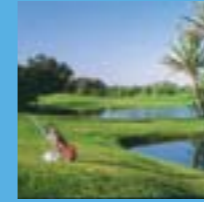


Agadir  
IN MOROCCO





## Agadir



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## Editorial

Bathed in brilliant light, an endless beach stretches along the ocean shoreline, and a white city lies hidden away behind the dunes – Agadir, a paradise of fine golden sands and blissful sunshine all year round, and just 3 hours away from the capitals of Europe.

There are a thousand and one ways to experience Agadir!



First and foremost, of course, there's simply getting away from it all – basking on the beach and lazing the day away in magnificent surroundings with an idyllic climate to sooth away the stresses and strains of modern life. It's also an opportunity to combine tourism with physical well-being – trying your hand at one of the many sports activities on offer, or getting yourself back on form at one of the Atlantic thalassotherapy centres... You'll go back home a new person!

Capital of the Souss Massa region, Agadir is also a major centre of economic and cultural activity. Its coastline reaches southwards to the Saharan provinces and its hinterland stretches to the foothills of the Anti-Atlas Mountains. Today, the city is Morocco's largest fishing port, its new town a blend of modernity and simplicity with a wealth of luxuriant green spaces, wide avenues, flower-filled gardens, and elegant contemporary architecture.

Exploring the region, in discovery of its natural wonders and of the traditional Berber culture in which it abounds, will open your eyes to a breath-taking and unsuspected world – spectacular countryside, flora, fauna, and different ways of life, architecture, arts and crafts, and daily fresh encounters. Your stay will leave you richer in emotions, in knowledge and in memories.

Whatever way you choose to experience Agadir, you'll be taking a little of the city's magic back home with you.





# Water sports and the idle life

## The irresistible joys of sunbathing



*Agadir's microclimate lets you make the utmost of sea and sun all year round*

Agadir Bay, with its verdant fringe of eucalyptus, pine trees, and tamarisk, is one of the world's most beautiful bays. Open to the ocean, boasting 10 km of fine sandy beach stretching beneath cloudless azure blue skies, and enjoying over 300 days of sunshine a year and an ideally mild climate, its waters are perfect for safe bathing and for water sports of all kinds.

Listen to the sound of the waves, let yourself be borne away by the ocean's rhythm, sleep, dream, immerse yourself in a book, work on your suntan, build a sand castle, lie back and rest awhile, or simply do nothing at all...everything around you is an irresistible invitation to relax, to experience the world as it should be.



*Protected from the great waves of the Atlantic, Agadir Bay is a truly magnificent stretch of water!*

## An endless choice of activities



The city's many top-of-the-line hotels, holiday clubs and tourist residences tucked away in the lush greenery of their flower-filled gardens guarantee visitors all they could wish for in the way of comfort, modern infrastructures, and first-rate service. A wide range of leisure activities and amenities

is on offer, including swimming pools, restaurants, nightclubs, hammams, spas, tennis courts, water sports, sea trips, fishing, golf courses, riding, archery, trekking, and guided tours – everything, in fact, that a world-famous seaside resort should be able to offer its visitors.

# An invigorating stay



*The hammam, dispensing beauty care, massages and fitness therapy, is an essential feature of the traditional Moroccan way of life*

Taking an Atlantic thalassotherapy cure will get you back on top physical form, and makes an ideal health-and-beauty holiday that will leave you full of energy and ready to take on the world again. Agadir's thalassotherapy centres are fully equipped and cures are dispensed by qualified staff, ensuring top-quality care to help you make the utmost of the

invigorating virtues of the ocean and its marine milieu – and there's nothing to match algotherapy or hydromassage when it comes to combating the effects of stress. Most of Agadir's major hotels feature luxurious hammams and spas dispensing body and beauty care based on traditional natural products such as argan oil, henna and rhassoul.



*All the luxury and comfort of a bath-house culture directly inherited from the traditions of antiquity*



## Not to be missed out on

### Agadir, an ocean city

Agadir has three ports. Among other things, the commercial port exports produce from its fishing industry, citrus fruits, early fruits and vegetables, and flowers. It's well worth visiting the fishing port in the morning, when part of the latest catch is being auctioned off fresh – the organised chaos that reigns makes for a lively show! And if you're feeling peckish, stop off at one of the many stalls selling grilled fish and fish tajines – and then, of course, there's the famous Port Restaurant. Marina Agadir, the city's new yachting harbour, was inaugurated in early 2007. It is set in the hollow of the superb palm-tree fringed bay; a secure location protected from wind and heavy swells, and can accommodate 320 craft from 6 to 30 metres in length, with draughts of up to 4 metres. Boats can now be moored here for months on end, or even for the year, without risk. The harbour has its own Yacht Club and boasts a whole range of accommodation, restaurant, and leisure amenities – all in all, a harmonious blend of tradition and modernity.



