ArrivalGuides
A SMARTVEL COMPANY

Agadir

Photo: Gildas_29/Shutterstock

Matej Kastelic/Shutterstock

With approximately 340 days of sunshine a year and six kilometres of soft white-sand beaches, Agadir is Morocco's premiere beach resort. Nestled among the verdant valleys of the Great Souss and with the majestic Anti-Atlas mountain range rearing up behind it, this modern, cosmopolitan city has all the attendant pleasures, thrills and luxuries you could ask for.

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THE CITY

Maciej Czekajewski/Shutterstock

The heart of Agadir is its spectacular crescent-shaped bay. The white sandy beach stretches as far as the eye can see, offering some of the safest bathing in Morocco. It's the go-to daytime destination for most visitors.

The beach caters to all tastes, whether it's soaking up the sun, taking a camel ride, or catching some waves. Boulevard 20 Août, Agadir's main thoroughfare, traces the curve of the bay. Along this boulevard, you'll find exclusive hotels, beachside resorts, and a host of cafés, bars, and restaurants.

Just one block away is the city's main shopping area, centred around Avenue Hassan II and Avenue du Prince Moulay Abdellah. Further inland, the New Talborjt area is home to most of Agadir’s budget accommodation.

DO & SEE

Elena Odareeva/Shutterstock

To get a taste of the hustle and bustle of old Agadir, head to the port, where you can watch fishermen bring in the daily catch, head out to the souk and do some haggling, or trek up to the remains of the 16th-century Kasbah and take in the spectacular sights of the bay.

Agadir Beach

Agadir’s top attraction is the 10-km crescent-shaped beach. There are many places in Agadir that are well suited for surfing, like Devil's Rock, Imsouane Bay and Anchor Point. If you are interested in learning to surf, there are a number of schools and camps to help you get started.

Photo: John_Walker/Shutterstock
Address: Plage d'Agadir, Agadir

Agadir Marina

Agadir Marina, a continuation of the seafront promenade, offers a variety of shops, diverse restaurants, water sports, a yachting club, nightlife venues, and modern marina

facilities for 320 boats. It's the ideal spot for seaside leisure and shopping. Amidst the palm-lined bay, the marina blends luxury with tranquillity, making it a prime destination for a delightful day by the ocean.

Photo: Hamza Yasri/unsplash
Address: La Marina d'Agadir, Route Marina, Agadir

Kasbah of Agadir Oufella

Built in 1540, all that remains of the old Kasbah are the fortified walls. However, the trip up the hill to this historic site is worth it for the view alone. Engraved into the hill in Arabic are the words God, Country and King; the Moroccans are forbidden from speaking ill of any of the three. If you are interested in history, you can easily find a professional guide to take you on a tour.

Photo: saiko3p/Shutterstock
Address: Agadir Oufella, Agadir
Opening hours: Daily 9am–7pm, except for Friday afternoon
Phone: +212 5288 43838
Internet: www.agadir-oufella.ma/en

Cable Car — Téléphérique

Experience Agadir from above with its unique cable car, the only one in Morocco. Glide from the Tildi bridge to the historic Kasbah of Agadir Oufella, enjoying a 360-degree panorama of the city, sea and sky. With modern, wheelchair-friendly cabins, this 1,700-metre journey offers breathtaking views, especially as the Agadir sky's light reflects off the ocean.

Photo: Bahae Ait/Shutterstock
Address: Station Téléphérique, Gare de départ Pont Tildi, Rue Echouhada, Agadir
Opening hours: Daily 10am–11pm
Phone: +212 662 535298
Internet: danialand.com/en/cable-car
Email: contact@danialand.com

Souk El Had

Immerse yourself in the sights and sounds of Agadir's walled souk and get ready to haggle for souvenirs. This local market sells spices, textiles and jewellery, as well as delicious local food. If you take a taxi to the Souk al-Had do specify it by name, since some taxi drivers might instead take you to a different souk. You'll recognise the real souk by its ochre wall and the 12 gates.

Photo: Curioso.Photography/Shutterstock
Address: Rue 2 Mars, Agadir
Internet: visitagadir.com/en/destinations/souk-el-had-the-big-market

Agadir Medina

Agadir Medina is a fascinating reconstruction of a typical Moroccan Berber village. It was built using traditional building techniques and local materials. Today, visitors can stroll the alleys and shop in the many small boutiques, all while taking in the colours, aromas and bustle of the market.

