DARE

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Organising a Seminar in Morocco: The Guide

Everything to plan a seminar in Morocco: when to go (seasons, Ramadan and 2027 holidays), which city for which objective, which venues, flights and transfers from Paris, formalities, alcohol and customs, the budget lines and a final checklist. Free, as a PDF.

Before you start

A seminar in Morocco is won or lost before departure: season, city, venue, flights, paperwork. This guide gathers what we check on every brief, in the order the questions come up. It contains **no prices**: everything is tailor-made and quoted on request, and a figure published today would be wrong tomorrow. It gives you the budget **line items**, so nothing is forgotten.

A word on who is writing: **in Morocco, Dare-Dare is its own DMC** (Destination Management Company), based between Paris and Casablanca. In practice we design and run your seminar ourselves, with a dedicated project manager, local suppliers we know, and a team reachable in French. We cover Casablanca, Rabat, Marrakech, Tangier, Fez and Essaouira.

1. When to go

SEASONS

Morocco does not have one climate, it has several. For a seminar, the safest rule is the shoulder seasons.

Period	What to expect	Our view
March to May	Sun, mild temperatures, sometimes cool nights in March	Our favourite window
June to September	Marrakech: roughly 35 °C on average, with afternoon peaks above 40 °C according to sources	Avoid inland unless the programme is built around the heat (mornings, pool, late evenings); the Atlantic coast (Essaouira, Casablanca) is gentler
September to November	Mildness returns; a little rain possible, cool evenings in November	Excellent window, our second choice
December to February	Clear days but cold nights, especially in the desert	Possible, with heating in venues and evening clothing planned

Orders of magnitude for Marrakech (1991-2020 averages cited by the sources at the end of this guide): January is the coolest month at about 12.5 °C on average; August the warmest, about 29 °C monthly average, with afternoon highs much higher. Figures vary between data providers: for a specific date we check the official forecast (Météo Maroc) as the seminar approaches.

THE DESERT AND THE NIGHT

In Agafay, the day/night gap is marked all year. An outdoor dinner in November or March calls for blankets, braziers and a closed-tent plan B.

RAMADAN 2027

This calendar changes everything, and it shifts by ten to eleven days every year.

- **Likely start of Ramadan 2027: Monday 8 February 2027** (first night on the evening of 7 February).
- **Likely end: 9 or 10 March 2027**, with Eid al-Fitr on 10 March if the month has 30 days, or from 9 March if it has 29.
- **These dates are astronomical forecasts.** In Morocco, the start and end of the month are officially announced after the crescent moon is sighted (the "night of doubt"). They can therefore move by one day. We lock nothing before the announcement.

What it changes for a seminar:

- the rhythm of service (fewer lunches, late dinners after the fast is broken) and the energy of local teams;
- working hours of suppliers and administrations;
- alcohol: see section 6;
- the experience itself: a well-run iftar dinner (breaking the fast) can be a highlight, provided it is designed with respect.

Our advice: for a February-March 2027 seminar, favour the second half of March (after Eid) or April. Ramadan does not stop you working in Morocco, but the programme must be rethought.

OTHER HOLIDAYS IN MOROCCO IN 2027

Religious holidays are set by moon sighting: their dates are **estimated** and may move by a day. National holidays have fixed dates.

2027 date	Holiday	Type
Monday 11 January	Independence Manifesto	National
Thursday 14 January	Amazigh New Year	National
Tuesday 9 or Wednesday 10 March (estimated)	Eid al-Fitr, end of Ramadan	Religious
Saturday 1 May	Labour Day	National
Sunday 16 or Monday 17 May (estimated)	Eid al-Adha	Religious
Sunday 6 June (estimated)	Islamic New Year (1 Muharram)	Religious
Friday 30 July	Throne Day	National
Saturday 14 August	Oued Eddahab Day	National
Saturday 14 August (estimated)	Mawlid (Prophet's birthday)	Religious
Friday 20 August	Revolution of the King and the People	National

2027 date	Holiday	Type
Saturday 21 August	Youth Day	National
Sunday 31 October	Eid Al Wahda (Unity Day)	National
Saturday 6 November	Green March	National
Thursday 18 November	Independence Day	National

Our advice: around Eid al-Fitr and Eid al-Adha, suppliers, transport and hotels are in high demand and many teams are on leave. Avoid these dates, or book very early.