Agadir's fishing port and yachting harbour are alive with activity, as befits the seagoing calling of an ocean city



### Agadir, a radiant city

Agadir is a new city of modern and coherent architectural design – wide avenues, a spacious town centre, green spaces (such as the Valley of Birds and the Olhao Garden), and the lively Talborjt district, where shopping streets alternate with small pedestrian squares laid out with terraces where you can sit and relax in the shade. A city in perfect harmony with the mildness of its climate!

Agadir Bay only needed one more adornment to bring it to perfection - and now its splendid new corniche stretches a full 5 kilometres along the coast. Cafes, pubs, and shops - everything you can think of. There's even Wi-Fi coverage available from one end to the other! An altogether agreeable way of getting to the beach, and perfect for an elegant evening stroll to enjoy the magnificent sight of the sun setting over the bay, before treating your palate to some of the mouth-watering specialities of Souss cuisine.

And there's certainly no lack of interesting sights to see in Agadir. Following the 1960 earthquake, all that remains of the old Kashah are its walls. The site overlooks the port, the ocean, the city itself, and its hinterland. Pay a visit as the evening draws in - it's a moving experience, and the panoramic views over the majestic harbour are truly unforgettable!

After the earthquake that destroyed the town; the new medina was



The new medina continues a tradition of town planning where light and shadow are at constant play among the trees and flowers



recreated by the Italian architect Coco Polizzi. Set in a eucalyptus forest 5 km from the city centre, this cultural village, with its narrow little streets, perpetuates the age-old traditions of the region's craftsmen.

Anyone interested in authentic Berber art will find much to appreciate in the Bert Flint collection conserved at the Musée du Patrimoine Amazigh - jewellery, carpets, doors, kitchen utensils and much more besides, precious testimony to the richness of Berber culture since time immemorial.

A visit to the souk al-Had (also known as the Grand Souk) cannot

fail to delight even the most jaded traveller. Here, all the riches of the Souss region are gathered together in one place. Oranges, clementines, apples, pears, peaches, kiwis, guavas - the Souk offers up a full range of treasures from the surrounding orchards, their vibrant colours complemented by tomatoes, mint, thyme, olives, peppers and preserved lemons, and by the subtle perfumes of an endless range of spices: cinnamon, sesame, cloves, cumin, coriander... As many colours as there are flavours and fragrances, promises to be kept by one of the world's best loved cuisines.



## Dolce vita !



*Berber music and dance provide a haunting background to the ocean nights*

### Agadir by night

QA silver moon is reflected in the waters of the bay, and the time has come to experience the many pleasures of Agadir's nightlife. And what a choice there is! Restaurants, cabaret shows, casinos, piano-bars, nightclubs, open-air discotheques - or perhaps you'd prefer something a little more oriental? When the ocean night beckons, heady with the scent of jasmine, who could possible resist?



### Music in the air

Originally a traditional folk art, the music of the Souss region began to take on a more modern tone with the appearance of the Amazigh cultural movement. Jazz musicians are now finding inspiration in Tachelhit Berber song, reworking its splendid rhythms and melodies. Every summer, during the Timitar Festival, Agadir becomes a meeting place for musicians from throughout the world.



*Every summer, Agadir becomes a meeting place for musicians from throughout the world.*





*When the lights of the city are reflected in the waters of the bay, it's time to set off exploring Agadir's nightlife*



## A culture of taste



*In Berber custom, the richness of a wife's adornments indicates the family's social status*

### A taste for finery

Traditionally, Berber women wear several silver bracelets that they never take off, and whose discreet jangling provides background music to their daily labour. On holidays, they put on their very finest adornments, always fashioned from silver. Fibulae, chased with geometric motifs and often decorated with sections of enamel work, hold the dress at breast and shoulders. Diadems, with pendants reaching down

to the eyebrows, are attached to their headscarves at the temples, so creating a frame for the face. Earrings, necklaces, and pendants come in a wide variety of shapes and sizes, with motifs and ornamentation fashioned from coral, amber, glass beads, or coins. Such jewellery is charged with symbolism, an art still alive and well today in the workshops of the Souss region's master craftsmen in Tiznit, Inezgane and Taroudant.



