



# MOROCCO

ANCIENT CITIES, SOUK SOUL, ENDLESS WONDER



Morocco is a land of timeless beauty and unforgettable contrasts, where ancient cities, golden deserts, snow-capped mountains, and sun-soaked coastlines come together in a vibrant cultural tapestry. Located at the crossroads of Africa and Europe, Morocco blends Arab, Berber, and Andalusian influences into a rich identity expressed through its architecture, cuisine, music, and traditions.

From the maze-like medinas filled with colorful markets to the quiet silence of the Sahara dunes, Morocco offers an experience that feels both exotic and deeply welcoming. The climate varies by region, warm and breezy along the Atlantic coast, hot and dry in the desert, and cool in the Atlas Mountains, making Morocco a year-round destination with endless ways to explore.

With every call to prayer echoing across rooftops, every lantern-lit alleyway, and every cup of mint tea shared in hospitality, Morocco invites travelers into a world of wonder, tradition, and adventure.



**CAPITAL**  
Rabat



**AREA**  
172,410 sq mi



**CURRENCY**  
Moroccan  
Dirham



**LANGUAGE**  
Arabic, Standard  
Moroccan Berber

# ICONIC MOROCCO LANDMARKS



## MARRAKECH & JEMAA EL-FNAA

Marrakech is Morocco's most legendary city, a sensory explosion of color, sound, and energy. At its heart lies Jemaa el-Fnaa, the famous main square where storytellers, musicians, snake charmers, and food stalls come alive after sunset. Nearby, visitors can explore ornate palaces, hidden riads, and bustling souks overflowing with spices, textiles, and handmade crafts.

## FES MEDINA (FEZ)

Stepping into Fes feels like traveling back in time. Home to one of the world's oldest universities and the largest car-free urban zone on Earth, the Fes medina is a labyrinth of narrow streets lined with artisan workshops, traditional tanneries, and centuries-old mosques. This is Morocco at its most authentic, a living museum of culture and craftsmanship.



## SAHARA DESERT (MERZOUGA ERG CHEBBI DUNES)

The Sahara is Morocco's most breathtaking natural wonder, an endless sea of sand shaped into towering dunes. In Merzouga, travelers ride camels across the golden landscape at sunset, sleep in desert camps under a sky bursting with stars, and wake to the peaceful silence of dawn over the dunes. It's an experience that feels both humbling and magical.



## CHEFCHAOUEN (THE BLUE CITY)

Nestled in the Rif Mountains, Chefchaouen is one of Morocco's most photogenic destinations. Known for its striking blue-painted streets and buildings, the town offers a relaxed atmosphere, scenic mountain views, and charming cafés tucked into quiet corners. It's the perfect place to slow down, wander, and soak in Morocco's artistic spirit.



## CASABLANCA & HASSAN II MOSQUE

Casablanca represents Morocco's modern heartbeat, where tradition meets contemporary ambition. Overlooking the Atlantic Ocean stands the magnificent Hassan II Mosque, one of the largest mosques in the world and a masterpiece of Moroccan craftsmanship. Its intricate zellige tilework, hand-carved wood, and soaring minaret create an awe-inspiring architectural landmark. Built partly over the ocean, the mosque symbolizes Morocco's spiritual heritage while Casablanca's vibrant urban energy showcases the country's dynamic present.



# MORE TO KNOW ABOUT MOROCCO



## MARKETS & SHOPPING (SOUKS)

Morocco's souks are legendary, lively marketplaces filled with handmade treasures. From leather goods and woven rugs to lanterns, ceramics, and spices, shopping here is an experience in itself. Bargaining is part of the culture and adds to the fun of discovering one-of-a-kind items.

## CULTURE & TRADITIONS

Morocco is deeply rooted in tradition, where hospitality is sacred and community is central to daily life. Visitors are often welcomed like family, with mint tea offered as a symbol of warmth and friendship. Music, storytelling, and craftsmanship remain essential expressions of Moroccan heritage.



