



**Press release**  
**For immediate release**

## **TIME Hotels expands into Morocco**

*UAE-headquartered hospitality company signs agreement to manage equestrian eco-resort in Morocco's Atlas Mountains*

**Dubai, United Arab Emirates, 07 November 2022:** UAE-headquartered [TIME Hotels](#) has signed an agreement to manage 35 luxurious lodges in an equestrian eco-resort in Ifrane's National Park in Morocco's Atlas Mountains, its first property in the North African country.

The Atlas Crown Collection by TIME Resort will undergo a major extension and facelift which is expected to be completed by the end of 2023. It will comprise of 17 luxurious, cedar wood lodges, 18 hotel suites, a conference center, a heated outdoor & indoor swimming pool, restaurant, man-made lake, wellness spa, horse stables and a kids' club.

The rejuvenating spa offers Hamman along with massage treatments, combining both physical and mental wellbeing. The resort chef will also prepare menus using healthy organic food, with vegetable and herb gardens located in their extensive gardens.

Outdoor activities include horse riding, mountain biking as well as hiking tours through the national park forest, enabling guests to connect with nature and admire the stunning views across the Atlas Mountains. Golfers will not feel left out either with the 18-hole Michlifan Golf & Country Club within easy reach.

"The resort is located approximately one hour by car from Fes airport, which has regular connecting flights to Casablanca and Rabat. The resort will be an ideal all-year-round getaway for families and couples to unwind and relax in a beautiful natural environment. Located on the lakes circuit, Atlas Crown is just at a walking distance from several lakes." commented [Mohamed Awadalla](#), CEO of TIME Hotels.

The signing ceremony took place at the African Hospitality Investment Forum (AHIF) 2022, which this year took place in Taghazout near Agadir.

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**Photo caption:** Mohamed Awadalla, CEO of TIME Hotels at the signing ceremony held during the African Hospitality Investment Forum (AHIF) 2022.

### **About TIME Hotels**

TIME Hotels was founded in 2012 by a multinational team dedicated to the art of international hospitality. Each of our hotels in the UAE is run with incomparable passion, with all travel needs not only anticipated but exceeded. The scope of our ideas can be seen in every aspect of TIME Hotels, from the sumptuous room features to the deft skills of our events staff. Visit one of our remarkable properties and find your concept of hospitality and travel redefined.

TIME Hotels' family of properties epitomizes the unparalleled hospitality of the region. Found in some of the most desirable UAE locations and beyond, TIME Hotels' provides travelers with international modern & stylish accommodations that speak to contemporary trends, as well as the famed Arabian hospitality of the region. To learn more about TIME Hotels, visit <https://www.timehotels.com/>.

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