Photo: Maciej Czekajewski/Shutterstock
Address: La Médina d'Agadir, Aéroport Militaire BenSergao, Agadir
Opening hours: Wed-Mon 9am-6pm
Phone: +212 666 338859
Internet: visitagadir.com/en/destinations/medina-complex-of-

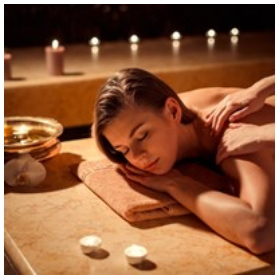
agadir-a-wild-dream

Museum of Amazigh Culture

Museum of Amazigh Culture, also known as the Museum of Arts, offers a fascinating insight into the culture and art of the Berbers, the original inhabitants of Morocco. You can see a collection of old Berber musical instruments, carpets, architecture, pottery, jewellery and traditional clothing from the 18th and 19th century.

Photo: Soad22avr/shutterstock
Address: Musee Municipal du Patrimoine Amazigh, Passage Aït Souss, Agadir
Opening hours: Wed–Mon 10am–6pm, Tue closed
Phone: +212 5288 21632
Internet: visitagadir.com/sit/le-musee-municipal-du-patrimoine-amazigh
More Info: Amazigh is the contemporary self-name of the Berber people.

Musée de l'Argan



This isn't, technically, a museum, but rather a traditional Eastern spa with a hammam, as well as body and facial treatments. Come here to enjoy a thorough scrub and utter relaxation, with treatments featuring locally produced Argan oil.

Photo: LuckyImages/Shutterstock
Address: Avenue Moulay Youssef, Agadir
Opening hours: Daily 10am–9pm
Phone: +212 5288 48782
Email: museedelargan@gmail.com

Cooking Classes

Once you've fallen in love with Moroccan cuisine and want to learn to prepare your own tagine and couscous, sign up for a cooking class. It doesn't matter if you are a beginner or more advanced chef, the friendly instructors guide all through Moroccan culinary tradition.

There are several companies offering similar experiences. Explore options by Berbere Bike & Hike Morocco or Admire Morocco Tours.

Photo: Curioso/Shutterstock
Internet: berberebikeandhike.com/cooking-class

Camel Rides

An excellent way to experience the genuine atmosphere of Morocco and Agadir is from the saddle of a camel. Several companies offer the opportunity to take a tour along the long sandy beach and watch the beautiful sunset on camel-back. Many tours will include a tea ceremony and a barbecue dinner at sunset. Explore offers from Agadir Journey and Marvels Tours.

Photo: Juli Kosolapova/unsplash
Phone: +212 677 753324
Internet: agadirjourney.com/index.php/other-touristic-activites/ride-hors-camel-agadir

Biking with Pikala

Explore Agadir on two wheels with a guided cycling tour, unveiling the city's lesser-known gems. Delve into the heart of Moroccan culture, guided by the enthusiastic local youth, while supporting sustainable tourism efforts. Suitable for all cycling proficiencies, this journey offers a blend of adventure, cultural insight, and social impact.

Photo: Sina Sadeqi/unsplash
Phone: +212 612 860739
Internet: www.pikalabikes.com

Souss-Massa National Park

Souss-Massa National Park, a vital reserve south of Agadir showcases diverse landscapes from coastal cliffs to marshes. It's a sanctuary for rare species, including the world's largest colony of endangered bald ibis. With over 300 plant species and a rich variety of fauna, the park is a haven for nature lovers and a crucial site for conservation efforts against desertification.

Photo: pedrito1054/Shutterstock
Address: Parc National de Souss-Massa
Internet: national-parks.org/morocco/souss-massa

Taghazout Village

Taghazout, a quaint fishing village just north of Agadir, is a haven for surfers. The village is alive with the rhythm of traditional fishing, with blue boats dotting the shore. Local shops provide surf gear, while the streets are lined with cafes and stores selling local crafts.

