

## Press release

2 February 2010

### **The Pullman Mazagan Royal Golf & Spa opens in El Jadida bay**



On 1 October 2009, the establishment, formerly Sofitel, moved under the Pullman banner, Accor's luxury hotel brand. The change in banner was accompanied by an ambitious renovation programme.

Located in the superb bay of El Jadida, a fortified town built by the Portuguese in the 16th century, the Pullman Mazagan Royal Golf & Spa is just 40 minutes from the Mohamed V International Airport in Casablanca.

#### **Conviviality, tranquillity and connectivity**

**The Pullman Mazagan Royal Golf & Spa** offers the customised and innovative services that typify the Pullman brand.

The lobby has been completely redecorated in Art Deco style, combining modernity and vivid splashes of colour to create a warm and welcoming atmosphere. The Connectivity Lounge in the lobby is an ideal working space for connecting to the web and working in complete privacy.

The sober, untrammelled decoration of its 117 rooms – including a Royal suite, four duplex suites and five Junior suites – offers guests a guarantee of relaxation and wellbeing. Each room has a balcony or terrace and a view of the sea, the pool or the green.

All the rooms are equipped with state-of-the-art technology: Wi-Fi connection, flat-screen LCD television, digital safe, minibar, etc.

**The Pullman Mazagan Royal Golf & Spa** fields a range of dining options with four restaurants:



- **Le Cosy**, a gastronomic restaurant with a fusion menu, inspired by French cuisine with a local touch. Its calm and minimalist decoration is the ideal setting for appreciating the restaurant's elegant and subtle dishes.
- **Al Jawhara**, to rediscover the authenticity of Moroccan cuisine, in a typical local ambiance with decorated ceilings and woodwork.
- **Le Birdie**, with its light and well-balanced cuisine and its extraordinary view of one of the most beautiful greens in the Kingdom of Morocco.
- **Le Mazagan**, which overlooks the pool, offers a vast range of Mediterranean and international specialties in the form of a buffet.

Lastly, the new lounge bar, **Le Carré Blanc**, is the perfect setting for moments of relaxation and socialising with friends and colleagues. In an uncluttered black and white decor, a pianist creates a "jazz-style" ambiance. Twice a month, other performers are invited to entertain guests.

### **Redesigned working spaces**

To respond to the requirements of its business clientele, the Pullman Mazagan Royal Golf & Spa offers working spaces equipped with free Wi-Fi and personalised services. A new space devoted to downtime gives business guests the opportunity to take a break between two meetings in a comfortable environment.

Innovative breaks, such as putting competitions, for instance, are proposed as an amusing and convivial way of spending time out between meetings.

This new approach to organisation of upscale meetings and seminars is coordinated throughout by a single contact person, the Event Manager, supported by the expertise of an IT Solutions Manager.

## A place to relax and get away from it all

The hotel has a Fit and Spa Lounge with a traditional hammam (Turkish baths), a sauna, a heated indoor pool, a solarium and cardio-training equipment. In the summer, the big outdoor pool is an ideal place for relaxing.

## One of the finest greens in the Kingdom of Morocco

The Royal Golf El Jadida, considered to be one of Morocco's finest golf links, is part and parcel of the hotel. The green is designed by architect Cabell B. Robinson - each hole is a challenge that both amateur and professional golfers will enjoy discovering.

In February, the Royal Golf El Jadida inaugurates its Golf Academy, which will be directed by the Moroccan champion Redouane Diab, sixth in the national ranking and a member of the PGA.

Double room from 95€ per night.

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Pullman is Accor's upscale hotel brand designed with the requirements of business women and men in mind.

Located in the main regional and international cities, Pullman hotels provide an extensive range of tailored services, access to groundbreaking technologies, and "Co-Meeting", a new approach to organizing meetings, seminars and high-end incentives. At Pullman hotels, business travelers can choose between being independent or choosing help from our staff available round the clock.

By the end of 2010, the Pullman network will include 60 hotels across Europe, Africa, Middle East, Asia-Pacific and Latin America. In time, we anticipate a network of over 300 establishments around the world.

Further information concerning Pullman hotels is available on the website [www.pullmanhotels.com](http://www.pullmanhotels.com).

**Accor**, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- **Hotels**, with the **Sofitel**, **Pullman**, **MGallery**, **Novotel**, **Mercure**, **Suitehotel**, **Adagio**, **Ibis**, **all seasons**, **Etap Hotel**, **Formule 1**, **hotelF1** and **Motel 6** brands, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, **Accor Thalassa**, **Lenôtre**, **CWL**.

- **Services**, with 32 million people in 40 countries benefiting from Accor Services products in employee and constituent benefits, rewards and incentives, and expense management.

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