



MOROCCO

Royal Mansour Collection

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SECTION 1

Royal Mansour Collection in One Sentence

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Royal Mansour Collection in One Sentence

The Royal Mansour Collection brings together three distinctive Moroccan addresses—Marrakech, Casablanca and Tamuda Bay—each with its own character, while sharing the same signature style, warmth and commitment to excellence.



SECTION 2

The Quick Fit Check

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The Quick Fit Check

Usually works well for travellers who want:

- ✓ Royal Mansour Marrakech for a luxurious city stay in beautifully crafted riads, exceptional dining and a prime location for exploring Morocco's cultural capital
- ✓ Royal Mansour Casablanca for a sophisticated city stay, ideal for shorter breaks or as part of a wider journey through Morocco
- ✓ Royal Mansour Tamuda Bay for a relaxed beachfront escape on the Mediterranean coast, with a focus on wellness, privacy and a long sandy beach
- ✓ A highly personalised experience, with discreet yet attentive service reflecting Morocco's renowned tradition of hospitality
- ✓ Exceptional dining, spa and wellness facilities, with each property offering its own distinctive character and culinary experiences
- ✓ Privacy and exclusivity

Less suited if they want:

- ✗ A budget-friendly option, as the Collection sits comfortably at the ultra-luxury end of the market
- ✗ A large-scale resort environment with a lively atmosphere throughout the day
- ✗ An all-inclusive experience, as the focus is on bespoke luxury

SECTION 3

The Stay Guide

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The Stay Guide

THE FLAGSHIP OPTION

Royal Mansour Marrakech Grand Riad

An extraordinary private riad sleeping up to eight guests, the Grand Riad is the largest and most exclusive accommodation at Royal Mansour Marrakech. Enjoy four beautifully appointed bedrooms, expansive living spaces and a traditional hammam, all within a spectacular 1,800 square metre residence. Step out into your landscaped garden and private swimming pool, while a dedicated team is on hand throughout the stay.



SECTION 3

The Stay Guide

THE VILLA OPTION

Royal Mansour Tamuda Bay Royal Villa

The Royal Villa spans an impressive 1,700 square metres and offers spectacular sea views, exceptional privacy and refined contemporary design. Expansive indoor and outdoor living spaces, luxurious bedrooms and direct access to the bay make the Royal Villa a great choice for holidaymakers seeking the finest coastal retreat.



