

PRESS KIT



LA MAMOUNIA
MARRAKECH

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The Rebirth of a Legend





The birth in 1923

Designed in 1923 by architects Prost and Marchisio, the Hotel La Mamounia has benefited from several renovations since its construction combining respect for a place steeped in history and the imperatives of the owners : the Moroccan Railway Company.

The History

The history of La Mamounia dates back to the 18th century with the Alawite Sultan Sidi Mohammed Ben Abdallah who used to offer an garden as a wedding gift to each of his sons. Thus his four sons: Abdessalam, Mamoun, Moussa, and Hassan became the eponymous gardens they received from the King.

These "Arsats" gardens are still known today, but only arsat Al Mamoun who belonged to Prince Mamoun will become famous and will inspire the name of La Mamounia. It is said that the latter used it as a place of rejoicing for the "nzaha" (kind of garden party), a common custom in several Moroccan cities.

The magnificence of this garden bequeathed for all these royal festivities increases the pleasure of the guests to visit it today, both by its size of 8 hectares, and for its particular flora. Two centuries later, on an area of thirteen hectares, the hotel was created, which soon achieved international fame.



Many celebrities stayed at the hotel. Winston Churchill established his winter quarters there. He used to go from balcony to balcony to watch the sun as well as to better capture the colors and reproduce them on his canvases. Many of his paintings, depicting the park or some corners of the hotel, can be admired at the Churchill Museum in England.

In his memory, La Mamounia organized in February 2014, an exhibition bringing together for the first time in Morocco a unique collection of Sir Winston Churchill and Mr. Hassan El Glaoui. 8 works by Churchill and 17 by Glaoui have been exhibited, most of these works have never been exhibited in Morocco. It was also the first time that Sir Winston Churchill's paintings have been exhibited near another artist in Morocco.



For the anecdote, Winston Churchill told Franklin Roosevelt about Marrakech in 1943

"It's one of the most beautiful places in the world" and invited him to discover his favorite find. He made this remark while admiring the magnificent sunset, so special in Marrakech.

It is also said that General de Gaulle also spent a night there at that time; the general manager would have been obliged to create a special bed due to the exceptional size of the man.



A black and white photograph of a palm tree plantation. The palm trees are silhouetted against a dark, overcast sky. A bright, circular light source, likely the sun or moon, is visible near the bottom center, partially obscured by the trees. The overall mood is dramatic and atmospheric.

RENDEZ-VOUS OF BIG NAMES

Over the years, the reputation of Marrakech and La Mamounia attracted the attention of French and American filmmakers. Jean Tissier shot "Alerte Sud " with Eric Von Stroheim in 1953. Alfred Hitchcock's "The Man Who Knew Too Much" and, more recently, Werner Herzog's "Queen of the Desert" were also shot.

In 1955, Charlie Chaplin was warmly welcomed to the hotel. There were also Marcello Mastroianni, Youssef Chahine, Claude Lelouche, Jean Jacques Annaud, Oliver Stone, Luc Besson, Francis Ford Coppola and Martin Scorsese.

Other show business personalities followed such as Kirk Douglas, Charlton Heston, Yul Brynner, Omar Sharif, Joan Collins, Nicole Kidman, Sylvester Stallone, Richard Gere, Susan Sarandon, Tom Cruise, Sharon Stone, Kate Winslet, Charles Aznavour, Jean-Paul Belmondo, Catherine Deneuve, Alain Delon, Ornella Mutti, Claudia Cardinale, Sophie Marceau and many others.





Fashion stars have also trod the floor of La Mamounia, like Versace, Kenzo Valentino and Jean Paul Gauthier or Yves Saint-Laurent and Pierre Bergé, who swapped their second homes in Marrakech for a stay at the hotel more than once.

In 1968, with the explosion of rock bands, Marrakech hosted the Rolling Stones, while the bands Crosby, Stills Nash and Young wrote the hit song "Marrakech Express".

