



*Rabat-Salé-Kénitra,  
The Perfect Alliance  
of Business and  
Lifestyle*



**MOROCCO**  
visitmorocco.com

*A Territory of  
Excellence  
for Your  
Professional Events  
Efficiency,  
Comfort and  
lifestyle*

As the leading cities of the Kingdom's Capital Region, Rabat, Salé, and Kenitra host a significant number of meetings, administrative conferences, and high-profile political events.

By choosing Rabat, Salé or Kénitra for your MICE events (Meetings, Incentives, Conferences & Exhibitions), you ensure the success of your projects in an environment that is strategic, modern and inspiring.

Elevate your next event into a truly memorable experience.

Welcome to an administrative capital that combines institutional prestige, urban sophistication and logistical mastery.

An environment where every element contributes to the success and influence of your professional gatherings.

By organizing your event in our region, you follow in the footsteps of large-scale international gatherings such as the International Publishing and Book Fair, a testament to the region's ability to host demanding and cosmopolitan audiences.

Book your venues in prestigious hotels such as Conrad Rabat Arzana, Tour Hassan Palace, Fairmont La Marina, Sofitel Rabat Jardin des Roses, The Ritz-Carlton, The View Hotel or Four Seasons.

These internationally renowned establishments in the capital are a major asset for the MICE sector.

Equipped with modular meeting rooms and state-of-the-art technology, they offer full flexibility: theatre, classroom or banquet setups according to your requirements.

This versatility allows you to seamlessly move between workshops, plenary sessions and formal dinners, in a setting combining refinement, prestige and well-being.



*Each year, international congresses, economic forums, trade fairs, diplomatic conferences and cultural festivals set the rhythm of the region.*



Expand your horizons with a diverse portfolio of event venues: convention centers, high-end temporary structures, multifunctional cultural spaces and exceptional foundations. Whether you are hosting an executive committee meeting or an international convention, you benefit from infrastructure perfectly suited to your needs.



## Give Your Events Logistical Excellence!

Enjoy a complete ecosystem of qualified partners:

creative event agencies, refined caterers, reliable transport services and experienced technical teams.

By entrusting your logistics to these professionals, free yourself to focus on what matters most: your guests and the quality of their exchanges.

Imagine, shape and enhance every moment.

Transform your events into memorable experiences where organizational precision meets Moroccan hospitality, offering your participants far more than a professional meeting—an authentic and elegant memory.



— Why Choose —  
*Rabat-Salé-  
Kénitra  
for Your Event?*

Give your events more than just a setting – give them a strong identity. So that every meeting takes on another dimension, nourished by the rare balance between serenity, efficiency and inspiration.

*Imagine...*

A territory at the heart of Atlantic Morocco, between Casablanca and Fez, just three hours by flight from Paris or Brussels.

Rabat awaits you, open to the world, ready to welcome your ambitions.



**Experience Frictionless Professional Mobility**

Strategic air connectivity : two international airports welcome you “Rabat-Salé” with its links to world capitals and “Mohammed V” in Casablanca, the Kingdom’s largest airport, located less than 2 hours from the region.

**World-Class Transport Infrastructure :**

Moroccan high-speed train linking the main economic hubs (Tangier-Rabat-Casablanca), modern motorways and urban tramway network. Every journey becomes a gain in time and comfort.



Smooth access logistics allow your guests to arrive relaxed and devote all their energy to the very essence of your event.

Operate in spaces that master the art of receiving with distinction.

Whether international congresses, strategic seminars, incentive programmes or prestigious galas, every moment unfolds in controlled elegance.

Benefit from the soothing atmosphere of a capital with political and diplomatic responsibilities. Rabat reassures, inspires and guarantees a stable institutional environment for your participants.

Let yourself be enchanted by a Moroccan art of living that transforms every professional agenda into a sensory odyssey.

UNESCO World Heritage preserved coastal expanses, gastronomic restaurants, artisan workshops, verdant fairways, Moorish baths and cosmopolitan terraces: your events open onto a universe of emotions and imperishable memories.