*Moroccan culinary art is both sophisticated and flavoursome, and has kept its authenticity to the full, drawing inspiration from local produce*

### A taste for fine food

Moroccan cuisine has its great classics and countless variants thereof from one region to another. Naturally enough, in coastal areas like Agadir fish is at the top of a bill that includes tuna tajine with raisins, monkfish with preserved lemon, sea bream with fennel and celery, and fish croquettes with saffroned rice. But "Gadiri" (i.e. from Agadir) cuisine also incorporates a range

of Berber produce (argan oil, saffron from Taliouine, honey from Immouzer, and almonds from Tafraout) and recipes (such as Amlou, chicken tajine with honey, almonds and raisins, and broad bean soup). Of course, olive oil is always on hand, along with cumin and mixtures of spices - not to mention Agadir mint tea and accompanying pastries...





## Off the beaten track



*At the gateway to the Sahara, in Souss Massa Park, gazelles and antelopes are back in their natural milieu*

### Souss Massa National Park

The park lies along a strip of coastland running from the mouth of Oued Souss (south Agadir) southwards to Sidi Moussa Aglou near Tiznit. Its great diversity of biotopes (dunes, steppes, woodland, wetlands, and arid zones) explains the extraordinary biodiversity to be found there, as regards both flora and fauna.

The park covers some 33,800 hectares, and almost 250 species of birds either make it their home or winter there before migrating to other climes - great cormorants, shags, red-footed falcons, Lanner falcons, spoonbills and flamingos among them. Most remarkable of all is the bald ibis - the park boasts the world's largest nesting colony of this very rare bird, with an estimated population of 400.



Mammal life includes wild boar, jackals, foxes, hares, mongooses, wildcats, genets, and porcupines. Other rare species of Saharan origin have also been introduced, including addax antelopes, Mhorh gazelles, and Oryx and Dorcas gazelles.

The Souss Massa Park also has some remarkable and exceptionally beautiful landscapes in store for visitors, boasting features rarely to be seen side by side elsewhere in nature - coastal cliffs, dunes, luxuriant greenery, areas rich with euphorbia, river mouths, and panoramic views... Visits to the park can centre around two major themes:

- discovery of Saharan fauna at the Rokein and Arrouais animal reserves,
- exploration of the Oued Massa estuary, an area of wetlands inhabited by a wealth of birdlife.

### Those strange Tifnit troglodytes

The fishing village of Tifnit is located in the Souss Massa National Park, 45 km south of Agadir. You can look down on it from the cliff tops, nestling in the hollow of a cove with a fine sandy beach. The oldest dwellings are dug directly into the cliff, facing the ocean. The local fishermen stay on the shore, using very long rods to catch squid, white sea bream and umbra, either setting themselves up on the rocks or leaning out directly from their troglodytic residences.



*The Souss Massa coastline has always been a bird paradise*

### The bald ibis



A large, squat wading bird standing 70cm high, the bald ibis is recognisable by its long curved red beak, its all-black plumage and, above all, by its completely bald red head. It nests in the cliffs and feeds on insects. Today, it has become an endangered species and is threatened with extinction. The Souss Massa National Park is home to the world's last natural colony of bald ibises,

and an action programme has been drawn up to ensure their conservation, including surveillance, monitoring of reproduction and evolution of numbers, setting up of nesting sites, prevention of predation, and awareness-raising operations among the local population with regard to ibis conservation.



## Agadir in a new light

### Agadir's golf courses: getting in the swing to the sound of the surf

Golfers have it good all over Morocco, but in Agadir they're really spoiled for choice! 4 first-class courses ranging alongside the ocean, offering an amazing variety of settings and guaranteeing maximum pleasure for players from beginners to old hands.



Agadir's four golf clubs provide a matchless variety of courses, levels of play, and natural settings

The Agadir Royal Golf Club, a 9-hole par 36 course is perfect for golfers of all levels – a flower-filled garden of a course, its fairways criss-crossed with pathways and planted with cypress, eucalyptus, palm trees, and cacti.

