COMPLETE TOURS

MOROCCO, BUILT FOR YOUR MARKET.

A full-service destination management partner for tailor-made travel, luxury, groups, MICE and specialist programmes.

MOROCCO DMC | ESTABLISHED 1999



WHO WE ARE

One Morocco. Three offices. One accountable team.

Complete Tours is a British-owned, Morocco-based destination management company established in 1999. From headquarters in Agadir and offices in Casablanca and Marrakech, a 40-person multilingual team supports travel partners across Morocco.

We work with tour operators, travel agencies, travel designers and corporate and MICE buyers. Each programme is shaped around the source market, traveller profile, budget, pace, sales channel and operating requirements.

> "We act as your team on the ground, with local decisions connected to your commercial objective."
>
> PRODUCT | COMMERCIAL | OPERATIONAL

1999	03	40	04
ESTABLISHED	MOROCCO OFFICES	TEAM MEMBERS	WORKING LANGUAGES

LICENSED AND INSURED IN MOROCCO

Head office: Agadir | Offices: Casablanca and Marrakech | Languages: English, French, Spanish and Italian

COMMERCIAL PARTNERSHIP

What international buyers need from a Morocco DMC

A destination partner should understand what you sell, how you sell it and which operating details could affect the client relationship.

01

LOCAL REACH

Three offices and nationwide operations provide local response across Morocco's main travel corridors.

02

ONE ACCOUNTABLE TEAM

A named contact coordinates design, supplier follow-up, guest services and on-ground delivery.

03

PRODUCT BREADTH

FIT, luxury, golf, groups, MICE and special interests can sit under one DMC relationship.

04

TRADE-MINDED SUPPORT

Clear communication, practical choices and 24/7 assistance support the partner before, during and after travel.

TEN CONSECUTIVE WINS

Morocco's Best Inbound Golf Tour Operator

2016-2025 | World Golf Awards

Source: World Golf Awards award archive

HOW WE WORK

From programme brief to guest departure

One workflow connects the commercial brief to the operating plan, with decisions recorded before delivery.

01

BRIEF

Market, traveller, dates, budget, priorities and decision process.

02

DESIGN

Route, pace, hotel level, services, product story and choices.

03

SOURCE

Accommodation, transport, guides, venues, dining and activities.

04

CONFIRM

Supplier checks, terms, documents, rooming and final detail.

05

OPERATE

Arrivals, services, staffing, monitoring and escalation.

06

REVIEW

Feedback, performance and the next commercial opportunity.

FULL-SERVICE DESTINATION MANAGEMENT

Itinerary design | Contracting | Accommodation | Transport | Guides | Airport assistance | Dining | Activities | Events | Staffing | Team building | 24/7 support

COMPLETE TOURS

PRODUCT PILLAR 01

Tailor-made journeys that start with the traveller

Private travel should feel personal to the guest and commercially relevant to the partner selling it.

We build flexible Morocco programmes around arrival points, season, interests, hotel level, pace and budget. Each proposal is organised so your team can compare choices, explain the value and adapt the programme for the final traveller.

ATLAS IMMERSION

Private walking, village encounters and a home-hosted Moroccan cooking experience.