Photo: Louis Hansel/unsplash
Internet: www.bestsurfdestinations.com/surfing-taghazout

Taghazout Beach

North of Agadir, this 8km-long sandy beach, first frequented by hippies who came here in the 1960s, is considered to be one of the best surf spots in Morocco. It's also well-visited by people just looking for a relaxing day in the sun. Take a long walk north, all the way to the quaint fishing village of Taghazout.

Photo: Jacques VANNI/Shutterstock
Address: Plage Taghazout, Agadir

Crocoparc

If close encounters with reptiles excite you rather than induce fear, Agadir's Crocoparc is a definitive must-visit. Nile crocodiles are the stars of the show, but there are other reptilian inhabitants, such as snakes and iguanas. There's a free shuttle bus that runs to the park from the downtown.

Photo: Catchlight Lens/Shutterstock
Address: Drarga, Agadir-Ida Ou Tanane
Opening hours: Daily 10am–6pm
Phone: +212 662 099361
Internet: www.crocoparc.com
Email: contact@crocoparc.com

GOLF

Natalia Saudi/Shutterstock

In and around Agadir, there are five different golf clubs, plus a training centre. The climate is perfect for golfing year-round.

Royal Golf Club

Agadir's Royal Golf Club, the city's historic golf venue, offers a 9-hole course developed in the 1950s, complete with practice range, putting green, and amenities including a restaurant with a scenic view.

Photo: Jopwell/pexels
Phone: +212 5282 48551
Internet: www.royalgolfagadir.ma
Email: royalgolfagadir@gmail.com

Golf du Soleil

Golf du Soleil uniquely combines sport and serenity across its two 18-hole courses, set between majestic mountains and the serene sea. It offers the Championship and Tikida Courses, each providing distinct challenges and experiences, suitable for every golfer, from novice to professional.

Photo: Robert Ruggiero/unsplash
Address: Golf du Soleil, Chemin de l'Oued Souss, Agadir
Phone: +212 5283 37330
Internet: www.golfdusoleil.com
Email: contact@golfdusoleil.com

Golf l'Océan

Agadir's Ocean Golf, designed by Belt Collins, provides a mix of challenges amidst natural landscapes near Bensergao forest, complemented by views of the Atlas Mountains from its driving range. The 27 holes are divided evenly between the dunes, desert and garden scapes.

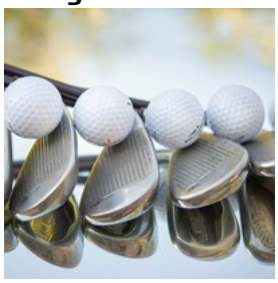
Photo: shulers/shutterstock
Address: Golf l'Océan, Inezgane
Phone: +212 528 273 542
Internet: golfdelocean.com/en

Golf les Dunes

Golf les Dunes, 10 kilometres from Agadir, offers three 9-hole courses amidst eucalyptus and palm trees, highlighted by four large lakes and mountain views.

Photo: mk. s/unsplash
Address: Golf les Dunes, Route Oued Souss, Agadir
Phone: +212 5288 34719
Internet: www.golflesdunesagadir.com

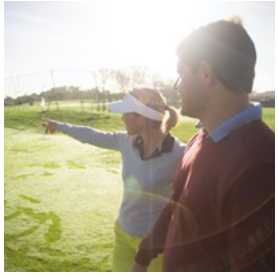
Tazegzout Golf



Tazegzout Golf, 15 minutes from Agadir within Taghazout Bay, features an 18-hole course designed by Kyle Phillips. Merging seamlessly with natural landscape, preserving the precious argan trees, it sits 80 metres above the Atlantic, offering panoramic ocean and woodland views from every hole and the clubhouse terrace.

Photo: Cristina Anne Costello/unsplash
Address: Taghazout Bay Resort, Route d'Essaouira, Agadir
Phone: +212 671 818189
Internet: tazegzout.com/en/home

Agadir Golf Training Center



Agadir Golf Training Center offers a comprehensive learning environment with diverse workspaces and a 4-hole course, ideally situated for a warm-up or introduction to golf, mere minutes from the city's heart.

Photo: Kampus Production/pexels
Address: In front of la Medina COCO Polizzi, Aghroud Bensergao, Agadir
Phone: +212 661 385 442
Internet: www.agadir-golf-training-center.com/en

DINING

upslim/Shutterstock

As one of the world's biggest suppliers of sardines, Agadir is a city that heavily features fish on its restaurant menus. From freshly grilled sardines to fish tagine, local cuisine draws its inspiration from the fruits of the sea.