*Business Hotels*  
*Elegance at the*  
*Service of Your*  
*Events*

From the moment you arrive, you'll find yourself in a place that inspires confidence : a bright lobby, a calm and refined atmosphere, and a warm welcome that immediately envelops you in a friendly and serene ambiance.

Your professional events deserve much more than a simple room: they take place in spaces designed to impress, with all the elegance of Moroccan hospitality.

Organise your seminars in rooms that adapt to your needs. Give impact to your conferences with modern, high-performance equipment. Create surprise at your business dinners, in an elegant and refined setting.

Our teams take care of everything so you can focus on what really matters: your objectives.

Choose hospitality where everything is designed for your success and make every meeting a successful moment.

Establishment	Location	Max Capacity	Main Equipment	Special Features
<b>Rabat Marriott Hotel</b>	Center Agdal, Av. Inaouin, Rabat	1,000 people	12 rooms; LED screens; sound system; garden	Private garden; personalised service
<b>The Ritz-Carlton Rabat</b>	Dar es Salam, Avenue Imam Malek, Souissi	300 people	6 rooms; lecterns; complete audiovisual	Refined setting; VIP lounge
<b>Hotel The View</b>	Avenue Annakhil, Rabat	300 people	6 modular rooms; AV equipment; simultaneous translation booths	Panoramic view of Rabat; contemporary design
<b>Sofitel Jardin des Roses</b>	Avenue Imam Malek, Souissi	1,000 people	14 rooms; ballroom; audiovisual equipment	Garden; spa; gastronomy
<b>Four Seasons Hotel Rabat</b>	Kasr Al Bahr, Rabat	1,000 people	10 rooms; video conferencing; simultaneous translation	Sea view; outdoor rooms
<b>Conrad Rabat Arzana</b>	Harhoura, Rabat	250 people	5 rooms; projectors; high-speed wifi	Modernity; oceanfront setting
<b>Tour Hassan Palace</b>	26, Avenue Chellah, Rabat	800 people	5 rooms; video projector; sound system	Iconic hotel; diplomatic atmosphere
<b>Story Rabat</b>	Les Ambassadeurs District, Rabat	100 people	2 rooms; cutting-edge AV technology	5* boutique hotel; intimate atmosphere
<b>Story Carrousel</b>	Avenue Mostafa Essayeh, Rabat Corniche	292 people	1 conference room; 4 meeting rooms; 7 projection screens	A pre-function/catering area designed for coffee breaks and receptions
<b>Fairmont La Marina</b>	Boulevard de la Corniche, Rabat-Salé	350 people	9 modular rooms; latest-gen AV; video conferencing; translation	Bouregreg & ocean view; premium facilities
<b>Hotel Dar Ed-daya</b>	Dayet Roumi, Khémisset	500 people	5 rooms; projection screen; sound system; conference mics; stage; lectern	Natural setting; green atmosphere
<b>Meeting Centre - Vitality Hotels Group</b>	185 Avenue Mohamed Diouri, Kénitra	200 people	4 rooms; projectors; sound system; interpretation booths	Station proximity; modern; flexible
<b>Hotel Dawliz</b>	Avenue Du Prince Héritier, Salé	250 people	300 m <sup>2</sup> exhibition gallery	Modular and adaptable meeting rooms

# Conference Centres Exceptional Venues for Your Major Events



Organize your events in the region's finest conference centers—modern, flexible and easily accessible.

Everything is designed to make your professional meetings successful moments. Host your international congresses in large

spaces that adapt to your needs. Run your strategic seminars in bright, well-equipped rooms.