Sources: national portal maroc.ma for national holidays; astronomical projections (The National, Wego, Umm al-Qura calendar) for religious holidays, accessed 24 October 2026.

2. Which city for which objective

City	For which objective	What to know
Marrakech	Incentive, team-building seminar, signature dinner. From a 20-person executive committee to a convention of several hundred	The widest choice of palaces, riads and palatial houses; the international airport is close to the centre; the Agafay desert is under an hour away
Casablanca	Business meetings, conventions, leadership seminar, stopover for attendees who combine it with local meetings	The economic capital; business hotels, large rooms; our local base. Less postcard, more efficient
Rabat	Institutional or sober seminar, events linked to institutions and heritage	Administrative capital, calm atmosphere; a good option for a group that wants to work without distraction
Tangier	Seminar with character, a change of scenery close to Europe, groups curious about architecture and culture	A city between two worlds; high-speed rail link to Casablanca (Al Boraq, check timetables with ONCF)
Fez	Cultural and heritage seminar, teams sensitive to craftsmanship	The oldest of the imperial cities; a huge medina, on-foot logistics to plan
Essaouira	Breathing space, creative seminar, small groups, relaxed formats	About two and a half hours by road from Marrakech; UNESCO-listed medina, a noticeable wind; water sports and barefoot evenings
Agafay	A signature evening or night in the stone desert	Under an hour from Marrakech; luxury tented camps; everything has to be brought in (water, power, cold, security)

Most often we combine: two working days in Marrakech, one evening in Agafay, one day in Essaouira.

3. Which type of venue

PRIVATISED RIADS

A riad is a house with a courtyard behind an anonymous medina door: zellige tiles, fountain, orange trees, roof terrace. Ideal for intimate formats and dinners. Constraints: capacity is limited, the medina is pedestrian (porters, welcome at the gates), acoustics are tight, and technical equipment (screens, control desk) needs careful installation.

PALACES AND LARGE HOTELS

Plenary rooms, rooms in numbers, catering, spa: everything on site. These are the venues of easy logistics. The watch point is the contract: room release date, attrition clause, minimum food and beverage spend.

RECEPTION PALACES AND ESTATES

In the palm grove or on the outskirts, they host several hundred guests in a strong setting. To check: coach access, power, toilets, hours and sound limits.

THE AGAFAY DESERT

Luxury tented camps, rugs, fires, musicians, starry sky. One example of a luxury Agafay camp we contacted for a seminar: Les Terrasses d'Agafay (Inara Collection), about twenty-five tents according to the latest information received, rates on request from the venue (see sources). Every venue must be re-checked before a quote: capacities and availability change.

THE ATLANTIC COAST

Hotels facing the ocean, estates, private beaches. The natural setting replaces the set design.

In every case: a venue is only recommended after checking that it exists, accepts private events, and can host your exact number of guests.

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4. Flights and transfers from Paris

FLIGHTS

- **Paris-Marrakech**: direct flights, about 3 h 15 to 3 h 50 depending on the source and the airline (Royal Air Maroc, Transavia, easyJet, Air France among others, depending on the period).
- **Paris-Casablanca**: direct flights, about 3 hours to 3 h 45 depending on the source.
- Time difference with Paris: small and depends on the season and on how Morocco sets its clocks (Morocco has historically changed its time during Ramadan). To be checked for each departure, and confirmed for 2027.

Durations come from comparison sites (Omio, Trip.com, Flight-Report); they give an order of magnitude. Airlines, frequencies and schedules change by season: we check airline websites when blocking seats.

FOR A GROUP

- **Seat block**: ask for a group option early; above a certain size, airlines apply group conditions.
- **One flight or several?** Everyone on the same flight eases the welcome; several flights require rotating reception.
- **Airport welcome**: hosts with signs, badge handover, labelled luggage, enough vehicles.
- **Return flights**: leave a margin for the first flight of the day and staggered departures.

