

PRESS RELEASE

SOFITEL AGADIR THALASSA SEA AND SPA

THE NEW WELL-BEING REFERENCE IN MOROCCO

Paris, 06 April 2012 – Sofitel Luxury Hotels announces the opening of the Sofitel Agadir Thalassa Sea and Spa, a new reference in thalassotherapy and well-being in Morocco.

This new establishment is only a 3-hour flight away from the main European capitals and is the ideal place for a relaxing and revitalising break.

The Sofitel Agadir Thalassa Sea & Spa is the brand's second hotel in the bay of Agadir alongside the Sofitel Agadir Royal Bay resort. *"I am delighted to welcome this new flagship hotel to our network of Sofitel Thalassa Sea and Spa establishments. The Sofitel Agadir Thalassa Sea and Spa offers the best of today's thalassotherapy offer paired with Sofitel's inimitable standards and is incontestably the new well-being reference in Morocco"* explains **Robert Gaymer Jones**, CEO of Sofitel Worldwide.

The hotel designed by the Moroccan architect Jamal Laamiri Alaoui and the French interior designer Didier Rey inspires serenity and encourages relaxation. These two experts in their respective fields have combined their know-how, culture and personal inspirations to pay tribute to modernity and Moroccan culture.

The 125 rooms and 49 suites (37 Prestige suites, 10 Junior suites and 2 Opera suites), each with its own private patio overlooking the sea and offering a superb view of the bay of Agadir and the remains of its ancient Kasbah, are also an invitation to relax.

A thalassotherapy institute devoted to complete rest

On the edge of the Atlantic, separated only by a stretch of fine sandy beach, the thalassotherapy institute is an integral part of the hotel. With its elegant, pure white decor, this area is devoted to resting and replenishing both mind and body in a healthy 'detox' atmosphere.

Every aspect of the Sofitel Agadir Thalassa Sea and Spa has been considered to optimise the well-being of each guest thanks to a large range of treatments and accompaniment focusing on techniques for leading a healthy lifestyle and getting back in shape. Some of the cure programmes include consultations with a naturopath who uses natural therapies to boost the body's vital energy as well as a sporting coach who completes this programme with personalised fitness sessions indoors or on the beach.



The establishment also proposes treatments inspired by Moroccan traditions to awaken the senses and re-energize the mind and body. They are the promise of a unique experience combining the benefits of the Sea and the Land since the thalassotherapy treatments are complemented by local products: Argan oil, Barbary fig, orange blossom water, rosewater, honey, and so on.

More general well-being activities are also organised in addition to the individualised treatments. The thalassotherapy facility has 16 spacious booths, leading onto the beach or the hotel gardens, and proposes massages with Argan oil and other essential oils. A therapeutic water course of heated seawater at 32°C is open to all hotel guests to allow everyone to enjoy the health benefits of heated seawater...Other practices such as swimming against the current, aqua fitness and aqua-bike sessions, and step aerobics workouts are also available.

And, to complete the different treatment programmes, the hotel offers a wide choice of hot and cold herbal drinks and fresh fruit juices. Here the thalassotherapy expertise is associated with the health-giving properties of Morocco's finest products and treatments.

A catering offer devoted to well-being

The hotel's catering offer is also all about well-being and offers local products prepared according to the very latest dietary trends or traditional Moroccan dishes with a new twist.

There are 3 restaurants, including a gastronomic restaurant called 'Le Palais du Jardin' where the motto 'eat well to live well' reflects the choice to use only the freshest products, home-grown in the hotel garden or from the region's farms, while minimising the use of oils and fats. A naturopath and a dietician contribute to planning the menu to offer guests genuine and personalised support. Facing the ocean and perched above the gardens and the pool, the aptly-named 'Le Market' restaurant proposes a cuisine of freshly prepared seasonal products.

Finally the poolside restaurant, 'l'Atlantique', serves a simple cuisine, with particular emphasis on locally-caught fish.

Agadir

Agadir, the city of sun, is also known as the Pearl of the South and its bay is classed as one of the most beautiful in the world. The benefits of the Atlantic, the exceptional luminosity and the mild climate all year round add to the perfect conditions required for a successful thalassotherapy break. This seaside paradise is also the ideal starting point from which to explore the nearby towns of Taroudant and Tafraoute, the Souss Massa National Park and Morocco's Honey, Almond Tree and Argan Tree Trails.



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Sofitel is the only French luxury hotel brand with a presence on five continents with 120 addresses, in almost 40 countries (more than 30,000 rooms). Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York, Shanghai or Beijing, or nestled away in a country landscape in Morocco, Egypt, French Polynesia or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre".

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