



Le Jardin de Fleur

BEACH & GOLF RESORT

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NEWSLETTER / SUMMER 2009



Proud Opening of Mediterrania Saïdia

The new destination of Mediterrania Saïdia was officially inaugurated over a two day event on June 18th and 19th with a medley of activities, a lavish gala dinner and a captivating fireworks and laser show.

Upon special invitation only, the event attracted over 1,500 people including His Majesty King Mohammed VI, Prince Moulay Rachid and Prince Moulay Ismail, plus officials from the Tourism Ministry, the developers who are involved in bringing this resort to fruition, the hotel operators, supporting local residents, individual investors and a selection of press representatives.



Property Logic representatives with Rezidor's Olivier Jacquin (operator of the Radisson Resort & Spa)



The considerable celebrations were in recognition of the "Vision 2010's" first official opening – the 1 billion euro new destination of Mediterrania Saïdia is the most mature part of the King's tourism plan which comprises the redevelopment of a total of 6 key locations throughout the country. Each new destination has been specifically master planned to enhance the opportunities available to the area, raising job prospects for local communities and bringing Morocco as a whole to the forefront of the international tourism market.

Top Left: Fireworks and laser display light up the sky
Left: His Majesty King Mohammed VI addresses Mediterrania Saïdia's first official visitors

The focal point of the event was performed at midnight on the Friday evening with a grand fireworks and laser show which lit up the skies above the marina. The impressive display revealed imagery and explosions of colour that could be seen for miles around from land and sea – clearly publicising the destination's proud celebrations.

The development of Mediterrania Saïdia continues with many more touristic and residential properties scheduled to complete over the coming years along with two more 18 hole golf courses, a sports centre, additional hotels and beach clubs and much more.



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The new destination's grand celebrations coincided with the opening of many of Mediterrania Saïdia's key facilities.

BARCELO AND IBEROSTAR

The destination's first five star hotels opened to great demand, helping to host and cater for many of the celebratory proceedings along with a large number of the attending guests.

The two day event commenced with a cocktail reception on the Thursday evening at the 450 room Iberostar resort with 500 people in attendance. It included a fine selection of traditional and speciality foods with entertainment continuing until the early hours.

The grand 680 room Hotel Barcelo then hosted Friday's lunchtime celebrations, following the official address from the Assises du Tourisme. A delectable selection of food was served to all invitees by the royal caterers of the King's Council.



Top: Lunchtime fare at the Hotel Barcelo
Above: Hotel Barcelo grounds
Right: Barcelo beach club

BEACH CLUB BY BARCELO

The Barcelo synchronised the opening of its hotel with the opening of its beach club. The club is situated adjacent to the main hotel and to the west of the marina, it has direct access to the 6km of beautiful sandy beachfront. It has been decorated with cool white furnishings and comfortable lounge style seating on an elevated wooden platform.





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MARINA SAIDIA AND COMMERCIAL CENTRE

The newly extended marina (now holding a total of 1,350 berths) and the communal gardens and courtyards surrounding the commercial centre were majestically decorated for the evening function. 1,500 guests were welcomed in total, entertained throughout the evening by live musical acts with an official address from Morocco's Minister of Tourism, Mohamed Boussaid before a grand finale firework and laser display.

The marina was further inaugurated with its first Grand Regatta where the King awarded trophies to the race winner.



Marina, Méditerranée Saïdia

EL PALMERAL GOLF

The 6th annual Throne Cup took place on 14 - 19 June 2009, coinciding with the Saïdia inauguration. The spectacular 210 hectare 18 hole El Palmeral golf course, now managed by Troon Golf, created a superb setting. 14 golf clubs from all over Morocco took part and the Throne Cup was awarded by Crown Prince Moulay Rachid at the Saïdia Golf Club to the winning team Dar Essalam Royal Golf.



Brand names in the new medina



Signage for El Palmeral Golf



The Throne Cup at El Palmeral



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DESTINATION UPDATES

Tourists Arrive in Mediterranean Saïdia

- Italian travel operator, Viaggi del Ventaglio, welcomed its first influx of tourists to Mediterranean Saïdia during the opening festivities. A group of 131 people stayed at the Iberostar Hotel with special celebratory treats provided by the Moroccan Tourism Office (ONMT).

The ONMT is also working with other international travel agencies in the promotion of Mediterranean Saïdia with visits from British and Russian operators.

Oujda International Airport

- Construction of Oujda's second runway is progressing well with completion scheduled for the end of this year. This expansion will accommodate an excess of 1,500,000 arriving tourists.

New Flights

- New airline Air Andalus has commenced flights from Málaga to Nador. The route will operate three times a week.

- Royal Air Maroc will be upgrading its summer services to Oujda International Airport with 18 flights a week between the June and August period.