TRANSFERS

- Airport to hotel: shuttles or minibuses, with one person in charge per vehicle.
- Medina: no cars in the alleys, so a meeting point, porters and escorts.
- Desert: suitable 4×4s or minibuses, drivers who know the track, an organised night return.
- Between cities (Marrakech - Essaouira, Casablanca - Marrakech): private coach, or train depending on the links (times and durations to be checked with ONCF or the carrier).

Our team handles flights, airport welcome, transfers and rooming, with a team reachable in French.

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5. Formalities

Entry rules change. Always check on the official sites at your departure date. This section is dated **24 October 2026**.

PASSPORT

- **For French nationals**: a passport valid for **the whole stay** is required. The national identity card alone no longer allows entry to Morocco, including for organised groups. (France Diplomatie, page "Morocco, entry and stay", last updated 15 September 2026.)
- On arrival, check that the passport is stamped by border police.
- A return ticket and sufficient means of subsistence may be requested on arrival.
- Minors need their own passport.

Our production advice: ask every participant for a passport copy **at least six to eight weeks before departure**, and check each expiry date. It is the most frequent cause of denied boarding.

VISAS BY NATIONALITY

- **French nationals and nationals of most European Union countries**: no visa for a short tourist or business stay, according to the secondary sources consulted (up to 90 days). The official French

page only mentions three months as the threshold for an exceptional extension, handled by the Moroccan immigration service.

- **Other nationalities**: some are exempt, others fall under the electronic visa (e-Visa) or a standard consular visa. Lists change (for example, an exemption for Albanian nationals announced from 15 August 2026 according to VisasNews). **We do not publish a list here, because the official list must be checked at your departure date** on: the Kingdom's e-Visa portal (acces-maroc.ma), the consulates portal (consulat.ma), the Moroccan foreign ministry site (diplomatie.ma), or the Moroccan consulate in your country.
- **Beware of fake sites**: several unofficial sites impersonate the e-Visa portal.
- **For an international group** (participants of several nationalities): we build the nationality-by-nationality table as soon as we receive the attendee list.

HEALTH AND SAFETY

- Check the French foreign ministry page for Morocco for current alerts (on 24 October 2026, the page notably lists an enhanced vigilance alert for French nationals abroad, dated 10 September 2026, and a health alert on rising measles cases, dated 13 March 2026).
- Have vaccinations checked with each participant's doctor.
- Insurance: the agency holds professional liability cover; repatriation and cancellation insurance for the group should be planned (let us discuss it).

DRONES AND FILMING

Bringing a drone into Morocco is prohibited without prior authorisation for professional needs. If you want aerial images, tell us very early: the authorisation takes time.

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6. Alcohol and local customs

Alcohol is not the point of a seminar, but you need to know the framework. Alcohol abuse is dangerous for your health; drink in moderation.

- **Legal framework**: in Morocco, the sale of alcohol is regulated. Licensed establishments may serve it; a 1967 decree forbids selling or offering alcohol to Muslim Moroccans. Tourists and foreign residents are treated differently. In practice, enforcement varies by city and by day.
- **Where?** Alcohol is served in hotels, some restaurants and licensed venues. It is not on sale everywhere. A privatised venue (riad, camp, estate) does not necessarily hold a licence: check **before** signing, with the caterer or bar supplier.
- **Ramadan**: a directive from the Ministry of the Interior bans alcohol sales in tourist establishments during the month, according to the Moroccan press; enforcement may vary by city (an exemption for foreign tourists in Fez has been reported, without a precise date in our sources). To confirm for 2027 with the venues.

- **Your Moroccan colleagues**: if Moroccan team members attend, plan quality non-alcoholic drinks, not leftovers from the menu. A carefully designed alcohol-free offer is our norm anyway.
- **In public**: outside licensed venues, do not drink alcohol in the street; during Ramadan, be discreet when eating, drinking and smoking in public in front of people who are fasting.

