



ULTERIOR
EVENTS

Let's Talk...

MARRAKECH



ULTERIOR
EVENTS

Top Left: Buggy
adventure

Bottom Left: Dah
Moha

Bottom Centre:
Kasbah Beldi

Main Photo: Sofitel
Marrakech Lounge &
Spa



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Top Left: Bo & Zin
Bottom Left: SO Club
& Lounge
Bottom Centre:
Comptoir Darna
Main Photo: Medina of
Marrakech

FULL STORY

MAGICAL AND LIVELY MEDINA

We touch down with the sun setting over the Atlas Mountains ready for a weekend to remember. Khalid, our guide for the weekend, transfers us to our home for the next three nights, The 5* Sofitel Marrakech Lounge and Spa, where we're met with a cocktail bursting with local flavours. Following a private check in there's time to freshen up in the comfort of our elegant suites, before meeting for pre-dinner drinks at the popular "So" Lounge located on property.

Come evening, we're fully immersed in the Moroccan way of life with a short stroll through the centre of the magical and lively Medina. Passing the snake charmers and fortune tellers, we wandered through the colourful array of market stalls, taking in the fresh smell of spices before arriving at a traditional Riad. Here, we dine outside around the stunning mosaic pool, savoring an assortment of authentic Moroccan salads followed by a classic lamb tagine. Drinks flow until a transfer back to the hotel for a private table at the So Lounge brings the evening to a close.

AN OASIS WITH BREATHTAKING VIEWS

After a sumptuous buffet breakfast, we climb into 4x4 jeeps for an adventure to the desert. Our destination? A traditional Berber house where we are welcomed with a mint tea ceremony. As we journey towards the Atlas Mountains, Lalla Takerkoust Lake comes into vision – an oasis with breathtaking views, an infinity pool

to cool off. And then it's jet skis at the ready! Equipped with life jackets, we power around the lake, while anyone preferring relaxation can soak up the sun on laid out towels and beers on ice. After an exhilarating morning, lunch is a traditional Moroccan BBQ under olive trees at Kasbah Beldi. A casual set-up, food aplenty and cold beers were much needed after a hot morning in the desert.

Returning to the hotel we take some time at leisure, before an al fresco dinner later that evening at Bo & Zin, one of the hot spots of Marrakech located on the outskirts of the city. With the soft sounds of the DJ in the background, we tuck into Asian-inspired cuisine soaking up the fantastic atmosphere and great service.

AN ADVENTURE ACROSS THE DESERT

It's time to explore the desert again but this time in 2-seater buggies. On arrival at the Agafaye Desert, we're given safety goggles and helmets before setting off on an adventure across the rough terrain. As we reach the peak of our climb, a bespoke Bedouin tent emerges in the distance, it's here we take lunch. Set with Moroccan-style tables and a lounge area to relax in after lunch, we feast on traditional Moroccan fare. Then it's back to the hotel where there's time to relax around the pool in the lush gardens, or for those that want to explore the mysterious city and try their hand at bartering, Khalid is also on hand.

An incentive in Marrakech is not complete without a farewell dinner with traditional belly dancers! With just a short walk to dinner at the trendy restaurant, Comptoir

Darna, guests enjoy a lavish meal accompanied by a belly dancing show like no other, before heading back to the hotel where a VIP table at the So Lounge is waiting. Did someone say cocktails?

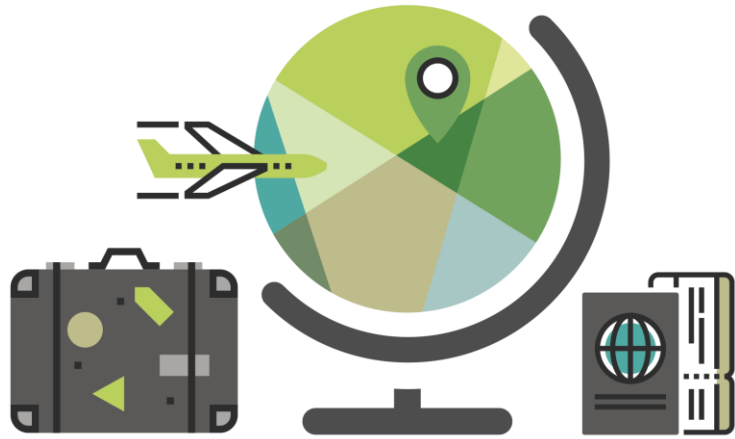
This is an example of an itinerary for 34 people. All our itineraries are completely bespoke and subject to suitability and availability.



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DAY BY DAY

Date	Morning	Noon	Night
Day 1		<p>Guests to check in for afternoon flight to Marrakech. <i>A member of Ulterior staff will be at the airport to meet guests and hand out their travel documents.</i></p> <p>Early evening arrival into Marrakech Airport and transfer to the Sofitel Marrakech Lounge & Spa.</p> <p>Moroccan cocktails on arrival followed by private check in.</p>	<p>Pre-dinner drinks in the popular So Lounge at the hotel.</p> <p>Transfer to the Medina for short guided tour to dinner at a traditional Moroccan Riad, Dar Moha restaurant.</p> <p>Return to the hotel for a night cap the Lawrence bar terrace.</p> <p>Overnight at The Sofitel Marrakech Lounge & Spa.</p>
Day 2	<p>Breakfast at leisure in the hotel.</p> <p>4x4 jeeps to the desert, stopping at a traditional Berber house for a mint tea ceremony before reaching Lalla Takerkoust Lake.</p> <p>Jet skis on the lake and time to relax around the infinity pool.</p>	<p>Short transfer to Kasbah Beldi for a Moroccan BBQ buffet lunch.</p> <p>Return transfer in 4x4 jeeps to the hotel.</p> <p>Remainder of the afternoon at leisure to enjoy the hotel facilities.</p>	<p>Short transfer to dinner on the terrace at the trendy Bo & Zin Restaurant.</p> <p>After dinner return transfer to the Sofitel for casual drinks on the terrace at the So Lounge.</p> <p>Overnight at The Sofitel Marrakech Lounge & Spa.</p>
Day 3	<p>Breakfast at leisure in the hotel.</p> <p>Private transfer to the Agafaye desert.</p> <p>2-seater buggy adventure to explore the desert.</p>	<p>Exclusive Bedouin tent set up for lunch in the middle of the desert.</p> <p>Moroccan feast for lunch and time at leisure to relax in the lounge area of the Bedouin tent.</p> <p>Return to the hotel for late afternoon at leisure.</p>	<p>Short stroll to dinner at Comptoir Darna with a belly dancing show.</p> <p>After dinner return to the So Lounge with a VIP table in the So Club.</p> <p>Overnight at The Sofitel Marrakech Lounge & Spa.</p>
Day 4	<p>Breakfast at leisure in the hotel.</p> <p>Morning at leisure to enjoy the hotel facilities or stroll to the Medina.</p> <p>Late morning check out and transfer to Marrakech Airport for return flight.</p>		



**GET IN TOUCH. LET'S TALK ABOUT YOUR
NEXT INCENTIVE. THROW AROUND SOME
IDEAS. OR JUST PICK OUR BRAIN.**

T: +44 (0)3333 110810 **W:** www.ulteriorevents.co.uk **E:** hello@ulteriorevents.co.uk

CASE STUDIES

