



Le Jardin de Fleur

BEACH & GOLF RESORT

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NEWSLETTER / AUTUMN 2009



Summer tourists discover Mediterrania Saïdia's pristine beaches

Since the spectacular royal inauguration of Phase I of the Moroccan Mediterrania Saïdia resort in June this year, the new destination has seen large numbers of summer tourists enjoying the first hotels situated alongside the 6 kilometres of idyllic beaches and the Mediterranean sun. The destination is now even closer to realising its dream as ***the exotic Mediterranean at the gateway to Europe...***



*Summer tourists enjoying the facilities of the Iberostar hotel (above)
Mediterrania Saïdia's idyllic beaches (below)*

The arrival of the first leisure guests from Europe and Morocco marked a successful first summer season in Mediterrania Saïdia. Phase I of the 7 million square metre destination was opened in June 2009 and comprises one of the three 18 hole golf courses, the 1,350 berth marina, the international shopping area and two beachfront hotels (5 star Barcelo and the 5 star Iberostar).

The marina restaurants, bars, beach clubs and promenade were transformed as thousands of holidaymakers were the first to enjoy a taste of what the destination will have to offer. The atmosphere was truly cosmopolitan with many of the tourists coming from Spain and Italy.

Some **80,000** Barceló guests and **40,000** Iberostar guests were welcomed between 15th June and 5th October 2009. A total of 1,050 rooms were inaugurated and 750 staff were employed between the two hotels, Troon golf course, commercial centre and the multiple restaurants. The experience reported by the majority of summer visitors was very positive and the hotels are now working on improving their service following the valuable experience of their first summer in order to be fully operational for the next busy tourism season.

Le Jardin de Fleur welcomes the positive occupancy figures, as well as the fact that tourist arrivals in Morocco rose by 9% in first half of 2009, indicating the country is faring well on a global scale.





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Championship golf in Saïdia

Update from **Troon Golf** – the operator of the first of three 18 hole courses which opened in Mediterranean Saïdia in June.



Scott McCaw of Troon Golf and general manager of the first of Mediterranean Saïdia's three golf courses gave an update on the first summer for **Palmeral Golf**: "The season was kicked off with the annual Moroccan National event *The Coupe Du Trone* where His Highness King Mohammed VI presented the winning team with the prizes. It received much acclaim as a new course from all the competitors. A great way for any new course to start its life!

Since the official opening at the end of June, the golf course has seen reasonably brisk trade. There have been some limitations this year with certain equipment not arriving on site, but we all look forward to a fully operational 2010. Since opening, the golf course has seen around 550 visitors, which is encouraging based on the fact that we have done virtually no marketing."



Above: Scott McCaw of Troon Golf on El Palmeral Golf course, Mediterranean Saïdia
Views of Palmeral Golf and Barcelo Hotel (below)
Inside El Palmeral Golf Clubhouse (below left)





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Mediterrania Saïdia shops and leisure

Photos from the central pedestrianised medina area in Mediterrania Saïdia show a transformation since inauguration and several beach clubs have opened along the 6 km of sandy beach.



Entrance to the pedestrianised commercial area "Medina Saïdia"



Medina Saïdia: 160 outlets including restaurants, international clothing, jewellery, perfume and gift shops as well as the recently opened Marjane supermarket



Mediterrania Saïdia's 6 km coastline is known as the "blue pearl" of Morocco and is bordered by a nature reserve with protected birdlife (above right)



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Marina Saïdia - an impressive expansion

The official royal opening in June already saw the first phase of the 1,350 berth marina bustling with visitors and boats from all over the world, in preparation for its prestigious role as the third largest marina in the Mediterranean. After a busy summer season, Le Jardin de Fleur talks to the resident marina director, Pascal Bosson, about the next steps in the planned expansion.



LJDF: What is the unique offering of Marina Saïdia?

PB: Our plan is to offer world class quality service with a Moroccan touch! We want to give a personal and exclusive service, with the greatest technical backup through professional operators that are the best in the business and with the best facilities possible. We aim to offer the same or even better quality than the other large marinas in the Western Mediterranean - but with better value for money.

LJDF: Describe the attractions of cruising near Marina Saïdia?