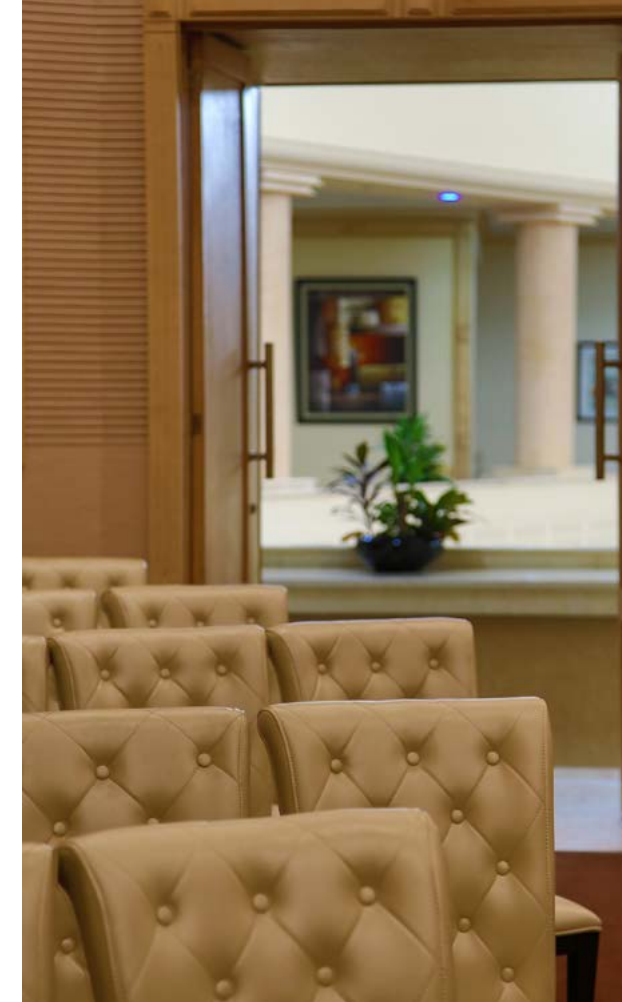
Bring your teams together in a setting that promotes concentration and productive exchanges.

Benefit from modern, high-performance technological equipment for your presentations and video conferences.

Enjoy personalised services that adapt to your specific needs.

Everything is designed to make your life easier: Every detail is carefully planned to ensure your event runs smoothly. We provide seamless organization, a comfortable experience for your guests, and a stress-free event from start to finish.

Don't just choose a venue—choose a space where your ideas take shape, your projects come to life, and your events leave a lasting impression.



Venue	Location	Max Capacity	Equipment	Special Features
<b>Rabat Bouregreg Convention Centre</b>	Right bank of Bouregreg, between Rabat and Salé	1,200 people	Natural light; modular spaces	Contemporary architecture
<b>Mohammed VI International Convention Centre</b>	Skhirate Beach	2,000 people	Auditorium; TV studio; technical control room; press rooms	Seafront; high prestige; international use
<b>Zenith Center Rabat</b>	Hay Riad, Rabat	750 people	Auditorium; annexe rooms; coworking; projectors	Modern; modular; accessible
<b>Reception and Conference Centre</b>	Madinat Al Irfane, Rabat	300 people	Stage; lighting; lectern; wifi	Business district proximity; varied spaces

# Transport & Logistics

## Accessibility Designed for Business



Arrive peacefully, move around easily, save time at every stage. In Rabat-Salé-Kénitra, everything is designed for fast and smooth travel.

Modern infrastructure, well-connected routes, easy access: you focus on your professional appointments, not on logistics.

The region offers the comfort and efficiency that business tourism needs.

### • By Air :

Land at Rabat-Salé International Airport, directly connected to Paris, Madrid, Brussels and major Moroccan cities. It is just 20 minutes from the city centre.

For long-haul flights, Casablanca's Mohammed V Airport – the country's largest hub – is approximately 1 hour from Rabat. It serves Europe, Africa, the Americas and the Middle East.

Result: your participants arrive and quickly reach their event venue, without wasting time.

### • By Train :

Take the Al Boraq high-speed train and reach Casablanca or Tangier quickly. With several modern stations (**Rabat-Ville, Rabat-Agdal, Rabat-Riad, Salé, Kénitra, Skhirat**), you are connected to major cities like Marrakech or Fez. Comfortable and fast journeys for your business travel.



### • By Road :

Enjoy a modern motorway network linking Rabat to the country's main cities. Private shuttles, professional drivers, air-conditioned buses: all solutions are available for comfortable, stress-free journeys.