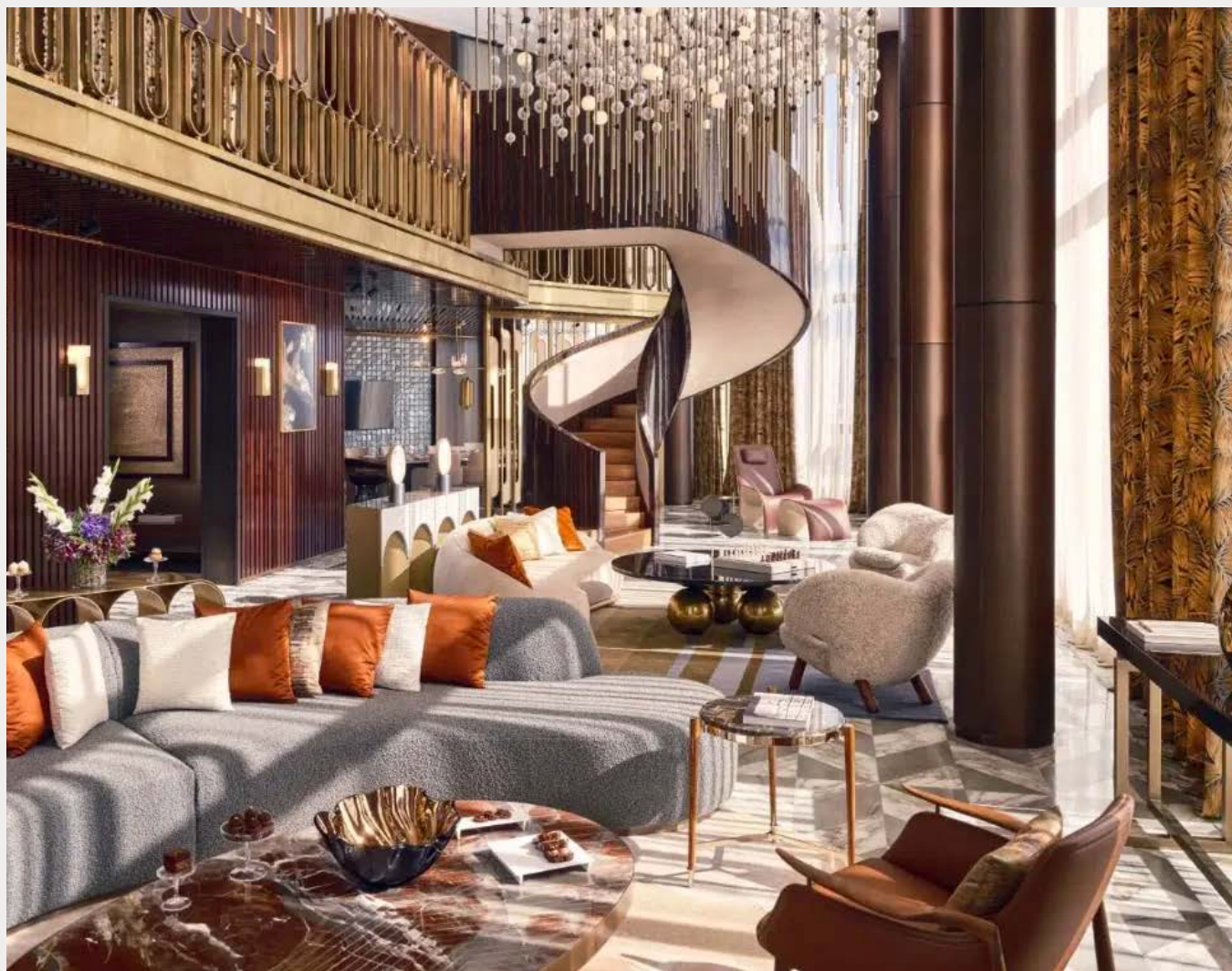
SECTION 3

The Stay Guide

THE SUITE OPTION

Royal Mansour Casablanca Princière Suite

Occupying multiple floors high above the city, this 835-square-metre suite feels like a private residence. Two bedrooms, a rooftop terrace, private cinema room and elegant entertaining spaces are complemented by breathtaking panoramic views over Casablanca.



SECTION 3

The Stay Guide

THE BEACHFRONT OPTION

Royal Mansour Tamuda Bay One-Bedroom Sea View Suite

Wake up to uninterrupted Mediterranean views in a beautifully appointed suite, where contemporary interiors open onto a private terrace overlooking the sea. It's a wonderful base for relaxed beachfront living while enjoying Royal Mansour's signature service and sophistication.



SECTION 3

The Stay Guide

Matching Rooms to Traveller Types

Couples → *Royal Mansour Casablanca · Signature Suite*

Honeymooners → *Royal Mansour Tamuda Bay · Ocean Suite with Private Pool*

Parents with young children → *Royal Mansour Tamuda Bay · Family Suite*

Parents with older children → *Royal Mansour Marrakech · Privilege Riad*



SECTION 4

A Day That Works Well Here

SECTION 4

A Day That Works Well Here *at Royal Mansour Marrakech*

Morning

- Start the day with a leisurely breakfast in one of the hotel's elegant dining venues or within the privacy of your riad.
 - Explore Marrakech's famous Majorelle Garden and Yves Saint Laurent Museum before the crowds arrive, discovering one of the city's most iconic and colourful landmarks.
 - Perhaps set off on a guided excursion to the Atlas Mountains, where traditional Berber villages, dramatic landscapes and panoramic viewpoints offer a fascinating contrast to the bustle of the city.
-

Midday

- Enjoy lunch at one of the acclaimed restaurants, showcasing Moroccan and Mediterranean flavours.
 - Spend the afternoon at the extraordinary Spa Royal Mansour Marrakech; indulge in a traditional hammam or try one of the signature massages, tailored to your needs.
-

