



HÔTEL & RYADS BARRIÈRE
LE NAOURA
MARRAKECH



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SEMINARS

responsible

COMMITTED & responsible

PLANÈTE BARRIÈRE

The Barrière Group's Corporate Social Responsibility strategy, known as 'Planète Barrière', helps weave environmental and social considerations into how we run our businesses.

Founded over a century ago, the Group places particular emphasis on human values and environmental stewardship, and aims to offer customers a premium, enjoyable experience.

This approach is championed by our Governance team and is embraced by all members of staff across our organization. Our establishments' Sustainable Development Representatives drive our CSR strategy, rolling it out through a range of initiatives and partnerships that strengthen our ties to the local community. From customers and teams, to local authorities, suppliers and partners: all our stakeholders are engaged and involved in the process through our collaborative, constructive approach.

The "Planète Barrière" 2025-2027 strategy is underpinned by three pillars: **E**nvironment, **C**ommunity and **G**overnance.

ENVIRONMENT

"Protecting our ecosystems by striking a balance between tourism, leisure, and care for our planet"

Because we're committed to reducing our carbon footprint, the Barrière group builds circular economy principles and biodiversity protection into the core of everything we do. Our approach brings together tourism, leisure, and respect for the planet to safeguard ecosystems while shaping a more responsible, sustainable experience for everyone.

COMMUNITY

"Nurturing our customers and teams, fostering talent, and helping local communities thrive."

Our customers' and teams' health and well-being sits at the center of the Group's strategy. The Barrière

spirit focuses on nurturing talent and boosting local economies, creating an environment where everyone can grow together.

GOVERNANCE

"Securing the Group's future in a more sustainable, responsible way"

Planète Barrière benefits from strong governance support from the Group's two co-Chairs, Joy Desseigne-Barrière and Alexandre Barrière, along with Managing Director Grégory Rabuel and the entire Group Executive Committee.

The Group works to anchor and share the Planète Barrière approach across all its establishments, using tangible action and measurable results to track progress. An annual CSR assessment allows us to measure our performance, celebrate our successes, and pinpoint areas for development or improvement.

Le Naoura has signed the Charter for Responsible Events & Seminars, and is committed to upholding its principles and implementing its action plan.



OUR ISO 20121 COMMITMENTS



The Barrière Group was the first French hotel group to be awarded ISO 20121 international certification by AFNOR Certification in 2023. Issued for a three-year period, the certification demonstrates the commitment shown by the Group's establishments and Catering division. It also points to the responsible management systems applied to our activities including seminars, events, and shows.

The Barrière Group's ISO 20 121 commitments for running responsible events:

• SUPPORTING THE CIRCULAR ECONOMY

We apply circular economy principles to our Events & Seminars business, working hand-in-hand with optimized waste management through our single service provider, Take a Waste: specialists in end-to-end waste management. This approach helps us stay ahead of regulatory changes while recycling effectively. Le Naoura is also cutting back on paper by gradually shifting communications to digital formats and providing guests with a PressReader digital press service. We support cutting down on single-use packaging and finding new ways to use decorative elements, banners, badges, and brochures.

•

• OPTIMIZING NATURAL RESOURCES

A number of initiatives have been rolled out to cut water and energy use, including centralized lighting controls and resource-saving facilities.

• PROMOTING RESPONSIBLE, SUSTAINABLE FOOD & DRINK

Le Naoura champions a more sustainable approach to food & drink, combining pleasure, quality, and environmental care by offering guests local and seasonal ingredients alongside vegetarian options. We are particularly tuned into reducing food waste: tweaking our portions, adjusting container sizes, and training up our teams.

• PROMOTING SUSTAINABLE MOBILITY AND ACCESSIBILITY

Le Naoura is easily reached by train and provides services to encourage eco-friendly transport, including bikes and a shuttle service.

• FOSTERING WORK FOR THE COMMUNITY AND LOCAL ROOTS

Le Naoura takes a proactive approach to supporting its destination regions by giving its Seminar & Events guests access to 'sustainable' activities hand in hand with partner agencies and/or one local activity at every location [trips to explore architectural gems in the medina mere minutes away from the hotel, excursions deep into the Agafay Desert or Imlil Valley].



A UNIQUE

destination

A UNIQUE destination

At 2 hours 45 minutes' flight from Paris, Marrakech, "the Ocher City", makes an ideal destination for magical, memorable seminars.

With its famous 900-year-old Jemaa el-Fna Square, lively ambiance, historic sites with palaces and gardens and trendy new city, Marrakech has made a name for itself as the undisputed capital of luxury.

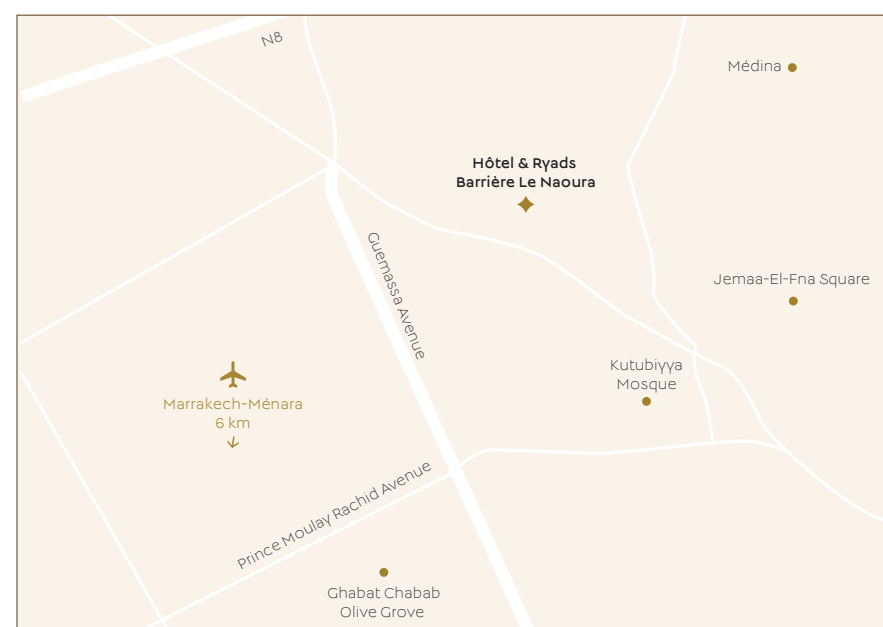
The Barrière Hotel & Riads Le Naoura is a 5-star hotel lying in the heart of the Medina, a short way from Jemaa el-Fna Square.

