



HÔTEL & RYADS BARRIÈRE
LE NAOURA
MARRAKECH



LE NAOURA

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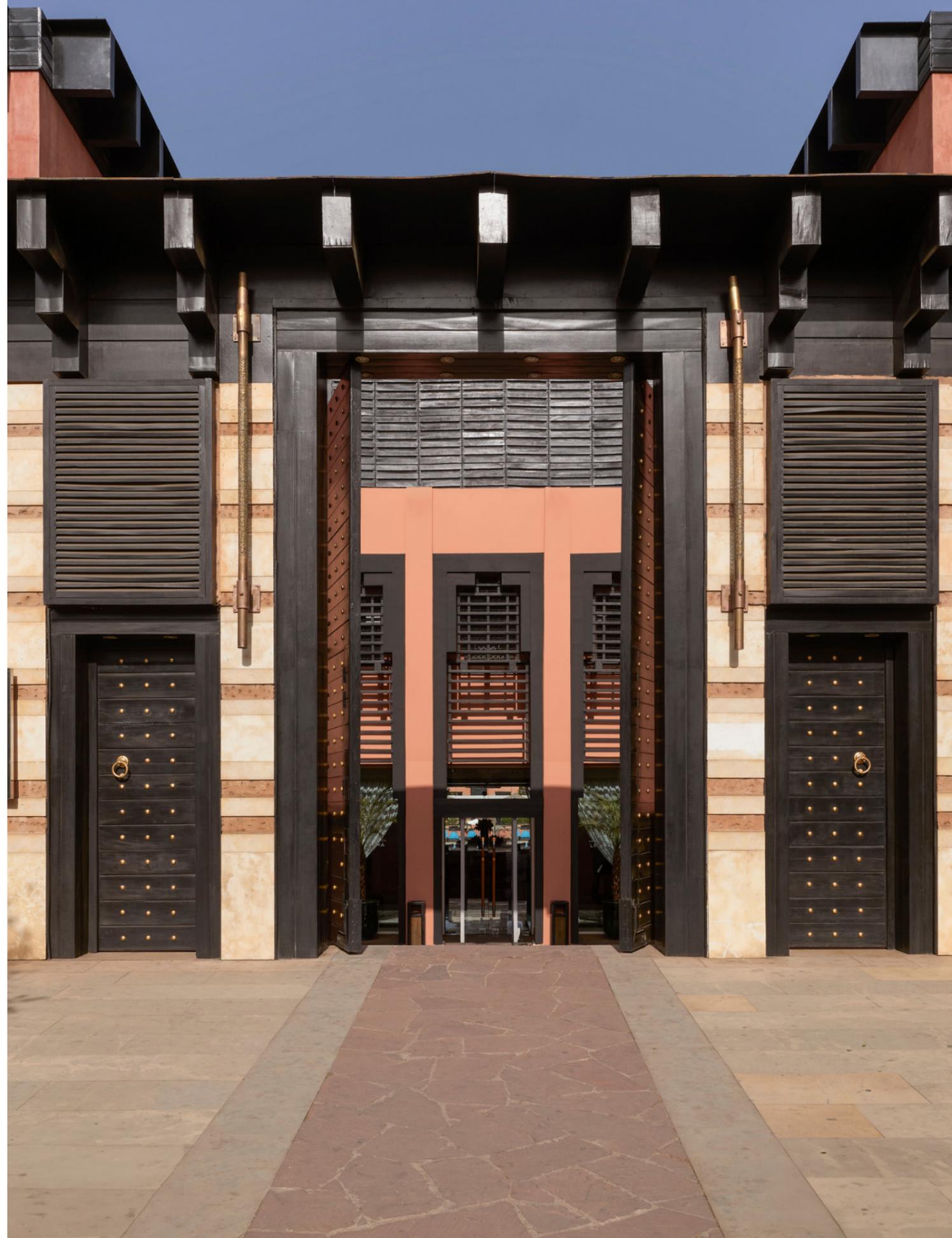
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BARRIÈRE Group

FROM GENERATION TO GENERATION KNOWLEDGE, TRANSMISSION AND INNOVATION

Barrière is above all a family business, passed down from generation to generation. It is a Group that has never stopped developing in France and abroad and diversifying around its core business: hospitality and related leisure activities.