There are three main zones when it comes to eating in Agadir: the beach, where many restaurants are located, and you have many different types of food to choose from; New Talbourjt, one of the cheapest areas to go for food; and Uniprix, with restaurants for both tourists and locals.

Le Flore

Located directly on the promenade, this café and restaurant is the perfect place for breakfast before a day on the beach, or a light lunch in the sun. Le Flore is famous for excellent seafood dishes, and is also open for dinner.

Photo: Kzenon/Shutterstock
Address: Promenade Tawada, Agadir
Opening hours: Daily noon–2am
Phone: +212 5288 40813

Le Jardin d'Eau

At Le Jardin d'Eau, you can enjoy your meal either on the outside terrace or inside the stunning dining room. They serve traditional Moroccan and French food, made from organic and locally produced ingredients, supplied by a collective farm south of the city. It's one of the city's best dining addresses. Live music shows are hosted every night.

Photo: Ekaterina Pokrovsky/Shutterstock
Address: Boulevard du 20 Aout, Agadir
Opening hours: Daily 10am–1:30am
Phone: +212 5288 40195
Internet: jardindeau-agadir.com

Les Blancs

Boasting the best location in the city, right on the beach next to the Agadir Marina, Les Blancs serves top-notch Spanish cuisine. Enjoy paella or tapas, as well as seafood and meat dishes, with your toes dipped in the warm sand.

Photo: asife/Shutterstock
Address: Route Marina, Agadir
Phone: +212 5288 28368
Internet: www.bestrestaurantsmaroc.com/en/restaurant-maroc/blancs-les.html

Le Tapis Rouge by Little Norway

At Le Tapis Rouge Agadir by Little Norway, you are invited to taste Moroccan seafood transformed into Scandinavian-style dishes. Their signature steak is a crowd's favourite.

Photo: Maksim Toome/Shutterstock
Address: Complexe Tamlelt, Agadir
Phone: +212 5288 40848
Internet: visitagadir.com/sit/restaurant-le-tapis-rouge-by-little-norway

Riad Villa Blanche

Dine at Riad Villa Blanche where exquisite Moroccan cuisine meets the finesse of French pastry, all crafted from the finest regional ingredients. Enjoy top-notch service in a serene setting, complemented by a diverse bar on the terrace, serving everything from cocktails to traditional mint tea.

Photo: Nadya Lukic/Shutterstock
Address: Secteur R n° 19, Agadir
Phone: +212 5282 11313
Internet: www.riadvillablanche.com/en/agadir-restaurant
Email: reservation@riadvillablanche.com

Daffy

This hidden gem serves delicious Moroccan food at reasonable prices. The tagine is especially popular. The restaurant is located close to a mosque and alcoholic beverages are not served here.

Photo: Anneka/Shutterstock
Address: Rue des Oranges, Agadir
Phone: +212 5288 20068
Internet: restaurantguru.com/Restaurant-Daffy-Agadir

Restaurant Côté Court

This stylish restaurant is adjacent to the Royal Tennis Club. It is well-visited by regulars, but tourists have also started to find their way here. They serve a mix of traditional Moroccan cuisine and international dishes. Stop by after a visit to the Museum of Amazigh Culture.

Photo: Ramon grosso dolarea/Shutterstock
Address: Royal Tennis Club Agadir, Avenue Hassan II, Agadir
Phone: +212 616 070760
Internet: www.instagram.com/cotecourtagadir
Email: contact@cotecourt.ma

Mezzo Mezzo

Mezzo Mezzo offers authentic Italian cuisine at great value. Select from classic dishes like pizza, pasta and risotto, perfectly paired with fine wines. The ambiance is cosy, and the staff are exceptionally warm and welcoming.

Photo: Denizo71/Shutterstock
Address: 19 Avenue Hassan II, Agadir
Phone: +212 666 828055
Internet: www.instagram.com/restaurant_mezzo_mezzo

Mauresque Lounge

At Le Mauresque, enjoy a fusion of Mediterranean and Moroccan cuisine in an authentic Moroccan setting or on the inviting outdoor terrace. Whichever you choose, anticipate warm service from our hospitable waiters, ensuring a memorable dining experience.