The hotel is a haven of peace and quiet, with 86 rooms and suites and 13 riads in a chic, refined Moroccan/Parisian style, ranging in size from 46 to 250 m².

By Plane : Marrakech Menara Airport

EVERYTHING YOU NEED

- **86 BEDROOMS AND SUITES AND 13 RYADS** with 3 to 6 bedrooms
- **2 RESTAURANTS & 1 BAR**
- **4 MEETING ROOMS** for up to 90 people
- **1 INDOOR POOL**
- **HAMMAM**
- **1 FITNESS AREA**
- **1 OUTDOOR SWIMMING POOL**





A HOTEL

At the heart of the
Atlas region

BEDROOMS

16

40 Superior and Deluxe rooms,
38 Deluxe Junior Suites, 4 Suites,
2 Riad suites, and 13 Riads



ROYAL SUITE - LE NAOURA



DELUXE ROOM - LE NAOURA



RIAD - LE NAOURA

17



ACTIVITY areas

All guests have free access to our relaxation and fitness area.

- HEATED OUTDOOR POOL
- STEAM ROOM
- FITNESS
- HYDROTHERAPY CIRCUIT
- BEAUTY CENTER
- DIWI CLUB (AGES 4 TO 12)
- TEEN CLUB (AGES 12 AND UP)





DINING

Our restaurants

DINING AREAS

22

LE FOUQUET'S

During your stay, you can savor the modern, tasty, refined cuisine of Chef Hamza Afquir, who trained at the most prestigious cookery schools in Morocco and Europe. His inventive, imaginative dishes can be enjoyed every day at his iconic restaurant, Le Fouquet's. Mingling Moroccan traditions with modern techniques, Chef Hamza revisits the classics with a contemporary twist, providing an unforgettable gastronomic experience with every meal.



LE WARDIYA

Le Wardiya, lying by the pool in shady arbors cooled by misters, offers a Mediterranean lunch menu. Here Chef Hamza Afquir expresses his bold trademark in taste, with dishes blending Mediterranean flavors and chic street food. Friendly, attentive service awaits you in a soothing musical ambience.



COFFEE

breaks & beverages

24

DINING - OUR RESTAURANTS

NUPHAR BAR

A refined list of cocktails and rare spirits awaits lovers of a cozy English-style ambiance. A selection of soft drinks is also available, for cooling down at the table or in a comfortable deckchair by the pool. No need to move: you will be served the snack of your choice while perfecting your tan.

And a varied tapas service is available all day and in the evening, ideal to go with your favorite drinks—making a moment of relaxation or an evening out even more special.





OUR SEMINAR

rooms

OUR SEMINAR rooms

28

78 rooms, 7 suites, 26 magnificent riads, and an elegant 1,000 m² wellness area. A magical setting for your events:

- **PRIVATIZABLE VILLAS,** with a pool and garden, suitable for small groups of up to 30 people
- **THREE 45 TO 50 M² AREAS** for up to 150 guests, which can be laid out for work sessions, as a projection room, or as an area for banquets or cocktails
- **A LARGE 100 M² ROOM (CAPACITY)**

29



LA BAULE RECEPTION ROOM, LE NAOURA HOTEL

OUR SEMINAR rooms

30

A team of experts to make your event a unique experience:

- **PRE-EVENT SUPPORT
FROM A PROJECT MANAGER**
- **ASSISTANCE ON SITE
FROM AN EVENT MANAGER**

And a host of partners to help you organize incentive and team-building events. The solution for all your meeting and event requirements:

- **PRIVATIZATION**
- **RESIDENTIAL SEMINARS**
- **CONVENTIONS AND CONGRESSES**
- **STUDY DAYS**
- **COCKTAILS, RECEPTIONS**

31



DEAUVILLE MICE ROOM, LE NAOURA HOTEL



PARIS RECEPTION ROOM, LE NAOURA HOTEL



ACTIVITIES

|

in Marrakech

ACTIVITIES

offered by our partners

At the Royal Tennis Club, the clay surface is ideal for keen tennis players, while our partners' 11 golf courses offer magical moments for lovers of the sport.

We take care of your bookings for a variety of activities:

- **QUAD BIKING**
- **CAMEL RIDES**
- **HOT-AIR BALLOON TRIPS**
- **DINNER IN THE AGAFAY DESERT**
- **TENNIS**
- **PADEL TENNIS**
- **PARAGLIDING**
- **ZIP-LINING**
- **PARACHUTING**
- **HELICOPTER RIDES**
- **JET- AND WATER-SKIING**

Discover our 11 golf partners in Marrakech:

- **OURIKA GOLF CLUB**
- **GOLF SAMANAH**
- **GOLF ROYAL**
- **GOLF DE LA PALMERAIE**
- **ATLAS GOLF**
- **NORIA GOLF CLUB**
- **MONTGOMERIE GOLF CLUB**
- **GOLF ASSOUFID**
- **GOLF AMELKIS**
- **GOLF AL MAADEN**





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