

PRESS RELEASE - MAY 5TH, 2026

Ennismore announces the first Delano Hotel & Residences to open in Marrakech with YAMED



A refined, villa-style retreat set within Marrakech’s prestigious resort enclave, marking the brand’s debut in one of North Africa’s most sought-after leisure destinations.

Introducing Delano to Morocco continues Ennismore’s growth across key Mediterranean destinations.

Ennismore, the fastest-growing lifestyle hospitality company, and **YAMED**, the property development platform of Ynaxis Group, Morocco's foremost real estate investment group, announce the signing of **Delano Marrakech Hotel & Residences**. This landmark agreement marks Delano's debut on the African continent and positions Marrakech alongside Miami and Dubai as a cornerstone of the brand's new global chapter.

The signing is a strategic milestone for both partners and for the destination. For Ennismore, it affirms the brand's conviction that Marrakech belongs in the same conversation as the world's great luxury resort cities. YAMED has always been driven by the ambition to develop a true lifestyle destination in an exceptional location in Marrakech, one that goes beyond real estate to create a holistic living experience rooted in design, culture and hospitality. This vision has been brought to life through its collaboration with the Delano brand, whose global

reputation and distinctive positioning have played a key role in shaping and elevating the project.

Born in Miami, Delano redefined modern luxury, creating spaces where design, experience and service came together in instinctive ease. Today, the brand is shaping a bold new global chapter, expanding across renowned cities and resort destinations, with highly anticipated openings in Miami, London, New York and now Marrakech. Long celebrated for its rich heritage and vibrant cultural scene, Marrakech provides a compelling backdrop for Delano - a place where tradition and contemporary creativity exist in constant dialogue. As a city shaped by craftsmanship, art, music and gathering, it offers a natural setting for Delano's social spirit, where meaningful connections, cultural exchange and shared moments are at the heart of the experience.

Delano Marrakech Hotel & Residences enjoys a rare and privileged position in Marrakech, surrounded by a rich blend of leisure and cultural landmarks. The destination is defined by the vibrant Medina of Marrakech, the tranquil Jardin Majorelle, and sweeping views towards the Atlas Mountains. This unique setting reflects Marrakech's dynamic character, where heritage, nature and contemporary lifestyle converge, alongside renowned golf courses including Royal Golf Marrakech and Amelkis Golf Club, offering guests access to a unique range of experiences.

Delano Hotel & Residences Marrakech will comprise 130 guestrooms, including a curated selection of suites and private villas, as well as around 80 villa-style branded residences. Delano's signature blend of contemporary design and whimsical charm is introduced to locally inspired architecture and landscaping, resulting in a seamless flow between indoor and outdoor living. Designed as Delano's social epicentre, the main pool sets the tone, a sun-drenched setting that transitions from laid-back days to a more elevated social scene. This is complemented by a refined wellness offering, including an expansive spa, fitness facilities and racket courts, alongside a collection of event and meeting spaces designed to host gatherings, celebrations and cultural moments. The property will be brought to life by leading architects and interior design firm, Elastic Architects, in collaboration with Ennismore and Yamed's in-house team. The Delano residences will launch sales in late 2026, followed by the hotel opening in 2030.

Branded residences

The first Delano residences outside the United States will offer a collection of four- to six-bedroom villas with private pools. The residences will offer an array of bespoke spaces exclusive to homeowners, including a private lobby, lounge, fitness centre, clubhouse, and screening room, delivering a highly curated lifestyle that combines the privacy of a home with the service, culture, and community of a Delano hotel. In alignment with Delano's legacy of

crafting highly immersive, personalised experiences, a range of tailored shared services, such as concierge, valet parking and 24-hour doorman service, will be available to all owners to ensure an effortless, seamless residential experience. Residents will also be able to enjoy a full suite of on-demand services as needed, including in-residence housekeeping, dry cleaning and laundry, pet services, and a “While You Are Away” maintenance package.

Food & Beverage

Food and beverage will sit at the core of the resort’s offering, serving as a defining expression of Delano’s world. Curated through Ennismore’s global and integrated F&B platform, **Paris Society**, the property will present a distinctive collection of destination-led venues, each designed to shape the rhythm of the guest experience from day through to late night. In addition to two iconic F&B brands opening in Marrakech for the first time, **Café Delano** will serve as a signature ritual space, transitioning effortlessly from morning coffee to relaxed afternoon gatherings. At the centre of it all, the opulent **Rose Bar** will bring Delano’s unmistakable after-dark energy to Marrakech, a sensual, cinematic setting where intimate moments evolve into magnetic late-night experiences.