Photo: Karol Kozlowski/Shutterstock
Address: Route de L'Oued Sous, Agadir
Opening hours: Daily 6pm–2am
Phone: +212 662 622832
Internet: www.instagram.com/lemauresque01

La Scala

Located on the seafront, La Scala is celebrated for its delectable seafood, alongside a varied menu featuring pasta and meat options. The ambiance strikes a perfect balance between elegance and comfort.

Photo: ilolab/Shutterstock
Address: Route de L'Oued Sous, Agadir
Phone: +212 5288 46773
Internet: lascalaagadir.com/menu

Chiche Kebab

When you are hungry for a quick kebab, pizza or hamburger, make a quick stop at Chiche Kebab. Simple, fast and delicious. Their selection of dipping sauces for the kebabs is something special.

Photo: gkrphoto/Shutterstock
Address: Avenue Hassan II, Agadir
Phone: +212 5288 44677
Internet: visitagadir.com/en/sit/chiche-kabab

Restaurant Scampi

Scampi is located in the very centre of Agadir, offering visitors a wide array of traditional Moroccan dishes. Locals come to this restaurant for important business lunches, and tourists

enjoy the fine fish offerings paired with a bottle of wine.

Photo: marco mayer/Shutterstock
Address: Avenue Hassan 11, Agadir
Phone: +212 5288 41902

CAFÉS

evp82/Shutterstock

Agadir's vibrant café scene reflects its diverse culinary culture, accommodating the tastes of its international visitors. With an array of traditional Moroccan treats and French pastries, those with a penchant for sweets will be delighted. Complement your choice with a revitalising mint tea or a rich coffee for the complete experience.

Café La Fontaine

Nestled in the heart of the city, La Fontaine is an ideal spot for people-watching. Treat yourself to something sweet or a quick bite in this beloved local hangout, known for its robust coffee and complimentary WiFi.

Photo: Troy Rocco/Shutterstock
Address: Avenue Hassan II, Agadir
Opening hours: Daily 7:30am–11pm
Phone: +212 5288 48340
Internet: www.instagram.com/lafontaine_agadir

Pâtisserie Tafarnout

Established in 1984, Pâtisserie Tafarnout continues to thrive, offering an array of exquisite Moroccan pastries and cakes. Alongside these sweet treats, you'll find sandwiches, fresh juices and the quintessential Moroccan mint tea.

Photo: yosefus/Shutterstock
Address: Avenue Hassan II, Agadir
Opening hours: Daily 6am–11pm
Phone: +212 5288 44450
Internet: www.instagram.com/tafarnout

Orange Cafe

Orange Cafe offers a tranquil retreat in its traditional Moroccan-style courtyard, complete with a fountain, where you can unwind with a coffee, tea or juice, away from the afternoon heat. The menu includes hamburgers, desserts, and, as the name suggests, refreshing orange juice.

Photo: Oleksandr Pyrohov/pixabay
Address: Rue des Orangers, Agadir
Opening hours: Mon–Sat 8am–7:30pm
Phone: +212 5288 28140
Internet: restaurantguru.com/Orange-Cafe-agadir-Agadir

Pâtisserie L'Anice

Stylish, elegant and modern Pâtisserie L'Anice serves perhaps the best pastries in the city. Everything on offer is marvellously presented by top pastry chefs, from their macarons and

cookies to the specially designed custom cakes.

Photo: Ekaterina Pokrovsky/Shutterstock
Address: Studiotel Afoud, Rue de la Foire, Agadir
Opening hours: Daily 7am–10pm
Phone: +212 5288 43999
Internet: www.instagram.com/lanicebyafoud

La Baraka

The unassuming sandwich shop La Baraka has a simple and informal vibe about it, a place people visit to indulge in their favourite comfort food, including pizza, sandwiches and burgers, as well as ice cream, desserts and coffee.