1912–1962 FRANÇOIS ANDRÉ

François André created modern tourism in Deauville, then in La Baule in 1926. An entrepreneur at heart, he invented the concept of the “Frenchstyle resort”, bringing together a casino, hotels and sports facilities in the same place.



François André

1962–1990 LUCIEN BARRIÈRE

In 1962, Lucien Barrière, François André’s nephew, took over the Group he had joined ten years earlier. He modernized it with a view to maintaining tradition and preserving the prestigious resorts bequeathed by his uncle. In 1980, in order to unite all the establishments he owned, he created the Société Hôtelière de la Chaîne Lucien Barrière (SHCLB) and brought together the hotels and the casino of La Baule under its umbrella.



Lucien Barrière

From 1990 DIANE BARRIÈRE

In the early 1990s, Diane Barrière succeeded her adoptive father Lucien Barrière. She initiated major renovation projects and, in particular, created the inimitable “Style Barrière” by embarking on a long collaboration with the decorator Jacques Garcia. Under her aegis, the Group acquired the prestigious Fouquet’s brasserie on the Champs-Élysées in Paris in 1998. Boldness, the French art de vivre, refinement and the avant-garde would guide its legacy within the group.



Diane Barrière

Since 2023 JOY DESSEIGNE-BARRIÈRE & ALEXANDRE BARRIÈRE

Together, Joy Desseigne-Barrière and Alexandre Barrière constitute the fourth generation of entrepreneurs at the helm of the Group. Passed down from their mother, they ensure its influence, its development, its loyalty to the values that have been its strength since 1912. In 2023, the Group once again became a 100% family business, with Joy and Alexandre as the main shareholders.



Joy Desseigne-Barrière and Alexandre Barrière

Marrakesh

JUST 2 HOURS 45 MINUTES' FLIGHT FROM PARIS AND KNOWN AS THE OCHRE CITY, MARRAKESH IS THE IDEAL DESTINATION FOR MAGICAL AND MEMORABLE ESCAPADES. WITH ITS FAMOUS 900-YEAR-OLD JEMAA FNA SQUARE, ITS BUSTLING, HISTORIC SITES WITH PALACES AND GARDENS, AND ITS TRENDY NEW CITY, MARRAKESH HAS ESTABLISHED ITSELF AS THE UNDISPUTED CAPITAL OF VOLUPTUOUSNESS.



THE ATLAS



MARRAKESH



Marrakesh, an ancient imperial city in western Morocco, is a major economic centre with mosques, palaces and gardens. The medina is a densely populated, fortified medieval city dating back to the Berber Empire, with maze-like alleyways and bustling souks (markets) selling traditional fabrics, pottery and jewellery. The minaret of the twelfth-century Koutoubia Moorish mosque, the symbol of the city, can be seen for miles around.

Places of interests

- Jemâa Fna Square
- The Koutoubia
- Bahia Palace
- Ben Youssef Medersa
- Badii Palace
- The Saadian Tombs
- The menara Gardens