Late Afternoon

- Immerse yourself in one of the Signature Workshops, cleverly designed around a variety of themes and led by expert pastry chefs, mixologists and artists.
 - Relax by the swimming pool, set within the lush Arab-Andalusian gardens, or head to La Grande Brasserie for an indulgent Afternoon Tea.
 - The award-winning concierge team can arrange a personalised itinerary, from private shopping in the souks to hidden cultural treasures beyond the tourist trail.
-

Evening

- As dusk falls, stroll to the legendary Jemaa el-Fna square, just a short walk from the property and recognised by UNESCO for its cultural significance.
- Dine in one of Marrakech's four exceptional restaurants, serving French, Italian, Moroccan and Asian cuisine — a cornerstone of any stay here.
- End the evening with a cocktail beneath the stars in the tranquil gardens, a peaceful retreat from the energy of the medina beyond its walls.

SECTION 5

What's New and Worth Knowing

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What's New and Worth Knowing



AWARD WINNER

Royal Mansour Marrakech

Condé Nast Traveller Triple Crown

Royal Mansour Marrakech has been awarded Condé Nast Traveller's prestigious Triple Crown distinction, placing it among a select group of hotels recognised across the publication's three most influential awards: the Hot List, Gold List and Readers' Choice Awards. The accolade highlights the property's continued position at the forefront of world-class hospitality and reflects its reputation for exceptional service, craftsmanship and authentic Moroccan warmth.



SECTION 6

Voices From the Stay

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Voices From the Stay

"As soon as you step behind the hotel gates, you could be a million miles away from all of the hustle and bustle."

W.

ROYAL MANSOUR MARRAKECH, JULY 2025

"Truly remarkable and luxurious stay. Nothing is too much trouble."

L.L.

ROYAL MANSOUR TAMUDA BAY, MAY 2026

"Luxury can be found in many hotels, but genuine care cannot. The people truly make this property exceptional."

A.

ROYAL MANSOUR CASABLANCA, JUNE 2026

"The sense of service reaches a particularly remarkable level. This was our first visit... it will undoubtedly leave an unforgettable memory."

H.E.

ROYAL MANSOUR TAMUDA BAY, JUNE 2026

"Wonderful Afternoon Tea and Moroccan hospitality."

T.

ROYAL MANSOUR MARRAKECH, MAY 2026

"I have never felt so welcomed at a hotel."

W.D.

ROYAL MANSOUR CASABLANCA, MAY 2026

SECTION 6

Voices From the Stay



Fam Trip Notes From Our Team

"The stunning Royal Mansour Marrakech, offers flawless service, world-class dining and the most incredible spa. For guests wanting privacy and ultimate luxury just a short walk from the Medina, it really does tick all the boxes."

Natalie Bradburn-Lewis & Clare Sheldrick

SENIOR TRAVEL ADVISORS

SECTION 7

Beyond the Booking

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Beyond the Booking



Marrakech & the Atlas Mountains

Beyond the souks and palaces of Marrakech lies the dramatic scenery of the Atlas Mountains. Spend the day exploring traditional Berber villages, meeting local artisans and enjoying lunch overlooking mountain valleys before returning to the tranquillity of Royal Mansour Marrakech. This contrast between the energy of the city and the serenity of the mountains is one of Morocco's greatest strengths.