Other music stars honored the Hotel, such as Jacques Brel, who said: "La Mamounia is always the civilized dream that we want to meet more often...": Dalida, Barbara Hendrix, Andrea Bocelli, Julio Iglesias, Julien Clerc, Johnny Hallyday, Elton John...

Other personalities came to discover La Mamounia and have returned regularly such as President Franklin Roosevelt, Ronald and Nancy Reagan, Princess Caroline of Monaco, the Prince of Asturias and the Infanta Elena of Spain, Prince Naruhito of Japan, Nelson Mandela, Desmond Tutu, Valéry Giscard d'Estaing, Jacques Chirac, Helmut Kohl...

Many celebrities such as Gwyneth Paltrow, Jennifer Aniston, Said Taghmaoui, Salma Hayek and Juliette Binoche met for the reopening of La Mamounia in 2009. The famous American actor Orlando Bloom even decided to celebrate "Thanksgiving" in a magical, romantic and warm way with Miranda Kerr.

The must-see event for the big names in international cinema is the Marrakech International Film Festival. On this occasion La Mamounia had the privilege to welcome, among others, Eva Mendes, Keanu Reeves, Gad El Maleh, Rochdy Zem, Marion Cotillard, Guillaume Canet, Francis Jacob, Christian Louboutin, H el ene De Foug erolle, Kiyoshi Korosawa... but also the entire Indian delegation including Amitabh Bachchan, Shahrukh Khan, Priyanka Chopra, Hrithik Roshan.

The list of celebrities welcomed by La Mamounia is still long and the guest book tells us all the impressions and emotions felt by the stars and great ones of this world who have stayed there. All are driven by the same feeling: the love of refinement, Marrakech and La Mamounia.



THE RENOVATION 2020

The Grand Lady of Marrakech underwent a facelift of a few months in 2020...
A Mamounia changed but faithful to its heritage and charm 97 years old

"EVERYTHING HAS TO CHANGE SO THAT NOTHING CHANGES"

Giuseppe Tomasi di Lampedusa.



"First there was a dream, a dream of timelessness, a desire to enshrine La Mamounia in its time but out of time...

This house has always seduced by its aura, its nobility and its elegance.

It is a renovation that I imagined in every detail on which Patrik Jouin and Sanjit Manku laid their features ...

A renovation that will make the atmospheres dance and the energies shine...

It took 3 months and 300 craftsmen to rethink these places, the theatre of new experiences, custom-designed and which I look forward to introducing you to.

A renovation which I prefer to call innovation in all that it will have of wonderful and magic! Focusing on not touching the soul of this place we all cherish..

I invite you to rediscover your Home, Welcome! »

