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Developer of Le Jardin de Fleur announces Radisson Resort & Spa Saïdia

Radisson Hotels & Resorts, part of the Rezidor Hotel Group, with over 330 hotels in operation and under development with more than 68,000 rooms in 53 countries, has selected the beautiful new destination of Saïdia for its first entry into the Moroccan market.

In a joint partnership with Property Logic, the developer of Le Jardin de Fleur Resorts Morocco, the Radisson Resort & Spa Saïdia will manage 384 rooms and 97 villas, scheduled to complete in 2010. "With this signing we are adding a new and emerging country to our pipeline and are now present in 53 countries across EMEA", comments Kurt Ritter, President & CEO of Rezidor. "In the Middle East and Africa we now have 47 hotels with almost 11,500 rooms in operation and under development – a clear sign for our commitment to this region."

Located along six kilometers of idyllic beaches on the north-east Mediterranean coast of Morocco, Radisson Resort & Spa Saïdia will comprise pool villas and residences (2 to 3 bedrooms) and luxury sea view suites (1 to 2 bedrooms). In addition, the Radisson resort will offer 4 restaurants, 3 bars, a 1,500 m² Moroccan-themed spa and thalasso centre, 5 outdoor pools, 1 indoor pool, 2 fitness centres, a kid's club, shops, tennis courts, an amphitheatre, a beach club and 1,500 m² meeting and conference facilities - making it an ideal year-round destination ideal for business and leisure travellers.

Investment opportunities are on currently on offer in the Radisson Resort & Spa under leaseback agreements managed by Le Jardin de Fleur. Owners benefit from generous usage of the resort in addition to peace of mind as their property works hard for them in generating excellent return on investment through annual rental income and capital appreciation.

Le Jardin de Fleur is the brand name behind the eleven most luxurious developments within the Mediterranean-Saïdia project - the first of six government backed coastal resorts that form part of the Moroccan Government's Plan Azur tourism strategy to bring 10 million annual visitors to the country by 2010. The 7 million m² master plan will feature a 6 km beach promenade, a 1000 berth marina, three 18 hole golf courses and numerous restaurants, shops and exclusive beach clubs.

It is expected that Le Jardin de Fleur will announce further hotel partnerships for its other resorts within Saïdia over the coming months.

"Our objective is to provide a unique and pleasurable experience to owners and guests and our strategy is based on selecting only the best hotel partners to provide the high levels of service and quality that these resorts demand. Radisson, with its international experience and reputation for quality, shares our vision to create a world class tourism destination in Saïdia," said Sean Cusack, Managing Director of Le Jardin de Fleur Resorts.

Significant investment has been injected into the development of the infrastructure, roads and surroundings of Saïdia, in addition to substantial expansion of nearby Oujda International Airport (40 km) which is expected to provide capacity for numerous chartered and scheduled airline routes over the next two years. Nearby tourist attractions include the Figuig desert oasis and the imperial city of Fez, while Saïdia offers a 17th century Kasbah, traditional Moroccan restaurants and annual summer music festival.

About Le Jardin de Fleur

Le Jardin de Fleur resorts in Mediterranean-Saïdia comprises 11 individually designed resorts offering luxury villas with pools, extra spacious apartments and beachfront residences. The exclusive resorts feature beautifully designed Moroccan clubhouses, multiple themed restaurants, bars, outdoor and indoor pools, lagoons and gardens, kids clubs and entertainment menus, spas, fitness centres, and a wide variety of on-site sports facilities.

Le Jardin de Fleur offers excellent property investment opportunities where owners can benefit from annual rental income through lease-back options. Each of the resorts will be operated by international and boutique hotel chains specialising in the luxury market.

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