Journey time by plane to Marrakesh

- Paris ✕ 3h
- Lyon ✕ 3h
- Nice ✕ 2h45
- Brussels ✕ 3h30
- London ✕ 4h



LE NAOURA



OVERVIEW



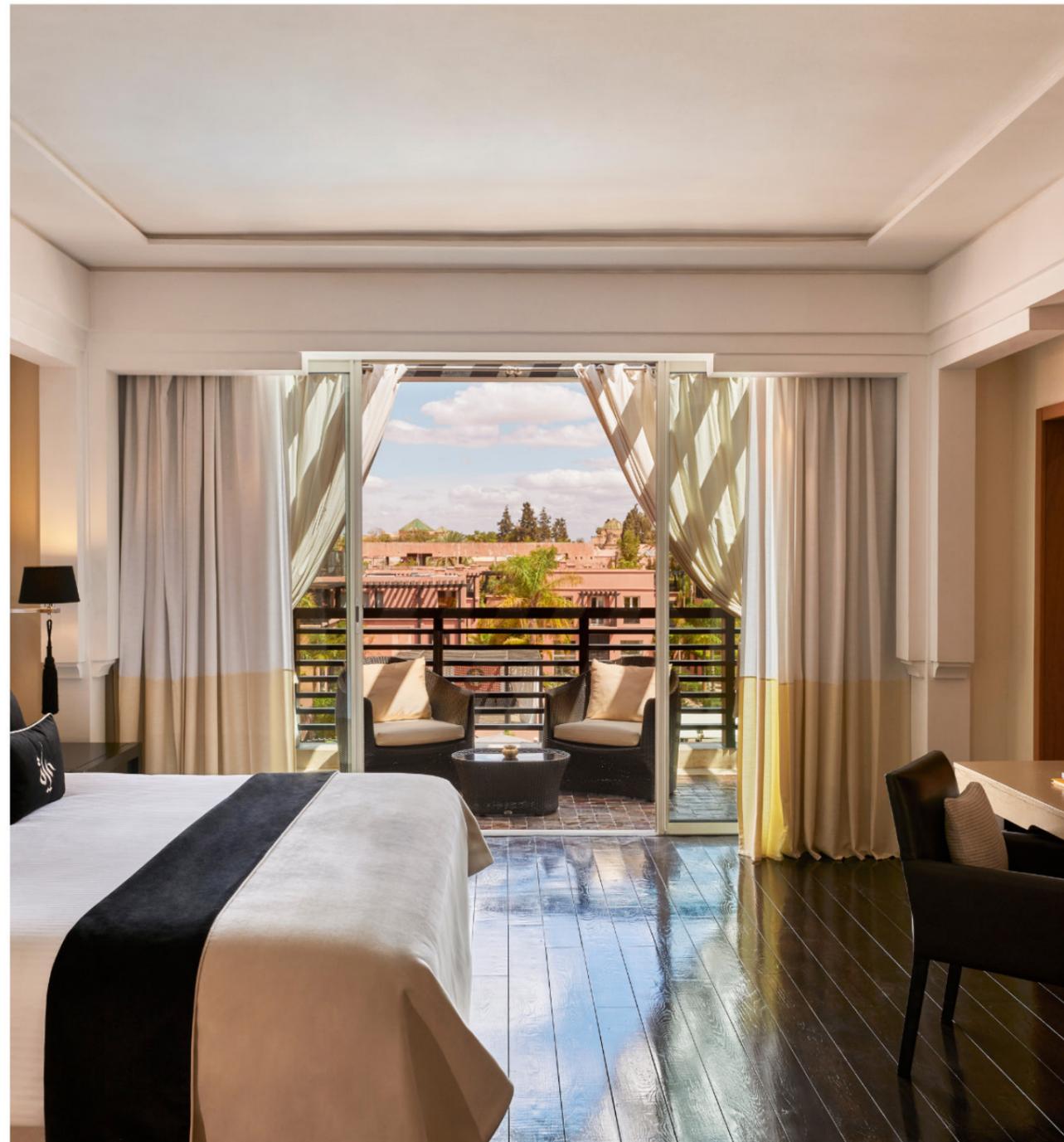
HOTEL LE NAOURA MARRAKESH

Opened in 2009, the address combines Marrakchi delicacy and French luxury... Behind its high ochre walls lies a bubble of calm and freshness where the hours pass delightfully. Its privileged location allows you to access and take full advantage of all the city has to offer. The magic of the slender heights of the Atlas Mountains has inspired this place, where the palette of delicate colours of the royal city can be found, just a stone's throw from the legendary Jemâa el Fna square...