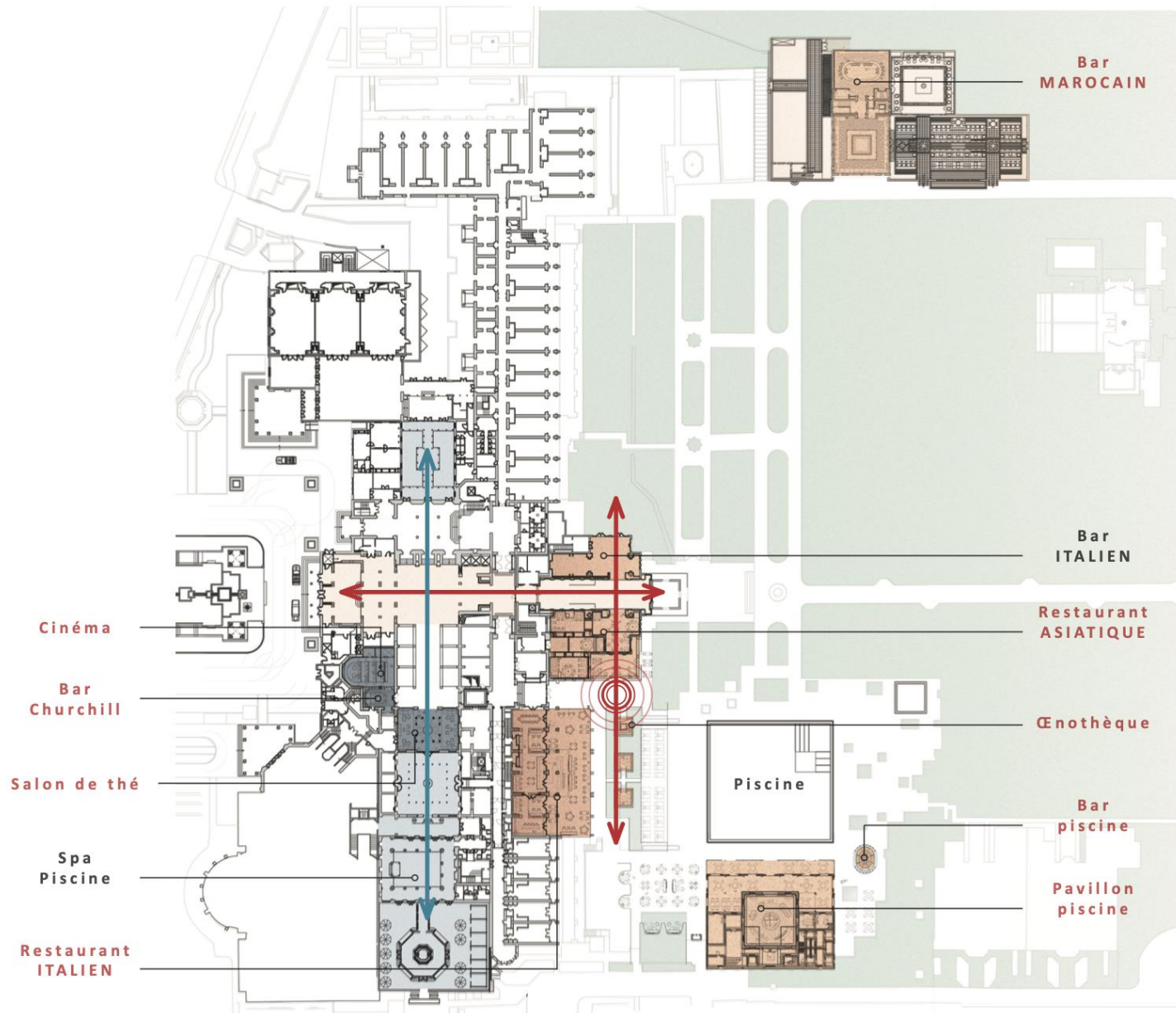
Pierre Jochem
General Manager



Under the direction and passion of Pierre Jochem, General Manager , the famous duo Patrick Jouin and Sanjit Manku have succeeded in the crazy challenge of restoring a new dynamic to the spaces and recreating new energies within the establishment through new places.

New places carefully designed to offer a new catering offer to our guests whose opinion mattered a lot.

Nouveau projet MAMOUNIA



NEW PLACES

Le Salon de Thé par
Pierre Hermé

Le Churchill and le
Cinéma

Le Bar Majorelle par
Pierre Hermé

Le Pavillon Piscine
and le Bar

L'Œnothèque

L'Asiatique par
Jean-Georges

L'Italien par
Jean-Georges

Le Club



Le Salon de Thé

par
Pierre Hermé



« Le Salon de Thé par Pierre Hermé » takes up the principle of Moroccan salons with their benches that run along the walls and face each other.

They are oriented towards the center of the space where a marble fountain seems to come out of the ground.

The water reflects a huge glass chandelier. It is the focal point of the living room and prominently from the lobby.

This almost hypnotic element brings this place back to life.

The desire to enjoy the place comes naturally and enjoy salty and sweet delights by the famous Chef Pierre Hermé.