Wellness & Retail

Wellness will be anchored by **The Source by Delano**, the brand’s refined approach to modern wellbeing, balancing restoration with expression. Moving beyond traditional spa concepts, it will offer immersive rituals, movement-led experiences and social wellness programming designed to foster both personal renewal and connection. Rooted in local traditions and materials, the experience will feel both globally relevant and deeply connected to place. Throughout the property, a carefully curated retail and lifestyle offering will extend the Delano experience beyond the stay, including **Nothing Finer**, the brand’s design-led retail platform - a living expression of Delano’s original ethos, bringing together timeless taste, editorial curation and objects of desire.

The signing ceremony for Delano Hotel & Residences Marrakech on April 22, 2026, was attended by Gaurav Bhushan, Group CEO of Ennismore; Louis Abboud, Group Chief Growth Officer & COO of IMEAT & APAC for Ennismore; and Karim Beqqali, Founder and CEO of Ynexis Group.

Gaurav Bhushan, CEO of Ennismore, said: *“Delano has always been about creating places that feel both timeless and culturally connected - spaces where design, energy and community come together with ease. Marrakech, with its rich heritage, creative spirit and global appeal, offers a natural setting for the brand. This project allows us to bring Delano’s refined resort experience to a destination that has long inspired travellers, while introducing a new way to live the brand through both hospitality and residential living.”*

Karim Beqqali, Founder and CEO of YAMED and YNEXIS GROUP, said: *"At YAMED, we have spent over a decade shaping landmark projects at the crossroads of real estate, hospitality, and luxury living. Our partnership with Ennismore and the Delano brand is the natural next step in that journey. Together, we are creating a new destination in the heart of Marrakech, one that stands alongside the finest in the world, while remaining deeply rooted in the spirit of the city. With Delano Hotel & Residences Marrakech, we are bringing together hospitality and residential living into a single, seamless luxury lifestyle offering, one that draws its strength from the city itself, and sets a new standard for what Marrakech can offer the world."*

Ennismore's Continued Growth Across Mediterranean Destinations

Ennismore continues its growth across Europe and North Africa, in particular, in key Mediterranean coastal destinations. Delano Hotel & Residences Marrakech will join existing Ennismore properties, including Mondrian Cannes and Mama Shelter Marseille, France; SLS Barcelona, Mondrian Ibiza and Hyde Ibiza, Spain; The Hoxton and Mama Shelter Rome, Italy; Hyde Bodrum, Turkey; and Rixos Montaza Alexandria, Egypt. Flagship properties opening soon include the hotly anticipated Luura - Cliff Paros, Greece (part of the Morgans Originals collection); Mama Shelter Casablanca, Morocco; Rixos Cairo, Egypt; and The Hoxton, Madrid and the first SLS-branded residences in Europe, SLS Madrid Infantas Residences, Spain.

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ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with creativity and purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three pillars: a lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment, and iconic luxury venues pioneering the art of exclusive culinary destinations. Ennismore has an unrivalled ecosystem of 15 hotel brands, comprising 210+ hotels and 160+ in the pipeline; 85+ Paris Society Venues and over 500 restaurant and bar concepts; and a network of over 50 branded residences. Ennismore operates hotels in over 45 countries with more than 35,000 team members. Ennismore has four dedicated in-house studios: Paris Society Consulting for F&B curation, AIME Studios for interior & graphic design, a Digital Product & Tech Innovation Lab, and a Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places, it calls home. ennismore.com *Figures as of the end of December 2025.

ABOUT YAMEDY

YAMED is the real estate platform of Ynaxis Group, with 2 billion euros in assets under management and 1.2 million square meters currently under development. Dedicated to real estate project development, YAMED combines deep expertise with the Group's ambition to redefine the standards of the Moroccan real estate market through an innovative and sustainable approach. YAMED has established itself as a benchmark player in the development of high-value real estate projects, meeting the



expectations of today's generations while anticipating those of tomorrow. With over ten years of experience in investment, real estate development and hospitality in Morocco, YAMED brings together an in-depth knowledge of the local market and the international execution standards required to deliver exceptional branded residence projects.
<https://ynexis.com/>

To express your interest and be among the first to access these exclusive villas, visit: www.delanoresidencesmarrakech.com