



Deep Dive into Morocco

January 4-9, 2026 (6 days)

Casablanca, Morocco
Marrakech, Morocco

Photo by Thiago Rocha

Academic
Odyssey

Experience Moroccan culture, business & society

Join our trek if:



You look for a blend of adventure, cultural immersion, and insightful learning, just like:

- Spending the night in the Moroccan desert
- Roaming around the souks (local markets) in the Marrakech medina
- Discovering the best North African cuisine
- Visiting the landmarks of the famous Berber dynasties
- Discussing North-African macroeconomic policy with heads of Moroccan Central Bank and a leading pan-African PE firm



You are curious about the world around you and are eager to push yourself to the boundaries of your comfort zone



You want to make lifelong friends with students outside your HBS section



Meet the trek organizing team

Head organizer



Ayoub

- **Moroccan** – born and lived in Casablanca for 18 years
- **Experienced traveler** – lived and traveled across North America, North Africa, Europe
- **Head organizer of Morocco Trips** and food lover
- **IESE MBA' 25**
- **Ex-management consultant** (across Canada, France and Middle East)

Regular organizer



Alex

- **Ukrainian**
- **Experienced traveler** – been to 72 countries (I think?)
- **Co-founder of Academic Odyssey**, a startup for immersive and educational travel
- **HBS MBA' 25**
- **Schwarzman Scholar '19**
- **Ex-management consultant** (learned how to make pretty slide decks and became friends with Ayoub)

Day 1 – Where the journey begins – Casablanca

06:00

Arrivals to Casablanca

Take a city bus/train or hire a taxi; please grab a snack on the way

12:00

12:00 (2h): Hotel check-in

Location: TBD

15:00 (2h): Guided Tour of Hassan II Mosque

Entries to the mosque are timed; please do not be late

18:00

17:00 (3h): Visit of the old town of Casablanca

Grab snacks at the local market

19:00 (2h): Mandatory group dinner

Location: Dar Dada (TBC)

24:00

21:00: Free time

Up to you; we will share a list of bars

Highlights of the day:

- Visit the only Mosque “visitable” to non-Muslims in Morocco, a white pearl by the sea
- Old city tour in which you’ll get an overview of Moroccan history, and Morocco’s oldest market
- Introduction to local food!



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)

Day 2 – Some serious stuff and then let's have fun

06:00

Hotel breakfast

12:00

9:00 (3h): Visit to the Saham Group (family enterprise)

Location: Saham Group office (TBC)

12:00 (1h): Mandatory group lunch

Location: at Saham Group (TBC)

13:30: Back to hotel, pack

18:00

14:30 (3h): Bus to Marrakech

18:30 (1h): Free time

Suggestion: just rest

19:00 (2h): Mandatory group dinner

Location: TBD

24:00

22:00: Free time

Up to you; we will share a list of bars

Highlights of the day:

- Overview of the Moroccan economy, through the company that strategically helps drive it
- Mingle with HBS alumni who live and work in Morocco
- Departure to Marrakech



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)

Day 3 – Are they really Arabs?

06:00

Hotel breakfast

12:00

9:00 (4h): Guided visits to key sites

Location: historic sites, old town and surrounding areas

13:30: Mandatory group lunch

Location: TBD

15:00 (2h): Guided visits

Location: historic sites

18:00

17:00 (3h): Free time

Suggestion: visit the Old Town and shop at the souk (traditional market)

20:00: Dinner (self-organized)

Location: we will share a list of restaurants and help you make reservations

24:00

22:00: Free time

Up to you; we will share a list of bars

Highlights of the day:

- Visit Morocco's ancient imperial city through the most history carrying landmarks of the Berber dynasties (Almohad, Saadian, Alaouite)
- Enjoy the iconic Marrakech meal "Tanjia"
- Get your bargaining on in the souks (markets)



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)

Day 4 – What a nomadic life looks like?