L'Asiatique par Jean-Georges



The former Italian restaurant has been transformed into “L’Asiatique by Jean-Georges”, a sensual and intimate place. The traditional and original Moroccan décor of blends perfectly with the spirit of the chef's cuisine. It is the furniture that makes the transition between the two worlds. They are a mix of Chinese, Japanese and Thai influences, just like the cuisine served there... a real trip to Southeast Asia is offered...

L' Italien par Jean-Georges



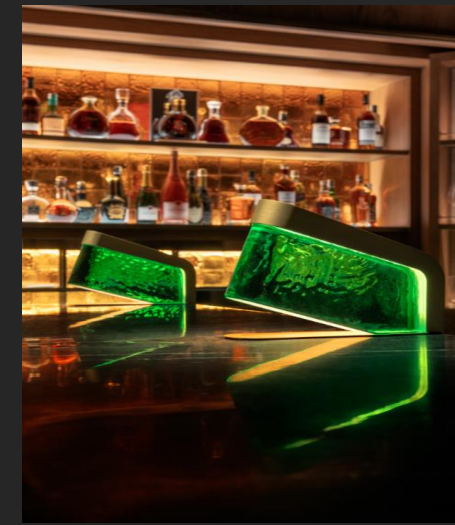
The former restaurant Le Français becomes "L'Italien par Jean-Georges", a luxury trattoria in a chic and casual spirit ... It takes the form of a winter garden.

The fusion between the restaurant and the garden is total. The large floor-to-ceiling windows open wide onto the vegetation and let in light and freshness. Cooking is done before our eyes, it is the spectacle, it is life... A fresco of more than twenty meters seems to be the mirror of the garden. The promise of fine and subtly gourmet gastronomy...

Le Churchill



It has always been there and it is a landmark for hotel regular guests. "Le Churchill" has been entirely taken up to make it an ultra-intimate place, like a smoky oak box in the middle of which is a block of carved black marble. We do not forget the railway past of La Mamounia and the proportions of this space recall those of a pullman wagon... To sublimate the offer, La Mamounia has enlisted Kaviari to create a homemade caviar and an exceptional smoked salmon for an ultra chic experience...



Le Cinéma



“Le Churchill” is also the gateway to a new offering: Cinema... a dream experience that combines culture and comfort. We can't wait to see “The man who knew too much” that Hitchcock shot here... This warm space offers weekly sessions and a snack menu specially designed by Pierre Hermé.

Le Pavillon de La Piscine



The swimming pool of La Mamounia is a must. It is beautifully integrated into the garden.... “Le Pavillon de la piscine”, completely redone, is an ode to generosity and pleasure.... In the centre, a blue ceramic fountain, around which, gravitate all the appetizing delights.

A circular chandelier of fabric and metal overlooks the whole.

A buffet for breakfasts and lunches is offered every day, not to mention the famous Sunday brunch.

Le Bar de la Piscine



Backed by “Le Pavillon de la Piscine”, the new circular Bar for more conviviality and fun...

A door opens to a new space covered with polished and hammered copper with a block of peach-coloured marble on which we can find the creations of the Chef Pierre Hermé.



L'écrin sucré par
Pierre Hermé

The Tents



These newcomers to La Mamounia are a great surprise for guests. The tents create a transition zone between the Pool and “L’Italien par Jean-Georges”. Slightly elevated, comfortably installed, protected from the sun, guests will spend a special moment. They can have lunch, dinner or just read a good book...

L'Oenothèque



One of the tents leads the visitor to L'Oenothèque. We go underground to discover a treasure trove where the finds of the sommeliers of La Mamounia are stored, more than 2000 exceptionally rare bottles surround the magnificent guest table that can accommodate up to 12 people. A wide zenithal opening leads the light, through a chandelier in ropes, which will illuminate the liquids to reveal their secrets.