The Club Méditerranée's Dunes Club lies on undulating terrain burgeoning with eucalyptus and

dotted with miniature lakes. Three 9-hole 36 par courses are at your disposal, and you can choose the one that best suits your skills.

The Soleil Golf Club boasts a 2 x 9-hole course along with an 18-hole – 36 holes in all, on gently undulating terrain where top-level players can enjoy a varied and teasingly technical round.

The Ocean Golf Club, inaugurated in 2009 by the Dorint Atlantic Palace Hotel and located on the edge of the Benserghao forest, covers a total of 92.5 hectares. Its three 9-hole courses lead you into the midst of the eucalyptus forest. There's a stylish clubhouse to relax in, and top-quality equipment at your disposal – and it's the only club in Morocco where you can taken on 81 holes in the same place!



Carefully harvested by hand, Taliouine's precious saffron is a real treat for the taste buds

### Paradise for the palate: the terroirs of the Souss

Argan oil, saffron, almonds, honey, bananas... Where on earth do all these gourmet delights come from? Tamri, 60 km north of Agadir, is renowned for its banana groves. The region's delicious local thyme, lavender and cactus honeys are paid tribute to in May during the Honey Festival, on the Honey Road near Imouzzer Ida Outanane. The best almonds come from Tafraout, though almond trees are to be found almost everywhere in the region.

And if it's saffron you're after, you'll need to go to Taliouine, to the west of Taroudant. The argan tree is omnipresent throughout the region, but grows nowhere else in the world. You can recognise it by its dark green oval leaves, its short, gnarled multiple trunks and, above all, by the goats that persist in climbing it to graze. It's the nuts that produce argan oil, a commodity much sought after for its remarkable dietetic and cosmetic properties.





## Excursions to enjoy



*The Imouzzer Ida  
Outanane waterfalls*

### Beaches

Fringed by banana groves and with ample restaurant service on hand, the beaches of Tamrhakht and Taghazout lie just a stone's throw away from Agadir and are very popular with the Gadir themselves. Cape Ghir is a promontory with Atlantic waves thundering against its rocks. Passing through Tamri, the coast road continues on to Essaouira, a town 180 km north of Agadir whose many charms make it well worth the drive.

### Taghazout

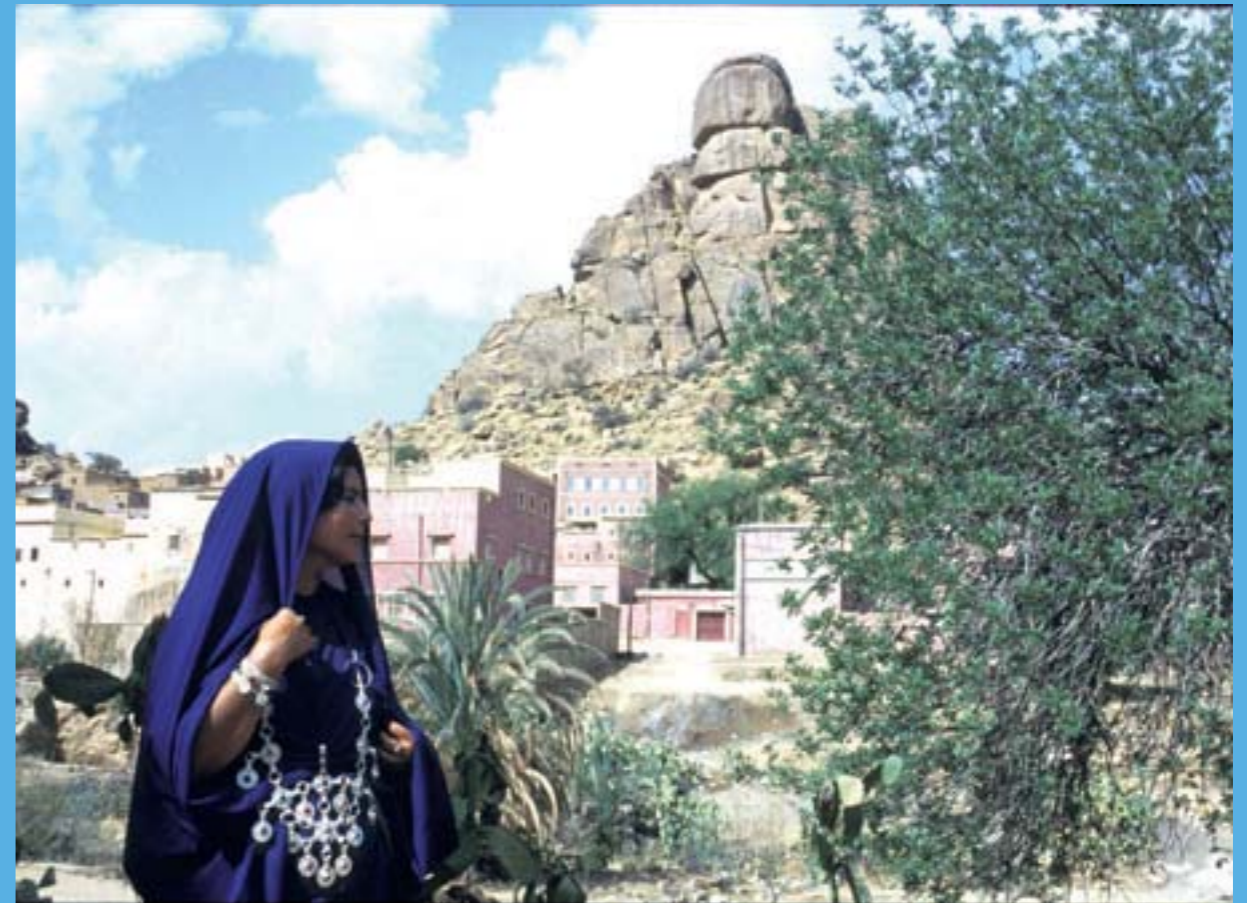
Located 19 km north of Agadir in the direction of Cape Ghir, Taghazout enjoys a mild climate throughout the year, sheltered as it is by mountainous argan forestland and ocean spray. Its superb 7-kilometre beach is a byword