## MOROCCAN CUISINE

Moroccan food is bold, fragrant, and unforgettable. Signature dishes like tagine and couscous are slow-cooked with spices such as saffron, cumin, cinnamon, and paprika. Enjoy warm khobz bread, fresh olives, grilled meats, and sweet pastries flavored with honey and almonds, all paired perfectly with mint tea.

## ARCHITECTURE & DESIGN

Morocco is famous for its breathtaking design, intricate mosaics (zellige), carved cedarwood, grand arches, and colorful tilework. Riads (traditional courtyard homes) offer peaceful retreats behind modest doors, while palaces and mosques showcase stunning artistry passed down for generations.



## DESERT & MOUNTAIN ADVENTURES

Beyond the cities, Morocco is a playground for adventure lovers. Trek the Atlas Mountains, visit Berber villages, explore dramatic gorges, ride ATVs across desert terrain, or take a scenic drive through palm-filled valleys and ancient kasbahs.

# OUR TRAVEL IDEAS

## Discover the world with Central Holidays, where travel becomes art

Choose from meticulously curated escorted tours with set departures or indulge in bespoke travel experiences crafted around your individual interests. Whether your passion lies in ancient history, serene beaches, gourmet cuisine, or vibrant cultures, our journeys are designed to inspire and delight. From celebrated landmarks to secret corners of the globe, explore with elegance, depth, and purpose.



8  
DAYS

## IMPERIAL CITIES & MARRAKECH HIGHLIGHTS

MARRAKECH | RABAT | FEZ

Experience the best of Morocco on this 8-day journey from Marrakech to the imperial cities. Begin in Marrakech with its bustling medina, historic palaces, and lively Djemaa El Fna square. Explore Casablanca's modern and historic landmarks, then travel to Rabat, Meknes, and Fez to discover Morocco's rich imperial heritage, ancient medinas, and traditional crafts. Return to Marrakech via the scenic Middle Atlas, enjoying picturesque landscapes along the way.

## IMPERIAL CITIES & CHEFCHAOUEN ESCAPE

CASABLANCA | CHEFCHAOUEN | RABAT | FEZ | MARRAKECH

Discover the highlights of Morocco on this classic journey through its most captivating cities. Travel from Casablanca to the blue washed streets of Chefchaouen, the elegant capital Rabat, the ancient imperial cities of Meknes and Fez, and the vibrant souks of Marrakesh. Along the way, explore Roman ruins, medieval medinas, royal monuments, and lively marketplaces.

9  
DAYS



10  
DAYS

## COLORS OF MOROCCO

MARRAKECH | OUARZAZATE | MERZOUGA | FEZ | RABAT | CASABLANCA

Discover the best of Morocco on a journey that brings you from the vibrant streets of Marrakech to the golden dunes of the Sahara and the cultural heart of Fez. Explore ancient kasbahs, dramatic mountain passes, Roman ruins, and lively medinas filled with artisans and history. Spend a night under the desert sky, visit imperial cities, and experience Morocco's rich traditions, cuisine, and landscapes. This curated adventure offers an ideal balance of guided touring and free time, giving you a full taste of the country's beauty and spirit.

## NORTHERN MOROCCO DISCOVERY

TANGIER | CHEFCHAOUEN | FEZ | RABAT | MARRAKECH

Uncover a different side of Morocco as you travel from the coastal charm of Tangier to the blue-washed streets of Chefchaouen, through the imperial elegance of Fez and Rabat, and into the vibrant energy of Marrakech. Explore ancient medinas, Roman ruins, royal monuments, and seaside landscapes where cultures have met for centuries. From mountain villages in the Rif to grand city boulevards and timeless souks, this journey offers a rich mix of heritage, scenery, and authentic local life, perfectly balanced with comfort and style throughout.

11  
DAYS