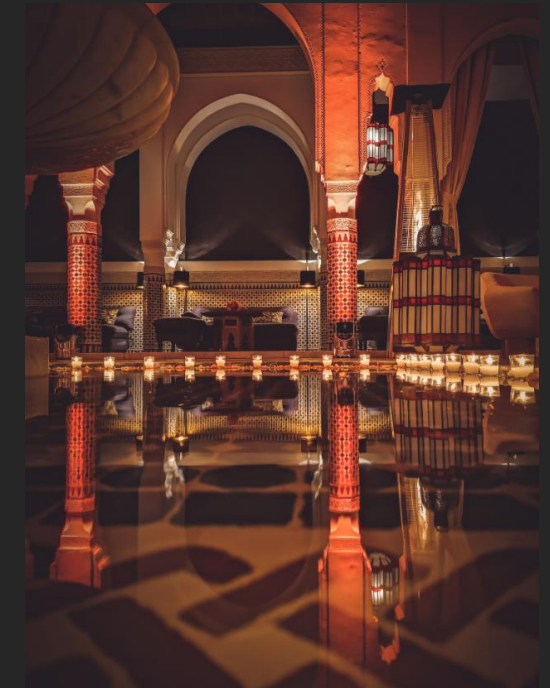
This work is typical of the exceptional know-how of Moroccan craftsmen transported into the 21st century. This is the fundamental ambition of this project and La Mamounia is the living example of the perpetual reinvention of a culture.

Le Marocain



Housed in a riad in the heart of the park, Le Marocain unfolds on three levels, with a magnificent terrace on the ground floor and a brand new lounge on the top floor...

In a setting of exceptional richness, guests can savour Moroccan cuisine combining tradition and modernity with precision...



Le Club



Our nightlife venue Le Club, nestled in the second floor of the Moroccan Restaurant, combines a vibrant atmosphere with a spectacular view over the opulent gardens of La Mamounia.

You will enjoy our a la carte moroccan tapas whilst sipping on specialist cocktails shaken by our expert bar team.

Our resident DJ will play Thursday, Friday and Saturday evenings , a blend of electro beats with oriental inspired sounds.

Le Bar Majorelle by Pierre Hermé



The beating heart of La Mamounia has also been revamped, new furniture, new concept but intact soul.

This is where our guests like to meet for a coffee, a cocktail or a delicious dish created by Chef Pierre Hermé who, since October 2020 signs the salty and sweet menu of this sober yet opulent, discreet yet daring place...







ACCOMODATIONS



135 ROOMS

65 SUITES

6 SIGNATURE SUITES

3 RIADS

THE ROOMS



Room Classique Hivernage

Room Supérieures Hivernage

Deluxe Room : Koutoubia, Park et Agdal

THE SUITES



Hivernage Suites

Park Suites

Agdal Suites

Duplex Suites



THE SUITES



Executive Suites :
Koutoubia, Park et Agdal

Prestige Suites





LES SIGNATURE SUITES

Koutoubia Suite

Baldaqin Suite

Majorelle Suite

Churchill Suite

Marqueterie Suite

Al Mamoun Suite





THE RIADS





BEAUTY & WELL-BEING



A 2500 m² spa surrounded by the prestigious Valmont brand, the expertise of Switzerland and MarocMaroc, a generous and refined treatment line that tells the story of Morocco.

2

Traditional Hammams

1

Private Hammam

10

Multi-treatment cabins

2 traditional Hammams and a private Hammam

10 Multipurpose Care Cabins (including 3 duets)

Traditional hairdressing salon and barbershop with a private salon

1 Manicure and Pedicure Cabin

Relaxation room

1 Sports room with Life Fitness equipment

Ozone-heated pool with Jacuzzi (pool temperature 29 degrees and Jacuzzi at 34 degrees)

Private spa



Valmont

La Mamounia chose VALMONT, the Swiss expert in cellular cosmetics, for its next exclusive collaboration.

