in prestigious restaurants. The success of Moroccan cuisine is easily explained by its ability to combine flavors, aromas and spices. Feel free to discover the many dishes and delights that are offered to you: the tagine and its sweet and savory pairings, couscous with fine semolina and tasty vegetables, crunchy pastilla, lamb mechoui, fresh fish from the ocean...



International gastronomy

Casablanca-Settat offers a wide range of renowned establishments that will enchant connoisseurs of fine flavors and the most distinguished palates. Assuming its cosmopolitan status, Casablanca draws and feeds on foreign culinary influences. In addition to its many traditional restaurants, which are always warm and welcoming, Casablanca features several historic establishments serving excellent French cuisine, which contribute to the city's culinary reputation. You will also find many more modern, trendy and creative restaurants. All the cuisines of the world can be found in Casablanca, a true crossroads of fine food and good taste: antipasti and pasta, Latin tapas, Chinese soups, Japanese sushi, hamburgers, shawarmas and oriental mezzes....



LIFE & NIGHT LIFE



A great destination for leisure and recreation

Morocco is known for its hospitality and Casablanca-Settat is no exception to the age-old traditions of hosting and entertaining. Casablanca is a pleasant city to live in, one that never sleeps and is great for entertaining. Nowadays, the region is a beacon for nightlife. Clubs and nightclubs are always buzzing with music and memorable evenings. The city is also home to hundreds of restaurants with diverse menus, drawing on the rich heritage of the local cuisine or inspired by the flavors of other countries and continents. You can also relax on the terraces and rooftops of the White City. A series of exclusive or more intimate hot spots are available for you to enjoy an unforgettable night out..



Shopping Fever

Morocco's busiest metropolis will certainly not disappoint shopping enthusiasts: concept stores, department stores and giant shopping malls abound, making it a popular destination for locals and visitors. Haute couture meets the most cutting-edge streetwear, and all the major franchises strive to create gigantic storefronts a stone's throw away from traditional shops. That said, the city is still home to authentic and unwavering artisans. Take a moment to explore the old Medina or the Habous district. The copper souk attracts the finest connoisseurs. Elsewhere, pastry shops overflow from the stalls. Small leather goods are not overlooked. Slippers, bags and poufs compete to attract lovers of typical products.

SPORTS AND WELL-BEING

A great region for sports

The Casablanca-Settat region allows you to pursue your passion or to try out new activities. Just like in other parts of the Kingdom, golf is particularly popular in the White City. In its vicinity, a multitude of golf courses are available for you to perfect your swing. Breathe in the fresh air on the green expanses of the Royal Golf Anfa or the Royal Golf Benslimane.

Built and natural infrastructures open the realm of possibilities in Casablanca-Settat. Perfectly maintained, these spaces are dedicated to the delight of residents and offer a quality of life that is appreciated by all. Moreover, water activities such as sailing, bodyboarding and surfing will bring joy to ocean lovers. Sports can be played in all its forms in a healthy environment! For fans of football, the Tifos of the two clubs (Raja & Wydad) have raised Casablanca to the rank of world famous soccer destinations.

A seaside metropolis

With its 235 kilometers of coastline lined with fine sandy beaches and 300 days of sunshine per year, Casablanca-Settat has some of the most beautiful coastlines in Morocco. Discover Dar Bouazza and its exclusive fine sandy beaches. You can also visit Bouznika, Sidi Bouzid and the Corniche. Its marina, its terraces and seawater pools, its thalassotherapy and leisure facilities give it an almost summery feel all year round, between work and relaxation...

Casablanca-Settat is the pledge of perfectly equipped beaches. Complexes combining private beaches, water parks and fitness centers offer you their share of activities and meetings... The long and beautiful beachfront is also the place to be at night: lined with cafés, restaurants and clubs, offering an ideal social setting for those who aspire to meet people and explore new horizons.





A LOCAL RURALITY



Go green!

Aware of the stakes of a sustainable and responsible tourism, Casablanca-Settat promotes a rural tourism of proximity with a double objective; to offer to the visitors as well as to the residents a moment of quietude and serenity to invite to slow down and to shelter from the urban effervescence and to contribute to the socio-economic development of the rural zones surrounding the metropolis Casablanca.

The region features more than 400 hectares of green spaces with many parks and public gardens, where you can go for a nice and relaxing walk, to go for a bike ride or to relax. With its 30 hectares, the Arab League Park is considered "the largest urban park in Africa". Other parks such as Anfa Park, Casa Nearshore Park and Murdoch Garden also offer a real getaway in the heart of the city.

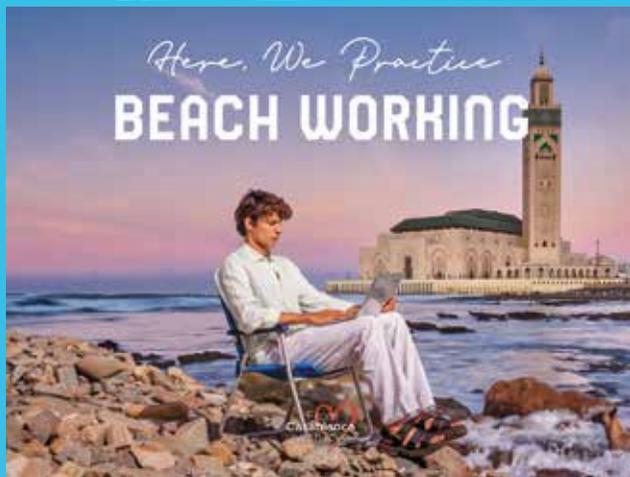
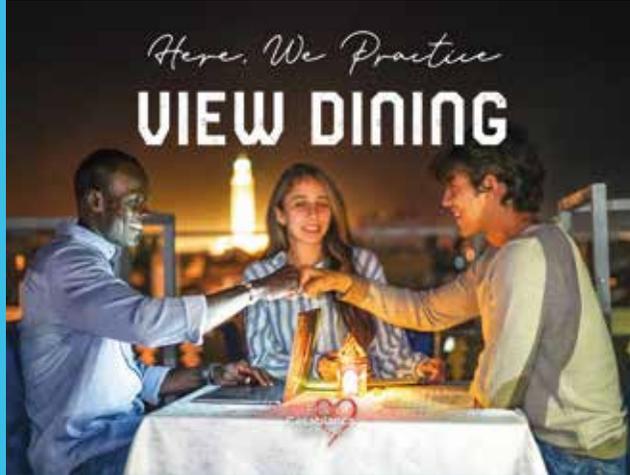