in the surfing world, and today the future looks more than bright for this enchanting resort with its little fishing port. The new residences and hotels being built as part of "Plan Azur" are transforming Taghazout into a relaxing and truly outstanding holiday destination, with all the advantages of Agadir's infrastructures – airport, marina, roads, and so on – close at hand.

### Imouzzer Ida Outanane

Ida Outanane country, to the northeast of Agadir, is a miniature paradise on the fringe of the High Atlas Mountains. You can reach it along a winding road that takes you through truly breath-taking scenery – a canyon whose sheer walls overlook a oued bordered with palm trees and oleanders. The Tifrit Valley, one of the most beautiful in Morocco, was baptised "Paradise Valley" by the hippies of the 1970s. Lying 1160 metres above sea level, the Imouzzer Ida Outanane tourist region (60 km from Agadir) overlooks a valley of palm trees, and the area is also noted for its rivers and waterfalls. An excursion there, which can be made partly on foot along marked pathways, or by mountain bike, four-wheel drive, or on horse or donkey back, makes a perfect complement to a seaside holiday in Agadir.



*Tafraout's palm-trees, box-shaped houses and pink granite all go together to stunning effect*

### Tiznit

Tiznit lies 78 km south of Agadir, and the town's rose-pink crenellated walls are the first thing you see as you approach it. Take a walk along the ramparts - you'll feel like an actor caught up in a medieval epic! Within, the medina is an Ali Baba's cave of silver treasures. Take your pick from a dazzling range of artefacts, including fibulae, frontlets, rings, and ceremonial daggers. And there they still are, working away in the shade of their arched courtyards - master silversmiths fashioning the precious metal, keeping faith with age-old techniques and symbologies. Linger a while in the great Mechouar square and savour the town's night-time activity. And there's no lack of fascinating excursions to be made into the surrounding countryside - Aglou-Plage, for instance, the troglodyte fishing village, or the Bab Targua palm grove 60 km along the road to Tafraoute...



### Tafraoute

The road from Tiznit to Tafraoute (110 km) zigzags its way through the Kerdous Pass. You may need to drive prudently, but you'll miss none of the breath-taking scenery you pass through. The countryside changes as you approach Tafraoute, and the road winds its way through a valley spectacularly littered with giant blocks of pink granite, palm trees and box-shaped houses clinging to its slopes. And in the midst of this phantasmagorical landscape, which takes on every hue from pale orange to deep purple as the sun sinks, lies Tafraoute. This is also almond country, and the Almond Blossom Festival is held here every February.



