



Deep Dive into Morocco

March 15-22, 2025 (8 days)

Marrakech, Morocco
Fes, Morocco
Chefchaouen, Morocco

Academic
Odyssey

Experience Moroccan culture, business & society

Join our trek if:



You seek a mix of adventure, cultural exploration, and meaningful learning experiences, such as:

- Spending an evening in the Moroccan desert, surrounded by timeless landscapes
- Exploring the bustling souks of medinas, a labyrinth of traditional design and craftsmanship
- Discussing the evolution of Moroccan architecture and urban planning with renowned experts and local institutions
- Visiting iconic landmarks like Bahia Palace and Al Quaraouiyne University to uncover the stories behind their intricate designs.



You're captivated by the beauty of global architecture and eager to push your understanding beyond the classroom



You want to build lifelong connections with like-minded students passionate about culture and design



Jan'24 trek was “a highlight of HBS”



Here is what Jan'24 guests said:

The trek was:

“Unique”

We loved how **this trip took us off the beaten path** and gave us an authentic Moroccan experience. The organizers provided us with **unmatched hospitality** every step of the way. **Definitely one of the highlights of the year.**

Isabel and Drew

“Immersive”

I loved our stay in Marrakesh in the local riads in the old town - an **authentic way to experience how locals live/ used to live.** In addition, I enjoyed a hike in the countryside and visiting some of the local villages. And staff were extremely hospitable and trying to help as much as they can.

Adbullah

This trip was one of the most memorable experiences of business school for me because it was so different from any other place I had been. Morocco, especially **Marrakesh, pushed me well outside my comfort zone,** but the organizers made sure we were really well supported the whole trip.

Cole

“Enriching”

Morocco was a beautiful and culturally enriching destination. **Traveling with a group allowed me to make new friends,** adding to the overall enjoyment of the trip.

Klarizsa

Agenda. Day 1 – Marrakech

06:00

Arrive at Marrakech Menara Airport

12:00

12:00: Transfer to your riad or hotel in medina
Location: Riad les Hirondelles

15:00: Lunch
Location: Riad les Hirondelles

17:00: Welcome briefing and trip overview

17:00

17:30: Jemaa el-Fna Square

19:00: Short walk through the Medina Souks

24:00

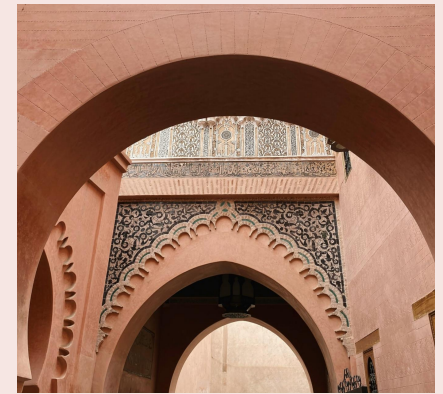
21:00: Free time
Up to you; we will share a list of bars



Marrakech, Mar 15

Highlights of the day:

- Arrive in Marrakech and settle into a traditional riad in the medina
- Explore the iconic square and observe its unique social life and urban design
- Get an initial sense of Marrakech's traditional urban layout



Agenda. Day 2 – Architectural Gems

06:00	7:00: Breakfast Hotel breakfast
	9:30: Koutoubia Mosque
	11:30: Bahia Palace
12:00	13:00: Free time
	15:00: Fondation Serge Lutens
17:00	17:00: Desert trip Dinner & camel ride in the desert
24:00	



Marrakech, Mar 16

Highlights of the day:

- Study Koutoubia Mosque's Almohad architecture and role as a spiritual and urban landmark
- Visit a 19th-century Bahia palace known for its beautiful tilework and gardens
- Explore Fondation Serge Lutens, a fusion of tradition and avant-garde design within Marrakech's medina



Text – activity is organized by the hosts; costs are included in the price of the trip

Text – activity is organized independently by visitors; costs are not included in the price of the trip (tips will be shared)

Agenda. Day 3 – Contemporary Design and Foundation Montresso



Marrakech, Mar 17

Highlights of the day:

- Discover how modern design complements traditional Moroccan elements. Discuss the integration of art, fashion, and architecture
- Visit this unique art and residency space just outside Marrakech, offering insights into how contemporary art interacts with Moroccan architectural heritage



06:00

7:00: Breakfast
Hotel breakfast

12:00

9:30: Jardin Majorelle & Yves Saint Laurent Museum

12:00: Lunch
Location: TBD

17:00

14:00: Fondation Montresso

16:30: Free Time

24:00

19:30: Party in a riad

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Agenda. Day 4 – Travel to Fes

06:00	Early departure for Fes by private bus (approx. 7 hours)
12:00	Enjoy a scenic picnic stop in the Atlas Mountains en route
	Arrive in Fes and check into your riad or hotel in the medina
17:00	Tour of the medina and exploring
24:00	

 Fes, Mar 18

Highlights of the day:

- Travel to Fes, passing through the scenic Atlas Mountains
- Dive into the heart of Fes's medina with an introductory tour of its labyrinthine streets and traditional urban layout



Agenda. Day 5 – The Architectural Legacy of Fes

06:00

7:00: Breakfast
Hotel breakfast

9:00: Fes el-Bali

12:00

11:00: Bou Inania Madrassa

13:00: Lunch
Location: TBD

15:00: Al Quaraouiyine University

17:00

17:30: Tanneries of Fes

24:00

19:00 Relax at a rooftop restaurant overlooking the medina



Fes, Mar 19

Highlights of the day:

- Guided tour of medina, a UNESCO World Heritage Site Focus on traditional urban design, community spaces and craftsmanship
- Study Marinid architecture and its intricate zellige tilework and cedar wood carvings
- Visit the world's oldest university and explore its academic and architectural legacy
- Observe traditional leather tanning and its integration into the city's design



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Agenda. Day 6 – Fes to Chefchaouen

06:00

06:00: Depart early for Chefchaouen (approx. 4 hours)

12:00

11:00: Arrive and check into your riad or hotel

12:30: Free time

17:00

14:30: Guided tour to Chefchaouen's Blue Medina

18:30: Dinner
Location: TBD

24:00

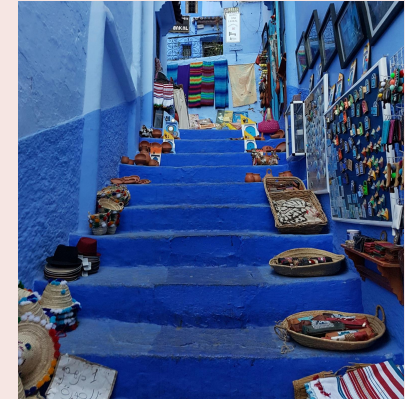
20:00: Free time to explore the medina independently or relax at a local cafe



Chefchaouen, Mar 20

Highlights of the day:

- Discuss the Andalusian influences and significance of its blue-washed buildings in urban identity and tourism
- Wander through the medina's vibrant streets, uncovering the significance of its blue-washed architecture



Agenda. Day 7 – Reflection and Relaxation in Chefchaouen

06:00

7:00: Breakfast
Hotel breakfast

9:00: Kasbah Museum

12:00

10:30 Spanish Mosque Hike

14:30: Lunch
Location: TBD

18:00

16:30: Free time

19:30: Transfer to Casablanca airport

24:00



Chefchaouen, Mar 21

Highlights of the day:

- Learn about Chefchaouen's history and architectural evolution
- Take a light hike to this hilltop mosque for panoramic views of the city and its surroundings
- Discuss how geography influences urban planning and architecture



Accommodation

Marrakesh, 3 nights

Fes, 2 nights

Chefchaouen, 1 night

TBD (To Be Determined): The details of your hotel stay are still being finalized. Rest assured, we are working to provide comfortable accommodations that meet high standards for quality and convenience.

In Marrakech and Fes, you'll stay in traditional Moroccan riads, offering an authentic taste of local architecture and charm. More information will be shared soon!