- Royal Air Maroc are in the process of launching the Royal Air Maroc Express which will aim to attract additional fares through budget routes.

- Air Arabia Maroc has set up a 2nd hub in Casablanca, Morocco. This hub intends to connect domestic operations to wider reaching destinations in Europe, Middle East and Africa.

Rail Network

- King Mohammed VI has inaugurated an additional two new train stations in Nador. These extra stations will provide network links to the south of Morocco.

New Hospital

- His Majesty also laid the foundation stone of the new hospital in the town of Saïdia in June. It will provide health services to all local residents and visitors including specialty practices such as pediatrics and gynecology.

Medina Saïdia

- Mediterranean Saïdia's new commercial centre will soon also include the supermarket brand Marjane, giving tourists and residents a wider choice of catering options.





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WORLDHOTELS joins Le Jardin de Fleur

Mediterrania Saïdia's opening celebrations were preceded on Thursday 18th June with a private press conference from Le Jardin de Fleur and WORLDHOTELS.



WORLDHOTELS, the group for independent hotels, confirmed their management contract of one of Le Jardin de Fleur's villa resorts Village de Golf (VVT-8), to local and international media at the Hotel Iberostar in Mediterranean Saïdia. With this partnership, the resort will be managed as part of the WORLDHOTELS deluxe collection of HomeSuites resorts.

Robert Hornman, Vice President of WORLDHOTELS, commented on the partnership:

"This agreement with Property Logic marks an exciting new era for WORLDHOTELS. We already have a very strong presence in Europe with 500 affiliated hotels and resorts throughout



Le Jardin de Fleur welcomes WORLDHOTELS

the world. It therefore makes natural sense for WORLDHOTELS to sign management and marketing agreements with developments such as this."

The resort's tranquil location amidst the 18 hole golf course, El Palmeral (which was inaugurated at the opening celebrations in June) makes this an idyllic investment.

Contact your agent to find out more about investment opportunities on Village de Golf

HOTEL OPERATOR NEWS

Hivernage Hotel & Spa

The Hivernage will be adding the Hivernage Desire in Marrakech to its collection of unique hotel accommodation. The palatial premises will provide 60 suites designed by Jacques Garcia and will include two restaurants, a bar lounge, a cigar club and prestigious boutique brands. Most impressive, however, will be the 3,000 sq m spa and two large swimming pools.

Best Western Premier

This year Best Western chose Morocco to host their Annual Convention. The event gathered managers, staff, partners and associates at the location of one of its coming hotel launches, the Best Western Tikida Garden in Marrakech. The convention brought some positive news from the leading hotel's group stating that Best Western France alone had generated a revenue of 67 million euros from the 280 hotels in the previous year.



Village de Golf villa



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Best Western Premier resort finalises interior designs

Le Jardin de Fleur's Best Western Premier resort prepares for completion with the final interior design selections.

Each property owner has been provided with two options, both inspired by traditional Moroccan themes and colours but with a more modern or traditional twist to the appearance.

Interior Design Project Manager, Roger Huet, says: "We have worked closely with the operator, Best Western Premier, to ensure that both of these designs are pleasing to the eye and practical, therefore giving the owner piece of mind for future rental use. Obviously the quality is of the highest standard – as you would expect from a Premier 5 star resort."

The owners of the penthouse properties have also been given the option of a Moroccan roof terrace which included sofa benches and lanterns, a selection of decorative plants including palm trees, yuccas and cacti plus unique sun shade sails.



Living room option 1



Living room option 2



Moroccan roof terrace option



View of Best Western Premier, Le Jardin de Fleur resort

Morocco to launch \$35 million campaign

The Moroccan government has confirmed an allocation of 300 million dirhams to promote tourism to the country. The Strategic Watch Committee, which has been set up to monitor and mediate the effects of the world recession, has called for the development of more holiday package options that consolidate

air transport and new products. It also instructs that more investment should be made into competent staff training in the tourism and hospitality industry.

In addition, His Majesty King Mohammed VI has requested that the guidelines for Vision 2020 are now defined. This follows the progressive success of Vision 2010

which has been focused on attracting 10 million tourists and raising GDP by 20%.

The new vision "must be both flexible and sustainable and should take into account international tourism trends, the challenges of globalization and likely developments in the world economy," His Majesty emphasised.



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Travels through Morocco

Louise Reynolds commenced working as an agent for Le Jardin de Fleur in March 2009 and wanted to see the country, and its culture, first-hand. She now discusses her experiences as a single woman travelling through the country alone.

LR: I decided that if I was to sell Le Jardin de Fleur properties successfully then I not only wanted to see Mediterranean Saïdia, but also to get a feel for the real Morocco, its culture, lifestyle and people. So, I undertook an action-packed week that included a total of 1,400 km, 4 flights and 2 boat trips.

