



AKORN DESTINATION MANAGEMENT

Apt. 6, Immeuble Jaafar, Av Mansour Eddahbi Gueliz- 40 000 Marrakech- Morocco
Tel : + 212 5 24 44 94 44 – Fax +212 5 24 43 43 60

Private Itinerary **Pre-PURE Life Experiences 2010**



10–15 November 2010
6 Days Itinerary



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DAY 1: WEDNESDAY, NOVEMBER 10TH
ARRIVAL TO CASABLANCA

Welcome to Morocco! Today your flight arrives to Casablanca. After clearing customs and immigration formalities, you will be transferred to your hotel.

Hyatt Regency hotel, in a central location by the medina, at the end of Av. de L'Armee Royale, prevails as the undisputed leader in Casablanca for business and leisure travelers alike. The massive 11-story yellow and red landmark stands in awkward contrast to the blinding white architecture that predominates in this city. The chic lobby is artfully layered with glossy black granite and smoky mirrors; a cozy fireplace is the saving grace. A new bar complete with swanky decor and a more low-key atmosphere. Snacks are available throughout the day, and a resident jazz band plays nightly except Sunday. More elaborate meals are taken in a tent-style Moroccan restaurant with low tables, lamps and traditional belly dancer entertainment.

A buffet restaurant, outdoor barbecue and Continental fusion dining room provide more variety than any other hotel in town.



Lunch own arrangement

Dinner own arrangement

Overnight Hyatt Regency – Deluxe room BB

DAY 2: THURSDAY, NOVEMBER 11TH
CASABLANCA - FES
BREAKFAST AT THE HOTEL

This morning's sightseeing begins with an excursion around the port city of Casablanca, Morocco's largest metropolis and its industrial hub. During your tour you will visit the Hassan II Grand Mosque. The mosque is amongst the largest in the world and can house as many as 25,000 worshippers. The mosque's minaret is the tallest religious structure in the world.

Your sightseeing also includes the Place Mohammed V, the Place des Nations-Unies, the Arab League Park, the Quartier Habbous (the new medina).

After your tour, you start your drive to the historical city of Fes.

Upon arrival to Fes you will be transferred to the Sofitel Palais Jamai for check in.

The Palais Jamai was built inside the old city walls in 1879 as a stately home, and was transformed into a hotel in the 1930s. It is set in magnificent Andalucian gardens filled with orange, lemon and palm trees. Despite its location, close to the hustle and bustle of the Medina, the hotel's marble fountains and terraces overlooking the city offer a peaceful sanctuary and base from which to explore this ancient city. Facilities at the hotel include an outdoor swimming pool, tennis courts, fitness centre and hammam. The hotel also features an international and traditional Moroccan restaurant.



Lunch own arrangement

Dinner own arrangement

Overnight Sofitel Palais Jamai – Superior Medina room BB



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DAY 3: FRIDAY, NOVEMBER 12TH

FES SIGHTSEEING

BREAKFAST AT THE HOTEL

Today you take a step back in time to the Middle Ages when you visit Fez El Bali, the largest living medieval medina-city and cultural heart of Morocco. The city was founded in the 8th Century AD by Moulay Idriss I. The Imperial capital was a renowned center of medieval learning and at its heart still lays the Karaouine, one of the oldest, still functioning universities in the world. In the neighboring building is the Attarine Medersa (Koranic college), a jewel of Hispano-Moorish architecture, built in the 14th Century.

Your morning of sightseeing also includes a visit to the Nejjarine Square, with its beautiful fountain, Made up of mosaics and elaborate tile-work. The nearby Fondouq (Caravanserai) now converted to a museum of carpentry artifacts.



This afternoon, your sightseeing begins with a visit to Dar Batha and the Museum of Moroccan Arts, which houses historical and artistic collections of wood carvings, embroidery, tribal carpets and ceramics.

Continue your visit to Fez El Jedid (New Fez), built by the Merinid Dynasty in the 13th Century. Here you will see the Royal Palace, mosques, medersas (schools), souks and the city wall. Most notably, Fez El Jedid is home to the Mellah, the old Jewish quarter, which provides an interesting insight into Jewish architecture. The wrought iron decorated windows and hand carved wood balconies of the old mansions are particularly outstanding. The medieval Medina is a UNESCO World Heritage site.