Recommended packing list

Weather in Fes will be: 45-60F (8-20C) and in Marrakech 50-70F (25-10C). The trek will cover a range of activities: city tours, meetings with companies and hiking. Pls pack accordingly!

- Comfortable walking shoes
- Hoodie or a light sweater (Casablanca might get chilly in the winter)
- Athletic leisure attire (smth. you would wear for a city tour)
- Smart casual attire (appropriate for a meeting with companies' representatives)
- Hiking/sports attire
- Swimsuit
- Go-out attire (we will have one fancy-ish reception, so you may wanna dress-to-impress)
- Small backpack or handbag
- Sunglasses
- Medication (if necessary)
- Student ID (super important!)
- Sunscreen
- Reusable water bottle
- Power plug adapter (European plug) for your electronics
- Cash: MAD or USD, we recommend bringing ~**\$500** (but totally up to you)
- Other:
 - make sure your mobile data plan covers Morocco
 - inform your bank that you may be using your credit card in Morocco so that it won't get blocked

Activities

 We will be organizing sporting and cultural activities to keep the program diverse and fun, and for you to see all sides of Morocco!


Some are optional, some are included:

Sports:

- yoga
- hiking
- camel rides
- quad biking

Cultural:

- city tours
- tours of key sites
- photo shoots
- drawing/sketching

 During the free time, we'll also suggest some activities you can do yourselves! Eg. live music & belly dancing



Food

Morocco's food will undoubtedly tingle your senses, and leave you wanting more.
Here are some restaurants that we will take you to:



Riad Fes



La Mamounia



Aladdin's
Restaurant



Riad les
Hirondelles



Photos by: Riad Fes, Jaida Stewart, Aladdin's
Restaurant, Annie Spratt

Price of the trip is \$2,100

Included:



Accommodation

(6 nights, 1 room split between 2 people)



Meals

11/18 meals in total



Visits to historic sights and museums

All entry tickets and guides where applicable



Meetings

Speaker and translator fee where applicable



Guided tours

In Chefchaouen and Marrakech



Transfers

All transfers within the country, except for airport transfers



Taxes

Tourist city and state taxes where applicable

Not included (extras):



Insurance

Health and travel insurance



Airport transfers

Transfers from (arrival) and to (departure) the airport



Flights

You are responsible for booking flights



On-demand mobile hot-spots

Mobile data



Tips

Tips are not required but are welcomed in the Moroccan service industry



Optional activities

Ex. Surfing, SUP, camel rides, etc.

Giving back – earthquake relief donation

Our trek recognizes **the importance of giving back to local communities**, especially in times of crisis.

We donate 5% of the trek proceeds to support ongoing relief efforts for those affected by the earthquake.

Last year, **we helped build a clean water well for the orphanage in Azizmiz**, providing a vital resource for the children. We are determined to continue making a positive impact, helping those in need while exploring the beauty of Morocco.

In 2023, Morocco was struck by a devastating earthquake that caused widespread destruction and loss of life, leaving many communities in urgent need of assistance.

The tragedy deeply impacted Marrakech's region. **People still desperately need support.**



Organizational timeline

We are here



December 20

- Interest form launched

January 15

- Security deposit paid (\$400)