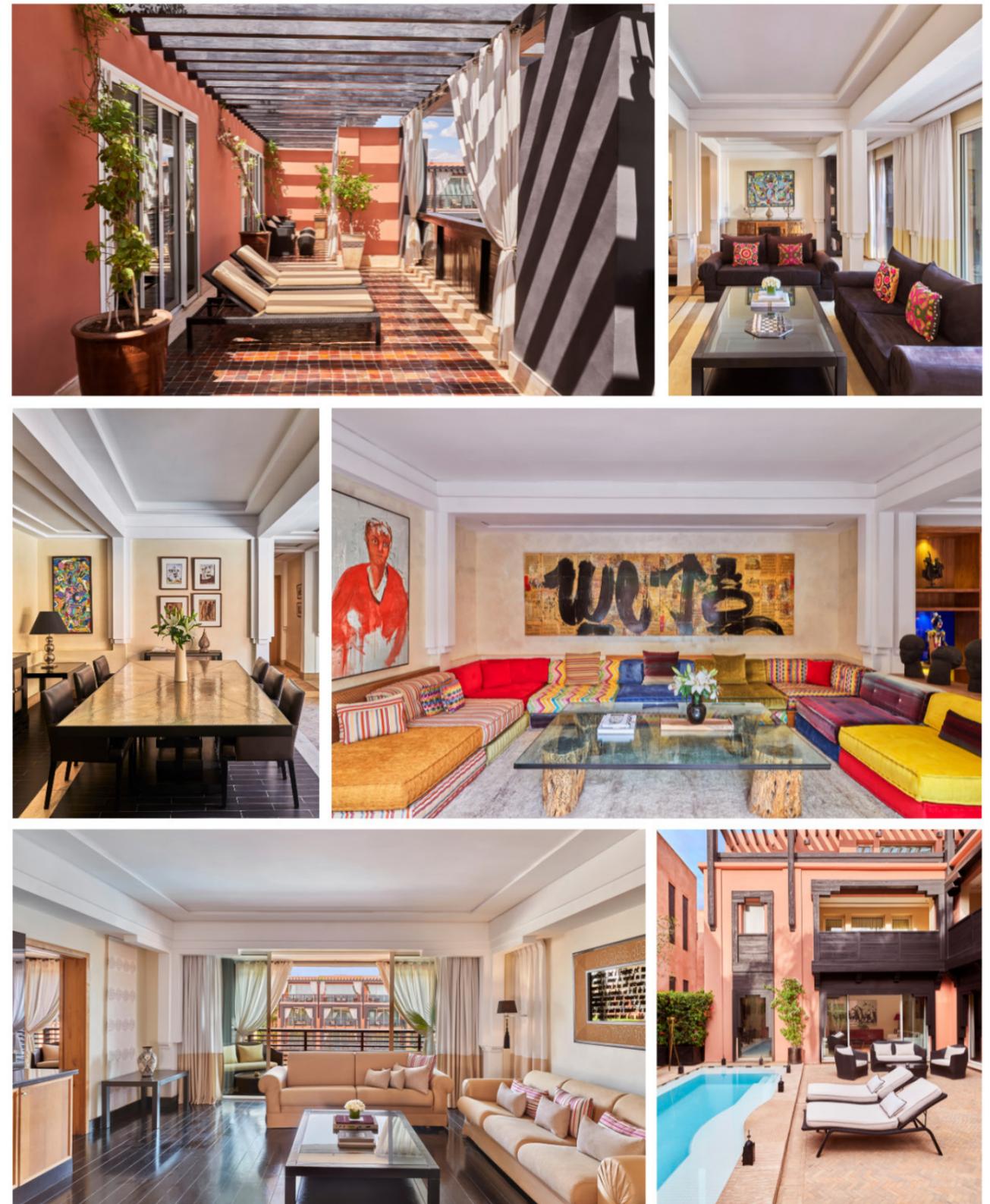
<p>ACCOMMODATION 85 ROOMS INCLUDING 58 JUNIOR SUITES AND 7 SIGNATURE SUITES 26 VILLA-RYADS</p>	<p>F&B 1 RESTAURANT • WARDYA 1 BAR • LE NUPHAR</p>	<p>WELLNESS & SPORTS SPA HEATED OUTDOOR SWIMMING POOL FITNESS AREA</p>	<p>KIDS CLUB CLUB DIWI</p>	<p>MEETING ROOMS</p>
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LE NAOURA

