



ATLASIA

# Marrakech – The New Capital of Luxury and Investment

Driven by a +15% growth in tourism, sustained economic stability, and major urban projects (high-speed train, Menara Airport expansion, new Morocco Mall), Marrakech is establishing itself as the most attractive real estate market in North Africa.






The opening of new direct flight routes further strengthens the city's connection to major international hubs.

An integrated luxury concierge service provides turnkey management

covering seasonal rentals, guest reception, maintenance, and performance optimization.

An ideal solution for investors seeking both high returns and peace of mind.

## Key Investment Indicators (2025)

	Average Occupancy Rate (Premium Short-Term Rental)	<b>60% to 65%</b>
	Average Length of Stay	<b>4 to 6 nights</b>
	Average return (Route de l'Ourika)	<b>8 à 12 %</b>
	Price Increase per m <sup>2</sup> (3 years)	<b>15% to 22%</b>
	Investment climate	<b>Stable &amp; secure</b>



Marrakech combines yield, security, and prestige  
— a rare trio in the Mediterranean market.



# The Atlasia Project

Located on Ourika Road, Domaine Atlasia consists of 8 high-end private villas, nestled in a peaceful environment 15 minutes from the city center.

Designed by architect Said El Malouli, the project blends noble materials, generous volumes, and open views of the Atlas Mountains.

Atlasia embodies discreet, refined, and intelligent luxury — designed for comfort, profitability, and serenity.

## Main Features



Private gated domain,  
secured and guarded 24/7



Land area :  
1 000 to 1 130 m<sup>2</sup>



5 to 6 bedrooms /  
5 to 6 bathrooms



Private pool



landscaped  
garden & parking



Shared fitness  
room



Living area:  
360 to 590 m<sup>2</sup>



Terraces :  
154 m<sup>2</sup>



Price:  
from €980,000



Delivery:  
18 months after  
construction begins

An exclusive project where every villa combines design, functionality, and serenity.





---

## Guarantee & Peace of Mind

Domaine Atlasia offers comprehensive support, including notarial supervision, legal security, construction monitoring, delivery, and operational setup.

The objective is to provide investors with a simple, transparent, and secure acquisition process.

## Furniture & Decoration Package (Tailor-Made)

For a fully turnkey experience, a premium furniture and decoration package is available upon request.

Interior design, material selection, décor, lighting, textiles, and full equipment — each villa can be delivered ready to live in or ready to rent, according to your preferences.

An elegant signature designed for a demanding international clientele.

---



# THE C – Concierge Marrakech

## Your time, our priority

Domaine Atlasia partners with THE C, a premium concierge service in Marrakech, to offer owners complete and tailor-made management aligned with French private service standards.

Discretion, excellence, and serenity — everything is designed to ensure optimal operation of your villa, with zero constraints.

### Our Values

Excellence • Personalization • Confidentiality • Responsiveness

### Services Included :

Profitability optimization  
(visibility, pricing strategy, occupancy rate)

Property enhancement  
(professional photoshoot, listing creation & distribution)

Rental management & concierge  
(guest selection, personalized welcome, 24/7 hotel-level service)

Stewardship & qualified staff  
(housekeeping, pool, garden, maintenance)

Regular reporting & performance monitoring

Management fees: 30% of rental turnover

The investor benefits from passive income with no operational constraints.

Your villa, our expertise.



## Profitability Analysis (Realistic Short-Term Rental Scenario)

Average nightly rate:  
**900 €**

Occupancy rate:  
**62% (226 nights/year)**

Gross revenue:  
**203400 €**

THE C management (30%):  
**- 61,020 €**

Operating expenses:  
**-10000 €**

Net income:  
**≈ €132,000/year**

Net return:  
**≈ 9% to 11%**

## Investment Scenarios

Scenario	Avg Nightly Rate	Occupancy	Gross Rev./yr	Net Income	Net Yield
Prudent	800 €	55 %	160800 €	≈102500 €	≈7 % to 9 %
Realistic	900 €	62 %	203400 €	≈132000 €	≈9 % to 11 %
Optimistic	1050 €	65 %	248850 €	≈162000 €	≈11 % to 13 %