The expertise of the two houses gathered around treatments created exclusively for La Mamounia guests. The brand's best-sellers products such as the Elixir des Glaciers or the Prime Renewing Pack, the famous Happy Mask, (a pot of which is sold every eight minutes somewhere in the world...) will be available in the Spa Boutique.



marocMaroc

marocMaroc tells the story of Morocco as never before imagined, a place where every detail, from the games of light to the immense and fragrant landscapes, invites to sensory escape.

Exclusive formulas, amazing textures, promise extraordinary touches, and even more beautiful skin. The fragrances prolong this atmosphere of suave and sublime well-being and envelop us with their swirling notes with an assertive personality.

We let ourselves be carried away body and mind in this delicious flight of the senses, where the skin shudders with pleasure in contact with the treatments, where each ingredient has been carefully chosen.



Augustinus Bader

For the first time in Morocco and exclusively for La Mamounia, the young and already cult brand Augustinus Bader arrives at the Spa of La Mamounia.

This brand developed by Doctor Bader, the specialist and expert in the regeneration of skin cells, has changed the game in the world of beauty since its creation in 2018.

La Mamounia is delighted to invite you to discover the two Augustinus Bader facial treatments as well as a selection of the best sellers at La Mamounia Spa boutique.







THE HAIR SALON

In the heart of the Spa, our experienced and dynamic team is always at your disposal for even your slightest needs ! .

A traditional barber is also offered for the beauty of men.



SHOPS



LA BOUTIQUE MAMOUNIA



For La Mamounia lovers a shop dedicated to the hotel's products is here !

We can find there Tableware, linen, Moroccan crafts or leather goods all stamped Mamounia ... but also candles and perfumes by the famous Maison Fragonard, taking up the special olfactive notes of La Mamounia common spaces.

There is also a delicatessen corner with exclusive olive oil and orange marmalade from the century-old gardens of La Mamounia.

The Mamounia shop is open daily from 10 a.m. to 8 p.m.





LA BOUTIQUE PIERRE HERMÉ

Since December 2017, La Mamounia has been hosting the first Pierre Hermé boutique on the African continent.

A carefully thought-out setting where gourmets will love the play of colors, flavors and textures of delicious refined creations.

The Pierre Hermé boutique offers the classics of the great Chef, small pleasures revisited in addition to exclusive pastries according to the inspiration of the one who was named the best pastry chef in the world in 2016 by the Academy of World's 50 Best Restaurants.

Since October 2020, Pierre Hermé is also in charge of the menu of the Salon de Thé and the Majorelle Gallery to please La Mamounia guests.

The Pierre Hermé shop is open daily from 10 a.m. to 8 p.m.



THE FLOWER KIOSK



Located at the entrance of the hotel, this jewel box dedicated to flowers immerses you in an exceptional universe.

