

Hilton to open Garden Inn in Casablanca, Morocco

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Hilton Garden Inn Tanger City Center

Round up the usual suspects: **Hilton Worldwide** has signed a management agreement with **Group Sadiki** to open its first hotel in Casablanca.

The news follows the end of a landmark year for Hilton in Morocco. In March 2016, the company **re-established a presence** in the country with the opening of Hilton Garden Inn Tanger City Center. The midscale **Hilton Garden Inn** brand will now have a presence in Morocco's largest city, with construction set to begin this year in the Sidi Maarouf neighborhood.

The Hilton Garden Inn Casablanca Sidi Maarouf will have 118 guestrooms with space available on the site for further expansion. The hotel forms part of a mixed-use development with a ballroom and Moroccan restaurant also to be built in the vicinity. No opening date has been confirmed, but the property could open its doors as early as 2021.

"Casablanca is a market we've been looking at for some time and we're confident that we've now identified the right partner and the right location for our debut property," Carlos Khneisser, VP of development, MENA, Hilton Worldwide said in a statement. "Sidi Maarouf is rapidly establishing itself as not only the gateway to the city center, with the construction of its new suspension bridge, but as a significant business district in its own right."

Sidi Maarouf is located in the South West of Casablanca and has emerged as the city's new business district with several multinational companies establishing a presence in recent years.