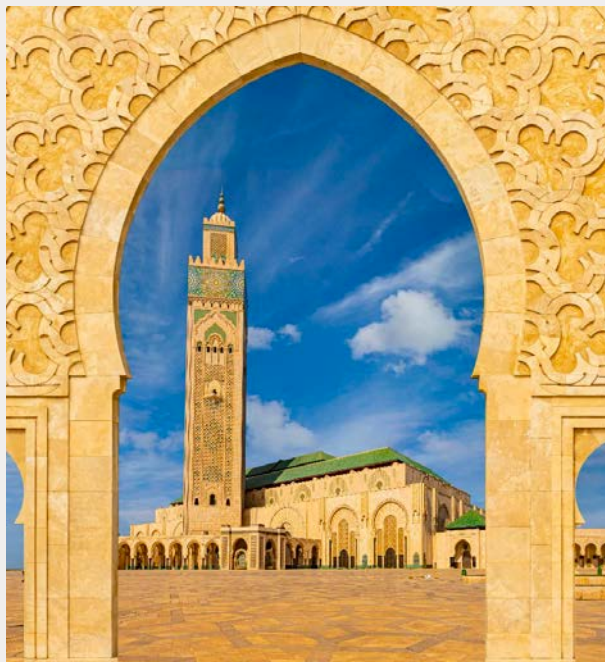
Explore Marrakech by Vintage Sidecar

See a different side of Marrakech aboard a vintage sidecar, travelling beyond the city's famous landmarks into lesser-known neighbourhoods, palm groves and surrounding countryside. Led by knowledgeable local guides, these bespoke journeys offer a unique perspective on daily life in Morocco, with opportunities to discover hidden artisans, local cafés and authentic experiences away from the usual tourist trail.



SECTION 7

Beyond the Booking



The Unmissable Sights of the White City

Discover the many faces of Casablanca, from the atmospheric streets of the Old Medina and elegant Art Deco boulevards to the magnificent Hassan II Mosque, one of the largest and most impressive mosques in the world. The city's unique blend of heritage, architecture and modern energy offers a fascinating introduction to contemporary Morocco.

Discover Tetouan's Andalusian Heritage

Just a short drive from Royal Mansour Tamuda Bay lies Tetouan, a Moroccan cultural treasure. A UNESCO World Heritage Site, its whitewashed medina is filled with winding streets, traditional workshops and centuries of Andalusian influence, offering a fascinating glimpse into northern Morocco's rich history and craftsmanship.



SECTION 7

Beyond the Booking

Sail the Mediterranean

Take to the water aboard a private Riva boat and experience Tamuda Bay from a different perspective. Cruise along the coastline, swim in crystal-clear waters, discover hidden coves and enjoy relaxed afternoons on the Mediterranean, whether exploring the coast or simply unwinding at sea as the sun begins to set.



SECTION 8

FAQs

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FAQs

What are the meal options at the Royal Mansour Collection?

The Collection is typically offered on a Bed & Breakfast basis, giving guests the flexibility to experience each property's restaurants. In Marrakech, dining includes La Grande Brasserie, La Grande Table Marocaine, Sesamo and Le Jardin, serving French, Moroccan, Italian and Asian cuisine. At Tamuda Bay, concepts by chefs Quique Dacosta and Éric Frechon include La Table, Coccinella and Le Méditerranée. In Casablanca, La Brasserie, La Grande Table Marocaine, Le Rooftop and Le Sushi Bar serve everything from French and Moroccan to Mediterranean and Japanese specialities. Across the Collection, dining is a defining part of the experience, with a strong focus on à la carte restaurants and distinctive settings.

What kind of traveller does the Royal Mansour Collection suit best?

It suits travellers looking for high levels of personalised service, exceptional accommodation and a strong dining offering. Marrakech is ideal for culture and city experiences, Tamuda Bay offers a beachfront retreat for couples and families, and Casablanca provides a sophisticated base for short breaks or wider itineraries. Together, the Collection offers authentic Moroccan character, privacy and contemporary luxury.

How do the properties compare to other resorts in Morocco?

The Collection sits among Morocco's most prestigious hotel brands. Compared with larger luxury resorts, it offers a more intimate and exclusive experience — particularly in Marrakech, where guests stay in private riads rather than traditional hotel rooms. While some resorts focus on beach, golf or all-inclusive experiences, Royal Mansour is distinguished by its emphasis on privacy, architecture, gastronomy and authentic Moroccan craftsmanship.

Is Morocco a good choice over European destinations with similar flight times from the UK?

Morocco offers far more than a beach holiday, combining Imperial Cities, the Atlas Mountains, Atlantic and Mediterranean coastlines, Berber villages and one of North Africa's most exciting food scenes — all within a similar flight time from the UK as many Southern European destinations. It's a particularly strong choice for couples, honeymooners and travellers interested in culture. Those looking purely for a week on the beach may be better suited to Greece or Spain.

How long should guests stay?

Royal Mansour Marrakech is typically enjoyed over three to four nights, allowing time to explore the city's culture, dining and wellness. Tamuda Bay suits longer stays of five to seven nights or more, making the most of its beachfront setting and spa. Casablanca is often enjoyed over one to three nights, either as a city break or part of a wider journey. Many guests choose to combine two or more properties to experience different sides of the country.