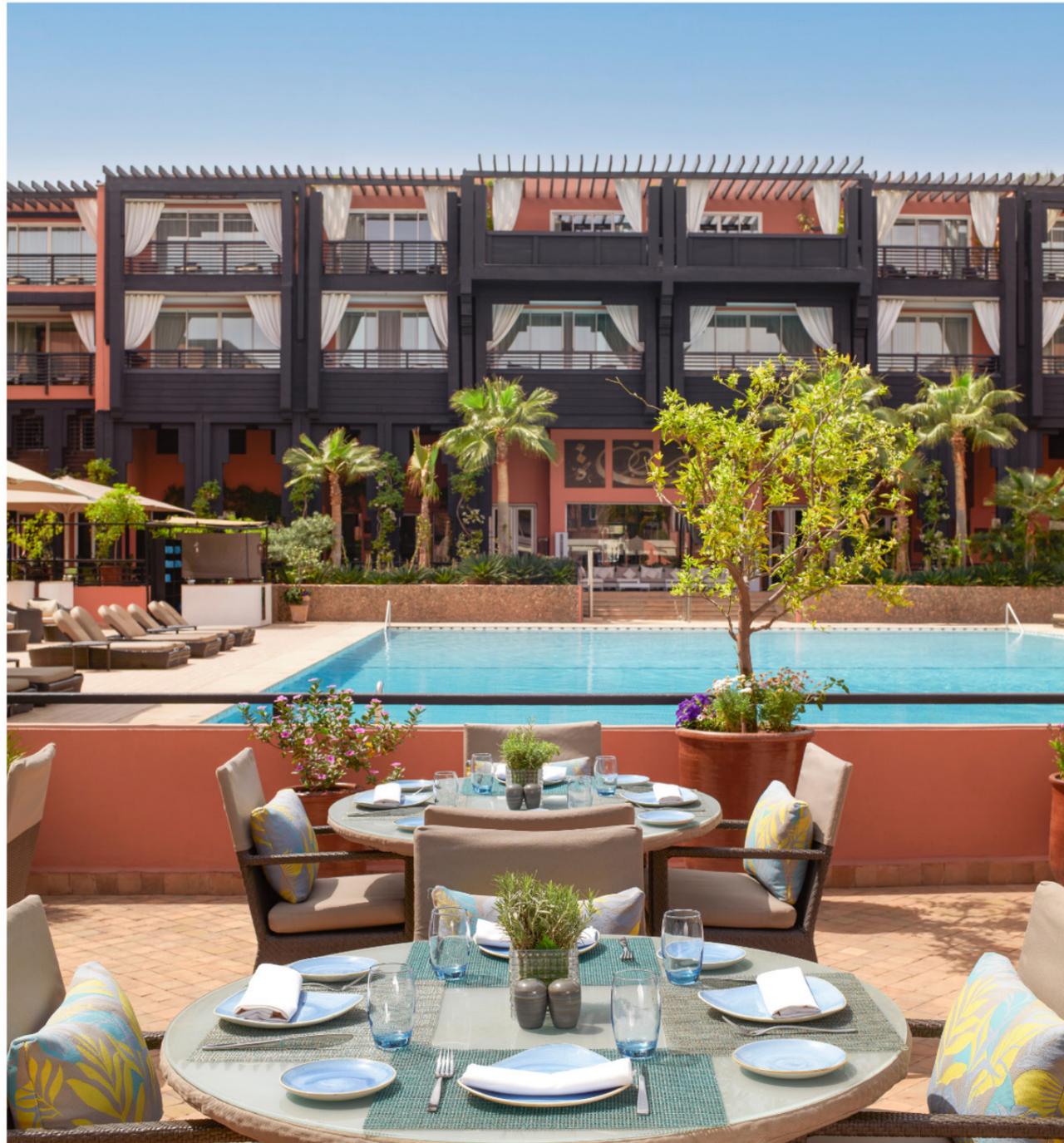


ROOMS & SUITES



85 ROOMS & SUITES AND 26 VILLAS-RYADS

LE NAOURA



RESTAURANTS & BARS



WARDYA

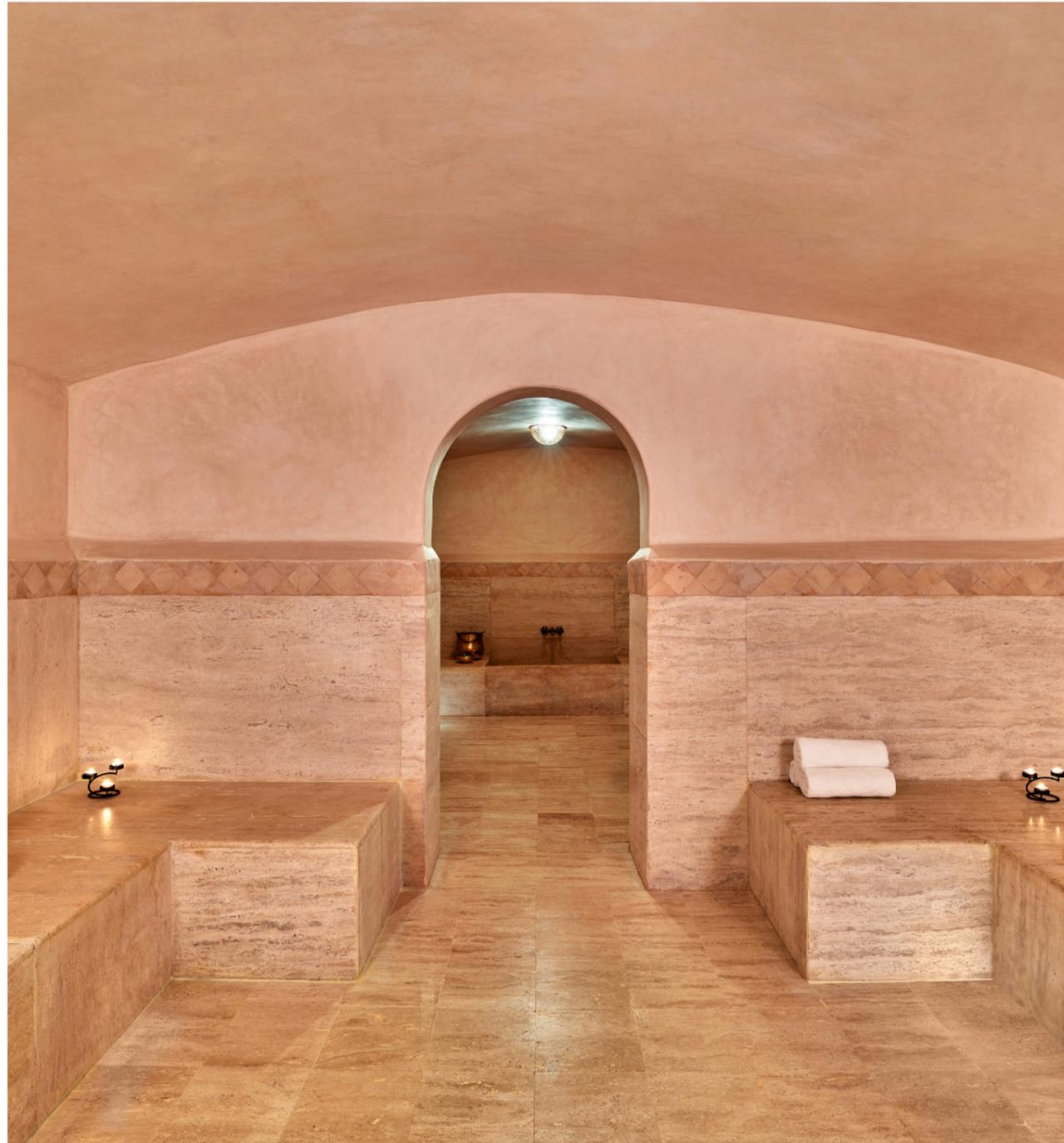
Set in a dream setting beside the estate's swimming pool and flower-filled avenues, the Wardya restaurant has been designed as an oasis of freshness. The cuisine is refined, colourful, light and inventive. Chef Hamza Afquir expresses his uninhibited signature taste, blending Mediterranean flavours with contemporary artistic creations.



NUPHAR BAR

At the Nuphar Bar, sand is the star of the show, with Pop Art portraits on the walls and columns and tables adorned with ancestral Berber signs that bear witness to the deep history of ancient Morocco. This enchanting setting offers a menu of soft drinks, rare spirits and tapas, day and night, that will delight all your senses with an eclectic journey through time.

LE NAOURA



WELLNESS & SPORTS



THE SPA

Thinking only of yourself, nothing but yourself. During a massage or facial. Feel the benefits of the Moroccan earth. Enjoying treatments with a thousand and one virtues. Escape far away, deliciously far away. Reconnect body and mind for good. Nestled in the heart of the Naoura, the spa offers a haven of peace for an experience as luxurious as it is authentic. For a weekend, a week or just a session, indulge in the treatments provided by a team of experts entirely devoted to your well-being, combining Moroccan rituals with Western treatments.