FEZ ARTISAN TRAIL

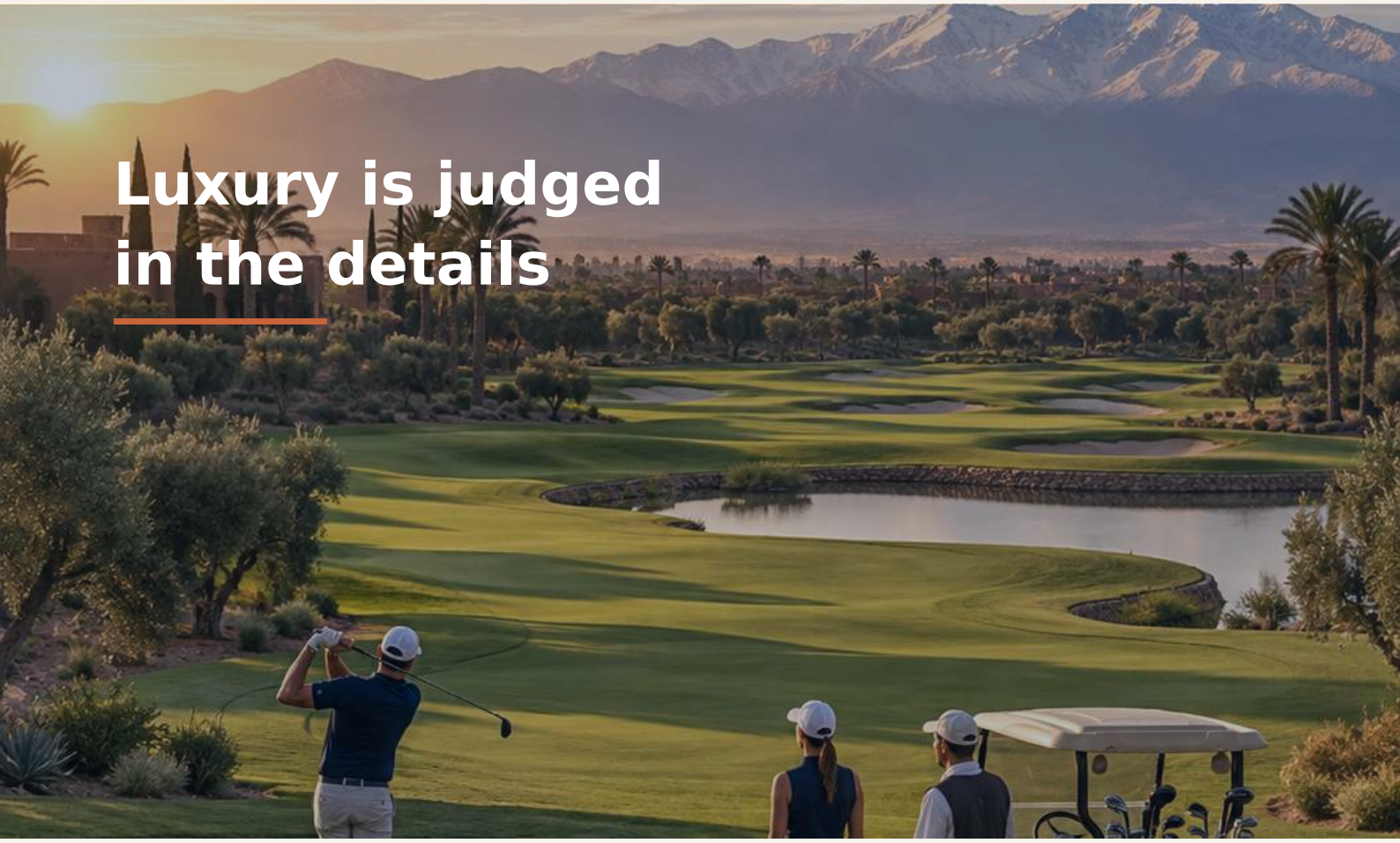
Guided craft encounters focused on zellige, ceramics, leather and design.

NORTH MOROCCO

Tangier, Tetouan, Chefchaouen and Asilah shaped into a private cultural route.

BUILT FOR FIT SELLING
Modular services, clear inclusions, realistic travel times, hotel choices and optional extensions.





Luxury is judged in the details

We shape high-touch private journeys around hotel character, privacy, transport, guiding, dining and the pace requested in the brief. Luxury is treated as a standard of judgement and coordination, not a fixed list of hotels.

PRIVATE TRAVEL

Riad and hotel selection, private drivers, specialist guides, considered dining and guest preferences coordinated as one programme.

GOLF PROGRAMMES

Marrakech and Atlantic golf circuits can combine course planning, preferred tee-time requests, hotels, transfers and non-golf options for accompanying guests.

WORLD GOLF AWARDS

Morocco winner, 2016-2025





PRODUCT PILLAR 03

Group programmes that sell well and operate well

A compelling route must also work for coaches, hotels, meals, guides, luggage, optional excursions and guest comfort.

We support escorted series, ad hoc groups, associations and specialist departures. Programme review covers realistic travel times, access, rooming, meal flow, guide scheduling, porterage and the pressure points that can affect delivery.

