

Porsche Morocco Golf Cup kicks off with Fairmont Morocco

25/04/2026 Porsche Morocco launched the 2026 Fairmont Morocco Golf Cup in partnership with Fairmont Hotels & Resorts, beginning with the first competition held at Fairmont Taghazout Bay from 3 to 5 April.

Morocco |Porsche Morocco, in collaboration with Fairmont Morocco, co-organised the opening tournament of a four-event Golf Cup series, marking the start of a broader partnership that will unfold across key destinations in Morocco throughout the year. The initiative builds on a successful pilot edition held at Fairmont Royal Palm Marrakech last December 2025, reinforcing a shared commitment to delivering premium, lifestyle-driven experiences.

“This partnership with Fairmont represents an important step in expanding Porsche Morocco’s lifestyle engagement, bringing the brand closer to our customers through shared passions such as golf,” said Sebastien Poncet, Brand Manager of Porsche Morocco. “Starting the 2026 series in Taghazout allows us to build on the success of our pilot edition and deliver a consistent, high-quality experience across multiple destinations.”

The three-day programme brought together 64 players, including invited Porsche customers, combining both conquest and loyalty objectives in a refined sporting and hospitality setting. The competition took place over two days, with 18 holes played on both 4 and 5 April, complemented by a curated programme of social and experiential moments.

“The Golf Cup format continues to prove its relevance in connecting with both existing and new audiences,” added Meriem Elrhazi, Marketing Manager of Porsche Morocco.

“By combining sport, hospitality and the Porsche driving experience, we are able to create meaningful interactions that strengthen our relationship with customers and prospects alike.”

Throughout the event, Porsche vehicles were displayed across the Fairmont Taghazout Bay property and at Tazegzout Golf Course, including a Paint to Sample 911 Carrera GTS, offering guests the opportunity to engage with the brand in a premium environment. Test drives were also made available, allowing participants to experience Porsche performance firsthand.

“We are pleased to partner with Porsche Morocco on this multi-location Golf Cup series,” said Micheal Callixte, Regional Manager, Fairmont Morocco.

“This collaboration reflects our shared commitment to delivering exceptional guest experiences, combining world-class hospitality with premium lifestyle activations.”

Following the opening tournament in Taghazout, the Fairmont Morocco Golf Cup will continue with additional competitions across the country, including Fairmont Tazi Palace Tangier in June, Fairmont La Marina Rabat-Salé in October, and Fairmont Royal Palm Marrakech in December.

“Hosting the first tournament of the 2026 series at Fairmont Taghazout Bay was a natural fit, given the destination’s positioning as a leading golf and lifestyle resort,” said Francis Desjardins, General Manager, Fairmont Taghazout Bay.

“The event brought together a unique community of guests, creating a memorable experience that blended sport, luxury and social engagement.”

Through this partnership, Porsche Morocco continues to strengthen its presence within lifestyle and experiential platforms, connecting with golf and automotive enthusiasts through a series of curated events that combine performance, hospitality and community.

In The Media

Media coverage from Luxe Radio and Golf du Maroc.

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