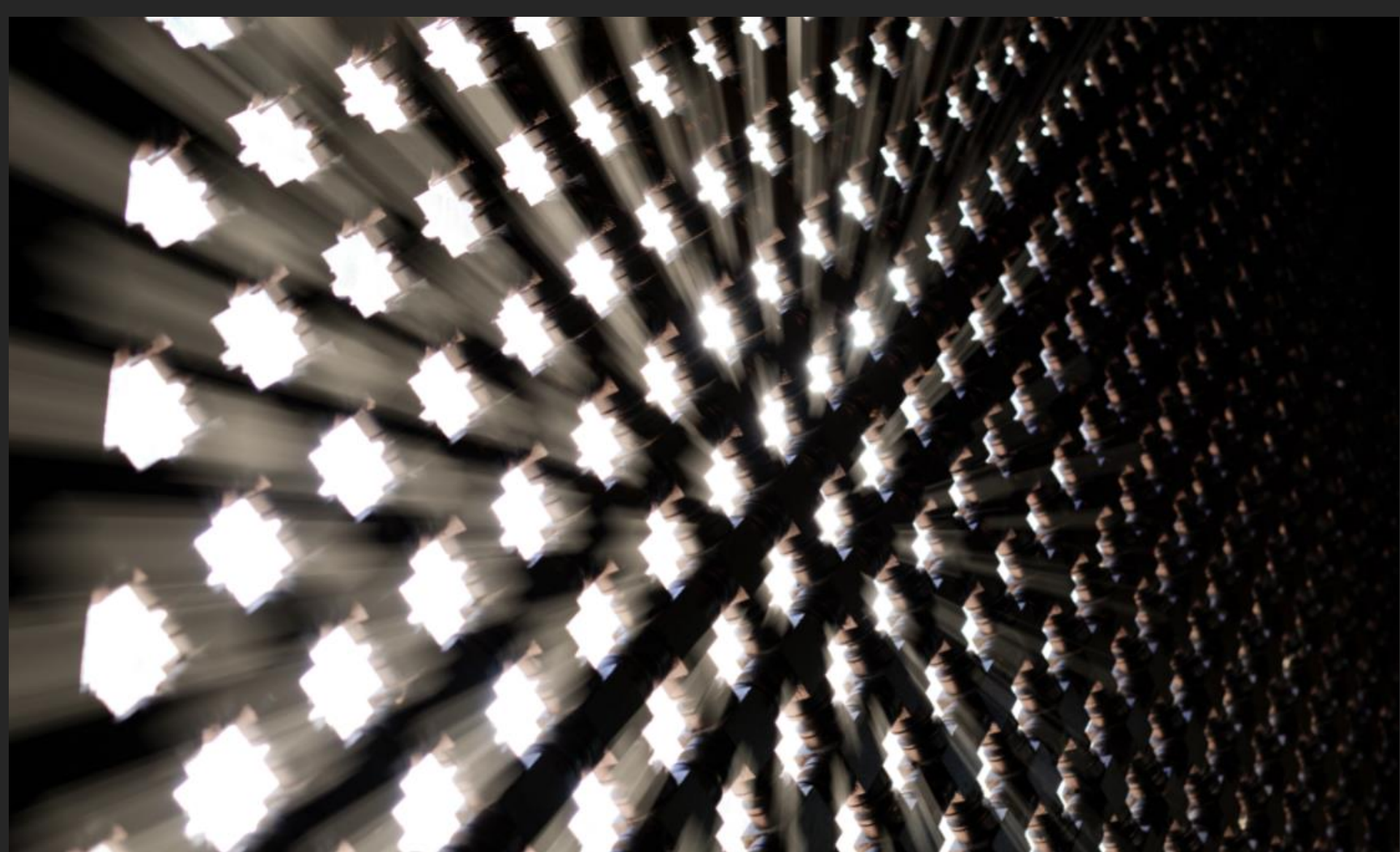
Our florists are at your disposal to create original compositions suitable for all occasions.

Open Mondays from 3 p.m. to 8 p.m. and Tuesdays to Saturdays from 9:30 a.m. to 12 p.m. and 3 p.m. to 8 p.m.

THE ROOM GAMES



Because we are all big children, La Mamounia creates its Games Room... Nestled in the heart of the gardens, this place inspired by the American diners features pinball machines, billiards and jukeboxes and will be the perfect place for fun moments, palace style!



TALENTS

Pierre Jochem General Manager



Pierre Jochem joined the La Mamounia team as General Manager in September 2013. Thanks to his international experience, this visionary man and excellent manager, has contributed to the influence of the most beautiful establishments within prestigious hotel groups.

For more than twenty years, his mission will be the General Directorates of beautiful brands such as Hyatt, Peninsula, Oberoi, Four Seasons or Raffles with always the same goal: Excellence.

Under his leadership, La Mamounia won the Condé Nast Traveller Readers' Choice Award for Best Hotel in the World in September 2015 and in May 2018, the Conde Nast Traveller Award for the Best Urban Hotel in the World.

It is also under his leadership and impulse that the major renovation of 2020 took place.

Patrick Jouin & Sanjit Manku

French designer Patrick Jouin and Canadian architect Sanjit Manku have known each other for more than 15 years.