06:00

Hotel Breakfast

12:00

9:00: Excursion to the western sand desert**Includes:** visiting villages, nature viewing, camel riding, lunch, dinner in the desert, nights in desert camps

18:00

Optional activities: Quad excursion, sandboarding

24:00

Highlights of the day:

- Visit small traditional villages and castles nested in the mountain Atlas
- Enjoy natural viewing of the region
- Experience the nomadic Berbers lifestyle in Ouarzazate famous desert
- Sleeping in the desert and enjoy clear sky view
- Optional: experience quad, surfing on sand dunes



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)

Day 5 – Chilling and self-care

06:00

Breakfast in desert

12:00

9:30 : Drive back to Marrakech
We will stop along the way to grab lunch

18:00

16:00 (1h30): Moroccan bath (hammam)
Location: TBD

18:00 (2h00): The afternoon drink
Location: La Mamounia

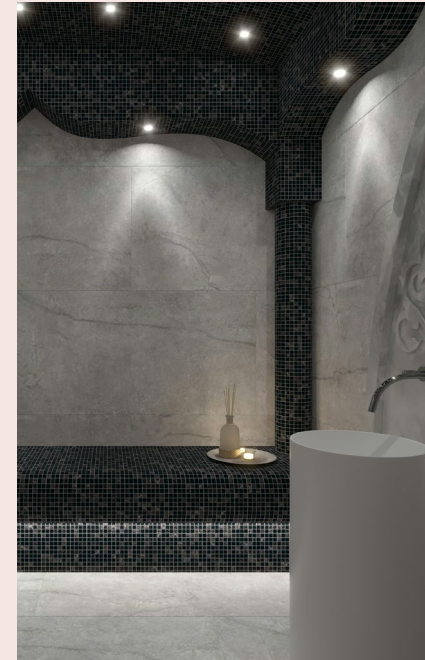
20:00 (2h): Mandatory group dinner
Location: TBD

24:00

22:00: Free time
Up to you; we will share a list of bars

Highlights of the day:

- Enjoy breakfast in the desert and return to Marrakech
- Having a drink in the Mamounia Palace after getting a relaxing Moroccan Bath



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)

Day 6 – Moroccan craftsmanship experience

06:00

Hotel breakfast

9:00 (2h): Yves Saint Laurent garden visit
Take a taxi from the hotel

12:00

11:30 (2h): Free time
Optional activity: Pottery class in Marrakech

13:30 (2h): Mandatory farewell group lunch
Location: TBD

18:00

15:30: Departures
At your own pace. Please note that the trek starts in Casablanca and ends in Marrakech. Please arrange your travel accordingly

24:00

Highlights of the day:

- Visit the Majorelle garden, where Yves Saint Laurent lived
- Learn about Yves Saint Laurent and how Marrakech influenced his craft
- Return to Casablanca to take flights
- *Optional: take a class on Moroccan pottery*



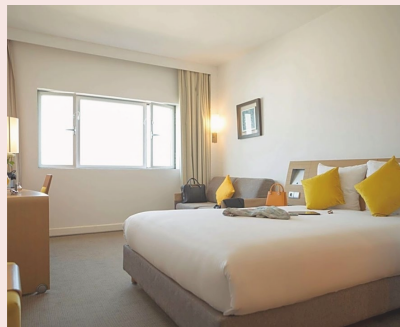
TEXT – activity is organized by the hosts; costs are included in the price of the trip

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

Accommodation

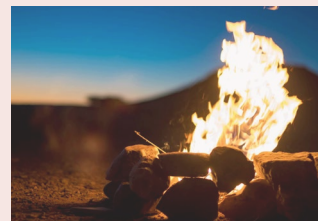
Casablanca, 1 night

Novotel a 4-stars modern hotel with gym amenities



Ouarzazate, 1 night

In traditional bivouacs, contemplating your north star



Marrakech, 3 nights

Royal Mirage Deluxe a 5-stars hotel with a traditional touch and swimming amenities