I flew from Málaga with the new Air Andalus service operating to Nador. This was impressive, almost like flying in a private jet. Upon landing I quickly passed through passport control and was greeted by the car rental agent.

Whilst driving, I was struck by how green and lush the countryside looked. Out in the countryside it was wonderful to see the shepherds herding their flocks of sheep and herdsmen tending their cattle. It was also intriguing to see so many people on foot, either going to work in the fields or the children going to school in nearby towns.

Modernisation is, however, slowly becoming apparent. It was interesting to see a traditional Moroccan shepherd rounding up his sheep whilst happily talking on his mobile phone.

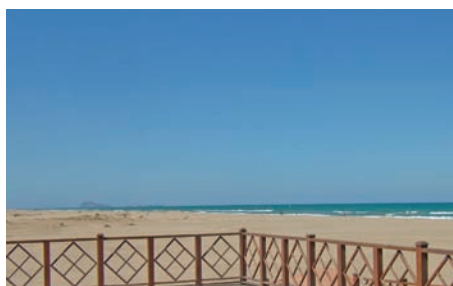
In Oujda, I wanted to explore and so went to the kasbah (walled residential quarter around the medina/city). I had been prepared to be hassled, but was



Louise Reynolds in Morocco

surprised that this did not happen as much as I was expecting. Many people looked inquisitively at seeing a Western woman in the traditional Moroccan towns and cities, but this was more out of curiosity, than anything threatening.

Whilst I did notice in the more traditional areas of Oujda there was a tendency for only the men to inhabit the cafés, this did not seem to be the case in Saïdia which generally has a more cosmopolitan feel



6 km beachfront, Mediterranean Saïdia

where local men, women and foreigners happily mingle together.

The sheer scale of what is being created in Saïdia creates a significant impression. The opportunity to own a beachside property, in such a beautiful country, with such fabulous golden, sandy Mediterranean beaches is unparalleled. The Moroccan beaches are the mirror image of Spain's but without all the same level of development. It certainly has a magnetic pull.

On my return I also made a stop at Tangiers. This was a completely different experience again with a good buzz and the hubbub of city life.

I was pleased to have seen the old and modern of Morocco on my trip. What struck me was the momentum of the development going on and that it did not appear to be affected by the slowing world economy. Morocco receives EU funding as well as investment from the Middle East, where nations see it as its bridge to Europe. I certainly felt it was.



Green valleys surrounding Saïdia



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Destination Insight

Le Jardin de Fleur happily welcomes Troon Golf to Mediterrania Saïdia. The leader in upscale golf course management has been appointed to operate the destination's first of three 18 hole courses and here Mr. Bruce Glasco, Senior Vice President, Managing Director, Europe, Middle East & Africa Division of Troon Golf discusses the task at hand.



LJDF: What attracted you to Mediterrania Saïdia?

BG: The north east Moroccan location (facing the shores of Almeria) is a magical tourist destination with the courses laying adjacent to 6 km of breathtaking coastline, just a few miles from Oujda airport. The plans for Mediterrania Saïdia have committed to creating one of the finest destinations in Morocco's burgeoning tourism plans so it was an opportunity not to be missed. Troon Golf are very pleased to be working with the Addoha Group in such an outstanding location which has such enormous potential as a future golf destination.

LJDF: What are your plans and ambitions for the El Palmeral golf course?

BG: Morocco has set some impressive targets of becoming one of the top new golf destinations and His Majesty's vision to promote such a stunning region should see Morocco and Mediterrania Saïdia prosper. We have worked closely with the development team and are committed to partnering with Mediterrania

Saïdia to create what will be one of the most stunning pieces of land in Morocco, and the rest of the world. The first of three golf courses, El Palmeral, will be one of the finest in the region. The quality of the first 18 holes has been subject to much praise from those fortunate enough to have seen it already. Future plans for the region would suggest Mediterannia Saïdia will become the new mecca for golf in the Mediterranean.

Troon Golf feels that Saïdia with its infrastructure could be the venue to host a future European Tour Event. We would also like to think that we will be bringing service and standards to a new level in Morocco for both residents and visitors.

LJDF: Please describe the open course, El Palmeral.

BG: It measures 6,800 yards, par 72 and has been designed by Francisco Segales. It meanders through a pristine natural environment and offers some spectacular views of indigenous plant life and an impressive lake, all adding to the tranquility of the experience. As well as being an environmentally friendly golf course it is also a good test of golf for the discerning golfer. With all the latest state-of-the-art amenities, including the very best in practice facility with qualified PGA instructors with covered bays to stay out of the heat, El Palmeral will cater to the needs of a variety of standards.



Contact your agent to find out more about golf properties from Le Jardin de Fleur

El Palmeral Golf, Mediterrania Saïdia