They were chosen to magnify La Mamounia in 2020 through their agency Jouin-Manku.

Hotels and michelin-starred restaurants, fairy-tale jewellery shops, all set with bespoke furniture, it's a dream in 3D...

They succeed in the crazy bet to move La Mamounia from one era to another with harmony and gentleness, a real success.



Jean-Georges Vongerichten



A prodigal French-American chef, Jean-Georges is often considered as the creator of fusion cuisine because of his exceptional ability to assimilate different styles of cuisine and transcribe them either alone or combined.

At La Mamounia, Jean-Georges creates the Italian's new offering around a luxury trattoria, and invents an Asian concept dominated by southeastern culinary cultures but opening with comforting curry and an offer of high-flying exotic dishes.

Pierre Hermé



Already present at La Mamounia with an eponymous shop and in charge of dessert menus since 2018, we no longer present Pierre Hermé, the best pastry chef in the world 2016 and pioneer of modern pastry.

As part of the renovation project of La Mamounia, the chef creates two singular projects, the Salon de Thé and the Galerie Majorelle Majorelle where he becomes the artistic director by creating the salty and sweet menus of these two emblematic places of La Mamounia.



Talents are also the 650 people who work with passion to go beyond our guests expectations.... smile, rigor, excellence and availability..

It is thanks to this chain of values that La Mamounia has managed to stay at the top of the peaks of excellence ...

When he was asked what is La Mamounia's greatest wealth, Pierre Jochem, its General Manager, replied: "For me, it's them!"



LA MAMOUNIA
MARRAKECH

La Mamounia

Awards and Distinctions

(Since 2009)



Best Hotel in North Africa

Conde Nast Traveler Readers' Choice Award 2022



Best Spa Hotel in Morocco

World Spa Award 2022

HOTELIER
OF THE
WORLD

*Pierre Jochem designed Best General Manager of
an Independant Hotel in the World 2021 by the
magazine Hotels.*

Condé Nast
Traveler

*Best Hotel in the World & Africa 2021
The only Moroccan hotel on Conde Nast Traveler
Global Gold List 2022*



*Best Hotel in the World 2018
Best Hotel in Africa and the Middle East 2018
Conde Nast Traveller Readers' Choice Award*

Condé Nast
Traveler

*Best Urban resort in the World 2018
Conde Nast Traveler Spain*



Best Hotel in the World 2015
World Travel Awards



Best Hotel in the World 2015
Best Hotel in Africa and the Middle East 2015
Conde Nast Traveler Readers' Choice Award



Best Hotel in Africa 2015
World Travel Awards



Best Spa in Morocco 2021
World Spa Awards

LuxuryTravelGuide
GLOBAL AWARDS 2015
- WINNER -

*Hotel Classic Luxury 2015
Luxury Travel Guide Awards*

GOLD LIST 2014
THE WORLD'S BEST PLACES TO STAY

*2014 Gold List
Conde Nast Traveler Readers'
Travel Award*



*First National Human Resources
Award 2013*



*3rd place in the Africa/Middle East category
2013 World's Best Service*

Condé Nast
Traveler

*Best Urban Hotel in the World 2012
Condé Nast Traveller - Spain*



« Meilleur Spa Reader's Choice 2010, 2011, 2012, 2013, 2014, 2015 et 2016 »

SpaFinder Reader's Choice Awards



6th most prestigious hotel in the world

FOX NEWS CHANNEL



Morocco's only hotel on the list:

500 best establishments in the world "T-L 500"



"Gold List 2011 - 2012"

Conde Nast Traveler Readers' Travel Award



Meilleur Hôtel Spa dans le monde 2011
Conde Nast Traveler Readers' Spa Awards



Hôtel de l'Année 2010
Tatler Travel Guide



Meilleur Resort 2010
Travel and Leisure Design Awards



WELCOME TO LA MAMOUNIA

#LAMAMOUNIALIFE