

TRAVEL AND HOSPITALITY

The Ritz-Carlton makes five-star debut in Morocco

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The Ritz-Carlton Rabat, Dar es Salam features 117 guest rooms and suites, luxury amenities and Arab-Andalusian design touches. Image credit: The Ritz-Carlton

By LUXURY DAILY NEWS SERVICE

Marriott International's luxury hospitality brand **The Ritz-Carlton** is expanding its presence in the Middle East and North Africa.

The high-end hotel and resort chain is marking the arrival of its debut property in Morocco. Located within a thousand-acre oak forest, The Ritz-Carlton Rabat, Dar es Salam features 117 guest rooms and suites, granting guest access to wellness facilities, dining experiences and a historic golf course, among other amenities and Arab-Andalusian design touches.

"The debut of The Ritz-Carlton Rabat, Dar Es Salam marks a significant milestone for the Ritz-Carlton brand as we expand our footprint on the African continent and celebrate our first property in Morocco," said Helen Leighton, vice president of luxury brands, Europe, Middle East and Africa at **Marriott International**, in a statement.

"Our guests can expect the brand's legendary service, sumptuous interiors, and a stunning natural setting that together create a sanctuary of luxury and serenity in the heart of Rabat."

The Ritz reaches Morocco

Announced Sept. 13, The Ritz-Carlton's latest opening is situated in the historic Dar es Salam district of the capital.

The five-star stay meets the country's modernizing tourism sector while maintaining cultural connections to Rabat, a city designated a UNESCO World Heritage Site in 2012.

"At The Ritz-Carlton Rabat, Dar Es Salam, we honor the tradition of luxury and hospitality that has defined our brand for over a century," said Christian Fomm, general manager of The Ritz-Carlton Rabat, Dar Es Salam, in a statement.



Guest room at The Ritz-Carlton Rabat. Image credit: The Ritz-Carlton

"Our palace, set in a splendid natural environment, offers a serene and opulent retreat where every detail has been carefully considered to ensure a unique experience," Mr. Fomm said. "The Ritz-Carlton brand stands out for its commitment to providing personalized service and meticulous attention to detail.

"We are proud to continue this tradition in Rabat."

High ceilings dotted with "muqarnas," a fixture of Islamic architectural styles, complement the lobby of The Ritz-Carlton Rabat, Dar es Salam. Geometric Moroccan "Gebbs" frescoes line the walls and a Rococo chandelier hangs from its central dome.

Bonsai trees integrate nature, hinting at the hotel's more than 23,000 square feet of outdoor event space, with landscaping elements to be found throughout.



The Ritz-Carlton Rabat Pool. Image credit: The Ritz-Carlton

Guest rooms at The Ritz-Carlton Rabat, Dar es Salam contain Moroccan Gebbs plaster, large mirrors, Baroque-style furniture, marble-laden bathrooms and a private terrace, and each, including a nearly 2,000-square-foot Royal Suite, face the pool and gardens.

The property also offers a 24/7 fitness center and Ritz-Carlton Spa facility complete with saunas, hammams and massage rooms, as well as two couple's suites.

Dining options are expansive, and include Mediterranean Brasserie. The restaurant, which also overlooks the three-course, 45-hole Royal Golf Dar Es Salam, lists breakfast, lunch and dinner, while the Lobby Lounge at The Ritz-Carlton Rabat, Dar es Salam serves up a special afternoon tea experience.



Mediterranean Brasserie at The Ritz-Carlton's newly-opened property. Image credit: The Ritz-Carlton

A pool bar venue called “Palapa” sets itself apart with “Pan-American flavors in a tropical poolside setting.”

Blind Tiger, a speakeasy bar, mixes Prohibition-era-inspired cocktails, in addition to a curated selection of fine wines and premium spirits in the evenings.

Continuing to open its doors in new markets, The Ritz-Carlton is marketing its lodgings accordingly, rolling out its first brand campaign in nearly a decade last year ([see story](#)).

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