### • On Site :

Move around easily by tram, taxi, ride-hailing service or rental car with or without driver.

Whether you're heading to your hotel, the conference center, restaurants, or leisure facilities, everything is within easy reach for your utmost convenience.

Here, logistics are no longer a hassle—they're a real asset to the success of your business events.

# *Travel Agencies & Transport Operators Reliable Partners at Your Side*



Entrust your events to experts who know the region perfectly.

In Rabat-Salé-Kénitra, agencies specialising in business tourism support you from A to Z, from preparation to the day of your event.

They take care of everything: logistical coordination, transfer management, guest reception, entertainment and activities. You express your needs, they anticipate. You have an idea, they make it happen.

On the transport side : benefit from quality services with VIP shuttles, airport transfers, air-conditioned and comfortable vehicles for your groups. Bilingual drivers, guaranteed punctuality, total flexibility. Every journey takes place stress-free, in comfort.

What makes the difference: human attention. Local teams at your service, authentic Moroccan hospitality, and a sincere desire to help you discover the region throughout your travels – elegant and stress-free.

*Let yourself be carried along,  
focus on your exchanges,  
your ideas, your successes.  
Everything is designed to make  
your event a total success.*

Travel Agencies & Tourist Transport	Information
Label Tours	<ul style="list-style-type: none"> <li>• Address: 575, 1st floor, Al Ahd Group, Nahda 1, Rabat</li> <li>• Tel: +212 537753279</li> <li>• Web: www.labeltours.com</li> </ul>
Terratour	<ul style="list-style-type: none"> <li>• Address: 23, Rue Maarif Aviation, Rabat</li> <li>• Tel: +212 537635750/60</li> <li>• Web: terratour.ma</li> </ul>
Atlas Voyages	<ul style="list-style-type: none"> <li>• Address: Label Gallery, Souissi, Route des Zaërs, Rabat</li> <li>• Tel: +212 529001002</li> <li>• Web: atlasvoyages.com</li> </ul>
Morocco Meeting And Travel	<ul style="list-style-type: none"> <li>• Address: Résidence Riad Al Otors, Hay Ryad, Rabat</li> <li>• Tel: +212 661927951</li> <li>• Web: moroccomeetingandtravel.com</li> </ul>
All Voyages & Events	<ul style="list-style-type: none"> <li>• Address: Residence Tanagra Center, Avenue Mohamed V, Kénitra</li> <li>• Tel: +212 537395960</li> <li>• Web: allvoyages.ma</li> </ul>
Ouest Amateurs	<ul style="list-style-type: none"> <li>• Address: 31, Rue Mly Abdellah, Kénitra</li> <li>• Tel: +212 537363420</li> <li>• Web: ouestamateurs.com</li> </ul>
Pure Morocco	<ul style="list-style-type: none"> <li>• Address: Avenue Hassan II, Résidence Ahssane Dar 2</li> <li>• Tel: +212 537699090</li> <li>• Web: puremoroccotours.com</li> </ul>

Evenement Voyage	<ul style="list-style-type: none"> <li>• Address: 03, Rue de l'Inde et Avenue Kbibate, Rabat</li> <li>• Tel: +212 537292909</li> </ul>
Iktichaf Travel	<ul style="list-style-type: none"> <li>• Address: 06, Rue Dayet Aoua, Agdal</li> <li>• Tel: +212 537752793</li> </ul>
Gamma Travel & Event	<ul style="list-style-type: none"> <li>• Address: 19 Centre Commercial Kais, Place Rabia Al Adaouia, Rabat</li> <li>• Tel: +212 537672293</li> </ul>
Sun Day Tours	<ul style="list-style-type: none"> <li>• Address: Avenue Hassan II, Immeuble Dokkali 229, 2nd floor</li> <li>• Tel: +212 537707486</li> </ul>
Comfort Luxury Travel	<ul style="list-style-type: none"> <li>• Address: Centre Commercial Al Mamoun, Hassan, Rabat</li> <li>• Tel: +212 661647130</li> </ul>
Bag Travel	<ul style="list-style-type: none"> <li>• Address: Lotissement ASSIA, Hay Karima, Salé</li> <li>• Tel: +212 707775490</li> </ul>
Tiuyur Trans Sarl	<ul style="list-style-type: none"> <li>• Address: N°1185 Sector 6, Salé</li> <li>• Tel: +212 676252651</li> </ul>
Safo Tours	<ul style="list-style-type: none"> <li>• Address: Lot Saknia Residence Maamora, Kénitra</li> <li>• Tel: +212 537380041</li> </ul>
Oudanitrans	<ul style="list-style-type: none"> <li>• Address: 30 Rue de Sebta, Kénitra</li> <li>• Tel: +212 537374812</li> </ul>
Cavalo Trans	<ul style="list-style-type: none"> <li>• Address: Lot 989 Al Amal Ext, Kénitra</li> <li>• Tel: +212 537390502</li> </ul>