## The region



*The Souss region offers a whole range of breathtakingly beautiful landscapes*

### Taroudant

Taroudant (80 km from Agadir), was once the capital of the Souss, and is encircled by magnificent adobe walls. You can take a barouche ride around them (a full 7 km), most enjoyably of all in the golden light of the late afternoon sun. Wandering the medina and its haphazardly laid out streets is a real pleasure - the town lies open to the sunlight and has more than its fair share of gardens. Its two souks (one Berber, the other Arab) have an abundance of wares on offer – spices, medicinal plants, fruit, and artefacts fashioned from “Taroudant stone” at the Berber market, and jewellery, antiques and secondhand goods at the Arab. The great Al-Alaouyine

square is a popular meeting place for the Roudani (as Taroudant’s inhabitants are called) and is the scene of feverish activity as night begins to fall. 30 km away, the Tioute palm grove makes a pleasant excursion - explore it on foot or on mule back, a cool oasis away from the summer heat.

### Taliouine

Taliouine lies 119 km from Taroudant on the Ouarzazate road, 1000 metres above sea level in an impressively beautiful desert setting surrounded by folded mountains. The Glaoui Kasbah stands proudly over the town beneath vibrant blue skies.



*Mirleft's creeks and coves are secrets that fishermen and surfers keep jealously to themselves*

### Sidi Ifni

30 km from Mirleft, Sidi Ifni, a former Spanish enclave perched on top of a high cliff, overlooks a wide beach of fine golden sand. The town centre still has very much of a Spanish feel about it, both architecturally and because of the liveliness of its nightlife. Time seems to have come to a standstill in this bewitchingly peaceful little town so far of the beaten track. There’s also some first-rate surfing to be had nearby.



### Mirleft

Located 40 km south of Tiznit, the village of Mirleft stands on a cliff top overlooking the ocean. It’s a perfect spot for simply lying back and relaxing, with a multitude of enchanting little creeks cutting between the sheer walls of the cliffs (enquire locally about places where it is safe to bathe).



## Information and useful addresses

### Practical information

#### Entry formalities

A valid passport for a stay of less than 90 days is required. An identity card may suffice, depending on country of origin, if the trip is organised by a travel agency for a group of over 8 people. A visa is required for some nationalities - enquire at a Moroccan consulate or diplomatic representation in your country. No specific vaccinations are required for entry into the Kingdom of Morocco. If you are bringing your pet along with you, however, you will need to be able to produce an anti-rabies certificate less than 6 months old.

#### Changing money

Moroccan currency is the dirham, made up of 100 centimes. Foreign currency must be exchanged at banks or other accredited establishments.

#### Time zone

Morocco is in the Greenwich time zone, and time is G.M.T.

### Event Calendar

January : Cinema & Migrations Festival  
 July : Timtar Festival  
 October : Concert for Tolerance  
 December : European Press Golf Trophy

### Emergency phone numbers

Police 19  
 Fire Brigade 150  
 Directory enquiries 160  
 Road safety services 177



### Useful addresses and contacts

**Regional Tourist Office :**  
 Avenue Mohamed V, immeuble Ignouan  
 Tel: 05 28 84 63 77/84 63 79  
 Fax: 05 28 84 63 78

**Regional Tourism Council :**  
 Avenue Hassan II  
 Tel : 05 28 84 26 29/38/58  
 Fax: 05 28 84 25 95

**ONCF Railway station :**  
 Supratours Agence de Transport et Tourisme  
 33, rue Yacoub El Mansour, Talborjt  
 Call Center : 08 90 20 30 40  
 www.oncf.ma