Food

Casablanca



Taverne du dauphin (best fish)



La Sqala (modern mix)

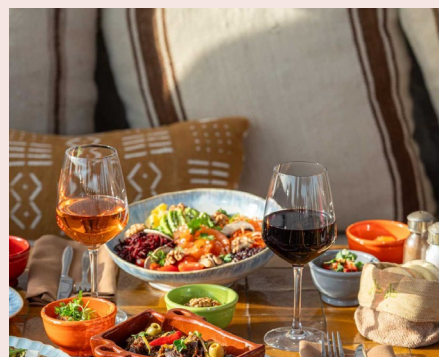


Le Cuistot Traditionel (best homemade)



Dar El Kaid (best tajines)

Marrakech



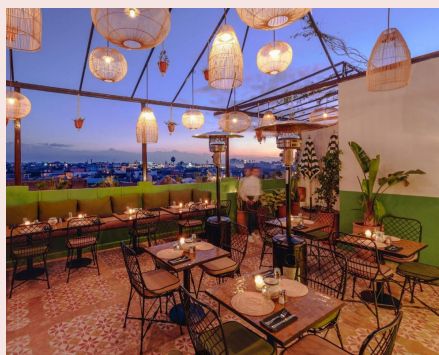
Dar Dar (Moroccan and European fusion)



Dar Essalam



La table de la Kasbah



L'mida (Middle eastern, European fusion)



Entrepotes (French)



Al Fassia

Wait will I miss anything important at HBS?

Week #	Sunday	M	T	W	Th	F	Sa
	8/17/2025	18	19	20	21	22	
1	8/24/2025	25 Registration	26 START	27 START	28 START	29 START	
2	8/31/2025	1 Holiday	2	3	4	5	
3	9/7/2025	8	9	10	11	12	
4	9/14/2025	15	16	17	18	19	
5	9/21/2025	22	23	24	25	26	27 WS
6	9/28/2025	29	30	1	2 Open	3	
7	10/5/2025	6	7	8	9	10	
8	10/12/2025	13 Holiday	14	15	16	17	
9	10/19/2025	20	21	22	23	24	
10	10/26/2025	27	28	29	30	31	
11	11/2/2025 WS	3	4	5	6	7	
12	11/9/2025	10	11 Holiday	12	13	14	
13	11/16/2025	17	18	19	20	21	
14	11/23/2025	24	25	26 Holiday	27 Holiday	28 Holiday	
15	11/30/2025	1	2	3	4	5	
16	12/7/2025	8	9	10	11 Exams	12 Exams	
17	12/14/2025	15 Exams	16 Exams	17 Exams	18 Exams	19 Exams	
	12/21/2025	22	23	24	25	26	
	12/28/2025	29	30	31	1	2	
	1/4/2026	5	6	7	8	9	
	1/11/2026	12	13	14	15	16	
	1/18/2026	19 Holiday	20 SIPs	21 SIPs	22 SIPs	23 SIPs	
1	1/25/2026	26	27	28	29	30	

In short: not really! The trek takes place during the winter break, after all exams, and before any SIPs (including Startup Bootcamp or Toto Wolf's F1 class among other)

What you may miss? Based on experience, consulting firms usually have interviews in early January. If you are set on landing that consulting internship and interview in person, this trek may not be the right one for you (although we had participants who interviewed virtually from Morocco)

** This is a screenshot of the Class of 2027 (RC) Academic Calendar*

Recommended packing list

Weather in Casablanca will be: 50-66F (10-19C) and in Marrakech 45-65F (6-19C). 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

Price of the trip is \$1,750

Included:



Accommodation

(5 nights, 1 room split between 2 people)



Meals

16/18 meals in total



Visits to historic sights and museums

All entry tickets and guides where applicable



Meetings

Speaker and translator fee where applicable



Transfers

All transfers between cities, 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. Quad, pottery, hammam, sandboarding, etc.

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+

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.





Hope to see you soon

Academic
Odyssey