Are the resorts suitable for families?

The experience varies by property. Tamuda Bay is the most family-friendly, with spacious suites and villas, direct beach access and the children's club, La Plage de Lila. Marrakech is another good choice, particularly for families with older children, thanks to its larger riads, private pools and an extensive kids' club offering creative workshops, Arabic lessons and treasure hunts. Casablanca is more suited to adults, although families are welcome.

When is the best time to book?

Booking early is recommended to secure the widest choice of accommodation, particularly for the most popular riads and suites. Marrakech and Casablanca are traditionally busiest during spring and autumn, when temperatures suit sightseeing and outdoor dining, while Tamuda Bay sees the highest demand during the summer season and school holidays.

SECTION 8

FAQs

What usually surprises guests?

Marrakech — how tranquil and intimate it feels, with private riads and hidden gardens creating a welcome contrast to the energy of the medina. Casablanca — the level of warmth and personal service, giving the hotel a very different feel to many city hotels. Tamuda Bay — the scale of the beach and the sense of space, with a long stretch of Mediterranean coastline just steps from the resort.

Is it suitable for honeymoons?

Yes. Each property appeals to a different style of honeymoon. Marrakech is perhaps the strongest choice, thanks to its private riads, romantic dining, spa experiences and exclusive setting within the medina. It pairs particularly well with Tamuda Bay for couples looking to spend time by the beach and unwind after touring Morocco.

SECTION 9

Content Angles You Can Use

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Content Angles You Can Use

Below are positioning routes that work well for the Royal Mansour Collection. Each can be adapted to email, Instagram, LinkedIn or a traveller proposal.

Three Destinations, One Collection

Focus on discovering different sides of Morocco through three distinctive Royal Mansour properties, each offering its own style and experience.

This works well for:

- Travellers looking for a multi-stop Moroccan itinerary
- Travellers wanting to experience different sides of the country
- Couples and families planning a longer, more immersive journey

You might frame it around:

- Royal Mansour Marrakech for its private riads, gardens and immersive cultural setting
- Royal Mansour Casablanca as a refined contemporary address in Morocco's vibrant commercial capital
- Royal Mansour Tamuda Bay for its relaxed Mediterranean beachfront atmosphere and focus on wellbeing
- Combining more than one Royal Mansour property in a single itinerary, in a journey that naturally evolves from city to coast

Dining That Reflects Each Destination

Focus on how each Royal Mansour property has its own distinctive dining scene, reflecting the character of its destination.

This works well for:

- Travellers who value exceptional dining
- Travellers celebrating a special occasion
- Guests who see food as an essential part of the travel experience

Build your story around:

- Restaurants led by internationally recognised chefs
- Distinct dining experiences inspired by each destination
- Moroccan flavours alongside contemporary international cuisine
- Every meal offering something memorable rather than repetitive

SECTION 9

Content Angles You Can Use

Moroccan Craftsmanship at Its Finest

Focus on the remarkable level of craftsmanship found throughout the Royal Mansour Collection, from handcrafted interiors and traditional artisanship to contemporary Moroccan design.

This works well for:

- Travellers with an interest in architecture and design
- Art and culture enthusiasts
- Those looking for accommodation with a strong sense of place

You might frame it around:

- Traditional craftsmanship reinterpreted for modern luxury
- Handcrafted details throughout each property
- Design inspired by Morocco's architectural heritage

A Journey Through Morocco

Focus on the opportunity to combine different regions of Morocco in one itinerary.

This works well for:

- Travellers wanting to experience more than one region
- Travellers seeking a balance of culture, city life and relaxation
- Longer, thoughtfully planned itineraries

You might frame it around:

- Combining Marrakech, Casablanca and Tamuda Bay in one holiday
- From historic medinas to cosmopolitan boulevards and the Mediterranean coast
- Experiencing different sides of Morocco in a single journey
- The consistency of staying within one luxury collection

USING THE ASSETS

We have included a bank of current media assets supplied directly by the hotel. These can be used alongside your content.

SECTION 10

Who to Call

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Who to Call

Our team is here to help with property selection, tailored stays and special requests. If you'd like guidance on positioning any Royal Mansour property for the right traveller profile, please contact one of the team below.



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