CUSTOMS TO SHARE WITH YOUR PARTICIPANTS

- **Dress**: smart casual; shoulders and knees covered in medinas and religious sites; a jacket or shawl for the desert in the evening.
- **Photos**: ask before photographing a person, especially craftspeople and shopkeepers.
- **Medina and souks**: negotiated prices, a smile, patience. A guide or escort avoids the traps.
- **Money**: the Moroccan dirham (MAD); outside hotels, many payments are in cash. We handle local payments.
- **Prayer times**: take them into account in the schedule, especially Friday midday and during Ramadan.
- **Hospitality**: mint tea is rarely refused.
- **Religious sites**: most mosques are not open to non-Muslims (the Hassan II mosque in Casablanca is an exception to check against its visiting hours).

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7. Budget: the line items, without prices

We give no amounts: they depend on the date, the number of participants and the service level. Here are the line items every budget for a seminar in Morocco must contain.

Line item	What it contains	The trap
International transport	Group flights, baggage, airport welcome	Varies with booking date; hold baggage extra
Accommodation	Rooms, breakfast, tourist taxes	Room release date, attrition, single or double rooms
Work venues	Plenary room, breakout rooms, audiovisual equipment	Room hire on top of, or included in, the hotel package
Catering	Lunches, dinners, breaks, drinks	Minimum catering spend in the contract; drinks charged separately
Signature evening	Venue, decor, furniture, lighting, musicians, caterer	Power and water in the desert, insurance, security
Programme and entertainment	Workshops, visits, sports activities, guides, DJ, performers	Slot reservations, activity insurance
Transfers	Airport, hotel, venues, between cities	Number of vehicles, waiting hours, night trips

Line item	What it contains	The trap
On-site staff	Production team, hosts, control room, security, doctor	Night overtime
Technical	Sound, light, video, interpretation, wifi	Equipment shipped from abroad, customs
Decor and furniture	Set design, flowers, rugs, textiles	Transport, hire rather than purchase
Gifts and goodies	Welcome gifts, printing, labelling	Customs clearance, production lead times
Permits and insurance	Drones, filming, public site, group insurance	Administrative lead times of several weeks
Contingency	Safety margin, weather plan B	A margin is not a luxury
Fees and management	Production, coordination, follow-up	More transparency = fewer surprises

For a real estimate: an answer within 24 hours, a 15-minute discovery call, and a tailor-made quote.

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8. How much lead time

Our indicative estimate for a seminar abroad: **4 to 6 months** between brief and departure. Less is possible, but the most sought-after venues (riads, desert camps, hotels in high season) go first. Peak-demand periods, notably March to May and September to November, are booked earliest.

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9. Final checklist

Six to three months before

- [ ] Seminar objective written in one sentence (cohesion, reward, strategy, launch)
- [ ] Number of participants and nationalities
- [ ] Dates chosen outside Ramadan, or programme adapted if they fall within it
- [ ] City or cities and three venue options compared on the same specification
- [ ] Hotel options placed, with release date noted
- [ ] Group option on flights

Three months to one month before

- [ ] Passport copies received and expiry dates checked
- [ ] Visas checked nationality by nationality on the official portals
- [ ] Day-by-day programme, with a weather plan B for each highlight
- [ ] Alcohol licence checked for each privatised venue
- [ ] Dietary requirements, allergies, accessibility collected

- [ ] Permits filed (drone, filming, public place)
- [ ] Group insurance, repatriation, cancellation
- [ ] Contracts signed and deposits paid

One month to one week before

- [ ] Road book sent to participants (programme, dress, weather, useful numbers)
- [ ] Flight manifest and rooming list finalised
- [ ] Transfers, drivers and hosts confirmed
- [ ] Suppliers reconfirmed (caterer, technical, performers)
- [ ] Vaccines and health alerts rechecked on the French foreign ministry site

On the day and on site

- [ ] Airport welcome: signs, badges, labelled luggage
- [ ] One person in charge per vehicle and per venue
- [ ] Team and doctor emergency number shared
- [ ] Prayer times and rest breaks built into the schedule
- [ ] Daily check-in with the dedicated project manager
- [ ] Departure: passports, lost items, staggered departures

Afterwards

- [ ] Hot debrief, thanks to suppliers, participant feedback
- [ ] Invoices and balances followed up

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10. Why a DMC, and why us

Producing in Morocco from Paris with no local relay means more intermediaries, longer payment delays, more surprises. A DMC is a network woven year after year: the right venues, the right caterers, the right guides, the right contacts for permits.