PB: Only 6 nautical miles away we have the private bays around Cap de l'Eau, which are very beautiful and exclusive as they offer scuba diving and exciting fishing, (with sea bass and lots of big fish). There are plenty of diving wrecks in the area and we will also create a resort reef in front of Mediterranean Saïdia which should be in place by next summer. Marina Saïdia is a great base for nautical sports as the waters are very calm and warm.

LJDF: How many visiting boats did you have mooring this summer since inauguration?

PB: During the period of 15th June until 1st September, 257 boats passed through the marina, with a peak on the 3rd August of 322 boats. Overall this is a 60% increase on last year. We have had a lot more enquiries from mega yacht owners and received a few 25 metre boats from Marbella and Mallorca. Some of the fleet of yachts from the King's family were moored in the marina for part of the summer too.

LJDF: How many boats have already chosen Saïdia as their as homeport?

PB: There are 35 boats permanently moored in Saïdia today, with the average size being 12 metres. Among these the French boats are mostly sailing vessels and the Spanish, UK and Belgian boats are power boats. Close to 300 berths are sold, of which the average size is 12 metres.



Marina Saïdia



Marina Saïdia extension



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LJDF: When will the extension be ready for the additional berths?

PB: The marine works are completed, so all that is left is the fit out. I have been visiting the different boat shows in Europe and checking what is needed by the professionals in the sector before choosing the exact layout of the extended marina area. Then the plan will be to sell the berths off-plan and fitting will follow thereafter.

LJDF: What events were held in Marina Saïdia this summer and what is in the pipeline?

PB: We had a fishing contest at the beginning of July and our annual sailing regatta on the 18th June. The following day a prize was awarded to the winners by His Royal Highness King Mohammed VI which was exciting. Our next fishing contest will be held between the 5th and 8th December and we are proud to be

hosting a boat show in April next year. There will also be the annual Spanish sailing event between Malaga, Saïdia and Almeria in first quarter of 2010. In June 2010 we hope to host the French sailing federation event from Marseille to Saïdia. This event will be confirmed at the Paris boat show at the beginning of December – and this really will be a very big event for Saïdia!



As well as attracting thousands of holidaymakers to its restaurants and bars at night, the marina at Mediterrania Saïdia was the base from which visitors enjoyed numerous water activities in the calm and unspoilt Mediterranean Sea. Activities included jet skis, boat hire, paragliding, banana rides, scuba diving and fishing as well as popular day trips by boat to the nearby coves.





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New Saïdia town emerging through government investment

Just 10 minutes from the new destination of Mediterranean Saïdia, much investment is going into the development of the Saïdia old town which has seen a flurry of activity in the summer months. This means Le Jardin de Fleur property owners will benefit from the increase in services and amenities both in Mediterranean Saïdia and the surrounding area.

To ensure that the Mediterranean Saïdia resort has a robust infrastructure to encourage more visitors, Saïdia old town is undergoing significant development to provide increased facilities for tourists and residents alike. A new hospital is under construction in the centre of the town, and work is also being carried out to restore the historic Kasbah. Living up to its reputation as one of the most modern and relaxed seaside towns in Morocco, Saïdia will also be the hub for new office developments with funding approved by His Royal Highness King Mohammed VI.



Restoration of the 16th Century Kasbah in Saïdia



New office buildings being developed in Saïdia

SAÏDIA SUMMER FESTIVALS

Saïdia town was the busy stage for several popular festivals that attracted local and international visitors this summer. Among these were the annual music and popular arts festivals, a water festival and a shopping festival held between August and September.



Images of the annual summer Music Festival in Saïdia



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Infrastructure progress

Le Jardin de Fleur resorts in Mediterranean Saïdia benefit immensely from the extensive government investment in the surrounding towns, transport network and regional tourism attractions of the area known as the "Oriental" region of Morocco. As the first Plan Azur resort to open its doors, Mediterranean Saïdia is a strategic part of the national tourism strategy to attract more visitors to Morocco and create new jobs.