Benslimane, a breath of fresh air

Overlooking the Atlantic Ocean, the province of Benslimane lies between the metropolises of Casablanca and Rabat. With its rich forestry and rocky heritage and its seaside attractions, Benslimane is both a prime agricultural and tourist area. The region abounds in natural wonders, confirming the importance of sustainable territories.

Wild boars, pheasants, partridges, hares, rabbits..., the region is home to a myriad of species, ideal for memorable hunting outings. Benslimane includes a large forest area, where you can find oaks, cork trees, thuja and eucalyptus trees, offering an ideal setting for walks or horseback riding. There are also several running paths for track and field activities. Benslimane holds the promise of a memorable stay, in keeping with the spirit of sustainable and eco-responsible tourism.

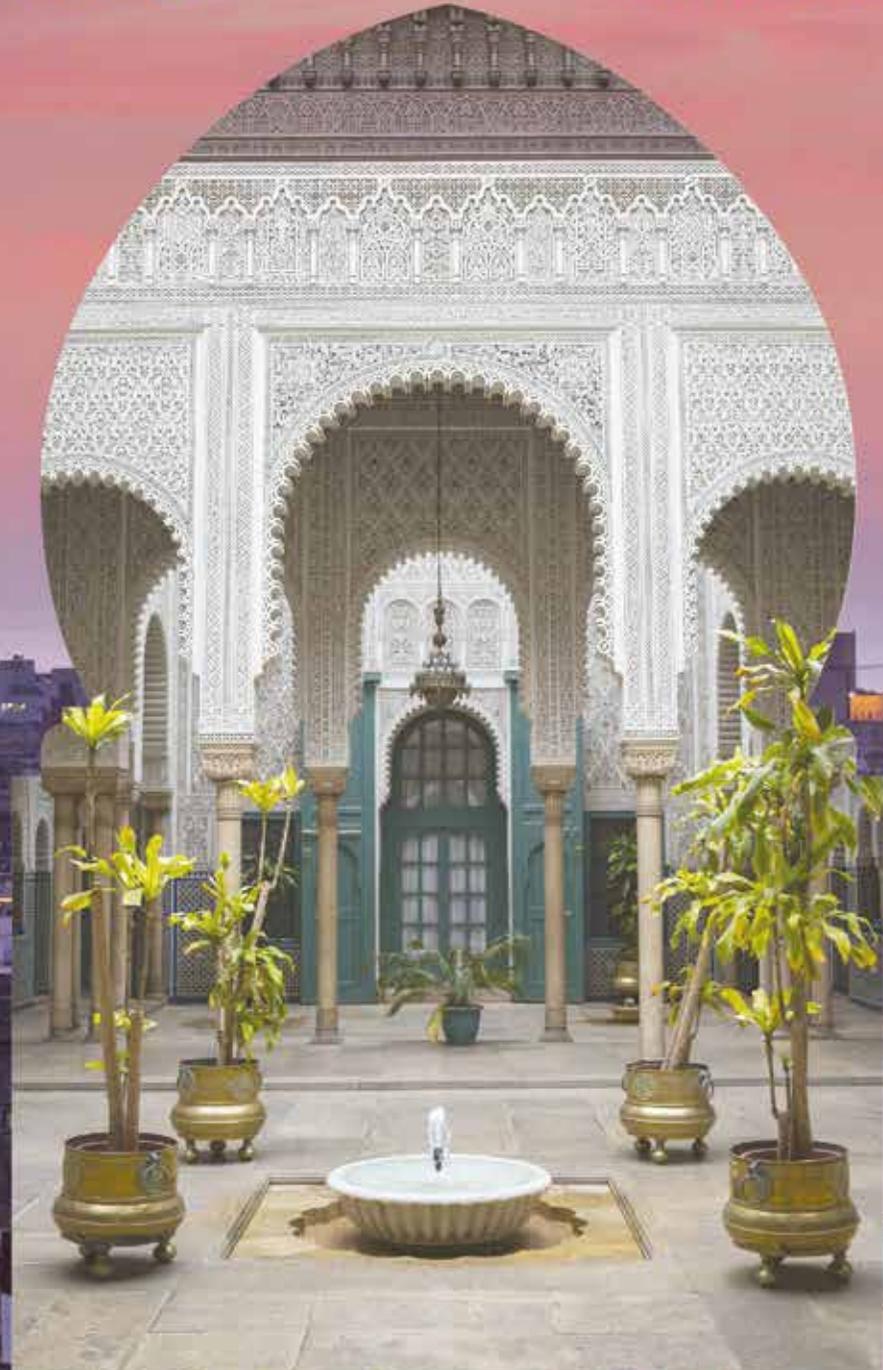
From
Casablanca
with love



MAROC

CASABLANCA

Entre architecture
et art de vivre



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