



Porsche Morocco co-organises the first Fairmont Golf Cup in a new multi-year series

05/12/2025 Porsche Morocco partnered with Fairmont Royal Palm Marrakech to co-host a two-day Golf Cup, bringing together Porsche and golf enthusiasts for a premium sporting and lifestyle experience set against one of Morocco's most prestigious golf destinations.

Morocco | Porsche Morocco co-organised a bespoke Golf Cup in collaboration with Fairmont Royal Palm Marrakech, marking the first time the brand has co-branded a golf event in the Moroccan market. The two-day competition, played over 36 holes, combined high-level sport with refined hospitality, reinforcing Porsche's focus on awareness-building and customer loyalty.

The tournament featured a Hole-in-One challenge with a Porsche Taycan awarded as the ultimate prize. The competition was complemented by a carefully curated social programme designed to elevate the overall experience for participants and guests.

Festivities began on Friday 5th December with a cocktail dinner, offering players and invited guests the opportunity to connect in an elegant and relaxed setting. The event concluded with a gala soirée featuring live music, a seated dinner and a Christmas tree illumination ceremony, creating a festive atmosphere.

The collaboration represents a key milestone for Porsche Morocco, highlighting the brand's strategic approach to lifestyle partnerships that extend beyond the automotive world. The Golf Cup also serves as the foundation for a broader partnership with Fairmont, set to run through 2026 across its Moroccan destinations, including Tangier, Rabat, Marrakech and Agadir.

By aligning with Fairmont Royal Palm Marrakech, Porsche Morocco continues to strengthen its connection with a shared audience of luxury, performance and lifestyle enthusiasts, while creating memorable experiences that reflect the brand's values both on and off the road.

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