**Al Massira Airport:**  
 Rue d'Inazgane km 28  
 Call center : 08 90 00 08 00

**Marina:** www.port-marina-agadir.com

**Golf Clubs:**  
 Royal Golf d'Agadir: km 12 route Ait Melloul  
 Tel: 05 28 24 85 51  
 Fax: 05 28 23 47 02

**Golf des Dunes:** Chemin Oued Souss Beh Sergaw  
 Tel: 05 28 83 45 59  
 Fax: 05 28 83 46 49

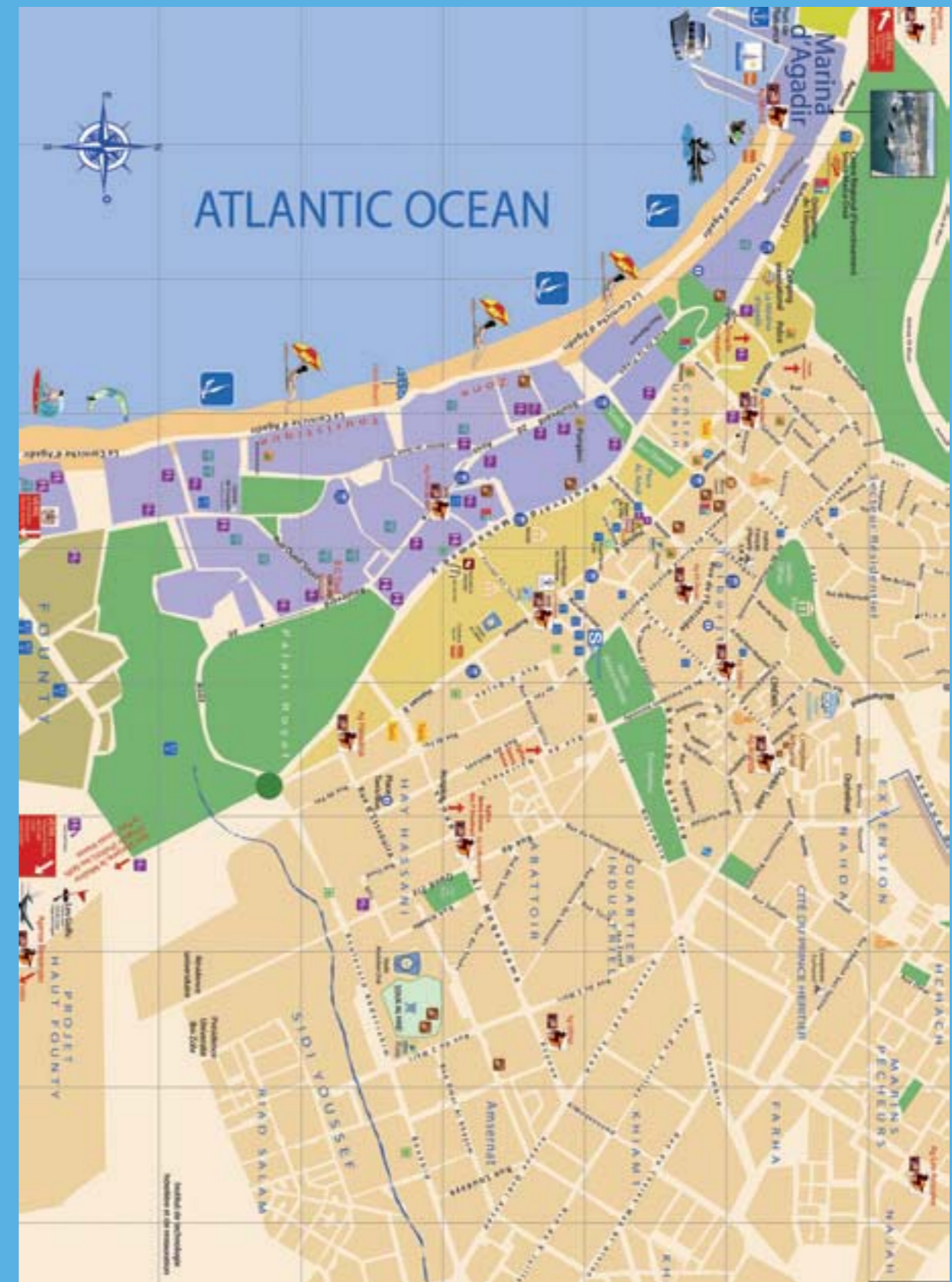
**Golf du Soleil:** Chemin des Dunes  
 Tel: 05 28 33 73 29  
 Fax: 05 28 33 73 33  
 www.golfdumaroc.com

**Golf de l'Océan:**  
 Secteur Balnéaire et Touristique B.P: 194  
 Tel: 05 28 82 41 46  
 Fax: 05 28 82 41 66  
 www.golfdumaroc.com

**Weather Forecast :** www.meteoma.net

**Office des Changes**  
 (Currency Regulator Authority) :  
 www.oc.gov.ma

For further information: [www.visitmorocco.com](http://www.visitmorocco.com)



Map of Agadir city centre





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