- Series and ad hoc group planning
- Hotel, coach and visit-access checks
- Meals, dietary needs and porterage
- Guides, optional excursions and staffing
- Alternatives for seasonal capacity pressure

SELLABLE GROUP DIRECTIONS

Imperial Cities and Atlantic Coast
Craft and cultural heritage
Culinary Morocco
Northern Morocco and the Blue City

PRODUCT PILLAR 04

Events guests remember. Operations buyers can trust.

Every visible moment rests on a detailed plan for arrivals, access, suppliers, staffing, guest movement and decision ownership.

FROM BRIEF TO FINAL DEPARTURE

PLAN

Venue and hotel options, delegate flow, budget structure and operating responsibilities.

PRODUCE

Transport, dining, entertainment, activities, technical production and event staffing.

OPERATE

Run sheets, airport assistance, supplier checks, guest support and escalation routes.

PROGRAMME CONCEPTS

Habous Quarter team challenge - cultural discovery, teamwork and problem-solving in Casablanca.
Moroccan gala finale - private venue, dining, entertainment and guest movement managed as one event plan.



A clear reason to choose Morocco

Special-interest programmes can lead the journey, strengthen a classic route or create a focused short break.

ASTRONOMY

2 August 2027 total solar eclipse planning for suitable sites in northern Morocco.

JEWISH HERITAGE

Mellahs, synagogues, cemeteries and community history across key cities.

CULINARY

Markets, kitchens, food tours, cooking and regional produce.

CRAFT & DESIGN

Artisans, architecture, interiors, textiles, ceramics and creative learning.

WELLNESS

Hammam, retreats, slower pacing and restorative settings.

ACTIVE & SPORT

Walking, trekking, cycling, surf, golf and event-linked travel.

Eclipse programme sites depend on verified astronomy data, weather assessment, access and final operating checks. Event date source: NASA eclipse data.

PRODUCT INSPIRATION

Programme directions for different buyers

These are commercial starting points, not fixed packages. Each can be rebuilt around your client profile and selling model.

FIT AND SMALL GROUPS

ARTISANS & LIVING HERITAGE

Casablanca, Fez, desert regions, Marrakech and Essaouira, shaped around craft encounters and cultural learning.

FIT, GROUPS AND CLUBS

CULINARY MOROCCO

Fez and Marrakech food culture, markets, hosted meals, cooking and regional produce.

LUXURY AND TAILOR-MADE

NORTHERN MOROCCO

Tangier, Tetouan, Chefchaouen, Asilah and Fez for a strong city and design-led route.

SPECIALIST OPERATORS

JEWISH HERITAGE

A respectful custom journey through Morocco's Jewish history, communities and preserved sites.

MATURE ESCORTED GROUPS

MOROCCO IN COMFORT

A slower-paced route with careful hotel selection, manageable touring and clear rest points.

CORPORATE AND MICE BUYERS

INCENTIVE MOROCCO

Marrakech or Casablanca as the operating base, with team activity, private dining and a clear event finale.

Each direction is adjusted for source market, flight access, hotel level, season, group size, budget and sales format.

ON THE GROUND

Three offices. Nationwide coverage.

A three-office base gives Complete Tours a practical operating presence in Morocco's principal leisure and business gateways.

01

CASABLANCA

Business gateway and northern routing

02

MARRAKECH

Leisure, luxury, events and Atlas access

03

AGADIR HQ

Head office, Atlantic south and golf operations

40	04	24/7	ALL
TEAM MEMBERS	WORKING LANGUAGES	GUEST SUPPORT	MOROCCO REGIONS

OPERATING DISCIPLINE

A local office network is only useful when responsibilities are clear. Every confirmed programme is supported by supplier checks, guest documents, contact lists, service timings, decision ownership and a route for escalation.

- NAMED ACCOUNT LEAD
- SUPPLIER CHECKS
- GUEST DOCUMENTS
- RUN SHEETS
- BACKUP PLANNING
- POST-PROGRAMME REVIEW

COMPLETE TOURS

SEND US YOUR PROGRAMME BRIEF

Share your source market, traveller profile, travel dates, group size, budget, hotel level, sales channel and commercial objective. We will respond with the right questions and a practical direction for Morocco.

YOUR MOROCCO CONTACT

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BOOK A BUSINESS MEETING

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Licensed and insured Morocco destination management company