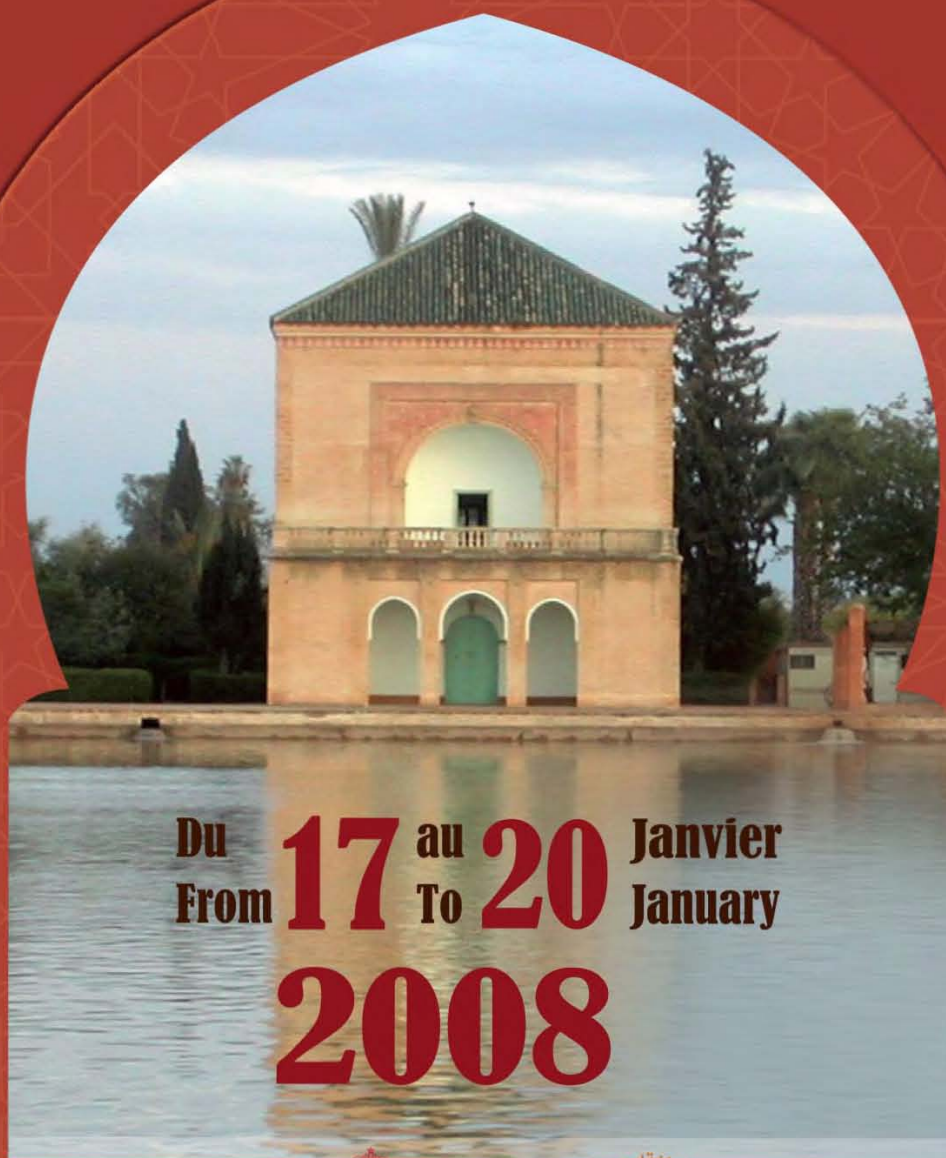


Sous Le Haut Patronage de Sa Majesté Le Roi Mohammed VI  
Under The High Patronage of His Majesty King Mohammed VI



Moroccan  
**Travel Market**  
Marrakech 2008

**1<sup>er</sup> Salon International du Tourisme à Marrakech**  
**First Marrakech International Travel Exhibition**



Du **17** au **20** Janvier  
From **17** To **20** January  
**2008**



Moroccan  
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With the prospect of participating in the development of Moroccan tourism, Primea Hotels was represented at the Moroccan Travel Market, Moroccan first international exhibition of tourism held in Marrakech from 17 to 20 January 2008.

Morocco nourishes great ambitions on the tourist map by targeting 10 million visitors in 2010, through the development of many new touristic stations described in the "Plan Azur."

Morocco has emerged as the French favourite medium-haul destination, and Primea Hotels, as a specialist in the management of hotels and tourist residences could not fail to participate in this event, " Moroccan Travel Market " ( MTM ), an event hosted by International Fairs & Events (Rahal group), whose organisational committee was chaired by Mr. Abdelkrim RAHAL.

Inaugurated by Mohamed BOUSSAID, Moroccan Minister of Tourism, this first edition hosted 250 exhibitors: receptive, hoteliers, airline companies, service providers.

Around 8500 visitors attended this fair of tourism in Morocco, with about 1500 foreign visitors. According to International Fairs & Events (Rahal group), the organiser of the Moroccan tourism fair, more than 450 french travel agents have been participating; British, Dutch, Belgians, Germans, Italians, Spanishs, Russians, or representatives of Eastern countries were also present.

Primea Hotels has participated in conferences and workshops around themes : " Responsible tourism and sustainable development in Morocco ", " New technology and the tourism industry ", " Evolution of business models and new tourism trade " .

This first edition was held under a tent of 7,000 m<sup>2</sup>, facing Bab Jdid (Marrakesh), in front of the La Mamounia Hotel and behind the Sofitel Marrakesh Hotel, in the residential area of « Hivernage ».

His success is attributable to the assets of all actors involved, like that of Mr. Abel CHIBI which has been active since Paris for the success of the first edition of the Moroccan Travel Market, the first international exhibition of Moroccan tourism in Marrakesh, in which all did not believe.

Primea Hotels will be to represented again in 2009.