SENSORY AREA

The 7 suite cabins, including 3 duos and 4 singles, offer luxurious treatment cocoons. The decor plays with the soothing light of day to interpret the intimate rigour and gentle warmth of Marrakesh's amber soul. Serenity guaranteed.

The spa offers a selection of Signature treatments, including the Golfer's treatment and the Sahraoui message, which are as rejuvenating as they are exotic.



FITNESS CENTER

Slim down with a cardio session. Develop your strength on the weight bench. Stretch out on the floor mat to avoid aches and pains. In the refined atmosphere of the spa, the state-of-the-art fitness center offers personalised coaching every day from 7am to 9pm. Ideal preparation for you Technogym® workout, under the watchful eye of professionals.

With its omnipresent natural light and uninterrupted views over Le Naoura rose garden, the fitness center offers an enticing break from the hustle and bustle.

LE NAOURA



FAMILY

CLUB DIWI

The Club Diwi welcomes children aged between 4 and 12 with the utmost care, thanks to its dedicated facilities: access is free for hotel guests. Through a myriad of adapted activities supervised by qualified and dynamic activity leaders, they can discover the Moroccan world, among other marvels.

Toddlers can develop their curiosity by learning Arabic calligraphy and taking cookery classes. They can also make friends on the mini sign bridge, go on treasure hunts, test their table tennis dexterity, learn their table tennis dexterity, learn to swim in heated water...Theme days are also organised.