Lunch own arrangement

Dinner own arrangement

Overnight Sofitel Palais Jamai – Superior Medina room BB





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DAY 4: SATURDAY, NOVEMBER 13th
FES – MEKNES – VOLLUBILIS - RABAT
BREAKFAST AT THE HOTEL

After breakfast, you check out & depart take a drive to Volubilis, the site of the largest and most well preserved Roman ruins in Morocco. With its Triumphal Arches, Basilicas and Capitols, the Volubilis skyline is peppered with examples of Roman architecture.

However, the greatest treasures of Volubilis are the spectacular ancient mosaic floors, which have been excellently preserved and left in situ. Three outstanding examples include: Orpheus charming animals with his lyre, nine dolphins signifying good luck, and a portrait of Amphitrite in a chariot drawn by a seahorse.

Afterwards you will move forward to Meknes, one of the Imperial Cities of Morocco. Here the impressive monuments recall the splendor of a city, first built in the 17th Century by the powerful sultan Moulay Ismail, to rival the court of his counterpart Louis XIV of France. The monumental Bab Mansour gateway is one of the finest of the great gates of Morocco. The Granaries and the Royal Stables, which were built to accommodate some 12,000 horses, are among Moulay Ismail's many excesses. Moulay Ismail's Mausoleum is one of the few shrines in Morocco that can be visited by non-Muslims.

After the visit you will drive to Rabat & check in to your hotel La Tour Hassan for the night.



Lunch own arrangement
Dinner own arrangement
Overnight la Tour Hassan – Deluxe room BB



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DAY 5: SUNDAY, NOVEMBER 14TH

RABAT - MARRAKECH

BREAKFAST AT THE HOTEL

Morning sightseeing in Rabat to explore the superbly preserved relics of its Moorish past

The city's most famous site is the massive minaret of Hassan, dating from 1195, towers over Rabat, although the huge mosque itself was never entirely completed and was largely destroyed in an earthquake in 1755.



Kasbah des Oudayas built on the bluff overlooking the Atlantic Ocean, houses a former palace which is now a museum of traditional art. Beyond the city walls are the remains of the ancient city of Sala. Also known as Chella.

Drive to Marrakech, once called Morocco City by foreign travelers, Marrakech eventually lent its name to the country itself. Part Berber, part Arab, part African, Marrakech is the heartbeat of Morocco, where palaces and monuments of unrivaled refinement sit calmly alongside the snake charmers and Gnaouan drums pulsing constantly from Djemâa el Fna Square -- the most exuberant marketplace in the world.



Upon arrival you will check in to your hotel booked for your stay during the Pure Life event. If you are booked for check in on November 15th you may need to book an extra night for arrival on Sunday, November 14th

Lunch own arrangement

Dinner own arrangement

Overnight – Own arrangement



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DAY 6: MONDAY, NOVEMBER 15TH
MARRAKECH SIGHTSEEING
BREAKFAST AT THE HOTEL

Today, you will discover the Mysteries of Marrakech. You start your visit with the Ben Youssef Medersa, one of the jewels of Marrakech. The current structure of this Koranic school was built around 1570. It is the biggest medersa (school) in the whole of the Maghreb (west).

Opposite the entrance to the Ben Youssef mosque, the Qoubba Almoravides was the ablution (Christian washing ritual) center for believers going to the mosque. The complex was also one of the first fountains of the town and used to ensure a constant water supply for the inhabitants of Marrakech and their animals.

Prepare yourself for a discovery in labyrinth souks and get ready for shopping!! Souk Smarine is an important thoroughfare, traditionally dominated by the sale of textiles and clothing and all Moroccan handicrafts. This is a maze of colorful alleys and small squares which are home to a bewildering array of stalls and ateliers devoted to specific crafts.

You end up at the Djemâa el Fna square, a multitude of street-artists and stalls of dried fruit or orange juice freshly-pressed before you. The multitude of small restaurants that take over its centre from the early evening, contribute to the scent of its surroundings. No one really knows how it came into being, but over the years it has become the beating heart of Marrakech, where fire-eaters, mime artists, snake-charmers and street musicians perform at every turn.

Next, visit the Koutoubia mosque which is an emblem of Marrakech. Koutoubia's minaret went on to inspire the architects of the Giralda of Seville and the Hassan Tower of Rabat. This square tower in finely-worked dressed stone is 77 meters tall, including its lantern. Built in the 12th century, the Koutoubia minaret is the most perfect Islamic religious structure in North Africa. This famous landmark dominates the local skyline and can easily be spotted from anywhere in Marrakech.



Lunch own arrangement