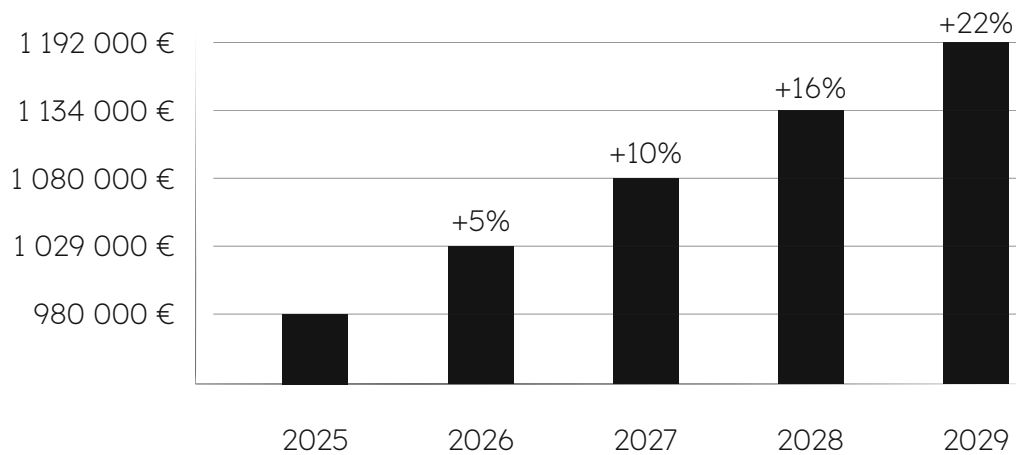
Even under a conservative scenario, the project remains highly profitable, with a liquid, easily resold asset.



## Property Appreciation & Resale

High-end villas along Ourika Road have seen an average +25% increase in value over 5 years.

Supported by ambitious urban development and the arrival of the high-speed train (TGV), Marrakech's real estate market shows continuous capital growth potential.



Estimated 5-year capital gain:  $\approx +\text{€}212,000$

An investor can target a capital gain of  $+\text{€}200,000$  over 5 years, independent of rental income.



# Taxation & Legal Framework

Morocco offers an attractive tax and legal environment for foreign investors, with a clear and secure framework.

## Purchase :

- Foreigners may freely purchase property in their own name or through a Moroccan company.
- Notarized deed and registration with the Land Registry (Conservation Foncière) are required.
- Acquisition costs (registration, notary, land registry) generally represent 6% to 8% of the purchase price.

## Rental Taxation :

- Rental income is taxable in Morocco, even for non-residents.
  - A 40% flat-rate deduction is applied to gross income.
  - The taxable income is then subject to the progressive income tax scale (up to 38%).
- If acquired through a Moroccan company, profits are subject to corporate tax (20%) under current regulations.

## Resale :

- Capital gains tax is 20% on the net gain.
- Minimum taxation: 3% of the sale price.
- Exemptions may apply under certain conditions (primary residence, holding period, or legal thresholds).

## Tax Treaties :

- Morocco has numerous international tax treaties (France, Spain, Belgium, Canada, etc.) to avoid double taxation.
  - Tax paid in Morocco may be credited in the country of tax residence.

## Transfer of Funds :

- Foreign investors may freely repatriate rental income and resale proceeds (capital + capital gain), provided the acquisition was made in foreign currency via a convertible dirham account.

## Annual Taxes :

- Housing tax and municipal services tax are payable annually, based on the property's rental value.

Marrakech combines legal security, attractive taxation, and complete investment freedom.

# Economic Context & Stability

Morocco is recognized as one of Africa's most stable countries

- GDP growth: +4.2%
- Controlled inflation
- Dirham pegged to the euro (limited fluctuations)
- Foreign investments: +30% increase in 3 years

providing a reassuring macroeconomic environment that sustains real estate asset value over time

## Investor Advantages



Integrated premium concierge & full rental management



Atlas Mountain views



Secure, high-end and confidential residence



Attractive return potential (8% to 12%)



Long-term asset appreciation (+15% to +22% over 5 years)



Facilitated resale in a dynamic market





# DOMAINE ATLASIA



+33 6 70 09 00 64

[www.domaineatlasia.com](http://www.domaineatlasia.com)

[contact@domaineatlasia.com](mailto:contact@domaineatlasia.com)

Route de l'Ourika, Quartier Tassoultante — Marrakech



EXCLUSIVE PARTNERSHIP  
WITH THE C CONCIERGE



DOMAINE ATLASIA

+33 6 70 09 00 64

[www.domaineatlasia.com](http://www.domaineatlasia.com)

[contact@domaineatlasia.com](mailto:contact@domaineatlasia.com)

Route de l'Ourika, Quartier Tassoultante — Marrakech