Photo: Oliveshadow/Shutterstock
Address: 58 Avenue Khalid Ibn Oualid, Agadir
Opening hours: Daily 7am–1:30am
Phone: +212 5282 12060
Internet: restaurantguru.com/La-Baraka-Agadir-2

Catanzaro

Catanzaro is a friendly cafe and shisha bar with comfortable sofas and the option of outdoor seating for a breath of fresh air. Large TVs often screen soccer matches and other significant sporting events, making it a great spot for breakfast and sports fans.

Photo: Roman Rybaleov/Shutterstock
Address: 1 Boulevard 20 Août, Cplxe Igoudar, Agadir
Opening hours: Daily 8am–midnight
Phone: +212 5288 40513
Internet: restaurantguru.com/Catanzaro-Agadir-resto-salon-du-Chicha-Agadir

BARS & NIGHTLIFE

saiko3p/Shutterstock

Following a relaxing day at the beach, venture into town to savour local cocktails and immerse yourself in the vibrant atmosphere of the Saharan beat. Agadir's nightlife offers a diverse array of options, including nightclubs, bars, and a casino, ensuring a memorable experience for everyone.

Avenue Hassan II

Discover a slice of Parisian charm on Avenue Hassan II, where stylish restaurants and cafes offer the perfect setting for a relaxed evening of drinks and conversation. Favoured by locals, these establishments serve up strong coffee, refreshing mint tea and fresh orange juice, alongside tempting desserts, in an atmosphere reminiscent of a chic Parisian boulevard.

Photo: glasseyes view/Shutterstock
Address: Avenue Hassan II, Agadir

Jour et Nuit

Jour et Nuit, a beach bar open from early morning till past midnight, offers a refreshing escape with its expansive terrace and prime location. Enjoy a coffee or juice as you soak in the atmosphere. Popular with the younger crowd, it's a perfect spot to unwind with drinks, ocean sounds and music from inside the bar.

Photo: RuffEngine/Shutterstock
Address: Rue la Plage, Agadir
Phone: +212 666 773400
Internet: jour-et-nuit-agadir.business.site

English Pub

The English Pub offers a variety of British and Irish beers, pool tables and inviting outdoor seating. Frequented by locals and tourists, it provides a British ambience in a Moroccan setting, complete with a friendly staff, separate smoking areas, decent cocktails, and a wide selection of drinks. A resident DJ and karaoke nights add to the fun, while the kitschy Union Jack outside makes it easy to spot.

Photo: bogdanhoda/Shutterstock
Address: Boulevard du 20 Aout, Agadir
Phone: +212 6488 61156
Internet: www.instagram.com/english_pub.agadir
More Info: Located within the Tafoukt Complex

Flamingo Arabica Beach Club

Flamingo Arabica Beach Club is a bustling nightspot known for its lively atmosphere and contemporary music selection. Particularly on Saturdays, it draws a lively crowd of both tourists and locals looking for a memorable night out.

Photo: Pressmaster/Shutterstock
Address: Rue du Oued Souss, Agadir
Phone: +212 5288 44343

Papagayo

Papagayo, a staple in Agadir's nightlife scene since 1998, remains one of the city's most vibrant clubs. It's the perfect place to dance the night away before unwinding on the beach as dawn breaks.

Photo: ARENA Creative/Shutterstock
Address: Chemin des Dunes, Agadir
Opening hours: Daily midnight–5am
Phone: +212 621 261 652
Internet: www.instagram.com/papagayo.agadir
More Info: Next to Hotel Riu Tikida Beach

Camel's

Camel's restaurant and bar on the beach promenade offers a unique experience with delicious food, live music and stunning ocean views. It's a popular spot for its vibrant ambiance, so it's wise to arrive early. Enjoy the sunset in Agadir with great entertainment, all in a welcoming setting.

Photo: Martin Zangerl/unsplash
Address: Plage d'Agadir, Local (A), la côte Secteur Balnéaire, Agadir
Opening hours: Daily 10:30am–2am
Phone: +212 5288 28560
Internet: www.instagram.com/camels_agadir

SHOPPING

Goran Bogicevic/Shutterstock

From the lively souk to the modern stores in the new town, Agadir offers a diverse shopping experience. Whether you're after hand-crafted ceramics, leather goods, carved figurines or spices for that tagine, always carry cash and remember to negotiate, as the first price is rarely the final one.