Dare-Dare is its own DMC in Morocco, between Paris and Casablanca. The same standard as in Paris, local suppliers paid a fair price, a dedicated project manager, a team reachable in French.

Have a project? Tell us about it: a 15-minute discovery call, an answer within 24 hours.

You dare us, we did it.

Sources (consulted 24 October 2026)

- France Diplomatie, Morocco, Entry / stay (updated 15 September 2026): https://www.diplomatie.gouv.fr/fr/information-par-pays/maroc/conseils-aux-voyageurs-entree-

sejour

- France Diplomatie, Morocco overview page with alerts (updated 10 September 2026): https://www.diplomatie.gouv.fr/fr/conseils-aux-voyageurs/conseils-par-pays-destination/maroc/
- The National, "Ramadan 2027 dates", projections from the UAE Astronomy Centre (article updated 6 October 2026): https://www.thenationalnews.com/news/uae/2026/09/09/ramadan-2027-dates-eid-al-fitr-holiday/
- Tuniscope, astronomical calculations for the first day of fasting 2027 (6 October 2026): https://www.tuniscope.com/ar/article/441760/actualites/societe/ramadan-2027-voici-la-date-du-premier-jour-de-jeune-selon-les-calculs-astronomiques-465811
- Morocco e-Visa portal (eligibility form, list not readable from our tool): https://www.acces-maroc.ma/
- VisasNews, visa exemption for Albanian nationals from 15 August 2026: https://visasnews.com/maroc-les-albanais-exemptes-de-visa-a-partir-du-15-aout-2026/
- Action-Visas, Morocco e-Visa (secondary source, e-Visa terms and 72 exempt nationalities, to cross-check): https://www.action-visas.com/visa/Maroc-e-Visa
- Omio, Paris-Casablanca: https://www.omio.fr/vols/paris/casablanca ; Flight-Report, Paris Orly-Marrakech: https://flight-report.com/fr/route/ORY-RAK ; Trip.com, easyJet Paris-Marrakech: https://fr.trip.com/hot/easyjet-paris-marrakech/ (flight durations, consulted 24 October 2026)
- Marrakech climate: https://www.climatsetvoyages.com/climat/maroc/marrakech ; https://www.partir.com/Maroc/Marrakech/2542997/quand-partir.html ; https://www.ou-et-quand.net/partir/quand/afrique/maroc/marrakech/
- Alcohol in Morocco (decree of 17 July 1967, Ramadan directive, article 222 of the Penal Code): https://telquel.ma/2019/05/21/benkirane-cest-lyautey-qui-a-interdit-la-vente-dalcool-aux-musulmans_1639155 ; https://www.bladi.net/vente-boissons-alcoolisees-ramadan,81750.html ; https://fr.le360.ma/societe/nouvel-an-de-lhegire-lalcool-autorise-a-casablanca-interdit-a-marrakech-174233/ (press; no recent official text found)
- Dare-Dare, article "Organiser un événement au Maroc": https://www.agence-dare-dare.fr/blog/evenement-maroc-dmc.html
- Dare-Dare, internal venue log (Les Terrasses d'Agafay, mail of 17-18 June 2026): `.claude/cerveau/lieux.md`

This guide is for information. Entry rules, dates and schedules must be reconfirmed at your departure date with the official sources.

An event in mind?

Write to us: contact@agence-dare-dare.fr · +33 6 81 96 93 62 · agence-dare-dare.fr. Reply within 24 hours.

L'abus d'alcool est dangereux pour la santé, à consommer avec modération.