OUJDA AIRPORT

Construction is progressing well on the new terminal at Oujda Airport and is expected to be ready at the beginning of 2010. Currently 450,000 passengers pass through the airport each year and this is expected to increase to 38,000 passengers a week. When complete, Mediterranean Saïdia's hotels and resorts will cater up to 29,000 guests per week. New scheduled and charter airline routes from the UK and other inbound markets are expected once the new terminal is complete. The direct road link from Oujda International Airport to Mediterranean Saïdia has now also been opened for use.



Work on Oujda Airport's second terminal (35 minutes drive from Saïdia)



Plans for development in Oujda city

OUJDA - FEZ LINKS

Morocco announced a new high speed rail link to be built between Oujda and Fez which will make connections to the oriental region of the country more accessible within Morocco. Fez is considered one of the most important imperial cities in Morocco, dubbed to be the next Marrakech. It is remarkable for being a completely medieval city founded in 790 AD. Construction of the Oujda-Fez fast motorway is also well under way.



The imperial city of Fez

NEW FLIGHTS TO NADOR

Air Berlin and Air Andalus are the latest airlines to announce low cost flight routes to Nador - one of the three airports within close proximity to the Mediterranean Saïdia resort. The following cities will be served by the new airlines to Nador, and flights from the UK are expected in 2010.

Air Berlin:

Berlin
Cologne
Hamburg
Munich
Klagenfurt
Salzburg
Vienna

Air Andalus:

Gerona
Malaga
Palma
Reus
Seville
Valencia



Oujda city centre

MOROCCO: AFRICAN TOURISM DESTINATION OF THE YEAR

Morocco has been named "African Tourism Destination of the Year", at the African Business Awards. These prestigious annual awards are organised by the African Business magazine in conjunction with the Commonwealth Business Council.



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Le Jardin de Fleur updates

BUILD PROGRESS

Construction on Le Jardin de Fleur developments continues with the preparation for landscaping on RT-2 now complete. Carpentry work has been done on RT-2 exteriors and treatment of façades has also been completed. The laboratory testing phase for RT-7 has been undertaken to ensure structural finish for the 10 year building guarantee. Ground works on VVT-4 and VVT-5 have also been completed ready for the next phase.



Landscaping preparation on RT-2



View of RT-2 and El Palmeral Golf



RT-2 Clubhouse



Ground works complete on VVT-4



VVT-5 and RT-7



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Developer news



EIGHT INDUSTRY AWARDS FOR LE JARDIN DE FLEUR MOROCCO

Property Logic, the developer of Le Jardin de Fleur resorts was awarded the *Highly Commended* accolade in the “Best Developer Partnerships” category in the OPP industry awards for 2009, having come first in the same category last year. According to the judges, “By allowing partners to vet them openly Property Logic shows its transparency. Its software to refer sales leads back to agents shows

good partner support, and its investment in multi-lingual marketing shows a sound international approach.”

Previously the developer has won 5 CNBC property awards for best design and concept in Morocco as well as a Homes Overseas award for the Radisson development (RT-6).

OPENING NEW MARKETS

The Le Jardin de Fleur team has been working hard to promote the Mediterranean Saïdia project to new global markets, creating tourism and sales partnerships throughout the world. Recently, the team exhibited at a Moroccan investment show in Montreal, Canada where the Saïdia destination proved popular to the French-speaking population and among Moroccan expatriates resident in Canada.



NEW WEBSITE

Le Jardin de Fleur is working on a new flash version of the website for www.lejardindefleur.com which will contain regular news updates, a video downloads section and much more! The site is now in test phase and will be translated into several languages prior to launch.



MORTGAGE INFORMATION

Le Jardin de Fleur has created new partnerships with Moroccan mortgage lenders. If you would like to receive more information about this please contact us at info@lejardindefleur.com



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Le Jardin de Fleur welcomes Franklyn Hotels and Resorts to Saïdia

Le Jardin de Fleur has signed a management agreement with Franklyn Hotels and Resorts to operate two of its developments in Mediterrania Saïdia. The international luxury hotel brand will ensure that Le Jardin de Fleur properties produce excellent returns, while bringing quality management to the on-site clubhouses and amenities.