City Centre

One of the main shopping areas is situated along Avenue Hassan II and Avenue du Prince Moulay Abdellah. You will find numerous boutiques and department stores selling clothes, as well as souvenir shops selling all manner of Moroccan artisanal goods and handcrafted pieces.

Photo: Jose AS Reyes/Shutterstock

Souk Berbere Artisanal

Souk Berbere Artisanal is renowned for its locally-designed jewellery, but its range extends to luxurious rugs and carpets, ornate furniture like chests and bureaus, intricately decorated vases and tea sets, as well as bags and tajines, among other items.

Photo: pixbull/Shutterstock
Address: 28 Boulevard Abderrahim Bouabid, Agadir
Phone: +212 661 756854
Internet: instagram.com/souk_berbere_artisanal

L'Echappee Belle Etape Berbere

L'Echappee Belle Etape Berbere is an elegant and modern boutique that showcases contemporary Moroccan design items, ranging from clothing and shoes to accessories, homeware and even some confectionery, jams and oils. Their products are on the cutting edge of design but manage to keep an authentic Moroccan feel.

Photo: BonnieBC/Shutterstock
Address: 7 Rue Mohamed Boufous, Agadir
Phone: +212 678 742227
Internet: visitagadir.com/sit/lechappee-belle-etape-berbere-la telier-dizza

Argan Oil Shop

This boutique specialises in locally-produced argan oil, a versatile product from the endemic argan tree, used in both culinary and cosmetic applications. The shop boasts a vast selection of argan-based products, with friendly staff on hand

to provide detailed explanations of each item's benefits.

Photo: Luisa Puccini/Shutterstock
Address: Avenue Al Amir Abde Lkader, Agadir
Phone: +212 661 168277

Ensemble Artisanal

The Ensemble Artisanal consists of a multitude of merchant stalls and small shops offering items including traditional Moroccan crafts such as pottery, baskets, ironwork and many others. The market was established in the centre of the new city of Agadir after 1960, because the old souk craft was destroyed entirely during an earthquake that shook the city.

Photo: Maurizio De Mattei/Shutterstock
Address: Avenue du 29 Fevrier, Agadir
Internet: visitagadir.com/sit/complexe-artisanal-dagadir

Marché Central

Marché Central is a relatively compact covered market with everything from local produce and fresh fruit to leather and crafts on offer. It's significantly smaller and more tranquil than the city's main souk.

Photo: streetflash/Shutterstock
Address: Avenue Hassan II, Agadir
Internet: visitagadir.com/sit/marche-central

Librairie Al Mouggar

For a great selection of reading material in Agadir, visit Librairie Al Mouggar. They offer an extensive range of French titles, along with English-language novels and guidebooks, catering to diverse literary tastes.

Photo: Yulia Grigoryeva/Shutterstock
Address: Avenue du Prince Moulay Abdallah, Agadir
Opening hours: Mon–Thu & Sat 9:30am–1pm / 3pm–7:30pm; Fri 9:30am–1pm / 3:30pm–7:30pm; Sun closed
Phone: +212 5288 42712
Internet: www.almouggar.com/accueil

Marjane Agadir

Marjane is a sprawling department store catering to a wide array of shopping needs. It features an extensive selection of clothing, homeware and accessories, along with a sizable supermarket stocked with both international and local products, ensuring a comprehensive shopping experience.

Photo: Lisa S./Shutterstock
Address: Avenue Mohammed V, Agadir
Opening hours: Daily 9am–10pm
Phone: +212 5299 01000
Internet: www.marjane.ma

Tamara Skateshop

If you'd like to skate down the waterfront in style, check out Tamara Skateshop — one of the few skate shops in all of Morocco. You'll also find a small selection of new and vintage clothes

here.

Photo: Oleg V. Ivanov/Shutterstock
Address: 61 Avenue Amir Abd Kadir Massira, Agadir
Opening hours: Daily 11am–10pm
Phone: +212 642 397112
Internet: www.marocsk8.com

TOURIST INFORMATION

upslim/Shutterstock

Agadir–Al Massira Airport (AGA)

Al-Massira Airport is located 28 km from the city centre. To get to and from the airport you can take a bus or taxi. Local bus number 22 goes from the airport to Inezgane, a suburb of Agadir. The last bus leaves at 8:30 pm. From Inezgane to Agadir city centre, you can take bus number 20, 24 or 28. If you would rather take a shared taxi, it will cost you about the same.