February 15

- Remainder paid (\$1,700)
- Submit visa application if applicable

End of February

- Deadline to book flights

March 15

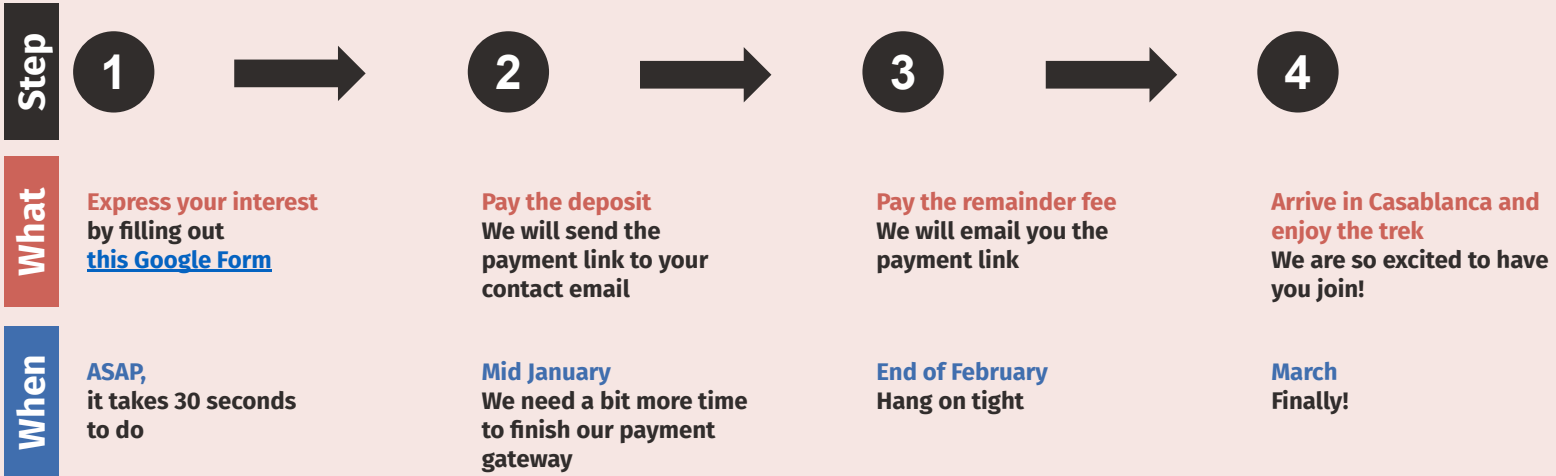
- Arrival to Marrakech

March 22

- Departure from Casablanca

Next steps

Capacity is limited to **30 people** and we'll be operating on a **first come, first served basis**.



If you have a specific question, please reach out via email:
aguzenko@mba2025.hbs.edu
capucinemmcoigne@gmail.com
contact@academic-odyssey.com

FAQs 1/2

Q1: Do I need a visa for Morocco?

A1: American citizens do not need a visa to enter Morocco. Nationals of other countries may require a visa.

Q2: Is consumption of alcohol permitted in Morocco?

A2: Yes, in certain restaurants and bars. You're also able to purchase alcohol at the supermarket, but out of respect don't drink it publicly in the old towns

Q3: Can partners join?

A3: Yes

Q4: Can my partner and I share accommodation?

A4: You and your partner can share accommodation if neither you or your partner are citizens of Morocco

Q5: Is Morocco safe? As a woman?

A5: Yes, Morocco is a safe country. However, at times there is wolf-whistling and uncalled for attention given to foreign women. I (Capu) live in Morocco and have become fairly accustomed to it. It's never felt aggressive. If you're in a larger group, you'll be totally fine – particularly if some group members are men.



FAQs 2/2

Q6: Is Morocco safe? As LGBTQ+ people

A6: Yes, Morocco is a safe country. There are many LGBTQ+ people in Marrakech particularly. Whilst it's frowned upon by traditional Muslim people, they will never bother tourists for this.

Q7: Can we do our own thing sometimes?

A7: We ask that you're present for all planned activities, as they're specifically planned out with the total group number in mind. Of course, for optional activities and in case of an emergency, just let us know!

Q8: We arrive to Casablanca but depart from Marrakech... what do I do?

A8: Casablanca is an easy 3h train ride + 30m taxi from Marrakech, you can get back fairly easily. We'll share more info on where to book train tickets etc closer to the time, but make sure you factor in travel time!

Q9: I have to attend a virtual interview while on the trek. How can I do so?

A9: As confirmed by our trek participants last year, there are plenty of spots in Casablanca and Marrakech that offer a quiet atmosphere with high-speed internet and refreshments. Let us know and we will suggest a few spots and make necessary arrangements so that your interview experience goes smoothly.



A narrow alleyway in a historic town. The walls are made of terracotta-colored mud-brick or adobe, showing signs of age and wear. A cobblestone path leads through the alley towards a dark wooden door with a decorative pattern. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

Hope to see you soon

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