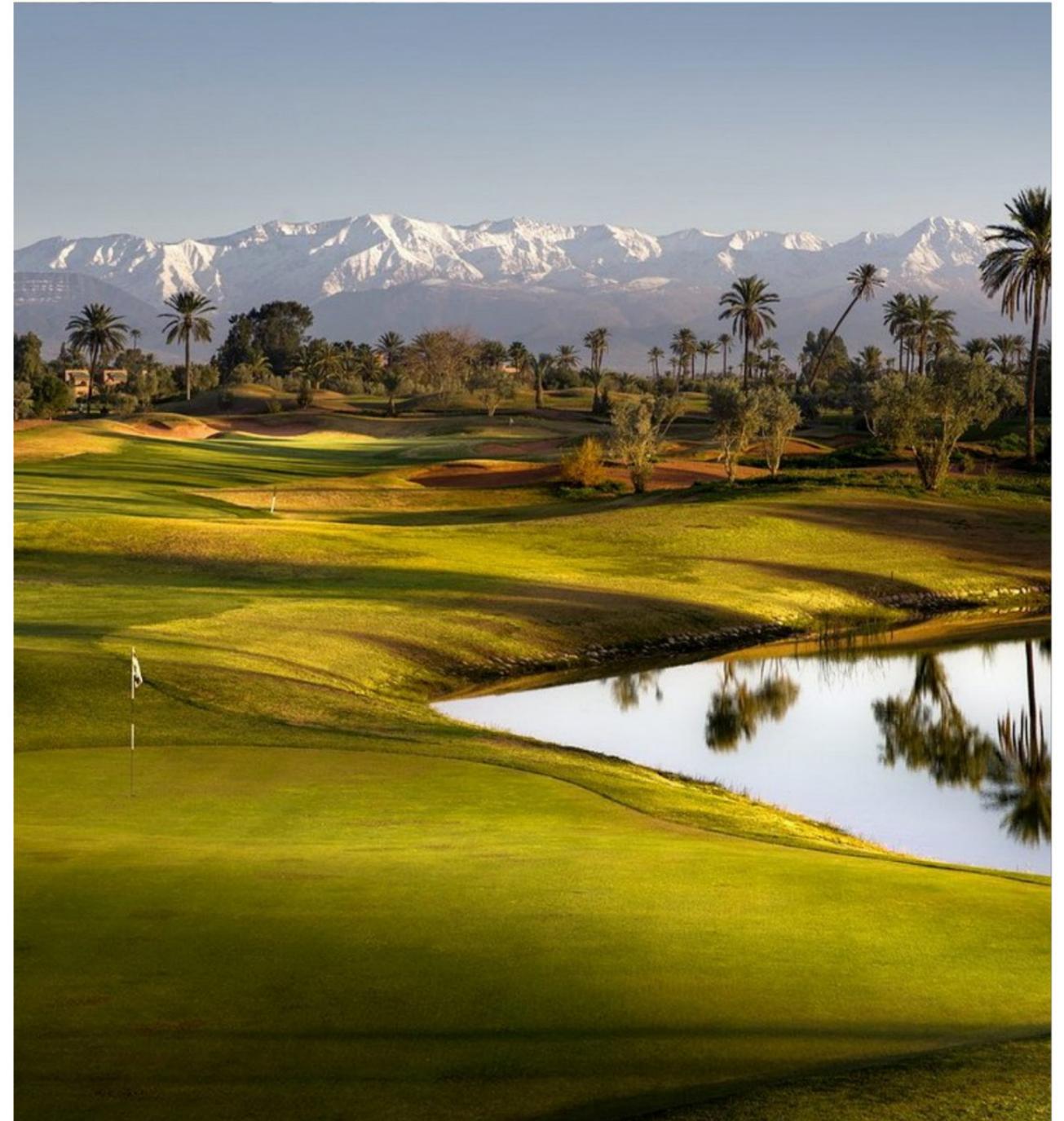


KIDS MENU

An adapted catering offer, menus with healthy products. They can also enjoy fruit mocktails in the hotel bar.



LE NAOURA



SURROUNDINGS

Discover Marrakesh



MEDINA

The Medina is Marrakesh's historic quarter, the old town that is almost a thousand years old. Here you'll find the Koutoubia mosque, the Badii palace, the Ben Youssef Medersa, the Saâdan tombs and large mansions known as Riads.

MAJORELLE GARDEN

The garden is an opulent heap of exotic plants and trees from the most distant lands, designed as both a sanctuary and a laboratory by the French painter Jacques Majorelle from 1922 onwards.



BAHIA PALACE

The Bahia Palace, a masterpiece of Moroccan architecture, is one of Marrakesh's most visited historic monuments. Built at the end of the 19th century, it is an example of Moroccan and Islamic art, with meticulously decorated rooms, lush gardens and vast courtyards.



Discover THE REGION



GOLF

This city offers superb scenery. The contrast between the snow-capped Atlas Mountains and the warm colours of the city promises a complete change of scenery. Quality golf courses to delight golfers of all levels.

HOT-AIR BALLOON

Marrakesh was built in 1062, 63 km from the jbel Toubkal, the highest point in the High Atlas and North Africa. Seen from the air, this picturesque city and the surrounding hilltop villages are a feat for the eyes.



AGAFAY DESERT

The Agafay Desert is a rocky desert ideal for hiking, with its varied landscapes and numerous signposted trails. A popular activity in the Agafay desert is camel trekking.

Discover THE REGION



IMLIL VALLEY

Located just 64 km from Marrakesh, the Imlil valley is a haven of peace and beauty. Its spectacular scenery, dominated by the snow-capped peaks of the High Atlas, makes it a destination of choice for nature lovers and hikers.

SIDE CAR

Whether you're a fan of American or vintage cars, or even a lover of beautiful sports cars, hiring an exceptional vehicle to discover Marrakesh and the surrounding region is an unforgettable experience for the driver and for the passenger!



MOUNT TOUBKAL

Mount Toubkal or Djebel Toubkal is the highest peak in the Atlas mountains and in North Africa. The summit rises to 4,167 m. its proximity makes it ideal for a weekend climb. The climate at Toubkal is mountainous, and the summit is covered in snow in winter.

Discover OUR PASS



CULTURE PASS

A guided walking tour of some of the Medina's most beautiful sights, just a few steps from Le Naoura, to do on your own, as a couple or with the family:

- Dar el Bacha, Museum of Confluences
- The Ben Youssef Medersa
- The Secret Garden
- The Bahia Palace

ADVENTURE PASS

Ideal for thrill-seekers, discover new excursions off the beaten track:

- Tyrolean traverse
- Medina biking
- Quad
- Dromadary trekking



RELAXATION PASS

Each treatment at the spa in Le Naoura is a unique sensory experience. All the refinement of Morocco and its beauty rituals, signature treatments through these 3 treatments:

- Barrière signature
- Facial treatment
- Hand beauty treatment



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WWW.HOTELSBARRIERE.COM