Franklyn Hotels and Resorts, the leisure and hospitality arm of KOP group, is the chosen partner to manage two resort developments by Le Jardin de Fleur in Mediterrania Saïdia. The first is the *Grandes Villas* (plot VVT-4) development located close to the central marina and El Palmeral Golf, featuring 25 uniquely designed villa properties and an exclusive clubhouse. The second is *Le Village de Sport* (plot VVT-9) located by Las Lagunas Golf and the world class sports complex. The development features apartments, townhouses and villas on a beautifully landscaped development complete with clubhouse, putting green, lakes, spa and sports facilities.

“We are excited to be part of the prestigious Le Jardin de Fleur development, as Saïdia is one of the most desirable locations in the southern Mediterranean, with immense potential for the luxury tourism market. Franklyn Hotels and Resorts is proud to operate a unique collection of hotels which delight the senses and aspirations of our guests,” commented Thierry Naidu, CEO of Franklyn Hotels and Resorts.



Above: Le Jardin de Fleur's VVT-9 plot in Mediterrania Saïdia to be operated by Franklyn Hotels and Resorts under the Montigo Resorts brand



Above: Le Jardin de Fleur's VVT-4 plot Clubhouse in Mediterrania Saïdia to be operated by Franklyn Hotels and Resorts under the Franklyn Suites brand

Franklyn Hotels and Resorts specialises in the management of small luxury lifestyle hotels worldwide offering a full portfolio of management services and a dedicated team of industry experts. Their philosophy is to combine the very best elements of the luxury lifestyle with the conveniences of the modern world in order to create an atmosphere of relaxed sophistication and subtle elegance. The hotels are characterised by spacious properties (25 to 160 rooms) with charming architecture and design, spectacular locations, and in many cases emblematic and historic buildings regarded as local landmarks (Chateau Eza in France, Port Palace

Monaco, Casa Angelina Amalfi coast in Italy, and Cadogan London).

“We have chosen Saïdia for its location and the quality of the properties developed by Property Logic. Saïdia is positioning itself as the best coastal resort in Morocco and is set to become one of the greatest tourist locations in southern Europe. The white sandy beaches are superb, the sea is crystal blue in absolutely beautiful surroundings, and the location on the Mediterranean coast of Morocco offers good weather virtually all year round,” adds Naidu.



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About Franklyn Hotels and Resorts:

Franklyn's portfolio of hotels will grow to 25 by 2013 and will be located in some of the world's most exclusive destinations spanning Europe, Africa and Asia. Among its brands are *Montigo Resorts* and *Luxury Lifestyle Hotels and Resorts*.

• Franklyn Hotels and Resorts was established as the Leisure and Hospitality division of the KOP Group. Through its various subsidiaries, the KOP Group acquires, develops and manages an entire range of real estate assets and services relating to the hospitality industry. Headquartered in Singapore and with a global presence in Barcelona, London, Paris and Berlin, KOP Hotels & Resorts is acknowledged as one of the world's most comprehensive luxury management service groups of today.

• Montigo Resorts finds idyllic locations around the globe for travellers to enjoy unspoiled surroundings in luxury. Aimed at pleasing all of the guests all of the time, Montigo provides a range of the best tailor-made facilities and amenities be it for young or old. With excellence in design, expert culinary teams and a highly attentive service, Montigo's eye for detail is apparent from the moment you arrive to the time you start thinking of returning again. Montigo Resorts ensures your holiday is as perfect as the setting in which our hotels sit and you will want for nothing more other than longer days and nights.

Franklyn Hotels and Resorts provides complete GDS connectivity through Travelclick's world leading interface, ensuring maximum occupancy year-round.

The hotel chain also publishes its own independent luxury lifestyle magazine, presented in all Franklyn hotels, and with a readership of over 250,000 high net worth individuals in each issue.

"Le Jardin de Fleur believes that with the appointment of Franklyn to our hotel partner portfolio, we continue to add value to the destination of Mediterranean Saïdia. We are committed to the long-term success and quality of the project and the benefits that our hotel partners will bring to our property investors," says David Woodward, Director of Hotel & Commercial Operations for Le Jardin de Fleur resorts.

For details about investing in these resorts with Le Jardin de Fleur, please contact your Le Jardin de Fleur agent. For more details about Franklyn Hotels and Resorts, please visit www.Franklynhotels.com



Above: The Clubhouse at VVF-9