A taxi ride from the airport to Agadir takes about 20 minutes.

It is also possible to hire a vehicle from any of the car rental agencies at the airport.

Photo: Photo Nature Travel/shutterstock
Address: Matar al-Maseera, Agadir
Phone: +212 5288 39152
Internet: www.agadir-airport.com
Email: m.oudrhiri@onda.ma

Passport / Visa

Citizens of the European Union, as well as the United States, Australia, and dozens of world countries can enter and remain in Morocco visa-free for up to 90 days. Look up individual prerequisites prior to travel in order to possibly apply for visa in time.

Photo: ConvertKit/unsplash
Internet: en.wikipedia.org/wiki/Visa_policy_of_Morocco

Best Time to Visit Agadir

The ideal time to visit Agadir largely depends on your tolerance for heat. June through August mark the peak tourist season, with temperatures reaching their highest (22–27 ºC). For the rest of the year, the weather remains warm and pleasant, albeit with a higher chance of rain and clouds. Average temperatures during this period tend to be more moderate, making it a comfortable time to explore the city.

Photo: Tobias Pfeifer/unsplash

Public Transport

The central parts of Agadir are very walkable, but if you get tired, there are plenty of local buses to take you to nearby beaches or city suburbs. Remember to have coins to pay for the ticket since the driver doesn't carry a lot of change.

The main local bus station is located next to the main grand taxi stand at the south end of Rue de Fes, approximately 20 minutes by car from the city centre. It is very usual to arrive at Inezgane though, which is the bus hub of the region.

Photo: Juli Kosolapova/unsplash
Address: Place Salam bus station, Rue de Fes, Agadir
Internet: visitagadir.com/en/informations/travel-in-souss-massa

Taxi

By far the easiest and quickest way to get around town is by the cream-coloured Grand taxi or the orange Petit taxi. You can find them either at the taxi rank at the south end of Rue de Fes or Rue Yacoub el-Mansour in New Talborjt, or by hailing one off the street.

The Petit taxis are only allowed to drive within the city. The Grand taxis only take a minimum of 6 passengers, but you can also pay extra and hire the whole taxi. Fares are charged on the meter or discussed in advance.

Photo: Mourad Saadi/unsplash

Post

Stamps can be bought at souvenir shops, hotels and at post offices around town. The larger outlets are open Monday to Friday 8am–4:15pm and Saturday 8am–11:45am. The main post office can be found at on Avenue du Prince Moulay Abdellah.

Photo: Simona Sergi/unsplash
Address: La Poste Principale, Avenue du Prince Moulay Abdellah, Agadir
Internet: www.poste.ma

Pharmacy

There are several pharmacies in the city, many of them found along Avenue Hassan II and Avenue Prince Moulay Abdellah. Most of them are open Monday to Saturday 9am–11:30am, 3:30pm–8pm and 9pm–12:30am. For information on pharmacies that are open after-hours, see the list posted on the front door window.

Photo: Mika Baumeister/unsplash
Address: Pharmacie Founty, Avenue Hassan II, Agadir
Phone: +212 5288 44023

Telephone

Country code: +212 Area code: 05282, 05288 or 052990

Photo: Wesley Hilario/unsplash

Electricity

In Morocco, you will encounter two types of electrical outlets: Type C and Type E, both with round prongs. The country's electrical system runs on a 220V supply voltage and a frequency of 50Hz. Make sure to bring appropriate adaptors if your devices are not compatible with these specifications.

Photo: Mika Baumeister/unsplash

Population
979,248

Currency
Moroccan dirham (MAD) 1 dirham = 100 centimes

Opening hours
Bank offices are open from Monday to Friday 8:30am–11:30am and 2:30pm–4:30pm. Most shops and consumer-facing businesses are open from Monday to Saturday 9am–1pm and 3pm–7pm.

Internet
visitagadir.com/en

Emergency numbers
Police: 190
Ambulance/Fire: 150
Information Centre: 160

Tourist information
Regional Tourism Council
Located in the Chamber of Commerce, Industry and Services
Imm Chambre de Commerce d'Agadir, Avenue Hassan II, Agadir

+212 5288 42629