*Let Yourself Be Surprised  
The Magic Begins  
— After the Meeting —*

When the working day ends, let your participants discover another side of the region.

Extend the energy of your exchanges by transforming every free moment into an unforgettable experience.

Dive into history by exploring the Kasbah of the Oudaïas, the Chellah, the Medina or the legendary Hassan Tower.

Admire the spectacle of a sunset over the Bouregreg, breathe the sea air facing the golden cliffs of Harhoura, and treat yourself to a moment of serenity in a traditional hammam where soothing scents and Moroccan massages awaken the senses.



Take on the sporting challenge on the prestigious greens of the Royal Golf Dar Es Salam, then savour the local art of living once night falls: dine on a rooftop with views of the Atlantic, thrill to an intimate performance, learn the secrets of Moroccan cuisine in a gourmet workshop or share a drink in the vibrant atmosphere of the lively neighbourhoods.

Extend the experience beyond work, transform it into an interlude of emotions, discoveries and memorable souvenirs that will give your event a unique dimension.

# Event Agencies Experts to Elevate Your Projects

Name	Information
Wonder Agency	<ul style="list-style-type: none"> <li>• Address: Appt N1 Imm 22 Rue Mly Rachid Hassan, Rabat</li> <li>• Tel: +212 679797967</li> <li>• Contact: contact@wonderagency.ma</li> </ul>
Focus Fotos Event	<ul style="list-style-type: none"> <li>• Address: 992 Gr Al Majd, Rabat 10200</li> <li>• Tel: +212 676101110</li> </ul>
TLS Groupe	<ul style="list-style-type: none"> <li>• Address: 19, Zone Industrielle Attasnia, Temara</li> <li>• Tel: +212 537629292</li> <li>• Contact: contact@tlsgroupe.ma</li> </ul>
Emeraude Service	<ul style="list-style-type: none"> <li>• Address: Résidence Ryad Al Andalous, Rabat 10100</li> <li>• Tel: +212 537714898</li> <li>• Contact: contact@emeraudeservice.com</li> </ul>
BE Rabat	<ul style="list-style-type: none"> <li>• Address: Rabat, Agdal</li> <li>• Tel: +212 672392703</li> <li>• Contact: contact.berabat@gmail.com</li> </ul>
Infinity Agency	<ul style="list-style-type: none"> <li>• Address: 17 Rue El Lablab, Sec 21 Hay Riad, Rabat</li> <li>• Tel: +212 607000082</li> <li>• Contact: contact@infinityagency.ma</li> </ul>
Colores Events	<ul style="list-style-type: none"> <li>• Address: Rue 90, Kénitra 14000</li> <li>• Tel: +212 637951178</li> </ul>
Avant-Scène	<ul style="list-style-type: none"> <li>• Address: Lotissement Fatiha N°15, Rue Dahab, Av. Mehdi Ben Barka, Rabat</li> <li>• Tel: +212 537570676/77</li> </ul>
Mission-Conseil	<ul style="list-style-type: none"> <li>• Address: 31, Rue Abda-Aviation, Rabat</li> <li>• Tel: +212 537657104</li> <li>• Contact: salescoordinator@missionconseil.com</li> </ul>



## Contact

Regional Tourism Council  
Rabat-Salé-Kénitra

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